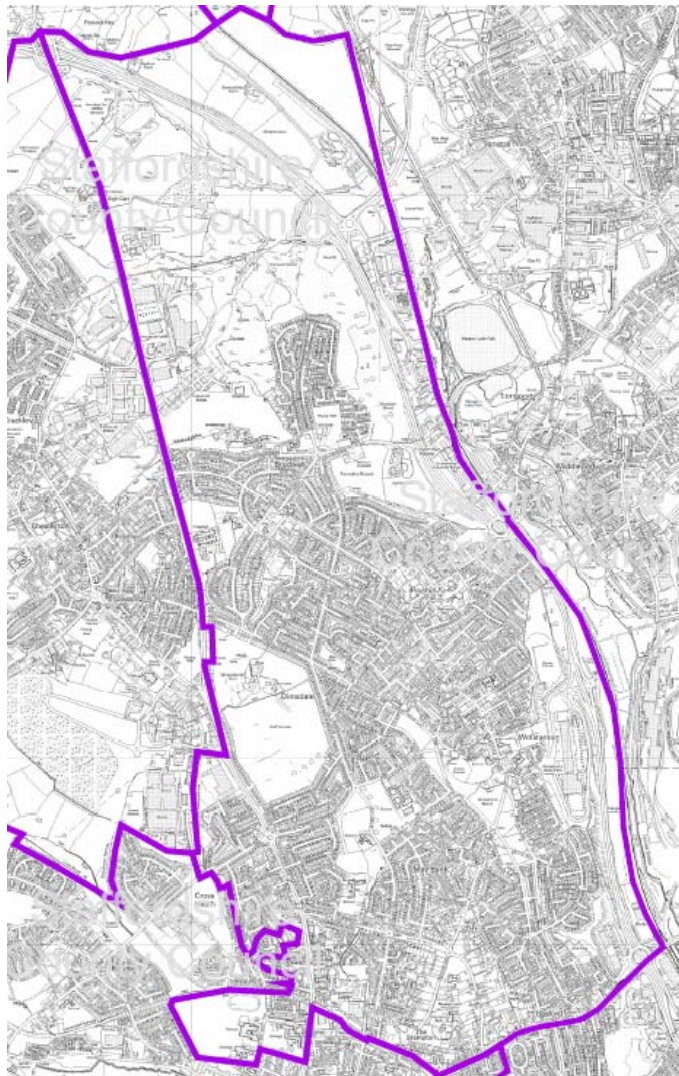


Community and Learning Partnerships

Data Profile
Newcastle N3



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Produced by Educational Research & Analysis
School Improvement Division
Staffordshire County Council

2001 Census - Social Profile

Wolstanton High CLP

Population	Count	Percent	Index
Resident Population	27028		
Males	13055	48.3%	99
Females	13973	51.7%	101
People living in Households	26586	98.4%	100
People Living in Communal Establishment	442	1.6%	90

Age Profile	Count	Percent	Index
0-4	1543	5.7%	96
5-14	3198	11.8%	92
15	340	1.3%	99
16-19	1238	4.6%	93
20-29	3216	11.9%	94
30-44	6155	22.8%	101
45-59	5073	18.8%	99
60-74	3889	14.4%	109
75-84	1736	6.4%	115
85+	637	2.4%	121

Households	Count	Percent	Index
Total Household Spaces	11915		
Occupied Household Spaces	11609	97.4%	101
Vacant Household Spaces	294	2.5%	78
Second Residences	12	0.1%	16
Average household size	2.29		97
All Single Person Households	3525	30.4%	101
All lone pensioner households	1896	16.3%	96
All pensioner households	3007	25.9%	109
Single Parent Households with dependent children	653	5.6%	88
Single Parent Households with non-dependent children	374	3.2%	106
All households with dependent children	3349	28.8%	98
Households with no employed adult and dependent children	373	3.2%	66
All households with 1 or more persons with Limiting Long-term Illness	4416	38.0%	113

Health and Caring	Count	Percent	Index
People not in good health	3020	11.2%	124
People with a Limiting Long-term Illness	5864	21.7%	121
People of working age with Limiting Long-term Illness	2539	9.4%	115
People who provide unpaid care	3114	11.5%	116
People who provide more than 50 hours of unpaid care	635	2.3%	116

Amenity	Count	Percent	Index
Overcrowded households	441	3.8%	53
No central heating	922	7.9%	93
No WC and bath/shower	27	0.2%	48

Ethnic Group	Count	Percent	Index
White	26583	98.4%	108
Mixed	153	0.6%	43
Indian	50	0.2%	9
Pakistani	44	0.2%	11
Bagladeshi	18	0.1%	12
Other Asian	15	0.1%	11
Black	65	0.2%	10
Chinese	54	0.2%	44
Other Ethnic Groups	43	0.2%	36

Religion	Count	Percent	Index
Christian	21473	79.4%	111
Buddhist	48	0.2%	63
Hindu	20	0.1%	7
Jewish	6	0.0%	4
Muslim	103	0.4%	12
Sikh	23	0.1%	13
Other Religion	49	0.2%	62
No Religion	3415	12.6%	87
Religion not Stated	1888	7.0%	91

Dwelling Type	Count	Percent	Index
Detached	1315	11.0%	47
Semi-detached	6123	51.4%	156
Terraced	3160	26.5%	99
Purpose built flat	1061	8.9%	61
Flat in converted / shared house	168	1.4%	30
Flat in commercial building	91	0.8%	64
Caravan/Mobile home/Temporary	3	0.0%	6

Tenure	Count	Percent	Index
Owner Occupied	8664	74.6%	110
Shared Ownership	97	0.8%	128
Local Authority rented	987	8.5%	64
Housing Association / Registered Social Landlord	1016	8.8%	145
Privately rented	538	4.6%	53
Other rented	308	2.7%	82

Car Ownership	Count	Percent	Index
Households with no car	3063	26.4%	98
Households with 1 car	5567	48.0%	110
Households with 2 cars	2463	21.2%	90
Households with 3 or more cars	517	4.5%	75
Total number of cars in the area	12157		
Average no of cars per household	1.05		95

As a result of rounding some figures may not always equal the total for this area.

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Source: 2001 Census Key Statistics

An Index has been created to compare the above area with England. The scores for England always equals 100, therefore a score of less than 100 indicates fewer people or households in that category for the area compared with England. A score over 100 indicates more people or households in that category for the area compared with England.

Produced by Research Unit, Development Services Department, Staffordshire County Council

Further details available by telephoning 01785 277359 or email mark.sproston@staffordshire.gov.uk

2001 Census - Economic Profile

Wolstanton High CLP

Population ¹	Count	Percent	Index
All people aged 16-74	19571		
All males aged 16-74	9653	49.3%	100
All females aged 16-74	9916	50.7%	100
All people in employment	12592	64.3%	102
All males in employment	6752	69.9%	101
All females in employment	5830	58.8%	103

Economic Activity ¹	Count	Percent	Index
All people economically active	13192	67.4%	101
All people economically inactive	6379	32.6%	98

All People Economically Active

Employees - Full-time	8345	63.3%	104
Employees - Part-time	2568	19.5%	110
Self Employed	1240	9.4%	76
Unemployed	549	4.2%	83
Full-time Student	490	3.7%	96

All People Economically Inactive

Retired	2982	46.7%	114
Full-time student	649	10.2%	72
Looking after family or home	929	14.6%	74
Permanently sick or disabled	1306	20.5%	128
Other	513	8.0%	86

Industry of Employment ²

Industry of Employment ²	Count	Percent	Index
Agriculture, Hunting, Forestry and Fishing	58	0.5%	31
Mining and Quarrying	18	0.1%	58
Manufacturing	2895	23.0%	155
Electricity, gas and water supply	75	0.6%	84
Construction	852	6.8%	100
Wholesale and Retail trade	2384	18.9%	112
Hotels and Catering	506	4.0%	85
Transport, storage and communication	803	6.4%	90
Financial, Real Estate and Business Activity	1414	11.2%	62
Public Administration and Defence	509	4.0%	71
Education	977	7.8%	100
Health and Social Work	1601	12.7%	119
Other	500	4.0%	76

Qualifications ¹

Qualifications ¹	Count	Percent	Index
No Qualifications	6849	35.0%	121
Level 1 Qualifications	3573	18.3%	110
Level 2 Qualifications	3724	19.0%	98
Level 3 Qualifications	1270	6.5%	78
Level 4 or 5 Qualifications	2743	14.0%	70
Other Qualification / Level Unknown	1412	7.2%	104

Unemployed ¹

All unemployed	549		
Aged 16-24	180	32.8%	128
Aged 50+	98	17.9%	96
Long-term Unemployed	122	22.2%	73

Occupation Groups ²	Count	Percent	Index
Managers and Senior Officials	1456	11.6%	76
Professional	1044	8.3%	74
Assoc Professional and technical	1539	12.2%	88
Administrative and Secretarial	1467	11.7%	87
Skilled Trade	1841	14.6%	127
Personal Services	1006	8.0%	116
Sales and Customer Service	1118	8.9%	116
Process, plant and machine operatives	1479	11.7%	140
Elementary occupations	1636	13.0%	110

Socio-Economic Class ¹

Socio-Economic Class ¹	Count	Percent	Index
Large Employers and Higher Managerial	488	2.5%	71
Higher Professional	644	3.3%	64
Lower Managerial and Professional	3220	16.5%	88
Intermediate	1751	8.9%	94
Small Employers and own account workers	1167	6.0%	85
Lower Supervisory and Technical	1656	8.5%	119
Semi-routine	2763	14.1%	121
Routine	2581	13.2%	146
Never worked	330	1.7%	62
Long-term unemployed	122	0.6%	62
Full-time Student	1116	5.7%	81
Not Classified	3734	19.1%	108

Hours Worked (Week) ²

Hours Worked (Week) ²	Count	Percent	Index
Males part-time < 15 hours	211	3.1%	90
Males part-time 16-30 hours	380	5.6%	91
Males full-time 31-48 hours	4786	70.9%	107
Males full-time > 49 hours	1375	20.4%	84
Females part-time < 15 hours	760	13.0%	93
Females part-time 16-30 hours	1829	31.4%	111
Females full-time 31-48 hours	2960	50.8%	100
Females full-time >49 hours	281	4.8%	70

Travel to Work ²

Travel to Work ²	Count	Percent	Index
Work mainly from home	888	7.1%	77
Train, Light Rail, Tram, Metro, Underground	52	0.4%	6
Bus	787	6.3%	83
Motorcycle	132	1.0%	94
Car (as driver or passenger)	8985	71.4%	117
Taxi	137	1.1%	210
Bicycle	257	2.0%	72
Walk	1332	10.6%	106
Other	25	0.2%	43

Note: 1 = People aged 16-74
2 = People Aged 16-74 in employment

As a result of rounding some figures may not always equal the total for this area.

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Source: 2001 Census Key Statistics

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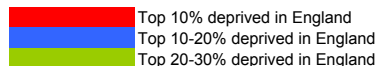
Produced by Research Unit, Development Services Department, Staffordshire County Council

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Indices of Multiple Deprivation 2007

Understanding this information

The colour shading highlights where the LSOA is in the top 10%, 20% or 30% most deprived areas in England for that measure of Deprivation.



The LSOAs are ranked here according to their overall multiple deprivation score: most deprived to least deprived. The national ranking (out of 32,482) is shown in the top table, where 1=most deprived and 32,482=least deprived. The bottom table replicates the information but putting the ranking into a percentage, so that it can be seen where the LSOA falls within the whole country. The deprivation domain titles have been abbreviated.

Ward Name	LOWERSOA	IOMD	Income	Employment	Health	Education	Housing	Crime	Living Environment
Cross Heath	E01029553	6450	6257	3784	4423	3572	21935	17993	19336
Bradwell	E01029538	6982	8428	5039	2504	2980	30575	20080	17920
Wolstanton	E01029611	9368	9989	8458	4680	11431	25306	9269	9469
Cross Heath	E01029552	9841	11663	6558	7362	6903	30509	10217	15405
Cross Heath	E01029555	10228	10500	9614	8588	8987	22146	11217	8165
Bradwell	E01029537	11773	11090	10777	8332	7693	28695	15225	14148
May Bank	E01029578	14579	16601	8454	12386	21696	24065	12385	11499
Wolstanton	E01029609	14669	17453	14866	13216	13353	31593	9125	5162
Bradwell	E01029539	16730	17753	11973	10465	14707	29955	18939	17479
Porthill	E01029583	16939	14565	15692	13754	17815	20311	15830	14809
Porthill	E01029584	18530	21606	17961	13519	19586	18852	11177	12614
Porthill	E01029585	18921	22167	15823	14444	16660	26889	17866	9722
Wolstanton	E01029612	19311	24306	16213	13367	20209	30917	9035	12709
Wolstanton	E01029610	21634	25608	19998	15442	22488	28558	11676	10867
Bradwell	E01029536	22923	28381	14300	14168	16348	27254	24738	28206
May Bank	E01029577	24124	25333	18468	16289	21688	29725	26258	14749
May Bank	E01029579	24563	24314	21829	18249	22097	31347	20699	12593
May Bank	E01029580	27022	28953	21736	21945	22165	32371	18020	17982

Ward Name	LOWERSOA	IOMD	Income	Employment	Health	Education	Housing	Crime	Living Environment
Cross Heath	E01029553	19.9%	19.3%	11.6%	13.6%	11.0%	67.5%	55.4%	59.5%
Bradwell	E01029538	21.5%	25.9%	15.5%	7.7%	9.2%	94.1%	61.8%	55.2%
Wolstanton	E01029611	28.8%	30.8%	26.0%	14.4%	35.2%	77.9%	28.5%	29.2%
Cross Heath	E01029552	30.3%	35.9%	20.2%	22.7%	21.3%	93.9%	31.5%	47.4%
Cross Heath	E01029555	31.5%	32.3%	29.6%	26.4%	27.7%	68.2%	34.5%	25.1%
Bradwell	E01029537	36.2%	34.1%	33.2%	25.7%	23.7%	88.3%	46.9%	43.6%
May Bank	E01029578	44.9%	51.1%	26.0%	38.1%	66.8%	74.1%	38.1%	35.4%
Wolstanton	E01029609	45.2%	53.7%	45.8%	40.7%	41.1%	97.3%	28.1%	15.9%
Bradwell	E01029539	51.5%	54.7%	36.9%	32.2%	45.3%	92.2%	58.3%	53.8%
Porthill	E01029583	52.1%	44.8%	48.3%	42.3%	54.8%	62.5%	48.7%	45.6%
Porthill	E01029584	57.0%	66.5%	55.3%	41.6%	60.3%	58.0%	34.4%	38.8%
Porthill	E01029585	58.3%	68.2%	48.7%	44.5%	51.3%	82.8%	55.0%	29.9%
Wolstanton	E01029612	59.5%	74.8%	49.9%	41.2%	62.2%	95.2%	27.8%	39.1%
Wolstanton	E01029610	66.6%	78.8%	61.6%	47.5%	69.2%	87.9%	35.9%	33.5%
Bradwell	E01029536	70.6%	87.4%	44.0%	43.6%	50.3%	83.9%	76.2%	86.8%
May Bank	E01029577	74.3%	78.0%	56.9%	50.1%	66.8%	91.5%	80.8%	45.4%
May Bank	E01029579	75.6%	74.9%	67.2%	56.2%	68.0%	96.5%	63.7%	38.8%
May Bank	E01029580	83.2%	89.1%	66.9%	67.6%	68.2%	99.7%	55.5%	55.4%

Background to the Indices of Multiple Deprivation 2007

The English Indices of Deprivation 2007 (ID 2007) are the Government's official measure of multiple deprivation at small area level. The 2007 Indices update information provided in the IMD 2004.

The IMD 2007 provides a relative ranking of areas across England according to their level of deprivation.

The Index of Multiple Deprivation 2007 (IMD 2007) is based on the small area geography known as Lower Super Output Areas (LSOAs). LSOAs have between 1000 and 3000 people living in them with an average population of 1500 people. In most cases, these are smaller than wards, thus allowing the identification of small pockets of deprivation.

The IMD brings together 37 different indicators which cover specific aspects or dimensions of deprivation: Income, Employment, Health and Disability, Education, Skills and Training, Barriers to Housing and Services, Living Environment and Crime. These are weighted and combined to create the overall IMD 2007.

The majority of the data underpinning the IMD 2007 represents 2005 although some data covers a number of years, for example an average of 2003-2005.

This is taken from the Guidance for Using the English Indices of Deprivation 2007 produced by Communities and Local Government: <http://www.communities.gov.uk/documents/communities/doc/615986>

Foundation Stage Profile Attainment

The Foundation Stage Profile allocates a point score for each child in 13 areas of learning. The results below indicate the number and percentage of children who have achieved a score of 6 or above. This threshold has been chosen as it is the expected level of attainment as stipulated by the Department for Children, Schools and Families.

	National	County	District	2005		2006		2007		CLP -	CLP -	CLP -	Trend 2005-07
	2007 (%)	2007 (%)		Number	%	Number	%	Number	%	National 2007	County 2007	District 2007	
Personal, social and emotional development													
Dispositions and attitudes	87.0%	90.9%	89.6%	252	96.6%	212	93.8%	202	92.2%	5.2%	1.3%	2.6%	Decline
Social development	80.0%	86.4%	85.4%	232	88.9%	202	89.4%	196	89.5%	9.5%	3.1%	4.1%	Increase
Emotional development	76.0%	84.4%	77.7%	237	90.8%	196	86.7%	167	76.3%	0.3%	-8.1%	-1.4%	Decline
Communication, language and literacy													
Language for communication and thinking	78.0%	85.0%	82.4%	237	90.8%	199	88.1%	175	79.9%	1.9%	-5.1%	-2.5%	Decline
Linking sounds and letters	65.0%	72.0%	68.1%	192	73.6%	164	72.6%	161	73.5%	8.5%	1.5%	5.4%	
Reading	69.0%	78.6%	72.3%	223	85.4%	194	85.8%	155	70.8%	1.8%	-7.8%	-1.5%	
Writing	58.0%	70.1%	66.9%	161	61.7%	156	69.0%	151	68.9%	10.9%	-1.2%	2.0%	
Mathematical development													
Calculating	87.0%	90.7%	87.4%	239	91.6%	205	90.7%	188	85.8%	-1.2%	-4.9%	-1.6%	Decline
Numbers as labels and for counting	70.0%	78.6%	73.7%	215	82.4%	172	76.1%	151	68.9%	-1.1%	-9.7%	-4.8%	Decline
Shapes, space and measures	80.0%	88.4%	84.6%	233	89.3%	204	90.3%	196	89.5%	9.5%	1.1%	4.9%	
Knowledge and understanding of the world	77.0%	85.8%	79.8%	233	89.3%	200	88.5%	188	85.8%	8.8%	0.0%	6.0%	Decline
Physical development	88.0%	92.1%	90.4%	246	94.3%	204	90.3%	204	93.2%	5.2%	1.1%	2.8%	
Creative development	78.0%	84.7%	78.8%	217	83.1%	174	77.0%	178	81.3%	3.3%	-3.4%	2.5%	
78 points and 6 or above in PSE and CLL Scales	45.0%	57.5%	51.7%	149	57.1%	137	60.6%	106	48.4%	3.4%	-9.1%	-3.3%	

Key Stage One to Four Attainment

The National Curriculum for Key Stage One through to Key Stage Four runs through Year 1 to Year 11. The expected level of attainment for Key Stage One is Level 2B or above, Key Stage Two is Level 4 or above, Key Stage 3 is Level 5 or above and at Key Stage 4 the new level of expected attainment is 5+ A*-C including GCSE English and Mathematics. The results below indicate the number and percentage of children who have achieved these thresholds. These thresholds have been chosen as it is the expected level of attainment as stipulated by the Department for Children, Schools and Families.

	National	County	District	2005		2006		2007		CLP -	CLP -	CLP -	Trend 2005-07
	2007 (%)	2007 (%)		Number	%	Number	%	Number	%	National	County	District	
KS1 Reading Level 2B+	71.0%	76.2%	75.2%	219	78.5%	214	78.1%	214	83.6%	12.6%	7.4%	8.4%	
KS1 Writing Level 2B+	59.0%	65.2%	65.1%	190	68.1%	172	62.8%	181	70.7%	11.7%	5.5%	5.6%	
KS1 Mathematics Level 2B+	74.0%	78.1%	74.6%	218	78.1%	199	72.6%	205	80.1%	6.1%	2.0%	5.5%	
KS2 English Level 4+	80.0%	81.0%	84.7%	216	86.4%	225	86.5%	220	89.1%	9.1%	8.1%	4.4%	Increase
KS2 Mathematics Level 4+	77.0%	78.0%	81.7%	206	82.4%	213	81.9%	209	84.6%	7.6%	6.6%	2.9%	
KS2 Science Level 4+	88.0%	90.0%	90.0%	238	95.2%	232	89.2%	229	92.7%	4.7%	2.7%	2.7%	
KS3 English Level 5+	74.0%	77.0%	74.4%	187	73.6%	232	82.0%	201	80.4%	6.4%	3.4%	6.0%	
KS3 Mathematics Level 5+	76.0%	78.0%	74.9%	179	70.8%	222	78.4%	187	77.6%	1.6%	-0.4%	2.7%	
KS3 Science Level 5+	73.0%	75.0%	70.7%	182	71.9%	216	76.6%	180	74.4%	1.4%	-0.6%	3.7%	
KS4 5 or more A*-C Grade	62.0%	60.0%	56.2%	139	52.9%	120	52.6%	147	58.8%	-3.2%	-1.2%	2.6%	
KS4 5 or more A*-C Grade including English & Maths	46.8%	45.8%	43.3%	104	39.5%	82	36.0%	113	45.2%	-1.6%	-0.6%	1.9%	
KS4 5 or more A*-G Grade	91.7%	93.2%	94.0%	251	95.4%	218	95.6%	250	100.0%	8.3%	6.8%	6.0%	Increase
KS4 2 or more A*-C Grade in Science	50.3%	49.7%	46.8%	164	62.4%	114	50.0%	148	59.2%	8.9%	9.5%	12.4%	

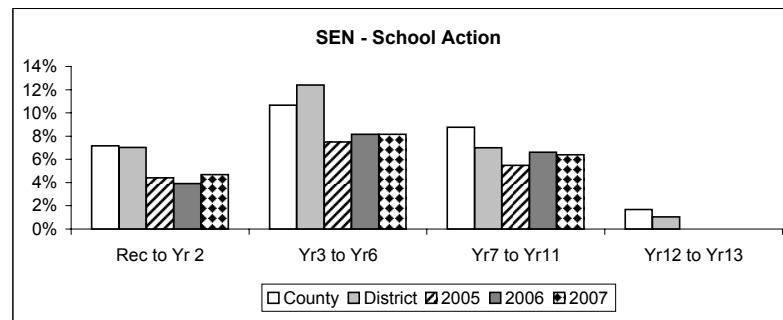
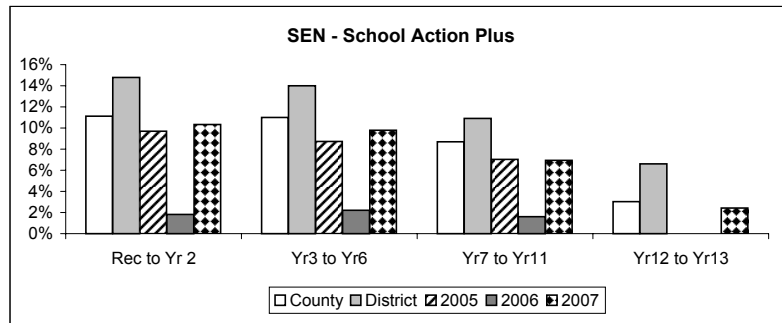
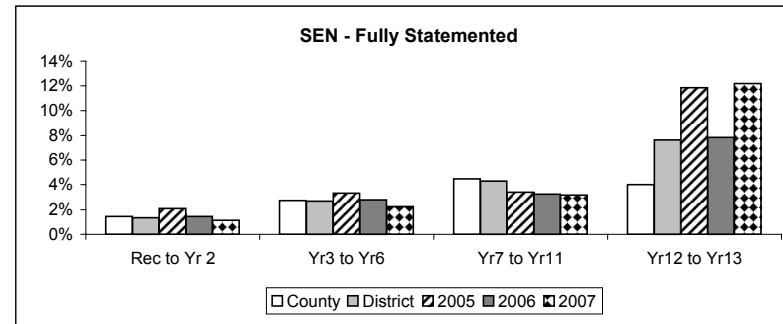
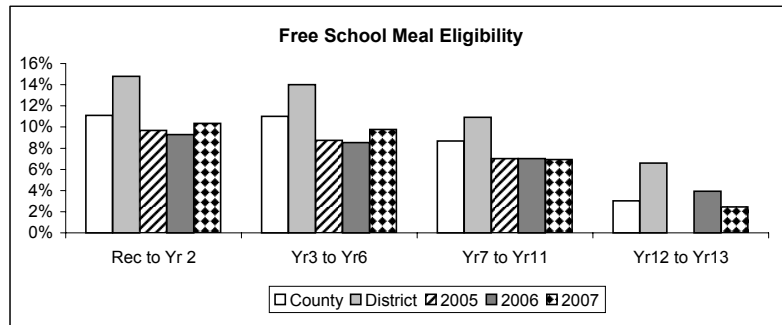
Source: Educational Research Analysis.

Free School Meals and Special Educational Needs

	County 2007 (%)	District 2007 (%)	2005		2006		2007		CLP - County 2007	CLP - District 2007	Trend 2005-07
			Number	%	Number	%	Number	%			
Free School Meal Eligibility											
Reception to Year 2	11.1%	14.8%	79	9.7%	71	9.3%	73	10.3%	-0.8%	-4.5%	
Year 3 to Year 6	11.0%	14.0%	92	8.7%	92	8.5%	108	9.8%	-1.2%	-4.2%	
Year 7 to Year 11	8.7%	10.9%	91	7.0%	87	7.0%	88	6.9%	-1.8%	-4.0%	Decline
Year 12 to Year 13	3.0%	6.6%	0	0.0%	2	3.9%	1	2.4%	-0.6%	-4.2%	
Special Educational Needs - Statemented											
Reception to Year 2	1.4%	1.3%	17	2.1%	11	1.4%	8	1.1%	-0.3%	-0.2%	Decline
Year 3 to Year 6	2.7%	2.7%	35	3.3%	30	2.8%	25	2.3%	-0.5%	-0.4%	Decline
Year 7 to Year 11	4.5%	4.3%	44	3.4%	40	3.2%	40	3.2%	-1.3%	-1.2%	Decline
Year 12 to Year 13	4.0%	7.6%	7	11.9%	4	7.8%	5	12.2%	8.2%	4.6%	
Special Educational Needs - School Action Plus											
Reception to Year 2	3.3%	2.6%	11	1.3%	14	1.8%	14	2.0%	-1.3%	-0.6%	Increase
Year 3 to Year 6	5.1%	4.0%	25	2.4%	24	2.2%	24	2.2%	-3.0%	-1.8%	Decline
Year 7 to Year 11	3.9%	3.1%	19	1.5%	20	1.6%	26	2.0%	-1.8%	-1.0%	Increase
Year 12 to Year 13	0.6%	0.3%	1	1.7%	0	0.0%	0	0.0%	-0.6%	-0.3%	
Special Educational Needs - School Action											
Reception to Year 2	7.2%	7.0%	36	4.4%	30	3.9%	33	4.7%	-2.5%	-2.3%	
Year 3 to Year 6	10.7%	12.4%	79	7.5%	88	8.2%	90	8.1%	-2.5%	-4.3%	
Year 7 to Year 11	8.8%	7.0%	71	5.5%	82	6.6%	81	6.4%	-2.4%	-0.6%	
Year 12 to Year 13	1.7%	1.0%	0	0.0%	0	0.0%	0	0.0%	-1.7%	-1.0%	

The key has been designed to try and help indicate areas of difference. In this section it has been agreed that a minus figure actually represents a reduction in need. The colour coding has been set at +/-5% for Free School Meals or Special Educational Need. Therefore if the Free School Meals is 5% below county it will be coloured green and if it is 5% above county it would be coloured red.

Key
 FSM 5% less than
 FSM 5% greater than



Understanding this information graphic

The dots which make up this graphic show the level of deprivation in a Lower Super Output Area (LSOA) compared to the whole of Staffordshire County. The basic rule is; more ink = higher deprivation.

● high level of deprivation
 ●
 ●
 ○ low level of deprivation

The colour shading highlights where the LSOA is in the top 10% or 20% most deprived areas in England for that measure of deprivation.

■ ...& in top 10% deprived in England
 ■ ...& in top 10-20% deprived in England

The LSOAs are ranked here according to their overall, multiple deprivation score; most deprived to least deprived. The national ranking (out of 32,482) is shown in grey italics next to the symbol (where 1=most deprived and 32,482=least deprived). The deprivation domain titles have been abbreviated.

What does this information graphic tell us about deprivation in Newcastle-under-Lyme District?

Several general trends can be observed from this graphic of deprivation in Newcastle-under-Lyme District. Firstly, deprivation across all domains often, but by no means always, occurs in the same LSOA. This is evident in the fact that the solid dots and coloured backgrounds cluster at the top of the list of LSOAs.

ward name	LSOA code	multiple	IMD rank	income	employment health	education	housing	crime	environment	children	older people
Cross Heath	E01029554	●	1,229	■	●	●	●	○	○	●	■
Knutton and Silverdale	E01029566	●	2,424	■	●	●	●	○	○	●	○
Chesterton	E01029548	●	3,085	●	●	●	○	○	○	●	○
Butt Lane	E01029543	●	4,118	●	●	●	○	○	○	○	○
Chesterton	E01029547	●	4,419	●	●	●	○	○	○	○	○
Silverdale and Parkside	E01029593	●	5,262	●	●	●	○	○	○	○	○
Holditch	E01029560	●	5,407	●	●	●	○	○	○	○	○
Town	E01029604	●	5,631	●	●	●	○	○	○	○	○
Kidsgrove	E01029564	●	5,863	●	●	●	○	○	○	○	○
Knutton and Silverdale	E01029568	●	6,434	●	●	●	○	○	○	○	○
Cross Heath	E01029553	●	6,450	●	●	●	○	○	○	○	○
Holditch	E01029558	●	6,453	●	●	●	○	○	○	○	○
Thistleberry	E01029598	●	6,870	●	●	●	○	○	○	○	○
Bradwell	E01029538	●	6,982	●	●	●	○	○	○	○	○
Seabridge	E01029591	●	7,821	●	●	●	○	○	○	○	○
Kidsgrove	E01029561	●	8,006	●	●	●	○	○	○	○	○
Town	E01029602	●	8,419	●	●	●	○	○	○	○	○
Talke	E01029597	●	8,758	●	●	●	○	○	○	○	○
Audley and Bignall End	E01029535	●	9,299	●	●	●	○	○	○	○	○
Wolstanton	E01029611	●	9,368	●	●	●	○	○	○	○	○
Cross Heath	E01029552	●	9,841	●	●	●	○	○	○	○	○
Butt Lane	E01029541	●	9,918	●	●	●	○	○	○	○	○
Holditch	E01029559	●	10,075	●	●	●	○	○	○	○	○
Cross Heath	E01029555	●	10,228	●	●	●	○	○	○	○	○
Clayton	E01029549	●	10,634	●	●	●	○	○	○	○	○
Knutton and Silverdale	E01029567	●	11,269	●	●	●	○	○	○	○	○
Bradwell	E01029537	●	11,773	●	●	●	○	○	○	○	○
Thistleberry	E01029599	●	12,612	●	●	●	○	○	○	○	○
Butt Lane	E01029540	●	12,825	●	●	●	○	○	○	○	○
Town	E01029603	●	13,397	●	●	●	○	○	○	○	○
Ravenscliffe	E01029588	●	13,479	●	●	●	○	○	○	○	○

ward name	LSOA code	multiple	IMD rank	income	employment health	education	housing	crime	environment	children	older people
Madeley	E01029575	○	13,734	○	○	○	○	○	○	○	○
May Bank	E01029578	○	14,579	○	○	○	○	○	○	○	○
Wolstanton	E01029609	○	14,669	○	○	○	○	○	○	○	○
Butt Lane	E01029542	○	14,686	○	○	○	○	○	○	○	○
Talke	E01029596	○	14,996	○	○	○	○	○	○	○	○
Silverdale and Parkside	E01029594	○	15,001	○	○	○	○	○	○	○	○
Newchapel	E01029581	○	15,594	○	○	○	○	○	○	○	○
Halmerend	E01029556	○	15,604	○	○	○	○	○	○	○	○
Westlands	E01029607	○	15,693	○	○	○	○	○	○	○	○
Loggerheads and Whitmore	E01029569	○	16,053	○	○	○	○	○	○	○	○
Bradwell	E01029539	○	16,730	○	○	○	○	○	○	○	○
Porthill	E01029583	○	16,939	○	○	○	○	○	○	○	○
Talke	E01029595	○	17,165	○	○	○	○	○	○	○	○
Chesterton	E01029545	○	17,729	○	○	○	○	○	○	○	○
Kidsgrove	E01029563	○	18,472	○	○	○	○	○	○	○	○
Porthill	E01029584	○	18,530	○	○	○	○	○	○	○	○
Audley and Bignall End	E01029533	○	18,769	○	○	○	○	○	○	○	○
Porthill	E01029585	○	18,921	○	○	○	○	○	○	○	○
Wolstanton	E01029612	○	19,311	○	○	○	○	○	○	○	○
Newchapel	E01029582	○	19,846	○	○	○	○	○	○	○	○
Audley and Bignall End	E01029534	○	20,739	○	○	○	○	○	○	○	○
Clayton	E01029550	○	20,981	○	○	○	○	○	○	○	○
Wolstanton	E01029610	○	21,634	○	○	○	○	○	○	○	○
Ravenscliffe	E01029587	○	22,293	○	○	○	○	○	○	○	○
Seabridge	E01029590	○	22,337	○	○	○	○	○	○	○	○
Madeley	E01029574	○	22,430	○	○	○	○	○	○	○	○
Loggerheads and Whitmore	E01029570	○	22,833	○	○	○	○	○	○	○	○
Loggerheads and Whitmore	E01029571	○	22,843	○	○	○	○	○	○	○	○
Audley and Bignall End	E01029532	○	22,884	○	○	○	○	○	○	○	○
Bradwell	E01029536	○	22,923	○	○	○	○	○	○	○	○
Kidsgrove	E01029562	○	23,017	○	○	○	○	○	○	○	○
Ravenscliffe	E01029586	○	23,186	○	○	○	○	○	○	○	○
Halmerend	E01029557	○	23,526	○	○	○	○	○	○	○	○
Clayton	E01029551	○	23,635	○	○	○	○	○	○	○	○
Chesterton	E01029544	○	23,905	○	○	○	○	○	○	○	○
May Bank	E01029577	○	24,124	○	○	○	○	○	○	○	○
May Bank	E01029579	○	24,563	○	○	○	○	○	○	○	○
Thistleberry	E01029601	○	24,773	○	○	○	○	○	○	○	○
Chesterton	E01029546	○	26,482	○	○	○	○	○	○	○	○

It is also evident that, overall, deprivation around education is relatively higher in Newcastle-under-Lyme District than for other types of deprivation. There are 12 LSOAs in Newcastle-under-Lyme District which are in the 10% most deprived in England for education (represented by this symbol: ●). In contrast the other domains have between one and eight LSOAs in the top 10% deprived, with income, housing and income deprivation affecting older people having one LSOA and health having eight LSOAs. The three domains of housing, crime and the environment have very few areas in Newcastle-under-Lyme District which fall in the top 20% deprived in England.

Newcastle-under-Lyme District has nine LSOAs that are in the 10% most deprived in England for more than one domain. The most deprived LSOA in Newcastle-under-Lyme District is in the top 10% most deprived in England for six domains as well as the overall IMD. This LSOA is found in the ward of Cross Heath.

There is a cluster of LSOAs identified as experiencing high levels of deprivation across a number of domains in and around Newcastle-under-Lyme Town and in two LSOAs in the town of Kidsgrove to the north of the district. The map on the back of this card shows the LSOA boundary for Newcastle-under-Lyme District and highlights some of the key LSOAs discussed here and shown in the graphic (left).

There are two LSOAs in Newcastle-under-Lyme District which are in the 10% most deprived in England for the measure of Income Deprivation Affecting Children. There is one LSOAs which fall into the 10% most deprived in England for the equivalent measure of Income Deprivation Affecting Older People. All the LSOAs which are in the top 10% most deprived in England for income deprivation affecting children or income deprivation affecting older people have relatively high levels of deprivation for other domains.

An LSOA in Loggerheads and Whitmore ward falls into the most deprived 10% in England for the measure of housing deprivation despite scoring fairly low for other measures of deprivation.

It is worth noting that some areas in Newcastle-under-Lyme District are not in the most deprived in England but are amongst the most deprived in Staffordshire. Where this happens the symbol looks like this: ●

Interestingly, the opposite also holds true in some cases where areas are not amongst the most deprived in Staffordshire but are amongst the (20%) most deprived in England. Where this happens the symbol looks like this: ●

This demonstrates the value in using both county and national comparators.