

### Nantwich South and Stapeley

|                          |   |
|--------------------------|---|
| Area (hectares)          | 832   |
| Dwellings                | 3,860   |
| Population               | 8,130   |
| Electoral Register       | 6,408   |
| Children (0-15)          | 1,580<br>(19.4%)  |
| Working age (16-64)      | 4,880<br>(60.0%)  |
| Pensionable age (65+)    | 1,670<br>(20.5%)  |
| Population Density       | 9.8 (per hectare)   |
| Predominate Mosaic Group | F - Couples with young children in comfortable modern housing |

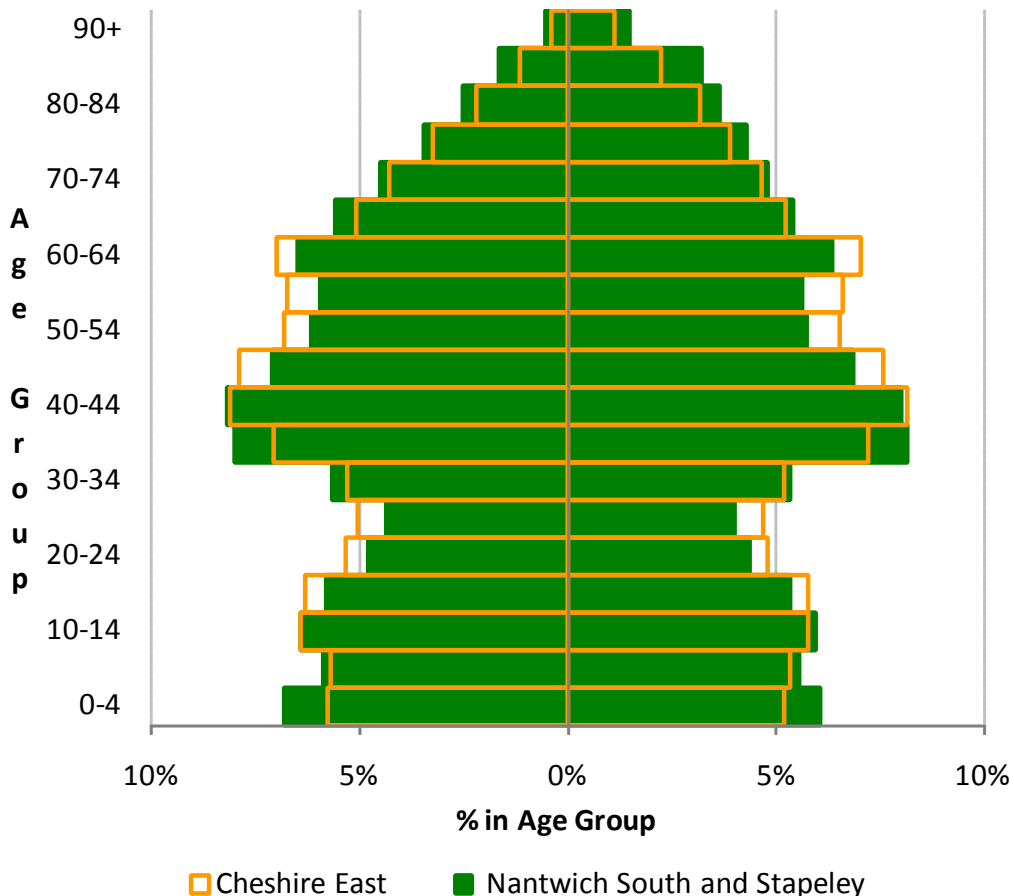
### Summary:

With more than eight thousand residents, this is one of the larger wards in Cheshire East. The age profile is similar to the Cheshire East average. However, there are a slightly higher proportion of children.

Average household incomes are slightly above the Cheshire East average by six percent. House prices are similar to the Cheshire East average. One in three households receives a single occupier council tax discount.

Recent education results at GCSE 4 (GCSE level) were good. Performance at KS5 (A level) were below average, however, these results are based on a small number of pupils. Both crime and ASB rates are below average.

### Age Structure

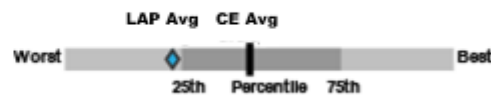



























For any value/circle which lies to the left of the centre line – the Cheshire East average – the area is worse than average, any value to the right of the centre line is better than the average.

**Key:**

- Better than the Cheshire East average
- Not significantly different from Cheshire East average
- Worse than the Cheshire East average
- No significance can be calculated

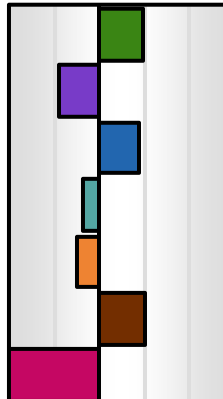
**Chart Key:**



| Indicator                             | Rate / Value | CE Avg  | CE Worst | Cheshire East Range   | CE Best |
|---------------------------------------|--------------|---------|----------|---|---------|
| <b>Education</b>                      |              |         |          |   |         |
| KS4 - 5+ A* to C                      | 92.9         | 79.0    | 54.1     |    | 100.0   |
| KS4 - 5+ A* to C (inc E & M)          | 75.5         | 61.9    | 26.0     |    | 100.0   |
| KS5 - Avg points per pupil            | 728.4        | 776.0   | 351.0    |    | 966.0   |
| <b>Crime</b>                          |              |         |          |   |         |
| Crimes - rate per 1,000 population    | 41           | 52      | 273      |    | 14      |
| Burglary - proportion of total crimes | 12.3         | 14.5    | 68.9     |    | 5.2     |
| Robbery - proportion of total crimes  | 0.9          | 0.3     | 2.0      |    | 0.0     |
| Vehicle - proportion of total crimes  | 7.8          | 9.6     | 24.9     |   | 4.9     |
| Violent - proportion of total crimes  | 18.9         | 18.1    | 28.2     |  | 4.2     |
| Other - proportion of total crimes    | 60.1         | 57.5    | 68.9     |  | 43.8    |
| <b>Population</b>                     |              |         |          |   |         |
| Children (0-15)                       | 19.4         | 18.4    | 13.9     |  | 26.1    |
| Working age (16-64)                   | 60.0         | 63.3    | 57.0     |  | 69.7    |
| Pensionable age (65+)                 | 20.5         | 18.4    | 7.1      |  | 27.8    |
| <b>Economic</b>                       |              |         |          |   |         |
| NEET                                  |              |         |          |   |         |
| Average Household Income              | £34,400      | £32,600 | £19,400  |  | £52,500 |
| Benefits - Council Tax claimants      |              |         |          |   |         |
| Benefits - Housing Benefit claimants  |              |         |          |   |         |
| <b>Council Tax</b>                    |              |         |          |   |         |
| Band A (up to £40,000)                | 9.5          | 17.6    | 0.2      |  | 83.4    |
| Band B (£40k - £52k)                  | 20.1         | 20.7    | 1.5      |  | 49.6    |
| Band C (£52k - £68k)                  | 16.8         | 19.8    | 1.2      |  | 38.7    |
| Band D (£68k - £88k)                  | 24.5         | 14.6    | 0.1      |  | 36.3    |
| Band E (£88k - £120k)                 | 13.5         | 11.3    | 0.1      |  | 21.6    |
| Band F (£120k - £160k)                | 9.0          | 7.8     | 0.0      |  | 29.7    |
| Band G (£160k - £320k)                | 6.5          | 7.1     | 0.0      |  | 46.6    |
| Band H (over £320k)                   | 0.1          | 1.0     | 0.0      |  | 19.2    |
| Second Homes                          | 0.8          | 0.5     | 0.1      |  | 1.2     |
| Long Term Empty                       | 1.4          | 1.9     | 5.9      |  | 0.4     |
| Single Occupier                       | 32.7         | 31.6    | 19.2     |  | 45.3    |
| Student Exemption                     | 0.3          | 0.2     | 0.0      |  | 1.3     |

Mosaic classifies all residents by allocating them to one of 7 Supergroups and 15 Groups based on a range of socio-economic, financial and demographic characteristics. The tables below compare the proportion within each ward to that of Cheshire East. The final index column shows how close the ward % is to the Cheshire East %, a figure of 100 would be an identical proportion, values >100 are a higher %.

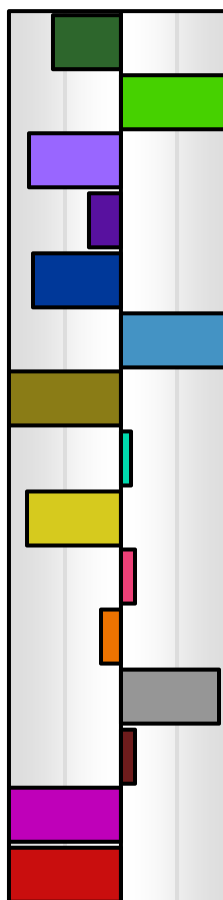
| Mosaic Public Sector Supergroups |                                  | Ward % | CE % | Index |
|----------------------------------|----------------------------------|--------|------|-------|
| A                                | Rural and small town inhabitants | 23.7   | 16.0 | 148   |
| B                                | Affluent households              | 13.2   | 24.3 | 54    |
| C                                | Middle income families           | 29.4   | 20.4 | 144   |
| D                                | Young people starting out        | 4.6    | 5.7  | 80    |
| E                                | Lower income residents           | 15.2   | 20.6 | 74    |
| F                                | Elderly occupants                | 13.9   | 9.3  | 150   |
| G                                | Social housing tenants           | 0.0    | 3.7  | 0     |



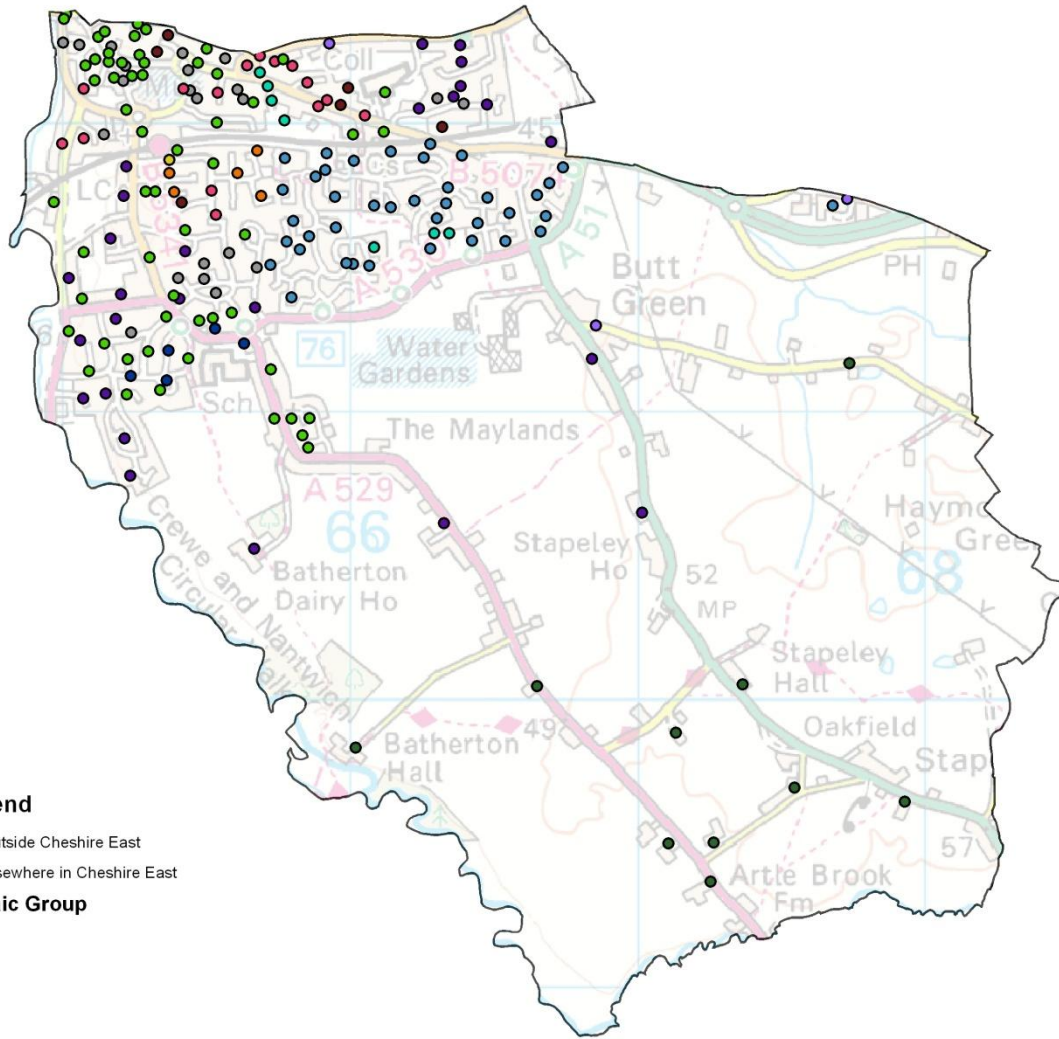
The supergroups have been created to provide a high level overview of an area and are constructed by these groupings are;

- Supergroup A - Groups A and B
- Supergroup C - Groups E and F
- Supergroup D - Groups G and H
- Supergroup F - Groups L and M
- Supergroup G - Groups N and O

| Mosaic Public Sector Groups |  | Ward % | CE % | Index |
|-----------------------------|--|--------|------|-------|
| A                           | Residents of isolated rural communities                              | 1.9    | 4.8  | 39    |
| B                           | Residents of small and mid-sized towns with strong local roots       | 21.8   | 11.2 | 194   |
| C                           | Wealthy people living in the most sought after neighbourhoods        | 1.3    | 7.4  | 18    |
| D                           | Successful professionals living in suburban or semi-rural homes      | 11.9   | 16.9 | 70    |
| E                           | Middle income families living in moderate suburban semis             | 1.9    | 9.2  | 20    |
| F                           | Couples with young children in comfortable modern housing            | 27.5   | 11.2 | 246   |
| G                           | Young, well-educated city dwellers                                   | 0.0    | 1.5  | 0     |
| H                           | Couples and young singles in small modern starter homes              | 4.6    | 4.3  | 108   |
| I                           | Lower income workers in urban terraces in often diverse areas        | 1.0    | 6.3  | 15    |
| J                           | Owner occupiers in older-style housing in ex-industrial areas        | 9.6    | 8.6  | 112   |
| K                           | Residents with sufficient incomes in right-to-buy social housing     | 4.6    | 5.7  | 82    |
| L                           | Active elderly people living in pleasant retirement locations        | 8.5    | 4.5  | 189   |
| M                           | Elderly people reliant on state support                              | 5.4    | 4.7  | 113   |
| N                           | Young people renting flats in high density social housing            | 0.0    | 1.0  | 0     |
| O                           | Families in low-rise social housing with high levels of benefit need | 0.0    | 2.8  | 0     |



## Mosaic Group by Postcode Nantwich South and Stapeley



### Legend

- Outside Cheshire East
- Elsewhere in Cheshire East

### Mosaic Group

- A
- B
- C
- D
- E
- F
- G
- H
- I
- J
- K
- L
- M
- N
- O

Please note that whilst every attempt has been made to quality check this information, no data is completely accurate. However these profiles are designed to make the best use of available intelligence at the time of producing the profiles. These profiles will be updated as new information is released and as commitments allow.

For some figures, such as education and crime rates, the figures relate to a single year. For instance educational performance only includes 2010 results. Figures for a single year should be treated with caution. Education figures include only those pupils educated in Cheshire East schools and do not include those educated privately.

Where house prices are discussed they are based on the implied house prices based on the council tax band profile. In future revisions recent house price sale data will be included where possible.

Crime proportions are the proportions of the total crime committed that involve that type of crime. When a proportion is high it does not imply that the number of that type of crime is high, only that the proportion of total crimes constituted by that type of crime is high.

Sources:

Average Household Income - 2010, CACI.

Council Tax bands - March 2011, Valuation Agency Office.

Council Tax discounts - January 2011, Cheshire East Council.

Crime rates - Calendar year 2010, Cheshire Constabulary.

Dwellings - 2008, Address\_Point, Cheshire West and Chester Council.

Education results - Academic year 2009-10, Cheshire East Council.

Electorate - 2008, Final recommendations for new local government electoral arrangements, Local Government Boundary Commission.

Mosaic - 2010, Mosaic Public Sector, Experian.

Population - 2009 mid year population estimates, Cheshire West and Chester Council.

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