

Community Safety Strategic Assessment Annual Refresh Report

Stafford

2020

Produced on behalf of



and



Working in partnership with



Title	Stafford Borough – Community Safety Partnership: Community Safety Strategic Assessment (2019)
Description	This Community Safety Strategic Assessment provides evidence and intelligence to inform the strategic decision-making process - helping commissioners and partners to determine the priorities that require particular attention in their local area.
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Introduction and Context

Under the Police and Justice Act 2006 (England & Wales) local authorities are duty-bound to 'provide evidence-based data to support Community Safety Partnerships (CSPs) in their planning and duties'.

Evidence-based data is required to relate to crime and disorder taking place within the local area, which includes; Recorded crime, Anti-Social Behaviour (ASB), Alcohol, Drug and Substance misuse.

It is a statutory obligation for Community Safety Partnerships to produce or procure an annual localised Strategic Assessment (SA), providing a strategic evidence base that identifies future priorities for the partnership and evaluates year on year activity. The approach and format of these is not prescribed by legislation.

SAs should be used to underpin a local area Community Safety Plan which is made publicly available through the partnership's and Commissioner's Office websites by 1st April each year. In Staffordshire agreement has been reached that Community Safety Plans will be produced three yearly and refreshed annually in line with the SA.

This SA (2020-21) is being produced as an annual refresh of the full three yearly assessment, produced last year.

Coronavirus (COVID-19) Pandemic

The coronavirus (COVID-19) pandemic has had a considerable and unprecedented impact on the lives of everyone in the UK, including those in Staffordshire and Stoke-on-Trent.

At the time of this report, latest data¹ shows that over 1,400 people in Staffordshire and Stoke-on-Trent have lost their lives as a result of COVID-19, with Staffordshire and Stoke-on-Trent currently (as at 2nd December 2020) in the highest tier of government restrictions, due to rates of infection which are above the national level.

The virus and measures to control rates of infection (such as the national lockdowns, systems to limit social contact, and the temporary closure of education settings) have had a significant impact on many; directly affecting individual's physical health, mental health and well-being, education, and employment.

A survey of local residents (n=3,921) carried out by Staffordshire County Council² highlights that more than 3-out-of-5 people (63%) felt that the pandemic has had a negative impact on their life overall – with those with a disability or limiting illness, and those who have been furloughed, having experienced even greater negative impact.

The pandemic has also had a significant impact on how front line services have operated; including protective measures for front line staff through use of personal protective equipment (PPE) and limiting non-essential face to face contact with the public and service users, and with other professionals.

The combined impact of reduced contact with the public, significant limitations on travel and social contact, and closure and strict restrictions in public spaces and recreational spaces, is that almost all services have seen unprecedented shifts in demand. As a result, in approaching this year's annual CSSA Refresh report we must consider that data for the year is highly irregular, and that observations and analysis should be considered in the context of the coronavirus pandemic and its impact on 'normal' day-to-day life.

Rather than focus on Covid-19 within this assessment as a single specific priority or risk to community safety, the impact of the pandemic has been considered and discussed as a factor in each individual priority theme, wherever it is relevant.

¹ Office of National Statistics (ONS) Death registrations and occurrences by local authority (Week 47 – ending 20th November 2020)

² <https://www.staffordshire.gov.uk/Coronavirus/Covid-19-residents-survey-results.aspx>

Key findings and comparison to previous (2019) assessment

Significant overall changes and findings

Restrictions imposed as part of the government approach to controlling the Coronavirus pandemic have resulted in significant reductions in recorded crime and disorder from mid-March 2020 onwards. This is particularly the case with regards to crime, disorder and ASB taking place in public places.

The data for the period from April 2019 to March 2020 shows a considerable reduction in crime in Stafford Safety Partnership area prior to the pandemic compared to the previous year; with a 9% reduction in Stafford, compared to a 2% average increase seen across all Safety Partnership areas in England & Wales overall.

While the overall rate of crime in Stafford is statistically similar to the national CSP average, there are a number of crime types which are statistically well below average, particularly Violence with injury offences, Burglary, and Public Order offences. There are no major types of offence where rates in Stafford overall are statistically high. Rates in Forebridge ward are significantly above local ward averages, but this is similar to all other town/city centre wards in Staffordshire and Stoke-on-Trent.

There has been no significant shift in the demographic composition of any of the Safety Partnership areas in Staffordshire and Stoke-on-Trent, and demographic analysis for the Stafford Partnership area within the previous (2019) Strategic Assessment still remains relevant.

Changes against key priorities

Community Cohesion & Tackling Extremism

- This priority replaces two pre-existing priorities around *Community Cohesion & Hate Crime* and *Counter Terror/Prevent* – with the two merged together and renewed focus on Community Cohesion.
- This merge is taking place in the wake of Brexit, as well as in response to increases in Right Wing extremism, and tension in some communities resulting from breaches of COVID guidance and legislation.
- Since the time of the last report the UK terror threat level has been increased from 'Substantial' to 'Severe' – the second highest threat level, following terror attacks in 2020 in mainland Europe.

Domestic Abuse

- In the 12 months to November 2020, Stafford has seen the largest increase in Domestic-related offences out of the nine local CSP areas (+9%, compared to overall 0% force-wide).
- The area saw significant spikes in incidents in both July and August 2020. Similar spikes were seen in five other CSP areas, although those in Stafford were particularly high.

Fraud

- Fraud is of increased and growing concern in Staffordshire and Stoke-on-Trent. Monthly Fraud incidents picked up by the National Fraud Intelligence Bureau (NFIB) increased significantly following the first UK lockdown in March 2020 – and have remained consistently high since.
- Much of the increase has comprised of less-sophisticated fraud, taking place through online marketplaces and auctions. With increases in online shopping during the pandemic, it is likely levels will remain high into 2021.

Vulnerable Persons

- There is growing concern that the wider impact of COVID will result in considerable increases in demand relating to all major vulnerabilities (alcohol, drug and substance misuse, mental health, safeguarding)
- Analysis³ has already found that, taking account of pre-pandemic trajectories, mental health has worsened substantially (by 8.1% on average) as a result of the pandemic. Young adults and women – groups with worse mental health pre-pandemic – have been hit hardest.

³ Institute of Fiscal Studies (IFS) - The mental health effects of the [first] lockdown and social distancing during the Covid-19 pandemic in the UK

New and revised recommendations

A full list of recommendations, including those still in place from the previous (2019) three-yearly full Strategic Assessment, as well as recommendations made below, can be found in Appendices A & B at the end of this report.

Community Cohesion & Tackling Extremism

There should be additional consideration for children who receive home education, including those who have started to be home educated throughout the COVID-19 pandemic, to ensure that they are receiving a well-rounded education in order to prevent any extremist teachings.

Safety Partnerships should engage with the development of Community Cohesion partnership work through the Safer & Stronger Communities Strategic Group, which will link in to existing strategic Hate Crime work and the Prevent board. Partnerships should also strongly consider whether there is a need to work with local partners and stakeholders (such as voluntary sector partners) to develop local Community Cohesion strategy for their local area.

As people spend more time online as a result of COVID-19-related restrictions on social contact, it should be considered that there is increased risk around online radicalisation. Partnerships should continue to raise awareness of extremism and potential signs of radicalisation within communities, and particularly in those communities at risk of emerging extreme right-wing and far-right extremism. Young people, parents/guardians and community members should have an awareness of prevalent extremist groups.

Domestic Abuse

Safety Partnerships should remain sighted on the Domestic Abuse Bill (2020) - due to become law in April 2021. This places statutory duties on upper-tier LAs, including the duty to provide victims (and their children) with appropriate safe accommodation and support whilst in accommodation. Responsible authorities will be required to form Domestic Abuse Local Partnership Boards and CSPs should ensure that they engage with these accordingly.

County Lines

[See recommendation relating to Vulnerable Persons]

Fraud

Telephone and courier fraud still present a high risk to particularly vulnerable and socially isolated groups. As these are individuals who are often not connected digitally, it is essential that awareness raising activity includes a focussed element for identified high-risk groups who might be missed by online and digital awareness raising activity. With growth in online auction/marketplace fraud, those who are connected digitally are also at increasing risk – awareness raising strategy should also consider younger age groups who carry out much of their non-essential shopping online.

Vulnerable Persons

Given the impact of the Coronavirus pandemic; on physical health, mental health and well-being, employment, and education – it should be considered that over the next 12-24 months there will be increases in numbers of people and families considered to be vulnerable. Partnerships must consider that this will not only increase demand on support services and partners, but also increase numbers of individuals who may be at increased risk of criminal exploitation. It is important that mechanisms to document, share, and escalate concerns around exploitation and vulnerability can cope with increased pressure.

Recommendations linked to additional considerations

Business Crime: Preliminary findings from Staffordshire Commissioner's Office report on Business Crime suggests that there may be a need for greater engagement with smaller businesses in partnership areas, in order to better understand their needs and how they are impacted by crime

Staffordshire Commissioner's Office Priorities

It is recommended Community Safety Partnerships consider their approach to community safety challenges in the context of the priorities identified in the 2017-2020 Staffordshire Police, Fire and Crime Commissioner's Strategic Plan ([Safer, Fairer, United Communities for Staffordshire](#)). Although recognising that these priorities may develop or change from April 2021 onwards, partnerships should consider opportunities to tackle priorities through;

Early Intervention and Prevention: Addressing root causes wherever possible and shifting the focus of investment from acute to early help services. Intervening early to identify and support those most vulnerable to experiencing crime and helping those who have started experiencing problems by supporting them to address the issues that they face.

Supporting Victims and Witnesses: Being a victim of crime can be truly damaging and have a lasting impact on feelings of safety and well-being. It is essential to ensure that victims (both individuals and businesses) and witnesses have access to prompt and appropriate support, and that it is as easy as possible for victims and witnesses to access such support.

Managing Offenders: Preventing offending and reducing the likelihood of re-offending by delivering early intervention activities such as targeted education. Diverting those involved in minor offences, particularly the most vulnerable, away from unnecessary contact with the criminal justice system through triage processes and diversion schemes. Helping those motivated to change to reintegrate successfully into the community and achieve stable lifestyles away from crime.

Public Confidence: Making individuals and communities feel safer and reassured. Ensuring that the people of Staffordshire are better informed and involved in how policing and community safety arrangements are delivered, helping thereby to increase public confidence, build trust through transparency and open communication, and reduce the fear of crime.

Summary of Local Community Safety Priorities

A review of the priorities identified and confirmed in the three-yearly full SA has taken place, in order to identify any changing or emerging key strategic priorities and risks. These have been cross referenced against known existing priorities and findings for each locality, as well as through intelligence held by local partners (such as Staffordshire Police). Where priorities are amended or changed compared to their position in the 2019 full assessment, these have been highlighted. The identified priorities are as follows;

- Anti-Social Behaviour (ASB)
- **[REVISED] Community Cohesion & Tackling Extremism**
(combines previous 'Counter Terror' and 'Community Cohesion and Hate Crime' priorities)
- Domestic Abuse
- County Lines⁴
- Modern Slavery / People Trafficking
- Fraud
- Vulnerable Persons and Safeguarding (incl. Mental Health)

The following are not considered a main priority for Stafford, but they are recommended for additional consideration due to their volume, impact on communities and level of public expectation;

- Repeat and Persistent Offending

In addition, there are some challenges which, while not necessarily overly present in the partnership area, require the work of the whole partnership to address. It is important for each partnership to consider how they can contribute to the force-wide approach and strategy. These challenges are highlighted as;

- Fire and Fire Risk
- Business Crime
- Serious Violence
- **[MERGED]** Community Cohesion and Hate Crime merged into *Community Cohesion & Tackling Extremism*
- **[MERGED]** Counter Terror / Prevent merged into *Community Cohesion & Tackling Extremism*

⁴ County Lines refers to organised drug supply and trafficking routes into and out of 'county' and rural areas from metropolitan areas.

People and Communities at Greatest Risk

Vulnerability is cross-cutting; many of those considered vulnerable for a range of concerns (including general safeguarding, social isolation, economic stress, and health and mental health concerns) are also additionally vulnerable to criminal exploitation and victimisation through crime and ASB.

It is considered, based on existing UK research (IFS and ONS), that the wider impact of the Coronavirus pandemic will be an increase in the numbers of vulnerable persons in the UK, rather than a dramatic shift in reasons for vulnerability. However, it is considered that pressures

Those considered to be particularly vulnerable to experiencing crime, safeguarding concerns or being criminally exploited in Stafford borough are identified as;

- Offenders with known drug dependencies or previous drug-related offending
- Children (under 10s) in areas with high levels of Domestic Abuse and/or drug-related offending
- Children and young people (aged 10-19) in areas of high deprivation
- Children and young people (aged 10-19) at risk of criminal exploitation
- Socially isolated older adults
- Socially isolated adults with alcohol and/or drug dependencies

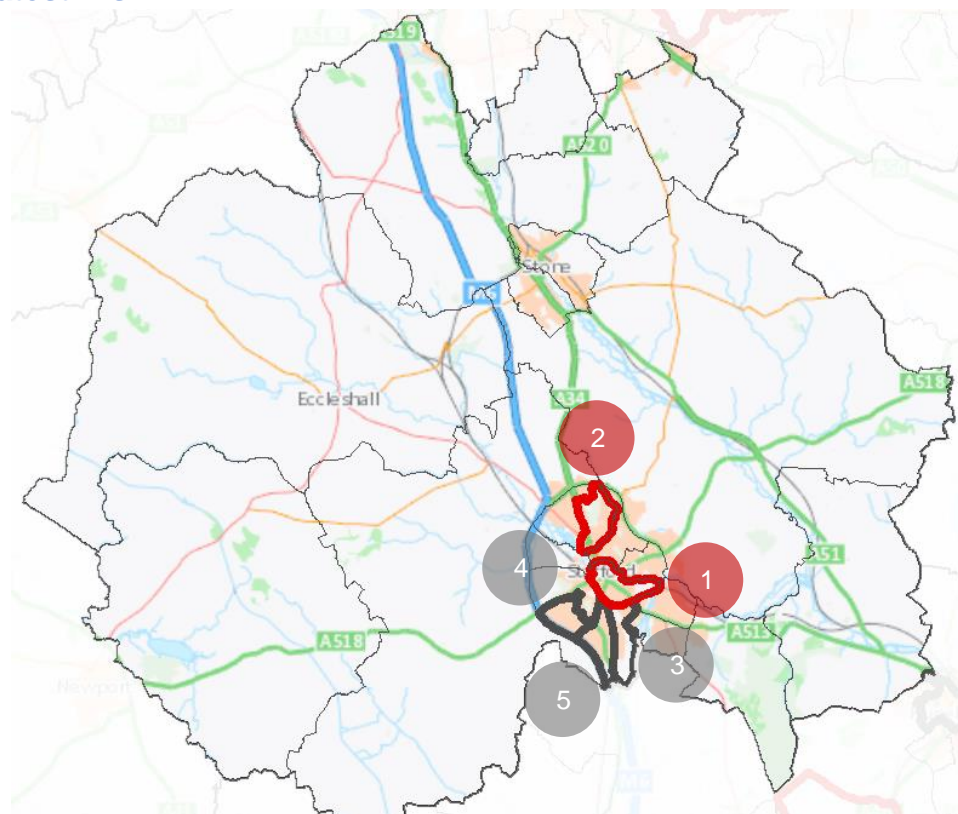
Those who belong to the 'Family Basics' demographic Mosaic group tend to be the most disproportionately affected by almost all aspects of crime and anti-social behaviour in Stafford (5% of population, 12% of all victims).

These are primarily younger families (aged 25-40) with infant or primary school-aged children, living in lower-cost housing, in areas with higher levels of deprivation. Adults in these communities tend to have limited qualifications; many are employed in lower-paid and lower-skilled jobs resulting in limited financial resources and high levels of economic stress, with many requiring an element of state support, particularly through access to social housing and through universal credit.

Those in the Senior Security group are also considered particularly vulnerable, due to their significant over-representation amongst victims of Fraud – but under-representation amongst victims of crime overall. Those in the Senior Security group are most likely to be over 65 and even more likely still to be over 75, living in affluent communities, but fairly socially isolated and spending a lot of time in their home.

Older people living in isolation, who are particularly vulnerable to experiencing Fraud offences, are also vulnerable to 'door step' crime, which may involve intimidating and aggressive behaviour on the part of the offenders or an element of befriending or grooming of the victim to facilitate the offending or repeat victimisation.

Places at Greatest Risk



The areas of greatest priority in Stafford CSP area are generally centred around the more urban and densely populated parts of Stafford town and the edge of Stafford town, these are;

1. Forebridge (Stafford Town Centre) (Overall crime, ASB, All individual crime types)

As the ward that covers the largest public-space in Stafford, Town sees the highest rates of crime overall, as well as statistically high levels most individual types of crime, in addition to a high level of ASB relating to Rowdy and Inconsiderate Behaviour.

2. Common (Domestic offences, Child Safeguarding, Drug-related offending)

Common ward has the second-highest rate of offending in the Stafford CSP area. Drugs offences are above ward-average. Levels of Children's Safeguarding concerns in the area have been historically high, as have rates of Domestic offences.

Although not flagged as a priority ward through overall offending rates or volume of incidents, the following may need consideration – as rates of incidents are only narrowly below the threshold for being considered significantly high;

3. Penside (Child Safeguarding and Drugs offences)

Although Penside doesn't experience significantly high rates of offending or ASB overall, it does see significantly high rates of Looked-After Children (LAC) and has recently (2019-20) experienced high levels of Drugs offences.

4. Highfields & Western Downs (Child Safeguarding, Domestic offences, County Lines risk)

The level of overall crime and ASB in the ward does not meet the threshold for concern, however, the area sees a high number of LAC and above-average levels of Domestic offences - with the area also experiencing some significantly high levels of deprivation.

5. Manor (Residential Burglary)

While Manor ward was identified as an area of consideration in last year's full assessment; the previously recorded uncharacteristically high rates of Residential Burglary and Vehicle Offences have both fallen considerably in 2019-20 and are now in line with averages across Staffordshire & Stoke-on-Trent. There is value in tracking whether these declines have continued, however it should be considered that crime data for 2020-21 will be heavily impacted by COVID related restrictions such as the national lockdowns.

Overview of Crime and Anti-Social Behaviour (ASB)

Overall rates of recorded Crime and ASB in Stafford are below the average for the force-area, below the overall force-wide rate, and well below rates for the West Midlands region and England & Wales.

Rates for all types of crime and disorder in Stafford are in line with rates for the force-area, with no specific outlying crime types. The area has previously experienced above-average levels of Fraud cases referred to Action Fraud for investigation – although the rate of crime overall is the third-lowest of the nine CSP areas.

As with the other Safety Partnership areas in Staffordshire & Stoke-on-Trent, the majority of crime is polarised towards town/city centre wards – and this is also true for Stafford (Forebridge ward), where the rate of crime per 1,000 population is 4.9 times higher than the rate across all 23 wards in Stafford Borough.

Rates of ASB are around the average for the force-area, although there are some wards which experience above-average levels of specific types of ASB, such as Rowdy and Inconsiderate behaviour, Nuisance Vehicles, and Neighbour Disputes.

Rates of Recorded Crime – CSP area, Staffordshire Police, Comparators (April 2019 – March 2020)

	Rate per 1,000 residents			
	Stafford	Staffordshire (Force Area)	West Midlands (Region)	England & Wales ⁵
Total crime (excl. fraud)	53.8	70.3	79.6	88.9
Criminal damage and arson	6.3	8.9	8.2	9.4
Robbery	0.4	0.7	1.7	1.5
Sexual offences	2.3	2.6	2.6	2.7
Theft offences	18.7	23.6	28.9	32.2
Burglary	3.4	4.2	6.6	6.3
Residential burglary	2.3	2.8	4.8	4.4
Non-residential burglary	1.1	1.5	1.8	1.9
Vehicle offences	3.3	5.0	8.1	7.7
Theft from the person	0.6	0.5	0.8	1.9
Bicycle theft	0.6	0.7	0.8	1.5
Shoplifting	4.8	6.3	5.7	6.1
All other theft offences	6.0	6.9	6.9	8.7
Violence against the person	20.3	26.9	29.0	29.9
Homicide	...	0.0	0.0	0.0
Death or serious injury - unlawful driving	...	0.0	0.0	0.0
Violence with injury	5.4	7.7	9.9	9.1
Violence without injury	8.6	10.2	11.2	12.3
Stalking and harassment	6.3	8.9	7.9	8.4
Drug offences	1.3	1.8	1.9	3.1
Possession of weapons offences	0.5	0.6	0.9	0.8
Public order offences	3.0	3.7	5.1	7.6
Miscellaneous crimes against society	0.9	1.4	1.4	1.8
Anti-Social Behaviour (ASB)	25.2	28.9	N/A	22.7

Indicates CSP is higher than force-wide rate

⁵ National data for 2019-20 excludes Greater Manchester Police

Community Safety Strategic Priorities

Anti-social Behaviour (ASB)

Volume and potential harm:

High volume / Moderate individual harm / Severe community harm

CSPs with priority:

Cannock Chase, East Staffordshire, Lichfield, South Staffordshire, Stafford, Staffordshire Moorlands, Stoke-on-Trent, Tamworth

Summary:

ASB accounts for a significant amount of demand across the partnership (roughly 25%). In 2019-20 there were 3,460 ASB incidents recorded in Stafford by the Police – equivalent to a rate of 25.2 incidents per 1,000 residents. This is a fractional reduction compared to 2018-19 but remains lower than the force-wide rate of 28.9 per 1,000 population.

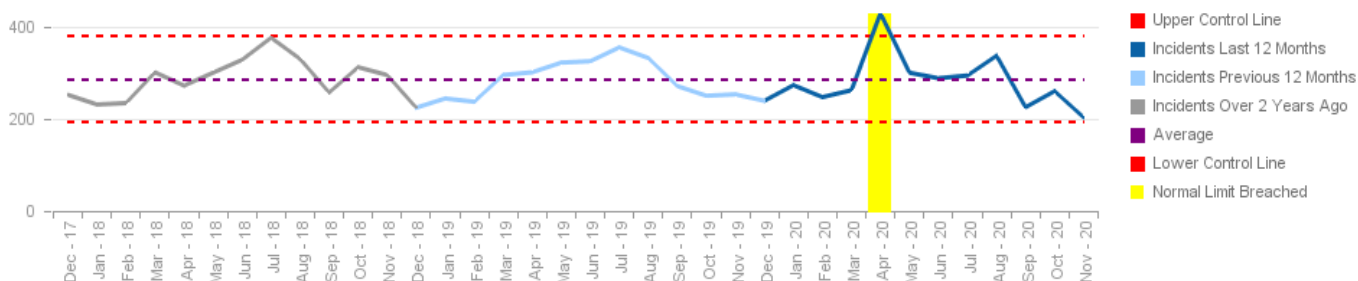
While in the 12 months to date (November 2020) ASB was slightly lower than the previous 12 months (-2%) this also included a significantly spike in April 2020 due to COVID-related ASB incidents, prior to these moving to a different recording mechanism (see *three-year incident chart below*).

Since new recording began (20th April 2020) up to 30th November 2020 there had been 1,090 ASB incidents in Stafford which were specifically breaches of COVID-related legislation – equivalent to 7.9 per 1,000 residents. This is slightly below the force-wide rate of 8.9 per 1,000 population.

ASB in Stafford remains dominated by reports of incidents of 'Rowdy and Inconsiderate Behaviour' (65% of ASB) and to a lesser extent 'Neighbour Disputes' (15% of ASB). Around a quarter of all Rowdy and Inconsiderate Behaviour related ASB takes place in the Forebridge ward, which includes Stafford town centre.

Similarly to crime overall, ASB tends to disproportionately affect the most deprived and disadvantaged communities, and town and city centres. Previous risk assessment concludes that repeat victims of ASB tend to experience the same levels of psychological harm as victims of less-serious violent crime.

Stafford – ASB Incidents, three years to November 2020, Staffordshire Police:



Comparison to Force: Overall rate similar / Forebridge previously second-highest in force area

Local rate (per 1,000 people): 25.2

Force rate (per 1,000 people): 28.9

Direction of travel: Slight reduction over 12 months to November 2020. Even with April spike in COVID-related ASB.

Public expectation: Moderate

Local hotspot wards:

Forebridge Ward: *Rowdy and Inconsiderate Behaviour*

Doxey & Castletown: *Neighbour Disputes*.

At risk groups: Deprived and disadvantaged communities – particularly those in high housing density areas and with high proportions of social housing. Town centre areas are also high risk, particularly from alcohol-related and drug-related ASB. Forebridge and Rowley wards see additional issues with ASB from Nuisance Vehicles.

[REVISED] Community Cohesion⁶ & Tackling Extremism

Volume and harm – Community Cohesion: Low volume / Substantial individual harm / Moderate community harm

Volume and harm – Extremism: Minimal volume / Risk of mass loss of life / Critical community harm

CSPs with priority: Cannock Chase, East Staffordshire, (Lichfield), Newcastle-under-Lyme, South Staffordshire, Stafford, (Staffordshire Moorlands), Stoke-on-Trent, Tamworth

Summary:

In the period of the European Union (EU) referendum (2016-17) Hate Crime increased nationally by 30% (17,300 incidents) on the previous year, with increases seen in all following years to date at a national level. While the large majority of national incidents (76% in 2019-20) are based on the victim's Race or Religion, Hate offences against the Transgender community, based on Disability, or on Sexual Orientation have all more than doubled in recent years.

Locally in the 12 months to November 2020, there has been no change in levels of Hate Crime compared to the previous 12 months – although there was a significant spike in June 2020 after the easing of the national lockdown (highest numbers recorded in a single month in three years). It is considered that leaving the EU on 1st January 2021 will have a similar impact to the 2016 referendum, and there will be an increase in Hate-related offences.

The Covid-19 pandemic has also had an effect on Community Cohesion; while the pandemic has strengthened many communities within Staffordshire and Stoke-on-Trent, with people providing support to those in their local area, it has also exacerbated and highlighted issues within a small number of more fragmented communities – with local outbreaks and compliance with government guidance proving to be a source of friction, and a threat to cohesion.

The cost of Covid-19 to society and state has been significant. It has become clear that while the spread of virus has been fairly indiscriminate, the impact has not been felt equally across all communities. Opportunities for social mixing, one of the most powerful forms of reducing prejudice and promoting empathy, have been severely limited – with some restrictions likely to continue. As the full impact of the pandemic unfolds, government decision-making has the potential to affect social and political trust, which can be exploited by extremist groups.

In parallel to the Covid-19 pandemic, over Summer/Autumn 2020 terror-related attacks have been carried out in mainland Europe. As a result, the UK national terror threat level has increased compared to last year's report - and is now at Severe (the second highest threat level): meaning that an attack in the UK is considered '*highly likely*'.

The terror attack on London Bridge in 2019, which was carried out by an individual from the Staffordshire force-area, highlights the need for all partners to continue to deliver against our statutory obligations to create stronger, more cohesive and safer communities. Stoke-on-Trent remains a Home Office Prevent priority area with the city council receiving additional support from the Home Office for its work to tackle to extremism.

Comparison to previous assessment:

- Increasing evidence of Far-right support – with increasing Prevent referrals for Far-right ideologies.
- Risk and concerns around Al-Qaeda/ISIL-inspired extremism remain high
- Increase in National terror-threat level from 'Substantial' up to 'Severe'
- Departure from European Union to take place in January 2021.

Local hotspots: (Where appropriate see Staffordshire Police Counter-Terror Local Profile)

Direction of travel: Growing concern

Public expectation: Critical / National expectations

At risk groups: Hate Crime offenders are predominantly young men and more likely to be under 18 than offenders overall. Female Hate Crimes offenders tend to be in the 30-39 age group. Victims are predominantly males aged over 18, and particularly those aged 30-39. Although most victims are male, there are more female victims than female offenders. Those with Asian or Black ethnicity are disproportionately likely to be victims of Hate Crime.

Based on recent Prevent referrals, those at greatest risk of being radicalised remain younger males (aged under 20 years) although a growing number are in older age groups, including those aged 50 and over. In the last year, around 1 in 25 of those referred through Prevent in Staffordshire and Stoke-on-Trent was female.

⁶ As per the Local Government Association (LGA) definition of cohesive community as one where; There is common vision and a sense of belonging for all communities; The diversity of people's different backgrounds and circumstances are appreciated and positively valued; Those from different backgrounds have similar life opportunities; and, Strong and positive relationships are being developed between people from different backgrounds in the workplace, in schools and within neighbourhoods

Domestic Abuse

Volume and potential harm:

Moderate volume / Severe individual harm / Substantial community harm

CSPs with priority: All Safety Partnership Areas

Summary:

Domestic Abuse affects all communities and is not unique to any one part of Staffordshire or Stoke-on-Trent. While Domestic Abuse presents a significant direct risk to victims, it also has a wider negative impact where children are present in households. Links between Domestic Abuse and child neglect/abuse are well known and evidenced.

In 2019-20 there were 1,455 Domestic-related offences in Stafford, around 20% of all crime in the local Safety Partnership area. The rate of Domestic crime is 10.6 per 1,000 population, which is below the force-wide rate (14.2).

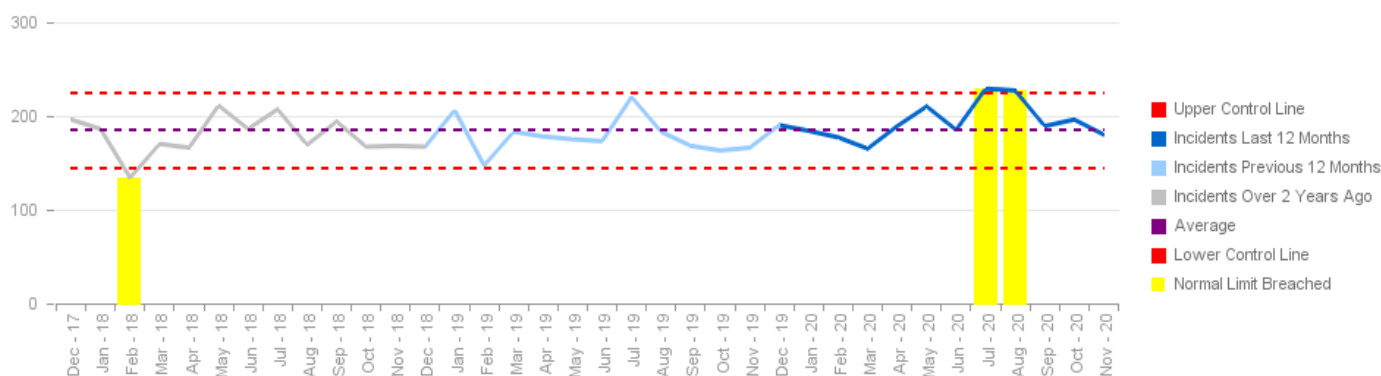
Although around 20% of crime in the area is flagged as being domestic-related, this increases to 40% amongst violent offences overall, and 45% of Stalking & Harassment offences. This is similar to Staffordshire & Stoke-on-Trent overall.

The majority (78%) of recorded Domestic offences in Stafford in 2019-20 were violent offences; 34% Violence without injury, 27% Stalking & Harassment, 17% Violence with injury. Domestic incidents are not limited to Violent Offences and cross a range of offence types; around 7% of domestic offences in Stafford are instances of Criminal Damage, 4% are instances of Theft, and 2% were Sexual Offences (half of these being incidents of Rape).

Nationally reported increases in Domestic Abuse following the first national lockdown and wider impact of COVID on society appear to have been seen in Stafford – in the 12 months to November 2020 there was a significant increase (9%) on the previous 12 months. There have been considerable spikes in reported monthly incidents in both July 2020 and August 2020 – both of which were just above the upper-most range of what is considered normal variation.

Victims of Domestic offences are disproportionately repeatedly victimised compared to victims of other types of crimes. In Stafford in 2018-19, while 24% of victims of any crime were repeat victims and were the victims in 42% of all crimes in the area; 38% of victims of Domestic-flagged offences were repeat victims, and were the victims in 63% of all Domestic crimes.

Stafford - Domestic-related crime, three years to November 2020, Staffordshire Police



Comparison to Force: Overall rate similar / One ward significantly high / One ward above average

Local rate (per 1,000 people): 10.6

Force rate (per 1,000 people): 14.2

Direction of travel: Increase of 9% in 12 months to end of November 2020

Public expectation: Moderate

Local hotspot wards: Forebridge (significantly high, 32.6), Highfields & Western Downs (above average, 23.4)

At risk groups: Disproportionately younger women (aged under 30), and those who live in already disadvantaged communities. However, anyone can become a victim of DA, and there are male victims in the area, and victims who are older adults. Households where there are high levels of economic stress and alcohol/drug use and dependency are at particularly high risk. Offenders are also disproportionately younger (aged under 40) and male, although there are also female offenders.

County Lines

Volume and potential harm:

Small volume / Substantial individual and community harm

CSPs with priority:

Cannock Chase, East Staffordshire, Lichfield, Newcastle-under-Lyme, Stafford, Stoke-on-Trent, Tamworth

Summary:

The use of County Lines to traffic drugs from urban areas into rural areas, causes significant issues for communities; particularly through the degradation of local areas through use of properties for drug use, drug supply and other criminal activity, and as a result of violent disorder and disputes between Organised Crime Groups (OCGs) and Urban Street Gangs (USGs) over control of particular County Lines and Drug Supply in specific areas.

The use of County Lines by OCGs is not limited to the supply and movement of drugs; the same criminal infrastructure is linked to Modern Slavery and People Trafficking, Child Sexual Exploitation (CSE) and Child Criminal Exploitation (CCE), Serious Violence, Money Laundering and the supply of illegal weapons.

The operation of County Lines by OCGs often relies on the activity of 'cuckooing'; a practice where criminals take over a person's home and use the property to facilitate exploitation. It takes the name from cuckoos who take over the nests of other birds. Victims are often people who misuse substances such as drugs or alcohol, but there are cases of victims with learning difficulties, mental health issues, physical disabilities or who are socially isolated. People who choose to exploit will often target the most vulnerable in society and will establish a relationship with the vulnerable person in order to access their home. Cuckooed addresses are commonly used to store or distribute drugs, but can also be used in people trafficking and modern slavery, supply or storage of illegal firearms, sex work, or as 'safe houses' for criminals themselves who are trying to avoid detection by the Police.

There is a level of County Lines risk in all CSP areas in Staffordshire & Stoke-on-Trent – with known risks around organised drug supply through County Lines as well as People Trafficking / Modern Slavery offences, in addition to elements of weapons offences. There is additional risk in some areas of Stafford Borough, due to high proportions of children in care, who are at elevated risk of being criminally exploited and recruited into organised crime by both OCGs and USGs - and also due to vulnerable long-term drug users, who are also at high risk of exploitation.

Although Covid-19, and associated Government mandated travel and social restrictions, have undoubtedly had an impact on both levels and visibility of County Lines activity locally, there is still a persistent and ongoing threat in Staffordshire and Stoke-on-Trent.

Direction of travel: Long-term risk

Public expectation: Critical / National expectations

Local hotspots: (See Staffordshire Police's Serious and Organised Crime Assessment)

At risk groups:

Criminal exploitation:

Young males (aged 10-19) in disadvantaged communities and in care (LAC) or attending Pupil Referral Units (PRUs) are at particularly high risk of being criminally exploited through organised crime and gang membership.

'Cuckooing' risk:

Adults with existing drug or alcohol dependency, and adults and young adults with learning difficulties and/or mental health needs – particularly those who are living independently but who are socially isolated. There are significant levels of repeat drug possession offences in a number of wards across the force-area, and it is likely that many of the vulnerable individuals known to services in these areas for Class A drug use are at increased risk of cuckooing.

Modern Slavery & People Trafficking

Volume and potential harm:

Small volume / Substantial individual and community harm

CSPs with priority:

East Staffordshire, Newcastle-under-Lyme, (Stafford), Stoke-on-Trent

Summary:

Modern Slavery refers to the offences of human trafficking, slavery, servitude, and forced or compulsory labour. This can then be considered as five sub threats: sexual exploitation of adults; trafficking of adults into conditions of labour exploitation; trafficking of adults into conditions of criminal exploitation; trafficking of minors into conditions of sexual, criminal or labour exploitation; and other forms of exploitation⁷.

In Stafford, the greatest concern is around Forced Labour and Human Trafficking, particularly including unaccompanied children (under 18s) arriving at motorway service stations.

There has been no identified significant change to the level of risk posed by Modern Slavery & People Trafficking compared to the position in last year's full Strategic Assessment. Due to recent media coverage of high-profile cases – there remains a substantial level of public expectation that Partnerships will continue to tackle these offences.

It is likely that the UK departure from the European Union (Brexit) will have some impact on People Trafficking and Forced Labour relating to individuals originating from outside of the UK, although this has not yet been fully assessed. It should also be considered that previous local assessment has shown that many Modern Slavery offences in the force area have involved British offenders and British victims.

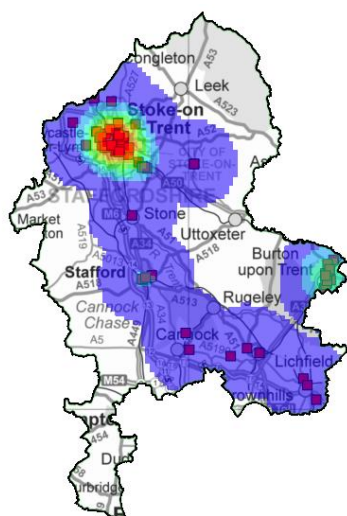
The scale of Modern Slavery is consistently and gradually increasing and it is likely to continue to do so⁸. Modern Slavery is a highly complex and hidden crime which makes it challenging to accurately measure in terms of prevalence; however there have been year on year increases in the number of victims identified. Staffordshire has seen a gradual increase in the reporting of Modern Slavery which is in line with the national picture.

Although very small numbers, Stafford has seen several Human Trafficking/Slavery offences recorded in the force-area in 2018-19, and although also small in numbers, has seen the second highest number of incidents flagged by the Police for potential Human Trafficking/Slavery concern.

Both victims and perpetrators of Modern Slavery offences in Staffordshire and Stoke-on-Trent are predominantly British, followed by Vietnamese; with both perpetrator and victim often being of the same nationality. British victims tend to have fallen on difficult times, making them vulnerable to the false promise of well-paid work complete with decent accommodation.

Concerns remain over the ongoing problem of clandestine entrants found at motorway service stations which are common drop off locations for illegal immigrants.

Modern Slavery recorded by Staffordshire Police



Comparison to Force: Moderate concern

Direction of travel: Visibility of Modern Slavery improving

Public expectation: Substantial

Local hotspots:

(See Staffordshire Police's Local Serious and Organised Crime Assessment)

At risk groups:

(See Staffordshire Police's Local Serious and Organised Crime Assessment)

⁷ NCA – National Strategic Assessment of Serious and Organised Crime 2018

⁸ <https://nationalcrimeagency.gov.uk/what-we-do/crime-threats/modern-slavery-and-human-trafficking>

Fraud

Volume and potential harm: Moderate volume / Severe individual financial harm / Moderate community harm

CSPs with priority: Lichfield, Newcastle-under-Lyme, South Staffordshire, Stafford, Staffordshire Moorlands

Summary: In the 12 months to October 2020, The National Fraud Intelligence Bureau (NFIB) recorded Fraud losses to business and individuals in Staffordshire and Stoke-on-Trent totalling around £15million.

Fraud is increasingly sophisticated, organised and technologically advanced. Fraud and scams using internet banking and remote computer access, mean that criminals can defraud individuals and businesses of large sums of money quite rapidly. However, this does not mean that less-sophisticated Fraud, including doorstep crime and ‘false representation’ scams, are no longer a concern.

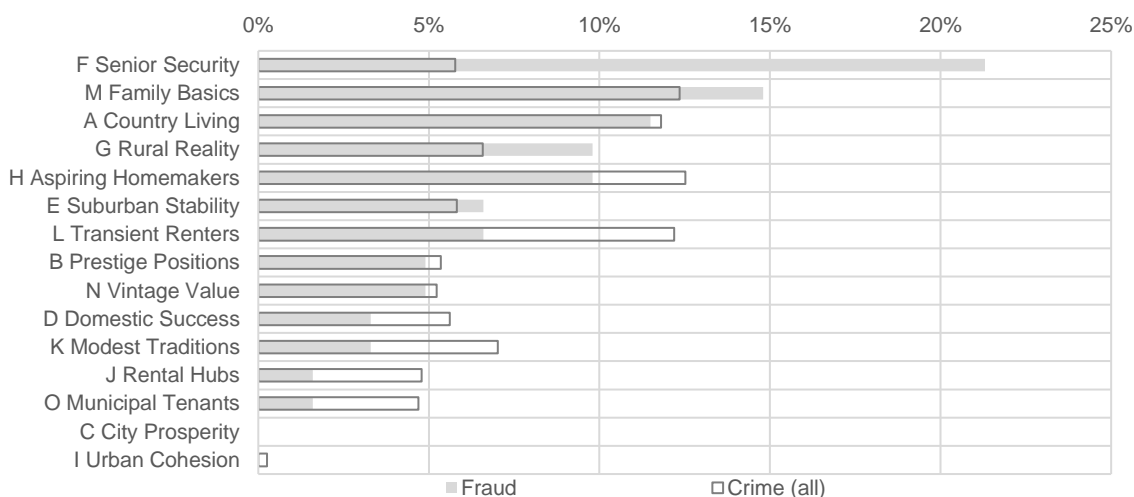
It appears that the Covid-19 pandemic has had an impact on Fraud. In the six months following the UK lockdown in March 2020, NFIB reporting⁹ shows that average monthly Fraud in Staffordshire and Stoke-on-Trent has risen from around 390 per month (Oct 2019 to March 2020) to 500 per month (Apr to Sept 2020) – equivalent to a 29% increase. However, levels of losses have not increased by the same amount, and there is an indication that much of this increase has been in online auction/marketplace fraud.

Given that a high proportion of Fraud relates to online shopping and auctions, and 59% of Staffordshire and Stoke-on-Trent residents reported¹⁰ an increase in online shopping during the pandemic – it is likely that the two are linked. While incidents have increased significantly, estimated losses have not, suggesting that much of the increase seen from April 2020 onwards comprises of lower-loss Fraud. Issues around ‘romance fraud’ also remain a concern.

In the force-area¹¹, Action Fraud recorded 4,800 incidents of Fraud in the 12 months to October 2020, equivalent to a rate of 4.2 per 1,000 residents – making Fraud as prevalent than Burglary (4.1 incidents per 1,000). However, this is slightly lower than the rate for England (5.4 per 1,000 population).

In the last available detailed local data (2018-19), although the rate of Fraud in Stafford was in line with the force-wide level, it was the second highest of the nine CSPs. Those most affected by Fraud offences, tend to also be amongst those least affected by most other types of crime – particularly older people in more affluent communities.

Victims of Fraud compared to all victims of Crime in Stafford (2018-19) (socio-demographic group, Mosaic):



Direction of travel: N/A

Public expectation: Critical

At risk groups:

The most disproportionately prevalent groups amongst Fraud victims are those in the Senior Security Mosaic Group. Those in the Senior Security group are significantly more likely to be over 75, living in affluent communities, but fairly socially isolated and spending a lot of time in their home. Those in the Senior Security group tend to have below average incomes from pensions, but reasonable levels of savings. Around 2-in-3 use online banking, although tend to use legacy technology and devices, upgrading when items become obsolete – which may carry cyber-security risks.

⁹ NFIB – Fraud dashboard - <https://colpolice.maps.arcgis.com/apps/opsdashboard/index.html#/60499304565045b0bce05d2ca7e1e56c>

¹⁰ Staffordshire Resident’s Survey – Covid-19 - <https://www.staffordshire.gov.uk/Coronavirus/Covid-19-residents-survey-results.aspx>

¹¹ NB: Data provided through the NFIB Fraud Dashboards are available at force-level only – and are not presently available by CSP area

Vulnerable Persons: Mental Health

Volume and potential harm: Small volume / Moderate to severe individual harm / Low community harm

CSPs with priority: Cannock Chase, East Staffordshire, Lichfield, Newcastle-under-Lyme, Stafford, Staffordshire Moorlands, Stoke-on-Trent, Tamworth

Summary: Mental Health is a cross-cutting theme, with links to a range of other vulnerabilities. Many with mental health needs appear in other high-risk cohorts; including those with drug and/or alcohol challenges, those who are socially isolated and living in poor quality housing, as well as young people and adults who are at risk of criminal exploitation.

The COVID-19 pandemic is anticipated to have a considerable impact on mental health and wellbeing over coming years. It is expected that demand relating to mental health will increase considerably into 2021 and beyond. In mid-April 2020, at the peak of the national lockdown, Staffordshire Police recorded a considerable surge in weekly mental health-flagged incidents – far above expected upper limits.

Local¹² and national¹³ COVID surveys have highlighted that more than two-thirds of people feel that the pandemic has had a negative impact on their life, with many feeling stressed and anxious. Further analysis¹⁴ found that, taking account of pre-pandemic trajectories, mental health has worsened substantially (by 8.1% on average) as a result of the pandemic. Young adults and women – groups with worse mental health pre-pandemic – have been hit hardest.

The impact of Mental Health needs on communities is difficult to quantify – while Public Health data can give some indication of local needs, it is anticipated that these are an under-estimate.

Although the area sees a high number of Mental Health calls to Staffordshire Police, Public Health England (PHE) estimates¹⁵ for mental health disorders¹⁶ in Stafford Borough are below average. Estimates suggest that around 8.6% of children aged 5 to 16 years (approximately 1,460 children) may have a mental health disorder - this is slightly lower than the rate across the force area and amongst the bottom-half of rates seen across England. Similar estimates from PHE suggest that the area has a below-average rate for adults with common mental health disorders (14.1%), and an the second-lowest rate in the force area for adults aged 65 and over (8.9%) – with the rate for adults aged 16 and over considered better than the rate for England, and the rate for those aged 65 and over considered statistically similar.

Estimated prevalence of common mental disorders (Public Health England):

		% of population
Children (age 5-16)	England	9.2
	Force-wide	9.5
	Stafford	8.6
Adults (age 16+)	England	16.9
	Force-wide	16.4
	Stafford	14.1
Older adults (age 65+)	England	10.2
	Force-wide	10.2
	Stafford	8.9

Vulnerable people, including those experiencing mental health issues, are at greater risk of being a victim of crime - targeted by criminals who seek to exploit vulnerabilities and take advantage through financial or criminal exploitation. Local research has shown that individuals who have experienced crime first-hand as either a victim or a direct witness, are likely to score lower than average in terms of their overall levels of wellbeing.

While prevalence of depression and anxiety are similar to national levels, rates of suicide, particularly amongst males, are significantly above the national average (15.3 per 100,000 people, compared to 9.6 per 100,000 nationally).

Comparison to Force: While prevalence of mental health disorders are similar to national levels, rates of male suicide in the area are high.

¹² Staffordshire County Council – Residents Survey

¹³ Office of National Statistics (ONS) - Coronavirus and the social impacts on Great Britain

¹⁴ Institute of Fiscal Studies (IFS) - The mental health effects of the [first] lockdown and social distancing during the Covid-19 pandemic in the UK

¹⁵ Public Health England (PHE) Public Health Outcomes Framework (PHOF) Fingertips dashboard

¹⁶ Mental Health disorders include, but are not limited to; Anxiety, Depression, Eating Disorders, Schizophrenia, Obsessive-Compulsive Disorder, Hyperactivity Disorders, Phobias and Paranoia.

Vulnerable Persons: Safeguarding

Volume and potential harm: Moderate volumes / Moderate to Severe individual and community harm

CSPs with priority: Cannock Chase, East Staffordshire, Lichfield, Newcastle-under-Lyme, (Stafford), Stoke-on-Trent, Tamworth

Summary:

While overall rates of Children's Safeguarding interventions in Stafford are slightly below force and regional (West Midlands) averages, there are some communities in the area that experience safeguarding challenges. In addition, although very low numbers, there have previously been some concerns about offences flagged for Child Sexual Exploitation (CSE). The 'toxic trio' of risks that are most likely to result in home or family safeguarding concerns – parental mental ill-health, drug and alcohol misuse, and domestic abuse are present in parts of Stafford.

While Stafford general maintains low rates of Children in Need (CIN) referrals, Child Protection Plans (CPP) and Looked-after Children (LAC) there are some communities which are outliers in terms of Children's Safeguarding; such as Penkside and Common wards which see statistically high rates of LAC, and Highfields & Western Downs and Manor wards which see statistically high rates of CPP.

It is considered, that similarly to many other areas of vulnerability – the COVID-19 pandemic will result in increases in demand for safeguarding services. In an assessment conducted by the NSPCC¹⁷ it is considered that the Coronavirus pandemic will considerably intensify a range of risk factors that children face, particularly as a result of;

- **Increase in stressors to parents and caregivers**
The risk of child abuse is higher when caregivers become overloaded by the stressors in their lives. There are indications that the coronavirus pandemic has increased stressors on caregivers
- **Increase in children and young people's vulnerability**
There are indications that conditions caused by the pandemic have heightened vulnerability of children and young people to certain types of abuse, e.g. online abuse, abuse within the home, criminal exploitation and child sexual exploitation.
- **Reduction in normal protective services**
There is evidence that the 'normal' safeguards relied on to protect children and young people have been reduced during the pandemic. However social connections and support can provide a protective effect for children's safety and wellbeing.

While it is important to consider the safeguarding of young children and risk of harm within the family environment, it is also vital to consider how children are safeguarded when they spend time outside of their family context. The nature of young people's schools and neighbourhoods, and the relationships that they form in these settings, inform the extent to which they encounter risks of harm in settings outside their families.

Young people who are Looked After Children (LAC) and who have been placed in care, or who attend pupil referral units (PRUs) are at particularly increased risk of criminal exploitation and gang involvement due to their level of vulnerability and often unstable and limited social networks and networks of support. Young people who are groomed into criminal activity are often used for high risk activities, increasingly linked to County Lines drug supply activity, such as street dealing and transporting drugs.

This presents some concern in Stafford, particularly in Common ward, where the rate of LAC per 10,000 under 18s was previously significantly higher than the rate for England, and there are also above-average rates of recorded drug trafficking offences.

Direction of travel: On-going concern in specific parts of the locality

Local hotspots:

Manor ward (Child Protection), Highfields & Western Downs (Child Protection), Common ward (LAC), Penkside (LAC)

At risk groups:

Criminal exploitation:

Males aged 10 to 19 in disadvantaged communities (particularly including LAC and those in PRUs)

Children's safeguarding:

Children (birth to 17) living in communities with higher levels of deprivation, domestic abuse, drug and alcohol use.

¹⁷ NSPCC - Social isolation and the risk of child abuse during and after the coronavirus pandemic (2020)

Additional Challenges for Consideration

Repeat and Persistent Offending

Priority: Re-offending

Priority sub-type: Repeat and Persistent Offenders

Volume and potential harm: High volume / Moderate individual harm / Substantial community harm

CSPs with priority: Cannock Chase, East Staffordshire, Lichfield, Newcastle-under-Lyme, Stafford, Staffordshire Moorlands, Stoke-on-Trent, Tamworth

Summary:

Repeat and persistent offenders are consistently disproportionately responsible for crime in Staffordshire and Stoke-on-Trent, with the minority of offenders responsible for the majority of offences.

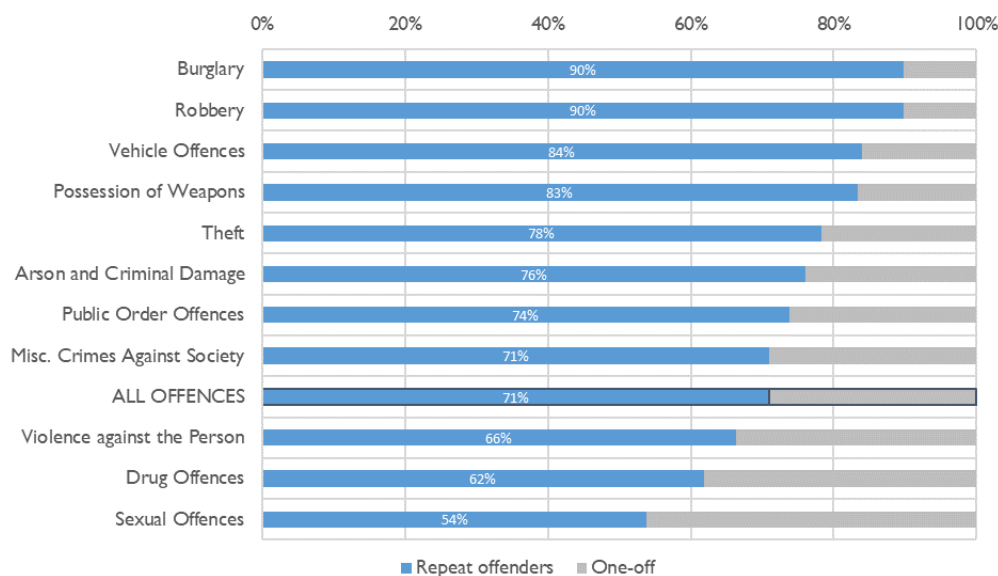
In the latest comparable data (2018-19) around 45% (2,880) of the 4,060 offenders living in Stafford were considered repeat or persistent, they were responsible for 71% of recorded crime where an offender was identified – the third-highest proportion of offences committed by repeat offenders in Staffordshire and Stoke-on-Trent.

All major types of crime saw more than 50% of incidents committed by repeat and persistent offenders – and six¹⁸ out of eleven major crime types in Stafford saw three-quarters (75%) or more committed by repeat offenders.

Offenders with known drug offences or offences where drugs were considered a factor in their recent offending history, are substantially more likely to be repeat and persistent offenders. Around 60% of those flagged for drug-related offending in Stafford were repeat and persistent offenders, compared to 44% of those with no recent drug-related offending.

Youth offenders (those aged under 18) in Stafford are no more likely to be repeat and persistent offenders compared to those who are over 18 (both 45% of offenders). The rate of youth offenders for Stafford is the one of the lower rates in the force area; 12 per 1,000 under 18 year olds, compared to 14.5 across the force area.

Proportion of total offences (by type) committed by Repeat Offenders, Staffordshire Police 2018-19



Comparison to Force: Similar to force area.

Local proportion: 45% offenders, 71% crime **Force proportion:** 45% offenders, 71% crime

Direction of travel: N/A (New indicator) **Public expectation:** Substantial

At risk groups: Offenders with previous drug-related offending are particularly likely to repeatedly offend – primarily committing acquisitive offences such as Shoplifting, Theft and Burglary.

¹⁸ Arson and Criminal Damage, Burglary, Possession of a Weapon, Robbery, Theft, Vehicle Offences.

Fire and Fire Risk

Some pockets of the force-area have a high proportion of lower value residential properties in areas of high housing density, and that may carry some fire risk. The majority are areas with higher proportions young families with limited resources and areas with older-persons (65+) who are living alone.

There are a range of factors which appear to disproportionately result in casualties compared to the number of dwelling fires that they are a factor in, these are primarily; incidents involving chip-pan or deep-fat fryers, fires that are started by smoking materials (such as cigarettes), fires in dwellings where no alarm system is present, fires where the main occupant is under the influence, and fires where the main occupant has an underlying medical condition or illness. It is important that homes are fitted with functioning fire alarms as a minimum, and that communities are encouraged to engage with the Safe and Well programme ran by Staffordshire Fire and Rescue in order to have the safety of their homes assessed and addressed.

Fires affecting businesses can have significant impact; causing difficulties for suppliers, retailers and affecting employees either temporarily or sometimes permanently. Up to 60% of small businesses do not recover from a severe fire. It is incredibly important that new businesses engage with the Fire & Rescue business support service team to receive fire safety advice and guidance.

Business Crime

The total price tag of burglary, shoplifting, robbery, criminal damage, theft and other offences against businesses in Staffordshire is estimated at over £7,300 per hour. Fraud alone costs companies £9.1 billion nationally a year. Over a third (39%) of businesses do not report crime to police.

In the 12 months to November 2020, there were around 630 instances of Fraud recorded by the National Fraud Intelligence Bureau (NFIB) affecting organisations in Staffordshire and Stoke-on-Trent, with total losses of around £4.6million. Local research conducted on behalf of the Staffordshire Commissioner's Office has highlighted that many small businesses locally are particularly concerned about Fraud and Online crime, and this acts as a barrier to their development of online services.

Staffordshire has a high proportion of small and micro businesses, many of which do not have the same resilience as larger national and multi-national businesses. As a result, smaller businesses risk being significantly harmed and disrupted by experiences of crime. Business crime affects a broad range of businesses in Staffordshire; from incidents of criminal damage and arson, to large businesses who are victims of fraud, and farms who are victims of machinery and 'off-road' vehicle thefts (such as quad-bikes, 4x4s and Land Rovers) used in farming and agriculture.

On a national scale there have been significant Cyber-Crime offences committed against large businesses, particularly linked to "Ransom-ware" based extortion, which still present a significant risk to businesses, particularly those who rely on less up-to-date information technology infrastructure and equipment.

Serious Violence: Knife Crime

Knife Crime has been a growing national and regional issue, with a significant amount of media attention and a critical level of public expectation that it will be addressed. While some parts of the Staffordshire Police Force area experience higher levels of knife crime than others (particularly Stoke-on-Trent and Tamworth) generally levels of Knife crime in the force area are low. In recent years Knife Crime in the force-area has fallen, despite increases at a regional (West Midlands) and national level.

While knife crime accounts for very low volumes of crime in Staffordshire and Stoke-on-Trent it carries a substantial risk of harm to individuals. Those who are known perpetrators of knife crime are drastically more likely to be those aged between 15-19 years (26% of knife crime, 12% of all other crime). Those either side of the 15-19 year age group (aged between 10-14 and 20-24) are slightly more likely than average to commit knife crimes than other crimes, but this falls rapidly amongst those aged 25 and older.

Quality of Life and Wider Determinants

There are a range of factors which affect individual quality of life, life chances and overall vulnerability. In Stafford, like many parts of the force area, there are specific pockets of disadvantage and deprivation, as well as pockets of affluence and advantage.

The factors considered to be of most concern within Stafford are; deprivation and economic stress, social isolation amongst older-people, and children and young people with safeguarding risks and at risk of criminal exploitation.

It is considered that the COVID-19 pandemic experienced throughout 2020, and in particular the associated measures and restrictions to limit the spread of the virus, as well as the impact on the economy and government spending, will have a lasting and profound impact on the vulnerability of individuals and communities locally, nationally and globally.

Rates of Child Protection Plans (CPP) are a particular concern in Manor, Highfields and Common wards, and rates of Looked-after Children (LAC) are a particular concern in Common and Penside – all of which see rates which are uncharacteristic for Stafford overall and above national levels.

School attainment in the area is in line with the national average at KeyStage 4 (previously GCSEs) with Stafford seeing Attainment 8 (KeyStage 4) scores in line with the average across the force-area. However, there has been unexpected challenge in the last 12 months, as 2020 exams were replaced with 'expected' grades due to the Coronavirus pandemic – which resulted in many children receiving Attainment 8 results which were below those required in order to access their preferred next stages of education.

Although levels of employment in Stafford are high, and earnings are slightly above the national average (£1,370 per year higher), there are still pockets of high deprivation. There are four areas in Stafford with particularly high levels of deprivation (ranked in the Top 20% most deprived nationally);

- An area of Highfields & Western Downs ward which has significantly higher levels of overall deprivation than the national average, as well as high levels of unemployment and poor health and educational attainment across all age groups.
- An area of Penside ward which has high levels of overall deprivation as well as challenges with employment levels, education and qualifications, and health inequalities.
- An area of Manor ward which has high levels of overall deprivation along side education and employment challenges; and,
- An area of Common ward which has higher levels of overall deprivation and considerable health inequalities, although levels of employment and education are better than the other three areas of high deprivation.

The closures of several national retail chains during the pandemic, as well as significant restrictions placed on much of the entertainment, food and accommodation, and service industries have already resulted in national spikes in unemployment – with levels expected to rise further in the next 12 months – particularly when the Government Furlough Scheme ends in Spring 2021.

Data¹⁹ shows that the Coronavirus pandemic appears to be having an impact on employment levels in Stafford. Levels of Universal Credit claims (which includes employment-related benefits) significantly increased immediately following the first UK Lockdown in March 2020; with claims increasing from 2% of working age adults (in March) up to 3.4% (April) and up to 4.4% in May 2020. While this is still below the national level of 6.4% - it is still a considerable increase – with more than twice as many universal credit claimants in May 2020 than there were in March.

While Stafford has previously (2015-16) experienced challenges with healthy weight amongst adults, over the past four years the proportion of the local population who are overweight or obese has fallen from 68% to 60% and is in line with the national average. However, the data still suggests that well over half of the local population are above what is considered to be a medically healthy weight.

The impact of unhealthy lifestyles can be considerable. While local survey has shown that a proportion of adults have behaved more healthily during the pandemic, equal proportions have behaved in a less healthy way (unhealthy eating, less exercise). There are also considerable implications for those with pre-existing health conditions, who have been advised to isolate themselves through the majority of the COVID pandemic.

Alcohol is a concern, with hospital admissions for alcohol-related conditions higher than national levels, although rates of alcohol-related mortality are in line with the national level and similar to the average across the force area. Although deaths from drug misuse are the second-highest in the force area, they are similar to national levels.

¹⁹ NOMIS Official Labour Market Statistics – Claimant Count time series data (to end of November 2020)

Public Confidence & Feeling the Difference

It should be noted, that in 2019, the decision was made to redevelop it's approach to a Staffordshire and Stoke-on-Trent public confidence residents' survey. As such the Feeling the Difference survey ceased.

The final wave of the Feeling the Difference surveys were completed in late 2018 (referenced below) with a new residents' survey introduced in late 2020. Findings from the new survey will be shared, as relevant, once made available.

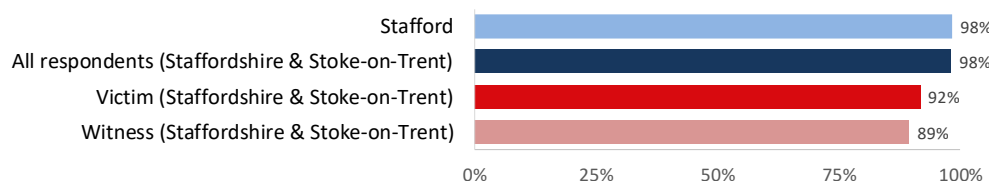
In previous analysis, a high proportion of residents were satisfied with Stafford as an area to live (95%) and the large majority were satisfied with their quality of life (90%).

Slightly over half of residents (52%) appeared to be satisfied with the level of visible police presence in the local area which is the highest of any CSP area and above the force average (47%). Local residents report that they feel very safe in the CSP area during the day (98%) and the very large majority also feel safe after dark (88%).

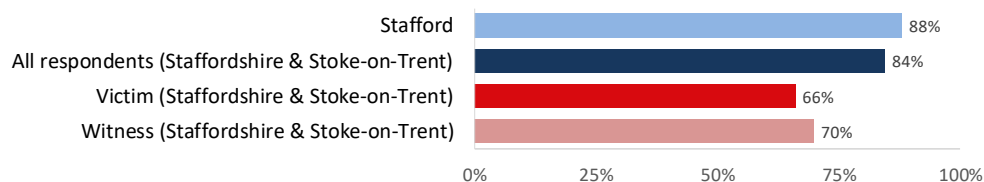
A similar level of Stafford residents worry about experiencing crime compared to elsewhere; with around 16% feeling that they might become a victim of crime at some point in the future. Around 39% feel that the issues that they feel are 'big problems' in their local area (primarily Drugs and ASB) are being successfully dealt with by public services – this is significantly above the force-wide proportion (27%).

Data shows us that those who have previously experienced crime first-hand, as either a victim of crime or a witness to a crime, generally feel less safe than the population overall. This is particularly acute when considering how safe residents feel at night or after dark.

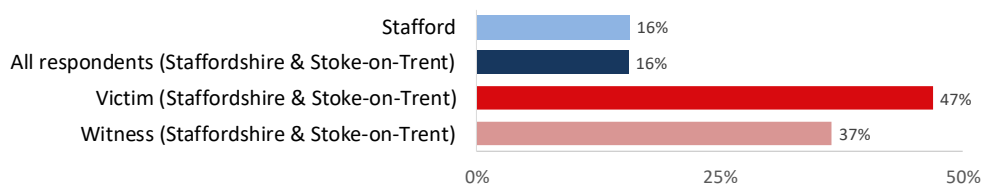
Feelings of safety during daylight hours



Feelings of safety at night/after dark



Feel likely that they will be a victim of crime



Appendices

Appendix A: General partnership recommendations

Ensure that partnerships maintain links with Staffordshire Police, through the Knowledge Hub and local Policing Commanders, in order to identify emerging risks and priorities in 'real time' as they occur throughout the year – including making use of available Business Intelligence resources such as the Staffordshire Police Knowledge Hub BRAIN Gateway, and making use of relevant emerging risk assessment and strategic documents.

Partnerships should engage with Police Thematic Leads for each of their identified areas of priority in order to engage with and influence the Police response to priority challenges.

Ensure that partnerships remain engaged with relevant Needs and Risk Assessments developed through the Staffordshire Commissioner's Office, through Local Authorities, and in other Safety Partnership areas, so that emerging learning and recommendations can be reflected in ongoing partnership strategy and delivery.

Where services have been commissioned centrally, Safety Partnership areas and services should engage with one-another in order to share knowledge and expertise, to ensure that delivery is appropriately meeting local demand, and compliments any existing delivery and services.

The full partnership should explore approaches which will allow young people to anonymously report concerns around crime, radicalisation or extremist behaviour, and criminal exploitation - which can then be escalated through mechanisms such as Multi-Agency Risk Assessment Conferences (MARAC) or similar. In particular, but not limited to, giving young people an opportunity to communicate concerns that they may have about;

- Potential criminal exploitation of themselves or others (incl. gang-related activity/recruitment)
- Knowledge of weapons possession or 'stashing'²⁰ amongst their peers
- Drug or alcohol misuse (their own, or that of others)
- Potential radicalisation or extremism, or other concerning hate-related behaviour
- Knowledge of other criminal behaviour in the community which is a cause for concern

Appendix B: Recommendations against key priorities

As this report considers the current position in the context of the priorities and recommendations set out in the full three-yearly Strategic Assessment (issued last year, 2019) many recommendations and priorities remain unchanged from the previous full SA. Where recommendations are new additions or revised compared to the previous report, these are clearly highlighted with a prefix.

Anti-Social Behaviour (ASB)

[REVISED] Work is needed to better understand where Hate is a factor in ASB and identify if there are communities where Hate-related ASB is of particular concern. Where there are concerns that ASB is hate-related, Partnerships should consider whether this is significant enough to refer cases to Prevent.

Existing recommendations for the duration of the three-year assessment period:

The pan-Staffordshire ASB Strategy group should continue to engage with Safety Partnerships and vice versa to help improve our knowledge and understanding of ASB in the force-area There is a need to continue to develop understanding around risk and protective factors affecting young people and their involvement in ASB.

Partnerships should continue to share information on perpetrators and particularly repeat and younger perpetrators (of both public place ASB and Neighbour Disputes) to ensure that individuals receive multi-agency support where appropriate in order to reduce re-offending. [Cross-cutting to Repeat & Persistent Offending recommendations]

As much ASB is public-place Rowdy & Inconsiderate Behaviour, Partnership areas should continue to consider options to limit ASB in hot-spot areas, including the use of provisions such as Public Space Protection Orders.

²⁰ Stashing refers to the practice of hiding knives and other weapons in public places, such as parks or undergrowth, so that they are available for individuals to use in violent offences – without the additional risk of being in possession of the weapon.

[REVISED] Community Cohesion & Tackling Extremism

[NEW] There should be additional consideration for children who receive home education, including those who have started to be home educated throughout the COVID-19 pandemic, to ensure that they are receiving a well-rounded education in order to prevent any extremist teachings.

[NEW] Safety Partnerships should engage with the development of Community Cohesion partnership work through the Safer & Stronger Communities Strategic Group, which will link in to existing strategic Hate Crime work and the Prevent board. Partnerships should also strongly consider whether there is a need to work with local partners and stakeholders (such as voluntary sector partners) to develop local Community Cohesion strategy for their local area.

[REVISED] As people spend more time online as a result of COVID-19-related restrictions on social contact, it should be considered that there is increased risk around online radicalisation. Partnerships should continue to raise awareness of extremism and potential signs of radicalisation within communities, and particularly in those communities at risk of emerging extreme right-wing and far-right extremism. Young people, parents/guardians and community members should have an awareness of prevalent extremist groups.

Existing recommendations for the duration of the three-year assessment period:

All Safety Partnership areas must continue with Prevent activity and the work of the Prevent Board; maintaining and building further positive engagement between communities, police and partners; to enable identification of key individuals who may be radicalising others, and to safeguard any vulnerable persons.

There should be central consideration about whether there may be a need for enhanced mechanisms to allow young people to raise concerns if they feel they or their peers are becoming radicalised or showing extremist behaviour.

There remains a need for the Prevent Board and Safety Partnership areas to support partner agencies with low Prevent referral rates, including supporting their understanding of the referral mechanism to improve referral quality.

Safety Partnerships and Prevent partners should continue raising awareness of existing and emerging far-right and extreme right-wing groups and encourage reporting of concerns through usual channels such as Prevent.

Safety Partnerships should engage with other partners to improve knowledge and understanding of hate crime amongst groups who are less present in recorded incidents, in particular; the LGBTQ+ community, those with disabilities and/or learning difficulties, and those with mental health needs.

Domestic Abuse

[NEW] Safety Partnerships should remain sighted on the Domestic Abuse Bill (2020) - due to become law in April 2021. This places statutory duties on upper-tier LAs, including the duty to provide victims (and their children) with appropriate safe accommodation and support whilst in accommodation. Responsible authorities will be required to form Domestic Abuse Local Partnership Boards and CSPs should ensure that they engage with these accordingly.

Existing recommendations for the duration of the three-year assessment period:

There is a continued need for collaborative working across the whole force-area to support the DA agenda, led by established pan-Staffordshire governance arrangements and delivered through the DA Strategy and Action Plan.

There is a continuing need for partners in front-line service to have a strong awareness and understanding of signs of non-physical types of domestic abuse, (e.g. coercive control, financial abuse, psychological abuse including stalking). There is a need to continue to raise public awareness around these types of domestic abuse.

Reaching out to hard to engage cohorts; including men, BME, LGBTQ+, those with Learning Difficulties, Mental Health needs, those in rural areas, as well as those from isolated or marginalised communities is vital in order to give individuals the confidence to come forward and seek support. This should remain linked to other services such as mental health, drug and alcohol misuse and homelessness, as well as education providers from age 14 and up.

Safety Partnerships should engage with partners to develop and improve understanding of Stalking and Harassment offences, and continue to improve awareness and understanding of the Stalking Protection Act (2019) and how the Police can apply for Stalking Protection Orders (SPOs) to address offending and protect victims.

County Lines

[NEW] Given the impact of the Coronavirus pandemic; on physical health, mental health and well-being, employment, and education – it should be considered that over the next 12-24 months there will be increases in numbers of people and families considered to be vulnerable. Partnerships must consider that this will not only increase demand on support services and partners, but also increase numbers of individuals who may be at increased risk of criminal exploitation. It is important that mechanisms to document, share, and escalate concerns around exploitation and vulnerability can cope with increased pressure. *[Duplicated within Vulnerable Persons recommendations]*

Existing recommendations for the duration of the three-year assessment period:

Safety Partnerships should continue to develop and enhance partner and community awareness and sharing of concerns linked to County Lines; primarily the signs of criminal exploitation of young people through organised crime and gang activity, and the signs of criminal exploitation of vulnerable adults through cuckooing activity. Partnerships should continue to promote and encourage community use of Crime Stoppers to allow anonymous reporting.

Safety Partnerships should continue to develop and embed an approach which primarily treats vulnerable individuals who have been criminally exploited as victims in need of support, and ensure that there are targeted early intervention and prevention opportunities in place for individuals who are being or who have been criminally exploited.

There is an ongoing need to continue education in secondary schools and pupil referral units (PRUs) around risks attached to gang membership and organised crime, including ensuring that the mechanisms exist to allow young people to appropriately and anonymously raise concerns about the criminal exploitation of themselves or their peers. Centrally there is a need to ensure that those working with children in care (LAC) such as Care Homes and Foster Carers are aware of signs of criminal exploitation and feel confident in reporting concerns as appropriate.

Modern Slavery and Human Trafficking

Existing recommendations for the duration of the three-year assessment period:

Safety Partnerships should continue with co-ordinated partnership activity to tackle modern slavery, including the implementation of consistent training packages to improve awareness and knowledge of the factors which may highlight victims and perpetrators and to increase our understanding of the scale and scope of this threat.

Safety Partnerships should contribute to the multi-agency Anti-Slavery Partnership Tactical Group; to assist with early intervention for victims, disruption of offender networks and support a co-ordinated approach to enforcement activity. It is important for partners to remain engaged and in tune with national discussion around Modern Slavery, and developments to make the National Referral Mechanism better tailored for victimised children and young people.

It is important for partners and front-line services to have strong awareness of the range of offending included under Modern Slavery including that many victims and perpetrators of Domestic Servitude and Forced Labour offences in Staffordshire & Stoke-on-Trent are British. Safety Partnerships should remain engaged with Staffordshire Police and the Police Knowledge Hub in order to become aware of any shifts or emerging changes in Modern Slavery.

It is important for partners and those in front-line services to have a strong awareness of the range of offending included under Modern Slavery and particularly be aware that in addition to individuals from outside of the UK who are victims of Modern Slavery, many victims and perpetrators of Domestic Servitude and Forced Labour offences in Staffordshire & Stoke-on-Trent are British.

Fraud

[REVISED] Telephone and courier fraud still present a high risk to particularly vulnerable and socially isolated groups. As these are individuals who are often not connected digitally, it is essential that awareness raising activity includes a focussed element for identified high-risk groups who might be missed by online and digital awareness raising activity. With growth in online auction/marketplace fraud, those who are connected digitally are also at increasing risk – awareness raising strategy should also consider younger age groups who carry out much of their non-essential shopping online, as well as older age groups who are new to using online services for essential shopping.

Existing recommendations for the duration of the three-year assessment period:

Safety Partnerships should support local services and communities in recognising signs of potential fraud and raising awareness of different types of fraud tactics. It is critical that carers, relatives, friends or neighbours of someone who is vulnerable know how to spot signs of fraud.

It remains beneficial to centrally develop and implement a pan-Staffordshire Fraud strategy; to provide knowledge and tools directed towards residents and businesses, and to create a force-wide structured approach to fraud prevention.

Preventative activity remains essential; it is important to raise awareness of types of fraud, and the action that individuals can take in order to verify legitimacy if they are unsure of whether activity is fraudulent or not.

Awareness raising activity must involve mechanisms for reaching those who live in isolation, those with additional needs and especially those who are not digitally, socially or geographically well-connected.

There is a need to develop a co-ordinated approach to doorstep crime across the range of agencies. There remains a need to raise awareness of the signs of doorstep crime, as well as provide advice and support to carers, relatives, friends or neighbours of those identified as vulnerable. At a central level there is a need to consider how doorstep crime can be addressed with existing and emerging strategy, with CSPs contributing towards ongoing development.

Businesses should be kept aware of links between cyber-security and Fraud risks attached to 'ransom-ware' cyber-attacks, and how to protect themselves.

Vulnerable Persons (incl. Alcohol, Mental Health and Safeguarding)

[NEW] Given the impact of the Coronavirus pandemic on physical health, mental health and well-being, employment, and education – it should be considered that over the next 12-24 months there will be increases in numbers of people and families considered vulnerable. Partnerships must consider that this will not only increase demand on support services and partners, but also increase the number of individuals who may be at risk of criminal exploitation. It is important that mechanisms to document, share, and escalate concerns around exploitation and vulnerability can cope with increased pressure. *[Duplicated within Drug Supply and County Lines recommendations]*

Existing recommendations for the duration of the three-year assessment period:

Alcohol is a cross-cutting theme across a range of priorities – partners should continue to consider where alcohol may be a factor in offending behaviour or in levels of vulnerability, ensuring support and intervention includes alcohol-related support. Support should be particularly intensive for young people with identified emerging alcohol concerns.

Being under the influence of alcohol remains a factor that disproportionately leads to casualties in dwelling fires, it is vital that those delivering support to individuals around alcohol also assess their residences for fire-related risks.

Centrally there is a need to continue to promote activity to raise awareness of the significant risks attached to drug and substance misuse, including the significant health and psychological risks attached to psychoactive substances previously referred to as 'legal highs'. There is a need to ensure that there is appropriate multi-agency support for young people with drug-related and suspected drug-related offending, in order to deter drug use and provide early treatment where addiction or dependency may be a concern. This should include work with schools, education providers, children's homes and foster carers where appropriate, to ensure that there is a sound understanding of the early signs of substance misuse, so that young people can be supported at the earliest possible opportunity.

There is a need to continue work with appropriate partners, so that workers are able to identify those with drug and substance misuse needs who are at risk of, or may be the victims of, criminal exploitation through activities such as cuckooing or through gang or organised crime activity, and appropriately document, share and escalate concerns.

Stronger knowledge of contextual safeguarding is essential in protecting vulnerable people. Partnerships should help lead the way in moving thinking around safeguarding forwards to address extra-familial risk; including supporting businesses in developing awareness of risks to young people and developing confidence in reporting any concerns.

It is essential that young people are aware of signs of potential criminal exploitation, and that mechanisms exist to allow young people to safely communicate concerns about criminal exploitation of themselves or their peers.

There is an ongoing need to keep prevention and early intervention work at the heart of community safety strategy, particularly focussing on young people who are at risk of either offending or becoming victims of crime. This must include work with looked-after-children (LAC) who are a particularly at-risk group and children in Pupil Referral Units (PRUs) who are greater risk of coming into contact with the criminal justice system and increased risk of exploitation.

Mental health is a cross-cutting area of need, with many of the most vulnerable victims and offenders (including those under 18) experiencing mental health challenges. It is recommended that partners continue to consider the impact of mental health on individual's levels of vulnerability and on their behaviour, ensuring that there are packages of appropriate multi-agency support for those with appropriate levels of need.

Recommendations against additional considerations

Repeat and Persistent Offending:

Existing recommendations for the duration of the three-year assessment period:

Continue to engage with partners and Offender Management (as appropriate) to ensure that are appropriate packages of multi-agency support for offenders, particularly those with drug and substance misuse and dependency. Support should be particularly intensive for younger offenders (under 21) who have drug dependencies or drug and substance misuse challenges.

Partnerships should consider that those who commit repeat acquisitive offences in order to sustain drug or alcohol misuse or dependency are at high risk of criminal exploitation and may need additional support and consideration at multi-agency risk assessment meetings.

Partnerships should continue to share information on perpetrators and particularly repeat perpetrators (of both public place ASB and Neighbour Disputes) to ensure that individuals receive multi-agency support where appropriate. It is particularly important that young people who are repeat perpetrators of ASB are identified and supported appropriately to prevent further patterns of offending. [Duplicated within ASB recommendations]

Continue activity with domestic abuse perpetrator programme providers. Approaches should consider additional support needs for offenders around alcohol and drug/substance misuse, mental health, and behavioural and emotional needs and challenges. Support should be particularly intensive for those who are first-time domestic offenders, and domestic offenders who are under 21 years old.

Fire and Fire Risk:

Existing recommendations for the duration of the three-year assessment period:

Support partners in front-line services to be able to recognise fire-risk in homes and recognise where factors are present that have links to disproportionate levels of fire-related casualties. Partners should make appropriate referrals to Fire and Rescue, or provide appropriate information, advice and support to individuals to reduce risk. This should also extend to partners who engage with businesses and the agricultural community..

Business Crime:

[NEW] Preliminary findings from Staffordshire Commissioner's Office report on Business Crime suggests that there may be a need for greater engagement with smaller businesses in partnership areas, in order to better understand their needs and how they are impacted by crime.

Existing recommendations for the duration of the three-year assessment period:

Continue to engage with Business Crime Advisors at the Staffordshire Chambers of Commerce as appropriate. Engage with the development and delivery of pan-Staffordshire Business Crime strategy.

Serious Violence and Knife Crime:

Existing recommendations for the duration of the three-year assessment period:

Continue to engage with schools, colleges and sixth forms, pupil referral units, care homes, prisons, youth groups, other youth services, and housing associations to raise awareness of the dangers, risks and legal repercussions associated with carrying knives and other weapons. Local evidence suggests that there is a particular need to focus on those aged 11-18 years. Continue to encourage schools (incl. PRUs), colleges and sixth forms to share information with appropriate multi-agency groups about pupils who are suspected of carrying knives or weapons.

Appendix C: Methodology

The prioritisation setting process for 2020-21 has taken account of existing priorities, analysis, reporting and intelligence to identify any shift in, or emerging key priorities - validated through conversations with individual CSP leads.

Previous priorities have been identified through a review of existing strategic risk and threat assessments, analysis of locality data, local and force-wide intelligence, intelligence from appropriate partners and stakeholders and national bodies (such as Action Fraud).

Appendix D: Data tables

Overall Crime: Ward-level count and rate, 2019-20 (wards where rate is above average)

Ward Name	ALL CRIME	Arson and Criminal Damage	Burglary	Drug Offences	Misc. Crimes Against Society	Possession of Weapons	Public Order Offences	Robbery	Sexual Offences	Theft	Vehicle Offences	Violence against the Person
Forebridge	275.2	24.4	8.7	11.4	2.6	2.1	23.0	2.9	6.1	94.3	4.5	95.1
Common	79.7	12.1	5.2	1.9	0.4	0.6	5.4	0.8	1.9	18.1	4.2	29.1
Highfields & Western Downs	77.4	10.7	3.9	2.1	1.0	0.7	4.8	0.7	3.0	7.1	3.5	39.9
Coton	70.6	7.5	2.7	1.8	1.1	1.1	2.5	0.9	2.9	19.4	3.2	27.5
Penkside	69.1	6.7	4.9	3.6	1.5	0.8	2.6	0.8	2.0	14.6	2.0	29.7
Rowley	67.8	9.2	2.1	1.8	0.0	0.4	4.6	2.1	4.6	11.4	6.4	25.2
Manor	57.6	9.2	3.8	1.5	1.0	1.1	4.0	0.3	1.0	12.3	3.3	20.3
St Michael's & Stonefield	50.6	6.3	1.7	0.1	0.4	0.2	2.5	0.6	2.1	14.0	4.0	18.5
Fulford	48.6	6.5	5.6	0.3	0.8	0.2	1.7	1.2	1.2	6.0	5.1	20.1
Barlaston	45.8	4.6	4.3	0.7	1.4	0.0	2.8	0.4	1.8	6.0	6.0	17.0
Milwich	44.2	4.4	4.7	0.4	0.6	0.4	2.7	0.3	2.8	9.7	3.2	15.0
Eccleshall	44.2	7.3	4.8	0.6	1.8	0.1	1.6	0.1	1.6	6.4	4.4	15.2
Doxey & Castletown	44.1	6.7	1.0	0.2	1.7	0.0	1.7	0.0	2.7	5.4	2.0	22.3
Walton	43.8	4.5	2.4	1.3	1.0	0.2	1.9	0.2	1.1	13.9	3.9	13.5
Littleworth	43.7	5.5	2.7	0.3	0.7	0.7	3.1	0.3	1.9	6.3	2.4	19.7
Swynnerton & Oulton	42.0	4.9	3.9	1.7	0.5	0.5	1.5	0.3	0.9	6.2	5.1	16.2
Holmcroft	38.9	4.5	2.1	0.4	0.7	0.1	3.0	0.1	1.6	4.9	2.2	18.8
Seighford & Church Eaton	31.2	5.3	3.5	0.7	0.7	0.8	1.0	0.7	0.5	4.6	2.6	10.4
Haywood & Hixon	30.1	3.7	4.2	0.6	0.6	0.6	1.8	0.1	1.0	4.2	2.1	11.0
Gnosall & Woodseaves	29.4	4.6	3.1	0.0	0.6	0.0	2.7	0.0	1.3	3.9	3.1	9.9
Milford	20.5	3.0	3.6	1.3	0.0	0.0	1.3	0.3	0.7	4.3	1.7	3.6
Weeping Cross & Wildwood	19.9	1.5	0.8	0.5	0.3	0.0	0.8	0.0	1.2	2.6	2.5	9.6
Baswich	19.6	2.4	1.0	0.3	0.2	0.5	1.3	0.2	0.8	4.3	1.6	7.1

Key



Significantly above average



Above average

Appendix E: Mosaic Groups (Source: Experian Mosaic, Grand Index v3.00)

Group/Type	Group/Type Name	One-Line Description
A	Country Living	Well-off owners in rural locations enjoying the benefits of country life
B	Prestige Positions	Established families in large detached homes living upmarket lifestyles
C	City Prosperity	High status city dwellers in central locations pursuing careers with high rewards
D	Domestic Success	Thriving families who are busy bringing up children and following careers
E	Suburban Stability	Mature suburban owners living settled lives in mid-range housing
F	Senior Security	Elderly people with assets who are enjoying a comfortable retirement
G	Rural Reality	Householders living in less expensive homes in village communities
H	Aspiring Homemakers	Younger households settling down in housing priced within their means
I	Urban Cohesion	Residents of settled urban communities with a strong sense of identity
J	Rental Hubs	Educated young people privately renting in urban neighbourhoods
K	Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles
L	Transient Renters	Single people renting low cost homes for the short term
M	Family Basics	Families with limited resources who budget to make ends meet
N	Vintage Value	Elderly people with limited pension income, mostly living alone
O	Municipal Tenants	Urban residents renting high density housing from social landlords