



State of the Borough – February 2024

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Population density

The size of the borough is 211 square kilometres. The population density shows that 585 residents per square kilometre live in the borough at the time of the 2021 census - compared to around 337 per square kilometre across Staffordshire as a whole. In a borough with both rural and urban areas, there is quite a variance in density rates across the different Medium-layer Super Output Areas (MSOAs). An MSOA is a geographic area that contains - on average across the UK - around 7,800 residents. They are different to wards, and used more for statistical purposes, as their borders rarely change and there is far less variance in population than across wards. There are 16 MSOAs across the borough of Newcastle-under-Lyme.

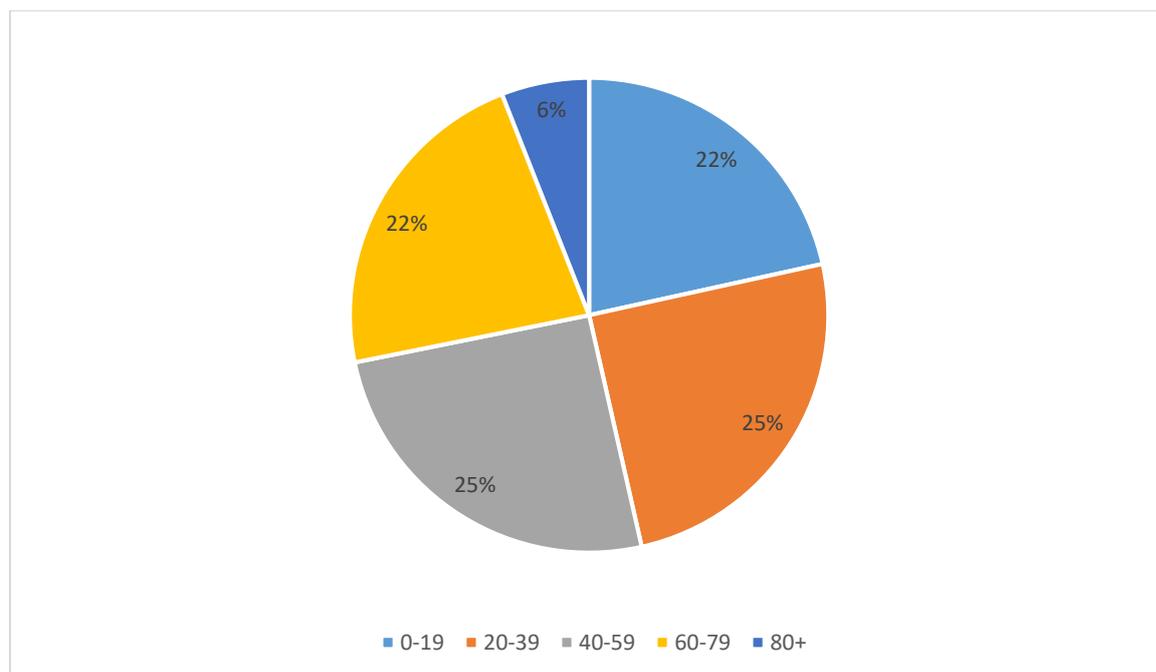
Table 1: Population density by MSOA, 2021 census

MSOA name	Population density (per m ²)	Rural/urban classification
May Bank	4,649.3	Urban
Porthill	4,475.1	Urban
Newcastle West & Cross Heath	3,399.0	Urban
Newcastle Town	3,250.9	Urban
Kidsgrove Central	3,171.0	Urban
Clayton & Langdale	3,131.3	Urban
Bradwell	3,114.4	Urban
Kidsgrove West	1,993.4	Urban
Westlands & Seabridge	1,741.3	Urban
Chesterton & Knutton	1,616.0	Urban
Kidsgrove East	994.8	Urban
Talke & Crackley	770.4	Urban
Silverdale & Keele	550.2	Urban
Audley & Bignall End	282.1	Rural
Madeley & Betley	171.5	Rural
Loggerheads & Baldwin's Gate	76.4	Rural

Age of the borough's residents

The population of the borough, based on the 2022 Mid-year Estimate, is 125,300 - 51.1 per cent female and 48.9 per cent male. Broken down into 20-year age bands, the most common age group is 40-59, with 25.3 per cent of the borough's residents in that group. However, the proportion aged 20-39 is very nearly as high (24.9 per cent).

Figure 1: Population of the borough by 20-year age band



At the time of the 2021 Census the most common (mode) age was 19 years, followed by 20 years and then 21 years, due in part to the students at Keele University. Other than student-age residents, there are relatively high numbers of residents aged 51, 52 and 54 years. The median age is 43, older than the 40 across England and Wales.

1,188 of our residents were aged 90+, with 23 aged 100+.

Households

There are an estimated 53,400 households in the borough – located in the following MSOAs:

Figure 2: Households in the borough by MSOA, Census 2021

MSOA name	Households	% of borough's households
Newcastle West & Cross Heath	4,310	8.1%
Westlands & Seabridge	4,110	7.7%
Newcastle Town	3,992	7.5%
Clayton & Langdale	3,982	7.5%
Kidsgrove West	3,820	7.2%
Audley & Bignall End	3,698	6.9%
Kidsgrove East	3,528	6.6%
Porthill	3,524	6.6%
Bradwell	3,200	6.0%
May Bank	3,145	5.9%
Chesterton & Knutton	3,100	5.8%
Loggerheads & Baldwin's Gate	2,995	5.6%
Talke & Crackley	2,779	5.2%
Kidsgrove Central	2,490	4.7%
Silverdale & Keele	2,426	4.5%
Madeley & Betley	2,324	4.4%

Place of birth

According to the 2021 census (based on a population of 123,300), 93.2 per cent of the borough's population was born in the United Kingdom. 2.7 per cent were born in countries now in the European Union and 2.5 per cent were born in the Middle East and Asia.

Table 2: Area of birth for the borough's residents:

Place of birth	Numbers	Percentage of borough's population
United Kingdom	114,929	93.2%
Middle East and Asia	3,039	2.5%
Europe: EU countries: European Union EU14	1,305	1.1%
Europe: EU countries: European Union EU8	1,209	1.0%
Africa	1,031	0.8%
Europe: EU countries: European Union EU2	629	0.5%
Europe: Non-EU countries: All other non-EU countries	473	0.4%
The Americas and the Caribbean	403	0.3%
Antarctica and Oceania (including Australasia) and Other	151	0.1%
Europe: EU countries: All other EU countries	118	0.1%
British Overseas	13	0.0%

Therefore, an estimated 6.8 per cent of our residents were born outside of the United Kingdom - an increase from 5.0 per cent in the 2011 census but significantly lower than the 16.8 per cent across the UK. However, it is a fairly high rate compared to the other Staffordshire boroughs, with only East Staffordshire (13.9 per cent) and Stafford (7.5 per cent) having a higher proportion.

There is some variance across the borough's 16 MSOAs, as the following table shows. In Silverdale and Keele, Newcastle West and Cross Heath and in Newcastle Town, at least 11 per cent of residents were born outside of the UK. However, in Kidsgrove East, Audley and Bignall End, Madeley and Betley, Kidsgrove Central and in Kidsgrove West, fewer than four per cent were.

Table 3: Proportion of residents born outside the UK, by MSOA

MSOA	% of residents born outside the United Kingdom	Residents born outside of the United Kingdom
Newcastle Town	14.9%	1,247
Newcastle West and Cross Heath	12.5%	1,250
Silverdale and Keele	11.1%	843
Westlands & Seabridge	9.1%	861
Clayton & Langdale	8.1%	731
Chesterton & Knutton	7.8%	563
Porthill	6.2%	461
Talke and Crackley	5.6%	371
Bradwell	5.4%	427
Loggerheads & Baldwin's Gate	4.0%	276
May Bank	4.0%	279
Kidsgrove West	3.7%	320
Kidsgrove Central	3.3%	187
Madeley & Betley	3.2%	165

Audley & Bignall End	2.8%	229
Kidsgrove East	2.0%	160

National identity

95.2 per cent of residents in the borough have a UK identity, with 3.7 per cent having a non-UK identity and 1.1 per cent having a dual-identity. This is generally in the middle of the range across the Staffordshire boroughs.

Table 4: National identity compared to Staffordshire boroughs

	UK identity	UK identity and non-UK identity	Non-UK identity only
	As % of residents		
Newcastle-under-Lyme	95.2	1.1	3.7
Cannock Chase	97.6	0.5	2.0
East Staffordshire	89.4	1.3	9.3
Lichfield	96.6	0.8	2.6
South Staffordshire	98.0	0.5	1.5
Stafford	94.7	1.1	4.2
Staffordshire Moorlands	98.0	0.5	1.5
Tamworth	94.6	0.7	4.7

Ethnicity

Responses from the census showed that 90.0 per cent of residents identified as White British (including those who identified as White English, Scottish, Welsh or Northern Irish). After this group, the most common identities were

- White Other - 2.5 per cent of residents
- Indian – 1.4 per cent
- Other Asian – 0.9 per cent
- Pakistani – 0.8 per cent
- African – 0.8 per cent (the highest rate in any of the Staffordshire boroughs)

The White British proportion of 90.0 per cent is low compared to the rest of Staffordshire. Only East Staffordshire has a lower rate with 78.2 per cent, with Stafford having exactly the same rate and the other Staffordshire boroughs having higher. The population of the borough who identified as Chinese was 0.5 per cent, and this was the highest rate across Staffordshire.

Religion

The census showed that slightly more than half (51.8 per cent) of residents identified as being Christian. The second most-common response was 'no religion', with 38.9 per cent giving this answer. 5.8 per cent did not answer the question, with the most common other religion Muslim, with 1.8 per cent of the borough's residents identifying thus.

Figure 3: Proportion of residents by religious group

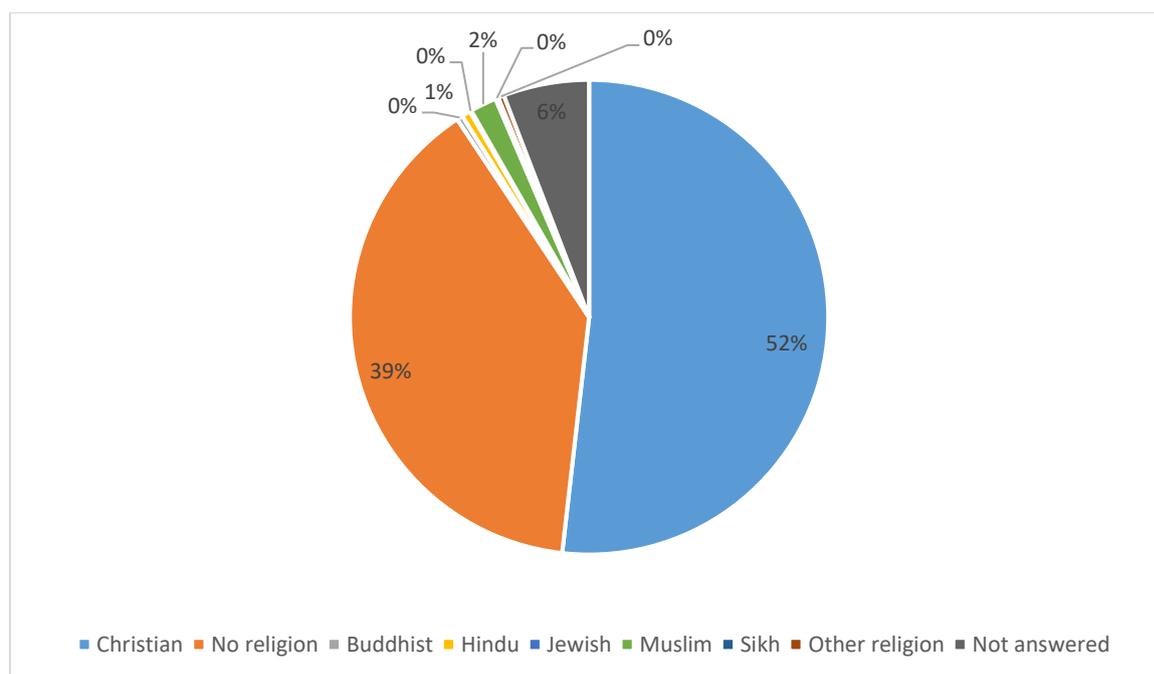


Table 5: Borough residents by religious group

	Christian	No religion	Buddhist	Hindu	Jewish	Muslim	Sikh	Other religion	No answer
% of borough's residents	51.8	38.9	0.4	0.6	0.1	1.8	0.2	0.4	5.8
Borough's residents	63,931	48,009	474	698	66	2,223	252	533	7,116

The Christian population is relatively low compared to the rest of Staffordshire. Only East Staffordshire and Tamworth have lower proportions. However, the proportion is higher than for the West Midlands (46.6 per cent) and England and Wales (46.2 per cent).

Language

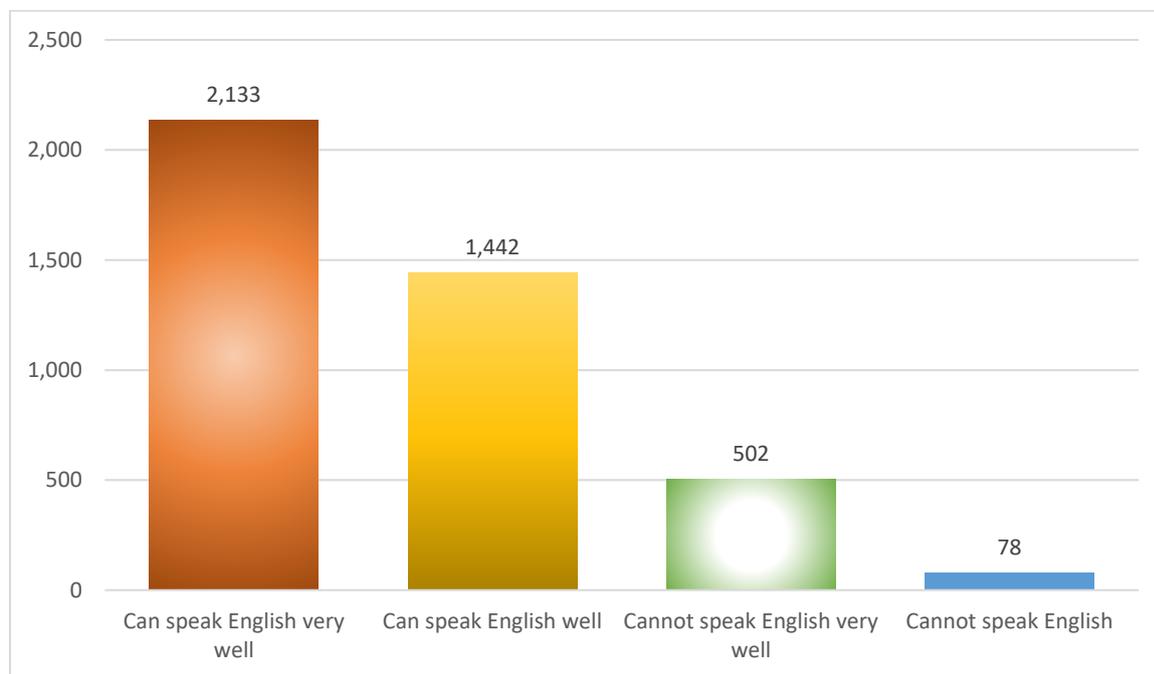
In 95.95 per cent of households, all adults have English as their main language. As the below table shows, 1,112 households have no residents who do so. Note totals are to two decimal places to avoid issues with rounding.

Table 6: Proportion of households with at least one English as a main language speaker

	% of borough's households	Number of households
All adults	95.95%	51,260
At least one adult but not all	1.47%	787
No adults but at least one child aged 3 to 15	0.50%	265
No resident	2.08%	1,112

Looking at those residents (note this is residents not households) who do not have English as their main language in more detail shows that most can speak it well: only 502 cannot speak English very well and 78 cannot speak it at all.

Figure 4: Residents without English as their language by how well they can speak it.



Sexual Orientation

All residents aged 16+ were asked to state their sexual orientation. 6.7 per cent did not answer the question, largely similar to the national and regional proportion who did not. Of those who did answer, 96.8 per cent said that they were straight/heterosexual. 1.4 per cent said they were gay/lesbian, with the same proportion being bisexual.

Table 7: Sexual orientation of residents who answered the question

	Proportion of residents who answered the question
Straight/heterosexual	96.8%
Gay/lesbian	1.4%
Bisexual	1.4%
Pansexual	0.2%
Asexual	0.1%
Queer	0.03%
All other sexual orientations	0.02%

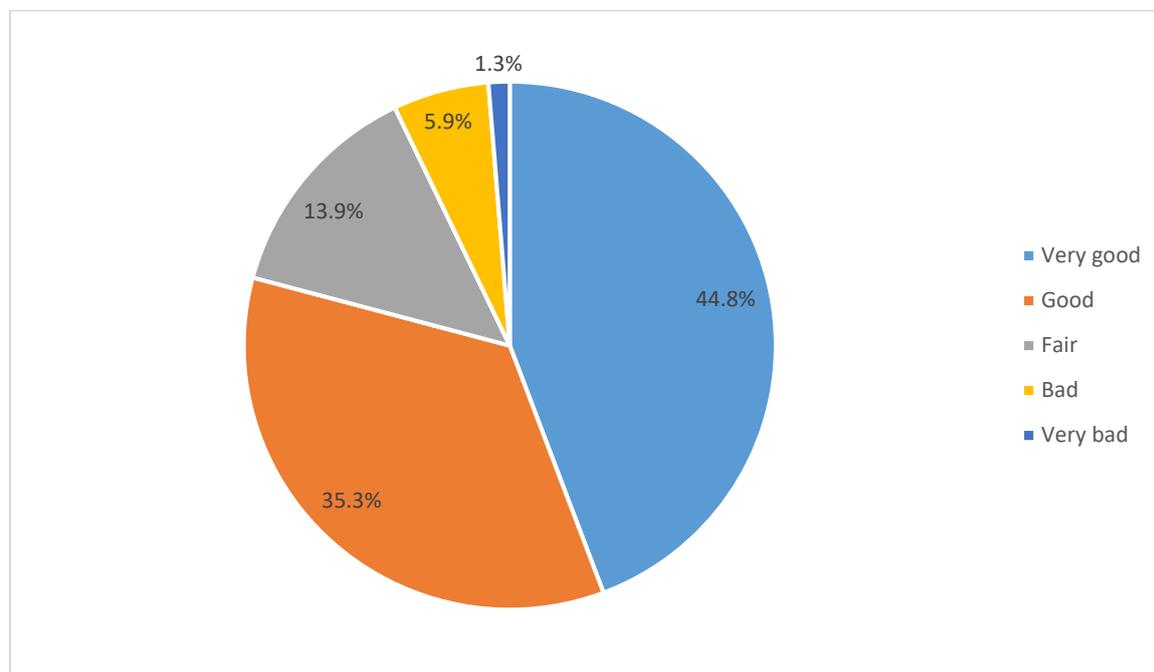
Gender Identity

Of those residents who answered the question asking for their gender identity, 99.5 per cent still had the same gender identity registered at birth.

82 residents described themselves as a trans woman and 103 as a trans man, with 87 saying they were non-binary.

Health Status

80.1 per cent of residents described their health as either very good (44.8 per cent) or good (35.3 per cent). 13.9 per cent said it was fair, with the remaining 5.9 per cent saying it was either bad (4.6 per cent) or very bad (1.3 per cent)



This rate of 80.1 per cent is lower than the England and Wales rate of 81.6 per cent and is only higher than two of the Staffordshire boroughs (Cannock Chase and Tamworth).

Disability

In the recent census, 20.1 per cent of people said that they were disabled according to the Equality Act. This figure is made up of the 8.3 per cent who said that their day-to-day activities were limited a lot added to the 11.8 per cent who said that they were limited a little. Of all the Staffordshire boroughs, only Cannock Chase had a – very slightly – higher proportion at 20.3 per cent. None of the other boroughs in the county had a rate above 19 per cent. The borough's rate is some way higher than the England and Wales rate of 17.8 per cent. Of the 331 local authorities across England and Wales, the rate in the borough is the joint-68th highest.

In 36.6 per cent of households at least one person is disabled under the Equalities Act. This is the highest rate of the Staffordshire boroughs and significantly higher than the national rate of 32.4 per cent. In 8.1 per cent of the borough's households, at least two residents are disabled. Again, this is the highest rate of the Staffordshire boroughs, and is higher than the national rate of 6.7 per cent.

Unpaid care

The census showed that 10.2 per cent of residents aged five and above provided some unpaid care. Across the county, only Cannock Chase had a – very slightly – higher proportion with 10.3 per cent, and this was far higher than the national rate of 8.9 per cent.

This 10.2 per cent is made up as follows:

- 5.1 per cent provides 19 or less hours unpaid care a week

- 2.0 per cent provide 20 to 49 hours unpaid care a week
- 3.0 per cent provide 50 or more hours unpaid care a week

Indices of Multiple Deprivation

There are 80 Lower-layer Super Output Areas in the borough, each containing an average (mean) of 1,540 residents.

Nine of these LSOAs are in the 20 per cent most deprived in England and Wales, according to the 2019 Indices of Multiple Deprivation. Two LSOAs, one predominantly in Cross Heath ward and one predominantly in Knutton are in the 10 per cent most deprived.

There are pockets of different types of deprivation throughout the borough: Note that, for the below, for 'average deprivation' 16 LSOAs (16 out of 80) would be in the top 20 per cent most deprived LSOAs in the country.

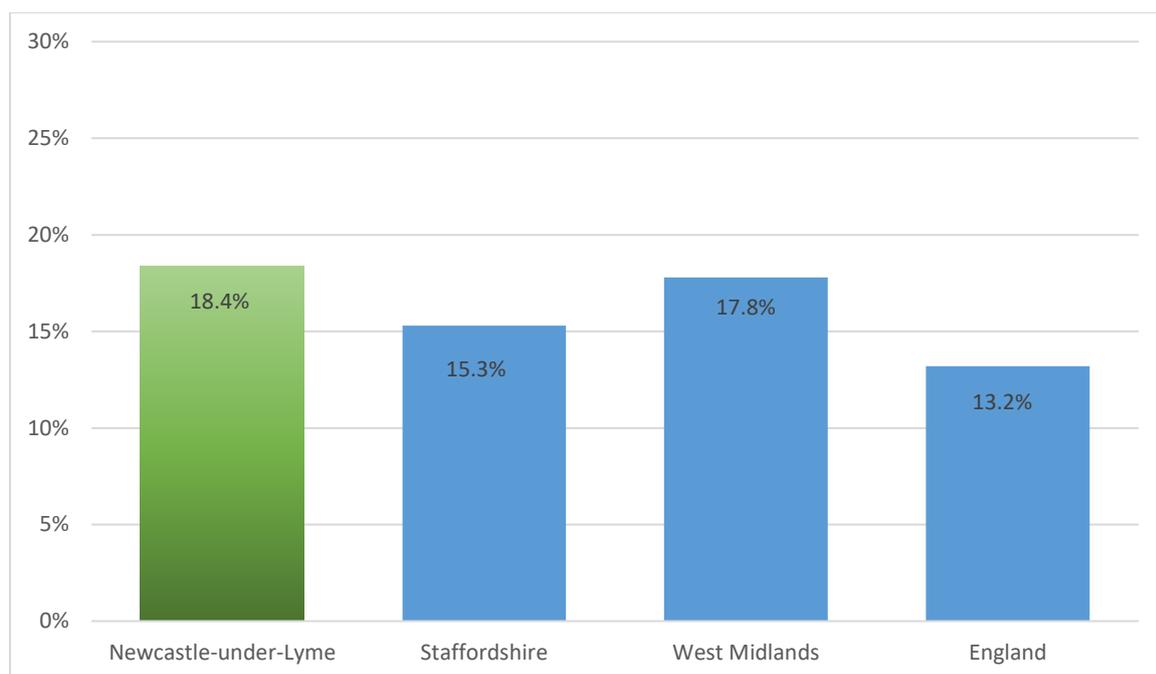
- Nine LSOAs are in the top 20 per cent most deprived for Income Deprivation
- 16 LSOAs are in the top 20 per cent most deprived for Employment Deprivation
- 18 LSOAs are in the top 20 per cent most deprived for Education, Skills and Training Deprivation
 - 10 LSOAs are in the top 10 per cent most deprived for this domain
- A relatively high 23 LSOAs are in the top 20 per cent most deprived for Health Deprivation and Disability Deprivation
- A relatively low four LSOAs are in the top 20 per cent most deprived for Crime Deprivation
- Only three LSOAs are in the top 20 per cent most deprived for Barriers to Housing and Services
- Just three LSOAs were in the top 20 per cent most deprived for Living Environment Deprivation.

Fuel Poverty

The most recent fuel poverty data relate to 2021, before the significant price increases of 2022, so rates are likely to be some way higher nowadays.

An estimated 18.0 per cent of households in the borough were in fuel poverty. Not only is this a higher rate than for Staffordshire (15.8 per cent), but also the West Midlands region (18.5 per cent of households) and England (13.1 per cent). In seven of the borough's LSOAs, at least 25 per cent of households (containing an estimated 1,400) are in fuel poverty. In only 17 of the borough's 80 LSOAs is the fuel poverty rate lower than the England average.

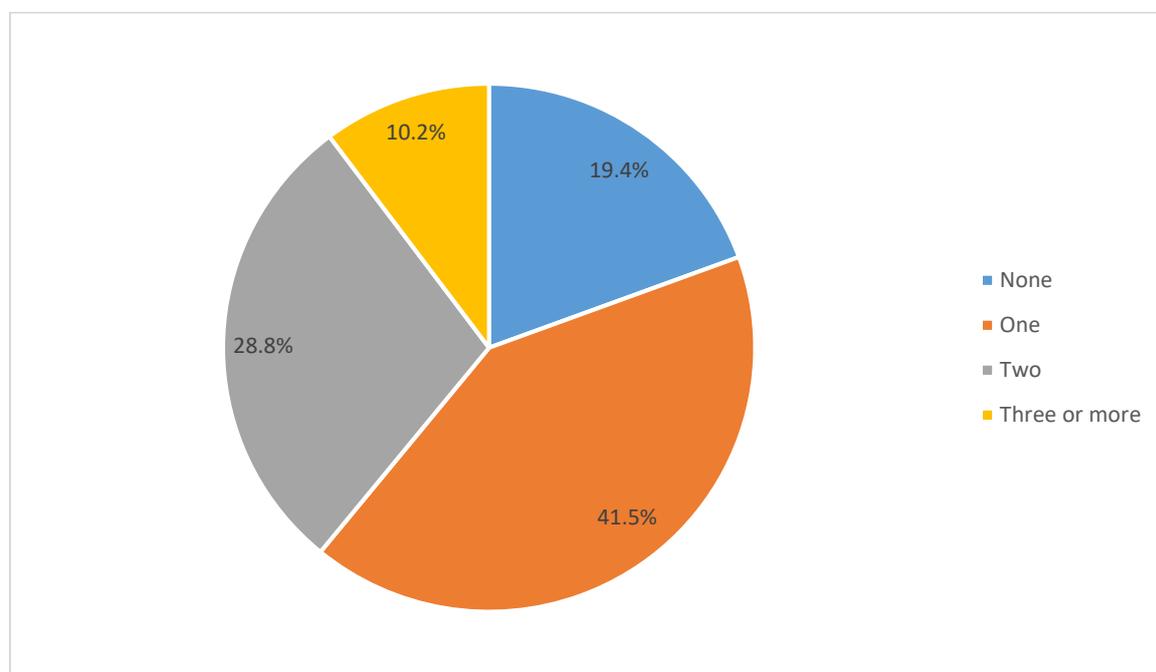
Figure 5: Estimated percentage of households in fuel poverty in 2020



Car ownership

80.6 per cent of households in the borough had access to at least one car or van at the time of the census. It was most common for them to have access to one (41.5 per cent), with fewer having access to two (28.8 per cent) or more (10.2 per cent).

Table 8: Rates of car/van access in the borough



The rate of car ownership is higher than across either the West Midlands region and England.

Table 9: Cars/vans available to households compared to the region and country

	Newcastle-under-Lyme	West Midlands	England
0	19.4%	21.5%	23.5%
1	41.5%	40.6%	41.3%
2	28.8%	27.7%	26.1%
3 or more	10.2%	10.2%	9.1%

There is variance across the 16 MSOAs in the borough. The following table shows that in Loggerheads and Baldwin’s Gate 6.0 per cent of households did not have access to at least one car or van, whereas in Newcastle Town the rate was 39.9 per cent.

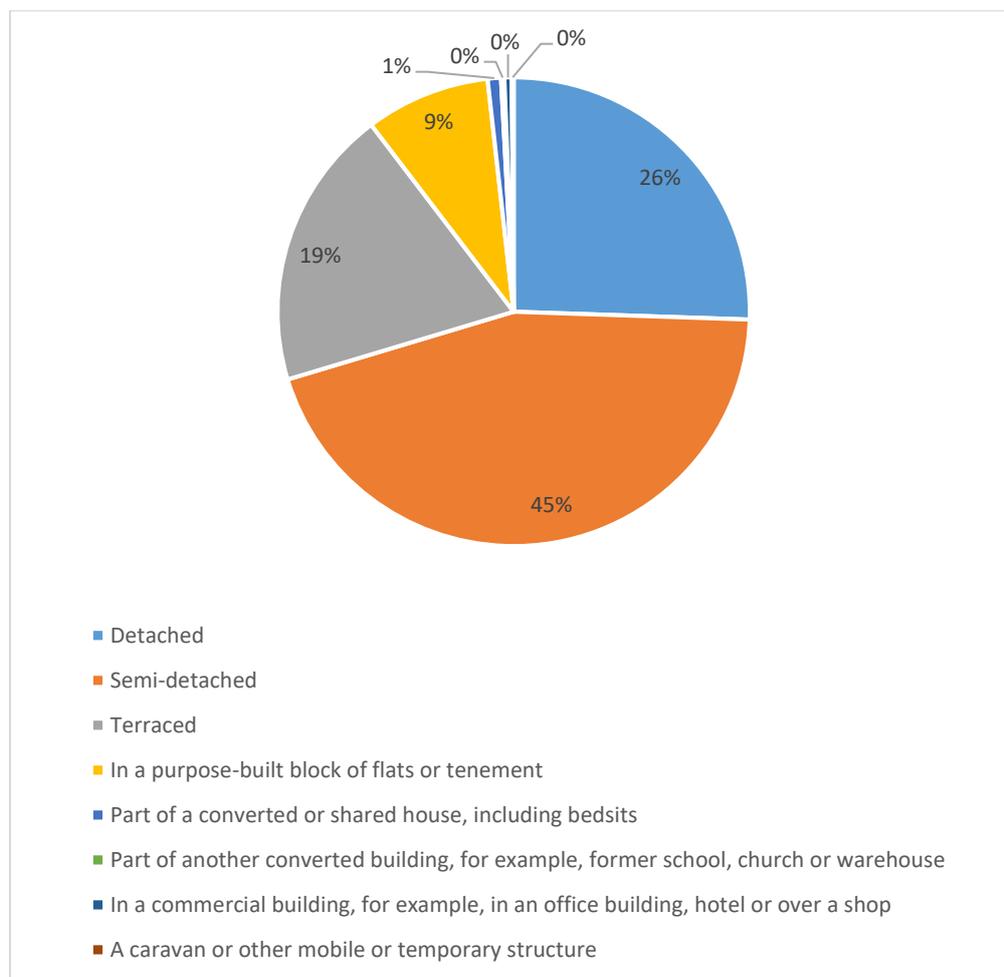
Table 10: Number of cars/vans available to households, by MSOA

	0	1	2	3+
Kidsgrove East	8.2%	39.9%	36.3%	15.5%
Kidsgrove Central	21.8%	43.8%	25.9%	8.4%
Kidsgrove West	18.9%	44.4%	28.5%	8.2%
Talke and Crackley	11.7%	39.5%	34.8%	14.0%
Audley & Bignall End	13.2%	41.6%	33.1%	12.1%
Bradwell	19.6%	42.8%	28.1%	9.4%
Chesterton & Knutton	28.5%	46.9%	19.1%	5.5%
Porthill	23.2%	45.0%	24.7%	7.1%
May Bank	14.6%	43.5%	31.4%	10.5%
Newcastle West and Cross Heath	30.9%	43.4%	20.1%	5.6%
Newcastle Town	39.9%	40.5%	14.5%	5.2%
Silverdale and Keele	22.2%	41.7%	28.1%	8.0%
Madeley & Betley	13.5%	37.8%	34.3%	14.4%
Clayton & Langdale	20.8%	42.2%	28.3%	8.8%
Westlands & Seabridge	10.5%	38.9%	37.7%	12.8%
Loggerheads & Baldwin’s Gate	6.0%	30.5%	41.5%	22.0%

Housing type

The most common housing type in the borough is a semi-detached house. 44.8 per cent of households live in such a property, with the next most-common types a detached house with 25.5 per cent of properties and terraced with 19.4 per cent

Table 11: Type of the borough's households



Across the other Staffordshire districts, only Cannock Chase and Tamworth also have semi-detached houses as the most common property type, in all the others there are more detached houses.

Looking by MSOA shows where there are highest – and lowest – proportions of detached, semi-detached, terraced and flats/tenements. Note that in the following table only the four main types are included so percentages will add up to less than 100 per cent.

- The most common type was detached in
 - Talke and Crackley
 - Madeley and Betley
 - Westlands and Seabridge
 - Loggerheads and Baldwin's Gate
- The most common type was semi-detached in
 - Kidsgrove East
 - Kidsgrove Central
 - Kidsgrove West
 - Audley and Bignall End
 - Bradwell
 - Chesterton and Knutton
 - May Bank
 - Newcastle West and Cross Heath

- Silverdale and Keele
- Clayton and Langdale
- The most common type was terraced in
 - Porthill
 - Newcastle Town (but with a significant proportion of flats)

Table 12: Proportion of households in each type of housing by MSOA

	Detached	Semi-detached	Terraced	Purpose-built block of flats/tenements
Audley & Bignall End	28.2%	37.0%	29.5%	4.5%
Bradwell	10.0%	72.7%	10.3%	5.9%
Chesterton & Knutton	6.4%	50.9%	31.9%	8.7%
Clayton & Langdale	14.1%	58.4%	15.1%	11.3%
Kidsgrove Central	11.8%	69.5%	8.5%	7.9%
Kidsgrove East	41.6%	47.8%	8.8%	1.2%
Kidsgrove West	20.4%	57.4%	16.5%	4.7%
Loggerheads and Baldwin's Gate	68.9%	24.4%	3.9%	1.0%
Madeley & Betley	39.6%	37.4%	13.3%	8.0%
May Bank	7.7%	60.1%	26.3%	4.1%
Newcastle Town	9.4%	19.4%	35.4%	28.8%
Newcastle West and Cross Heath	9.6%	47.5%	27.1%	14.7%
Porthill	12.0%	30.8%	39.6%	14.8%
Silverdale and Keele	28.2%	40.5%	23.6%	6.4%
Talke and Crackley	51.6%	39.4%	6.4%	2.2%
Westlands & Seabridge	59.0%	30.3%	4.7%	5.0%

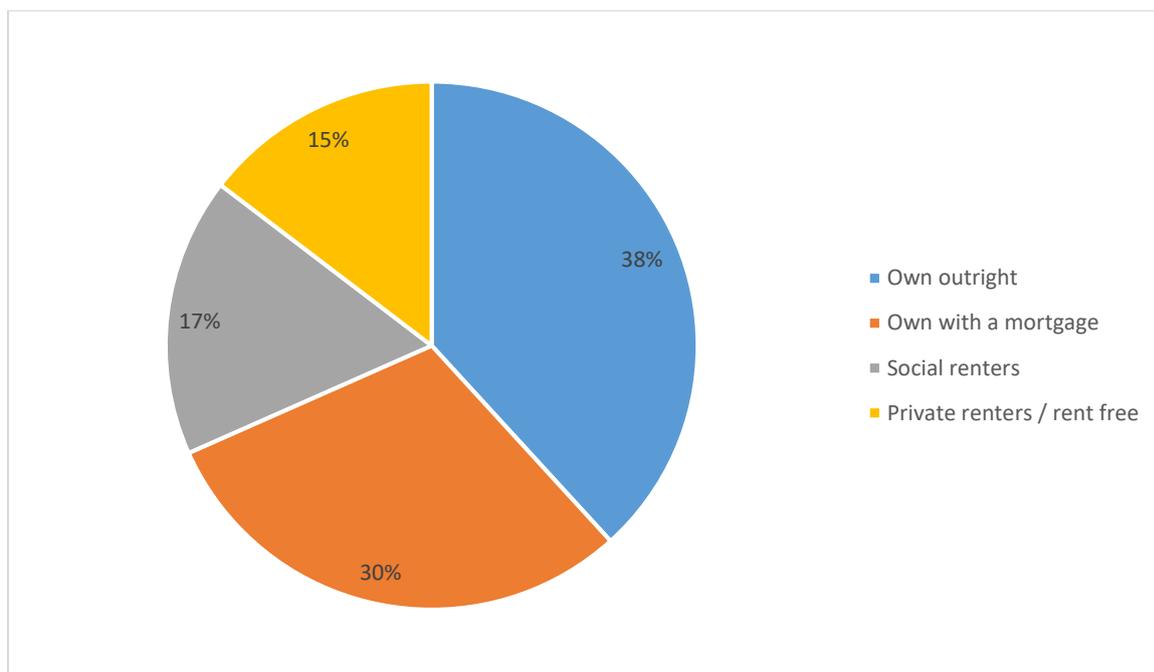
Central heating in the home

Of the 53,425 households who completed the 2021 census, 474 (0.9 per cent) did not have central heating. Rates did vary across the borough – the 0.4 per cent of households in Kidsgrove East and in Madeley and Betley was the lowest proportion, with 2.0 per cent in Newcastle Town the highest.

Housing Tenure

The census showed that 38 per cent of households were owned outright – a higher proportion than any other housing tenure.

Figure 6: Housing tenure of borough households



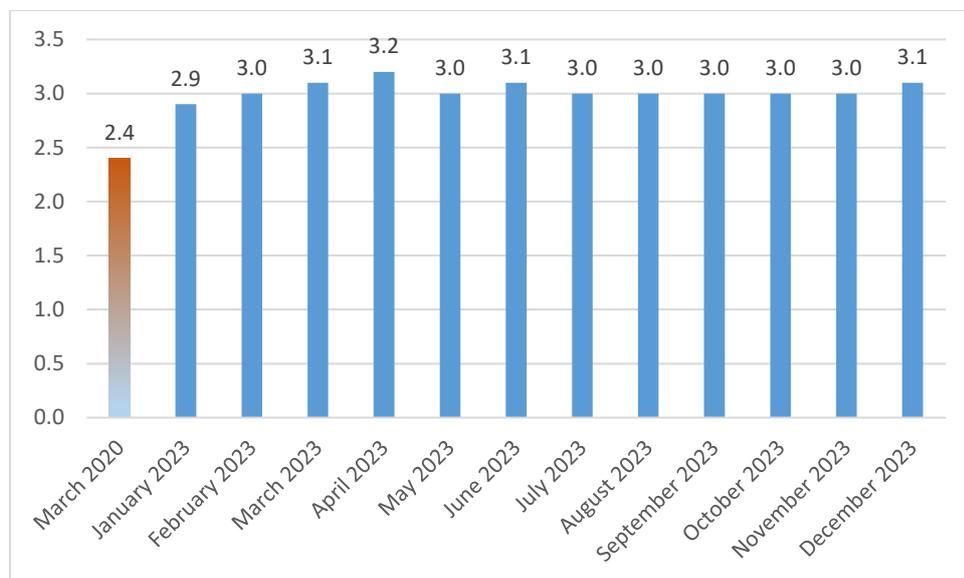
This is fairly 'average' when compared to the other Staffordshire boroughs – three (Cannock Chase, East Staffordshire and Tamworth) have lower rates of owned outright properties, one (Stafford) broadly similar and three (Lichfield, South Staffordshire and Staffordshire Moorlands) some way higher.

But looking at proportions of social renting properties (17.1 per cent) shows that, out of all the Staffordshire boroughs, only Tamworth has a higher rate, with 18.0 per cent.

Unemployment claimant count

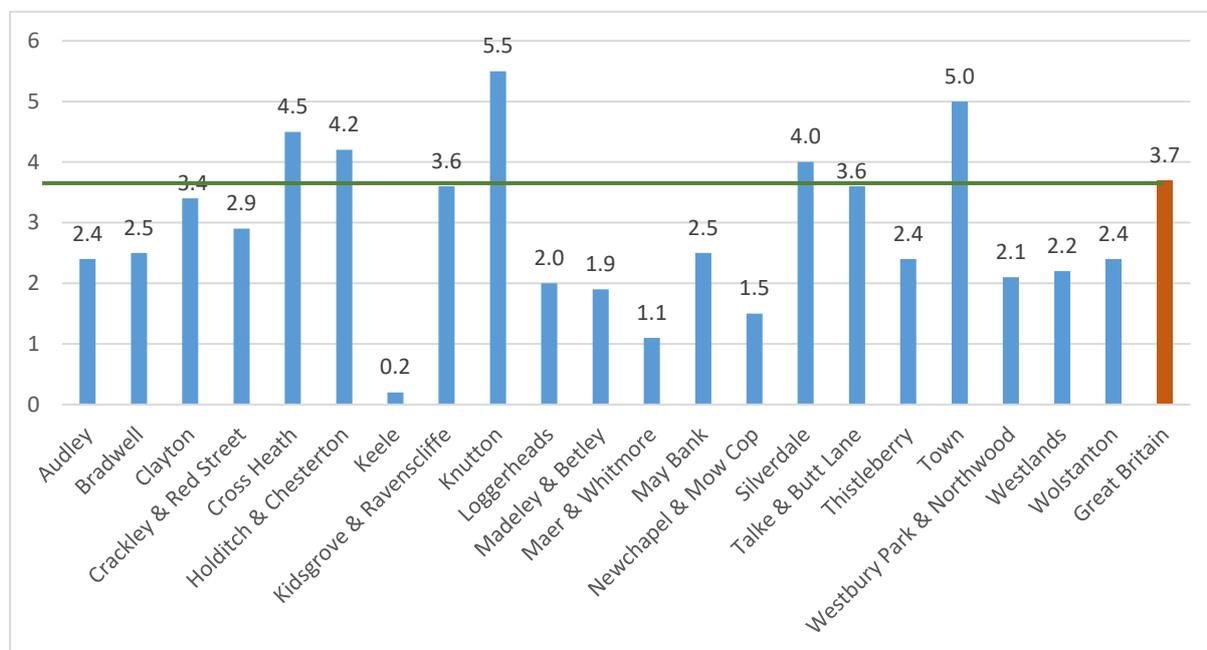
As of December 2023, an estimated 3.1 per cent of eligible adults aged 16-64 were claiming unemployment benefits. This rate is slightly higher than for Staffordshire (2.8 per cent) and lower than for Great Britain (3.7 per cent) as a whole. As the following chart shows, the rate for January is higher than the 2.4 per cent rate in pre-pandemic March 2020, as it was across Staffordshire and Great Britain. Since January 2023, the rate has edged up from 2.9 per cent to 3.1 per cent.

Figure 7: Unemployment claimant count rate pre-pandemic and January 2023 – December 2023



Looking at the borough’s wards (not MSOAs) does show some variance in the current rate. Whereas four wards – Keele, Madeley and Betley, Maer and Whitmore, and Newchapel and Mow Cop – have rates lower than 2.0 per cent, five wards – Cross Heath, Holditch and Chesterton, Knutton, Silverdale and Town – have rates above the Great Britain rate of 3.7 per cent.

Figure 8: Headline rate (%) of December 2023's claimant count by ward



Economic Activity

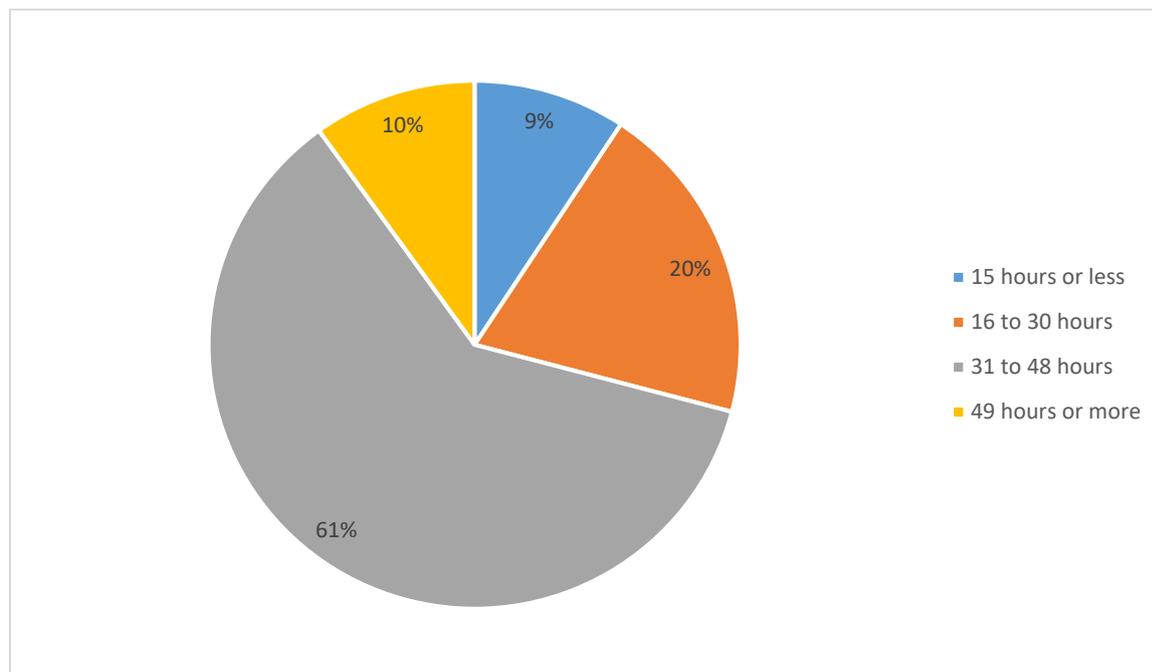
In September 2023, 86.0 per cent of residents aged 16-64 were economically active, a significantly higher rate than for the region and the country. Levels of unemployment and self-employment were lower than across the West Midlands and Great Britain.

Table 13: Proportion of residents aged 16-64 by economic status – ONS Annual Population Survey September 2023

	Newcastle-under-Lyme	West Midlands	Great Britain
Economically active	86.0%	78.4%	78.8%
In employment	86.0%	74.8%	75.8%
Employees	80.3%	65.9%	66.3%
Self-employed	5.7%	8.7%	9.2%
Unemployed	2.9%	4.5%	3.7%

According to the 2021 census the borough’s residents who were employed at the time of the 2021 census, 61 per cent worked for an average of between 31 and 48 hours.

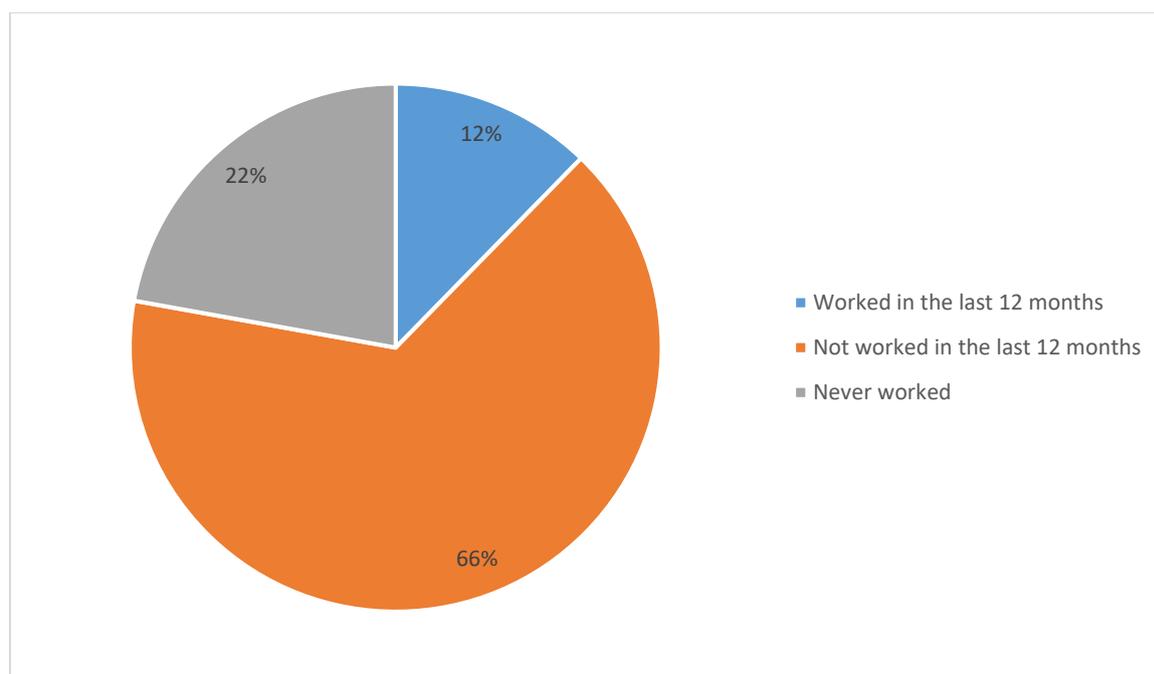
Figure 9: Hours worked by employed residents



As the above chart shows, ten per cent of employed residents worked for 49 hours or more. That is relatively low compared to the other Staffordshire boroughs, with only Tamworth having a (very slightly) lower rate of 9.8 per cent.

Of the borough’s residents who were ‘not in employment’, nearly two-thirds (66 per cent) had worked before but not in the past year.

Figure 10: Proportion of residents not employed by previous status



As the above chart shows, 22 per cent of residents not in employment had never worked. This was slightly high compared to the other Staffordshire boroughs, with three having higher rates and four having lower.

As of June 2023, an estimated 40.4 per cent of employed residents were employed in the top category of professions – containing managers and professional – a lower proportion than either regionally or, in particular, nationally. The lowest category, containing elementary occupations, contains a significantly higher proportion than regionally or nationally.

Table 14: Proportion of employees by Soc group – Annual Population Survey 2023

	Newcastle-under-Lyme	West Midlands	Great Britain
Soc Group Major group 1-3 (1 Managers, Directors And Senior Officials, 2 Professional Occupations, 3 Associate Professional Occupations)	40.4%	48.2%	52.2%
Soc 2020 Major Group 4-5, (4 Administrative & Secretarial Occupations, 5 Skilled Trades Occupations)	15.5%	18.8%	18.5%
Soc 2020 Major Group 6-7 (6 Caring, Leisure And Other Service Occupations, 7 Sales And Customer Service Occupations)	16.3%	14.4%	14.2%
Soc 2020 Major Group 8-9 (8 Process Plant & Machine Operatives, 9 Elementary Occupations)	27.8%	18.7%	15.1%

Full-time V part-time jobs

The ONS Business Register and Employment Survey suggested that, in 2022, 68.9 per cent of borough residents’ jobs were full-time, with 31.1 per cent part-time. The proportion of full-

time jobs is very similar to the West Midlands (68.4 per cent) and Great Britain (68.8 per cent).

Travel to work

An estimated 23.0 per cent of employees worked at home in March 2021. That was fairly average for Staffordshire, with four boroughs having higher rates and three having lower. There was quite a variety across the borough:

In four MSOAs more than 25 per cent of employees worked mainly from home:

- Loggerheads and Baldwin’s Gate
- Madeley and Betley
- Westlands and Seabridge
- May Bank

In five MSOAs fewer than 20 per cent worked mainly from home

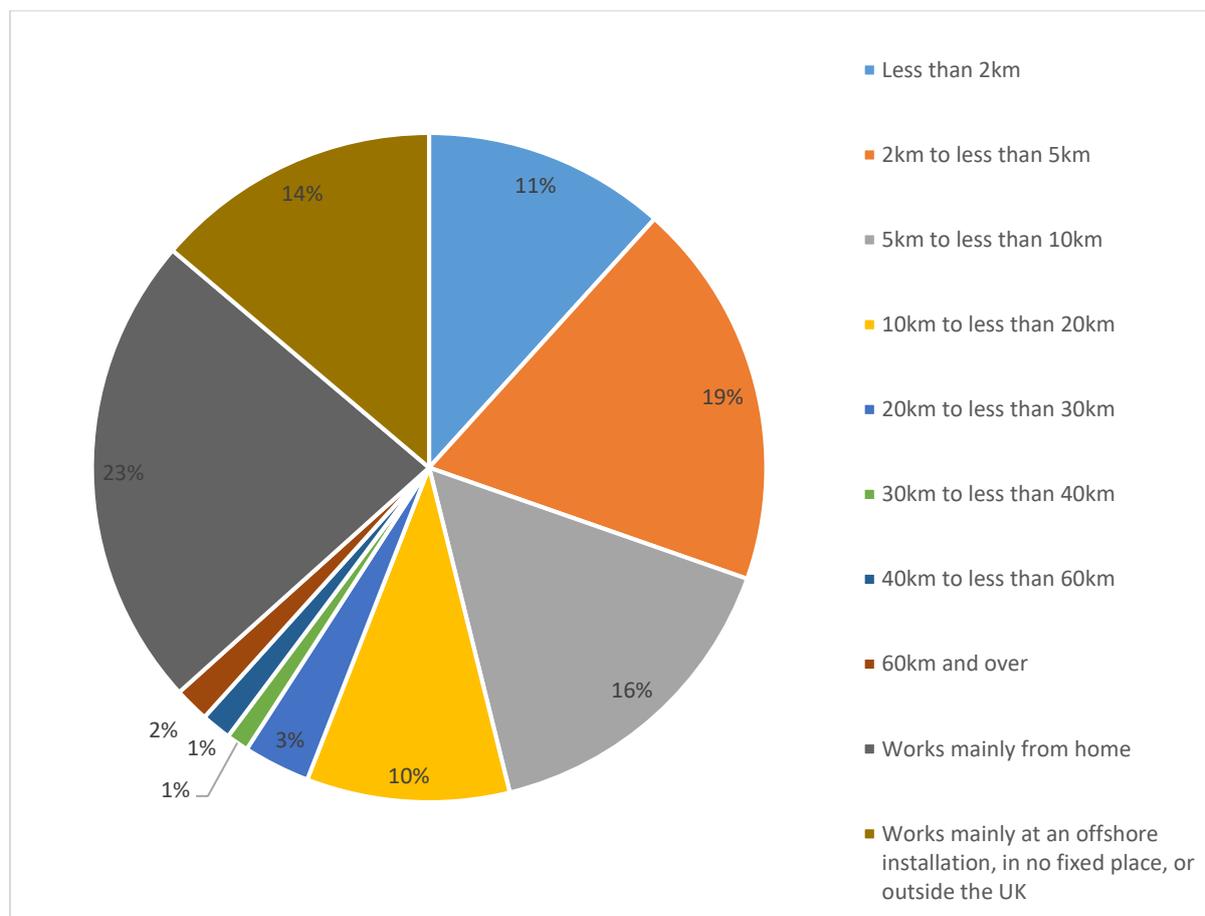
- Chesterton and Knutton
- Bradwell
- Newcastle West and Cross Heath
- Kidsgrove Central
- Kidsgrove West

Table 15: Proportion of employees who work from home, by MSOA

MSOA	% of employees who worked mainly from home in March 2021
Loggerheads & Baldwin’s Gate	37.3%
Madeley & Betley	30.6%
Westlands & Seabridge	28.9%
May Bank	26.9%
Porthill	23.9%
Silverdale and Keele	23.6%
Clayton & Langdale	23.3%
Talke and Crackley	22.9%
Audley & Bignall End	22.8%
Newcastle Town	22.7%
Kidsgrove East	22.0%
Kidsgrove West	18.9%
Kidsgrove Central	18.0%
Newcastle West and Cross Heath	17.7%
Bradwell	17.0%
Chesterton & Knutton	11.6%

As the following chart shows, nearly half of the borough’s employees travelled up to 10km (the first three segments), with around four per cent travelling at least 30km (the next five segments).

Figure 11: Distanced travelled to work



Across the borough's 16 MSOAs there is some variance. As the below table shows, there are five MSOAs where more than 15 per cent of employees travel less than 2km to work:

- Newcastle Town (24.2 per cent)
- Chesterton and Knutton (22.3 per cent)
- Newcastle West and Cross Heath (18.3 per cent)
- Clayton and Langdale (18.1 per cent)
- Bradwell (17.4 per cent)

...and in four - more rural - MSOAs, no more than five per cent had this short distance to travel:

- Loggerheads and Baldwin's Gate (1.7 per cent)
- Audley and Bignall End (3.8 per cent)
- Madeley and Betley (3.9 per cent)
- Kidsgrove East (5.0 per cent)

In both Silverdale and Keele and in Loggerheads and Baldwin's Gate more than 10 per cent of employees travel at least 20km to work.

Table 16: Distance travelled to work by MSOA

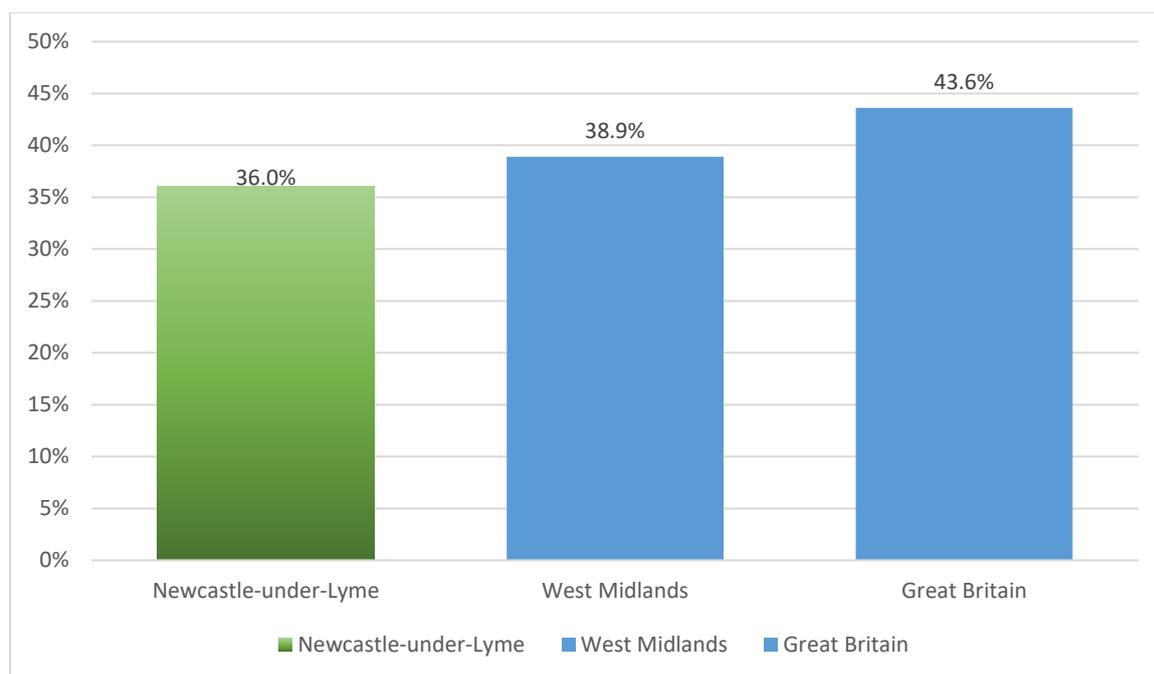
	<2km	2km to <5km	5km to <10km	10km to <20km	20km to <30km	30km to <40km	40km to <60km	>60km
Newcastle Town	24.2%	22.2%	7.1%	4.7%	2.8%	0.6%	1.5%	2.4%
Chesterton & Knutton	22.3%	24.2%	14.8%	6.8%	2.4%	0.4%	1.1%	1.7%
Newcastle West and Cross Heath	18.3%	26.0%	11.5%	5.5%	3.1%	0.6%	1.4%	1.9%
Clayton & Langdale	18.1%	20.8%	11.2%	5.8%	3.8%	1.1%	1.4%	2.0%
Bradwell	17.4%	27.4%	11.7%	6.0%	2.7%	0.6%	1.4%	1.3%
May Bank	14.9%	24.9%	8.2%	4.8%	3.7%	0.9%	1.5%	1.0%
Porthill	14.3%	29.3%	8.8%	5.5%	3.1%	0.5%	1.1%	1.3%
Kidsgrove West	9.9%	10.9%	24.7%	13.5%	2.6%	1.6%	1.3%	1.6%
Kidsgrove Central	9.7%	12.8%	24.3%	14.4%	2.4%	1.4%	1.2%	1.2%
Westlands & Seabridge	7.6%	23.8%	13.6%	6.8%	3.9%	1.3%	2.0%	1.6%
Talke and Crackley	6.7%	19.7%	20.0%	9.2%	3.1%	0.9%	1.2%	1.3%
Silverdale and Keele	6.2%	21.8%	18.4%	6.5%	2.7%	1.0%	2.4%	4.1%
Kidsgrove East	5.0%	10.8%	23.3%	16.0%	3.0%	1.4%	1.3%	1.2%
Madeley & Betley	3.9%	4.3%	19.4%	20.6%	2.8%	1.5%	1.6%	1.6%
Audley & Bignall End	3.8%	11.6%	26.3%	12.3%	2.9%	1.6%	1.1%	1.7%
Loggerheads & Baldwin's Gate	1.7%	2.5%	11.4%	22.2%	6.0%	1.8%	1.8%	1.7%

Qualifications

The ONS Annual Population Survey for 2021 suggested that residents in the borough tended to have fewer qualifications than the regional or national averages.

An estimated 36.0 per cent of residents aged 16-64 in the borough have NVQ level 4 or above. This is slightly lower than the West Midlands rate of 38.9 per cent and significantly lower than the national rate of 43.6 per cent.

Figure 12: Proportion of borough residents with NVQ4+



The proportion of adult residents without at least NVQ1 was higher than regionally (albeit only slightly) and nationally. Note that the next section – entitled Education – uses the Census 2021 as its source.

Table 17: Proportion of borough residents by NVQ level qualifications

	Newcastle-under-Lyme (%)	West Midlands (%)	Great Britain (%)
NVQ4 and above	36.0	38.9	43.6
NVQ3 and above	53.5	57.2	61.5
NVQ2 and above	76.8	75.1	78.1
NVQ1 and above	84.2	84.8	87.5
Not with at least NVQ1	15.8	15.2	12.5

Education

There are 311 second-tier local authorities across England and Wales. Newcastle-under-Lyme is rated 220th for educational qualifications, in the middle of the Staffordshire boroughs, but as 1 is highest and 311 lowest this shows a below-average picture compared to England and Wales.

Table 18: Level of qualifications as a percentage of respondents from the 2021 census

	Level of qualifications as a percentage of respondents						
	None	1 (and entry level)	2	Apprenticeship	3	4+	Other
Newcastle-under-Lyme	20.1	9.7	13.6	6.7	19.6	28.0	2.4
Cannock Chase	22.0	11.9	15.9	6.0	18.8	22.7	2.6
East Staffordshire	20.1	10.7	14.5	6.0	17.0	28.7	3.0
Lichfield	17.1	10.1	14.1	5.4	17.2	33.6	2.6
South Staffordshire	19.3	10.2	14.5	6.3	17.6	29.4	2.7
Stafford	15.8	9.4	14.0	5.6	17.4	35.1	2.7
Staffordshire Moorlands	20.1	9.7	14.1	7.1	17.9	28.4	2.7
Tamworth	21.8	13.0	16.8	5.5	18.4	21.9	2.7
England and Wales	18.2	9.6	13.4	5.3	16.9	33.8	2.8

As the above table shows, the proportion of residents with no qualifications (20.1 per cent) is higher than for England and Wales (18.2 per cent) as a whole. Across Staffordshire, Cannock Chase and Tamworth do have a larger proportion, but three boroughs have lower proportions.

The proportion of residents with level 4 or higher (28.0 per cent) is lower than for England and Wales (33.8 per cent). Again, looking across the county shows that this picture is only better than for Cannock Chase and Tamworth.

The proportion of residents with apprenticeships (6.7 per cent) is higher than the national rate of 5.3 per cent, and the only Staffordshire borough with a higher rate is Staffordshire Moorlands with 7.1 per cent.

Earnings

The most-recent Annual Population Survey, released in January 2024, suggests that median weekly gross pay is lower for residents of the borough than in the county, region or country.

Figure 13: Median gross weekly pay compared to larger areas in 2023



This is not new as the following table shows (data shows whole year average whereas the previous version of this report showed mid-year averages) – and the gap has remained fairly similar since 2020 as the end column shows.

Table 19: Median gross weekly pay compared to larger areas 2020-2022

	2020	2021	2022	2023	% increase from 2020-23
Newcastle-under-Lyme	£534	£565	£567	£629	+18%
Staffordshire	£572	£599	£631	£683	+19%
West Midlands	£552	£579	£613	£652	+18%
Great Britain	£587	£612	£642	£683	+16%

Life satisfaction

The 2022/23 Annual Population Survey, carried out by the Office for National Statistics, asked residents across the country to rate their life satisfaction, how worthwhile the things they did in life are, how happy they were ‘yesterday’ and how anxious they were ‘yesterday’ from one to ten. Compared to the regional and national average the picture is somewhat mixed. The borough’s rates of life satisfaction and that the things done in life are worthwhile are higher (better) than for the West Midlands and the United Kingdom. However, the rate of how happy residents are is lower (worse) than for both larger areas, and the rate of how anxious they were was higher (worse) than for both.

Compared to the previous survey, carried out in 2021/22, there have been some changes. Whereas the rates of life satisfaction and that things done in life are worthwhile are largely similar to that survey, rates of happiness fell from 7.87 to 7.27, and rates of anxiousness rose from 3.11 to 3.58, making both of these worse than the regional and national rates.

Table 20: Life satisfaction scores

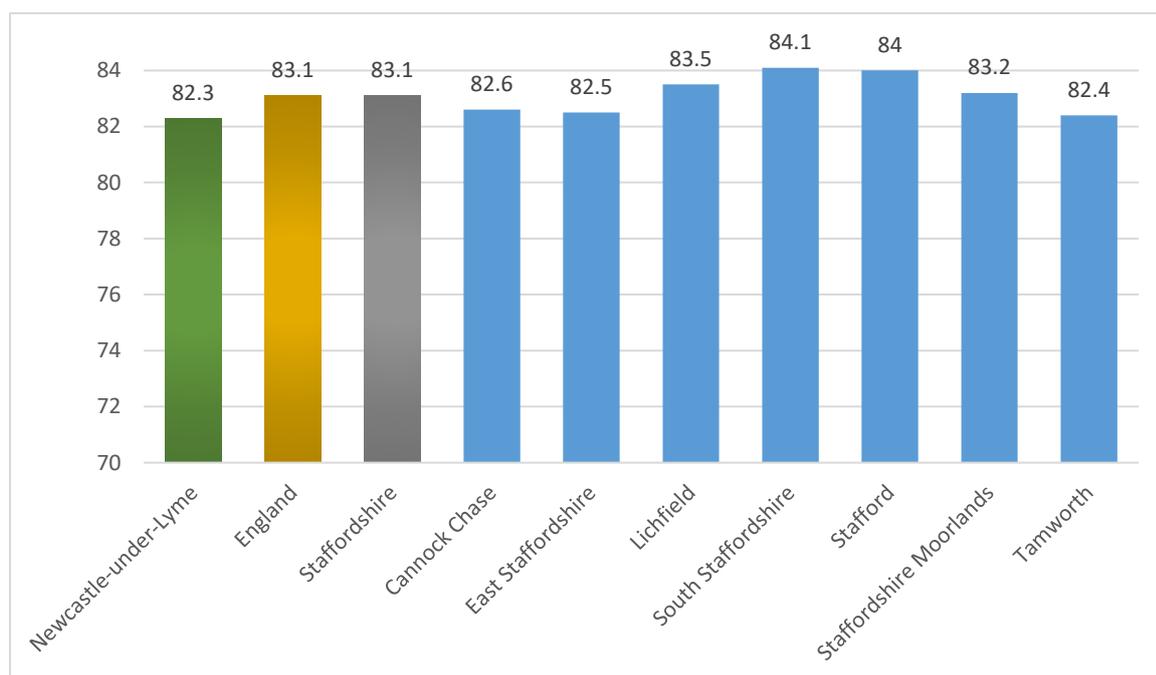
	Life satisfaction	Things done in life are worthwhile	How happy residents were ‘yesterday’	How anxious residents were ‘yesterday’

Newcastle-under-Lyme	7.55	8.00	7.27	3.58
West Midlands	7.43	7.77	7.43	3.20
United Kingdom	7.45	7.73	7.39	3.23

Life expectancy

Life expectancy at birth for females for 2018-20 was 82.3 years, classed as significantly worse than England’s and Staffordshire’s 83.1 years, and was the lowest rate of the Staffordshire boroughs.

Figure 14: Life expectancy at birth for females (years)

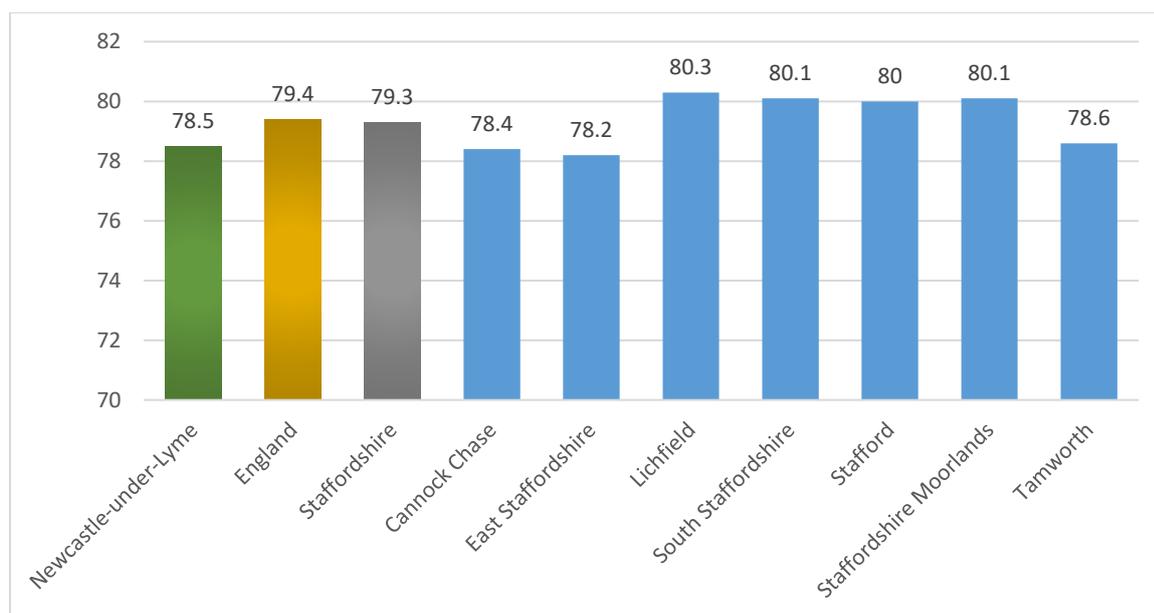


Life expectancy aged 65 (that is, how many further years residents currently aged 65 are expected to live) for females was 20.7 years – again lower than for the county/country and only higher than Tamworth across the Staffordshire boroughs.

For males in 2018-20, the overall rate for the borough was 78.5 years, classed as significantly worse than the national average of 79.4 years. The borough rate is also lower than Staffordshire’s 79.3 years.

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Figure 15: Life expectancy at birth for males (years)



Life expectancy for males aged 65 was 18.2 years, again lower than for England and for Staffordshire.

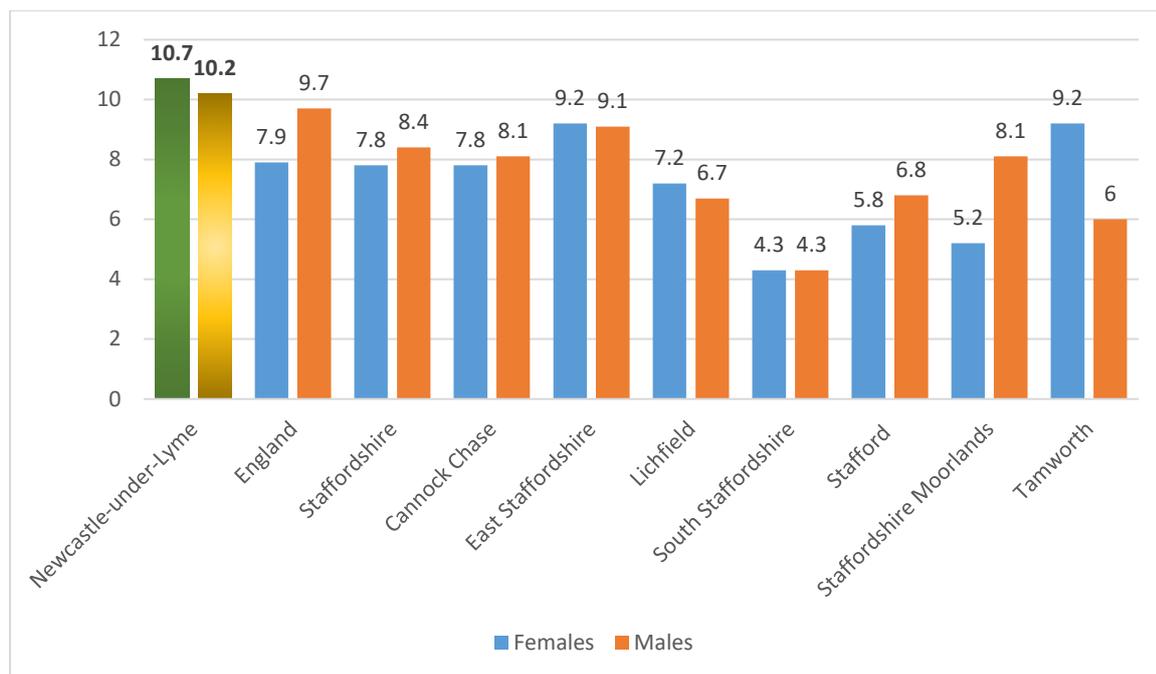
Table 21: Life expectancy rates from birth and aged 65+

	Life expectancy at birth		Life expectancy aged 65	
	Females	Males	Females	Males
Newcastle-under-Lyme	82.3	78.5	20.7	18.2
England	83.1	79.4	21.1	18.7
Staffordshire	83.1	79.3	21.1	18.5
Cannock Chase	82.6	78.4	20.8	18.0
East Staffordshire	82.5	78.2	20.9	18.2
Lichfield	83.5	80.3	21.2	19.1
South Staffordshire	84.1	80.1	21.5	18.7
Stafford	84.0	80.0	21.7	19.0
Staffordshire Moorlands	83.2	80.1	21.0	18.7
Tamworth	82.4	78.6	20.5	17.9

Looking at the borough's average rate by itself does not show the large variance across the borough. The 'inequality in life expectancy at birth' – measuring the difference between lowest and highest life expectancies - indicator for both females and males is not only higher than the regional/national average but also higher than all of the other Staffordshire boroughs. As the following table shows, the gap between the highest and lowest rates in Newcastle-under-Lyme is 10.7 years for females and 10.2 years for males, compared to 7.9 years for females and 9.7 years for males across England. The comparison with the other Staffordshire boroughs shows even more of a pronounced gap.

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Figure 16: Variance between highest and lowest life expectancy rates, 2018-2020



Births and deaths

In recent years, the number of live births in the borough has been fairly stable, with the number of deaths being far more varied. For the last seven years that data are available for – 2015 to 2021 - the number of deaths has exceeded the number of live births. As the below trendline shows, there has been a gradual decline in the number of live births over this period and – generally – an increase in the number of deaths.

Figure 17: Live births and deaths, 2013-2021

