

# Welcome

There are five LSC area offices in the West Midlands. These cover the following sub-regions:

- Birmingham and Solihull
- The Black Country
- Coventry and Warwickshire
- Herefordshire, Worcestershire and Shropshire
- Staffordshire

The LSC is committed to the improvement of the wider further education sector, to raise standards and to make learning provision more responsive to the needs of individuals and employers. To do this we assess and utilise market intelligence at area level to target resources to bring about change.

The research team in the West Midlands has produced this information pack to support colleagues, stakeholders and providers in their strategic and operational planning, to help meet the challenges of a demand led system.

A more detailed analysis of the issues presented can be found in the West Midlands Strategic Analysis at [www.lsc.gov.uk/westmidlands](http://www.lsc.gov.uk/westmidlands)

## Market Analysis

### The Structure of the Regional Economy

Whilst many of the West Midland's key manufacturing industries have continued to decline, a range of service industries are expanding significantly and are becoming key sources of wealth creation for the region. These include both private sector services such as business & professional services, retail and hotels & catering and public sector activities such as health & social care and recreational and cultural services.

Forecasts suggest that there is potential for significant additional demand for labour and skills in the West Midlands over the next decade. Overall close to a million job opportunities could potentially be on offer, with 90,000 of these being new jobs created by the expansion of the economy.

### The Demand for Skills and Qualifications

The shifts in sectoral and occupational employment will impact on the skills and qualifications needed by employers and individuals. Ten years from now there will be fewer employment opportunities for people with no or few skills, whereas there will be more opportunities for those with higher level skills.

### Demographic Changes and the Supply of Skills

The regional population is expected to grow by 211,000 by 2018, at a rate of 4% slightly slower than the England average. Most of this growth will be in the 65 and over age group. The working age population (16-65) will grow by just 46,000 (1%). When we link this to the expected employment growth it is apparent that some employers will have difficulties meeting their recruitment needs and will have to become more effective in exploiting growing groups of potential labour supply such as minority ethnic groups and older people.

## Newcastle-under-Lyme

Population: 123,400

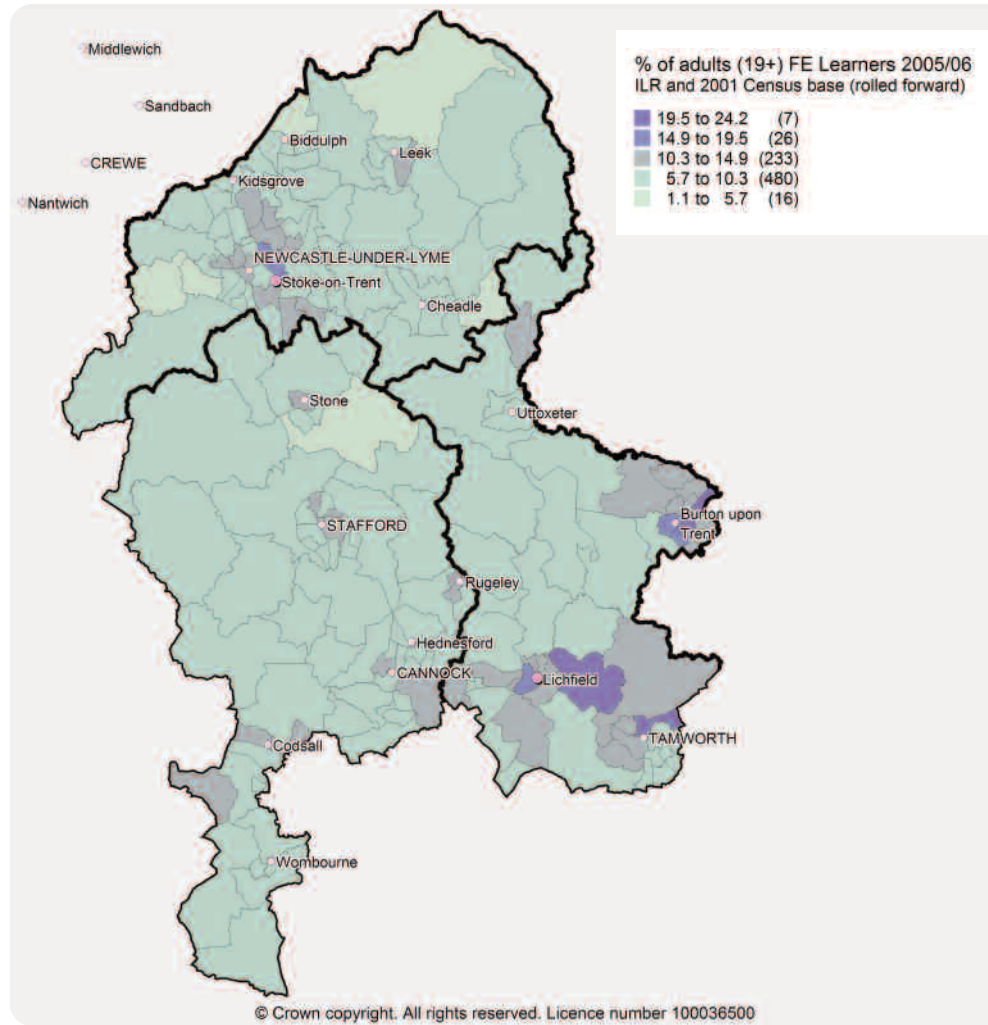
Newcastle-under-Lyme has an estimated working age population of 76,700, 20.8% of those have declared that they have a disability. Some 2.1% of the population belongs to a minority ethnic group.

The second most populous district in the Staffordshire LSC area, and also one of the most deprived areas. The unemployment rate is 1.9% (March 2007), which is lower than the national and regional average. In October 2006, 16-18 year olds not in employment, education or training (NEETs) were concentrated in Cross Heath, Holditch and Silverdale and Parksit wards.

Employment within the district is concentrated within the service sector of distribution, hotels and restaurants (34.2%) and public administration, education and health (25.8%).

The district is home to a large tertiary college, (Newcastle-under-Lyme College), Keele University and to three school sixth forms.

Key Stage 4 attainments (57.1% - 5 A\*-C GCSEs) in Newcastle-under-Lyme are below national and local LSC area averages, however, they have had the highest percentage points change since 1997 (19.6). Some 75.7% of Year 11 school leavers in 2006 continued in full time education.



## East Staffordshire

Population: 106,900

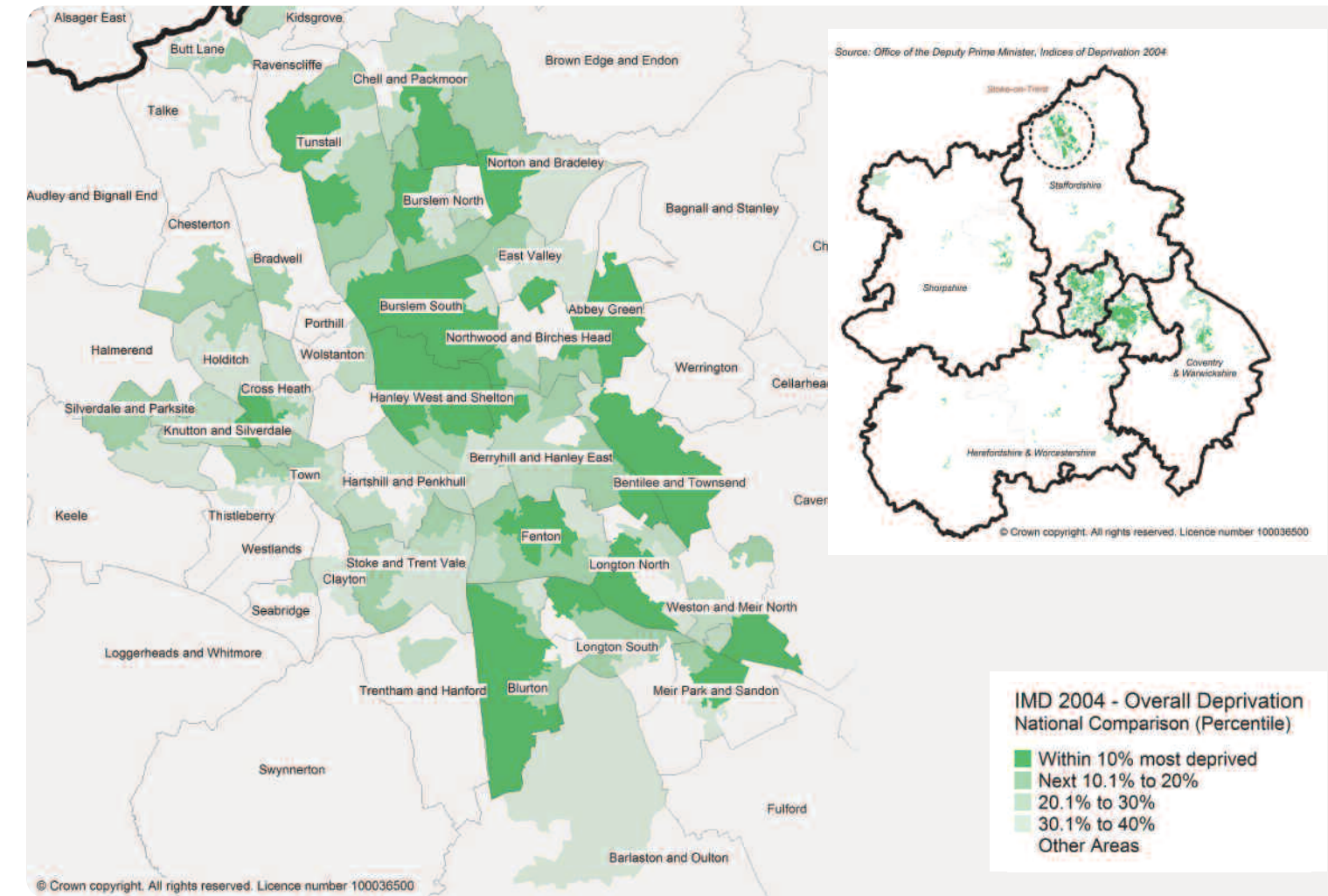
East Staffordshire district has an estimated working age population of 64,900, 23.4% of those have declared that they have a disability. Some 6.1% of the population are from a minority ethnic group, the highest in the Staffordshire LSC area.

The district contains some pockets of high deprivation, particularly around the centre of Burton-upon-Trent however, there are also areas of rural affluence. Unemployment in East Staffordshire has mirrored falling national and regional rates. The unemployment rate (March 2007) stands at 1.8% comparing favourably with national and regional rates of 2.5% and 3.3% respectively. In October 2006 16-18 year olds, not in employment, education or training (NEETs) were concentrated in Burton, Eton Park and Stapenhill.

Manufacturing employment remains a crucial industrial sector within the district, although it is no longer the largest (19.3%), over one quarter (25.1%) of East Staffordshire employees work in the distribution, hotel and restaurant sector. Some 22.8% are employed in public administration, education and health.

The district has a general FE college (Burton College) and seven school sixth forms.

Attainment of 5 A\*-C GCSEs continues to be one of the highest in the area (60.2%) and is well above the national and regional average. Just over 75.3% of Year 11 school leavers in 2006 continued in full time education. Travel to learn patterns highlight a relationship with Derbyshire area, with learners travelling in and out of both areas to access learning.



## Staffordshire Moorlands

Population 94,600

Staffordshire Moorlands is a predominantly rural district with a dispersed population. The working age population of the area is 57,200, 21.8% of those have declared that they have a disability. Less than 1% percent of the population are from a minority ethnic background.

There are pockets of rural deprivation but on the whole it is a fairly affluent district. The unemployment rate is 1.3%, which is the lowest in the LSC area. In October 2006, 16-18 year olds not in employment education or training (NEETs) were concentrated in Biddulph East, Cheadle North East and Leek North wards.

Over half of those working in Staffordshire Moorlands remain working in two main sectors, public administration, education and health (28.2%) and Distribution, hotels and restaurants (22.9%).

Staffordshire Moorlands has a general FE College (Leek College of Further Education & School of Art) and seven school sixth forms.

The district performs consistently well at Key Stage 4 (64.9% 5 A\*-C GCSEs) and the qualifications levels are above the averages for the region and England, 13.9 percentage points change since 1997. Some 76.6% of Year 11 school leavers in 2006 continued in full time education.

## Cannock Chase

Population: 93,200

The district has an estimated working age population of 58,300, 15% of those have declared that they have a disability. Just over 2.5% of the population are from a minority ethnic group.

The district continues to suffer significant levels of disadvantage compared to other areas in Staffordshire. Cannock Chase is one of the most deprived districts in Staffordshire (excluding Stoke-on-Trent) and also within the 38% most deprived districts in England. The unemployment rate is 2.4% (March 2007). In October 2006 both Cannock North and South, had NEETs (16-18, not in education, employment or training) rates above 15%.

The economic base of the district has undergone significant transformation and now has a more diverse employment structure, over half of those employed in the district work in distribution, hotels and restaurants (31.5%) and public administration, education and health (20.7%).

The district is home to one general FE college (Cannock Chase Technical College), and nine school sixth forms. Education participation and attainment in comparison to other parts of Staffordshire continues to be low, although GCSEs results at grade A\*-C or equivalent, have shown an increase of 13.9% points since 1997 (50.6%). Some 71.1% of Year 11 school leavers in 2006 continued in full time education compared to the Staffordshire average of 76.2%.

## Stafford

Population: 123,600

The district has an estimated working age population of 76,100, 16.4% of those have declared that they have a disability. Fewer than 2.6% of the population are from a minority ethnic background.

Stafford in both national and local terms is a relatively affluent district (IMD 2004). It is the third most populous district in the Staffordshire LSC area. The unemployment rate is 1.8% (March 2007), which is lower than the national and regional average. In October 2006, 16-18 year olds not in employment, education or training (NEETs) were concentrated in Highfields and Western Downs, Common and Penside wards.

Employment within the district is increasingly concentrated within the Public administration education and health sector (40.4%).

Stafford town is home to a general FE College, the Stafford Campus of Staffordshire University and seven school sixth forms.

Key Stage 4 performance (53.8% 5 A\*-C GCSEs), is below the local, regional and national averages, 6.7 percentage points change since 1997. Some 78.4% of Year 11 school leavers in 2006 continued in full time education.

## Lichfield

Population: 95,500

The district has a dispersed population, with concentrations in Lichfield and Burntwood. The working age population is estimated to be 57,900, 18.9% of these have declared that they have a disability and 1.8% of the population are from a minority ethnic background.

The index of deprivation shows Lichfield to be relatively affluent with low levels of deprivation. The annual unemployment proportion is 1.5% (March 2007), which is lower than the national and regional average. In October 2006, 16-18 year olds not in employment, education or training (NEETs), were concentrated in 6 of the 25 wards (Chadsmead, Chasetown, Curborough, Fazeley Summerfield and Stowe).

The local economy relies heavily on four sectors which employ over three quarters of all employees in the district, distribution, hotels and restaurants (23.3%); public administration, education and health (21.7%); manufacturing (16.6%) and banking, finance and insurance (16.1%). Located in Lichfield is one campus of a general FE College (Tamworth & Lichfield College), a Staffordshire University campus and five school sixth forms.

In terms of educational performance Lichfield performs consistently well at Key Stage 4 (59.6% 5 A\*-C GCSE), an increase of 8.6 percentage points since 1997. Overall the population is well qualified compared to the LSC area as a whole. 85.3% of Year 11 school leavers in 2006 continued in full time education.

## South Staffordshire

Population: 105,300

The district has an estimated working age population of 63,700, 20.3% of those have declared that they have a disability. Just over 1.9% of the population are from a minority ethnic group.

The district has a dispersed rural population and is the least deprived district in the Staffordshire LSC area. The unemployment rate is 1.8% (March 2007), which is lower than the national and regional average. South Staffordshire has the lowest number of 16-18 year olds not in employment, education or training (NEETs) rates in Staffordshire LSC area.

The shape and position of the district result in strong travel- to-learn and work relationships with Shropshire and The Black Country. Following the relative decline in manufacturing during the latter part of the 1980's the manufacturing sector has become less important as a direct employer. At the same time the service sector has become relatively more important (distribution, hotels and restaurants - 24% and public administration, education and health - 25.4%).

The district has one specialist college, (Rodbaston College) and six school sixth forms, but no local general FE college.

The qualification levels on the whole are in line with local LSC averages while Key Stage 4 performance is above regional and local averages (56.9% 5 A\*-C GCSEs), an increase of 5.7 percentage points since 1997. 80% of Year 11 school leavers in 2006 continued in full time education.

## Stoke-on-Trent

Population: 238,300

Stoke-on-Trent's working age population is 147,900, 22.5% of those have declared that they have a disability. Just over 5.2% of the population are from a minority ethnic background.

Stoke-on-Trent is a Unitary Authority and it is within the top 5% most deprived districts in England (IMD2004). The unemployment rate is 3.5% (March 2007) and is the highest in the LSC area and higher than the regional and national average of 3.3% and 2.5% respectively. In October 2006, figures for 16-18 year olds not in employment, education or training (NEETs) were stark with 19 of the 20 wards in Stoke being above 10% with 11 being above 15% rising as high as 21%.

Stoke-on-Trent contains Staffordshire LSC's largest labour market, employment is concentrated in the public administration, education and health (28.6%) and Distribution, hotels and restaurants (26.4%) sectors.

The district is home to a very large general FE college (Stoke-on-Trent College), one sixth form college (City of Stoke-on-Trent Sixth Form College). The Stoke-on-Trent Campus of Staffordshire University and three school sixth forms.

Despite recent improvements, Key Stage 4 performances remains significantly below local, regional and national averages (49.5% 5 A\*-C GCSEs). 69.5% of Year 11 school leavers in 2006 continued in full time education.

## Tamworth

Population: 74,200

The district has an estimated working age population of 47,400, 22.3% of those have declared that they have a disability. Just under 2% of the population are from a minority ethnic group.

Tamworth is the smallest district in terms of its size and population. Along with Stoke-on-Trent it has the highest population density and similarly suffers from pockets of high deprivation (IMD 2004), it falls within the 40% most deprived districts nationally. The unemployment rate is 2.2% (March 2007), just below the national average of 2.5%. In October 2006, 16-18 year olds not in employment, education or training (NEETs) were concentrated in Castle, Glascoate, Armington and Bolehall.

The economy of Tamworth continues to be heavily influenced by the manufacturing and engineering sector, with a greater proportion of employment in the sector than nationally.

The district is home to a general FE college (Tamworth & Lichfield College) and five school sixth forms.

Skills and qualifications levels among the working age population in the district lag behind the national averages, with a higher proportion of people with no qualifications and lower proportions of people with higher level qualifications. Tamworth also has a considerably lower level proportion of students achieving 5 or more GCSEs at grade A\*-C (44%) than Staffordshire County and the West Midlands (increase of 5.5 percentage points since 1997). About 73.7% of Year 11 school leavers in 2006 continued in full time education compared to the Staffordshire average of 76.2%.

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### Gross annual earnings - 2006

| Area                    | Annual pay |
|-------------------------|------------|
| Cannock Chase           | £20,967    |
| East Staffordshire      | £20,724    |
| Lichfield               | £25,815    |
| Newcastle-under-Lyme    | £19,923    |
| South Staffordshire     | £22,420    |
| Stafford                | £25,646    |
| Staffordshire Moorlands | £22,599    |
| Stoke on Trent          | £18,567    |
| Tamworth                | £21,274    |
| Staffordshire LSC       | £21,993    |
| West Midlands           | £22,047    |
| England                 | £25,008    |

Source: Annual survey of Hours and Earnings (Nomis 2007)

### Proportion of young people reaching level 2 threshold

| Local Authority         | Aged 19 at the end of 2003/04 % | Aged 19 at the end of 2004/05 % | Aged 19 at the end of 2005/06 % | Percentage point change 2003/04 to 2005/06 |
|-------------------------|---------------------------------|---------------------------------|---------------------------------|--|
| Cannock Chase           | 53                              | 59                              | 63                              | 10   |
| East Staffordshire      | 64                              | 71                              | 70                              | 7  |
| Lichfield               | 66                              | 70                              | 71                              | 5  |
| Newcastle-under-Lyme    | 60                              | 65                              | 68                              | 7  |
| South Staffordshire     | 69                              | 74                              | 77                              | 8  |
| Stafford                | 65                              | 68                              | 69                              | 4  |
| Staffordshire Moorlands | 67                              | 74                              | 72                              | 5  |
| Stoke-on-Trent          | 53                              | 57                              | 61                              | 8  |
| Tamworth                | 57                              | 58                              | 60                              | 2  |
| West Midlands           | 64                              | 67                              | 70                              | 6  |
| England                 | 66                              | 69                              | 71                              | 5  |

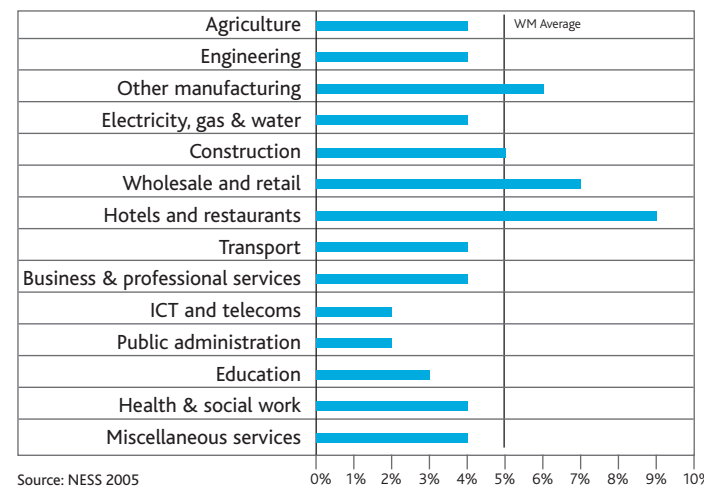
Source: FFT matched administrative dataset 2005/06

### Proportion of young people reaching level 3 threshold

| Local Authority Name    | Aged 19 at the end of 2003/04 % | Aged 19 at the end of 2004/05 % | Aged 19 at the end of 2005/06 % | Percentage point change 2003/04 to 2005/06 |
|-------------------------|---------------------------------|---------------------------------|---------------------------------|--|
| Cannock Chase           | 30                              | 34                              | 36                              | 6  |
| East Staffordshire      | 41                              | 46                              | 46                              | 5  |
| Lichfield               | 46                              | 47                              | 48                              | 2  |
| Newcastle-under-Lyme    | 35                              | 41                              | 42                              | 7  |
| South Staffordshire     | 46                              | 49                              | 49                              | 3  |
| Stafford                | 43                              | 46                              | 47                              | 4  |
| Staffordshire Moorlands | 41                              | 47                              | 47                              | 6  |
| Stoke-on-Trent          | 26                              | 30                              | 33                              | 7  |
| Tamworth                | 31                              | 31                              | 31                              | 0  |
| West Midlands           | 39                              | 43                              | 44                              | 5  |
| England                 | 42                              | 46                              | 47                              | 5  |

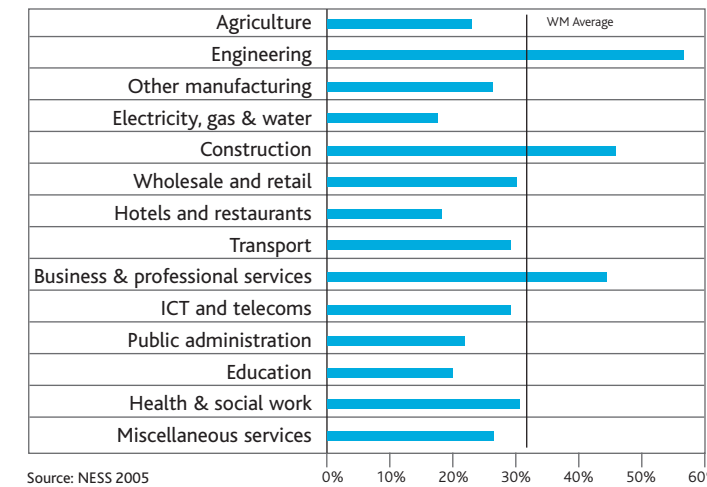
Source: FFT matched administrative dataset 2005/06

### West Midlands skills gaps by sector (as a % of employment)



Source: NESS 2005

### West Midlands skills gaps by sector (as a % of vacancies)



Source: NESS 2005

### Levels of pay and levels of skills

The relatively low skills levels in the local workforce are a factor in wage rates that are typically lower than other parts of the region. Annual gross mean pay in Staffordshire County in 2006 is £2,500 pa less than in England as a whole, and in Stoke-on-Trent is some £6,400 pa less. Rates of pay also vary significantly between the districts, although in Lichfield and Stafford they are slightly above the England average. The particularly low rates in Stoke-on-Trent and Newcastle - under-Lyme reflect the low skills in the local economy.

For the West Midlands region there are proportionately fewer people who are economically active with the highest level qualifications (level 4 and level 5) than for England. This is reflected in Staffordshire LSC area also and 23% of the economically active are qualified to level 4 or above, compared with 26% regionally and 30% nationally. Similarly, the proportion of the economically active holding no qualifications is broadly the same for the LSC areas as for the West Midlands.

### Higher Education Entrants (18-20 year old) - 2005/06

| Area                    | Full Time Entrants |         |            | Part Time Entrants |         |            |
|-------------------------|--------------------|---------|------------|--------------------|---------|------------|
|                         | 1999/2000          | 2005/06 | Difference | 1999/2000          | 2005/06 | Difference |
| Staffordshire           | 4115               | 4540    | 425        | 180                | 150     | -30        |
| Cannock Chase           | 250                | 310     | 60         | 20                 | 15      | -5         |
| East Staffordshire      | 415                | 490     | 75         | 15                 | 15      | 0          |
| Lichfield               | 515                | 515     | 0          | 20                 | 15      | -5         |
| Newcastle-under-Lyme    | 485                | 520     | 35         | 10                 | 30      | 20         |
| South Staffordshire     | 500                | 605     | 105        | 40                 | 25      | -15        |
| Stafford                | 700                | 665     | -35        | 20                 | 10      | -10        |
| Staffordshire Moorlands | 425                | 455     | 30         | 20                 | 10      | -10        |
| Stoke-on-Trent          | 590                | 755     | 165        | 20                 | 25      | 5          |
| Tamworth                | 235                | 225     | -10        | 15                 | 5       | -10        |
| West Midlands Region    | 21015              | 24540   | 3525       | 910                | 710     | -200       |
| England                 | 198970             | 235160  | 36190      | 6345               | 7085    | 740        |

Source: DFES (2007)

### Year 11 school leaver destinations (2006)

| District                | Continued Full Time Education % | Structured Learning in the Workplace % | Jobs with no structured learning % | Not yet settled (NEET) % | Failed to respond or moved away % |
|-------------------------|---------------------------------|--|------------------------------------|--------------------------|-----------------------------------|
| Cannock Chase           | 71.1                            | 16.8                                   | 3.3                                | 7.2                      | 1.6                               |
| East Staffordshire      | 75.3                            | 13.9                                   | 1.8                                | 7.2                      | 1.8                               |
| Lichfield               | 85.3                            | 8.1                                    | 1.8                                | 3.7                      | 1.1                               |
| Newcastle U Lyme        | 75.7                            | 14.5                                   | 2.2                                | 6.7                      | 0.9                               |
| South Staffordshire     | 80.0                            | 13.0                                   | 2.2                                | 3.6                      | 1.2                               |
| Stafford                | 78.4                            | 12.2                                   | 2.3                                | 5.7                      | 1.4                               |
| Staffordshire Moorlands | 76.6                            | 14.5                                   | 1.6                                | 6.2                      | 1.2                               |
| Tamworth                | 73.7                            | 11.6                                   | 3.0                                | 9.1                      | 2.7                               |
| Stoke On Trent          | 69.5                            | 15.3                                   | 2.5                                | 10.3                     | 2.3                               |
| Staffordshire County    | 76.2                            | 13.3                                   | 2.3                                | 6.6                      | 1.6                               |

Source: Connexions (2007)

### Centres of Vocational Excellence within Staffordshire LSC (2006)

| Lead Provider                | Partners               | Title of CoVE  |
|------------------------------|------------------------|--|
| Burton College               |                        | Advanced Manufacturing Production                      |
| Leek College                 |                        | Advanced Computing & IT Support                        |
| MORE Training                |                        | Print Production                                       |
| Newcastle under Lyme College |                        | Electrical/Electronic Engineering                      |
| Stafford College             |                        | Child Care   |
| Stoke on Trent College       | Burton College         | Construction   |
| Stoke on Trent College       |                        | Care   |
| Tamworth & Lichfield College | Stoke-on-Trent College | Staffordshire CoVE in Business & Professional Services |

### Not in education Training or employment (NEET) - Staffordshire (Nov - Jan averages)

|                | 2006          |                    |                      | 2005          |                    |                      |
|----------------|---------------|--------------------|----------------------|---------------|--------------------|----------------------|
|                | 16 -18 % NEET | 16 -18 % Not Known | 16 -18 % In Learning | 16 -18 % NEET | 16 -18 % Not Known | 16 -18 % In Learning |
| Ave            | Ave           | Ave                | Ave                  | Ave           | Ave                | Ave                  |
| Staffordshire  | 7.6           | 3.8                | 76.4                 | 7.4           | 6.8                | 75.8                 |
| Stoke on Trent | 16.1          | 7.6                | 66.5                 | 15.7          | 10.3               | 66.0                 |
| Staffordshire  | 9.7           | 4.8                | 73.9                 | 9.5           | 7.7                | 73.4                 |
| West Midlands  | 8.9           | 4.5                | 75.7                 | 9.6           | 9.6                | 71.5                 |
| England        | 7.7           | 5.0                | 75.3                 | 8.2           | 6.4                | 74.4                 |

Source: Connexions

### GCSE/GNVQ performance (2006)

| District                         | Achieving 5+ A*-C % | Achieving 5+ A*-G % | Any passes % |
|----------------------------------|---------------------|---------------------|--------------|
|                                  | 2006                | 2006                | 2006         |
| Cannock Chase District           | 50.6                | 91.1                | 97.5         |
| East Staffordshire District      | 60.2                | 91.8                | 98.3         |
| Lichfield District               | 59.6                | 94.3                | 98.7         |
| Newcastle-under-Lyme District    | 57.1                | 90.9                | 96.6         |
| South Staffordshire District     | 56.9                | 94.2                | 97.7         |
| Stafford District                | 53.8                | 90.9                | 98.2         |
| Staffordshire Moorlands District | 64.9                | 94.3                | 98.6         |
| Stoke-on-Trent                   | 49.5                | 88.9                | 95.9         |
| Tamworth District                | 44.0                | 87.6                | 95.1         |
| Staffordshire LA                 | 56.5                | 92.2                | 97.7         |
| West Midlands Region             | 56.4                | 90.5                | 97.4         |
| England                          | 59.2                | 90.5                | 97.8         |

Source: DFES (2007)

### Level 3 performance scores (2006)

| District             | Average QCA point score by students achieving all Level 3 qualifications: |        |       |           |        |       |
|----------------------|---|--------|-------|-----------|--------|-------|
|                      | Per candidate   |        |       | Per Entry |        |       |
|                      | Male  | Female | Total | Male      | Female | Total |
| Staffordshire LA     | 679.7   | 720.3  | 701.2 | 189.1     | 196.2  | 192.9 |
| Stoke-on-Trent       | 676.3   | 714.8  | 697.5 | 181.4     | 194.9  | 188.7 |
| West Midlands Region | 684.3   | 729.5  | 709.1 | 191.9     | 202.1  | 197.5 |
| England              | 724.7   | 758.9  | 743.2 | 201.5     | 209.7  | 206.0 |

Source: DFES (2007)

### 11-15 Cohort within Staffordshire

| Area           | Age of Pupils as at 31st August 2005 |         |         |         |         |
|----------------|--------------------------------------|---------|---------|---------|---------|
|                | 11                                   | 12      | 13      | 14      | 15      |
| Staffordshire  | 10,240                               | 10,430  | 11,010  | 11,260  | 10,740  |
| Stoke-on-Trent | 2,690                                | 2,800   | 2,940   | 3,040   | 3,030   |
| West Midlands  | 69,620                               | 69,830  | 73,140  | 74,190  | 72,430  |
| England        | 632,900                              | 634,410 | 657,940 | 662,470 | 650,300 |

Source: DFES (2006)

### Economic and labour market

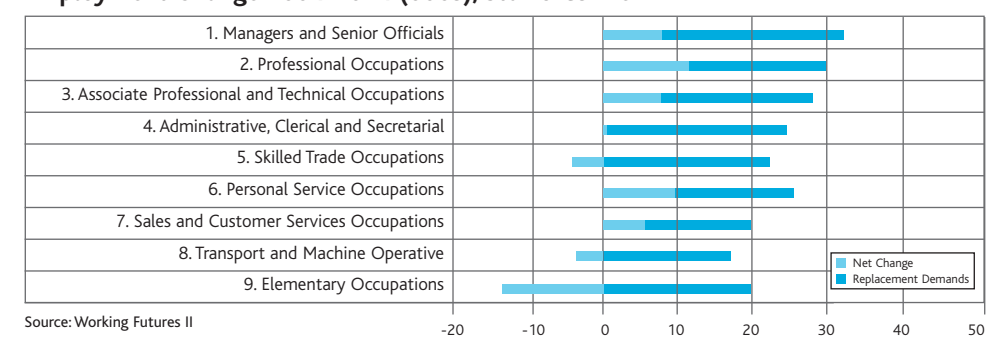
The economic base of Staffordshire LSC area has undergone significant change over the last decade and now has a more diverse employment structure with well over 50% of those employed, working in public administration, education and health and distribution, hotels and restaurants. There is still significant reliance on manufacturing for employment in the local area, overall 17% of all employees work in engineering and manufacturing, compared with 11% for England.

In Staffordshire employment growth in the five year period to 2004 was led by the distribution, hotel and restaurant sector, whereas in Stoke-on-Trent the main growth sector was Health and Social Work.

Projections for future growth show Staffordshire and Stoke-on-Trent in a positive light with more than 4% growth in employment and around 20,000 new jobs being created and 173,000 replacements jobs available between 2004 and 2014. In addition to these nationally prepared projections, a further 29,000 jobs are expected to be created through regeneration projects in Stoke-on-Trent.

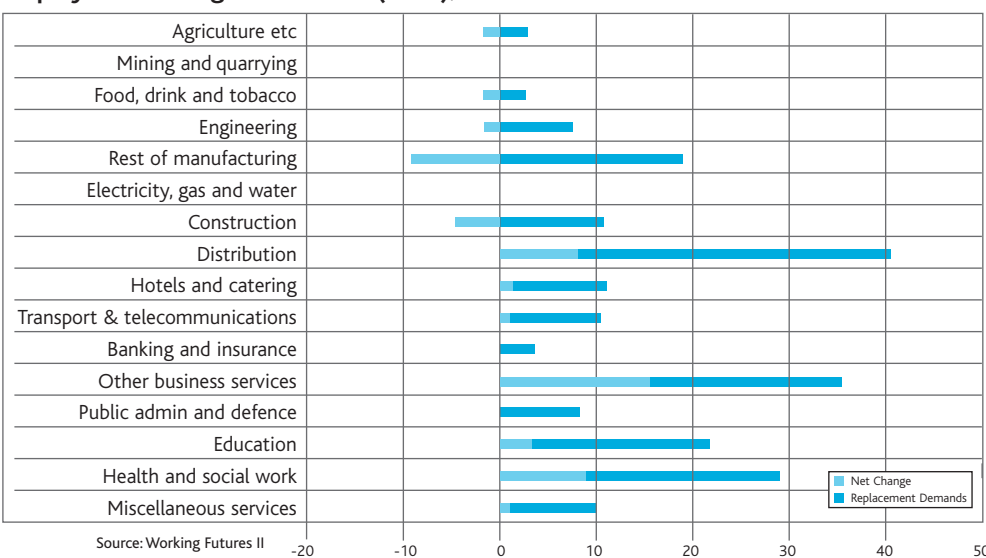
Skills gaps are a significant problem in Staffordshire, as are recruitment and skills shortages. The main sectors affected by skills gaps are hotel and catering, together with wholesale and retail. Skills shortages are the most common cause of recruitment difficulties. The National Employer Skills Survey 2005 cited 7% of employers as having hard to fill vacancies and another 4% with skill shortage vacancies in the local area.

### Employment Change 2004-2014 (000s), Staffordshire



Source: Working Futures II

### Employment Change 2004-2014 (000s), Staffordshire



Source: Working Futures II

### Economically Active Qualification Levels - (2005)

| District                 | Level 4+ % | Level 3+ % | Level 2+ % | Level 1+ % | No qualifications % |
|--------------------------|------------|------------|------------|------------|---------------------|
| Staffordshire            | 23         | 43         | 66         | 87         | 13                  |
| Staffordshire, County of | 24         | 44         | 66         | 88         | 12                  |
| Stoke on Trent           | 18         | 38         | 63         | 85         | 15                  |
| West Midlands            | 26         | 45         | 68         | 88         | 12                  |
| England                  | 30         | 49         | 71         | 90         | 10                  |

Source: Annual Population Survey 2005

For further information please contact the West Midlands LSC Research team on 0845 0194143. LSC-P-WMR-070008.