



Economic Profile of Burton upon Trent and Greater Burton



***Corporate Services
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Summary Statistics for Burton upon Trent

- In 2001 Burton upon Trent's population was 48,400 (63,203 in Greater Burton), with 11.1% from an ethnic minority and 70.9% Christian, 8.0% Muslim.
- The age profile is relatively young with more people under the age of 16 (22.6%) than aged 60 and above (20.1%). This is in contrast to the national average (20.2% v 20.7%).
- 65.3% of those aged 16 to 74 are economically active which is below the Borough, Regional and National averages.
- Elementary work such as labouring and shelf filling is the largest occupational group for Burton upon Trent residents and accounts for 17.9%.
- Full time employment accounts for 68.1% of all employment in Burton upon Trent (69.4% in Greater Burton).
- On average East Staffordshire employees earn approximately £24,794 per annum.
- The mean household income for East Staffordshire is around £31,400 (2006). Seven of Burton upon Trent's wards fall below this, with Brizlincote being the exception.
- Unemployment in Burton upon Trent stands at 2.9% (January 2007). Youth unemployment accounts for 34.0% of the total unemployed, however just 9.5% of all claimants are long term unemployed.
- Around 42,000 people are employed in Greater Burton (2005).
- 'Public Administration, Education & Health' is the dominant sector in terms of employee numbers, accounting for 28.8% of the town's workforce. Manufacturing is also important and accounts for 17.8% of employees.
- 'Distribution, Hotels & Restaurants' is the dominant sector in terms of the number of businesses, accounting for 38.6% of all Burton upon Trent's firms.
- 81.5% of Greater Burton key stage 2 pupils achieved level 4+ in Science, 70.4% did so for Maths and 74.0% for English.
- 56% of Burton pupils passed 5 or more GCSEs at grades A*- C
- 28.0% of Burton upon Trent's working age population have poor literacy skills and 30.6% have poor numeracy skills
- 55.9% of employed Burton upon Trent residents drive themselves to work.
- 19.1% of residents live with a long-term limiting illness and 9.3% described their health as not good.
- Burton upon Trent residents are claiming a wide range of benefits.
- The Index of Local Deprivation reveals areas of Winshill, Shobnall and Stapenhill to be in the top 10% most deprived areas in England.

Introduction

The purpose of this report is to provide the most recent statistics for Burton upon Trent and Greater Burton. The town of Burton upon Trent is within the Borough of East Staffordshire and it is made up of the following eight wards:

- Anglesey
- Brizlincote
- Burton
- Eton Park
- Horninglow
- Shobnall
- Stapenhill
- Winshill

Greater Burton covers the above eight wards but also includes the neighbouring wards of Branston and Stretton.

Ward Boundaries

On 1 May 2003 many of the ward boundaries across East Staffordshire changed, including those within Greater Burton. Fortunately, the 2001 Census is based upon the new ward boundaries, however the changes make comparisons with earlier data, for example the 1991 Census, difficult.

Alison Gardiner

Corporate Officer (Research)
Corporate Services



Population

Overview

The population of Burton upon Trent at the time of the 2001 Census was 48,400, which accounts for almost half (46.6%) of all people living within East Staffordshire (103,770). The Greater Burton area accounts for 60.9% of all Borough residents and has a population of 63,203. These figures both represent a small increase on the 1991 Census populations of 47,240 for Burton upon Trent (2.5%) and 61,073 for Greater Burton (3.5%). However, the areas are slightly different due to the ward boundary changes highlighted earlier and therefore it is not possible to accurately compare changes over this time frame.

The Office for National Statistics (ONS) produces Mid Year Population Estimates but only as low as district level. East Staffordshire’s population in 2005 was estimated to be 106,900 – a growth of 3.0% since the 2001 Census. If Burton upon Trent and Greater Burton retain their 2001 percentage shares of the Borough’s population then their estimated figures for 2005 would be around 49,800 and 65,100 respectively.

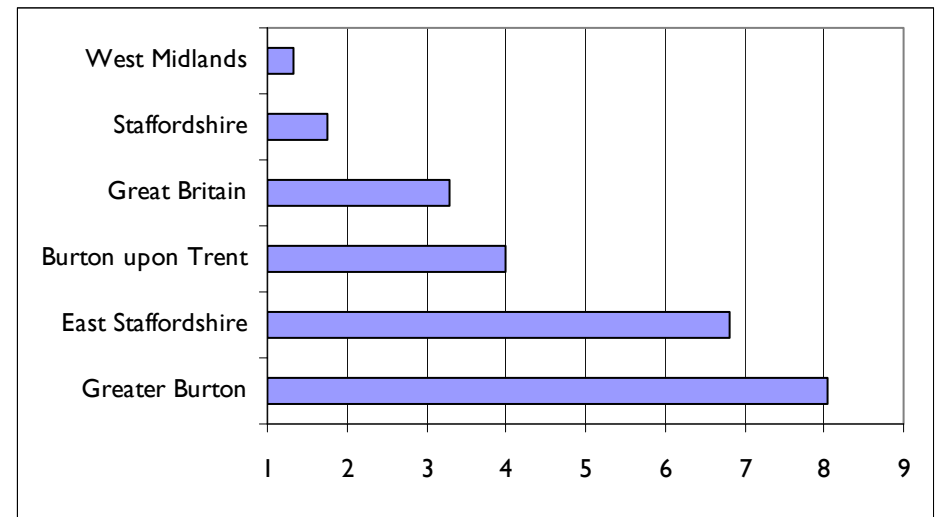
The 2001 Census shows a slightly higher percentage of females within both Burton upon Trent (51.5% females and 48.5% males) and Greater Burton (51.3% females and 48.7% males). The Greater Burton figure is identical to the East Staffordshire and the England and Wales divide.

Comparison of population changes in the East Staffordshire area with county, regional and national levels reveal that the Borough has had a much more significant change in its population. Between the Censuses of 1991 and 2001, the East Staffordshire population rose by 6.9%. This

is significantly higher than the county (2.6%), regional (2.3%) and national (4.4%) growth rates.

The graph below shows the population changes between 1991 and 2000 (due to the ward boundary changes for the 2001 Census) and shows how the population increases in Greater Burton (8.0 %) were significantly larger than nationally (3.3%) or regionally (1.3%). Branston ward, which falls within Greater Burton, saw a huge rise in its population during the 1990s when there was a significant amount of new house building in the ward. It successfully attracted people from Burton upon Trent itself, the surrounding wards to the south and people from outside of the East Staffordshire area and there was an estimated rise in population of 64.0% between 1991 and 2000.

Figure 1: Population Change 1991 to 2000

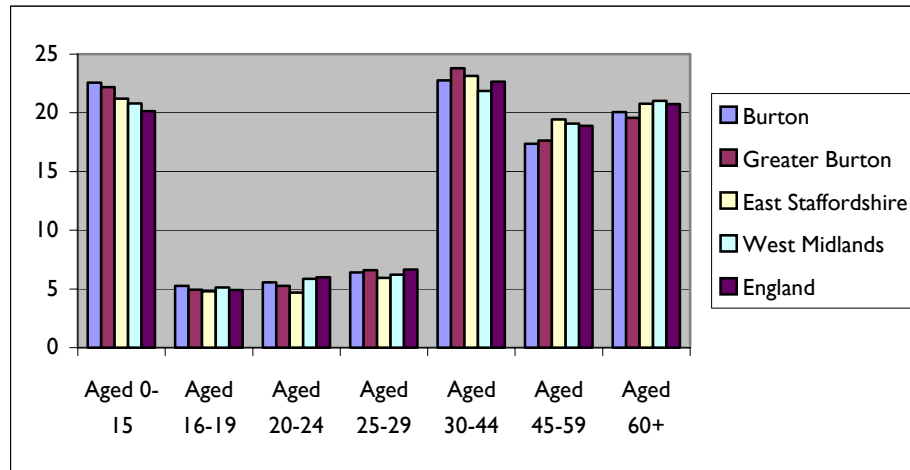


Source: 1991 Census & Staffordshire County Council Mid Year Estimates

Age of Population

The graph below shows the Burton upon Trent and Greater Burton populations divided by age groups. The 30-44 age group is the largest for all areas. The graph also highlights a trend, which may be a sign for things to come in the local area. Currently, across Burton upon Trent, Greater Burton and East Staffordshire there are more young people under the age of 16 than older people over the age of 60. However, the opposite is true for England and the West Midlands, which have an ageing population with more people aged 60 and over.

Figure 2: Population by Age (%) – 2001



Source: 2001 Census Area Statistics

The 30-59 year age group within East Staffordshire increased by 17.9% between 1991 and 2001, which suggests a significant rise in the number of people of working age within the Borough. An increased labour supply offers new opportunities to employers.

Age of Population by Ward

While changes in ward populations over the last decade are difficult to monitor due to the change in ward boundaries, comparisons can still be made of age breakdowns within the new wards. In Burton upon Trent, there are more people aged under 16 than aged over 60 (22.6% v 20.1%). This is also true for Greater Burton (22.2% v 19.6%). The table below shows wards within Greater Burton and how they have widely different age structures to the national average.

Table 1: Age Profile of Greater Burton Wards

	% Aged Under 16 Years	% Aged 60+ Years
Anglesey	24.5	16.7
Shobnall	24.4	18.8
Eton Park	24.3	16.4
Burton upon Trent	22.6	20.1
Winshill	22.3	21.6
Greater Burton	22.2	19.6
Horninglow	22.0	24.1
Stapenhill	21.5	21.9
Stretton	21.4	19.2
East Staffordshire	21.2	20.8
Brizlincote	21.0	17.9
West Midlands	20.8	21.0
Branston	20.5	16.5
England	20.2	20.7
Burton	18.7	20.8

Source: 2001 Census Area Statistics

Most of the wards within the urban area of Greater Burton have a higher proportion of under 16's living there compared to the Borough average. In Anglesey and Eton Park, this young population combines with a very small proportion of over 60's and a high proportion of people from an ethnic minority group.

This is in direct contrast to the other wards of East Staffordshire where the tendency is for the population to be much older.

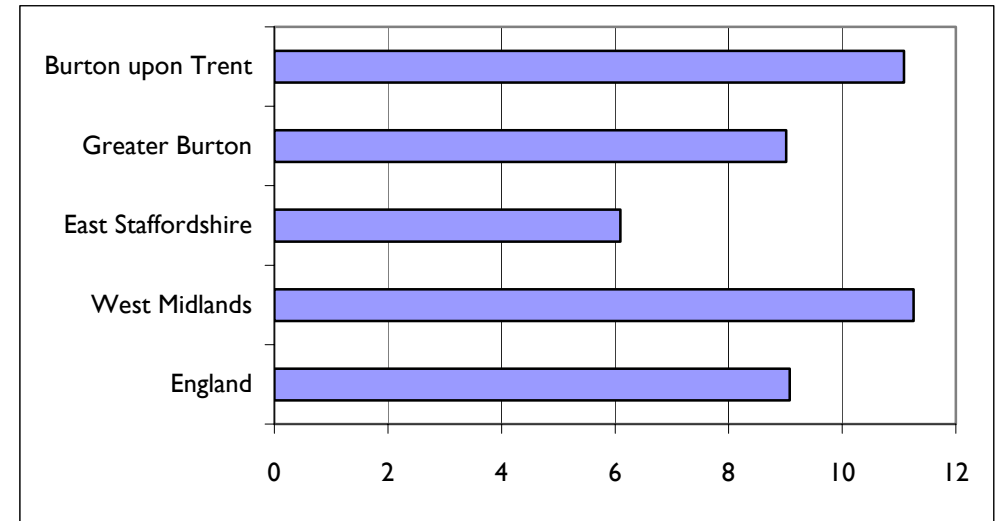
Population projections

The Office for National Statistics produces population projections for East Staffordshire. The latest version based on 2004 mid year population estimates suggests that East Staffordshire is forecast to see its population rise 14.2% by 2029, or over 15,000 people. This could equate to a rise of over 7,000 people in Burton upon Trent or over 9,000 people in Greater Burton.

Ethnicity

In 1991, the Borough's black and minority ethnic (BME) population was concentrated within several Burton upon Trent wards. Ten years on the BME population in East Staffordshire is still heavily centred in Burton upon Trent where one in nine residents (11.1%) are from an ethnic minority (9.0% in Greater Burton). This is similar to the West Midlands average of 11.3% but is significantly above the Borough average of 6.1% and the England average of 9.1%.

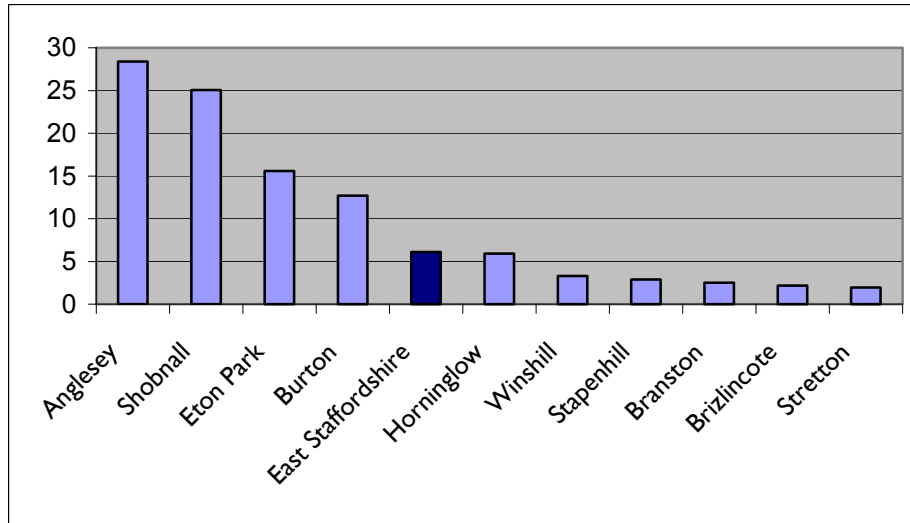
Figure 3: Black & Minority Ethnic Population (%)



Source: 2001 Census Area Statistics

There are four wards in East Staffordshire that have a BME population above the Borough average of 6.1% and these are all located within Burton upon Trent: Anglesey, Burton ward, Eton Park and Shobnall. This is merely a continuation of the trend first identified in 1991. A closer inspection of the population breakdown reveals all four of these wards have a ethnic minority rate of above 10% and in two of the wards the BME population makes up a quarter or more of all residents – 28.4% in Anglesey and 25.0% in Shobnall. However, the three wards on the other side of the River Trent – Winshill, Brizlincote and Stapenhill have a combined proportion of just 2.9%. This is illustrated in the graph below.

Figure 4: Black & Minority Ethnic Population by Ward (%)



Source: 2001 Census Area Statistics

The Pakistani community is the largest BME group within Burton upon Trent, accounting for 7.5% of the population and representing over 3,600 residents (2001 Census). This is significantly greater than the West Midlands proportion where just 2.9% of the population are Pakistani residents.

The ONS has produced experimental statistics, which estimate the resident population by ethnic group based on data for 2004. In East Staffordshire, it was estimated that 6.7% of the population were non-white (around 7,100 people) and 92.5% were classified as white British. However, since these experimental statistics were calculated the EU has been opened further and this has resulted in an increased number of European migrants, particularly from Poland, living and working in the Borough.

The 2001 Census found in Burton upon Trent:

- A BME population forming 11.1% (9.0% in Greater Burton)
- A rising BME population when compared with 1991
- BME communities - two wards having a BME population forming a quarter or more of the total ward population
- A young BME population – Burton upon Trent has an above average proportion of under 16's and BME residents
- An increasing proportion of people classified as non-white

Religion

For the first time a question was included in the 2001 Census on religious beliefs. Over two thirds (70.9%) of Burton upon Trent residents stated their religion to be Christian, significantly below the East Staffordshire average. 8.0% of the town's population are Muslim, which is twice the size of the Borough rate (4.0%).

Table 2: Percentage of People by Religion

2001 Census	Christian	Muslim	No Religion	Religion Not Stated
England	71.7	3.1	14.6	7.7
West Midlands	72.6	4.1	12.3	7.5
East Staffordshire	77.5	4.0	11.5	6.3
Greater Burton	73.4	6.2	13.0	6.5
Burton upon Trent	70.9	8.0	13.4	6.8

Source: 2001 Census Area Statistics

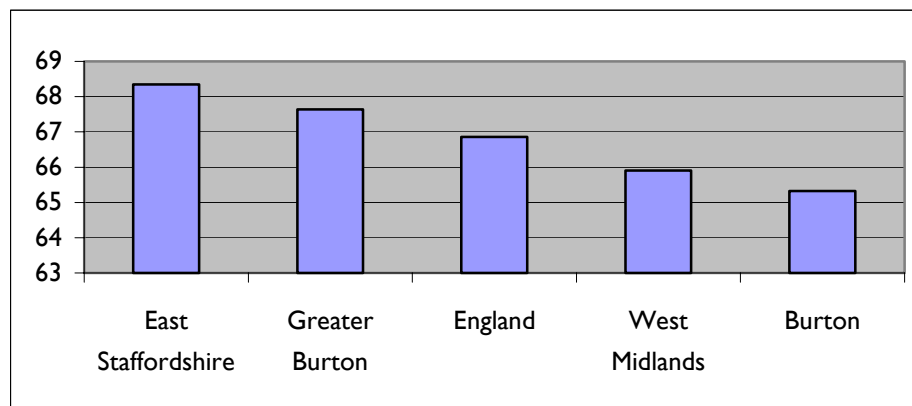
Both the Burton upon Trent and Greater Burton populations differ in their religious beliefs to the Borough average, particularly with fewer

Christians and more Muslims. This can be explained by the ethnic diversity of the town's population, which is explained above. Buddhist, Hindu, Sikh, Jewish and 'Other' religions each accounted for around 1.0% or less of the beliefs of the local population.

Workforce & Economic Activity

'Economically Active' refers to those aged 16 to 74 who were working or looking for work in the week before the Census. In 2001 just under two thirds (65.3%) of all Burton upon Trent residents were economically active (employed, self-employed, on a government scheme or unemployed). This is lower than the rates for the West Midlands (65.9%), England (66.9%), Greater Burton (67.6%) and the Borough average (68.3%).

Figure 5: Economic Activity Rate – Residents Aged 16-74



Source: 2001 Census Area Statistics

There are some other small differences. Greater Burton has a higher proportion of employees in full or part time employment (55.8%) than England (52.6%) while the reverse is true of self employed, 5.9% v 8.3%. Also, Burton upon Trent has an even lower proportion of working age people in self-employment than Greater Burton (5.6%) and the lowest proportion in full time employment (40.2%).

Table 3: Economically Active & Inactive Residents – 2001

	England	West Midlands	East Staffs	Greater Burton	Burton upon Trent
Economically Active	66.9	65.9	68.3	67.6	65.3
Economically Inactive	33.1	34.1	31.7	32.4	34.7
Part-time Employment	11.8	11.9	13.5	13.4	13.1
Full-time Employment	40.8	40.3	41.6	42.5	40.2
Self Employed	8.3	7.4	8.0	5.9	5.6
Unemployed	3.3	3.8	3.1	3.7	4.3
Full-time Student (economically active)	2.6	2.5	2.1	2.2	2.1
Retired	13.5	13.9	14.5	13.7	13.8
Student (economically inactive)	4.7	4.6	3.1	3.1	3.4
Looking after home/family	6.5	6.5	6.6	7.1	8.0
Permanently sick/disabled	5.3	5.7	4.3	5.1	5.8
Other (economically inactive)	3.1	3.4	3.2	3.3	3.7

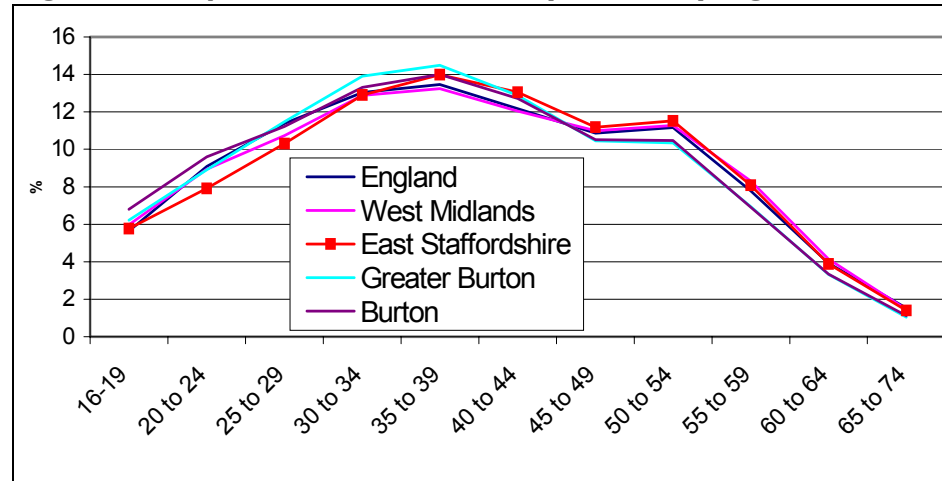
Source: 2001 Census Area Statistics

Economic Inactivity refers to those who are retired, students (excluding those who were working or in some other way were economically active), looking after family/home, permanently sick/disabled and 'other'.

Workforce by Age and Gender

The age structure of Burton upon Trent’s workforce differs slightly to the Borough, Regional and National averages. The figure and the table below look at economically active residents at the time of the 2001 Census. They show that both Burton upon Trent and Greater Burton have a higher proportion of economically active residents in the younger age ranges and this trend is consistent through the under 50’s.

Figure 6: Proportion of Economically Active by Age



Economically Active (%)	Aged Under 30 yrs	Aged Under 50 yrs	Aged 50 + yrs
Burton	27.6	78.2	21.8
Greater Burton	26.6	78.3	21.7
England	26.1	75.6	24.4
West Midlands	25.6	74.8	25.2
East Staffordshire	24.0	75.1	24.9

Source: 2001 Census Area Statistics

Points to be drawn from the age of the workforce include:

- In Burton upon Trent, there is a slightly higher proportion of economically inactive working age residents
- 54.9% of economically active residents in Burton upon Trent are aged under 40 years (51.8% in West Midlands), indicating that a young workforce exists in the town

The gender divide of the workforce (economically active residents) in Burton upon Trent differs slightly to the regional and national picture. Locally, 55.9% of economically active Burton upon Trent residents are male, compared to 44.1% female. Whereas in England, the proportions are relatively more even (54.6% v 45.4% respectively).

Commentary

The age structure of the population suggests that the majority of the people working are aged 30 to 44 years and this is supported by the chart. On the whole, Burton upon Trent’s economically active residents are slightly more likely to be in the younger age range than the regional and national comparison areas.

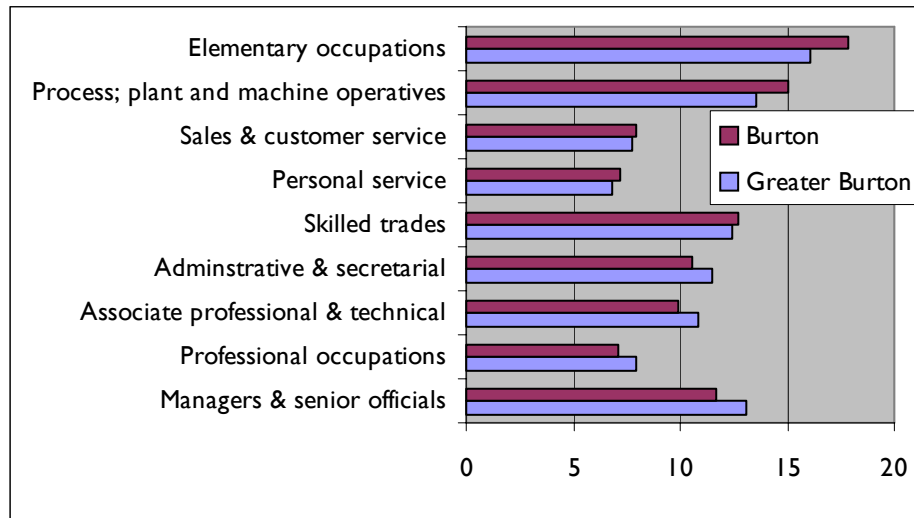
There is a higher proportion of younger economically active residents in Burton upon Trent and Greater Burton compared to the whole of East Staffordshire. This supports the fact that the town has a higher proportion of younger residents than the Borough average.

The relatively higher proportion of people employed in East Staffordshire who are male is difficult to explain other than with the high proportion of manufacturing employment locally which is a traditionally male, full time employment industry.

Labour Market: Employment & Unemployment

The 2001 Census provides data on the occupational structure of the local resident population (as opposed to the workforce). As the figure below shows the largest proportion of Burton upon Trent and Greater Burton residents are employed in elementary occupations (17.9% and 16.1% respectively). This occupational group is traditionally lower paid and includes for example labourers, porters, cleaners and shelf fillers. The proportions are higher than the regional and national averages and it is this group that has seen a large rise since 1991.

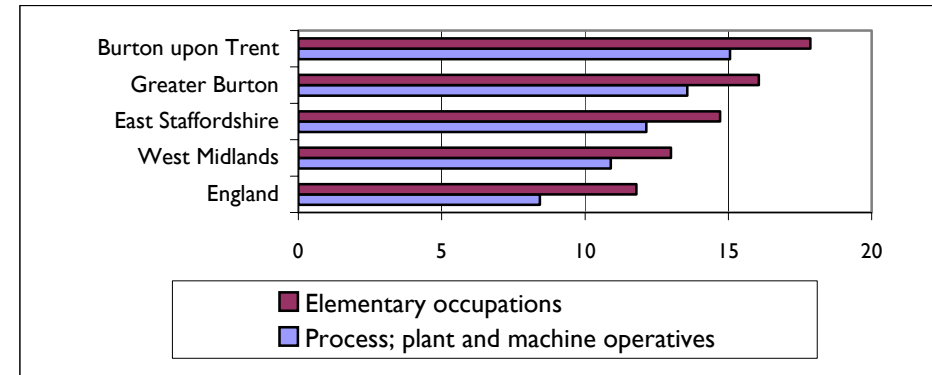
Figure 7: Occupational Structure of Local Residents (2001)



Source: 2001 Census Area Statistics

Burton upon Trent and Greater Burton residents are also significantly more likely to be employed in plant and machine operative work than is the case nationally (15.1%, 13.6% and 8.4% respectively).

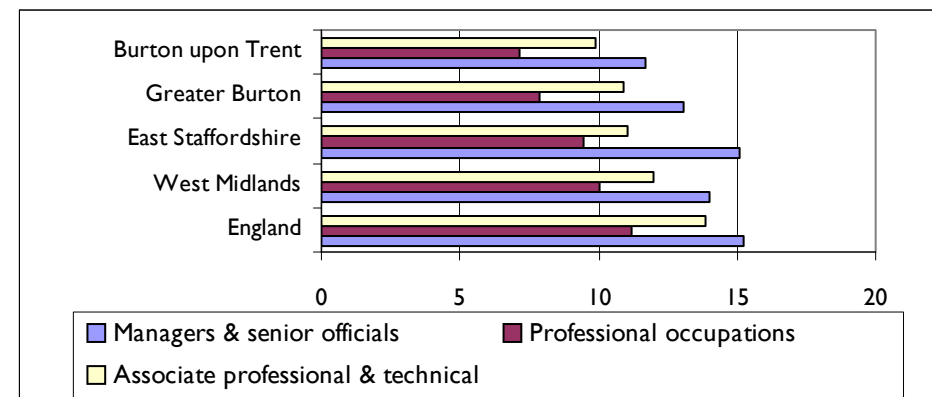
Figure 8: Occupational Structure of Residents (2001)



Source: 2001 Census Area Statistics

The opposite is true for the three higher occupational groups (managers and senior officials, professional occupations and associate professional and technical occupations) where both Burton upon Trent and Greater Burton have a below average proportion.

Figure 9: Occupational Structure of Residents (2001)



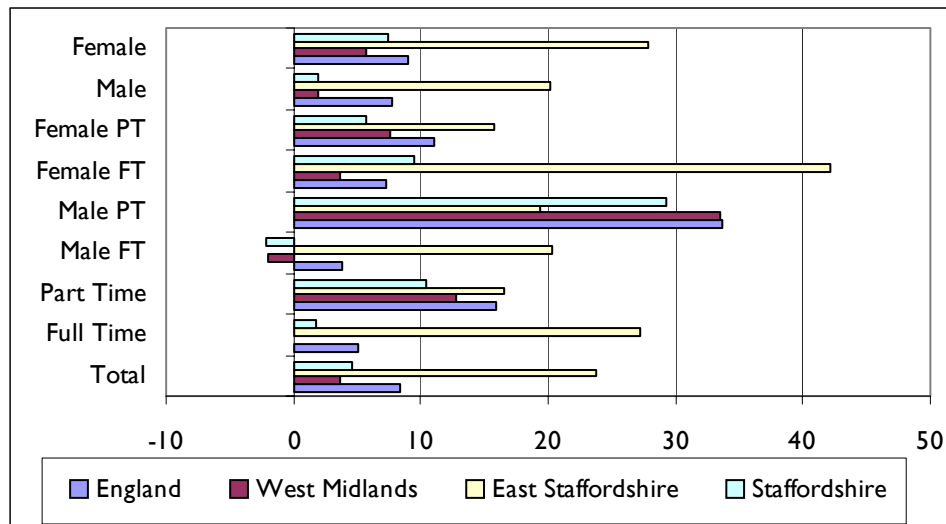
Source: 2001 Census Area Statistics

Full and Part-time Work in Burton upon Trent

The number of people employed within East Staffordshire increased by 23.8% between 1998 and 2005 (from 48,200 to 59,700). This is a far higher growth rate than that experienced across the county (4.7%), regionally (3.7%) and nationally (8.4%).

Due to ward boundary changes it is not possible to measure the change within Burton upon Trent during this time. However, it is possible to look at the period since 2003 and it is the Greater Burton area where the increase in the workforce has taken place. In 2005 34,200 people worked within Burton upon Trent, which is a rise of just 0.3% since 2003. However, in Greater Burton the workforce increased by 6.8% to 42,000 during this time.

Figure 10: Percentage Change in Employment 1998-2005



Source: Annual Business Inquiry

As stated earlier it is not possible to look at long-term trends for Burton upon Trent due to the ward boundary changes in 2003. Therefore the figure above refers to East Staffordshire. As it shows the Borough has experienced very different changes in employment compared to the other areas. Part-time employment rose by 16.5% between 1998 and 2005. This is faster than the county, regional or national rates. Full time employment in the Borough also increased significantly during this period – a rise of 27.3%. Nationally it increased by 5.1%. The County saw a rise of just 1.8% in the number of full time employees and regionally there was hardly any percentage change.

Locally, the largest growth rate was in female full time work, which grew by 42.2%, which is significantly above the England average of 7.3%.

Figure 11: Full and Part Time Employment 2005 (%)



Source: Annual Business Inquiry

This growth of female full time workers over the past few years can be seen in the local Burton upon Trent and Greater Burton workforce where female full time workers now outnumber female part time workers. Interestingly, the workforce is made up of more females (53.1% in Burton upon Trent and 50.2% in Greater Burton) than males. This is not the case regionally or nationally where females make up 49.1% and 49.5% respectively).

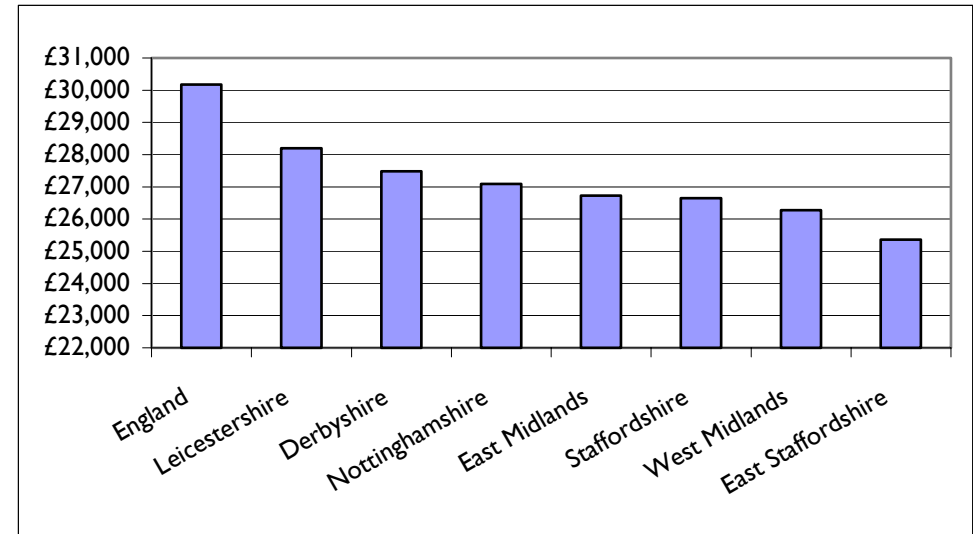
As the graph above shows both full and part time employment are important in the economic structure of Burton upon Trent and Greater Burton. Full time employment accounts for 68.1% of all employment in Burton upon Trent and 69.4% in Greater Burton. This is very similar to the regional (68.1%) and national (68.0%) figures. Part time employment is similar to regional and national averages but is lower than the Staffordshire rate (34.9%).

It must be remembered that although full time employment is the dominant sector its dominance is actually declining as it accounted for 70% of employment in England in 1998 - this is a common trend across the country.

Average Earnings

The Annual Survey of Hours & Earnings (ASHE) looks at the mean (average) gross annual earnings for full-time employees. Those living in East Staffordshire and in full time work earn on average £25,357 per annum, which is below the regional (£26,270), county (£26,648) and national (£30,171) averages. ASHE does not provide earnings data for areas below district level.

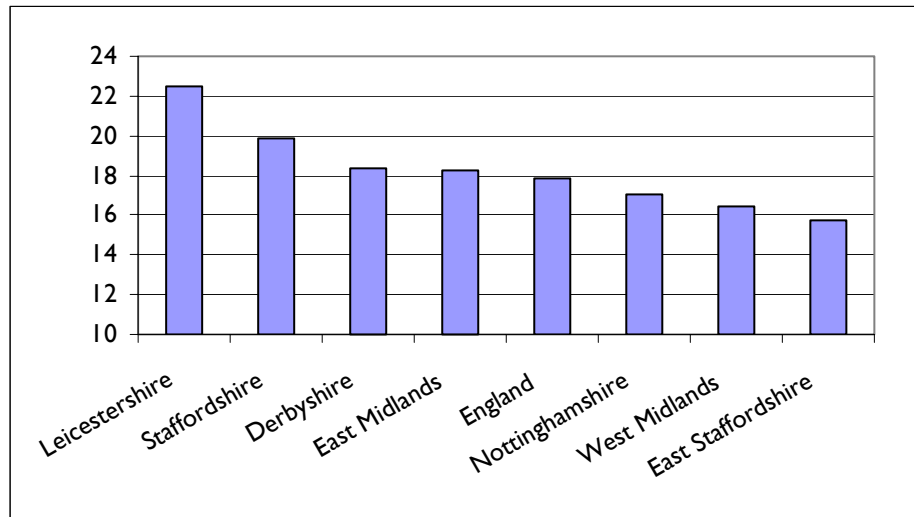
Figure 12: Mean Gross Annual Earnings for Full-time Workers (Resident Analysis) - 2006



Source: Annual Survey Of Hours and Earnings (ASHE)

Over the last 10 years, it is difficult to compare earnings data as the method of estimation and collation has changed. However, in 2002 East Staffordshire residents in full-time work earned on average £21,902 per annum, which was once again below county, regional and national figures. The Borough's workforce has also experienced the lowest percentage increase during this time as the graph below illustrates.

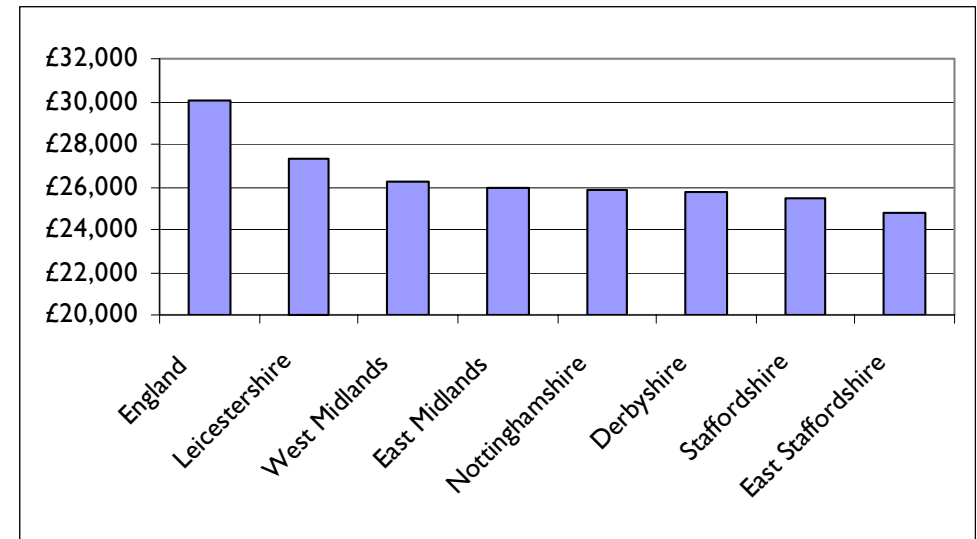
Figure 13: Percentage Change in Mean Gross Annual Earnings for Full-time Workers (Resident Analysis) - 2002 - 2006



Source: Annual Survey Of Hours and Earnings (ASHE)

High earnings can be an indicator of a region’s competitiveness if they are supported by high productivity, if not they can have an adverse effect on long run competitiveness. Figure 14 illustrates the mean (average) gross annual earnings of people who work (as opposed to live) in the Borough in comparison to other areas. Once again East Staffordshire has the lowest average at £24,794 per annum compared to a national average of £30,097 – a difference of more than £5,300.

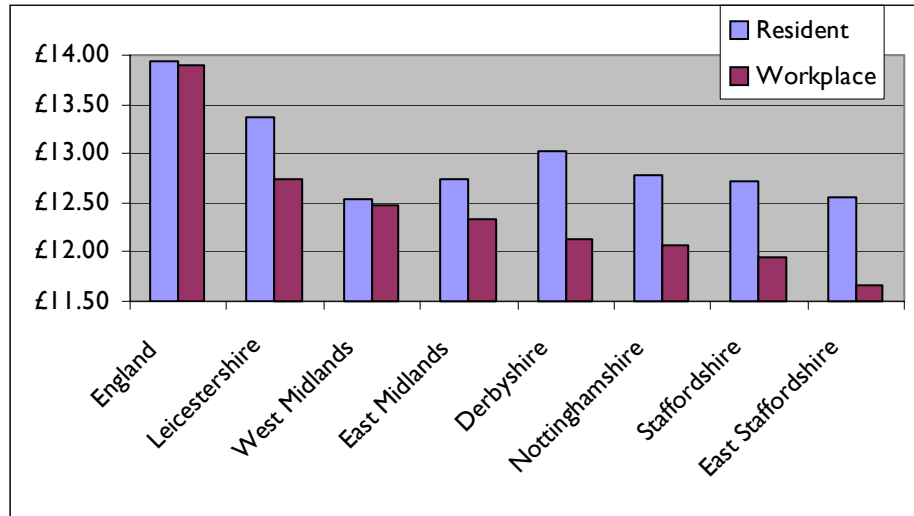
Figure 14: Mean Gross Annual Earnings for Full-time Employees (Workplace Analysis) - 2006



Source: Annual Survey Of Hours and Earnings (ASHE)

In many areas of the East and West Midlands there are higher earnings for residents than for those who work there, which suggests higher earners work outside of their area of residence. The gap between resident and workplace based earnings are greatest in Derbyshire.

Figure 15: Mean Hourly Pay Excluding Overtime 2006 (£)



Source: Annual Survey Of Hours and Earnings (ASHE)

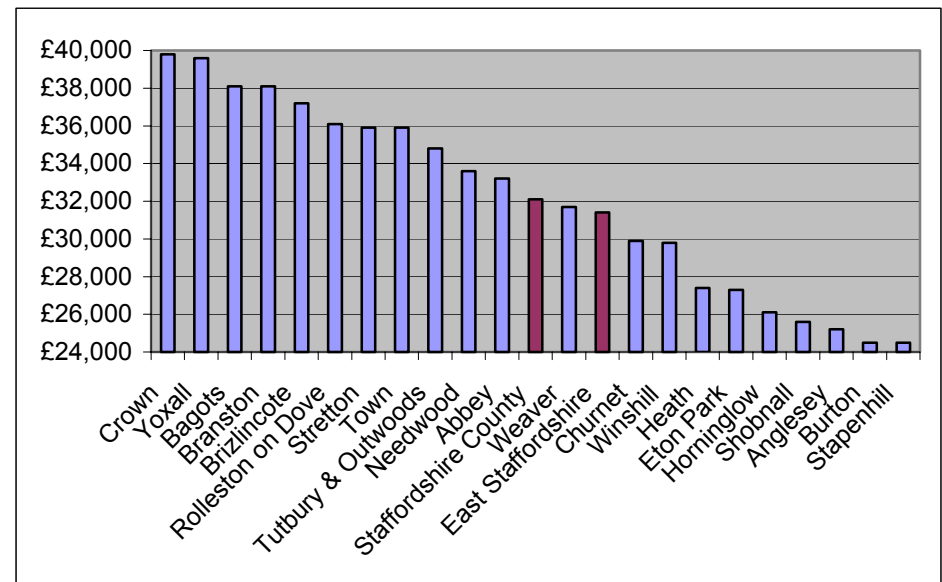
East Staffordshire has relatively low average (mean) hourly pay (excluding overtime) compared to some neighbouring areas. In fact East Staffordshire residents earn just £12.55 per hour compared to a national average of £13.94. It is the second lowest average in the comparison, with only the West Midlands residents receiving less at £12.54 per hour.

Workplace based earnings data shows similar characteristics. The mean hourly earnings for England of £13.90 are significantly above those experienced across the Midlands region. In fact, East Staffordshire workplace mean hourly earnings excluding overtime of £11.67 per hour are the lowest of the areas compared and are £2.23 per hour less than the national average.

Income

Average household income levels across the Borough vary significantly and are generally lower within the Burton upon Trent area. The graph below illustrates this with the rural wards of Crown and Yoxall having average household income levels of around £40,000 compared to just £24,500 in Stapenhill and Burton wards. The Borough average is £31,400 and seven of Burton upon Trent’s wards fall below this. Brizlincote ward is the exception with a mean household income level of £37,200 in 2006. The Greater Burton wards of Branston and Stretton also have significantly higher income levels than the Borough and Burton upon Trent averages.

Figure 16: Mean Household Income Levels (Rounded) - 2006

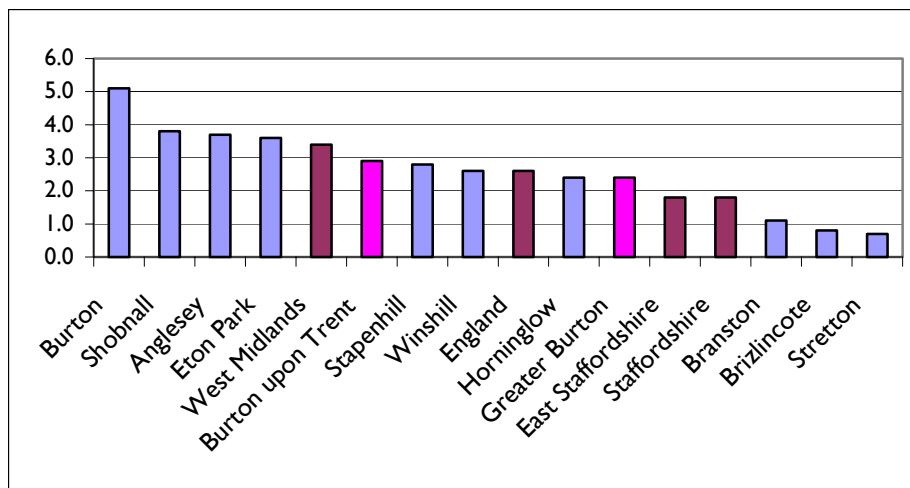


CACI – Paycheck – 2006

Unemployment

The unemployment rate is a key measure of labour market performance. It is sometimes used to gauge the tightness of a labour market although within an area there can be significant differences at a local level. The proportion of long-term unemployed is also a measure of long-term exclusion from participation in the labour market.

Figure 17: Unemployment Rates January 2007 (%)



Source: Nomis – Claimant Count

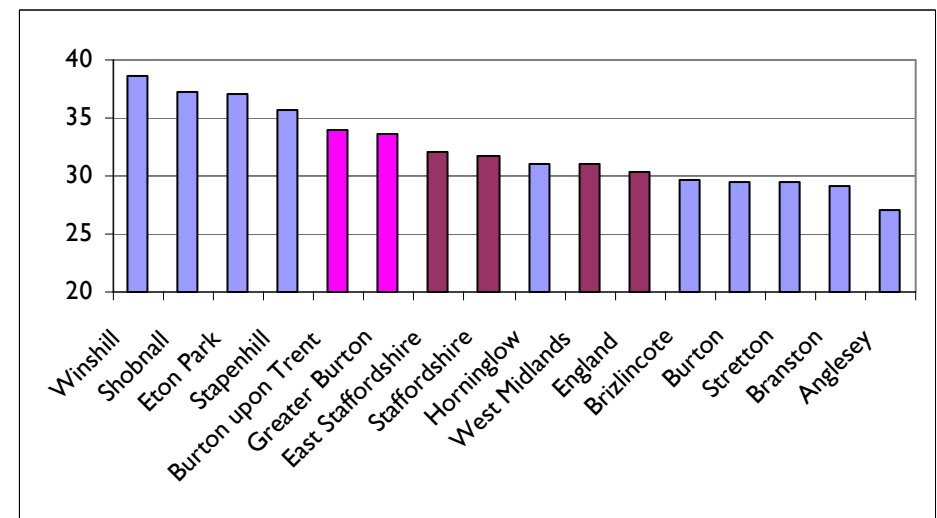
The unemployment rate for Burton upon Trent is currently (January 2007) 2.9% and for Greater Burton is 2.4%, which are fairly similar to the national average (2.6%) and below the regional rate of 3.4%. Local unemployment has mirrored falling national and regional rates. Over the last 12 years, the unemployment rate has fallen in Burton upon Trent from over 11% in January 1995 to what it is now.

However, the unemployment rate is not consistently low across the whole of Burton upon Trent and there are pockets of higher unemployment. Within the town, Burton ward has a relatively high unemployment rate of 5.1%, followed by Shobnall ward at 3.8%

Youth and Long-term Unemployment

Youth unemployment remains a problem within Burton upon Trent – over a third of all claimants were aged under 25 years in January 2007 (34.0% in Burton upon Trent and 33.6% in Greater Burton). These figures are higher than the Borough (32.0%), County (31.8%), Regional (31.1%) and National (30.4%) averages. Over the last few years, the proportion of unemployed Burton upon Trent residents aged under 25 has actually risen from 26.8% in January 1999.

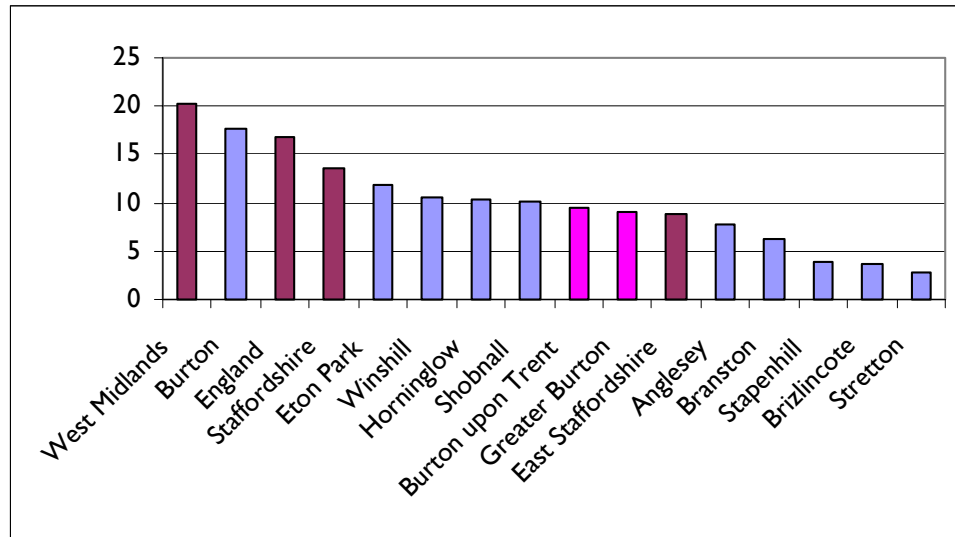
Figure 18: Youth Unemployment – January 2007



Source: Nomis – Claimant Count – Age & Duration

Long-term unemployment is not a problem in the town on the same scale as youth unemployment. In contrast to youth unemployment, long-term unemployment has fallen significantly from January 1999 when almost a quarter of the unemployed were long term unemployed. It has declined considerably over the past few years both in terms of numbers and in the percentage share of total unemployment. In January 2007, 9.5% of those unemployed in Burton upon Trent (9.1% of Greater Burton’s claimants) had been so for a period of longer than 12 months. This is lower than the West Midlands (20.3%), England (16.8%) and Staffordshire (13.5%) averages.

Figure 19: Long-term Unemployment, January 2007 (%)



Source: Nomis – Claimant Count – Age & Duration¹

¹ Long-term is defined as over 12 months & youth as under 25 years of age.

Commentary

Burton upon Trent and Greater Burton’s unemployment rates are lower than that of the West Midlands and similar to the national rate. However, this falling unemployment rate hides the pockets of high unemployment that exist, particularly in the Burton upon Trent area.

There appear to be seasonal fluctuations across the Borough. For example, Burton upon Trent’s unemployment figure falls in the run up to Christmas.

Burton upon Trent has a higher youth unemployment rate than the county, regional and national averages and there are particularly high pockets of youth unemployment in certain wards within the town (Winshill, Shobnall, Eton Park and Stapenhill). In fact, youth unemployment is an issue for all the wards within Greater Burton where it forms above 27% of all unemployed claimants in all ten of the wards. In fact, these ten wards account for 86.3% of all youth unemployment in the Borough.

The major issue in Burton upon Trent is clearly youth unemployment as opposed to long-term unemployment, which falls below the Regional, National and County averages. This fits in well with the population structure that was outlined earlier.

Industry

Overview

Manufacturing employment remains a crucial industrial sector within the Borough, although it is no longer the largest sector. With a robust and diverse grounding, East Staffordshire, and Burton upon Trent in particular, has an established manufacturing industry that encompasses automotive components, food and drink, mechanical engineering and rubber and plastics, all of which are supported by specialist courses at Burton College.

The manufacturing sector in Burton upon Trent has combined with an expanding infrastructure in the professional and scientific services, distributive trades and leisure sectors.

Employment Breakdown

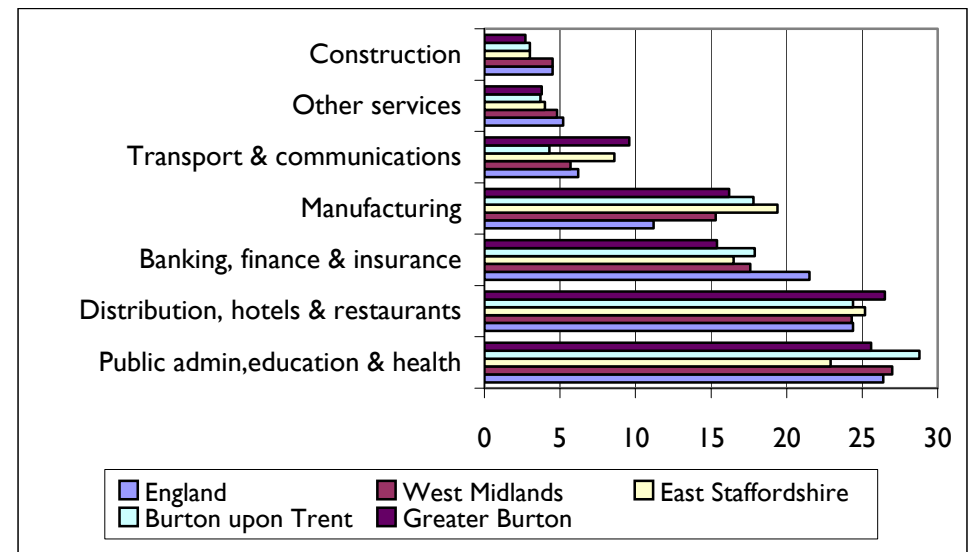
Around 42,000 people were employed in the Greater Burton area in 2005, which is a significant proportion (70.9%) of the East Staffordshire total workforce. Burton upon Trent has a workforce of around 34,200, which forms 57.6% of the Borough's total.

The local employment structure differs to the regional and national picture. There are several main differences. One lies in the manufacturing sector where both Burton upon Trent and Greater Burton have a significantly larger proportion of their workforce employed in manufacturing. Also, they both have fewer employed within 'Construction'. Additionally, Greater Burton has a higher proportion in 'Distribution, Hotels & Restaurants' and in 'Transport & Communications'.

Communications' but fewer within 'Banking, Finance & Insurance' and 'Public Administration, Education & Health'.

The chart below shows the industrial breakdown for the main sectors. It must be noted that it does not include a break for agriculture & fishing, or energy and water, because they each account for 1% or less of total employment.

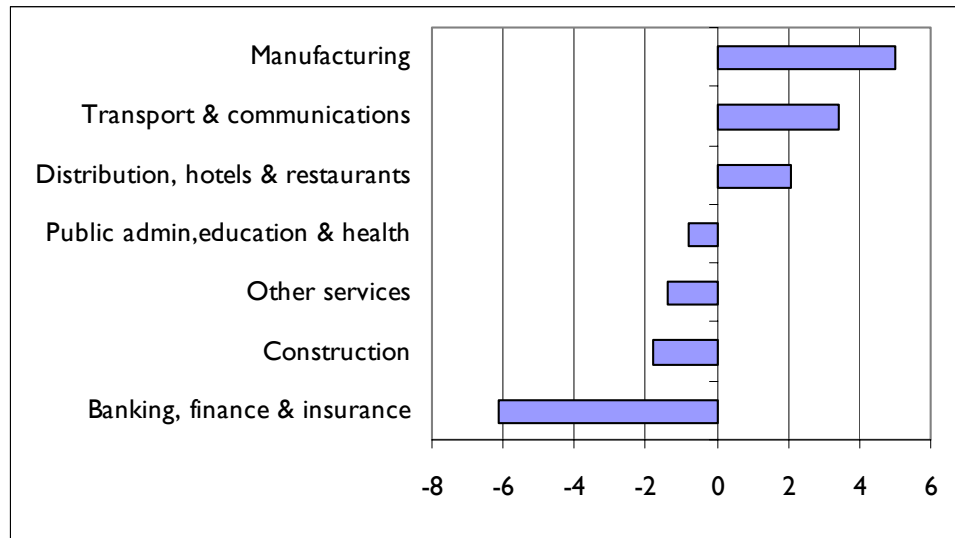
Figure 20: Industrial Breakdown by % of Workforce 2005



Source: Annual Business Inquiry – Workplace Analysis

What is clear is the noticeable focus on manufacturing in the local area when compared to the national picture. There is a five percentage point difference in the proportion of people employed within manufacturing in Greater Burton compared to across the national picture.

Figure 21: Difference between England's Workforce & Greater Burton's Workforce 2005



Source: Annual Business Inquiry – Workplace Analysis

The main points from the industrial breakdown are:

- Over a quarter of local employees (28.8% in Burton upon Trent and 25.6% in Greater Burton) work in the 'Public Administration, Education & Health' sector, similar to the England average (26.4%).
- Around one in six employees (17.8% in Burton upon Trent and 16.2% in Greater Burton) work in 'Manufacturing', compared to around one in ten across England (11.2%).
- 'Distribution, hotels & restaurants' is another dominant employment sector in the local area, accounting for around a quarter of all employees (24.4% in Burton upon Trent and 26.5% in Greater Burton), which is similar to the national average (24.4%).

- The third biggest sector nationally is 'Banking, Finance & Insurance' (21.5% in England) but in Greater Burton 'Manufacturing' is actually the third largest sector with 'Banking, Finance & Insurance' accounting for a significantly lower 15.4%.
- The top three sectors nationally in 2005 accounted for 72.3% of all employees. However, in Greater Burton they accounted for just 67.5% due to the much smaller 'Banking, Finance and Insurance' sector.

Again it is difficult to compare changes in the industrial structure over a long period of time due to ward boundary changes and also changes in the way data has been collated and reported in the last decade.

However, what can be said is that there has been a rise of over 11,600 employees in East Staffordshire between 1998 and 2005, a huge increase of 24.4%. Nationally the workforce increased by 8.6% during this time. A significant proportion of this increased workforce is likely to be within Greater Burton as it currently houses 70.9% of the Borough's workforce.

Commentary

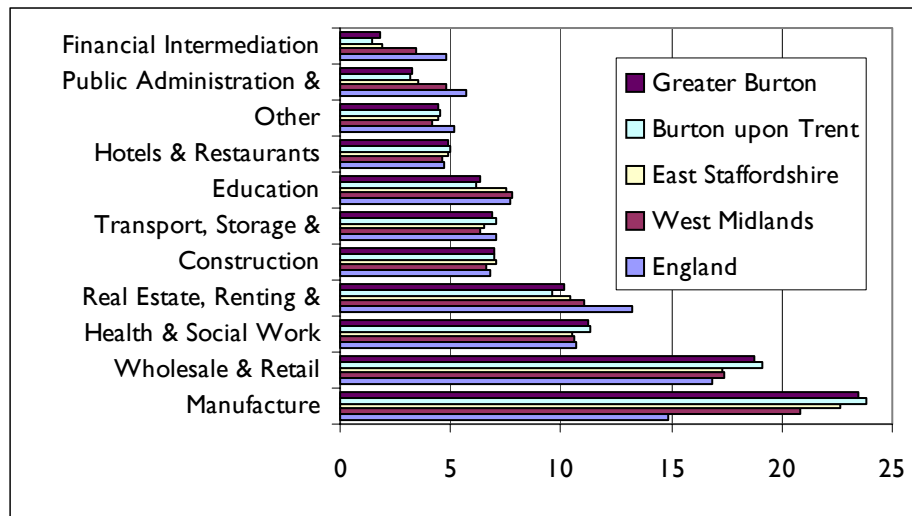
The local employment structure continues to show an over dependence on manufacturing and an under-reliance on the service sector. In 2005, almost one-fifth (17.8%) of the Burton upon Trent workforce (16.2% in Greater Burton) was still employed in the manufacturing sector compared to 11.2% in England as a whole.

Employment Trends

Restructuring and responses to increasingly competitive markets in the manufacturing sector have resulted in adjustment problems throughout Staffordshire. This situation is mirrored in East Staffordshire where during the 1980s and 1990s, the Borough's main industries underwent restructuring, rationalising their operations.

Along with restructuring went the need for people to find new employment opportunities. The 2001 Census takes a different perspective to the Annual Business Inquiry as it looks at residents and their areas of work rather than what industries are prevalent in the local area. The figure below identifies the industry of employment for residents.

Figure 22: Industry of Employment



Source: 2001 Census Area Statistics

- Although manufacturing is in decline, 23.9% of Burton upon Trent residents (23.5% in Greater Burton) are still employed in this industry and it remains the highest employment opportunity, much higher than the England average (14.8%).
- The wholesale and retail trade is also a big employment sector for Burton upon Trent residents, above regional and national averages.
- In contrast, there are relatively smaller proportions of residents employed in real estate, renting and business activities in Burton upon Trent than is the case regionally or nationally. This is also true for the 'Financial Intermediation' sector.

Commentary

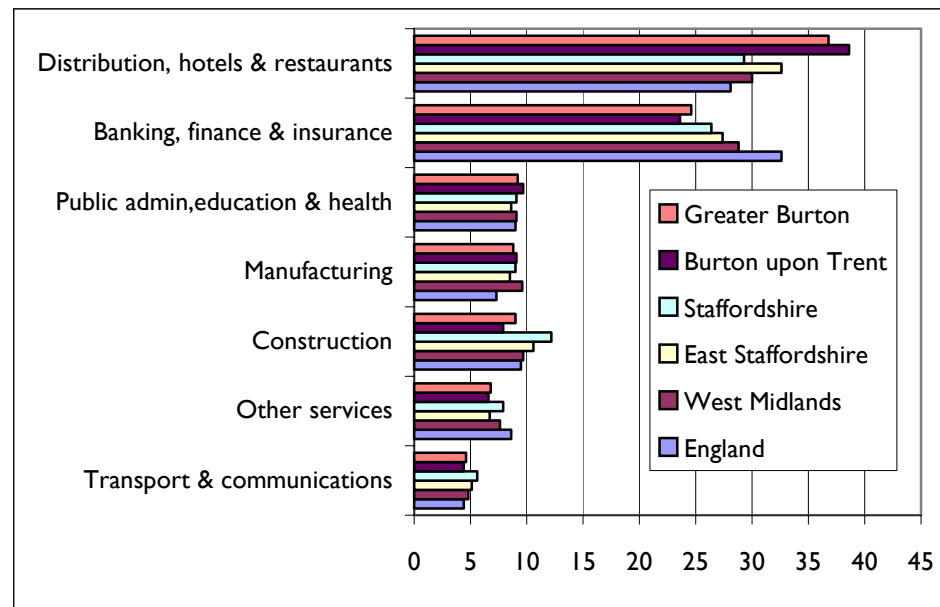
There are clear differences between the employment opportunities in the Greater Burton area and those jobs currently taken by local residents. This just indicates a degree of travelling to work by some. The ability to travel is important and explains why there are so many more people working in Burton upon Trent in the public administration, education and health sector than actually live in the Burton upon Trent area. As manufacturing has declined over the years, the service sector has risen, as it has done across the country.

Sectoral Breakdown

In terms of the number of businesses (as opposed to the number of employees) the town is dominated by two sectors. The largest is the Distribution, Hotels & Restaurants sector (accounting for 36.8% of all businesses in Greater Burton and 38.6% in Burton upon Trent) followed by the Banking, Finance & Insurance sector (24.6% in Greater Burton, 23.6% in Burton upon Trent).

All other sectors are significantly smaller, accounting for around 10% or less. This includes manufacturing which accounts for 8.8% of Greater Burton businesses (9.1% in Burton upon Trent). However, in terms of the number of employees manufacturing is a much more dominant sector representing 16.2% of all workers in Greater Burton (17.8% in Burton upon Trent). ‘Public Administration, Education & Health’ paints a similar picture representing 9.2% of all Greater Burton businesses (9.7% for Burton upon Trent) but 25.6% of all employees (28.8% of Burton upon Trent workers).

Figure 23: Breakdown of Businesses by Sector 2005 (%)



Source: Annual Business Inquiry ²

The chart shows how Burton upon Trent and Greater Burton have a large proportion of businesses in the distribution, hotels and restaurants sector (38.6% and 36.8% respectively), which are above the regional (30.0%) and national (28.1%) figures but they lag behind when compared to the size of the national banking, finance and insurance sector.

Traditionally the economy of Burton upon Trent has been reliant upon the manufacturing industry with particular concentrations in the manufacture of food and drink, mechanical engineering and the processing of rubber and plastics. However, by 2005 just 8.8% of Greater Burton firms were in manufacturing which is above the national rate (7.3%) but below the regional average (9.6%). Businesses today are concentrated on the service sector with a particular reliance on distribution, hotels and restaurants locally.

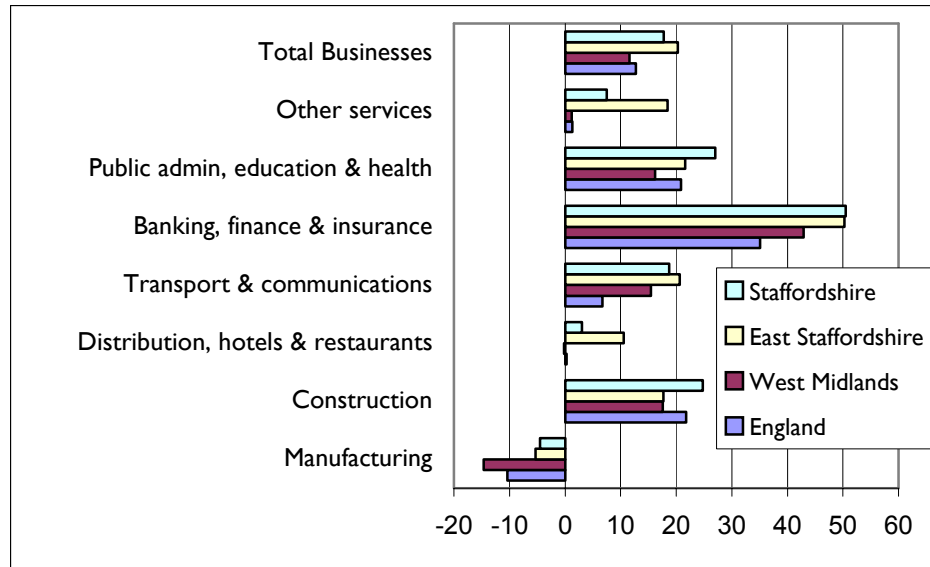
Sectoral Trends

The national economy has seen the service sector increase in size over time. The chart below looks at the change over the last 7 years. It covers East Staffordshire rather than Burton upon Trent due to the ward boundary changes during this time.

The chart clearly shows how there has been an overall increase in the number of businesses in East Staffordshire (20.3%) but this varies significantly across the sectors. The only decline in the number of businesses is in the ‘Manufacturing’ sector – which saw a fall of 5.3% between 1998 and 2005. The major increase has occurred in the ‘Banking, Finance and Insurance’ sector where the number of businesses increased by 50.3% during this time.

² Analysis excludes MAFF/DAFF agricultural data

Figure 24: % Change in Number of Businesses 1998-2005



Source: Annual Business Inquiry

- The rise in the number of businesses in East Staffordshire in the last seven years outstrips the rate in England in all but one sector – ‘construction’.
- At minus 5.3%, the manufacturing sector witnessed a fall in its number of business units between 1998 and 2005, a slower decline than that for England.

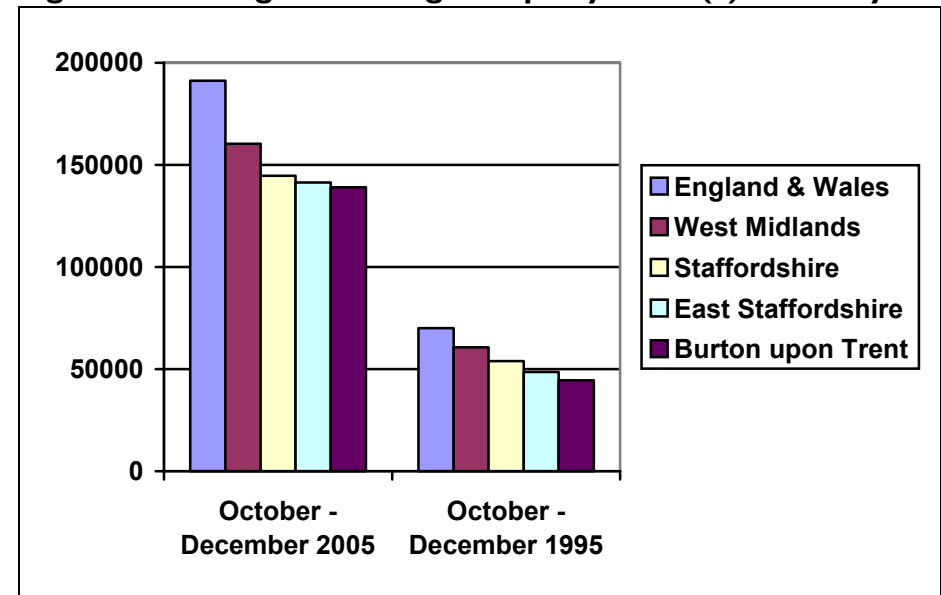
Housing

Property Prices

Average property prices in Burton upon Trent during the period October to December 2005 were around £139,062, which is below the Staffordshire average of around £144,705 and the West Midlands average of £160,340.

However, it does represent an increase of almost £95,000 over the ten year period from 1995, which is an increase of 212%.

Figure 25: Change in Average Property Price (£) over 10 years



Source: H. M. Land Registry

House prices within an area vary according to the type of property. In Burton upon Trent, terraced houses average at £100,632, around two-thirds the average house price for East Staffordshire (£141,386), yet they are under half of the price of the average detached house (£229,432). Semi-detached houses average £144,671 and flats/maisonettes £102,425.

Commentary

Prices have continued to rise in Burton upon Trent at a rate greater than the rise in average incomes. House prices in Burton upon Trent have increase by more than 200% since 1995 and the same trend is found right across East Staffordshire where a 190% rise has been experienced in the 10 years. This rise is much higher that those across Staffordshire, the West Midlands and England and Wales, which have seen an increase of around 170% in the ten years between 1995 and 2005.

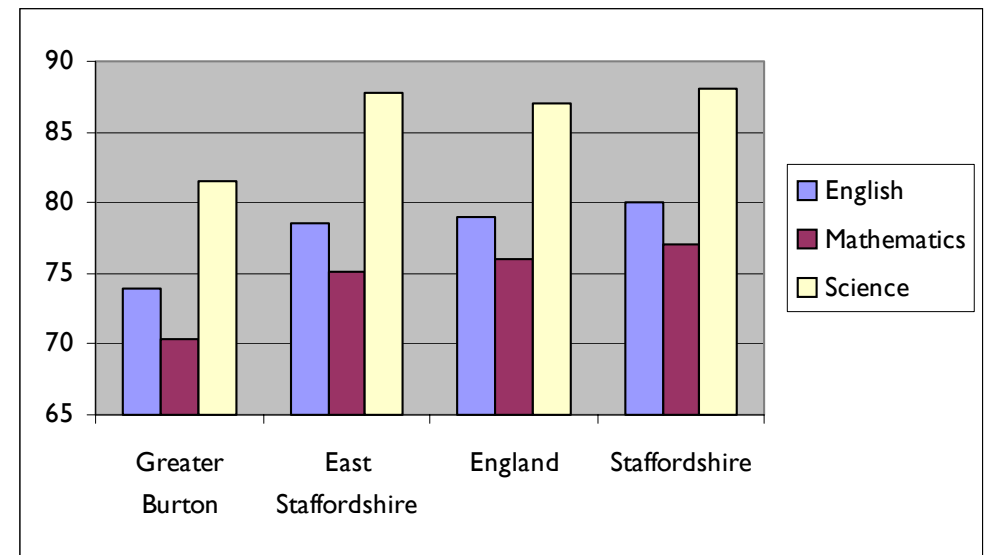
Workforce Issues

Educational & Vocational Attainment

This section looks at how educational attainment in Greater Burton compares with both Staffordshire Local Education Authority (LEA) and national averages. The exam results are compared for the three main stages in education, which are:

- Key Stage 2
- GCSE's
- Post 16 education

Figure 26: Percentage of Pupils Achieving Level 4+ at Key Stage 2 in 2006

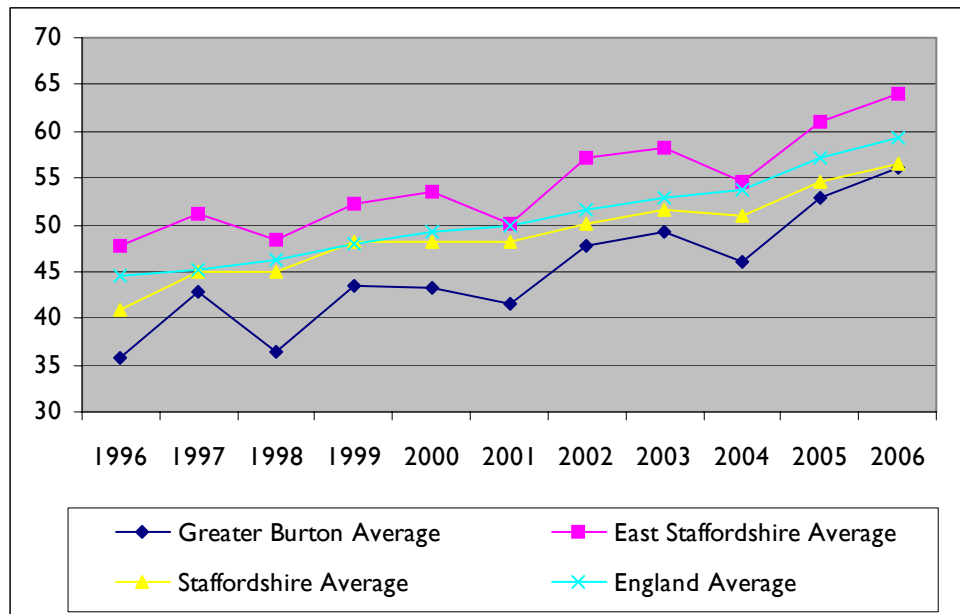


Source: DfES

- In 2006 the most successful subject area for Greater Burton pupils was Science with 81.5% of eligible pupils achieving level 4 or above. However, this is below the Borough, Staffordshire and England averages.
- 70.4% of pupils in Greater Burton achieved level 4 or above in Maths, again below the Borough, County and England averages.
- Attainment in English at Key Stage 2 in Greater Burton is also below the Borough, County and England figures, with less than three quarters of pupils achieving level 4 or above (74.0%).

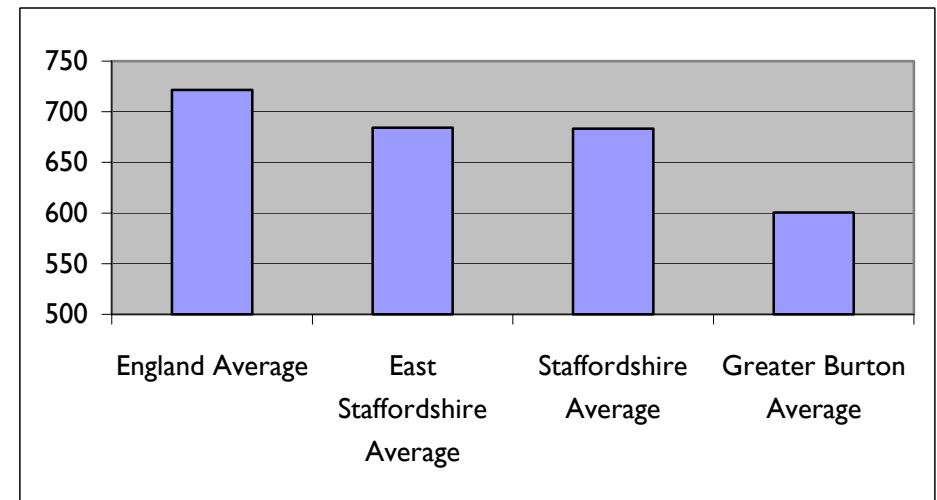
- In 2006 56% of Greater Burton pupils passed 5 or more GCSEs at grades A*-C compared to 64% of pupils across East Staffordshire, 57% of Staffordshire pupils and 59% across England
- The number of pupils passing 5 or more GCSEs has increased on last year's figure in Greater Burton
- All of the five schools in the area improved on their previous year's results
- Two of the five Burton upon Trent schools scored better than both the county and national averages

Figure 27: Percentage of Pupils Achieving 5+ GCSE's Grade A*-C in 2006



Source: DfES

Figure 28: Average Point Score per Student GCE/VCE Results 2006



Source: DfES³

³ Excludes independent schools

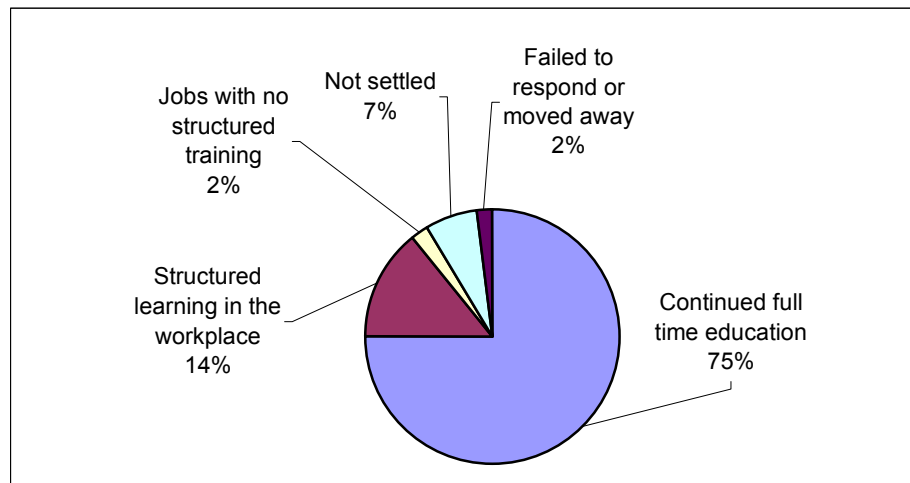
- Students in Greater Burton scored an average of 600.5 points in their GCE and VCE results for 2006. This figure is below the Borough average of 684.2, the Staffordshire LEA average of 683.2 and the England average of 721.5 points.
- One of the schools within Greater Burton achieved a higher score than the national average.

- Three-quarters (74.8%) of Greater Burton school leavers continued in full-time education in 2006
- 14.4% continued training on a work-based learning scheme.
- 2.1% of Greater Burton school leavers entered a job with no training
- 6.9% of young people were not settled in either education or employment at the time of the survey, pointing to an unstable area of the potential workforce population

Destinations of School Leavers

The study of the destination of school leavers after Year 11 offers an insight into how skilled/educated the future workforce will be.

Figure 29: Destinations of Greater Burton Year 11 Pupils – 2006 (%)



Source: Staffordshire Connexions

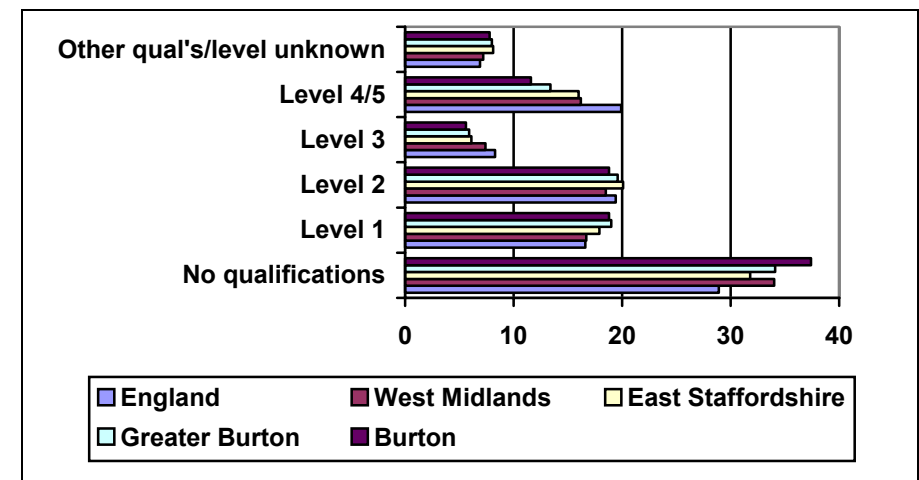
Includes all schools and FE sector colleges

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Adult Qualifications

The 2001 Census of Population looked at the qualification levels amongst adults across Staffordshire. People were asked to state their highest qualification level and the results were converted to the NVQ equivalent.

Figure 30: Highest NVQ Level of Respondents



Source: 2001 Census Area Statistics

As the figure above shows, Burton upon Trent has a larger proportion of respondents with no NVQ equivalent than regionally or nationally. This is also true for NVQ level 1.

It also has a smaller proportion of respondents with NVQ levels 3 and 4 than the regional or national average.

Skills of the Workforce

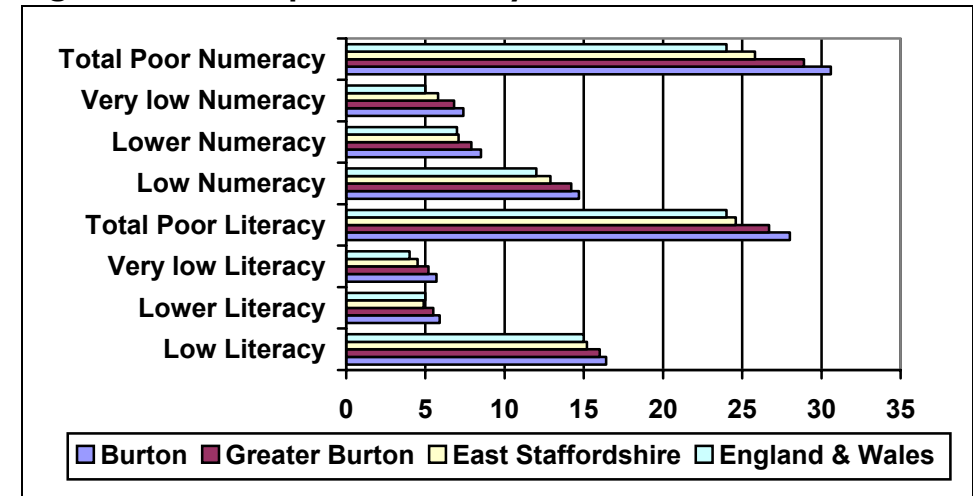
The ability to be both literate and numerate is very important for an individual's employment prospects.

The Basic Skills Agency defines basic skills as "the ability to read, write, and speak in English (or Welsh), and to use mathematics at a level necessary to function at work and in society in general". Those with poor basic skills can be categorised into three ability levels, which are:

- 'Low' - borderline functional literacy and numeracy - could attain national standards with relatively limited assistance.
- 'Lower' - limited literacy and numeracy skills - would need directed assistance to reach national standards and would have difficulties in coping with some everyday tasks.
- 'Very Low' - severe literacy and numeracy problems - would need intensive assistance to reach national standards.

The figure below shows the literacy and numeracy levels for the working age population of Burton upon Trent and compares them with the national averages.

Figure 31: % of Population 16-60 yrs with Poor Basic Skills



Source: The Basic Skills Agency 2001

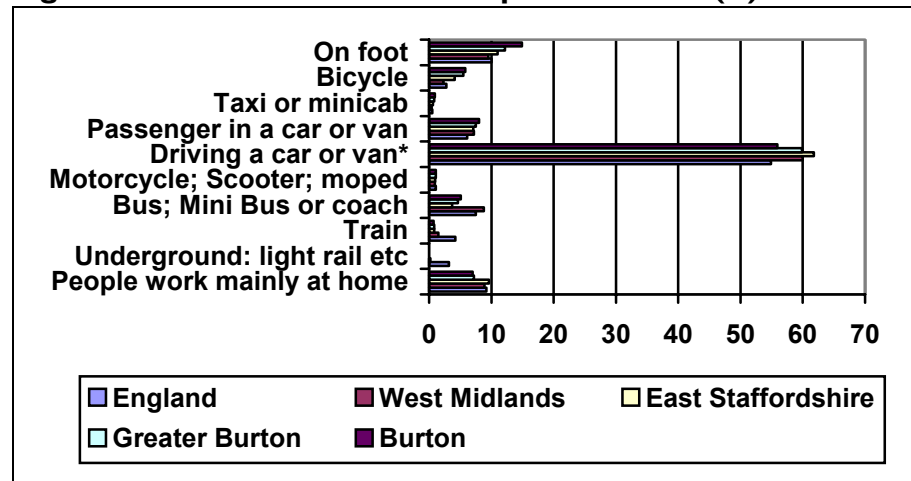
- Burton upon Trent's working age population is below average in terms of literacy and numeracy skills as the findings below show:
- Burton upon Trent's working age population has poorer literacy and numeracy skills in every category
 - 28.0% of Burton upon Trent's working age population possess poor literacy skills (very low, lower or low), compared to an average of 24.0% nationally.
 - 5.7% of Burton upon Trent's working population have severe literacy problems (very low ability) compared to 4.0% nationally.
 - In terms of numeracy 30.6% of Burton upon Trent's potential workforce have very low, lower or low numeracy skills compared to 24.0% nationally.
 - 7.4% of East Staffordshire's working population have severe numeracy skills (very low ability) compared to 5.0% nationally.

Transport

The 2001 Census allows us to take a snapshot of the means by which people travel to work. Residents aged 16 to 74 and working in the week before the Census were asked to give their main method of transport.

East Staffordshire Borough Council has adopted a Green Travel Plan to encourage more sustainable means of transport. However, as the figure below clearly shows, driving a car or van is the most common means of getting to and from the workplace. This is the method used by 55.9%, which is just above the national average of 54.9%.

Figure 32: Travel to Work Transport Methods (%)



Source: 2001 Census Area Statistics

Despite the high percentage of car or van drivers, Burton upon Trent has a higher rate than the national average for the following 'greener' methods: - foot, bicycle and car share.

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Health

Limiting Long Term Illness

Health has a very important impact on the economy - a healthy population equates to a healthy workforce and economy. It is therefore valuable to monitor the health of the local population.

There are various indicators to measure the health of a workforce, for example, the long-term illness rates amongst residents or the number of income support claimants. Figure 33 identifies the percentage of people in an area living with a limiting long-term illness (LLTI). LLTI is defined as any long-term illness, health problem or disability, which limits daily activities or work.

Figure 33: Proportion of People with a Limiting Long-term Illness



Source: 2001 Census Area Statistics

- 19.1% of Burton upon Trent residents are living with a limiting long-term illness
- This is above both the West Midlands and England rates of 18.9% and 17.9% respectively (17.8% across Greater Burton)
- 14.8% of Burton upon Trent residents of working age have a limiting long term illness (13.6% in Greater Burton)
- The Burton upon Trent rate is above the West Midlands and England averages of 14.2% and 13.3% for those of working age

Commentary

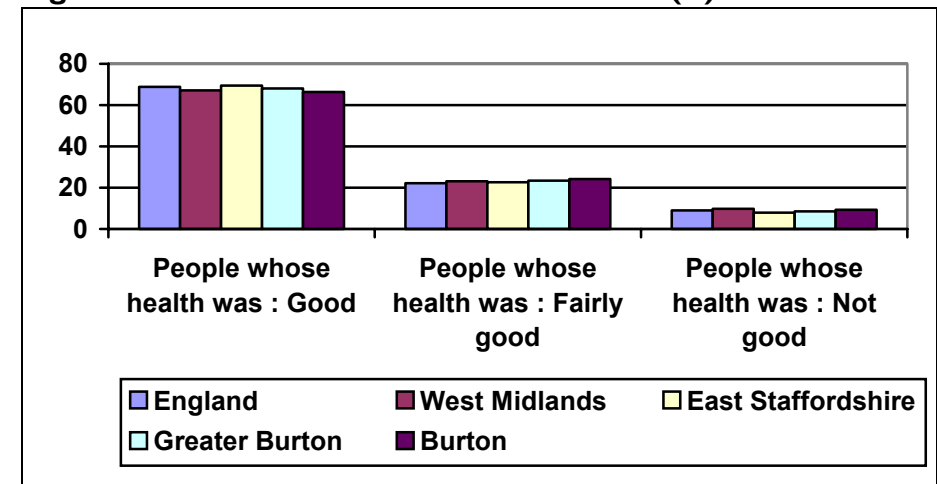
The Census also looked at the limiting long term illness rates at ward level in 2001. Within East Staffordshire, six wards have a higher percentage of residents living with a long-term illness compared to the England average of 17.9%. All six wards with higher LLTI rates are based within the Burton upon Trent area. The highest rate is in Burton ward at 22.9% but two other wards, Horninglow and Stapenhill, are also above 20%.

Standards of General Health

In the 2001 Census, residents were asked to assess their general health over the 12-month period prior to Census Day. Within Burton upon Trent, 66.4% assessed their health to be good, which is below the regional (67.2%) and national (68.8%) rates. A further 24.2% stated it to be fairly good. However, 9.3% of the Burton upon Trent population believed their health had not been good during this time (8.6% for Greater Burton).

This represents over 4,500 residents and is above the rate expressed across England (9.0%). In addition, there are three wards with rates above 10% for ‘not good’ health. These are Stapenhill, Burton and Shobnall with 10.7%, 10.4% and 10.1% respectively.

Figure 34: General Health Self Assessment (%)



Source: 2001 Census Area Statistics

Data can also be extracted from the 2001 Census to compare how people perceive their health to be against the presence or not of a limiting long-term illness. Table 4 illustrates this. Of those Burton upon Trent residents who consider their health to be good 4.3% actually have a LLTI. Of those who consider their health to be fairly good 32.3% have a LLTI. Interestingly, 15.7% of local residents who class their health as ‘not good’ do not actually have a LLTI and must therefore attribute their poor health to another cause. This Burton upon Trent rate of 15.7% is higher than the regional and national averages.

Table 4: Health Assessment & Limiting Long Term Illness

	Good health		Fairly good health		Not good health	
	LLTI	No LLTI	LLTI	No LLTI	LLTI	No LLTI
England	4.0	96.0	32.6	67.4	84.7	15.3
West Midlands	4.1	95.9	32.4	67.6	85.1	14.9
East Staffordshire	3.9	96.1	31.8	68.2	84.0	16.0
Greater Burton	4.1	95.9	31.5	68.5	83.6	16.4
Burton upon Trent	4.3	95.7	32.3	67.7	84.3	15.7

Source: 2001 Census Area Statistics

Unpaid Care

Residents were also asked in the 2001 Census whether they provide any unpaid care. The provision of unpaid care was defined as 'looking after, giving help or support to family members, friends, neighbours or others because of long term physical or mental ill-health or disability or problems relating to old age'.

Almost one in ten (9.6%) of the local population provide some level of unpaid care. This is slightly below the England average of 9.9% and below the West Midlands (10.6%) rate. Of the 4,659 Burton upon Trent residents who do provide unpaid care, the majority (63.9%) provide between 1 and 19 hours per week. However, 23.9% provide over 50 hours of unpaid care per week. This represents over 1,100 local residents.

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Health & Housing

Table 5: Health v Facilities in the Home – Burton upon Trent

	All people	Good Health	Fairly Good Health	Not Good Health	Not Good Health as % of Total
All persons	47,883	31,995	11,546	4,342	9.1
Persons with sole use of a bath/shower/toilet					
Sole use of bath/shower/toilet	47,765	31,993	11,515	4,317	9.0
Central heating	37,839	25,710	8,886	3,243	8.6
No central heating	9,926	6,223	2,629	1,074	10.8
Persons with no sole use of a bath/shower/toilet					
No sole use of bath/shower/toilet	118	62	31	25	21.2
Central heating	88	50	22	16	18.2
No central heating	30	12	9	9	30.0

Source: 2001 Census Area Statistics

The 2001 Census also enables us to cross-reference the health of the population with the facilities that they have in their place of residence. Table 5 compares the provision of central heating, private bath/shower and toilet facilities with the general health of residents.

The final column shows those who's health is 'not good' as a percentage of all people in each category. Of all Burton upon Trent residents, 9.1% felt their health was not good, rising to 10.8% of residents who have sole use of a bath/shower and toilet but no central heating. However, this rises very sharply when looking at those

residents who do not have sole use of bathroom facilities and who also do not have central heating – of these residents 30.0% described their health as 'not good'. This is over three times higher than the average for all Burton upon Trent residents of 9.1%.

The 2001 Census data allows us to see if there is a link between standards of general health and overcrowding in households.

Table 6: Percentage of Residents in Overcrowded Accommodation

	Burton upon Trent	England
All People with LLTI	7.0	7.5
All People without LLTI	7.5	9.2
Good Health with LLTI	8.6	8.9
Good Health with no LLTI	7.8	9.2
Fairly good health with LLTI	6.6	6.6
Fairly good health with no LLTI	6.3	8.8
Not good health & LLTI	6.7	7.9
Not good health but no LLTI	8.4	10.6

Source: 2001 Census Area Statistics

Table 6 shows there is not an obvious relationship between overcrowding and poor health. Of those in good health but with a limiting long-term illness, 8.6% live in overcrowded accommodation. This is higher than those who are not in good health and therefore it is not possible to draw an obvious link between the two factors.

Mortality ⁴

Life expectancy has been rising for many years and now females in East Staffordshire have a life expectancy of 80 years compared to 74.8 for men. These are similar life ages to the England averages.

Benefit Claimants

The number of claimants for certain benefits illustrates the percentage of the population who are not able to work. This has an immediate effect on the economy of the area.

Table 7: Proportion of Population Claiming Benefits in 2006

	Disability Living Allowance	Income Support	Incapacity Benefit	Job Seekers Allowance
Anglesey	4.7	8.6	7.5	4.4
Branston	2.8	1.7	3.9	1.0
Brizlincote	3.0	1.3	3.7	1.0
Burton	5.7	12.8	14.4	5.4
Eton Park	5.9	9.1	9.1	4.0
Horninglow	5.6	7.1	8.3	2.3
Shobnall	4.2	9.6	8.9	3.9
Stapenhill	6.6	9.3	10.6	2.5
Stretton	2.8	1.4	3.3	0.7
Winshill	5.0	6.7	7.8	2.7
East Staffordshire	4.0	4.7	6.1	1.8

Source: Department of Work and Pensions

⁴ South Staffordshire Public Health Network Profile and Compendium of Clinical and Health Indicators 2001

Greater Burton residents are claiming a wide range of benefits with disability living allowance being claimed by over 2,900 people, more than any other type of benefit in the Borough.

Disability Living Allowance shows claimant proportions to be high in the central Burton upon Trent wards. At over 5%, Stapenhill, Eton Park, Horninglow and Burton wards are all significantly higher than the East Staffordshire figure. Incapacity Benefit also shows high figures in the same wards along with Shobnall.

Income Support has high claimant rates in Burton, Eton Park, Shobnall and Stapenhill wards while the Job Seekers Allowance claimant rate in Burton ward is three times the Borough claim rate.

Commentary

In the central Burton upon Trent wards, the table above shows that Burton ward is very high in the percentage of claimants for a range of benefits. Stapenhill and Burton claimant rates are consistently well above the East Staffordshire average.

A look at the two extra wards for Greater Burton, Branston and Stretton, show that they are consistently recording claim rates below the Borough figure. This indicates the need to differentiate between Burton upon Trent and Greater Burton in the analysis of benefit claimants.

Deprivation

The Indices of deprivation 2004 is a measure of multiple deprivation at the small area level (also called Super Output Area Lower Layer which accounts for between 1,000 and 5,000 people). The Indices of Deprivation 2004 consists of an overall measure of deprivation and seven domain indices, which are income, employment, health, education, barriers to housing, living environment and also crime.

Indices of Deprivation 2004

East Staffordshire falls outside the top third of the most deprived districts in the country. However, these indicators can pinpoint smaller areas of deprivation, which are areas of a minimum of 1,000 people. There are 70 areas in East Staffordshire (31 in Burton upon Trent), which show a great range of deprivation and highlight new issues.

Three of these areas are in the top 10% most deprived areas in the country. The area of highest deprivation is around the Vancouver Drive, Canterbury Road area of Winshill, which particularly suffers from income and crime deprivation. Nearby streets of Empire Road, Hawfield Lane and Melbourne Avenue also experience education deprivation. This area of Winshill is even more deprived when shown in relation to the low deprivation areas along Mill Hill Lane and across the A511 into Brizlincote ward.

Shobnall ward exhibits high levels of deprivation around the Casey Lane and Byrkley Street area extending partly along Gordon Street and Richmond Street. It is particularly prone to income and living environment deprivation and is the centre of an area of lesser deprivation covering much of the Project IBHI area (Anglesey, Burton, Eton Park and Shobnall wards).

Areas of Project IBHI (Inner Burton Housing Initiative), whilst not in the top 10% most deprived overall, do have some deprivation issues. The area of Casey Lane, Byrkley Street in Shobnall ward experiences the highest income deprivation in East Staffordshire. Education and crime deprivation are also both relatively high and are also found around Uxbridge Street and All Saints Road in Anglesey ward.

The area around Short Street in Stapenhill is the only other area of East Staffordshire in the top 10% most deprived and it suffers in particular from income and employment deprivation. The neighbouring Cumberland Road, Baker Street area experiences health deprivation.

Commentary

While the new Indices are difficult to compare with wards, whether new or old, they are able to highlight sub ward level deprivation, which may previously have been obscured in the last Indices by more prosperous parts of a ward. For example, parts of old Winshill exhibit serious deprivation issues which currently do not benefit from Government funding because they were not highlighted by the previous ward based Indices of Deprivation.