

Newcastle Borough Profile (Data source NOMIS 2017, unless otherwise stated)

The Borough of Newcastle is based around the historic 800 year old market town of Newcastle-under-Lyme. Kidsgrove, six miles to the north, is the Borough's second town. The Borough is part urban (together with neighbouring Stoke-on-Trent forming the western part of the North Staffordshire conurbation) and part rural. The Borough is also home to the country's largest campus university, Keele University, which currently has 10,000 students. Keele graduates are officially recognised as the most employable graduates in the country.

The town lies along the A34 and is well served by the M6, the A500 and the A50. Lying on the West Coast Main Line, four trains an hour connect Stoke-on-Trent Railway Station, 3 miles from Newcastle Town Centre, to London Euston (1 hr 27 mins) and Manchester (37 mins). Four airports, Manchester, East Midlands, Liverpool and Birmingham lie within 50 to 75 mins drive time.

Population

The Borough's population continues to grow and is currently 128,500; it is likely to reach about 131,000 by the end of this 5-year Strategy.

Households

There are currently 58,283 households in the borough and over the next five years it is planned that this will rise by 1396 to 59,679.

Over the period 2012 - 2017, 1489 new houses were completed, an average annual rate of house building of 297. The Strategic Housing Market Assessment that was commissioned as part of the evidence base for the forthcoming Joint Local Plan indicates a need to plan for about 11,700 additional dwellings up to the year 2033.

Employment status

69,700 people work in the Borough, of which 10,600 are self-employed and 55,300 are employees.

The split between full-time (32,000) and part-time (14,000) employment closely reflects the national and regional pattern (2015 figures)

The level of self-employment (11.8% is higher than the GB average of 10.6% and higher than the West Midlands at 9.4)

Employee Jobs by Industry

Wholesale and Retail Trade accounts for 19.6% (GB: 15.8%), Education 13% (GB: 9.2%), Transport and Storage 10.9% (GB: 4.7%), Manufacturing 8.7% of employment (GB: 8.3%), Admin and Support Service 8.7% (GB 8.9%) Financial and Insurance 1.5% (GB: 3.6%)

Significant private sector employers:

Leoni Wiring, Ibstock Brick, Regina Plastics, Jacuzzi, Keele Science and Innovation Park companies such as Bio Composites, Siemens Wind Power UK, Capita, GVA and Cobra Bio, engineering firms such as, KMF Engineering, Phoenix Dynamics and Simon-Hartley, in the logistics field, New Look, George, TK Maxx, Smyths Toys, Fedex and AAH, and a wide range of professional services firms including Knights, Syntectics Solutions, Hacking Ashton and Aspire Housing. Keele University and Newcastle and Stafford College Group are significant employers in the Higher and Further Education sectors.

Qualifications

The local resident workforce is slightly less qualified than the rest of the country, 36.9% are qualified to degree level (GB 38.2%, West Midlands region 31.5%), 59.9% have two or more A levels (GB 56.9%, West Midland region 49.7%), though the numbers with no qualifications (10.5%) is higher than GB (8.0%), but less than the West Midlands region (11.8%).

Earnings

Earnings on the other hand fall behind the regional and national average with the median weekly pay for full-time workers in 2016 at £459.6 compared to GB £540.2 and WM £510.2.

Claimants

JSA claimants are currently lower than at any point over the last 10 years and this is considered to be full employment. However, there are still almost 4,000 claimants of Employment Support Allowance who are furthest from training and work.

Business Counts

Total Business Counts at 2016 were 3,495 which is 87.3% compared to West Midlands 88.7.

Town Centre Vacancy Rates

Town centre vacancy rate in Newcastle is currently at 13%.

As an indication of scale, Newcastle under Lyme Town Centre has a commercial floorspace of 105,343 m². This compares with Stoke-on-Trent City Centre (203,077 m²); Stafford Town Centre (110,282 m²); Macclesfield Town Centre (96,680 m²); Stoke Town Centre (75,391 m²); Longton Town Centre 66,965 m²); and Leek (46,580 m²).