

Demographics

Population estimate (2021)

CYP (0-19) 23,998  
Adults 63,005  
65+ 24,032  
Total 111,035

Deprivation ranking (2019)

210<sup>th</sup>  
most deprived area out  
of 317 local authorities

Proportion of LSOAs in most  
deprived 10% nationally (2019)

4%

List of LSOAs in most  
deprived 10% nationally (2019)

Seven Stars

Economic status

People in employment  
(Oct 2021 – Sep 2022)

85%

ESA claimants for mental and behavioural  
disorders: rate per 1,000 working age  
population (2018)

22.7

Job density (2021)

0.81\*

*\*Jobs 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 jobs density of  
1.0 would mean that there is one job for every  
resident aged 16-64.*

Mortality

Crime

All crime (Sep 2021 – Aug 2022)  
(Rate per 1,000 population)

63.5

Anti-Social Behaviour  
(Sep 2021 – Aug 2022)  
(Rate per 1,000 population)

28.1

Under 75 mortality rate from all  
cardiovascular diseases: Directly  
standardised rate per 100,000 (2020)

64.6

Excess Weight

% of adults (aged 18+) classified as overweight or obese (2020/21)

62%

Physical activity levels in adults

(whole population 16+)  
(November 2020/21)

Inactive: less than 30 minutes a week

30%

Fairly active: 30-149 minutes per week

8%

Active: at least 150 minutes a week

62%

Physical inactivity levels in adults

Inactive: less than 30 minutes a week gender (November 2020/21)

Female

29%

Male

27%

Physical inactivity levels in adults

Inactive: less than 30 minutes a week age (November 2020/21)

Aged 16-34 – Data unavailable  
Aged 35-54 – 23%  
Aged 55-74 – 30%  
Aged 75+ - Data unavailable

Physical inactivity levels in adults

Inactive: less than 30 minutes a week (Long-term health condition or disability)  
(November 2020/21)

Disability or long term health condition

47%

No disability or long term health condition

24%

Physical inactivity levels in adults

Inactive: less than 30 minutes a week (Socioeconomic status)  
(November 2020/21)

NS SEC 1-2 (higher) 22%  
NS SEC 3-5 (middle) 26%  
NS SEC 6-8 (lower) – Data unavailable

Excess Weight

Proportion of children with excess weight,  
Reception year (aged 4 - 5 years)  
(2021/22)

22%

Proportion of children with excess weight,  
Year 6 (aged 10 - 11 years) (2021/22)

36%

Gender Breakdown  
on “Less Active”  
Levels (2020/21)

Boy

25%

Girl

22%

Not in Education,  
Employment or  
Training (NEET)

Proportion of 16/17 years old not in  
education, employment or training (2021)

Data unavailable

Physical activity  
levels in children &  
young people

(Ages 5-16) (2021/22)

Inactive: less than 30 minutes a week

32%

Fairly active: 30-149 minutes per week

27%

Active: at least 150 minutes a week

41%