

Contextual Monitoring for Urban and  
Rural Renaissance; Data Annex  
2006



West Midlands  
Regional  
Observatory

# **Contextual Monitoring for Urban and Rural Renaissance**

## **Data Annex**

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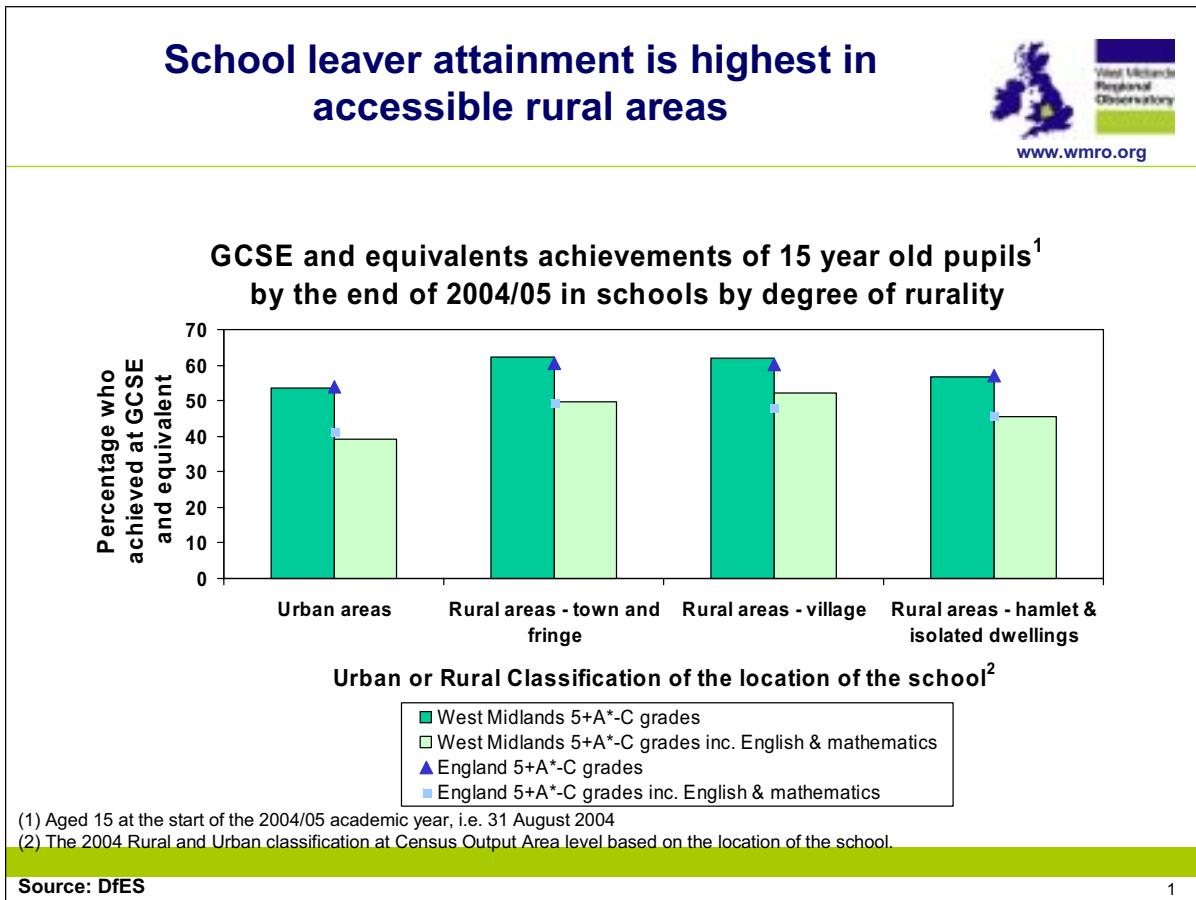
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# 1 Education and Skills

## 1.1 Educational attainment of school leavers

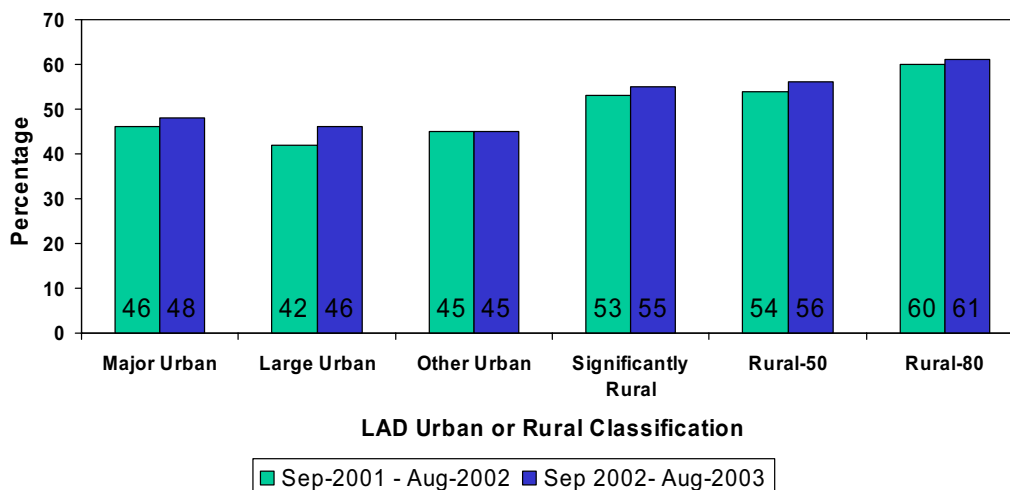


## Local Authority level analysis masks the lower levels of attainment in more remote rural areas



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### Percentage of 15 Year Old Pupils Achieving 5+ A\*-C GCSE or GNVQ equivalent in Maintained Schools<sup>1</sup>



<sup>1</sup> Referenced by Location of Educational Institution

Source: DfES

2

1

<sup>1</sup> The Local Authority Urban or Rural Classification was introduced in 2005 as a DEFRA initiative acknowledging the fact that many statistics are only available at LA level. It is a graded system, and gives six Urban or Rural classifications:

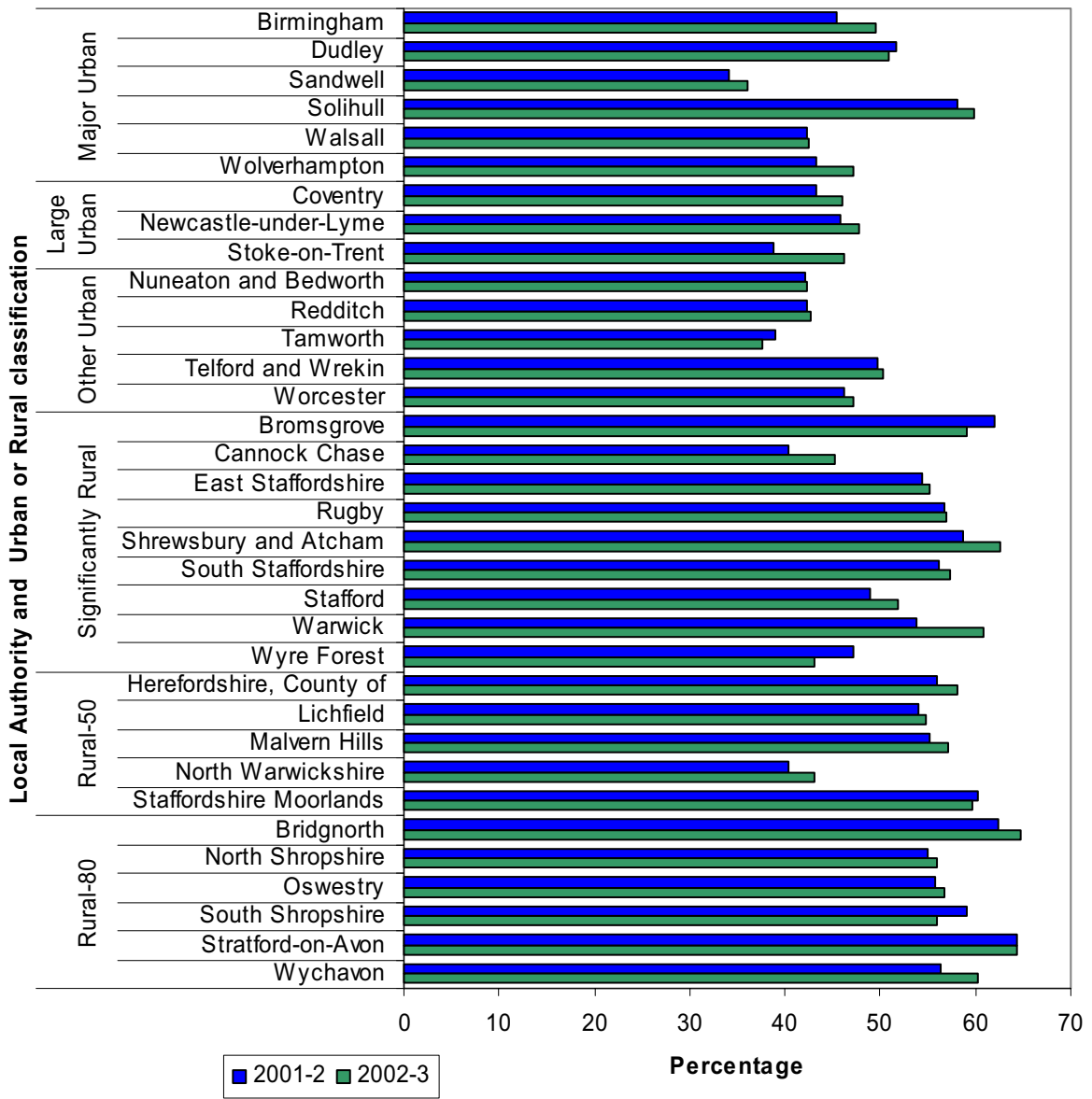
- Major Urban: districts with either 100,000 people or 50 percent of their population in urban areas with a population of more than 750,000.
- Large Urban: districts with either 50,000 people or 50 percent of their population in one of 17 urban areas with a population between 250,000 and 750,000.
- Other Urban: districts with fewer than 37,000 people or less than 26 percent of their population in rural settlements and larger market towns.
- Significant Rural: districts with more than 37,000 people or more than 26 percent of their population in rural settlements and larger market towns.
- Rural-50: districts with at least 50 percent but less than 80 percent of their population in rural settlements and larger market towns.
- Rural-80: districts with at least 80 percent of their population in rural settlements and larger market towns.

LAD Urban or Rural Classification	Local Authority	Percentage of 15 year old pupils achieving 5 or more A*-C at GCSE or GNVQ equivalent	
		2001-2	2002-3
Major Urban	Birmingham	45.4	49.5
	Dudley	51.7	50.9
	Sandwell	34.2	36.0
	Solihull	58.2	59.9
	Walsall	42.4	42.6
	Wolverhampton	43.2	47.2
Large Urban	Coventry	43.3	46.0
	Newcastle-under-Lyme	45.8	47.7
	Stoke-on-Trent	38.8	46.3
Other Urban	Nuneaton and Bedworth	42.1	42.4
	Redditch	42.3	42.7
	Tamworth	38.9	37.6
	Telford and Wrekin	49.7	50.4
	Worcester	46.2	47.2
Significantly Rural	Bromsgrove	62.1	59.1
	Cannock Chase	40.3	45.3
	East Staffordshire	54.4	55.2
	Rugby	56.7	56.9
	Shrewsbury and Atcham	58.6	62.5
	South Staffordshire	56.2	57.4
	Stafford	48.9	51.8
	Warwick	53.8	60.9
Rural-50	Wyre Forest	47.2	43.1
	Herefordshire, County of	56.0	58.2
	Lichfield	54.0	54.7
	Malvern Hills	55.1	57.2
	North Warwickshire	40.3	43.0
Rural-80	Staffordshire Moorlands	60.3	59.7
	Bridgnorth	62.3	64.7
	North Shropshire	55.0	55.9
	Oswestry	55.8	56.7
	South Shropshire	59.0	55.9
	Stratford-on-Avon	64.4	64.4
Wychavon	56.3	60.3	

**Table 1: GCSE Achievements over time by Local Authority**

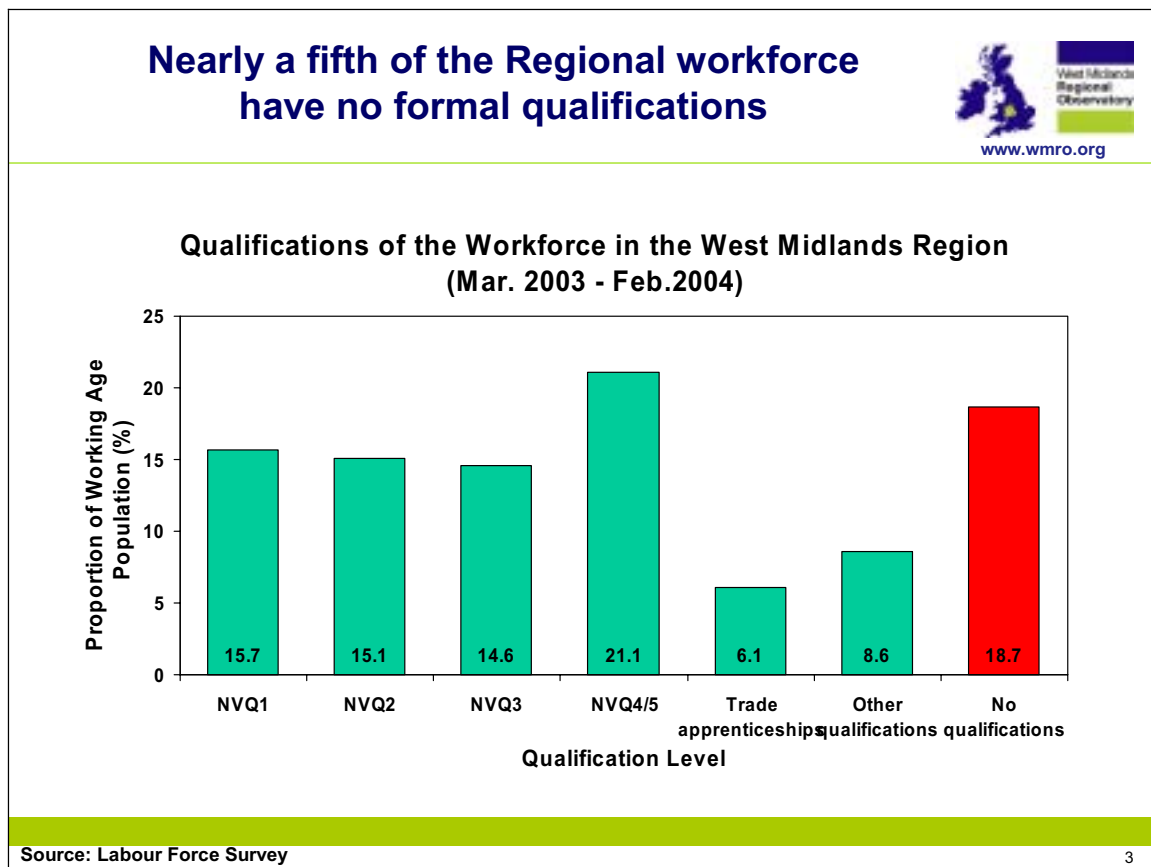
**Source: DfES**

**Percentage of 15 Year Old Pupils Achieving 5+ A\*-C GCSE or GNVQ equivalent in Maintained Schools (Referenced by Location of Educational Institution)**



Source: DfES

## 1.2 NVQ equivalent skills level of the workforce

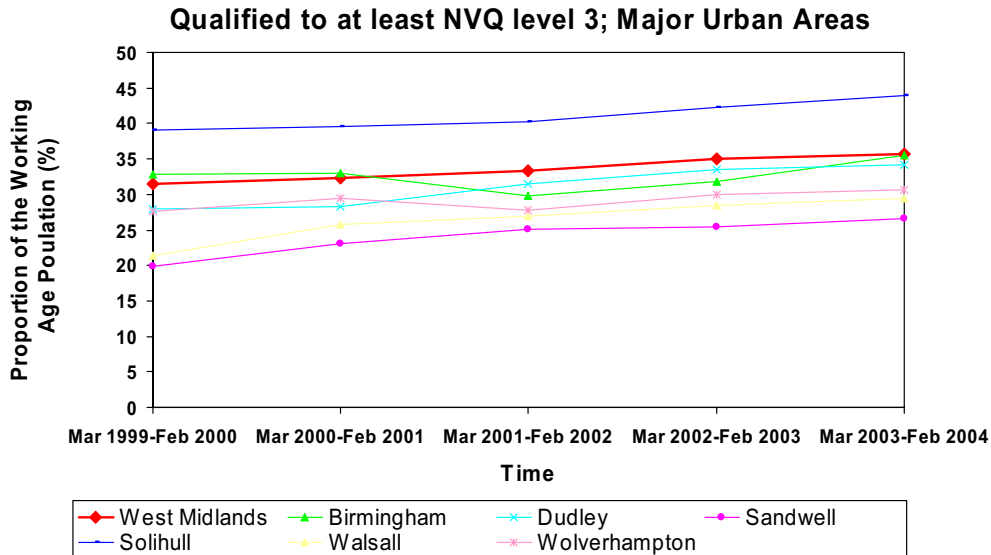


	Percentage of Working Age population with Qualification level (Mar. 2003 – Feb. 2004)						
	NVQ 1	NVQ 2	NVQ 3	NVQ 4/5	Trade apprenticeships	Other qualifications	No qualifications
West Midlands GOR	15.7	15.1	14.6	21.1	6.1	8.6	18.7
Birmingham	15.3	13.9	14.9	20.7	4.0	9.2	22.0
Coventry	13.4	15.6	14.1	23.8	5.7	9.2	18.3
Dudley	16.5	16.5	15.8	18.3	8.4	8.5	16.0
Herefordshire, County of	17.0	16.0	13.2	23.9	8.0	7.2	14.6
Sandwell	16.3	15.8	12.4	14.2	5.3	9.4	26.7
Shropshire	12.5	17.5	13.2	26.1	7.7	9.1	14.0
Solihull	13.9	15.8	15.4	28.5	6.5	7.9	12.0
Staffordshire	16.2	15.6	14.9	21.6	7.1	8.8	15.8
Stoke on Trent	17.3	14.6	11.9	12.8	9.6	8.4	25.3
Telford and Wrekin	16.3	15.9	15.3	18.5	6.3	9.7	18.1
Walsall	15.7	14.1	12.6	16.8	6.3	11.3	23.2
Warwickshire	15.3	15.5	17.8	23.3	5.1	7.0	16.0
Wolverhampton	15.7	13.6	12.6	18.0	6.1	11.4	22.6
Worcestershire	17.3	14.2	15.4	24.5	5.6	6.2	16.8

**Table 2: Qualification levels of the working age population (Mar. 2003- Feb. 2004)**

Source: Labour Force Survey

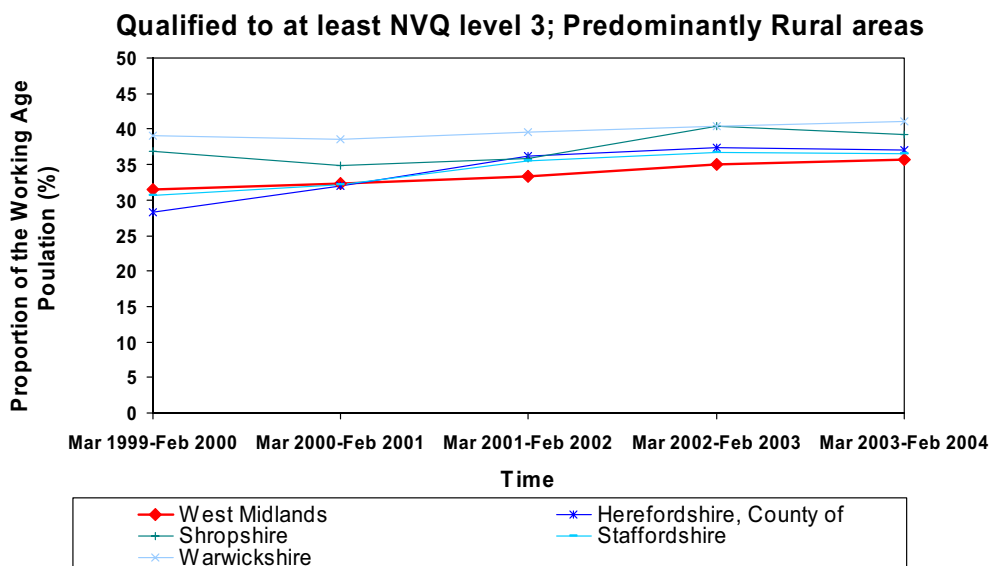
## Qualification levels in the urban workforce continue to rise over time



Source: Labour Force Survey

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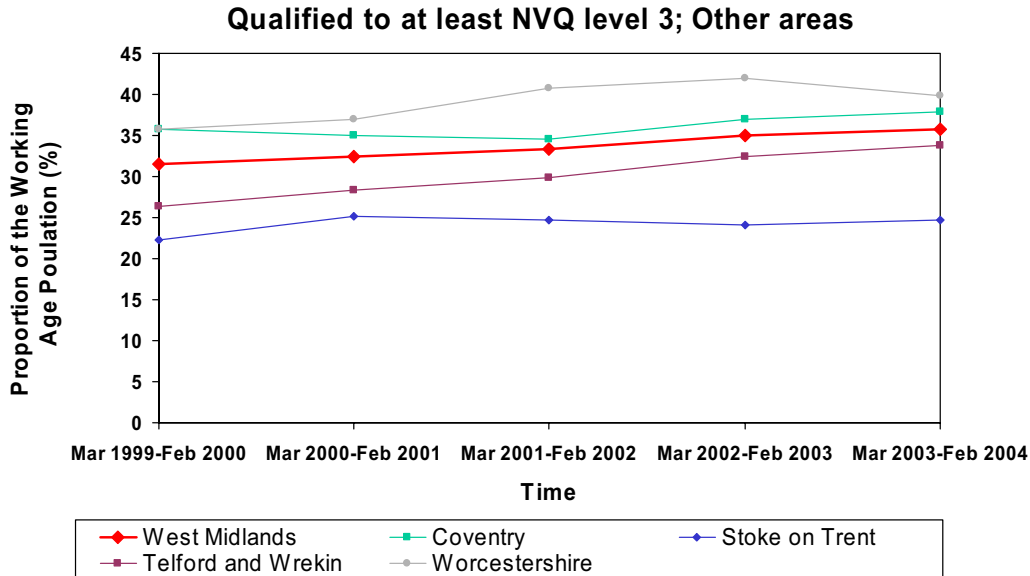
## Rises in workforce qualification levels are less distinct in the Shire Counties



Source: Labour Force Survey

5

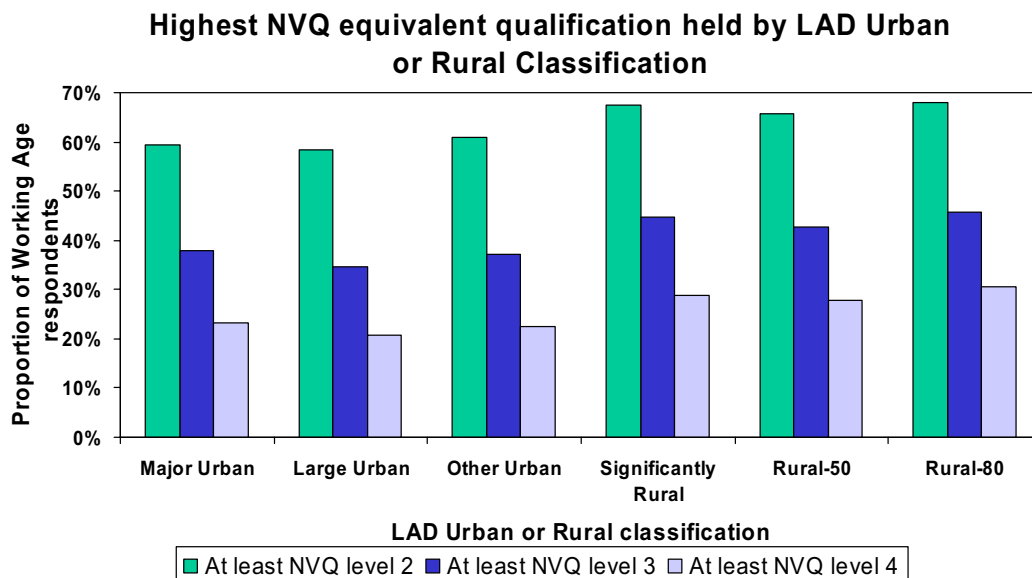
## Workforce qualification levels are not rising in Stoke-on-Trent



Source: Labour Force Survey

6

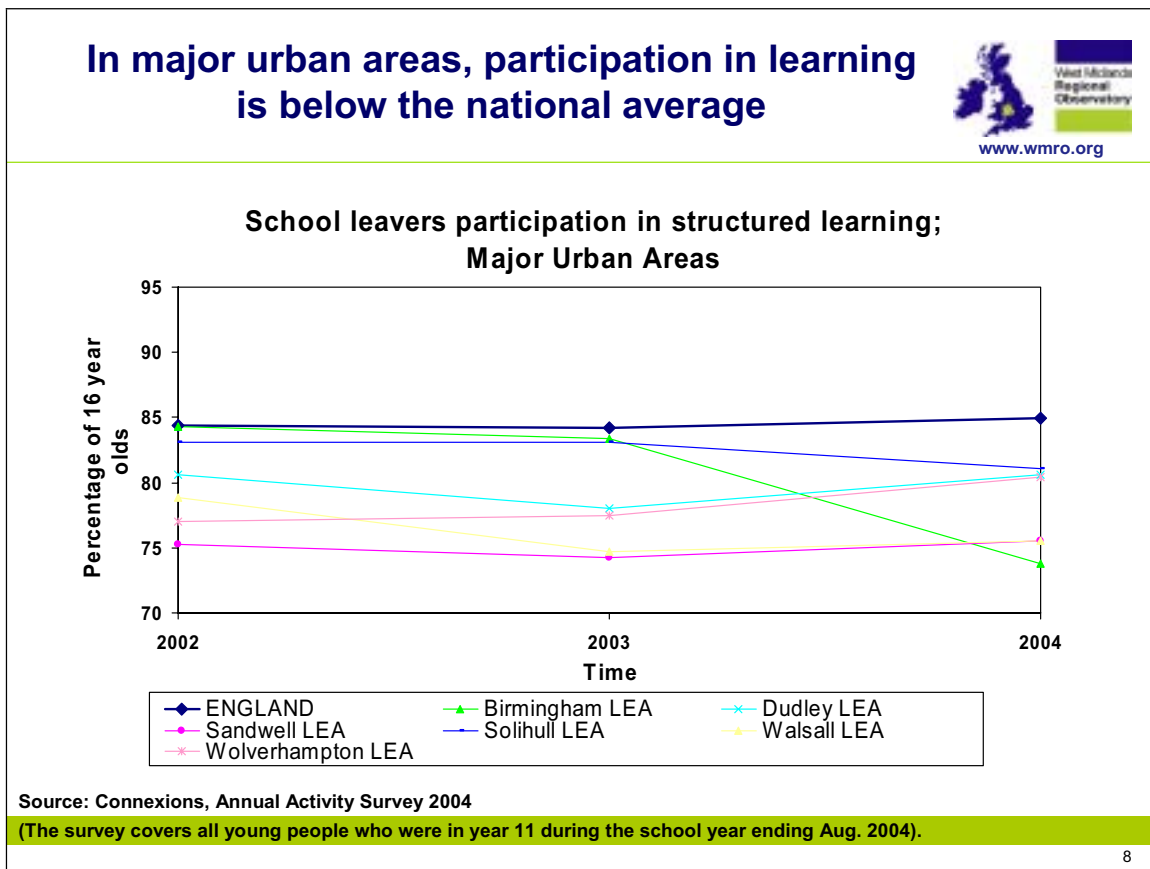
## Workforce qualification levels tend to be higher in rural areas



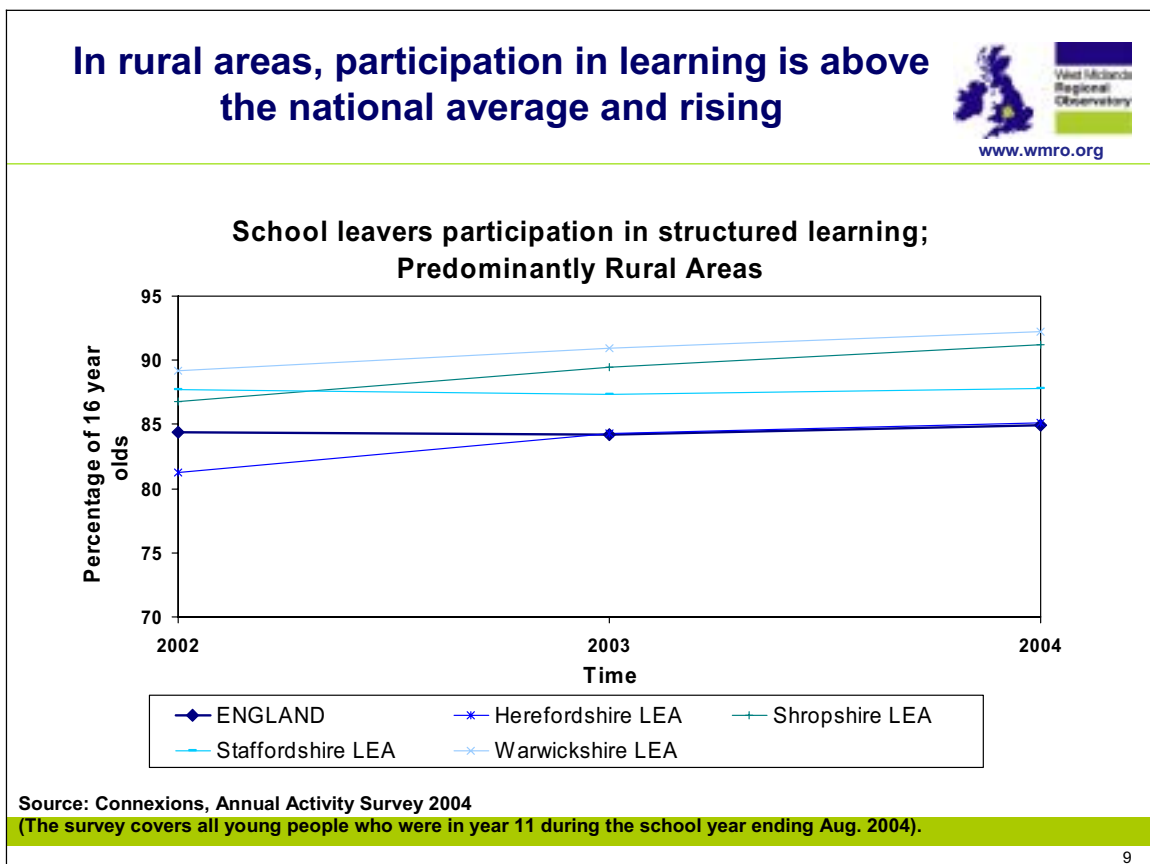
Source: Regional Lifestyle Survey © WMRO and WMPHO (Q48/49)

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### 1.3 Participation rates in structured learning



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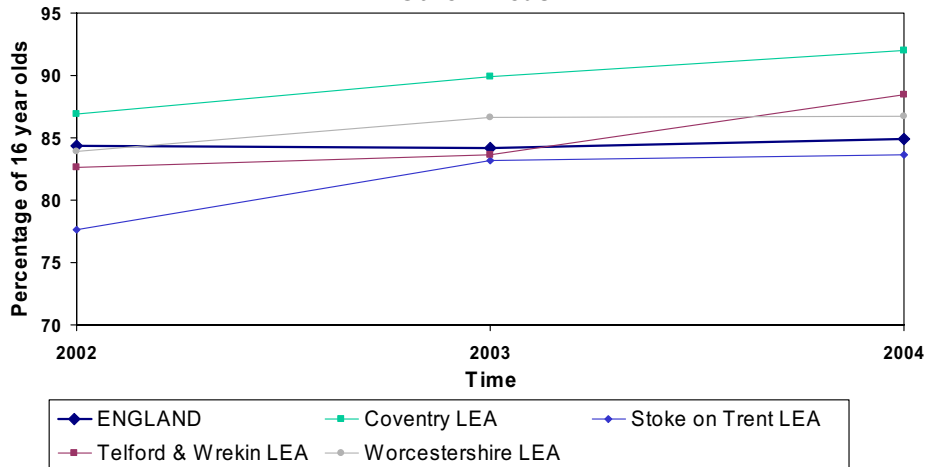


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## In Stoke-on-Trent, participation in learning is below the national average



### School leavers participation in structured learning; Other Areas



Source: Connexions, Annual Activity Survey 2004

(The survey covers all young people who were in year 11 during the school year ending Aug. 2004).

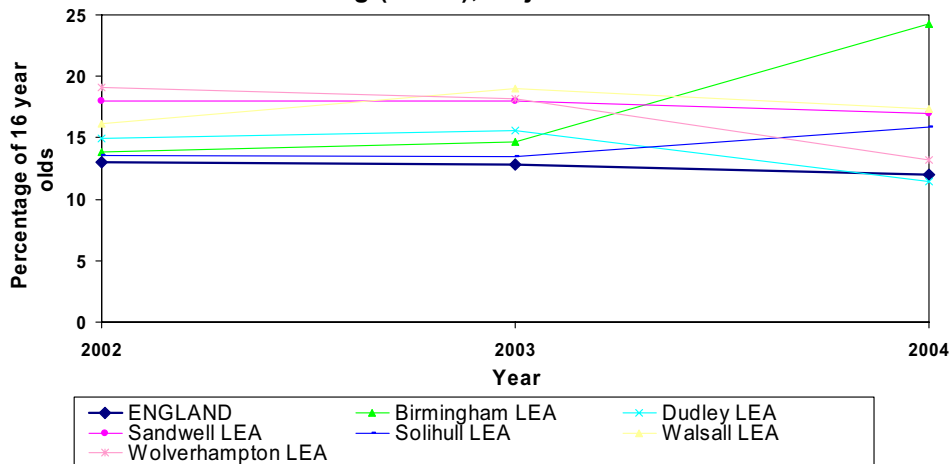
10

## 1.4 Young People not in education, employment or training (NEET)

### Nearly a fifth of young people in major urban areas are not in education, employment or training



### Number of school leavers not in education, employment or training (NEET); Major Urban Areas



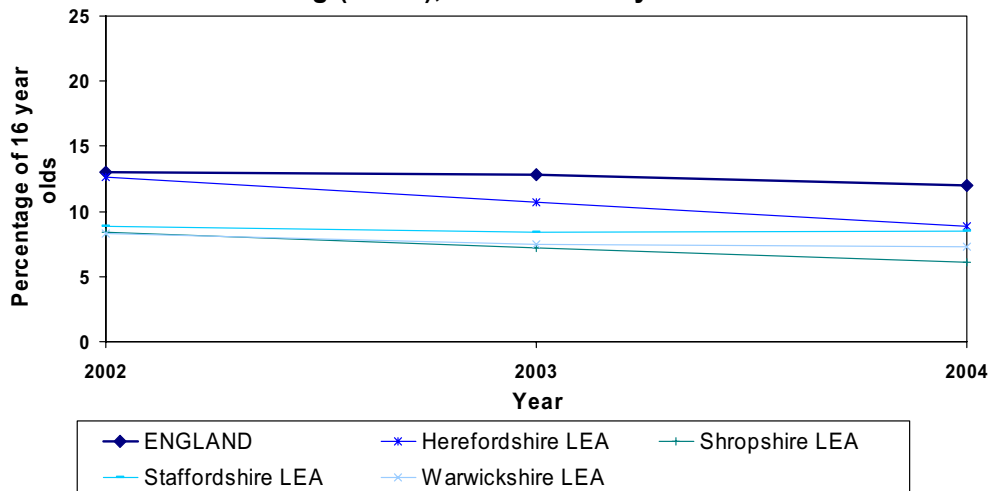
Source: Connexions, Annual Activity Survey 2004

(The survey covers all young people who were in year 11 during the school year ending Aug. 2004).

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## In rural areas, fewer young people fall out of formal education, employment or training

### Number of school leavers not in education, employment or training (NEET); Predominantly Rural Areas



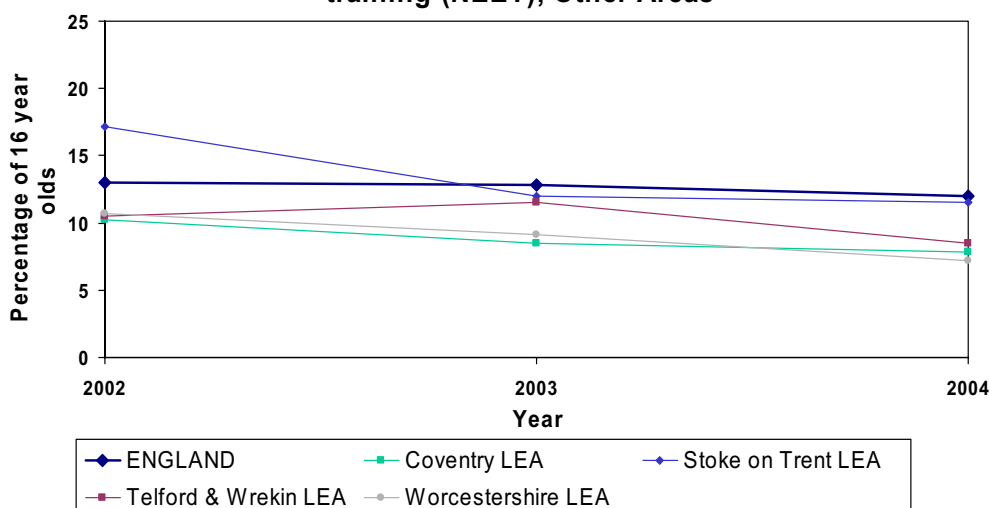
Source: Connexions, Annual Activity Survey 2004

(The survey covers all young people who were in year 11 during the school year ending Aug. 2004).

12

## In Stoke-on-Trent, the proportion of young people not in education, employment or training has fallen below the national average

### Number of school leavers not in education, employment or training (NEET); Other Areas



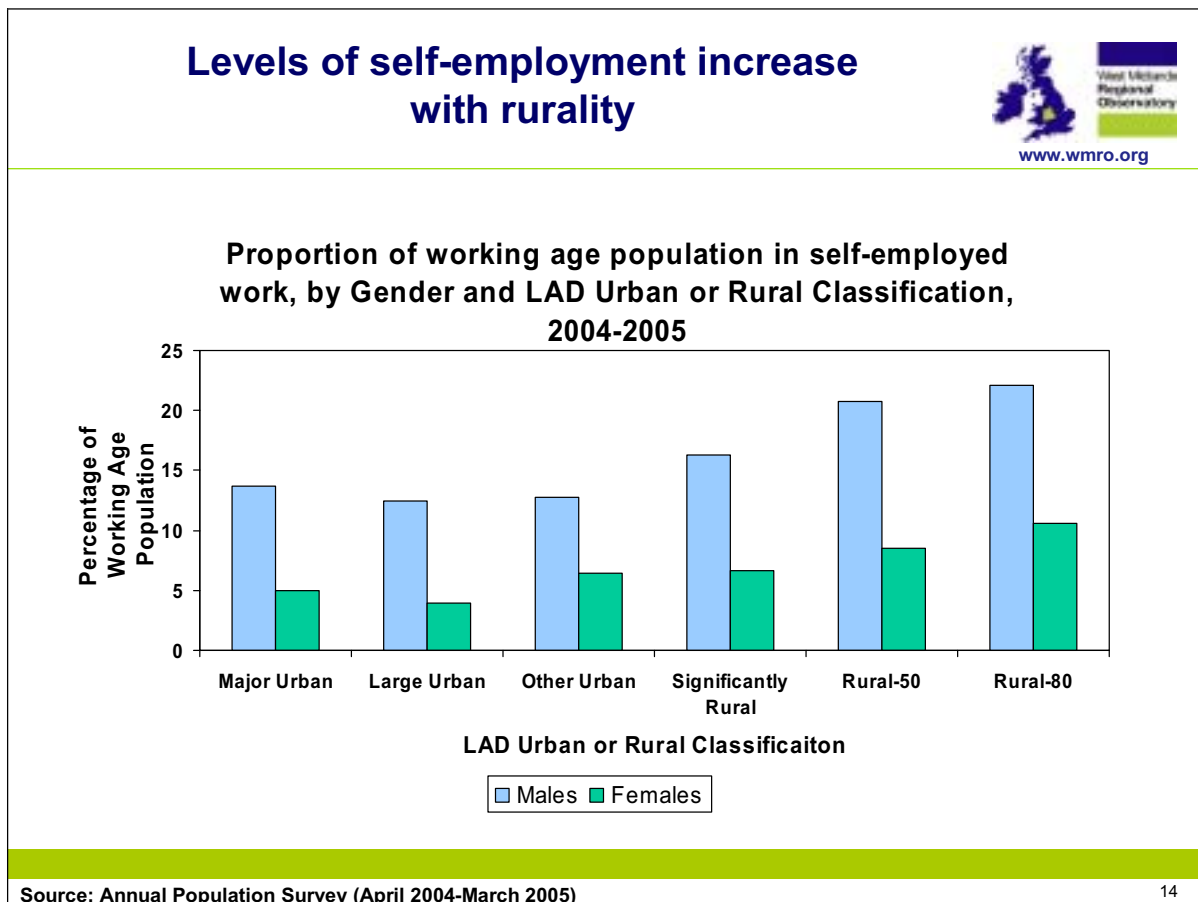
Source: Connexions, Annual Activity Survey 2004

(The survey covers all young people who were in year 11 during the school year ending Aug. 2004).

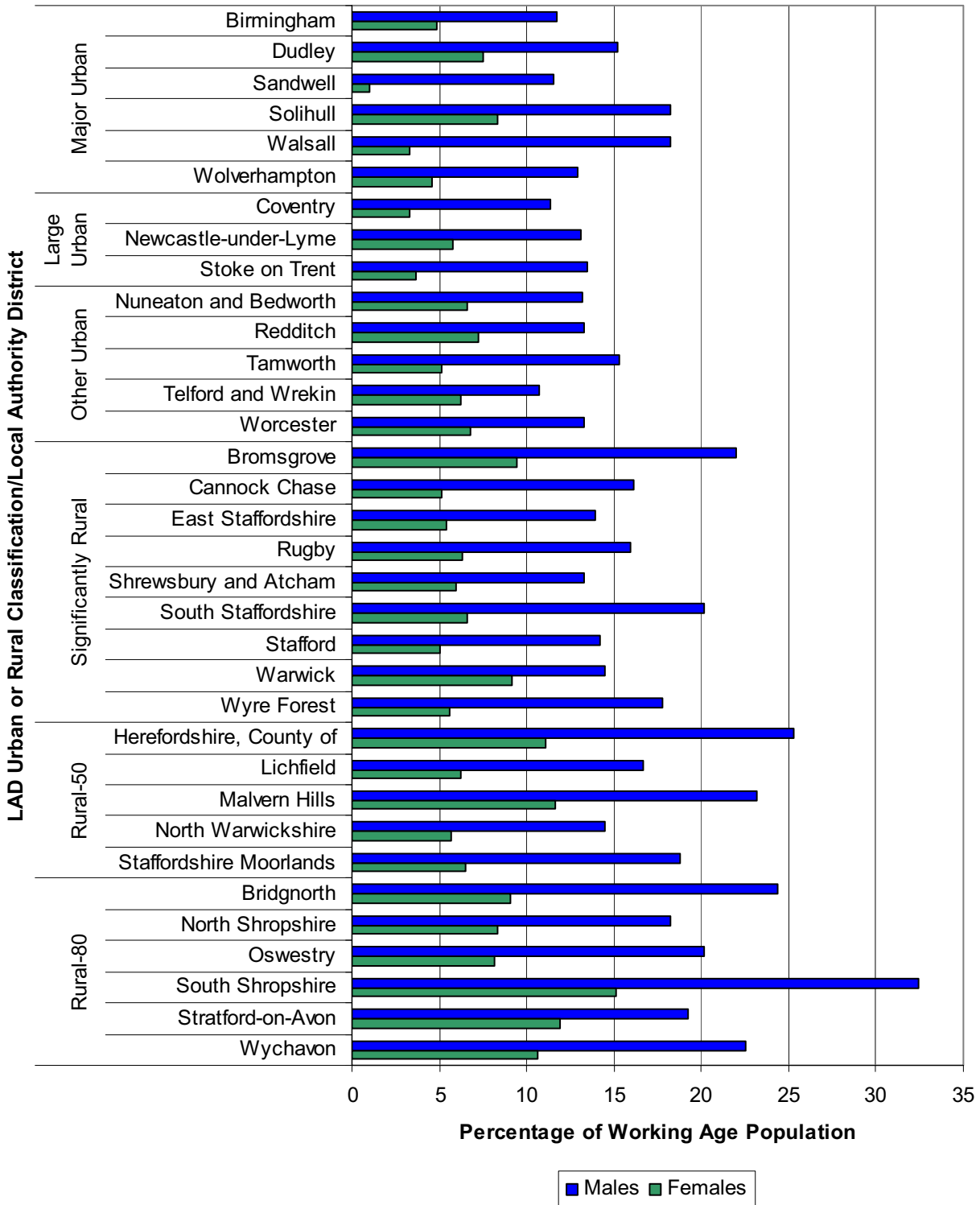
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# 2 Employment Structure and Dynamics

## 2.1 Self-Employment

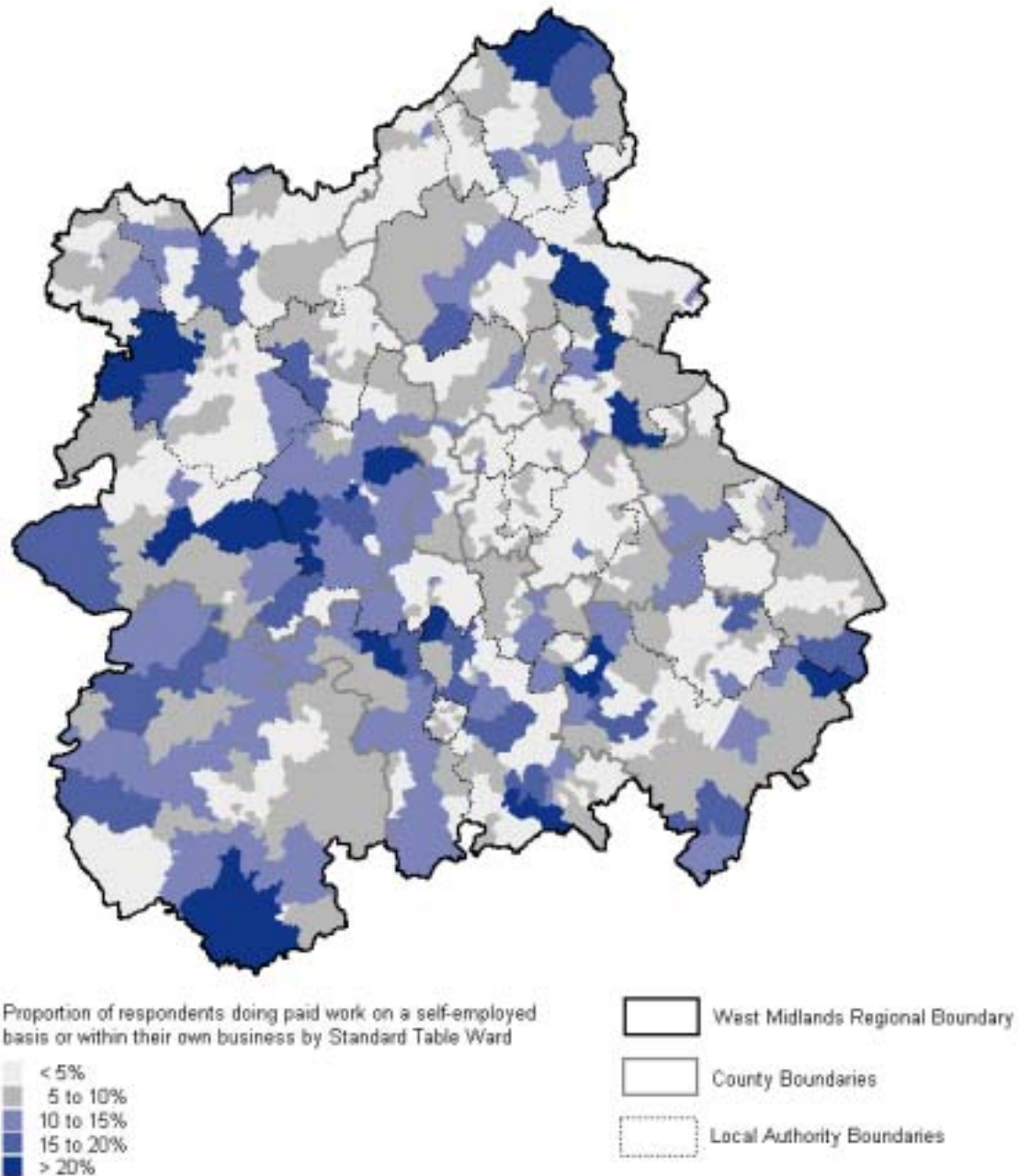


### Proportion of Working Age Population in Self Employed work, by Gender and Local Authority District, 2004-2005



Source: Annual Population Survey (April 2004-March 2005)

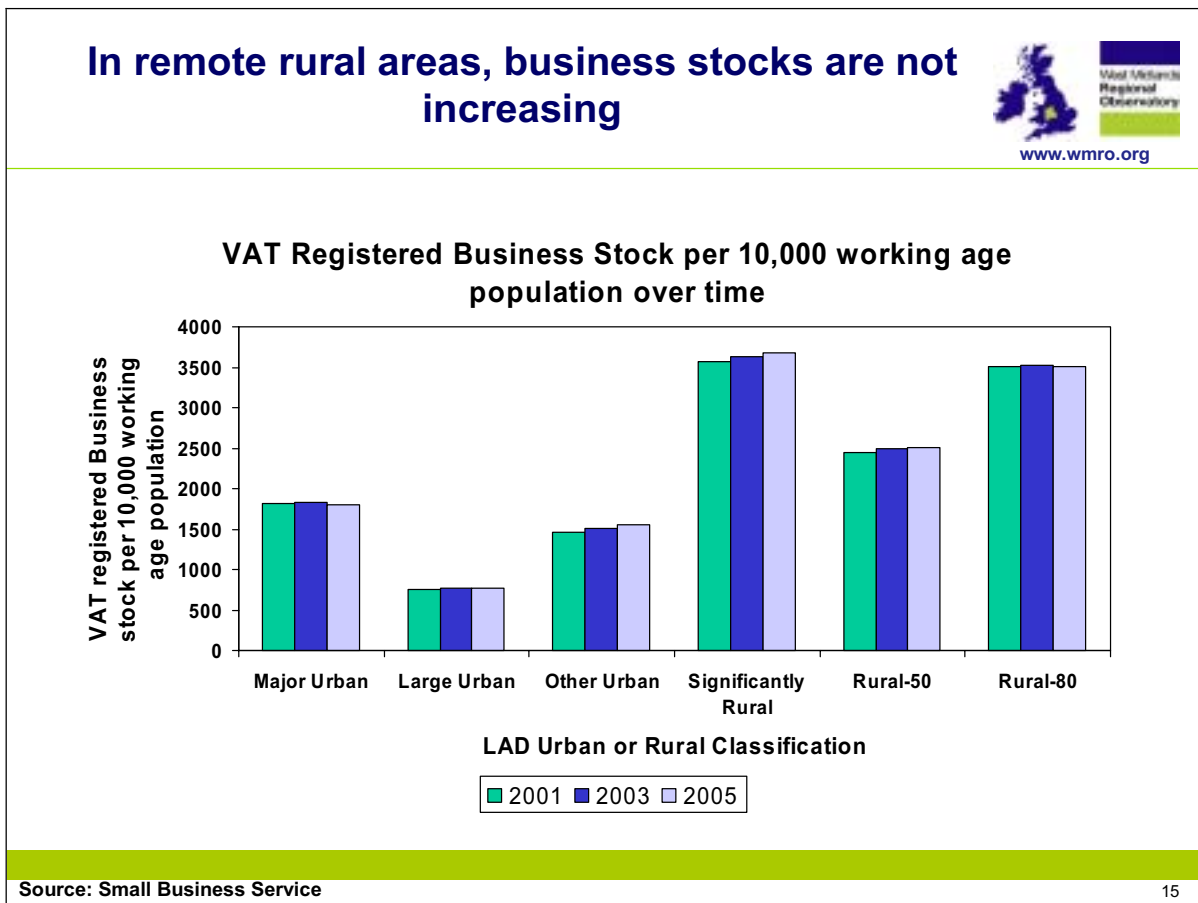
## Proportion of respondents doing paid work on a self-employed basis or within their own business by Standard Table Ward



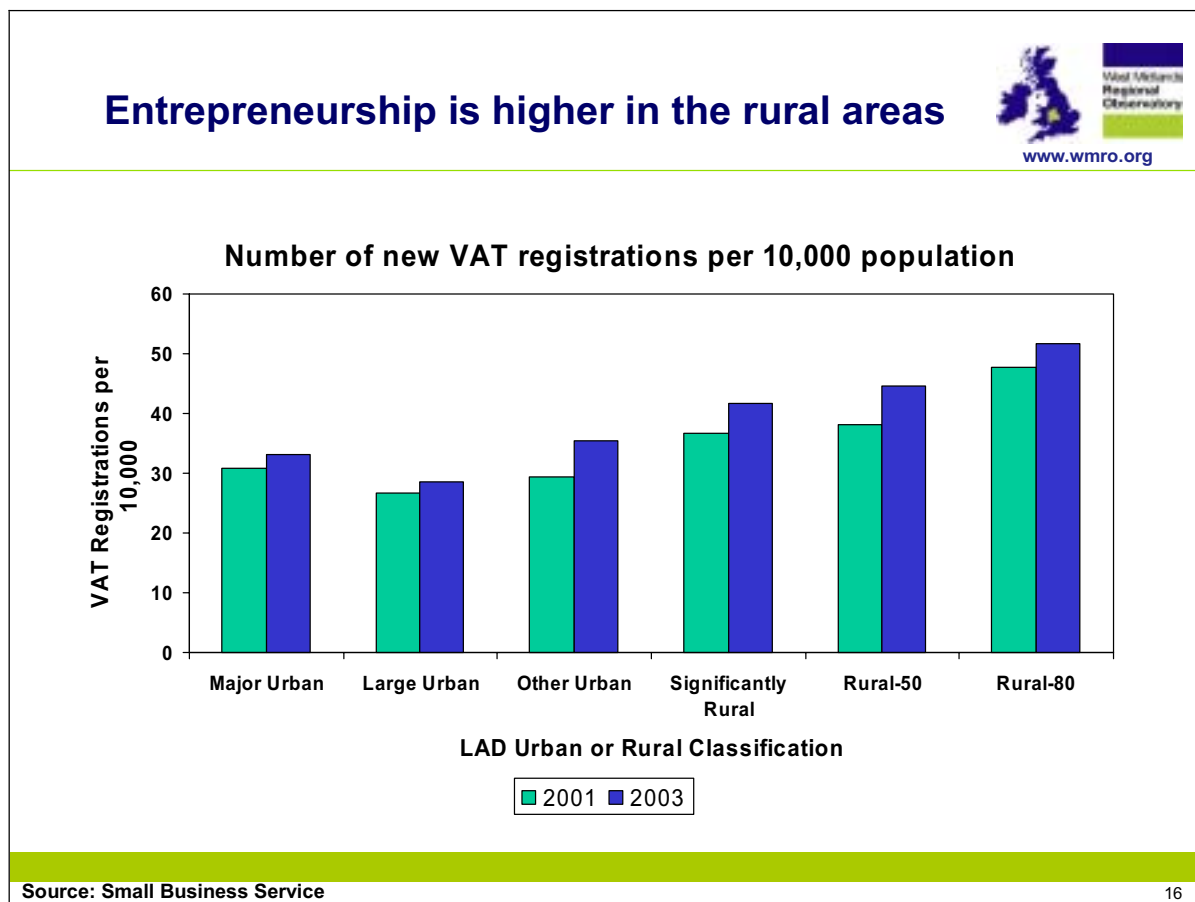
Source: West Midlands Regional Lifestyle Survey  
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Advantage West Midlands, 100030383 (August 2005)

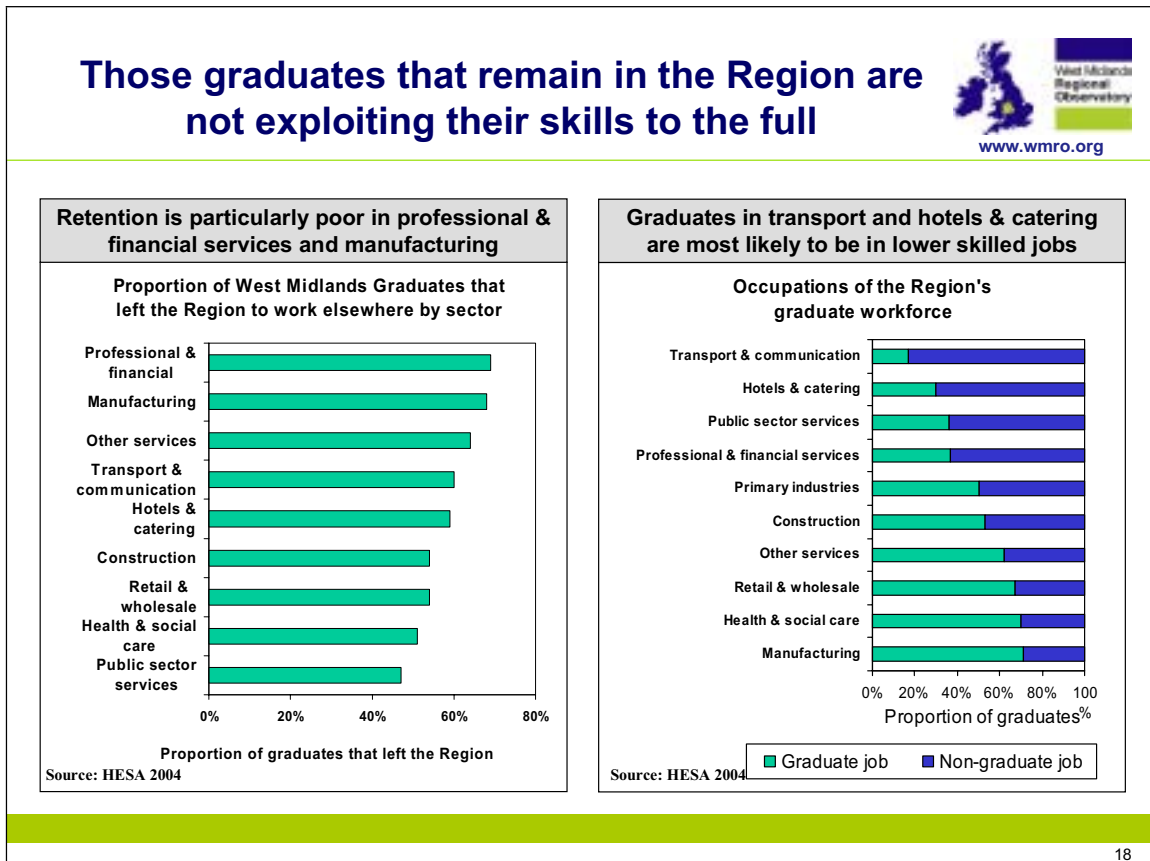
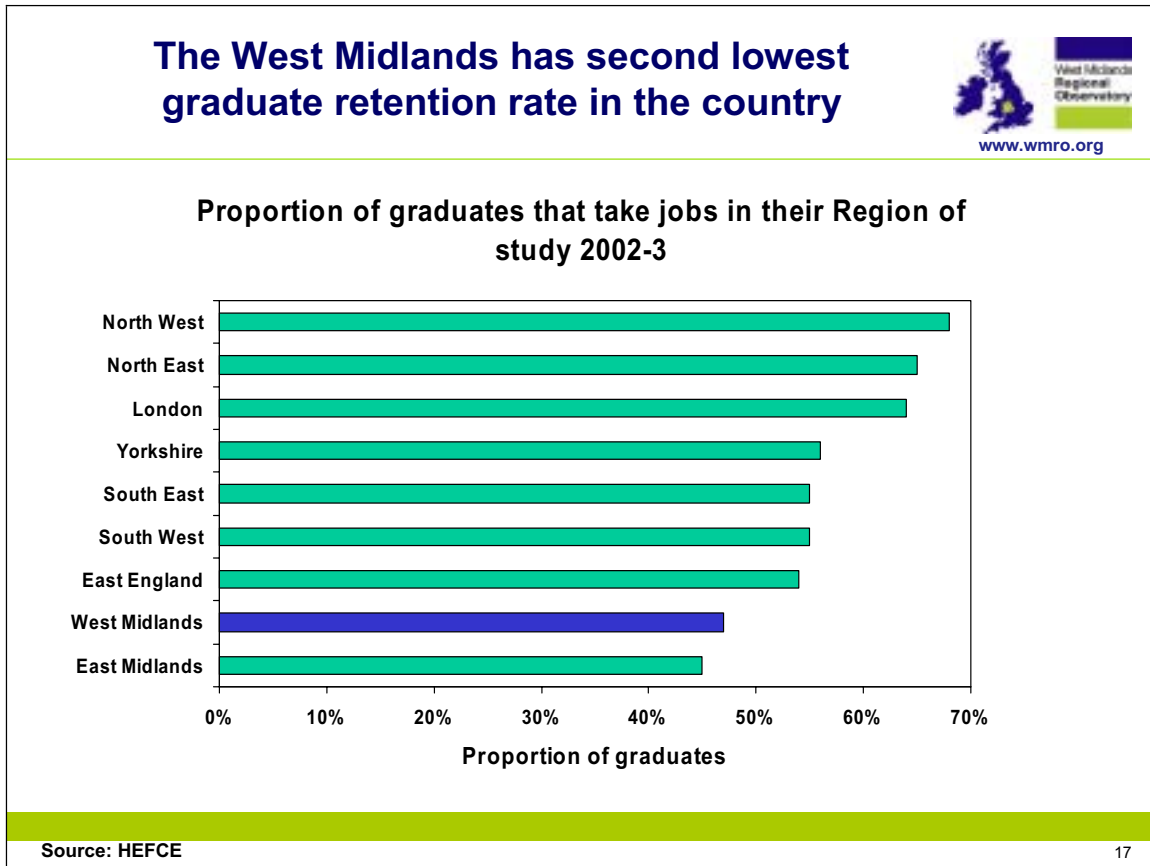
## 2.2 Business densities per 10,000 working age population



## 2.3 New VAT registrations per 10,000 working age population



## 2.4 Graduate Retention and Utilisation



## 2.5 Employment in Value Added sectors

Top 10 Value Added Sectors	Health and social work	Renting of machinery and equipment	Sewage and refuse disposal, sanitation	Other business activities	Computer and related activities	Research and development	Real estate activities	Other service activities	Hotels and restaurants	Manufacture of other non-metallic mineral
Value Added as a percentage of turnover (2003)	64.5%	63.3%	60.8%	59.4%	59.2%	49.8%	49.4%	47.3%	46.4%	44.4%
Share of employment within sector (%) (2004)										
Major Urban	44.8%	44.4%	53.5%	51.0%	43.1%	10.4%	46.9%	32.9%	39.5%	15.8%
Large Urban	13.8%	9.5%	8.8%	10.6%	10.6%	5.0%	9.4%	11.5%	11.3%	48.2%
Other Urban	9.1%	9.7%	11.8%	11.2%	11.8%	1.4%	8.5%	10.3%	7.8%	6.8%
Significantly Rural	18.7%	22.4%	12.1%	16.2%	20.8%	8.1%	16.9%	25.4%	21.4%	17.6%
Rural-50	8.2%	7.5%	8.1%	5.4%	7.1%	41.1%	8.0%	11.3%	10.7%	7.9%
Rural-80	5.4%	6.5%	5.7%	5.6%	6.6%	34.1%	10.2%	8.5%	9.2%	3.7%

**Table 3: Employment in top 10 value-added sectors**

Source: ABI2 2003 and 2004

## 2.6 Diversification of the economic base over time (sector concentration)

	1998	2001	2004
Major Urban	0.194	0.185	0.196
Large Urban	0.209	0.203	0.206
Other Urban	0.210	0.200	0.198
Significantly Rural	0.193	0.196	0.191
Rural-50	0.185	0.183	0.174
Rural-80	0.176	0.173	0.175

**Table 4: Herfindahl index<sup>1</sup> for the West Midlands Region over time**

Source: ABI

<sup>1</sup> The Herfindahl index presented here is the measure of sector concentration within the LA and rural-urban grouping. The index is calculated by squaring the employment share and then summing:

$$H = \sum_{i=1}^n s_i^2 \quad \text{where } s_i \text{ is the employment share of the } i \text{ sector.}$$

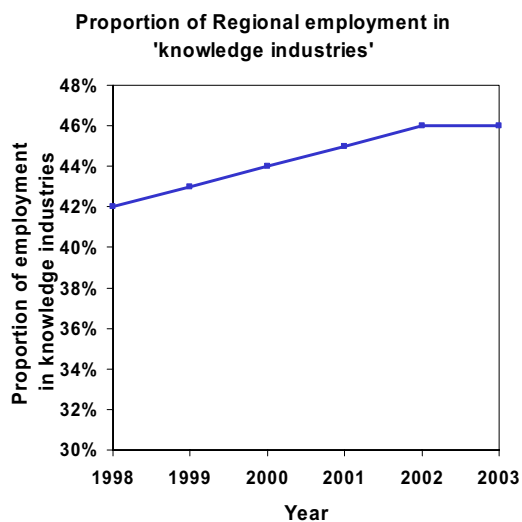
An index close to 0 indicates a distributed share of employment sectors while a figure above 0.18 indicates a high concentration of employment in several dominant sectors, and a figure close to 1 indicates a high concentration of employment within a single sector.

## 2.7 Proportion in Knowledge Intensive employment

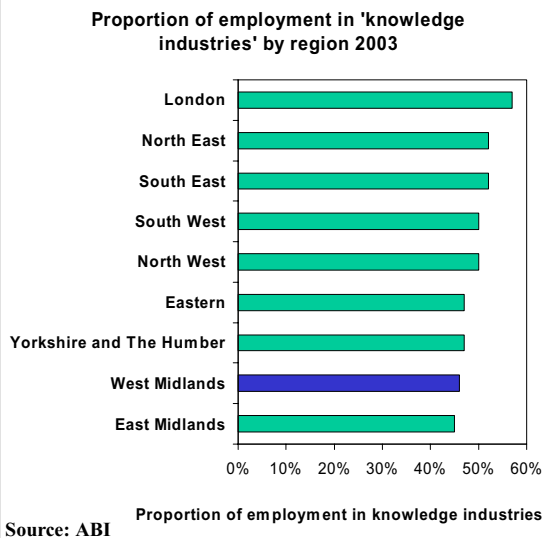
### The region has a weak knowledge economy



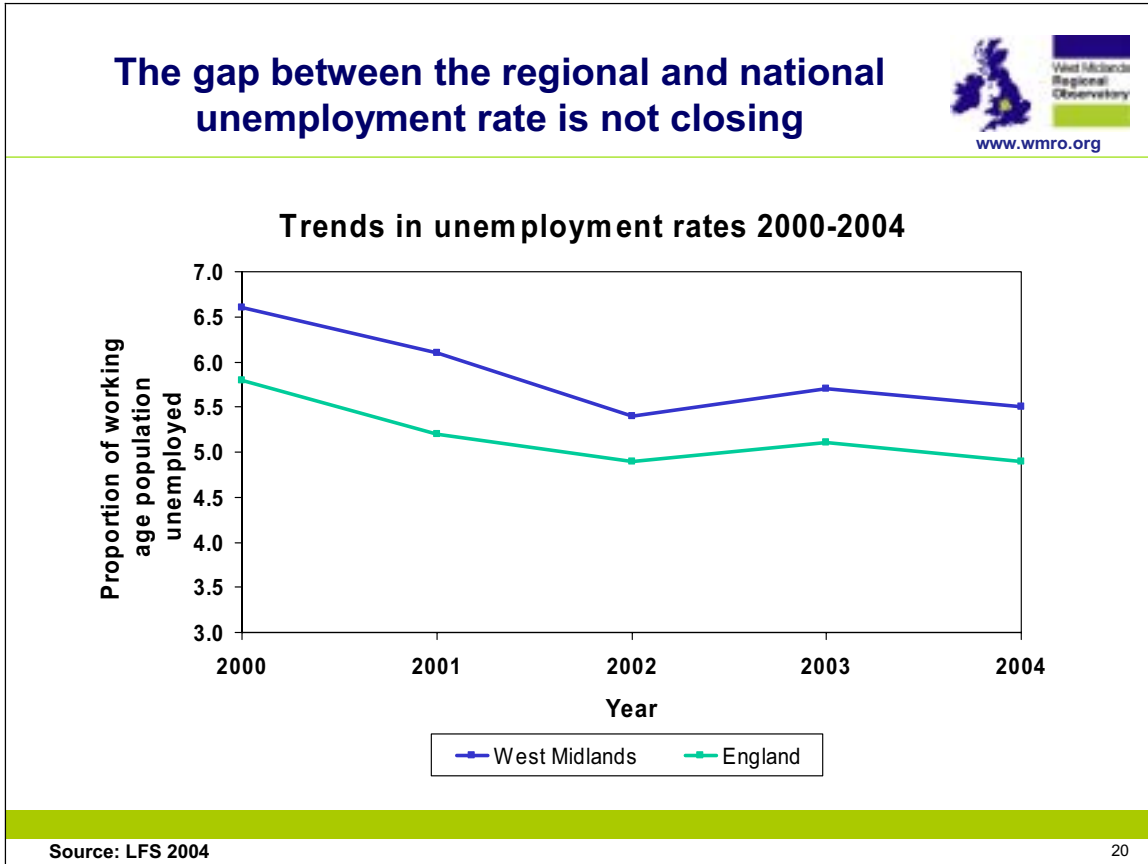
The proportion of 'knowledge workers' in the Regional workforce has edged upwards



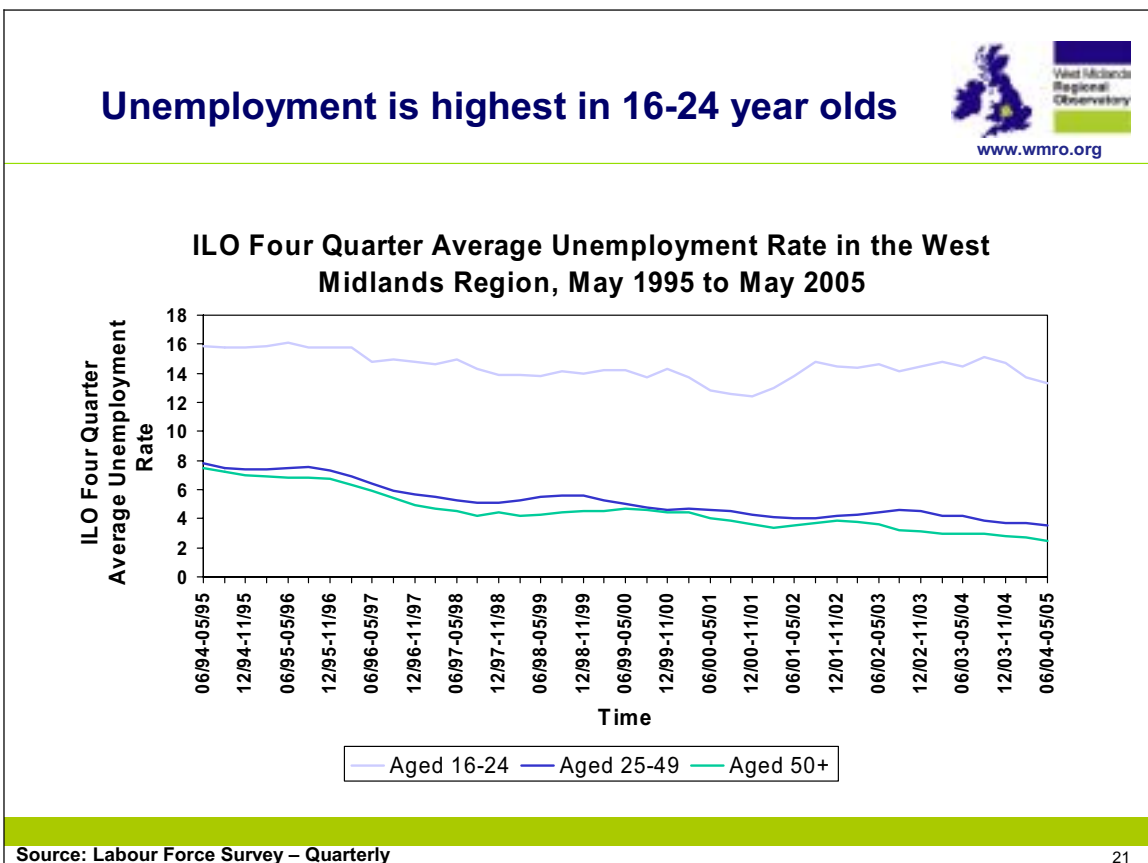
But the Region still has the second lowest proportion of 'knowledge workers' in England



## 2.8 Unemployment



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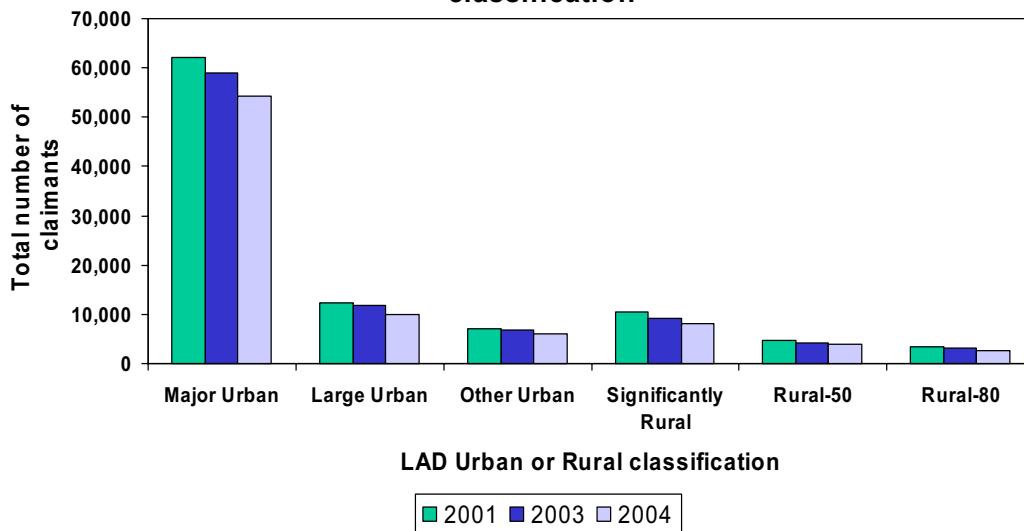


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## Most of the unemployed people in the Region live in major urban areas



**Job Seekers Allowance claimants by LAD urban or rural classification**



Source: DWP

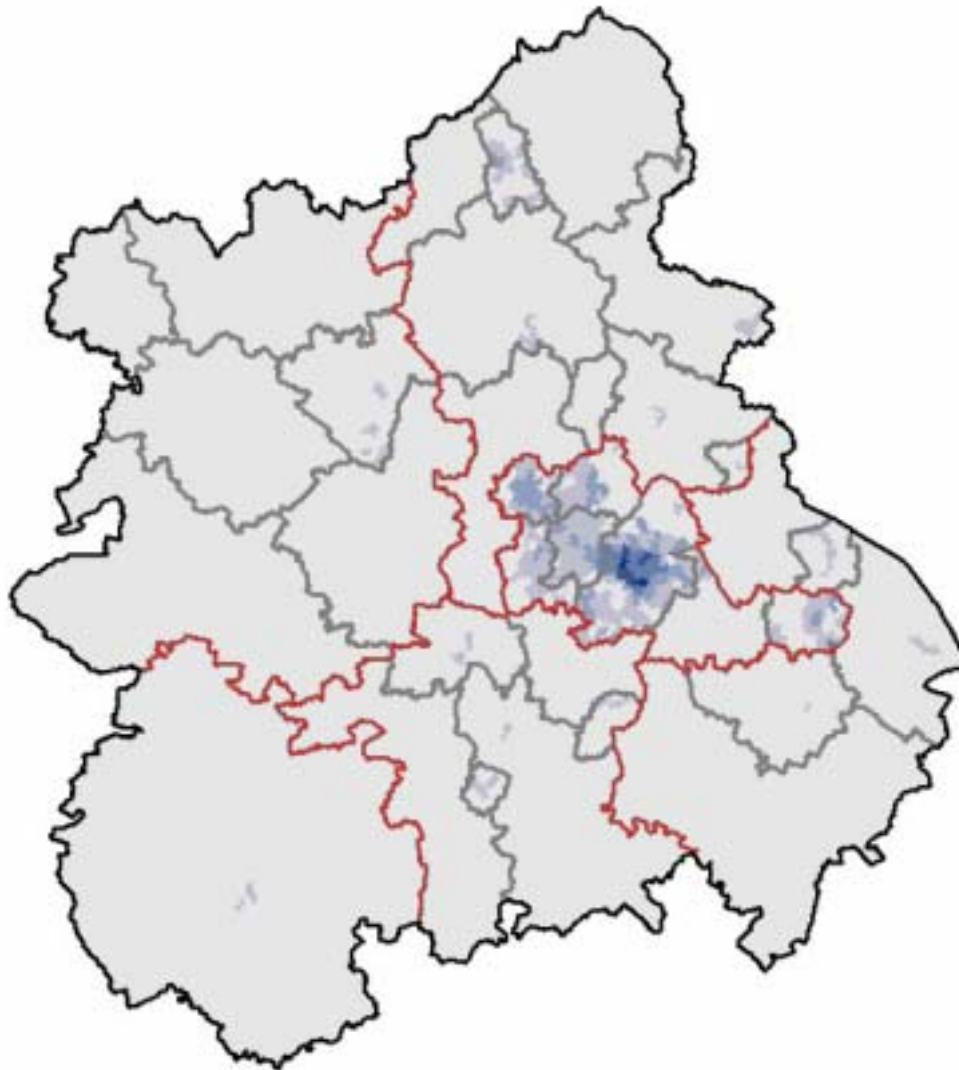
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	% decrease in number of Jobseekers Allowance claimants between 2001 and 2004
Major Urban	12.8
Large Urban	19.3
Other Urban	16.7
Significantly Rural	20.9
Rural-50	19.2
Rural-80	21.4

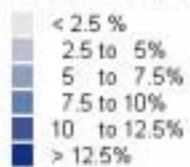
**Table 5: Percentage decrease in the number of Jobseekers Allowance claimants (2001-2004)**

Source: DWP

## Job Seekers Allowance claimant rate (2004) at Middle Super Output Area (MSOA) level



Claimant Rate (%)



 West Midlands Regional Boundary

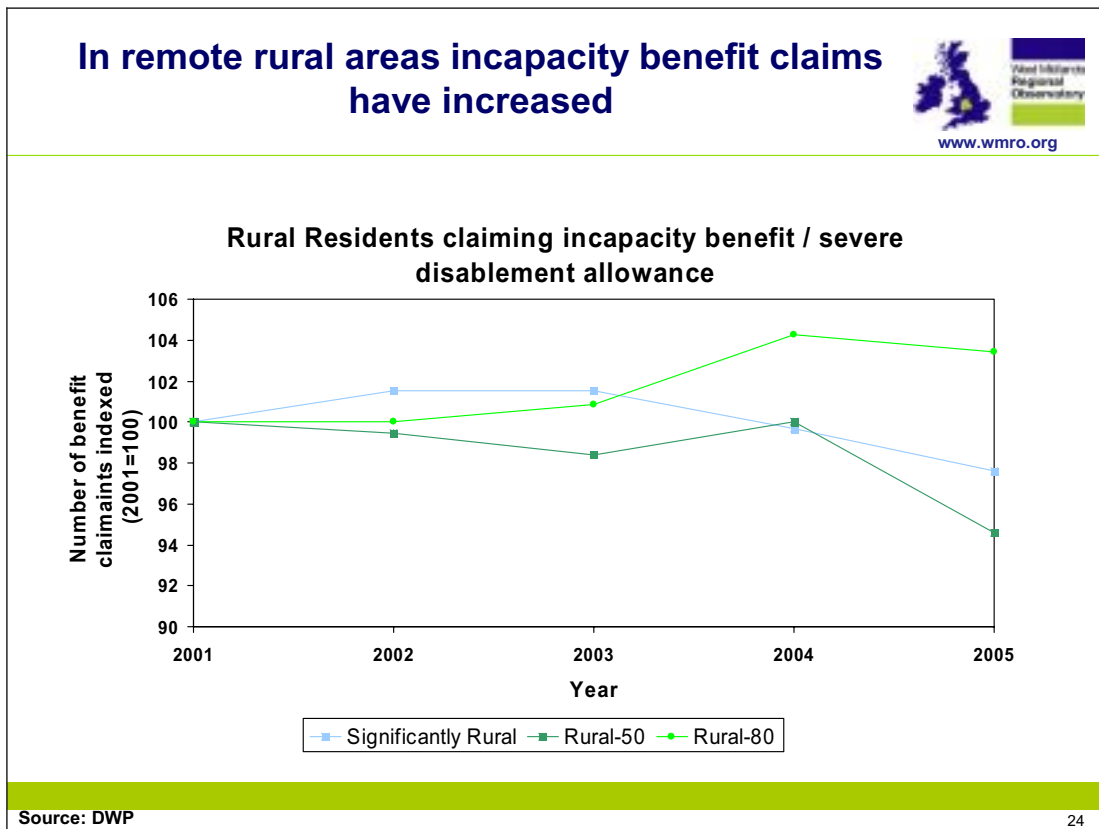
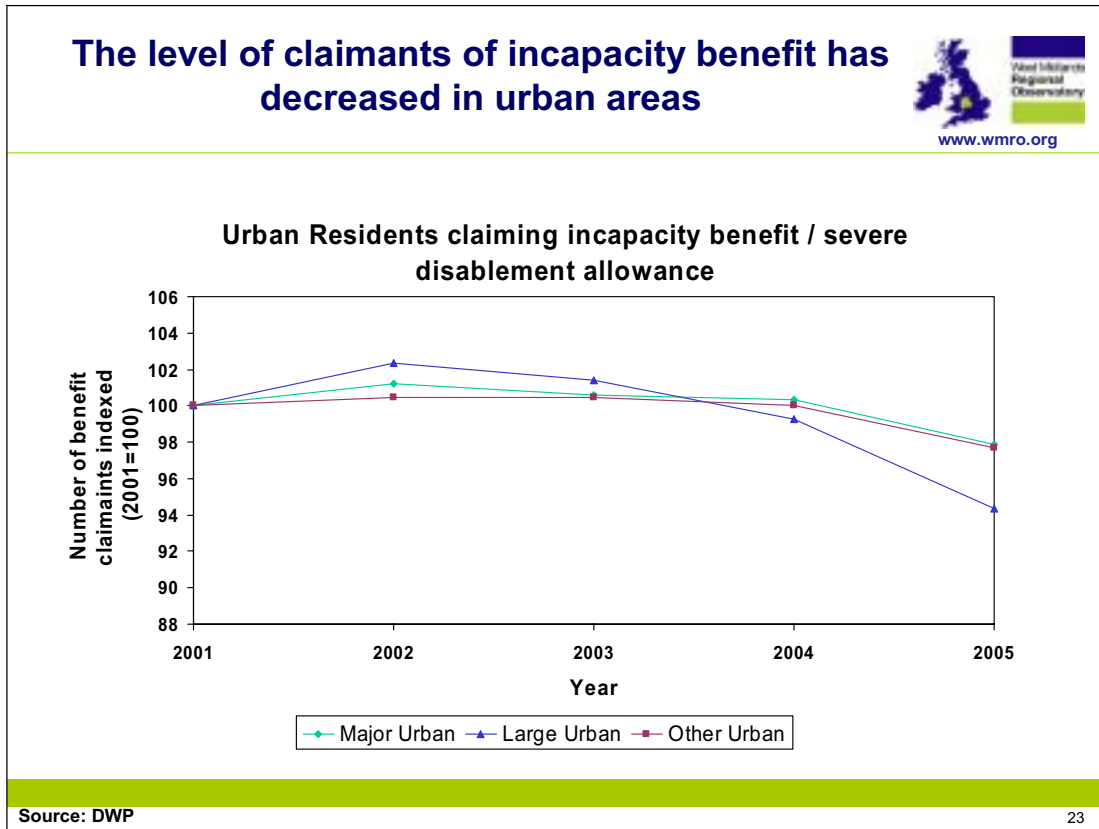
 County Boundaries

 Local Authority Boundaries

Source: Neighbourhood Statistics  
JSA claimant figures, 2004

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Advantage West Midlands, 100630313 (March 2006)

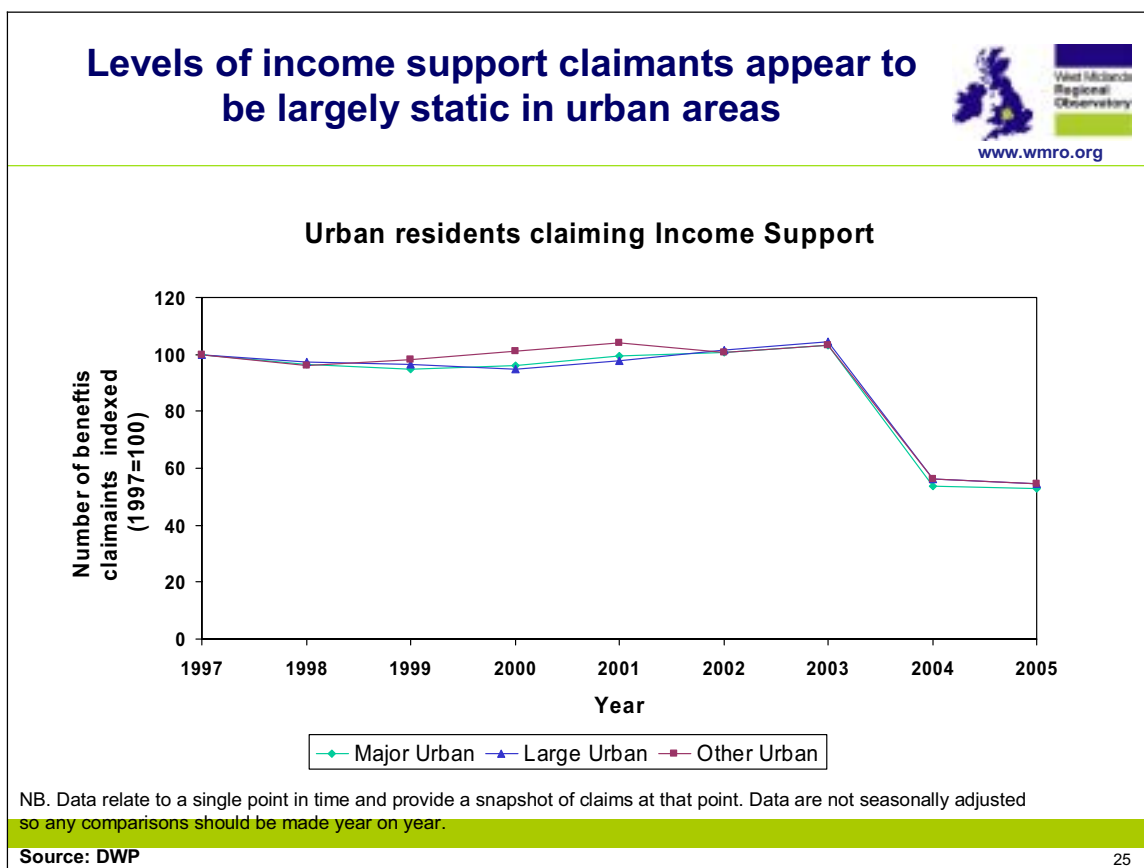
## 2.9 Incapacity benefit



## 2.10 Income support

Income support is a non-contributory benefit paid to people who have low incomes and who are not required to be available for employment. The main types of people receiving IS are pensioners, lone parents, the long and short-term sick, people with disabilities and other special groups. Dates when there may be particular changes in the figures are:

- October 2003, when families on Minimum Income Guarantee (MIG) with children had child elements migrated to CTC.
- October 2004, when families already in receipt of IS who have not already claimed CTC, had child elements migrated to CTC.

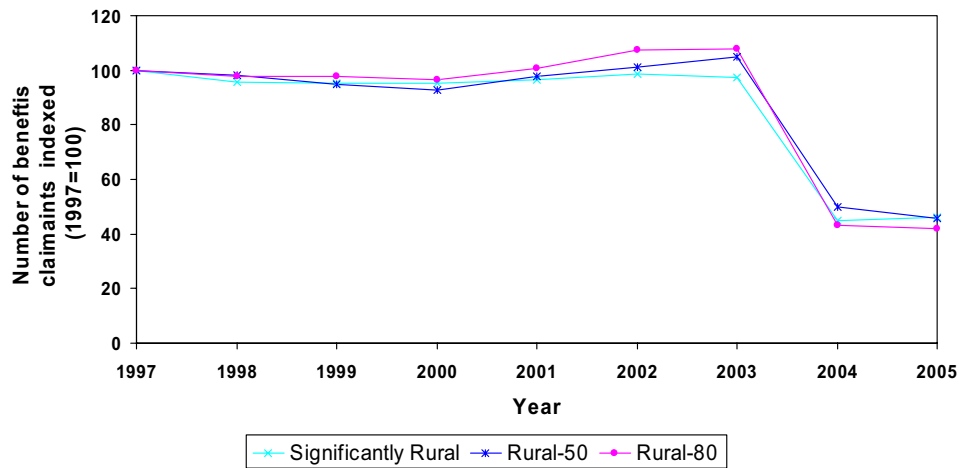


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## Levels of income support claimants appear to be largely static in rural areas



### Rural residents claiming Income Support

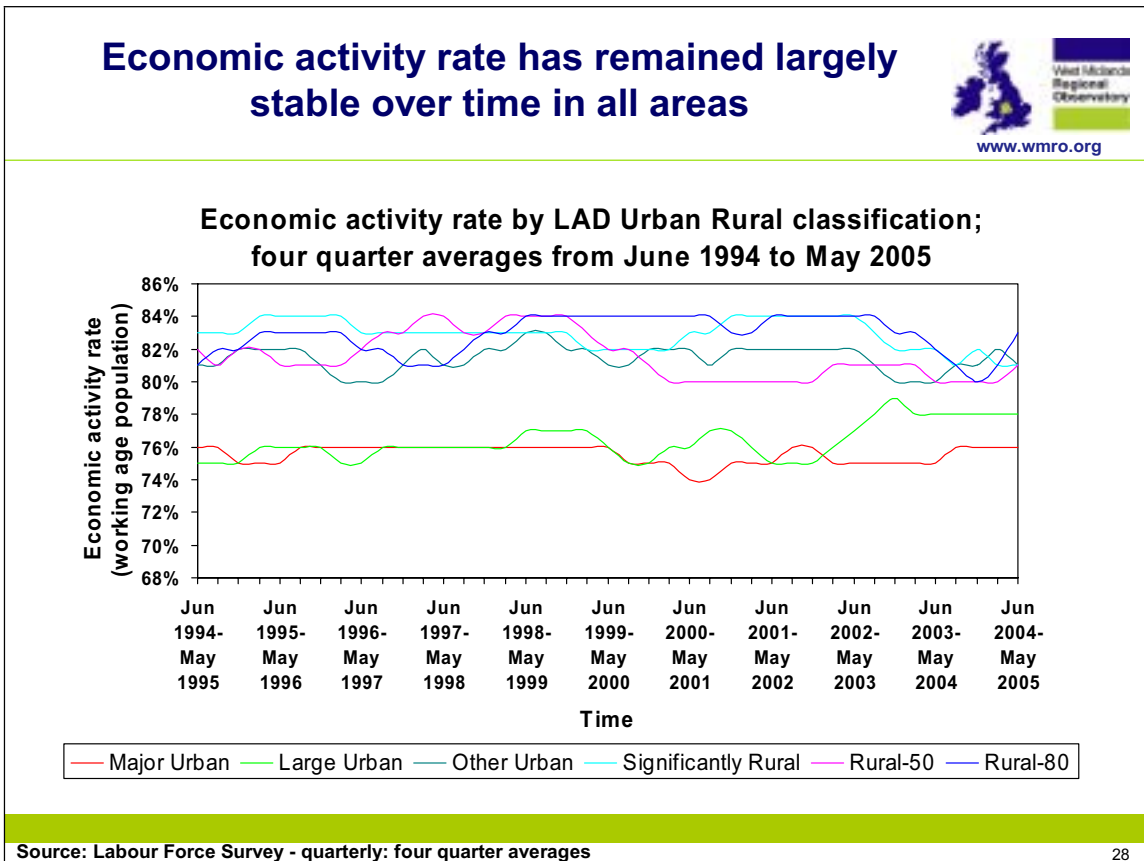
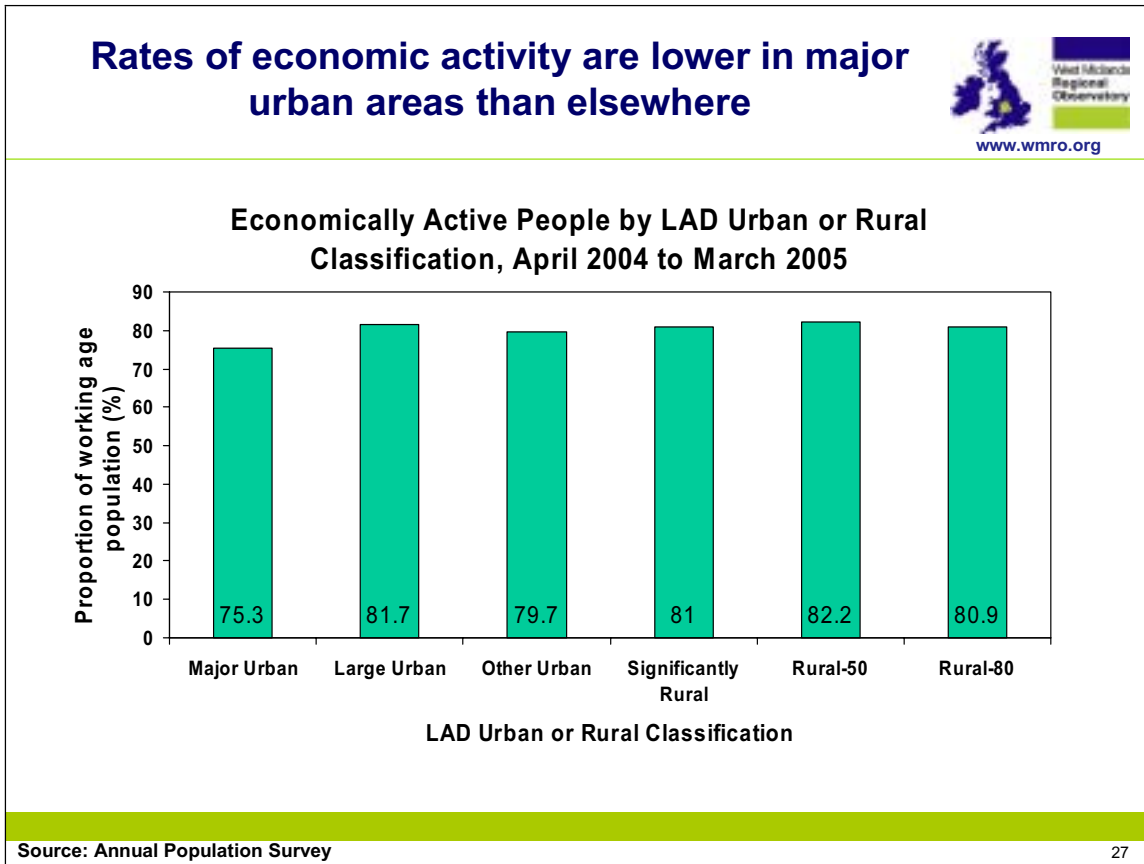


NB. Data relate to a single point in time and provide a snapshot of claims at that point. Data are not seasonally adjusted so any comparisons should be made year on year.

Source: DWP

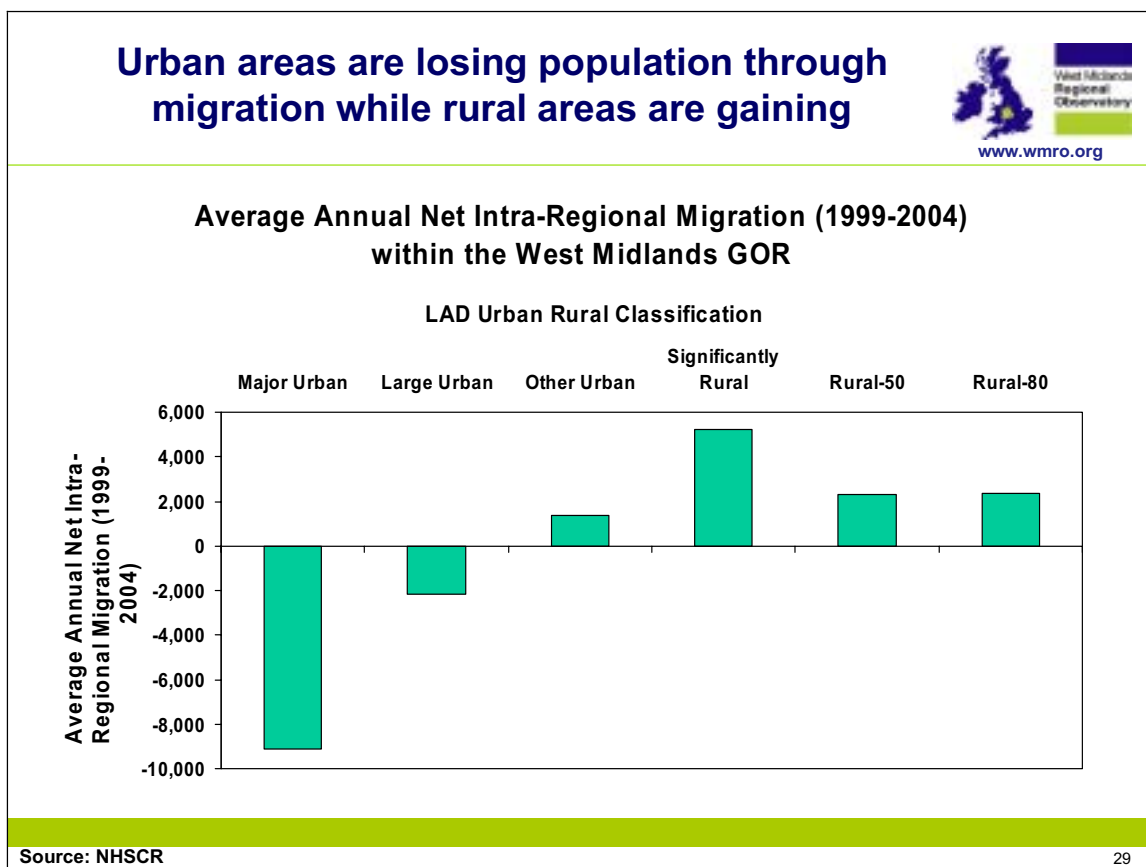
26

## 2.11 Workforce activity rate



# 3 Demography and Migration

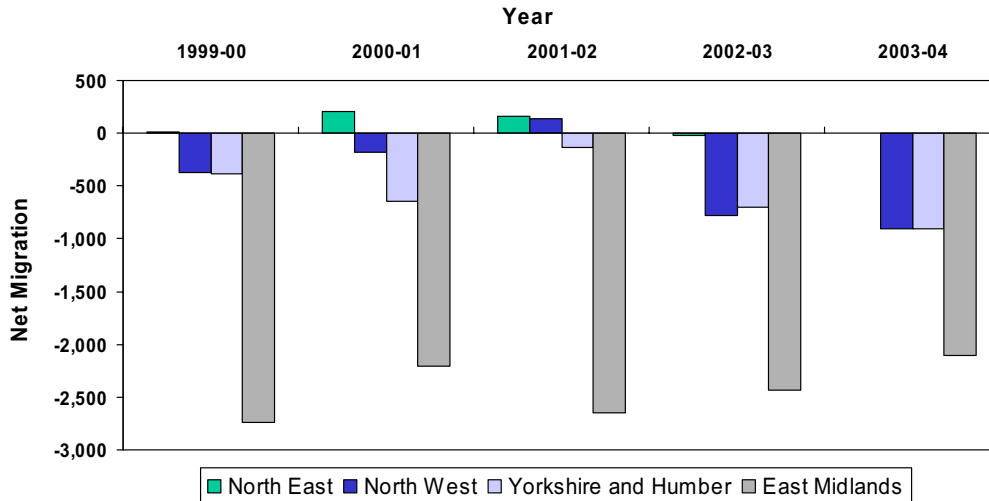
## 3.1 Population Migration



## Net out migration to the East Midlands Region has been high over the last 5 years



### Inter-Regional Migration into the West Midlands (1999-2004) from Northern England Regions



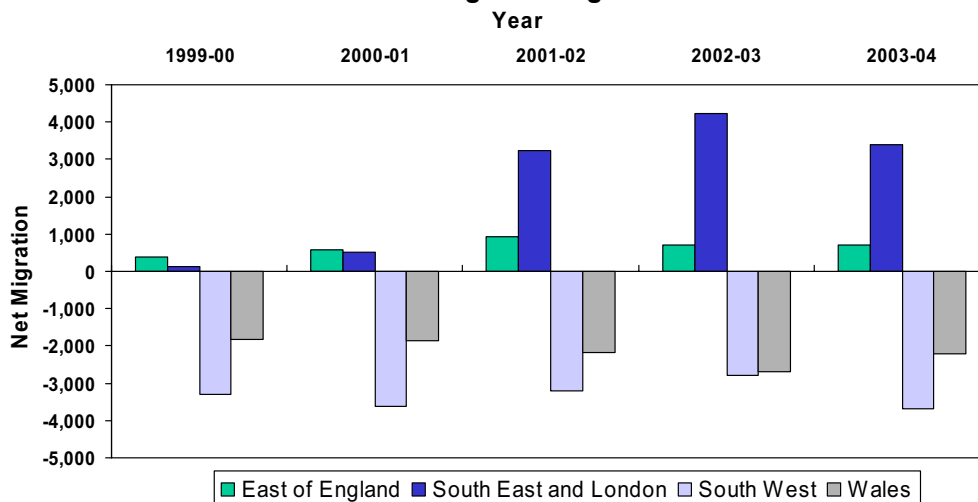
Source: NHSCR

30

## Net gains from the South East and London have increased significantly over the last 3 years



### Inter-Regional Migration into the West Midlands (1999-2004) from Southern England Regions and Wales



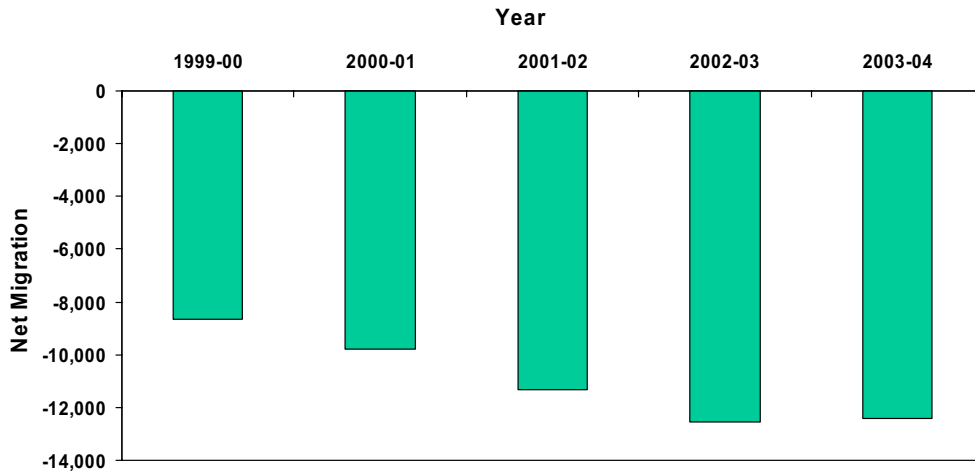
Source: NHSCR

31

## Net out-migration from urban areas may be slowing



### Migration into the West Midlands Conurbation from the rest of the West Midlands, 1999-2004



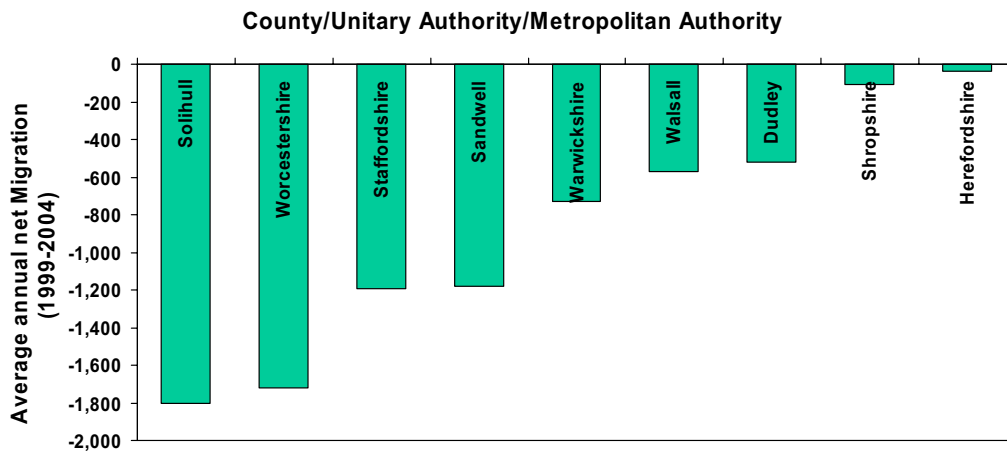
Source: NHSCR

32

## Migration out of Birmingham is predominantly to Solihull and Worcestershire



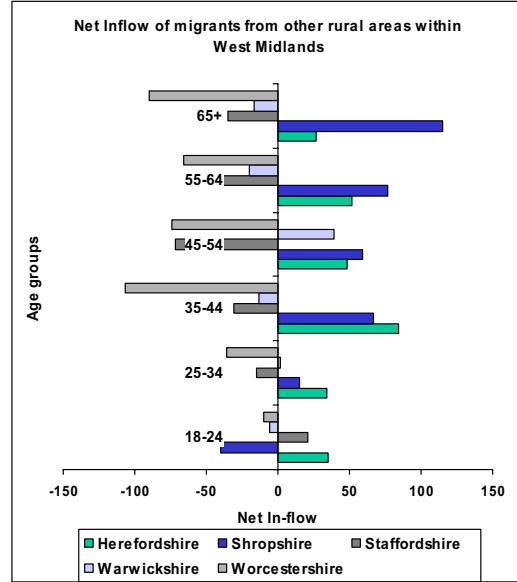
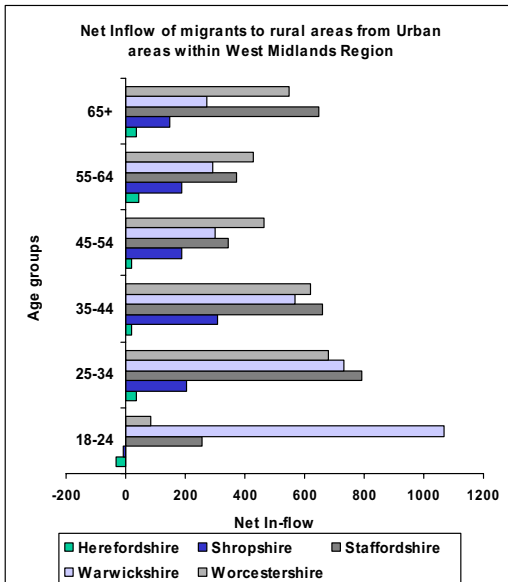
### Average annual net migration between Birmingham and other parts of the West Midlands, 1999-2004



Source: NHSCR

33

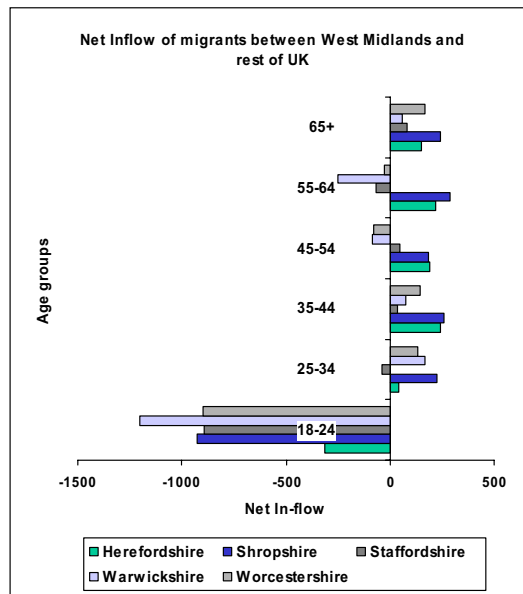
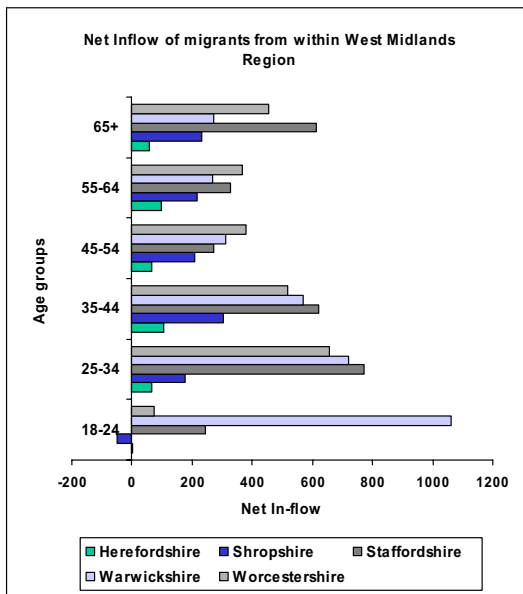
## Herefordshire and Shropshire are gaining population from other Shire Counties in the Region



Source: NHSCR

34

## Pattern of net-migration indicates losses of rural young people to other regions



Source: NHSCR

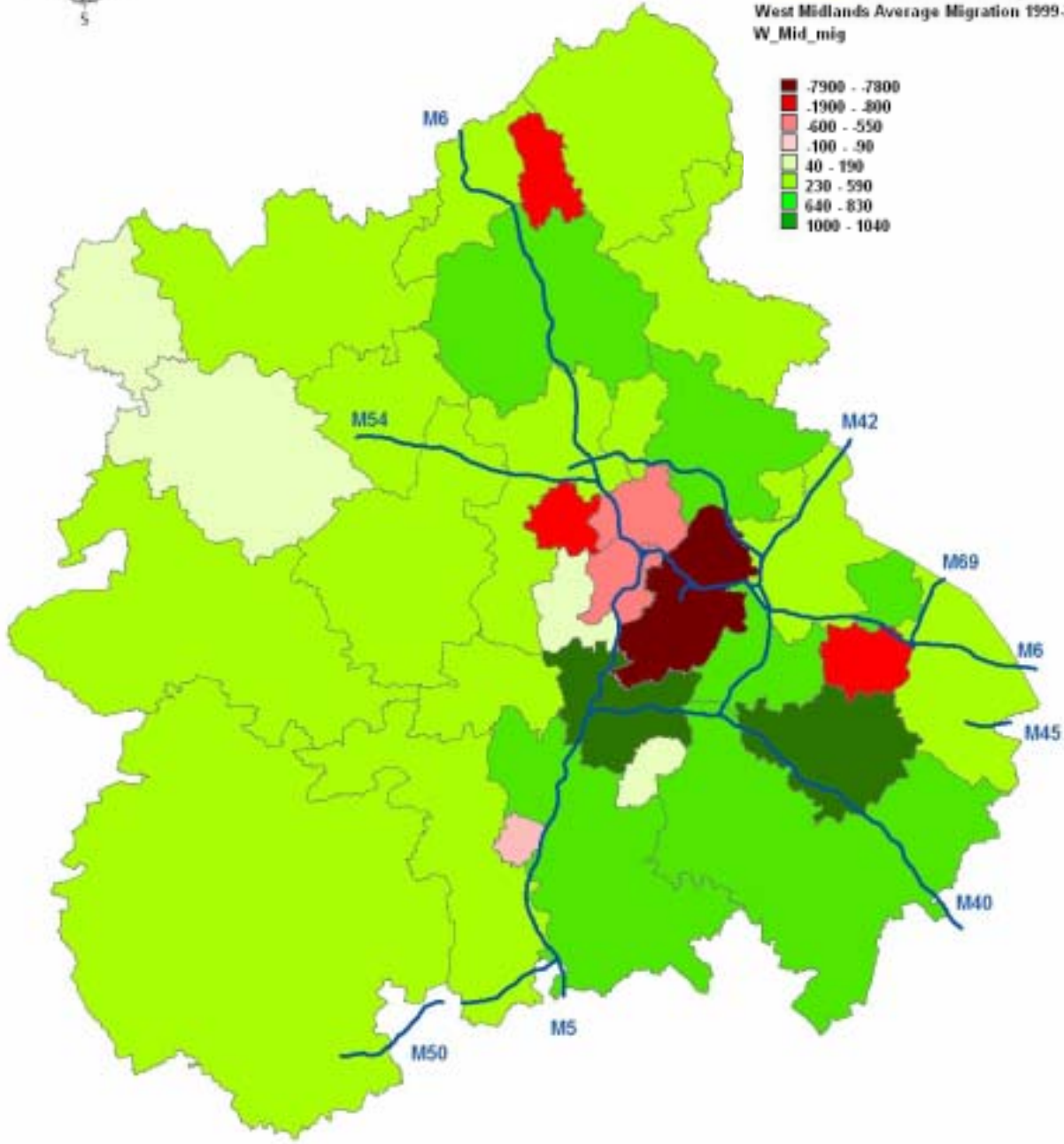
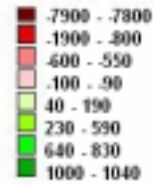
35

## Average Annual Net Intra-Regional Migration within the West Midlands by District, 1999-2004



### Legend

— West Midland Motorways  
 West Midlands Average Migration 1999-2004  
 W\_Mid\_mig



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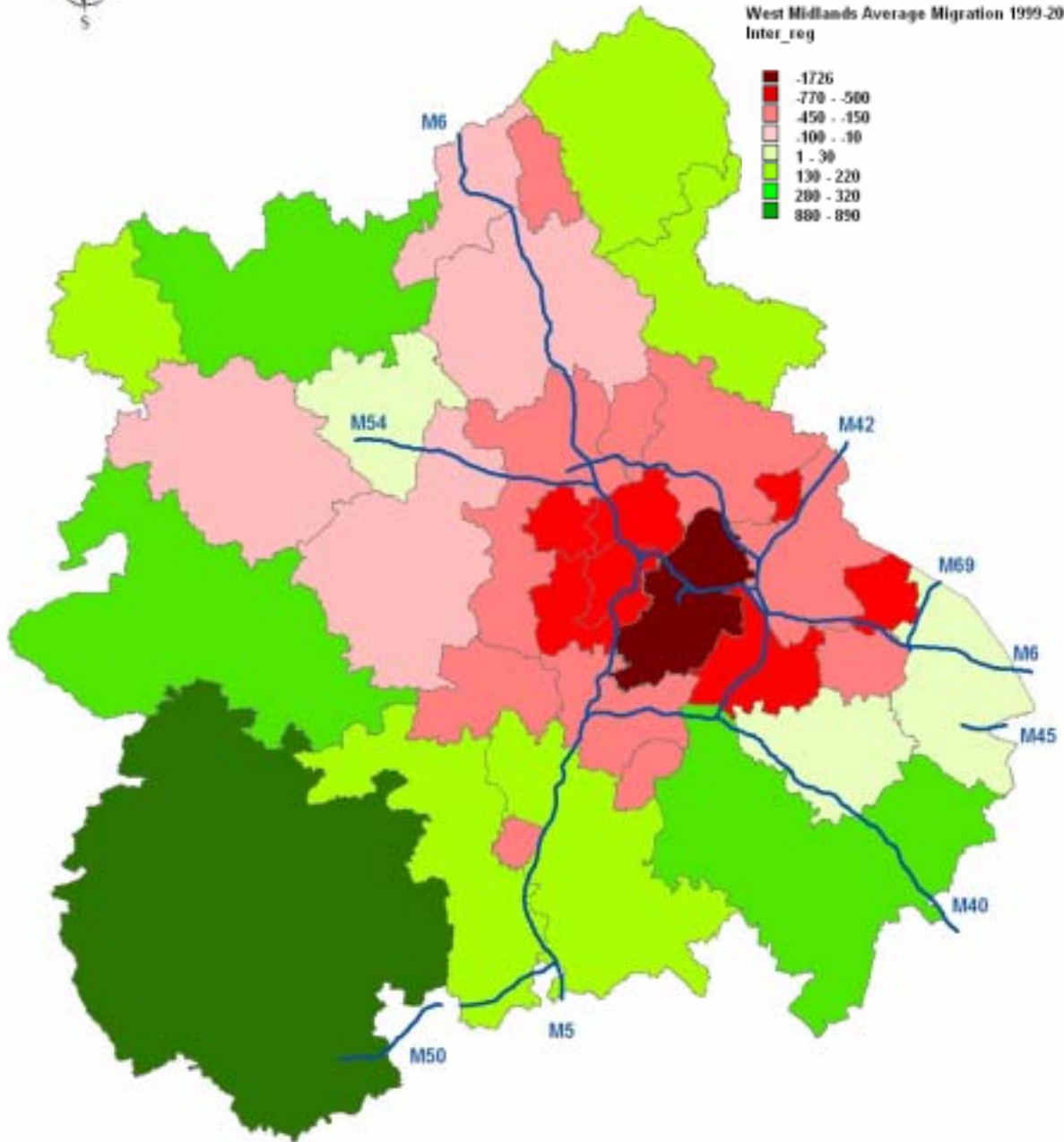
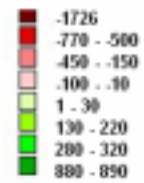
## Average Annual Net Inter-Regional Migration into the West Midlands by District, 1999-2004



### Legend

— West Midland Motorways

West Midlands Average Migration 1999-2004  
Inter\_reg



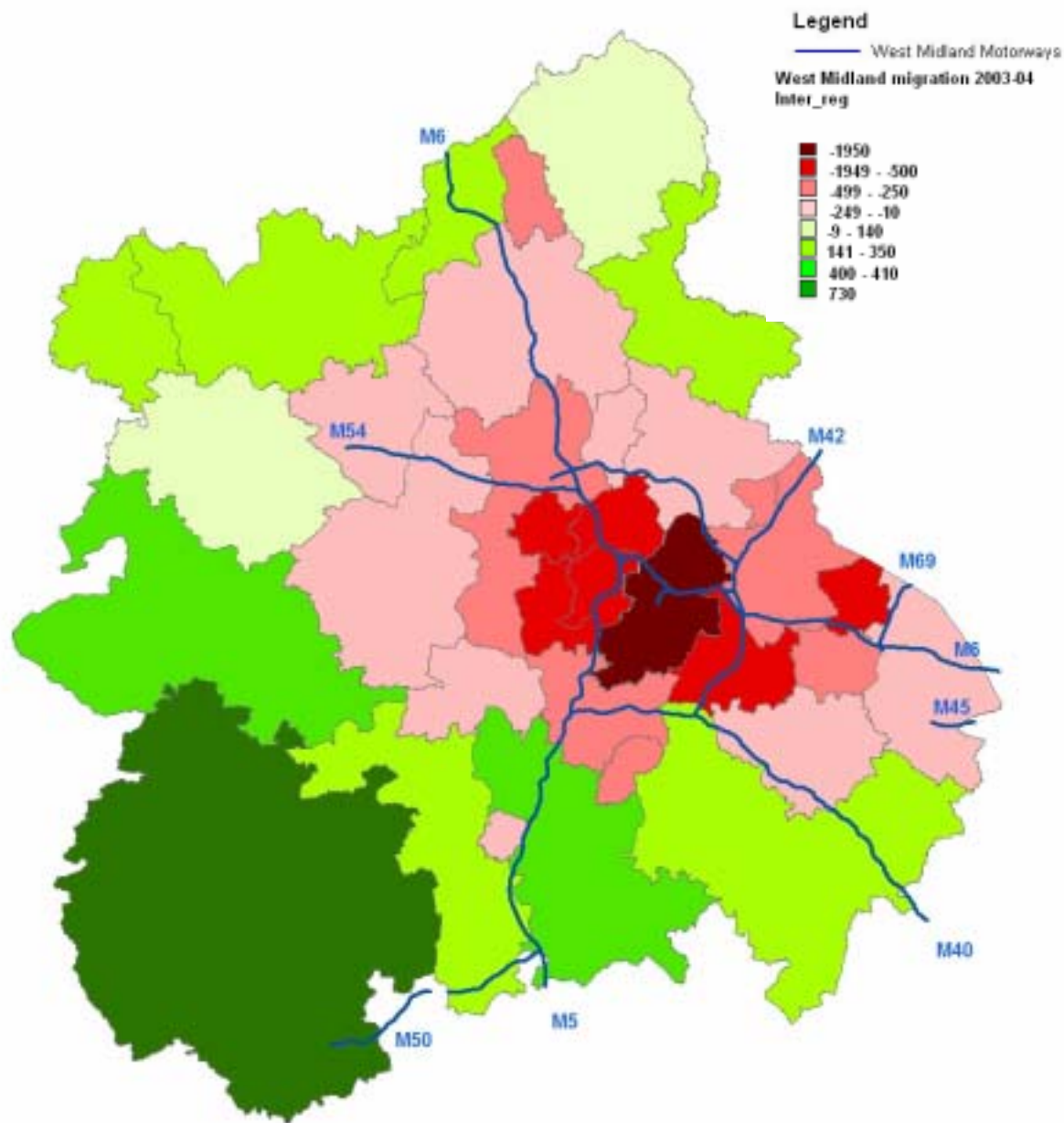
0 20 40 60 80 Kilometers

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## Net Inter-Regional Migration to the West Midlands by District, 2003-04



0 20 40 60 80 Kilometers

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Taken from NHSCR data 2003-04

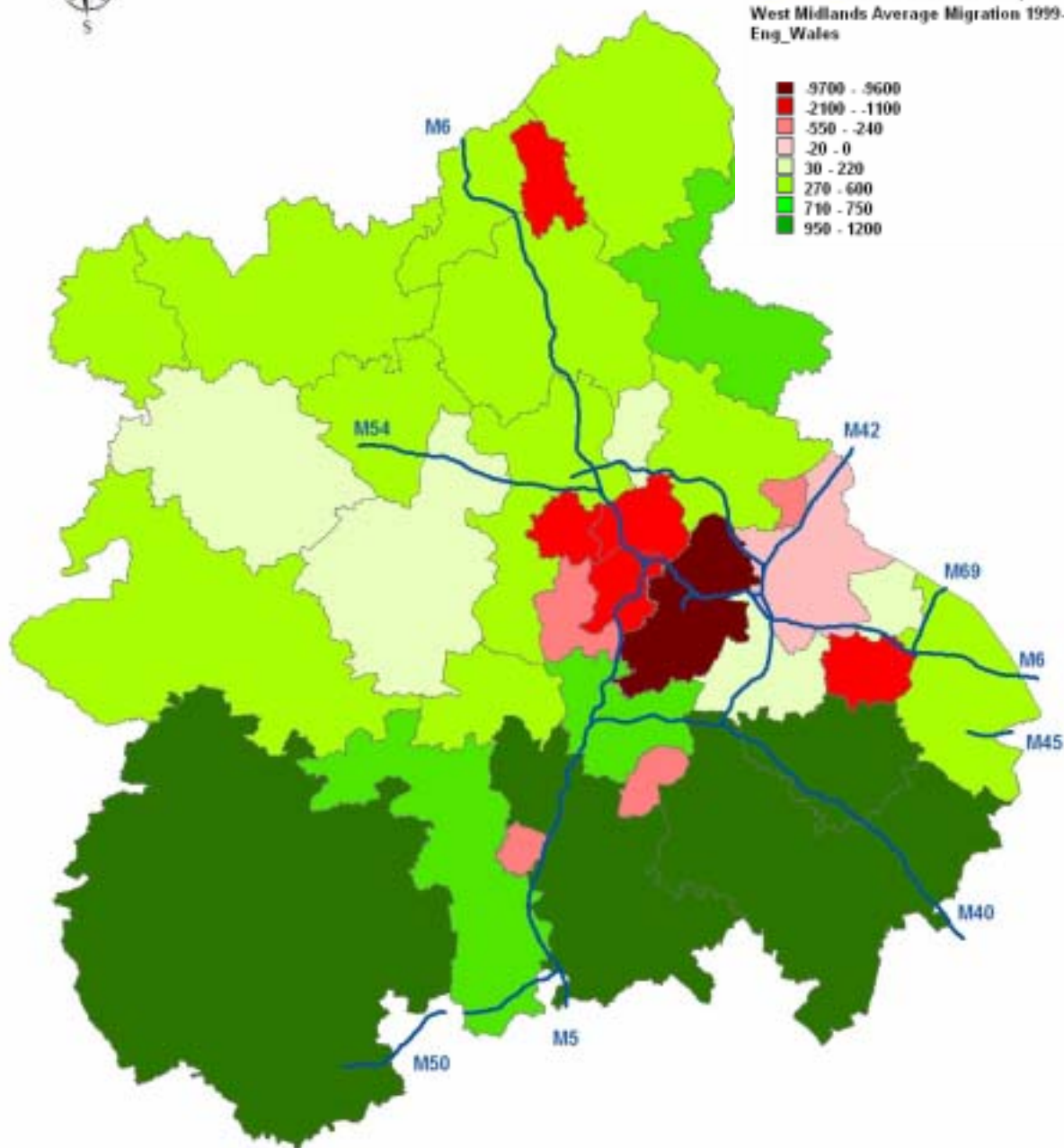
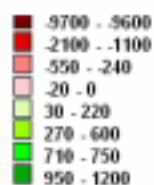


## Average Annual Net Migration from England & Wales into the West Midlands by District, 1999-2004



### Legend

— West Midland Motorways  
 West Midlands Average Migration 1999-2004  
 Eng\_Wales

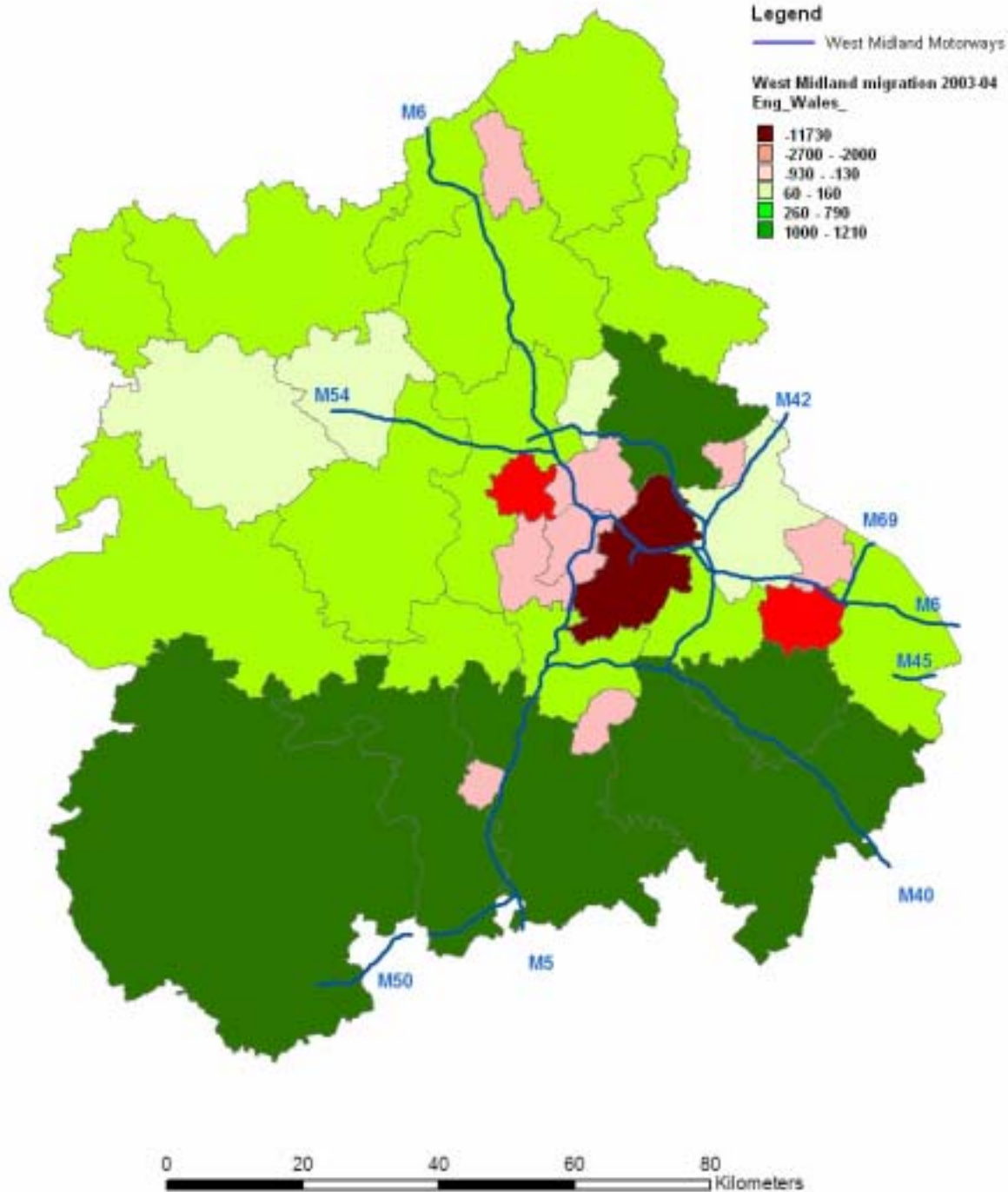


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## Total Net Migration from England & Wales to the West Midlands by District, 2003-04



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Taken from NHSCR data 2003-04



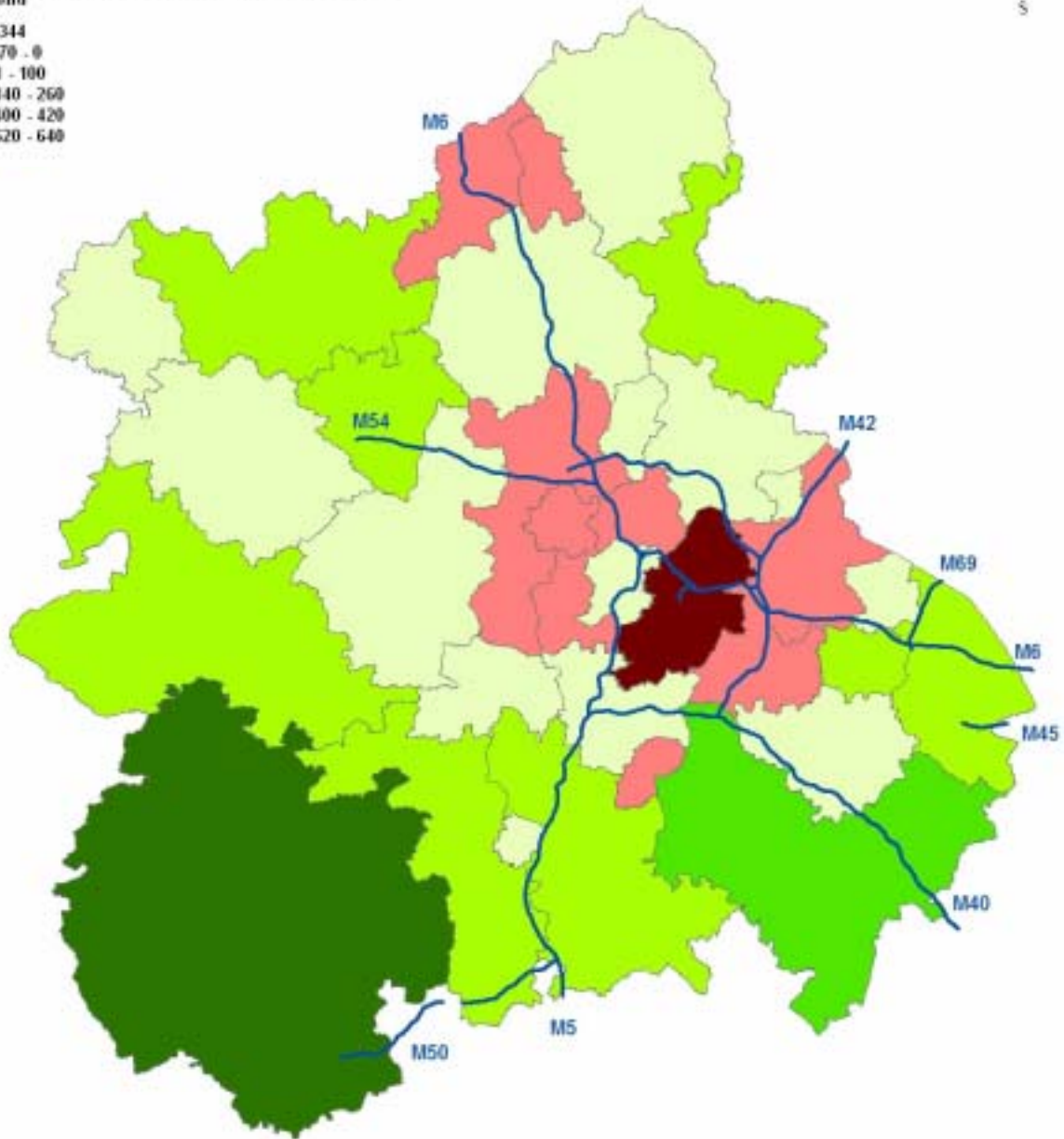
## Average Annual Net Inter-Regional Migration from London/South East into the West Midlands by District, 1999-2004

**Legend**

West Midland Motorways

West Midlands Districts Average Migration 1999-2004  
SE\_Lead

- 344
- 70 - 0
- 1 - 100
- 140 - 260
- 400 - 420
- 620 - 640



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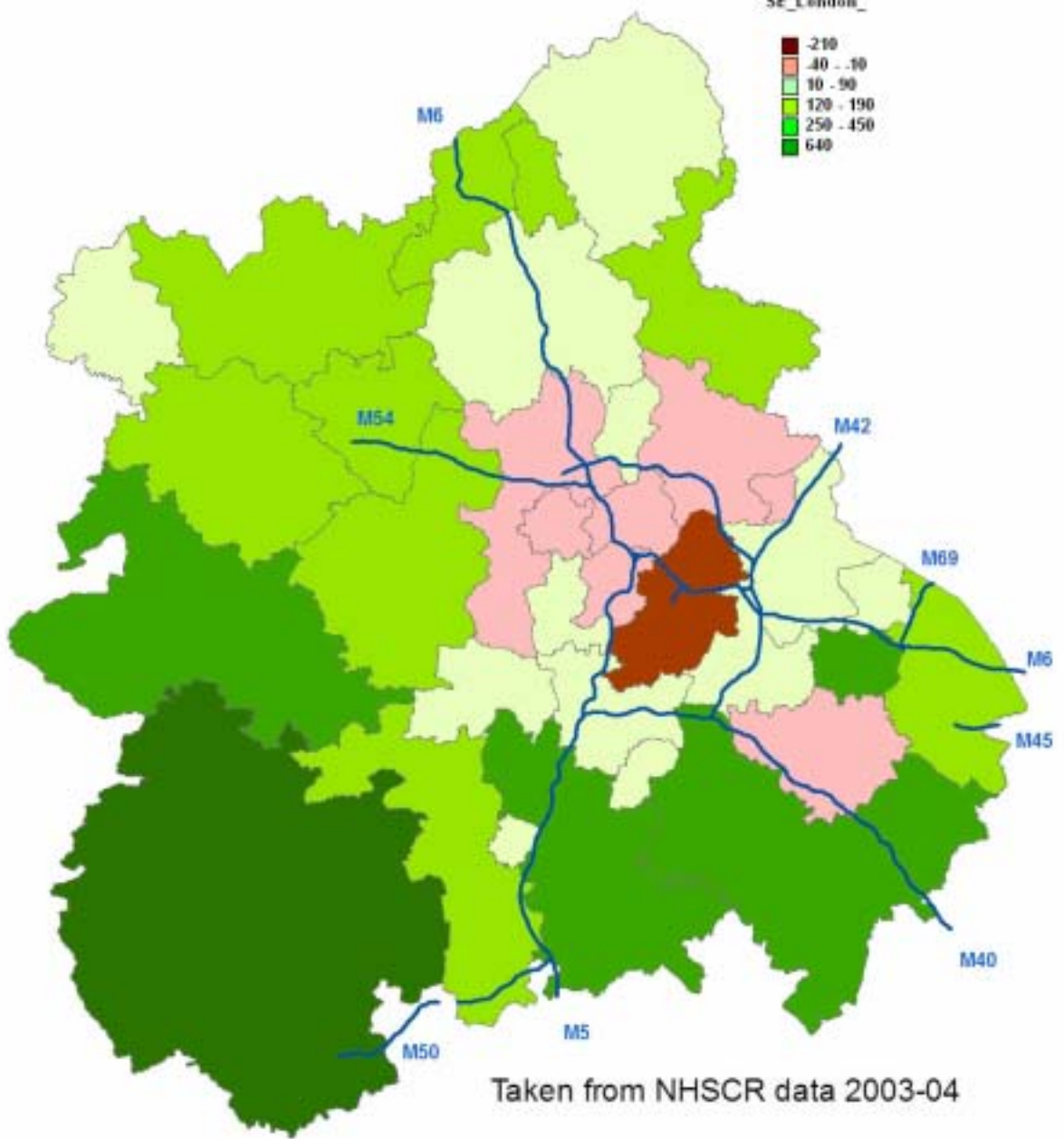


## Net Inter-Regional Migration from London/South East to the West Midlands by District, 2003-04



**Legend**  
— West Midland Motorways  
**West Midland migration 2003-04**  
**SE\_London\_**

- 210
- 40 - -10
- 10 - 90
- 120 - 190
- 250 - 450
- 640



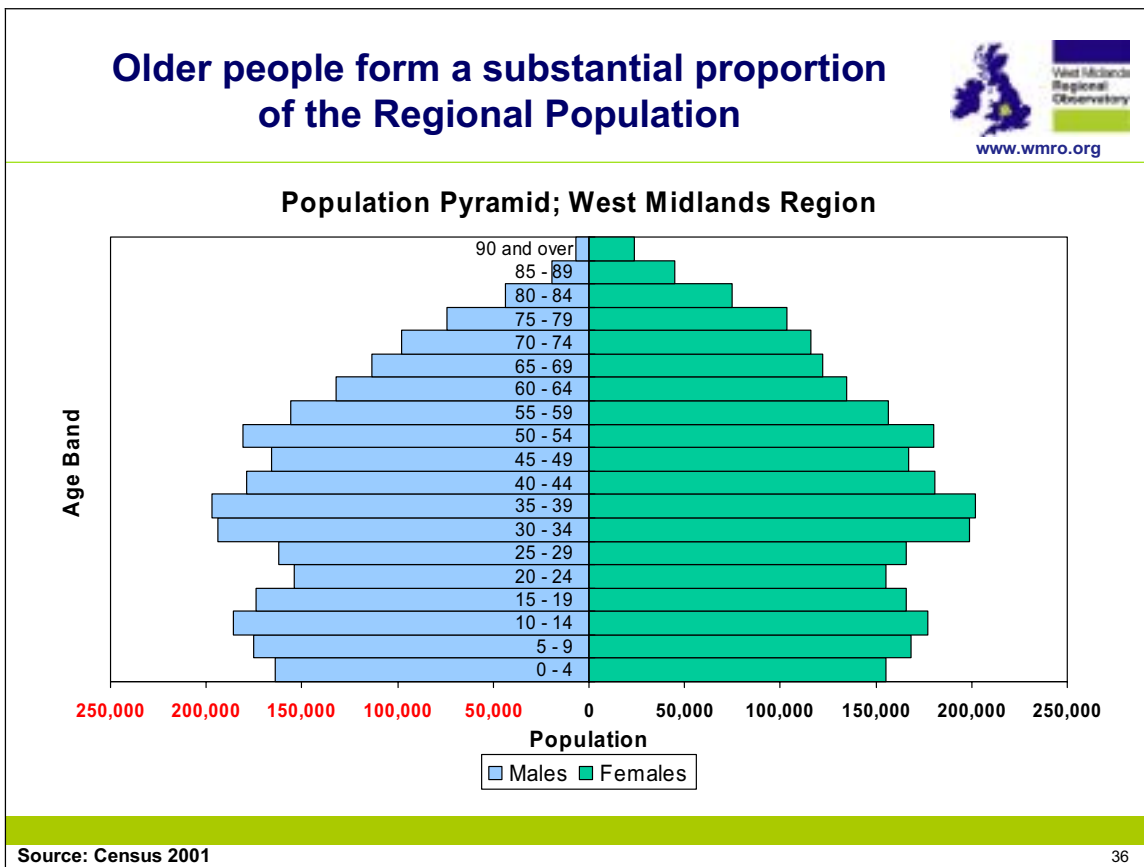
Taken from NHSCR data 2003-04



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### 3.2 Population Age Structure

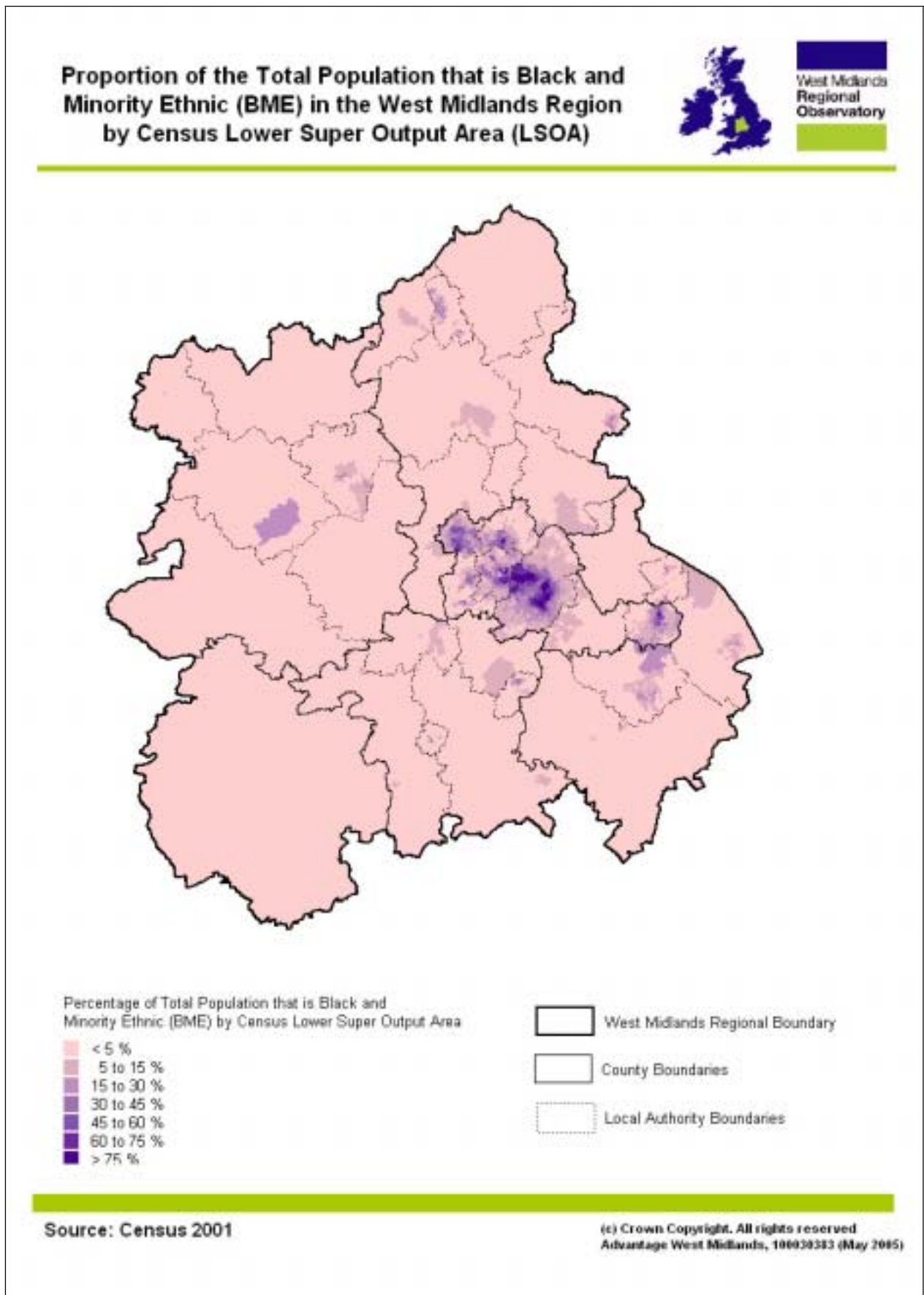


Males	Age Band				
	0-19	20-29	30-49	50-64	65+
Major Urban	28.8	12.9	28.0	16.8	13.5
Large Urban	27.1	14.4	28.0	16.9	13.5
Other Urban	27.7	12.6	30.5	17.9	11.3
Significantly Rural	25.4	11.3	29.4	19.8	14.0
Rural-50	24.7	9.8	28.4	21.3	15.8
Rural-80	24.3	10.1	28.6	21.1	15.9
Females	Age Band				
	0-19	20-29	30-49	50-64	65+
Major Urban	26.1	12.9	27.2	16.0	17.7
Large Urban	24.8	13.6	26.9	16.4	18.2
Other Urban	25.6	12.7	29.7	17.1	14.8
Significantly Rural	23.1	10.5	28.8	19.2	18.3
Rural-50	22.7	9.1	27.8	20.5	19.9
Rural-80	22.1	8.9	28.0	20.6	20.3

**Table 6: Population age structure by Gender and LAD Urban or Rural classification**

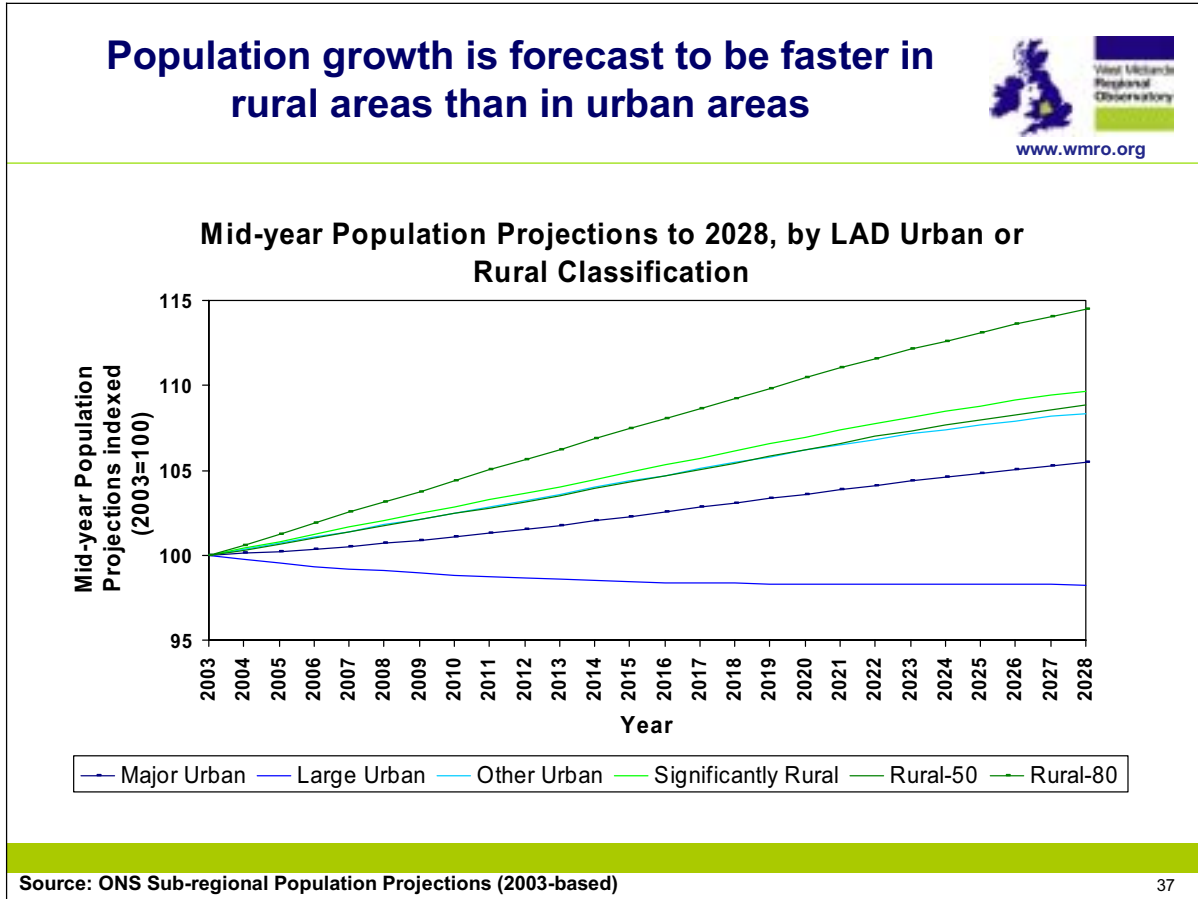
Source: Census 2001

### 3.3 Population BME Structure



### 3.4 Projections

#### 3.4.1 All ages

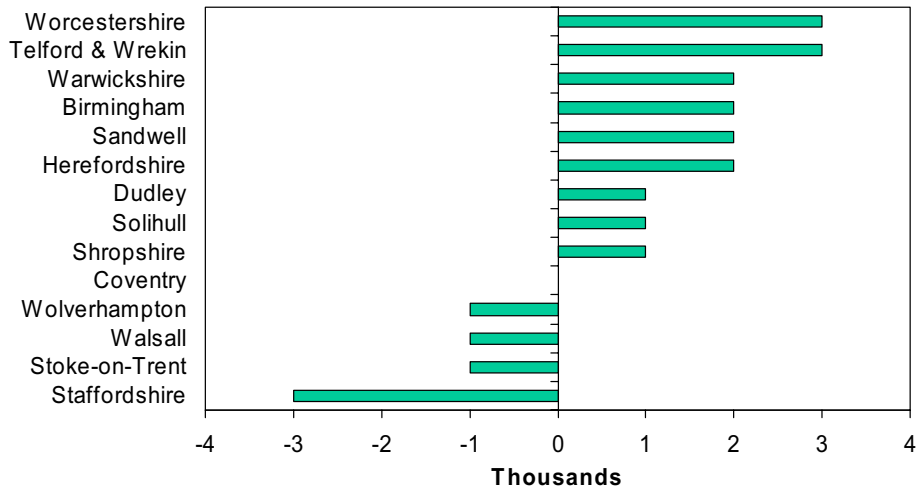


### 3.4.2 Young People

## Numbers of young people will increase only marginally and fall in some sub-regions



Forecast change in numbers of 16-24 year olds by sub region 2001-2016



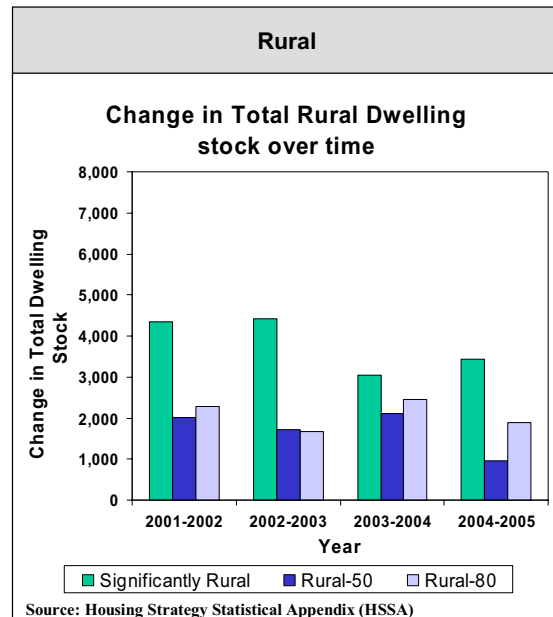
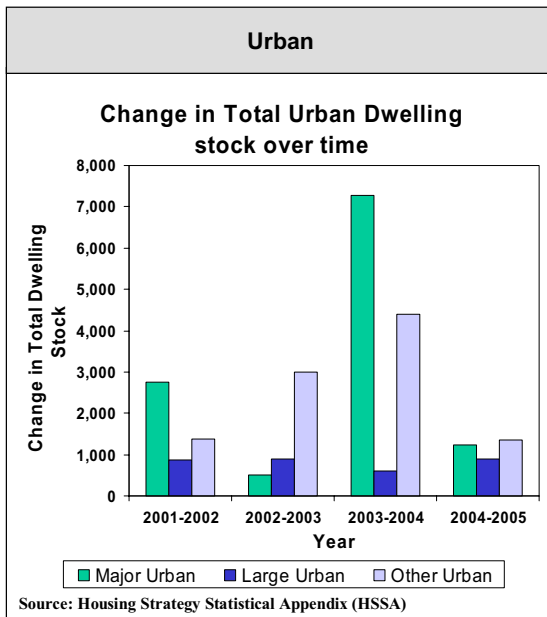
Source: ONS population projections (2001-based)

38

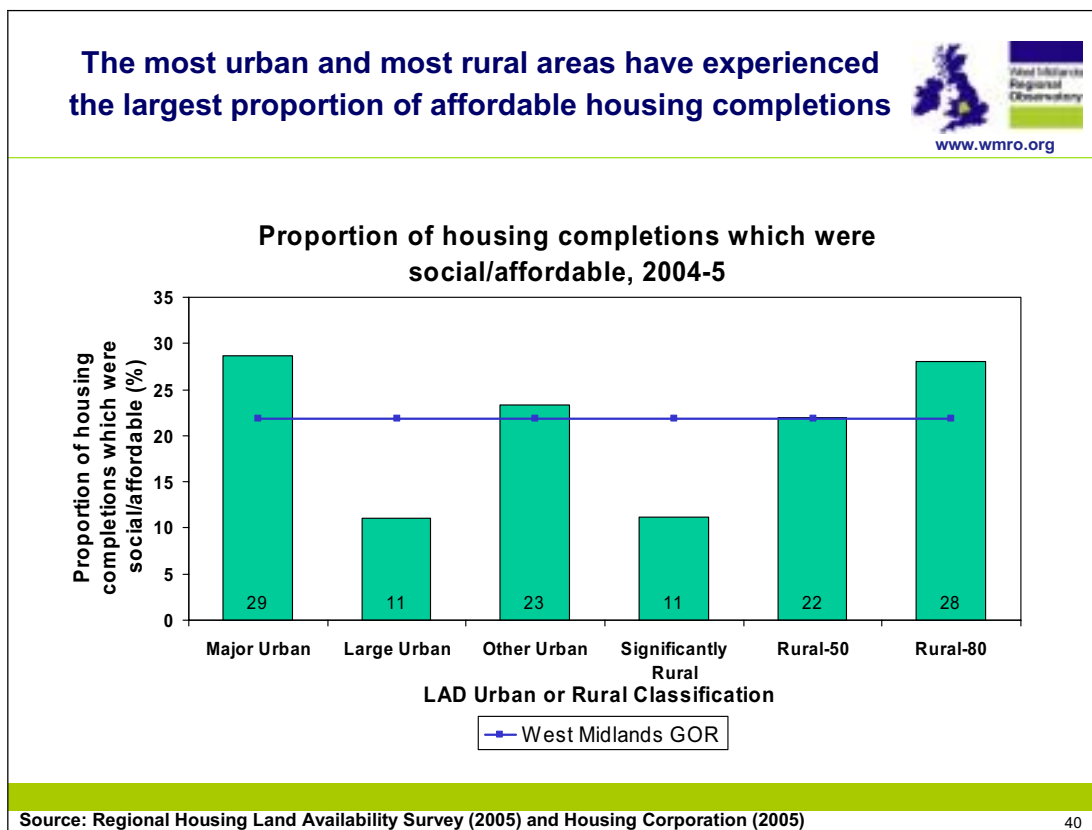
# 4 Housing

## 4.1 Housing Stock

There is little evidence yet of clear trends in total dwelling stock



## 4.2 Housing affordability



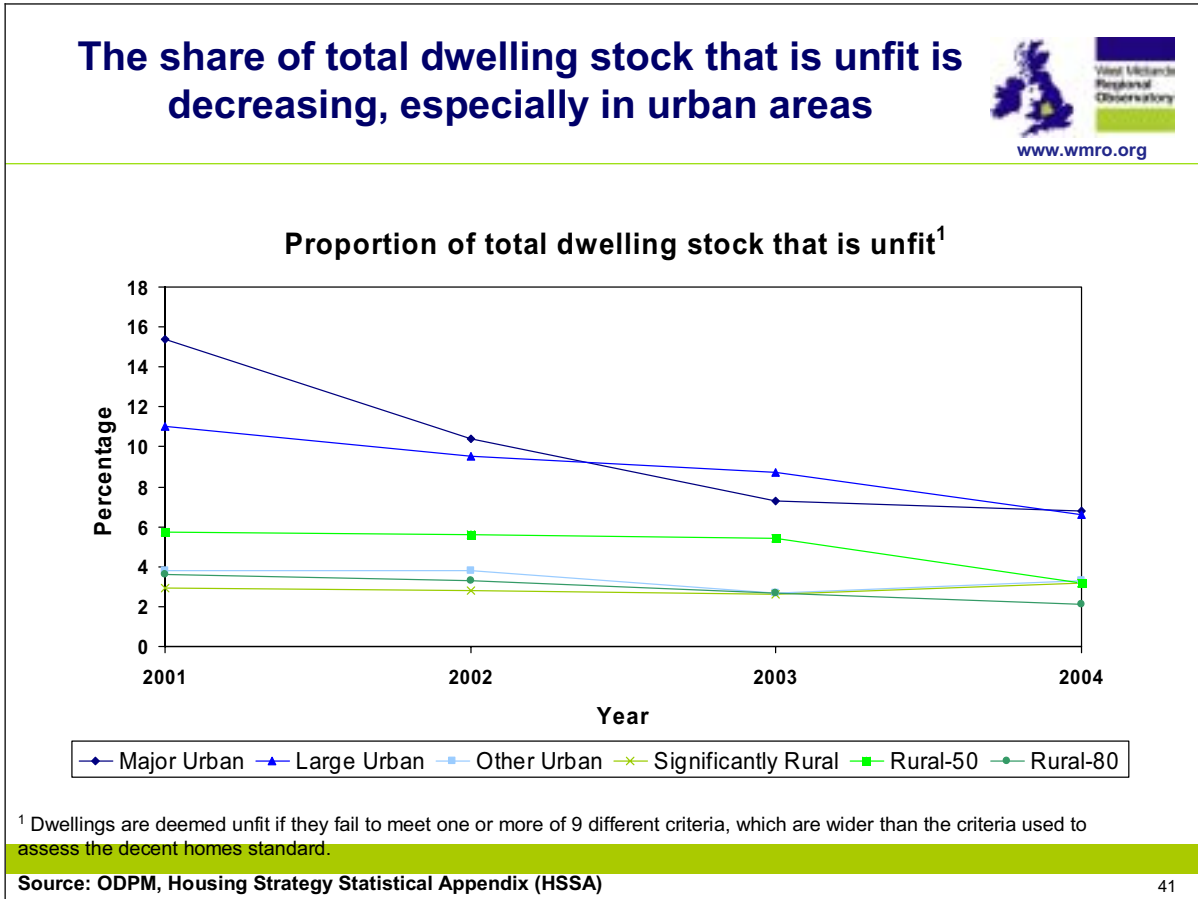
Local Authority level urban or rural classification	Local Authority	Affordability index (1)
Major Urban	Birmingham	8.0
	Dudley	7.8
	Sandwell	7.2
	Solihull	11.2
	Walsall	7.5
	Wolverhampton	6.6
Large Urban	Coventry	7.4
	Newcastle-under-Lyme	6.9
	Stoke-on-Trent UA	5.1
Other Urban	Nuneaton and Bedworth	7.3
	Redditch	9.6
	Tamworth	7.4
	Telford and Wrekin UA	7.4
	Worcester	9.3
Significantly Rural	Bromsgrove	10.2
	Cannock Chase	7.6
	East Staffordshire	7.8
	Rugby	8.7
	Shrewbury and Atcham	8.9
	South Staffordshire	8.7
	Stafford	8.3
	Warwick	10.3
	Wyre Forest	9.0
Rural-50	Herefordshire, County of UA	11.8
	Lichfield	9.4
	Malvern Hills	11.2
	North Warwickshire	7.6
	Staffordshire Moorlands	8.0
Rural-80	Bridgnorth	10.3
	North Shropshire	9.0
	Oswestry	9.5
	South Shropshire	11.8
	Stratford-on-Avon	11.8
	Wychavon	9.9

(1) Index calculated using the ratio of median annual household income (2003-4) to the median price of a house (2004)

**Table 7: Affordability index for Local Authorities in the West Midlands GOR**  
**Source: ODPM and Inland Revenue**

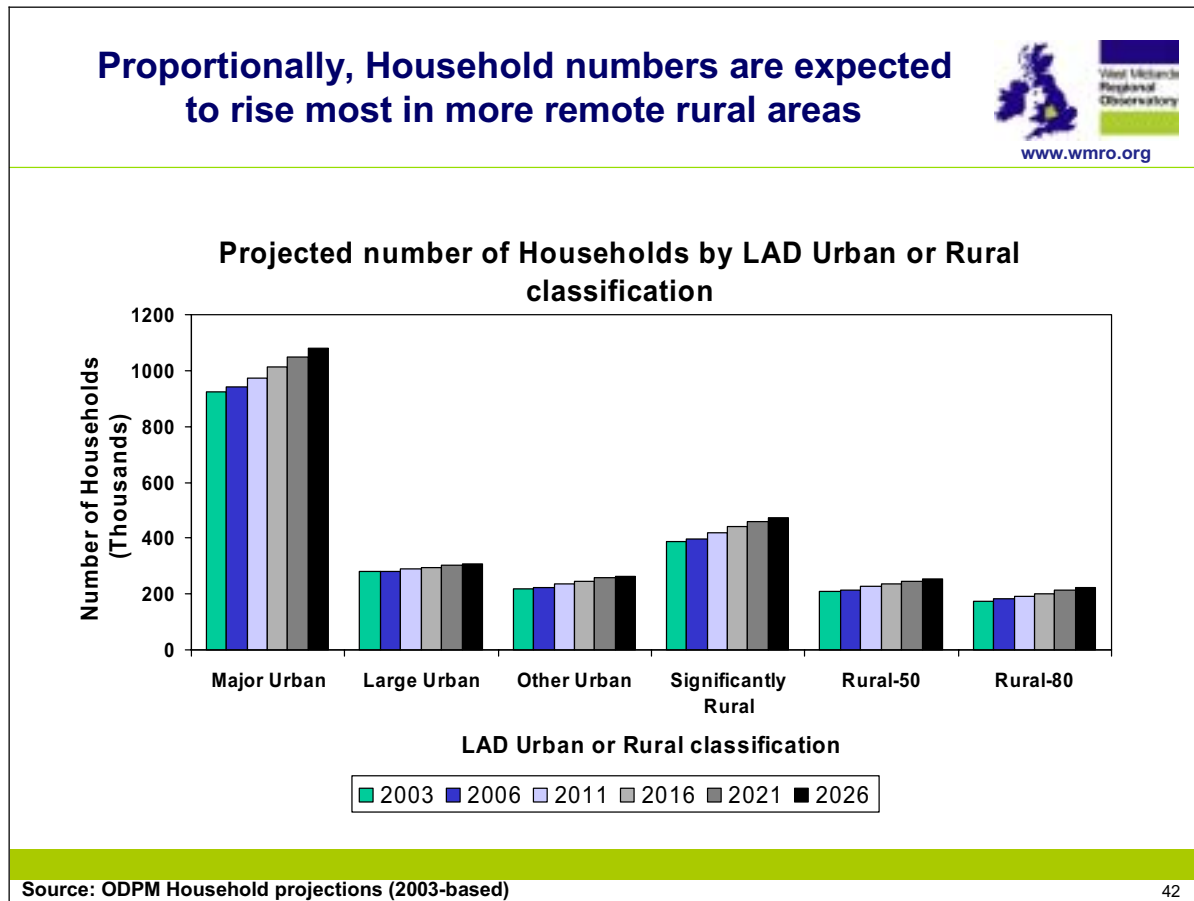
### 4.3 Decent homes

Data on the proportion of the dwelling stock falling below the decent homes standard is difficult to obtain for properties other than local authority stock. For this reason data are used on property unfitness as a proxy to this, although it is recognised that this has its limitations.

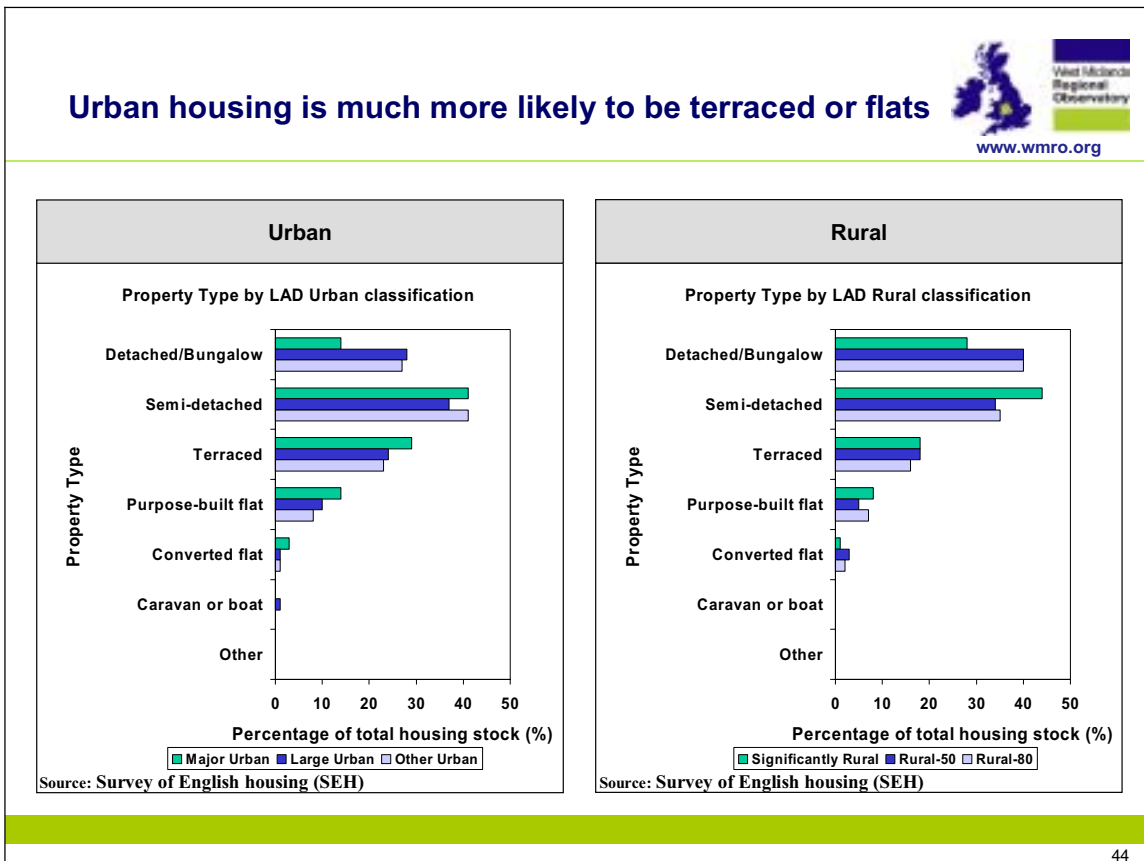
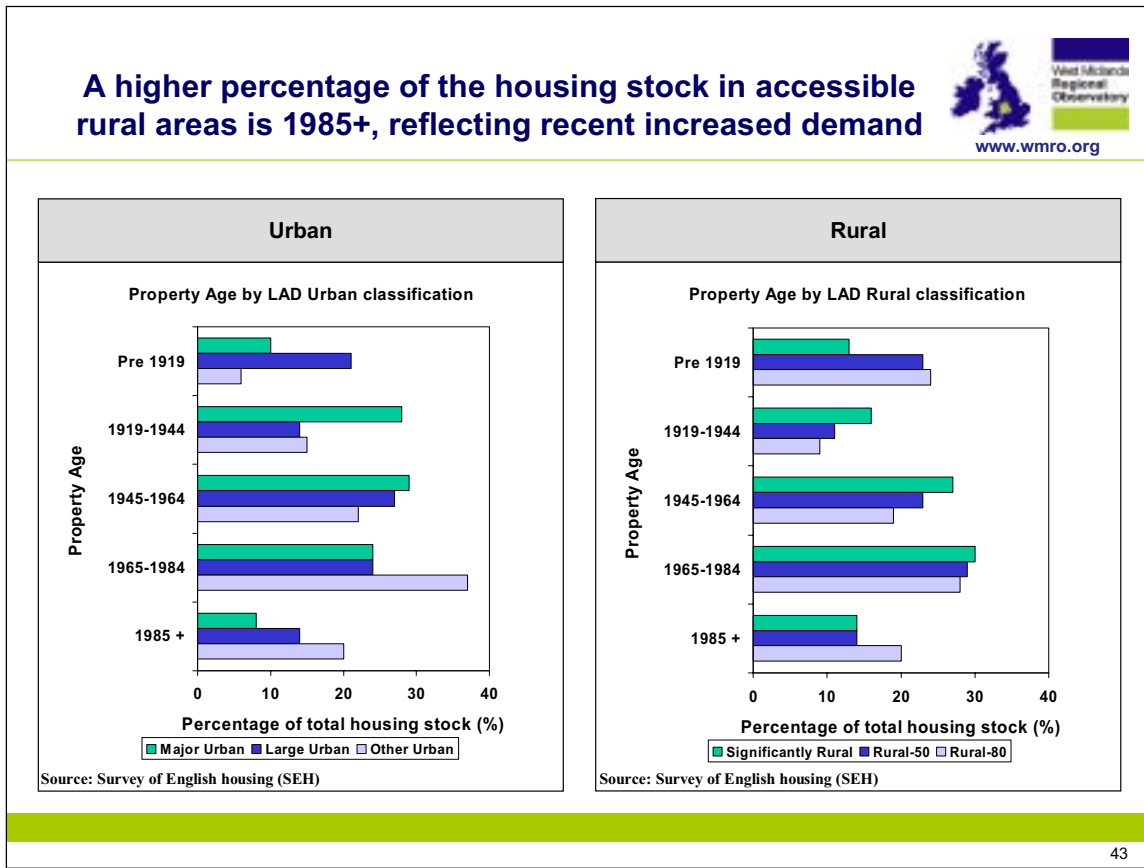


## 4.4 Household and Property type

### 4.4.1 Total number of Households (projections)



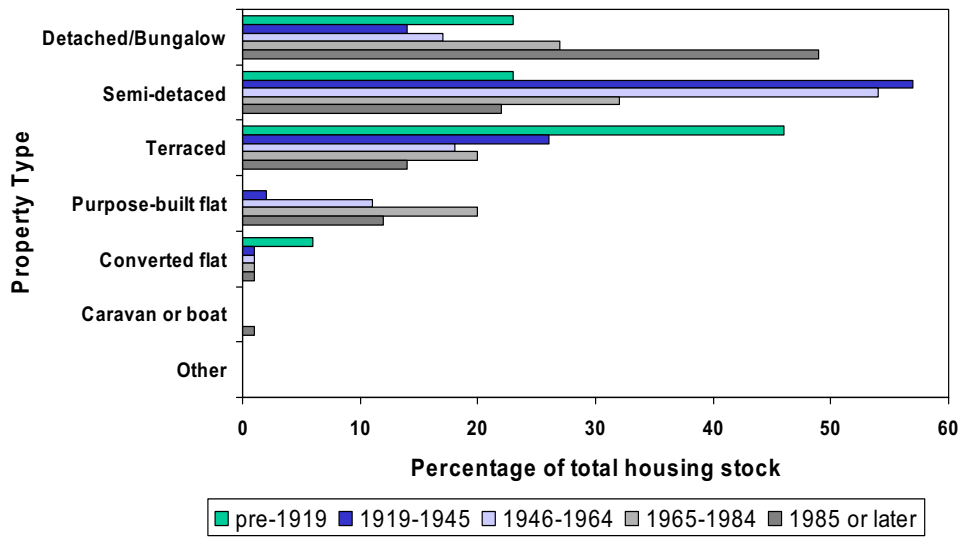
#### 4.4.2 Household type and age



The largest number of dwellings added to the stock since 1985 have been detached houses and bungalows



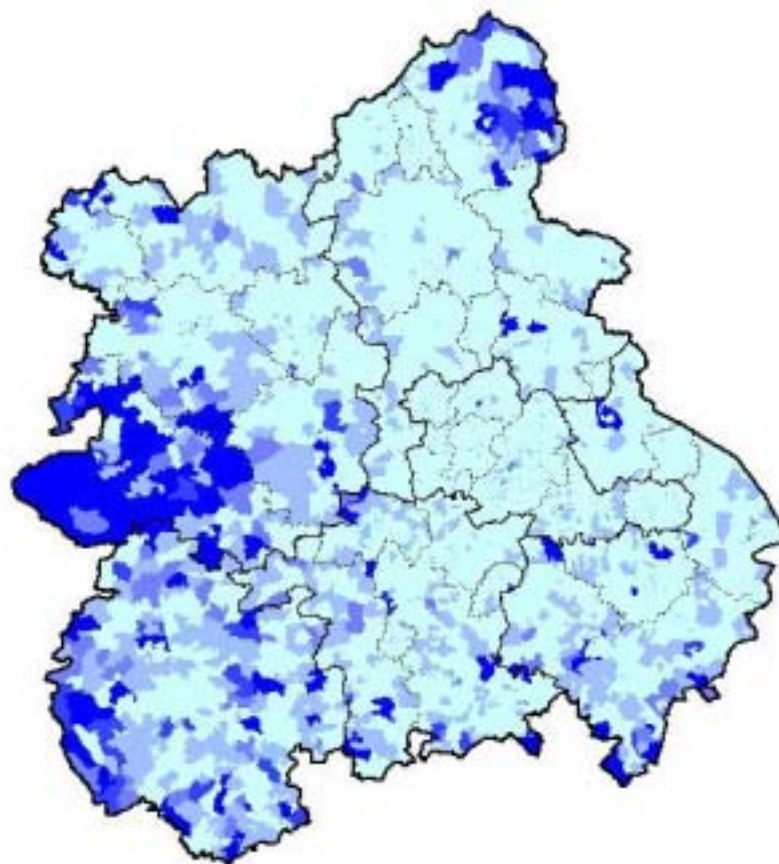
Property type by age; West Midlands Region



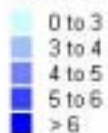
Source: Survey of English housing (SEH)

4.4.3 Second homes

Density of "Second Home" Household Spaces  
in the West Midlands Region by Census Output Area



Household Spaces  
Number of Second Homes

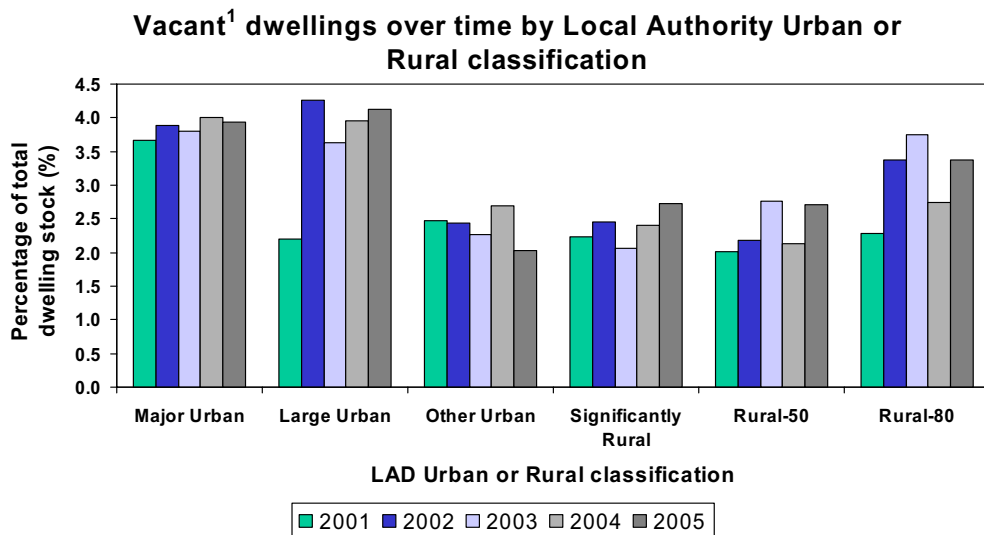


Source: Census 2001

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Advantage West Midlands, 140030383 (August 2005)

#### 4.4.4 Vacant properties

### Major and large urban areas have greater proportions of vacant housing stock



<sup>1</sup> Number of vacant properties is estimated using council tax records and/or local survey data  
 NB Stafford (SR) and North Shropshire (R-80) were registered as missing and are therefore considered to be zero.

Source: ODPM, Housing Strategy Statistical Appendix (HSSA)

Local Authority Urban or Rural Classification	Local Authority District	Percentage of Total Dwelling Stock that is Vacant <sup>1</sup>				
		Apr-2001	Apr-2002	Apr-2003	Apr-2004	Apr-2005
Major Urban	Birmingham	5.3	4.4	4.3	4.3	4.3
	Dudley	2.4	2.6	2.7	4.1	3.2
	Sandwell	..	4.3	4.3	3.8	3.3
	Solihull	1.0	2.0	1.6	2.8	2.9
	Walsall	3.9	3.7	3.8	4.9	4.4
	Wolverhampton	5.1	4.8	4.5	4.8	3.9
Large Urban	Coventry	3.8	3.7	3.3	2.6	2.0
	Newcastle-under-Lyme	2.9	2.2	2.3	2.0	5.4
	Stoke-on-Trent	..	5.9	4.6	5.0	4.8
Other Urban	Nuneaton and Bedworth	2.4	3.2	2.7	2.8	2.5
	Redditch	..	1.1	0.8	1.9	1.0
	Tamworth	2.1	1.3	1.3	3.6	2.2
	Telford and Wrekin	3.7	2.7	2.7	2.5	2.3
	Worcester	2.8	2.9	2.9	2.9	1.8
Significantly Rural	Bromsgrove	1.1	1.4	1.6	1.9	1.8
	Cannock Chase	1.7	1.6	1.7	1.7	1.9
	East Staffordshire	3.4	4.0	3.6	2.3	3.9
	Rugby	3.8	3.7	3.8	3.8	2.6
	Shrewsbury and Atcham	3.5	2.7	0.9	1.0	1.4
	South Staffordshire	..	2.0	2.0	2.2	1.3
	Stafford	..	..	..	2.4	2.0
	Warwick	3.2	3.0	2.5	2.5	4.6
	Wyre Forest	3.6	3.8	2.5	1.9	4.2
Rural-50	Herefordshire, County of	3.2	3.1	3.1	3.9	2.5
	Lichfield	1.3	1.3	1.0	1.3	1.2
	Malvern Hills	0.9	0.7	3.7	2.9	4.2
	North Warwickshire	..	2.1	1.9	1.2	2.6
	Staffordshire Moorlands	2.7	2.6	3.7	2.6	3.6
Rural-80	Bridgnorth	3.0	2.3	4.0	3.1	3.2
	North Shropshire	3.7	3.3	3.2	..	3.8
	Oswestry	5.3	2.9	4.2	3.4	3.0
	South Shropshire	2.5	3.4	3.4	2.9	3.0
	Stratford-on-Avon	..	2.6	3.7	3.2	4.6
	Wychavon	2.6	4.5	3.9	3.1	2.2

<sup>1</sup> Number of vacant properties is estimated using council tax records and/or local survey data

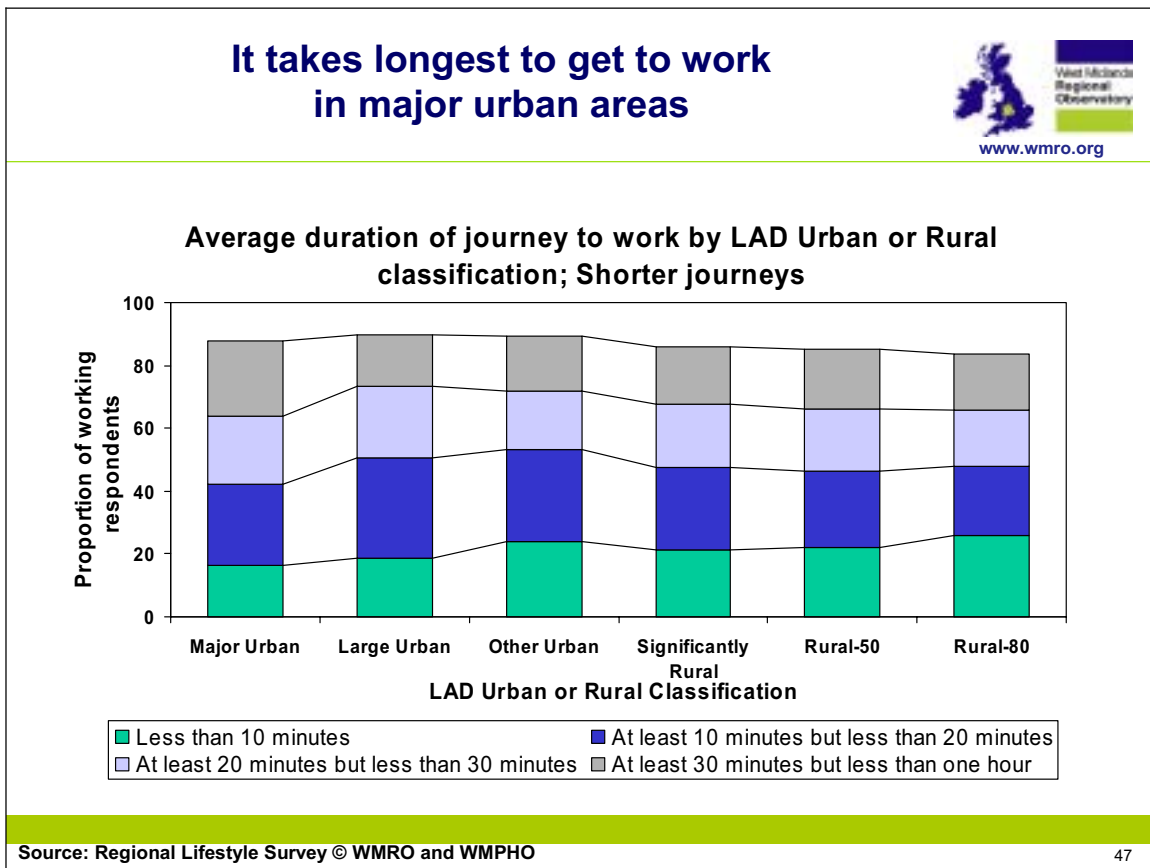
.. indicates missing data at this level which have been considered to be zero

**Table 8: Percentage of total dwelling stock that is vacant over time by Local Authority**  
**Source: ODPM, Housing Strategy Statistical Appendix (HSSA)**

# 5 Transport

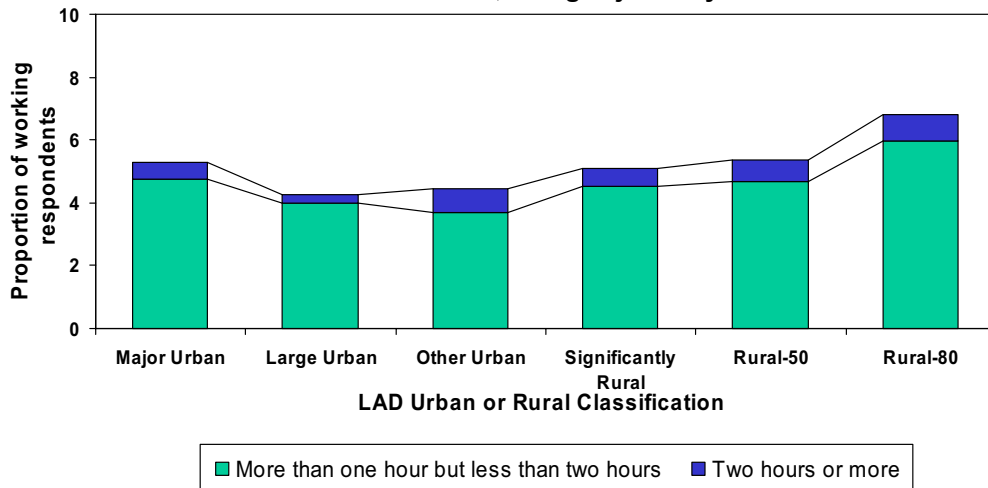
## 5.1 Travel to work time and distance by place of residence

### 5.1.1 Time



## Very long journey to work times are most common in major urban and remote rural areas

Average duration of journey to work by LAD Urban or Rural classification; Longer journeys



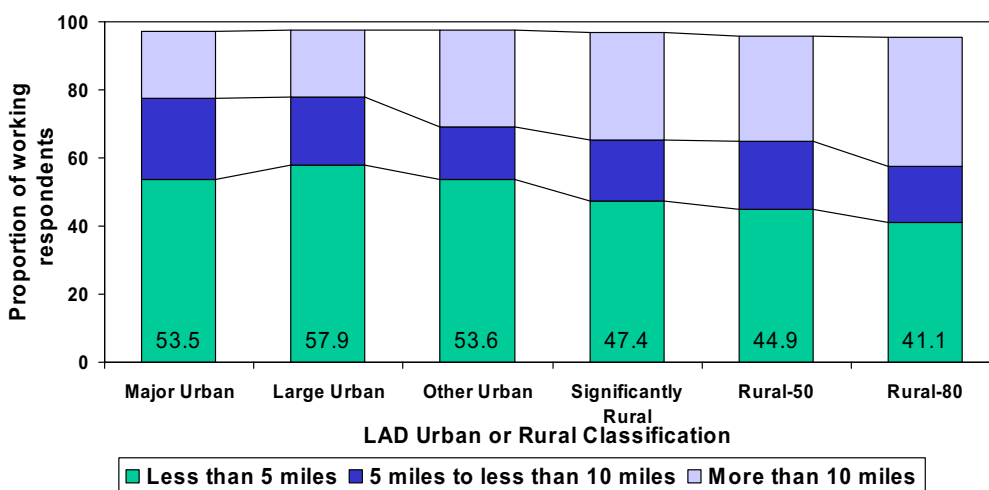
Source: Regional Lifestyle Survey © WMRO and WMPHO

48

### 5.1.2 Distance

## Rural dwellers travel the furthest to work

Average distance travelled to work by LAD Urban or Rural classification



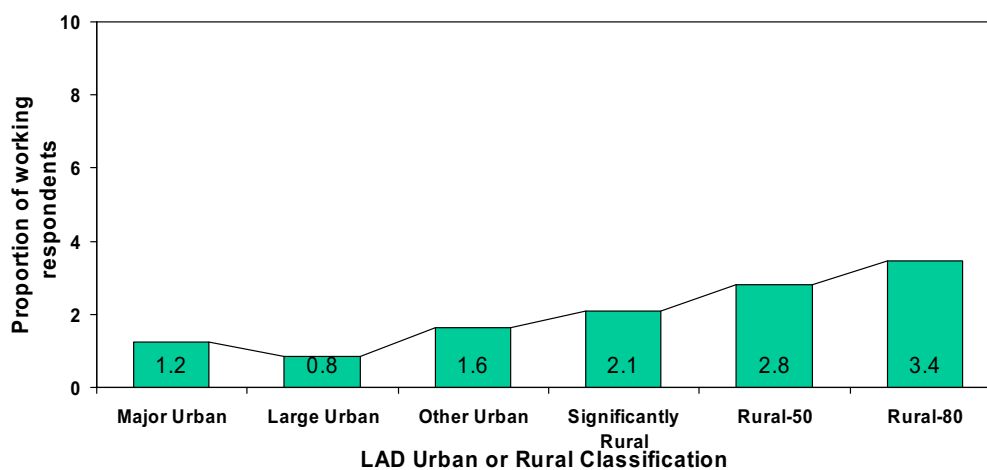
Source: Regional Lifestyle Survey © WMRO and WMPHO

49

## Home-working is most common in rural areas



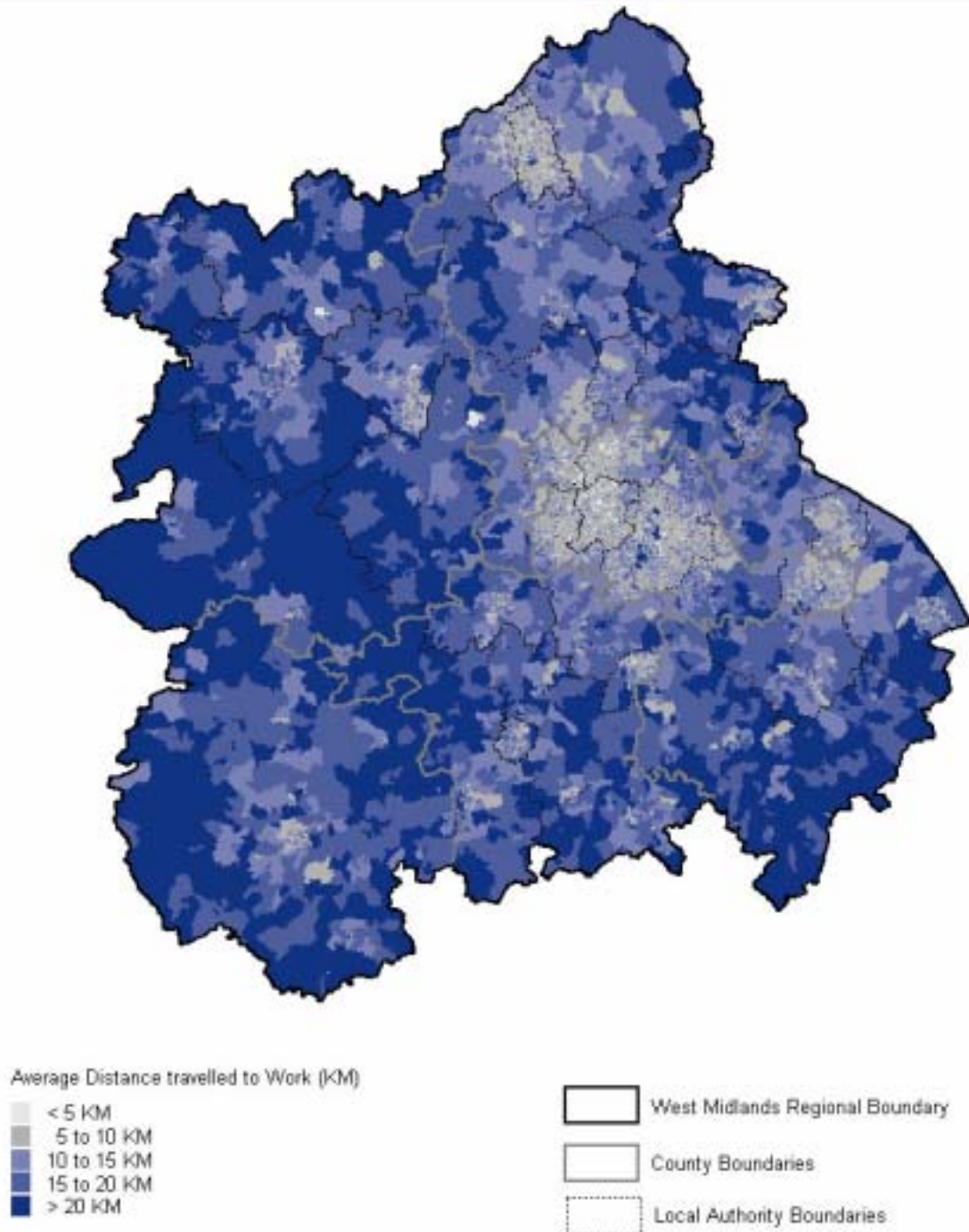
Level of Home-working by LAD Urban or Rural classification



Source: Regional Lifestyle Survey © WMRO and WMPHO

50

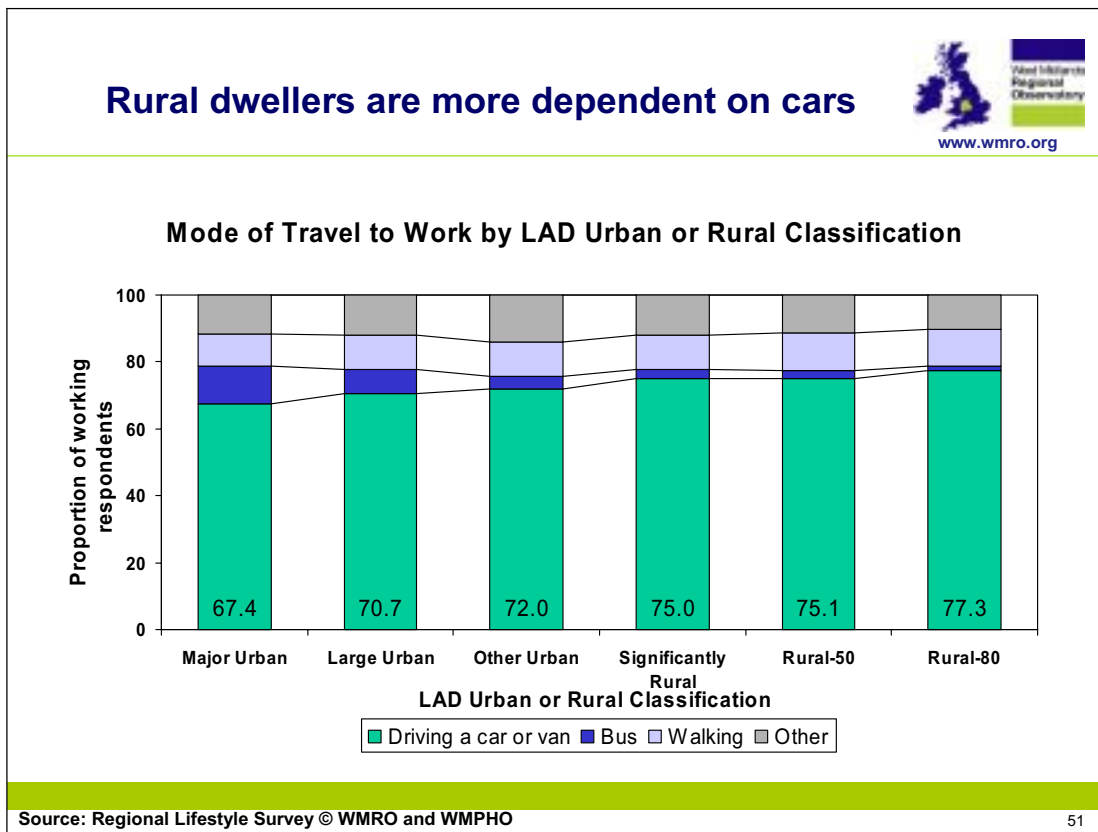
## Average Distance residents travel to work in the West Midlands Region by Census Output Area



Source: Census 2001  
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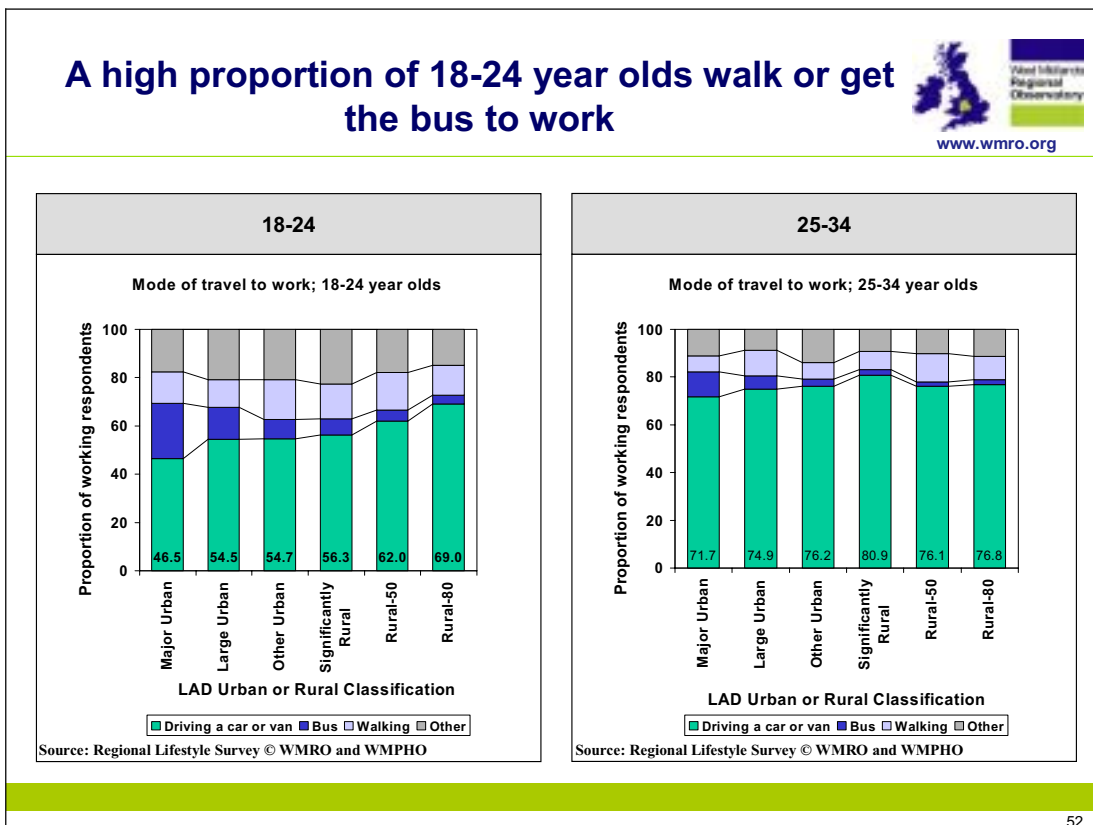
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Advantage West Midlands, 100010383 (August 2005)

## 5.2 Mode of Travel to Work



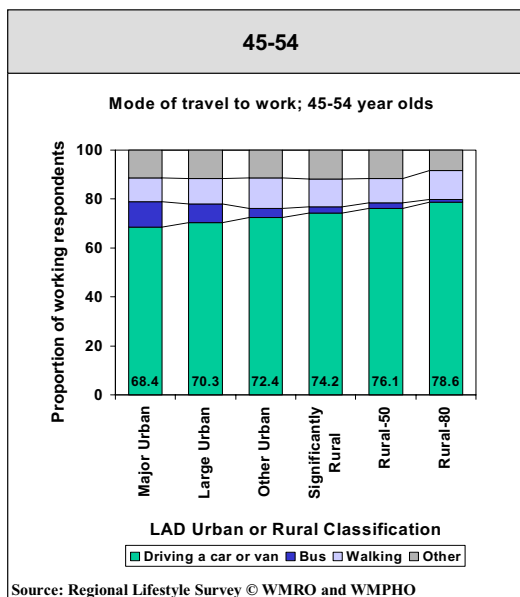
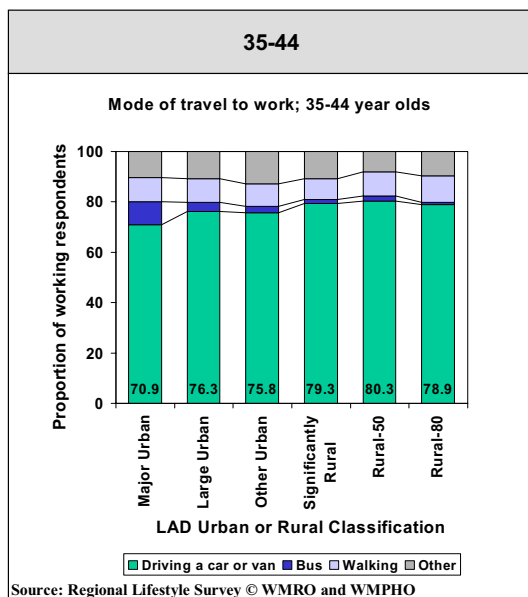
51

### Mode of travel to work by Age Band



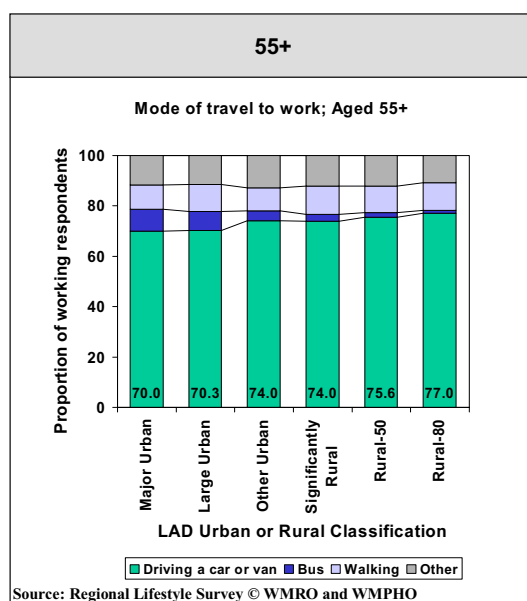
52

## Travel to work by car is generally highest in 35-44 year olds



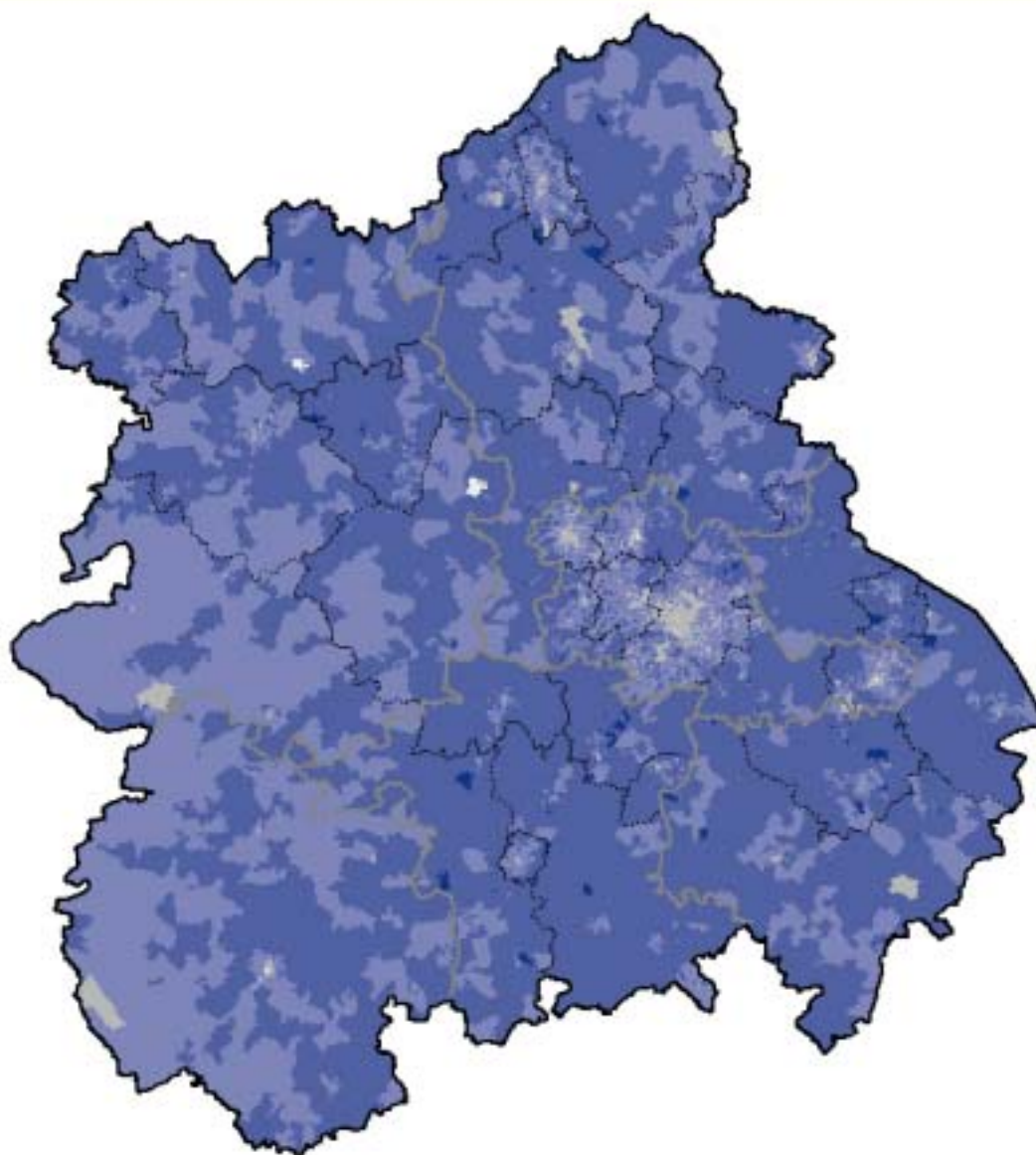
53

## Car is the most popular mode of travel to work for residents aged 55+



54

## Proportion of residents aged 16-74, who travel to work driving a van or car by Census Output Area



Proportion of residents aged 16-74, who travel to work driving a car or van

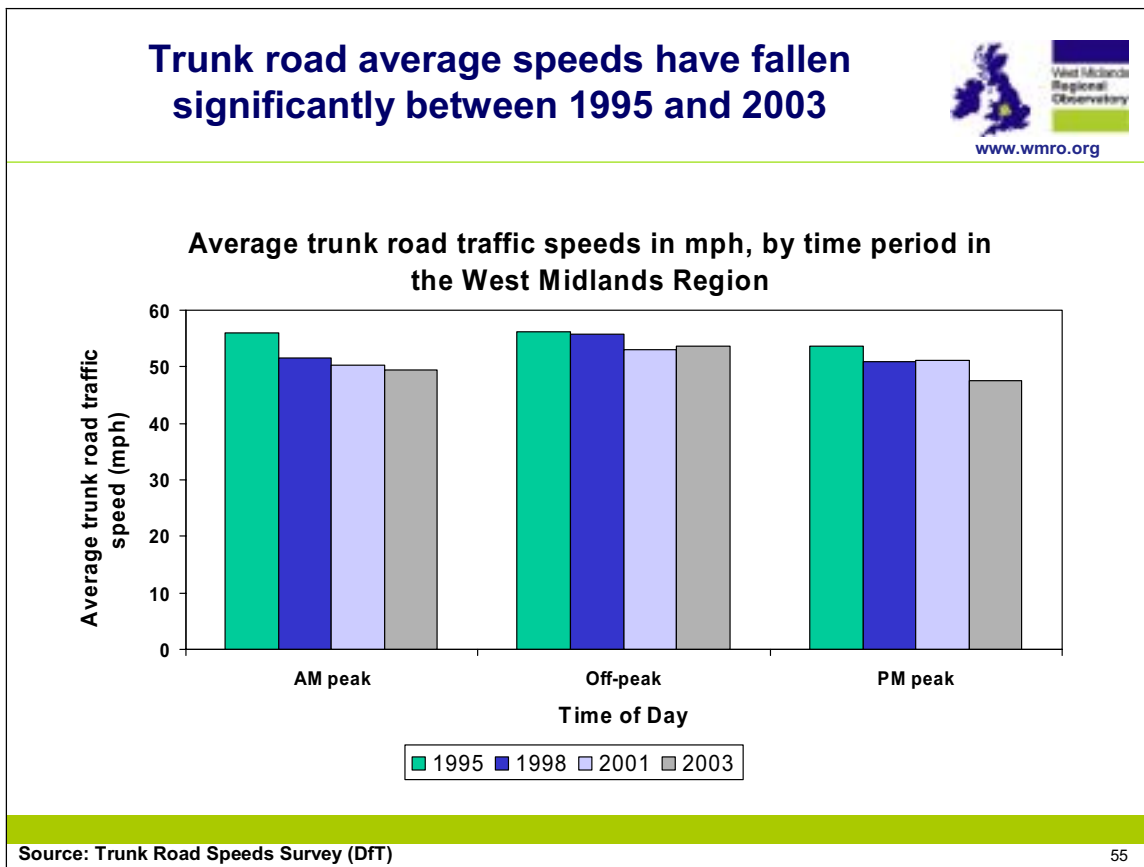
- 0 to 20%
- 20 to 40%
- 40 to 60%
- 60 to 80%
- 80 to 100%

- West Midlands Regional Boundary
- County Boundaries
- Local Authority Boundaries

Source: Census 2001  
© Crown Copyright

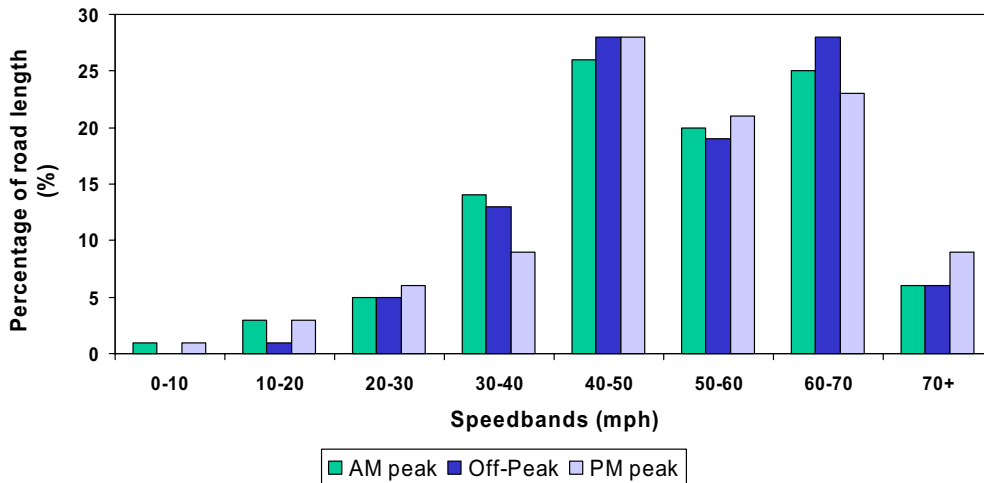
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Advantage West Midlands, 100030383 (August 2005)

### 5.3 Measures of peak time congestion and traffic speeds



The majority of trunk roads in the Region have average speeds in excess of 40mph, even at peak times

Distribution of average trunk road traffic speed, 2003

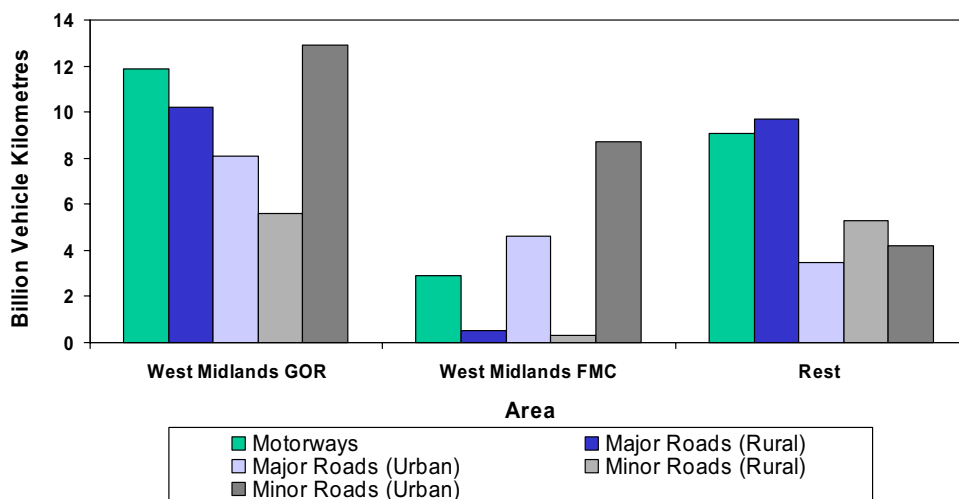


Source: Trunk Road Speeds Survey (DfT)

56

In the Former Metropolitan County, there are relatively high levels of traffic on minor roads

Motor Vehicle Traffic Distance travelled by Road Class, 2004

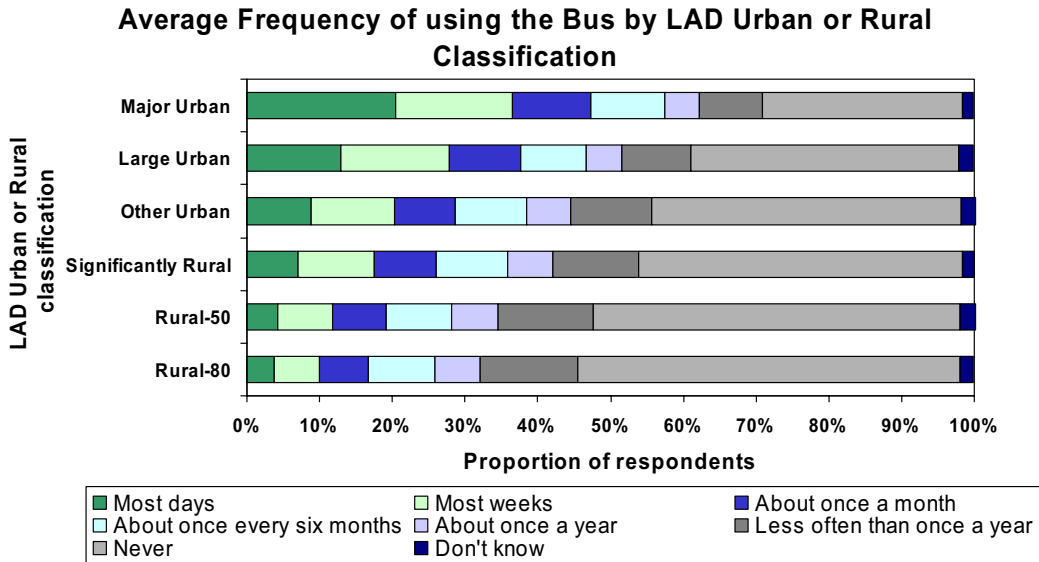


Source: DfT

57

## 5.4 Public Transport utilisation

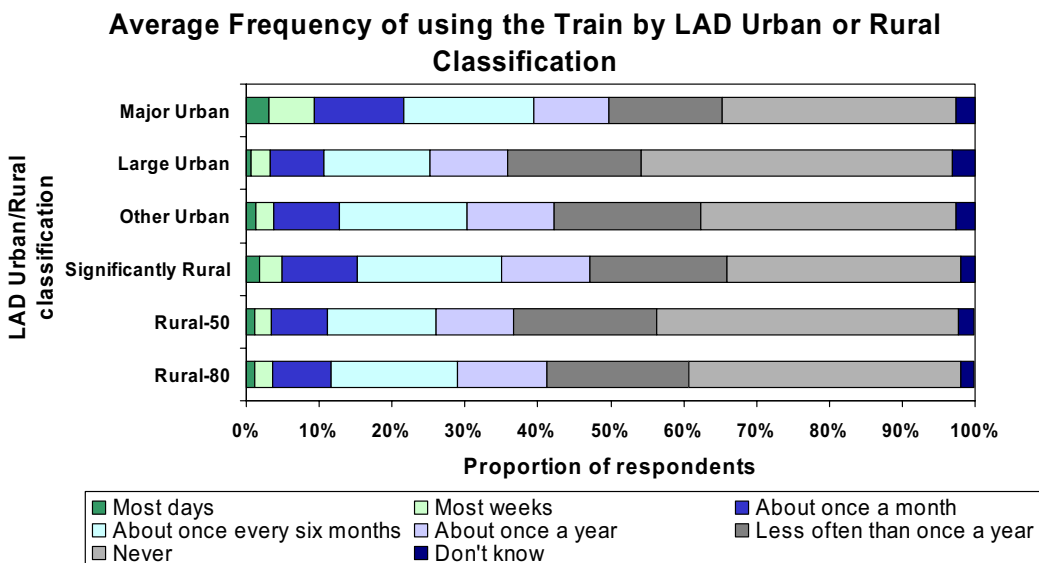
### Urban residents are more likely to use the bus than their rural counterparts



Source: Regional Lifestyle Survey 2005 © WMRO and WMPHO

58

### Few people use trains more than once a month



Source: Regional Lifestyle Survey 2005 © WMRO and WMPHO

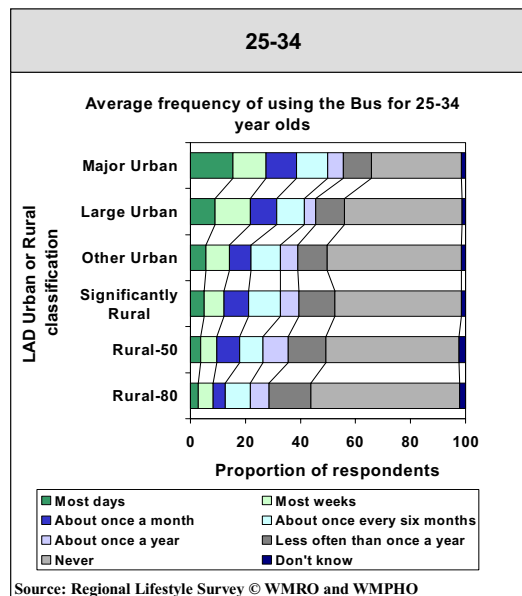
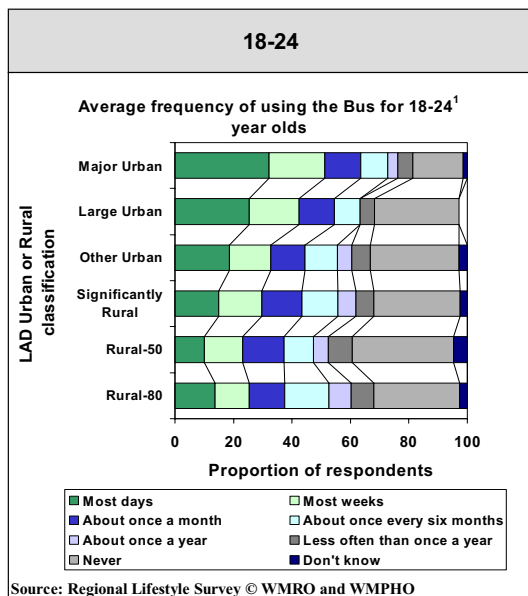
59

€ Bus use by Age Band

## 18-24 year olds use the bus most frequently

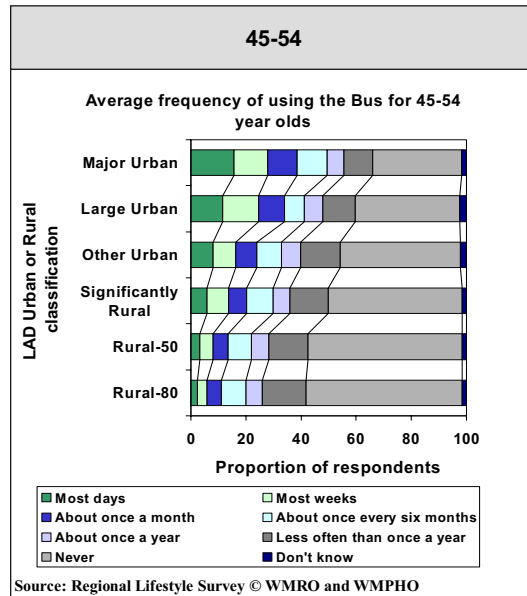
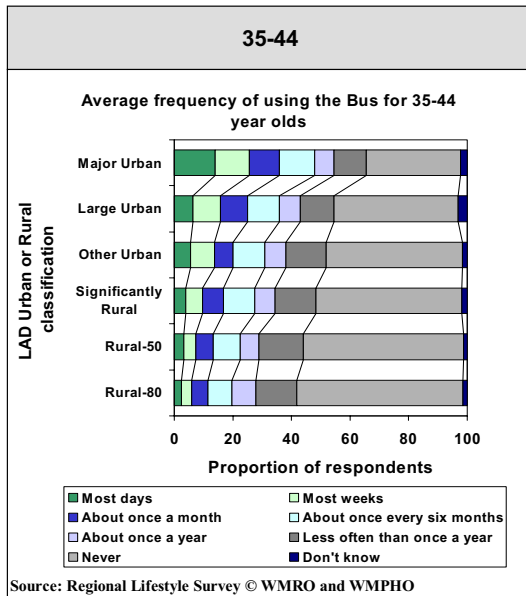


www.wmro.org



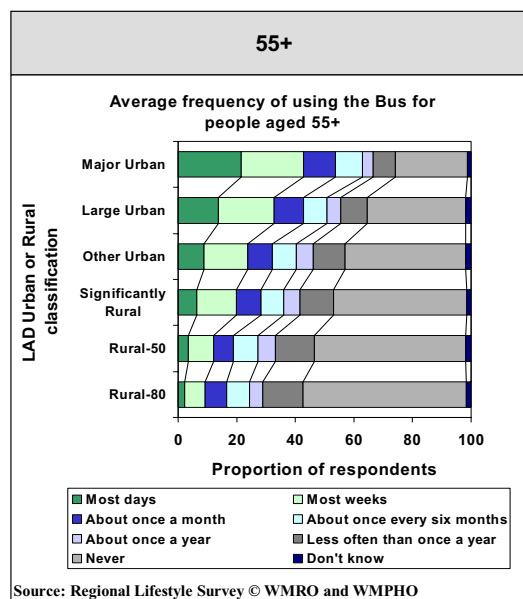
<sup>1</sup> Some categories have been suppressed to maintain confidentiality

## A high proportion of 35-54 year olds never use the bus



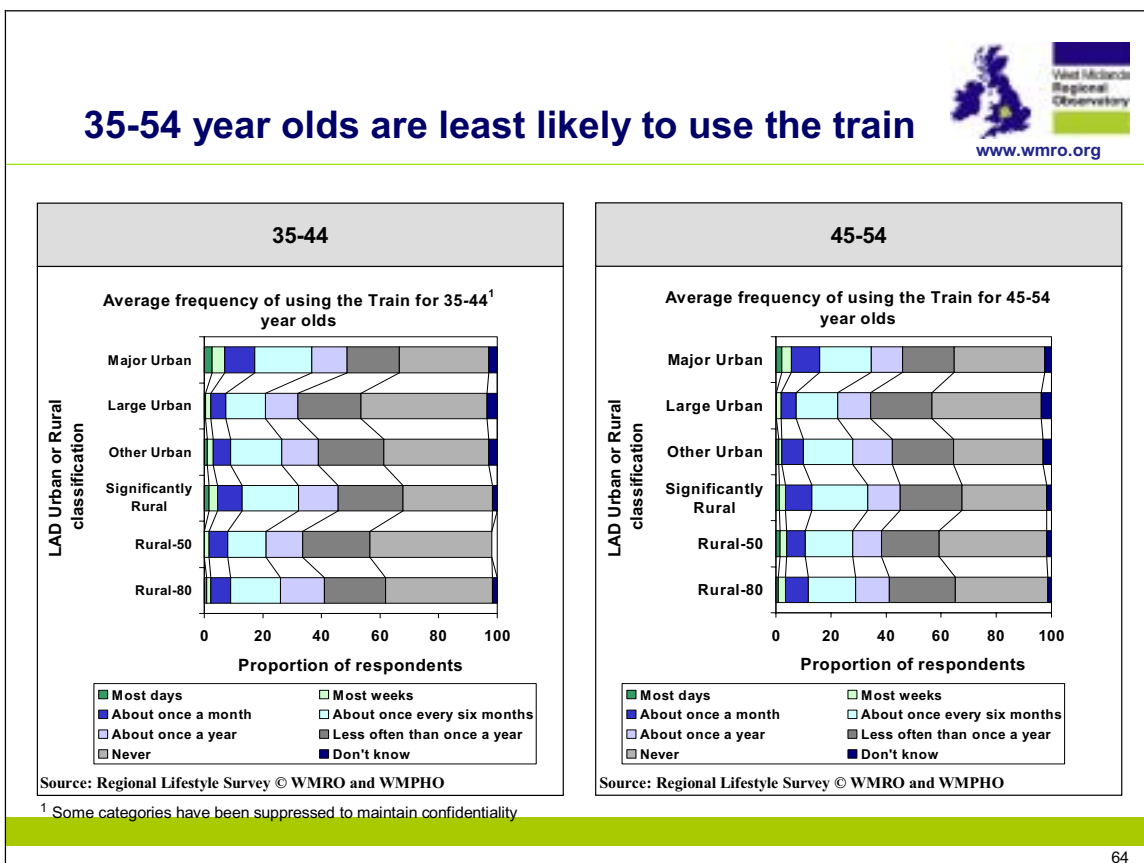
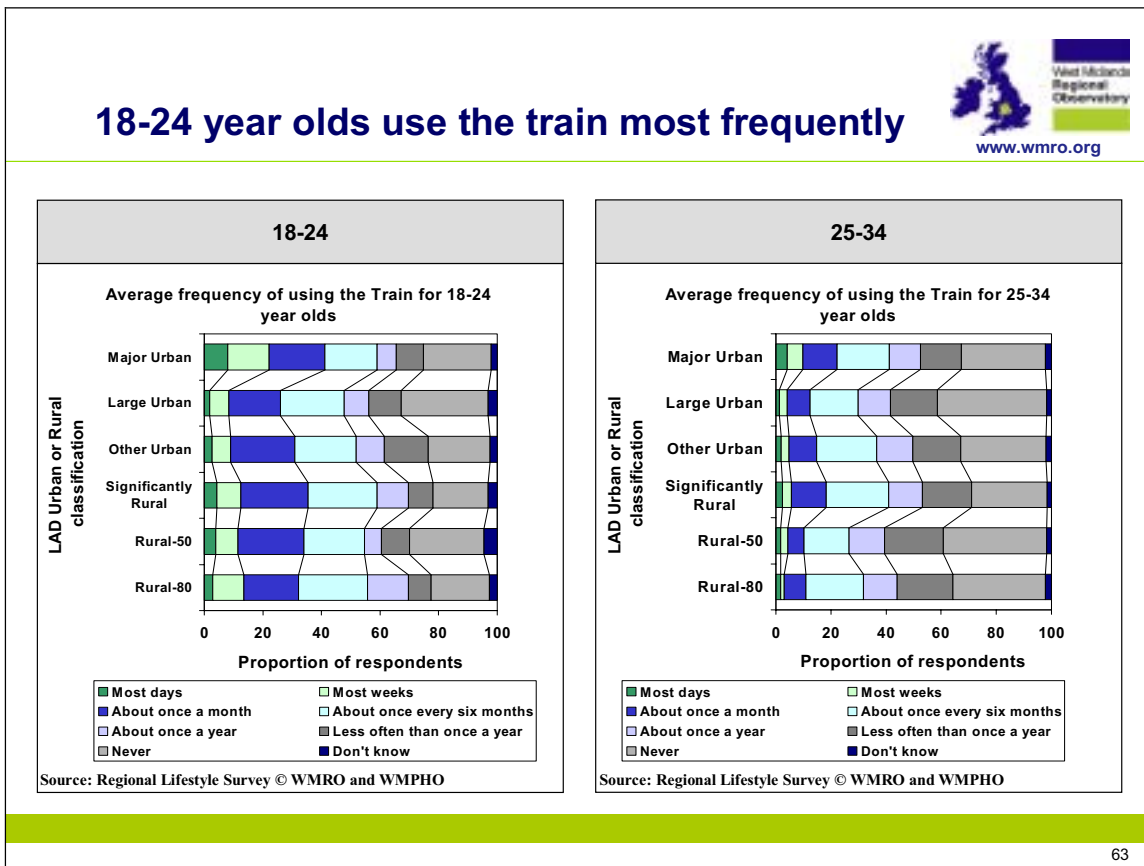
61

## A high proportion of urban residents aged 55+ use the bus daily or weekly

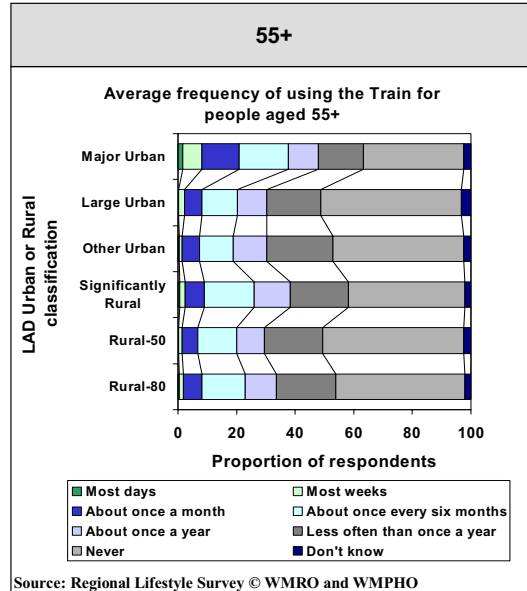


62

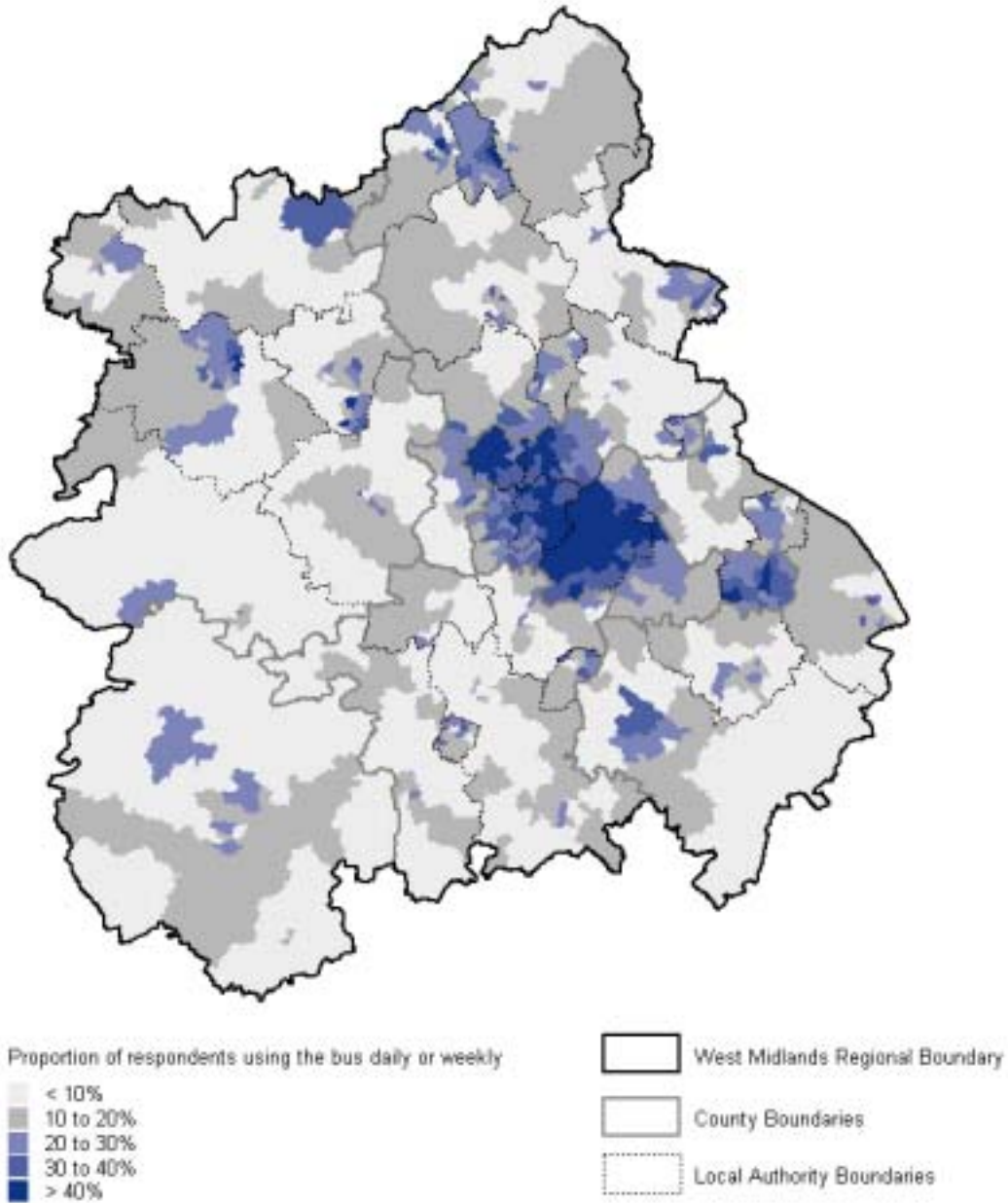
€ Train use by Age Band



## Around 50% of residents aged 55+ never use the train



## Proportion of respondents reporting using the Bus daily or weekly by Standard Table Ward



Source: West Midlands Regional Lifestyle Survey  
© 2005, WMRO and WMPHO

(c) Crown Copyright. All rights reserved  
Advantage West Midlands, 100030383 (August 2005)

## 5.5 Transport costs

	Cost (Pence)
Rail	17
Bus	22
Car	
Fuel	6
All Motoring <sup>1</sup>	24

1. Includes expenditure on purchase, spares, repairs, insurance, taxation, fuel, parking but not depreciation.

Rail /Bus – costs per passenger mile

Fuel – average car occupancy for 2002/03 was 1.6 so fuel and all motoring costs are not the same as per car mile

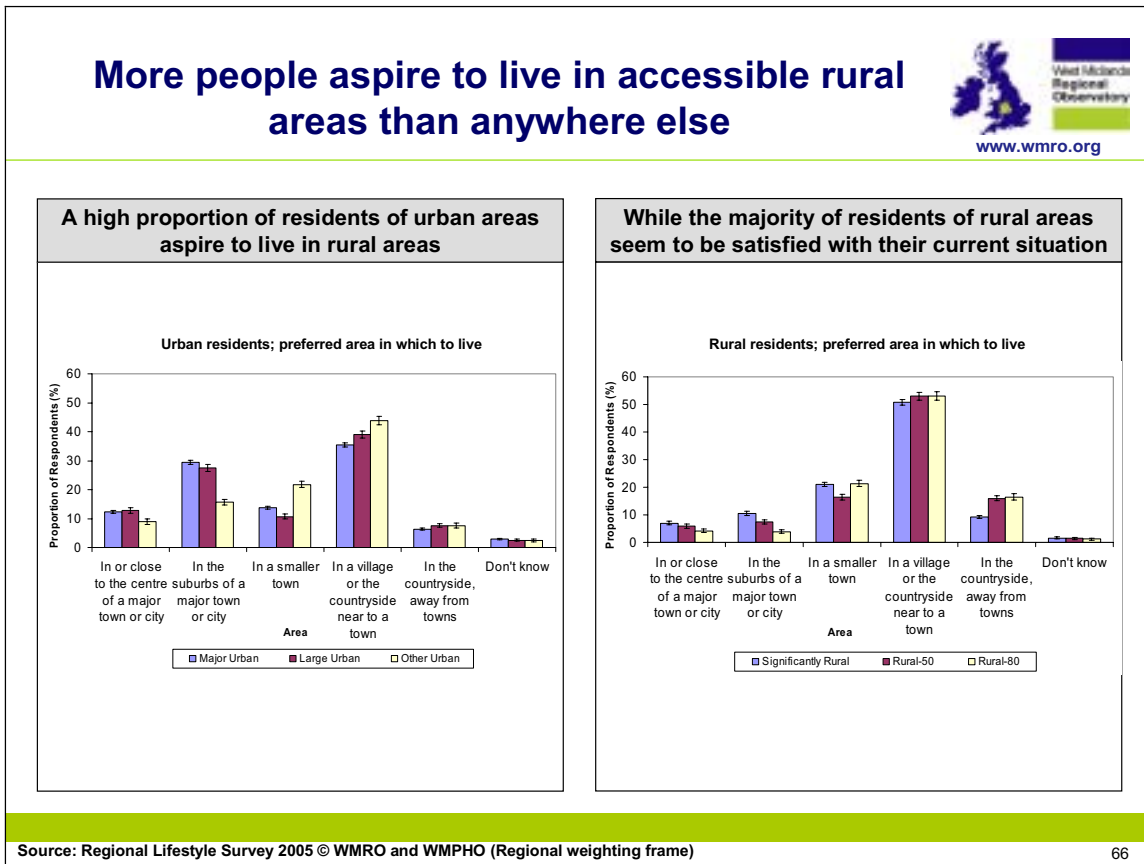
**Table 9: Average cost per passenger mile by mode: 2002/03**

**Source: DFT Focus on Personal Travel: 2005 edition**

**(The estimates are based on bus and rail revenue from operators, motoring costs from the Family expenditure Survey (FES) and passenger mileage figures from the National Travel Survey (NTS)).**

# 6 Lifestyle and Aspirations

## 6.1 Priorities in residential choice



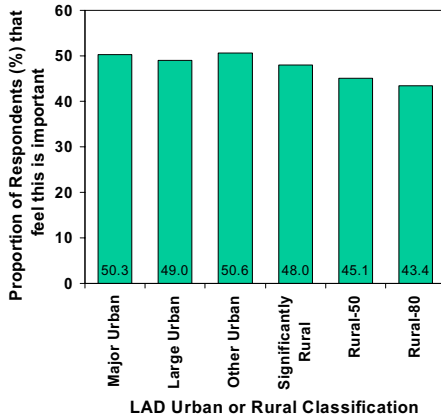
€ Top 8 factors at a Regional level:

**A safe area with low crime is the most important factor affecting where people choose to live**



**A safe area with low crime**

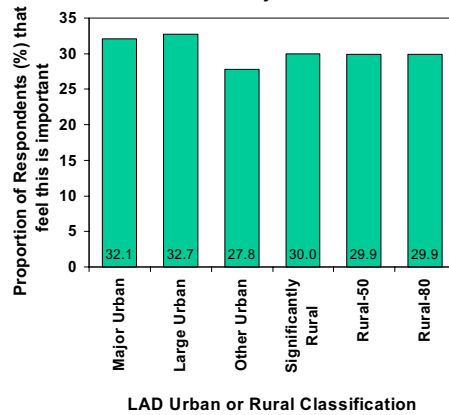
Important factors when deciding where to live; A safe area with low crime



Source: Regional Lifestyle Survey © WMRO and WMPHO

**Close to family or friends**

Important factors when deciding where to live; Close to family or friends



Source: Regional Lifestyle Survey © WMRO and WMPHO

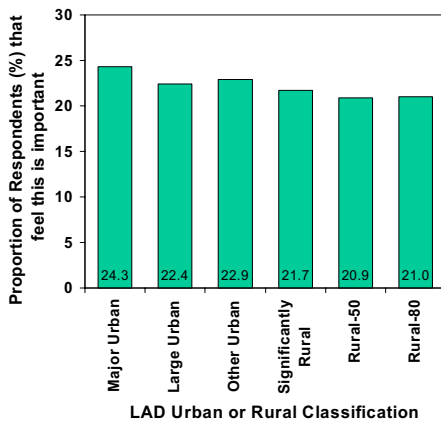
67

**Knowing the area is relatively more important in choosing where to live for residents of large and other urban areas**



**A nice, clean environment**

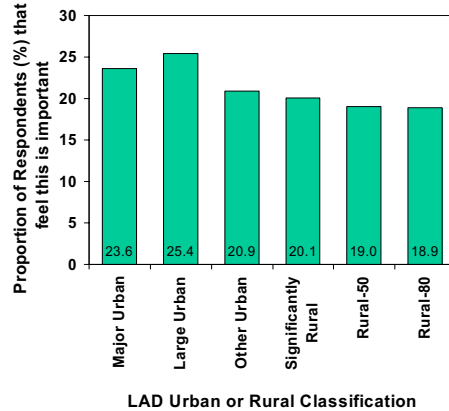
Important factors when deciding where to live; A nice, clean environment



Source: Regional Lifestyle Survey © WMRO and WMPHO

**Knowing the area**

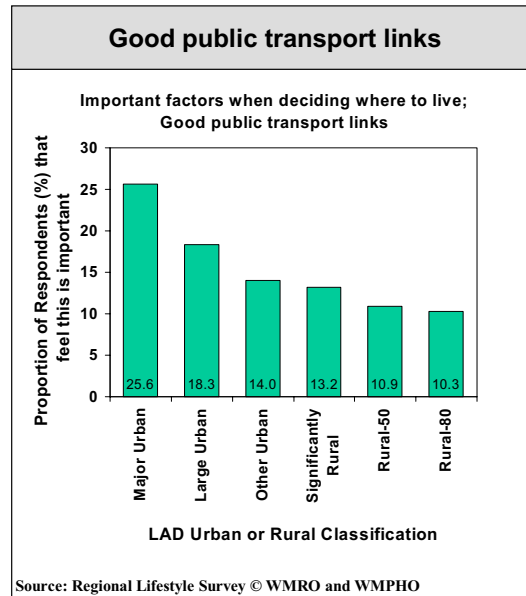
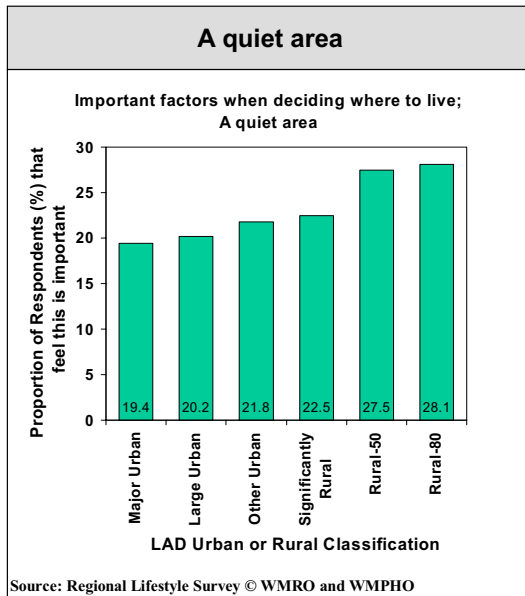
Important factors when deciding where to live; Knowing the area



Source: Regional Lifestyle Survey © WMRO and WMPHO

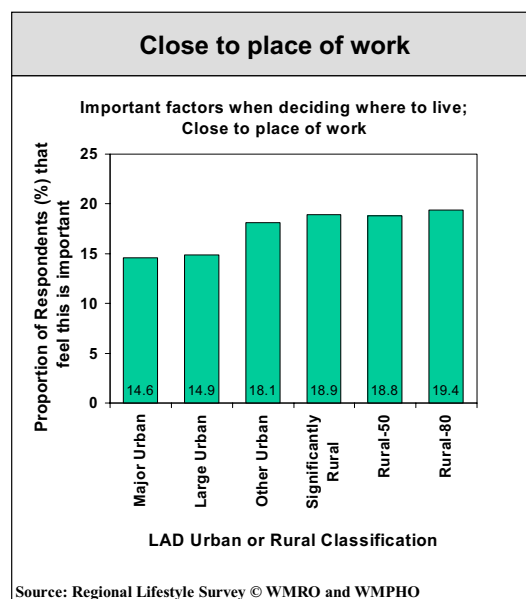
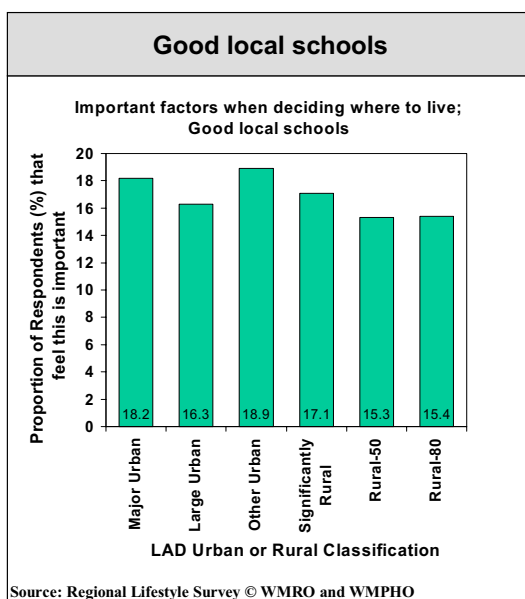
68

## A quiet area is sought by rural residents, while major urban residents seek good public transport links



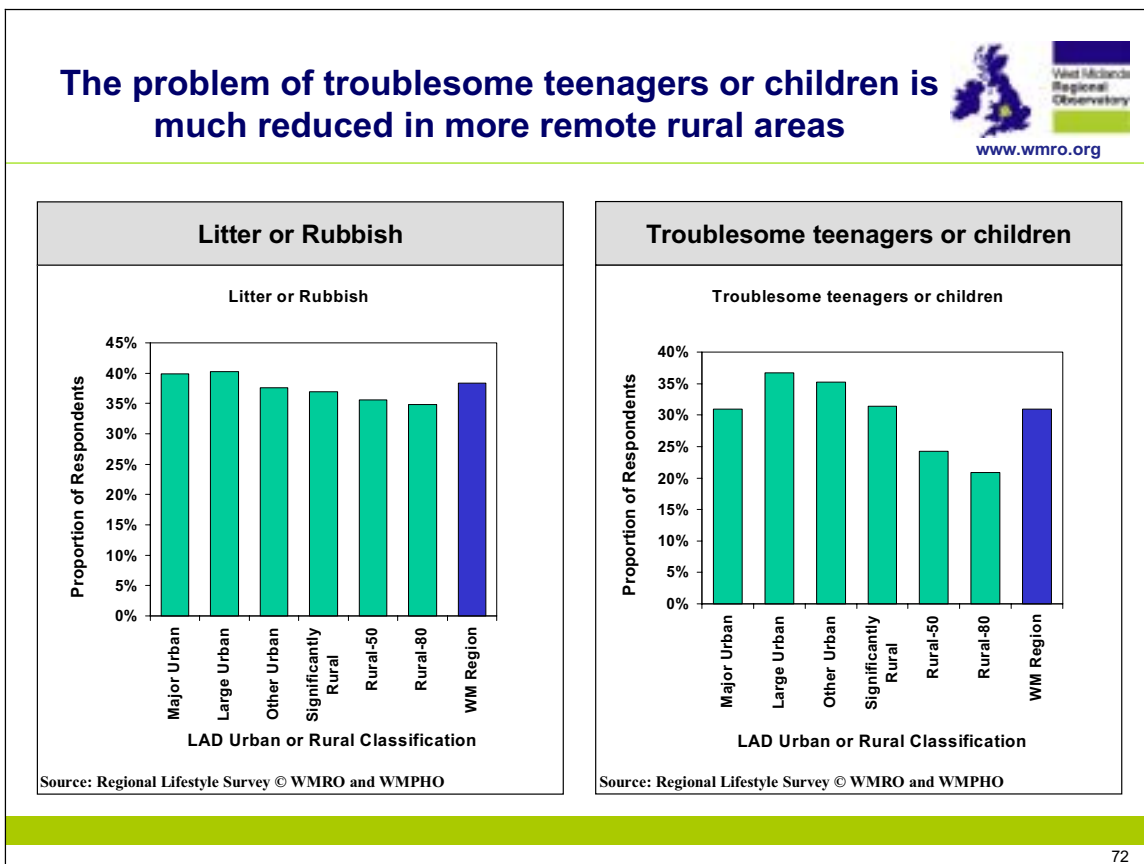
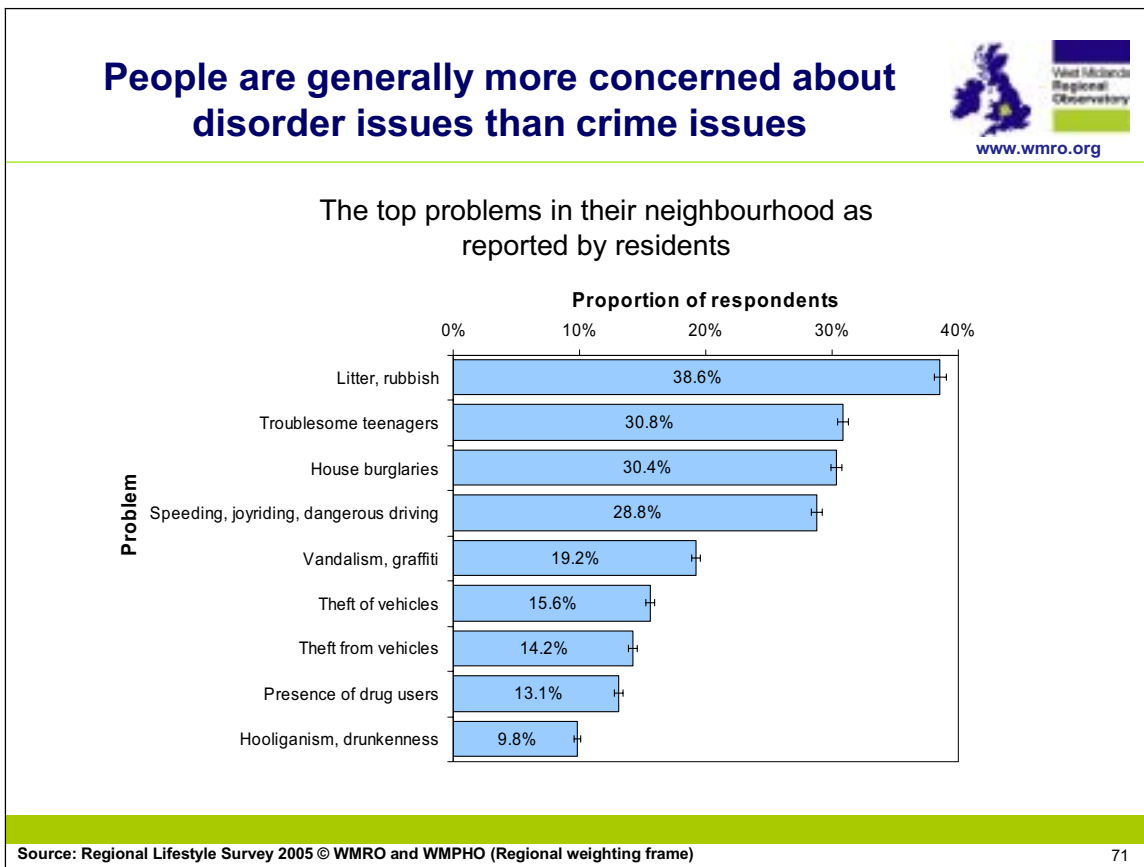
69

## Being close to good local schools is more important for urban residents



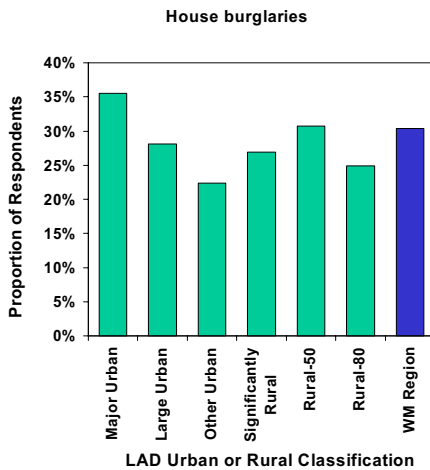
70

## 6.2 Fear of crime and perception of community safety



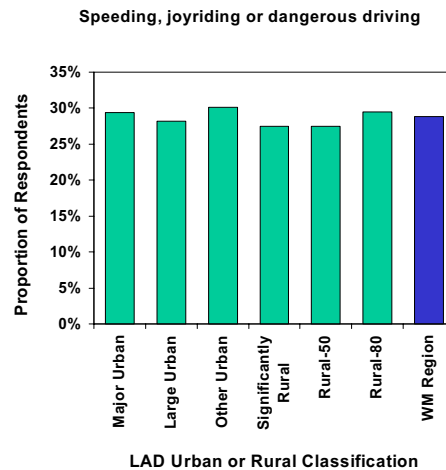
## Speeding, joyriding or dangerous driving is considered a problem across all areas

### House burglaries



Source: Regional Lifestyle Survey © WMRO and WMPHO

### Speeding, joyriding or dangerous driving

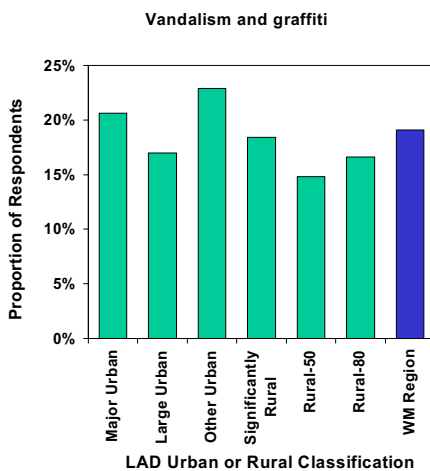


Source: Regional Lifestyle Survey © WMRO and WMPHO

73

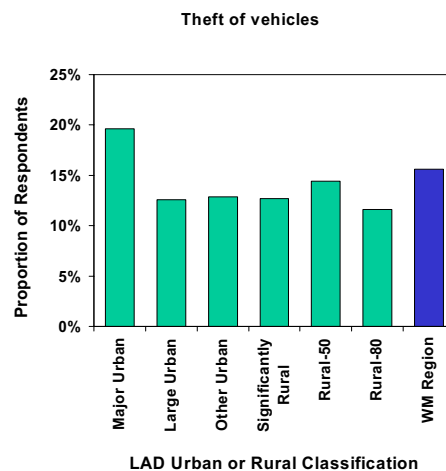
## Theft of vehicles is considered to be a bigger problem in major urban areas

### Vandalism and graffiti



Source: Regional Lifestyle Survey © WMRO and WMPHO

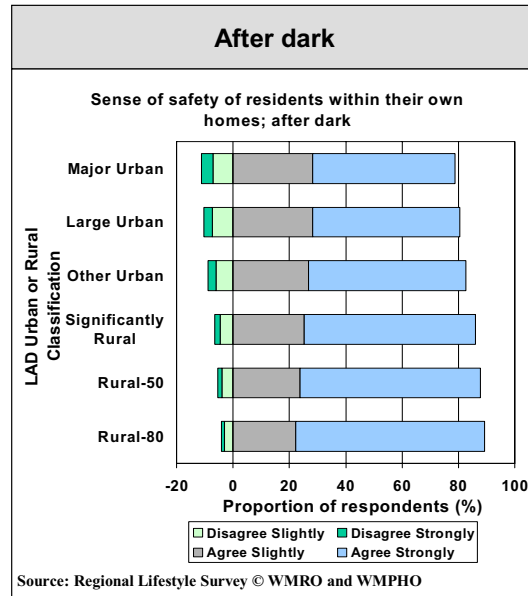
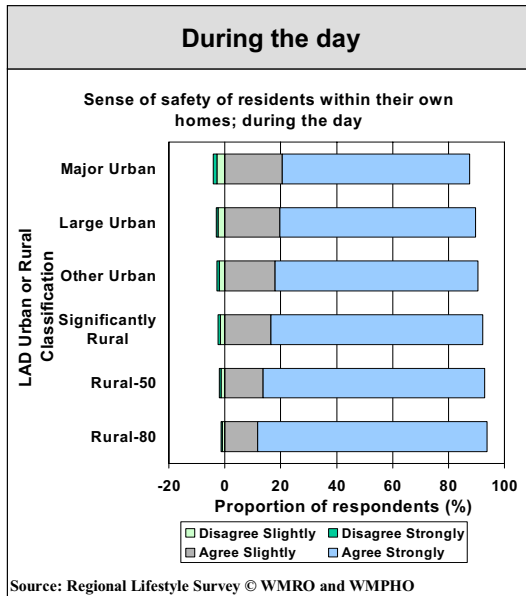
### Theft of vehicles



Source: Regional Lifestyle Survey © WMRO and WMPHO

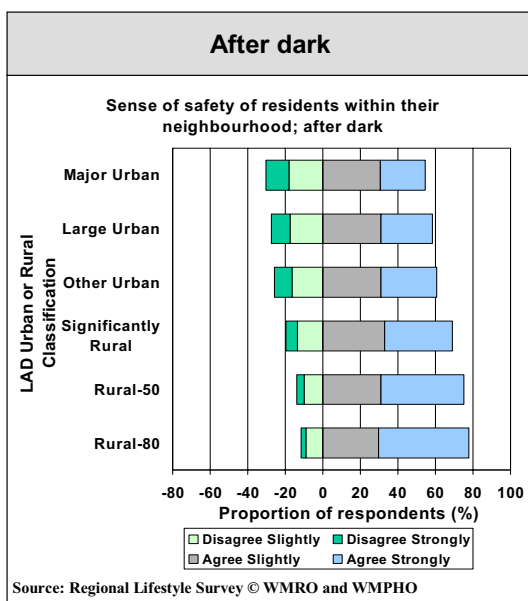
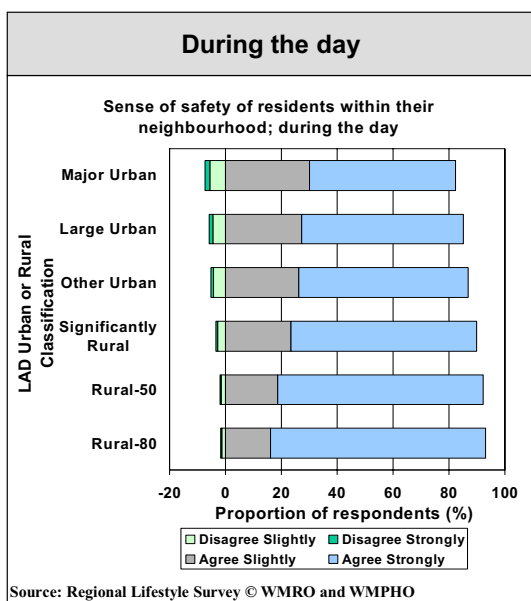
74

## Residents generally feel safe in their own homes



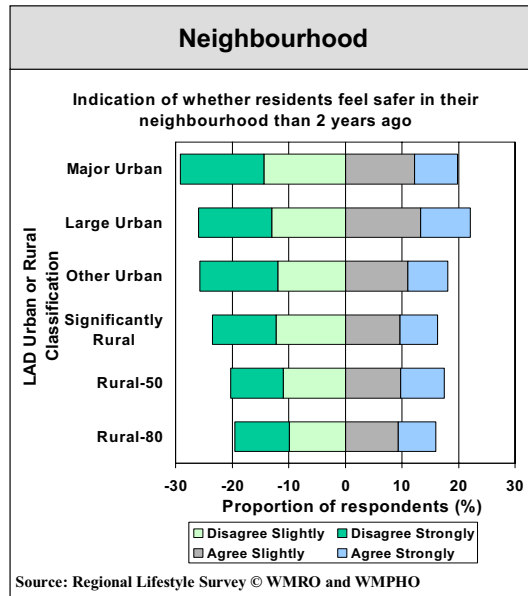
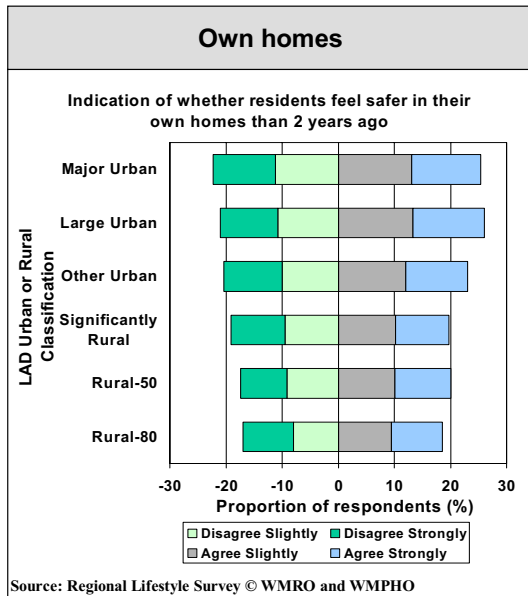
75

## A sense of safety in the local neighbourhood increases with rurality



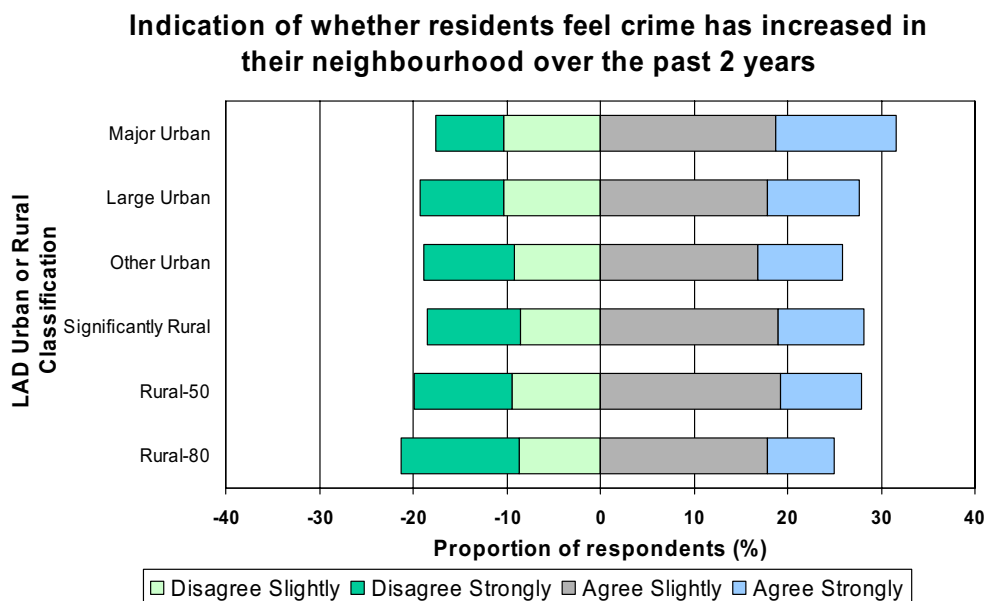
76

## Residents generally feel less safe in their neighbourhood than 2 years ago, particularly in urban areas



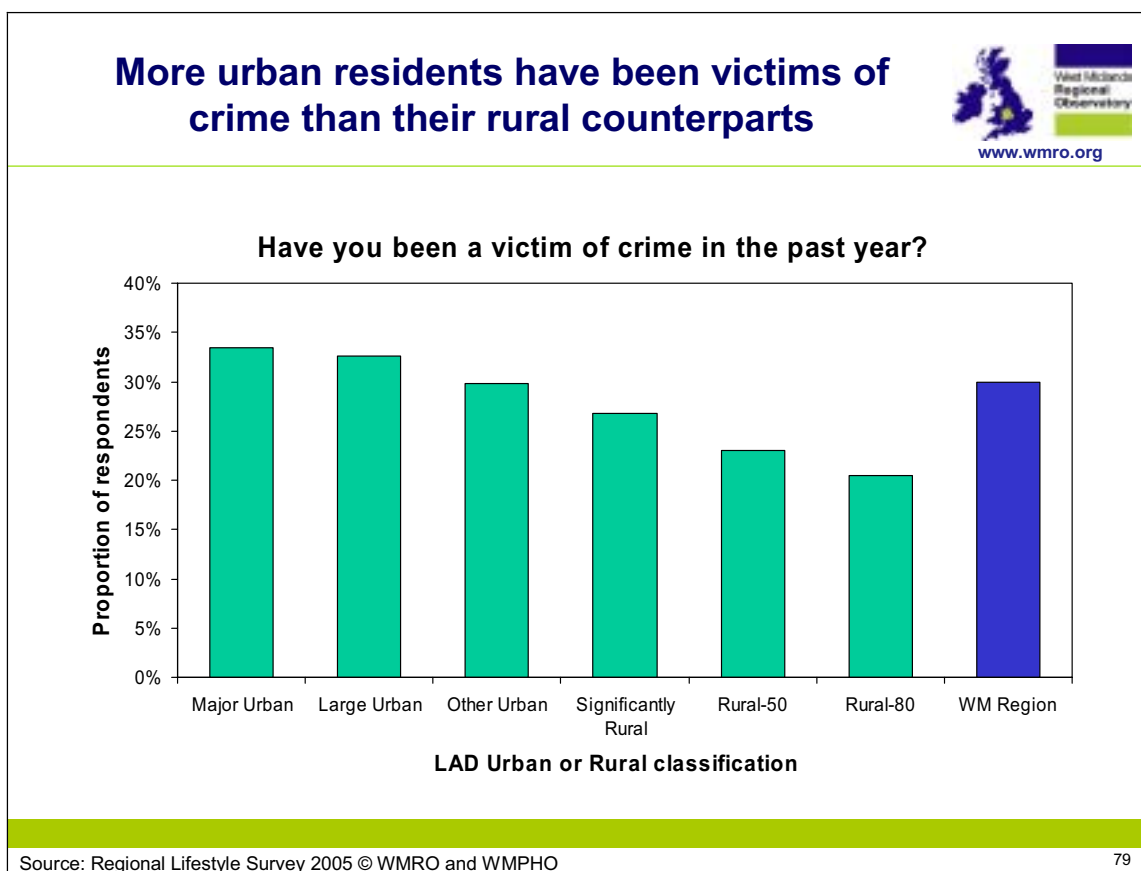
77

## Residents believe that crime has increased in their neighbourhood over the last 2 years



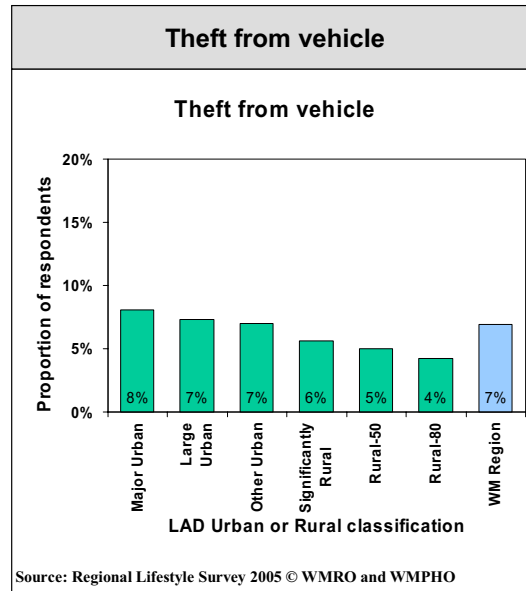
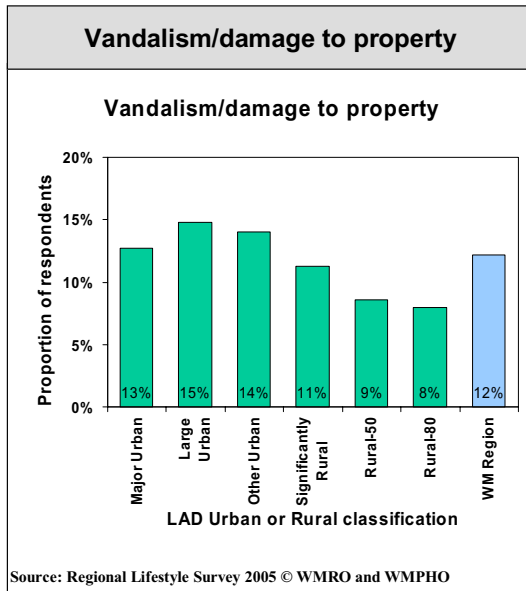
78

## 6.3 Incidence of crime and disorder per capita



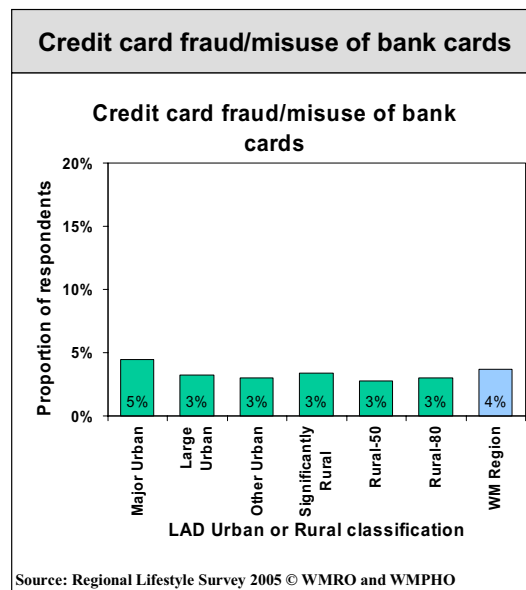
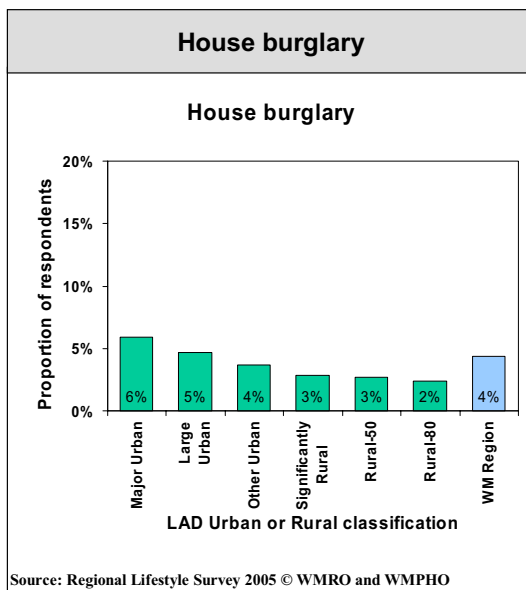
€ Top types of crime residents have been victim to:

## The top reported crime in the Region last year was vandalism and damage to property



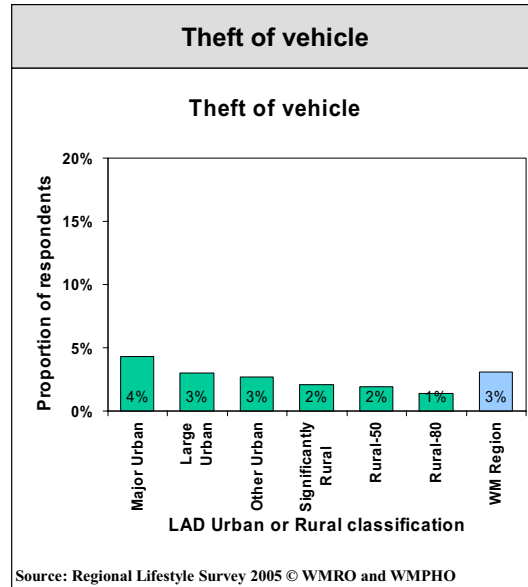
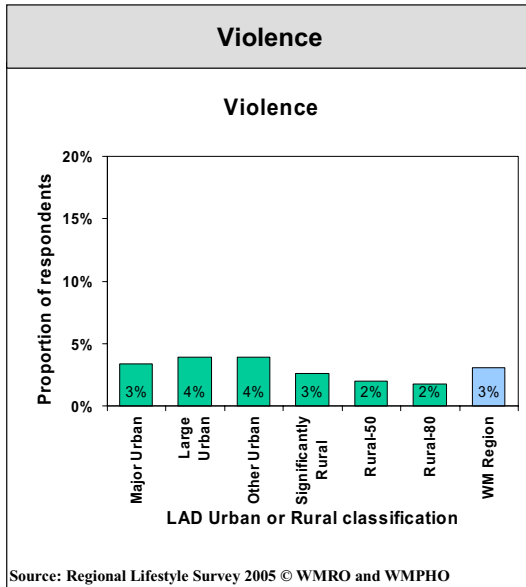
80

## House burglary is highest in major urban areas and lowest in more remote rural areas



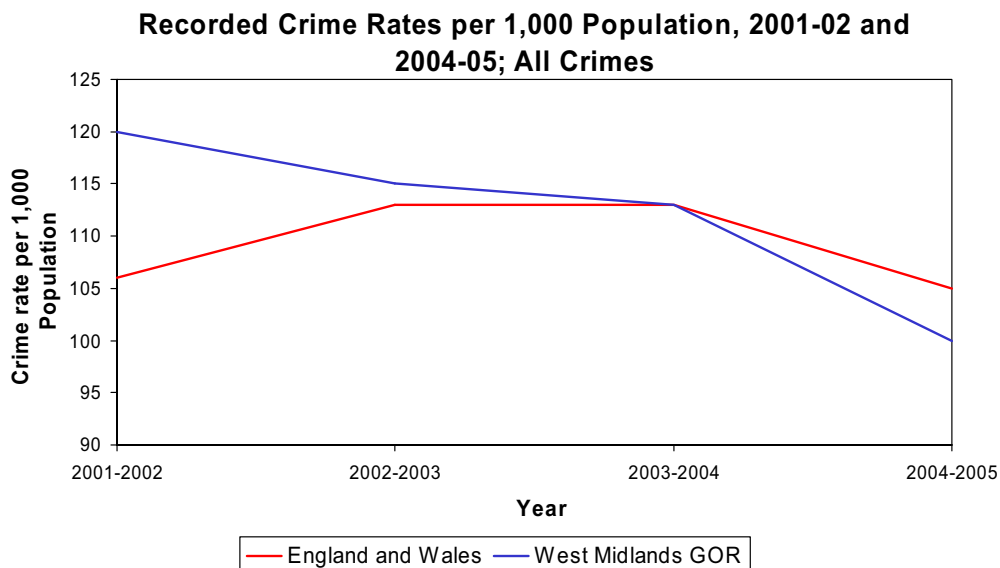
81

## Vehicle theft is higher in urban areas than in rural areas



82

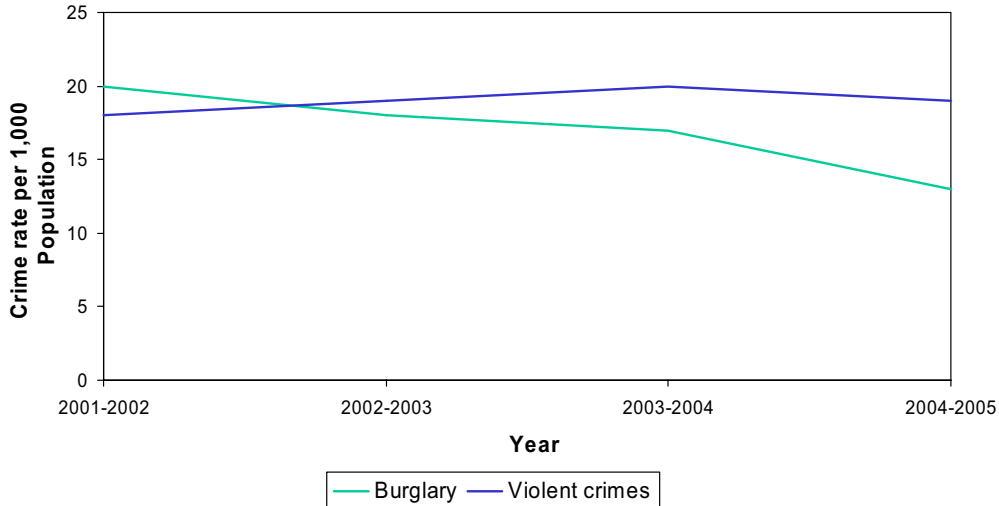
## Recorded Regional crime rates have fallen below the national average



83

## Burglary rates are falling in the Region

Recorded Crime Rates per 1,000 Population in the West Midlands, 2001-02 and 2004-05; Burglary and Violent Crimes

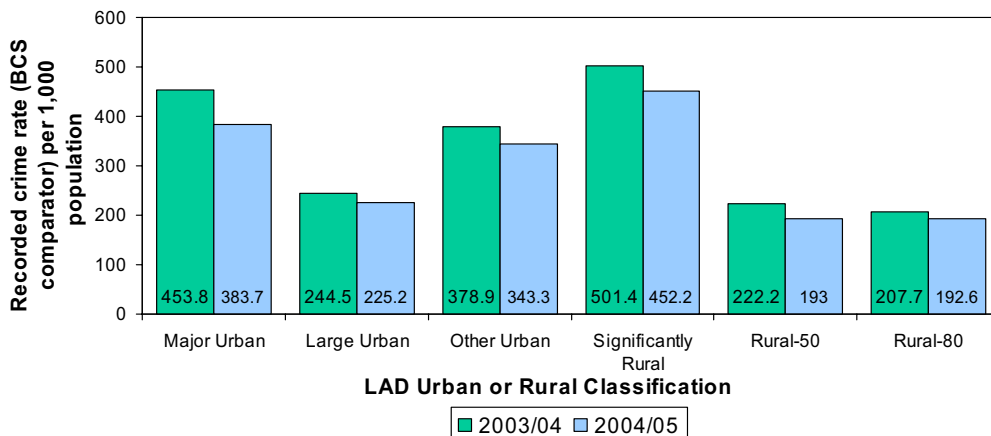


Source: Home Office

84

## The highest rates of recorded crime are in major urban and significantly rural areas

Recorded crime rate (BCS comparator<sup>1</sup>) per 1,000 population

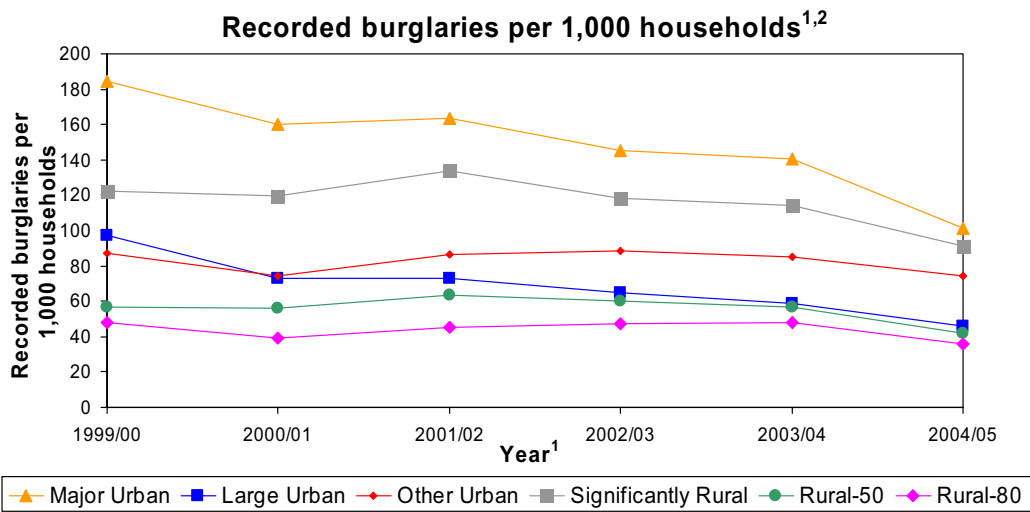


1. The recorded crime BCS comparator includes recorded theft of and from a vehicle, vehicle interference and tampering, domestic burglary, theft or unauthorised taking of a pedal cycle, theft from the person, criminal damage (including arson), common assault, wounding and robbery.

Source: Home Office

85

## Burglary rates are falling fastest in major urban areas

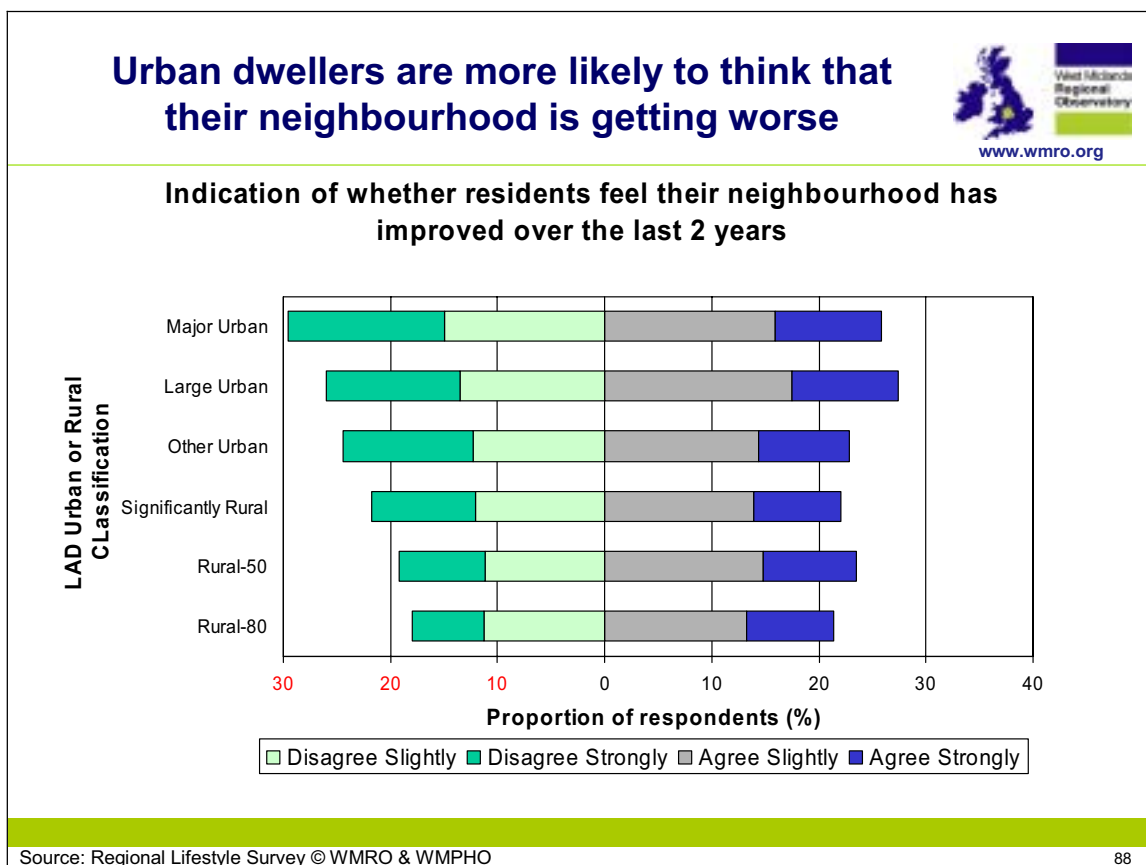
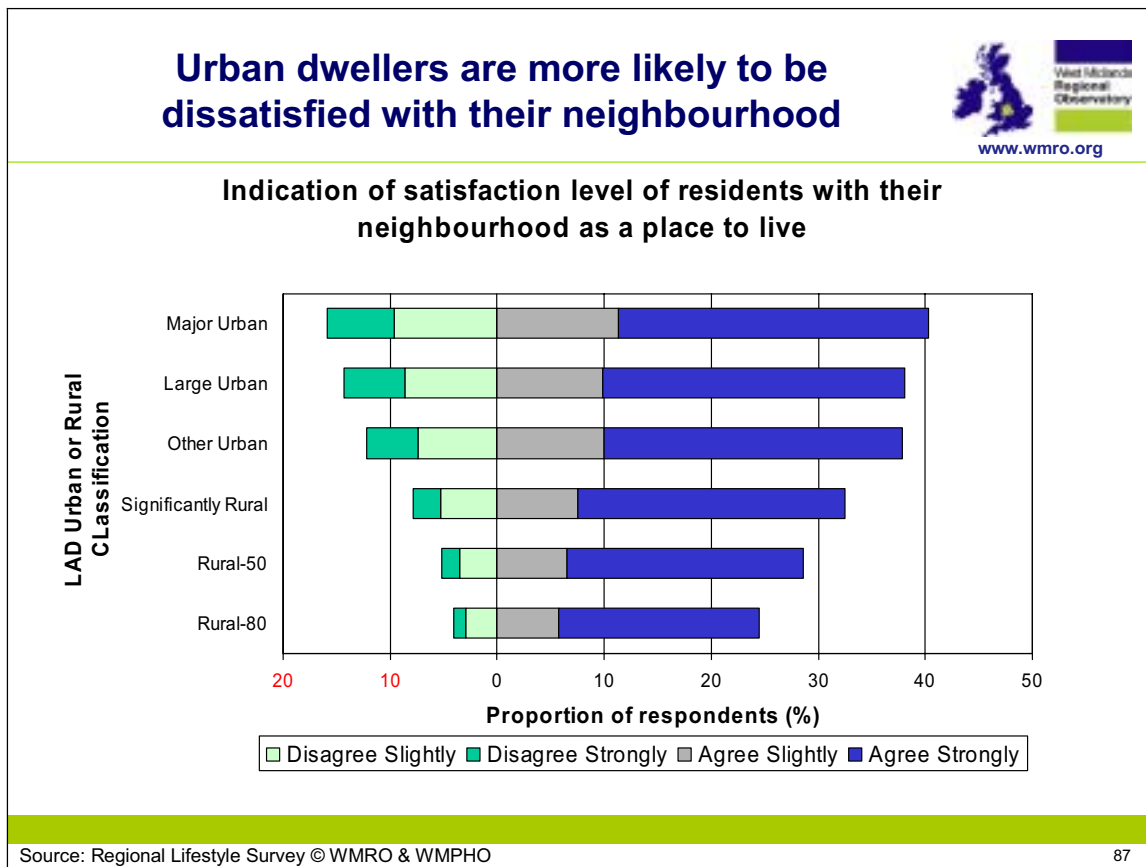


1. The introduction of the National Crime Recording Standard (NCRS) in April 2002 means that data for 2002/03 is not comparable with previous years at CDRP level. The introduction of the NCRS by those forces which had not already done so has had the effect of inflating the total number of crimes by about 10% though this varies between offence group and Police Force Area.
2. Crime and Disorder Reduction Partnerships (CDRP) have been used as a proxy for local authorities.

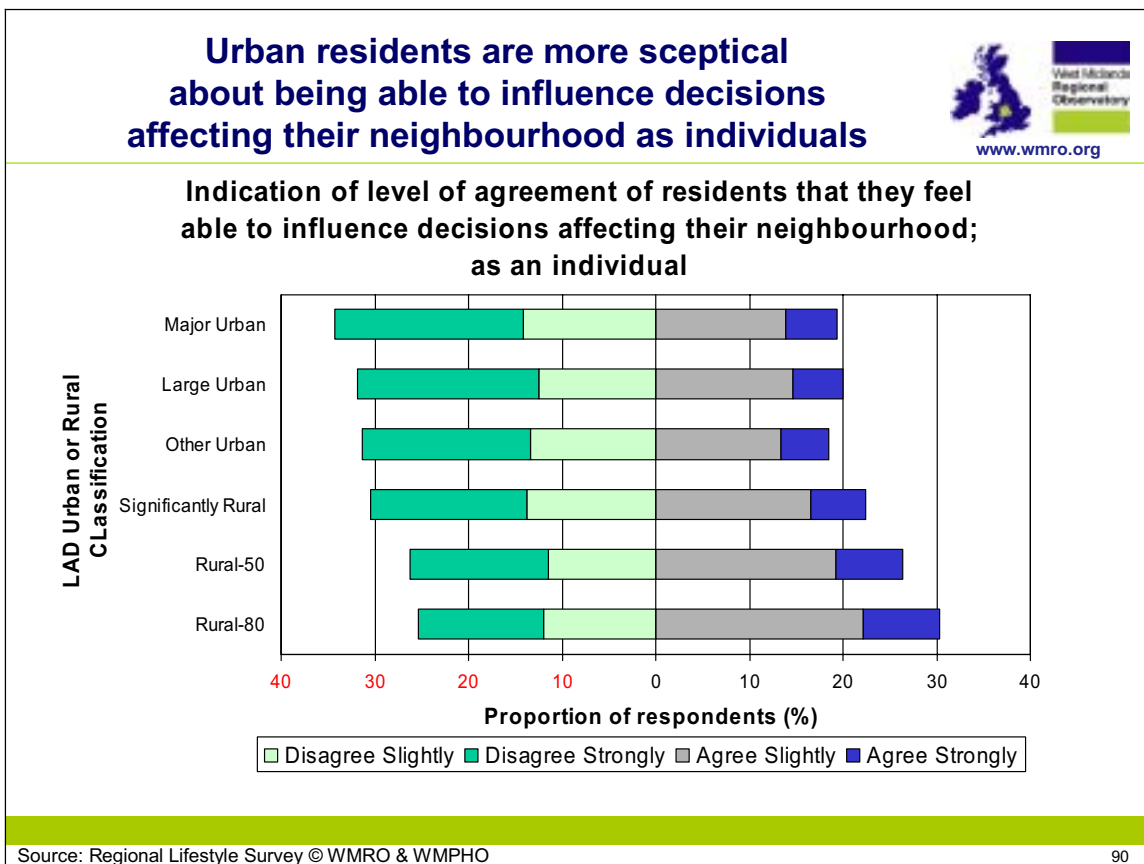
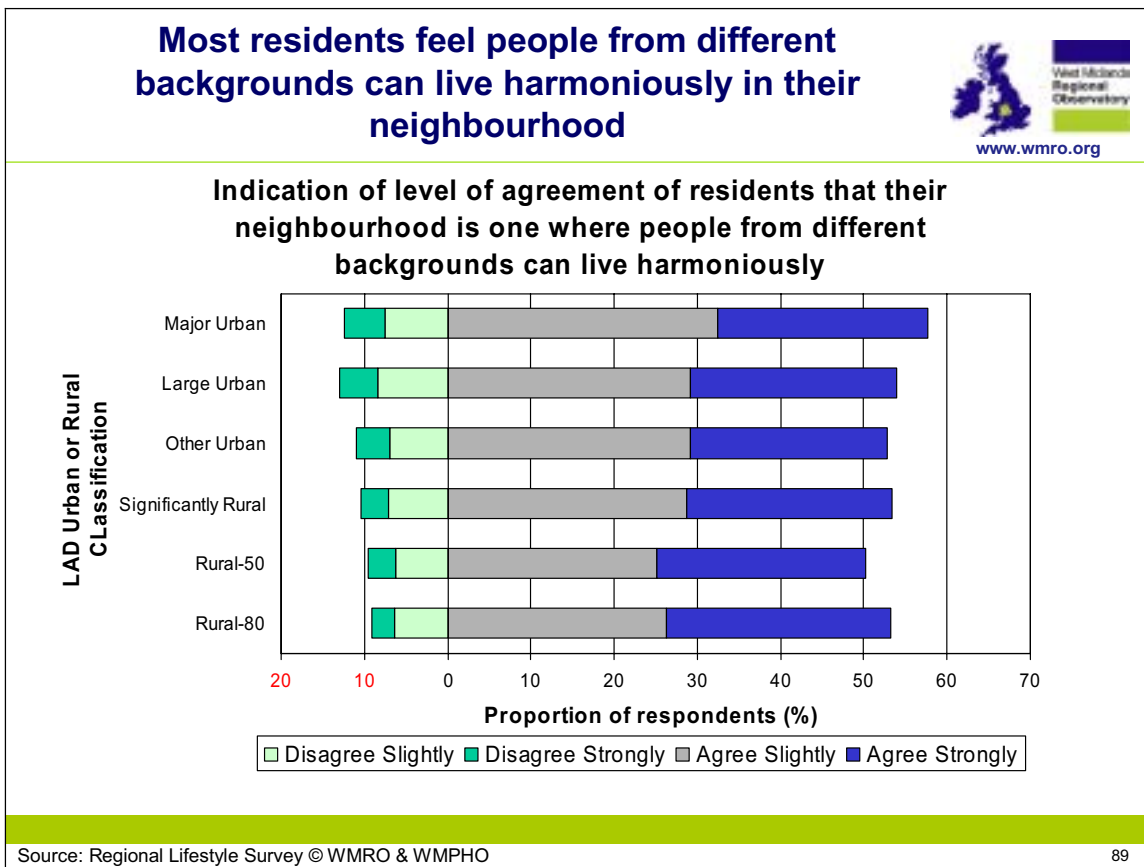
Source: Home Office

86

## 6.4 Perceptions of neighbourhood quality



## 6.5 Perceptions of ability to change neighbourhood



## Residents are more positive that they can effect change in their neighbourhood collectively

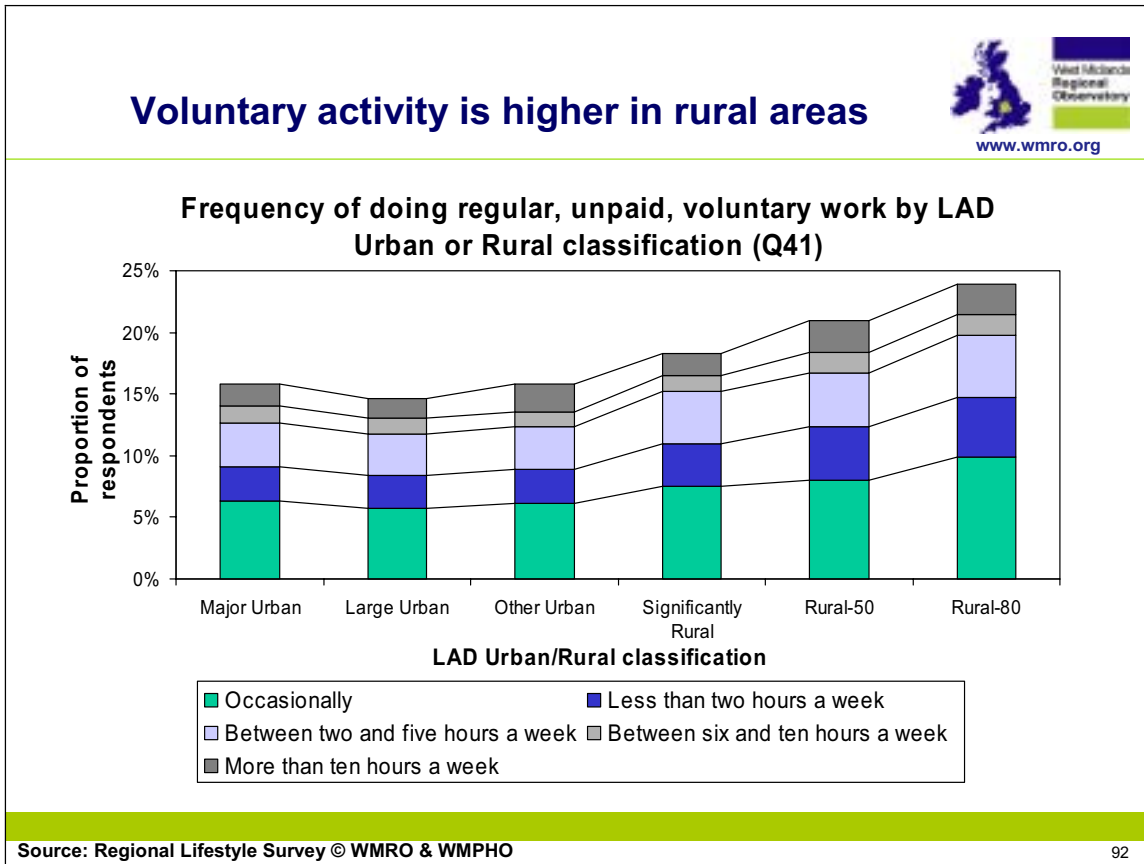
Indication of level of agreement of residents that they feel able to influence decisions affecting their neighbourhood; by acting together



Source: Regional Lifestyle Survey © WMRO & WMPHO

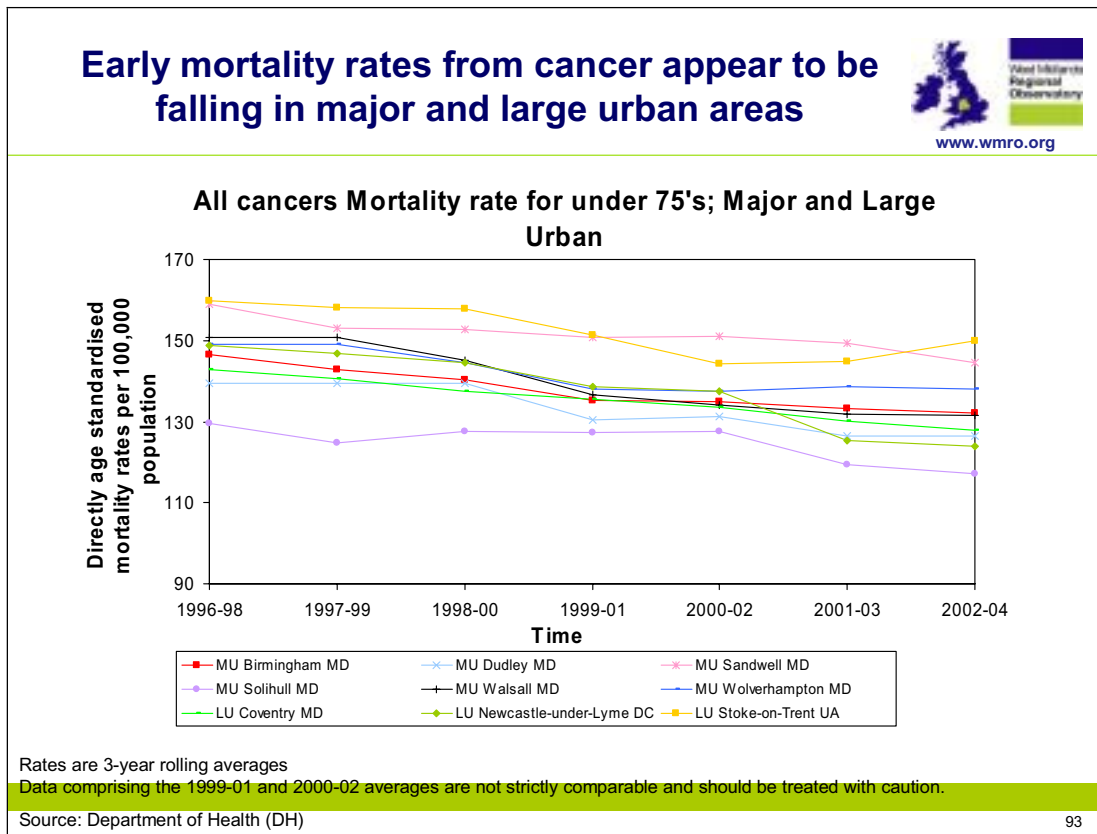
91

## 6.6 Levels of voluntary activity

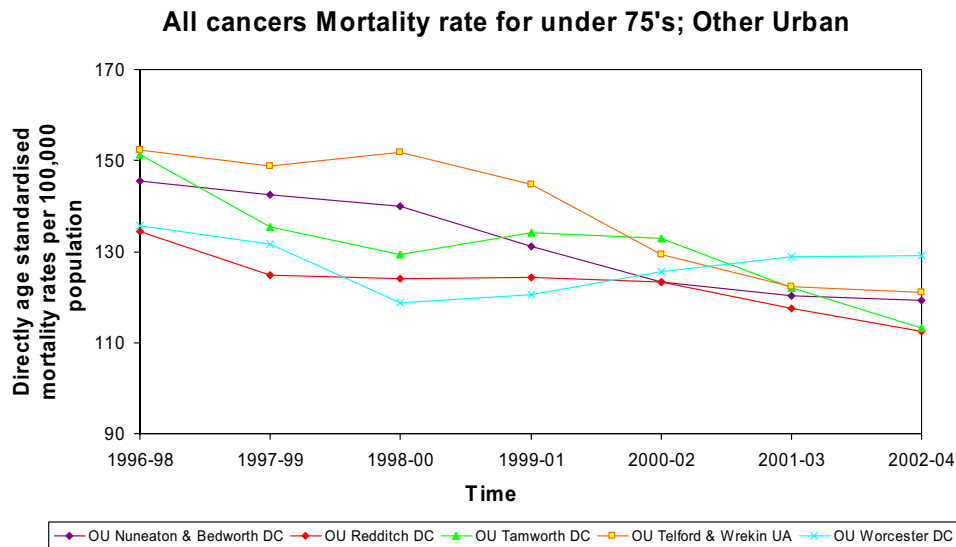


# 7 Health and Services

## 7.1 Mortality rates



## Early mortality rates from cancer are generally also falling in other urban areas



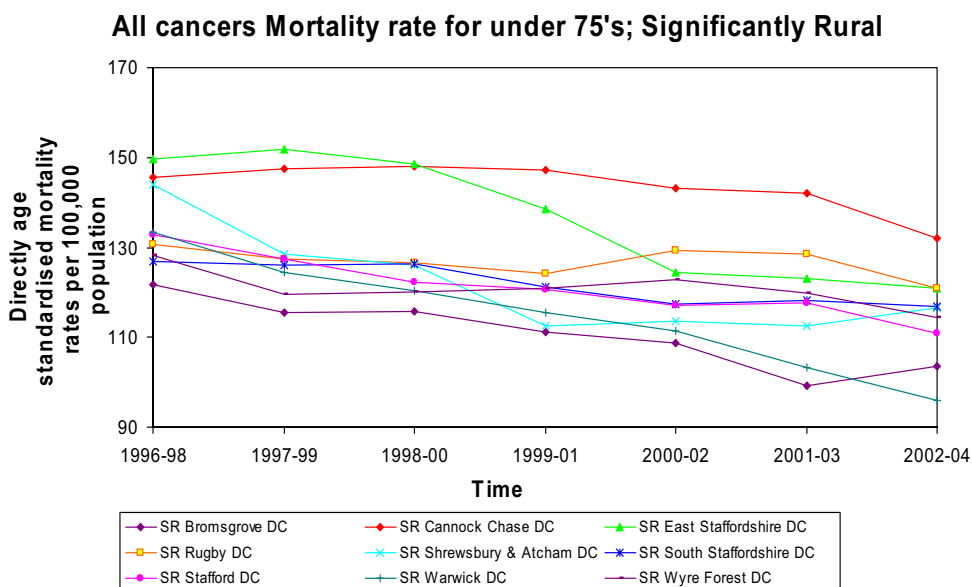
Rates are 3-year rolling averages

Data comprising the 1999-01 and 2000-02 averages are not strictly comparable and should be treated with caution.

Source: Department of Health (DH)

94

## Early mortality rates from cancer are still falling in significantly rural areas



Rates are 3-year rolling averages

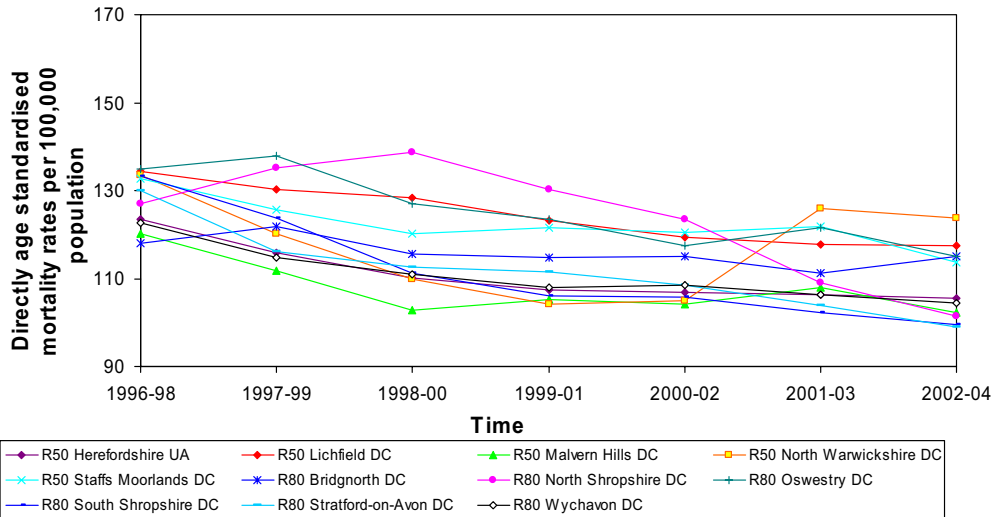
Data comprising the 1999-01 and 2000-02 averages are not strictly comparable and should be treated with caution.

Source: Department of Health (DH)

95

## Early mortality rates from cancer are lower in more remote rural areas

### All cancers Mortality rate for under 75's; Rural-50 and Rural-80



Rates are 3-year rolling averages

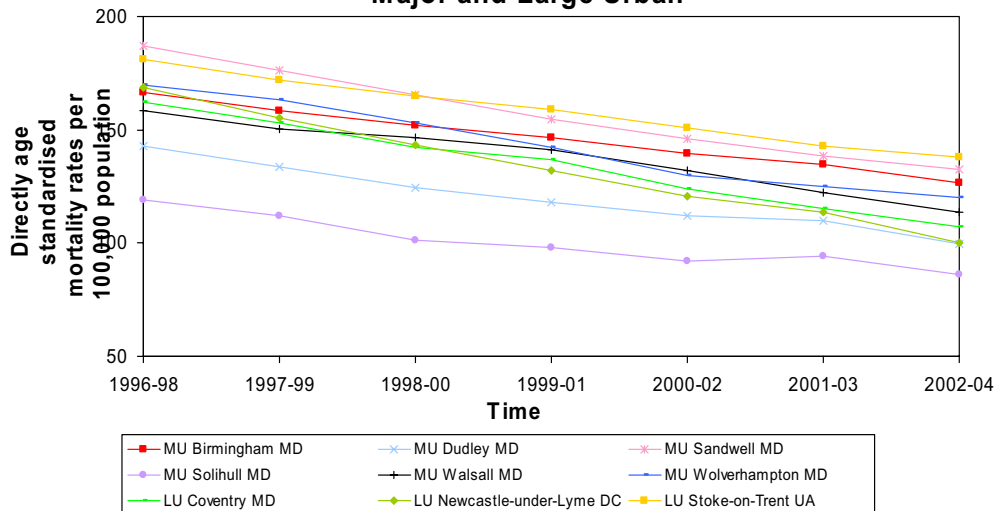
Data comprising the 1999-01 and 2000-02 averages are not strictly comparable and should be treated with caution.

Source: Department of Health (DH)

96

## Mortality rates from circulatory disease are falling steadily in major and large urban areas

### Circulatory Disease Mortality rate for under 75's; Major and Large Urban



Rates are 3-year rolling averages

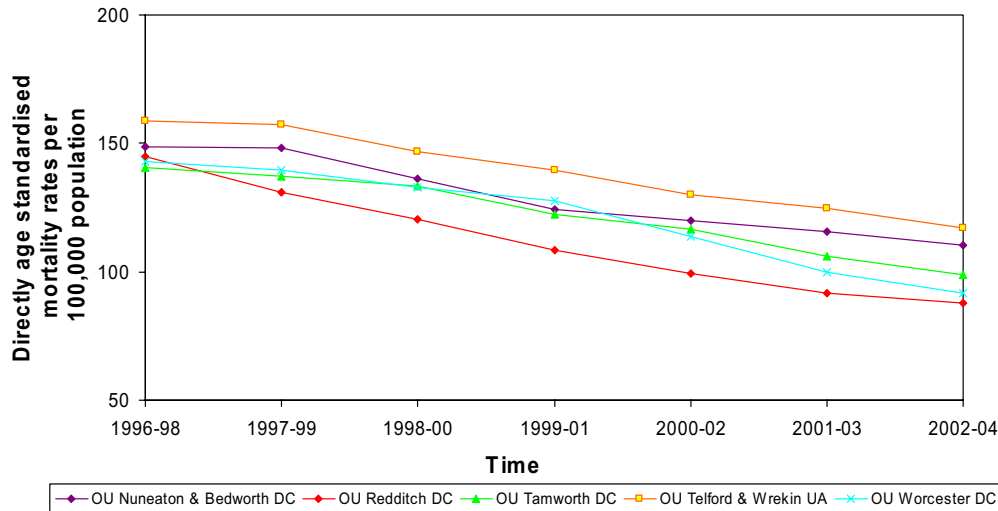
Data comprising the 1999-01 and 2000-02 averages are not strictly comparable and should be treated with caution.

Source: Department of Health (DH)

97

## Mortality rates from circulatory disease are falling steadily in other urban areas

### Circulatory Disease Mortality rate for under 75's; Other Urban



Rates are 3-year rolling averages

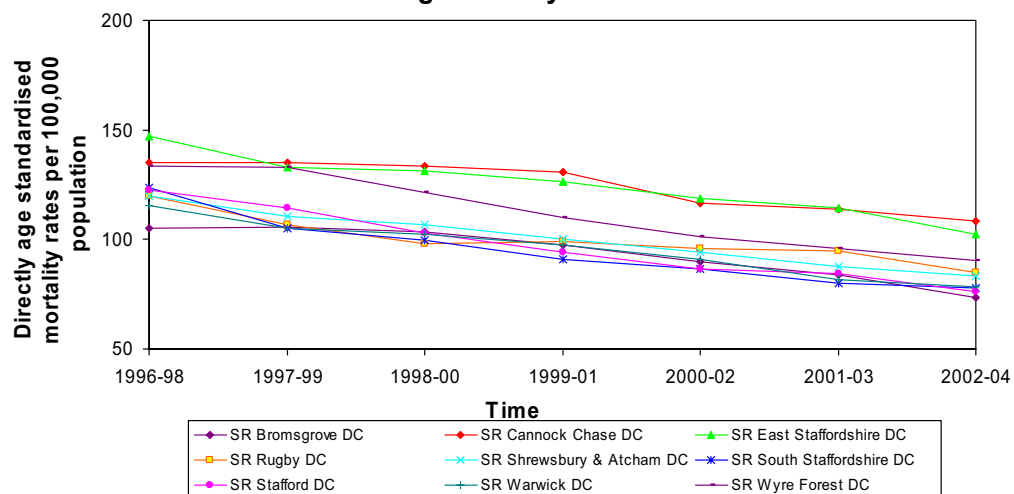
Data comprising the 1999-01 and 2000-02 averages are not strictly comparable and should be treated with caution.

Source: Department of Health (DH)

98

## Mortality rates from circulatory disease are also falling steadily in significantly rural areas

### Circulatory Disease Mortality rate for under 75's; Significantly Rural



Rates are 3-year rolling averages

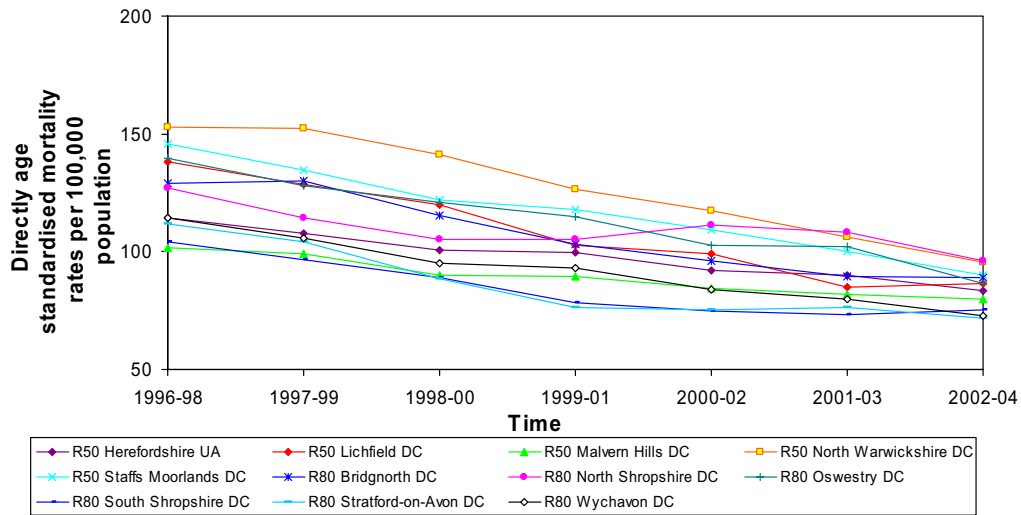
Data comprising the 1999-01 and 2000-02 averages are not strictly comparable and should be treated with caution.

Source: Department of Health (DH)

99

## Mortality from circulatory disease is also falling in the more remote rural areas

**Circulatory Disease Mortality rate for under 75's;  
Rural-50 and Rural-80**



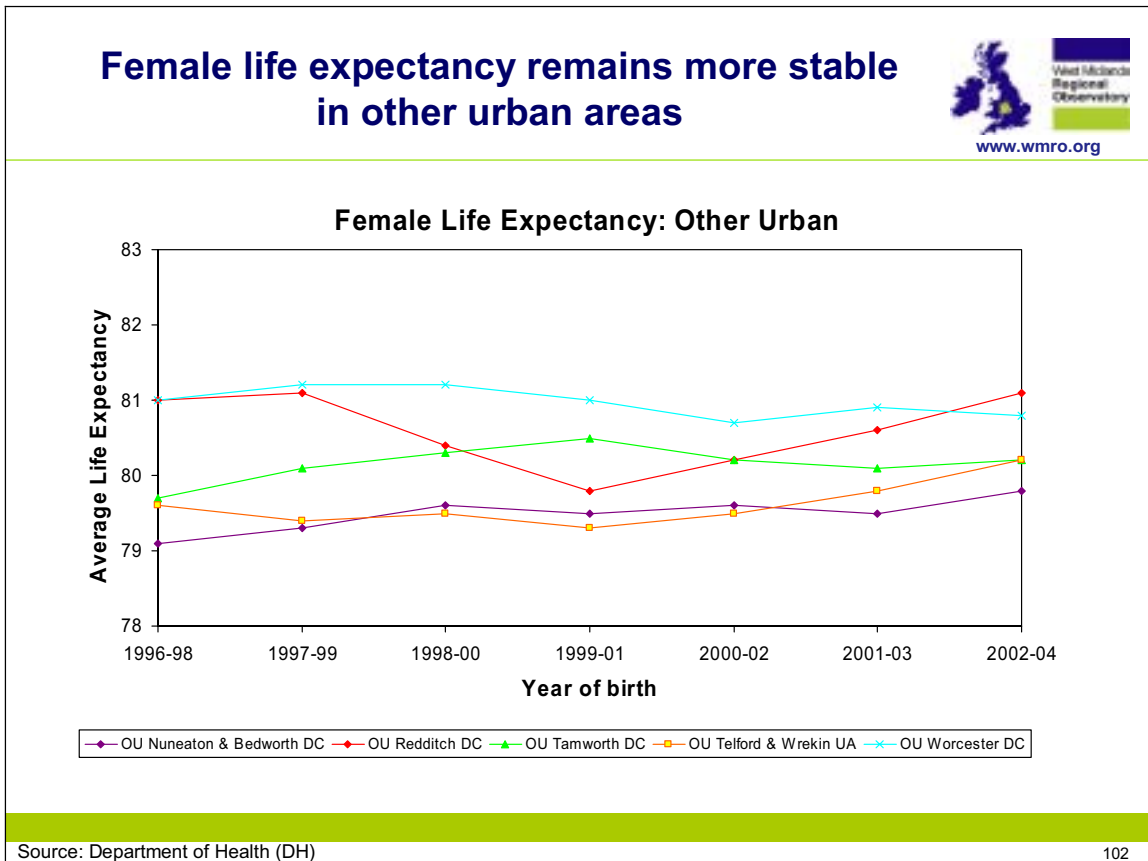
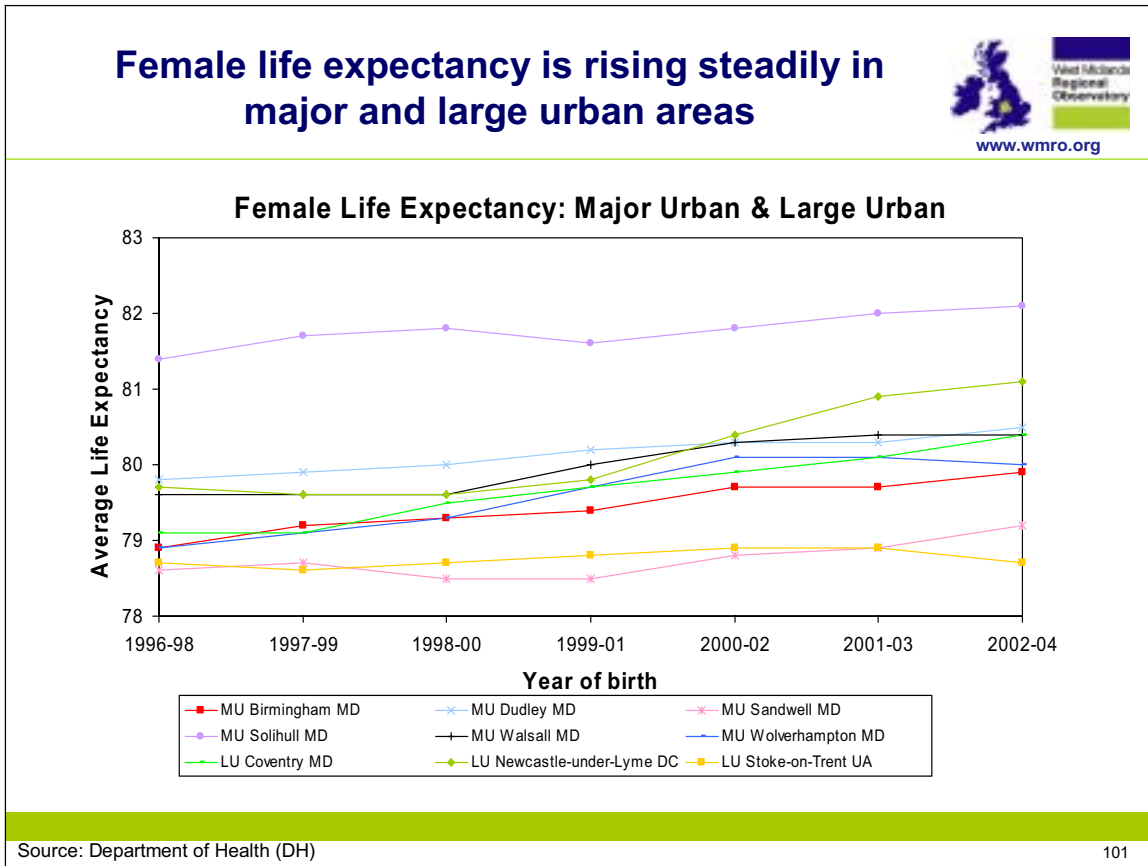
Rates are 3-year rolling averages

Data comprising the 1999-01 and 2000-02 averages are not strictly comparable and should be treated with caution.

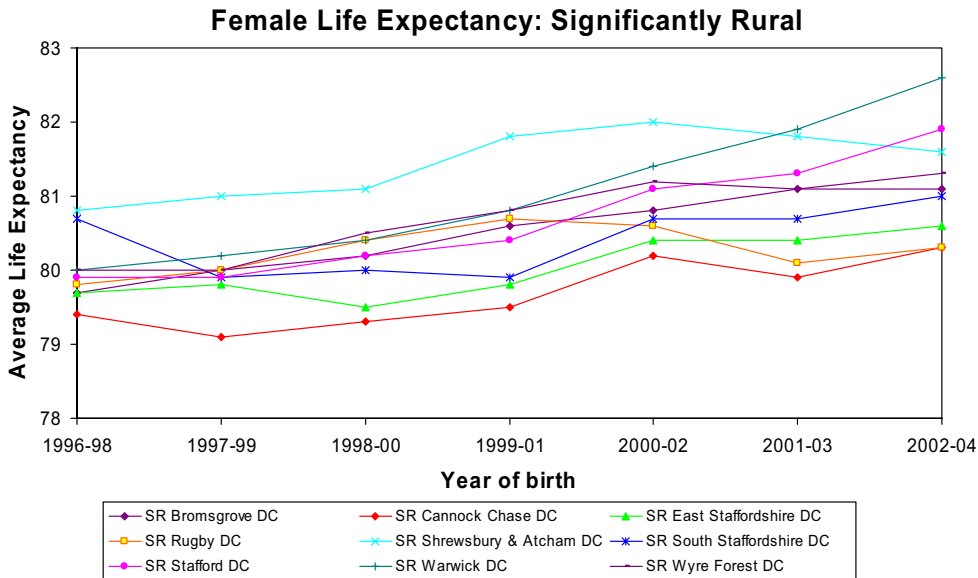
Source: Department of Health (DH)

100

## 7.2 Life expectancy



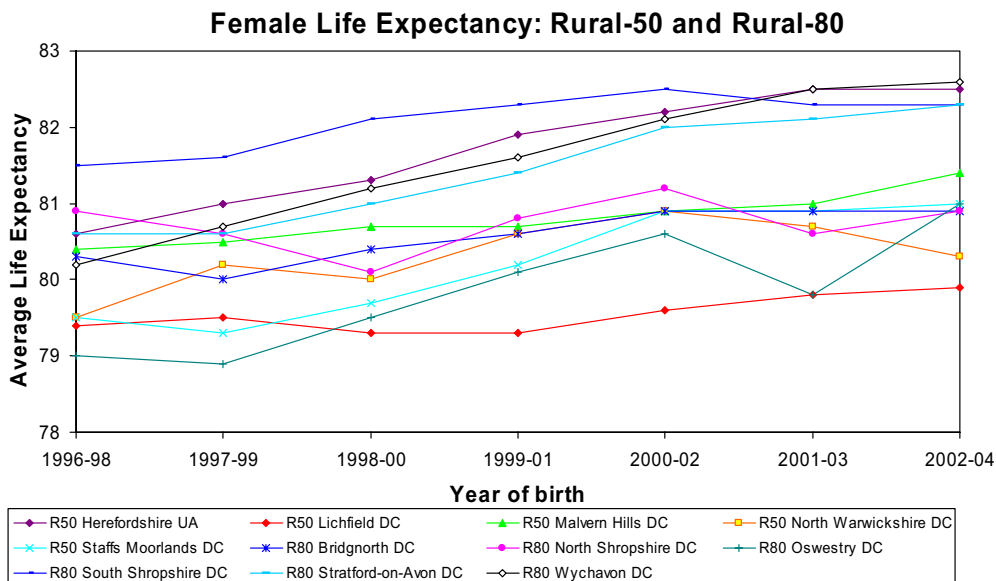
## Female life expectancy is also improving in significantly rural areas



Source: Department of Health (DH)

103

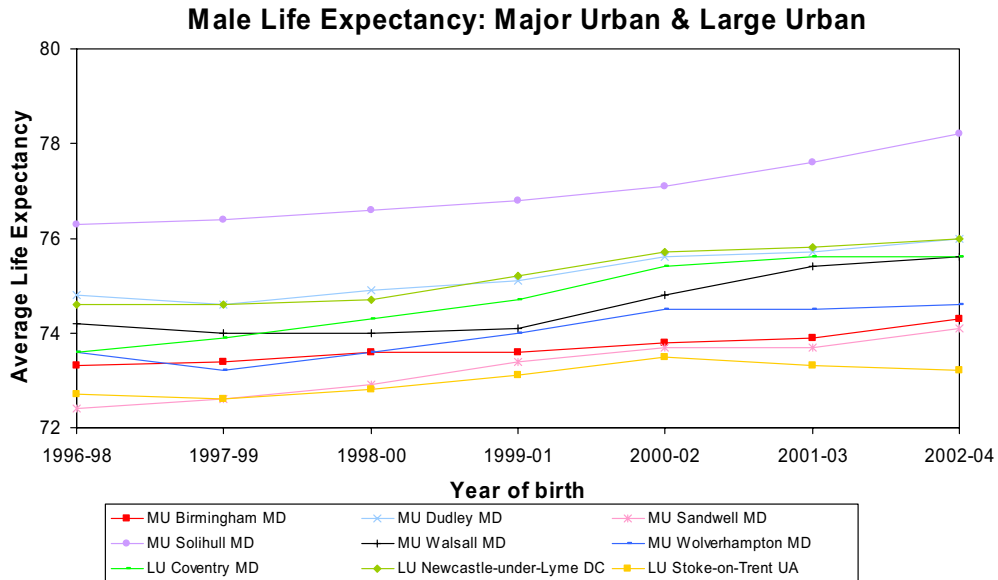
## Trends in female life expectancy are less consistent in more remote rural areas



Source: Department of Health (DH)

104

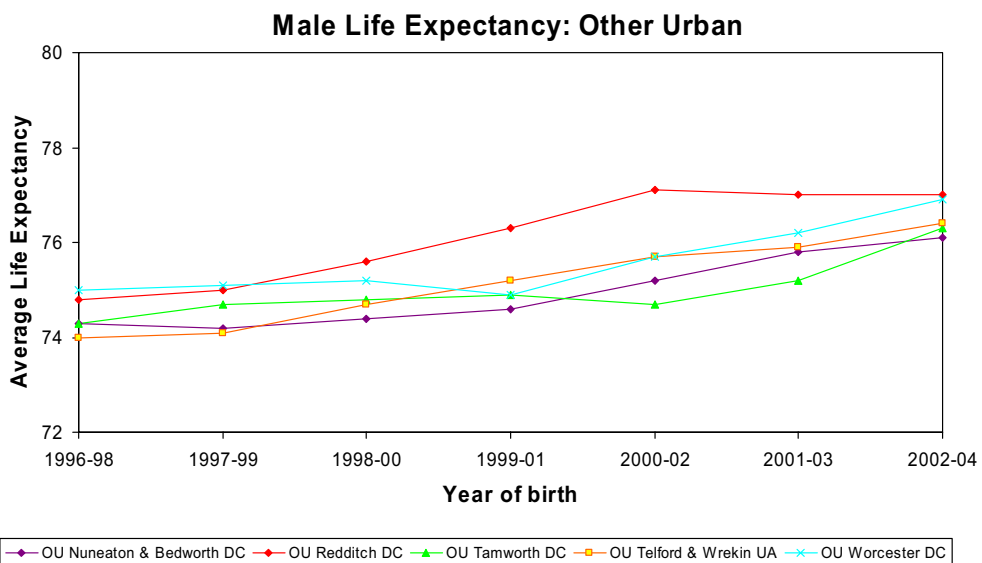
## Male life expectancy is rising in urban areas



Source: Department of Health (DH)

105

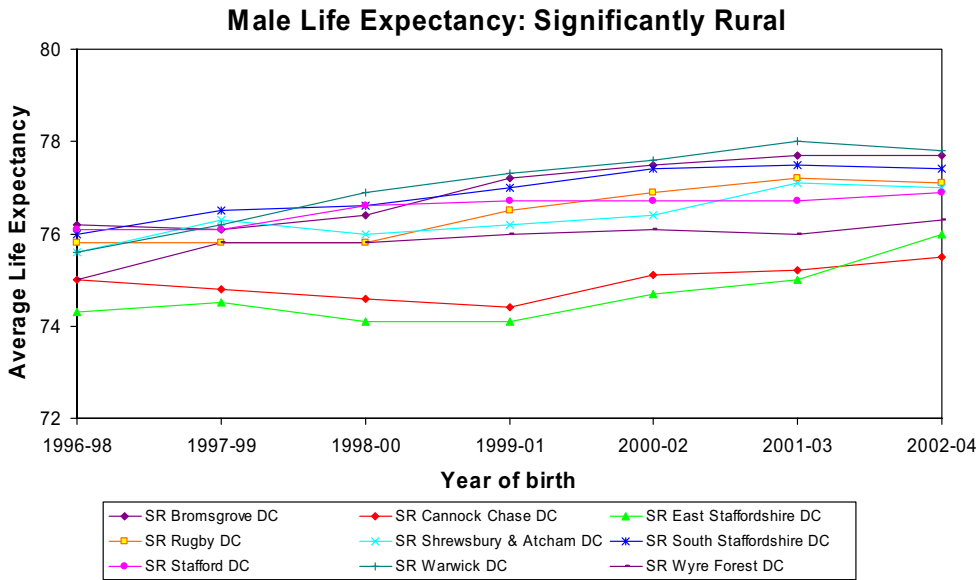
## Male life expectancy is also rising in other urban areas



Source: Department of Health (DH)

106

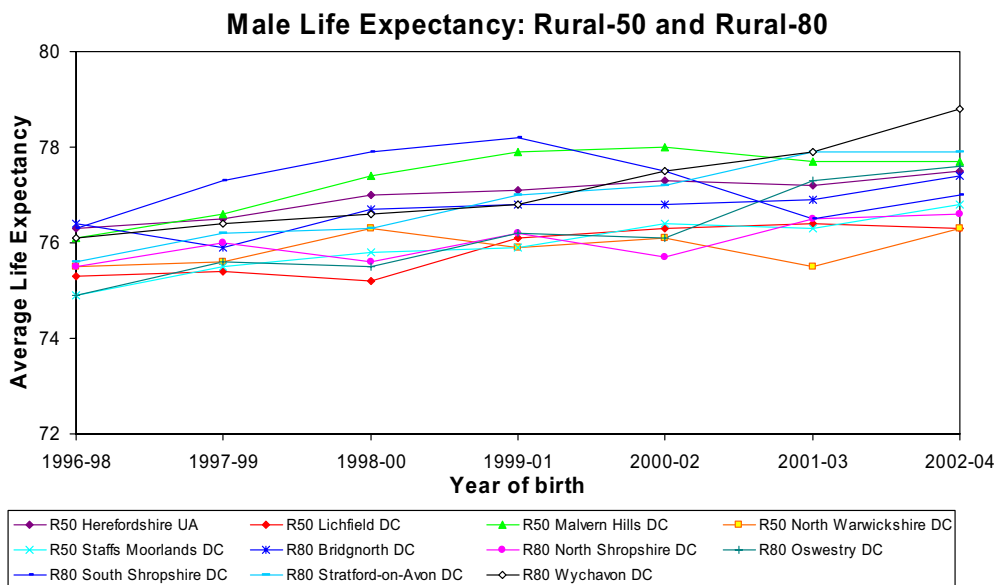
## Male life expectancy is also rising in significantly rural areas



Source: Department of Health (DH)

107

## Male life expectancy is more stable in more remote rural areas

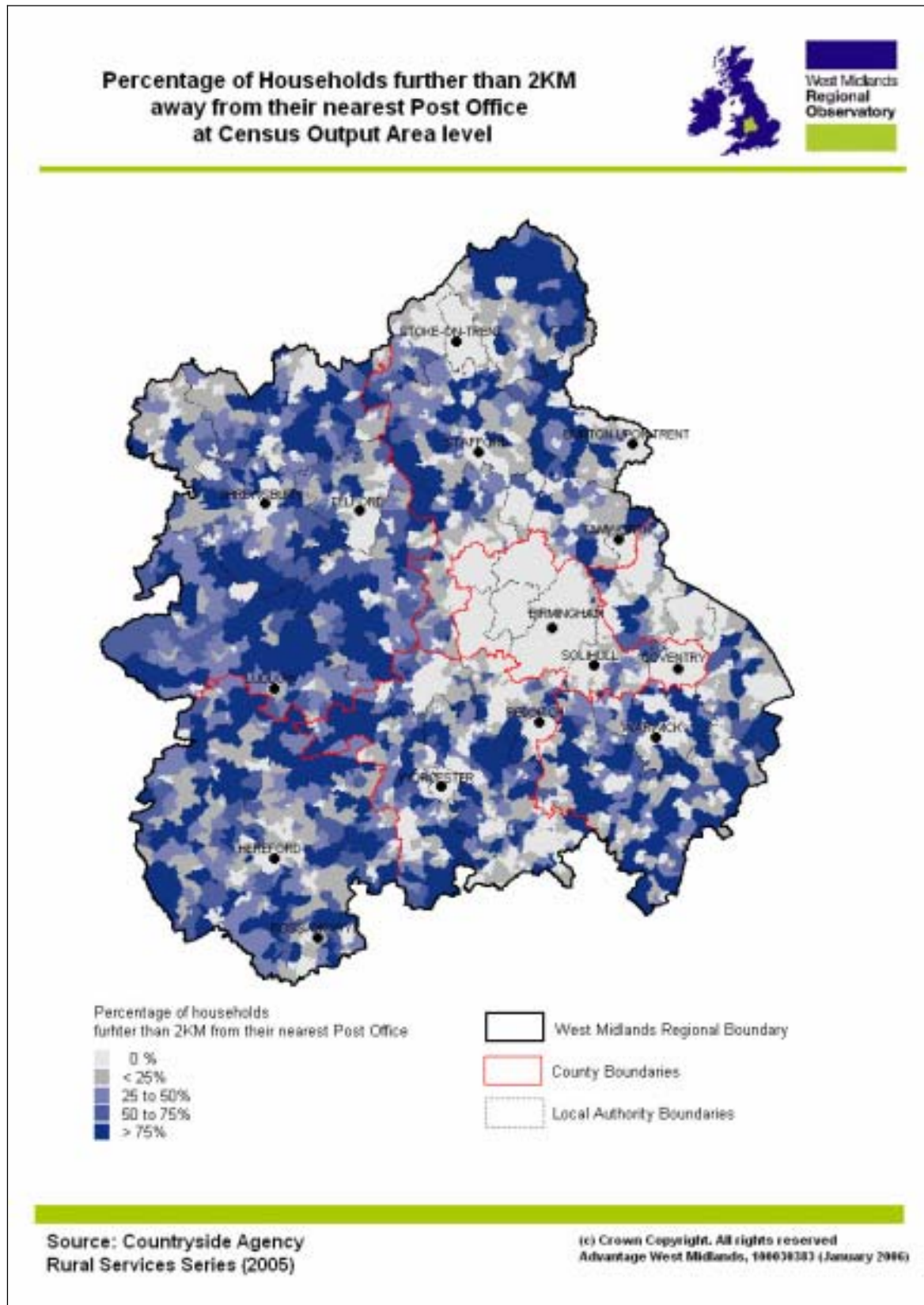


Source: Department of Health (DH)

108

## 7.3 Service Accessibility

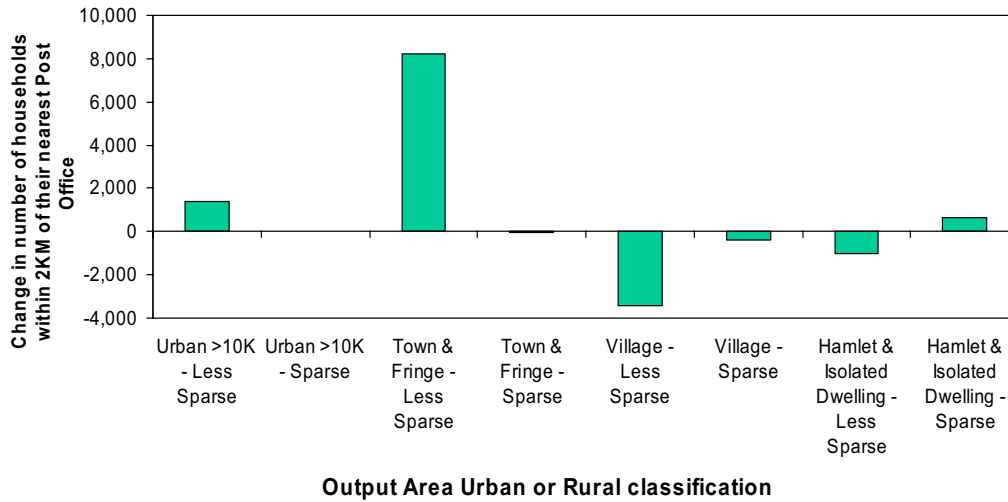
### 7.3.1 Post Offices



## Post Office access has improved in towns and in fringe areas



Change in number of households within 2KM of their nearest Post Office between 2004 and 2005



Source: Countryside Agency Rural Services Series (2004 and 2005)

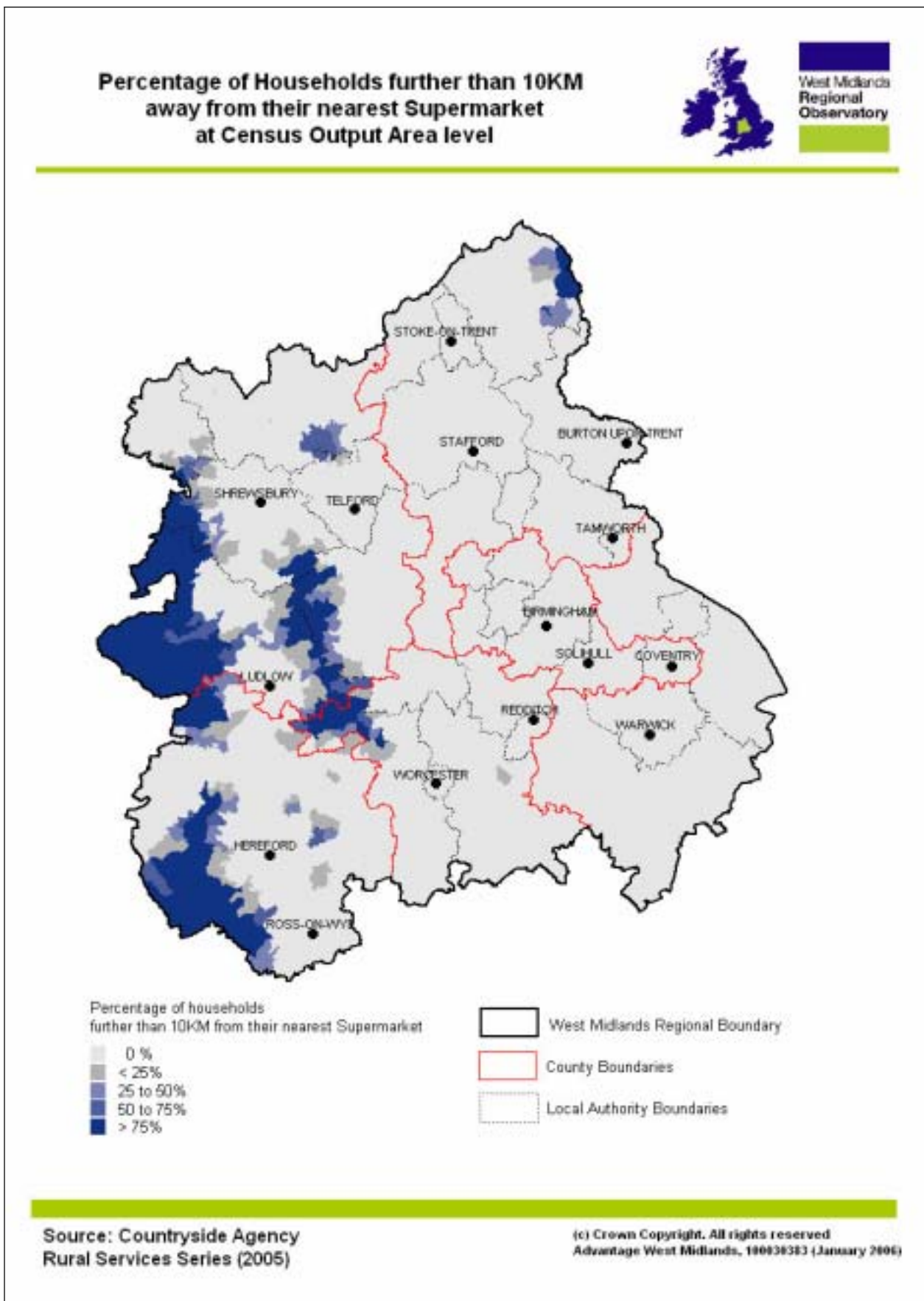
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<sup>2</sup> The Output Area level rural and urban definition classifies census output areas by aggregating underlying hectare grid measures of settlement size and sparsity. The classification groups output areas into 4 morphological types on the basis of their predominant settlement component determined by population density. It then classifies each morphology by sparsity, by scoring each output area for sparsity at 10km, 20km and 30km by producing a weighted total of 1ha squares within each output area; output areas are classified as sparse if they fall within the sparsest 5% of output areas at all three scales and are classified as less sparse if they do not fall within this threshold. Up to 8 classes of Output Areas can be distinguished as detailed below, and it is also possible to use the morphology without the context.

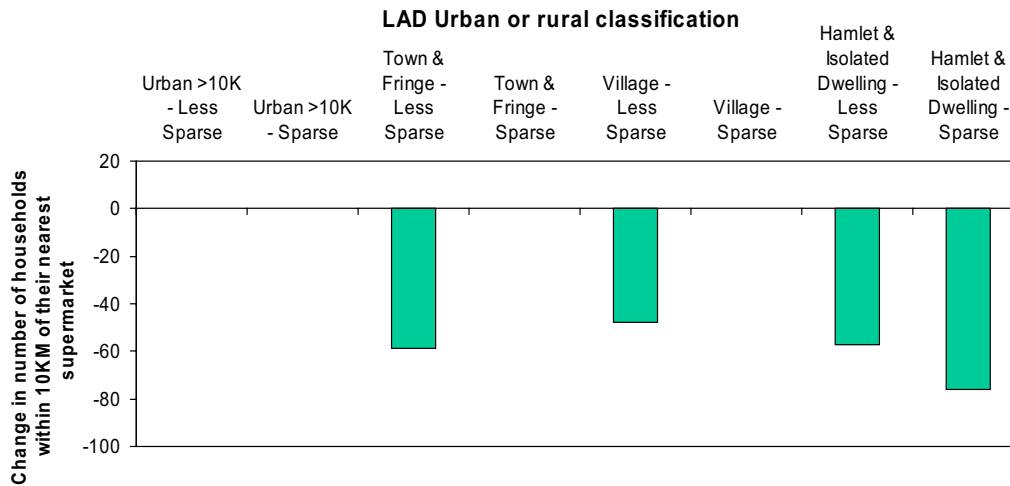
Morphology	Context
Urban (>10k population)	Less Sparse Sparse
Rural: Town and Fringe	Less Sparse Sparse
Rural: Village	Less Sparse Sparse
Rural: Hamlet and isolated dwellings	Less Sparse Sparse

### 7.3.2 Supermarkets



## Access to Supermarkets has decreased in many rural and fringe areas

### Change in number of households within 10KM of their nearest supermarket between 2004 and 2005



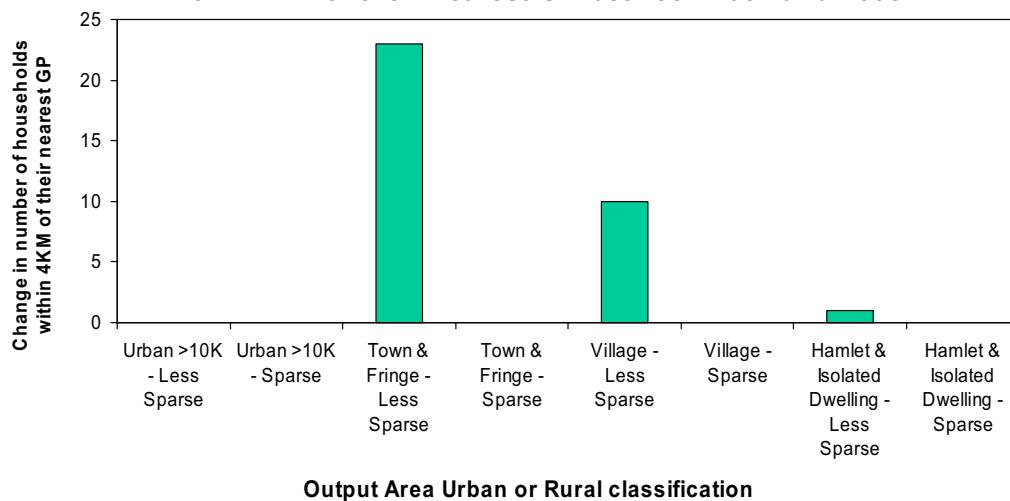
Source: Countryside Agency Rural Services Series (2004 and 2005)

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### 7.3.3 GP's

## Access to GPs has improved

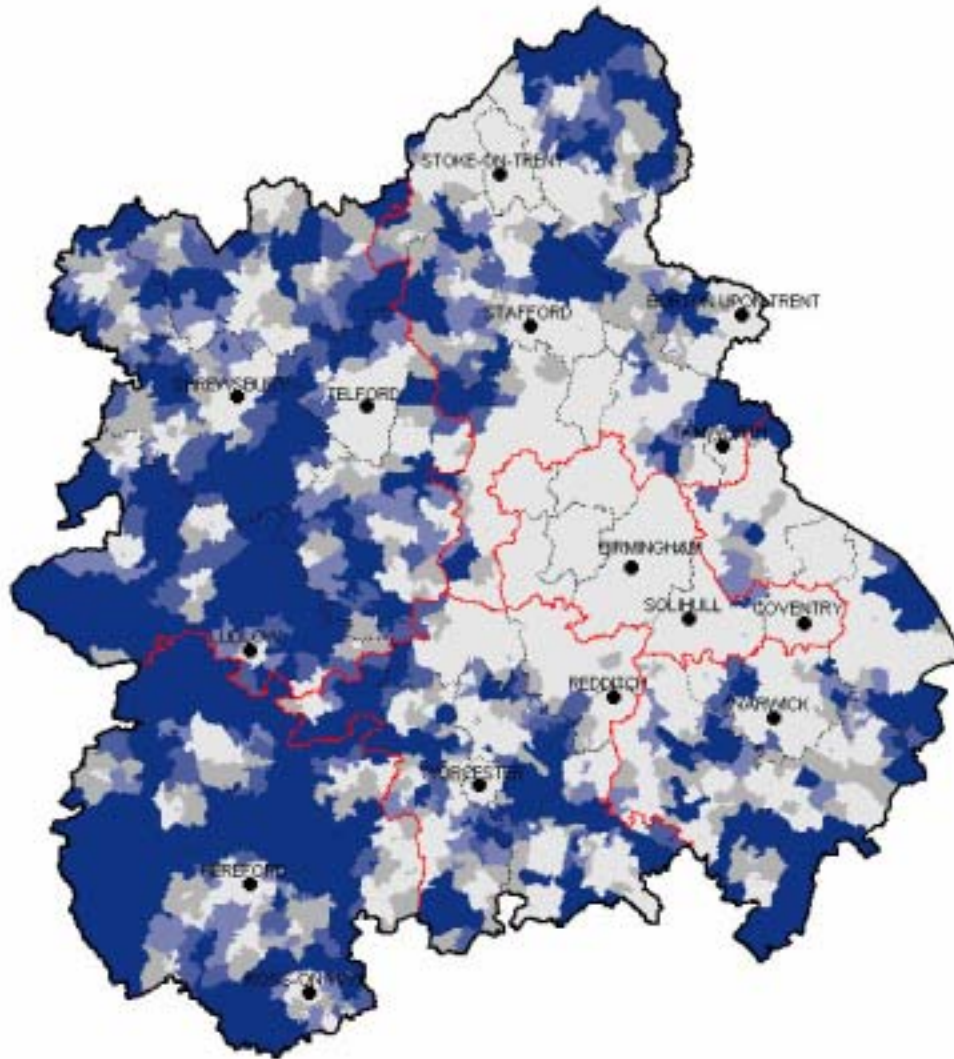
### Change in number of households within 4KM of their nearest GP between 2004 and 2005



Source: Countryside Agency Rural Services Series (2004 and 2005)

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**Percentage of Households further than 4KM  
away from their nearest GP  
at Census Output Area level**



Percentage of households further than 4KM from their nearest GP

- 0 %
- < 25%
- 25 to 50%
- 50 to 75%
- > 75%

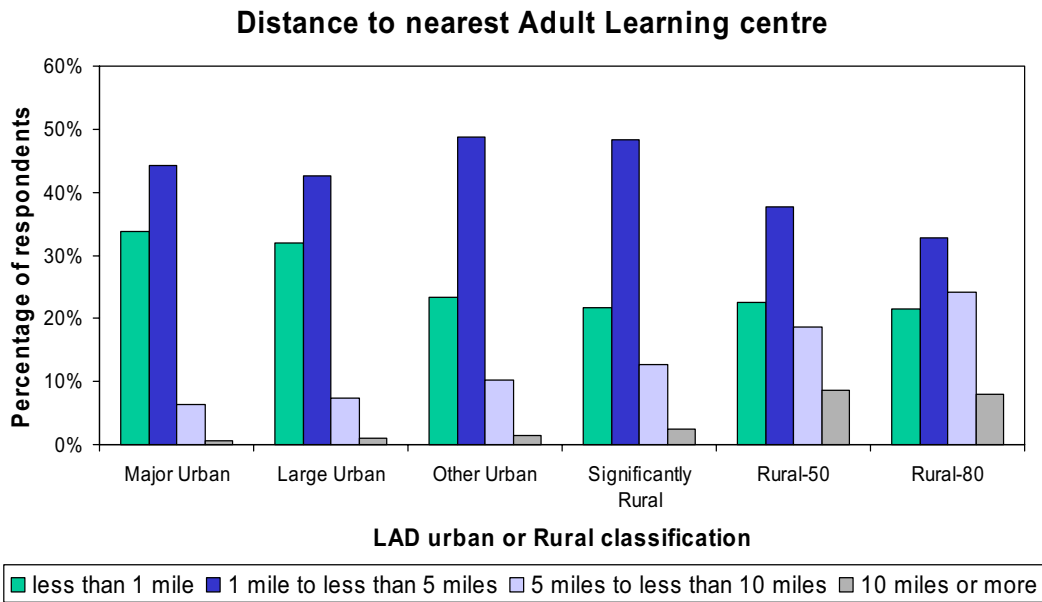
- West Midlands Regional Boundary
- County Boundaries
- Local Authority Boundaries

Source: Countryside Agency  
Rural Services Series (2005)

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Advantage West Midlands, 106030383 (February 2006)

7.3.4 Adult learning services

## Most people live within 5 miles of their nearest Adult Learning Centre



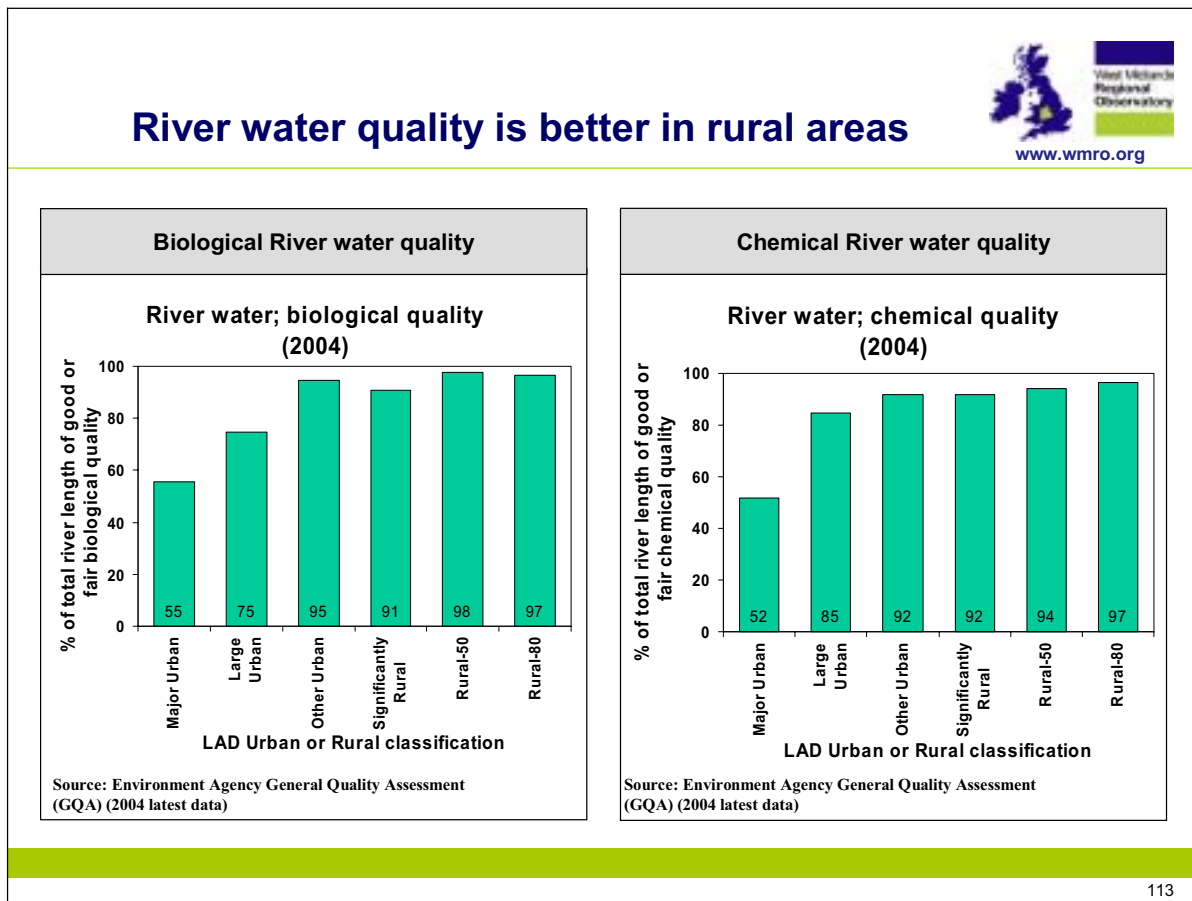
Source: Regional Lifestyle Survey 2005 © WMRO and WMPHO

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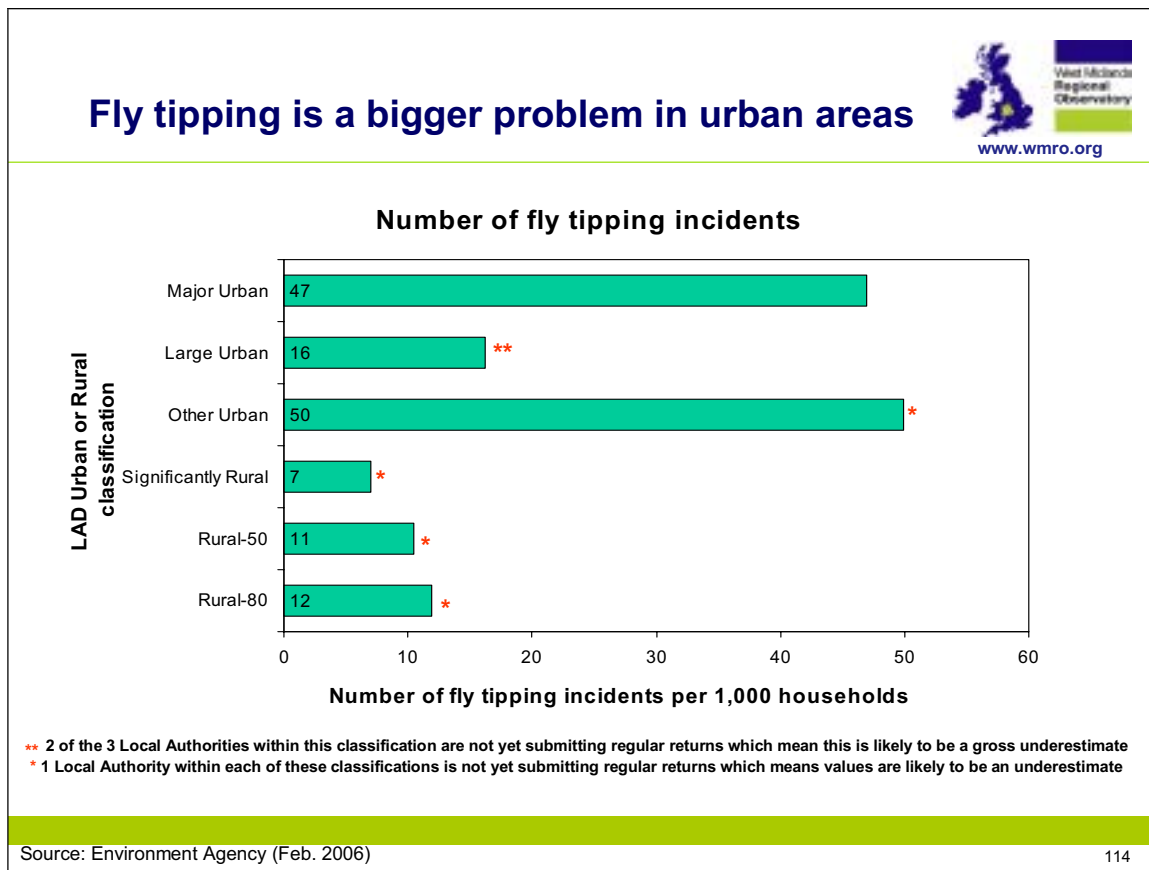
# 8 Environment

## 8.1 Environment Quality

### 8.1.1 River/Canal Water Quality



## 8.1.2 Fly-Tipping and Abandoned Vehicles



LAD Urban or Rural classification	Local Authority area	Total number of fly tipping incidents per 1,000 households (2005)
Major Urban	Sandwell	90.8
	Birmingham	66.8
	Wolverhampton	27.2
	Solihull	20.9
	Dudley	8.8
	Walsall	6.9
Large Urban	Coventry	24.9
	Stoke-on-Trent	11.9
	Newcastle-under-Lyme	11.7
Other Urban	Telford and Wrekin	115.4
	Redditch	52.3
	Tamworth	25.2
	Nuneaton and Bedworth	14.0
	Worcester	4.1
Significantly Rural	Wyre Forest	20.6
	Stafford	11.3
	Warwick	8.4
	Rugby	7.9
	Bromsgrove	7.8
	Shrewsbury and Atcham	7.7
	South Staffordshire	7.2
	Cannock Chase	1.3
	East Staffordshire	1.0
Rural-50	North Warwickshire	29.2
	Lichfield	13.2
	Herefordshire, County of	7.6
	Staffordshire Moorlands	7.0
	Malvern Hills	0.1
Rural-80	Oswestry	23.7
	Wychavon	19.5
	North Shropshire	12.8
	South Shropshire	12.2
	Bridgnorth	11.5
	Stratford-on-Avon	0.1

NB Those in red are not submitting regular returns which means totals are likely to be underestimated

**Table 10: Total number of fly tipping incidents by Local Authority during 2005**

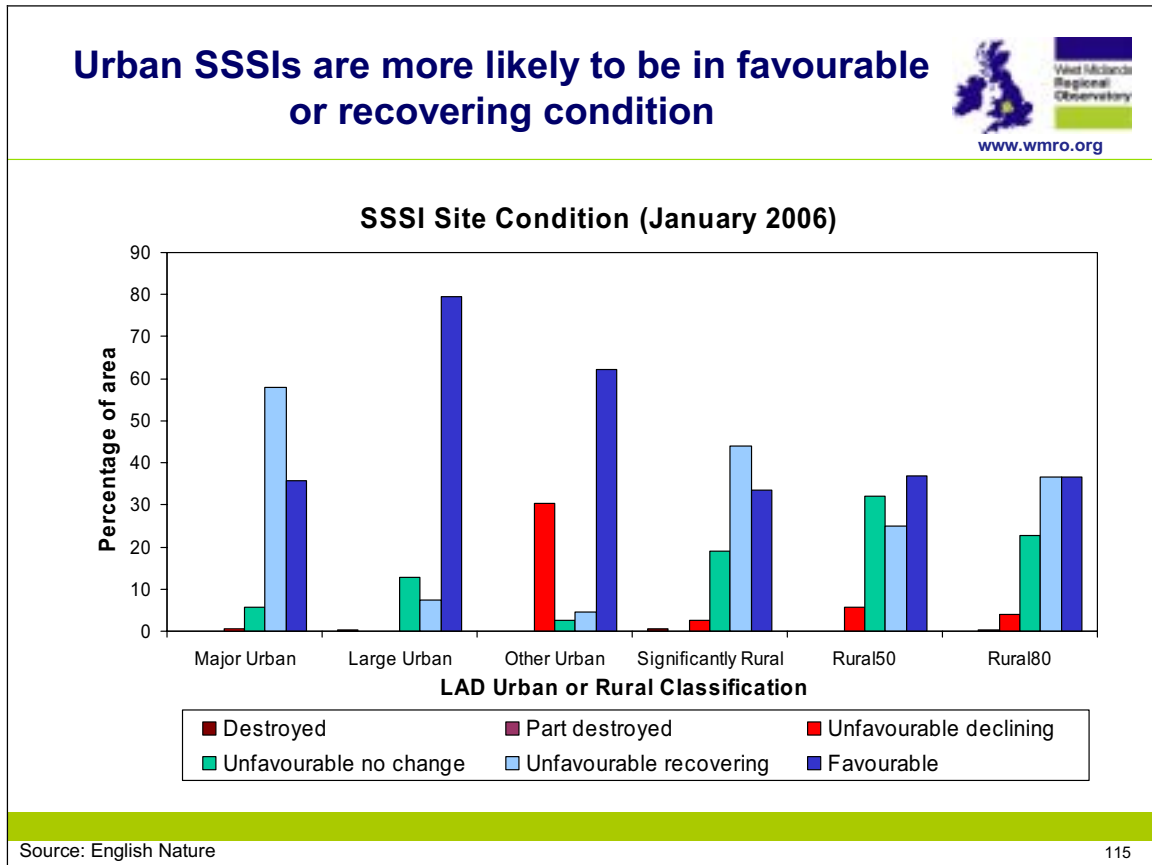
Source: Environment Agency (Feb. 2006)

LAD Urban or Rural classification	Local Authority	Abandoned vehicles per 1,000 households (2003-04)
MU	Birmingham MD	8.1
	Dudley MD	5.4
	Sandwell MD	4.9
	Solihull MD	4.6
	Walsall MD	3.0
	Wolverhampton MD	2.6
LU	Coventry MD	13.1
	Newcastle-under-Lyme DC	2.4
	Stoke-on-Trent UA	2.0
OU	Redditch DC	36.0
	Worcester DC	17.0
	Tamworth DC	11.0
	Telford & Wrekin UA	8.0
	Nuneaton & Bedworth DC	6.8
SR	Bromsgrove DC	11.1
	Wyre Forest DC	8.1
	East Staffordshire DC	6.4
	Rugby DC	6.1
	Warwick DC	3.6
	Stafford DC	2.7
	Shrewsbury & Atcham DC	2.5
	South Staffordshire DC	2.1
	Cannock Chase DC	1.0
R50	Malvern Hills DC	8.7
	North Warwickshire DC	8.3
	Lichfield DC	3.2
	Herefordshire UA	3.0
	Staffs Moorlands DC	0.8
R80	North Shropshire DC	7.0
	Oswestry DC	6.6
	Wychavon DC	2.8
	Stratford-on-Avon DC	2.0
	Bridgnorth DC	1.6
	South Shropshire DC	1.1

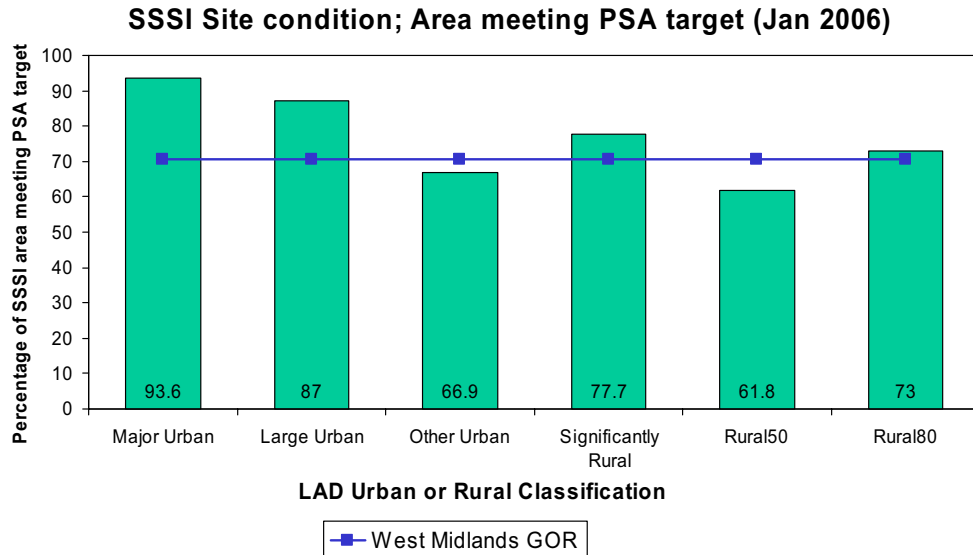
**Table 11: Number of abandoned vehicles per 1,000 households by Local Authority (2003-04)**

Source: DEFRA/ODPM (<http://www.fti.neighbourhood.gov.uk/indexdata.asp>)

8.1.3 SSSI Site condition



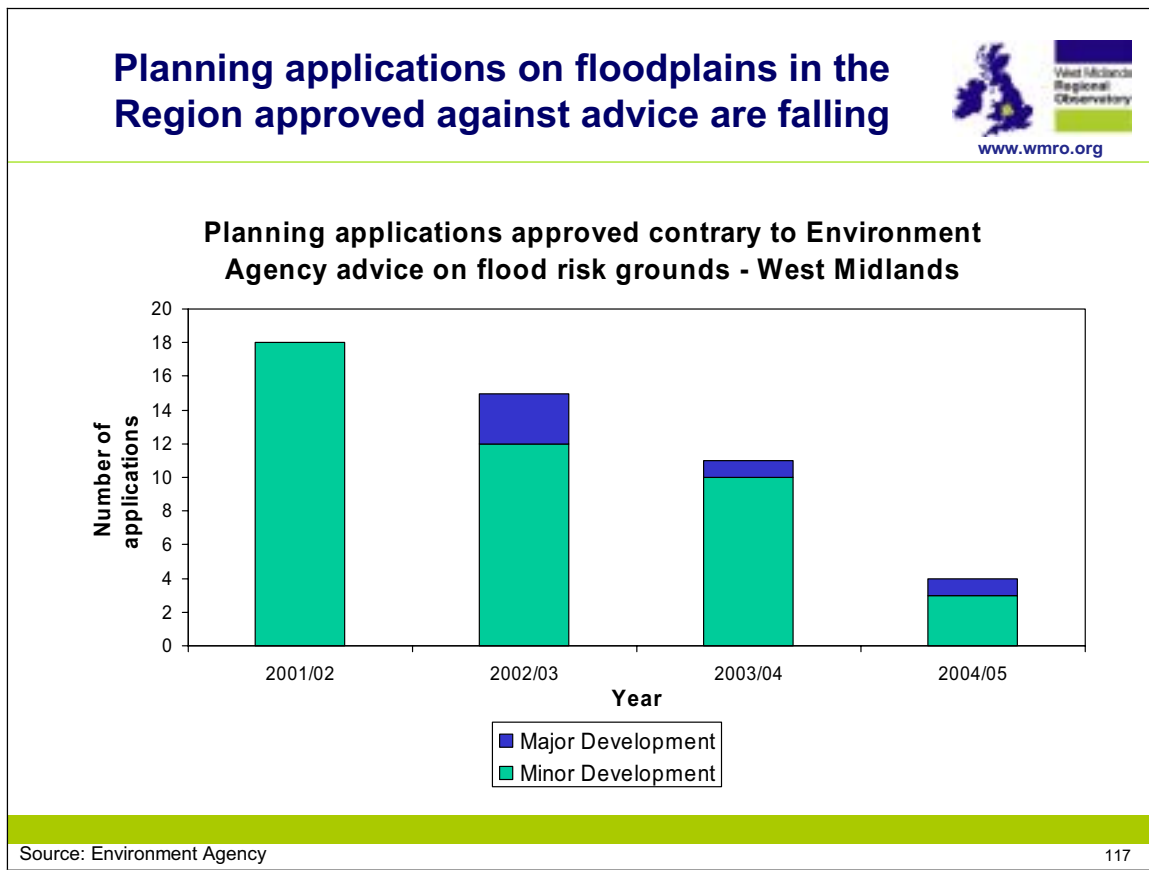
## 93% of SSSI land located in major urban areas is meeting the targets set



Source: English Nature

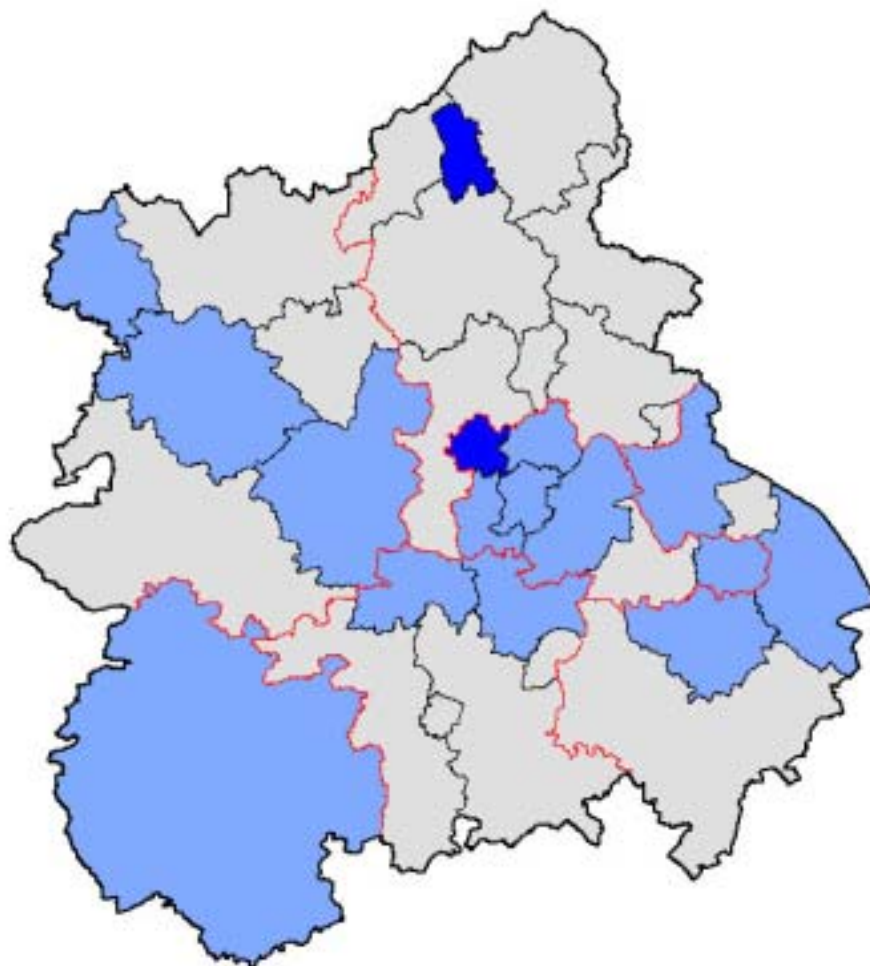
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### 8.1.4 Planning Applications on floodplains



### 8.1.5 Air Quality Management Areas<sup>3</sup>

#### West Midlands Local Authorities that have at least one Air Quality Management Area (AQMA) declared



Air Quality Management Areas (AQMA) and Pollutant declaration

- No AQMA declared
- AQMA: Nitrogen Dioxide
- AQMA: Nitrogen Dioxide, Particulate Matter

- West Midlands Regional Boundary
- County Boundaries
- Local Authority Boundaries

Source: Environment Agency

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<sup>3</sup> Areas failing air quality standards have been designated as Air Quality Management Areas (AQMAs). Local authorities will investigate the problems further and produce action plans to tackle them.

## 8.2 Urban Green Space

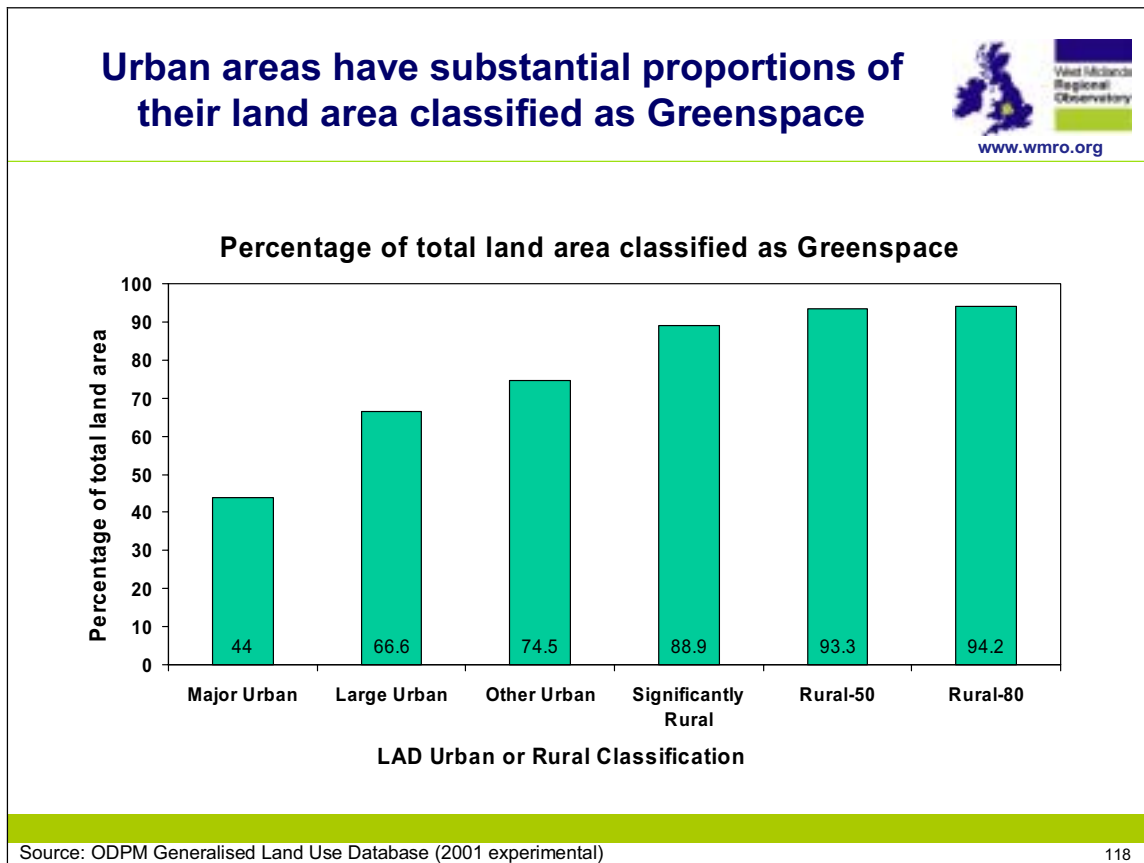
	Greenspace <sup>1</sup> (m <sup>2</sup> )	Total area (m <sup>2</sup> )	%
MU	352,684,348.9	802,337,351.0	44.0
LU	268,330,506.3	403,193,265.7	66.6
OU	362,290,771.7	486,394,813.4	74.5
SR	2,778,826,436.0	3,125,802,437.0	88.9
R50	3,686,178,002.0	3,949,195,661.0	93.3
R80	3,990,447,973.0	4,235,825,547.0	94.2

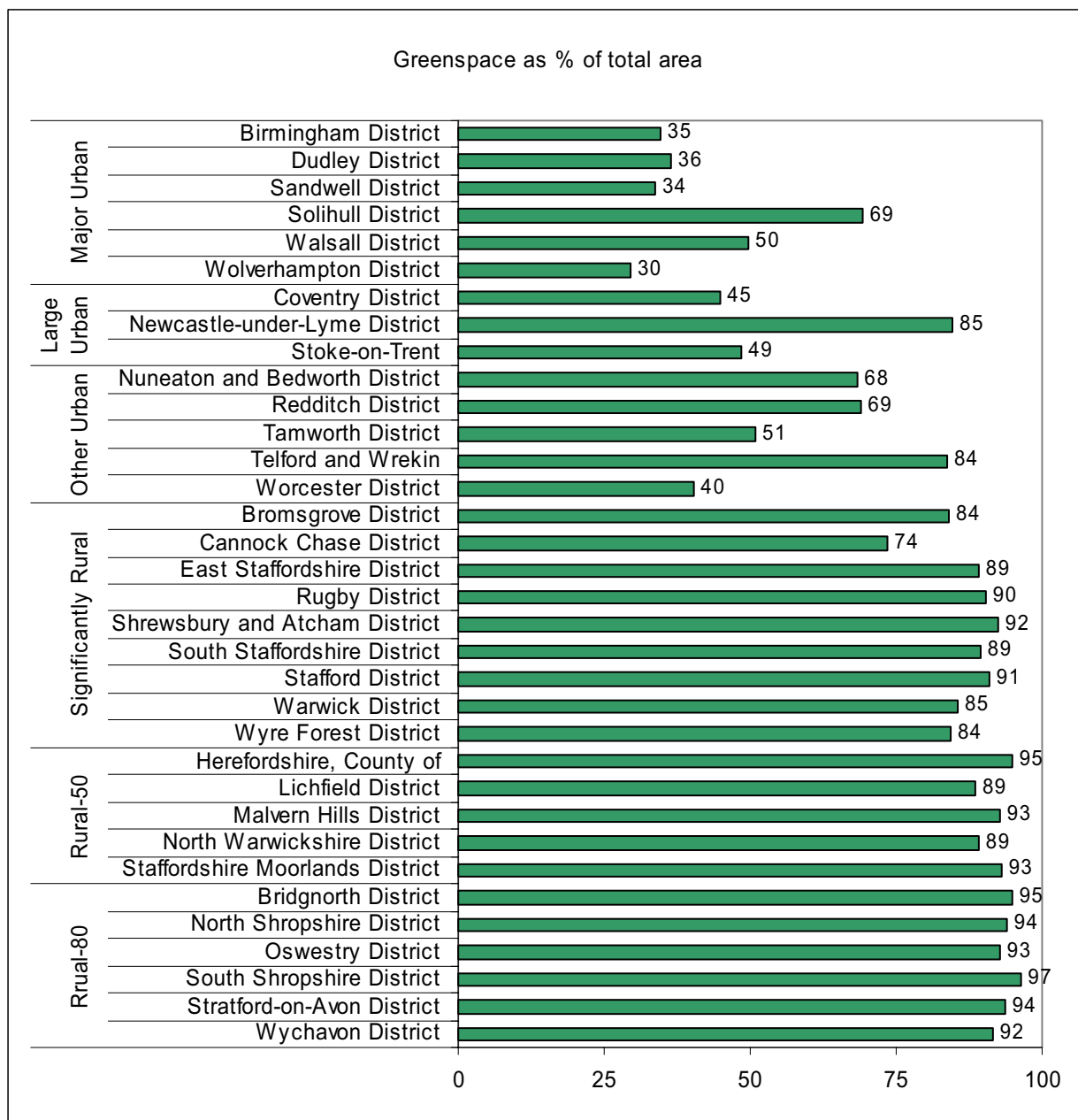
<sup>1</sup> The Generalised Land Use Database (GLUD) definition of greenspace is inclusive, capturing a lot of different types of greenspace;

- € Includes areas of natural/semi-natural vegetation such as woodland, scrub, heathland, bog/marsh, and grassland.
- € Includes managed agricultural fields (e.g. cropland, improved pasture), allotment gardens, recreational uses (e.g. playing fields, cricket pitches, parks), cemeteries and graveyards. [Areas of water, path, road or hard surface within these uses are NOT included.]
- € Includes small areas of grassland within the urban environment e.g. within residential areas (excluding domestic gardens) and associated with commercial uses.
- € Includes areas of natural surface alongside roads/tracks (i.e. verges).
- € Includes areas of natural surface alongside railways (i.e. embankments/cuttings).
- € EXCLUDES domestic gardens

**Table 12: Area of land classified as greenspace**

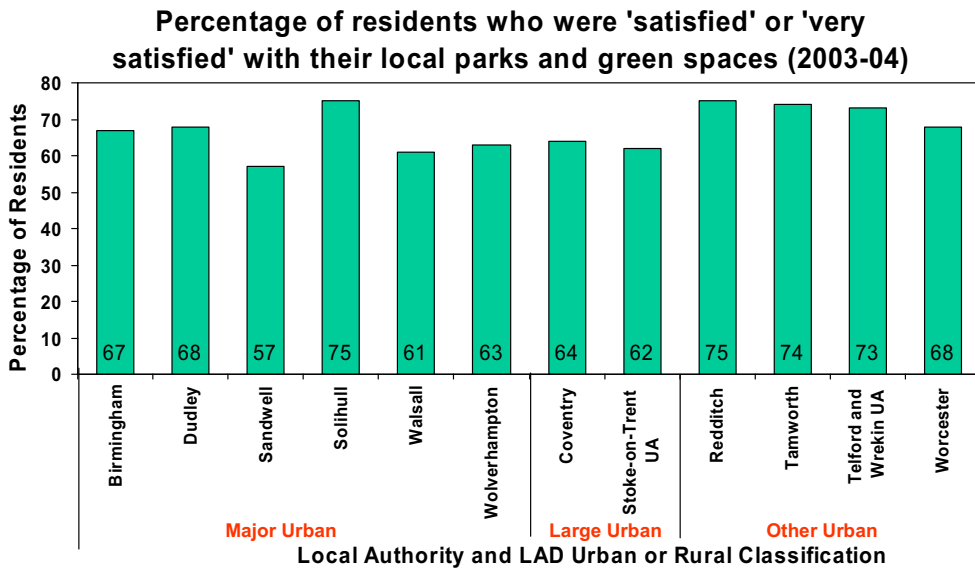
Source: ODPM Generalised Land Use Database (2001 experimental)





Source: ODPM Generalised Land Use Database (2001 experimental)

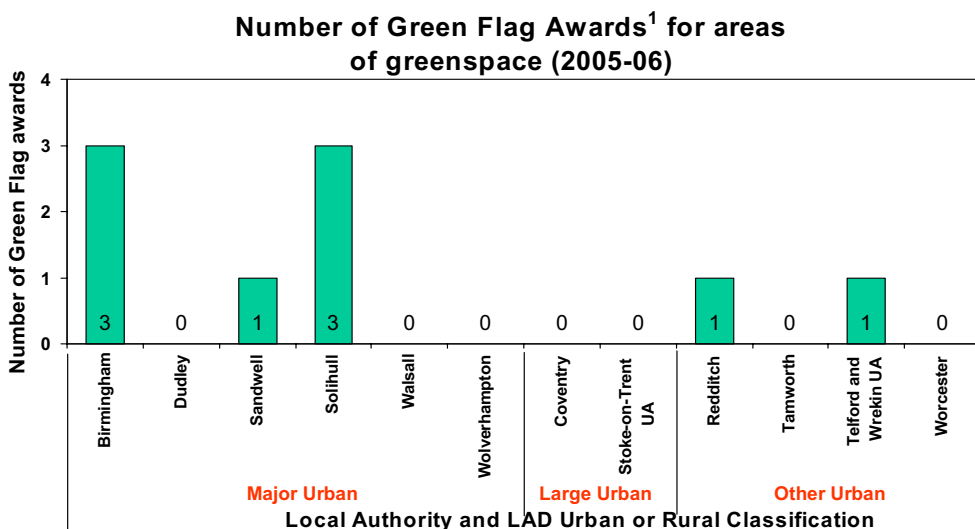
## A high proportion of residents are satisfied with their local parks and green spaces



Source: NAO (ODPM BVPI data)

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## Birmingham and Solihull have most Green Flag awards



<sup>1</sup> The Green Flag Award Scheme is the National standard for parks and green spaces in England and Wales. It is an annual peer review voluntary award scheme that began in 1996 as a means of recognising and rewarding high standards of management and maintenance of publicly accessible green spaces. It is managed by the Civic Trust, and supported with funding from ODPM and others.

Source: NAO (Green Flag Award Data)

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LAD Urban or Rural classification	LAD	Greenspace Condition 2005	Trend in greenspace condition 2005*
MU	Birmingham	-	-
	Dudley	-	-
	Sandwell	Fair	Stable
	Solihull	Fair	Stable
	Walsall	Fair	Stable
	Wolverhampton	-	-
LU	Coventry	-	-
	Stoke-on-Trent UA	Poor	Stable
OU	Redditch	Fair	Declining
	Tamworth	Fair	Stable
	Telford and Wrekin UA	Fair	Improving
	Worcester	Poor	Stable

\* Opinion of Local Authority greenspace managers, summer 2005, from National Audit

**Table 13: Assessment of urban greenspace condition**

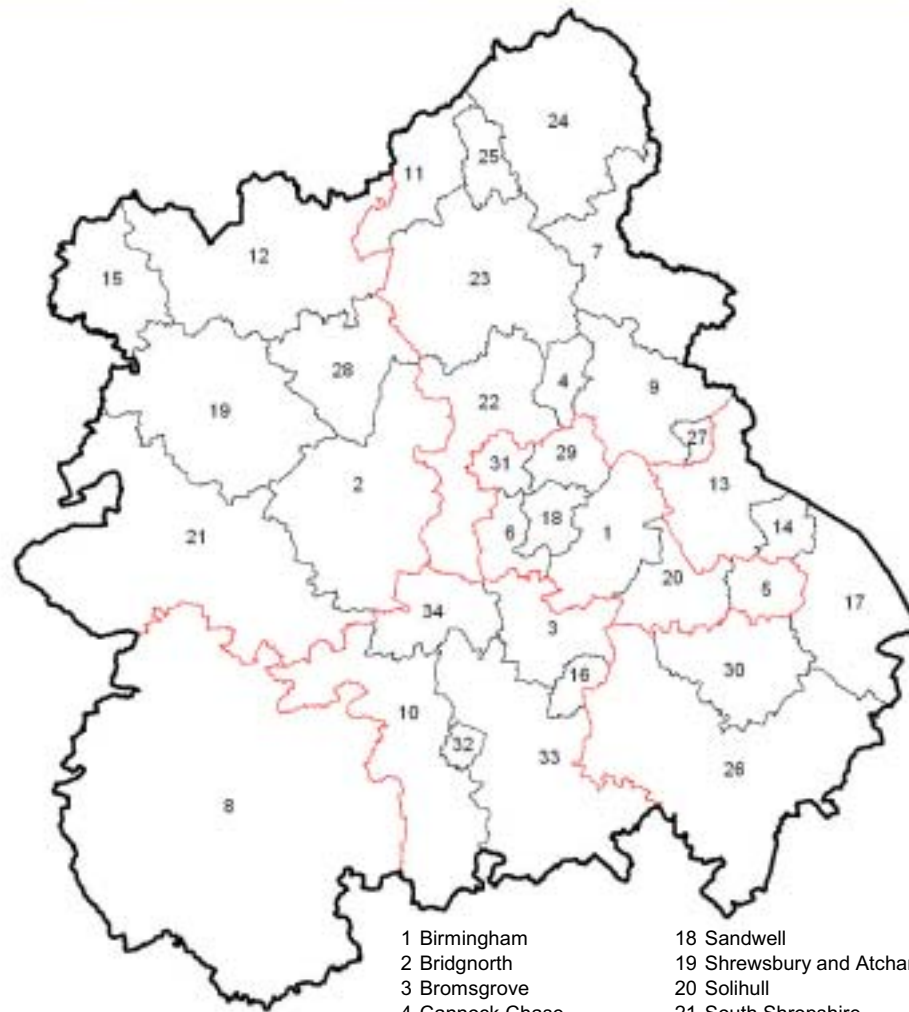
**Source: NAO**

## 9 Culture

There is currently much being done to map the culture data that exists in the region to help identify the gaps for future research to fill. Much of the data available relates to number of visits, and is not suitable for inclusion as an indicator for this piece of work. Suitable indicators to consider for the future might relate to Market Town viability, Attitudes/perceptions surrounding events/festivals and services, and distance to facilities.

# 10 Key to Local Authority Maps

West Midlands Local Authorities



-  West Midlands Regional Boundary
-  County Boundaries
-  Local Authority Boundaries

- |                            |                            |
|----------------------------|----------------------------|
| 1 Birmingham               | 18 Sandwell                |
| 2 Bridgnorth               | 19 Shrewsbury and Atcham   |
| 3 Bromsgrove               | 20 Solihull                |
| 4 Cannock Chase            | 21 South Shropshire        |
| 5 Coventry                 | 22 South Staffordshire     |
| 6 Dudley                   | 23 Stafford                |
| 7 East Staffordshire       | 24 Staffordshire Moorlands |
| 8 Herefordshire, County of | 25 Stoke on Trent          |
| 9 Lichfield                | 26 Stratford-on-Avon       |
| 10 Malvern Hills           | 27 Tamworth                |
| 11 Newcastle-under-Lyme    | 28 Telford and Wrekin      |
| 12 North Shropshire        | 29 Walsall                 |
| 13 North Warwickshire      | 30 Warwick                 |
| 14 Nuneaton and Bedworth   | 31 Wolverhampton           |
| 15 Oswestry                | 32 Worcester               |
| 16 Redditch                | 33 Wychavon                |
| 17 Rugby                   | 34 Wyre Forest             |

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