



Heywood - local data profile

July 2025

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- (1) Indicators for policy investment themes
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About this document

This document, produced by MHCLG in collaboration with ONS, presents high-level data to support the Plan for Neighbourhoods programme. It is intended to support Neighbourhood Boards in both identifying and evidencing local needs or trends. It does not make policy recommendations.

Background

- On 4 March 2025, the UK Government announced the launch of the Plan for Neighbourhoods. This will provide up to £20 million in support and funding for 75 places across the UK over the next decade.
- Data is presented across broad themes that Neighbourhood Boards may consider addressing through the programme.
- This pack does not take account of the implementation of current national or local policy interventions.

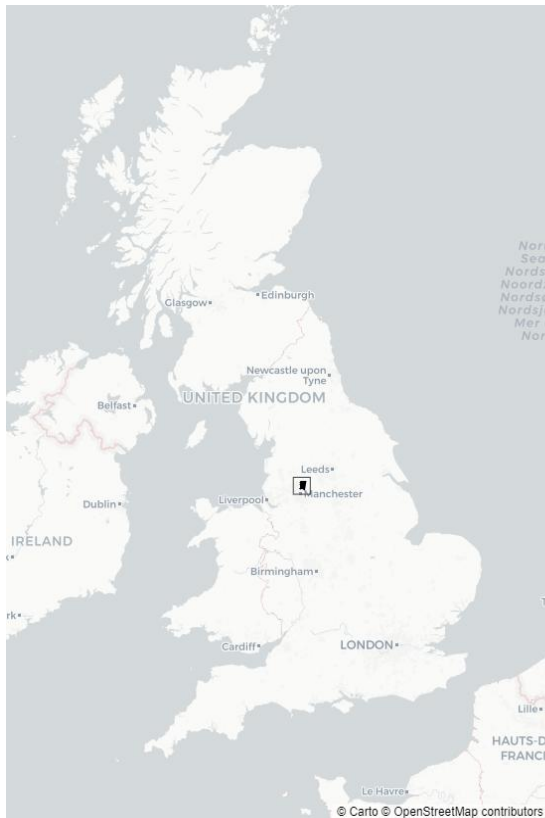
Data caveats

- The data sources in this pack are the latest available as of 1st April 2025. In collaboration with the Office for National Statistics (ONS), we have derived metrics at the Built Up Areas (BUA) (2024) geographical level, where this data was not previously available. Estimates are at BUA (2024) level unless stated otherwise. **These are experimental estimates for small levels of geography that may be more volatile or have higher levels of uncertainty, which should be taken into consideration when interpreting the data.** The metrics in this pack do not account for any boundary request changes submitted by places.
- Lockdown restrictions and the furlough scheme were in place at the time Census 2021 was conducted, which significantly impacted 'travel to work methods' data. As such, the data are not reflective of current commuting patterns. We have therefore used Census 2011 data in the commuter flows table shown in this pack. [Census 2021 employment data](#) may also be impacted by furlough and the timing of Census day (March 2021).
- Due to data availability, estimates at local authority level are based on geographic boundaries as of 2024. Heywood is within the local authority of Rochdale.

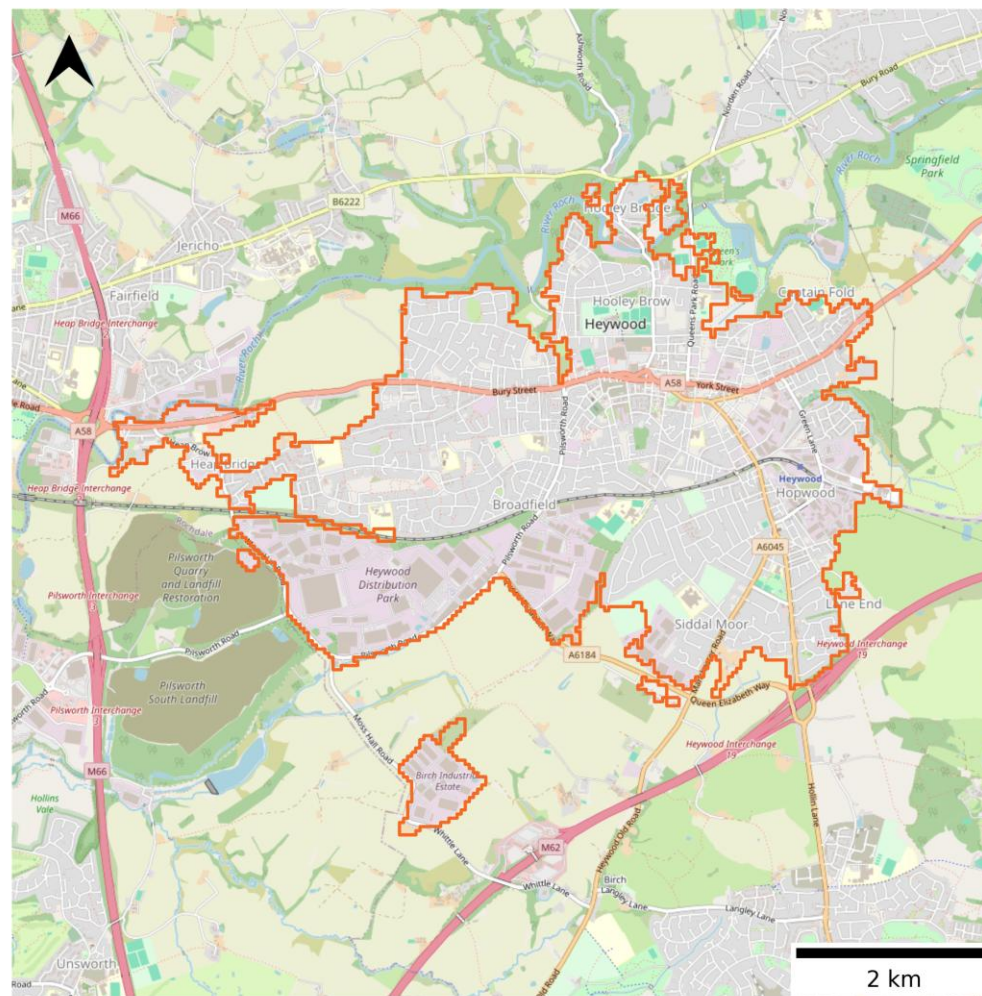


Map of Heywood

This data pack defines a neighbourhood's boundary based on the definition of Built Up Areas (BUA, 2024), unless stated otherwise. This reflects the default approach for the Plan for Neighbourhoods. The metrics in this pack do not account for any boundary changes submitted by the Neighbourhood Boards.



Source: [ONS, 2024](#)

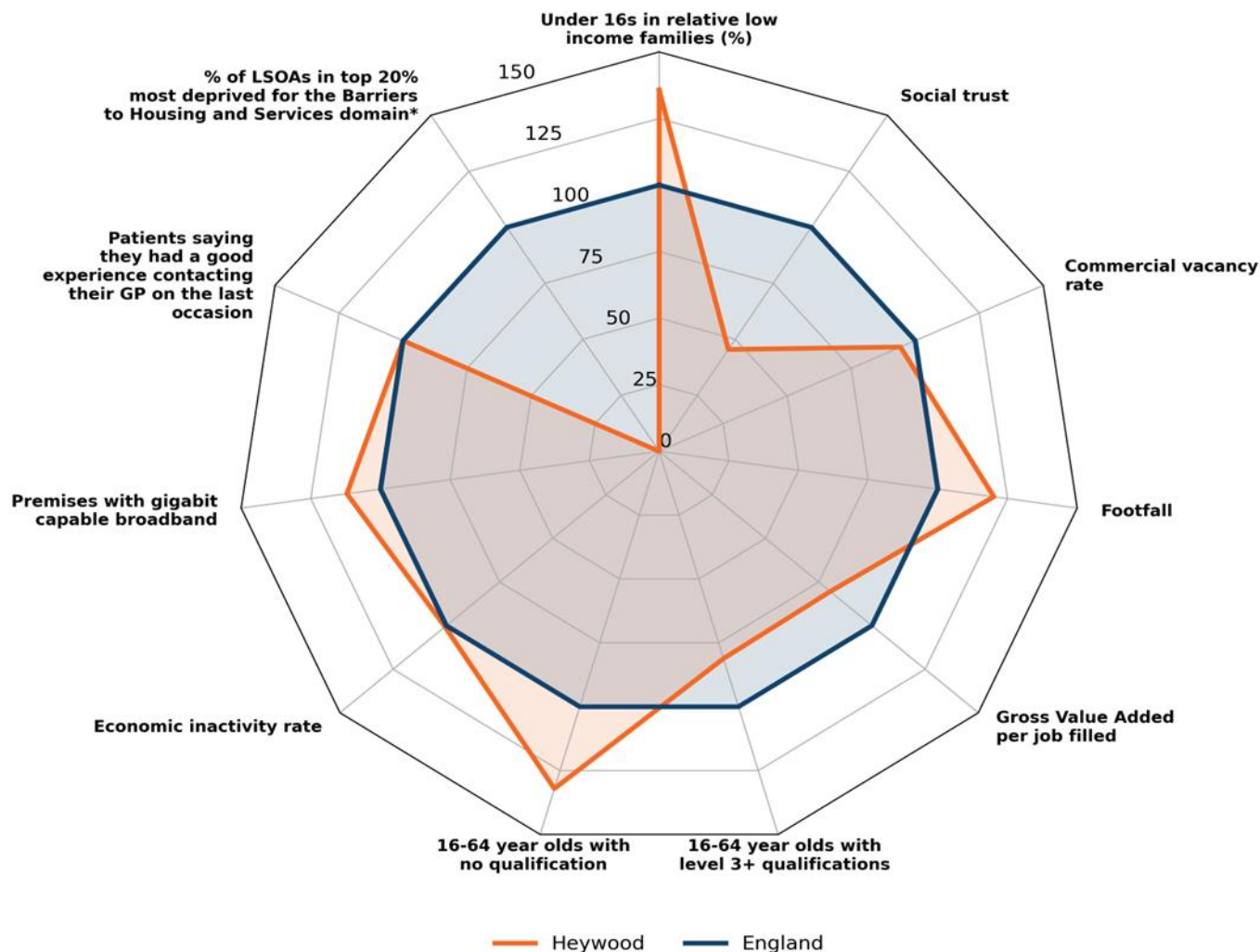


Heywood BUA



Overview of indicators

This page provides an overview of how the BUA's indicators (listed in the Annex) for policy investment themes fare against national averages.



The chart on the left shows how Heywood's indicators (orange) fare against national averages (dark blue). BUA values have been scaled relative to the national averages which were set to 100.

How to read the chart:

1. Compare the overall shape of the BUA data points to the national average shape.
2. The closer a BUA marker is to value 100 on the chart, the closer it is to the national average. For example, a BUA value of 150 means that it is 50% higher than the national average.

* The [Barriers to Housing and Services Domain](#) measures the physical and financial accessibility of housing and local services. The indicators fall into two sub-domains: 'geographical barriers', which relate to the physical proximity of local services, and 'wider barriers' which includes issues relating to access to housing such as affordability and homelessness. A value of 0 indicates none of the [Lower Layer Super Output Areas \(LSOAs\)](#) that intersect the BUA (wholly or partly) are in the top 20% most deprived for the domain within England.



Indicators for policy investment themes

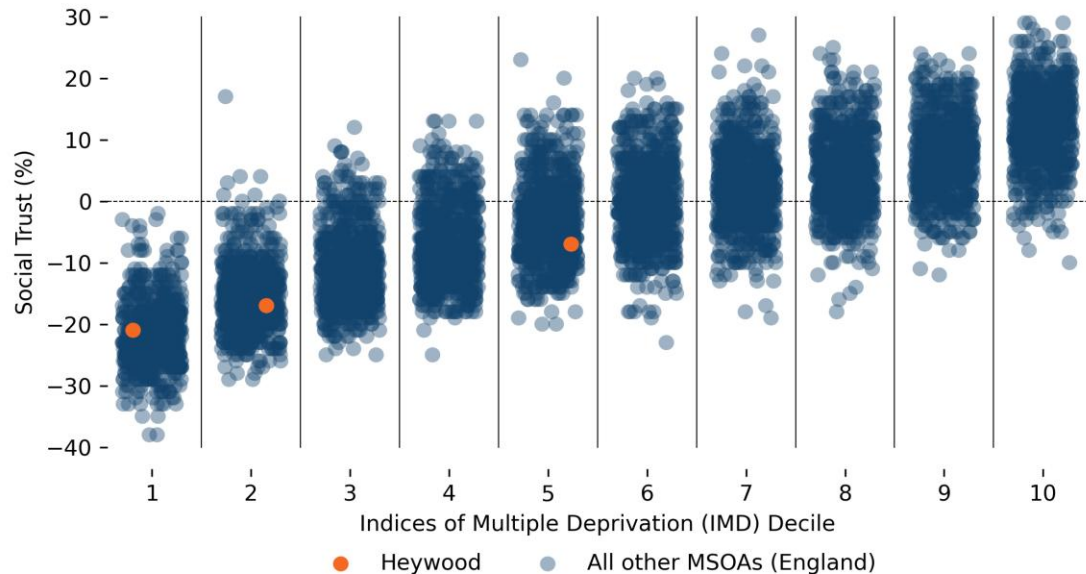


Safety, Security and Cohesion

Indicator	Heywood	Rochdale	England
Social trust (%) (2023)	-15	-9	-3

Note: Recorded crime statistics data not available.

Social Trust (%) (2023) and Index of Multiple Deprivation (IMD) deciles (2019)
(IMD Decile 1 = Most Deprived)



Source: [MHCLG IMD, 2019](#); [Onward, 2023](#)

Note: Data is at MSOA level, resulting in multiple MSOAs per BUA. There was an average of 7 respondents per MSOA.

[Net social trust](#) is defined as the estimated proportion of people who say they generally trust others minus the proportion of people who say that you cannot be too careful when dealing with people. According to [Onward \(2023\)](#), **Heywood has a social trust score of -15%**, which is lower than the England average of -3%, showing that there is a lower level of social trust within Heywood than national levels. More deprived [Middle Layer Super Output Areas \(MSOAs\)](#) are likely to have lower levels of social trust than less deprived MSOAs in Heywood.



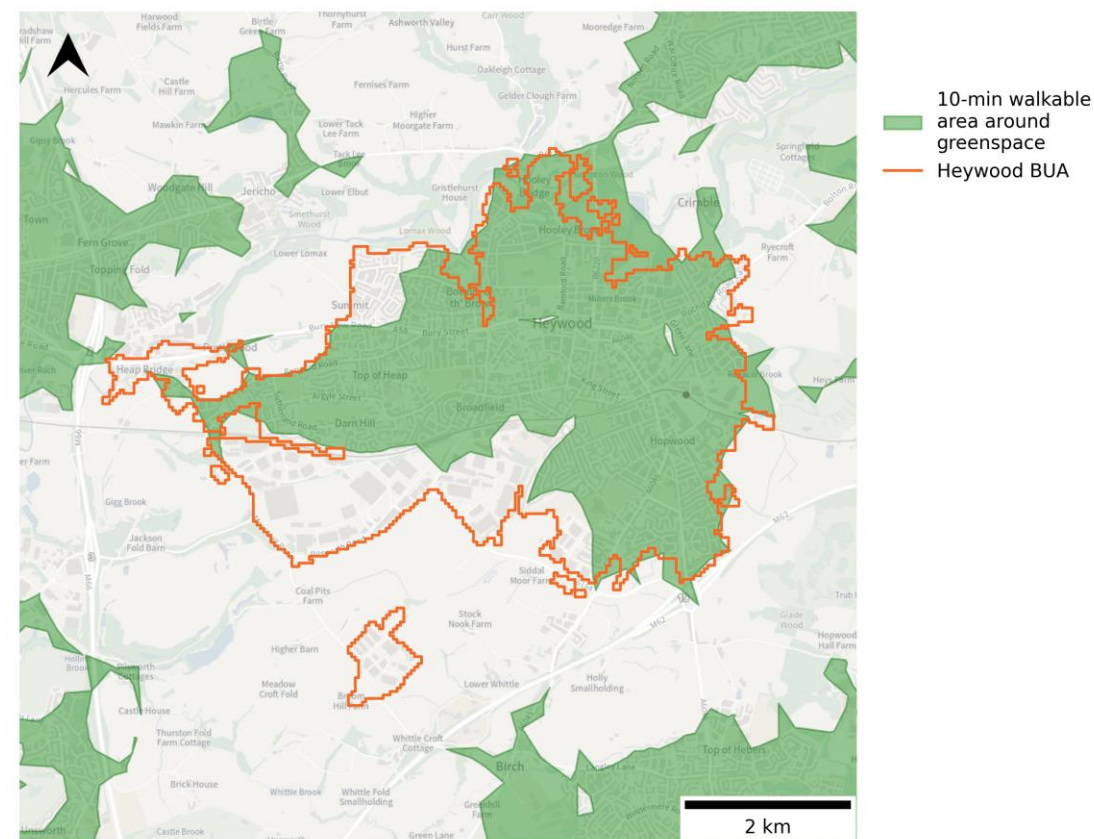
High Streets, Heritage and Regeneration (1/2)

Indicator	Heywood	England
Number of outlets (takeaways, restaurants, clubs, bars, pubs, fitness facilities and sport clubs) per 1,000 population (June 2025)	2.3	2.5
Commercial vacancy rate* (%) (June 2025)	9.8	10.4
Footfall index** based on Virgin Media O2 mobile phone data (April 2022 to March 2023)	120.1	100.0

* The commercial vacancy rate represents the total number of retail and leisure units that are vacant but in an occupiable state, as a percentage of the total number of business units in a destination. Where units are under renovation or demolished, they are not classed as vacant. Commercial vacancy rate is based on data from Green Street. They produce a separate measure of vacancy rate following a different methodology which may differ to that included here.

** Anonymised and aggregated mobile network data by Virgin Media O2. Footfall is defined as the average daily number of outbound journeys (not including journeys to home) within the Built Up Area over the period April 2022-March 2023. The mean average footfall of Built Up Areas in England with populations similar to Heywood (+/- 30%) has been standardised to an index of 100. The number for Heywood is scaled relative to this average.

10-minute walking distance to greenspace access points in Heywood (2025)



Source: [OpenStreetMap, 2025](#); [Ordnance Survey, 2025](#)

Note: 10-minute walkable area is created using OpenStreetMap walking network and OS Greenspace Access Points, excluding: Allotments or Community Growing Spaces, Cemeteries, Religious Grounds, and Golf Courses.

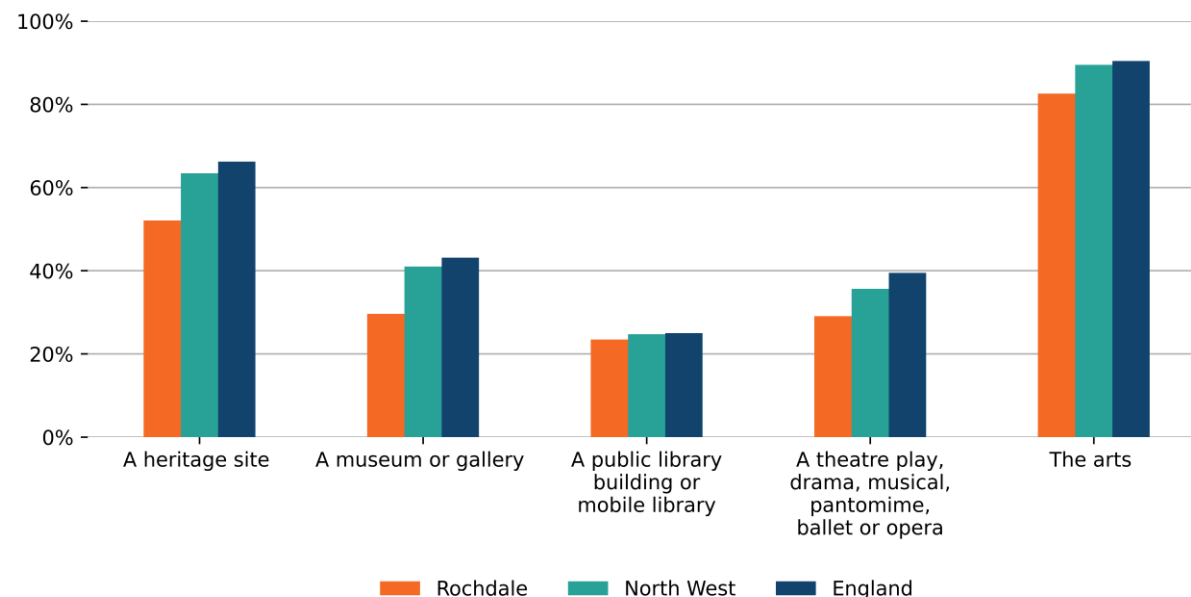


High Streets, Heritage and Regeneration (2/2)

Indicator	Rochdale	North West	England
Adults who engaged with the arts in person (%) (May 2023 to March 2024)	82.6	89.5	90.4
Adults who engaged physically with a theatre play, drama, musical, pantomime, ballet or opera (%) (May 2023 to March 2024)	29.1	35.6	39.5
Adults who visited a museum or gallery in person (%) (May 2023 to March 2024)	29.6	41.0	43.1
Adults who visited a heritage site in person (%) (May 2023 to March 2024)	52.1	63.4	66.2
Adults who visited a public library building or mobile library in person (%) (May 2023 to March 2024)	23.4	24.7	25.0

Note: Cultural participation data is at Local Authority level. Each Built Up Area has been matched to its respective Local Authority based on geographic area share.

Adults physically engaging with cultural facilities (%) (May 2023 to March 2024)



Source: [DSIT](#), [DCMS](#), [Arts Council England](#), 2025



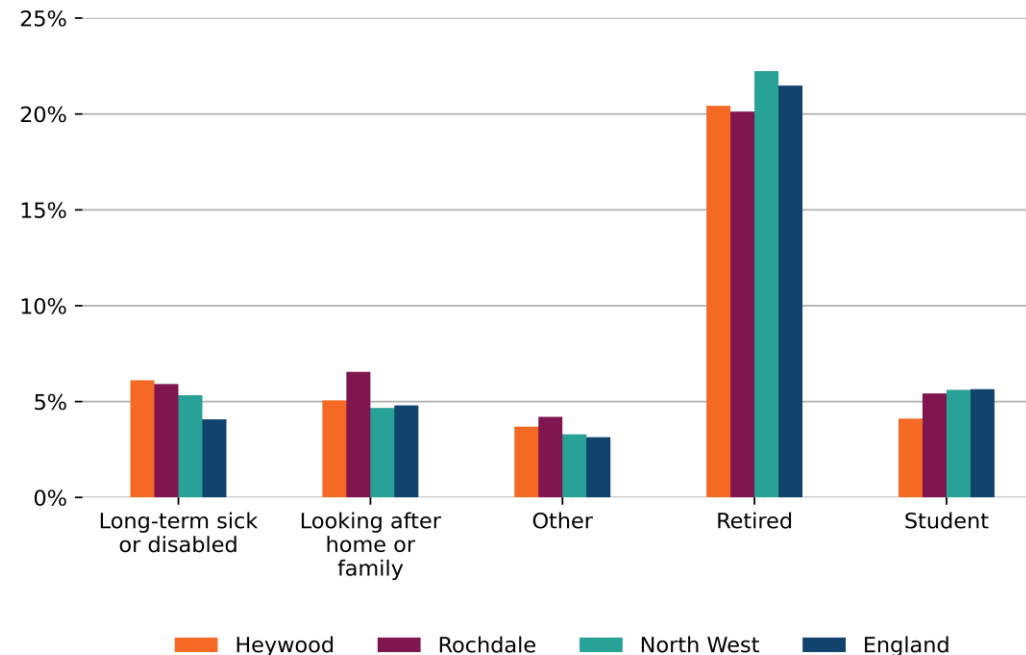
Education, Work, Productivity and Skills

Indicator	Heywood	Rochdale	North West	England
Gross Value Added per job filled (£) (2022)	50,466	47,994	56,625	62,751
16-64 year olds with level 3+ qualifications* (%) (2021)	45.9	48.1	54.7	56.6
16-64 year olds with no qualifications (%) (2021)	16.4	17.7	13.5	12.4
Employment rate (age 16 to 64) (%) (2021)	69.8	66.0	69.2	71.0
Unemployment rate (age 16+) (%) (2021)	5.8	6.2	5.5	5.4
Economic inactivity rate (age 16+) (%) (2021)	39.4	42.2	41.1	39.1
Job density** (2022)	0.83	0.58	0.75	0.77

* Proportion of 16 to 64 year olds with a [level 3 qualification or above](#), such as 2 or more A levels, 4 or more AS levels, degree (BA, BSc) or higher degree (MA, PhD, PGCE).

** [Job density](#) is defined as the number of jobs in an area divided by the resident population aged 16-64 in that area. For example, a job density of 1.0 would mean that there is one job for every resident aged 16-64.

Population (16+) that are economically inactive, by reason (%) (2021)



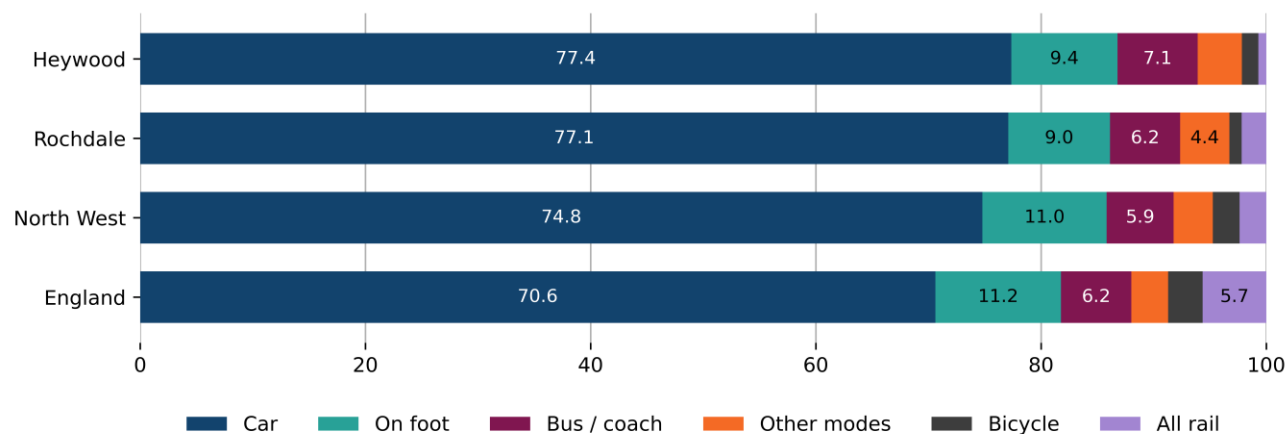
Source: [ONS, 2022](#)



Transport and Connectivity (1/2)

Indicator	Heywood	Rochdale	North West	England
Premises with gigabit capable broadband (%) (July 2024)	93	86	84	83

Method of travel to work (%) (2021)



Source: [ONS, 2022](#)

Note: We have excluded the “Work mainly at or from home” category from this chart to make it easier to clearly see the methods used to travel to work. Percentages do not include those working from home. Missing labels on the bars represent a percentage of less than 4%.

Note: Data presented on the chart above (from Census 2021) should not be compared with the tables on the right, which represent Census 2011 data. The tables on the right are based on BUA 2011 geographies, which may differ in boundaries and names from the closest matching BUA 2024 geographies used for most of the data in this pack. Census travel data for 2021 were impacted by lockdown restrictions and the furlough scheme that were in place in March 2021.

Flows of commuters entering or leaving Heywood (2011)

BUA	2011 Population	Incoming	Outgoing	Working local
Heywood	28,205	8,838	8,749	4,049

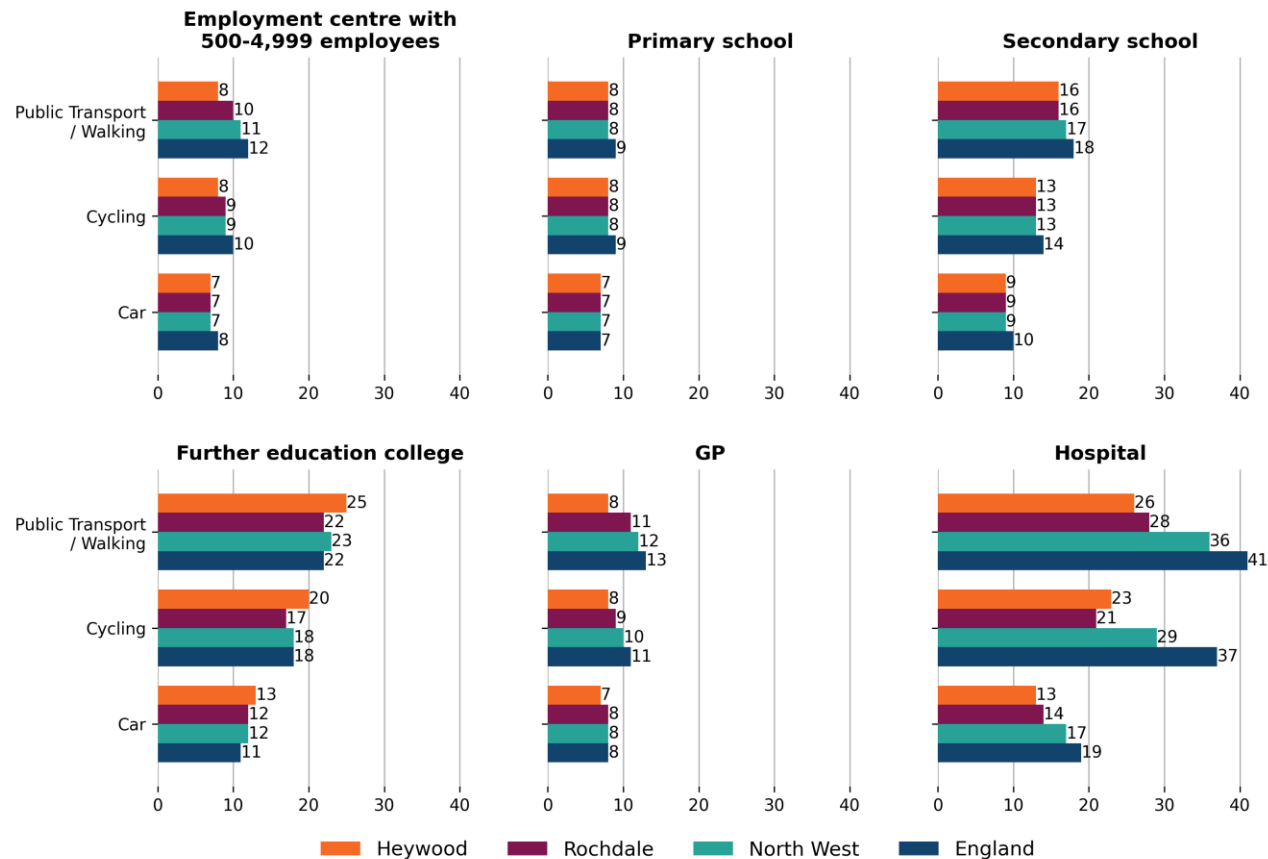
Top 10 residence - work connections between Built Up Areas (2011)

Place of Residence	Place of Work	People
Heywood	Heywood	4,049
Rochdale	Heywood	1,900
Heywood	Rochdale	1,650
Heywood	Bury	1,458
Heywood	Manchester	1,136
Bury	Heywood	998
Heywood	No fixed place of work	952
Middleton (Rochdale)	Heywood	774
Manchester	Heywood	598
Heywood	Middleton (Rochdale)	386



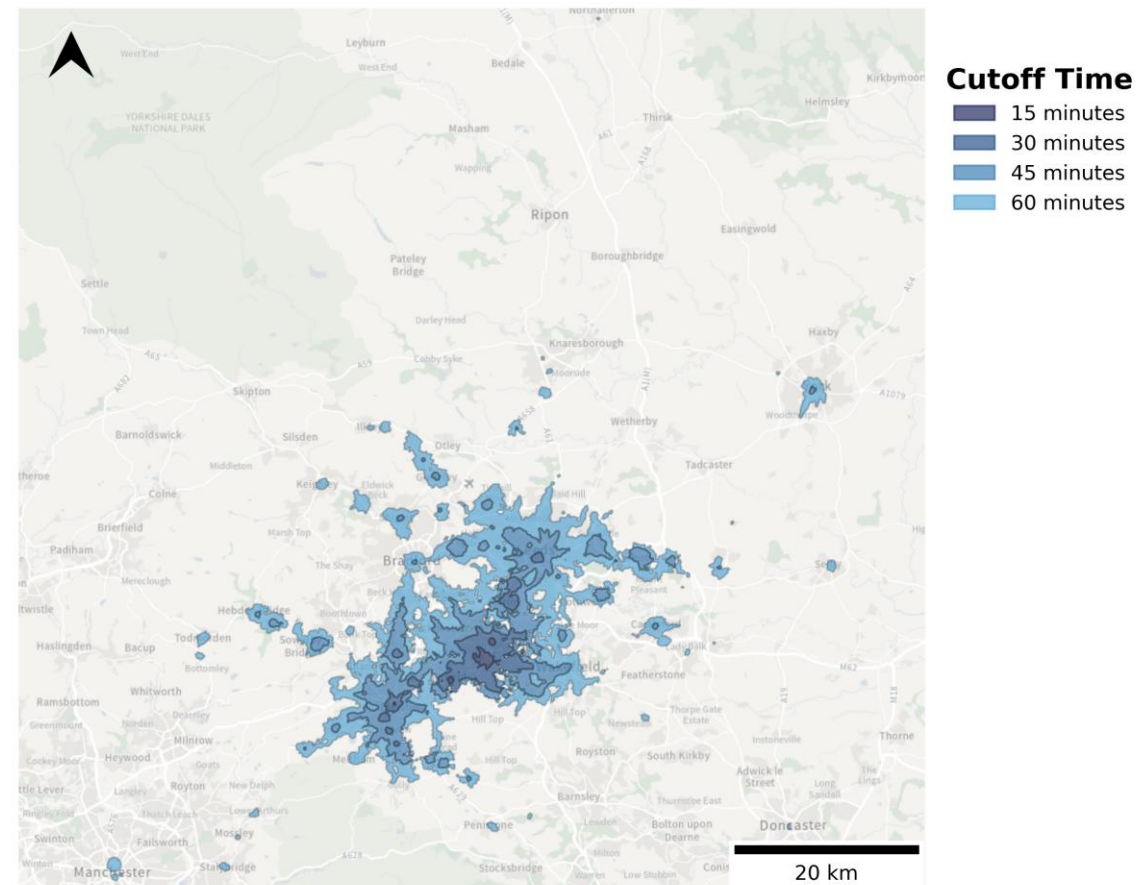
Transport and Connectivity (2/2)

Average minimum travel time to the nearest key service (minutes) (2019)



Source: [Department for Transport, 2021](#)

Public transport accessibility by journey time (2022) from Dewsbury train station, between 7:15am and 9:15am



Source: [ONS, 2023](#)

Note: Data is from 15th November 2022



Housing

Indicator	Rochdale	North West	England
Ratio of median house price to median gross annual workplace-based earnings (2024)	6.0	5.9	7.7
Non-decent dwellings (%) (2020-21)	15.7	17.0	15.1

Note: The housing data in this pack is at Local Authority level. Each Built Up Area has been matched to its respective Local Authority based on geographic area share.

Housing affordability ratio: median house price to median gross annual workplace-based earnings (2012 to 2024)



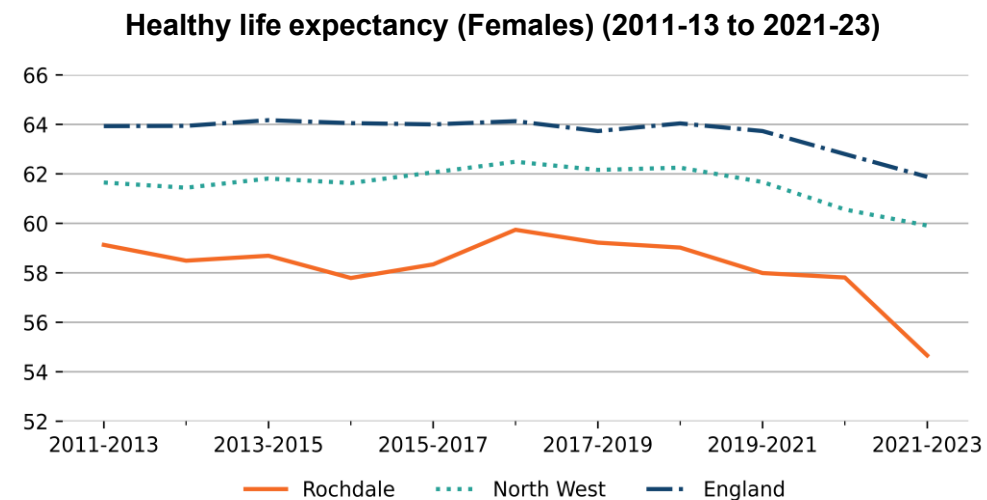
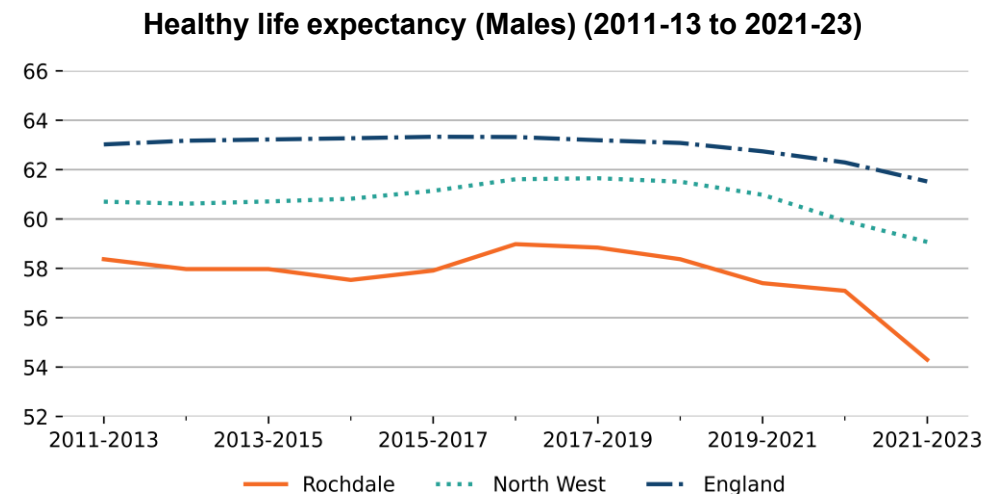
Source: [ONS, 2024](#)



Health and Wellbeing

Indicator	Heywood	Rochdale	North West	England
Healthy life expectancy (Males) (2021-2023)	Data unavailable	54.3	59.1	61.5
Healthy life expectancy (Females) (2021-2023)	Data unavailable	54.7	59.9	61.9
GP appointments per 1,000 patients (Sept 2024)	434.9	405.4	445.4	472.4
Patients saying they had a good experience contacting their GP on last occasion (%) (2024)	67	64	68	67

Note: Healthy life expectancy data is at Local Authority level. Each Built Up Area has been matched to its respective Local Authority based on geographic area share.



Source: [ONS, 2024](#)



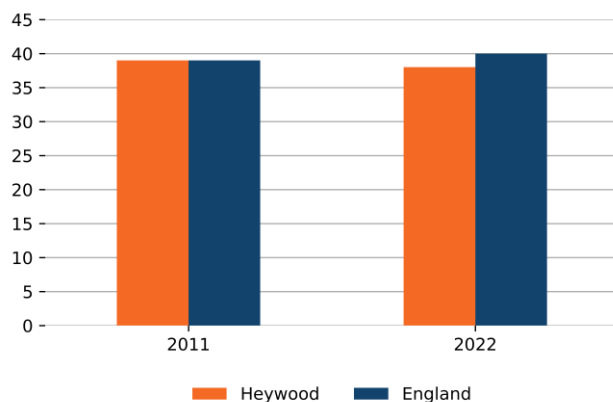
Demographics and deprivation

Demographics

Headlines:

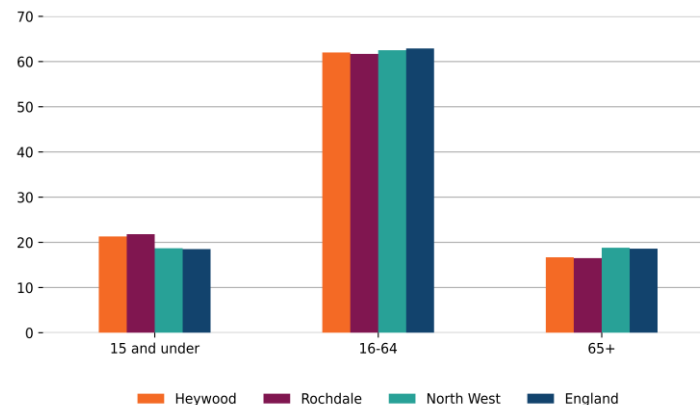
- In 2022, the median age in Heywood was 38 years. The median age for England was 40. The median age for Rochdale was 38 years. The map on the right shows the average median age within Heywood at [Lower Layer Super Output Areas \(LSOAs\)](#) level.
- The median age in Heywood **decreased** by 1 year between 2011 and 2022. For context, the median age in England increased by 1 year over the same period (*see bottom left chart below*).
- In 2022, Heywood had a population of **29,832**. Between 2011 and 2022, Heywood's **population increased by 5.8%**. For context, the population increased by 7.2% in Rochdale, increased by 6.6% in the North West, and increased by 7.7% in England.
- In 2022, 21.3% of people in Heywood were under 16 years old, and 16.7% were aged 65 and over. For context, the England average was 18.5% and 18.6%, respectively (*see bottom right chart below*).
- Across the LSOAs that make up Heywood (either wholly or in part) in 2021, 89.6% of people identified with a White ethnic group, 4.3% as Asian, Asian British or Asian Welsh, 3.1% as Black, Black British, Black Welsh, Caribbean or African, 2.2% with Mixed or Multiple ethnic groups, and 0.8% with other ethnic groups

Median age of population (2011 and 2022)



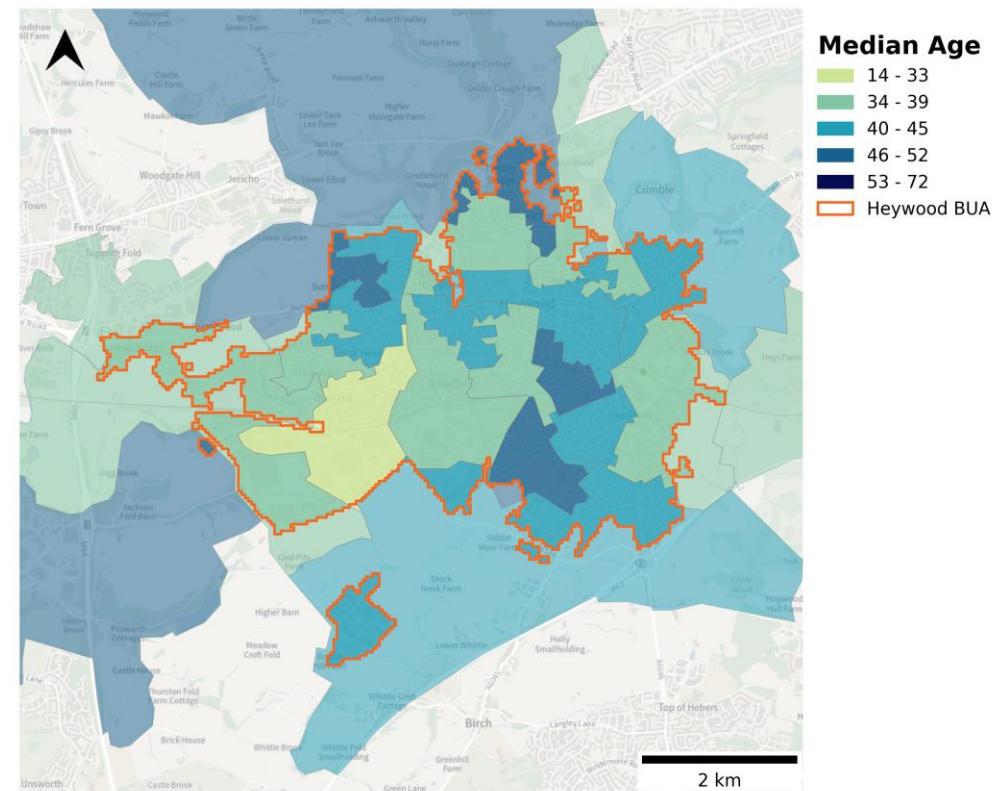
Source: [ONS, 2022](#); [ONS Census, 2011](#)

Age profile by location (%) (2022)



Source: ONS, 2022

Median age in Heywood at LSOA level (2022)



Source: ONS, 2024

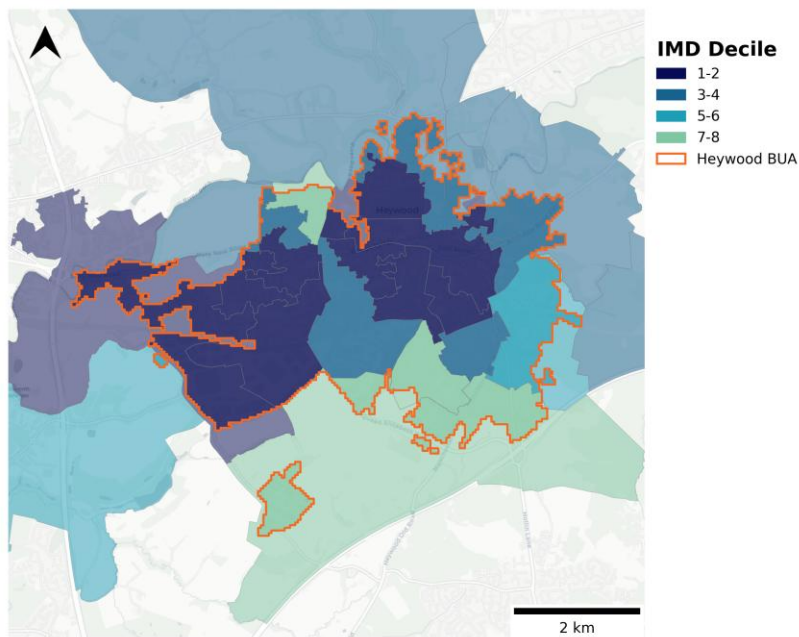


Deprivation

Headlines:

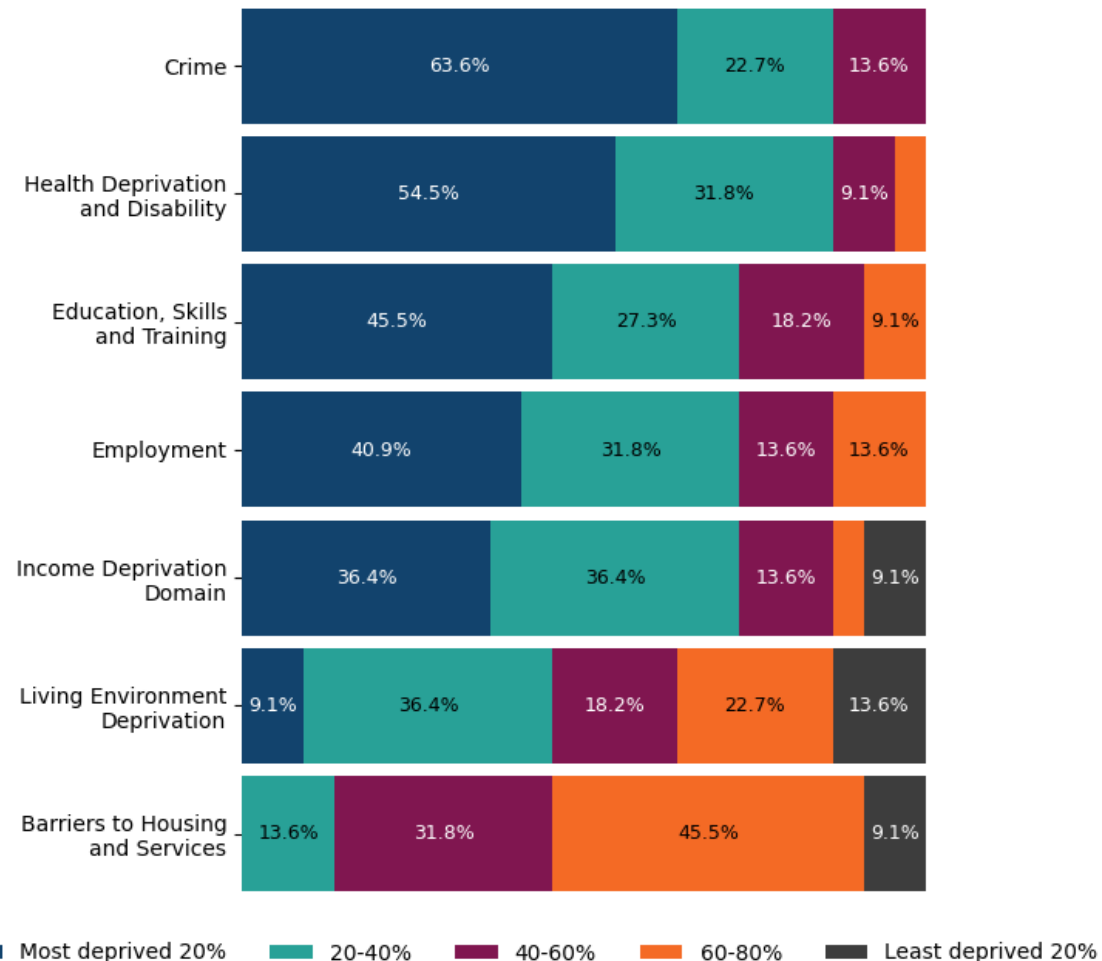
- In 2019, **over 60%** of LSOAs in Heywood were in the **top 20% most deprived in England in terms of Crime**.
- Crime (50.0%), Employment (31.8%) and Health Deprivation and Disability (31.8%)** were the domains that had the largest proportion of Heywood's LSOAs in the **top 10% most deprived in England**.
- In 2022-23, **28.9%** of under-16s in Heywood lived in **relative low income families**. This is higher than the England (21.3%) average.

Deprivation levels across LSOAs within Heywood by decile (2019) (Decile 1 = Top 10% most deprived in England)



Source: [MHCLG IMD, 2019](#)

Deprivation levels (%) across LSOAs within Heywood, compared to the England average (2019)



Source: [MHCLG IMD, 2019](#)

Note: Missing labels on the bars represent a percentage of less than 7%.

Note: All LSOAs that fall within the BUA boundary are included in the overall BUA calculations. This includes LSOAs that fall partly outside the boundary.



Annex - Data and sources



Data and sources

Indicator	Slide	Source
Social trust (2023)	Safety, Security and Cohesion	https://www.ukonward.com/reports/good-neighbours/
Number of outlets (takeaways, restaurants, clubs, bars, pubs, fitness facilities and sport clubs) per 1,000 population (June 2025)	High Streets, Heritage and Regeneration (1/2)	Local Data Company
Commercial vacancy rate (%) (June 2025)	High Streets, Heritage and Regeneration (1/2)	Local Data Company
Footfall index based on Virgin Media O2 mobile phone data (April 2022 to March 2023)	High Streets, Heritage and Regeneration (1/2)	Anonymised and aggregated mobile network data by Virgin Media O2
10-minute walking distance to greenspace access points (2025)	High Streets, Heritage and Regeneration (1/2)	MHCLG analysis based on Ordnance Survey Open Greenspace data and OpenStreetMap
Adults who engaged with the arts in person (%) (May 2023 to March 2024)	High Streets, Heritage and Regeneration (2/2)	https://www.gov.uk/government/statistics/participation-survey-2023-24-annual-publication



Data and sources

Indicator	Slide	Source
Adults who engaged physically with a theatre play, drama, musical, pantomime, ballet or opera (%) (May 2023 to March 2024)	High Streets, Heritage and Regeneration (2/2)	https://www.gov.uk/government/statistics/participation-survey-2023-24-annual-publication
Adults who visited a museum or gallery in person (%) (May 2023 to March 2024)	High Streets, Heritage and Regeneration (2/2)	https://www.gov.uk/government/statistics/participation-survey-2023-24-annual-publication
Adults who visited a heritage site in person (%) (May 2023 to March 2024)	High Streets, Heritage and Regeneration (2/2)	https://www.gov.uk/government/statistics/participation-survey-2023-24-annual-publication
Adults who visited a public library building or mobile library in person (%) (May 2023 to March 2024)	High Streets, Heritage and Regeneration (2/2)	https://www.gov.uk/government/statistics/participation-survey-2023-24-annual-publication
Gross Value Added per job filled (£) (2022)	Education, Work, Productivity and Skills	https://www.ons.gov.uk/economy/grossvalueaddedgva/datasets/ukgvaandproductivityestimatesforothergeographies
16-64 year olds with level 3+ qualifications (%) (2021)	Education, Work, Productivity and Skills	https://www.ons.gov.uk/peoplepopulationandcommunity/housing/articles/townsandcitiescharacteristicsofbuiltupareasenglandandwales/census2021#qualifications
16-64 year olds with no qualification (%) (2021)	Education, Work, Productivity and Skills	https://www.ons.gov.uk/peoplepopulationandcommunity/housing/articles/townsandcitiescharacteristicsofbuiltupareasenglandandwales/census2021#qualifications
Employment rate (age 16 to 64) (%) (2021)	Education, Work, Productivity and Skills	https://www.ons.gov.uk/datasets/TS066/editions/2021/versions/6?
Unemployment rate (age 16+) (%) (2021)	Education, Work, Productivity and Skills	https://www.ons.gov.uk/datasets/TS066/editions/2021/versions/6?
Economic inactivity rate (age 16+) (%) (2021)	Education, Work, Productivity and Skills	https://www.ons.gov.uk/datasets/TS066/editions/2021/versions/6?



Data and sources

Indicator	Slide	Source
Job density (2022)	Education, Work, Productivity and Skills	https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhocs/2877jobdensity2022byselectedbuiltupareas2024
Population (16+) that are economically inactive, by reason (%) (2021)	Education, Work, Productivity and Skills	https://www.nomisweb.co.uk/datasets/c2021rm024
Premises with gigabit capable broadband (%) (July 2024)	Transport and Connectivity (1/2)	https://www.ofcom.org.uk/phones-and-broadband/coverage-and-speeds/connected-nations-2024
Method of travel to work (2021)	Transport and Connectivity (1/2)	https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/traveltoworkenglandandwales/census2021
Flows of commuters entering or leaving (2011)	Transport and Connectivity (1/2)	MHCLG analysis based on Census 2011 data
Top 10 residence – work connections between Built Up Areas (2011)	Transport and Connectivity (1/2)	MHCLG analysis based on Census 2011 data
Average minimum travel time to the nearest key service (minutes) (2019)	Transport and Connectivity (2/2)	https://www.gov.uk/government/statistical-data-sets/journey-time-statistics-data-tables-jts
Public transport accessibility by journey time from train station/landmark (2022)	Transport and Connectivity (2/2)	https://geoportal.statistics.gov.uk/search?q=PRD_ISO&sort=Date%20Created%7Ccreated%7Cdesc
Ratio of median house price to median gross annual workplace-based earnings (2024)	Housing	https://www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/ratioofhousepricetoworkplacebasedearningslowerquartileandmedian
Non-decent dwellings (%) (2020-21)	Housing	https://www.gov.uk/government/statistics/english-housing-survey-local-authority-housing-stock-condition-modelling-2020



Data and sources

Indicator	Slide	Source
Healthy Life Expectancy (Males) (2021-2023)	Health and Wellbeing	https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/healthstatelifeexpectancyallagesuk
Healthy Life Expectancy (Females) (2021-2023)	Health and Wellbeing	https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/healthstatelifeexpectancyallagesuk
GP appointments per 1,000 patients (Sept 2024)	Health and Wellbeing	https://digital.nhs.uk/data-and-information/publications/statistical/appointments-in-general-practice/september-2024
Patients saying they had a good experience contacting their GP on last occasion (%) (2024)	Health and Wellbeing	https://gp-patient.co.uk/practices-search
Median age (2022)	Demographics	https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/populationestimatesforenglandandwales/mid2022
Median age (2011)	Demographics	https://www.nomisweb.co.uk/census/2011/ks102ew
Population estimates (2022)	Demographics	https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/populationestimatesforenglandandwales/mid2022
Population estimates (2011)	Demographics	https://www.nomisweb.co.uk/census/2011/ks101ew
Age profile (2022)	Demographics	https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/populationestimatesforenglandandwales/mid2022
Ethnicity (2021)	Demographics	https://www.ons.gov.uk/datasets/TS021/editions/2021/versions/3
English Indices of Deprivation (2019)	Deprivation	https://opendatacommunities.org/data/societal-wellbeing/imd2019/indices
Under-16s in relative low income families (%) (2022-23)	Deprivation	https://stat-xplore.dwp.gov.uk/webapi/jsf/login.xhtml