



Directorate of Adult, Community and Housing Services

**Joint Strategic Needs Assessment: Directorate of Adults Community
and Housing Services**

**Policy Team
Policy and Performance Unit**

Vol 3

1. Introduction

This report presents information on trends and comparators for the Dudley Borough. The work aims to support initiatives linked to the development of the Joint Strategic Needs Assessment for Dudley. This work concentrates on the socio economic, and environmental conditions of individuals living and working in Dudley. These trends can closely relate to the health and well being of individuals and their communities. (Creating Healthier Communities DOH 2005.)

It is important to note that the work is limited in its evaluation of strategies discussed in the report. Also that the range of initiatives noted in this report are not necessarily Dudley MBC policy.

1.1 Key findings

Key findings of this work appear in section 4

2.0 Work and the Economy

Comparisons regionally and nationally showed the Dudley age structure as having a higher proportion of people of pensionable age and reductions in the working age population.

The table below shows:

- working age comparisons where Dudley as would be expected, given the high proportion of people of pensionable age, has a lower proportion of people of a working age than regionally or nationally

2.1 Working age Population

Table 1: Dudley working age population for 2005 with comparisons to West Midland and National figures

	Dudley (numbers)	Dudley (%)	West Midlands (%)	Great Britain (%)
All people - working age	184,400	60.3	61.1	62.1
Males - working age	96,800	64.4	65.0	65.8
Females - working age	87,600	56.4	57.4	58.5

Source: midyear population estimates(data obtained from NOMIS)

Note a: % is a proportion of total population

Working age includes males aged 16 to 64 and females aged 16 to 59.

2.2 Labour Supply

Economically active is a measure of people aged 16 and over who are either in employment or unemployed

The table below shows:

- For Dudley the proportion of economically active is higher than the West Midlands and similar to the national figure. Levels of in employment are also proportionately higher for Dudley
- Unemployment levels are lower than the West Midlands and the national figures

Table 2 Economically active April 2005 and March 2006

	Dudley (numbers)	Dudley (%)	West Midlands (%)	Great Britain (%)
All people				
Economically active [†]	149,200	78.0	76.8	78.3
In employment [†]	144,800	75.6	72.7	74.3
Employees [†]	125,100	65.6	64.1	64.6
Self employed [†]	19,000	9.7	8.2	9.2
Unemployed [§]	4,400	3.0	5.2	5.0

Source: annual population survey (data obtained from NOMIS)

[†] numbers are for those aged 16 and over, % are for those of working age (16-59/64)

[§] numbers and % are for those aged 16 and over. % is a proportion of economically active

2.3 Economically inactive (not wanting a job)

Economically inactive: not wanting a job: are people who are neither in employment nor unemployed and who do not want a job (for example all those who were looking after a home or retired.)

The table below shows

- Those not wanting a job for males and females has increased in Dudley from below the regional and national average to similar levels for males and just below the regional average for females and above the national average for females

Table 3: Economically inactive (not wanting a job)

Date	Dudley (%)	West Midlands (%)	Great Britain (%)	Dudley (%)	West Midlands (%)	Great Britain (%)
	Males			Females		
Mar 99-Feb 00	8.2	11.4	11.1	13.5	20.5	19.8
Mar 02-Feb 03	7.8	11.5	11.5	16.5	21.0	20.1
Apr 05-Mar 06	13.5	13.5	12.5	23.2	24.2	20.4

Source: annual population survey

2.4 Earnings by residence

The figures show the median earnings in pounds for employees living in the area who are on adults rates of pay and whose pay was not affected by absence. Figures for earnings come from the Annual Survey of Hours and Earnings (ASHE). The ASHE is based on a 1 per cent sample of employees, information on whose earnings and hours is obtained from employers. The survey does not cover self-employed. Information relates to a pay period in April.

The table below shows:

- That earnings for Dudley workers are lower than regionally and also nationally
- The Dudley figures showing lower earnings comparatively was the case for male and female workers.

Table 4: Earnings by residence 2006

	Dudley (pounds)	West Midlands (pounds)	Great Britain (pounds)
gross weekly pay			
Full Time Workers	400.5	421.1	449.6
Male Full Time Workers	427.4	459.5	490.5
Female Full Time Workers	344.4	360.0	387.6
hourly pay			
Full Time Workers	9.80	10.51	11.26
Male Full Time Workers	10.28	11.12	11.91
Female Full Time Workers	9.09	9.61	10.28

Source: annual survey of hours and earnings - resident analysis
(data obtained from NOMIS)

2.5 Worklessness

The unemployment rate for Dudley Borough is around 3%, a total of 41,335 people. The total worklessness for Dudley is 19% of the Borough's working age population, as measured by receipt of 'workless' benefits: namely Job Seekers Allowance, Income Support, Incapacity Benefit and Severe Disablement Allowance. At the same time, the national average workless rate is 10%.

2.6 Working age benefits

The Jobseeker's Allowance (JSA) is payable to people under pensionable age who are available for, and actively seeking, work of at least 40 hours a week.

The table below shows

- That Dudley has a higher proportion of JSA claimants compared to the West Midlands and national figures

Table 5: total JSA claimants February 2007

	Dudley (numbers)	Dudley (%)	West Midlands (%)	Great Britain (%)
All people	6,785	3.7	3.5	2.6
Males	5,052	5.2	4.9	3.7
Females	1,733	2.0	1.9	1.4

Source: claimant count with rates and proportions (data obtained from NOMIS)

Note a: % is a proportion of resident working age people

The table below shows

- That there are claimants over 50 in Dudley
- That the numbers claiming JSA for over 12 months is markedly higher for Dudley compared to the West Midlands and the national figure

Table 6: JSA claimants by age and duration of claim

	Dudley (numbers)	Dudley (%)	West Midlands (%)	Great Britain (%)
by age of claimant				
Aged 18-24	1,990	29.4	30.5	30.3
Aged 25-49	3,430	50.7	52.8	52.4
Aged 50 and over	1,290	19.1	15.7	16.1
by duration of claim				
Up to 6 months	3,935	58.1	61.0	66.9
Over 6 up to 12 months	1,270	18.7	18.7	16.9
Over 12 months	1,570	23.2	20.3	16.2

Source: claimant count - age and duration (data obtained from NOMIS)

Note a: % is a proportion of all JSA claimants

2.7 The Local Economy and Jobs

Table shows the percentage of total jobs by sector. Traditionally, the Dudley economy has been heavily dependent on manufacturing. In 1981, 43.3% of people working in Dudley were employed in this sector (Annual Employment Survey). In 2005, this percentage had fallen to 16.8%, according to the Annual Business Inquiry (ABI), which is still higher than the figure for Great Britain of 11.9%. In contrast, the service sector now makes up a greater proportion of jobs in Dudley, having increased from 48.9% of the workforce in 1981 (Annual Employment Survey) to 78% in 2004 (ABI). Pre-eminent within the service sector are distribution (including retail), hotels and restaurants employing 27.4%, public administration, education and health employing 24%,

Table 7: Employee jobs 2005

	Dudley (employee jobs)	Dudley (%)	West Midlands (%)	Great Britain (%)
Total employee jobs	121,800	-	-	-
Full-time	80,900	66.4	68.1	67.9
Part-time	40,900	33.6	31.9	32.1
employee jobs by industry				
Manufacturing	19,600	16.1	15.2	11.1
Construction	8,100	6.6	4.5	4.6
Services	93,700	76.9	78.8	82.9
Distribution, hotels & restaurants	32,300	26.5	24.1	24.1
Transport & communications	4,600	3.8	5.6	6.0
Finance, IT, other business activities	20,100	16.5	17.5	20.7
Public admin, education & health	30,700	25.2	26.8	26.9
Other services	5,900	4.8	4.7	5.2
Tourism-related†	8,300	6.8	7.5	8.1

Source: annual business inquiry employee analysis (data obtained from NOMIS)

- Data unavailable

† Tourism consists of industries that are also part of the services industry (see the definitions section)

Note a: % is a proportion of total employee jobs

Note b: Employee jobs excludes self-employed, government-supported trainees and HM Forces

2.8 Education and Skills

Table 12 shows levels of qualifications, the breakdown of qualifications is as follows:

- **No qualifications:** No formal qualifications held
- **Other qualifications:** includes foreign qualifications and some professional qualifications
- **NVQ 1 equivalent:** e.g. fewer than 5 GCSEs at grades A-C, foundation GNVQ, NVQ 1, intermediate 1 national qualification (Scotland) or equivalent
- **NVQ 2 equivalent:** e.g. 5 or more GCSEs at grades A-C, intermediate GNVQ, NVQ 2, intermediate 2 national qualification (Scotland) or equivalent
- **NVQ 3 equivalent:** e.g. 2 or more A levels, advanced GNVQ, NVQ 3, 2 or more higher or advanced higher national qualifications (Scotland) or equivalent
- **NVQ 4 equivalent and above:** e.g. HND, Degree and Higher Degree level qualifications or equivalent

The table below shows:

- Dudley has a lower proportion of its population with no qualifications than regionally but slightly higher than nationally
- Dudley has proportionately fewer of its population with higher qualifications NVQ3 and above than regionally and nationally

Table 8: Qualification Jan 2005 Dec 2006

	Dudley (numbers)	Dudley (%)	West Midlands (%)	Great Britain (%)
NVQ4 and above	38,100	20.8	23.0	26.5
NVQ3 and above	68,500	37.3	39.9	44.4
NVQ2 and above	113,900	62.0	59.6	62.9
NVQ1 and above	142,700	77.7	74.1	77.2
Other Qualifications	13,400	7.3	8.0	8.4
No Qualifications	27,300	14.9	17.7	14.3

Source: annual population survey (data obtained from NOMIS)

Note a: For an explanation of the qualification levels see the definitions section.

Note b: Numbers and % are for those of working age

Note c: % is a proportion of total working age population

2.9 No qualifications Trend

It is important to note that Dudley has reduced considerably the numbers of people with no qualifications which, as the table below shows, was the highest regionally in 1999.

Table 9 Qualifications (March 99 - Dec 2005)

Date	Dudley	Dudley (%)	West Midlands (%)	Great Britain (%)
Mar 99-Feb 00	39,000	21.3	20.2	16.8
Mar 00-Feb 01	37,000	20.2	20.1	16.7
Mar 01-Feb 02	37,000	19.8	19.9	16.5
Mar 02-Feb 03	30,000	16.5	18.7	15.6
Mar 03-Feb 04	29,500	16.0	18.7	15.1
Jan 05-Dec 05	27,300	14.9	17.7	14.3

Source: annual population survey (data obtained from NOMIS)

Note a: Numbers and % are for those of working age

Note b: % is a proportion of total working age population

The issue of low skills and qualifications amongst the Dudley population has been addressed in a number of strategies and plans which highlight initiatives to improve skill levels. Such initiatives to improve skill levels have evidence of success as noted in the table above and also through evidence of increasing take up of education opportunities for example:

- numbers of students attending college has increased by 34%
- the percentage of the working age population participating in learning has increased to 51%. (Community Strategy 2005 2015)

There are also a range of projects/plans aimed at improving children and young people education attainment notably that Dudley, following the strategy set out in the Black Country Study, aims to deliver four key programmes over the next five years:

- A five year Maths and English campaign;
- A five year 'no child left behind' plan;
- A 'pathway to achievement' partnership programme with schools
- An 11-19 progression programme.

Children and Young People's Plan 2007 - 2010

2.10 Business Vat registrations

The best official guide to the pattern of business start-ups and closures are VAT registrations and de-registrations. These provide an indicator of the level of entrepreneurship and of the health of the business population.

The table below shows

- Dudley had a higher rate of registrations compared to the region as a whole but marginally lower than the national figure

Table 10: Vat Registered businesses (2005)

	Dudley (numbers)	Dudley (%)	West Midlands (%)	Great Britain (%)
Registrations	750	9.5	9.4	9.7
Deregistrations	610	7.7	8.1	8.3
Stock (at end of year)	7,875	-	-	-

Source: vat registrations/deregistrations by industry

Note a: % is a proportion of stock (at end of year)

■

2.11 Business Gross Value Added

Gross Value Added (GVA) is a measure of the total economic activity in a region and acts as an important indicator of the overall health of a region's economy. Local area GVA is calculated as the sum of incomes earned from the production of goods and services within an area.

The table below shows:

- That Dudley and Sandwell had a lower GVA than the region and also nationally.
- The growth of GVA was also proportionately lower than regionally or nationally

Table 11: GVA per resident head, regional comparison, 2003 & 2002

	GVA per head, £	GVA per head, £	Difference
	2003	2002	
UK	16,144	15,273	+871
West Midlands Region	14,624	13,803	+821
Dudley & Sandwell	13,488	12,754	+734

Source: Office of National Statistics

2.12 Dudley SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis

The report “ An economic Strategy for Dudley Borough 2006/07” in assessing the economic evidence for Dudley summarised the key issues in the following SWOT analysis

<p>Strengths</p> <ul style="list-style-type: none"> • Strong output in employment growth in recent years above those for the UK and the West Midlands region (however, recent decrease in total employment) • Highest employment rate in the Black Country • The lowest Job Seeker allowance rate in the Black Country • Increasingly diverse economic and business structure • Proximity of businesses to suppliers • Improving image of the area, as a result of infrastructure improvements and environmental enhancement • A strong, modern retail sector • The least ‘deprived’ of the four Black Country Boroughs, in terms of <i>residents</i> income levels and economic activity • Availability of sites and premises for business development/inward investment 	<p>Opportunities</p> <ul style="list-style-type: none"> • Improved infrastructure via Dudley Southern by pass and proposed Midland Metro extension • Strong growth in service sector – e.g. Waterfront and Castle Gate. • Pre-eminence of the European Union as an export market for Dudley companies • Further development of Brierley Hill as a strategic town centre, Castle Gate, Castle Hill, Yorks Park, Flood Street and King Street • Opportunity to further develop links to Higher Education • Opportunity provided by City Region developments, to increase potential for growth
<p>Weaknesses</p> <ul style="list-style-type: none"> • Substantial low skilled and low value added production • The service sector is growing but is set to be strongest in the lower skilled positions rather than high value added occupations • Decline in manufacturing industry has released land which is difficult to develop • Continued relative dependency on manufacturing • Poor road network and accessibility • Perceived ‘poor’ image of the area • Gross industrial land supply is decreasing • Low levels of investment in innovation and research and development • Low level of new business creation; decrease in VAT registrations • Managerial and professional jobs are under-represented • Large number of jobs in low pay sectors • Average weekly earnings amongst the lowest in the West Midlands • 7 wards fall within the worst 25% of the index of multiple deprivation by employment score • Large number of low skilled poorly qualified residents 	<p>Threats</p> <ul style="list-style-type: none"> • Globalisation threatens supply chains • Manufacturing employment forecast to continue to decline to average rate for UK • An increasing number of jobs created in service sectors will be part time • Growth of service sector may be mainly in low skilled service occupations • High replacement demand in manufacturing (because of age profile) likely to mean a continuation of recruitment problems • Limited benefit from growth in professional jobs which will be crucial for development of high value added industry/services

2.13 Key Challenges

This analysis of the Dudley economy and what is required to obtain a strong and dynamic future for Dudley can be summarised into 10 challenges (Economic Strategy 2006/07)

- Increase Gross Value Added (GVA) per head
- Increase Average Wages per head
- Increase employment rate
- Reduce the percentage of working age residents in deprived wards in receipt of JSA/other benefits
- Increase the number of new business start ups in the borough
- Increase the number of new business start ups in deprived wards of the borough
- Increase employment in Knowledge Intensive sectors as a % of total employment:
- Increase total number of full time jobs in local economy
- Increase the percentage of the Working Age population qualified to NVQ level 2 or equivalent
- Increase the percentage of the Working Age population qualified to NVQ level 4 or above

2.14 Housing Demand and Supply

Notable in the swot analysis for the Dudley economy there were concerns about increasing prevalence of low wages. The Dudley MBC Housing Needs and Demand survey 2005 noted increasing pressure on the housing market for affordable housing.

Key findings relating to the affordability of housing in Dudley were:

- The average price of flats and terraced houses are between 93,000 and 113000 respectively which is making affordability a major issue for new forming households
- Low levels of supply of private rented stock which is preventing access to the housing market for new forming households
- 31% cannot afford private rental and home ownership is beyond the reach of 43% of concealed households even though around 17% of them earn over 27,300 pa the national average (concealed households are people who could not afford to be in the housing market and are living within another household)
- The social stock in now 22% and provided 1855 relet units each year. Annually 2404 affordable housing units are needed, 549 more than re-let supply
- There is a requirement to develop a more balanced housing stock in both sectors with a need for more flats and terraced houses particularly in the private sector

2.15 The balance of housing stock in Dudley

A key finding for Dudley noted in the housing needs survey is the need for a more balanced housing stock in Dudley. The table below shows the extent to which the housing stock is skewed towards houses and bungalows with over 70% compared to 54% nationally

Table 12: Dudley Housing Stock

House Types	Proportion of stock Dudley	Proportion of stock Nationally
Houses and Bungalows	71.5%	54%
Terraced Housing	16.2%	26%
Flats Maisonettes	12.3%	20%

Source Census 2001

2.16 Family and Household Composition

The demand for smaller units such as flats and terraced housing can be linked to changes in household composition. In 2004, eight out of ten people in the UK lived in a family household. However, this type of living arrangement is in decline. The past 40 years has seen a significant increase in the number of people living alone (ESRC Society Today). According to the General Household survey 2002 between 1971 and 1998, the overall proportion of one-person households almost doubled from 17% to 31%, and the proportion of households consisting of one person aged 16 to 59 tripled from 5% to 15%.

Over the last five years there have been no statistically significant changes in the overall proportion of adults living in one-person households, and among people aged 65 and over the proportion living alone has remained relatively stable since the mid-1980s.

The table below compares differing household composition for Dudley in comparison the Region and the National figures

The table shows

- a higher overall proportion of pensioner households in Dudley
- a higher proportion of married couple households in Dudley
- a lower proportion of lone parent households than either regionally and nationally

Table 13: Dudley Household Composition

Household Composition	Dudley	West Midlands	England
All Households Count	124988	2153672	20451427
One person: Pensioner	14.52	14.34	14.37
One person: Other	12.52	14.49	15.7
All pensioners	9.83	9.07	8.93
Married couple households: No children	13.97	13.25	12.99
Married couple households: With dependent children	19.22	18.2	17.56
Married couple households: All children non-dependent	8.46	6.63	5.96
Cohabiting couple households: No children	4.1	4.25	4.78
Cohabiting couple households: With dependent children	3.37	3.37	3.23
Cohabiting couple households: All children non-dependent	0.35	0.33	0.32
Lone parent households: With dependent children	5.5	6.73	6.42
Lone parent households: All children non-dependent	3.65	3.33	3.05
Other households: With dependent children	1.96	2.43	2.24
Other households: All student	0.05	0.37	0.39
Other households: All pensioner	0.36	0.39	0.4
Other households: Other	2.14	2.84	3.67

Source: National Statistics Neighbourhood Statistics

2.17 Housing and Planning Strategies

The growth of smaller or single person households and pensioner households in Dudley was noted in the Housing needs analysis and informed three of the key recommendations of this report:

- Dudley needs to provide a mix of house types in both market and social sector but mainly flats and terraced houses to meet the needs of new and existing households for smaller units.
- Promote the growth of the private rented sector as a means of access to the private market
- Develop an older persons delivery strategy to address the current and future growth in elderly households across all tenures and their related care and support needs to:
 - Assess and prioritise the needs for support services and adaptations required to keep people in their own home
 - Re-assess existing sheltered stock in meeting today's housing standards and preferences
 - Assess the need for extra care accommodation for the growing frail older population.

2.18 Migration

The performance of the local economy and pressure on housing demand can impact on levels of migration out of the borough. The table below shows reasons given for wishing to move out of the Borough which for existing households was family reasons followed by employment and retirement. For concealed households the main reasons were employment and education.

Table 14: Reasons for moving out of the Borough

Reason	Existing Households		Concealed Households	
	%household	No Implied	%household	No Implied
Family reason	39.9	1643	12.0	143
Employment / access to work	31.0	1278	59.6	709
Retirement	21	867	2.6	30
Education	14.1	582	33.7	401
Unable to buy	1.8	75	9.3	110
Lack of affordable rented housing	0.5	20	4.2	50
Total		4465		1443

Source: The Dudley MBC Housing Needs and Demand survey 2005

The pattern of origin or destination of migration is shown in table 15. The table shows an important loss of population to the shire counties in addition to UK other than the West Midlands region with gains from other metropolitan districts. (Department for Work and Pensions Working The impact of free movement of workers from central and eastern Europe on the UK labour market: early evidence.)

Table 15 Migration to and from Dudley 1998 1999

Origin / Destination	In	Out	Net
Birmingham	870	-524	346
Coventry	55	-45	10
Sandwell	1751	-1250	501
Solihull	57	-51	6
Walsall	170	-118	52
Wolverhampton	777	-462	315
Hereford and Worcestershire	506	-938	-432
Shropshire	161	-312	-151
Staffordshire	470	-607	-137
Warwickshire	54	-92	-38
West Midlands County	3680	-2450	1230
Shire Counties	1191	-1949	-759
West Midlands Region	4871	-4399	472
UK excluding WM Region	1676	-2191	-515

(Source: Office of National Statistics)

2.19 Free Movement of Workers 2004

The data in table does not take into account more recent trends relating to the free movement of workers granted by the UK in 2004. This allowed the free movement of workers to nationals of eight new European Union Member States (A8) following enlargement in 2004. The pattern of migration from the new EU Member States has been a steady flow to sectors where labour was in demand. Over the first 11 months, 176,000 accession country migrants have registered under the Workers Registration Scheme. The most common group of migrant workers are Polish and they have tended to locate in London and the South East. However, recent research suggests that A8 migrants have begun to locate more widely. (Migrant Workers and the Labour Market Review 2007). The level of migration and its impact on the region are currently not clear. A study is being undertaken by the West Midlands Regional Observatory to assess the level of migration into the region and its economic and skills impact. The study is due to report in September 2007. (West Midlands Regional Observatory WM Oracle Quarter 1 2007)

2.20 Migration from Urban Areas and issue of Sustainability

The West Midlands Regional Assembly in a report setting out a regional housing strategy (West Midlands Regional Housing Strategy – briefing paper 2005 Housing and Economic Trends) described this migration pattern from urban areas to the shire towns as unsustainable. In this report it was noted that shire towns are becoming commuter towns, which is creating problems of affordability, provision of housing, demands on social and transport infrastructure. The trend outlined in this report was described as the 'Pathway of Choice' where higher skilled and more affluent residents chose to move away from the urban core areas, leaving the lower skilled and less affluent residents within such areas as their choice to migrate are considerably more limited. In response to this change the West Midlands Regional Assembly proposed a Regional Spatial Strategy RSS which suggested a range of urban initiatives to stem the flow from these areas:

Transport Infrastructure development–, providing an integrated system of rail, bus, cycle and pedestrian provision which will encourage both a change in the mode of transport used and in part encourage those with jobs in the conurbation to live there.

Social Infrastructure – the quality of education facilities for all age groups, relevant and responsive health care and a safe and high quality urban design environment are all pre-requisites to success.

Land Supply – within urban areas there is a limited supply of land which meets the needs of all sectors of the economy. To increase supply, investment is required for bringing current Brownfield sites to market.

Sense of Place –recognises the need for areas to have an ‘identity’ there are a number of ways this can be achieved, with one mechanism being forging synergies with the Regional Cultural Strategy and building on existing assets, such as the Walsall Art Gallery, Stoke’s Regent Theatre, the Phoenix project in Coventry and Brindley Place in Birmingham.

The observation made in this report are similar to a number of studies addressing concerns in respect of migration from metropolitan areas. In the Black Country Consortium 30 year vision for the black country region (Dudley Sandwell Wolverhampton Walsall) transport, land supply and economic regeneration were key themes for future development of the region. The aim of these initiatives, as set out in this vision for the Black Country, was to reverse net out-migration and increase population growth of the Black Country to 1.2 million in addition to raise income levels to 90% of the UK average from 81% . Part of the plan to secure these objectives was to propose the expansion of four strategic town and city centres.

2.21 Town Centre Development and the interlinking of major centres

The vision for town and city centre development set out in the 30 year strategy noted that these centres must provide a full range of shopping alongside exciting cultural attractions and leisure facilities. They should provide high quality office space for knowledge-based companies and new homes for ‘city living.’ The four centres identified as having the greatest capacity for growth were Wolverhampton, Brierley Hill/Merry Hill, West Bromwich and Walsall.

Dudley Town Centre was seen as an important centre for the Black Country, but was unable to expand as a retail centre without damaging the local heritage and environment. It was therefore suggested that, in future, Dudley should become a key location for housing and tourism. In contrast, Brierley Hill/Merry Hill through becoming one of the most important retail and office locations in the sub-region was more able to expand and become a key centre in future development. A central part of this development was the interlinking of these four centres through completion of the metro network which would provide an alternative to car use and provide:

- communities with access to employment, leisure, education and health opportunities,
- facilitating access to quality employment land with reliable access to the national motorway network, especially for freight (within 5-10 minutes)
- focusing investment in public transport and road network improvements within identified corridors to improve accessibility for knowledge workers
- improving access for more of the Black Country to Birmingham International Airport

(Technical Executive Summary The Black Country Study 2006)

2.22 Social Capital and the role of public sector institutions

The strategy set out above for retaining population within urban areas has also many parallels to discussion focused on social capital. (Black Country Consortium report Community Prospects 2003) The report was based on the views of key stakeholders across the sub region.

The report defines social capital in the following terms:

“ ‘Social capital,’ means the quality of contacts people have and the networks they plug into, together with the norms of trust and reciprocity that these ties provide.”

This report commented on what stakeholders saw as the main ways the public sector could enhance social capital across the Black Country. The view of stakeholders was that the public sector should take the lead in:

- Providing an excellent public transport infrastructure;
- Funding and support for major cultural sites – such as The Public and the Walsall Art gallery;
- Reaching out and interacting with communities more – for example by introducing new public sector training programmes for community well being;
- Improving their understanding of community problems and how communities work via improved monitoring and benchmarking tools;
- Improving civic pride, motivation and identity; and providing strong leadership

Notably these key themes for development of social capital follow closely suggestions for development of urban areas as a means of tackling population decline. The dimension these comments add is the focus on community development in securing the benefits of social capital. A challenge for the Borough in the expansion of Brierley Hill/Merry Hill to become a centre for the Borough is the diversification of this area to also support communities in achieving the aims of greater civic pride motivation and identity.

2.23 Sustainable Regional Development and cultural distinctiveness the sense of place

Culture West Midlands CWM in a report “Growing the Cultural Economy 2007” noted the steady increase in employment across the West Midlands in the Culture Sector from 10.1% in 2004 to 14.5% in 2005. Black Country Authorities are however amongst the lowest in employing cultural workers across West Midlands (Annual Business Inquiry ABI) (*cultural employment are those employed in tourism, audio visual, visual arts, sport, books press, heritage and performance*) Given this low level of employment Black Country Authorities could find opportunities to expand current resources both in meeting objectives relating to migration but also as the CWD notes, meeting an increasing demands for cultural service:

CWM noted that much of the demand for cultural products and services is due to:

- Digitisation creating fast changing platforms for new digital products, services and markets such as satellite cable mobile phones
- More people are consuming cultural products and engaging in traditional cultural experiences
- The 2012 Olympics could also increase demand and presents a considerable opportunity for development of cultural and sport activities

Dudley has developed a range of initiatives to support cultural development, these are set out in a number of plans, importantly the Dudley Borough Challenge Community Strategy 2005 – 2020 and “Reasons to be Cheerful “ 2006. The vision for cultural development within the Borough is described as:

‘To build on the real sense of pride, respect and belonging that stems from living in the Borough, by celebrating the physical heritage and varied cultural life of its people and enhancing its many leisure opportunities’.

Reasons to be Cheerful “ 2006

In furtherance of this vision the Council, and its partners have determined that the most impact can be achieved by focusing efforts to promote and improve access to leisure and cultural activities and support community interaction. In particular the key objectives are to:

- Increasing the percentage of the population with good access to cultural, leisure and sports facilities.
- Building upon the range of sports, arts and leisure activities for children and young people and encouraging their participation in healthy, purposeful cultural activities.
- Improving the parks and open spaces of the Borough through improved design and layout to increase activity and use by all sections of the Community.

2.24 Digital Technology and Social Inclusion.

Advances in digital technology have been recognised as having a key role in promoting community engagement and social inclusion. In 2006, 52 per cent of households across Europe had internet access at home. The UK was above the European average, at 63 per cent, while the Netherlands had the highest proportion in the Europe (80 per cent), followed by Denmark (79 per cent). (Digital Age ONS 2007)

In the year to July 2005, 58 per cent of internet users in Great Britain had visited a government website in the 12 months before interview, an increase from 46 per cent in the year to July 2004.

Internet users who visited a government website were more likely to be economically active and of working age. Online e-government use was low for those at risk of social exclusion, particularly working-age people without qualifications, those in social housing, and the elderly. (Digital Age ONS 2007)

These figures suggest that there has been a sharp rise in the use of internet technology but potentially socially isolated groups are making less use of this service. The difference it can make to peoples lives is substantial, for example:

“My 93 year old grandmother uses a combination of the internet and phone to order her groceries online. These are delivered to her sheltered accommodation in the centre of Bristol. She does not need to brave the icy pavements and awkward buses if she chooses not to. She also studies by correspondence and holds local interactive group sessions, which she organises over the phone and through the internet. I strongly believe that her quality of life has been improved by being shown what the technology can do - she has done the rest for herself.” (*Shown on Digital Challenge Inclusion Network Site*)

This comment notes the range of social contact learning and shopping opportunities offered through internet technology. For local government there is also the potential for increasing community participation and democracy through new technology. The “Inclusion Through Innovation 2005” report noted that this is slowly but steadily emerging in local communities, sometimes very effectively involving those who were previously indifferent or excluded.

Strategies setting out the vision for digital development across the West Midlands clearly identify the potential and need to engage citizens and communities through information communications technology (ICT). (Digital West Midlands – The Regional ICT Strategy 2006)The strategy seeks to considerably drive forward ICT development and community engagement, for example by April 2008 the strategy aims to:

- Create informed communities able to exploit the opportunities presented by ICT and the region’s knowledge infrastructure by April 2008
- To effectively communicate the benefits of ICT, those delivering services and those who should be adopting them need to be made aware of the value presented by ICT. Many initiatives focus on specific benefits, which fail to engage potential adopters, and it is therefore important to make the full range of opportunities available and communicable.

- We need to identify and map the opportunities that ICT can provide to communities, and to develop a delivery framework that identifies and prioritises target groups (particularly within rural and heavily urban areas).
- We need to use ICT to facilitate better consultation with disadvantaged groups. To reach every community, we need to utilise the resources of the public and voluntary sector workforce as a consultation vehicle. This will help us to understand the drivers of ICT adoption within target communities.

Community engagement is one way in which ICT can promote social inclusion another is how it can support people through assistive technology.

2.25 Assistive Technology and Support to Older People

It is now expected that the majority of people with a disability will remain at home throughout their lives. There is substantial evidence that the use of assistive devices increases with age. The importance of assistive devices in facilitating greater access to and control over domestic space cannot therefore be overstated. (Research in Practice for Adults Outline 5 2006). Dudley, in providing support through assistive technology is developing initiatives around Telecare and Telemedicine. (Dudley MBC cabinet report 14 June 2006)

- Telecare technology can monitor such issues as fall detection, pill dispensing, client wandering and natural gas detection. This will allow us to support a wide range of people in the community as part of a package of care involving the clients, their families and professional support.
- Telemedicine is designed to complement healthcare. It uses similar technology to Telecare and can monitor vital signs such as blood pressure and blood sugar levels. This information can then be sent to a specialist monitoring centre or directly to a health professional's computer.

Evidence from evaluations of telecare systems has noted very positive responses from those using the service and their carers. A study of the introduction of telecare in Kent asked those receiving the service for their reaction to the telecare system . Comments shown below summaries the benefits those receiving the service expressed when interviewed. (Piloting Telecare in Kent County Council: The Key Lessons 2006)

Mr Montague” I had a really bad accident when I fell and broke my nose and fingers just outside on the pathway. The falls alarm went off immediately, the ambulance was with me in 20 minutes.”

“About four or five months ago I fell out of bed and my things were out here, Thought 'how am I going to get up now?' because once I'm down I can't get up, so I just pressed the button, they asked me what I wanted, I said 'Please get my son, I have fallen out of bed' and he was down here within 15 minutes” (User, Female, East Kent).

Mrs Thorne:”The thing is somebody is there when you need them, that is the main thing... because my son lives far away, he gets here but not immediately...I couldn't manage without it [Telecare], and I wouldn't want to be without it.”

Interviewer:”Does Telecare enable you to live differently and be more independent?”

Mrs Thorne:”I can go out and leave my husband with that on and know he is all right, he can at least press that [the alarm] and get help. I used to arrange people to come because I was worried but now

The kind of benefits outlined in the experience of service users noted above were anticipated in development of telecare within Dudley. In a report to the Directorate Adults Community and Housing Services 2005 these benefits were describe as follows.

Benefits for users, carers, and organisations	
Group / organisation	Benefit
Older people, people with disabilities, people with dementia	<ul style="list-style-type: none"> • Supports users in their own homes through housing services or a care package • Increased safety, confidence, re-assurance
Carers	<ul style="list-style-type: none"> • Confidence and reassurance that there can be a rapid contact if there is a problem
Parents	<ul style="list-style-type: none"> • Confidence and reassurance that there can be a rapid contact if there is a problem
Local authority housing services, housing associations	<ul style="list-style-type: none"> • Provides rapid response cover to support users in sheltered / Housing With Care / Extra Care housing rather than admission to a care home
Local social services authorities and NHS Trusts	<ul style="list-style-type: none"> • Supports users in their own homes as part of a package of care • Contributes to 'step-up' facilities i.e. Intermediate Care to prevent a move to a care home or admission to hospital
Voluntary organisations	<ul style="list-style-type: none"> • Support to users and carers or funded through statutory agencies
GPs, nursing and therapy staff, care managers and community based health services	<ul style="list-style-type: none"> • Effective component of a care plan under Single Assessment Process to prevent a move to a care home or admission into hospital

Telecare has continued to develop in Dudley with the take up of 1381 receiving telecare support of pendant alarm system and patch based warden services 1st March 2006 (DACHS Management Information Team)

2.26 Public Sector Change

The public sector has seen considerable change particularly in its drive to modernise through performance management . However, local government theorists are increasingly questioning the extent to which performance management alone can continue to deliver service improvement.

Bennington for example argues

“that the top-down approach to performance management has run its course and that while it may have helped to address poor performance, it has failed to mobilise continuous improvement across the mass of public service providers”

(Caroline Mager Public Value and leadership 2007)

What Bennington suggests is a new approach to public sector reform, one based on public value. The theory proposes that the objective of public sector leaders should be to use their resources to maximise their contribution to the public realm and to the achievement of outcomes valued by the public. It is suggested that the public value approach offers a way of mobilising those who work

in public institutions to be more responsive to the public and better at involving the public in the design and provision of services.

The way forward for local services suggested by those who see public value as the future is therefore one of engagement with the public more generally and not to rely so heavily on performance management which tends to focus on the views of people who are currently using public services. This kind of approach can already be seen to be informing central government thinking in how it conceives the development of local government. For example “Stronger and Prosperous Communities – The Local Government White Paper”. This White Paper sets out to rebalance the relationship between central government, local government and local people by proposing:

- A new approach to local partnerships giving local authorities more scope to lead the work in their areas to meet the public’s need
- Offers greater powers to cities and regions
- Streamline the performance regime – reduce national targets and introduces lighter touch inspections
- Strengthen local leadership – making it easier to opt for directly elected mayors or executives
- Strengthen the role of local councillors and give more power to citizens and communities – introduce a ‘community call for action’ to request answers when things go wrong, encourages a neighbourhood management approach, devolving small budgets to local councillors to deal with local problems and increase the opportunities for local communities to own and manage local facilities and assets.

In meeting demands for consulting with citizens Dudley MBC has initiated a number of such projects. Appendix 1 lists the range of consultation in respect of social care.

3.0 Infrastructure and Social Care Service Provision

3.1 Workforce DACHS and PCT

To be inserted

3.2 Finance

Comprehensive Spending Review

To be inserted

3.3 Performance

To be inserted

3.4 Partnerships

To be inserted

3.5 Referrals

The following information is taken from DOH returns and seeks to identify the source of referral for all contacts by new clients passed on for assessment (R1) and all dealt with at or near the point of contact (R2).

The table below shows that most referrals are:

- Self referrals followed by family/ friend neighbour and primary health
- The least number of referrals is from LA Housing or Housing Association and Other LA departments

Table 16: Source of referral in the following categories: Period 01/04/05 to 31/03/06

Source of referral	Number
Primary health/Community health (GP, Community-based AHP, etc.)	1839
Secondary health (A+E, hospital OT, Ward, hospice, etc)	1676
Self referral	8043
Family/friend/neighbour	2296
Internal (i.e. own CSSR)	881
LA Housing Department or Housing Association	87
Other departments of own LA or other LA	44
Legal agency (police, court, probation, immigration)	501
Other	610
Not known	58

Source: DOH R1 and R2 return

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3.6 Social Care Service contact comparisons regionally and Nationally

The table below shows

- Marked differences in levels of contact per 100,000 population particularly for R2 contact where Dudley is substantially above the regional and national figure
- Sandwell and Wolverhampton where the only other regional authorities with higher contact levels at R2

Table 17: Number of contacts from new clients made to Councils with Social Services Responsibilities

England, 1 April 2005 to 31 March 2006

Councils with Social Services Responsibilities	Contacts from new clients that resulted in further assessment of need or commissioning of ongoing service (R1)	Number of contacts per 100,000 population ¹	Contacts from new clients concerning services from the CSSR whose needs were attended to solely at or near the point of contact (R2)	Number of contacts per 100,000 population ¹
England	1,044,000	2,700	996,000	2,500
WEST MIDLANDS	113,000	2,700	102,000	2,400
Birmingham	32,330	4,320	8,100	1,080
Coventry	5,180	2,200	4,060	1,720
Dudley	5,720	2,400	10,320	4,330
Sandwell	5,160	2,360	14,110	6,470
Solihull	3,350	2,160	4,840	3,130
Walsall	5,830	3,020	1,700	880
Wolverhampton	4,880	2,630	11,460	6,180

Source: DOH Community Care Statistics 2006

3.7 Social Care Service provision

Tables 18 and 19 cover those receiving services during the reporting period for Dudley

The table below shows that

- About half of all services for the 18 to 64 age group are for physical disability
- Just under a quarter of services are provided for people with mental health problems and a further quarter for people with a learning disability
- The majority of services are community based

Table 18: The total number of adult aged 18 to 64 receiving services during the period 01/04/05 to 31/03/06

Primary client type	Service type 18 - 64 age group only				
	Total of clients	Community-based services in own home	LA Residential care	Independent sector residential care	Nursing care
Physical disability frailty and sensory impairment (total)	1577	1546	6	25	17
Of which : Physical disability, frailty and/or temporary illness	1467	1438	5	22	16
Hearing impairment	32	32	0	0	0
Visual impairment	78	76	1	3	1
Dual sensory loss	0	0	0	0	0
Mental Health (total)	733	684	1	58	24
Of which : Dementia	10	9	0	2	1
Vulnerable People (total)	232	230	0	6	0
Learning Disability (total)	781	698	6	255	4
Substance Misuse (total)	26	24	0	8	0
Total of above	3349	3182	13	352	45

Source: DOH P1 return

The table below shows that

- For the 65 plus age group the majority of services are for physical disability
- Just under 10% of services are provided for people with mental health problems
- The majority of services are community based

Table 19: - The total number of adult aged 65 plus receiving services during the period 01/04/05 to 31/03/06

Primary client type	Total of clients	Community-based services in own home	LA Residential care	Independent sector residential care	Nursing care
Physical disability frailty and sensory impairment (total)	8205	7340	220	762	259
Of which : Physical disability, frailty and/or temporary illness	7521	6714	202	705	242
Hearing impairment	124	124	0	0	1
Visual impairment	560	502	18	57	16
Dual sensory loss	0	0	0	0	0
Mental Health (total)	868	581	49	260	108
Of which : Dementia	342	213	22	121	50
Vulnerable People (total)	78	75	1	2	1
Learning Disability (total)	108	94	7	37	2
Substance Misuse (total)	15	15	0	0	0
Total of above	9274	8105	277	1061	370

Source: DOH P1 return

Table 20 compares provision of services with regional and national figures

The table below shows

- Dudley provides a high proportion of service compared to other authorities.
- The difference in level of service provision is accounted for the high numbers of Physical disability, frailty and sensory impairment receiving services.

Table 20: - The total number of adult receiving services during the period 01/04/05 to 31/03/06 in comparison to the region and national figures

Councils with Social Services Responsibilities	Total of all client groups	Physical disability, frailty and sensory impairment	Learning Disability	Mental Health	Substance Misuse	Vulnerable People
England	1,748,000	1,269,000	134,000	283,000	12,000	51,000
West Midlands	178,000	128,000	15,000	28,000	1,900	5,800
Birmingham	28,400	17,610	3,310	4,440	80	2,970
Coventry	7,240	4,380	870	1,840	70	80
Dudley	12,620	9,780	890	1,600	40	310
Sandwell	10,000	7,480	620	1,320	10	570
Solihull	6,980	4,800	510	720	10	950
Walsall	7,490	5,830	700	930	30	-
Wolverhampton	8,140	6,430	560	1,130	20	0

Source: DOH Community Care Statistics 2006

3.8 Community Based Service Comparisons

Table 21 compares types of community based services provided in Dudley compared to regional and national figures

The table below shows

- The total number of service provided is higher in Dudley than for other Authorities in the region with as would be expected the exception of Birmingham
- The main difference for the number of services is because of the high number categorised as other

Table 21: Number of clients on the books who receive community based services on the last day of the period by and components of service, all ages England, as at 31 March 2006

	Total number receiving services	Home Care	Day Care	Meals	Planned short term breaks	Direct payments	Professional support	Equipment and adaptations	Other
England	1,009,000	386,000	192,000	108,000	49,000	32,000	267,000	235,000	86,000
West midlands	106,000	37,000	22,000	16,000	2,800	3,600	34,000	22,000	6,200
Birmingham	13,410	6,380	4,850	1,440	0	390	5,120	290	1,410
Coventry	5,710	2,910	760	710	40	380	1,560	720	420
Dudley	7,080	2,300	960	790	240	130	710	1,460	2,380
Sandwell	5,580	2,150	1,240	770	30	190	900	1,770	100
Solihull	4,240	1,250	810	20	30	110	3,060	30	90
Walsall	4,220	1,920	790	340	320	160	810	0	170
Wolverhampton	4,710	2,320	1,960	1,100	170	130	60	290	0

Source: DOH Community Care Statistics 2006

3.9 Satisfaction with Home Care

The User Experience Survey 2006 gave those receiving home care the opportunity to comment on the home care service. The table below shows that satisfaction Extremely / Very Satisfied is marginally higher in Dudley than all or other Metropolitan Authorities 61.4% compared to 60.2% and 59.1%

Table 22: Satisfaction with Home Care Dudley compared to All and other Metropolitan Authorities

	Dudley	All Authorities	Metropolitan Authorities
Extremely Satisfied	26.5%	24.4%	25.9%
Very Satisfied	34.9%	35.8%	33.2%
Quite Satisfied	31.5%	31.4%	31.5%
Neutral	5.2%	5.4%	5.8%
Fairly Dissatisfied	1.3%	1.9%	2.3%
Very Dissatisfied	0.6%	0.6%	0.7%
Extremely Dissatisfied	0.0%	0.5%	0.6%
Total	100%	100%	100%

Source: User Experience Survey 2006

3.9 Housing Provision

The number of tenants by area in the Borough are shown below. Most are residents in Dudley with Brierley Hill the second area with most properties.

Table 24: Distribution of properties

Subgroup	Total No. of tenants
Brierley Hill	4,467
Dudley	7,501
Halesowen	3,184
North Dudley	3,944
Sheltered housing	616
Stourbridge	3,451
Total	23,163

Source: The tenant satisfaction survey 2006

3.10 Tenant Profile

Dudley's tenant profile is relatively old, with 43% of households consisting of single tenants aged 60 or over, or couples with at least one member aged 60 or over (29% and 14% respectively). 22% are families with children and 26% are either younger single tenants under 60 (17%) or couples both under 60 (9%). 6% of households consist of three or more adults and 3% of others. 45% have been tenants of Dudley Metropolitan Borough Council for 21 years or longer, although 15% are new to Dudley within the last 3 years.

In terms of household size, the average number of people living in a household is 2.0, which is fair which reflects the balance between families with children and the smaller households. There is an average of 0.4 children (under 16) and 0.6 older people, (aged 60 or over), per household. (2006 tenants satisfaction survey)

3.11 Tenants Satisfaction

The 2006 tenants satisfaction survey gave Dudley tenants the opportunity to comment on the level of satisfaction with Dudley's social housing. This survey is repeated regularly to allow comparison

The tables below shows an improvement from 72% in 2000/01 and 2003/04 to 74% in 2006/07. This figure is however slightly below the national average of 77%

Table 25: Satisfaction of tenants of council housing with the overall service provided by their landlord

Year	Very Satisfied	Fairly Satisfied	Neither	Fairly Dissatisfied	Very Dissatisfied	Level of Satisfaction Very / Fairly
2000/01	24%	48%	14%	7%	6%	72%
2003/04	26%	46%	14%	6%	8%	72%
2006/07	29.1%	44.5%	13.5%	8.1%	4.8%	74%

Source: 2006 tenants satisfaction survey

3.12 Carers

Nationally carers are defined as people of any age who look after family members or friends with a long-term illness or disability. This includes parents of children with disabilities and long-term illnesses. To determine eligibility for assessment, Dudley uses the definition "A Carer is someone providing for a need which would otherwise have to be met by some provision from this Authority". (Carers Strategy 2007 –12)

Numbers of carers

- Research shows that there are 7 million carers in the UK
- It is estimated that 4 million carers are in paid work
- 1 in 8 people in any workforce is likely to have caring responsibilities
- 50% of these will be working full time
- The peak age for caring is 45-64
- Around 42% of all carers are men,
- Trends show that 20% of the population will be caring for relatives by 2010
- At some point two thirds of women and half of men will provide 20+ hours of care

The 2001 Census asked about caring responsibilities.

- In the Dudley borough, 35,030 people identified themselves as carers - 11.5% of the population.
- Of these 7248 provide care for more than 50 hours a week, 4,240 care for between 20-49 hours and 23,552 provide 1-19 hours of care
- There are 887 young carers aged between 5-17 in the Borough including 310 aged between 16-17¹

Assuming an average amount of care as 10 hours per week, the care provided by 'informal' carers in the Dudley Borough is:

- 350,000 hours of care a week
- 18,200,000 hours of care per year

(Dudley MBC Corporate Board report 2006)

The figures demonstrate the key contribution carers make in supporting people with a long-term illness or disability. To help enable carers to provide support the Borough offers a range services. The type of provision and future development of such services is set out in the Carers Strategy 2007 - 12 The strategy aims to: -

- Provide practical support and information to support carers
 - Improve carer well-being
 - Promote choice to enable carers and service users to have more power and control over their lives
 - Recognise the carer and cared for as valued people within the community
 - Help people to identify themselves as carers
-

4.0 Key Findings

4.1 Work and the Economy

- Dudley has a lower proportion of people of a working age than regionally or nationally
- Dudley proportion of economically active is higher than the West Midlands and similar to the national figure. Levels of in employment are also proportionately higher for Dudley
- Unemployment levels are lower than the West Midlands and the national figures
- Dudley earnings are lower than regionally and also nationally
- The Dudley figures showing lower earnings was the case for male and female workers.
- The total worklessness for Dudley is 19% of the Borough's working age population, the national average workless rate is 10%.
- That Dudley has a higher proportion of Job Seeking Allowance JSA claimants compared to the West Midlands and national figures
- the numbers claiming JSA for over 12 months is markedly higher for Dudley compared to the West Midlands and the national figure
- In 1981,43.3% of people working in Dudley were employed in manufacturing. In 2005, this percentage had fallen to 16.8%, but is still higher than the figure for Great Britain of 11.9%. In contrast the service sector now makes up a greater proportion of jobs in Dudley, having increased from 48.9% in 1981 to 78% in 2004
- Dudley has a lower proportion of citizens with no qualifications than regionally but slightly higher than nationally
- Dudley has proportionally fewer citizens with qualifications NVQ3 and above than regionally and nationally
- Dudley had a higher rate of VAT registrations compared to the region as a whole but marginally lower than the national figure
- That Dudley and Sandwell had a lower Gross Value Added than the region and also nationally.

4.2 The economic strategy 2006/07 in response to these findings is to:

- Increase Gross Value Added (GVA) per head
- Increase Average Wages per head
- Increase employment rate
- Reduce the percentage of working age residents in deprived wards in receipt of JSA/other benefits
- Increase the number of new business start ups in the borough
- Increase the number of new business start ups in deprived wards of the borough
- Increase employment in Knowledge Intensive sectors as a % of total employment:
- Increase total number of full time jobs in local economy
- Increase the percentage of the Working Age population qualified to NVQ level 2 or equivalent
- Increase the percentage of the Working Age population qualified to NVQ level 4 or above

4.3 Housing Demand and Supply

Key findings relating to the affordability of housing in Dudley were:

- The average price of flats and terraced houses are between £93,000 and £113000 respectively which is making affordability a major issue for new forming households
- Low levels of supply of private rented stock which is preventing access to the housing market for new forming households
- 31% cannot afford private rental and home ownership is beyond the reach of 43% of concealed households even though around 17% of them earn over £27,300 pa the national average (concealed households are people who could not afford to be in the housing market and are living within another household)

- The social stock is now 22% and provided 1855 relet units each year. Annually 2404 affordable housing units are needed, 549 more than re-let supply
- There is a requirement to develop a more balanced housing stock in both sectors with a need for more flats and terraced houses particularly in the private sector

4.4 Housing Strategies

The growth of smaller or single person households and pensioner households in Dudley has created a need for:

- A mix of house types in both market and social sector but mainly flats and terraced houses to meet the needs of new and existing households for smaller units.
- Promotion of the growth of the private rented sector as a means of access to the private market
- Development of an older persons delivery strategy to address the current and future growth in elderly households across all tenures and their related care and support needs to:
 - Assess and prioritise the needs for support services and adaptations required to keep people in their own home
 - Re-assess existing sheltered stock in meeting today's housing standards and preferences
 - Assess the need for extra care accommodation for the growing frail older population.

4.5 Free Movement of Workers 2004

Recent trends relating to the free movement of workers granted by the UK in 2004 and the level of migration and its impact on the region are currently not clear. A study is being undertaken by the West Midlands Regional Observatory to assess the level of migration into the region and its economic and skills impact. The study is due to report in September 2007. (West Midlands Regional Observatory WM Oracle Quarter 1 2007)

Findings from earlier trends suggested that there is an important loss of population to the shire counties in addition to UK other than the West Midlands region with gains from other metropolitan districts. This pattern of migration has raised concern about the sustainability for rural areas of meeting increased demand for affordable housing and the pressures on social / transport infrastructure. For urban areas the cost is a loss of skilled and more affluent residents. To stem this migration pattern a range of initiatives have been proposed across the Black Country to ensure sustainable regional development:

- Transport and infrastructure able to provide communities with access to employment, leisure, education and health opportunities,
- facilitating access to quality employment land with reliable access to the national motorway network, especially for freight (within 5-10 minutes)
- Interlink major centres Wolverhampton, Brierley Hill/Merry Hill, West Bromwich and Walsall.
- Funding and support for major cultural sites – such as The Public and the Walsall Art gallery and build upon the range of sports, arts and leisure activities for children and young people and encouraging their participation in healthy, purposeful cultural activities.
- Reaching out and interacting with communities more – for example by introducing new public sector training programmes for community well being;
- Improving understanding of community problems and how communities work via improved monitoring and benchmarking tools;
- Improving civic pride, motivation and identity; and providing strong leadership
- Improving access for more of the Black Country to Birmingham International Airport
- Increasing the percentage of the population with good access to cultural, leisure and sports facilities.

- Improving the parks and open spaces of the Borough through improved design and layout to increase activity and use by all sections of the Community.
- Develop initiative linked to the 2012 Olympics

4.6 Digital Technology and Social Inclusion.

Advances in digital technology have been recognised as having a key role in promoting community engagement and social inclusion. Strategies setting out the vision for digital development across the West Midlands give clear importance to engaging citizens and communities through information communications technology (ICT). Such strategies aim to:

- Create informed communities able to exploit the opportunities presented by ICT and the region's knowledge infrastructure by April 2008
- To effectively communicate the benefits of ICT, those delivering services and those who should be adopting them need to be made aware of the value presented by ICT. Many initiatives focus on specific benefits, which fail to engage potential adopters, and it is therefore important to make the full range of opportunities available and communicable.
- To identify and map the opportunities that ICT can provide to communities, and to develop a delivery framework that identifies and prioritises target groups (particularly within rural and heavily urban areas).
- To use ICT to facilitate better consultation with disadvantaged groups. To reach every community, we need to utilise the resources of the public and voluntary sector workforce as a consultation vehicle. This will help us to understand the drivers of ICT adoption within target communities.

4.7 Assistive Technology and Support to Older People

Findings also noted the importance of digital development in assistive technology. Dudley, in providing support through assistive technology is developing initiatives around Telecare and Telemedicine.

- Telecare technology can monitor such issues as fall detection, pill dispensing, client wandering and natural gas detection. This will allow us to support a wide range of people in the community as part of a package of care involving the clients, their families and professional support.
- Telemedicine is designed to complement healthcare. It uses similar technology to Telecare and can monitor vital signs such as blood pressure and blood sugar levels. This information can then be sent to a specialist monitoring centre or directly to a health professional's computer

Figures for telecare show that 1381 households in Dudley are receiving telecare support of pendant alarm system and patch based warden services 1st March 2006

4.8 Public Sector Change

The public sector has seen considerable change particularly in its drive to modernise through performance management . However, local government theorists are increasingly questioning the extent to which performance management alone can continue to deliver service improvement. What is suggested is that the public sector needs to increase its community engagement and secure public value which is concerned with much greater involvement of the public in design and provision of services.

This kind of approach can already be seen to be informing central government thinking in how it conceives the development of local government. "Stronger and Prosperous Communities – The Local Government White Paper". This White Paper sets out to rebalance the relationship between central government, local government and local people by proposing:

- A new approach to local partnerships giving local authorities more scope to lead the work in their areas to meet the public's need

- Offers greater powers to cities and regions
- Streamline the performance regime – reduce national targets and introduces lighter touch inspections
- Strengthen local leadership – making it easier to opt for directly elected mayors or executives
- Strengthen the role of local councillors and give more power to citizens and communities – introduce a ‘community call for action’ to request answers when things go wrong, encourages a neighbourhood management approach, devolving small budgets to local councillors to deal with local problems and increase the opportunities for local communities to own and manage local facilities and assets.

4.9 Adult Social Care Service Provision

Findings from community care statistics showed that:

- Numbers of people contacting adult social care for services tended to be higher than most other authorities regionally and nationally
- Dudley provides a high proportion of service compared to other authorities.
- The difference in level of service provision is accounted for the high numbers of Physical disability, frailty and sensory impairment receiving services.
- The total number of service provided is higher in Dudley than for other Authorities in the region with as would be expected the exception of Birmingham
- The main difference for the number of services is the high number of service provided categorised as other on community care statistics

4.10 Satisfaction with Home Care

The User Experience Survey 2006 gave those receiving home care the opportunity to comment on the home care service. Findings showed satisfaction Extremely / Very Satisfied is marginally higher in Dudley than all or other Metropolitan Authorities 61.4% compared to 60.2% and 59.1% respectively

4.11 Housing Provision

The most tenants are residents in Dudley with Brierley Hill the second area with most properties.

4.11 Tenant Profile

Dudley’s tenant profile is relatively old, with 43% of households consisting of single tenants aged 60 or over, or couples with at least one member aged 60 or over (29% and 14% respectively). 22% are families with children and 26% are either younger single tenants under 60 (17%) or couples both under 60 (9%).

4.12 Tenants Satisfaction

Findings showed there has been an improvement in satisfaction levels from 72% in 2000/01 and 2003/04 to 74% in 2006/07. This figure is however slightly below the national average of 77%

4.13 Carers

Nationally carers are defined as people of any age who look after family members or friends with a long-term illness or disability. This includes parents of children with disabilities and long-term illnesses. To determine eligibility for assessment, Dudley uses the definition "A Carer is someone providing for a need which would otherwise have to be met by some provision from this Authority". (Carers Strategy 2007 –12)

In the Dudley borough, 35,030 people identified themselves as carers - 11.5% of the population. Of these 7248 provide care for more than 50 hours a week, 4,240 care for between 20-49 hours and 23,552 provide 1-19 hours of care. There are 887 young carers aged between 5-17 in the Borough including 310 aged between 16-17²

The figures demonstrate the key contribution carers make in supporting people with a long-term illness or disability. To help enable carers to provide support the Borough offers a range services. The type of provision and future development of such services is set out in the Carers Strategy 2007 - 12 The strategy aims to: -

- Provide practical support and information to support carers
- Improve carer well-being
- Promote choice to enable carers and service users to have more power and control over their lives
- Recognise the carer and cared for as valued people within the community
- Help people to identify themselves as carers

5.0 Sources

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Appendix 1: CONSULTATIONS

<u>DATE OF CONSULTATION</u>	<u>TITLE OF CONSULTATION / PURPOSE</u>	<u>COMMENT / RESULTS</u>
5 March 2004 – 4 June 2004	<p>Dudley Youth Service Plan 2004-2005</p> <p>The Dudley Youth Service Plan provides a framework for the delivery of services to young people and their communities in partnership with others. Integral to this is the active involvement of young people.</p>	<p>Response – 0.1% in a sample size of 6</p> <p>Summary of the outcome – There were six responses to the consultation of the Youth Service Plan. The general content and purpose of the plan was well received.</p> <p>Actions arising from the consultation – The responses provided helpful and constructive comments regarding the delivery of the current service. Comments regarding impact assessments, cross referencing with other agendas, sourcing of data will be taken into account in our assessments, evaluation and future planning.</p>
30 March 2004 – 15 March 2005	<p>All Our Tomorrows – Leading the Way</p> <p>To consult and engage with older people and colleagues on progress being made locally in implementing the National Service Framework (NSF) for Older People.</p>	<p>The results of this consultation are not available yet.</p>
1 April 2004 – 30 June 2004	<p>Access to Services</p> <p>To review customer satisfaction.</p>	<p>Response – 100% (Interview) in a sample of 1,000</p> <p>Summary of the outcome – The results are currently being assessed and will be reported in the Quarterly Corporate Performance Report (Q1, 2004/05) which will be published on Dudley's internet site.</p> <p>Actions arising from the consultation – Subject to determination within the overall CATS Programme.</p>

<u>DATE OF CONSULTATION</u>	<u>TITLE OF CONSULTATION / PURPOSE</u>	<u>COMMENT / RESULTS</u>
<p>1 April 2004 – 31 March 2006</p>	<p>Children’s Centre Consultation: Castle & Priory</p> <p>Consultation carried out with parents and carers, community, professionals, voluntary sector organisations and children in relation to the development of Children’s Centres at Wrens Nest and Priory Primary School sites.</p>	<p>Response – See below in sample size of See below Summary of the outcome - The consultation reached 500 community members, 65 operational and strategic managers and 47 children.</p> <p>Key points from the consultation included:</p> <ol style="list-style-type: none"> 1. There should be more indoor and outdoor play facilities. 2. Parenting support groups should be set up asap. 3. Individual support for parents should also be available. 4. Parenting skills support/training should be provided. 5. Nurseries, playgroups and crèches should be available for 0-5s. 6. After-school clubs should be available for 6-18s. 7. Stay and play, and play spaces, should be provided. 8. Activities should be provided for parents and children. 9. The children’s Centres, and play facilities, should be safe and secure. 10. In setting up any new facilities, groups or centres, full awareness must be maintained of the needs of children and adults with disabilities or extra support needs. 11. Unmet health and education needs of children and adults must be identified and met. 12. As the Children’s C. <p>Actions arising from the consultation – The two Children’s Centres are in the process of being built. Consideration has been given to views on environments. Centres will begin offering services in 2006 and will take into consideration the views expressed in the consultation.</p>

<u>DATE OF CONSULTATION</u>	<u>TITLE OF CONSULTATION / PURPOSE</u>	<u>COMMENT / RESULTS</u>
12 April 2004 – 21 May 2004	<p>Evaluation of Single Assessment Process</p> <p>To provide baseline information on the position before the introduction of the Single Assessment Process (SAP) in Dudley and early indicators of potential strengths and weaknesses of SAP, as perceived by staff and service users.</p>	The results of this consultation are not available yet.
23 June 2004 – 23 June 2004	<p>Housing Strategy Conference 23 June 2004</p> <p>This event is to explore three key strategic issues: Housing Options Appraisal (How future local authority owned housing will be financed), Homelessness and Supporting People.</p>	<p>Response- 85 delegates attended.</p> <p>Summary of the outcome – Options Appraisal (You're your Voice, Make Your Choice') – Key priorities for the future of housing services were identified and have been included in the overall options appraisal process.</p> <p>Homelessness – Key issues to be included in future strategic developments are: More initiatives to address mental health/homelessness issues, Enhance partnership working with Primary Care Trusts and Review Anti-Social Behaviour Protocol and its links to Homelessness.</p> <p>Supporting People – Key issues to be included in future strategic developments are: Adopting a consultative approach to identifying and developing new services, Expanding the consultation process to feed the 5 year strategy and Development of specialist referral forums to improve access to services.</p> <p>Actions arising from the consultation – The priorities identified will be included in the options appraisal process. The key issues raised for homelessness and supporting people will be include within future strategic service development.</p>

<u>DATE OF CONSULTATION</u>	<u>TITLE OF CONSULTATION / PURPOSE</u>	<u>COMMENT / RESULTS</u>
29 June 2004 – 29 June 2004	<p>Community Reps Panel</p> <p>To establish dialogue with the Community Reps panel in order to seek their views on the work of the Directorate and content of this years Diversity & Equality Action Plan. Information will be used to inform Directorate Performance Planning for next year.</p>	<p>Response – 80%</p> <p>Summary of outcome – Dialogue begun between SD and the Panel. Comments were received from the Panel on the Directorate’s Diversity & Equality Action Plan, which was welcomed by the Panel who largely supported the content. The Panel drew DMT’s attention to the importance of services for people with an acquired brain injury.</p> <p>Actions arising from the consultation – Dialogue will inform action planning (Equality & Diversity 2005/06)</p>
8 July 2004 – 31 Oct 2004	<p>Inclusion Strategy Action Plan</p> <p>Inclusion Strategy Action plan sets out the Council’s intention for a gradual but planned move towards a new model of provision for the education of children with additional and special needs. The Plan builds on the outcomes of the earlier consultation.</p>	<p>Response – 9% in a sample size of 10311</p> <p>Summary of the outcome – Maintain the quality of provision; support for the principles of inclusion; the need for 5 townships’ more detail required on the costing of the model, retain the staffing expertise and ensure that staff are trained.</p> <p>Action arising from the consultation – A further review of the plan will be carried out in order to take into account the views of the consult.ees. A final strategy document is expected to be published on 22 February 2005.</p>
28 Sept 2004 – 30 Nov 2004	<p>Coseley Employment Preparation Unit</p> <p>To ascertain views of parents/carers in respect of continuation of this facility.</p>	<p>The results of this consultation are not available yet.</p>

<u>DATE OF CONSULTATION</u>	<u>TITLE OF CONSULTATION / PURPOSE</u>	<u>COMMENT / RESULTS</u>
1 Oct 2004 – 31 Jan 2005	<p>Multi-Agency Strategy for Children with Disabilities</p> <p>To ascertain views of key stakeholders and service users/carers in respect of services for children with disabilities within Dudley.</p>	The results of this consultation are not available yet.
8 Dec 2004 – 2 March 2005	<p>Dealing with Domestic Violence Procedure</p> <p>To invite comments on our draft guide for housing staff who may come into contact with victims of domestic violence whilst carrying out their normal duties.</p>	<p>Response – Not available in sample size of Not available. Summary of the outcome – Minor changes to the guidelines were suggested by members of the Domestic Violence Forum. Action arising from the consultation – The minor changes have been incorporated into the guide and it will now be used by Housing staff.</p>
1 January 2005 – 31 Dec 2005	<p>Children’s Disability Team</p> <p>Service Quality and Gaps</p>	The results of this consultation are not available yet.
7 Feb 2005 – 30 May 2005	<p>Children in Need User Experience Survey 2005</p> <p>Ascertain a national picture of user satisfaction in respect of the care and support that children and young people receive from Social Services.</p>	The results of this consultation are not available yet.

<u>DATE OF CONSULTATION</u>	<u>TITLE OF CONSULTATION / PURPOSE</u>	<u>COMMENT / RESULTS</u>
1 April 2005 – 30 April 2005	Commissioning and Review Unit User Satisfaction	The results of this consultation are not available yet.
1 April 2005 – 30 Sept 2005	Commissioning and Review Unit Ways of listening involving Children & Young People	The results of this consultation are not available yet.
1 April 2005 – 31 Dec 2005	Children & Young Peoples Strategic Partnership C & Y P's Strategic Plan – Every Child Matters	The results of this consultation are not available yet.
1 April 2005 – 31 March 2006	Family Support Services Service quality and gaps.	The results of this consultation are not available yet.

1 April 2005 – 31 March 2006	16+ (Leaving Care) Team Service Quality Gaps	The results of this consultation are not available yet.
1 April 2005 – 31 March 2006	Business Services To inform, seek engagement and response to developing complaints procedure.	The results of this consultation are not available yet.
April 2005 – 31 March 2006	Assessment & Care Management Satisfaction, care, planning and review.	The results of this consultation are not available yet.
April 2005 – 31 March 2006	Black Country Children’s Rights Project Satisfaction, care planning and review.	The results of this consultation are not available yet.
1 June 2005 – 30 June 2005	Commissioning and Review Unit Service Quality & Gaps	The results of this consultation are not available yet.
1 July 2005 – 31 August 2005	Emergency Duty Team Ascertain views on access to EDT	The results of this consultation are not available yet.

<u>DATE OF CONSULTATION</u>	<u>TITLE OF CONSULTATION / PURPOSE</u>	<u>COMMENT / RESULTS</u>
13 July 2005 – 13 July 2005	<p>Ethnic Minority Communities Consultation Meeting</p> <p>Group discussions on a range of issues.</p>	<p>Response – 250</p> <p>Summary of outcome –j Views of people were very positive, happy with the way it was conducted. However there were not enough facilitators for numbers of people attending and group discussions could have been improved.</p> <p>Actions arising from the consultation – Feedback will be presented to Community Representatives.</p>
1 Oct 2005 – 1 Jan 2006	<p>Childcare Audit</p> <p>To collect views of parents and carers to feed into an analysis of qualitative and quantitative data and information in order to inform future planning of childcare development.</p>	<p>Response – 3% in a sample size of 4448</p> <p>Summary of outcome – These will be published in the full document which is in final stages of drafting.</p> <p>Action arising from the consultation – See above.</p>
22 Nov 2005 – 20 Dec 2005	<p>My Life – My Home'</p> <p>Ongoing engagement associated with people with a LD. To identify areas where we need to develop more/differing housing and support services.</p>	<p>The results of this consultation are not available yet.</p>

<u>DATE OF CONSULTATION</u>	<u>TITLE OF CONSULTATION / PURPOSE</u>	<u>COMMENT / RESULTS</u>
28 Nov 2005 – 21 Dec 2005	<p>Housebound Library Service User Survey 2005</p> <p>To consult a sample of users of the Housebound Library Service to find out their views on the service and whether they are satisfied with current provision.</p>	<p>Response – 380 in a sample size of 400</p> <p>Summary of outcome – Useful data received on satisfaction levels with the service overall, the choice of materials, reliability of the service and with staff knowledge and helpfulness. High satisfaction levels for all categories with over 70% describing the service as a lifeline and over 85% saying they use it to keep their minds active.</p> <p>Actions arising from the consultation – Data will be used in future planning of the service. No further details at this time.</p>
1 Feb 2006 – 31 Aug 2006	<p>BME Youth Consultation</p> <p>To explore if young people from BME backgrounds access service and provision available to them and if not the reasons why.</p>	The results of this consultation are not available yet.
April 2006 – 3 July 2006	<p>Children Missing Education Policy</p> <p>In 2002 the Department for Education and Skills (DfES) set a target in its strategic framework requiring each local authority to ensure that robust multi-agency systems are in place to identify, and track children missing education or at risk of doing so. This policy is intended to inform such agencies about their role in assisting to identify, maintain contact with and re-engage these children in education.</p>	The results of this consultation are not available yet.

<u>DATE OF CONSULTATION</u>	<u>TITLE OF CONSULTATION / PURPOSE</u>	<u>COMMENT / RESULTS</u>
18 Jan 2007 – 2 March 2007	<p>Children and Young People's Plan 2007-10</p> <p>The Children Act 2004 lays out the duty for Children's Trusts to develop and publish a strategic plan which details priorities for improving the outcomes for children and young people, their parents and carers in the borough. To review priorities agreed upon last year.</p>	The results of this consultation are not available yet.