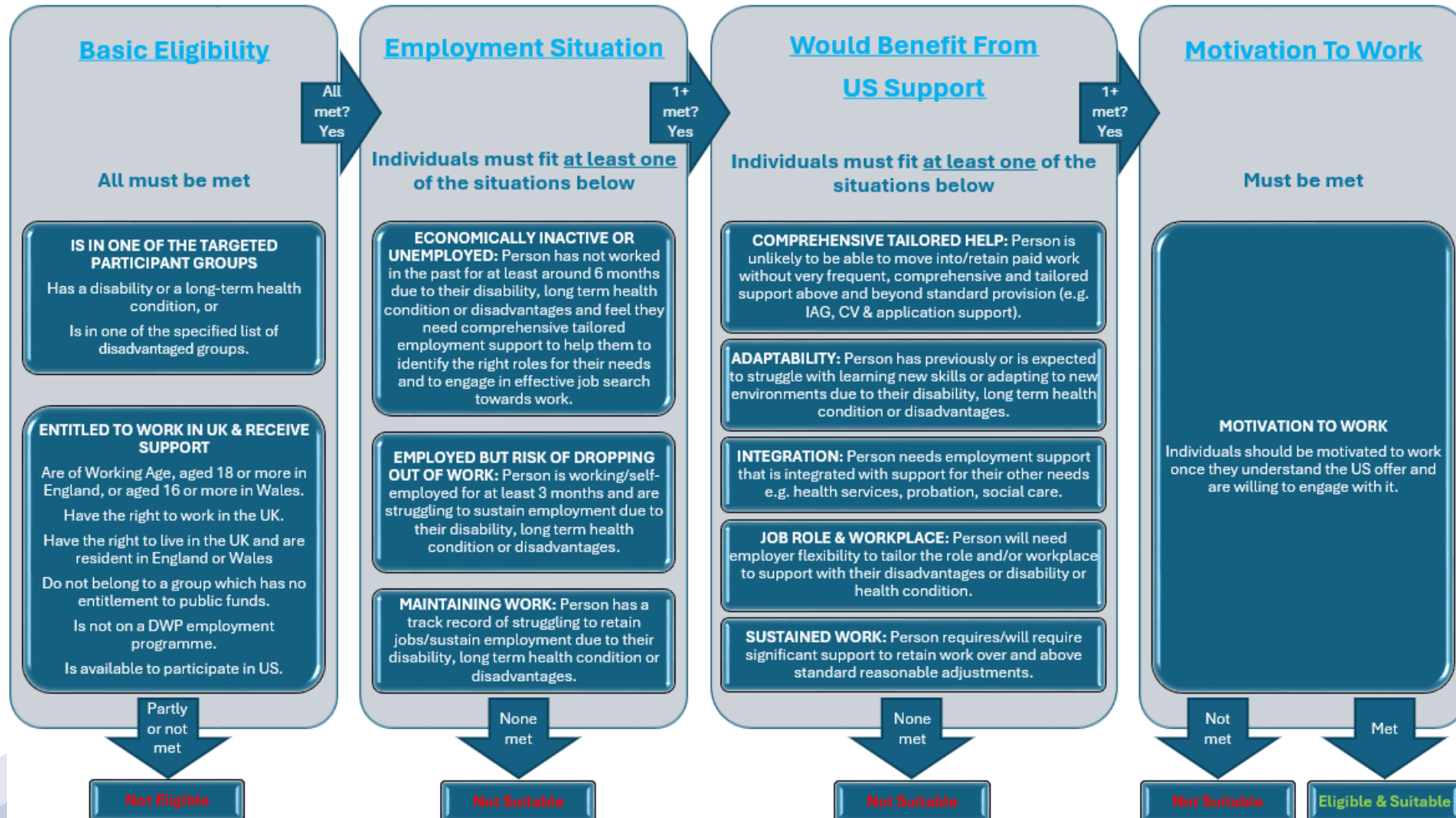


Connect to Work Needs Assessment

July 2024



Connect to Work (previously Universal Support) eligibility and suitability





Connect to Work (previously Universal Support) core eligibility and suitability criteria

- A person who is a disabled person, or has a long-term health condition, or is in one of the specified groups experiencing disadvantage or multiple disadvantages.
- Within those groups we expect the majority of participants will not have been actively looking for work.
- Connect to Work will be open to people in those groups at risk of losing paid work and those who have been seeking work and unable to secure stable employment.





DWP Connect to Work (previously Universal Support) User Testing

- In order to get views from people who were broadly in scope for the US programme, we asked the research recruitment company to recruit people according to the following criteria, (this was not proposed in terms of quotas, more as a guide, as it is for qualitative research, not a survey:
- People who are thinking about work, (or in work) with intermittent work histories, (periods of unemployment/inactivity over the last 2 years.)
- And, have a long-term health condition (over 12 months) or, identify as having a disability.
- And/or, identify as having/facing one or more of the following characteristics/circumstances that suggest complex disadvantage:
 - An ex-offender (someone who has completed a custodial or community sentence)
 - A current offender (someone who is serving a community service)
 - A carer or ex-carer
 - A homeless person
 - A former member of the His Majesty's (HM) Armed Forces (AF), a member of the HM AF reserves, a partner of current or former Armed Forces personnel
 - A person with a history of drug or alcohol dependency
 - A person with experience of living in care
- We would look to include a breakdown of who we engaged when reporting findings for reference. The recruitment company typically look across different regional areas and consider gender balance, again, as a guide rather than to meet any specified quotas.

Eligibility



Eligibility: People with a disability

- Definition of disabled person is:
 - a) A disabled person as defined under section 6 of the Equality Act 2010; or
 - b) A person who considers themselves disabled under the Social Model of Disability.
- In Staffordshire and Stoke-on-Trent there are:

207,054 disabled people of all ages under the Equality Act 2010 *(Source: Census 2021)*
[Disability, England and Wales - Office for National Statistics \(ons.gov.uk\)](#)

16m nationally – disabled people under the Social Model of Disability - [Social model of disability | Disability charity Scope UK](#) / [Disability facts and figures | Disability charity Scope UK](#)

(Source: [Family Resources Survey: financial year 2021 to 2022 - GOV.UK \(www.gov.uk\)](#))



Eligibility: People with a disability

Cell	Stoke-on-Trent and Staffordshire	
	number	conf
T02a:1 (EA core (current disability) or work-limiting disabled - All : All people)	170,500	21,400
T02a:4 (EA core (current disability) or work-limiting disabled - Economically active : All people)	115,800	17,600
T02a:7 (EA core (current disability) or work-limiting disabled - In employment : All people)	111,300	17,300
T02a:10 (EA core (current disability) or work-limiting disabled - Employees : All people)	99,000	16,300
T02a:13 (EA core (current disability) or work-limiting disabled - Self Employed : All people)	11,300	5,500
T02a:16 (EA core (current disability) or work-limiting disabled - Unemployed : All people)	4,500	*
T02a:19 (EA core (current disability) or work-limiting disabled - Inactive : All people)	54,700	12,100

Estimated total of 59,200 disabled people aged 16-64 under the Equality Act 2010 or work limiting disabled that are economically inactive or unemployed *(Source: Annual Population Survey Jan 2023-Dec 2023)*

Eligibility: People with a long-term health condition

There are a number of Department for Work and Pensions (DWP) benefits aimed at helping with the extra costs associated with ill health and disability including:

- Disability Living Allowance (DLA)
- Personal Independence Payment (PIP)
- Incapacity Benefit (IB) / Severe Disablement Allowance (SDA)
- Employment and Support Allowance (ESA)

Disability benefit caseload figures can indicate trends in disability prevalence. Although it is important to note that not every person who is considered disabled under the Equality Act claims or qualifies for a disability benefit.

Eligibility: DWP Benefits Overview

- **Disability Living Allowance (DLA)**



From 8 April 2013, Disability Living Allowance for people of working age was replaced by Personal Independence payment (PIP) for new claims.



- **Personal Independence Payment (PIP)**

- **Incapacity Benefit (IB)**



On 27 October 2008, pre-existing benefits paid on grounds of incapacity and disability, that is Incapacity Benefit (IB) and Severe Disablement Allowance (SDA) were replaced with Employment and Support Allowance (ESA) for all new claimants.



- **Employment and Support Allowance (ESA)**

- **Severe Disablement Allowance (SDA)**

Additional DWP benefits related to Connect to Work

People on Universal Credit with a health condition or disability restricting their ability to work

AND

Work and Health Programme (WHP) is an employment support programme - in September 2023, the WHP was expanded to include a new element called WHP Pioneer.



- **Universal Credit (UC) – Health Caseload**

- **Work and Health Programme (WHP)**

Personal Independence Payment (PIP) Benefits Latest

Area	Nov-18		Apr-24		Nov-18 to Nov-23 Change
	Number	% of S&S Total	Number	% of S&S Total	
Stoke-on-Trent	9,932	30.8%	16,130	29.9%	62%
Newcastle-under-Lyme	3,688	11.5%	5,916	11.0%	60%
Stafford	3,100	9.6%	5,502	10.2%	77%
Cannock Chase	3,183	9.9%	5,421	10.1%	70%
East Staffordshire	2,813	8.7%	5,128	9.5%	82%
South Staffordshire	2,523	7.8%	4,251	7.9%	68%
Lichfield	2,294	7.1%	3,953	7.3%	72%
Tamworth	2,336	7.3%	3,890	7.2%	67%
Staffordshire Moorlands	2,340	7.3%	3,681	6.8%	57%
Staffordshire	22,273	69.2%	37,743	70.1%	69%
Staffordshire & Stoke-on-Trent	32,204	100.0%	53,873	100.0%	67%
West Midlands	169,793		295,003		74%
England	1,428,967		2,540,049		78%



Personal Independence Payment (PIP) Disability

Disability	Apr-24	
Mixed anxiety and depressive disorders	6,124	11.4%
Specific back pain	3,776	7.0%
Learning disability global	3,585	6.7%
Autistic spectrum disorders	3,293	6.1%
Inflammatory arthritis	3,284	6.1%
Chronic pain syndromes	2,891	5.4%
Osteoarthritis	2,809	5.2%
Mood disorders	1,717	3.2%
Psychotic disorders	1,556	2.9%
Epilepsy	1,346	2.5%
Other neurological disorders	1,158	2.1%
Personality disorder	1,064	2.0%
Multiple sclerosis	1,043	1.9%
Cerebrovascular disease	1,002	1.9%
Total	53,873	100.0%

Employment and Support Allowance (ESA) Benefits

Latest

Area	Nov-18		Nov-23		Nov-18 to Nov-23 Change
	Number	% of S&S Total	Number	% of S&S Total	
Stoke-on-Trent	13,221	34.3%	8,562	32.3%	-35%
Newcastle-under-Lyme	4,806	12.5%	3,166	12.0%	-34%
Stafford	3,661	9.5%	2,636	10.0%	-28%
Cannock Chase	3,573	9.3%	2,520	9.5%	-29%
East Staffordshire	3,647	9.5%	2,501	9.4%	-31%
Staffordshire Moorlands	2,740	7.1%	1,984	7.5%	-28%
South Staffordshire	2,430	6.3%	1,812	6.8%	-25%
Lichfield	2,265	5.9%	1,703	6.4%	-25%
Tamworth	2,194	5.7%	1,593	6.0%	-27%
Staffordshire	25,324	65.7%	17,905	67.6%	-29%
Staffordshire and Stoke-on-Trent	38,540	100.0%	26,474	100.0%	-31%
West Midlands	194,873		135,656		-30%
England	1,742,874		1,210,324		-31%

Note: In Nov 23 only 278 residents in Staffordshire and Stoke-on-Trent still claiming **Incapacity Benefit and Severe Disablement Allowance** and yet to move to ESA

Employment and Support Allowance (ESA) Conditions

Medical condition	Nov-23	
Mental and Behavioural disorders	13,055	49.3%
Disease of the Musculoskeletal System and Connective Tissue	3,528	13.3%
Diseases of the Nervous System	2,369	8.9%
Symptoms, signs and abnormal Clinical and Laboratory findings, not elsewhere classified	2,015	7.6%
Diseases of the Circulatory System	1,061	4.0%
Neoplasms	788	3.0%
Diseases of the Respiratory System	567	2.1%
Injury, poisoning and certain other consequences of external causes	541	2.0%
Factors influencing Health Status and contact with Health Services	498	1.9%
Congenital Malformations, Deformations and Chromosomal Abnormalities	422	1.6%
Diseases of the Digestive System	378	1.4%
Endocrine, Nutritional and Metabolic diseases	304	1.1%
Diseases of the Eye and Adnexa	271	1.0%
Diseases of the Genito-urinary System	145	0.5%
Codes for special purposes	124	0.5%
Diseases of the Ear and Mastoid Process	108	0.4%
Total	26,474	100.0%

Universal Credit (UC) – Health Caseload Benefits Latest

Area	Apr-19		Mar-24		Nov-18 to Nov-23 Change
	Number	% of S&S Total	Number	% of S&S Total	
Stoke-on-Trent	1,902	39.7%	10,913	34.4%	474%
Newcastle-under-Lyme	331	6.9%	3,255	10.3%	883%
East Staffordshire	291	6.1%	3,206	10.1%	1002%
Cannock Chase	345	7.2%	2,978	9.4%	763%
Stafford	312	6.5%	2,929	9.2%	839%
Tamworth	533	11.1%	2,283	7.2%	328%
Lichfield	455	9.5%	2,226	7.0%	389%
South Staffordshire	347	7.2%	2,187	6.9%	530%
Staffordshire Moorlands	270	5.6%	1,770	5.6%	556%
Staffordshire	2,889	60.3%	20,838	65.6%	621%
Staffordshire and Stoke-on-Trent	4,790	100.0%	31,748	100.0%	563%
West Midlands	34,834		191,113		449%
England	330,323		1,665,332		404%

Universal Credit (UC) – Stage of UC Health

Area	Live fit note (Pre-wca)	Limited capability for work	Limited capability for work and work- related activity	Total
Stoke-on-Trent	1,575	2,376	6,956	10,913
Newcastle-under-Lyme	430	668	2,158	3,255
East Staffordshire	524	557	2,127	3,206
Cannock Chase	457	645	1,869	2,978
Stafford	476	561	1,891	2,929
Tamworth	298	457	1,529	2,283
Lichfield	269	469	1,487	2,226
South Staffordshire	316	468	1,403	2,187
Staffordshire Moorlands	216	336	1,212	1,770
Staffordshire	2,992	4,163	13,680	20,838
Staffordshire and Stoke-on-Trent	4,570	6,543	20,636	31,748
West Midlands	27,711	38,945	124,450	191,113
England	226,238	292,715	1,146,371	1,665,332
Total	226,238	292,715	1,146,371	1,665,332

Work and Health Programme (WHP) Referrals to date

Nov 2017 to Feb 2024					
Area	Disability group (V)	Early access group (V)	Long-term unemployed (VI)	Total	% of S&S Total
Stoke-on-Trent	3,162	397	166	3,723	44%
East Staffordshire	751	109	29	887	11%
Newcastle-under-Lyme	669	137	43	845	10%
Stafford	532	101	38	668	8%
Tamworth	507	52	14	574	7%
Cannock Chase	400	65	62	528	6%
Staffordshire Moorlands	424	41	15	480	6%
South Staffordshire	286	75	21	376	4%
Lichfield	298	43	23	363	4%
Staffordshire	3,865	617	237	4,723	56%
SSLEP	7,028	1,012	404	8,443	100%
West Midlands	30,370	5,943	3,420	39,737	
England	335,725	64,826	32,244	432,792	

Work and Health Programme (WHP) Starts to date

Area	Nov 2017 to Feb 2024				% of S&S Total
	Disability group (V)	Early access group (V)	Long-term unemployed (VI)	Total	
Stoke-on-Trent	1,919	235	143	2,297	43%
East Staffordshire	484	72	15	575	11%
Newcastle-under-Lyme	433	84	32	549	10%
Stafford	333	56	31	419	8%
Tamworth	343	34	9	391	7%
Cannock Chase	287	47	47	378	7%
Staffordshire Moorlands	266	28	9	300	6%
South Staffordshire	179	49	15	241	4%
Lichfield	188	23	14	229	4%
Staffordshire	2,500	387	180	3,071	57%
SSLEP	4,420	625	323	5,370	100%
West Midlands	19,247	3,605	2,580	25,429	
England	225,170	41,008	25,260	291,438	

Work and Health Programme Pioneer Referrals to date

Area	Sep 2023 to Feb 2024			
	Disability group	Early access group	Total	% of S&S Total
Stoke-on-Trent	25	6	30	26%
South Staffordshire	15	..	15	13%
Stafford	5	8	13	11%
East Staffordshire	9	6	12	10%
Newcastle-under-Lyme	12	..	11	9%
Staffordshire Moorlands	10	..	10	9%
Tamworth	9	..	9	8%
Lichfield	5	..	8	7%
Cannock Chase	5	..	5	4%
Staffordshire	63	16	88	75%
SSLEP	90	21	117	100%
West Midlands	497	108	608	
England	6,740	1,664	8,406	



Work and Health Programme Pioneer Starts to date

Sep 2023 to Feb 2024					
Area	Disability group	Early access group	Total	% of S&S Total	
Stoke-on-Trent	16	6	20	29%	
South Staffordshire	9 ..		11	16%	
Stafford	..	5	9	13%	
Newcastle-under-Lyme	7 ..		6	9%	
Tamworth	6 ..		6	9%	
Cannock Chase	5 ..		5	7%	
East Staffordshire	5 ..		5	7%	
Staffordshire Moorlands	5 ..		5	7%	
Lichfield	0%	
Staffordshire	41	13	53	77%	
SSLEP	55	17	69	100%	
West Midlands	271	73	340		
England	4,129	1,057	5,184		



Eligibility: People in Disadvantaged Groups

- The following are the proposed Disadvantaged Groups for introduction to Connect to Work:
 - an ex-offender (someone who has completed a custodial or community sentence) or an offender (someone who is serving a community sentence);
 - a carer;
 - an ex-carer;
 - a homeless person;
 - Armed Forces veterans that is: a former member of His Majesty's (HM) Armed Forces (AF); a member of the HM AF reserves; a partner of current or former Armed Forces personnel;
 - a person for whom a drug or alcohol dependency, including a history of, presents a significant barrier to employment;
 - a person with care experience;
 - Refugee, a resettled Afghan, a resettled Ukrainian;
 - a victim of domestic abuse;
 - young people identified as being involved or at risk of being involved in gangs or serious violence; and
 - a victim of modern slavery.

Staffordshire & Stoke-on-Trent Overview

Groups

Disabled – 59,200

Long-term health condition – 186,400

Ex-offenders/Offender – 20,000

Carer/Ex-carer – 105,345

Homeless - 773

Armed Forces Veteran – 38,219

Drug/Alcohol Dependency – 18,178

Care Leaver – 2,491

Refugee – 3,090

Domestic Abuse Victim – 23,697

Young People Gangs - ??

Modern Slavery- ??

Need

Total Economically
Inactive -
121,000

Sub-group of Total
Economically Inactive
Long-term Sick -
38,400

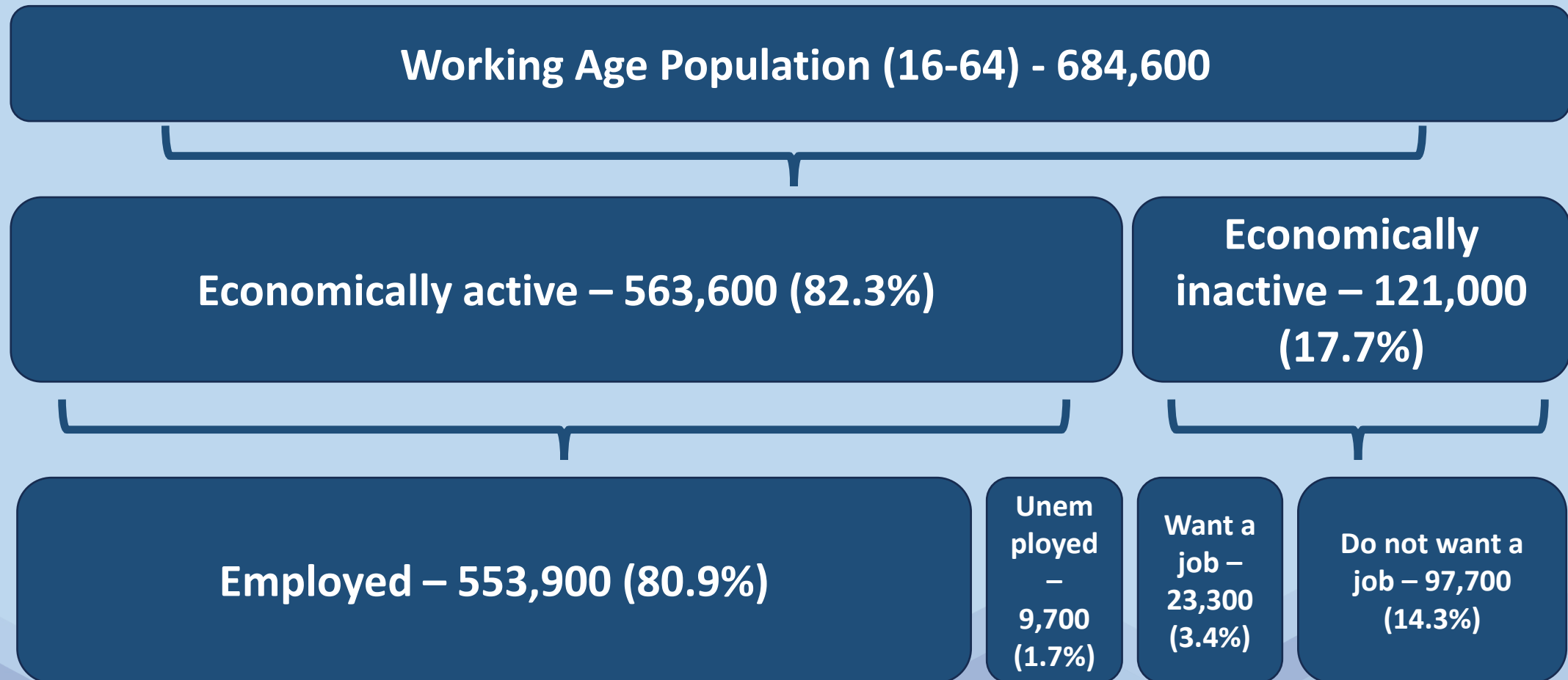
Unemployed /
Underemployed –
25,955

Connect to Work

Suitability



Suitability: Staffordshire and Stoke-on-Trent Labour Market Summary Infographic



Suitability: Staffordshire and Stoke-on-Trent Labour Market Summary

- **Working Age Population** - In 2023 there were 684,600 residents of working age (16-64).
- **Economic Activity** - Of these 563,600 (82.3% of Working Age Population) were economically active.
 - **Employment** – Of those economically active 553,900 (80.9%) were employed.
 - **Unemployment** – While 9,700 (1.7%) were unemployed.
- **Economic Inactivity** – While 121,000 (17.7%) were economically inactive.
 - 23,300 (3.4%) want a job.
 - 97,700 (14.3%) do not want a job.

Suitability: Economically Inactive



Economically Inactive Summary

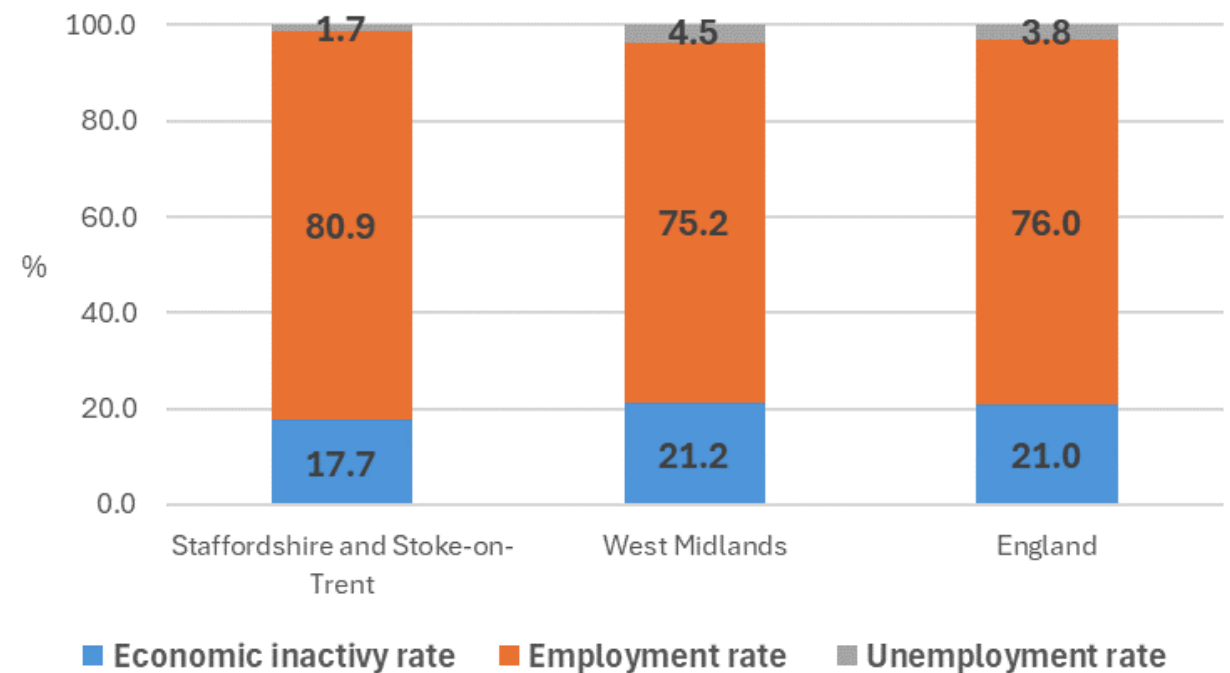
- Overall **Staffordshire and Stoke-on-Trent's estimated economic inactivity rate is far lower than seen regionally and nationally**, with higher employment and lower unemployment.
- Following an increase seen during COVID **Staffordshire and Stoke-on-Trent has seen those residents who are economically inactive recover to below pre-pandemic levels which is in contrast to the national picture**. This recent improvement **continues the long-term decline** in economically inactive residents.
- **Estimated cost to local economy remains significant at £4.3-5.9bn.**



Economically Inactive – Latest Numbers and Rates

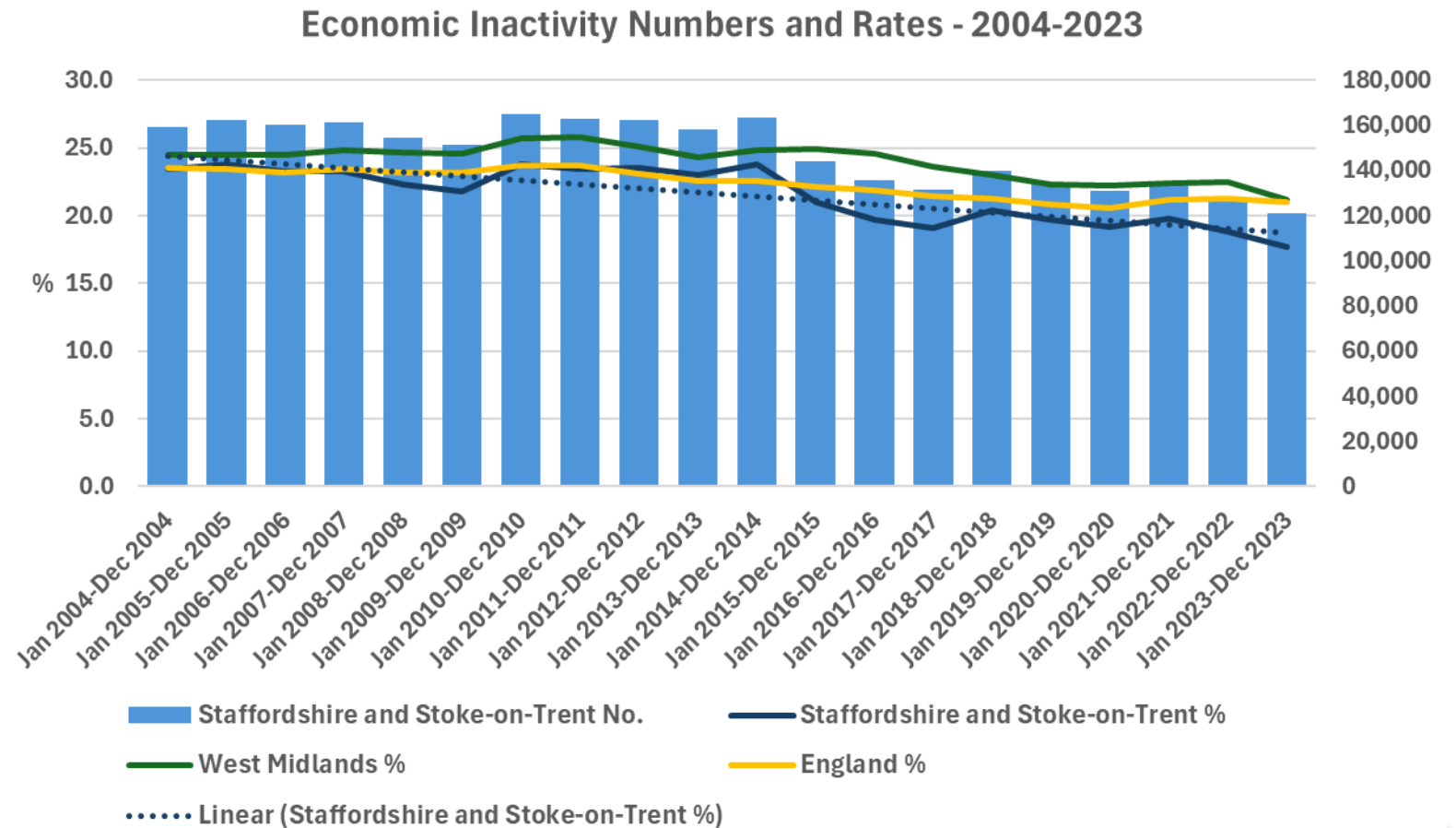
- Staffordshire and Stoke-on-Trent's **economic inactivity rate for the latest available period of Jan 2023-Dec 2023 was estimated at 17.7% equivalent to 121,000** of those aged 16 to 64, which was significantly below the national rate of 21.0% and regional rate of 21.2%.
- Of those that are economically inactive in Staffordshire and Stoke-on-Trent it is **estimated that only 19.3% want a job, equivalent to 23,300 or 3.4% of working age population.**

Latest Labour Market Comparison Jan 2023-Dec 2023



Economically Inactive – Trend

- Staffordshire and Stoke-on-Trent's has seen the estimated **number of economically inactive working age (aged 16-64) residents recover to below pre-pandemic levels** (13,400 fewer during latest period) following an increase caused by COVID.
- This is **in contrast to the national picture** where those economically inactive still remain well above pre-pandemic levels.



Economically Inactive – By Local Authority

Latest data for Jan 2023-Dec 2023

Area	Economically Inactive	% Economically Inactive	Economically inactive who want a job	% of economically inactive who want a job
Stafford	17,900	22.0	3,700	20.7
Stoke-on-Trent	34,500	21.9	7,400	21.5
West Midlands	774,600	21.2	146,900	19.0
England	7,379,600	21.0	1,311,800	17.8
East Staffordshire	13,500	18.8	2,800	20.8
Staffordshire and Stoke-on-Trent	121,000	17.7	23,300	19.3
Staffordshire Moorlands	10,400	17.3	!	!
Tamworth	8,200	16.9	!	!
Staffordshire	86,400	16.4	15,900	18.4
South Staffordshire	9,900	15.6	!	!
Cannock Chase	9,700	15.2	!	!
Lichfield	8,700	14.7	3,800	44.0
Newcastle-under-Lyme	8,200	10.4	!	!

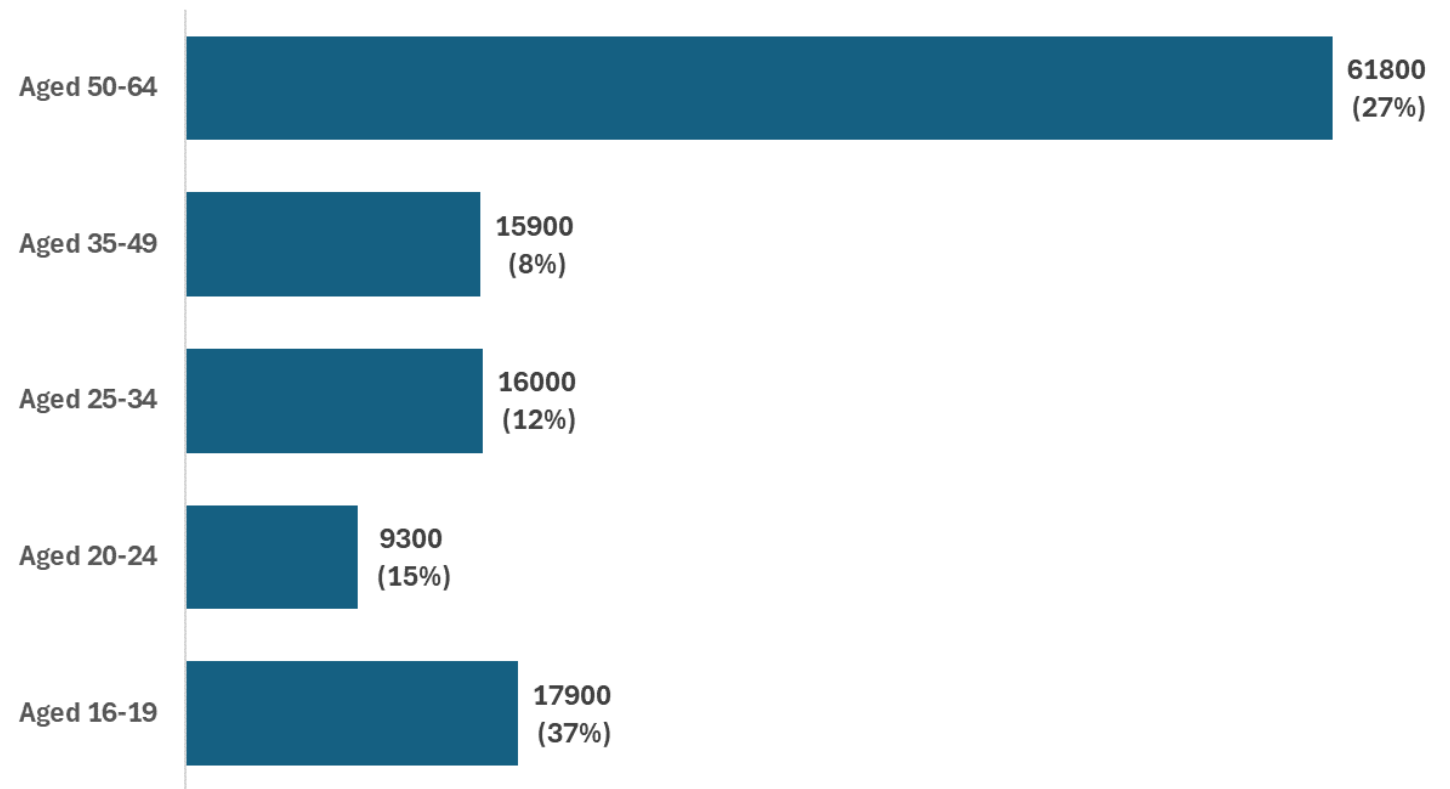
! Estimate and confidence interval not available since the group sample size is zero or disclosive (0-2).



Economically Inactive – By Age Group

- In Staffordshire and Stoke-on-Trent of those economically inactive there are **61,800 aged 50 to 64, accounting for 51% of the total** during the period Jan 2023-Dec 2023 and 27% of that age cohort.
- There were 27,200 residents aged 16 to 24 who are economically inactive, making up 22% of the total.
- With the remaining 31,900 who are economically inactive aged 25 to 49.

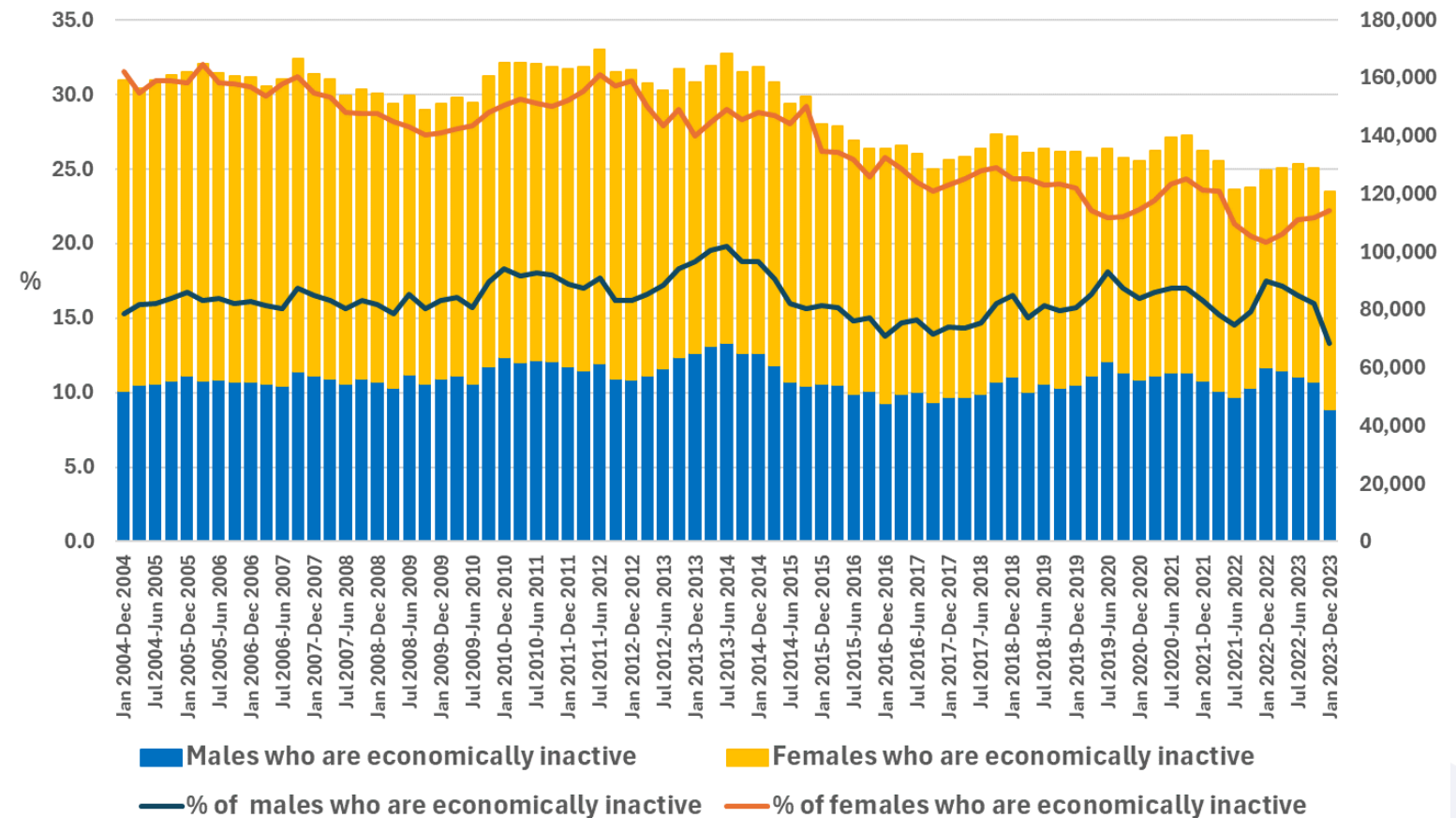
Staffordshire and Stoke-on-Trent economically inactive by age



Economically Inactive – By Gender

- In Staffordshire and Stoke-on-Trent of those economically inactive aged 16 to 64 there were **75,100 females accounting for 62% of the total** in Jan 2023-Dec 2023, while there were **45,800 males making up 38% of the total**.
- There has been a **long-term decline in the number of females** economically inactive declining from around 30% of females being economically inactive prior to the financial crisis to closer to 20% in 2023 **but on the rise**.
- While the proportion of **males economically inactive has fluctuated around the 15% mark but declining**.

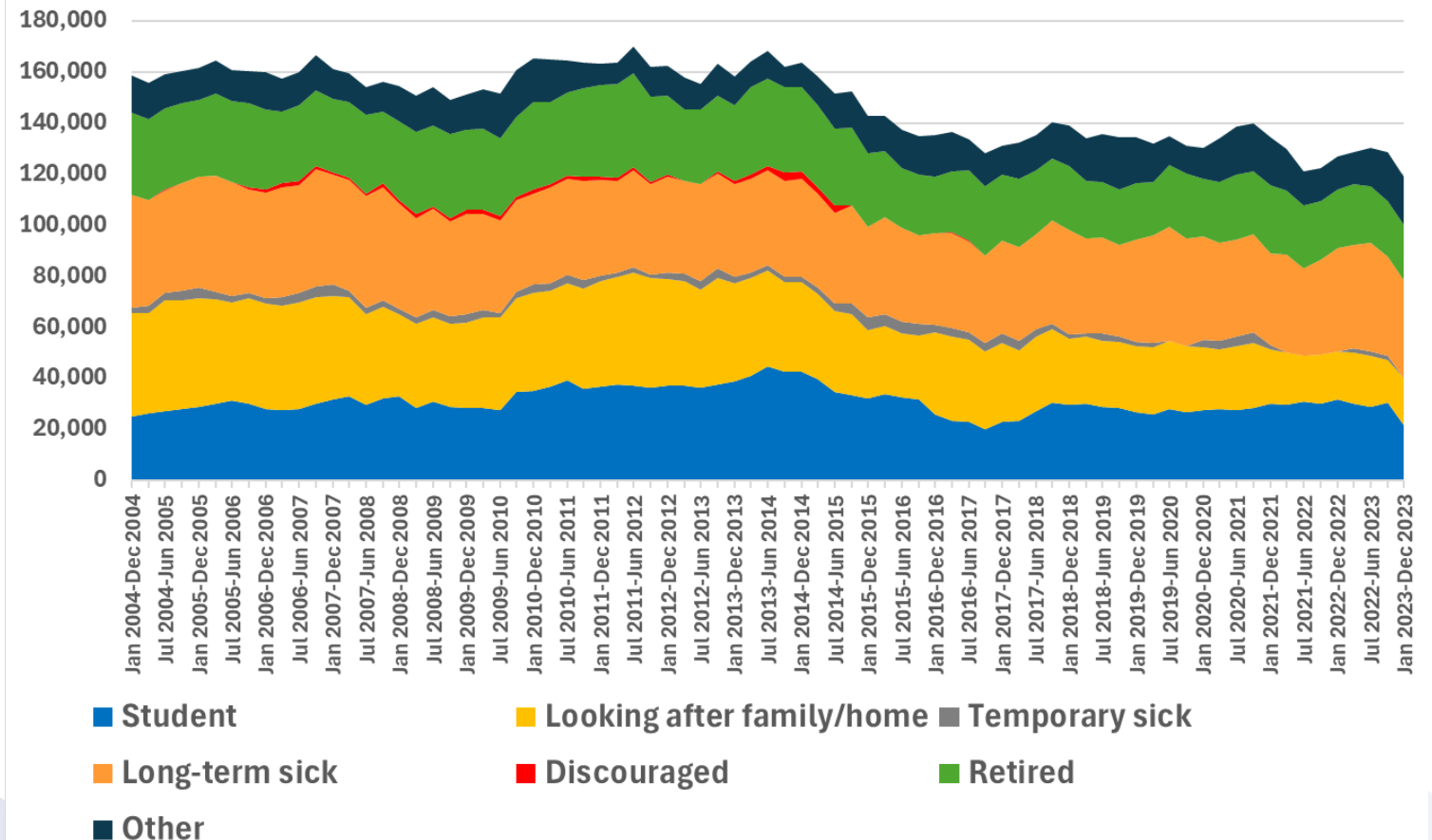
Number and % of males and females aged 16-64 who are economically inactive in Staffordshire and Stoke-on-Trent



Economically Inactive – By Reason

- In Staffordshire and Stoke-on-Trent the **main reason for being economically inactive is being ‘long-term sick’, with 38,400 residents aged 16 to 64 citing this reason and accounting for 32% of the total** during the period Jan 2023-Dec 2023.
- This was followed by 21,600 (18%) being economically inactive due to being a ‘student’, and 21,400 (18%) being economically inactive due to being ‘retired’.
- Of the remaining economically inactive residents 19,000 (16%) were ‘other’ and 18,600 (16%) were ‘looking after family/home’.

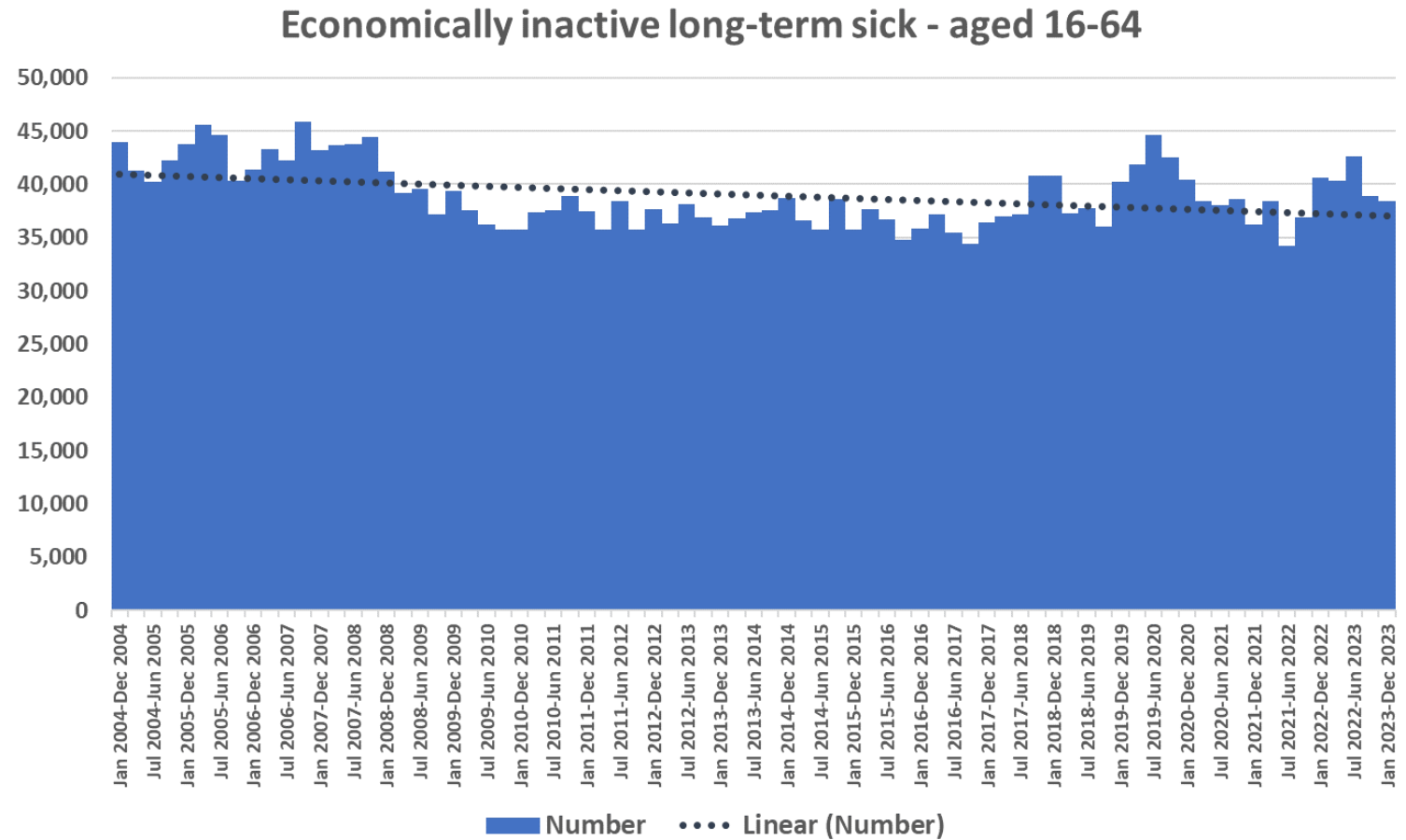
Economic inactivity in Staffordshire and Stoke-on-Trent by reason

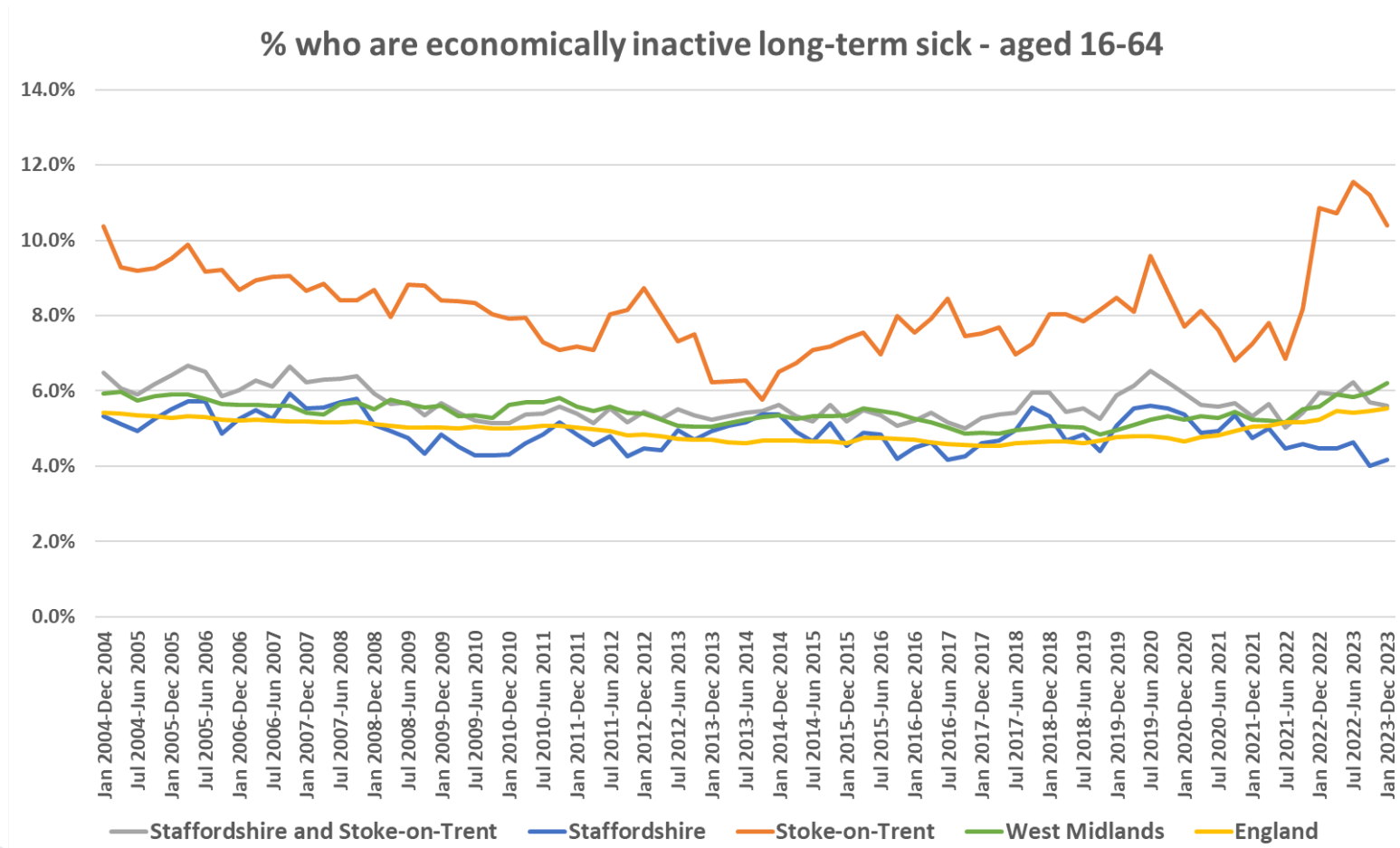


Suitability: Economically Inactive Long-term Sick

Economically Inactive Long-term Sick Numbers

- Focus on those economically inactive with disability/serious health issues.
- Staffordshire & Stoke-on-Trent – latest figures for Jan 2023-Dec 2023 show an **estimated 38,400 economically inactive long-term sick or disabled**.
- **Since the time of financial crisis seen limited change in long-term sick.**
- Positive that compared to pre-pandemic seen -1,800 decrease between 2019-23, equivalent to -4.5% decline compared to 26.9% rise regionally and 17.3% increase nationally.
- **Estimated total cost to Staffordshire and Stoke-on-Trent economy = £1.4-1.9bn.**







Economically Inactive Long-term Sick – By Local Authority

Latest data for Jan 2023-Dec 2023

Area	Economically inactive long-term sick	% of economically inactive long-term sick	% of economically inactive male long-term sick	% of economically inactive female long-term sick
South Staffordshire	5,700	57.9	!	65.6
Tamworth	4,300	53.0	!	42.1
Newcastle-under-Lyme	4,000	48.4	!	!
Stoke-on-Trent	16,400	47.5	50.8	45.7
Staffordshire and Stoke-on-Trent	38,400	31.7	34.0	30.3
West Midlands	226,700	29.3	32.3	27.3
England	1,944,200	26.3	30.4	23.6
Staffordshire	22,000	25.4	27.9	23.9
Stafford	4,100	23.1	30.8	!
Cannock Chase	!	!	!	!
East Staffordshire	!	!	!	!
Lichfield	!	!	!	!
Staffordshire Moorlands	!	!	!	!

! Estimate and confidence interval not available since the group sample size is zero or disclosive (0-2).

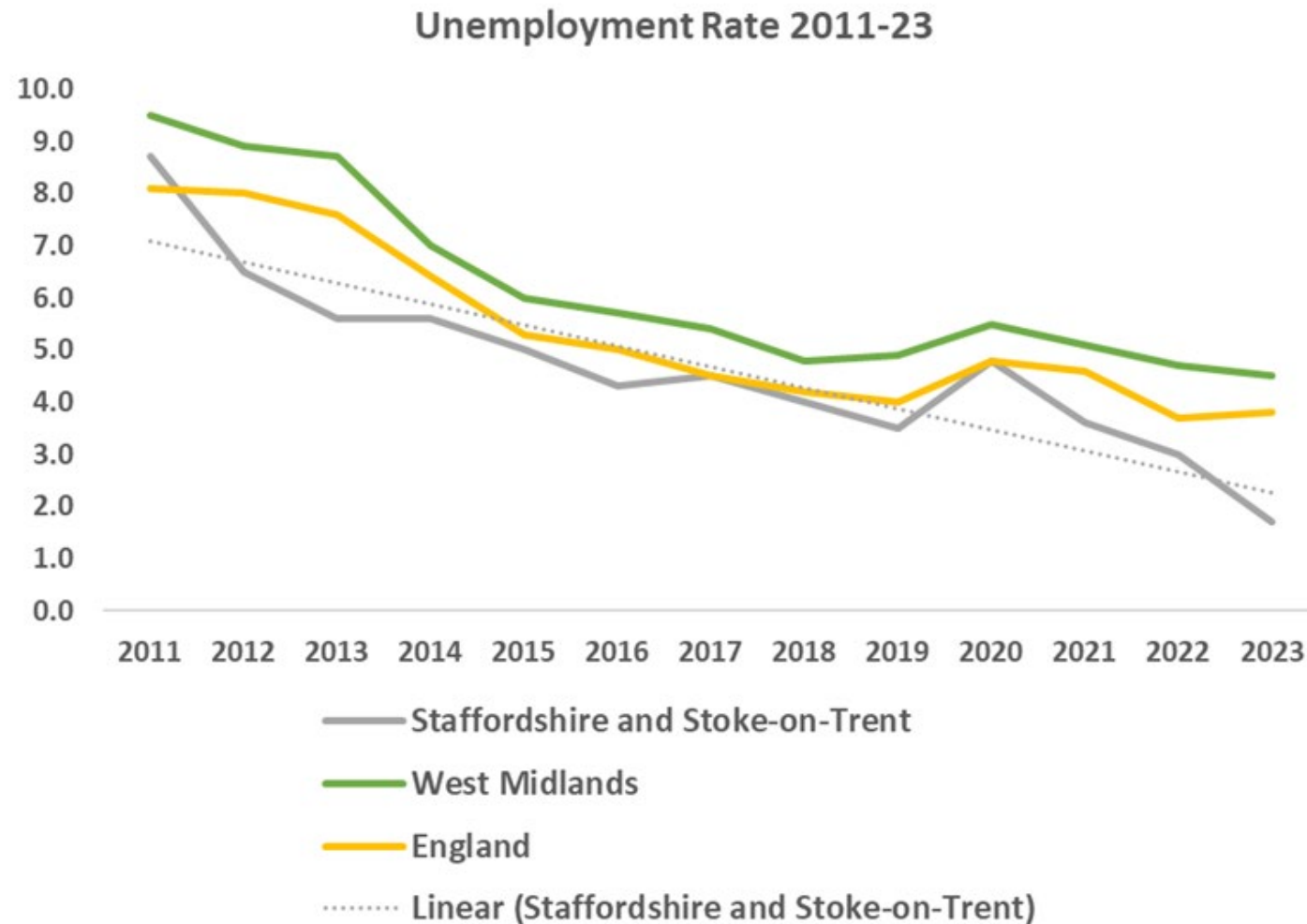
Suitability: Unemployed



Unemployed Summary

- Following the increase in unemployment seen due to the pandemic effectively closing most parts of the economy, **Staffordshire and Stoke-on-Trent has seen unemployment levels decline to well below those seen prior to COVID.**
- **Staffordshire and Stoke-on-Trent's unemployment rate for the latest available period of Jan 2023-Dec 2023 was estimated at 9,700 or 1.7%, which was well below both the regional rate of 4.5% and national rate of 3.8%.**
- However, there **still remained nearly 10,000 unemployed residents actively looking for work** and so it is important that we support those that find themselves out of work to transition into employment and progress their careers.

Unemployment Rate Trend



Source: [Annual Population Survey](#)

Employment Rate Gap between Disabled and Non-disabled Latest

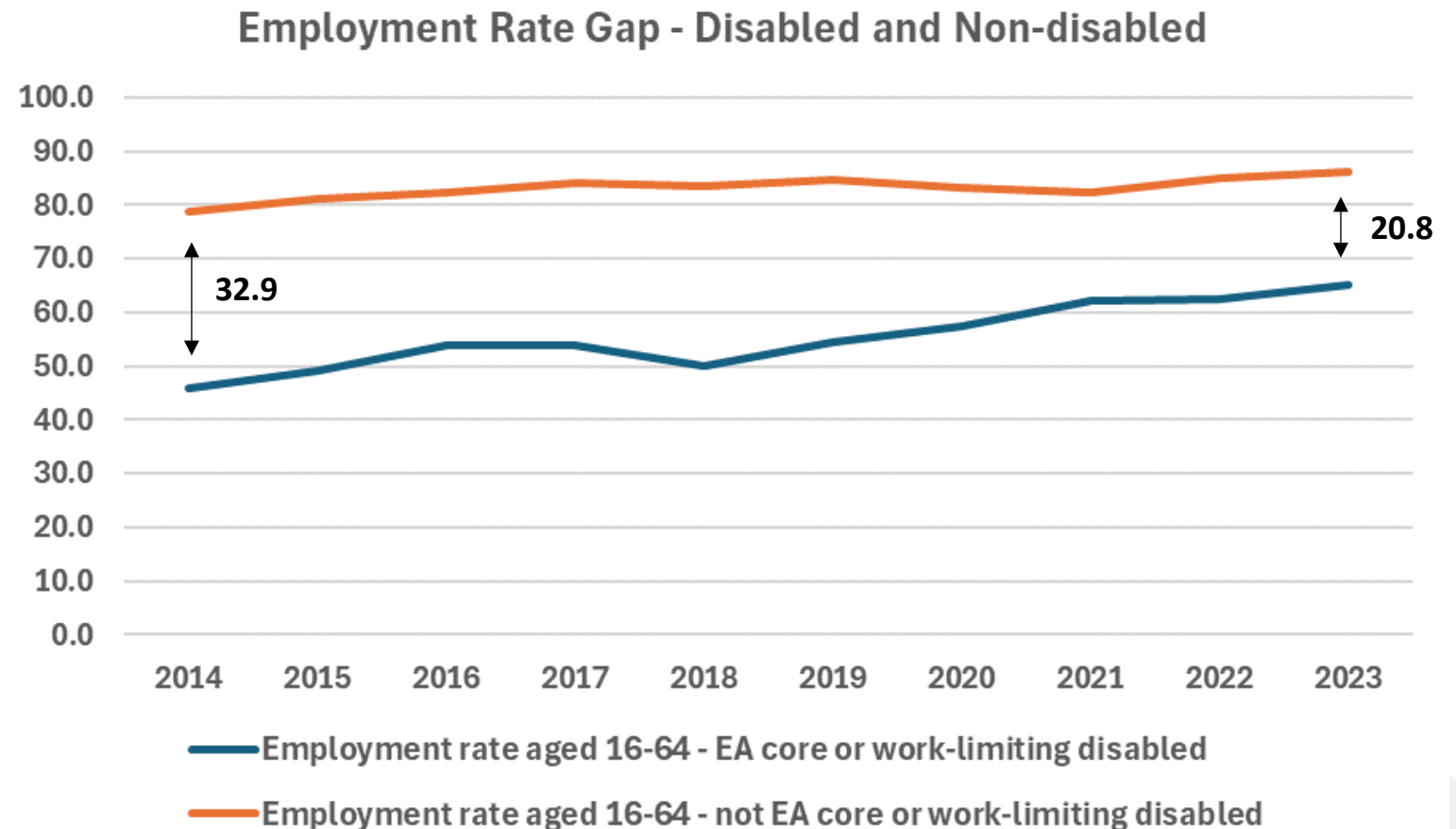
Jan 2023-Dec 2023

Area	Employment rate aged 16-64 - EA core or work-limiting disabled				Employment rate aged 16-64 - not EA core or work-limiting disabled				Employment Rate Gap
	numerator	denominator	percent	conf	numerator	denominator	percent	conf	
Staffordshire and Stoke-on-Trent	111,300	170,500	65.3	6.5	439,800	510,700	86.1	2.8	20.8
Staffordshire	89,100	126,900	70.2	8.2	344,600	397,900	86.6	3.5	16.4
Stoke-on-Trent	22,200	43,600	51.0	10.7	95,300	112,800	84.5	4.9	33.5
West Midlands	512,400	914,700	56.0	2.6	2,206,800	2,700,900	81.7	1.2	25.7
England	4,915,800	8,579,500	57.3	0.8	21,609,800	26,301,400	82.2	0.4	24.9

- In 2023 65.3% of disabled people (aged 16-64) were in employment compared to 86.1% of non-disabled people.
- The rate of employment for disabled people was estimated to be above the national rate of 57.3% and the employment rate for non-disabled people was also above the national rate of 82.2%.
- The employment rate gap in Staffordshire and Stoke-on-Trent stood at 20.8pp which was smaller than the gap seen nationally of 24.9pp.

Employment Rate Gap between Disabled and Non-disabled Trend

- The employment rate gap between disabled and non-disabled people in Staffordshire and Stoke-on-Trent has reduced from 32.9pp in 2014 to 20.8pp in 2023.
- The local employment rate gap was larger than seen nationally in 2014 but in 2023 was smaller, national gap stood at 24.9pp in 2023.
- To close the gap completely an additional 35,500 disabled people would need to enter employment.



Health Issues

Health related issues impacting employment



Health of UK employees

Health and Work

Survey of employees concluded that over the last 12 months in the UK,

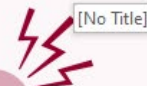
1 in 8

employees
reported having
a mental health
condition



1 in 5
employees

with physical health conditions,
also reported having a mental
health condition



[No Title]



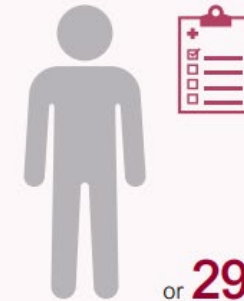
1 in 10

employees
reported having
musculoskeletal
conditions



a total of

11.9
million



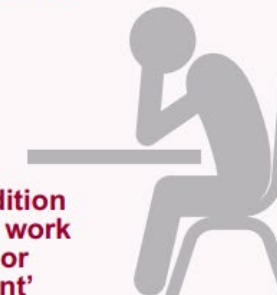
or **29%**

working age people
have a long term health condition

Among UK employees
with a health condition,

42%

felt their condition
affected their work
'a great deal' or
'to some extent'

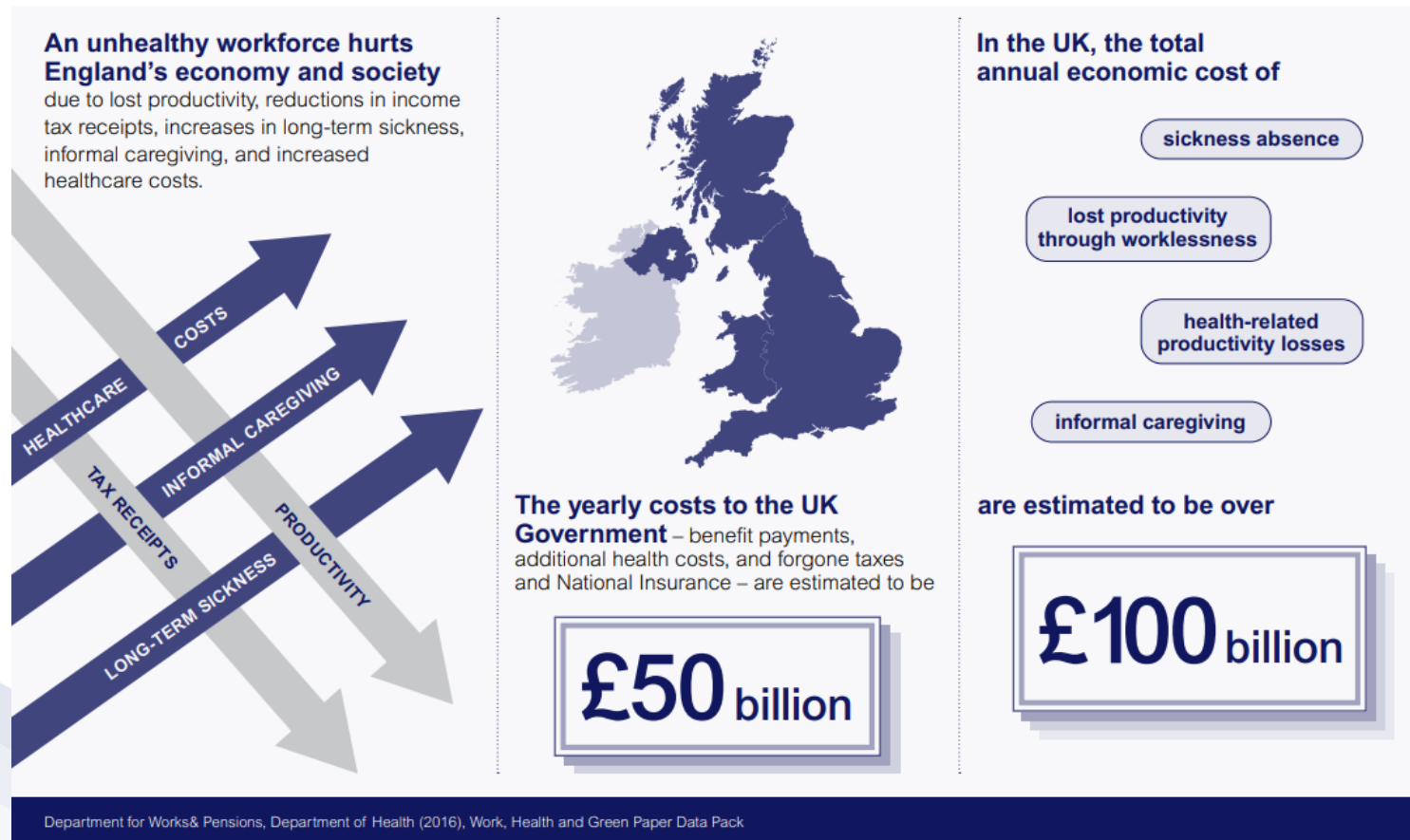


Health related issues impacting employment



Health and Work

Cost of Ill Health



Health related issues in Staffordshire and Stoke-on-Trent

- The UK has replaced its long-term unemployment problem with a long-term sickness problem. Aggregate economic performance seems to be linked to rates of sickness.
- In Staffordshire and Stoke-on-Trent of those with long-term health conditions close to one in two are economically inactive or unemployed – **186,400**.
- The propensity to be economically inactive is higher for those with ‘difficulty in seeing or hearing’, ‘musculoskeletal problems’, ‘blood or circulation conditions’, and ‘mental health conditions’.
- For more information see:
 - ☐ Office for Health Improvement & Disparities Public health profiles - <https://fingertips.phe.org.uk/>
 - ☐ Work Well evidence base
 - ☐ Joint Strategic Needs Assessment (JSNA) - [Joint Strategic Needs Assessment - Staffordshire Observatory](#)

Health related issues in Staffordshire and Stoke-on-Trent

Variable	Number	Rate
% In employment with health conditions or illnesses lasting more than 12 months (aged 16+)	191300	50.6
% Unemployed with health conditions or illnesses lasting more than 12 months (aged 16+)	5400	1.4
% Inactive with health conditions or illnesses lasting more than 12 months (aged 16+)	181000	47.9
% with conditions or disabs. connected with arms, legs, hands, feet, back or neck - in emp. (aged 16+)	58000	38.5
% with conditions or disabs. connected with arms, legs, hands, feet, back or neck - unemp. (aged 16+)	!	!
% with conditionss or disabs. connected with arms, legs, hands, feet, back or neck - econ. inac. (16+)	92000	61
% with difficulty in seeing or hearing - in employment (aged 16+)	9500	31.2
% with difficulty in seeing or hearing - unemployed (aged 16+)	!	!
% with difficulty in seeing or hearing - economically inactive (aged 16+)	20900	68.8
% with blood or circ. conditions, stomach, liver, kidney or digestive probs. diabetes - emp. (aged 16+)	90900	46.3
% with blood or circ. conditions, stomach, liver, kidney or digestive probs. diabetes - unemp. (aged 16+)	2000	1
% with blood or circ. conditions, stomach, liver, kidney or digestive probs. diabetes - eco. inac. (16+)	103600	52.7
% with depression, learn. probs, mental probs. and nervous disorders - emp. (aged 16+)	53100	50.9
% with depression, learn. probs, mental probs. and nervous disorders - unemp. (aged 16+)	3600	3.4
% with depression, learn. probs, mental probs. and nervous disorders - econ. inactive (aged 16+)	47600	45.6
% with skin conds. epilepsy; other progressive illnesses & other health probs. - emp. (aged 16+)	66100	51.3
% with skin conds. epilepsy; other progressive illnesses & other health probs. - unemp. (aged 16+)	2200	1.7
% with skin conds. epilepsy; other progressive illnesses & other health probs. - eco. Inac. (16+)	60500	46.9

Musculoskeletal health issues in Staffordshire

Musculoskeletal health: local profiles ▼

Data view ▼

Area profiles



Geography

Staffordshire

Counties & UAs in England

Topic ▼

Key Indicators

▶ [Legend](#) ▶ [Benchmark](#) ▶ [More options](#)









Geography version

Counties & UAs (from Apr 2023) ▼








Nearest statistical neighbours (NHS England) to Staffordshire

[Nearest statistical neighbours \(NHS England\)](#)





Indicator	Period	Staffs			England			
		Recent Trend	Count	Value	Value	Worst/ Lowest	Range	Best/ Highest
Percentage reporting a long-term Musculoskeletal (MSK) problem	2023	—	-	21.9%	18.4%	28.4%		10.0%
Percentage reporting at least two long-term conditions, at least one of which is MSK related	2023	—	-	16.0%	13.4%	22.3%		6.5%
Odds ratio of reporting a mental health condition among people with and without an MSK condition	2023	—	-	1.3	1.4	0.5		3.9
Back pain prevalence in people of all ages	2012	—	-	18.1%	16.9%	20.2%		11.8%
Prevalence of hip osteoarthritis in people aged 45 and over	2012	—	42,973	10.7%	10.9%	12.2%		9.6%
Prevalence of knee osteoarthritis in people aged 45 and over	2012	—	74,648	18.6%	18.2%	20.9%		14.6%
Hip fractures in people aged 65 and over	2022/23	➔	1,150	578	558	744		370
Rheumatoid Arthritis: QOF prevalence (16+ yrs)	2022/23	➔	7,106	1.0%	0.8%	0.3%		1.2%

Musculoskeletal health issues in Staffordshire

Risk Factors

Indicator	Period	Staffs			England			
		Recent Trend	Count	Value	Value	Worst	Range	Best
Obesity prevalence in adults (18+ yrs)	2022/23	—	-	29.0%	26.2%	39.1%		13.2%
Overweight (including obesity) prevalence in adults (18+ yrs)	2022/23	—	-	68.5%	64.0%	77.7%		45.8%
Smoking prevalence in adults (18+) - current smokers (GPPS)	2022/23	—	-	11.4%	13.6%	22.9%		8.3%
Smoking Prevalence in adults (18+) - current smokers (APS)	2022	—	-	9.3%	12.7%	21.8%		4.6%
Deprivation score (IMD 2019)	2019	—	-	16.6	21.7	45.0		5.8

Physical Activity

Indicator	Period	Staffs			England			
		Recent Trend	Count	Value	Value	Worst	Range	Best
Percentage of physically active adults (19+ yrs)	2022/23	—	-	67.9%	67.1%	51.4%		80.5%
Percentage of physically inactive adults (19+ yrs)	2022/23	—	-	21.3%	22.6%	38.4%		10.9%
Percentage physically active for at least one hour per day seven days a week at age 15	2014/15	—	-	13.2%	13.9%	8.3%		18.8%
Percentage with a mean daily sedentary time in the last week over 7 hours per day at age 15	2014/15	—	-	72.0%	70.1%	81.0%		58.7%

Musculoskeletal health issues in Stoke-on-Trent

Musculoskeletal health: local profiles ▾

Data view ▾

Area profiles



Geography

Stoke-on-Trent

Counties & UAs in England



Topic ▾

Key Indicators

▶ [Legend](#) ▶ [Benchmark](#) ▶ [More options](#)









Geography version

Counties & UAs (from Apr 2023) ▾








Nearest statistical neighbours (NHS England) to Stoke-on-Trent

[Nearest statistical neighbours \(NHS England\)](#)





Indicator	Period	Stoke			England			
		Recent Trend	Count	Value	Value	Worst/ Lowest	Range	Best/ Highest
Percentage reporting a long-term Musculoskeletal (MSK) problem	2023	–	-	22.3%	18.4%	28.4%		10.0%
Percentage reporting at least two long-term conditions, at least one of which is MSK related	2023	–	-	17.5%	13.4%	22.3%		6.5%
Odds ratio of reporting a mental health condition among people with and without an MSK condition	2023	–	-	1.7	1.4	0.5		3.9
Back pain prevalence in people of all ages	2012	–	-	17.6%	16.9%	20.2%		11.8%
Prevalence of hip osteoarthritis in people aged 45 and over	2012	–	11,647	11.5%	10.9%	12.2%		9.6%
Prevalence of knee osteoarthritis in people aged 45 and over	2012	–	19,953	19.7%	18.2%	20.9%		14.6%
Hip fractures in people aged 65 and over	2022/23	➔	270	612	558	744		370
Rheumatoid Arthritis: QOF prevalence (16+ yrs)	2022/23	➔	2,127	0.9%	0.8%	0.3%		1.2%

Musculoskeletal health issues in Stoke-on-Trent

Risk Factors

Indicator	Period	Stoke			England				
		Recent Trend	Count	Value	Value	Worst	Range		Best
Obesity prevalence in adults (18+ yrs)	2022/23	–	-	38.7%	26.2%	39.1%			13.2%
Overweight (including obesity) prevalence in adults (18+ yrs)	2022/23	–	-	73.8%	64.0%	77.7%			45.8%
Smoking prevalence in adults (18+) - current smokers (GPPS)	2022/23	–	-	18.1%	13.6%	22.9%			8.3%
Smoking Prevalence in adults (18+) - current smokers (APS)	2022	–	-	16.3%	12.7%	21.8%			4.6%
Deprivation score (IMD 2019)	2019	–	-	34.5	21.7	45.0			5.8


Physical Activity

Indicator	Period	Stoke			England				
		Recent Trend	Count	Value	Value	Worst	Range		Best
Percentage of physically active adults (19+ yrs)	2022/23	–	-	62.1%	67.1%	51.4%			80.5%
Percentage of physically inactive adults (19+ yrs)	2022/23	–	-	30.0%	22.6%	38.4%			10.9%
Percentage physically active for at least one hour per day seven days a week at age 15	2014/15	–	-	15.2%	13.9%	8.3%			18.8%
Percentage with a mean daily sedentary time in the last week over 7 hours per day at age 15	2014/15	–	-	77.5%	70.1%	81.0%			58.7%

Mental health issues in Staffordshire

Mental Health and Wellbeing JSNA ▾

Data view ▾
Area profiles

 Geography
Staffordshire
Counties & UAs in England








Topic ▾
Prevalence & Incidence

► [Legend](#) ► [Benchmark](#) ► [More options](#)

Geography version Counties & UAs (from Apr 2023) ▾

☐ Nearest statistical neighbours (NHS England) to Staffordshire

[Nearest statistical neighbours \(NHS England\)](#)

Indicator	Period	Staffs			England			
		Recent Trend	Count	Value	Value	Worst/ Lowest	Range	Best/ Highest
Common Mental Disorders								
93587 - Estimated number of children and young people with mental disorders – aged 5 to 17 	2017/18	–	-	15,218	-	-	-	-
Estimated prevalence of common mental disorders: % of population aged 65 & over	2017	–	17,891	9.6%*	10.2%*	14.6%		7.3%
Estimated prevalence of common mental disorders: % of population aged 16 & over	2017	–	110,603	15.3%*	16.9%*	24.4%		11.6%
Mental Health: QOF prevalence (all ages) New data	2022/23	➡	6,658	0.76%	1.00%	0.62%		1.69%
Depression: QOF prevalence (18+ yrs) New data	2022/23	⬆	100,036	14.2%	13.2%	6.4%		21.6%
Depression: QOF incidence (18+ yrs) - new diagnosis	2022/23	⬇	10,049	1.4%*	1.4%	0.7%		2.5%
B08c - Gap in the employment rate for those who are in contact with secondary mental health services (aged 18 to 69) and on the Care Plan Approach, and the overall employment rate	2020/21	–	-	63.8	66.1	76.0		47.7

Mental health issues in Stoke-on-Trent

Mental Health and Wellbeing JSNA ▾

Data view ▾
Area profiles



Geography
Stoke-on-Trent
Counties & UAs in England











Topic ▾
Prevalence & Incidence

► [Legend](#) ► [Benchmark](#) ► [More options](#)

Geography version Counties & UAs (from Apr 2023) ▾

☐ Nearest statistical neighbours (NHS England) to Stoke-on-Trent

[Nearest statistical neighbours \(NHS England\)](#)

Indicator	Period	Stoke			England			
		Recent Trend	Count	Value	Value	Worst/ Lowest	Range	Best/ Highest
Common Mental Disorders								
93587 - Estimated number of children and young people with mental disorders – aged 5 to 17 	2017/18	–	-	4,778	-	-	-	-
Estimated prevalence of common mental disorders: % of population aged 65 & over	2017	–	5,426	12.6%*	10.2%*	14.6%		7.3%
Estimated prevalence of common mental disorders: % of population aged 16 & over	2017	–	41,381	20.3%*	16.9%*	24.4%		11.6%
Mental Health: QOF prevalence (all ages) New data	2022/23		2,981	1.00%	1.00%	0.62%		1.69%
Depression: QOF prevalence (18+ yrs) New data	2022/23		43,212	18.6%	13.2%	6.4%		21.6%
Depression: QOF incidence (18+ yrs) - new diagnosis	2022/23		5,139	2.2%*	1.4%	0.7%		2.5%
B08c - Gap in the employment rate for those who are in contact with secondary mental health services (aged 18 to 69) and on the Care Plan Approach, and the overall employment rate	2020/21	–	-	64.0	66.1	76.0		47.7

Socio-economic Challenges

Economic Inactivity - Root Causes Summary Infographic

Root Causes

Intergenerational Social Issues / Deprivation

- Lower education/skills
- Lower paid manual/unsecure jobs
- Less disposable income
- Poor housing
- Less healthy diets
- Less exercise
- Limited access to culture
- Poorer living environment

Impact

- Long-term health conditions
- Disability
- Unemployment
- Economic Inactivity

Need

- Improved education
- Higher skills
- Better quality of jobs
- Better pay
- More disposable incomes

Outcomes

- Employed in “good” jobs
- Greater prosperity
- Better housing
- Healthier diet
- More exercise
- Access to culture
- Living in a better environment
- Better quality of life
- Improved wellbeing

Require long-term strategy and funding to address multifaceted community challenges

Social Challenges



Socio-demographic issues in Staffordshire and Stoke-on-Trent

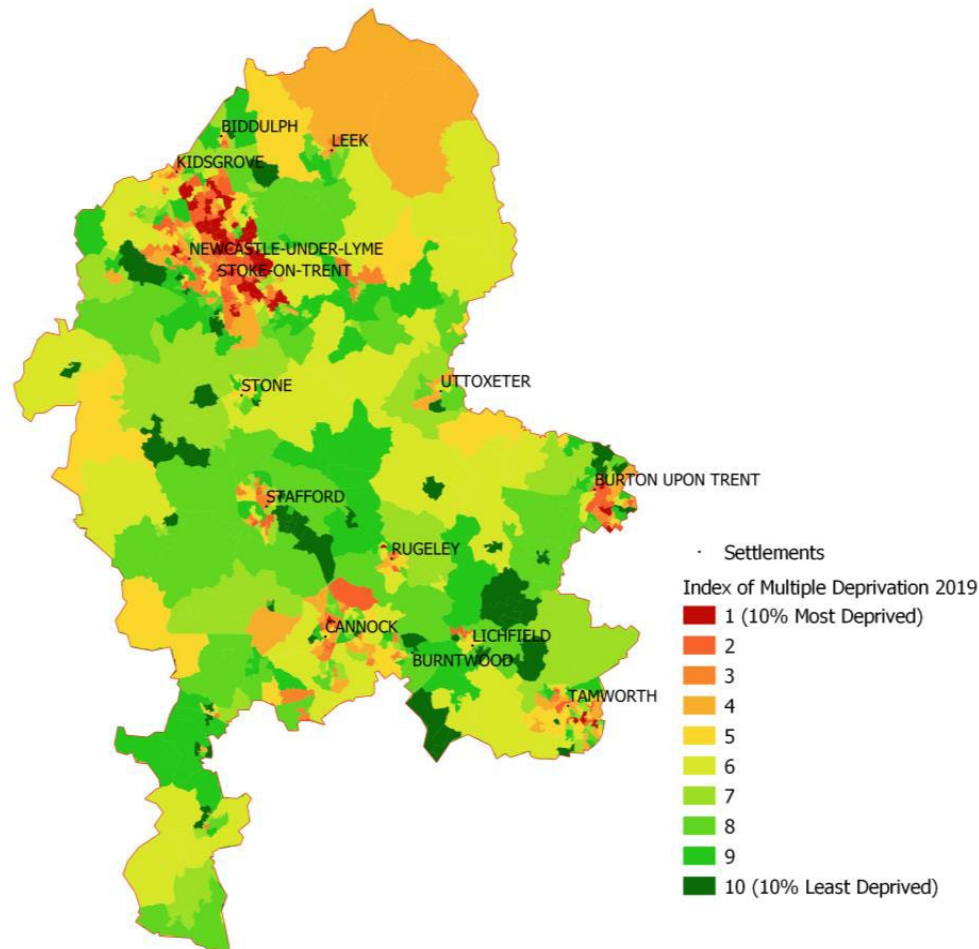
- Staffordshire and Stoke-on-Trent is an incredibly diverse area, with two cities, several historic market towns, manufacturing towns, and large rural areas.
- There are both affluent areas and significantly deprived areas that make up the area, with very distinct issues, challenges and opportunities.
- Stoke-on-Trent and Staffordshire is made up of a mix of highly deprived local authorities and some of the very least deprived.
- Stoke-on-Trent is ranked 14th, meaning it is one of the most deprived places in the country, whereas Lichfield, ranked 247 is much less so.
- Stoke-on-Trent and Staffordshire ranks 16th out of 38 LEPs when we look at its average score, a relatively high rank when compared to other LEPs.





Deprivation in Staffordshire and Stoke-on-Trent

IMD across Stoke-on-Trent and Staffordshire (2019)

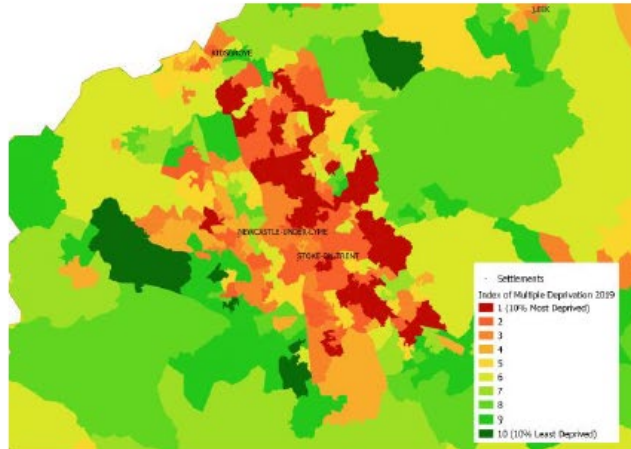


- The map to the left illustrates the IMD decile score at the local level across the Stoke-on-Trent and Staffordshire area. Areas in red and orange indicate higher levels of deprivation, whilst areas in green are less deprived.
- Deprivation in Stoke-on-Trent and Staffordshire is mixed, and there are areas with very high deprivation and those with very low. Stoke on Trent has very high levels of deprivation, with areas in the 10% most deprived.
- Deprivation occurs in both urban and rural areas, perhaps reflecting their isolation from key services, the area to the north of Leek in the Staffordshire Moorlands in the top 40% most deprived.
- In contrast, rural areas surrounding Lichfield, Stafford and to the north of Burton upon Trent are some of the 10% least deprived.

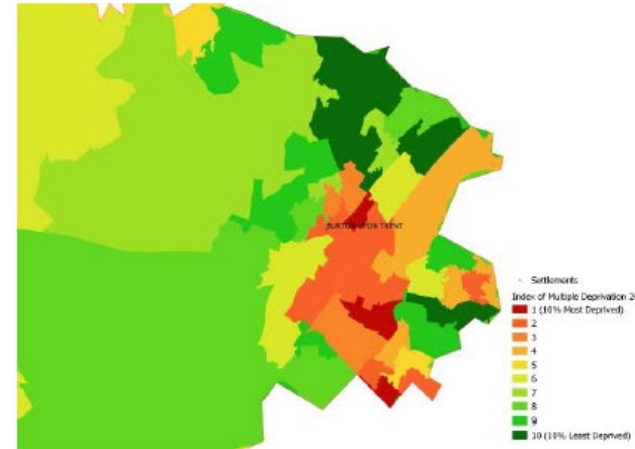


Deprivation in local areas, 2019

Stoke-on-Trent

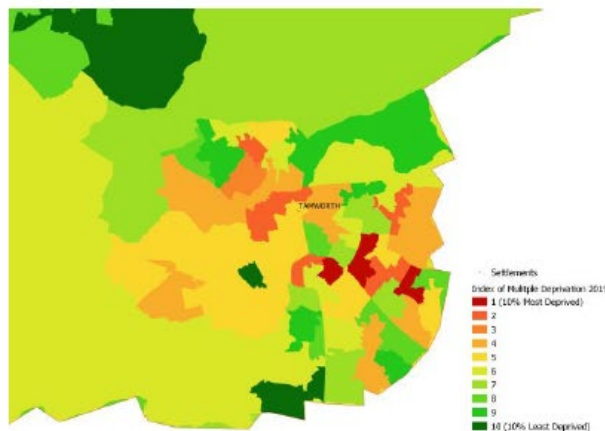


Burton-upon-Trent



Social Challenges

Tamworth



Source: MHCLG IMD (2019)

Source: MHCLG IMD (2019)



Socio-demographic issues in Staffordshire and Stoke-on-Trent

LGA commissioned the Centre for Economic and Business Research (CEBR) to conduct a piece of research on factors that may be driving economic inactivity locally. It used regression analysis to overlay economic inactivity data with other datasets related to employment and labour market, deprivation and poverty, housing, financial vulnerability and health and wellbeing for all authorities unitary and district authorities. The LGA research has updated the data and we intend to publish it in on [LG Inform](#).

Root causes will need to be addressed to prevent economic inactivity increasing further through early intervention and prevention work.



Deprivation - impact on employment and wellbeing

- The percentage of people reporting low satisfaction with their lives in the UK, has increased to 5.8% in the five years to October to December 2023.
- Economic inactivity in the UK has increased, over the last quarter, and year, to 9.4 million (22.2%) adults aged 16 to 64 years, in December 2023 to February 2024, with long-term sickness the most common reason.
- Higher inflation has put pressure on household finances, with 21.8% of people in Great Britain finding it fairly or very difficult to get by financially between 13 and 24 March.
- Adults are spending less time each day on average doing entertainment, socialising and other free-time activities in Great Britain in March 2024, compared with 4 years earlier.
- Of adults in England, 68.4% visited green and natural spaces in their free time in the previous 14 days in September 2023.
- In 2022, 1.1 million fewer individuals gained health benefits from nature than in 2020 because they either did not visit often enough or for long enough.

[Measuring progress, well-being and beyond GDP in the UK - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk)



Economic Challenges



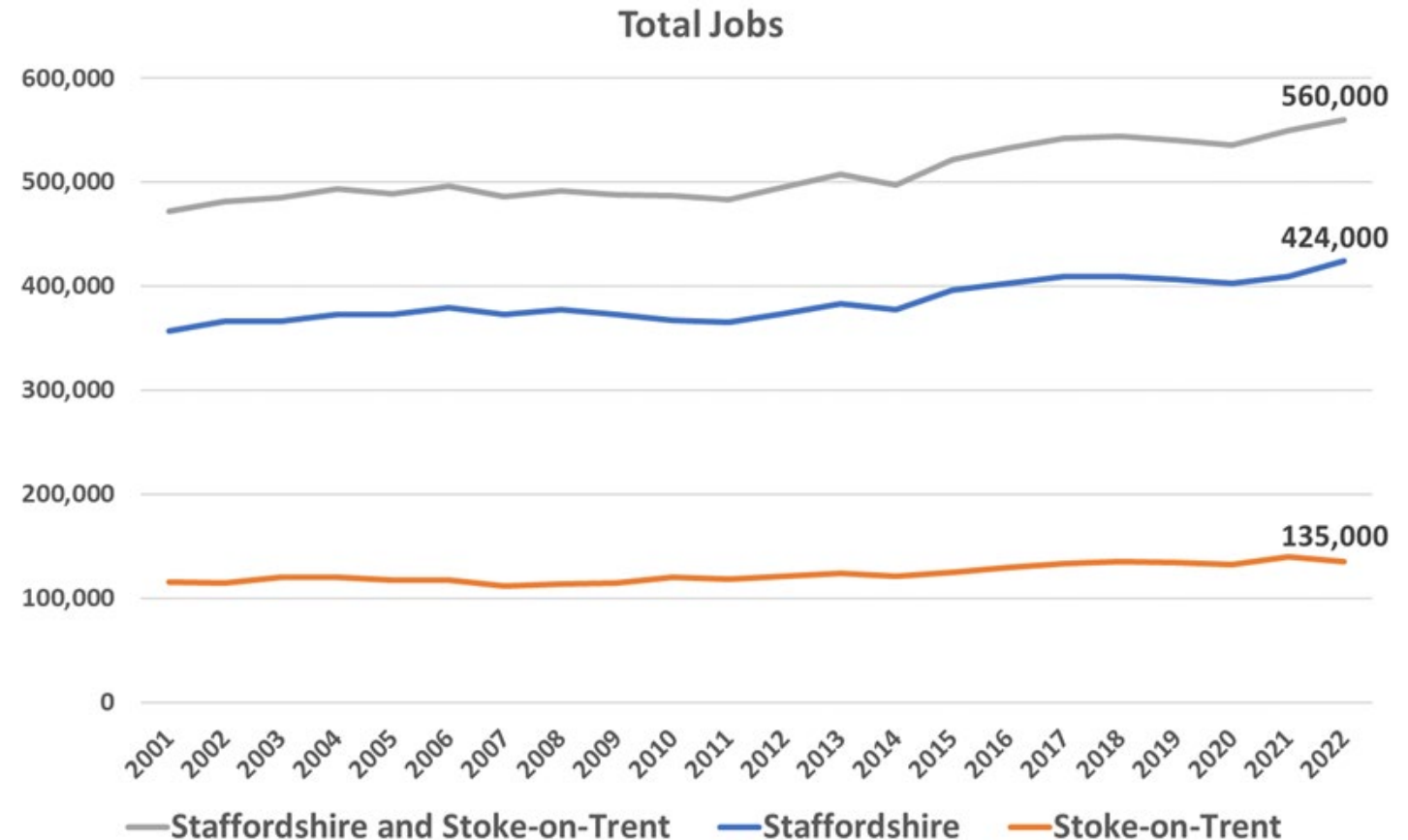
Economic Growth – improving education and skills and more “good” job creation

- We have seen good jobs growth, however access to jobs is uneven across the area.
- Positively, job vacancies remain high in priority areas providing good jobs to transition into with the right skills.
- Skills levels have been improving with higher technical skills acquisition increasing in areas of demand in the local economy leading to better pay and more disposable income.
- Further raising adult skill levels to support the creation and access to higher value, skilled and paid roles and address the productivity challenge remains a priority.
- This can help improve social mobility in our more deprived parts of Staffordshire and Stoke-on-Trent, tackling the social and health inequalities that currently exist and create a better quality of life for all.



Jobs increasing in Staffordshire and Stoke-on-Trent

- Staffordshire and Stoke-on-Trent has seen good recent growth in jobs, where between 2011-22 total jobs increased by 16% or 77,000 to a total of 560,000 jobs. This rate of jobs growth was in-line with that seen both regionally and nationally.
- This increase in the number of jobs locally has seen the job density for Staffordshire and Stoke-on-Trent rise to 0.81 jobs per resident aged 16-64 in 2022, the highest level on record and far higher than 0.69 in 2011.



[Source: ONS Job Density](#)

Job density variation across our local areas

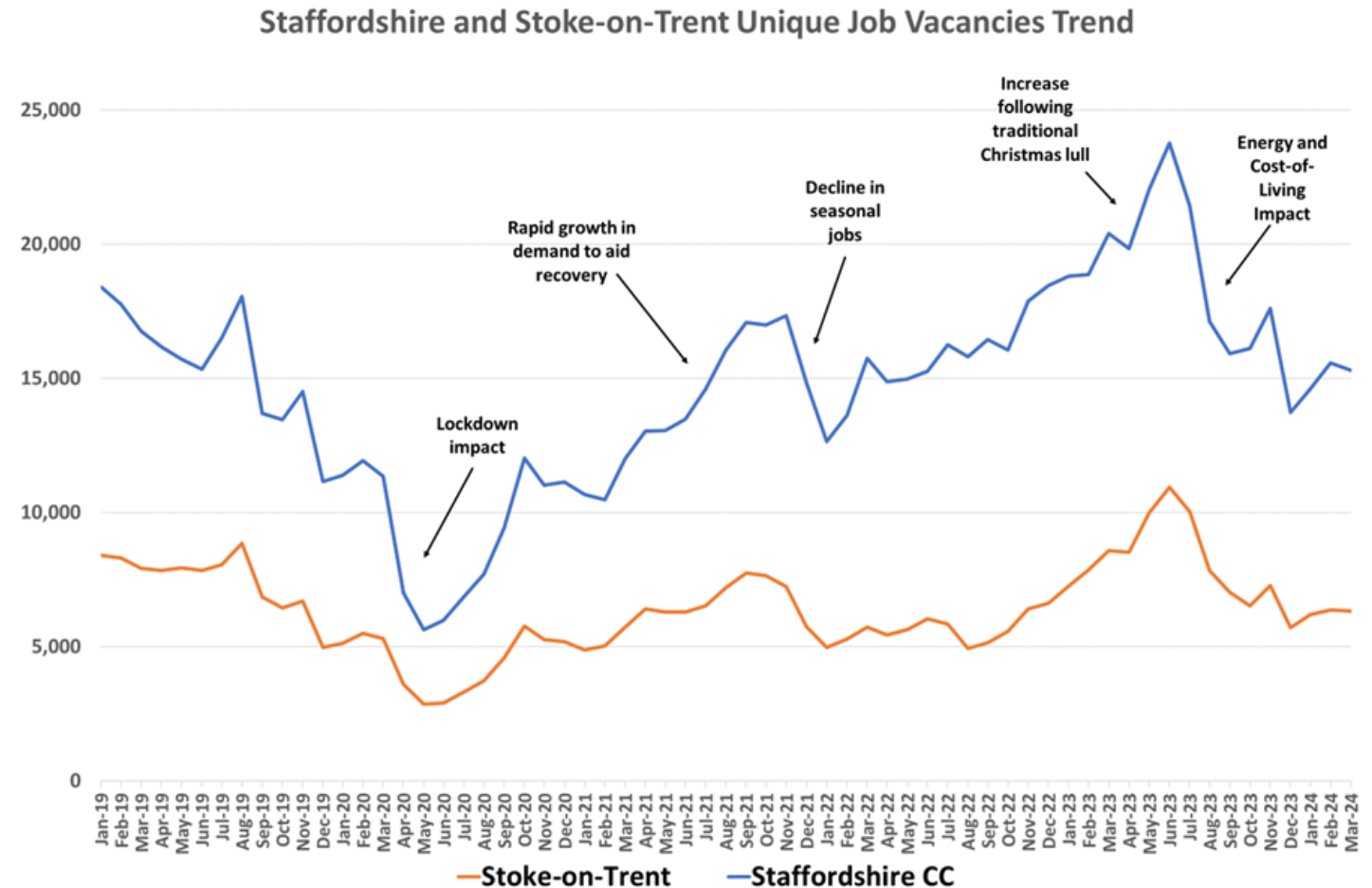
- All localities in Staffordshire and Stoke-on-Trent have seen an increase in their job densities. The highest increase in job density between 2011-22 has been seen in Lichfield, which also had the highest job density in 2022 at 0.97 jobs per resident aged 16-64. Staffordshire Moorlands has also seen a significant increase in its job density over the period, well above the increases seen regionally and nationally.
- East Staffordshire and Tamworth have seen the lowest increase in job density between 2011-22 and Tamworth had the lowest job density in 2022 with 0.67 jobs per resident aged 16-64.



[Source: ONS Job Density](#)

Job vacancies remain high in key sectors

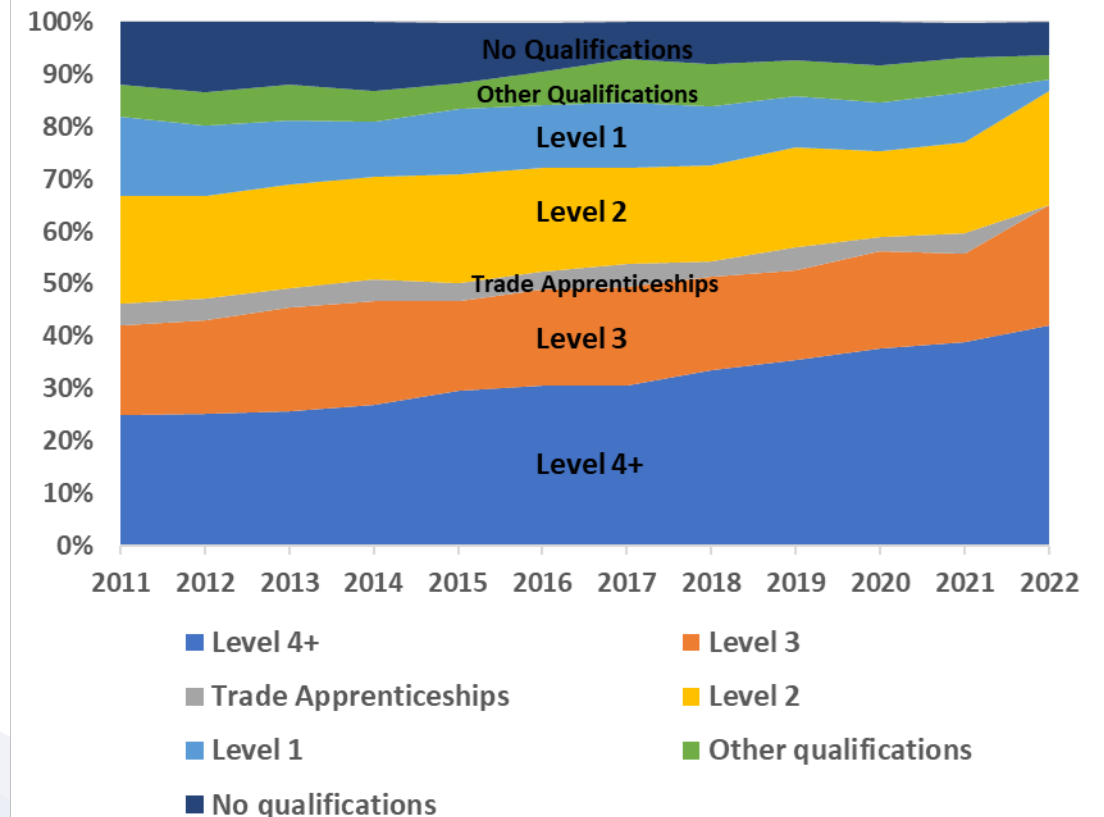
- At a time when there are more out of work benefit claimants searching for work it is positive that there continues to be a high number of job vacancies available for those that unfortunately find themselves out of work.
- Although we continue to see a gradual long-term decline in the total number of job vacancies across Staffordshire and Stoke-on-Trent, levels remain above pre-pandemic in most sectors of the economy to aid recovery and growth.



Higher Skills - Greater Productivity and Prosperity

- **% Adults No Qualifications** – adults with no formal qualifications have reduced at a faster rate than nationally and our rate in 2022 was 6.2% of working age residents with no formal qualifications which was below the national rate of 6.6%. However, there still remain an estimated 40,500 residents with no qualifications which we will look to reduce further.
- **% Adults Level 3+ Qualifications** – we have closed the gap to national for adults with level 3+ (A Level equivalent or above) qualifications, where in 2022 65.2% working age residents had such qualifications just below 66.4% nationally.
- **% Adults Level 4+ Qualifications** – we have also seen adults with level 4+ (Degree equivalent or higher) qualifications increase by over a half since 2011 and closed the gap to national, with 42.1% of adults in 2022 having such qualifications compared to 45.1% nationally.

Change in Staffordshire and Stoke-on-Trent Adult Skills Levels



Source: Annual Population Survey

Resident earnings improving faster than nationally but still lag behind

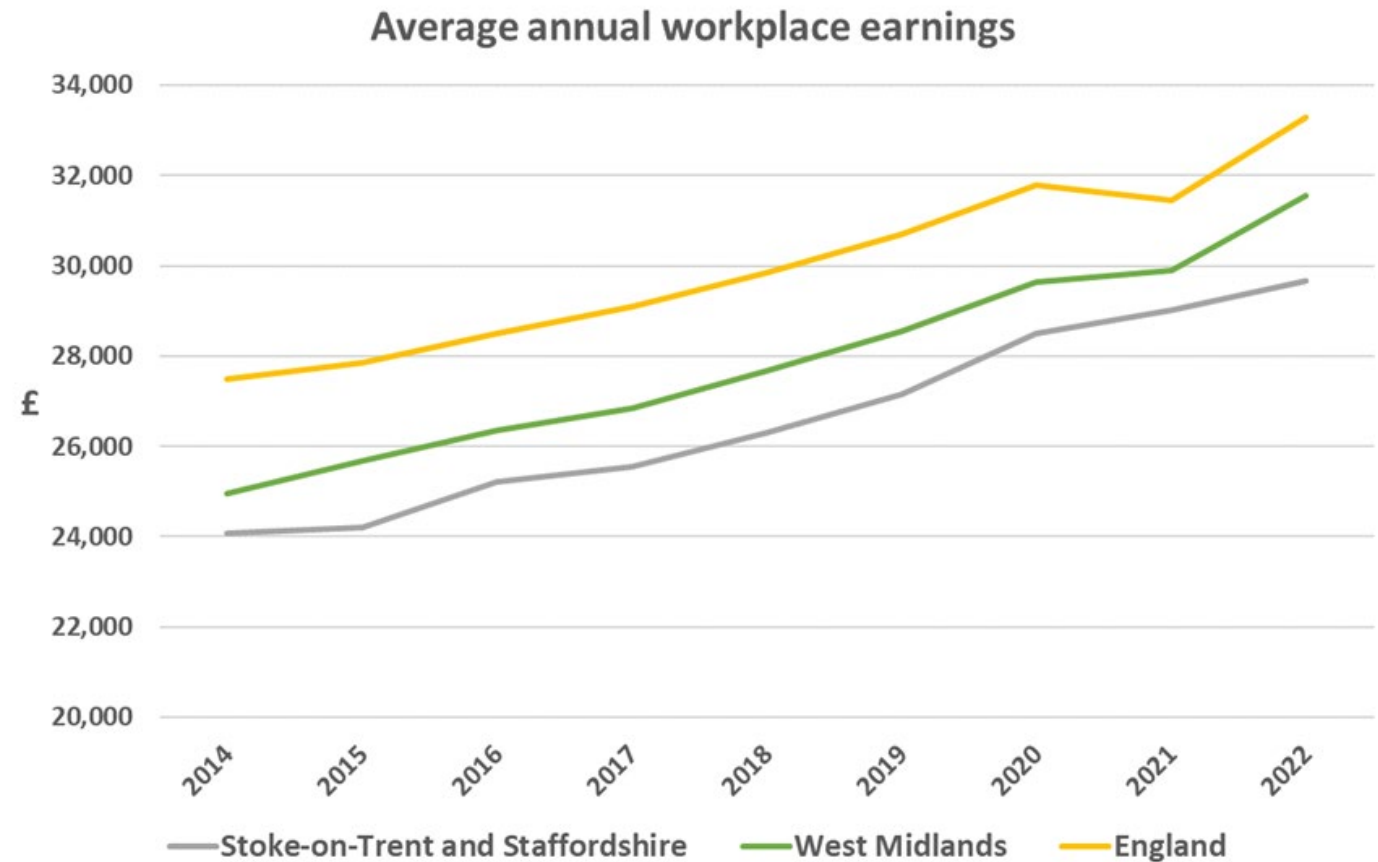
- Between 2014-22 Staffordshire and Stoke-on-Trent saw faster improvement in resident earnings than nationally, with 23% growth compared to 21% for England.
- In 2022 average annual resident earnings in Staffordshire and Stoke-on-Trent stood at £30,760 which was below the national average of £33,279.



Source: Annual Survey of Hours and Earnings (ASHE)

Workplace earnings improving faster than nationally but still lag behind

- Between 2014-22 Staffordshire and Stoke-on-Trent saw a growth in workplace earnings of 23% which was above the growth seen for England of 21%.
- In 2022 average annual workplace earnings in Staffordshire and Stoke-on-Trent stood at £29,663 which was below the national average of £33,280.
- By raising education and skills levels across Staffordshire and Stoke-on-Trent we can ensure that more of our residents can access the better paid jobs being created in and around Staffordshire and Stoke-on-Trent.

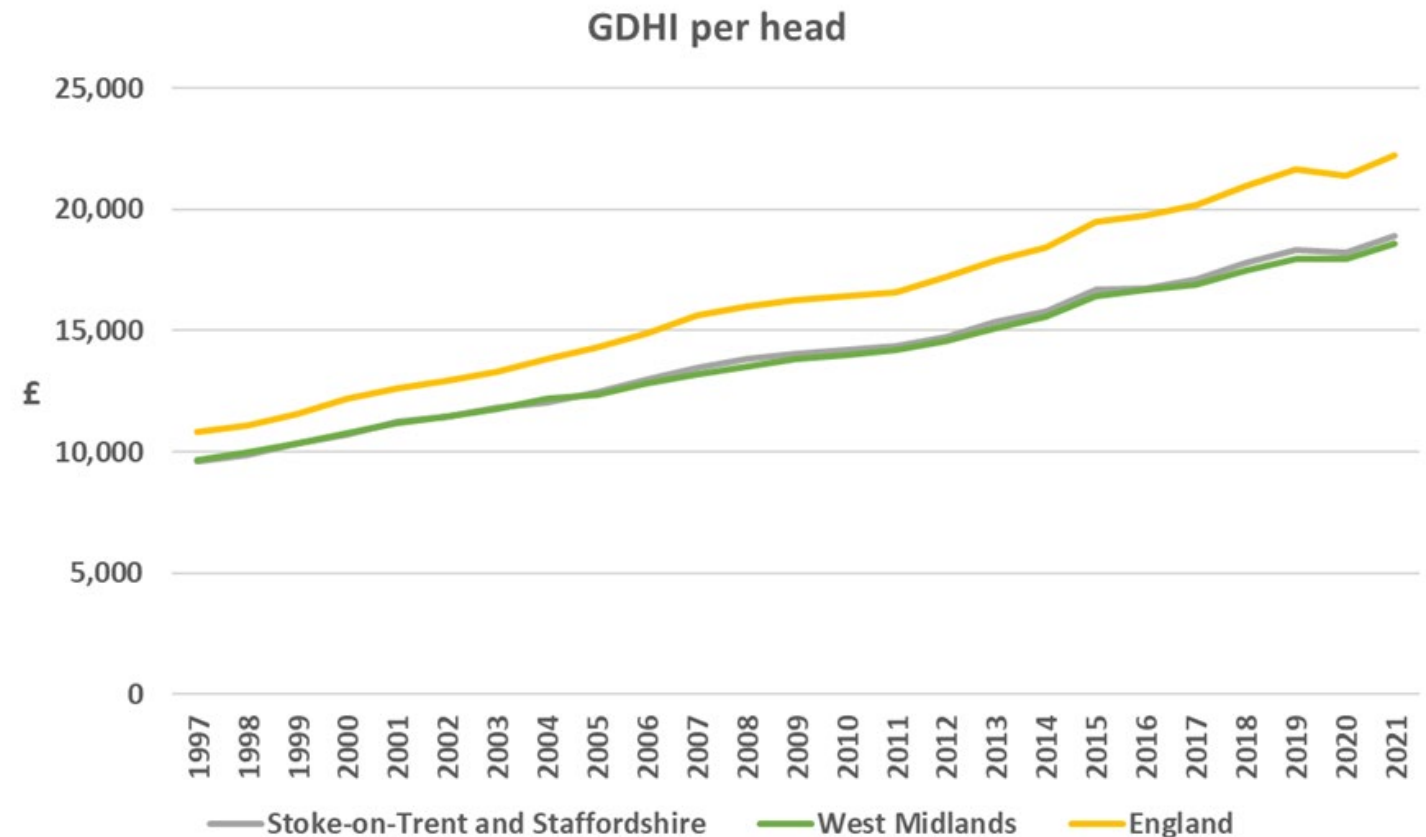


[Source: Annual Survey of Hours and Earnings \(ASHE\)](#)



Disposable income to aid social mobility

- Between 2011-21 Staffordshire and Stoke-on-Trent saw an improvement in Gross Disposable Household Income (GDHI), with a 31.6% growth which was just below the 33.0% growth seen nationally.
- In 2021 average annual GDHI per head in Staffordshire and Stoke-on-Trent stood at £18,918 which was below the national average of £22,213.
- Although GDHI lags behind the national average, it is important to factor in that the cost-of-living in Staffordshire and Stoke-on-Trent is generally better than seen nationally, with the likes of housing affordability one of the best in the country.



[Source: Gross Disposable Household Income \(GDHI\)](#)

Policy Considerations and Recommendations

Policy Considerations and Recommendations Summary

Short-term

- Outreach work to engage local residents and workers which meet the eligibility and suitability criteria of Connect to Work and require support either in finding work or remaining in work
- Work with key partners to determine referral pathways
- Communications and marketing campaign to raise awareness of available support offer

Medium-term

- Work with public health to address local health issues impacting residents ability to work i.e. focused public health services on main work-limiting conditions
- Support businesses to access or put in place good occupational health and wellbeing support for their workforce

Long-term

- Look to address the socio-economic challenges which exist in our communities and are the root causes of poor health, long-term unemployment and economic inactivity i.e. deprivation, educational achievement, skills etc.

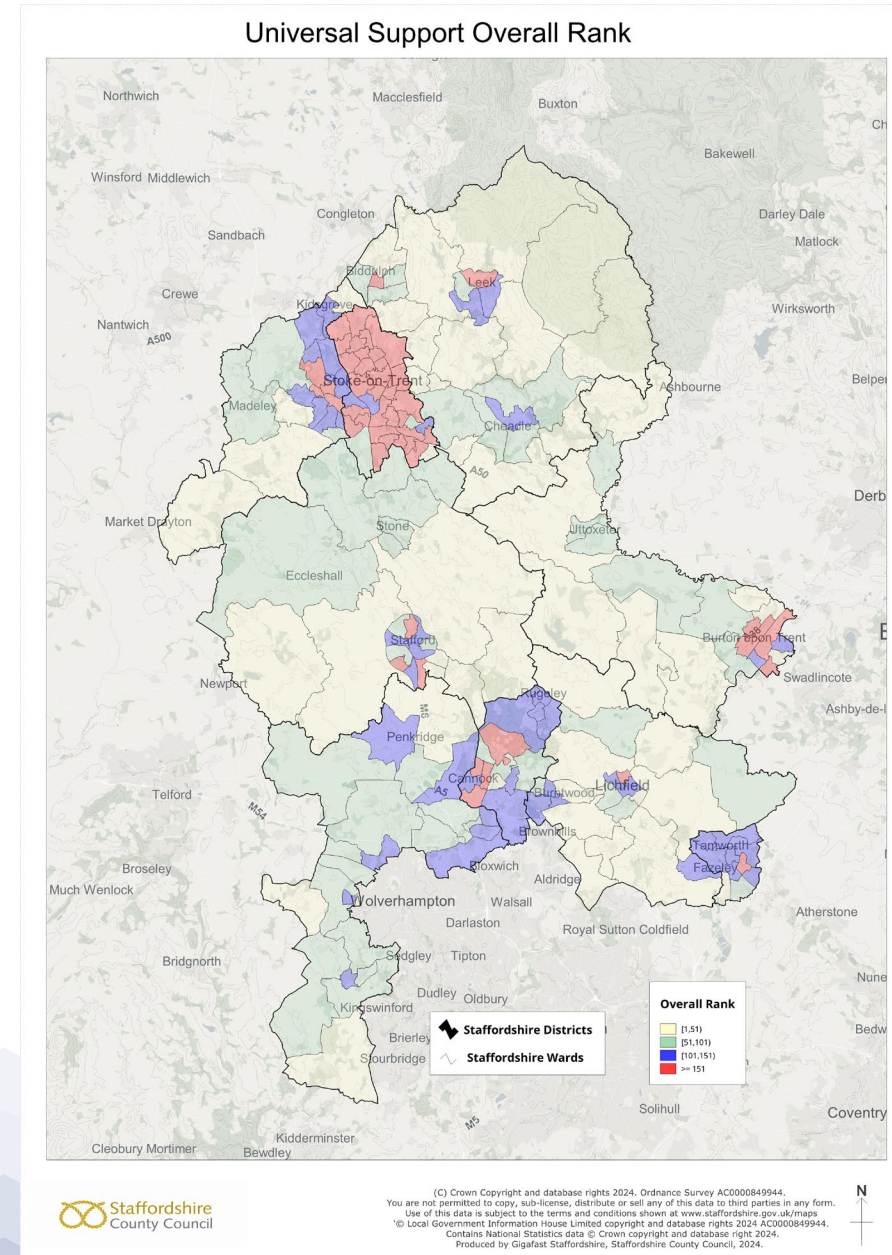
Short-term - Policy Considerations and Recommendations

- Establish comprehensive and tailored outreach employment support to help residents transition into work building on the SJC/JET brokerage support.
- Integrate wider support where needed to ensure that residents can obtain sustained employment e.g. health services, probation, social care.
- Target priority areas to ensure maximum impact from the programme i.e. locality hotspots with most need.
- Identify referral pathways for identified disadvantaged groups i.e. economically inactive – in poor health / DWP benefit cohorts / care leavers etc.
- Develop a marketing campaign to raise awareness of available support offer.

Locality Hotspots

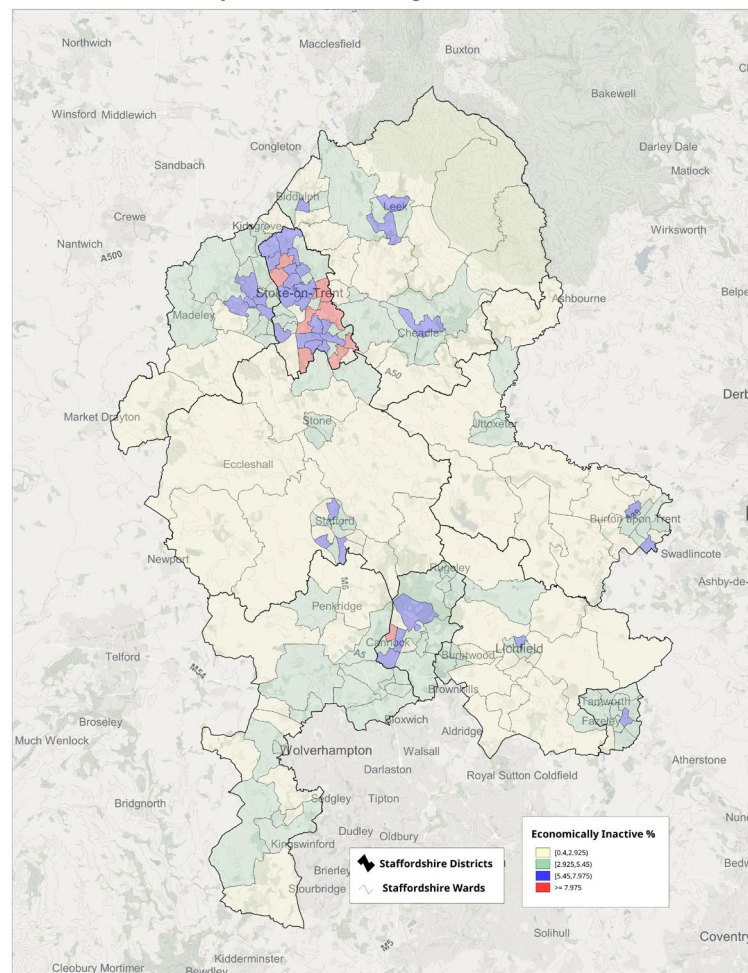
Local Priority Areas

- Target priority areas to ensure maximum impact from the programme i.e. locality hotspots with most need.
 - ☐ Identify individuals requiring support in hotspot areas
 - ☐ Focus on those with complex needs
 - ☐ Groups not/with limited support

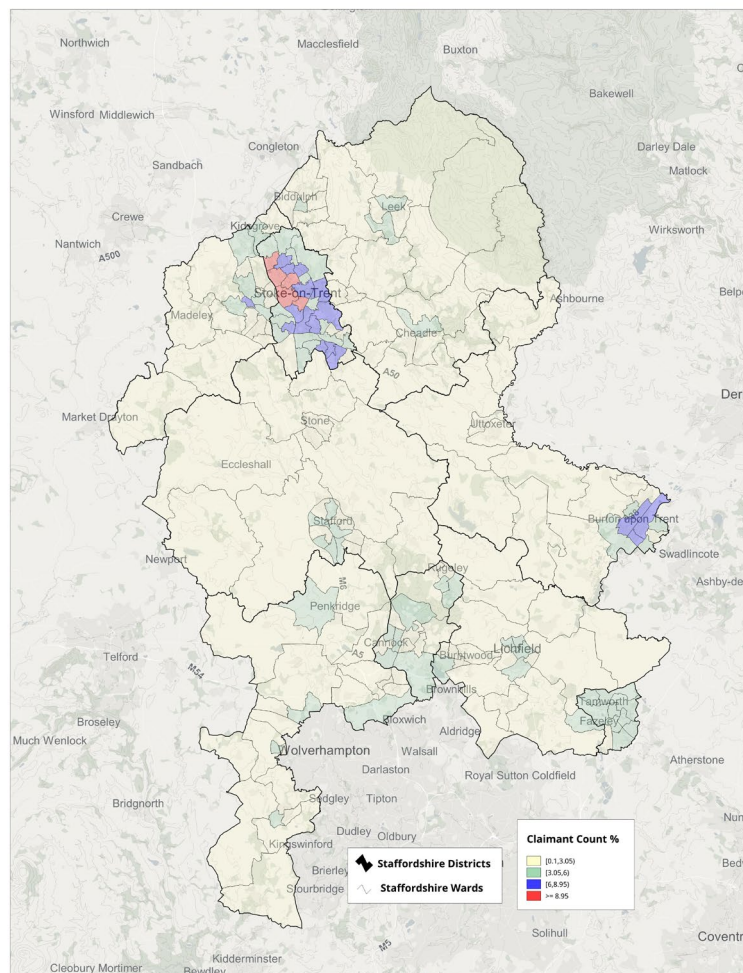


Local Priority Areas – key indicators

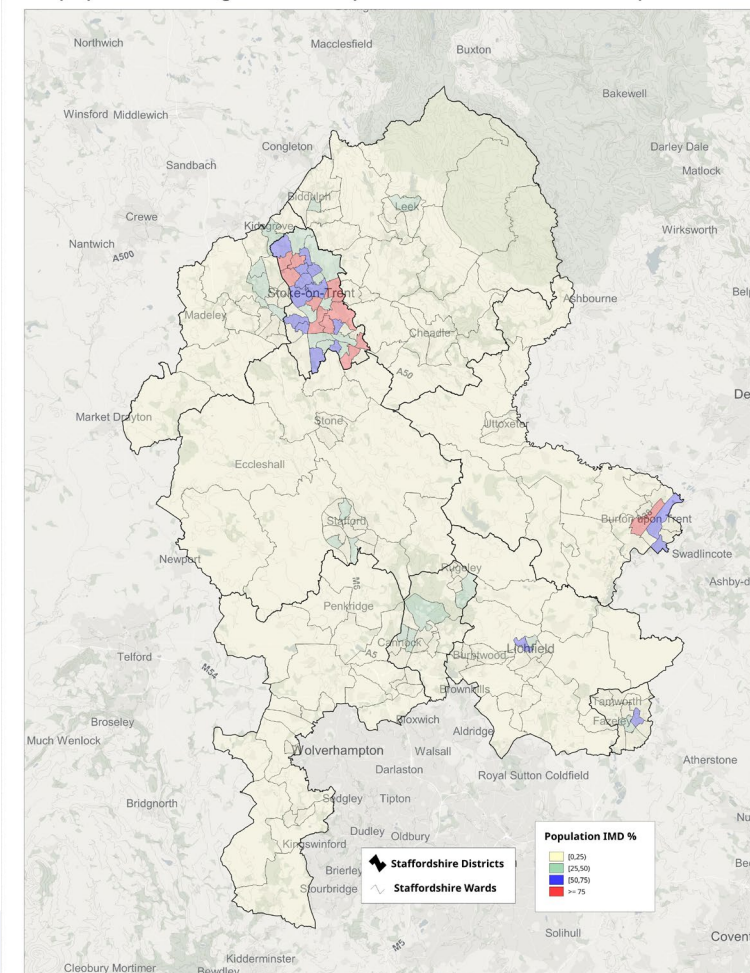
% Economically Inactive 16+ long term sick or disabled



% Claimant Count Rate 16-64



% population living in most deprived IMD 2019 national quintile



[illegible]

Identifying referral pathways for identified priority groups

- Engage with key referral partners i.e. disabled/long-term health issues and economically inactive who want to work:
 - Employers
 - Public Health – Fit notes
 - Adult Care
 - Borough/Districts
 - Housing Associations
- DWP Caseloads – needs/gaps in support
- Screening of potential candidates



Medium-term - Policy Considerations and Recommendations

- Put in place early help intervention and prevention support for workers/employers to minimise or prevent health issues that impact ability to work.
- Work with public health services to better target the main health conditions hindering work locally e.g. mental health, musculoskeletal problems etc.
- Support businesses to develop and improve occupational health and wellbeing support e.g. DWP and British Chambers' of Commerce (BCC) to develop a baseline OH framework / Lobby Government for tax incentives to encourage businesses to invest more in the physical and mental health of their employees.
- Develop a communication campaign to raise awareness of productivity and business growth benefits of reducing worklessness, alongside reducing business costs from sickness absence, presenteeism, staff turnover, and leavism.

Addressing health related issues in Staffordshire and Stoke-on-Trent

- For those economically inactive long-term sick it is vital that occupational health and wellbeing services are strengthened across our business base preventing more workers becoming long-term sick and wider health services meet the needs of this cohort helping increasingly more to return to work.
- The Department for Work and Pensions (DWP) want to ensure SMEs can access good Occupational Health (OH) services to prevent their staff having to leave work through illness and/or to help them return to work quicker.
- British Chambers' of Commerce (BCC), is working with DWP to develop a baseline OH framework for employers and needs input from Chambers and SMEs to ensure it will be useful.
- It will include compelling business cases from businesses that have benefited from investing in employee health.

Long-term - Policy Considerations and Recommendations

- Produce a long-term strategy to address socio-economic root causes of poor health, long-term unemployment and economic inactivity in our communities i.e. deprivation, educational achievement, skills etc.
- Lobby Government for long-term devolved funding which can be targeted at locally determined priority areas and address delivery support programme gaps which have emerged over recent years through EU fundings coming to an end.
- Continue to raise aspirations, education and skills of our local residents and support them to achieve their full potential.
- Continue to improve wellbeing and quality of life in our local communities through economic growth leading to better jobs, better health services, improved education and skills systems etc.

Long-term Strategy and Funding

- This links closely to the focus on “good” employment in our Economic Strategy and supporting Employment and Skills Strategy.
- It will be important to address the root causes of economic inactivity rather than dealing with the issues after they have occurred i.e. Connect to Work for working aged people in poor health and unemployed/economically inactive.
- We know this often goes back to intergenerational social issues and deprivation in our communities which can only be addressed through long-term strategy and funding to improve education, skills, quality of jobs, better pay and disposable incomes, better housing, healthier diet and exercise, access to culture and a quality environment etc.

[Make It Local: local government's vital role in addressing economic activity | Local Government Association](#)





Wellbeing should be the overarching priority

- Wellbeing should be the overarching aim of government. Goods such as wealth, health and freedom are good because of how they contribute to people's wellbeing.
- The share of the vote that an incumbent government receives is affected more by the life satisfaction of the population than by the state of the economy.
- The factors affecting life satisfaction are, in order of importance: mental health, physical health, having a partner, employment, income and education.
- These factors help in the search for policies that affect wellbeing, but we also need to know the cost/benefit in terms of wellbeing for each policy.
- The Wellbeing research programme at CEP is currently estimating wellbeing-based measures of benefit/cost ratios across the whole of government. Its forthcoming report Value for Money identifies mental health as the single most important area for policy development - and proposes a new service for those suffering from addictions, personality disorders or severe mental illness following the model of the NHS Talking Therapies service.
- Schools have an important role in preparing children for a satisfying adult life, this includes cultivating the wellbeing of children.

Key Supporting Local Policy and Strategy

- The Staffordshire Economic Strategy will ensure that the local economy continues to grow with greater inward investment, business start-ups and higher value job creation. These better jobs can see pay levels increase across Staffordshire leading to reduced deprivation and greater prosperity, alongside improved health and wellbeing of our residents.

[Staffordshire Economic Strategy 2023-2030](#)

- The supporting Staffordshire Employment and Skills Strategy will look to support those that are economically inactive and who want a job to improve their skills, find work and help to address current labour shortages and skills gaps.

[Staffordshire Employment and Skills Strategy 2023-2030](#)

- The Staffordshire Health and Wellbeing Strategy looks to create communities and environments that enable healthy choices and deliver high quality support to keep people independent and well. We will think 'health' in all that we do.

[Health and Wellbeing Strategy 2022-2027](#)