



State of the Borough – January 2025

[Age](#) | [Birthplace](#) | [Births and Deaths](#) | [Car Ownership](#) | [Central Heating](#) | [Density of Population](#) | [Disability](#) | [Earnings](#) | [Economic Activity](#) | [Ethnicity](#) | [Fuel Poverty](#) | [Gender Identity](#) | [Health Status](#) | [Household numbers](#) | [Housing Type](#) | [Housing Tenure](#) | [IMD \(Deprivation\)](#) | [Language](#) | [Life Expectancy](#) | [Licensed plug-in vehicles](#) | [National Identity](#) | [Religion](#) | [Sexual Orientation](#) | [Travel to Work](#) | [Unemployment Claimant Count](#) | [Unpaid Care](#)

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.

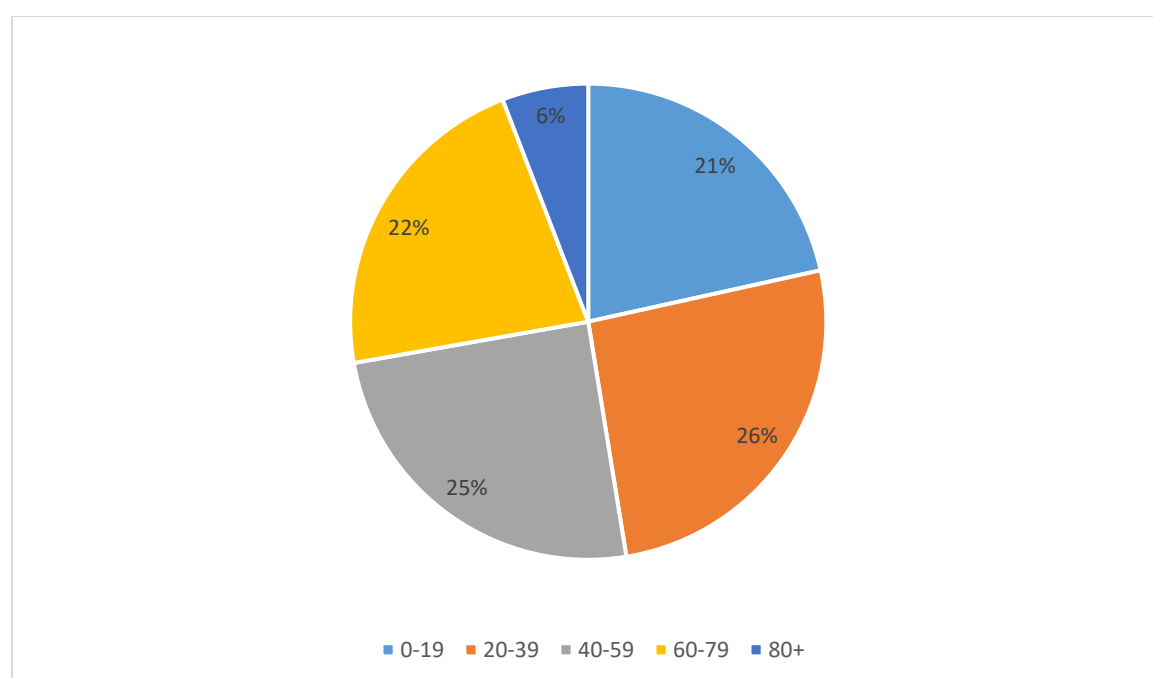
Table 1: Population density by MSOA, 2021 census

| 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 2023 Mid-year Estimate, is 128,100, 51.1 per cent of whom is female and 48.9 per cent male. Broken down into 20-year age bands, the most common age group is 20-39, with 26.0 per cent of the borough's residents in that group. However, the proportion aged 40-59 is nearly as high (24.8 per cent). This is a change from last year's report – the ONS are estimating that there are more aged 20-39 residents than in 2022 when they estimated that the largest age group was those aged 40-59.

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



As of the 2023 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 42.3, older than the 40.5 across England and Wales.

1,262 of our residents were aged 90+ (up from 1,188 the year before).

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 2024

| 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 MSA

| 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

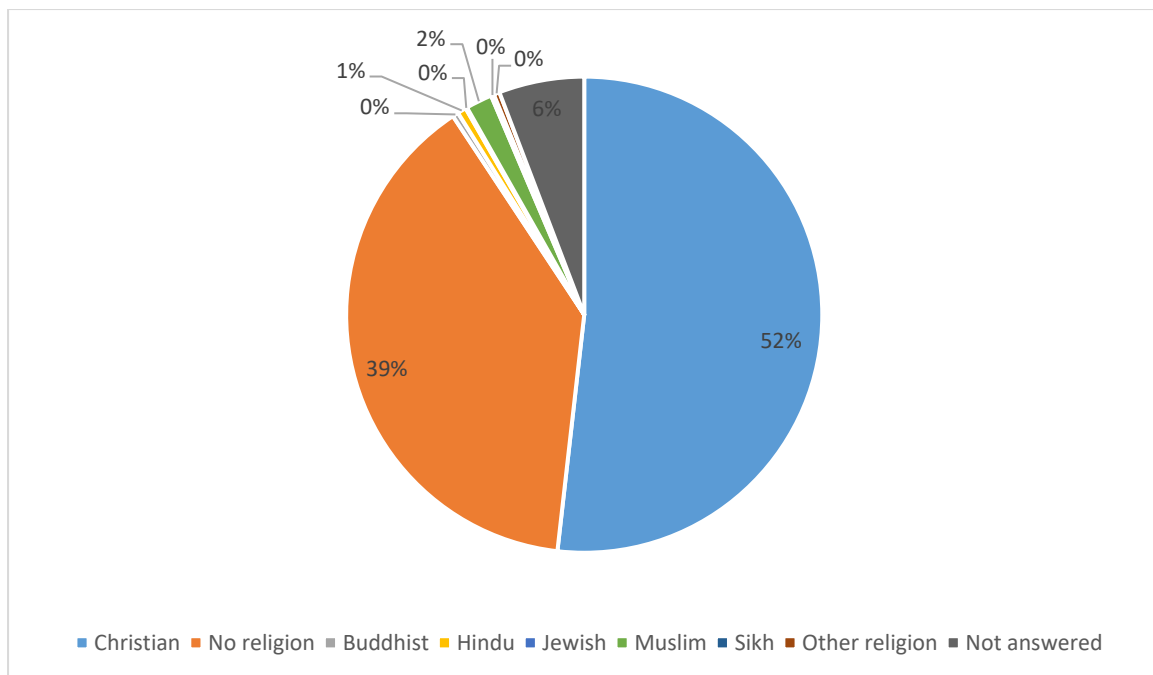


Table 5: Borough residents by religious group

| | 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

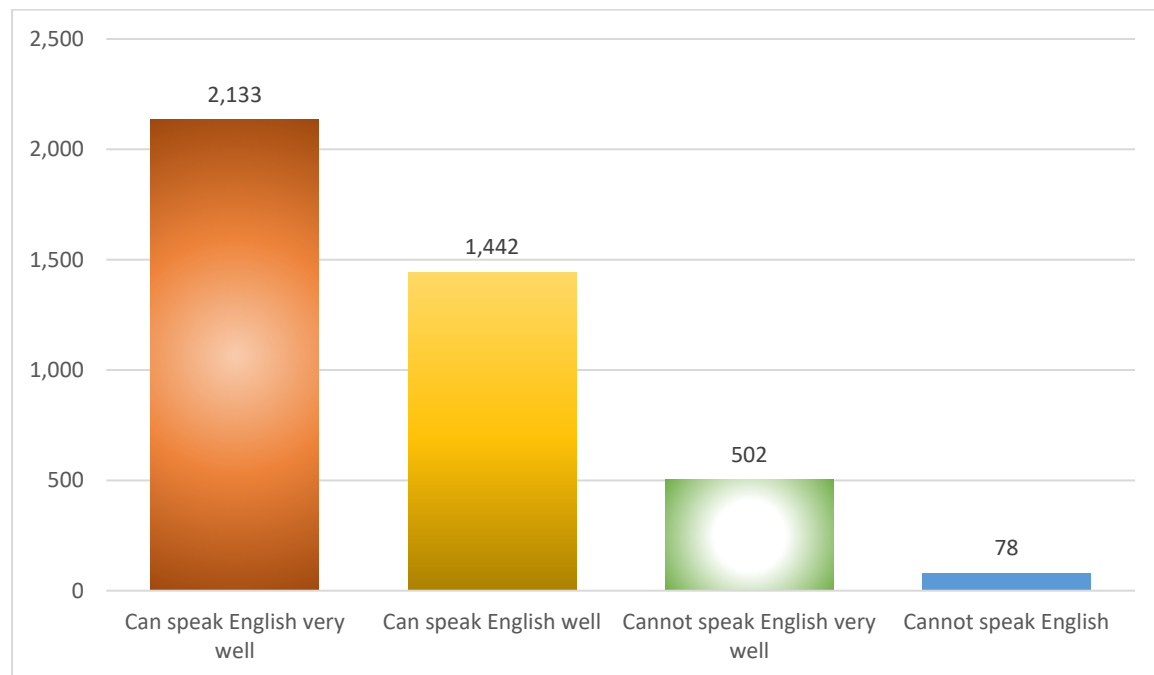
In 95.95 per cent of households, all adults have English as their main language. As the below table shows, 1,112 households have no residents who do so. Note totals are to two decimal places to avoid issues with rounding.

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, 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

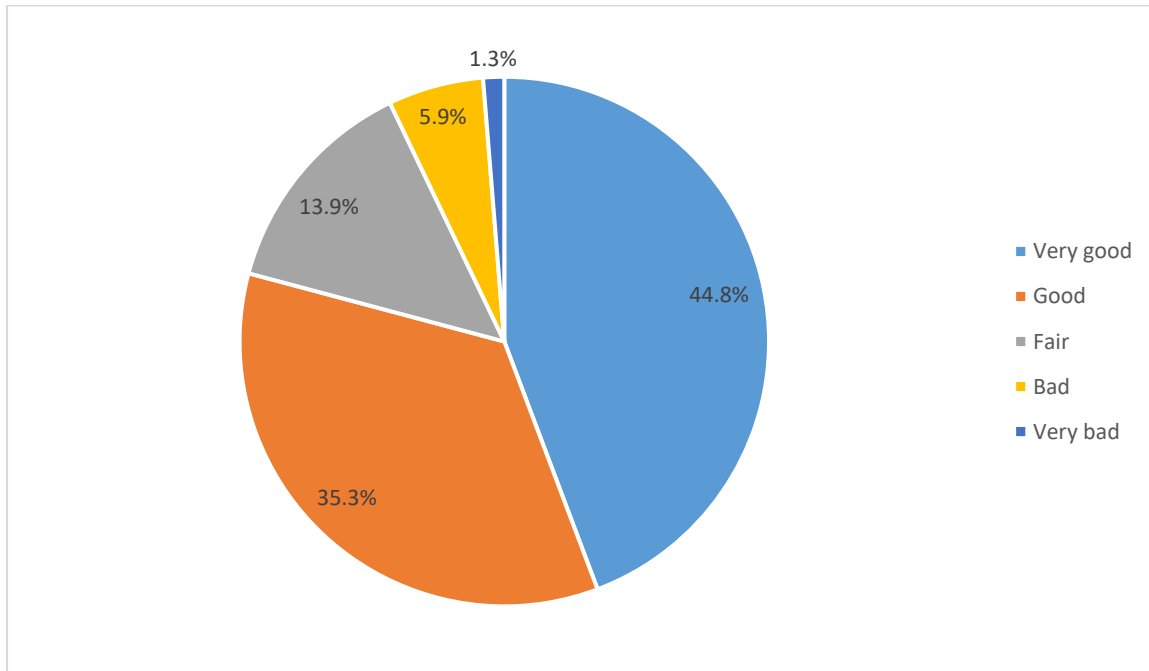
Of those residents who answered the question asking for their gender identity, 99.5 per cent still had the same gender identity registered at birth.

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).

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.

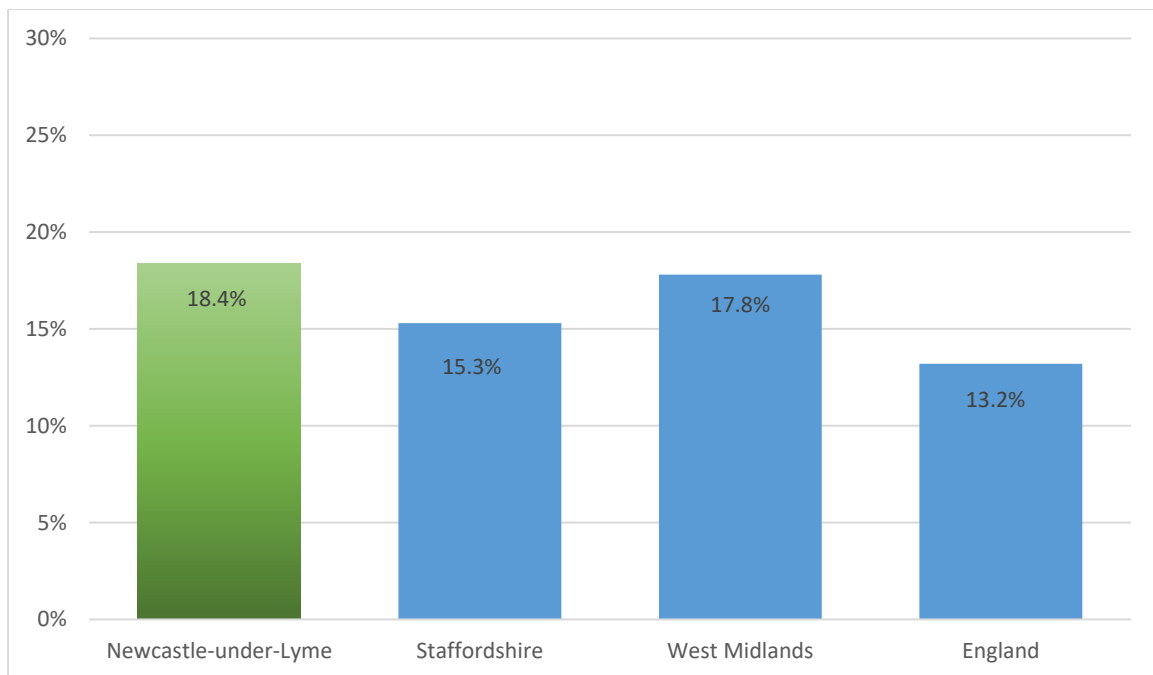
There are pockets of different types of deprivation throughout the borough: Note that, for the below, for 'average deprivation' 16 LSOAs (16 out of 80) would be in the top 20 per cent most deprived LSOAs in the country.

- 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

An estimated 19.5 per cent of households in the borough were in fuel poverty in 2022. This is almost identical to the rate for the West Midlands region (19.6 per cent of households) which is the highest of all the regions. 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.

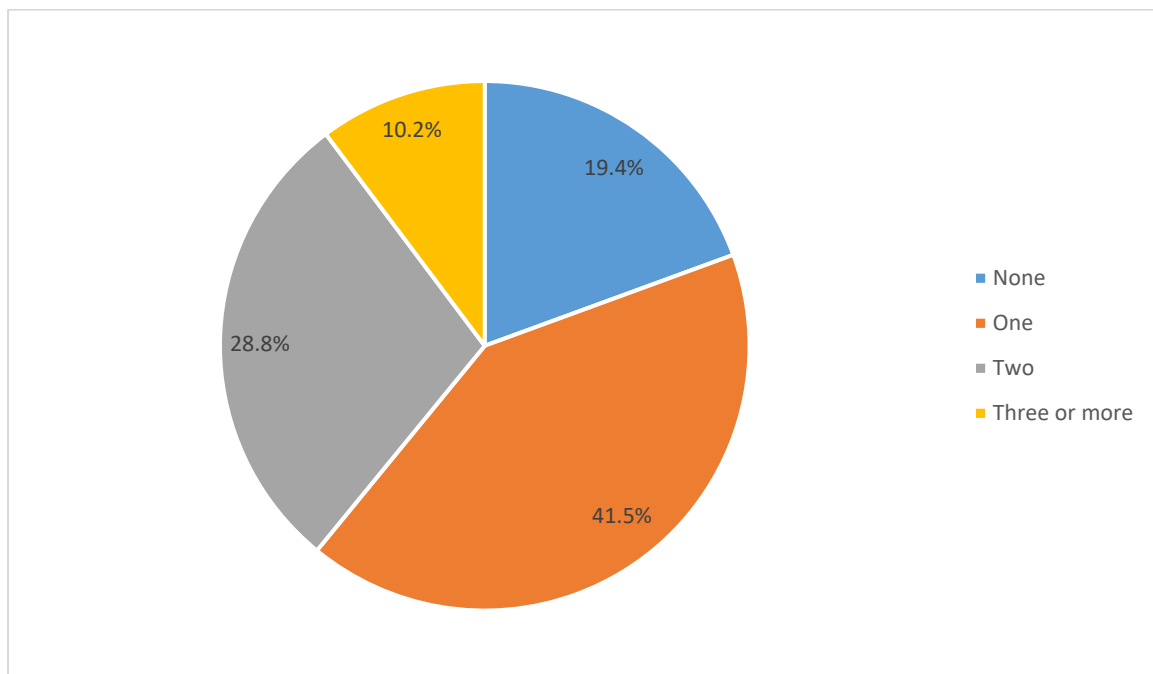
Figure 6: Estimated percentage of households in fuel poverty in 2022



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).

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.

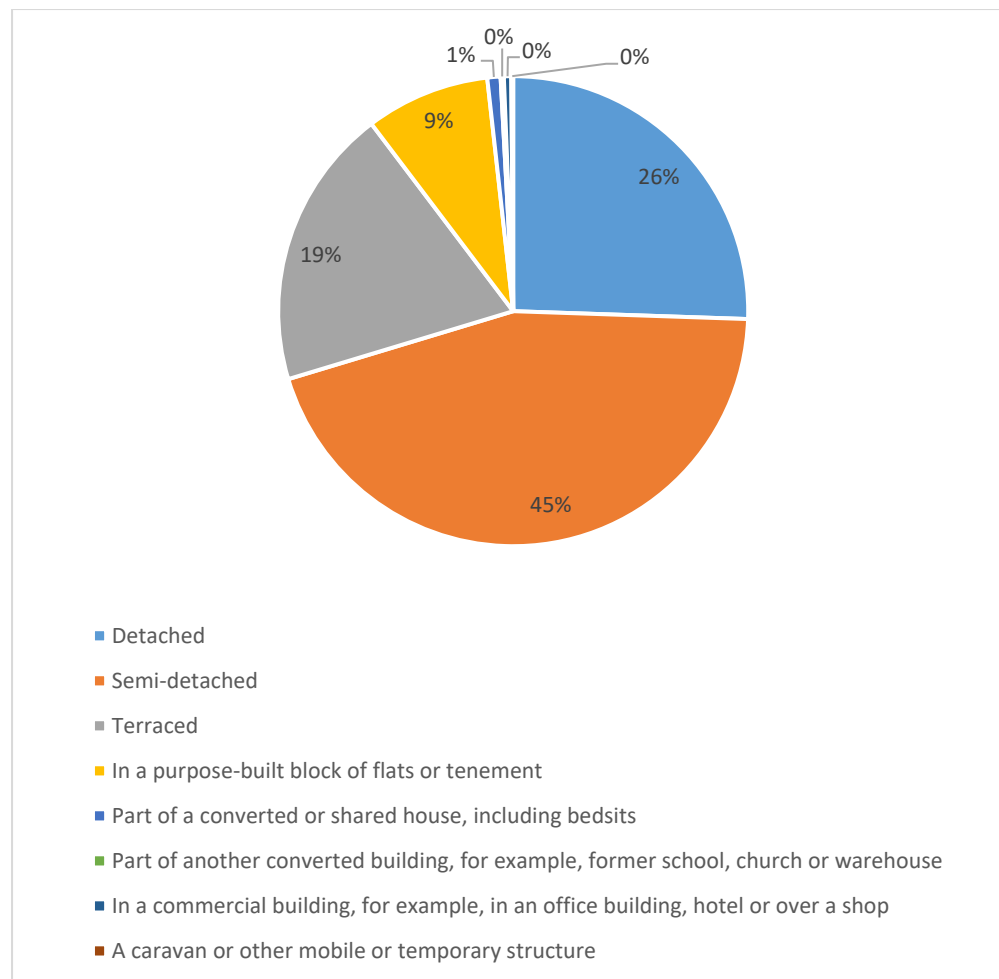
Table 10: Number of cars/vans available to households, by MSA, 2021 Census

| | 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
 - 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% |

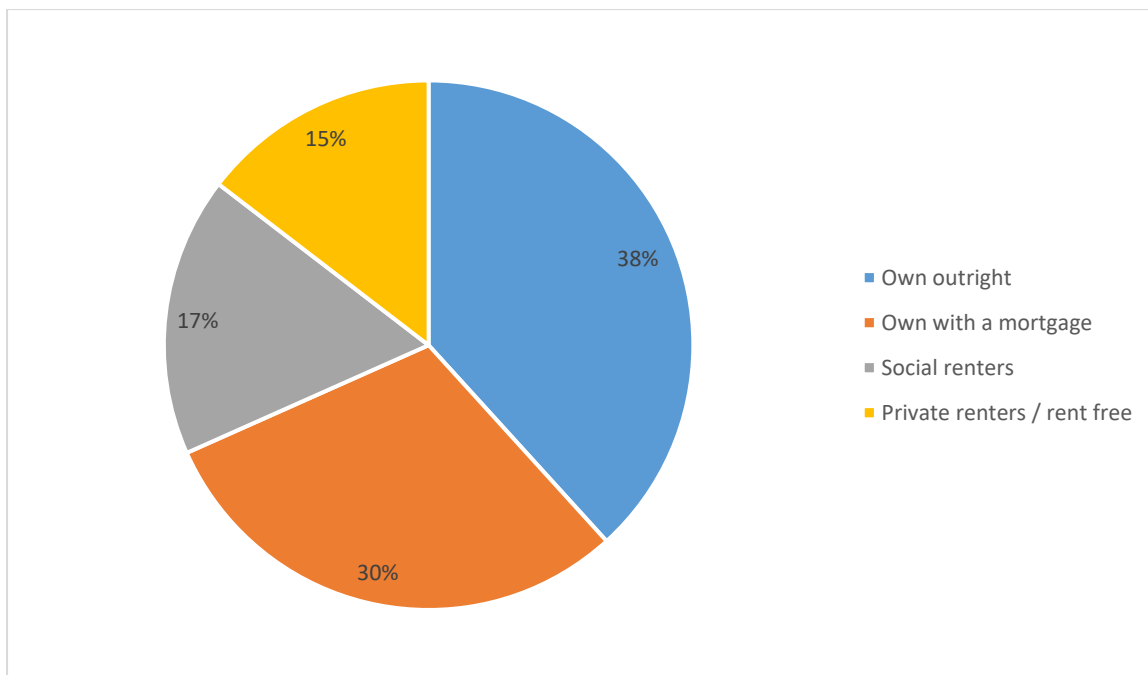
Central heating in the home

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



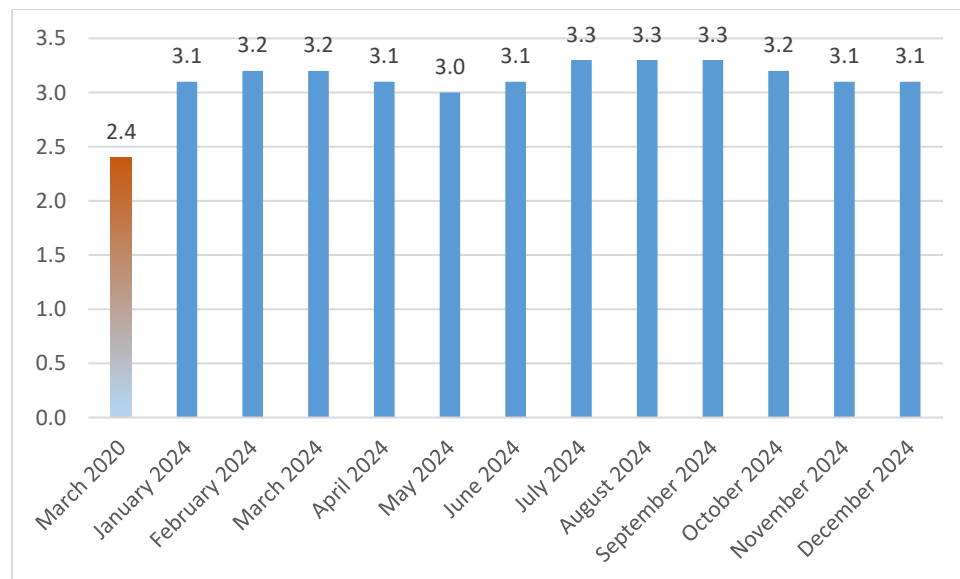
This is fairly 'average' when compared to the other Staffordshire boroughs – three (Cannock Chase, East Staffordshire and Tamworth) have lower rates of owned outright properties, one (Stafford) broadly similar and three (Lichfield, South Staffordshire and Staffordshire Moorlands) some way higher.

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

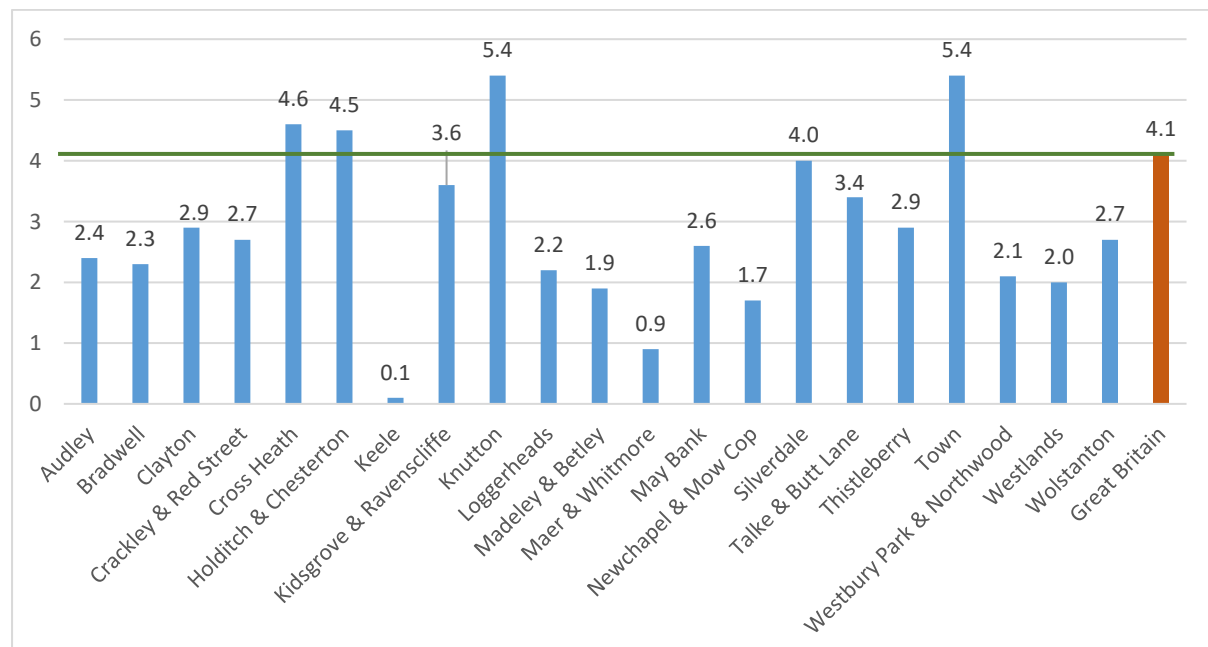
As of December 2024, an estimated 3.1 per cent of eligible adults aged 16-64 were claiming unemployment benefits. This rate is slightly higher than for Staffordshire (2.9 per cent) and significantly lower than for the West Midlands region (5.6 per cent) and Great Britain (4.1 per cent) as a whole. As the following chart shows, the rate for January is significantly higher than the 2.4 per cent rate in pre-pandemic March 2020, as it was across Staffordshire and Great Britain. 2024 finished with the same claimant count rate as it began.

Figure 8: Unemployment claimant count rate pre-pandemic and January 2024 – December 2024



Looking at the borough's electoral wards (not MSOAs) does show some variance in the current rate. Whereas four wards – Keele, Madeley & Betley, Maer & Whitmore, and Newchapel & Mow Cop – have rates lower than 2.0 per cent, four wards – Cross Heath, Holditch & Chesterton, Knutton and Town – have rates above the Great Britain rate of 4.1 per cent.

Figure 9: Headline unemployment claimant count rate (%) in December 2024's claimant count by ward



Economic Activity

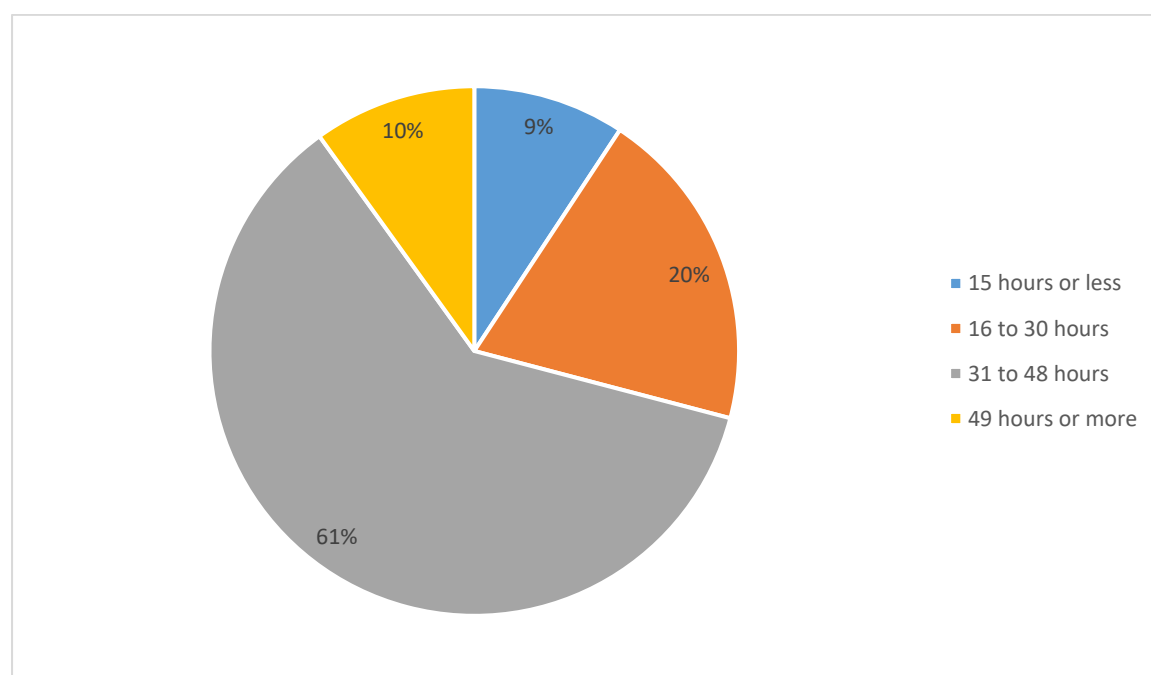
In September 2023, 86 per cent of residents aged 16-64 were economically active, a significantly higher rate than for the region and the country. Levels of unemployment and self-employment were lower than across the West Midlands and Great Britain.

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% |

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.

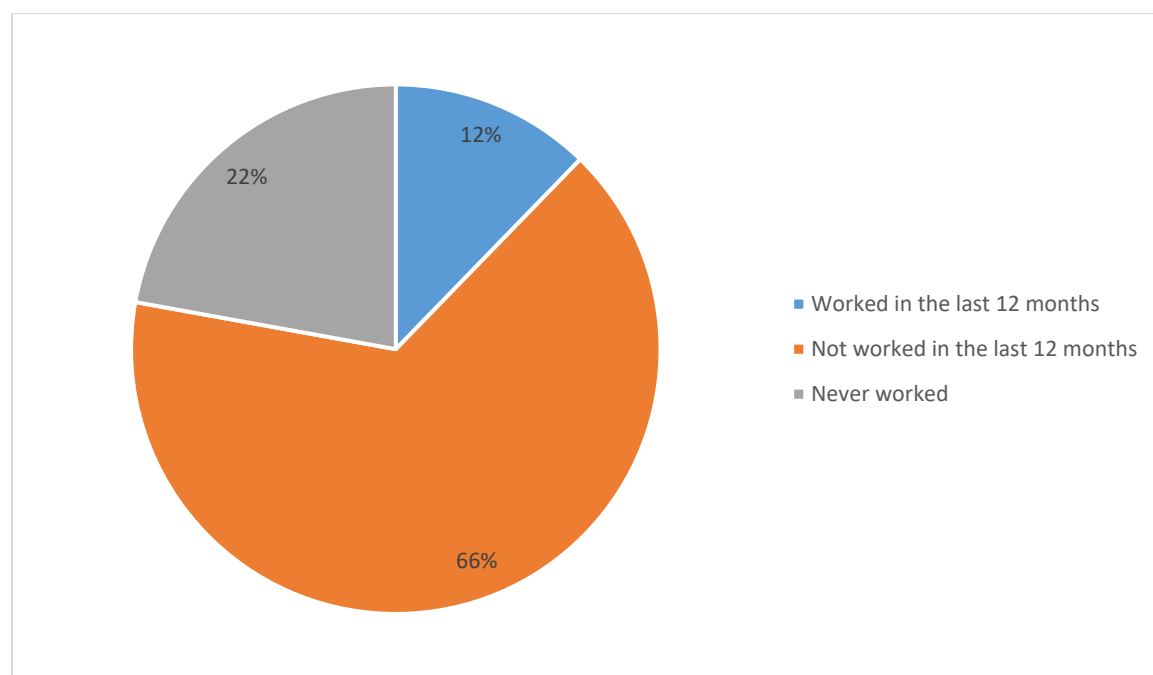
Figure 10: Hours worked by employed residents, 2021 census



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.

As of June 2024, an estimated 46 per cent of employed residents were employed in the top category of professions – containing managers and professional – a slightly lower proportion than either regionally or, in particular, nationally. The lowest category, containing elementary occupations, contains a significantly higher proportion than regionally or – in particular - nationally.

Table 14: Proportion of employees by Soc group – Annual Population Survey 2024

| | 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) | 46% | 49% | 53% |
| Soc 2020 Major Group 4-5, (4: Administrative & Secretarial Occupations, 5: Skilled Trades Occupations) | 21% | 19% | 18% |
| Soc 2020 Major Group 6-7 (6: Caring, Leisure And Other Service Occupations, 7: Sales And Customer Service Occupations) | 11% | 14% | 15% |
| Soc 2020 Major Group 8-9 (8: Process Plant & Machine Operatives, 9: Elementary Occupations) | 22% | 18% | 14% |

Full-time and part-time jobs

The ONS Business Register and Employment Survey suggested that, in 2023, 68 per cent of borough residents' jobs were full-time, with 32 per cent part-time. The proportion of full-time jobs is almost identical to the West Midlands (69 per cent) and Great Britain (69 per cent).

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

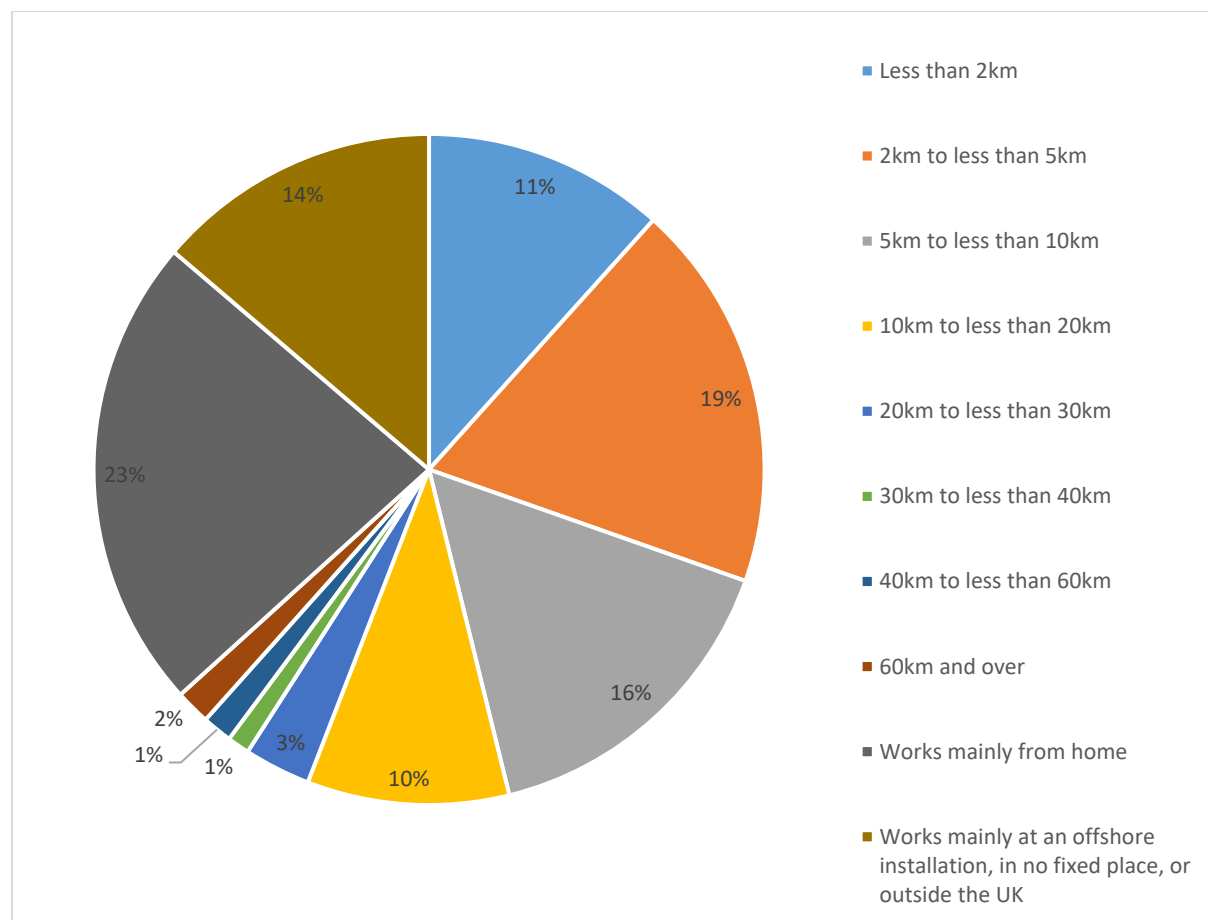
- Chesterton & Knutton
- Bradwell
- Newcastle West & Cross Heath
- Kidsgrove Central
- Kidsgrove West

Table 15: 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 16: Distance travelled to work by MSOA, Census 2021

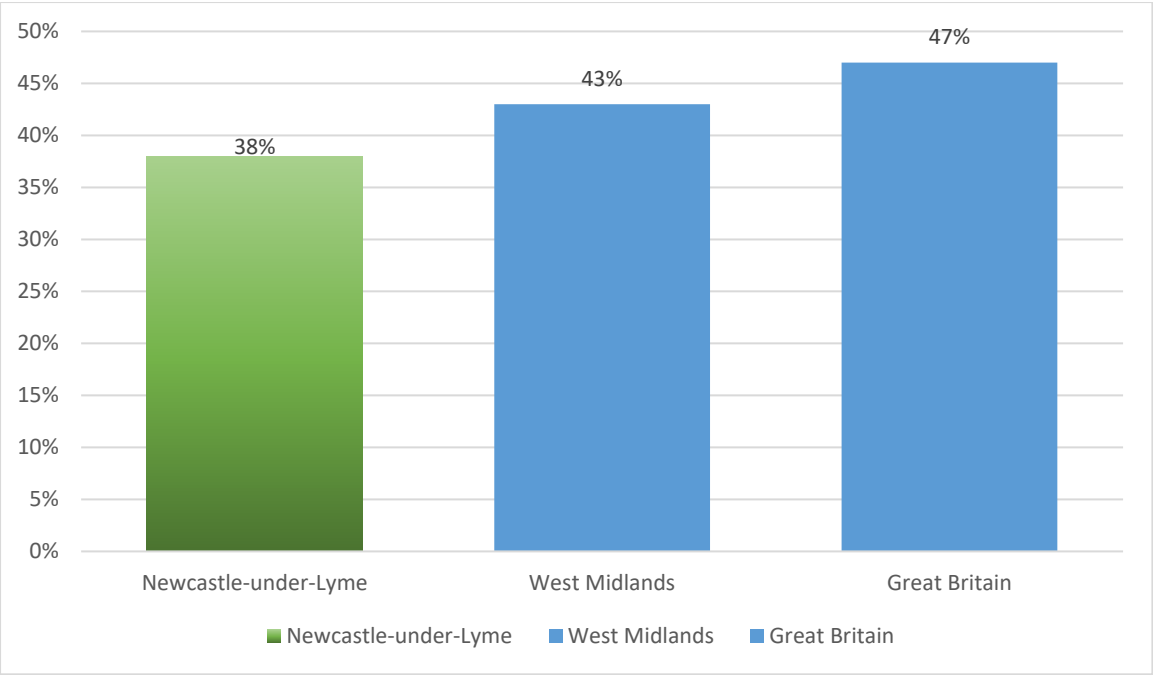
| | <2km | 2km to <5km | 5km to <10km | 10km to <20km | 20km to <30km | 30km to <40km | 40km to <60km | >60km |
|---|-------|-------------|--------------|---------------|---------------|---------------|---------------|-------|
| Newcastle Town | 24.2% | 22.2% | 7.1% | 4.7% | 2.8% | 0.6% | 1.5% | 2.4% |
| 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 2023 suggested that residents in the borough tended to have fewer higher qualifications than the regional or national averages.

An estimated 38 per cent of residents aged 16-64 in the borough have RQF level 4 or above. This is lower than the West Midlands rate of 43 per cent and significantly lower than the national rate of 47 per cent.

Figure 13: Proportion of borough residents with NVQ4+, 2023



The proportion of adult residents without at least NVQ1 was higher than regionally 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 2023

| | Newcastle-under-Lyme (%) | West Midlands (%) | Great Britain (%) |
|----------------|--------------------------|-------------------|-------------------|
| NVQ4 and above | 38 | 43 | 47 |
| NVQ3 and above | 66 | 64 | 68 |
| NVQ2 and above | 92 | 84 | 87 |
| NVQ1 and above | 94 | 88 | 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.

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.

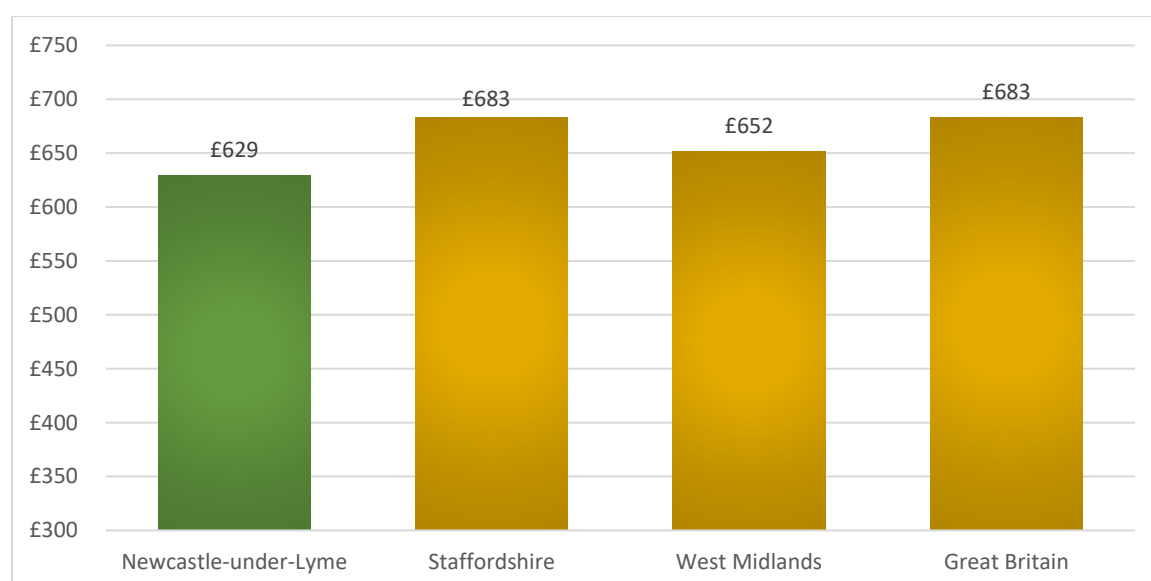
The proportion of residents with level 4 or higher (28.0 per cent) is lower than for England and Wales (33.8 per cent). Again, looking across the county shows that this picture is only better than for Cannock Chase and Tamworth.

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 survey of hours and earnings, released in April 2024, 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 2024



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 fairly similar since 2020 as the end column shows.

Table 19: Median gross weekly pay compared to larger areas 2020-2024

| | 2020 | 2021 | 2022 | 2023 | 2024 | % increase from 2020-24 |
|-----------------------------|------|------|------|------|------|-------------------------|
| Newcastle-under-Lyme | £534 | £565 | £574 | £631 | £675 | +26% |
| Staffordshire | £572 | £599 | £632 | £683 | £716 | +25% |
| West Midlands | £552 | £579 | £615 | £658 | £690 | +25% |
| Great Britain | £587 | £612 | £645 | £690 | £730 | +24% |

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.

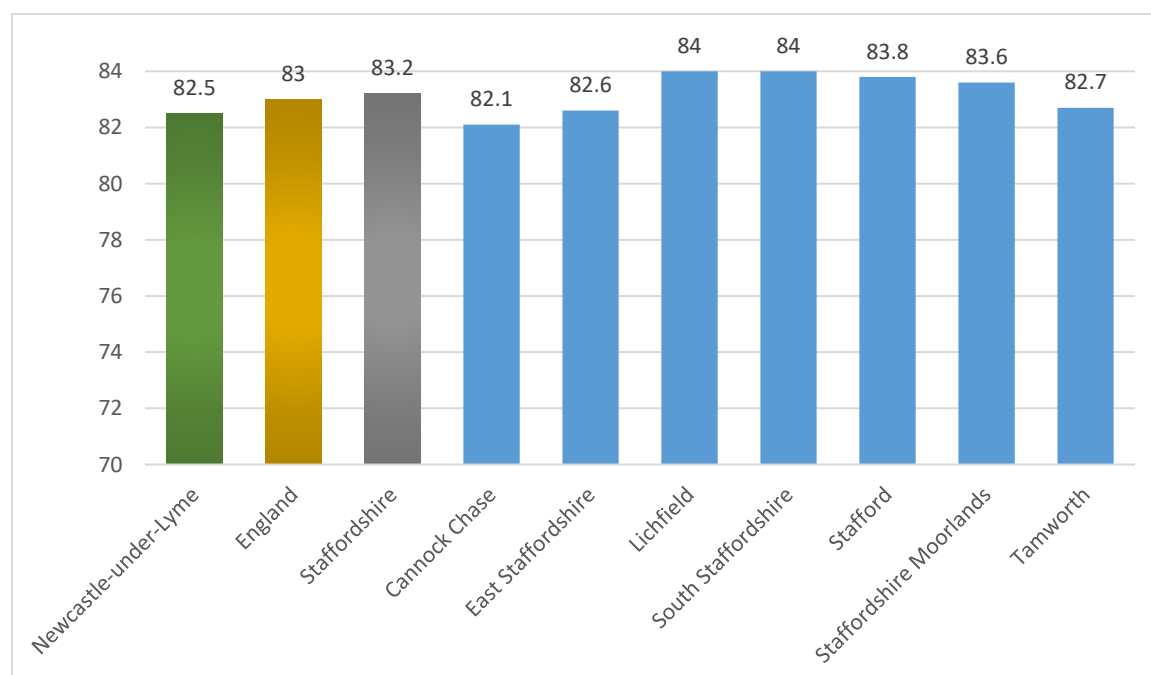
Table 20: Life satisfaction scores, 2022/23

| | 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 2023 was 82.5 years, worse than England's 83.0 years and Staffordshire's 83.2 years, and the second lowest rate of the Staffordshire boroughs.

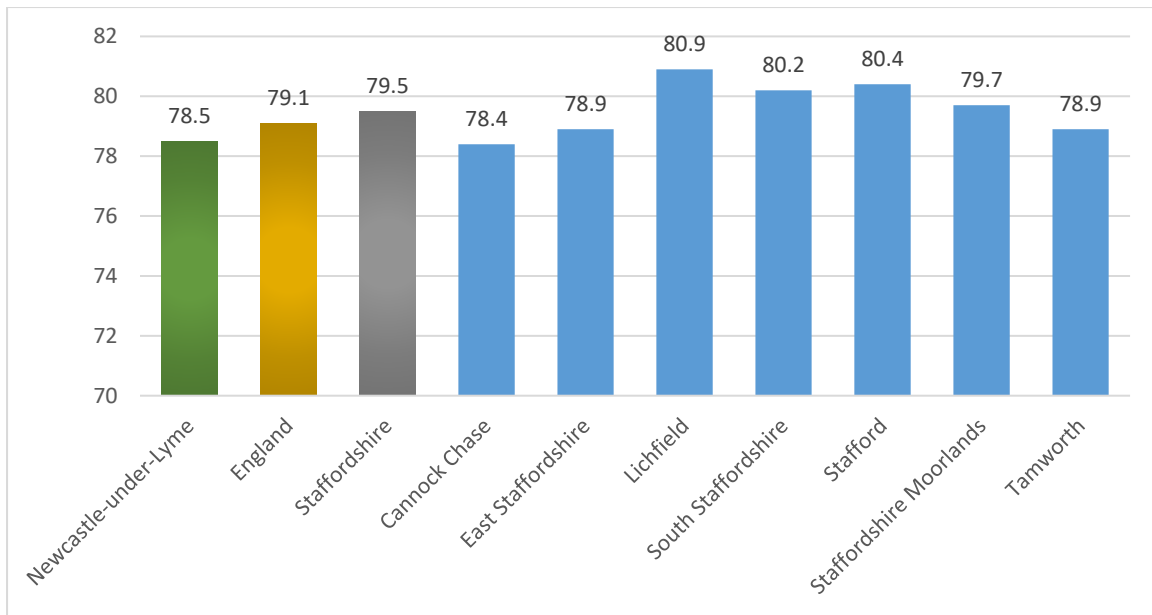
Figure 15: Life expectancy at birth for females (years), 2021-23 average



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 no higher than in any other Staffordshire borough bar Cannock Chase.

For males in 2023, the overall rate for the borough was 78.5 years, lower than the national average of 79.1 years and Staffordshire's 79.5 years.

Figure 16: Life expectancy at birth for males (years)



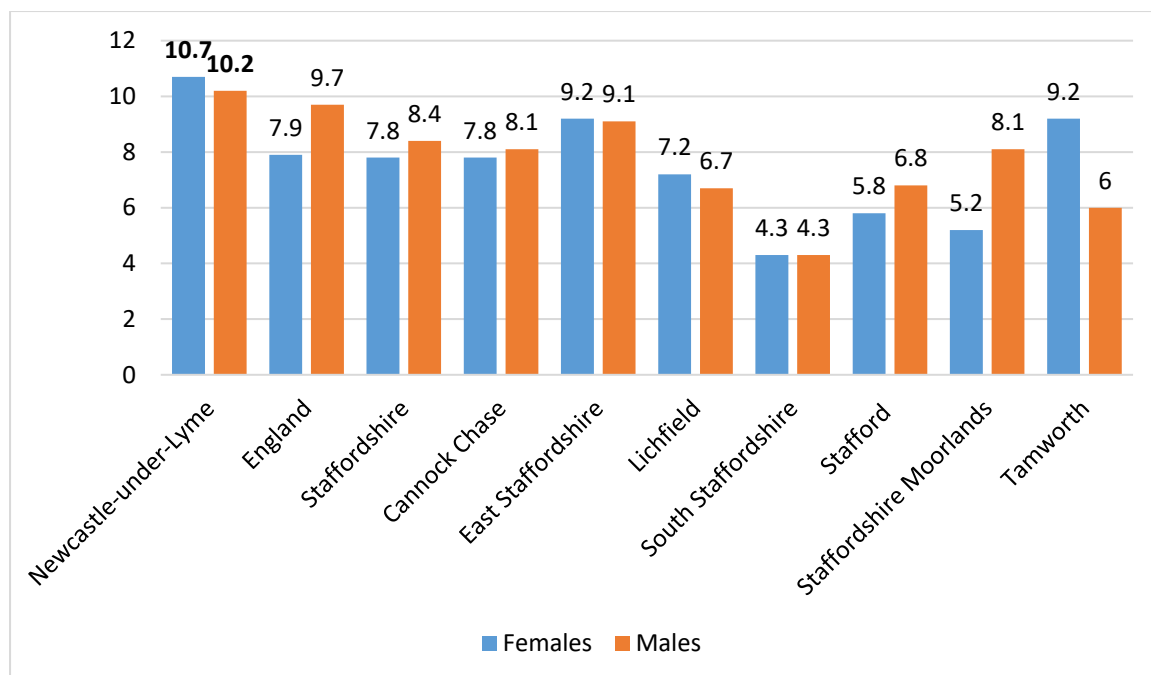
Life expectancy for males aged 65 was 18.3 years, again lower than England and Staffordshire.

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 | 82.5 | 78.5 | 20.7 | 18.3 |
| England | 83.0 | 79.1 | 21.3 | 18.6 |
| Staffordshire | 83.2 | 79.5 | 21.4 | 18.9 |
| Cannock Chase | 82.1 | 78.4 | 20.5 | 18.0 |
| East Staffordshire | 82.6 | 78.9 | 21.3 | 18.4 |
| Lichfield | 84.0 | 80.9 | 21.7 | 19.6 |
| South Staffordshire | 84.0 | 80.2 | 21.6 | 19.3 |
| Stafford | 83.8 | 80.4 | 21.8 | 19.5 |
| Staffordshire Moorlands | 83.6 | 79.7 | 21.6 | 18.9 |
| Tamworth | 82.7 | 78.9 | 21.0 | 18.3 |

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.

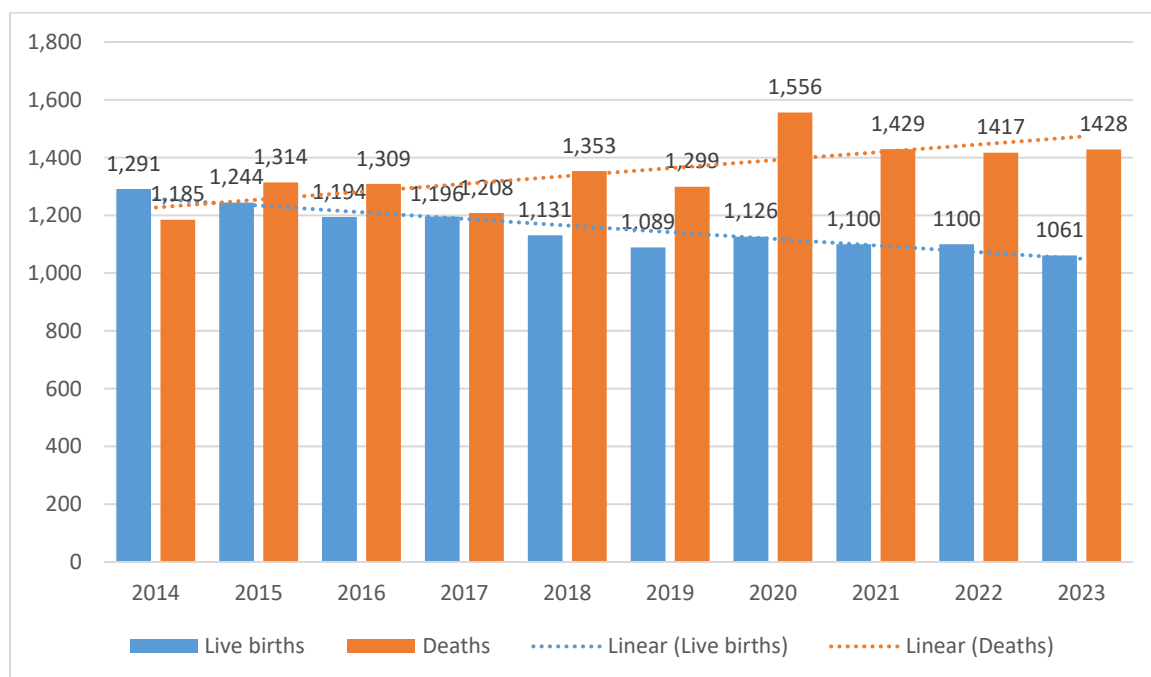
Figure 17: Variance between highest and lowest life expectancy rates, 2018-2020



Births and deaths

In recent years, the number of live births in the borough has been gradually declining, with the number of deaths increasing. For the last nine years that data are available for – 2015 to 2023 - the number of deaths has exceeded the number of live births.

Figure 18: Live births and deaths, 2014-2023



The following table shows how much the number of live births has reduced over recent years. From 2014 to 2023 the number fell by 17.8 per cent, more than England as a whole and more than any other Staffordshire borough.

Table 22: Fall in number of live births, 2014-2023

| Area | Fall in live births from 2014-2023 |
|-----------------------------|------------------------------------|
| Cannock Chase | -6.0% |
| East Staffordshire | -9.3% |
| Lichfield | -6.3% |
| Newcastle-under-Lyme | -17.8% |
| South Staffordshire | -10.8% |
| Stafford | -4.8% |
| Staffordshire Moorlands | -17.6% |
| Tamworth | -15.2% |
| Staffordshire | -10.8% |
| England | -14.8% |

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 more than half between 2014 and 2023, and around 30% to mothers aged 20-29. But the number of live births to mothers in their thirties barely fell at all and there was a small increase in the number to mothers aged 40+

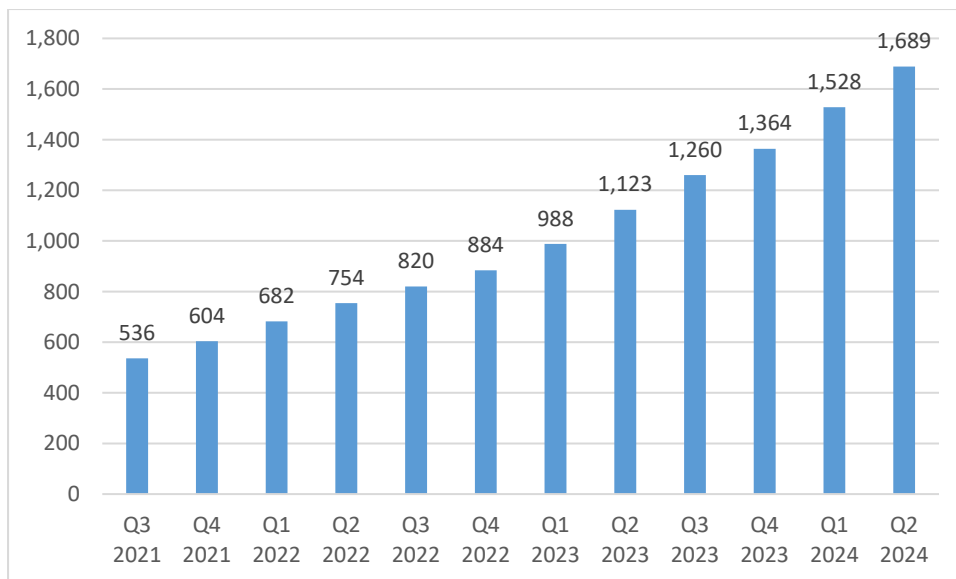
Table 23: Reduction in live births, 2014-2023, by age group.

| Age of mother | Reduction in live births 2014-2023 |
|---------------|------------------------------------|
| Under 20 | -52% |
| 20-24 | -27% |
| 25-29 | -32% |
| 30-34 | -1% |
| 35-39 | -2% |
| 40-44 | +8% |
| 45+ | 0% |

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 2024 the number trebled, from 536 to 1,689, as the following chart shows.

Table 24: Total number of licensed plug-in vehicles in Newcastle-under-Lyme, Q3 2021 to Q2 2024



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 25: Number of licensed plug-in vehicles by Staffordshire boroughs, Q2 2024

