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Newcastle-under-Lyme District Profile

April 2013

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Produced by	Garry Atkinson, Research Officer Siân Knight, Research Manager
Contact details	Insight team Staffordshire County Council Staffordshire Place 1 Stafford Tel: 01785 278707 Email: garry.atkinson@staffordshire.gov.uk
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INTRODUCTION AND CONTEXT

The purpose of the district profiles is to provide decision makers and commissioners with a summary of the key issues affecting the people of the districts.

The reports incorporate weblinks to data hosted on the Staffordshire Observatory website. This will ensure that the profiles remain current and provide access to the most up-to-date data and reports.

For consistency, the reports are structured in a similar way to the Staffordshire and Stoke-on-Trent Story report, reflecting the priority outcomes identified by the Staffordshire Strategic Partnership:

1. Staffordshire will have a thriving economy
2. Staffordshire will be a safe, healthy and aspirational place to live

The profile draws on in-depth research and analysis undertaken throughout the year by the Insight team and colleagues across the partnership.

WHO LIVES IN NEWCASTLE BOROUGH?

Population ([Read more](#))

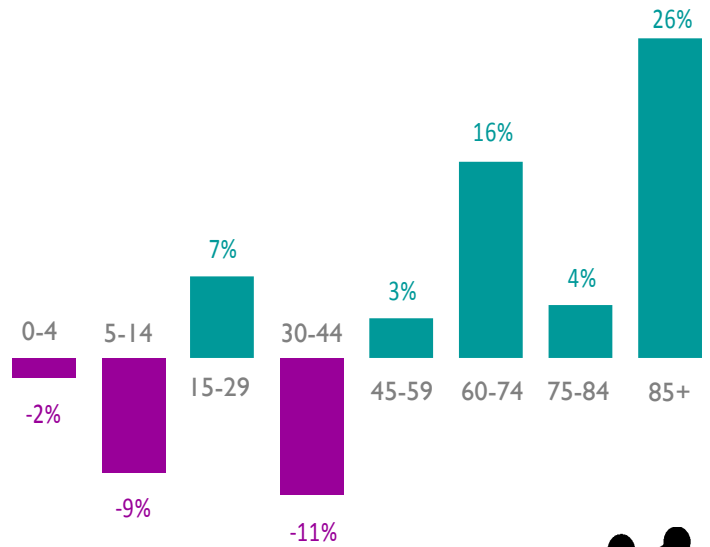
Based on the 2011 Census, the population of Newcastle Borough was around 123,900. Since 2001 the population increased by 1.5% (around 1,870 people), compared to national and county increases of 7.1% and 5.2% respectively.

The population is expected to continue to increase. By 2035 there are expected to be an additional 14,900 people living in Newcastle Borough.

Newcastle Borough's population is ageing. Between 2001 and 2011 the number of residents above the age of 60 years old in the borough has increased by 14% (almost 3,800 additional people) and the number of residents above the age of 85 has increased by 26% (an increase of over 580).

However, in Newcastle Borough the number of children and young people is decreasing, with a 7% decrease in the 0-14 age group seen over the past ten years.

Figure 1: Change in population by age group since 2001



Source: Census 2001 and 2011, ONS

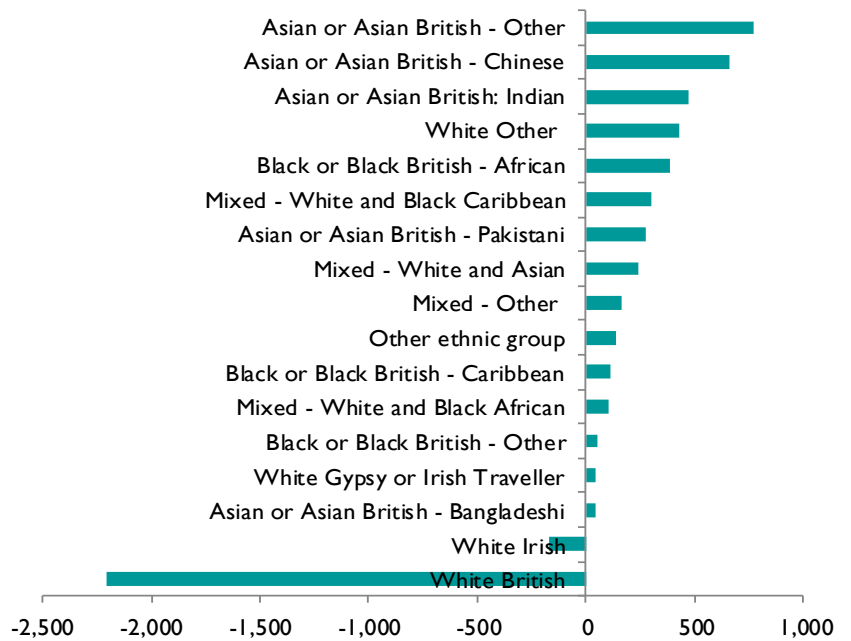


Ethnic diversity ([Data](#))

Newcastle Borough is one of the most diverse districts in the county, with a BME population of around 8,400 (6.7%) in 2011, compared to 6.4% county-wide and 17.2% nationally.

Between 2001 and 2011, there was an increase in the number of people from black and minority ethnic groups of around 4,000. The Asian Other community has seen the greatest increase in population during this time period, followed by Chinese and Indian. There has been a decrease in the White British community of over 2,000 people.

Figure 2: Change in black and minority ethnic groups 2001-2011



Source: Census 2001 and 2011, Office for National Statistics

ECONOMY

The health of the local economy is vital, as it impacts on different aspects of people's lives. A thriving economy provides a basis for improving the quality of life of the people who live in, work in and visit Newcastle.

Jobs ([Data](#))

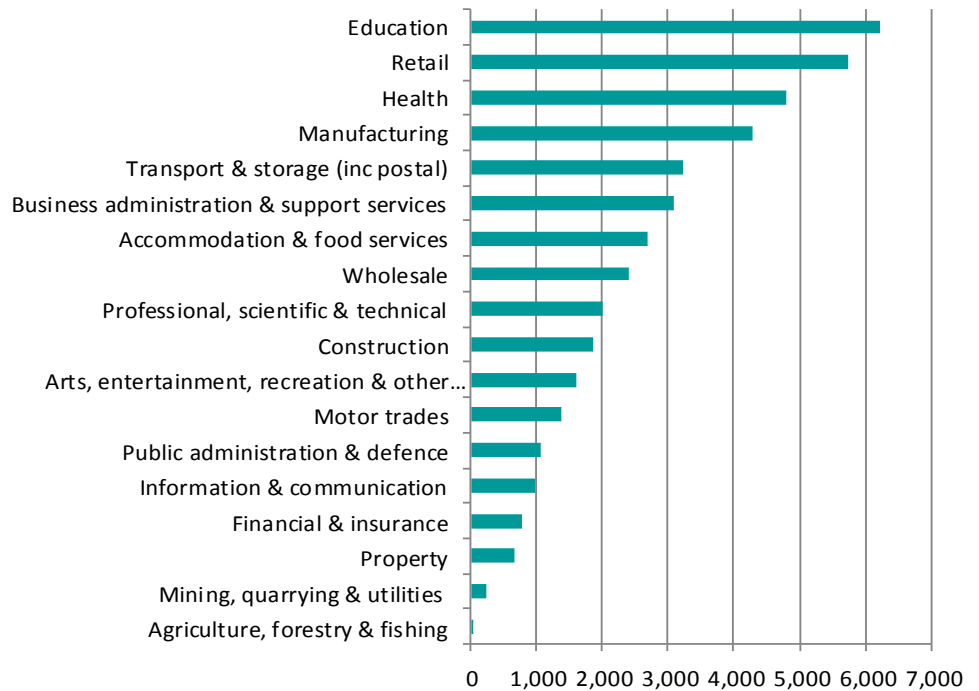
In total, there were around 43,000 employee jobs in Newcastle Borough in 2011. There has been an decrease of around 1,700 employee jobs in the area since 2008

Figure 3 shows the number of jobs in Newcastle Borough by 'Broad Industrial Group'. Education, retail and health are the major employment sectors in the borough, accounting for nearly 39% of all jobs. Between 2008 and 2011, there have been increases in the number of jobs in 'business administration and support services' and 'health' sectors (around 1,000 for each) and a decrease of around 1,500 jobs in the 'information and communication' sector.

Enterprise ([Read more](#))

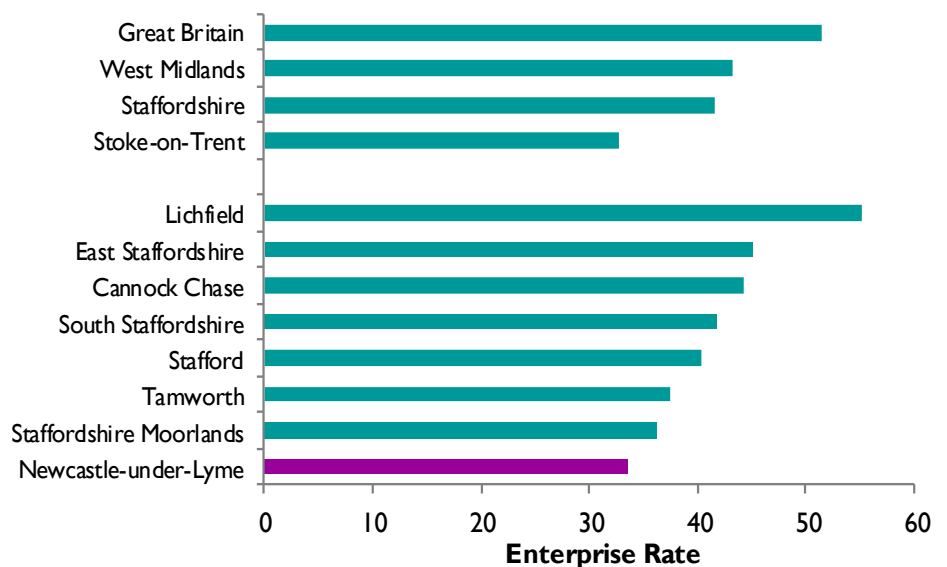
Newcastle Borough has a business start up rate of 33.6 per 10,000 resident population aged 16 and above. This is the lowest in the county, and lower than the national rate of 51.6. It has a business survival rate, at 60.8%, compared to 61.6% for the county and 58.2% nationally.

Figure 3: Number of jobs in Newcastle Borough by broad industrial group, 2011



Source: Business Register and Employment Survey, NOMIS

Figure 4: Business birth rate per 10,000 resident population aged 16 and above, 2011



Source: Business Demography, 2011, ONS

Workforce (Data)

‘Worklessness’ is the term used to describe all of those people who are economically inactive, often defined as people of working age who are not employed and are claiming a benefit, such as Jobseeker’s Allowance, Employment Support Allowance and Carer’s Allowance.

The proportion of residents claiming out-of-work benefits in Newcastle Borough has declined since the peak of the recession in 2009, where there were around 10,330 claimants, compared with 8,700 in 2012, equating to 10.9% of the borough’s working age population¹.

Unemployment (JSA data, Youth JSA data)

In contrast to the long term nature of many people claiming out of work benefits, people who are unemployed generally tend to be a lot closer to the mainstream labour market. The claimant count is a key measure of unemployment and measures those people claiming Jobseeker’s Allowance benefit (JSA).

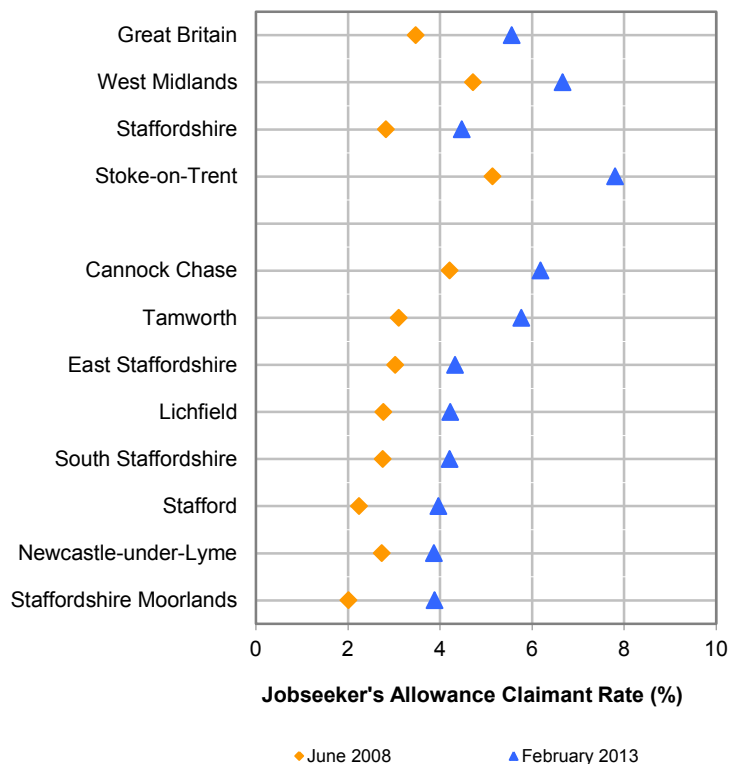
In March 2013 there were around 2,300 people claiming JSA in Newcastle Borough, 2.9% of the working age population. This was slightly higher than the county rate of 2.7%, but lower than regional (4.6%) and national (3.8%) rates. Since 2009, the overall numbers and rate have fallen and despite a slight increase in March 2012, the trend is downwards again.

Youth unemployment is a significant issue in Newcastle Borough, with the 16 to 24 age group suffering disproportionately from unemployment locally. In February 2013 there were 635 JSA claimants aged 16 to 24 in Newcastle, which represented 3.9% of the 16 to 24 population.

Figure 5: Youth unemployment, 2008-2013

The rate of youth unemployment has fallen from its peak of 6.3% in April 2009, but as figure 5 illustrates rates are still higher than pre-recession levels in June 2008 (2.7%).

The welfare benefit reforms include a new integrated system of benefits and a range of changes to the welfare system which will have an impact on the local labour market. These changes have the potential to have a significant impact on some of Staffordshire’s residents, providing both opportunities and challenges. The overarching aim of the reforms is to ‘make work pay’ and ensure that people are better off in work than on benefits, so people have



Source: NOMIS

¹ NOMIS

the opportunity to improve their economic position. However, there will be challenges, as benefits will be reduced for some, payments will be made monthly rather than weekly, and all administration, such as applications, will be done online. There is a role to ensure that the appropriate mechanisms and employment opportunities are in place to support people back into work.

Education (Data)

Good literacy and numeracy are key to further study and employability. Improving performance in these is important, as areas with low levels of education attainment and skills are often associated with high levels of worklessness and other socio-economic issues.

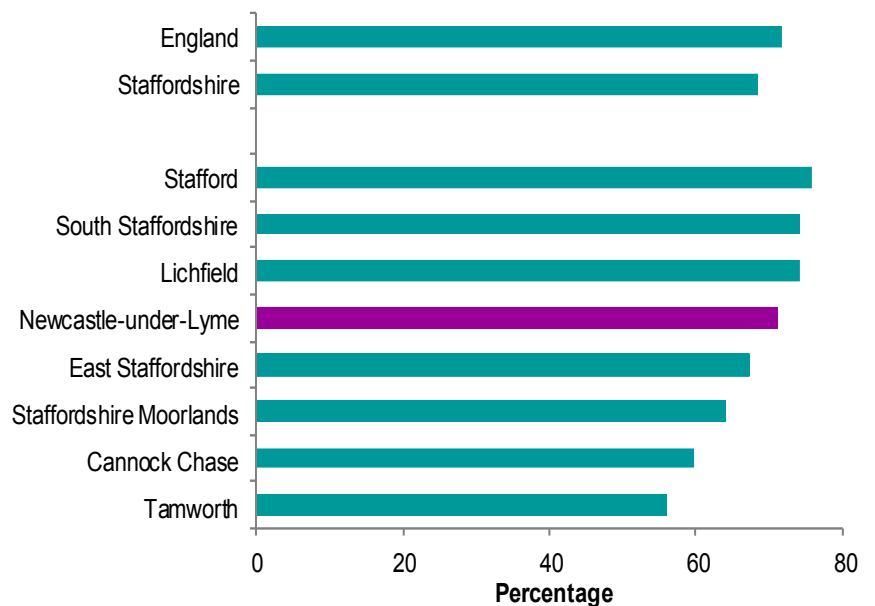
Attainment at Key Stage 4 in Newcastle Borough has continued to improve. Around 62% of pupils achieved five or more grade A* - C GCSEs including English and Maths in 2012 compared to 48% of pupils in 2008². However, performance is now slightly above the regional and national averages of 59%.

Skills (Data)

Although improving the educational attainment of young people in the county may have substantial benefits over the longer term, tackling skills issues for the current working age population is equally important. This is to ensure that people have the right skills to access employment and in particular the higher value added jobs that are being targeted across the Staffordshire and Stoke-on-Trent area.

Figure 6 shows that the proportion of Newcastle Borough’s working age population qualified to NVQ Level 2+ was above the county and national averages in 2011, 71.2% for the borough

Figure 6 – Proportion of the working age population (16-64) qualified to NVQ Level 2 or above, 2011



Source: Annual Population Survey, NOMIS

71.2% for the borough compared to 68.5% for Staffordshire and 71.8% for England. The percentage achieving NVQ Level 4+ in Newcastle Borough is 31.0%, compared to 27.1% county wide and 34.2% nationally.

² Note that the results are based on the location of the school and not the home postcode of the pupil, so some pupils may live outside the district. Source: Staffordshire County Council

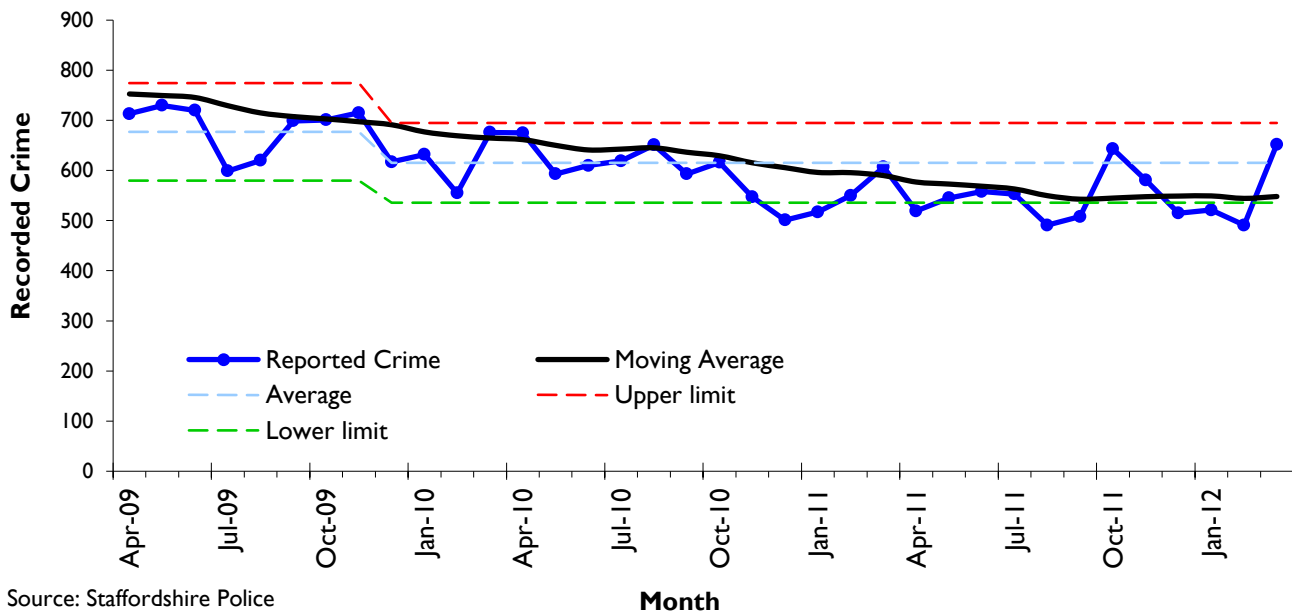
SAFETY

This section considers the safety of the district, in terms of crime and anti-social behaviour as well as the perceptions of crime.

Crime and anti-social behaviour ([Read more](#))

Newcastle Borough is becoming safer. During 2011/12, there were 6,708 crimes recorded in the borough, equal to a rate of 54 crimes per 1,000 population. The direction of travel, as demonstrated in figure 7 below, shows a downward trend from April 2009, although this has begun to level off, with a current average of approximately 550 crimes per month.

Figure 7: Long Term Trends in Crime in Newcastle Borough, with Upper and Lower Bounds



Source: Staffordshire Police

There has also been a reduction in the number of violent crimes in 2011/12. This includes a 9% reduction in overall violence (169 fewer crimes), a 13% reduction in violence with injury (107 fewer crimes) and a 27% reduction in domestic violence (163 fewer crimes) compared with 2010/11. Despite this, there has been a 45% increase in serious violence (from 71 offences in 2010/11, to 103 offences in 2011/12).

Newcastle Borough has also experienced a modest reduction in acquisitive crime of 2% (59 crimes) during 2011/12, whilst serious acquisitive crime experienced a 16% reduction (155 crimes) through reductions in burglary of dwellings and thefts from motor vehicles. The number of personal robbery offences has also decreased.

Despite the reductions in overall crime rates, crime classified as 'other theft' has almost doubled, from 775 crimes in 2010/11 to 1,145 during 2011/12. Other theft is defined as 'theft if not classified elsewhere' and therefore is difficult to assess. The increase in Newcastle Borough is consistent with a county wide increase in this type of offence.

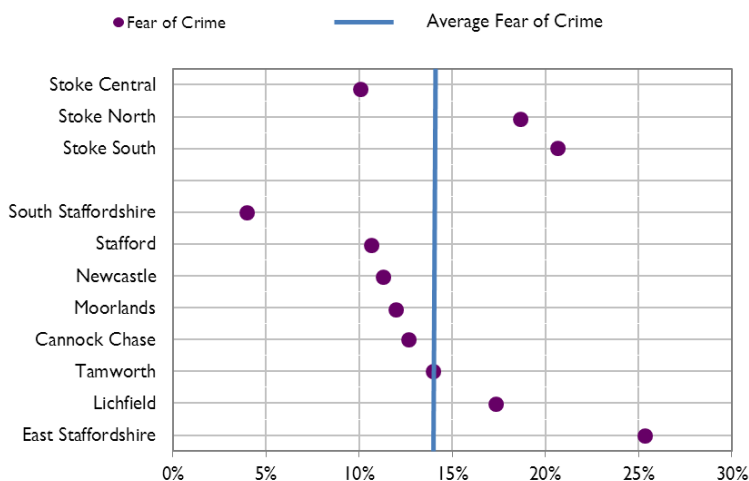
There have been considerable reductions in reported incidents of anti-social behaviour (ASB)

across Newcastle Borough. During 2011/12 there were 4,062 reported incidents, equal to a rate of 33 per 1,000 population. Whilst this is 28% greater than the county rate, it represents a 18% reduction (or 882 fewer incidents) when compared with the previous year, and a 38% reduction over five years. The long term trends are clearly down.

Perceptions of crime ([Read more](#))

Despite continuing improvements in the rate of crime, fear of crime remains an issue. According to the latest Feeling the Difference survey³, around 11% of respondents in Newcastle Borough were fearful of being a victim of crime. This compares to 14% for Staffordshire and Stoke-on-Trent. Those people who were more fearful of being a victim of crime were also three times more likely to believe that the crime rate in their local area needed improving.

Figure 8: Percentage of residents who are fearful of crime by district



Source: Feeling the Difference, Wave 14

Alcohol misuse

There were 302 alcohol related violent offences during 2011/12, which accounted for 18% of all violence in Newcastle Borough⁴. It is thought that this is just a snapshot due to the influence of alcohol being under-recorded. Where alcohol is recorded, it is mainly a factor in violence offences in the town centre. Town ward records 28% of all alcohol related violence offences in Newcastle Borough (84 crimes). The long term trend in alcohol related violence is in line with overall violence.

Vulnerable people ([Read more](#))

When reflecting on issues of safety and wellbeing, it is important to give consideration to the extra support and care that our vulnerable people and communities may need.

For children, the number of Looked After Children is increasing, with Staffordshire experiencing a proportionally larger increase in numbers than nationally. Numbers of children identified at risk and made subject to a Child Protection Plan have remained relatively stable over the past five years across Staffordshire, with neglect remaining the main reason for a child becoming the subject of a Plan.

The number of adult protection referrals is also increasing, partly due to proactive efforts to increase reporting as many incidents remain hidden, particularly concerns relating to neglect.

Child poverty, and therefore family poverty, is worsening, with around 18% of children in Newcastle living in poverty, compared to national figures of 21%⁵. There are hotspot areas in Chesterton, Cross Heath, Holditch, Knutton and Silverdale and Silverdale and Parkside where proportions are particularly high.

³ Feeling the Difference involves interviewing 1200 people aged 16 and over on a 6 monthly basis about their views of the police and related issues. The latest results relate to Wave 14 undertaken in Summer 2012.

⁴ Source Staffordshire Police, taken from Newcastle Borough Community Safety Strategic Assessment 2012

⁵ Defined as number of children living in families in receipt of CTC whose reported income is less than 60 per cent of the median income or in receipt of IS or (Income-Based) JSA, divided by the total number of children in the area (determined by Child Benefit data) Source: HMRC

HEALTH AND WELLBEING

This section includes the health and wellbeing of Newcastle Borough, considering the overall health of the population and some of the wider determinants of health and wellbeing, all of which impact on a person's quality of life.

Life expectancy

There is a mixed picture for health across the district. The overall health of the people of Newcastle Borough has improved over the past decade, with people living longer and fewer people dying from major illnesses, such as cancer, heart and respiratory diseases.

Overall life expectancy at birth has increased both nationally and locally. Men in Newcastle Borough have similar life expectancy to the national average⁶. However women can expect to live nine months less than the England average.

Around 1,220 Newcastle Borough residents die every year, with the most common causes of death being circulatory diseases (390 deaths, 32%), cancers (330 deaths, 27%) and respiratory disease (190 deaths, 16%)⁷. The premature mortality rate from all causes for people aged under 75 is 285 per 100,000 population which is similar to the county and national averages (279 and 287 respectively). Rates have reduced by 30% between 1995-1997 and 2008-2010, compared with 30% for Staffordshire and 29% for England.

The rate of early deaths from heart disease and stroke and cancer are similar to the national rate, 70.3 and 109.5 per 100,000 population aged under 75⁶.

Infant Mortality ([Data](#))

The rate of infant mortality has improved in recent years and in Newcastle Borough it now stands at 8.7 per 1,000 live births, equating to 32 infants in 2008-10, although this is the highest in the county⁸. This compares to 4.4 per 1,000 live births for England.

Long term conditions

Long-term conditions (LTCs) are those that cannot currently be cured but can be controlled with the use of medication or other therapies. People with LTCs are more likely to see their GP, be admitted to hospital and stay in hospital longer than people without LTCs.

GP practices maintain disease registers for selected conditions. Analysis of 2008 data from a sample of practices revealed that at least one in four people have a registered disease with one tenth of the population having more than one condition.

According to these registers, there are around 5,000 people with coronary heart disease, 19,200 with hypertension and 2,800 with stroke or transient ischaemic attacks in Newcastle Borough⁹. Expected prevalence shows that significant numbers of people with LTCs may be undiagnosed or unrecorded on GP disease registers so actual numbers may be higher than this and are expected to increase in the future.

⁶ Local Health Profiles, Department of Health, 2012

⁷ Death Extracts, Office for National Statistics, Taken from Health and Wellbeing Profile for Newcastle Borough, Staffordshire Public Health, 2012

⁸ Office for National Statistics

⁹ Disease prevalence models, Public Health Observatories in England, <http://www.apho.org.uk/diseaseprevalencemodels>, accessed February 2012, NHS Comparators, NHS Doncaster QOF Benchmarking Tool, Quality and Outcomes Framework (QOF) for April 2010 to March 2011, Quality Management and Analysis System (QMAS) database - 2010/11 data as at end of July 2011, Copyright 2011, The Health and Social Care Information Centre, Prescribing and Primary Care Services. Taken from Health and Wellbeing Profile for Newcastle Borough Staffordshire Public Health, 2012

Mental health

Mental health is an important aspect of people's lives as it has an impact on their health, sense of overall wellbeing and their ability to take part in work and other activities.

There are estimated to be between 27,000 and 32,200 people suffering mental ill-health across Newcastle Borough¹⁰. Levels of severe mental illness (defined as people with schizophrenia, bipolar disorder and other psychoses) recorded on GP disease registers in Newcastle are significantly lower than England, with approximately 800 people on a register in 2010/11.

Lifestyle behaviours

Lifestyle behaviours, such as healthy eating, smoking and binge drinking present a significant challenge nationally and for Newcastle Borough, now and into the future. They have knock-on effects on other areas of people's lives and represent a significant burden on health resources.

Alcohol ([Data](#))

Reducing the impact to the individual, community and society caused by alcohol misuse is a key priority across the county. It has far reaching consequences that impact not only on health, but also social problems, such as anti-social behaviour, crime and domestic abuse.

During recent years, hospital admissions as a result of increased consumption of alcohol have increased considerably. The rate of alcohol specific admissions, which are those that are conditions wholly related to alcohol, such as alcoholic liver disease and overdose, has increased among both males and females in Newcastle Borough equating to 375 per 100,000 male population and 224 per 100,000 female population. Similarly, alcohol-attributable admissions, which also include conditions that are caused by alcohol, such as unintentional injury and stomach cancer, have decreased in the borough from 1,981 per 100,000 population in 2006/07 to 1672 in 2010/11¹¹.

Obesity ([Childhood data](#), [Adult data](#))

Obesity is a significant public health issue, having an impact on the quality of a person's life, such as increasing the risk of other health problems and, in severe cases, restricting mobility and access to work and leisure activities.

Around 9% of reception year and 20% of Year 6 children are obese in Newcastle Borough, compared to 9% and 19% nationally. There has been an decrease in the Reception year figures since 2007/08, although the Year 6 figures have increased.

Figure 9 - Obesity rates for Year 6 children

	2007/08	2011/12	Trend
Cannock Chase	21.4%	22.9%	▲
South Staffordshire	18.6%	21.0%	▲
Newcastle Borough	19.4%	20.2%	▲
Staffordshire Moorlands	18.8%	20.1%	▼
ENGLAND	18.3%	19.2%	▲
East Staffordshire	18.7%	18.8%	↔
Stafford Borough	17.4%	18.8%	▲
Tamworth	20.8%	16.9%	▼
Lichfield Borough	17.6%	16.5%	▼

Source: National Child Measurement Programme

Over a quarter of adults in Newcastle Borough are obese, this is not significantly different than the national rate¹².

¹⁰ Taken from Health and Wellbeing Summary for Newcastle-under-Lyme, Staffordshire Public Health, 2012

¹¹ Local Alcohol Profile, North West Public Health Observatory, 2012

¹² Local Health Profiles, Department of Health, 2012

Smoking

Smoking is the leading cause of preventable disease and premature mortality. It is estimated to cost the NHS up to £1.5 billion a year, causing around 80,000 premature deaths in England¹³.

Data on the prevalence of smoking in children is limited. National survey data¹⁴, when applied to the population, indicates that there are around 310 children aged 11 to 15 who are regular smokers (once a week) in Staffordshire.

In 2010/11, around 22% of adults in Newcastle Borough smoke, which compares to 21% nationally¹⁵. In the same year, around 1750 people accessed stop smoking services in Newcastle Borough and 800 people quite at 4 weeks, a rate of 36 per 1,000 smokers¹⁶.

Sexual health and teenage pregnancy (Data)

Research about teenage parents and their children indicates that women from poorer backgrounds and areas with higher unemployment rates are more likely to become teenage mothers.¹⁷ Teenage mothers suffer from poorer mental health in the three years after birth, compared to other mothers so it is important that appropriate support mechanisms are available. In addition, children of teenage mothers also suffer as young adults in terms of lower educational attainment, a higher risk of economic inactivity and of becoming a teenage mother themselves.

Figure 10 - Under 18 conception rates per 1,000 15 to 17 years old females

	2007-09	2008-10	Trend
Stoke on Trent	64.6	59	▼
Cannock Chase	56.2	55.8	▼
Tamworth	48.9	53.3	▲
Newcastle-under-Lyme	47.8	44.2	▼
East Staffordshire	42.9	39.4	▼
Staffordshire	40.5	39	▼
ENGLAND	40.2	38.1	▼
Lichfield	35.4	34.8	▼
Stafford	32.6	32.4	↔
Staffordshire Moorlands	34.3	30.3	▼
South Staffordshire	28.7	26.1	▼

Source: Office for National Statistics and Department for Education

Figure 10 illustrates that the rate of teenage conceptions has been improving in recent years. In Newcastle Borough the rate is 44.2 per 1,000 15-17 year old females, which is above the county and national rates.

Across Newcastle Borough there are hotspots of particularly high rates in parts of Knutton and Silverdale, Cross Heath, Butt Lane, Silverdale and Parksite, all have higher rates than the national average.

¹³ Department of Health

¹⁴ Smoking, drinking and drug use among young people in England, 2009, NHS Information Centre

¹⁵ Local Health Profiles, Department of Health, Crown Copyright, 2012

¹⁶ Source: Integrated Household Survey, Office for National Statistics (experimental statistics), Lifestyle Services data extract 2010/11 (as at 15 August 2011), NHS Healthcare Commissioning Services (HCS), NHS North Staffordshire Stop Smoking Services data extract and Smoking cessation statistics 2010/11, Lifestyle Statistics. The NHS Information Centre, Copyright. The Health and Social Care Information Centre, Lifestyles Statistics. All rights reserved, taken from Health and Wellbeing Profile for Newcastle-under-Lyme, Staffordshire Public Health, 2012

¹⁷ Long term consequences of teenage births for parents and their children, Department of Health and Teenage Pregnancy Unit, 2004

Quality of life

There are many factors that impact an individual's quality of life, many of which have been included throughout this report. In addition, there are some of the factors that are more difficult to quantify, such as the sense of community that exists where people live and to what extent they feel that they belong and have responsibility for their local area.

On the whole the residents of Newcastle Borough are satisfied with their local areas as a place to live, 90% compared to 91% for Staffordshire and Stoke on Trent¹⁸. Local consultation indicates that the three most important things in making somewhere a good place to live are crime levels (according to 52% of respondents), good schools (44%) and clean streets (43%). The top three things that they feel need improving are activities for young people (29%), roads and pavements (29%) and shopping facilities (18%).

Volunteering

Volunteering can provide a positive contribution to communities, by providing skills and experience for people to enable them to access employment, promoting health and social wellbeing for the individuals concerned and enabling the provision of services that may not otherwise be available without volunteers.

According to the latest Feeling the Difference survey, around 13% of respondents have given unpaid help to a group, club or organisation at least once a month in the previous 12 months and 34% have given informal help to individuals who are not relatives. This compares to the Staffordshire and Stoke-on-Trent figures of 13% and 27% respectively.

Household waste and fly-tipping

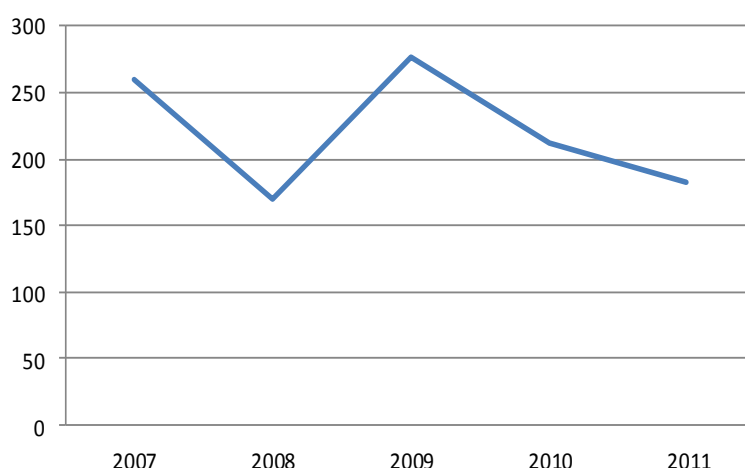
Fly-tipping is a threat to public health. The appearance of areas of fly tipping can be unsightly and have a negative impact on the wellbeing of those that live close by. Within Newcastle Borough, there were 4,305 reported cases of fly-tipping during 2011/2012, representing an increase from 3,676 in 2009/10¹⁹.

In Newcastle Borough, 50.3% of waste was sent for reuse, recycling or composting, compared to 53.7% for Staffordshire and 43% for England. This represents an increase from 28.7% in 2009/10¹⁹.

Housing

Housing is an important element of communities, including issues around supply, quality and affordability. The level of house building has fluctuated between 2007 and 2011, with a peak of 277 residential completions in 2009 and a low in 2008 of 170. This is a likely consequence of the recession and the fall in the housing market, but 2011 shows signs of improvement.

Figure 11: Residential housing completions, 2007-2011



Source: Staffordshire Land Availability Surveys

¹⁸ Feeling the Difference, Wave 14, Staffordshire Police

¹⁹ Local Authority Collected Waste Management, Department for Environment, Food and Rural Affairs, November 2011