

CANNOCK DISTRICT PROFILE



CONTENTS PAGE

Introduction	3
Overview	
Ward Boundaries	4
Population	5
Vulnerable Groups	6
Household Composition	7
Early Years Reach	8
Conception	
Teenage Pregnancy	9
Births	
Smoking at Delivery and Low Birthweight	10
General Fertility Rates and Live Births	11
0-6 Weeks	
Breastfeeding Initiation and Prevalence	12
1 Year and 2 Year	
Think2	13
Sufficiency	14
Toddler	
NEF	15
Hospital Attendances and Admissions	16
First Day of School	
Childhood Obesity	17
Early Years Foundation Stage Profile	18
Summary	19

INTRODUCTION

The purpose of the Early Years District Profile is to bring together a wide range of indicators for each district. It provides the commissioners with a robust evidence base across a range of health and wellbeing issues to help identify priority areas to target and place services in appropriate areas.

The report pulls together information from various sources to present a picture of the health and wellbeing of children aged 0-4, following through the Best Start Pathway.

The data is presented and displayed at Ward Level with comparisons made with Staffordshire and England. Information used in the report is the latest available at the time of writing.

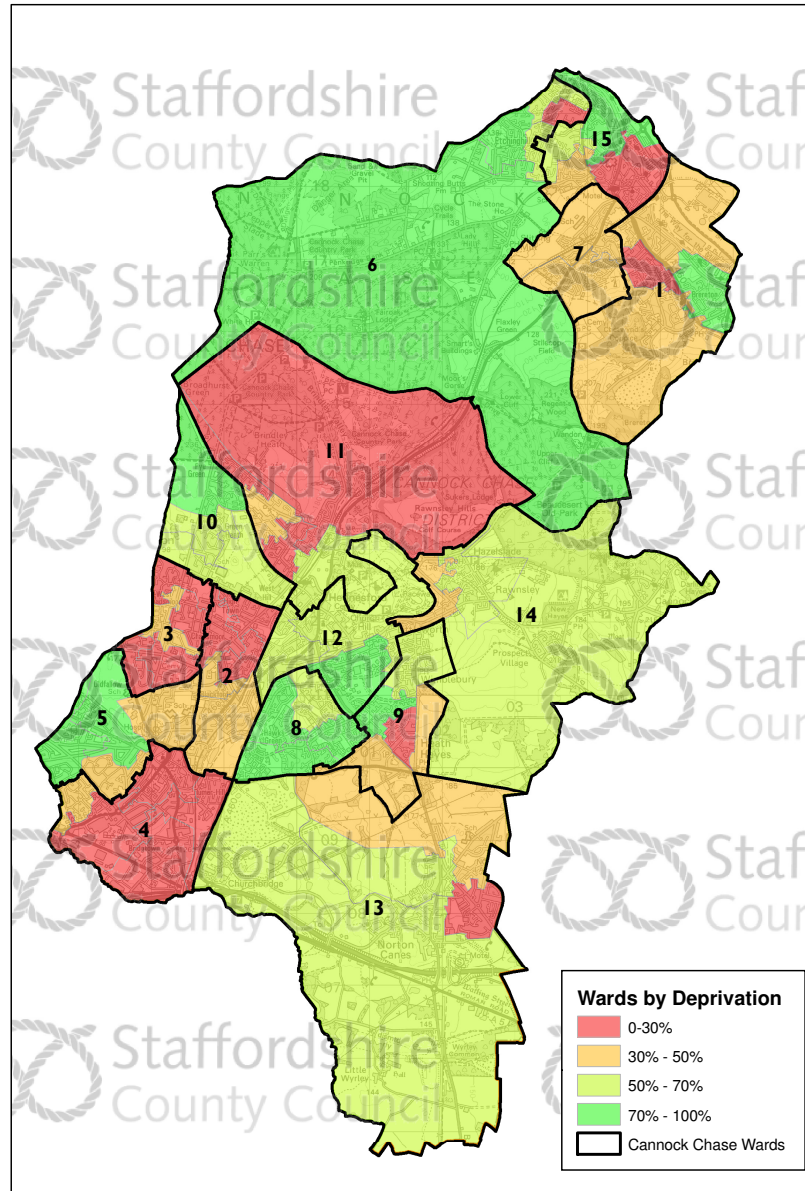
Health and social needs are complex and it is unlikely that there will be a single factor which is responsible for the particular situation in each local area. Therefore, it is important that no single item of information is treated in isolation. Instead the various pieces of data and evidence should be used together to give a better picture of the needs of children and young people in the local community.

We aim to produce this annually with the next one being due November 2016 to support the Districts with their Local Authority annual conversations.

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Ward Boundaries

- 1 Brereton and Ravenhill
- 2 Cannock East
- 3 Cannock North
- 4 Cannock South
- 5 Cannock West
- 6 Etching Hill and The Heath
- 7 Hagley
- 8 Hawks Green
- 9 Heath Hayes East and Wimblebury
- 10 Hednesford Green Heath
- 11 Hednesford North
- 12 Hednesford South
- 13 Norton Canes
- 14 Rawnsley
- 15 Western Springs



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CANNOCK DISTRICT PROFILE

POPULATION

OVERVIEW

	Total Population 2013	Total under 5 Population 2013	Percentage of Under 5's	Minority Ethnic Group 2011 (%)	Children in low income families, aged under 16 (%) 2015	Child Wellbeing Index (CWI) 2009 weighted score	% in the most deprived CWI national quintile 2009
Brereton and Ravenhill	6,742	451	6.7%	3.3%	23.2%	149.7	0.0%
Cannock East	6,888	415	6.0%	3.0%	24.0%	179.3	24.2%
Cannock North	7,498	544	7.3%	3.9%	33.7%	234.4	23.2%
Cannock South	7,880	527	6.7%	5.6%	28.4%	182.5	0.0%
Cannock West	7,023	322	4.6%	4.3%	12.4%	102.5	0.0%
Etching Hill and The Heath	6,678	324	4.9%	3.0%	15.5%	150.7	25.6%
Hagley	4,667	325	7.0%	3.8%	19.4%	171.6	0.0%
Hawks Green	7,750	550	7.1%	4.6%	7.0%	82.3	0.0%
Heath Hayes East and Wimblebury	6,376	341	5.3%	2.8%	11.5%	105.9	0.0%
Hednesford Green Heath	4,961	235	4.7%	3.1%	12.6%	93.8	0.0%
Hednesford North	7,083	426	6.0%	3.2%	21.6%	166.8	0.0%
Hednesford South	5,318	249	4.7%	3.0%	6.9%	77.7	0.0%
Norton Canes	7,432	393	5.3%	2.6%	18.4%	158.7	0.0%
Rawnsley	4,954	290	5.9%	2.5%	12.6%	121.7	0.0%
Western Springs	6,869	393	5.7%	3.2%	16.7%	114.6	0.0%
Cannock Chase	98,119	5,785	5.9%	3.5%	18.1%	142.6	5.2%
Staffordshire	8,577,007	46,099	5.4%	6.4%	14.4%	114.3	7.8%
England	56,948,229	3,592,907	6.3%	20.2%	19.2%	159.3	24.4%

- Overall, Cannock Chase has a lower under 5 population compared to the proportion nationally, but greater than the Staffordshire average. At ward level there is some variance, with Cannock North and Hawkes Green having considerably higher proportions than the national average.
- There is a significantly lower proportion of children in Cannock in the most deprived national quintile for the Child Wellbeing Index, 12 of the 15 wards have no children in the lowest quintile.

CANNOCK DISTRICT PROFILE

VULNERABLE GROUPS

OVERVIEW

	Rate per 1,000 CP 2013/14	Rate per 1,000 LAC 2013/14	Rate per 1,000 CIN 2013/14	BRFC Total Involvements (Phase 2)	BRFC Total Involvements with Children 0-4 (Phase2)
Brereton and Ravenhill	3.4	6.9	75.1	14	1
Cannock East	12.6	8.9	119.6	16	3
Cannock North	17.4	7.8	136.1	37	5
Cannock South	6	5.4	97.1	28	2
Cannock West	7.5	7.5	41.8	1	0
Etching Hill and The Heath	11.3	15	102	9	0
Hagley	5	5	64.8	7	1
Hawks Green	5.1	2.6	32.4	9	1
Heath Hayes East and Wimblebury	5	5	59.1	10	3
Hednesford Green Heath	6.2	5	40.1	1	1
Hednesford North	6.8	10.3	104.1	6	0
Hednesford South	4.7	5	49.1	2	0
Norton Canes	9.7	7.1	68	7	2
Rawnsley	9.9	5.9	71.2	7	3
Western Springs	9.5	5.9	77.7	9	1
Cannock Chase	8.0	6.2	77.8	163	23
Staffordshire	3.9	5.6	68.5	1,132	543
England	4.2	6.0	68.5	-	-

- There is a significantly higher rate in Cannock Chase of children subject of a Child Protection Plan, Looked After or being classed as a Child in Need. Cannock North, Cannock East and Etching Hill & The Heath have a notably higher rate across two of the measures. Also of significance are the high rates for Looked After Children and Children in Need in Hednesford North.
- 14% of Staffordshire's BRFC families reside in Cannock Chase with 14% being children under the age of 5. Cannock North has the largest number of families across Cannock Chase.

Note: BRFC data is broken down using home postcode rather than case holding team

HOUSEHOLD COMPOSITION

OVERVIEW

Household Composition - Families with Dependants, 2011

Ward	Number of all Households	Married Couple		Cohabiting Couple		Lone Parent		Same-Sex Civil Partnership Couple		Other Households	
		Number of families	% of all households	Number of families	% of all households	Number of families	% of all households	Number of families	% of all households	Number of families	% of all households
Brereton and Ravenhill	2,743	374	13.6%	173	6.3%	205	7.5%	<10	-	70	2.6%
Cannock East	3,182	339	10.7%	178	5.6%	252	7.9%	<10	-	62	1.9%
Cannock North	2,992	390	13.0%	232	7.8%	272	9.1%	<10	-	81	2.7%
Cannock South	3,461	396	11.4%	221	6.4%	285	8.2%	<10	-	69	2.0%
Cannock West	3,055	443	14.5%	135	4.4%	122	4.0%	<10	-	36	1.2%
Etching Hill and The Heath	2,720	459	16.9%	157	5.8%	166	6.1%	<10	-	74	2.7%
Hagley	1,836	346	18.8%	141	7.7%	151	8.2%	<10	-	43	2.3%
Hawks Green	2,797	782	28.0%	206	7.4%	175	6.3%	<10	-	46	1.6%
Heath Hayes East and Wimblebury	2,626	543	20.7%	140	5.3%	153	5.8%	<10	-	50	1.9%
Hednesford Green Heath	2,038	381	18.7%	111	5.4%	101	5.0%	<10	-	39	1.9%
Hednesford North	3,094	416	13.4%	169	5.5%	230	7.4%	<10	-	54	1.7%
Hednesford South	2,145	442	20.6%	88	4.1%	102	4.8%	<10	-	43	2.0%
Norton Canes	3,090	507	16.4%	168	5.4%	197	6.4%	<10	-	69	2.2%
Rawnsley	1,973	371	18.8%	110	5.6%	93	4.7%	<10	-	45	2.3%
Western Springs	2,912	385	13.2%	173	5.9%	165	5.7%	<10	-	59	2.0%
Cannock Chase	40,664	6,574	16.2%	2,402	5.9%	2,669	6.6%	<10	-	840	2.1%
Staffordshire	355,263	56,756	16.0%	16,242	4.6%	21,016	5.9%	30	0.01%	6,833	1.9%
England	22,063,368	3,373,005	15.3%	890,780	4.0%	1,573,255	7.1%	2,885	0.01%	584,016	2.6%

Remainder of the population is made up of households with no children

- Cannock South has the largest number of households with children and Hagley has the least number of households.
- Cannock North has the largest percentage of lone parent households who have children, which is higher than both Staffordshire and England.
- Cannock West Rawnsley and Hednesford South are the wards with the lowest percentage of lone parent households with children.
- Compared to England, Cannock Chase has a lower percentage of lone parent households with children overall but marginally higher than the Staffordshire average.

Early Years Reach, 2014-15

	2013 Population (All)	2013 Population (Age 0-4)	Reach Population	% Reach Population (Age 0-4)
Brereton and Ravenhill	6,742	451	307	68.1%
Cannock East	6,888	415	352	84.8%
Cannock North	7,498	544	504	92.6%
Cannock South	7,880	527	427	81.0%
Cannock West	7,023	322	233	72.4%
Etching Hill and The Heath	6,678	324	259	79.9%
Hagley	4,667	325	215	66.2%
Hawks Green	7,750	550	313	56.9%
Heath Hayes East and Wimblebury	6,376	341	225	66.0%
Hednesford Green Heath	4,961	235	143	60.9%
Hednesford North	7,083	426	334	78.4%
Hednesford South	5,318	249	163	65.5%
Norton Canes	7,432	393	240	61.1%
Rawnsley	4,954	290	165	56.9%
Western Springs	6,869	393	275	70.0%
Cannock Chase	98,119	5,785	4,155	71.8%

- The Early Years Reach across the Cannock Chase district ranges from 56.9% in Hawks Green and Rawnsley to 92.6% in Cannock North.
- Overall Cannock Chase has a reach of 71.8% which is considered outstanding by Ofsted.
- 11 of the 15 wards have a reach that is considered outstanding by Ofsted. The remaining 4 wards of Hawks Green, Hednesford Green Heath, Norton Canes & Rawnsley. have a reach considered to be good.

TEENAGE PREGNANCY

CONCEPTION

Teenage Pregnancy Rates 2011-2013

	Female population aged 15-17	Number of Under 18 Conceptions	Rate per 1,000 Under 18 Conceptions
Brereton and Ravenhill	324	10	30.9
Cannock East	359	13	36.2
Cannock North	423	21	49.6
Cannock South	472	33	69.9
Cannock West	385	10	26.0
Etching Hill and The Heath	380	14	36.8
Hagley	263	8	30.4
Hawks Green	473	19	40.2
Heath Hayes East and Wimblebury	370	14	37.8
Hednesford Green Heath	259	6	23.2
Hednesford North	339	14	41.3
Hednesford South	310	7	22.6
Norton Canes	382	9	23.6
Rawnsley	347	10	28.8
Western Springs	362	10	27.6
Cannock Chase	5,448	198	37.4
Staffordshire	45,653	1,346	29.5
England	2,830,359	78,153	27.6

- The Teenage pregnancy rate in Cannock Chase is significantly higher than England and Staffordshire. The rates are particularly high in Cannock North, with Cannock South, Hednesford North, Hawks Green and Heath Hayes East & Wimblebury having rates above the average for the district.
- Hednesford South, Hednesford Green Heath and Norton Canes have experienced the lowest proportion of teenage pregnancies.
- However, 54% of all the under 18 conceptions in Cannock Chase have resulted in abortions.

GENERAL FERTILITY RATES AND LIVE BIRTHS

BIRTHS

General Fertility Rates per 1,000 women aged 15-44, 2011-2013

Ward	2011-2013
Hednesford North	71.7
Cannock South	67.8
Cannock East	67.5
Cannock North	66.2
Western Springs	65.4
Brereton and Ravenhill	65.1
Hawks Green	59.4
Hagley	59.0
Norton Canes	57.5
Cannock West	57.2
Rawsley	56.1
Heath Hayes East and Wimblebury	56.0
Etching Hill and The Heath	55.6
Hednesford South	52.4
Hednesford Green Heath	43.6
Cannock Chase	60.8
Staffordshire	57.9
England	63.8

- General Fertility Rates are higher than England in Hednesford North, Cannock South and Cannock East. The lowest proportion is in Hednesford Green Heath, where the rate is significantly lower than Staffordshire and England rate.
- Hednesford Green Heath also has the lowest number of live births with an annual average of 41 births in comparison to Hawks Green which has a significantly higher number of births at an average of 113.

Live Births (annual average) 2010 - 2012

Ward	2010-2012
Hawks Green	113
Cannock South	102
Cannock East	98
Hednesford North	95
Cannock North	92
Brereton and Ravenhill	83
Norton Canes	80
Western Springs	78
Heath Hayes East and Wimblebury	77
Etching Hill and The Heath	66
Cannock West	64
Hagley	59
Hednesford South	53
Rawsley	51
Hednesford Green Heath	41
Cannock Chase	1,152
Staffordshire	8,980
England	689,789

SMOKING AT DELIVERY AND LOW BIRTHWEIGHT

BIRTHS

Smoking at delivery 2010 - 2011

Ward	2010/11
Hednesford South	5%
Hawks Green	5%
Norton Canes	12%
Rawnsley	13%
Cannock West	14%
Hednesford Green Heath	14%
Western Springs	14%
Brereton and Ravenhill	18%
Heath Hayes East and Wimblebury	18%
Hednesford North	18%
Hagley	21%
Cannock South	22%
Etching Hill and The Heath	24%
Cannock North	25%
Cannock East	28%
Cannock Chase	17%
Staffordshire	14%
England	14%

- 11 of the 15 wards in Cannock Chase have the same or higher percentage of mothers smoking at time of delivery compared to Staffordshire and England averages, with Cannock East having the largest proportion at 28%.
- Cannock North has the second largest percentage of mothers smoking at time of delivery and also has the highest proportion of low birthweight babies at 9.1% which along with Hednesford Green Heath & Hagley are significantly higher than Staffordshire and England percentages.
- Correlating smoking at delivery and low birth weight, Hawks Green has the second lowest percentage of mothers who smoke and also has the lowest number of babies born with a low birth-weight.
- Hednesford South figures for smoking at delivery are suppressed due to the low numbers.

Low Birthweight Babies (under 2,500g) 2011-2013

Ward	2011-2013
Hawks Green	4.6%
Norton Canes	5.9%
Cannock South	5.9%
Hednesford South	6.2%
Western Springs	6.4%
Etching Hill and The Heath	6.8%
Heath Hayes East and Wimblebury	6.9%
Rawnsley	7.1%
Cannock East	7.6%
Brereton and Ravenhill	7.7%
Hednesford North	8.2%
Cannock West	8.8%
Hednesford Green Heath	9.0%
Hagley	9.0%
Cannock North	9.1%
Cannock Chase	7.2%
Staffordshire	7.3%
England	7.4%

BREASTFEEDING INITIATION AND PREVALENCE

0 - 6 WEEKS

Breastfeeding Initiation 2011 - 2012

Ward	2011/2012
Cannock West	65%
Hednesford South	62%
Heath Hayes East and Wimblebury	62%
Rawnsley	60%
Hagley	60%
Western Springs	58%
Norton Canes	55%
Hednesford Green Heath	55%
Hawks Green	54%
Cannock South	52%
Brereton and Ravenhill	52%
Hednesford North	49%
Etching Hill and The Heath	49%
Cannock North	43%
Cannock East	41%
Cannock Chase	53%
Staffordshire	60%
England	74%

- The percentage of mothers who take up breastfeeding at birth in Cannock Chase is particularly low compared to the national average with Cannock North and Cannock East having significantly lower proportions.
- Breastfeeding prevalence is significantly lower across all the wards when compared to England and the Staffordshire average.
- In 12 of the 15 wards over 50% of all mothers who breastfeed at birth do not continue breastfeeding past 6-8 weeks.

Breastfeeding Prevalence (6-8 weeks) 2012-2013

Ward	2012-2013
Rawnsley	33.9%
Cannock West	32.1%
Hawks Green	31.5%
Hednesford Green Heath	31.0%
Heath Hayes East and Wimblebury	24.4%
Western Springs	23.9%
Hednesford South	23.9%
Hednesford North	21.7%
Brereton and Ravenhill	20.9%
Norton Canes	20.3%
Cannock South	20.2%
Hagley	19.4%
Etching Hill and The Heath	18.4%
Cannock North	17.5%
Cannock East	17.3%
Cannock Chase	23.3%
Staffordshire	32.7%
England	47.1%

Think2 Childcare Places, Summer

*Data provided is a combination of information from DWP & direct from childcare providers and may have changed by the date of this publication

Ward	Eligible Families	Think2 childcare places		
		All	Ofsted good/outstanding	Vacancies in good/outstanding
Brereton and Ravenhill	46	37	35	11
Cannock East	57	28	28	10
Cannock North	72	42	40	38
Cannock South	51	91	91	45
Cannock West	19	86	53	21
Etching Hill and The Heath	34	16	12	0
Hagley	20	12	12	7
Hawks Green	27	33	33	11
Heath Hayes East and Wimblebury	33	77	77	29
Hednesford Green	11	37	22	10
Hednesford North	48	58	58	11
Hednesford South	11	34	34	3
Norton Canes	29	25	25	18
Rawsley	22	15	15	8
Western Springs	36	66	58	4
Cannock Chase	516	657	593	226

There are 657 places which have been identified by providers as being used for Think2 places or are available. However, 593 places are available in settings with good/outstanding Ofsted ratings or have yet to be inspected. This means based on current occupancy there is a surplus of 77 places. Cannock North, South and East have the largest number of eligible families, with Hednesford Green Heath, Cannock West and Hednesford South having the least.

Think2 Childcare Place No Take-up 02/11/2015

Ward	No Take-up
Brereton and Ravenhill	6
Cannock East	3
Cannock North	2
Cannock South	5
Cannock West	1
Etching Hill and The Heath	4
Hagley	5
Heath Hayes East and Wimblebury	3
Hednesford Green Heath	1
Hednesford North	4
Hednesford South	4
Norton Canes	6
Rawsley	4
Western Springs	6
Cannock Chase	54

*Data provided is from the most recent full term of take up and may have changed since this publication

Of the 516 families who are eligible for a Think2 place, 10% of families have not taken up the place, with Western Springs, Brereton & Ravenhill and Norton Canes having the largest proportion of no take-up. Cannock West and Hednesford Green Heath have the lowest no take-up however, they have the fewest eligible families.

SUFFICIENCY

I YEAR 2 YEAR AND TODDLER

Childcare Sufficiency 0-5 years in PVI sector, Summer 2015

*The data provided is a snapshot of occupancy and vacancy data taken in summer term 2015 and may have changed by the time of this publication.

Ward	0-2 years			2 years			Think2			3-4 years		
	Places	Vacancies	Vacancies %	Places	Vacancies	Vacancies %	Places	Vacancies	Vacancies %	Places	Vacancies	Vacancies %
Brereton and Ravenhill	14	0	0%	50	14	28%	37	19	51%	121	21	17%
Cannock East	3	3	100%	49	29	59%	28	27	96%	81	61	75%
Cannock North	2	0	0%	40	4	10%	42	4	10%	104	4	4%
Cannock South	63	28	44%	105	42	40%	91	31	34%	149	46	31%
Cannock West	18	3	17%	92	27	29%	86	20	23%	108	35	32%
Etching Hill and The Heath	5	2	40%	21	3	14%	16	2	13%	95	17	18%
Hagley	2	0	0%	20	8	40%	12	6	50%	46	6	13%
Hawks Green	3	1	33%	27	8	30%	33	5	15%	49	12	24%
Heath Hayes East and Wimblebury	16	7	44%	49	15	31%	77	16	21%	126	40	32%
Hednesford Green Heath	24	15	63%	37	16	43%	37	10	27%	65	28	43%
Hednesford North	17	2	12%	53	28	53%	58	10	17%	99	11	11%
Hednesford South	1	1	100%	34	5	15%	34	3	9%	37	7	19%
Norton Canes	18	3	17%	24	4	17%	25	10	40%	86	28	33%
Rawnsley	8	1	13%	18	14	78%	15	5	33%	46	20	43%
Western Springs	10	1	10%	24	5	21%	66	6	9%	115	8	7%
Cannock Chase	204	67	33%	643	222	35%	657	174	26%	1,327	344	26%

- There are 124 PVI childcare providers in Cannock of which 73% provided a response to the sufficiency audit.
- There are 73 PVI childcare providers registered for funded childcare places of which 95% provided a response.
- The current childcare sufficiency shows overall in Cannock there is a 26% vacancy rate for three and four year olds who are entitled to 15 hours of free childcare.
- For children requiring a Think2 childcare place there is also currently a 26% vacancy rate in Cannock.

Childcare Take-up in the PVI Sector, Summer 2015

Ward	Take-up in the PVI sector			Places taken in school nurseries by school address
	Population of 3 year olds	Number of children	Percentage of children	
Brereton and Ravenhill	80	66	83%	46
Cannock East	68	50	74%	52
Cannock North	98	118	120%	17
Cannock South	96	78	81%	73
Cannock West	67	47	70%	53
Etching Hill and The Heath	82	52	63%	84
Hagley	65	40	62%	41
Hawks Green	105	89	85%	0
Heath Hayes East and Wimblebury	94	58	62%	103
Hednesford Green	54	37	69%	48
Hednesford North	87	61	70%	23
Hednesford South	47	37	79%	25
Norton Canes	91	67	74%	41
Rawnsley	45	51	113%	0
Western Springs	68	64	94%	26
Cannock Chase	1,147	915	80%	632

- There are a total of 1,147 three year olds eligible for 15 hours of free childcare.
- In the Summer 2015 term, 915 three year old children were attending a place in a PVI setting and a further 632 were within a school nursery class.
- This equates to 80% of three year olds are accessing their nursery education funding in the PVI sector.

*There is no measure for 3 and 4 yr olds in terms of take up because of variation in population data, access to different types of provision and local authorities funding places for children which live outside of their catchment area.

HOSPITAL ATTENDANCES AND ADMISSIONS

TODDLER

A & E Attendances aged 0-4 (rate per 10,000)

Ward	2013/14
Etching Hill and The Heath	361
Brereton and Ravenhill	381
Hagley	391
Hawks Green	406
Rawsley	408
Heath Hayes East and Wimblebury	424
Norton Canes	427
Hednesford Green Heath	447
Hednesford South	455
Western Springs	496
Cannock East	524
Cannock West	568
Hednesford North	629
Cannock South	656
Cannock North	746
Cannock Chase	499
Staffordshire	455
England	540

- The rate of children under 5 years of age who attended A & E is significantly higher in Cannock North, Cannock South and Hednesford North, in comparison to England.
- Cannock North also has the largest proportion of hospital admissions for unintentional injuries for under 5's.
- Etching Hill & The Heath has the lowest proportion of A & E attendances, but an above average rate for hospital admissions.
- Hednesford Green Heath and Hednesford South figures are suppressed due to low numbers of hospital admissions.

Hospital Admissions from unintentional injuries aged 0-4 (rate per 10,000)

Ward	2013/14
Hednesford Green Heath	s
Hednesford South	s
Cannock East	21
Norton Canes	120
Cannock West	165
Hawks Green	176
Etching Hill and The Heath	182
Heath Hayes East and Wimblebury	217
Cannock South	236
Brereton and Ravenhill	238
Rawsley	238
Western Springs	289
Hednesford North	346
Hagley	373
Cannock North	398
Cannock Chase	238
Staffordshire	149
England	135

CHILDHOOD OBESITY

FIRST DAY OF SCHOOL

Excess Weight, Children aged 4 - 5 2010/11 - 2012/13

Ward	2010/11 - 2012/13
Heath Hayes East and Wimblebury	21.8%
Hednesford South	23.3%
Hawks Green	23.7%
Cannock West	25.1%
Hednesford North	25.6%
Western Springs	25.8%
Etching Hill and The Heath	25.9%
Hednesford Green Heath	26.1%
Cannock South	27.0%
Rawnsley	29.2%
Norton Canes	29.2%
Cannock East	29.8%
Hagley	30.2%
Brereton and Ravenhill	30.5%
Cannock North	31.0%
Cannock Chase	26.8%
Staffordshire	23.4%
England	22.5%

- Excess weight for reception aged children is significantly higher than the national average in all Cannock Chase wards with the exception of Heath Hayes, which has a marginally lower rate.
- The obesity rate is higher than the England rate for 12 of the 15 wards in Cannock Chase.
- Hawks Green and Hednesford South have the lowest percentage of obese children in Cannock Chase.

Obesity, Children aged 4 - 5 2010/11 - 2012/13

Ward	2010/11 - 2012/13
Hawks Green	8.3%
Hednesford South	8.5%
Cannock South	9.3%
Rawnsley	9.5%
Hagley	9.5%
Hednesford North	9.6%
Heath Hayes East and Wimblebury	10.7%
Hednesford Green Heath	11.6%
Cannock West	12.0%
Etching Hill and The Heath	12.2%
Western Springs	12.9%
Cannock East	12.9%
Brereton and Ravenhill	13.1%
Cannock North	15.7%
Norton Canes	16.2%
Cannock Chase	11.5%
Staffordshire	9.5%
England	9.4%

Pupils achieving Good Level of Development, 2015

Ward	GLD	Gender		Free School Meals		SEN				
		Male	Female	FSM	Non-FSM	No SEN (N)	School Action (A)	School Action Plus (P)	SEN Support (K)	Statement (S)
Brereton and Ravenhill	56.9%	44.8%	72.7%	36.4%	62.5%	63.5%	50.0%	0.0%	33.3%	0.00%
Cannock East	67.2%	64.7%	69.7%	69.2%	66.7%	74.6%	0.0%	-	14.3%	-
Cannock North	65.1%	55.6%	74.5%	69.4%	63.0%	74.4%	-	20.0%	27.3%	0.00%
Cannock South	66.7%	55.3%	81.1%	64.3%	67.1%	72.7%	-	-	0.0%	0.00%
Cannock West	71.0%	66.7%	75.0%	66.7%	71.2%	70.7%	-	-	-	-
Etching Hill and The Heath	66.2%	53.5%	83.9%	26.7%	76.3%	74.2%	-	0.0%	-	0.00%
Hagley	70.0%	73.5%	66.7%	61.5%	71.9%	77.8%	0.0%	-	-	-
Hawks Green	73.3%	69.6%	76.3%	83.3%	72.7%	75.0%	-	-	40.0%	-
Heath Hayes East and Wimblebury	82.6%	75.0%	90.9%	80.0%	82.8%	87.5%	-	0.0%	33.3%	-
Hednesford Green Heath	67.4%	53.8%	85.0%	0.0%	68.9%	73.8%	-	0.0%	0.0%	0.00%
Hednesford North	70.9%	62.5%	81.6%	66.7%	71.4%	74.0%	-	0.0%	60.0%	-
Hednesford South	79.6%	78.1%	81.8%	100.0%	78.0%	81.1%	-	-	-	0.00%
Norton Canes	57.8%	51.6%	63.6%	50.0%	58.6%	66.1%	0.0%	0.0%	0.0%	0.00%
Rawnsley	71.9%	69.4%	76.2%	66.7%	72.2%	76.5%	-	-	33.3%	-
Western Springs	71.1%	62.5%	79.1%	62.5%	72.0%	75.7%	-	66.7%	0.0%	-

- The percentage of children in Cannock Chase attaining a Good Level of Development in the Early Years is significantly higher than national, particularly in the Heath Hayes East and Hednesford South wards.
- Girls perform better than boys in all wards with the exception of Hagley.

CANNOCK DISTRICT PROFILE

SUMMARY

Measure	Date	Brereton and Ravenhill	Cannock East	Cannock North	Cannock South	Cannock West	Etching Hill and The Heath	Hagley	Hawks Green	Heath Hayes East and Wimblebury	Hednesford Green Heath	Hednesford North	Hednesford South	Norton Canes	Ra wnsley	Western Springs	Cannock Chase	Staffordshire	England
Total Population	2013	6,742	6,888	7,498	7,880	7,023	6,678	4,667	7,750	6,376	4,961	7,083	5,318	7,432	4,954	6,869	98,119	8,577,007	56,948,229
Total Under 5 Population	2013	451	415	544	527	322	324	325	550	341	235	426	249	393	290	393	5,785	46,099	3,592,907
Percentage Under 5's	2013	6.7%	6.0%	7.3%	6.7%	4.6%	4.9%	7.0%	7.1%	5.3%	4.7%	6.0%	4.7%	5.3%	5.9%	5.7%	5.9%	5.4%	6.3%
Minority Ethnic Group (%)	2011	3.3%	3.0%	3.9%	5.6%	4.3%	3.0%	3.8%	4.6%	2.8%	3.1%	3.2%	3.0%	2.6%	2.5%	3.2%	3.5%	6.4%	20.2%
Children in low income families (%)	2015	23.2%	24.0%	33.7%	28.4%	12.4%	15.5%	19.4%	7.0%	11.5%	12.6%	21.6%	6.9%	18.4%	12.6%	16.7%	18.1%	14.4%	19.2%
Child Wellbeing Index (CWI) 2009 weighted score	2009	149.7	179.3	234.4	182.5	102.5	150.7	171.6	82.3	105.9	93.8	166.8	77.7	158.7	121.7	114.6	142.6	114.3	159.3
% in the most deprived CWI national quintile	2009	0.0%	24.2%	23.2%	0.0%	0.0%	25.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	7.8%	24.4%
Rate per 1,000 CP	2013/2014	3.4	12.6	17.4	6	7.5	11.3	s	5.1	s	6.2	6.8	4.7	9.7	9.9	9.5	8	3.9	4.2
Rate per 1,000 LAC	2013/2014	6.9	8.9	7.8	5.4	7.5	15	s	2.6	s	s	10.3	s	7.1	5.9	5.9	6.2	5.6	6
Rate per 1,000 CIN	2013/2014	75.1	119.6	136.1	97.1	41.8	102	64.8	32.4	59.1	40.1	104.1	49.1	68	71.2	77.7	77.8	68.5	68.5
BRFC Total Involvements (Phase 2)	2015	14	16	37	28	1	9	7	9	10	1	6	2	7	7	9	163	1,132	-
BRFC Total Involvements with Children 0-4 (Phase2)	2015	1	3	5	2	0	0	1	1	3	1	0	0	2	3	1	23	543	-
Early Years Reach Population (All)	2013	6,742	6,888	7,498	7,880	7,023	6,678	4,667	7,750	6,376	4,961	7,083	5,318	7,432	4,954	6,869	98,119	-	-
Early Years Reach Population (Age 0-4)	2013	451	415	544	527	322	324	325	550	341	235	426	249	393	290	393	5,785	-	-
Reach Population	2013	307	352	504	427	233	259	215	313	225	143	334	163	240	165	275	4,155	-	-
% Reach Population (Age 0-4)	2013	68.1%	84.8%	92.6%	81.0%	72.4%	79.9%	66.2%	56.9%	66.0%	60.9%	78.4%	65.5%	61.1%	56.9%	70.0%	71.8%	-	-
Under 18 conceptions (rates per 1,000)	2011-2013	30.9	36.2	49.6	69.9	26	36.8	30.4	40.2	37.8	23.2	41.3	22.6	23.6	28.8	27.6	37.4	29.5	27.6
General Fertility Rates (per 1,000 women)	2011-2013	65.1	67.5	66.2	67.8	57.2	55.6	59.0	59.4	56.0	43.6	71.7	52.4	57.5	56.1	65.4	60.8	57.9	63.8
Number of Live Births (annual average)	2010-2012	83	98	92	102	64	66	59	113	77	41	95	53	80	51	78	1,152	8,980	689,789
Smoking at time of delivery (%)	2010/2011	18%	28%	25%	22%	14%	24%	21%	5%	18%	14%	18%	s	12%	13%	14%	17%	14%	14%
Low Birthweight Babies (under 2,500g)	2011-2013	7.70%	7.60%	9.10%	5.90%	8.80%	6.80%	9.00%	4.60%	6.90%	9.00%	8.20%	6.20%	5.90%	7.10%	6.40%	7.20%	7.30%	7.40%
Breastfeeding Initiation (%)	2011/12	52%	41%	43%	52%	65%	49%	60%	54%	62%	55%	49%	62%	55%	60%	58%	53%	60%	74%
Breastfeeding prevalence (6-8 weeks)	2012/2013	20.90%	17.30%	17.50%	20.20%	32.10%	18.40%	19.40%	31.50%	24.40%	31.00%	21.70%	23.90%	20.30%	33.90%	23.90%	20.30%	33.90%	47.10%
A&E attendances (aged 0-4) (rate per 10,000)	2013/2014	381	524	746	656	568	361	391	406	424	447	629	455	427	408	496	499	455	540
Hospital admissions from unintentional and deliberate injuries (aged 0-4) (rater per 10,000)	2013/2014	238	212	398	236	165	182	373	176	217	s	346	s	120	238	289	238	149	135
Excess weight (aged 4-5)	2010/11-2012/13	30.5%	29.8%	31.0%	27.0%	25.1%	25.9%	30.2%	23.7%	21.8%	26.1%	25.6%	23.3%	29.2%	29.2%	25.8%	26.8%	23.4%	22.5%
Obesity (aged 4-5)	2010/11-2012/13	13.1%	12.9%	15.7%	9.3%	12.0%	12.2%	9.5%	8.3%	10.7%	11.6%	9.6%	8.5%	16.2%	9.5%	12.9%	11.5%	9.5%	9.4%
Good Level of Development (EYFS)	2014	60.0%	56.7%	63.0%	55.6%	74.3%	76.3%	53.3%	67.9%	59.0%	81.8%	62.0%	68.3%	53.1%	65.3%	78.9%	64.2%	64.2%	60.4%