



State of the Borough – February 2026

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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 than wards are, 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.

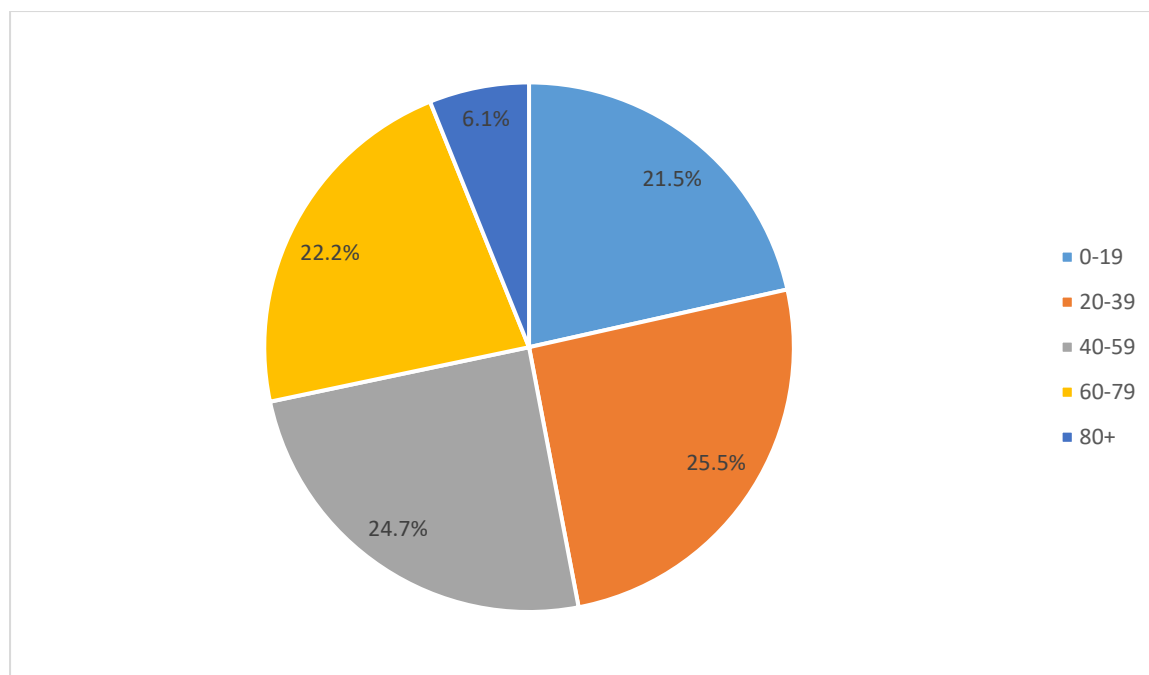
Table 1: Population density by MSOA, 2021 census

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 2024 Mid-year Estimate from the Office for National Statistics, is 127,700, 51.2 per cent of whom is female and 48.8 per cent male. This is very similar to the ratio across Staffordshire and Great Britain. Broken down into 20-year age bands (up to 80), the most common age group for residents is 20-39, with just over one-quarter of residents (25.5 per cent). There are nearly as many residents (24.7 per cent) aged 40-59.

Figure 1: Population of the borough by 20-year age band, MYE 2024



As with the 2024 Mid-Year Estimates the most common (mode) age was 20 years, followed by 19 years and then 21 years, due in part to the significant number of students at Keele University. Other than student-age residents, there are relatively high numbers of residents aged 53, 56, 61 and 59 years. The median age is 42, similar to the 41 across England and Wales.

An estimated 1,330 residents were aged 90+ (up from 1,262 in 2023 and 1,188 in 2022).

Households

There are an estimated 58,500 households in the borough – located in the following MSOAs:

Figure 2: Households in the borough by MSOA, Experian 2025

MSOA name	Households	% of borough's households
Newcastle Town	5,395	9.2%
Newcastle West & Cross Heath	4,902	8.4%
Westlands & Seabridge	4,415	7.5%
Clayton & Langdale	4,170	7.1%
Kidsgrove West	4,082	7.0%
Audley & Bignall End	3,888	6.6%
Porthill	3,759	6.4%
Kidsgrove East	3,710	6.3%
Chesterton & Knutton	3,397	5.8%
Bradwell	3,363	5.8%
Loggerheads & Baldwins Gate	3,355	5.7%
May Bank	3,321	5.7%
Talke and Crackley	2,904	5.0%
Silverdale & Keele	2,719	4.6%
Kidsgrove Central	2,624	4.5%
Madeley & Betley	2,476	4.2%

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, Census 2021:

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, 2021 census

MSOA	% of residents born outside the United Kingdom	Residents born outside of the United Kingdom
Newcastle Town	14.9%	1,247
Newcastle West & Cross Heath	12.5%	1,250
Silverdale & Keele	11.1%	843
Westlands & Seabridge	9.1%	861
Clayton & Langdale	8.1%	731
Chesterton & Knutton	7.8%	563
Porthill	6.2%	461
Talke & 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

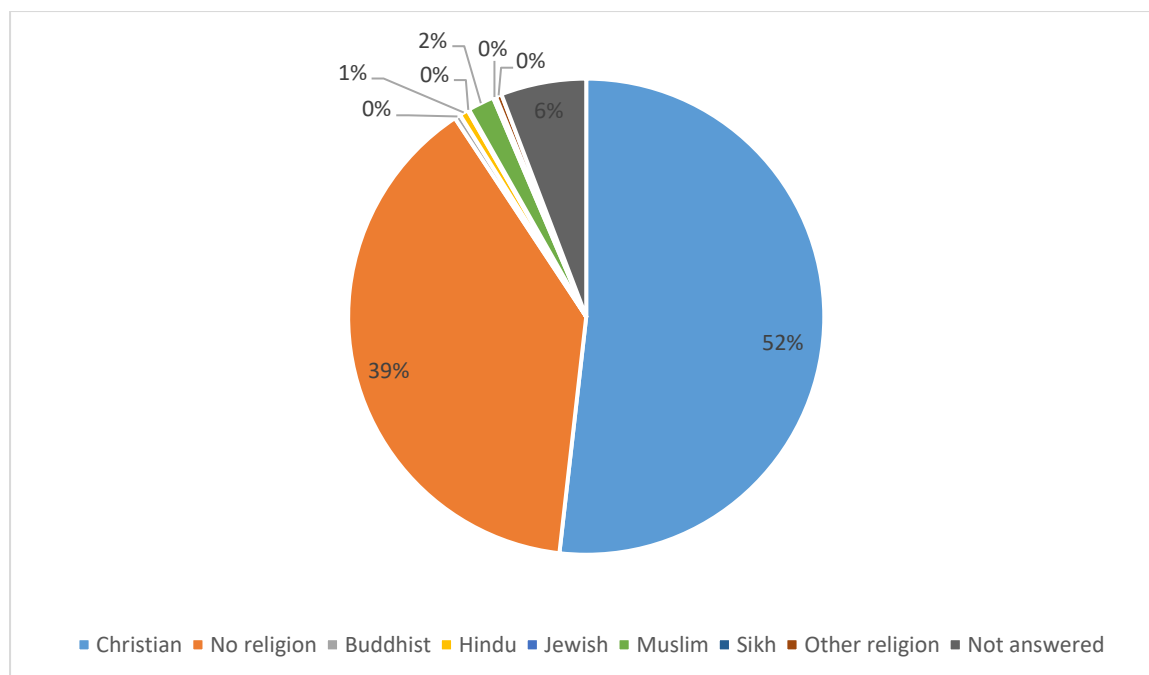


Table 5: Borough residents by religious group, 2021 census

	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

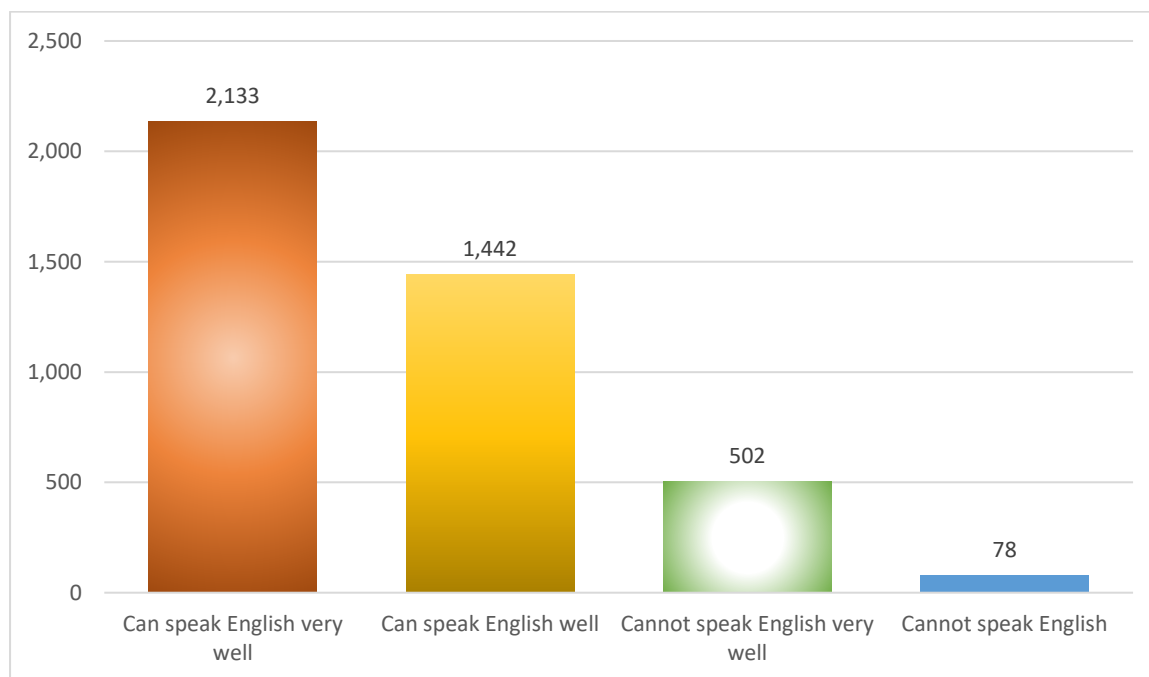
In 95.95 per cent of households, all adults have English as their main language. As the below table shows, 1,112 households have no residents who do so. Note totals are to two decimal places to avoid confusion with rounding.

Table 6: Proportion of households with at least one English as a main language speaker, 2021 census

	% 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, 2021 census



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, 2021 census

	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

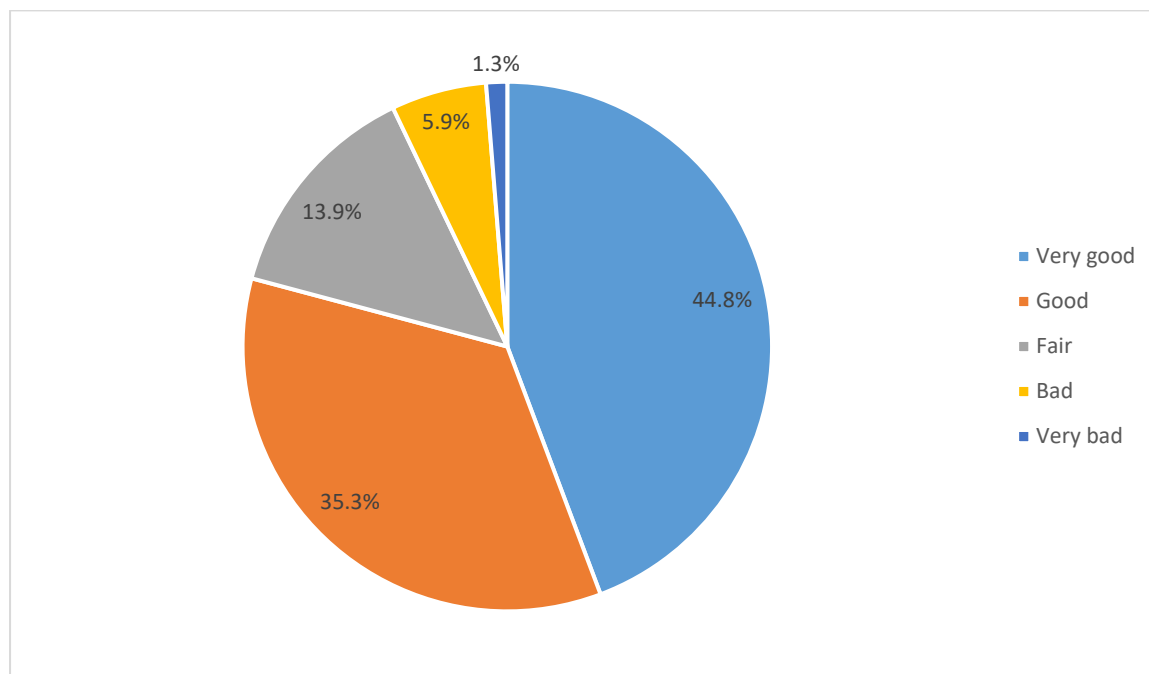
Of those residents who answered the question asking for their gender identity, 99.5 per cent still had the same gender identity registered at birth.

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)

Figure 5: Health status of residents, Census 2021



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).

There was some variance across the borough's wards. In five wards, at least 82 per cent of residents rates their health as either very good or good:

- Keele, 87.6 per cent
- Maer and Whitmore, 84.2 per cent
- Westlands, 82.7 per cent
- Loggerheads, 82.4 per cent
- Newchapel and Mow Cop, 82.3 per cent

But in five wards, the rate was lower than 77 per cent:

- Holditch and Chesterton, 74.9 per cent
- Town, 76.1 per cent
- Cross Heath, 76.3 per cent
- Knutton, 76.5 per cent
- Clayton, 76.8 per cent

Disability

In the 2021 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 around 1,600 residents.

Ten of these LSOAs are in the 20 per cent most deprived in England and Wales, according to the 2025 Indices of Multiple Deprivation. Approximately 15,900 residents live in these ten LSOAs. When the IMD were published in 2019, nine LSOAs were in the 20 per cent most deprived so this is a slight worsening of the borough's position. Two LSOAs, one in Chesterton and Knutton MSOA and one in Newcastle West and Cross Heath MSOA are in the 10 per cent most deprived, just as they were in the previous data release in 2019.

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.

- Seven LSOAs are in the top 20 per cent most deprived for Income Deprivation (nine in 2019)
 - Two of these LSOAs are in the top 10 per cent most deprived
- 12 LSOAs are in the top 20 per cent most deprived for Employment Deprivation (16 in 2019)
 - Two of these LSOAs are in the top 10 per cent most deprived
- 14 LSOAs are in the top 20 per cent most deprived for Education, Skills and Training Deprivation (18 in 2019)
 - Four of these LSOAs are in the top 10 per cent most deprived for this domain (ten in 2019)
- A relatively high 24 LSOAs are in the top 20 per cent most deprived for Health Deprivation and Disability Deprivation (23 in 2019). This is, by some distance, the domain that affects the borough the most
 - Seven LSOAs are in the top ten per cent most deprived
- A relatively low seven LSOAs are in the top 20 per cent most deprived for Crime Deprivation, though this is worse than in 2019 when there were only four

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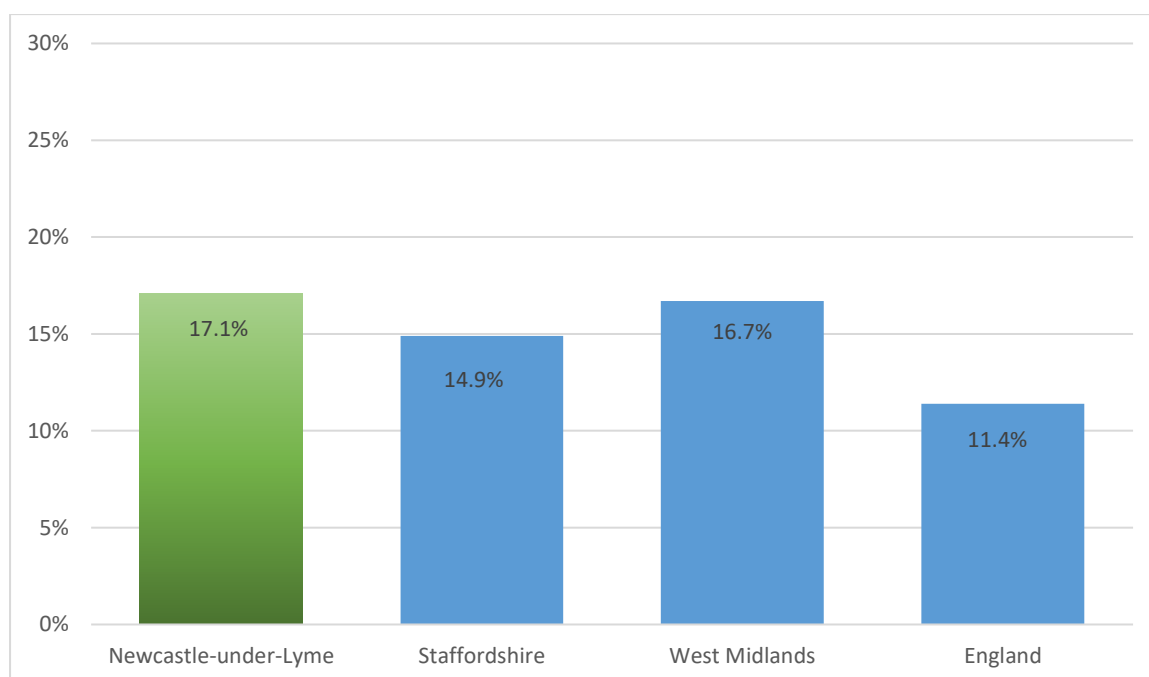
- Two of these LSOAs are in the top 10 per cent most deprived
- Nine LSOAs are in the top 20 per cent most deprived for Barriers to Housing and Services, significantly worse than the three in 2019
 - Three of these LSOAs are in the top 10 per cent most deprived
- Seven LSOAs were in the top 20 per cent most deprived for Living Environment Deprivation, the same as in 2019
 - Three of these LSOAs are in the top 10 per cent most deprived.

Fuel Poverty

Rates of fuel poverty in the borough are extremely high when compared to other districts across the country. An estimated 17.1 per cent of households in the borough were in fuel poverty in 2023, though this is lower than the 19.5 per cent in 2022. Across the Staffordshire districts, only Staffordshire Moorlands has a (very slightly) higher proportion with 17.2 per cent. Across the rest of the country, the only **district** with a – again very slightly - higher proportion is Malvern Hills with 17.3 per cent.

In four of the borough's 80 LSOAs, two in Newcastle Town MSOA, one in Chesterton and Knutton MSOA and one in Kidsgrove Central MSOA, home to around 6,600 residents - at least 25 per cent of households are in fuel poverty. This is a better position than in 2022 when eight LSOAs had at least 25 per cent of households in fuel poverty. However, in only 13 of the borough's 80 LSOAs is the fuel poverty rate lower than the England average of 11.4 per cent, whereas in 2022, 17 LSOAs had rates lower (better) than the England average.

Figure 6: Estimated percentage of households in fuel poverty in 2023



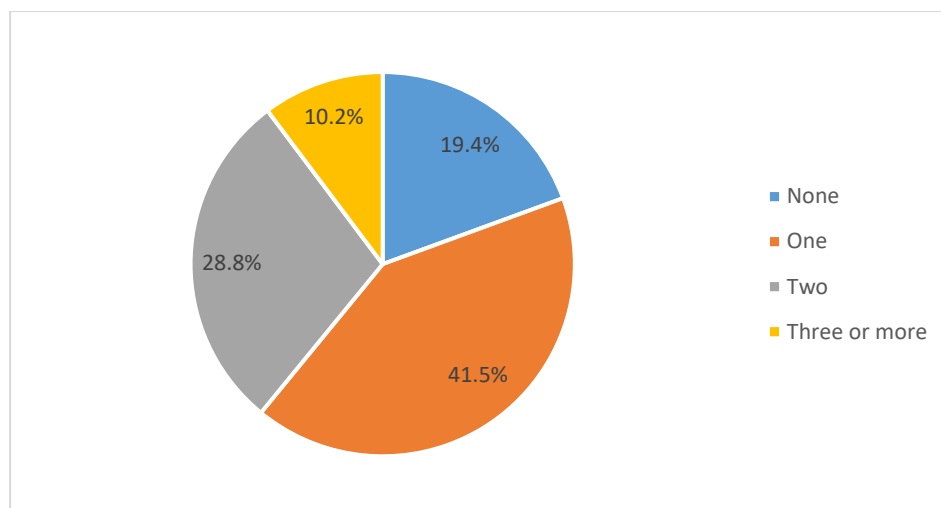
Car ownership

80.6 per cent of households in the borough had access to at least one car or van at the time of the 2021 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).

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– Produced by Policy and Strategy, February 2026

Table 8: Rates of car/van access in the borough, 2021 census



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

Table 9: Cars/vans available to households compared to the region and country, 2021 Census

	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.

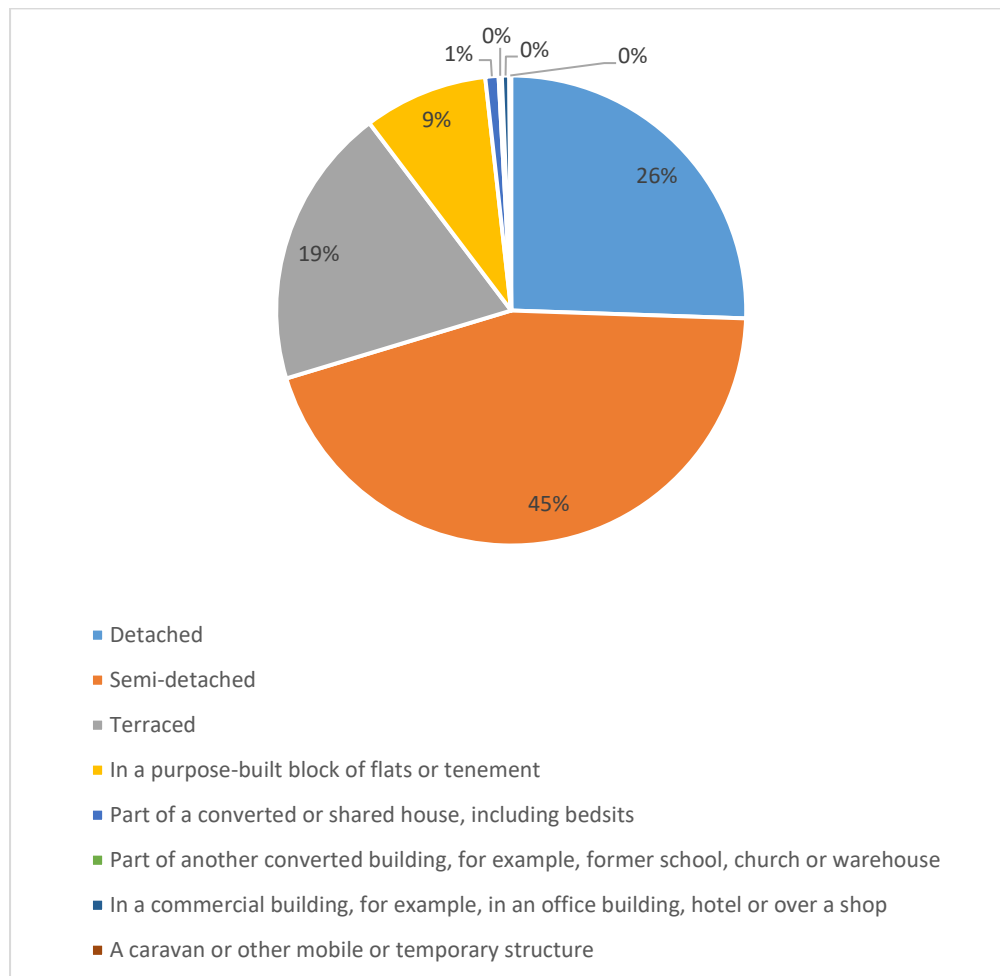
Table 10: Number of cars/vans available to households, by MSOA, 2021 Census

	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 & 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 & Cross Heath	30.9%	43.4%	20.1%	5.6%
Newcastle Town	39.9%	40.5%	14.5%	5.2%
Silverdale & 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 lived in such a property as of the 2021 census, 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, 2021 census



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 is 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 slightly less than 100 per cent.

- The most common type was detached in:
 - Talke & Crackley
 - Madeley & Betley
 - Westlands & Seabridge
 - Loggerheads & Baldwin's Gate
- The most common type was semi-detached in:
 - Kidsgrove East
 - Kidsgrove Central
 - Kidsgrove West

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- Audley & Bignall End
- Bradwell
- Chesterton & Knutton
- May Bank
- Newcastle West & Cross Heath
- Silverdale & Keele
- Clayton & 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, 2021 census

	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 & 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 & Cross Heath	9.6%	47.5%	27.1%	14.7%
Porthill	12.0%	30.8%	39.6%	14.8%
Silverdale & Keele	28.2%	40.5%	23.6%	6.4%
Talke & Crackley	51.6%	39.4%	6.4%	2.2%
Westlands & Seabridge	59.0%	30.3%	4.7%	5.0%

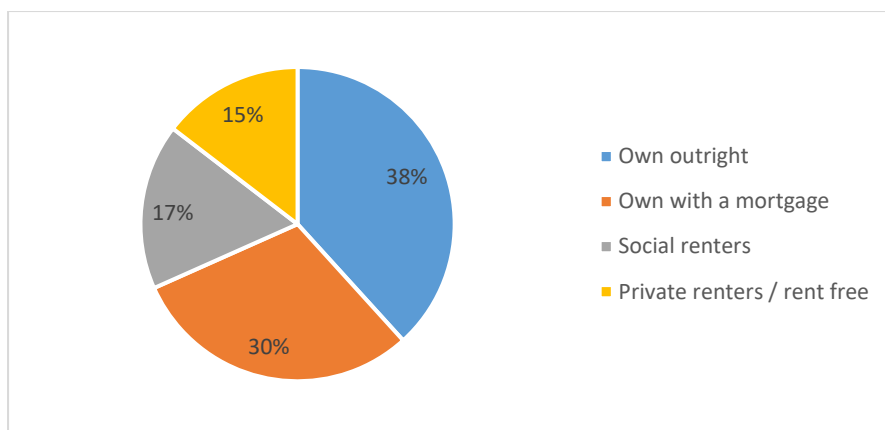
Central heating in the home

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 7: Housing tenure of borough households, 2021 census



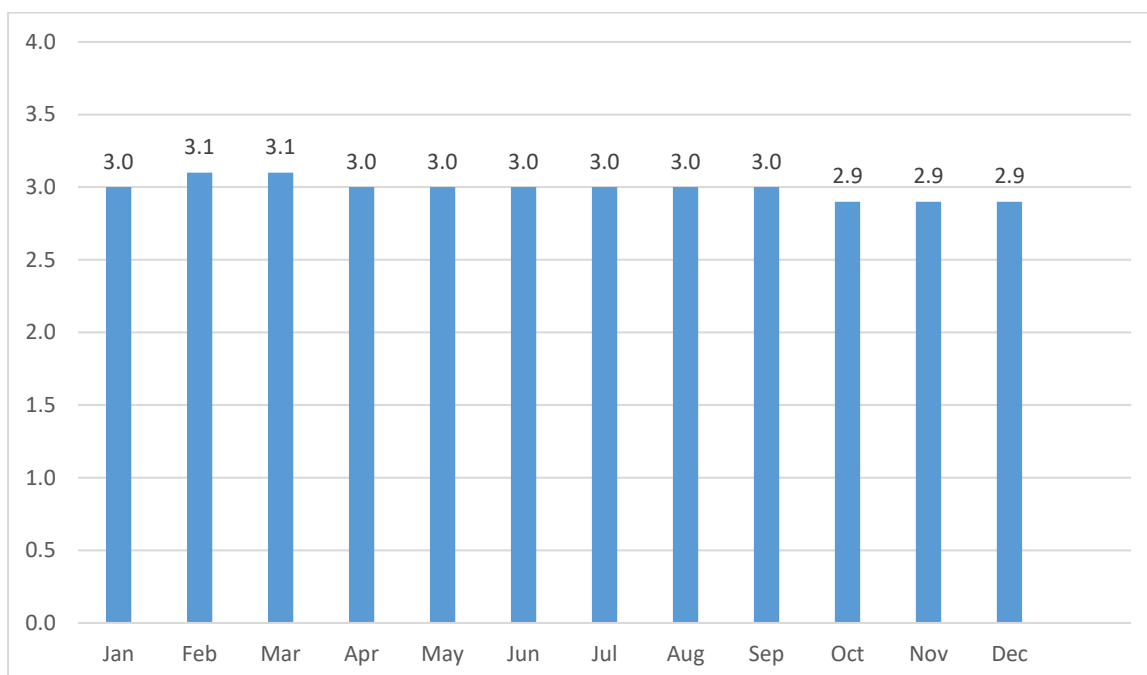
This is fairly ‘average’ when compared to the other Staffordshire boroughs – three (Cannock Chase, East Staffordshire and Tamworth) have lower rates of owned outright properties, one (Stafford) broadly similar and three (Lichfield, South Staffordshire and Staffordshire Moorlands) some way higher.

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 2025, an estimated 2.9 per cent of eligible adults aged 16-64 were claiming unemployment benefits. This rate is slightly higher than for Staffordshire (2.7 per cent) and significantly lower than for the West Midlands region (5.2 per cent) and Great Britain (3.8 per cent) as a whole. As the following chart shows, the claimant count rate has stayed very stable over the past year but there has been a slight downward trend since March.

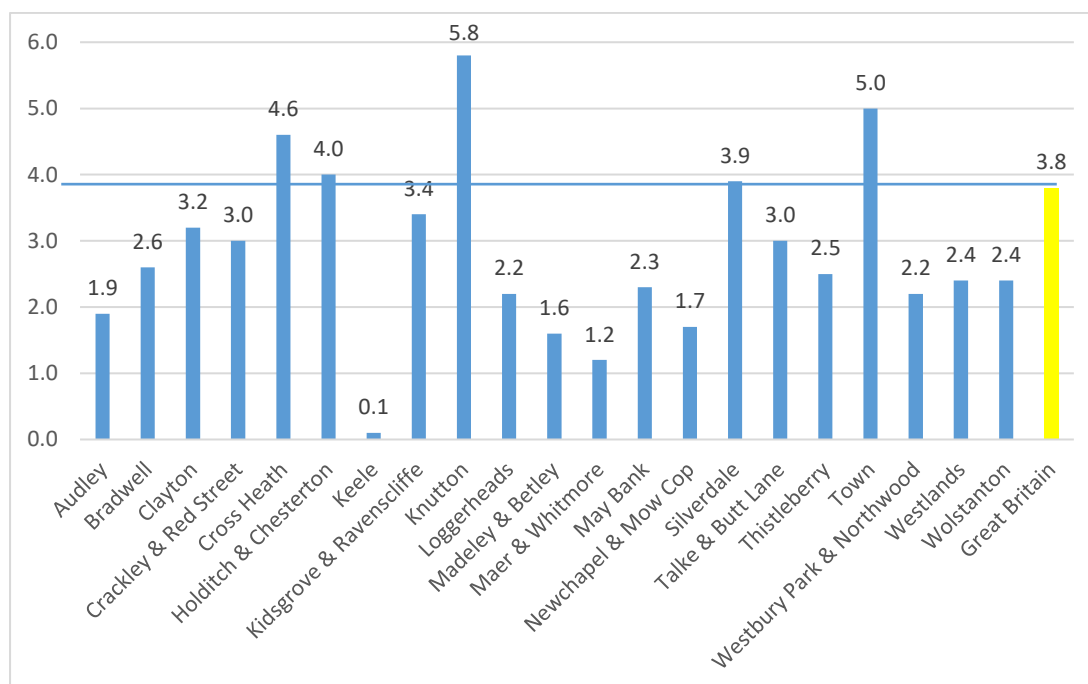
Figure 8: Unemployment claimant count rate January 2025 – December 2025



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Looking at the borough’s electoral wards (not MSOAs) does show some variance in the current rate. Whereas five wards – Keele, Madeley & Betley, Maer & Whitmore, Audley, and Newchapel & Mow Cop – have rates lower than 2.0 per cent, five wards – Cross Heath, Holditch & Chesterton, Knutton, Silverdale, and Town – have rates above the Great Britain rate of 3.8 per cent. In December 2024, four wards had rates below 2.0 per cent and four had rates above the national average.

Figure 9: Headline unemployment claimant count rate (%) in December 2025's claimant count by ward



Economic Activity

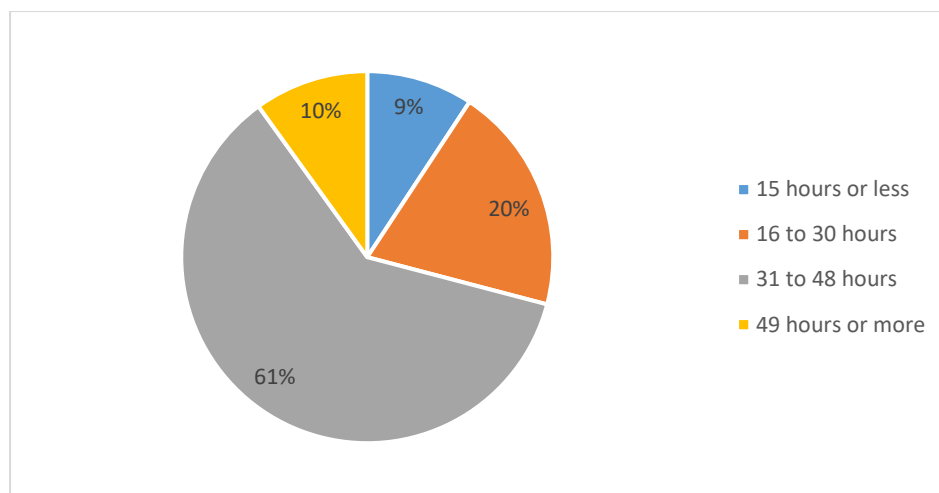
In June 2025, 72 per cent of residents aged 16-64 were economically active, a significantly lower rate than for the region and the country. However, rates of unemployment were lower than across the West Midlands and Great Britain with rates of self-employed residents being broadly similar to the larger areas.

Table 13: Proportion of residents aged 16-64 by economic status – ONS Annual Population Survey June 2025

	Newcastle-under-Lyme	West Midlands	Great Britain
Economically active	72.2%	78.0%	78.8%
In employment	69.3%	74.2%	75.5%
Employees	60.8%	65.7%	65.7%
Self-employed	8.5%	8.3%	9.5%
Unemployed	3.8%	4.8%	4.1%

Of 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.

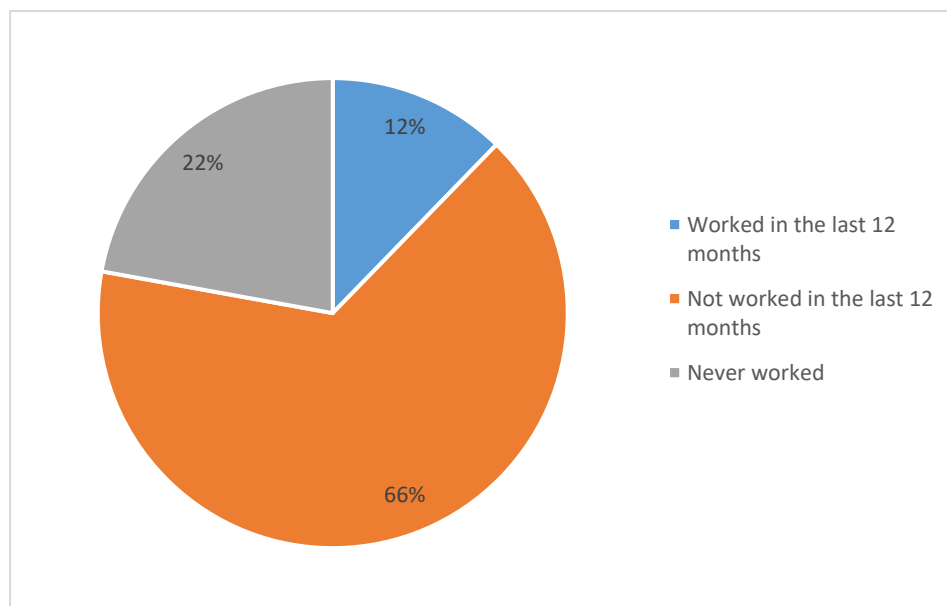
Figure 10: Hours worked by employed residents, 2021 census



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 11: Proportion of residents not employed by previous status, 2021 census



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.

Travel to work

An estimated 23 per cent of employees worked at home at the time of the 2021 census. 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 & Baldwin’s Gate
- Madeley & Betley
- Westlands & Seabridge
- May Bank

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

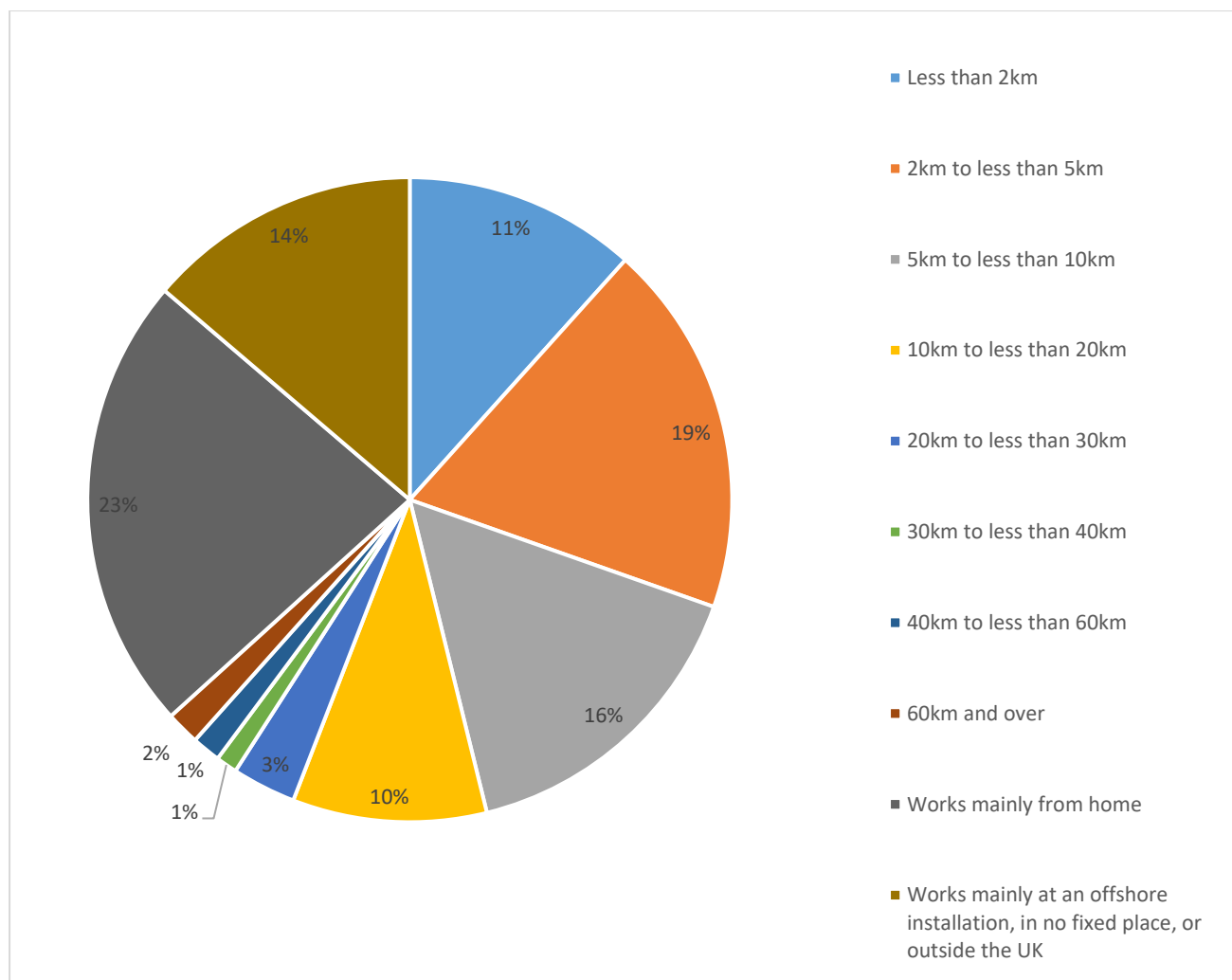
- Chesterton & Knutton
- Bradwell
- Newcastle West & Cross Heath
- Kidsgrove Central
- Kidsgrove West

Table 14: Proportion of employees who work from home, by MSOA, Census 2021

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 & Keele	23.6%
Clayton & Langdale	23.3%
Talke & 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 & 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 12: Distanced travelled to work, Census 2021



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 & Knutton (22.3 per cent)
- Newcastle West & Cross Heath (18.3 per cent)
- Clayton & 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 & Baldwin's Gate (1.7 per cent)
- Audley & Bignall End (3.8 per cent)
- Madeley & 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 15: Distance travelled to work by MSOA, Census 2021

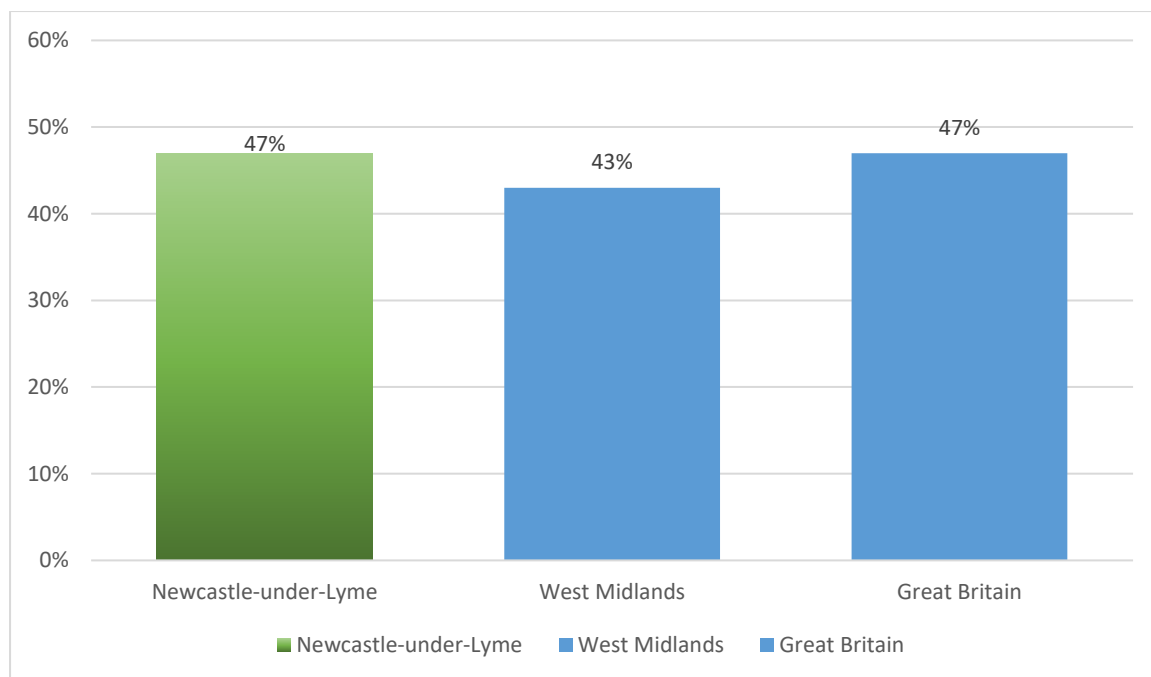
	<2km	2km to <5km	5km to <10km	10km to <20km	20km to <30km	30km to <40km	40km to <60km	>60km
Newcastle Town	24.2%	22.2%	7.1%	4.7%	2.8%	0.6%	1.5%	2.4%
Chesterton & Knutton	22.3%	24.2%	14.8%	6.8%	2.4%	0.4%	1.1%	1.7%
Newcastle West & Cross Heath	18.3%	26.0%	11.5%	5.5%	3.1%	0.6%	1.4%	1.9%
Clayton & Langdale	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 & Crackley	6.7%	19.7%	20.0%	9.2%	3.1%	0.9%	1.2%	1.3%
Silverdale & 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 2024 suggested that residents in the borough tended to have a larger proportion of higher qualifications than the regional average.

An estimated 47 per cent of residents aged 16-64 in the borough have RQF level 4 or above. This is higher than the West Midlands rate of 43 per cent and the same as the national rate of 47 per cent.

Figure 13: Proportion of borough residents with NVQ4+, 2024



The proportion of adult residents without at least NVQ1 was broadly similar to regionally and nationally. Note that the section that follows this table – titled Education – uses the Census 2021 as its source.

Table 16: Proportion of borough residents by NVQ level qualifications 2024

	Newcastle-under-Lyme (%)	West Midlands (%)	Great Britain (%)
RQF4 and above	47	43	47
RQF3 and above	61	64	68
RQF2 and above	85	85	87
RQF1 and above	86	87	89

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 as a whole.

Table 17: 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.

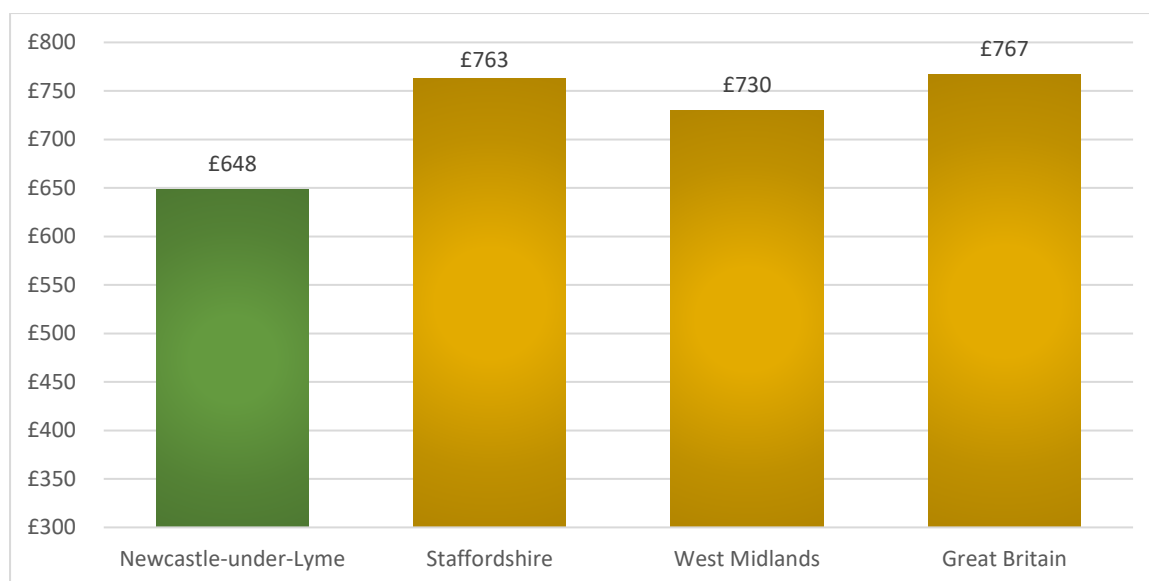
The proportion of residents with level 4 or higher (28.0 per cent) is lower than for England and Wales (33.8 per cent). Again, looking across the county shows that this picture is only better than for Cannock Chase and Tamworth.

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 survey of hours and earnings, released in November 2025, suggests that median weekly gross pay is lower for residents of the borough than in the average for Staffordshire, West Midlands or Great Britain.

Figure 14: Median gross weekly pay compared to larger areas in 2025



This is not new as the following table shows (data show whole year averages whereas the previous version of this report showed mid-year averages) – and the gap has remained remarkably similar since 2021. As the end column shows, the pay increase across the West Midlands and Great Britain has increased at an almost identical rate to Newcastle-under-Lyme’s over this period.

Table 18: Median gross weekly pay compared to larger areas 2021-2025

	2021	2022	2023	2024	2025	increase from 2021-25
Newcastle-under-Lyme	£518	£564	£622	£643	£648	25.2%
Staffordshire	£599	£632	£683	£716	£763	27.3%
West Midlands	£584	£618	£657	£689	£730	25.2%
Great Britain	£612	£644	£690	£730	£767	25.3%

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.

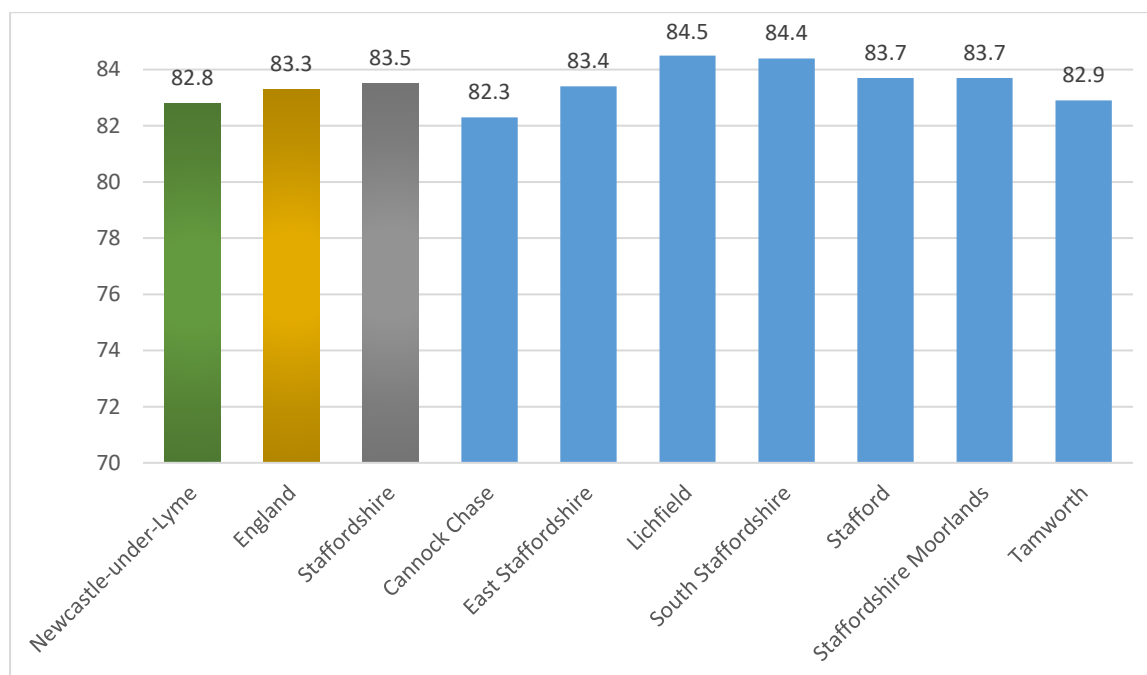
Table 19: Life satisfaction scores, 2022/23 – this remains the most up-to-date data

	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 in 2022-2024 was 82.8 years, lower than England's 83.3 years and Staffordshire's 83.5 years, and the second lowest rate of the Staffordshire boroughs.

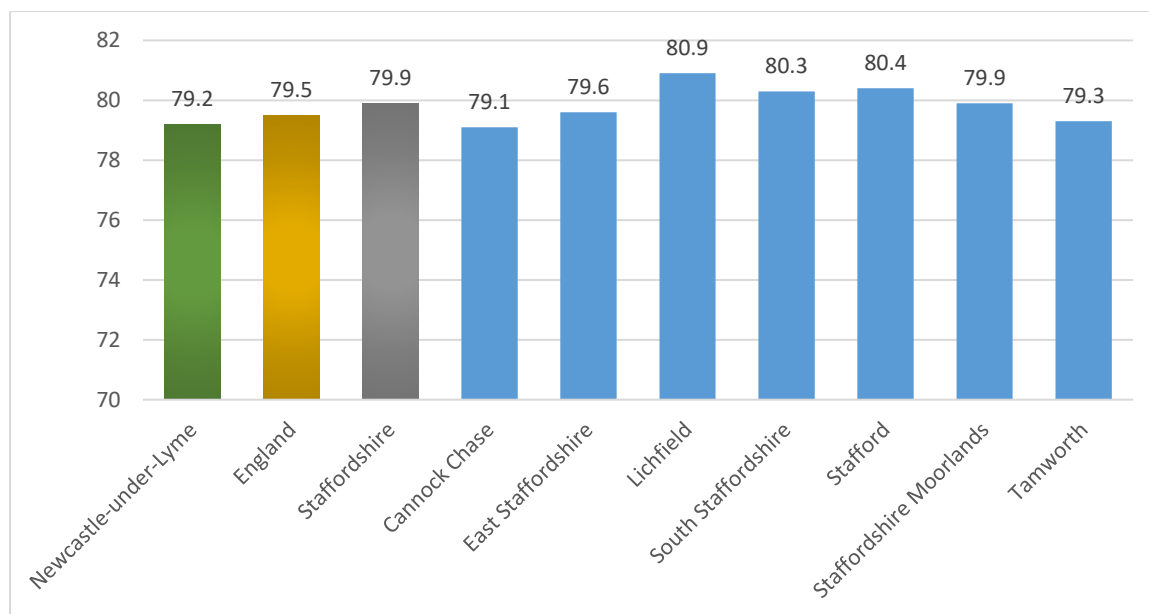
Figure 15: Life expectancy at birth for females (years), 2022-24 average



Life expectancy aged 65 (that is, how many further years residents currently aged 65 are expected to live) for females was 20.8 years – again lower than for the county/country, and lower than in any other Staffordshire district bar Cannock Chase.

For males in 2022-24, the overall rate for the borough was 79.2 years, lower than the national average of 79.5 years and Staffordshire's 83.5 years. Like for females, this is the second lowest of the Staffordshire districts, with only Cannock Chase having a – very slightly – lower rate of 79.1 years.

Figure 16: Life expectancy at birth for males (years), 2022-24



Life expectancy for males aged 65 was 18.6 years, again lower than England and Staffordshire and lower than every other Staffordshire district except Cannock Chase.

Table 20: Life expectancy rates from birth and aged 65+, 2022-24

	Life expectancy at birth		Life expectancy aged 65	
	Females	Males	Females	Males
Newcastle-under-Lyme	82.5	79.2	20.7	18.6
England	83.0	79.5	21.3	18.9
Staffordshire	83.2	79.9	21.4	19.1
Cannock Chase	82.1	79.1	20.5	18.1
East Staffordshire	82.6	79.6	21.3	19.0
Lichfield	84.0	80.9	21.7	19.6
South Staffordshire	84.0	80.3	21.6	19.3
Stafford	83.8	80.4	21.8	19.7
Staffordshire Moorlands	83.6	79.9	21.6	18.9
Tamworth	82.7	79.3	21.0	18.8

Throughout the 2019-23 period, life expectancy at birth was an average of 70.3 years for males in Town MSOA, 13 years lower than the 83.4 years in Westlands and Seabridge. For females the gap between Town’s 77.5 years and Westlands and Seabridge’s 88.2 years is 10½ years.

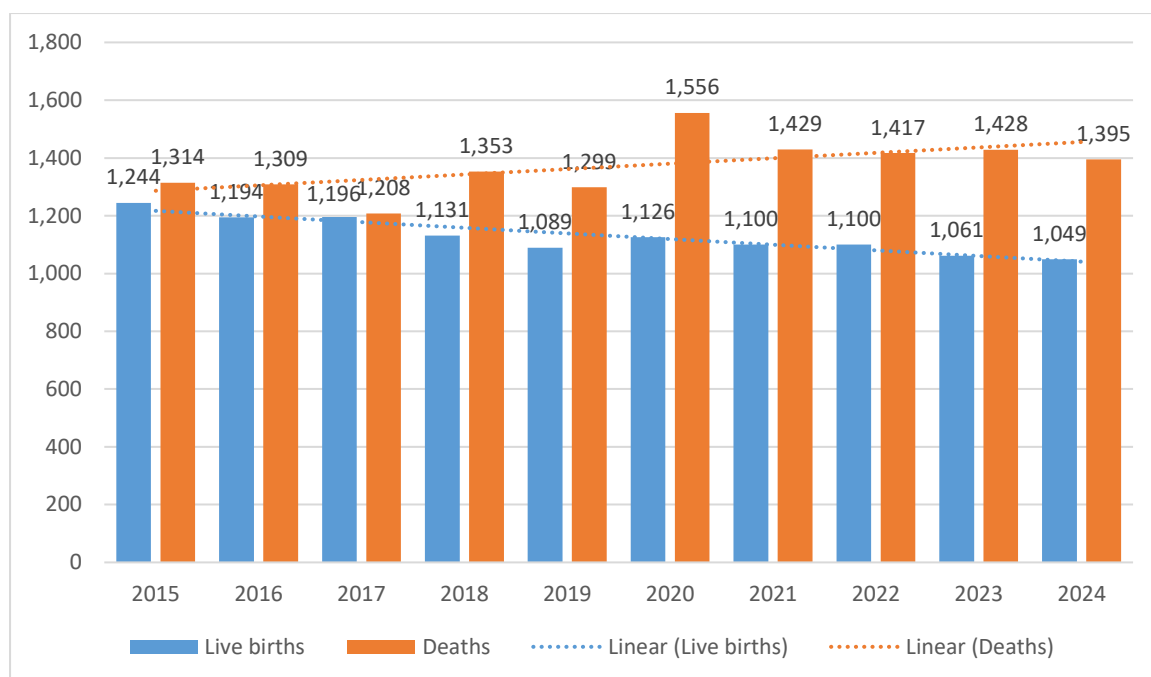
Births and deaths

In recent years, the number of live births to mothers from the borough has been gradually declining, with the number of deaths increasing. In 2024, there were 1,049 live births but 1,395 deaths.

For the last ten years that data are available for – 2015 to 2024 - the number of deaths has exceeded the number of live births, and this gap has been widening.

Classification: NULBC UNCLASSIFIED

Figure 17: Live births and deaths, 2015-2024



The following table shows how much the number of live births has reduced over recent years. From 2014 to 2024 the number fell by 19 per cent, more than England as a whole and more than any other Staffordshire borough bar Staffordshire Moorlands.

Table 21: Fall in number of live births, 2014-2024

Area	Fall in live births from 2014-2024
Cannock Chase	-14%
East Staffordshire	-12%
Lichfield	-3%
Newcastle-under-Lyme	-19%
South Staffordshire	-6%
Stafford	-2%
Staffordshire Moorlands	-20%
Tamworth	-18%
Staffordshire	-12%
England	-14%

The decline in live births has been more in the younger age groups, as the following table demonstrates. The number of live births to mothers aged under 20 fell by 40 per cent between 2014 and 2024, and around 45% to mothers aged 25-29. But the number of live births to mothers in their thirties and forties fell by far less.

Classification: NULBC UNCLASSIFIED

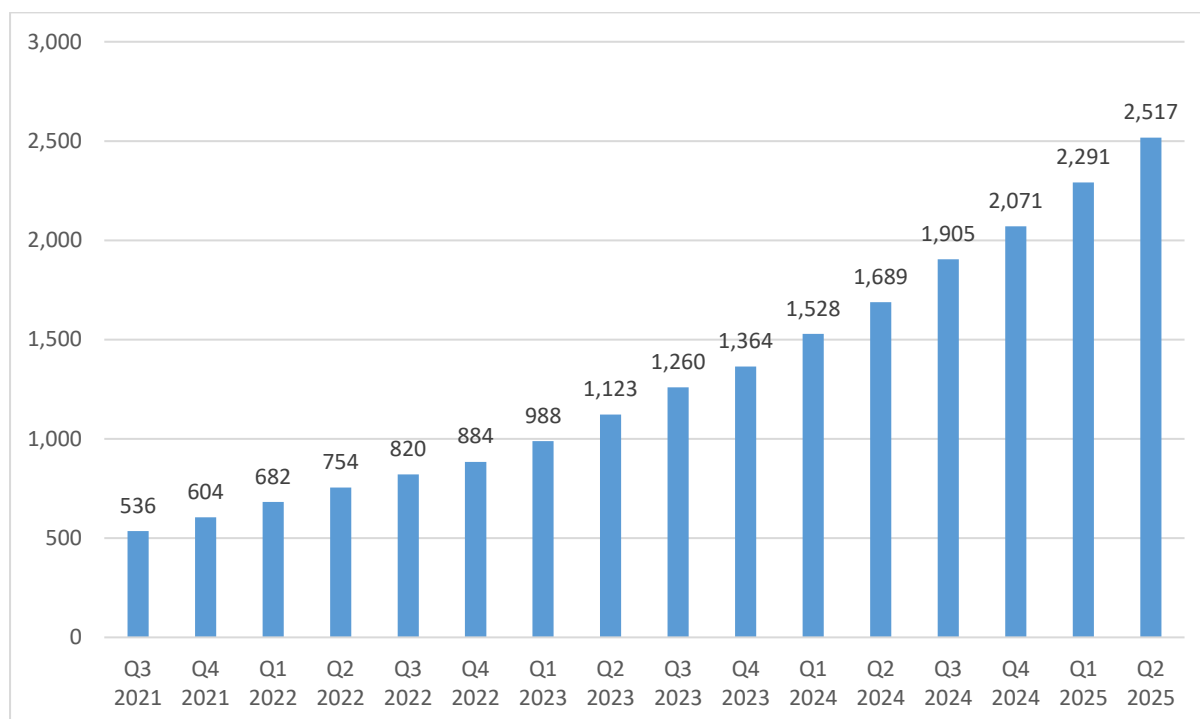
Table 22: Reduction in live births, 2014-2024, by age group of mother.

Age of mother	Reduction in live births 2014-2024
Under 20	-40%
20-24	-45%
25-29	-21%
30-34	+5%
35-39	-21%
40-44	-16%
45+	0% (only one mother aged 45+ in both years)

Total number of licensed plug-in vehicles in Newcastle-under-Lyme

This is the total number of licensed plug-in vehicles (PiVs) at the end of each financial quarter. This figure is the sum of all PiVs including battery electric vehicles (BEVs), both diesel and petrol plug-in hybrid electric vehicles (PHEVs), and range extended electric vehicles (REEVs). From Quarter 3 2021 to Quarter 2 2025 the number more than quadrupled, from 536 to 2,517, as the following chart shows.

Table 23: Total number of licensed plug-in vehicles in Newcastle-under-Lyme, Q3 2021 to Q2 2025



When compared to the other Staffordshire boroughs, the number of licensed plug-in vehicles is smaller than in four boroughs and larger than in three.

Table 24: Number of licensed plug-in vehicles by Staffordshire boroughs, Q2 2025

