

Lichfield District Council corporate indicators

Draft Strategic Plan - September 2019

| Corporate Indicators | CI no | Source | 2015/16 | 2016/17 | 2017/18 | 2018/19 | Short term direction of travel (last two years) | Overall direction of travel (4 year period) | Staffordshire 2018/2019 average where available | Above or below Staffs average? | England 2018/19 average where available | Above or below national average? | Is there a better comparison set? | Comments |
|---|---------|---|--------------|-------------------|---|---|---|---|--|-----------------------------------|---|-------------------------------------|--------------------------------------|--|
| Employment | | | | | | | | | | | | | | |
| Number of jobs (total employment) | VPE001 | ONS | 48,000 | 56,000 | Not yet available - see WM comparator | Not yet available - see WM comparator | ■ | ↑ | 51,125 | ↓ | N/A | ■ | | Lastest district level figures are not yet avialable form the ONS and the West Midlands data has been reorded as a comparator - see below. |
| Number of jobs (total employment) West Midlands | | ONS | 2,850,389 | 2,914,352 | 2,957,488 | 2,957,166 | ↓ | ↑ | N/A | ■ | N/A | ■ | | |
| Percentage increase in occupational sector (major groups 1 - 3) | VPE002 | ONS | 11.01% | -10.70% | 4% | 21.37% | ↑ | ↓ | N/A | ■ | N/A | ■ | | ('Managers, directors and senior officials', 'Professional occupations' and 'Associate profession and technical'). Figure for 2018/19 is as at Dec 2018. |
| % of the working age population (16-64) in employment | VPE003 | ONS | 79.10% | 76.50% | 77.00% | 76.40% | ↓ | ↓ | 78.60% | ↓ | 75.10% | | | |
| Expected job ratio | | LDC | 40 | 73 | 731 | 759 | ↑ | ↑ | Not available | Not available | Not available | | | |
| Skills | | | | | | | | | | | | | | |
| The percentage of adults 16-64 with NVQ level 3 or above | VPE005 | ONS | 55.10% | 55.90% | 60.40% | 57.70% | ↓ | ↑ | 56.40% | ↑ | 57.70% | ↔ | | |
| Unemployment | | | | | | | | | | | | | | |
| Number of working age population claimants of Job Seekers Allowance including Universal Credit | VPE004 | ONS | 284 | 275 | 229 | 995 | ↑ | ↑ | 1,009 | ↓ | 3,119 | ■ | | Prior to April 2018 this was only the number of JSA claimants. More people are required to seek work under UC than JSA which is why figures have increased dramatically from April 2018. |
| Business | | | | | | | | | | | | | | |
| Total value of RV | VPE006 | LDC | £82,594,000 | £88,145,000 | £89,859,000 | £90,105,038 | ↑ | ↑ | £90,718,250 | ↓ | N/A | ■ | | |
| New measure of retail floorspace | VPE007 | LDC | 0 | 260 | 0 m² | 1465m2 | ↑ | ↑ | N/A | ■ | N/A | ■ | | |
| New measure of office floorspace | | LDC | 455 | 200 | 0 | 180 | ↑ | ↓ | Not available | | Not available | | | |
| New measure - manufacturing and warehouse floorspace | | LDC | 4065 | 6740 | 62954 | 23699 | ↓ | ↑ | Not available | | Not available | | | |
| Number of business start-ups | VPE008 | ONS | 760 | 585 | Not yet available | Not yet available | N/A | N/A | N/A | ■ | N/A | ■ | | |
| New businesses 2 year survival rate | | Nomis | 78.70% | 79.50% | 73.20% | Not yet available | N/A | N/A | 74.2% (2017/18) | ↓ | 71.4% (2017/18) | ↑ | | |
| Completed employment floorspace (m²) | | LDC | 4,520 | 7,000 | 62,954 | 23,879 | ↓ | ↑ | Not available | | Not available | | | |
| Tourism and town centre | | | | | | | | | | | | | | |
| Number of visitors to the district | VPE010 | LDC | 2,500,900 | 2,551,800 | 2,601,200 | Not yet available | ↑ | ↑ | N/A | ■ | N/A | ■ | | Figures are for calendar years, not financial years |
| Visitor spending | VPE011 | LDC | £119,118,000 | £121,551,000 | £123,332,000 | Not yet available | ↑ | ↑ | N/A | ■ | N/A | ■ | | Figures are for calendar years, not financial years |
| Number of non domestic premises/ properties | VPE012 | LDC | 2,890 | 3,010 | 3,011 | 3,038 | ↑ | ↑ | 3,306 | ↓ | 1,932,620 | ↓ | | |
| Vacancy rates - Lichfield city centre | VPE009a | LDC | 9.15% | 6.29% | 6% | 6.21% | ↑ | ↓ | N/A | ■ | N/A | ■ | | |
| Vacancy rates - Burntwood town centre | VPE009b | LDC | 4.55% | 4.47% | 6% | 4.50% | ↓ | ↓ | N/A | ■ | N/A | ■ | | |
| Health and wellbeing | | | | | | | | | | | | | | |
| Percentage of adults (aged 19+) that meet the Chief Medical Officer's recommendations for physical activity (150+ moderate intensity equivalent minutes per week) | HSC 001 | Active Lives Survey | N/A | N/A | 58% | 57.60% | ↓ | N/A | 58.70% | ↓ | 62.30% | ↓ | | |
| Percentage of respondents in Lichfield District who feel happy | HSC 002 | Feeling the difference survey (Staffs Police) | N/A | N/A | 83% | 81% | ↓ | N/A | 73% | ↑ | N/A | ■ | | |
| % residents who are satisfied with their area as a place to live | CGW005 | Feeling the difference survey (Staffs Police) | 89% | 94% | 93% | 94% | ↑ | ↑ | 95% | ↓ | N/A | ■ | | |
| Reception: Prevalence of overweight (including obesity) | | Public Health Profiles | N/A | N/A | 23.70% | N/A | ■ | ■ | 23.4%(West Mids) | ↑ | 22.40% | ↑ | | |
| Year 6: Prevalence of overweight (including obesity) | | Public Health Profiles | N/A | N/A | 30.10% | N/A | ■ | ■ | 37.1% (West Mids) | ↓ | 34.30% | ↓ | | |
| Low income | | | | | | | | | | | | | | |
| Children in low income households | | Public Health Profiles | 11.10% | Not yet available | Not yet avaiable | Not yet available | | | 20.2% (West Mids) | | 17.00% | | | |

| | | | | | | | | | | | | | | |
|---|---------|---|-------------|-------|-------|---------------|---|---|-----|---|---------------|---|--|---|
| % of the population who find it difficult or very difficult to cope on current income | HSC 004 | Experian Data | N/A | 23% | 23% | 7% | ■ | ■ | N/A | ■ | N/A | ■ | | Latest figure is for percentage of households (3,038 in number), previous figures were for percentage of population, so are not comparable. |
| Percentage of households in fuel poverty | HSC 005 | Department for Business, Energy & Industrial Statistics | 9.5% | 9.5% | 10.8% | Awaiting data | ↑ | ↑ | N/A | ■ | 11.1% (17/18) | ↓ | | |
| Children in receipt of free school meals | | SCC | emailed scc | | | | | | | | | | | Colin sourcing, but not sure this is available, Checked with free school meals people, not held. Checked with Intellignce Hub, and they are not confident. |
| Children in receipt of free school meals (secondary schools) | | SCC | emailed scc | | | | | | | | | | | Colin sourcing, but not sure this is available, Checked with free school meals people, not held. Checked with Intelligence Hub, and they are not confident. |
| Number of discretionary housing payments | | LDC | 128 | 152 | 146 | 172 | ↕ | ↕ | N/A | | N/A | | | No comparator available |
| Proportion of households in council tax arrears | HSC 007 | LDC | 2,895 | 2,723 | 2,440 | 2,493 | ↑ | ↕ | N/A | ■ | N/A | ■ | | |

| Homelessness | | | | | | | | | | | | | | |
|---|---------|-----|------|------|------|------|---|---|-------|---|-----|---|---|---|
| Rough sleeping rate per 10,000 households | HSC 006 | LDC | 0.7 | 0.23 | 0.07 | 1.2 | ↑ | ↑ | N/A | ■ | 2.0 | ↓ | | |
| Homeless applications | LH31 | LDC | 97 | 114 | 127 | 237 | ↑ | ↑ | 322 | | N/A | | | Lucy is there a staffordshire/national comparator source - please provide |
| Homeless acceptances | LH33 | LDC | 69 | 68 | 56 | 25 | ↕ | ↕ | 13.25 | | N/A | | | Lucy is there a staffordshire/national comparator source - please provide |
| Average length of stay in temporary accommodation (weeks) | | LDC | 0.59 | 0.91 | 1.33 | 2.05 | ↑ | ↑ | N/A | | N/A | | From Donna - Maybe better to record no. of households in TA as have figures for other Staffs LA's | Lucy is there a staffordshire/national comparator source - please provide |

| Community action | | | | | | | | | | | | | | |
|---|---------|---|-----|-----|-----|-----|---|-----|-----|---|-----|---|--|--|
| % or respondents who have given unpaid help to groups, clubs or organisations | HSC 003 | Feeling the difference survey (Staffs Police) | N/A | N/A | 14% | 10% | ↓ | N/A | 12% | ↓ | N/A | ■ | | |

| Community safety | | | | | | | | | | | | | | |
|--|---------|---|--------------|--------------|--------------|---------------|---|-----|-----|---|-----|---|--|--|
| % of respondents who feel fairly/very safe in their local area during the day | HSC 008 | Feeling the difference survey (Staffs Police) | 99% | 99% | 99% | 98% | ↓ | ↓ | 99% | ↓ | N/A | ■ | | |
| % of respondents who feel fairly/very safe in their local area after dark | HSC 009 | Feeling the difference survey (Staffs Police) | 83% | 88% | 87% | 98% | ↕ | ↕ | 87% | ↕ | N/A | ■ | | |
| % of residents who feel that there is a fairly/very big problem with ASB in their local area | HSC 010 | Feeling the difference survey (Staffs Police) | 12% | 10% | 10% | 7% | ↕ | ↕ | 12% | ↕ | N/A | ■ | | |
| Overall rate of reported anti-social behaviour | HSC 011 | Staffs Police | 2,382 | 2,294 | 2,179 | Awaiting data | ↕ | ↕ | N/A | ■ | N/A | ■ | | |
| Rate of recorded crime per 1,000 population | HSC 012 | Staffs Police | 42.56 (4345) | 49.18 (5051) | 55.89 (5760) | Awaiting data | ↑ | ↑ | N/A | ■ | N/A | ■ | | |
| ASB cases (annual) | | LDC | 34 | 40 | 47 | 34 | ↕ | N/A | | | | | | Colin chasing Lucie F on whether there is a comparator national and staffs |
| Noise complaints (annual) | | LDC | 452 | 488 | 436 | 563 | ↑ | ↑ | | | | | | Used to be national figures, no longer available - could get Staffs by asking each LA individually |

| Older and vulnerable residents | | | | | | | | | | | | | | |
|--|---------|-----------------------|-----|-----|-------------------|-------------------|---|---|--------------|---|--------------|---|--|--|
| Number of SCC supported people living in residential or nursing care | HSC 013 | Staffs County Council | 305 | 320 | 322 | 314 | ↓ | ↕ | 389 | ↓ | N/A | ■ | | |
| Number of SCC supported people newly admitted to residential or nursing care | HSC 014 | Staffs County Council | 113 | 123 | 122 | 90 | ↓ | ↓ | 134 | ↓ | N/A | ■ | | |
| Number of people receiving short term support to maximise independence | HSC 015 | Staffs County Council | 455 | 385 | 321 | 317 | ↓ | ↓ | 256 | ↕ | N/A | ■ | | |
| Excess winter deaths | | ONS | 70 | 70 | Not yet available | Not yet available | ■ | ■ | 81 (2016/17) | ↕ | 93 (2016/17) | ↕ | | |

| Population growth | | | | | | | | | | | | | | |
|---|--|-----|--------------|--------------|--------------|--------------|---|---|------------|---|------------|---|--|---|
| Population projections (thousands) all ages | | ONS | 103.5 (2019) | 104.8 (2024) | 105.7 (2029) | 106.4 (2034) | | | 112 (2034) | ↓ | 171 (2034) | ↓ | | Comparator figures are averages - not sure how useful these actually are. |
| Population projections (thousands) age 65+ | | ONS | 25.2 (2019) | 27.1 (2024) | 29.4 (2029) | 31.7 (2034) | | | 31 (2034) | ↕ | 39 (2034) | ↕ | | Comparator figures are averages - not sure how useful these actually are. |
| DFG's number of people helped | | LDC | 49 | 90 | 102 | 73 | ↕ | ↕ | N/A | | N/A | | Could consider rate per 1,000 population | Data provided is for the number completions within the given year. County and national figures are not available. |

| Affordable and available homes | | | | | | | | | | | | | | |
|---|--------|-----|------|------|------|---------------|---|---|------|---|-----|---|--|---|
| Housing affordability ratio (house price in relation to average salary) | CGW001 | ONS | 7.78 | 8.46 | 8.89 | Awaiting data | ↑ | ↑ | 6.45 | ↑ | 7.7 | ↑ | | |
| Number of new affordable houses built | CGW002 | LDC | 50 | 28 | 135 | 235 | ↕ | ↕ | N/A | ■ | 123 | ↕ | | Based on 43,498 (national fig) divided by 353 local authority areas. May need checking. |
| Net change in the number of houses | CGW003 | LDC | 200 | 322 | 552 | Awaiting data | ↕ | ↕ | N/A | ■ | N/A | ■ | | |

| | | | | | | | | | | | | | | |
|---------------------------------------|--------|-----|----------|----------|----------|----------|---|---|----------|---|----------|---|--|---|
| | | | | | | | ↑ | ↑ | | ■ | | ■ | | |
| Median house prices | CGW003 | ONS | £199,975 | £220,000 | £227,500 | £232,250 | ↑ | ↑ | £185,750 | ↑ | £239,000 | ↓ | | |
| Long term empty properties (annually) | | LDC | 64.72 | 74.3 | 78.18 | 75.47 | ↓ | ↑ | 85.57 | ↓ | 89.44 | ↓ | | England and Staffordshire figures derived from MHCLG tables LT100 and LT615, all converted to rates per 10,000 to enable comparison |

| | | | | | | | | | | | | | | |
|--|---------|---|--------|--------|--------|--------|-----|-----|--------|---|----------------|---|--|---|
| Clean and green (street cleansing and waste) | | | | | | | | | | | | | | |
| % of respondents who identify clean streets as a factor that most needs improving | CGW006 | Feeling the difference survey (Staffs Police) | N/A | N/A | 28% | 30% | ↑ | ↑ | 25% | ↑ | N/A | ■ | | |
| % of respondents who identify well maintained roads and pavements as a factor that most needs improving | CGW007 | Feeling the difference survey (Staffs Police) | N/A | N/A | 36% | 47% | ↑ | ↑ | 44% | ↑ | N/A | ■ | | |
| % of respondents who identify parks and open spaces as a factor in making somewhere a good place to live | CGW009 | Feeling the difference survey (Staffs Police) | N/A | N/A | N/A | 30% | N/A | N/A | 29% | ↑ | N/A | ■ | | |
| % of respondents who identify parks and open spaces as a factor that most needs improving | CGW010 | Feeling the difference survey (Staffs Police) | N/A | N/A | N/A | 10% | N/A | N/A | 10% | ↔ | N/A | ■ | | |
| % waste recycled | CGW008 | LDC | 28.20% | 27.30% | 27.50% | 27.80% | ↑ | ↑ | 25.82% | ? | ? | ? | | Colin to speak to Nigel re staffs and national comparison |
| Residual waste (kg per household) | | LDC | 472.1 | 472.5 | 467.7 | 465.57 | ↓ | ↓ | 467.4 | ↓ | 494.71 (17/18) | ↓ | | |
| Number of LDC garden waste subscriptions | F4F 004 | LDC | N/A | N/A | N/A | 40,135 | ■ | ■ | N/A | ■ | N/A | ■ | | Garden waste is sold in calendar years. On target to achieve similar figures in 2018/2019 |

| | | | | | | | | | | | | | | |
|--|--|-----|-------|-------|-------|------------|---|---|---------------|--|---------------|--|--|--|
| Infrastructure delivery | | | | | | | | | | | | | | |
| Level of investment - CIL/ Section 106 (CIL spent) | | LDC | £0.00 | £0.00 | £0.00 | £68,146.61 | ↑ | | Not available | | Not available | | | |
| No of projects - CIL/ Section 106 | | LDC | 20 | 6 | 37 | 4 | ↓ | ↓ | Not available | | Not available | | | |

| | | | | | | | | | | | | | | |
|--|---------|-----|---------------------|---------------------|---------------------|-------|-----|-----|-----|---|-----|---|--|--|
| Digital customers | | | | | | | | | | | | | | |
| Number of customer accounts (Jadu) | F4F 005 | LDC | System not in place | System not in place | System not in place | 22627 | ↑ | ↑ | N/A | ■ | N/A | ■ | | |
| Number of self-serve transactions carried out by customers (Jadu) | F4F 006 | LDC | 0 | 0 | 0 | 36560 | ↑ | ↑ | N/A | ■ | N/A | ■ | | |
| Number of self-serve transactions carried out by customers (revenues & benefits) | F4F 007 | LDC | System not in place | System not in place | System not in place | 1319 | N/A | N/A | N/A | ■ | N/A | ■ | | |
| Number of digital 'self-serve' services offered via the council's website | F4F 008 | LDC | Not recorded | Not recorded | 9 | 23 | ↑ | ↑ | N/A | ■ | N/A | ■ | | |

| | | | | | | | | | | | | | | |
|---|---------|---|-----|-----|-----|-----|---|---|-----|---|-----|---|--|---|
| Customer satisfaction | | | | | | | | | | | | | | |
| Number of complaints | F4F 001 | LDC | 113 | 449 | 362 | 119 | ↓ | ↑ | N/A | ■ | N/A | ■ | | A change in the way complaints regarding the Joint Waste Service are recorded has resulted in a reduction in numbers. |
| % residents satisfied with overall level of service provided by LDC | F4F 002 | Feeling the difference survey (Staffs Police) | 63% | 63% | 65% | 68% | ↑ | ↑ | 66% | ■ | N/A | ■ | | |

| | | | | | | | | | | | | | | |
|---|---------|-----|--------------|--------------|--------------|---------------|-----|-----|-----|---|-----|---|--|---|
| Happy skilled workforce | | | | | | | | | | | | | | |
| % of employees who enjoy their job | CHI 008 | LDC | 67% | N/A | N/A | 82% | N/A | ↑ | N/A | ■ | N/A | ■ | | |
| % of employees who feel well informed | CHI 009 | LDC | 73% | N/A | N/A | 78% | N/A | ↑ | N/A | ■ | N/A | ■ | | |
| % of employees who feel valued by the organisation | CHI 010 | LDC | 28% | N/A | N/A | 39% | N/A | ↑ | N/A | ■ | N/A | ■ | | |
| % employees who feel fit for the future is helping to positively shape the council. | CHI 011 | LDC | 31% | N/A | N/A | 38% | N/A | N/A | N/A | ■ | N/A | ■ | | |
| % employees who know what being a commercial council means | CHI 012 | LDC | Not recorded | Not recorded | Not recorded | 72% | N/A | N/A | N/A | ■ | N/A | ■ | | |
| Average number of days lost to sickness | CHI 013 | LDC | 8.99 | 3.14 | 2.84 | 2.63 | ↓ | ↓ | N/A | ■ | N/A | ■ | | |
| Number of staff accidents | CHI 014 | LDC | 27 | 27 | 15 | 11 | ↓ | ↓ | N/A | ■ | N/A | ■ | | Reduction in numbers due to the outsourcing of leisure. Figures vary slightly from source data due to late reporting and corrections. |
| Number of training days | CHI 015 | LDC | N/A | 639 | 650 | Awaiting data | ↑ | ↑ | N/A | ■ | N/A | ■ | | |
| % staff turnover | CHI 016 | LDC | 12.12% | 14.21% | 12.95% | 13% | ↑ | ↑ | N/A | ■ | N/A | ■ | | |
| % of annual Performance Development Reviews (PDRs) completed. | CHI 020 | LDC | 64% | 52% | 88% | 88.9% | ↑ | ↑ | N/A | ■ | N/A | ■ | | |

| | | | | | | | | | | | | | | |
|--|---------|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|---|--|--|
| Organisation size | | | | | | | | | | | | | | |
| Number of staff in 1 -3 groups ('Managers, directors and senior officials', 'Professional occupations' and 'Associate profession and technical') | CHI 018 | LDC | N/A | N/A | N/A | 4% | N/A | N/A | N/A | ■ | N/A | ■ | | |
| Number of full time equivalent (FTE) staff | CHI 017 | LDC | 330 | 326 | 310 | 278 | ↓ | ↓ | N/A | ■ | N/A | ■ | | |
| Number of council apprentices | CHI 019 | LDC | 2 | 2 | 4 | 3 | ↓ | ↑ | N/A | ■ | N/A | ■ | | |