

Congleton East

Area (hectares)	1,688
Dwellings	5,760
Population	13,000
Electoral Register	10,656
Children (0-15)	2450 (18.8%)
Working age (16-64)	8160 (62.8%)
Pensionable age (65+)	2380 (18.3%)
Population Density	7.7 (per hectare)
Predominate Mosaic Group	D - Successful professionals living in suburban or semi-rural homes

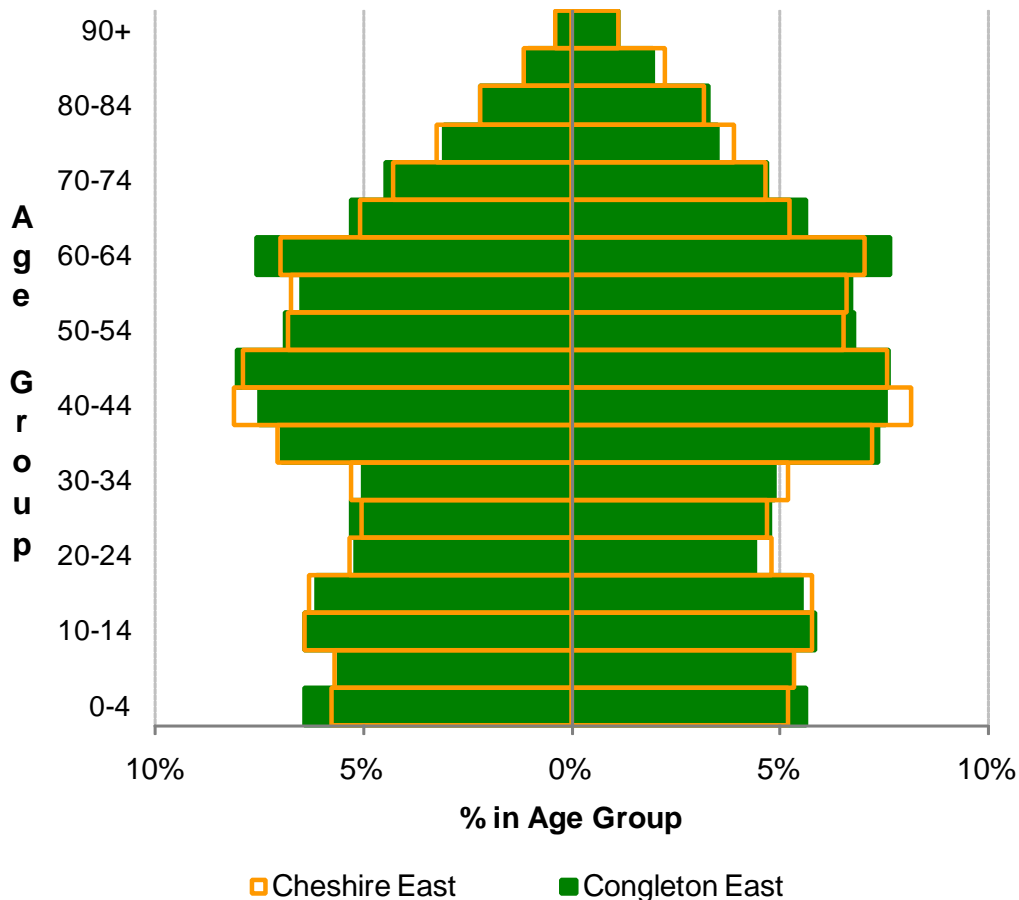
Summary:

With thirteen thousand residents, Congleton East is the fourth largest ward in Cheshire East. The age profile is very similar to the Cheshire East average, with around two out of three residents being of working age.

Both average household income and house prices are similar to Cheshire East levels, although they are slightly lower than the average for Congleton Local Area Partnership. Around one-third of households are inhabited by a single occupier.

Crime rates are slightly above average. Recent education results, whilst good by national standards, are below the Cheshire East average.

Age Structure

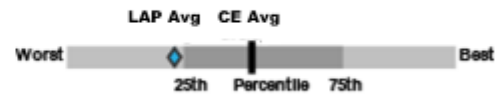






























For any value/circle which lies to the left of the centre line – the Cheshire East average – the area is worse than average, any value to the right of the centre line is better than the average.

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

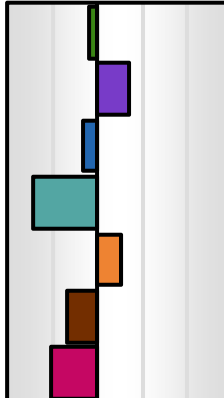
Chart Key:



Indicator	Rate / Value	CE Avg	CE Worst	Cheshire East Range	CE Best
Education					
KS4 - 5+ A* to C	72.9	79.0	54.1		100.0
KS4 - 5+ A* to C (inc E & M)	53.4	61.9	26.0		100.0
KS5 - Avg points per pupil	686.3	776.0	351.0		966.0
Crime					
Crimes - rate per 1,000 population	67	52	273		14
Burglary - proportion of total crimes	17.8	14.5	68.9		5.2
Robbery - proportion of total crimes	0.1	0.3	2.0		0.0
Vehicle - proportion of total crimes	9.0	9.6	24.9		4.9
Violent - proportion of total crimes	17.1	18.1	28.2		4.2
Other - proportion of total crimes	55.9	57.5	68.9		43.8
Population					
Children (0-15)	18.8	18.4	13.9		26.1
Working age (16-64)	62.8	63.3	57.0		69.7
Pensionable age (65+)	18.3	18.4	7.1		27.8
Economic					
NEET					
Average Household Income	£32,300	£32,600	£19,400		£52,500
Benefits - Council Tax claimants					
Benefits - Housing Benefit claimants					
Council Tax					
Band A (up to £40,000)	14.9	17.6	0.2		83.4
Band B (£40k - £52k)	26.4	20.7	1.5		49.6
Band C (£52k - £68k)	15.4	19.8	1.2		38.7
Band D (£68k - £88k)	14.3	14.6	0.1		36.3
Band E (£88k - £120k)	16.8	11.3	0.1		21.6
Band F (£120k - £160k)	8.1	7.8	0.0		29.7
Band G (£160k - £320k)	3.8	7.1	0.0		46.6
Band H (over £320K)	0.2	1.0	0.0		19.2
Second Homes	0.5	0.5	0.1		1.2
Long Term Empty	1.2	1.9	5.9		0.4
Single Occupier	29.8	31.6	19.2		45.3
Student Exemption	0.1	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 %.

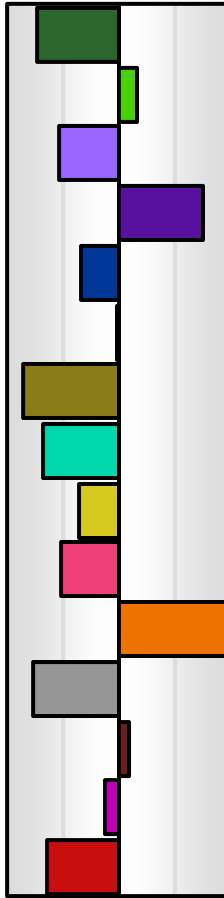
Mosaic Public Sector Supergroups		Ward %	CE %	Index
A	Rural and small town inhabitants	14.3	16.0	89
B	Affluent households	32.9	24.3	136
C	Middle income families	17.1	20.4	84
D	Young people starting out	1.5	5.7	27
E	Lower income residents	26.1	20.6	127
F	Elderly occupants	6.1	9.3	66
G	Social housing tenants	1.8	3.7	48



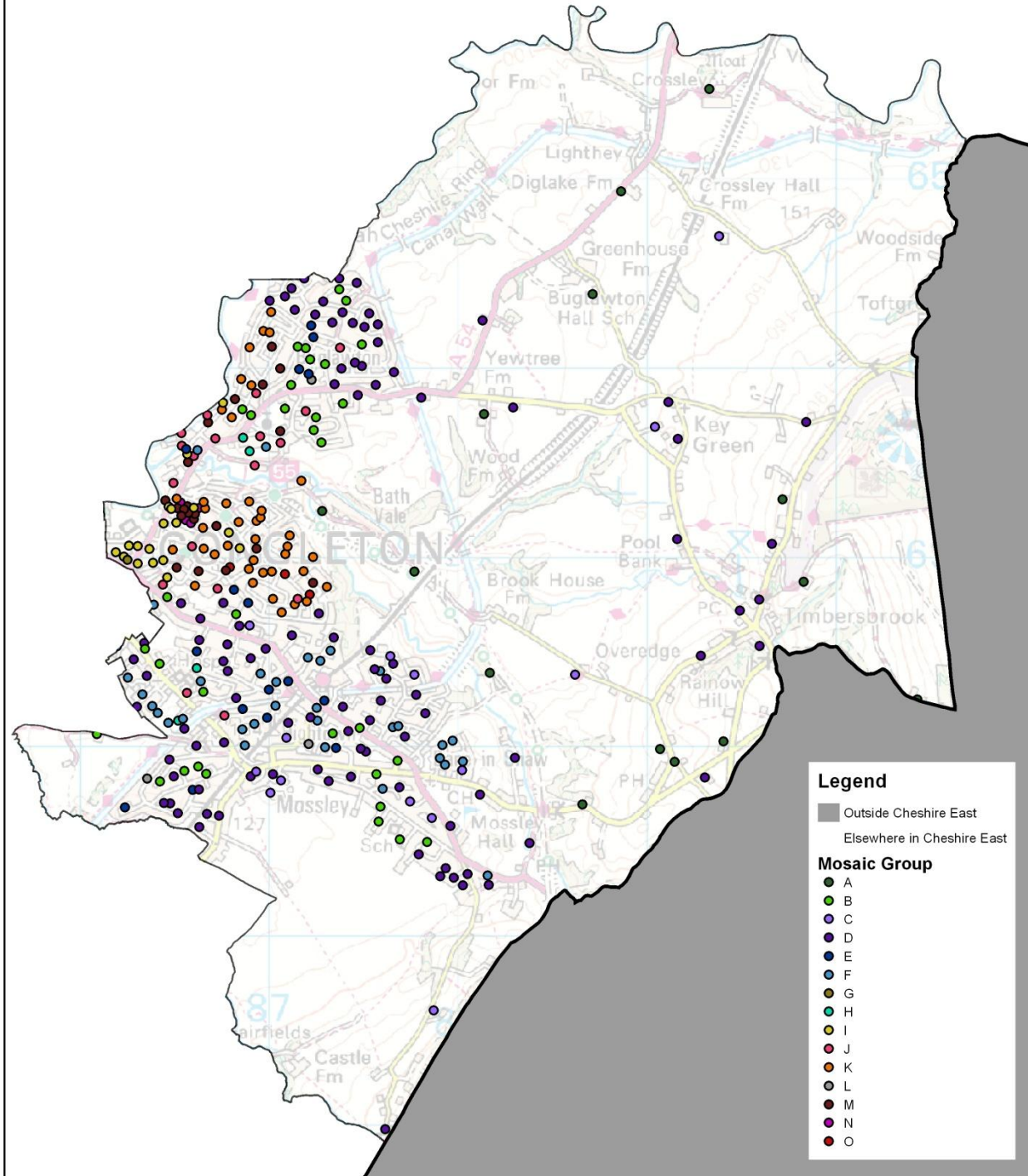
The supergroups have been created to provide a high level overview of an area and are constructed by these groupings are;

- 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	1.2	4.8	26
B	Residents of small and mid-sized towns with strong local roots	13.1	11.2	117
C	Wealthy people living in the most sought after neighbourhoods	3.4	7.4	46
D	Successful professionals living in suburban or semi-rural homes	29.5	16.9	175
E	Middle income families living in moderate suburban semis	6.1	9.2	66
F	Couples with young children in comfortable modern housing	11.0	11.2	99
G	Young, well-educated city dwellers	0.2	1.5	14
H	Couples and young singles in small modern starter homes	1.3	4.3	31
I	Lower income workers in urban terraces in often diverse areas	4.0	6.3	64
J	Owner occupiers in older-style housing in ex-industrial areas	4.1	8.6	47
K	Residents with sufficient incomes in right-to-buy social housing	18.0	5.7	319
L	Active elderly people living in pleasant retirement locations	1.0	4.5	22
M	Elderly people reliant on state support	5.1	4.7	108
N	Young people renting flats in high density social housing	0.8	1.0	88
O	Families in low-rise social housing with high levels of benefit need	1.0	2.8	35



Mosaic Group by Postcode Congleton East



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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