Ministry of Housing, Communities & Local Government

Clifton (Nottingham) - local data profile

July 2025

Contents:

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. Clifton (Nottingham) is within the local authority of Nottingham.
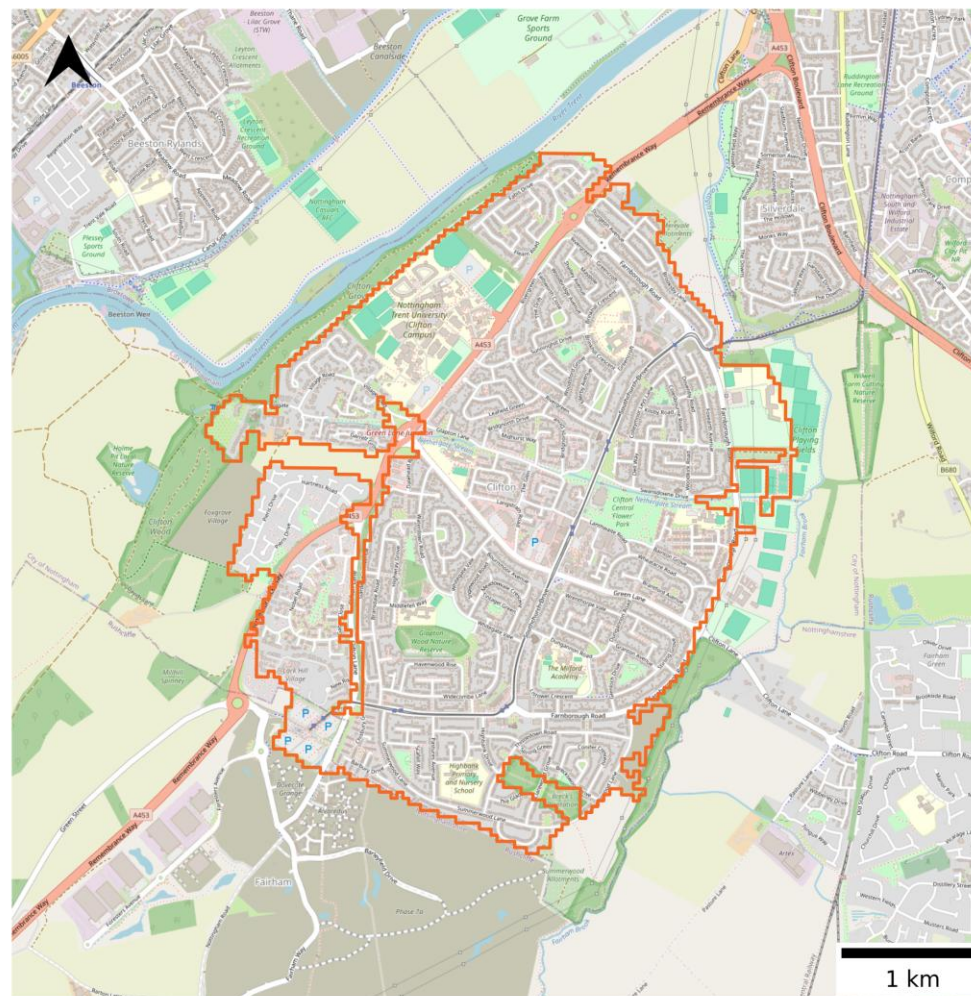
Map of Clifton (Nottingham)

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.
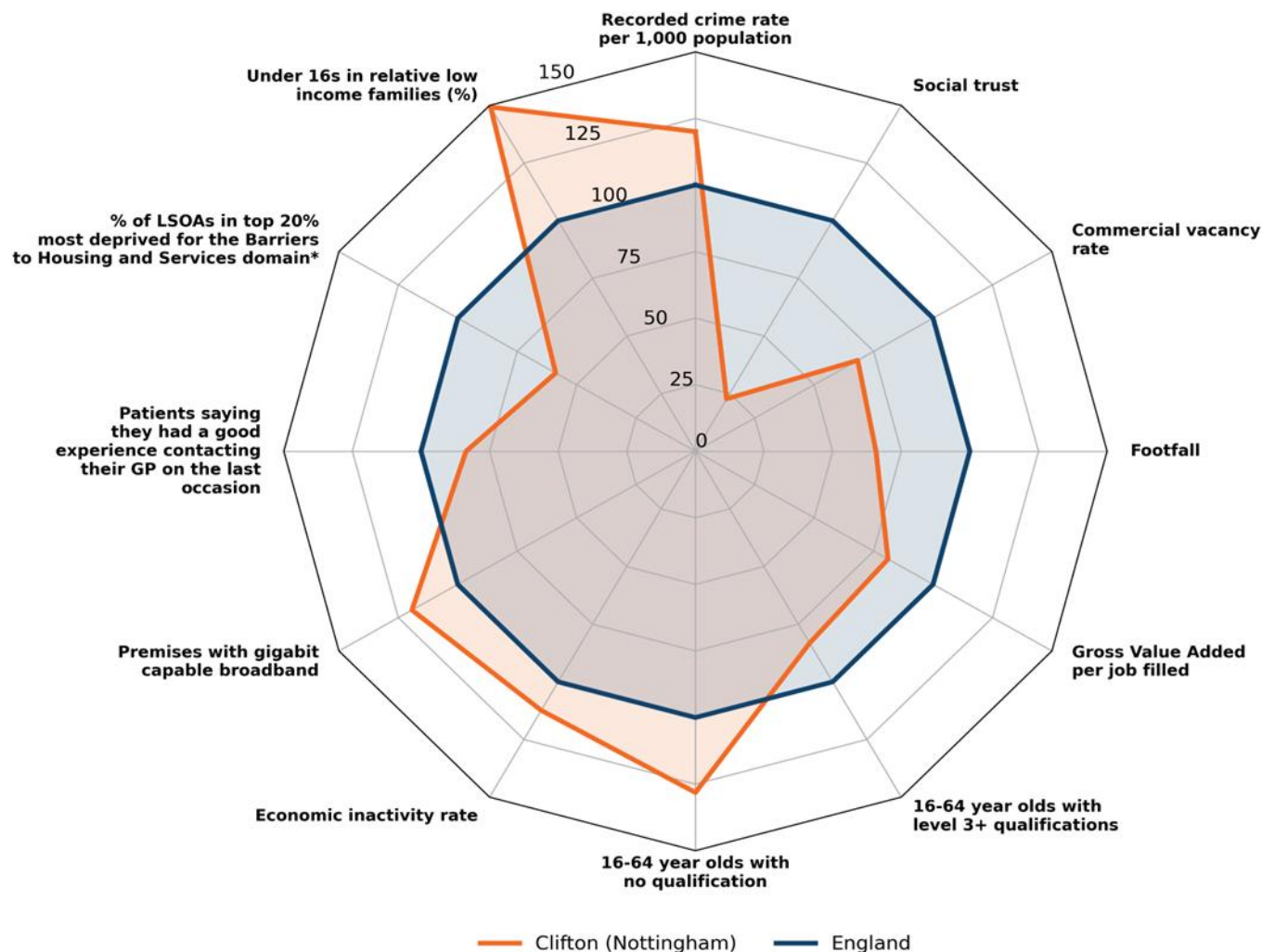

Clifton (Nottingham) BUA

Source: ONS, 2024

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.

Clifton (Nottingham)   England

The chart on the left shows how Clifton (Nottingham)'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	Clifton (Nottingham)	Nottingham	England
Recorded crime rate per 1,000 population (2022)	92.1	113.3	76.7
Anti-social behaviour per 1,000 population (2024)	10.5	16.4	14.8
Social trust (%) (2023)	-20	-16	-3

Recorded crime by type per 1,000 population	Clifton (Nottingham)	Nottingham	England
Bicycle theft (2024)	0.6	1.7	0.9
Burglary (2024)	2.9	4.7	3.9
Criminal damage and arson (2024)	9.3	10.9	7.1
Drugs (2024)	3.1	6.1	2.8
Other crime (2024)	2.8	3.2	2.0
Other theft (2024)	5.3	10.6	6.9
Possession of weapons (2024)	2.0	2.4	0.9
Public order (2024)	7.6	10.2	6.6
Robbery (2024)	0.5	1.8	1.3
Shoplifting (2024)	15.7	17.6	7.9
Theft from the person (2024)	0.9	1.8	2.3
Vehicle crime (2024)	3.4	5.6	5.7
Violence and sexual offences (2024)	33.1	44.7	32.3

Note: Rates were calculated using 2022 mid-year population estimates due to data availability.

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

● Clifton (Nottingham)   ● All other MSOAs (England)
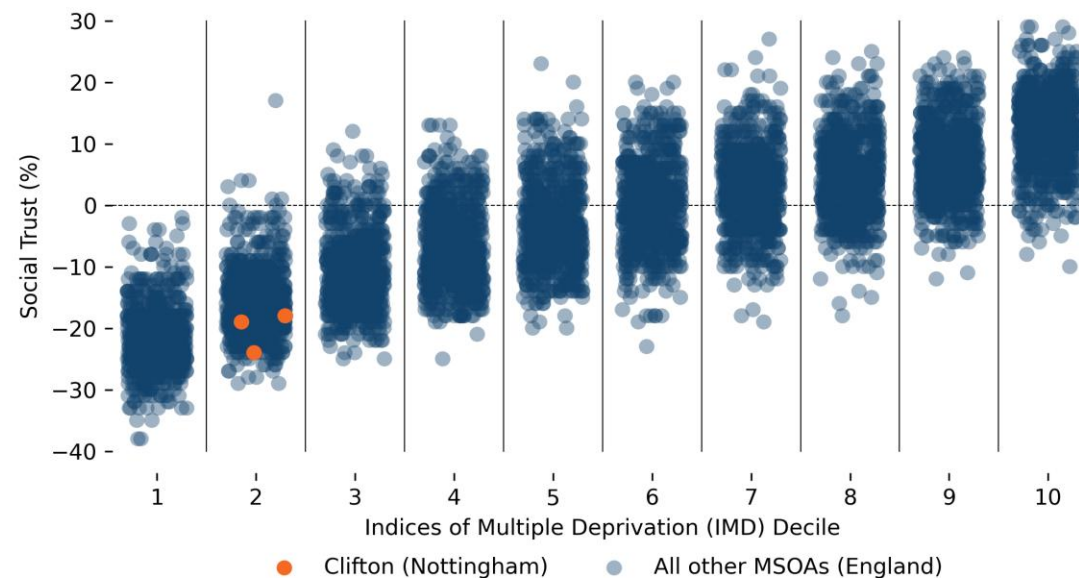
Source: MHCLG IMD, 2019; Onward, 2023

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), **Clifton (Nottingham) has a social trust score of -20%**, which is lower than the England average of -3%, showing that there is a lower level of social trust within Clifton (Nottingham) 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 Clifton (Nottingham).

Indicator	Clifton (Nottingham)	England
Number of outlets (takeaways, restaurants, clubs, bars, pubs, fitness facilities and sport clubs) per 1,000 population (June 2025)	1.0	2.5
Commercial vacancy rate* (%) (June 2025)	7.1	10.4
Footfall index** based on Virgin Media O2 mobile phone data (April 2022 to March 2023)	65.8	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 Clifton (Nottingham) (+/- 30%) has been standardised to an index of 100. The number for Clifton (Nottingham) is scaled relative to this average.

10-minute walking distance to greenspace access points in Clifton (Nottingham) (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.
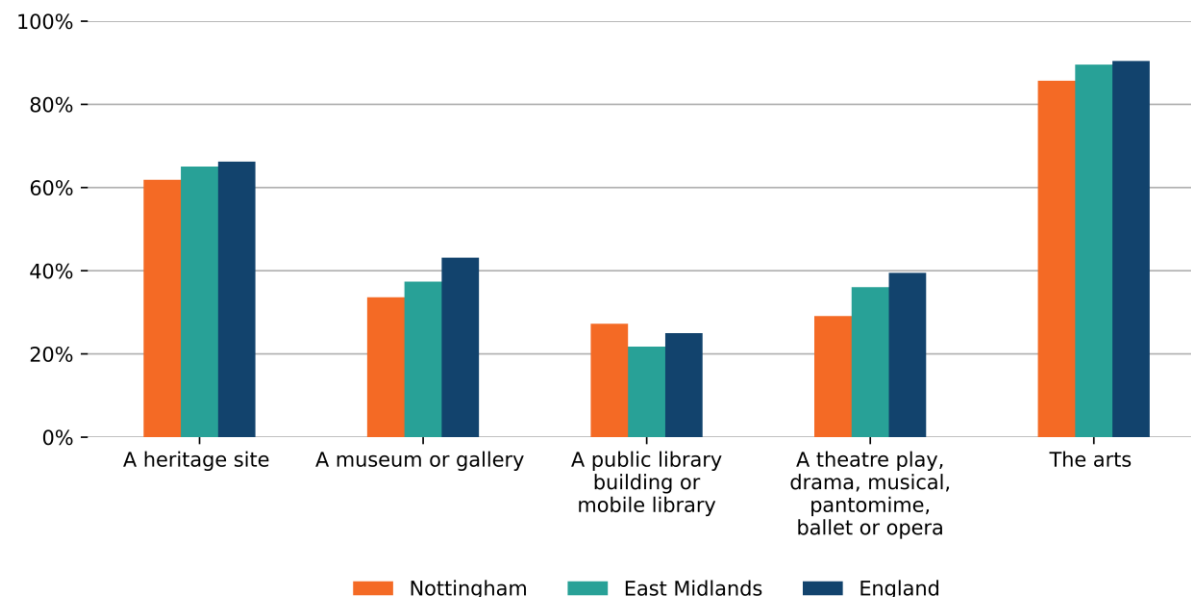
Indicator	Nottingham	East Midlands	England
Adults who engaged with the arts in person (%) (May 2023 to March 2024)	85.7	89.5	90.4
Adults who engaged physically with a theatre play, drama, musical, pantomime, ballet or opera (%) (May 2023 to March 2024)	29.1	36.0	39.5
Adults who visited a museum or gallery in person (%) (May 2023 to March 2024)	33.6	37.4	43.1
Adults who visited a heritage site in person (%) (May 2023 to March 2024)	61.8	65.0	66.2
Adults who visited a public library building or mobile library in person (%) (May 2023 to March 2024)	27.3	21.8	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	Clifton (Nottingham)	Nottingham	East Midlands	England
Gross Value Added per job filled (£) (2022)	50,846	49,917	52,889	62,751
16-64 year olds with level 3+ qualifications* (%) (2021)	47.1	58.8	53.4	56.6
16-64 year olds with no qualifications (%) (2021)	15.9	14.3	13.0	12.4
Employment rate (age 16 to 64) (%) (2021)	62.6	55.3	71.5	71.0
Unemployment rate (age 16+) (%) (2021)	7.4	8.9	4.8	5.4
Economic inactivity rate (age 16+) (%) (2021)	44.0	45.9	40.1	39.1
Job density** (2022)	0.17	0.92	0.72	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.

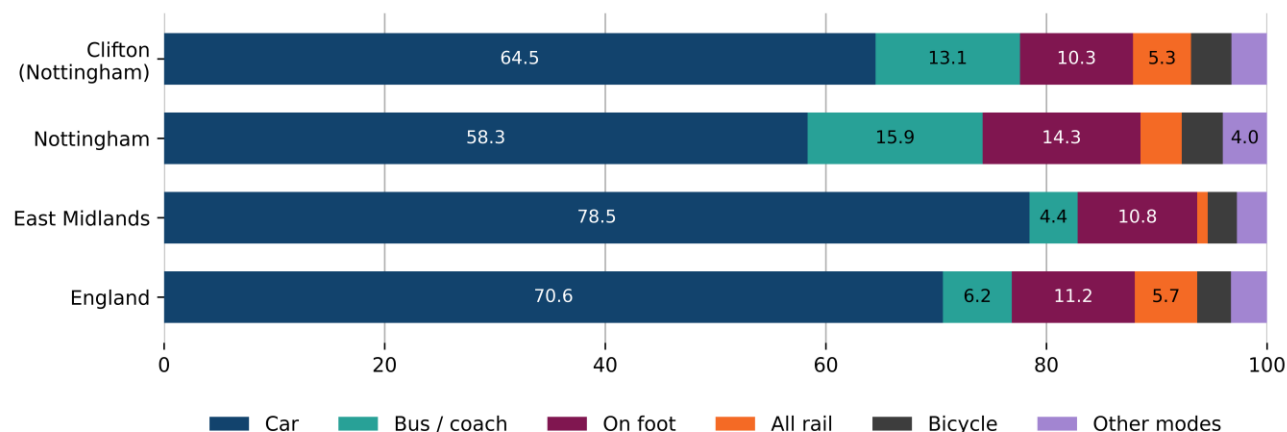**Population (16+) that are economically inactive, by reason (%) (2021)**
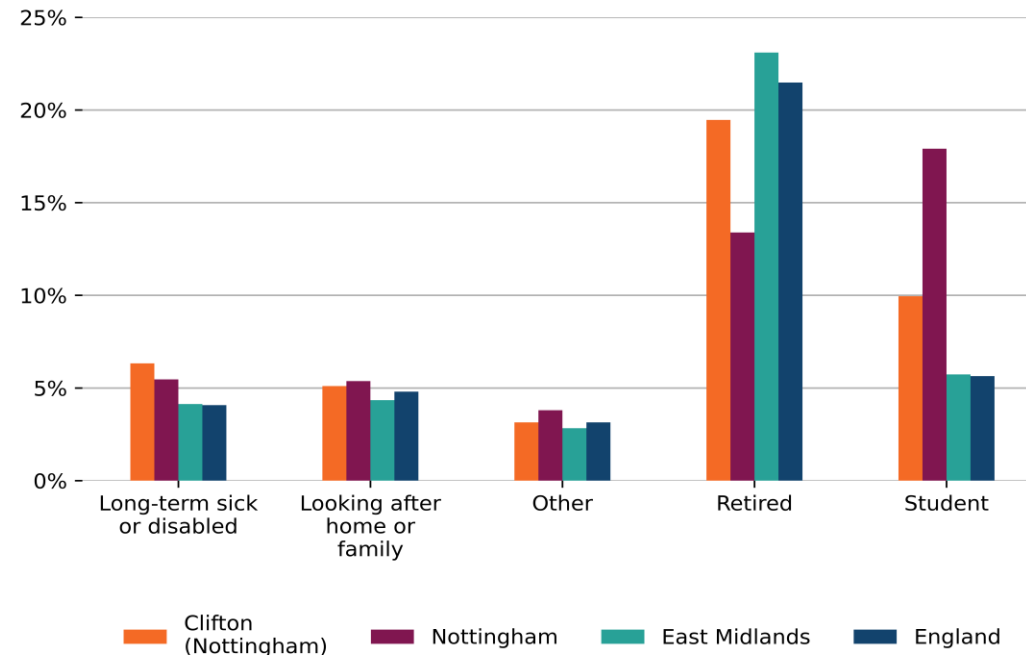
Clifton (Nottingham) — Nottingham — East Midlands — England

Source: ONS, 2022

Ministry of Housing, Communities & Local Government

Indicator	Clifton (Nottingham)	Nottingham	East Midlands	England
Premises with gigabit capable broadband (%) (July 2024)	99	94	83	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 Clifton (Nottingham) (2011)

BUA	2011 Population	Incoming	Outgoing	Working local
Clifton (City of Nottingham)	22,407	2,076	7,648	1,751

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

Place of Residence	Place of Work	People
Clifton (City of Nottingham)	Nottingham	3,464
Clifton (City of Nottingham)	Clifton (City of Nottingham)	1,751
Clifton (City of Nottingham)	West Bridgford	776
Clifton (City of Nottingham)	No fixed place of work	684
Nottingham	Clifton (City of Nottingham)	635
West Bridgford	Clifton (City of Nottingham)	368
Clifton (City of Nottingham)	Place of work out of BUA	303
Clifton (City of Nottingham)	Ruddington	288
Clifton (City of Nottingham)	Beeston (Broxtowe)	235
Clifton (City of Nottingham)	Carlton (Gedling)	161

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

Employment centre with 500-4,999 employees

Public Transport / Walking
- Clifton (Nottingham): 12
- Nottingham: 9
- East Midlands: 12
- England: 12

Cycling
- Clifton (Nottingham): 9
- Nottingham: 8
- East Midlands: 11
- England: 10

Car
- Clifton (Nottingham): 8
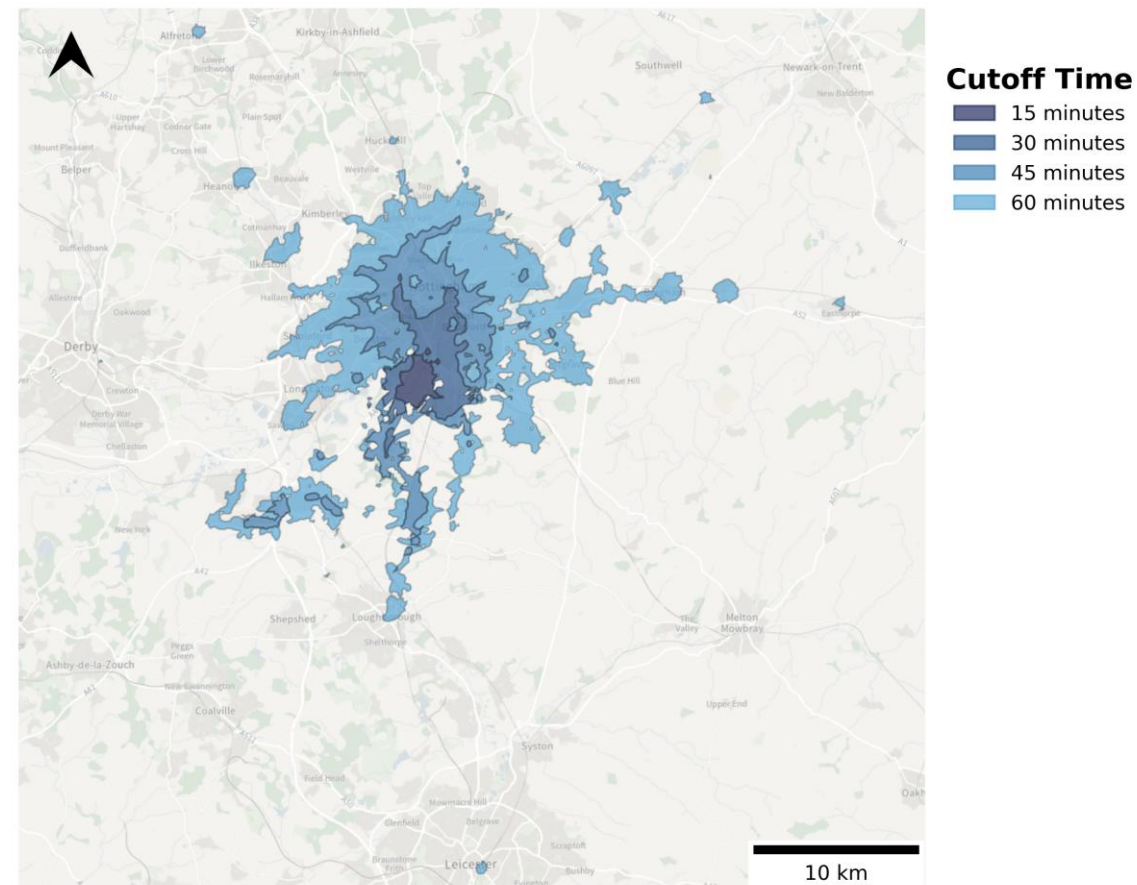- Nottingham: 7
- East Midlands: 8
- England: 8

Primary school

Public Transport / Walking
- Clifton (Nottingham): 8
- Nottingham: 8
- East Midlands: 9
- England: 9

Cycling
- Clifton (Nottingham): 8
- Nottingham: 8
- East Midlands: 9
- England: 9

Car
- Clifton (Nottingham): 7
- Nottingham: 7
- East Midlands: 7
- England: 7

Secondary school

Public Transport / Walking
- Clifton (Nottingham): 14
- Nottingham: 16
- East Midlands: 19
- England: 18

Cycling
- Clifton (Nottingham): 12
- Nottingham: 12
- East Midlands: 16
- England: 14

Car
- Clifton (Nottingham): 9
- Nottingham: 9
- East Midlands: 10
- England: 10

Further education college

Public Transport / Walking
- Clifton (Nottingham): 24
- Nottingham: 16
- East Midlands: 23
- England: 22

Cycling
- Clifton (Nottingham): 22
- Nottingham: 13
- East Midlands: 20
- England: 18

Car
- Clifton (Nottingham): 13
- Nottingham: 10
- East Midlands: 12
- England: 11

GP

Public Transport / Walking
- Clifton (Nottingham): 10
- Nottingham: 9
- East Midlands: 14
- England: 13

Cycling
- Clifton (Nottingham): 9
- Nottingham: 9
- East Midlands: 12
- England: 11

Car
- Clifton (Nottingham): 8
- Nottingham: 7
- East Midlands: 9
- England: 8

Hospital

Public Transport / Walking
- Clifton (Nottingham): 29
- Nottingham: 27
- East Midlands: 47
- England: 41

Cycling
- Clifton (Nottingham): 30
- Nottingham: 20
- East Midlands: 45
- England: 37

Car
- Clifton (Nottingham): 15
- Nottingham: 13
- East Midlands: 22
- England: 19

Legend: Clifton (Nottingham) | Nottingham | East Midlands | England

Source: Department for Transport, 2021

Public transport accessibility by journey time (2022) from Clifton Centre Tram Stop, between 7:15am and 9:15am

Cutoff Time
- 15 minutes
- 30 minutes
- 45 minutes
- 60 minutes

10 km

Source: ONS, 2023

Note: Data is from 15th November 2022

Housing

Indicator	Nottingham	East Midlands	England
Ratio of median house price to median gross annual workplace-based earnings (2024)	5.7	7.1	7.7
Non-decent dwellings (%) (2020-21)	19.3	18.5	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)**
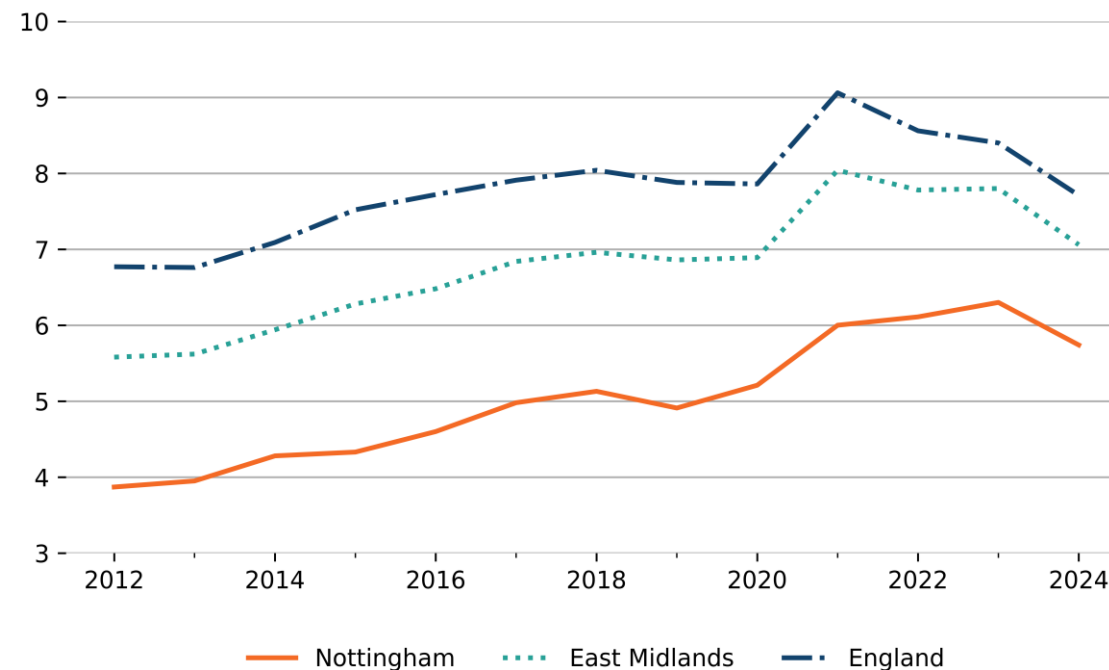
Source: ONS, 2024

Health and Wellbeing

Indicator	Clifton (Nottingham)	Nottingham	East Midlands	England
Healthy life expectancy (Males) (2021-2023)	Data unavailable	57.2	60.4	61.5
Healthy life expectancy (Females) (2021-2023)	Data unavailable	56.8	60.2	61.9
GP appointments per 1,000 patients (Sept 2024)	489.3	407.1	512.2	472.4
Patients saying they had a good experience contacting their GP on last occasion (%) (2024)	56	63	65	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.

Healthy life expectancy (Males) (2011-13 to 2021-23)

Healthy life expectancy (Females) (2011-13 to 2021-23)

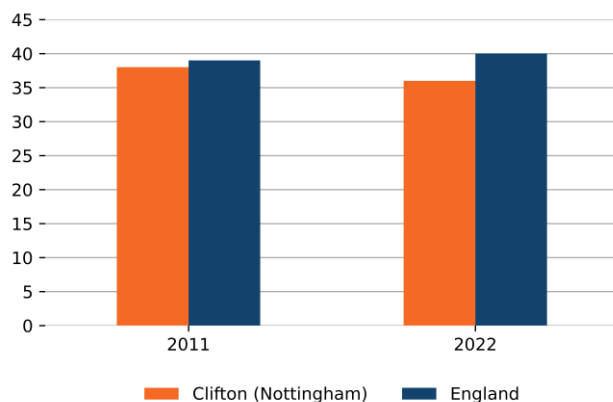**Source:** ONS, 2024

13
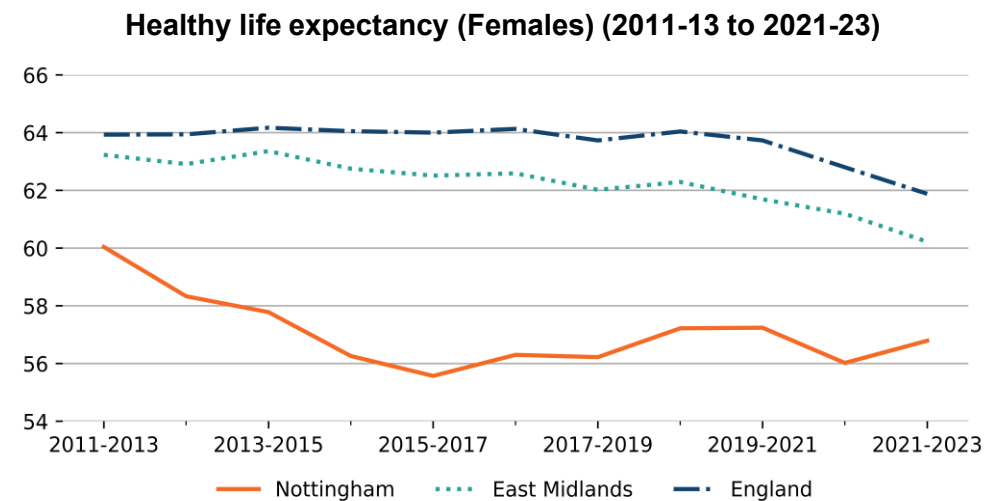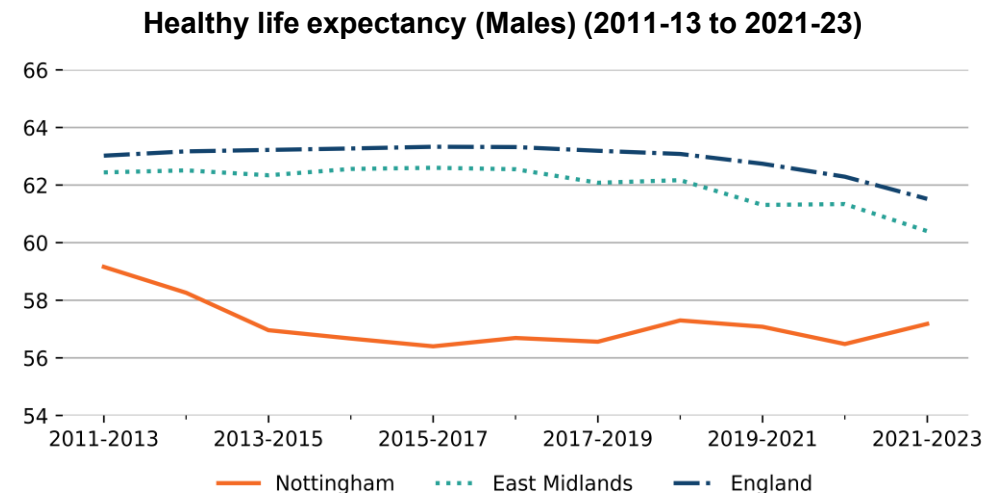
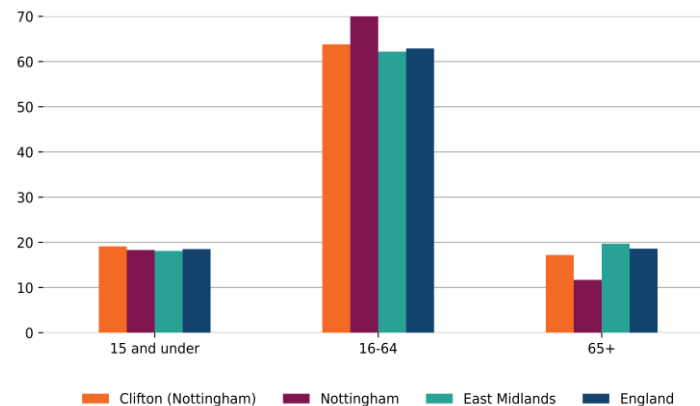# Demographics and deprivation

Demographics

Headlines:

- In 2022, the median age **in Clifton (Nottingham) was 36 years.** The median age for England was 40. The median age for Nottingham was 31 years. The map on the right shows the average median age within Clifton (Nottingham) at Lower Layer Super Output Areas (LSOAs) level.

- The median age in Clifton (Nottingham) **decreased** by 2 years 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, Clifton (Nottingham) had a population **of 23,205**. Between 2011 and 2022, Clifton (Nottingham)'s **population increased by 4.8%.** For context, the population increased by 7.1% in Nottingham, increased by 8.9% in the East Midlands, and increased by 7.7% in England.

- In 2022, 19.1% of people in Clifton (Nottingham) were under 16 years old, and 17.2% 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 Clifton (Nottingham) (either wholly or in part) in 2021, 86.9% of people identified with a White ethnic group, 4.2% as Asian, Asian British or Asian Welsh, 4.1% as Black, Black British, Black Welsh, Caribbean or African, 3.8% with Mixed or Multiple ethnic groups, and 1.0% with other ethnic groups

Median age in Clifton (Nottingham) at LSOA level (2022)
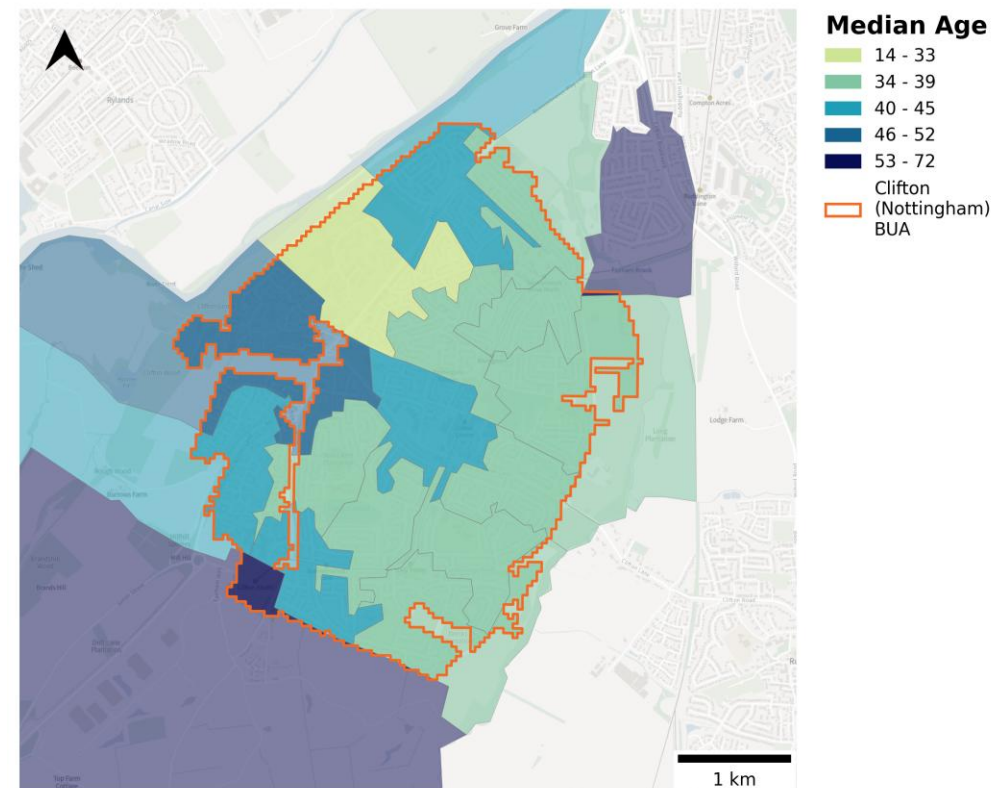

Median Age
- 14 - 33
- 34 - 39
- 40 - 45
- 46 - 52
- 53 - 72

Clifton (Nottingham) BUA

Source: ONS, 2024

Median age of population (2011 and 2022)

- Clifton (Nottingham)
- England

Source: ONS, 2022; ONS Census, 2011

Age profile by location (%) (2022)

- Clifton (Nottingham)
- Nottingham
- East Midlands
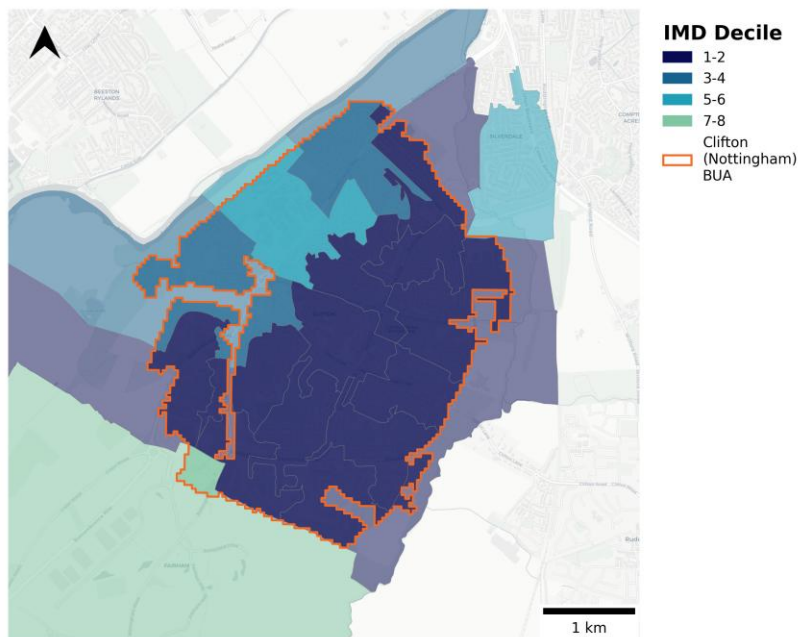- England

Source: ONS, 2022
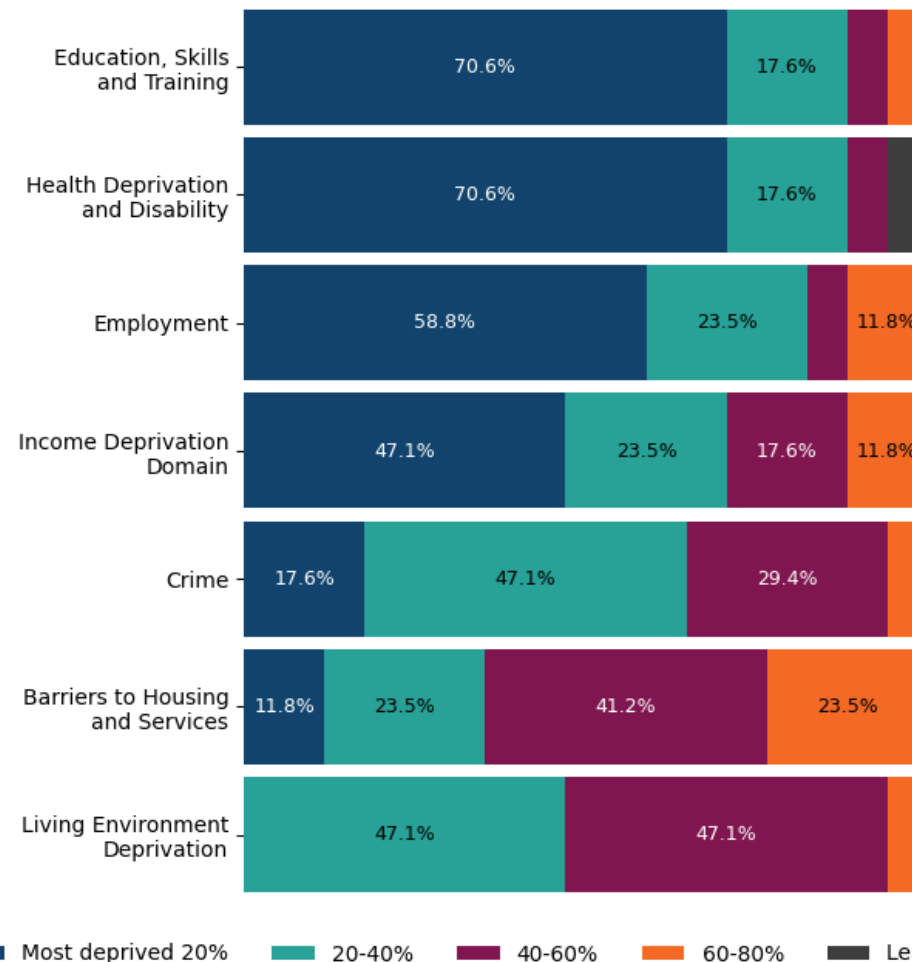
Deprivation

Headlines:

- In 2019, **over 70%** of LSOAs in Clifton (Nottingham) were in the **top 20% most deprived in England in terms of Education, Skills and Training, and Health Deprivation and Disability.**

- **Education, Skills and Training (64.7%) and Health Deprivation and Disability (29.4%)** were the domains that had the largest proportion of Clifton (Nottingham)'s LSOAs in the **top 10% most deprived in England.**

- In 2022-23, **31.8%** of under-16s in Clifton (Nottingham) lived in **relative low income families**. This is higher than the England (21.3%) average.

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

IMD Decile
- 1-2
- 3-4
- 5-6
- 7-8
- Clifton (Nottingham) BUA

Source: MHCLG IMD, 2019

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

Domain	Most deprived 20%	20-40%	40-60%	60-80%	Least deprived 20%
Education, Skills and Training	70.6%	17.6%			
Health Deprivation and Disability	70.6%	17.6%			
Employment	58.8%	23.5%	11.8%		
Income Deprivation Domain	47.1%	23.5%	17.6%	11.8%	
Crime	17.6%	47.1%	29.4%		
Barriers to Housing and Services	11.8%	23.5%	41.2%	23.5%	
Living Environment Deprivation		47.1%	47.1%		

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
Recorded crime rate per 1,000 population (2022)	Safety, Security and Cohesion	https://data.police.uk/data/
Anti-social behaviour (2024)	Safety, Security and Cohesion	https://data.police.uk/data/
Social trust (2023)	Safety, Security and Cohesion	https://www.ukonward.com/reports/good-neighbours/
Recorded crime by type per 1,000 population (2024)	Safety, Security and Cohesion	https://data.police.uk/data/
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

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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