

Ward - Branston

Councillors

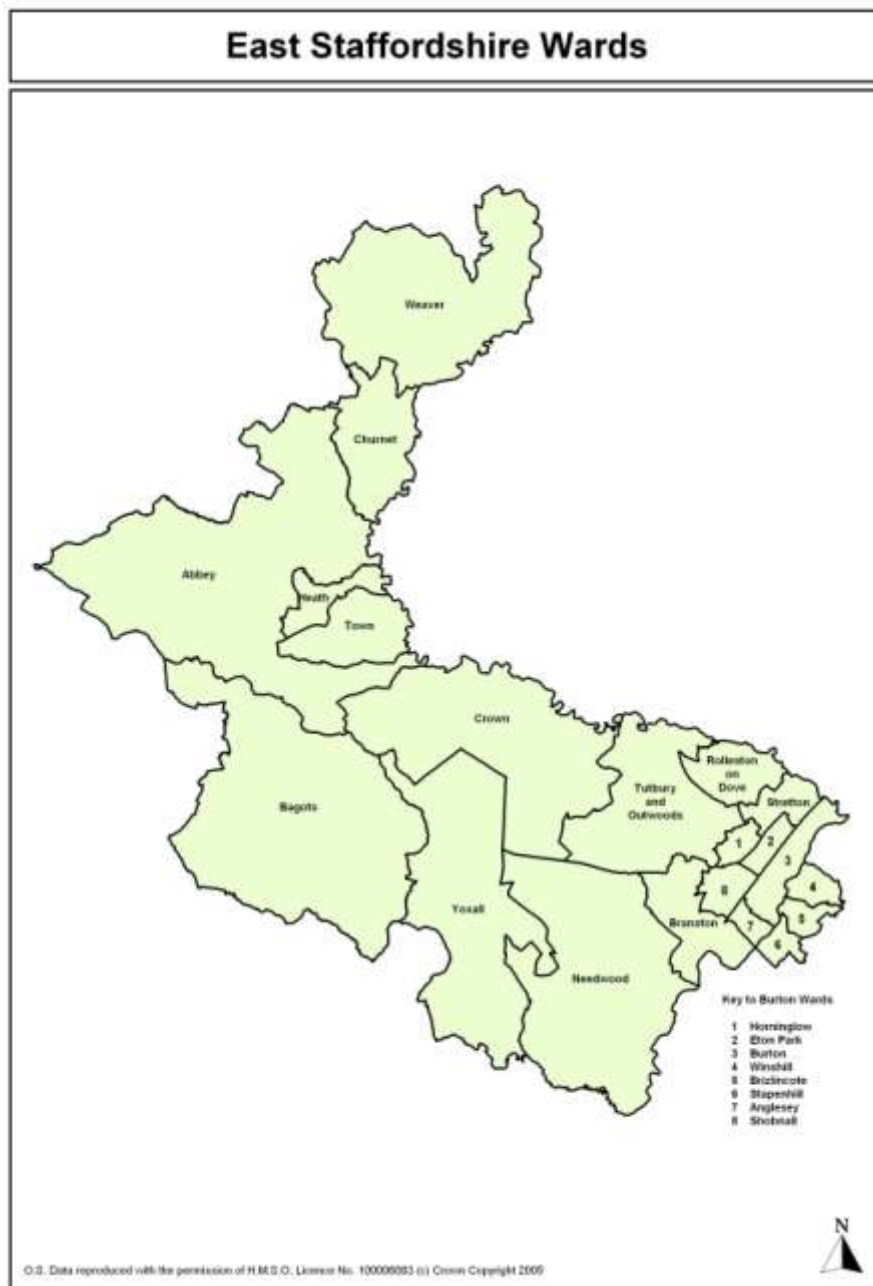
Patricia Ackroyd
Conservative

Michael Bowering
Conservative

Richard Grosvenor
Conservative

Area

Branston covers 966 hectares. This represents 2.5% of the total area of East Staffordshire.



2001 & 2011 Census

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

Summary statistics from the 2001 Census of Population

Actual	Branston	East Staffordshire	England & Wales
Population	7,040	103,770	52,041,916
Total permanent households	2,969	42,717	21,660,475
Percentage	%	%	%
Male	49.8	48.7	48.7
Female	50.2	51.3	51.3
Ethnic minority	2.6	6.1	8.7
Religion – Christian	80.0	77.4	71.8
No Religion	13.0	11.5	14.8
Children aged 0-15	20.5	21.2	20.2
People aged 16-74	74.7	71.7	72.2
People aged 75+ years	4.8	7.1	7.6
Employed (of those aged 16-74)	72.7	63.1	60.6
Looking after home/family (of those aged 16-74)	4.0	6.6	6.5
Retired (of those aged 16-74)	11.9	14.5	13.6
Occupation – Manager or Senior Official	17.2	15.1	15.1
Occupation – Process, Plant or Machine Operative	9.8	12.1	8.5
Households with no car	12.1	23.2	26.8
Households with 2 or more cars	41.6	32.6	29.4
Travel to Work – by Bike or On Foot	9.3	15.1	12.8
Travel to Work – Drive a Car or Van	71.0	61.8	55.2
Residents with limiting long term illness	13.2	17.1	18.2
Residents who described their health as 'not good'	6.0	7.9	9.2
Residents who provide unpaid care	8.9	10.0	10.0
Owner occupied households	87.1	75.8	68.9
Rented from a Council or RSL	6.9	14.1	19.2
No Central Heating	7.2	15.3	8.5
Pensioner living alone	10.1	14.0	14.4
Single person households	25.9	27.7	30.0
Lone parent households	3.6	5.7	6.5

Source: 2001 Census Area Statistics

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

- A smaller Black & Minority Ethnic population
- A higher proportion of Christians and a lower proportion than nationally with no religion
- A lower proportion of children than the Borough average
- A lower proportion of people over the age of 75 years
- A higher proportion of residents who are employed
- A lower proportion of residents who look after the family/home
- A higher proportion of residents whose occupation is manager or senior official
- A lower proportion than the Borough average of process, plant or machine operatives
- A far lower proportion of households with no car and a far higher proportion with 2 or more
- A lower proportion who travel to work by bike or on foot and a higher proportion who drive
- A lower proportion of residents with a limiting long term illness and 'not good' health
- A lower proportion of residents who provide unpaid care
- A higher proportion of owner occupied households
- A lower proportion rented from the Council or an RSL
- A lower proportion of households without central heating
- A lower proportion of single pensioner, single person and lone parent households

Population

The most authoritative population estimates are produced every ten years based on the Census of Population. The 2001 Census gives the population of Branston as 7,040, which is a rise of 79.0% since 1991. Significant house building has taken place in the area. Branston ward was reduced in size in the May 2003 boundary changes but retained its most populated area.

Age of Resident Population in 2001 -%

	Branston	East Staffordshire	England & Wales
Under 16	20.5	21.2	20.2
16 to 19	3.4	4.8	4.9
20 to 29	14.0	10.6	12.6
30 to 59	45.7	42.6	41.5
60 to 74	11.6	13.7	13.3
75 and over	4.8	7.1	7.6
Average Age	36.3	38.6	38.6

Source: 2001 Census Area Statistics

The above figures are updated to produce mid year population estimates in the inter-censal period. The latest figures are for 2009 and these estimate the population of Branston to be 7,270, which is a rise of 3.3% on the 2001 Census figure.

Mid 2009 Population Estimates by Broad Age Group

	All Ages	Children 0 - 15	Working Age 16-64M/59F	Older People 65M/60F & over
Branston	7,270	19.7	62.8	17.6
East Staffordshire	108,800	19.6	60.0	20.4
Staffordshire	828,700	17.9	60.4	21.7
West Midlands	5,431,100	19.4	60.6	20.0
England	51,809,700	18.7	61.9	19.3

Source: Office for National Statistics Crown Copyright 2010

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

Mid-2009 Population Estimates for Parishes

Parish Name	Ward	All Ages	Children Aged 0 to 15	Young People 16 to 24	Those Aged 25 to 59	Aged 60+
Branston	Branston	6807	1344	706	3371	1386
Outwoods	Tutbury & Outwoods & Branston	2201	412	203	989	597

Source: Office for National Statistics © Crown Copyright 2011

Ethnic Group – Resident Population in 2001 - %

	Branston	East Staffs	England & Wales
White	97.4	93.9	91.3
Mixed	0.9	0.9	1.3
Asian or Asian British	1.0	4.3	4.4
Black or Black British	0.6	0.6	2.2
Chinese or Other Ethnic Group	0.2	0.3	0.9
Black & Minority Ethnic	2.6	6.1	8.7

Source: 2001 Census Area Statistics

Religion – Resident Population - 2001

In the 2001 Census 80.0% of Branston residents stated their religion to be Christian. This is above the East Staffordshire average of 77.4% and the England & Wales average of 71.8%. 13.0% responded with 'No Religion'. This is above the East Staffordshire average of 11.5% but below the England & Wales average of 14.8%. Christianity is the only major religion in Branston. All other religions each account for less than 1.0% of the local population. This contrasts with the picture for the whole Borough, as Islam is the religion of 4.0% of East Staffordshire residents. However, it is in line with the low Black & Minority Ethnic (BME) population in Branston.

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

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

Economic Activity

Economic Activity – Resident Population Aged 16 to 74 - %

	Branston	East Staffordshire	England & Wales
Employed	72.7	63.1	60.6
Unemployed	1.8	3.1	3.4
Economically active full-time students	1.8	2.1	2.6
Retired	11.9	14.5	13.6
Economically inactive students	1.9	3.1	4.7
Looking after home/family	4.0	6.6	6.5
Permanently sick or disabled	2.9	4.3	5.5
Other economically inactive	3.0	3.2	3.1

Source: 2001 Census Area Statistics

76.3% of all Branston residents aged 16 to 74 are economically active (full and part-time employed, self-employed, unemployed or economically active full-time student). This is above the East Staffordshire average of 68.3% and the England & Wales average of 66.5%.

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

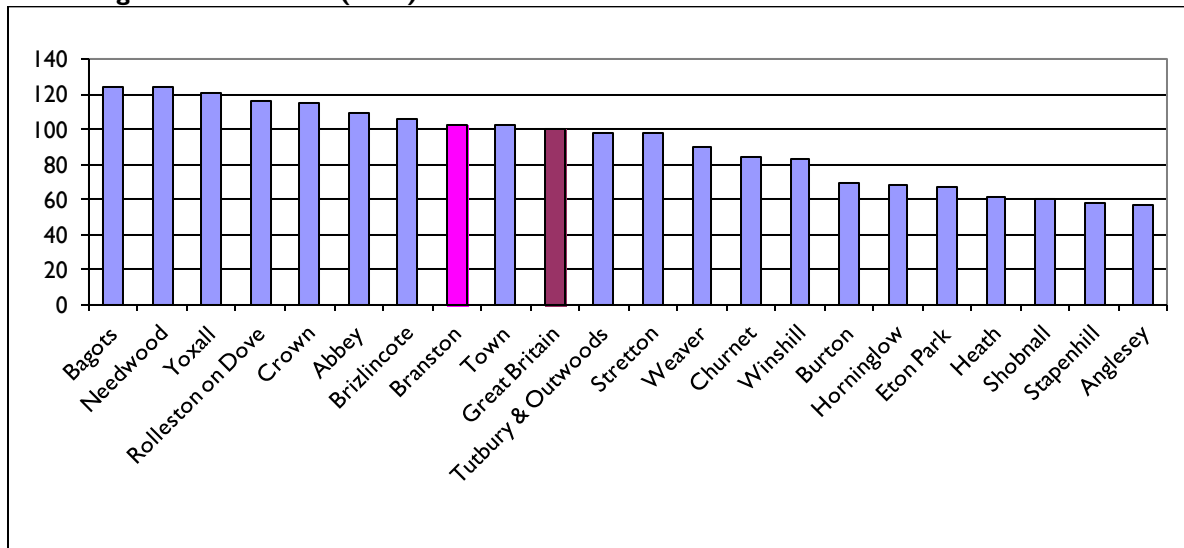
- A higher employment rate
- A lower proportion of economically active full-time students and also economically inactive students
- A lower proportion of retired residents
- A lower proportion of those who are looking after the home/family
- A lower proportion of those who are permanently sick or disabled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

Occupation Groups – Resident Population Aged 16-74 - %

	Branston	East Staffs	England & Wales
Managers & Senior Officials	17.2	15.1	15.1
Professional	10.3	9.4	11.2
Associate Professional & Technical	13.8	11.0	13.8
Admin & Secretarial	14.3	11.3	13.3
Skilled Trades	11.6	12.9	11.6
Personal Service	5.0	6.5	6.9
Sales & Customer Service	6.7	6.8	7.7
Process, Plant & Machine Operatives	9.8	12.1	8.5
Elementary e.g. labourers, porters	11.3	14.7	11.9

Source: 2001 Census Area Statistics

Knowledge Worker Score (2001)



Source: Local Knowledge; Census 2001

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

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

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

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

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

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

	Branston	East Staffordshire	England & Wales
Agriculture; Hunting; Forestry & Fishing	1.1	2.1	1.5
Mining & Quarrying	0.2	0.3	0.3
Manufacturing	21.0	22.7	15.0
Electricity; Gas & Water Supply	0.8	0.8	0.7
Construction	7.4	7.0	6.8
Wholesale & Retail Trade; Repair of Motor Vehicles	18.6	17.3	16.8
Hotels & Restaurants	4.4	4.9	4.8
Transport; Storage & Communication	7.4	6.5	7.0
Financial Intermediation	2.8	1.9	4.7
Real estate; Renting & Business Activities	12.0	10.4	13.0
Public Administration & Defence; Social Security	4.1	3.5	5.7
Education	6.1	7.5	7.8
Health & Social Work	9.7	10.5	10.8
Other	4.4	4.5	5.2

Source: 2001 Census Area Statistics

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

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

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

	Branston	East Staffs	England & Wales
Work from home	7.8	9.6	9.2
Underground; metro; light rail; Tram	0.1	0.0	3.0
Train	1.6	0.8	4.1
Bus; Mini Bus or coach	2.9	3.7	7.4
Motorcycle; Scooter; moped	1.0	1.0	1.1
Driving a car or van	71.0	61.8	55.2
Passenger in a car or van	5.8	7.1	6.3
Taxi or minicab	0.5	0.6	0.5
Bicycle	4.7	4.1	2.8
On foot	4.6	11.0	10.0
Other	0.2	0.4	0.5

Source: 2001 Census Area Statistics

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

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

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

	Number of Employees	% Full time	% Part time
Branston	4,300	77.2	22.9
East Staffordshire	53,000	70.3	29.7
Staffordshire	309,300	68.0	32.0
England & Wales	23,823,600	67.9	32.1

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

These figures exclude farm agriculture

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

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

Unemployment

April 2011	Branston	East Staffordshire	Staffordshire	England
Total unemployed - %	1.8	2.9	2.8	3.7
Of which:				
% aged under 25	40.9	31.1	31.7	28.2
% unemployed for over 12 months	5.7	8.2	11.4	14.0

Source: Nomis – Claimant Count

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

- A lower unemployment rate
- A higher youth unemployment proportion
- A lower long term unemployment proportion

Education

Key Stage 2 Test Results in 2010 - %

Key Stage 2 Results	Both English & Maths	English	Maths	Average Point Score
2010	%		%	
Rykneld County Primary	Boycott school			
Staffordshire Average	74	81	81	27.6
England Average	73	80	79	27.5

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

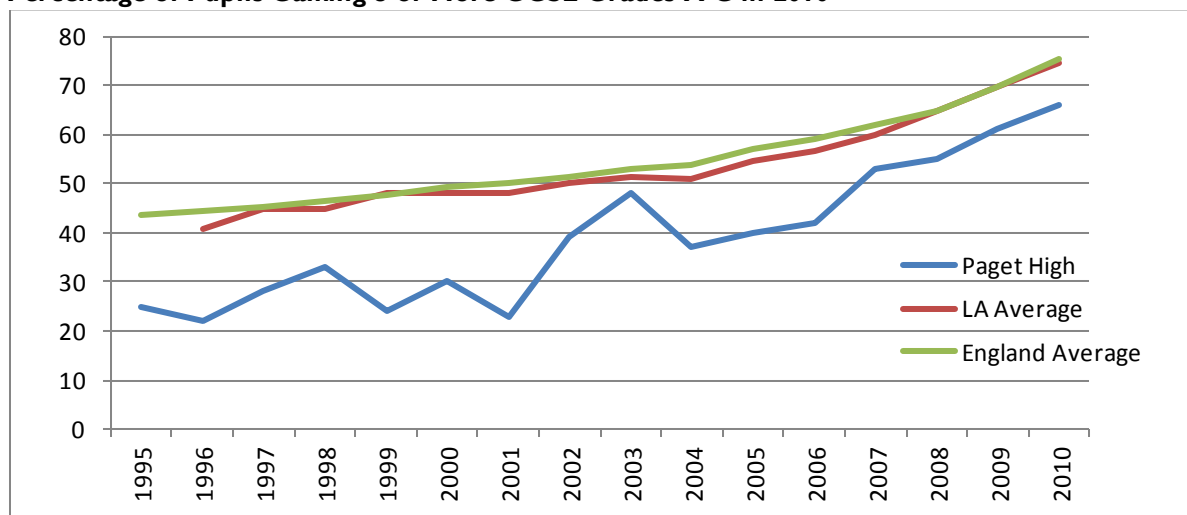
Source: DfES

School Absence Statistics - 2010

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

Source: DfES

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



Source: DfES

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

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

Source: DfES

School Leaver Activity Survey in 2010 - %

	Sub-total: Continuing with structured learning %	Continued full-time education %	Structured learning in the workplace %	Jobs with no structured training %	Not yet settled in any full- time positive activity %	Failed to respond or moved away %
Paget High – 153 school leavers						
On leaving Y11 in 2009	91.5	83.7	7.8	1.3	5.9	1.3
% point change	-3.3	-13.8	10.5	0.0	0.6	2.6
One year on in 2010	88.2	69.9	18.3	1.3	6.5	3.9
East Staffordshire – 1546 school leavers						
On leaving Y11 in 2009	92.2	85.0	7.2	1.4	5.6	0.8
% point change	-5.9	-11.6	5.7	1.2	1.8	2.9
One year on in 2010	86.3	73.4	12.9	2.6	7.4	3.7
Staffordshire Local Authority Average – 10,149 school leavers						
On leaving Y11 in 2009	94.9	87.2	7.7	0.8	3.7	0.6
% point change	-7.6	-12.1	4.5	1.3	2.5	3.8
One year on in 2010	87.3	75.1	12.2	2.1	6.2	4.4

Source: Connexions Staffordshire Ltd

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

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

Source: DfES

Percentage in Receipt of Free School Meals – October 2010

Primary Schools	%	Middle & Secondary Schools	%
Rykneld Primary	6.8	Paget High School	13.6
East Staffordshire	14.5	East Staffordshire	8.7
Staffordshire	13.3	Staffordshire	9.4

Source: Staffordshire LEA

The School Census summaries, at a ward level, some of the information set out above. It is collected by Staffordshire County Council and covers nursery, primary, middle, secondary and special schools in the maintained sector in Staffordshire. It includes information on pupils by gender, free school meal eligibility, ethnicity, special educational needs, travel to school methods and gifted and talented status. If there are less than 10 children in one category the percentage is given as Suppressed.

School Census 2010

2010	Branston	East Staffordshire	Staffordshire
% of pupils who are girls	47.9	48.8	48.8
% of pupils who are boys	52.1	51.2	51.2
% of BME pupils	18.6	18.6	7.2
% who have Free School Meals	8.2	13.4	12.4
% of pupils subject to School Action	12.7	12.8	10.6
% of pupils subject to School Action Plus	3.2	12.8	10.6
% of pupils who have a SEN Statement	1.8	2.3	2.7
% of pupils who are subject to School Action Plus or have a SEN Statement	5.1	6.6	7.6
% of pupils travelling to school by car/van	31.3	23.7	27.7
% of pupils travelling to school by bus	4.0	1.9	2.4
% of pupils walking to school	44.8	58.1	54.8
% of Pupils who are Gifted or Talented	7.4	10.3	10.4

Source: Staffordshire Observatory/Staffordshire County Council

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

	Branston	East Staffs	England & Wales
Had no qualifications	23.4	31.8	29.1
Qualified to degree level or higher	19.7	16.0	19.8

Source: 2001 Census Area Statistics

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

- No Key Stage 2 results (boycott school)
- A higher level of overall absence and a higher level of persistent absence at the senior school
- A lower percentage of eligible pupils achieving 5 or more GCSEs at grades A-C
- A lower percentage of eligible pupils achieving 5 or more GCSEs at grades A-C that include English & Maths
- A higher percentage of school leavers continuing with structured learning in 2010
- A lower percentage of school leavers than the East Staffordshire average not yet settled in any full-time positive activity by 2010
- A lower average point score per student and per exam entry at GCE (post 16) level
- A higher percentage of pupils receiving free school meals at the secondary school but a lower percentage at the primary school

Key points from the Census show that Branston has:

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

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

- Less likely to have free school meals
- Less likely to be subject to School Action Plus
- Less likely to have a SEN statement
- More likely to travel to school by car or bus
- Less likely to travel to school on foot
- Less likely to be termed gifted or talented.

Health

Key Health Comparators - %

2001 Census Area Statistics	Branston	East Staffordshire	England & Wales
Residents with limiting long-term illness (2001)	13.2	17.1	18.2
Residents who described their health as 'Good'	73.4	69.4	68.6
Residents who described their health as 'Fairly Good'	20.6	22.6	22.2
Residents who described their health as 'Not Good'	6.0	7.9	9.2
Residents who provide unpaid care	8.9	10.0	10.0

Source: 2001 Census Area Statistics

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

	Branston	East Staffordshire
Proportion of Residents who Smoke	18.0	25.8
Proportion of Residents who Binge Drink	19.3	17.4
Proportion of Residents who are Obese	25.6	26.2
Proportion of Residents who consume 5+ Portions of Fruit & Veg	28.5	24.5
The data for this indicator is part of a data modelling exercise carried out based on the Health Survey of England. Results are based on 3 year sample data of 16,000 adults and 4,000 children each year. The figures should not be used as actual figures but rather should be viewed as expected levels based on the socio-demographic characteristics of the area.		

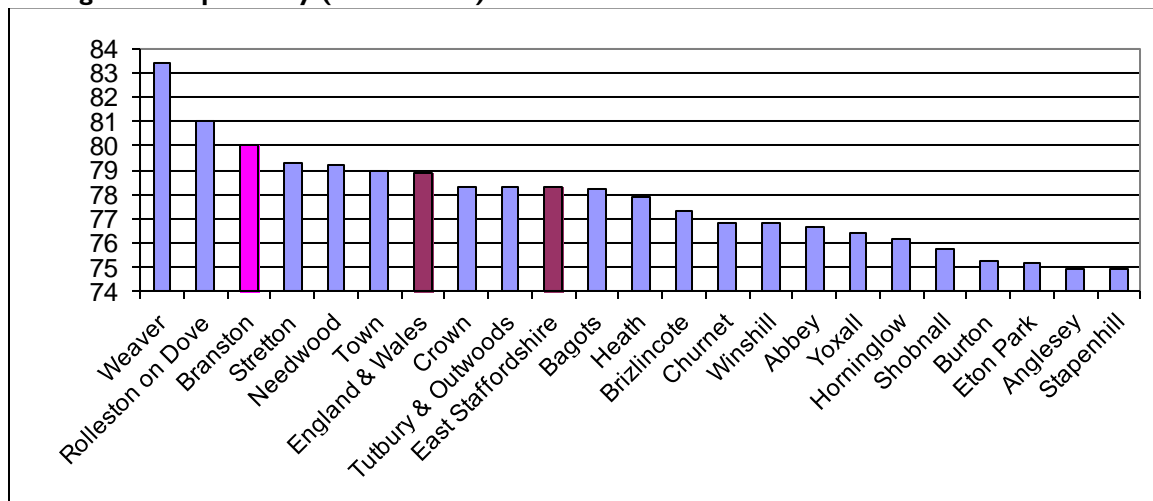
Source: The NHS Information Centre for Health & Social Care

Hospital Admissions: Summary Statistics – April 2007 to March 2008

Hospital Admissions: Summary Statistics	Branston	East Staffs	West Midlands	England
All Finished Admission Episodes	1,661	25,730	1,273,286	11,999,765
Coronary Heart Disease (CHD); Diagnosis	85	1,775	101,407	1,000,332
Cerebrovascular Disease (including Stroke); Diagnosis	20	438	23,794	187,962
Cancer (excluding non-melanoma skin cancer); Diagnosis	239	3,844	170,651	1,326,050
Falls (basic accidental falls); External cause	37	762	34,260	365,098
Hip Replacement; Operation	10	187	7,938	69,434
Knee Replacement; Operation	11	192	8,788	71,541
Cataract; Operation	18	644	31,177	326,758

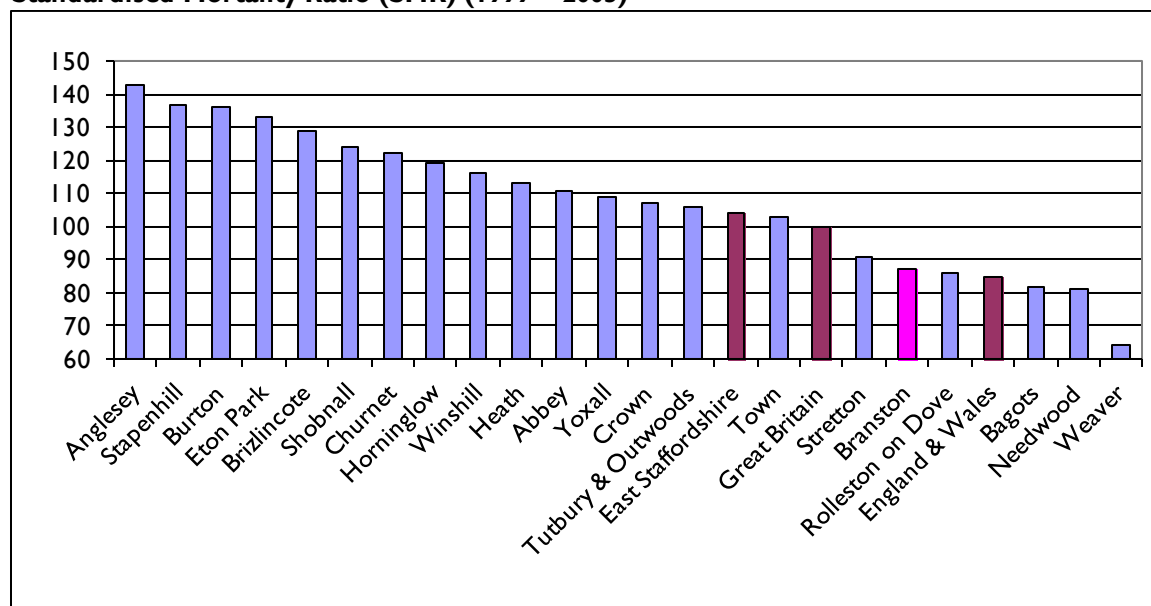
Source: NHS Information Centre for Health & Social Care

Average Life Expectancy (1999 – 2003)



Source: Local Knowledge; Life Expectancy at Birth

Standardised Mortality Ratio (SMR) (1999 – 2003)



Source: Local Knowledge; Standardised Mortality Ratios

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

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

- All-age all cause mortality rate per 100,000 population (2004/08)
- Premature mortality (rate per 100,000 population aged under 75)
- Premature mortality from circulatory diseases (rate per 100,000 people aged under 75)
- Percentage of population with a self reported limiting long term illness (2001)
- Smoking prevalence - adults (Mosaic estimates)
- Percentage of adult population doing no exercise in the last month (Mosaic estimates).

Summary of Key Health Indicators

	Branston	East Staffs
Percentage of births with a low birthweight (under 2,500 grams) (2004/08)	9.6%	9.1%
Life expectancy at birth for males (years) (2004/08)	78.0	76.9
Life expectancy at birth for females (years) (2004/08)	83.3	81.1
All-age all cause mortality rate per 100,000 population (2004/08)	526	626
Premature mortality (rate per 100,000 population aged under 75) (2004/08)	227	306
Premature mortality from circulatory diseases (rate per 100,000 people aged under 75) (2004/08)	43	80
Premature mortality from cancers (rate per 100,000 people aged under 75) (2004/08)	87	113
Mental Illness Needs Index (MINI) (rate per 100,000 population) (2000)	218	350
Percentage of population with a self reported limiting long term illness (2001)	13%	17%
Smoking prevalence - adults (Mosaic estimates) (2009)	22%	25%
Obesity prevalence - adults (Mosaic estimates) (2009)	16%	17%
Percentage of adult population eating five or more portions of fruit or vegetables a day (Mosaic estimates) (2009)	25%	24%
Percentage of adult population doing no exercise in the last month (Mosaic estimates) (2009)	47%	51%

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

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

- A lower proportion of residents suffering with a limiting long-term illness
- A lower proportion of residents who described their health as 'Not Good'
- A lower proportion of residents who provide unpaid care

Key points from the Healthy Lifestyle Behaviours Survey show that when compared to the East Staffordshire average Branston is thought to have:

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

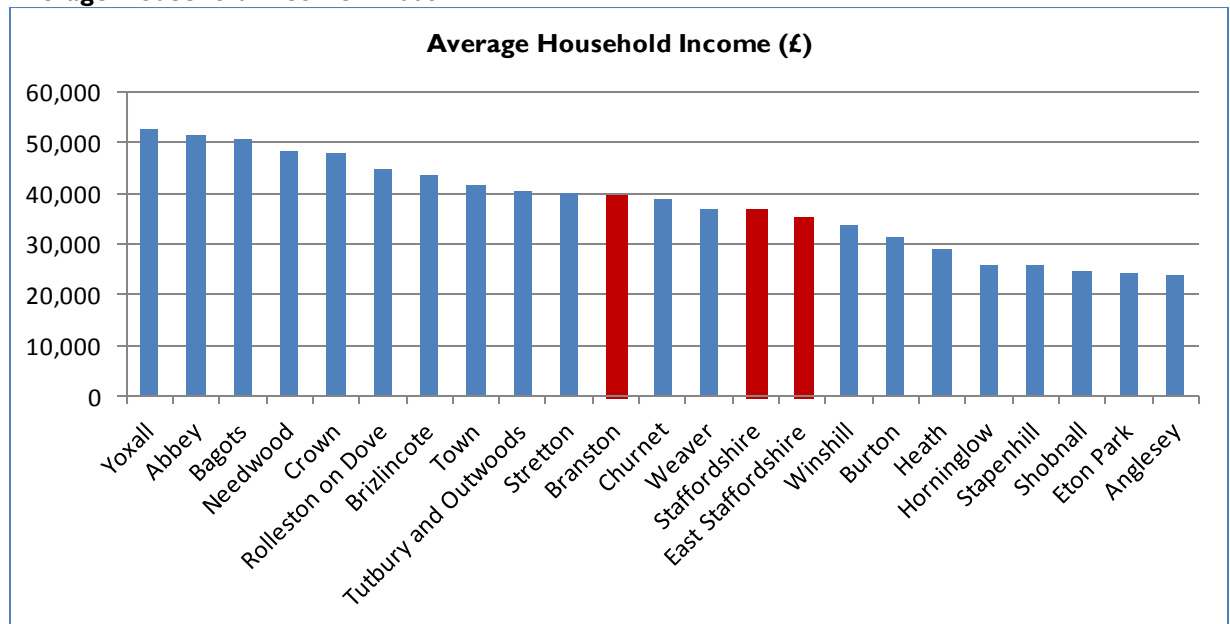
Key points from the 1999 – 2003 life expectancy and standardised mortality ratio data show that when compared to the national average Branston has:

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

Income

The average household income across East Staffordshire in 2008 was £35,500, which is slightly below the Staffordshire average of £36,800. However, across Branston the average household income in 2008 was £39,700, which is above the Borough and County figures.

Average Household Income – 2008



Source: Axiom IncomeX

DWP Benefit Claimants – Working Age Clients – May 2010

Proportion of resident population aged 16-64 claiming benefits			
%	Branston	East Staffordshire	Great Britain
Total claimants	8.6	13.3	14.7
Job seekers	1.8	3	3.5
ESA and incapacity benefits	4.1	6	6.7
Lone parents	0.7	1.5	1.7
Carers	0.8	1.1	1.1
Others on income related benefits	0.2	0.5	0.5
Disabled	0.8	1	1
Bereaved	0.1	0.3	0.2

Source: DWP Benefit Data – Nomis

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

- An average household income of £39,700, which is above the East Staffordshire average (£35,500)
- A lower proportion of total benefit claimants
- A lower proportion claiming all the benefits

Housing

At the time of the 2001 Census there were 2,969 household spaces with residents in Branston. There was also an additional 54 household spaces without residents, making a total of 3,023 household spaces in Branston in April 2001.

Households – 2001 Census Findings - %

	Branston	East Staffordshire	England & Wales
One person households	25.9	27.7	30.0
Pensioner living alone	10.1	14.0	14.4
Other all pensioner households	8.1	9.6	9.4
Contained dependent children	31.0	31.0	29.5
Lone parent households with dependent children	3.6	5.7	6.5
Owner occupied	87.1	75.8	68.9
Rented from Council	4.3	8.1	13.2
Rented from Housing Association or RSL	2.6	6.0	6.0
Private rented or lived rent free	6.0	10.2	11.9
Without central heating	7.2	15.3	8.5
Without sole use of bath, shower or toilet	0.1	0.3	0.5
Have no car or van	12.1	23.2	26.8
Have 2 or more cars or vans	41.6	32.6	29.4
Average household size (number)	2.4	2.4	2.4
Average number of rooms per household	5.6	5.7	5.3

Source: 2001 Census Area Statistics

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

- Less likely to be single person households, pensioners living alone or all pensioner households
- More likely to contain dependent children than the national average
- Less likely to be lone parent households
- More likely to be owner occupied
- Less likely to be rented from the Council, an RSL or private rented/living rent free
- Less likely to be without central heating or without sole use of a bath, shower or toilet
- Far less likely to have no car or van and far more likely to have 2 or more cars or vans

Households – 2001 Census – Accommodation Type - %

%	Branston	East Staffs	England & Wales
Percentage living in a detached house	36.8	31.7	22.8
Percentage living in a semi-detached house	44.4	32.8	31.6
Percentage living in a terraced house	14.0	25.7	26.0
Percentage living in a flat or maisonette	4.7	9.4	19.2
Percentage living in a caravan or mobile home	0.1	0.4	0.4

Source: 2001 Census Area Statistics

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

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

Private Sector House Condition Survey 2008

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

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

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

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

Category I hazards

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

Non-decent homes

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

Home energy efficiency

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

Fuel Poverty

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

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

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

Register of Electors 2010

The table below shows a count of the number of properties at the time of the 2010 Register of Electors. It shows a total of 3,101 properties in Branston ward, which is an increase of 2.6% on the 2001 Census figure. This is below the East Staffordshire increase of 10.4%. There are obviously differences in the way the information is produced but it gives an indication of the change in the number of properties during this period.

Electoral Area	Properties	% of Total	Void Properties	Void % of Props
AM - Branston	2,548	82%	106	4%
AN - Branston	339	11%	15	4%
AO - Outwoods South	214	7%	6	3%
Branston	3,101	6%	127	4%
East Staffordshire	49,048	100%	3,385	7%

Source: Register of Electors 2010

Fire Service Arson Returns 2008-2009

Branston	%	Number
Arson incidents	4.5	9
Malicious false Alarms: Attended	8.3	1
Malicious false Alarms: Not attended	0.0	0
Primary fires	0.0	0
Accidental dwelling fires	0.0	0
Deliberate vehicle fires	3.0	1
Deliberate other fires	0.0	0
Deliberate grass fires	11.8	2

Source: Staffordshire Fire Service

Index of Local Deprivation 2010

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

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

- **Overall Deprivation:** Three of Branston's five LSOAs have seen a deterioration in their rankings since 2007 and two have improved. However, all five LSOAs are within the top 50% least deprived. And 3 of these are within the top 20% least deprived.
- **Income Deprivation:** None of the LSOAs experience income deprivation and they fall within the top 20%, 30% and 40% least deprived in terms of income deprivation.
- **Employment Deprivation:** None of the LSOAs experience employment deprivation and they fall within the top 20%, 30% and 50% least deprived.
- **Health & Disability Deprivation** None of the LSOAs experience health & disability deprivation.
- **Education, skills and training deprivation:** None of the LSOAs experience education, skills and training deprivation.
- **Barriers to housing and services deprivation:** One of the LSOAs is deprived in terms of barriers to housing and services and falls within **the top 10% most deprived** LSOAs in England. The other four are not deprived for this measurement and in fact one LSOA falls within the top 10% least deprived.
- **Crime Deprivation:** None of the LSOAs experience crime deprivation and they fall within the top 30% and 40% least deprived.
- **Living environment deprivation:** None of the LSOAs are deprived in terms of their living environment and in fact one LSOA falls within the top 5% least deprived in England.

Branston ward does not exhibit deprivation according to the majority of the measurements outlined above. However one of its LSOAs is deprived in terms of barriers to housing and services due to the rural nature of part of the ward.

Place Survey 2008/09

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

The Local Area

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

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

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

Respondents were asked how satisfied or dissatisfied they are with their local area as a place to live. In Branston 84% of respondents were very/fairly satisfied, which is above the Borough average (79%). The survey found that older respondents were more likely to be satisfied with their local area than younger respondents, which fits with the age structure of the ward. Branston has a higher proportion of residents of pensionable age than the Borough average.

Respondents were asked how satisfied or dissatisfied they are with their home as a place to live. In Branston 93% of respondents were very/fairly satisfied which is below the Borough average (90%). The survey found that home owners were more likely to be satisfied with their home than those who were renting. Branston has a higher proportion of home owners than the Borough average (2001 Census).

Respondents were asked how strongly they feel they belong to their immediate neighbourhood. In Branston 71% of respondents feel they very/fairly strongly belong which is above the Borough average (61%). The survey found that older respondents (65+) were more likely to feel they belong to their immediate neighbourhood and those who rent privately were less likely to feel so.

% of respondents who are:	Branston	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Satisfied with local area	84	79	↑	11	80	↑
Satisfied with home as a place to live	93	90	↑	6 (joint)	N/A	N/A
Feel they belong to immediate neighbourhood	71	61	↑	6	59	↑

Local Public Services

This section covers perceptions of and satisfaction with local public services. Generally older respondents were more positive than younger respondents. There are a wide range of factors that

may affect how people feel about their local authority and its services, such as demographic characteristics, how informed people are, and views on participation and local decision making.

In Branston the respondents are more likely to agree that local public services are:

- Working to make the area safer
- Working to make the area cleaner and greener
- Promoting the interests of local residents

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

- Treating all types of people fairly.

% of respondents who think local public services are:	Branston	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Working to make the area safer	73	67	↑	5 (joint)
Working to make the area cleaner and greener	76	71	↑	6 (joint)
Promote the interests of local residents	46	43	↑	8
Act on the concerns of local residents	47	47	→	9 (joint)
Treat all types of people fairly	70	72	↓	12 (joint)

Respondents were asked how satisfied or dissatisfied they are with a number of different local services. In Branston the satisfaction levels are below the Borough average for the Staffordshire Police service, Staffordshire Fire & Rescue and local dentists. Again older people were more positive than younger people and females were more satisfied than males.

% of respondents who are satisfied with:	Branston	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Staffordshire Police	60	62	↓	15
Staffordshire Fire & Rescue	83	84	↓	11 (joint)
Your GP	87	85	↑	8
Local hospital	83	78	↑	6 (joint)
Local dentist	66	72	↓	15

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

- Local transport information
- Buses
- Libraries
- Museums – Branston has the lowest score for this service (ranked 21)
- Theatres
- Parks

% of respondents who have used the service in last 12 mths:	Branston	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Local tips/Household WRC	93	90	↑	8 (joint)
Local Transport Information	46	57	↓	18
Bus	49	57	↓	17
Sport	59	57	↑	7
Libraries	50	59	↓	19
Museums	8	22	↓	21
Theatres	25	30	↓	13
Parks	83	87	↓	13 (joint)

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

% of respondents who think:	Branston	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
East Staffordshire Borough Council provides value for money	36	31	↑	7 (joint)
Staffordshire County Council provides value for money	32	30	↑	8

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

% of respondents who are satisfied with the way:	Branston	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
East Staffordshire Borough Council runs things	51	43	↑	4 (joint)
Staffordshire County Council runs things	46	41	↑	6 (joint)

Local Decision Making

The Government aims to build communities where individuals are empowered to make a difference both to their own lives and to the area in which they live. A key indicator of this is the extent to which people feel able to influence decisions affecting their local area. Respondents were asked if they feel they can influence decisions in their locality. Branston respondents are less likely to feel they can than the Borough average.

% of respondents who feel:	Branston	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
They can influence decisions in their locality	17	26	↓	17	29	↓

Respect and Consideration

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

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

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

% of respondents who feel:	Branston	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Parents take responsibility for the behaviour of their children	35	30	↑	9	30	↑
People from different backgrounds get on well together	75	71	↑	9	76	↓
People do not treat each other with respect & consideration	21	29	↑	9	31	↑
They have been treated with respect & consideration by local public services	69	71	↓	12 (joint)	72	↓

Community Safety

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

Branston respondents were more likely to feel safe after dark than the Borough average.

% of respondents who feel:	Branston	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Safe after dark	60	54	↑	11 (joint)
Safe during the day	90	90	→	14

Anti-social Behaviour

Respondents were asked to think about their local area and to say whether each of a number of different types of antisocial behaviour was a very/fairly big problem. Local authorities are the key partner in tackling ASB and have statutory duties to enforce ASB legislation. Branston scores positively compared to the Borough average for all the aspects of anti-social behaviour listed in the questionnaire. In fact it has the most positive ranking for abandoned or burnt out cars – 0% feel it is a problem in Branston.

% of respondents who feel the following ASB is a problem:	Branston	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Noisy neighbours or loud parties	8	13	↑	9 (joint)	N/A	N/A
Teenagers hanging around the streets	27	41	↑	8	N/A	N/A
Rubbish or litter lying around	22	27	↑	8 (joint)	N/A	N/A
Vandalism/graffiti to property/vehicles	18	26	↑	8	N/A	N/A
People using or dealing drugs	10	28	↑	5 (joint)	31	↑
People being drunk or rowdy in public	9	24	↑	6	29	↑
Abandoned or burnt out cars	0	5	↑	1 (joint)	N/A	N/A

Confidence in Police

Respondents were asked whether they agree or disagree that the police and other local public services seek people's views about dealing with ASB and crime in their local area. This measure is being employed as a proxy to measure confidence in local agencies to tackle the community safety issues that matter to local people. Branston respondents were less likely to agree with this statement (14%) than the Borough average (26%).

Respondents were then asked whether they agree or disagree that the police and other local public services are successfully dealing with ASB and crime in their local area. Branston respondents were less likely to agree with this statement (23%) than the Borough average (26%).

% of respondents who agree the police & other local services are:	Branston	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Seeking people's views about dealing with ASB & crime	14	26	↓	20	25	↓
Successfully dealing with ASB & crime	23	26	↓	11 (joint)	26	↓

Additional Questions

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

Branston scores below the Borough average for satisfaction in terms of all aspects of the local bus service. In fact it has the second lowest score of all the wards for:

- Whether buses arrive on time
- The bus service overall

% of respondents who are satisfied with:	Branston	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
The frequency of buses	32	61	↓	18
The number of bus stops	54	76	↓	15 (joint)
The state of the bus stops	60	71	↓	17
Whether buses arrive on time	31	59	↓	20
How easy buses are to get on & off	63	73	↓	18
The bus service overall	33	60	↓	20

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

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