

CANNOCK CHASE DISTRICT OVERVIEW

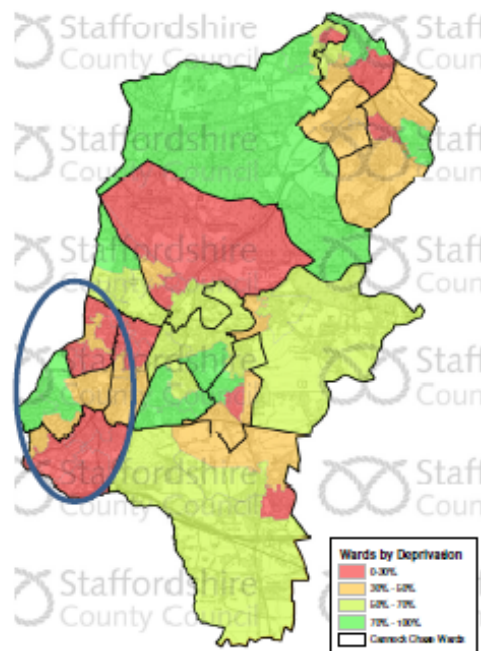
Target Groups: BRFC & LST Children aged 0-4, Children with additional needs, wards with lowest GLD

LAAC Grading:

Access – Good

Quality – Requires Improvement

Leadership – Good



Highest number of out of work benefit claimant households

16% of all Staffordshire households

Highest number of children under 5 in out of work benefit claimant households

17% of all Staffordshire children aged 0-4

One of the highest proportion of households with no working parent

Third highest district for proportion and highest district for number of households

Lowest number of households where all parents work

42% of households compared to 54% for Staffordshire

Increase in Early Years Reach from 2014/15 by 15.2 pp

Highest increases seen in Cannock South (26.8pp), Cannock East (23.4pp) and Hednesford North (21.7 pp)

Increase in the 0-30% Early Years Reach by 26.6 pp

Highest increases seen in Cannock South (34.4pp) and Hednesford North (27.6pp)

Statistically lower general fertility rate

57.6 per 1000 compared to 62.5 nationally

One of the lowest breastfeeding prevalence rates

26.1% compared to 32.8% across Staffordshire with Cannock West the lowest ward at 17%

Highest reduction in under 18 conceptions

Reduction of 48 conceptions between 2011 and 2014

Lowest rate of 5 year olds with tooth decay

9.8% compared to 17.8% across Staffordshire

Highest excess weight in Reception aged children and increasing from 2013/14

Cannock South with highest rate at 31.8% and Cannock North and Etching Hill & the Green at 28.7%

Highest rate of obesity and increasing

11.3% of Reception aged children are obese with the highest proportion in Cannock North at 15.1%

Greatest increase in achievement of a Good Level of Development

72.6% overall in Cannock yet Brereton & Ravenhill showed a decrease of 14.6 pp

Total Population	98,500
Under 5 Population	5,600 (5.7%)
Wards	15
LSOA's	19

96% of residents are White British with 4% of residents from BME groups; lower than the County average of 8.3%

4.6% increase in the population over the last 10 years, with a predicted increase of 3.4% between now and 2024

Average household income is lower at £35,000 compared to £39,000 for Staffordshire

19% of children live in low income families

19 children with Special Educational Needs (2015)