Ward Profile with 2011 Census data

VERSION 3.0
Aug-16

Ward Name: Burslem Central

Ward Code: DW10
Locality   North

There are 37 Wards in the city. This report profiles some of the main statistics of 1 of the 37 Ward's. Census data Source: Office for National Statistics licensed under the Open Government Licence v.1.0.

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Located towards the north of the city, the Burslem Central ward is adjacent to Newcastle Borough with the west-coast main line being the predominant border. To the north lies the Tunstall ward and the Little Chell & Stanfield ward, The Burslem Park ward and the Moorcroft ward form the eastern boundaries and Etruria & Hanley ward forming the southern boundary.

This ward includes Burslem town centre, known as the Mother Town of the Potteries, and the areas of Longport, Middleport and Dalehall. Burslem was the largest of the six towns and the first to industrialise, although it was not made a borough until 1878. The current Town Hall, dating from 1911, now the Queens Theatre, is the third in the town's history and replaced the 1857 Old Town hall that contained a fish market on the ground floor – the original having been in Market Place dating from 1761. Burslem anticipated being the municipal centre of federation of Stoke-on-Trent although it's pre-eminence was already in question when Hanley got electricity in 1894, ten years before Burslem.

Queen Street, named after Queen Charlotte, is home to the Ancient Free School founded in 1749, the Burslem School of Art founded in 1905 and the Wedgwood Institute founded in 1869. The town was home to Josiah Wedgwood's first factory where he was born in 1730.

The ward also contains distinct areas of council housing on three estates: Longport-Dalehall, Middleport and Westport, and an extensive area of housing clearance in the vicinity of Newport Lane towards the south of the ward. Typically however the ward consists of large areas of privately-owned terraced housing as well as pockets of new developments adjacent to Scotia Road and Federation Road north of Burslem town centre.

The area contains the Trent and Mersey canal and the Westport Lake Park area and is served by the Co-operative Academy of Stoke-on-Trent as well as Saint Nathaniel's Primary Academy.

Population and Change, 2001-2011

.	DW10			City
	2001 Census	2011 Census	% Change 2001 - 2011	% Change 2001 - 2011
Population	4056	6206	53.0%	3.5%
Aged 0-15	791	1248	57.8%	0.8%
Aged 16-64 (Working Age)	2660	4183	57.2%	5.1%
Aged 65+	604	775	28.2%	-0.8%
Non White British	361	1339	270.8%	118.7%
White British	3718	4867	30.9%	-4.4%

Ethnicity - 2011 Census

.	DW10		City	England
White British	4867	78.4%	86.4%	79.8%
* White Other	408	6.6%	2.3%	5.7%
Mixed/multiple ethnic groups	168	2.7%	1.8%	2.2%
Asian/Asian British	560	9.0%	7.4%	7.7%
Black/African/Caribbean/Black British	144	2.3%	1.4%	3.4%
Other ethnic group	59	1.0%	0.7%	1.0%

Religion - 2011 Census

.	DW10		City	England
Christian	3508	56.5%	60.9%	59.4%
Buddhist	17	0.3%	0.3%	0.5%
Hindu	26	0.4%	0.6%	1.5%
Jewish	3	0.0%	0.0%	0.5%
Muslim	531	8.6%	6.0%	5.0%
Sikh	15	0.2%	0.2%	0.8%
Other religion	20	0.3%	0.4%	0.4%
No religion	1676	27.0%	25.2%	24.7%
Religion not stated	410	6.6%	6.4%	7.2%

*Includes the White Irish, Gypsy or Irish Traveller, and Other White ethnic categories.

Household spaces and Change, 2001-2011

.	DW10			City
	2001 Census	2011 Census	% Change 2001 - 2011	% Change 2001 - 2011
Household spaces (includes Vacant)	2065	3081	49.2%	3.6%

Population by age group - (ONS, 2011 Census)

Legend: Burslem Central — City — National
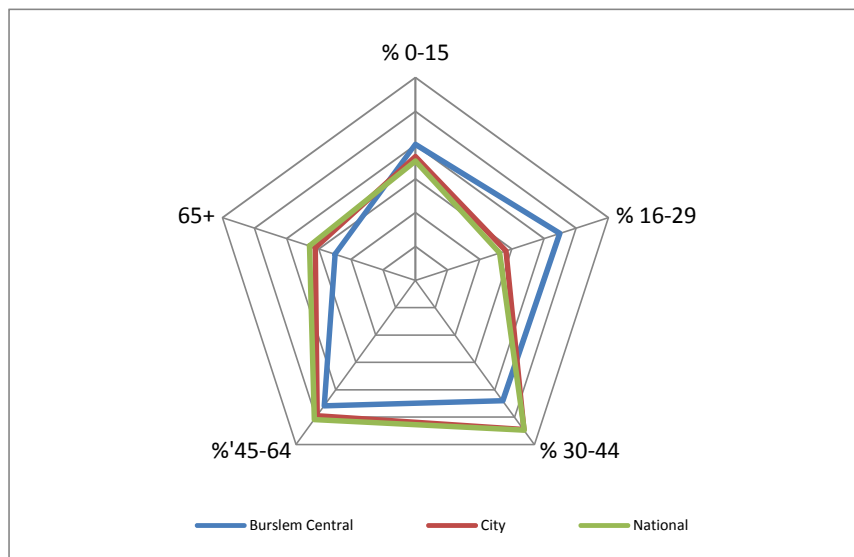
Country of Birth - 2011 Census

.	DW10		City
United Kingdom	5353	86.3%	91.7%
Ireland	12	0.2%	0.2%
Other EU: Member countries in March 2001	30	0.5%	0.7%
Other EU: Accession countries April 2001 to March 2011	327	5.3%	1.2%
Other countries	484	7.8%	6.2%

Housing	Burslem Central	DW10

Household type

Property Type

Property Type	DW10	Stoke-on-Trent	England
Detached house	6.5%	14.1%	22.3%
Semi-detached house	19.0%	44.6%	30.6%
Terraced house	55.2%	29.6%	24.5%
Other e.g. Flat, Caravan, temporary unit	19.3%	11.7%	22.5%

(ONS, 2011 Census)

Overcrowded Households

	DW10	Stoke-on-Trent	England
% Overcrowded Rooms	11.4%	6.1%	8.7%
% Overcrowded Bedrooms	5.2%	4.5%	4.8%
% Without Central Heating	3.6%	2.5%	2.7%

(ONS, 2011 Census)

Housing tenure

	2001				2011		
	DW10		Stoke-on-Trent	England	DW10	Stoke-on-Trent	England
Owner Occupied Outright	521	27.9%	28.6%	29.2%	533	18.5%	28.5%	30.6%
Owner Occupied Mortgage	596	31.9%	35.5%	38.9%	640	22.2%	31.0%	32.8%
Owner Occupied Shared Ownership	22	1.1%	1.1%	0.6%	23	0.8%	0.4%	0.8%
Social/Council Rented	482	25.8%	24.4%	19.3%	841	29.2%	24.1%	17.7%
Private Rented	249	13.3%	6.7%	8.8%	785	27.3%	14.4%	16.8%
Other Rented	0	0.0%	3.7%	3.2%	58	2.0%	1.7%	1.3%

Household composition - ONS, 2011 Census

Property Type	DW10		Stoke-on-Trent	England
One Person	**1172**	**40.7%**	**32.9%**	**30.3%**
Pensioner	327	11.4%	12.4%	12.4%
Other	845	29.3%	20.5%	17.9%
Family households	**1524**	**52.9%**	**60.8%**	**61.7%**
All pensioners	122	4.2%	7.1%	8.1%
Couple - no children	442	15.3%	16.9%	17.6%
Couple - with dependent childr(ren)	476	16.5%	18.3%	19.3%
Couple - all children non dependent	122	4.2%	6.4%	6.1%
Lone Parent - with dependent child(ren)	266	9.2%	8.4%	7.1%
Lone Parent - all children non dependent	96	3.3%	3.7%	3.5%
Other households	**184**	**6.4%**	**6.4%**	**8.0%**

Dwelling by Council Tax band

|	DW10	Stoke-on-Trent	England
Band A	80.5%	61.1%	24.8%
Band B	13.9%	20.2%	19.6%
Band C	4.8%	12.7%	21.8%
Band D	0.7%	4.0%	15.3%
Band E	0.1%	1.5%	9.4%
Band F	0.0%	0.4%	5.0%
Band G-I	0.1%	0.5%	9.1%

(ONS, Dwelling Stock by Council Tax Band, March 2011)
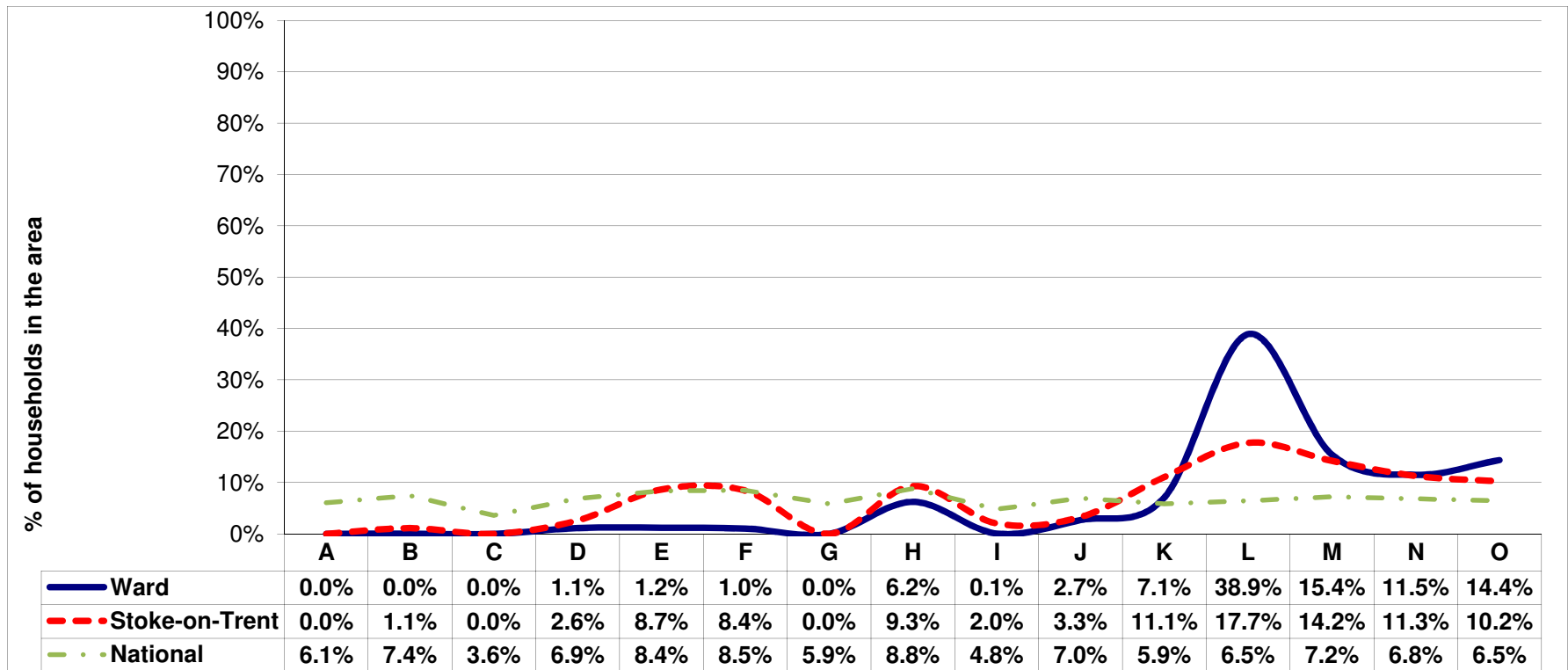
Indices of Multiple Deprivation 2015

Area	DW10 % Most Deprived in the Country (Lower is more deprived)	Stoke-on-Trent % Most Deprived in the Country (Lower is more deprived)	Rank of DW10 in the city (out of 37)-Deprivation (from 1 most deprived to 37 the least deprived)
OVERALL DEPRIVATION	7.3%	27.9%	2
INCOME	12.9%	32.7%	3
EMPLOYMENT	9.6%	26.6%	4
HEALTH DEPRIVATION AND DISABILITY	5.7%	18.4%	2
EDUCATION SKILLS AND TRAINING	8.3%	23.7%	3
BARRIERS TO HOUSING AND SERVICES	49.1%	63.4%	7
CRIME AND DISORDER	4.7%	32.1%	2
LIVING ENVIRONMENT	14.9%	41.0%	4
* IDACI	16.0%	32.6%	6
** IDAOPI	20.4%	36.2%	7

* Income Deprivation Affecting Children
** Income Deprivation Affecting Older People Indices

DW10 Burslem Central
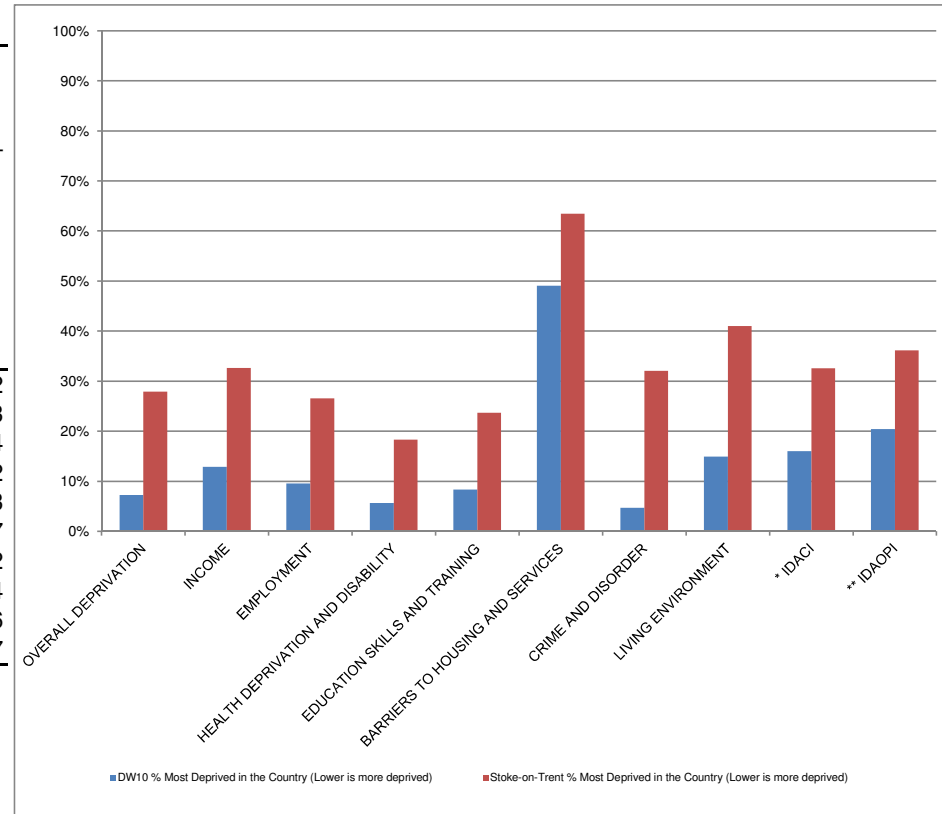
Comparison of Ward 2016 MOSAIC 1 to 15 Distribution with the City & National MOSAIC 1 to 15 Distribution

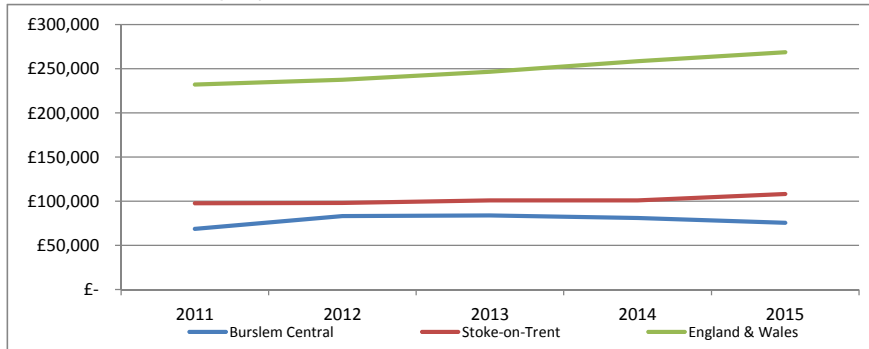|	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Ward	0.0%	0.0%	0.0%	1.1%	1.2%	1.0%	0.0%	6.2%	0.1%	2.7%	7.1%	38.9%	15.4%	11.5%	14.4%
Stoke-on-Trent	0.0%	1.1%	0.0%	2.6%	8.7%	8.4%	0.0%	9.3%	2.0%	3.3%	11.1%	17.7%	14.2%	11.3%	10.2%
National	6.1%	7.4%	3.6%	6.9%	8.4%	8.5%	5.9%	8.8%	4.8%	7.0%	5.9%	6.5%	7.2%	6.8%	6.5%

A. Country Living - Well-off owners in rural locations enjoying the benefits of country life	F. Senior Security - Elderly people with assets who are enjoying a comfortable retirement	K. Modest Traditions - Mature homeowners of value homes enjoying stable lifestyles
B. Prestige Positions - Established families in large detached homes living upmarket lifestyles	G. Rural Reality - Householders living in inexpensive homes in village communities	L. Transient Renters - Single people privately renting low cost homes for the short term
C. City Prosperity - High status city dwellers living in central locations and pursuing careers with high rewards	H. Aspiring Homemakers - Younger households settling down in housing priced within their means	M. Family Basics - Families with limited resources who have to budget to make ends meet
D. Domestic Success - Thriving families who are busy bringing up children and following careers	I. Urban Cohesion - Residents of settled urban communities with a strong sense of identity	N. Vintage Value - Elderly people reliant on support to meet financial or practical needs
E. Suburban Stability - Mature suburban owners living settled lives in mid-range housing	J. Rental Hubs - Educated young people privately renting in urban neighbourhoods	O. Municipal Challenge - Urban renters of social housing facing an array of challenges

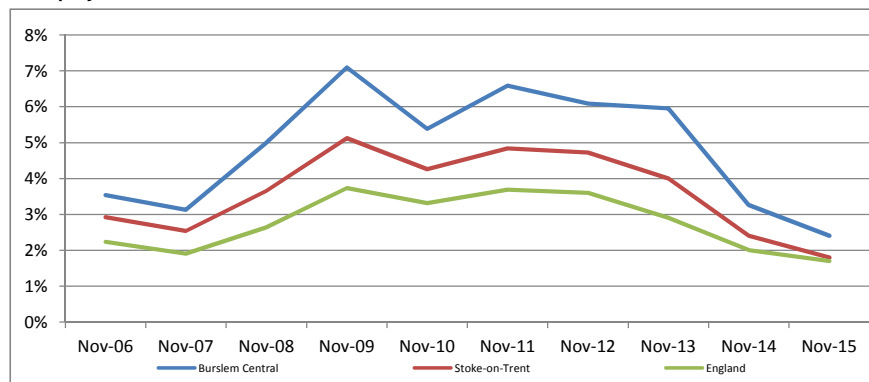**Highest Level of qualifications achieved (all people aged 16-74)**

	No Qual	Level 1/2	Level 3	Level 4/5	Other
Burslem Central	35.9%	31.8%	9.7%	12.9%	9.7%
Stoke-on-Trent	33.8%	30.3%	11.9%	15.5%	8.5%
National	22.5%	28.5%	12.4%	27.4%	9.3%

(ONS, 2011 Census)

Incomes

	Burslem Central	Stoke-on-Trent	Great Britain	Ward Ranking (out of 37)
Average Gross Household Income	£ 24,240	£ 27,327	£ 37,521	8

(MOSAIC 2016)

House Prices - Land Registry

Car or van availability - (Households, 2011 Census)

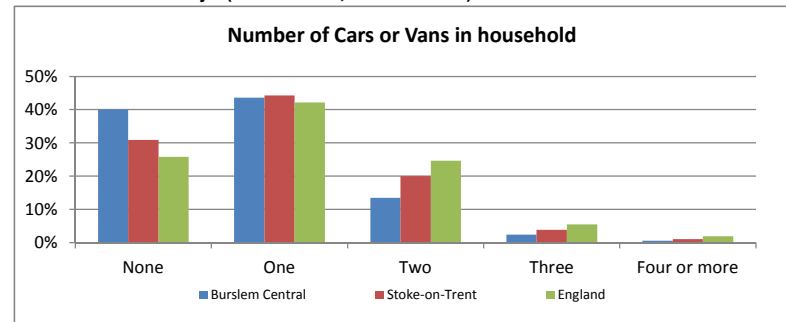**Unemployment - claimant count**

Working Age Client Group

(ONS, Claimant count unemployment, Crown Copyright Reserved, from Nomis)
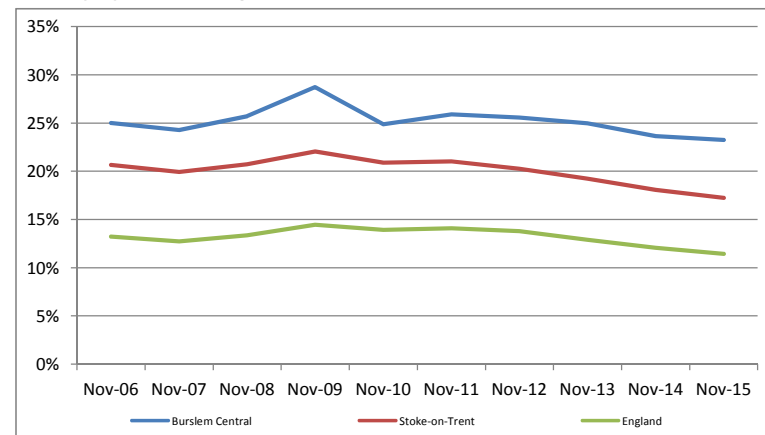(ONS, LSOA mid-year population estimates for England and Wales (Experimental))

(DWP, Work and Pensions Longitudinal Study, from Nomis)
(ONS, LSOA mid-year population estimates for England and Wales (Experimental))

Occupational position (all people of working age 16-74)

	2001			2011		
	DW10	SOT	England	DW10	SOT	England
Managers, Directors and senior officials	139	8.2%	9.8%	15.3%	198	7.5%	7.4%	10.9%
Professional occupations	54	3.2%	5.5%	11.2%	231	8.7%	10.5%	17.5%
Associate professional and technical occupations	129	7.7%	9.7%	13.8%	241	9.1%	8.9%	12.8%
Adminstrative and secretarial occupations	160	9.5%	10.6%	13.4%	220	8.3%	9.9%	11.5%
Skilled trades occupations	393	23.3%	19.1%	11.5%	367	13.8%	14.4%	11.4%
Caring, leisure & other service occupations	101	6.0%	7.5%	6.9%	258	9.7%	11.0%	9.3%
Sales and customer service occupations	150	8.9%	8.9%	7.7%	302	11.4%	10.9%	8.4%
Process; plant and machine operatives	286	17.0%	13.6%	8.4%	333	12.6%	11.0%	7.2%
Elementary occupations	273	16.2%	15.5%	11.8%	503	19.0%	16.0%	11.1%

(ONS, 2011 Census)

Long-term health problem or disability

	Day-to-day activities limited a lot as % of All People	Day-to-day activities limited a little as % of All People	Day-to-day activities limited TOTAL as % of All People	Day-to-day activities limited a lot: Age 16 to 64	Day-to-day activities limited a little: Age 16 to 64	Day-to-day activities limited TOTAL: Age 16 to 64
DW10	13.0%	10.5%	23.5%	11.3%	9.8%	21.1%
Stoke-on-Trent	11.8%	10.9%	22.7%	8.9%	9.4%	18.3%
England	8.3%	9.3%	17.6%	5.6%	7.1%	12.7%

(ONS, 2011 Census)

People's overall health (reported by themselves) - ONS, 2011 Census

Data on this page contains only resident pupils of the Ward going to Stoke-on-Trent Schools

EYFSP - 5 years of data 2008 to 2012

	Number of Pupils	% achieving 6+ CLLD and PSED and 78+	Ward Ranking (out of 37) of % achieving 6+ CLLD and PSED and 78+
Burslem Central	327	55.0%	22
Stoke-on-Trent	14616	52.6%	NA

Key Stage 1 - 5 years of data 2009 to 2013

		Achievement						Ward Ranking (out of 37)					
	Number of Pupils	% Level 2+ Reading	% Level 2+ Writing	% Level 2+ Maths	% Level 2B+ Reading	% Level 2B+ Writing	% Level 2B+ Maths	Level 2+ Reading	Level 2+ Writing	Level 2+ Maths	Level 2B+ Reading	Level 2B+ Writing	Level 2B+ Maths
Burslem Central	252	71%	63%	76%	57%	39%	55%	5	4	3	5	3	4
Stoke-on-Trent	13828	78%	74%	83%	65%	53%	65%	Not applicable					

Key Stage 4 - 5 years of data 2010 to 2014

	Number of Pupils	% achieving 5+ A*-C including English & Maths GCSE or equivalent	Ward Ranking (out of 37) of % achieving 5+ A*-C including English & Maths GCSE or equivalent
Burslem Central	281	42.3%	10
Stoke-on-Trent	13774	41.2%	NA

Key Stage 2 - 5 years of data 2008 to 2012

		Achievement						Ward Ranking (out of 37)					
	Number of Pupils	% Level 4+ English & Maths	% Level 4+ English	% Level 4+ Maths	% Level 5+ English & Maths	% Level 5+ English	% Level 5+ Maths	Level 4+ English & Maths	Level 4+ English	Level 4+ Maths	Level 5+ English & Maths	Level 5+ English	Level 5+ Maths
Burslem Central	274	45%	59%	59%	11%	14%	18%	1	1	4	1	2	1
Stoke-on-Trent	13106	77%	77%	70%	24%	28%	24%	Not applicable					

Notes

Stoke-on-Trent Wards

There are currently 37 Wards in the city, these came into force in May 2011. There were 20 Wards in the city before the new Wards came into existence

Index of multiple Deprivation (IMD)

This is an indicator of deprivation, published by the Department for Communities and Local Government. (IDACI) stands for Income Affecting Children Index. (IDAOPI) stands for Income Deprivation Affecting Older People Index. For more information go to: http://www.communities.gov.uk/communities/research/indicesdeprivation/deprivation10/

MOSAIC

Experian's Mosaic UK™ is a consumer classification system which uses in-depth demographic data. This data helps to get a better understanding of an area and the people within it Experian's Mosaic UK™ consumer classification provides
an understanding of the lifestyles, demographics and behaviour of all households in the UK. For further information on Mosaic UK™ and further analysis please contact the Business Intelligence Team.

Unemployment and Working Age Client Group data are estimates, data published at LSOA level is rounded to the nearest 5. The denominator used is the ONS mid-year estimates data for working age population aged 16-64

Working Age Client Group (WACG) data provides counts of working age claimants of key benefits. It shows breakdowns by their statistical group (their main reason for interacting with the benefit system), gender and age. The main advantage of this dataset is that the double counting of claimants on more than one benefit has been removed so that users will get a more accurate picture of benefit claiming and worklessness at a small area level.   The denominator used is the ONS mid-year estimates data for working age population aged 16-64

Ward Rankings - This has been worked out so that 1 is the worst performing Ward and 37 is the best performing Ward

ONS Census Data: All 2001 and 2011 Census data is taken from Source: Office for National Statistics licensed under the Open Government Licence v.1.0.