

# Ward profile of Cullercoats & Whitley Bay South Ward

Cullercoats and Whitley Bay South ward includes Cullercoats, Marden Quarry Nature Reserve and Foxhunters Playing Fields. Its northern boundary is from the coastline north of Rockcliffe Avenue, following the Promenade north west then turning south west down Edwards Road, north west up Whitley Road and south west along Algernon Place to the Metro line near Whitley Bay station. It then follows the Metro line west to the footbridge and footpath to Marmion Terrace.

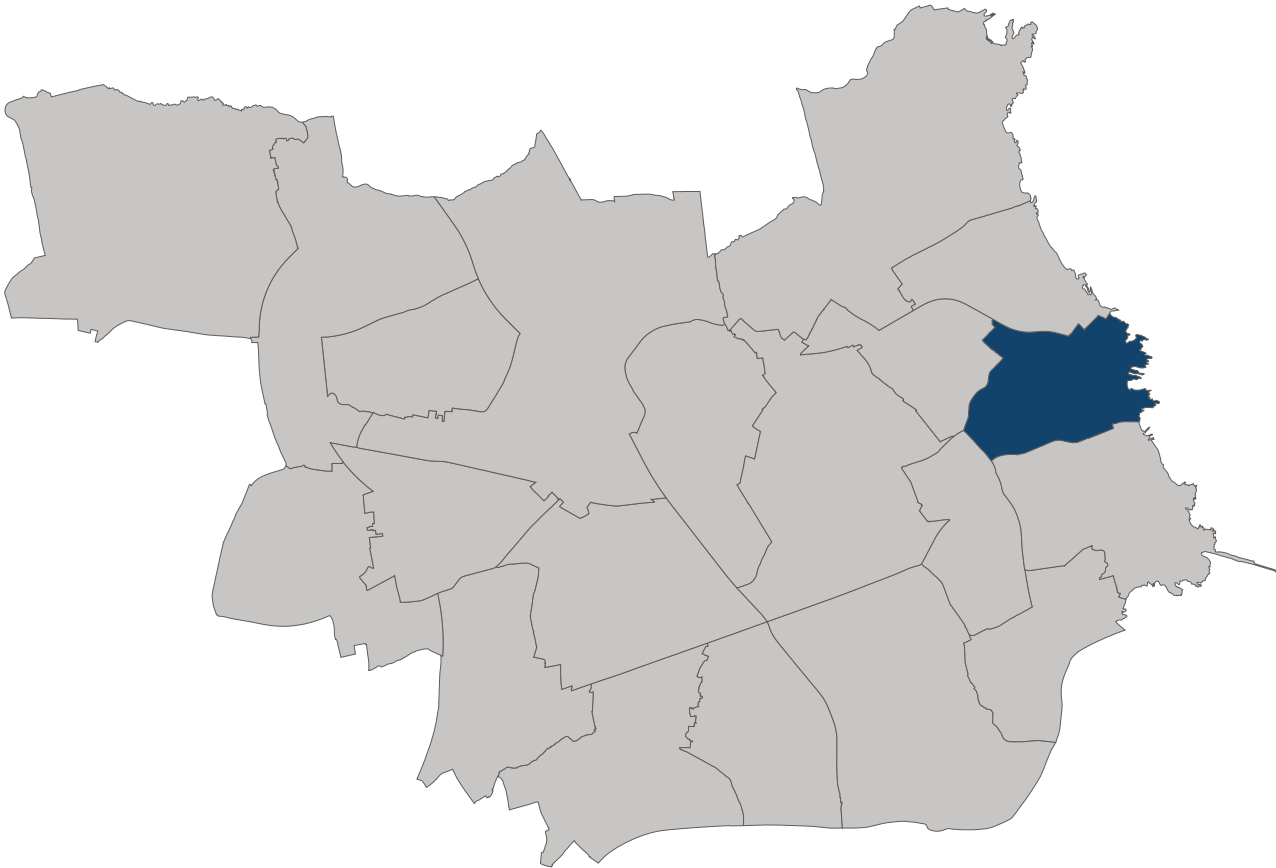
The western boundary follows Marmion Terrace south east before turning south west between Abbotsford Park and Belvedere Avenue then south east between Dowling Avenue and Chestnut Avenue to the A191 Hillheads Road and Shields Road to Foxhunters Playing Fields. It then follows the A192 Preston North Road south west to the Church of St Hilda.

The southern boundary then follows Stanton Road, Farrington Road and Links Avenue east to Longsands just south of St George's Church.

The western boundary follows the coast from this point north to a point north of Rockcliffe Avenue.

Cullercoats and Whitley Bay South ward's neighbours are Whitley Bay North to the north, Monkseaton and Preston with Preston Grange to the west and Tynemouth to the south.

The 2022 ward population estimate is 10,729 (best fit LSOA ward)



Select ward

Cullercoats & Whitley Bay South

# 2. Introduction

## Introduction



This document provides a collection of information to give an overview of the ward. It is designed to offer quick and easy access to regularly requested data.

It is updated on a biannual basis where the most recent data will be provided with comparisons where appropriate.

Much of the information has been obtained from the Office for National Statistics (ONS) and is based on census data.

The reader must note that this data is based on estimates due to the nature of the census. The census is not based on a 100% response rate. In order to improve the data, statistical calculations have been carried out by the ONS to provide a best estimate.

It is also possible that some data may have been swapped between areas by the ONS to prevent disclosures of households with unusual and identifying characteristics. This usually applies where there are small numbers involved in the dataset.

An explanation of this can be found at the following link:

<https://www.ons.gov.uk/releases/statisticaldisclosurecontrolmethodsreportfor2021census>

At the back of this document is a page with links to relevant website pages to enable further information or deeper detail of data.

# 3. Introduction

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Not all of the data previously included in the Ward Profile is currently available for the wards in place since May 2024, following the review by the Local Government Boundary Commission.

Where possible data has been included for Best Fit wards (as shown in the next page of this Ward Profile). The following data will be added when it becomes available for the new wards :-

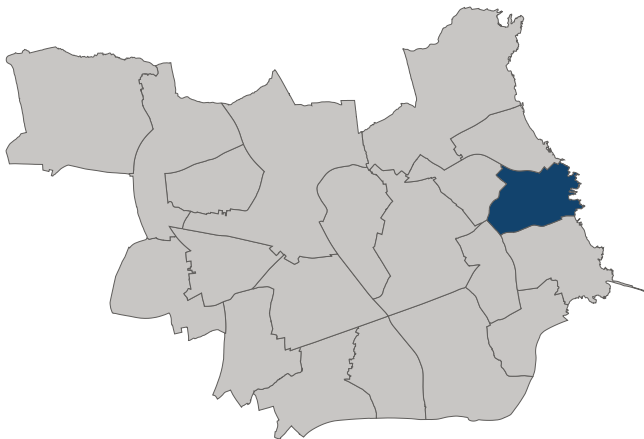
Life expectancy and mortality

Median house prices

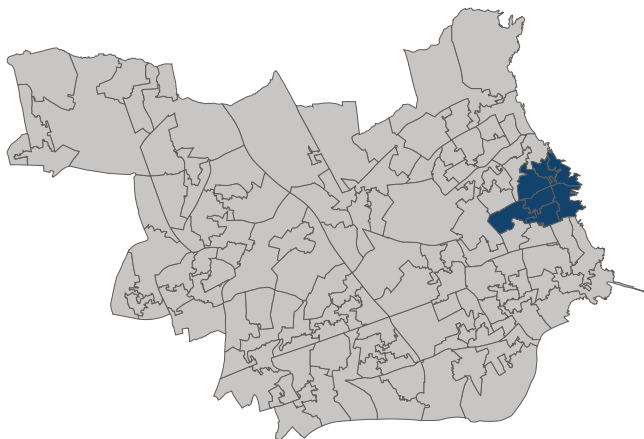
Members enquiries

# 4. Best Fit Ward

Actual Ward Boundary



Best Fit Ward Boundary



Select ward

Cullercoats & Whitley Bay South

## The Best Fit Ward

The first map, top left, shows the ACTUAL Ward boundary. This is the boundary used, from May 2024, for the election of Ward Councillors, of which there are three for each Ward.

The second map, bottom left, shows a 'Best Fit Ward'. This is a stable geographical area that enables data not available at the ACTUAL Ward level, to be aggregated and compared.

The Best Fit Ward is made up of geographies known as Lower Layer Super Output Areas (LSOAs). There are 133 LSOAs in North Tyneside, which have been allocated to the Best Fit Wards where most of their populations live.

Data on unemployment (page 18), deprivation and child poverty (pages 22-25) and crime (page 35) use the 131 LSOAs in place from 2011 to 2020. Best Fit Wards for this data are shown in the maps on pages 22-25.



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	9	Broad age group
	10	Ethnicity
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	12	Ofsted Rating and Expected Standards
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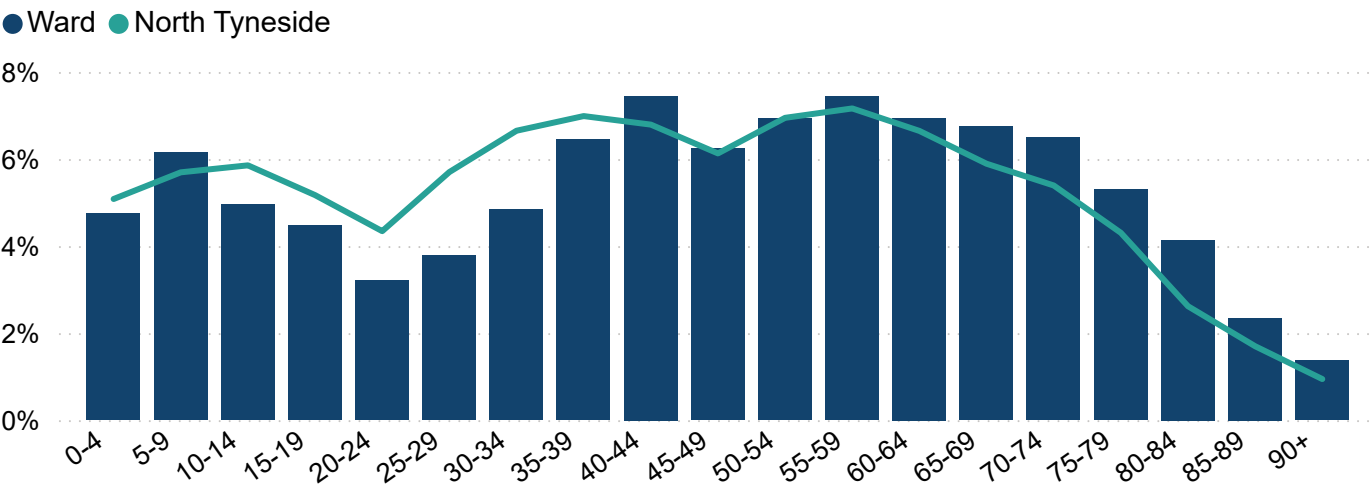
# Demographics

## 8. Age group and sex

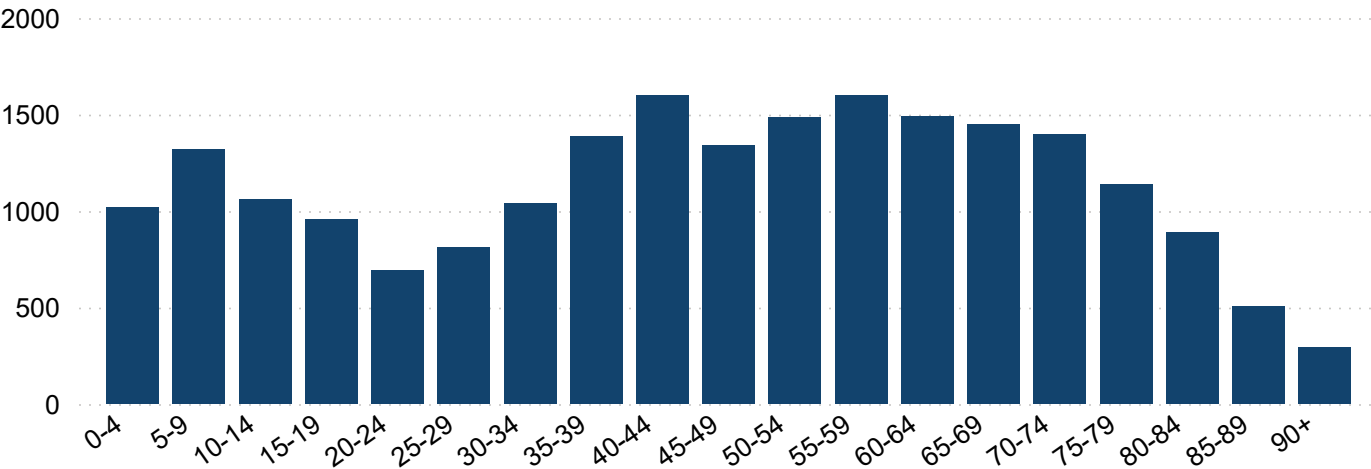
## Cullercoats & Whitley Bay South ward



Age group (best fit LSOA ward)



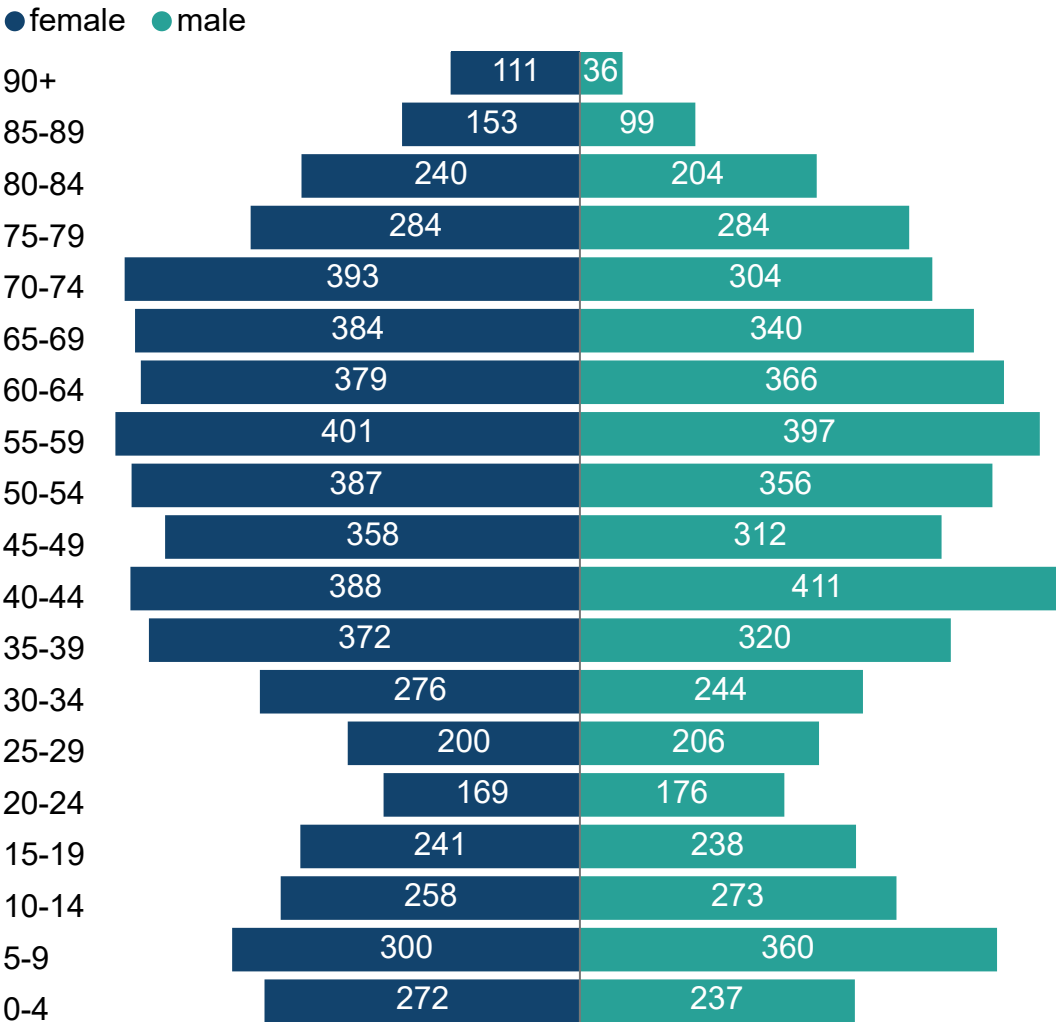
Age group profile (number of residents) (best fit LSOA ward)



Select ward

Cullercoats & Whitley Bay South

Age group by sex (best fit LSOA ward)



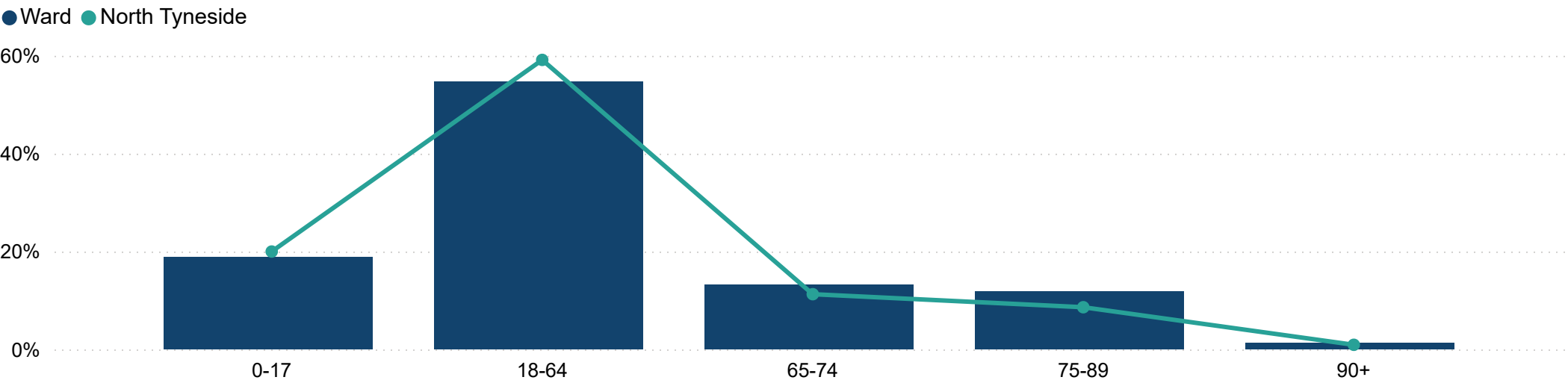
Produced by Policy, Performance and Research

9. Broad age group

Cullercoats & Whitley Bay South ward



Population by broad age group (best fit LSOA ward)



Population by broad age group % (best fit LSOA ward)

North Tyneside population	0-17	18-64	65-74	75-89	90+	Ward population	0-17	18-64	65-74	75-89	90+
	20.0%	59.2%	11.3%	8.6%	0.9%		18.9%	54.7%	13.2%	11.8%	1.4%

Select ward

Cullercoats & Whitley Bay South

10. Ethnicity

Cullercoats & Whitley Bay South ward

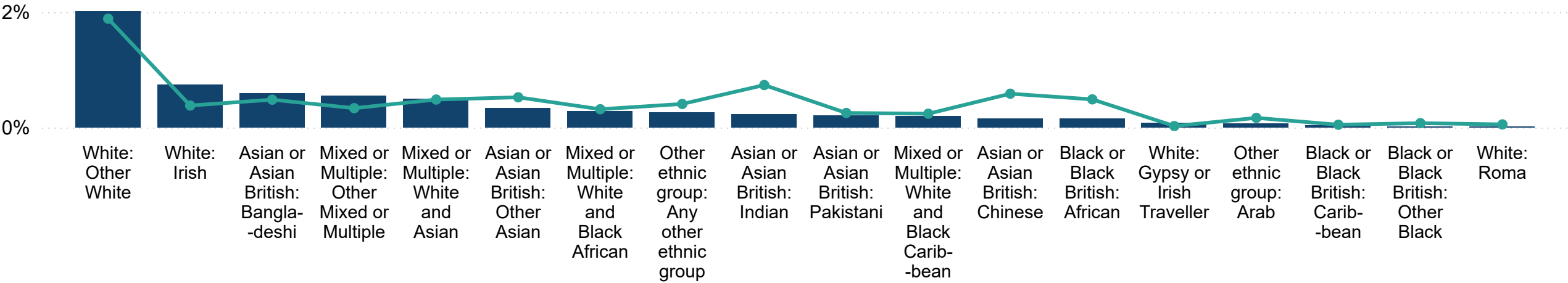


The majority of the population of North Tyneside are from the ethnic group 'White: British'.  
North Tyneside: White: British  
92.5%

Similarly, the majority of residents of Cullercoats & Whitley Bay South Ward are of the same group.  
Cullercoats & Whitley Bay South Ward: White: British  
93.6%

Ethnicity (excluding White: British) (best fit LSOA ward)

Ward North Tyneside



Select ward

Cullercoats & Whitley Bay South

# Children

## 12. Ofsted Rating and Expected Standards Cullercoats & Whitley Bay South ward



North Tyneside  
Council

### Latest Ofsted Rating

Cullercoats Primary School	Good	Short Inspection	2022-02-16
Marden Bridge Middle School	Good	Short Inspection	2020-03-04
Rockcliffe First School	Good	Full Inspection	2024-02-07
St Mary's Catholic Primary School, North Shields	Good	Short Inspection	2025-03-05

### Ofsted

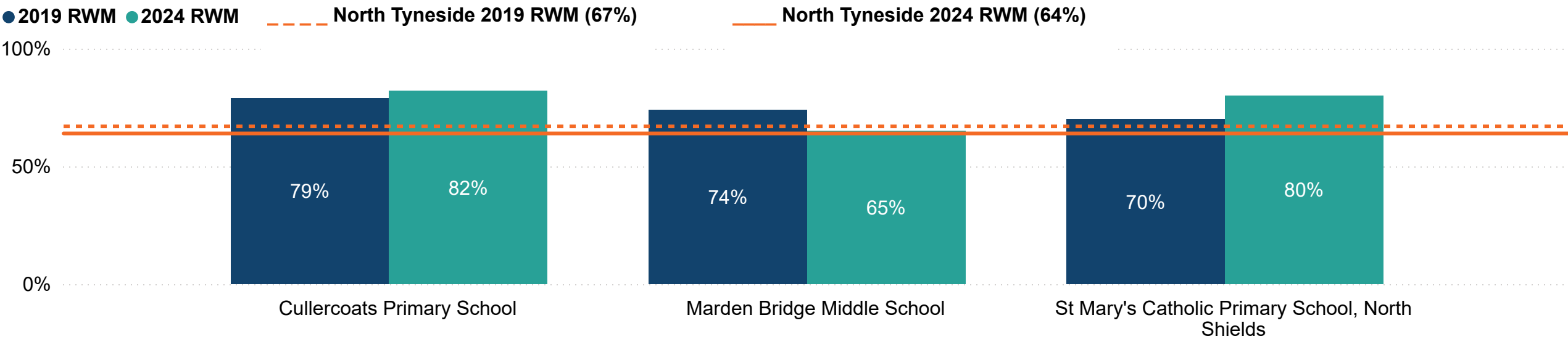
NB Inspections are carried out at different times throughout the year - this table only shows the latest available inspection data at the time of publication. From September 2024 inspections no longer include a judgement on overall effectiveness, these are shown as 'not judged'

Source: Ofsted Schools management information (April 2025)

### Expected Standards

The Expected Standards indicator only refers to Key Stage 2 schools (Primary and Middle), so not all schools listed in the table to the left will have results in the data

### Expected Standards in Reading, Writing and Mathematics (RWM)



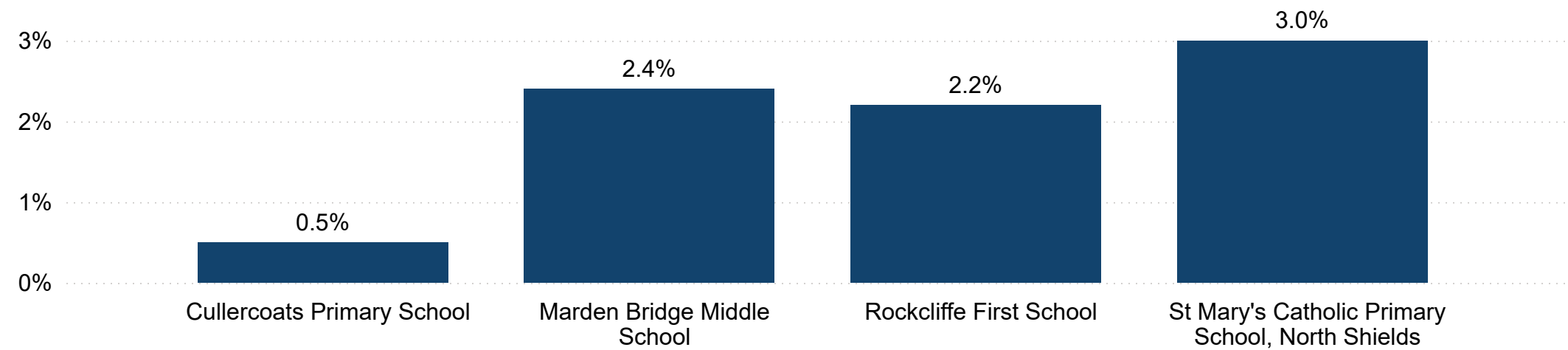


# 13. Special Educational Needs and EHCP

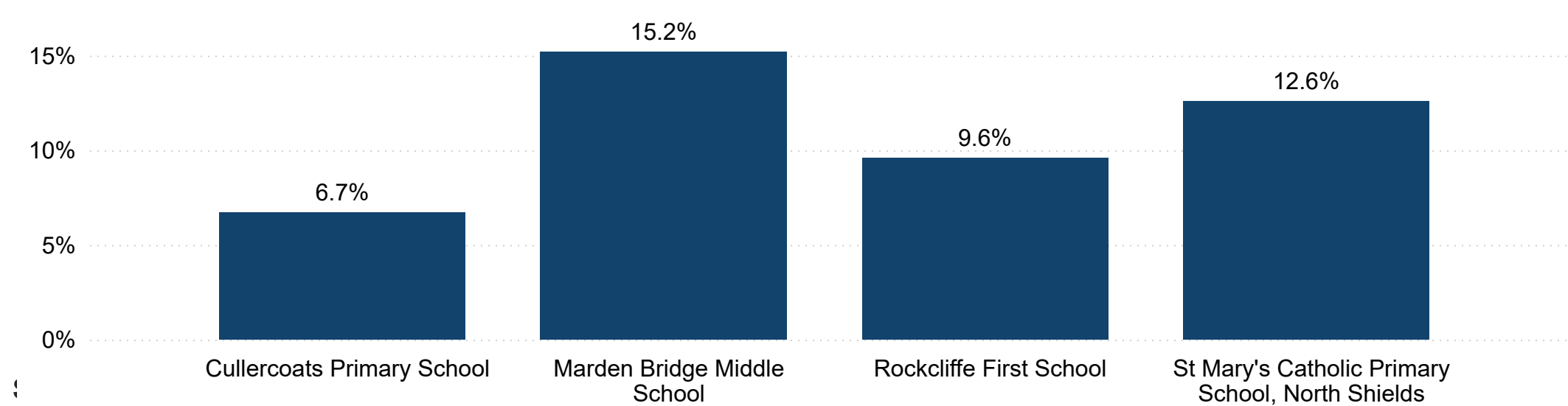
## Cullercoats & Whitley Bay South ward



% of pupils with a Statement / Educational Health Care Plan (EHCP) (January 2025)



% of pupils receiving Special Educational Needs (SEN) Support (January 2025)

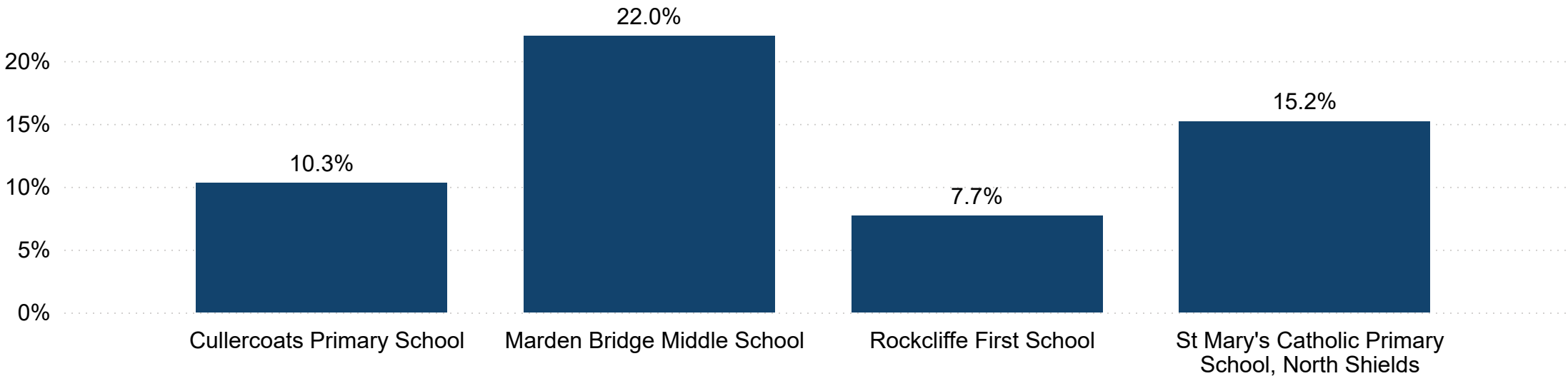


# 14. Free School Meals

## Cullercoats & Whitley Bay South ward



% of pupils eligible for Free School Meals (January 2025)



Select ward

Cullercoats & Whitley Bay South

# Skills and employment

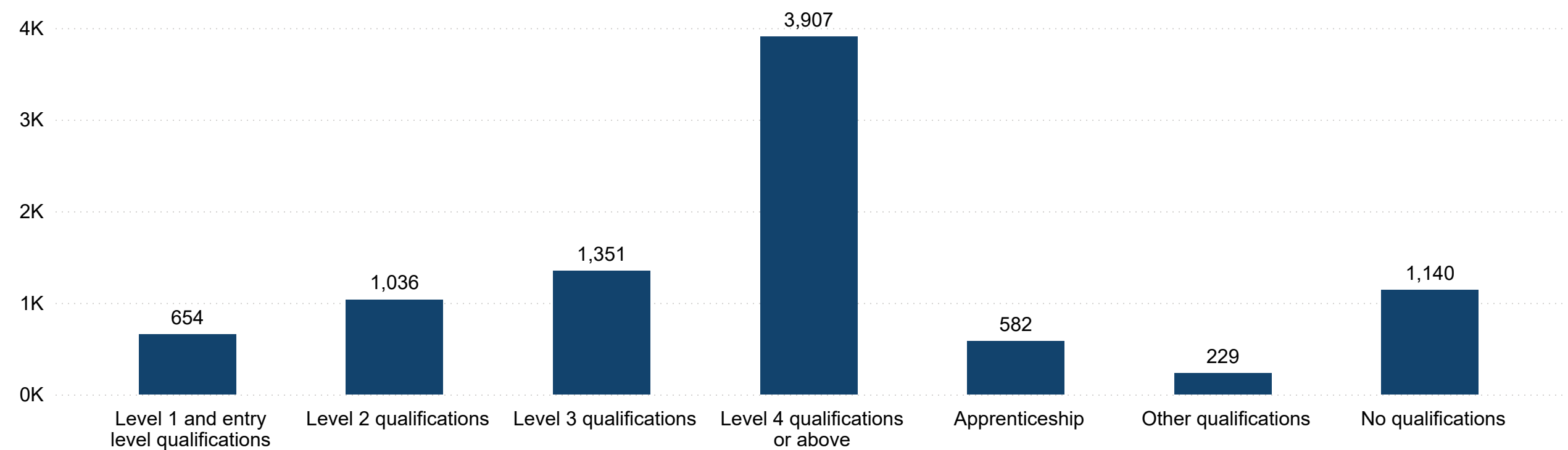
16. Qualifications

Cullercoats & Whitley Bay South ward (best fit LSOA)



7.3%	11.6%	15.2%	43.9%	6.5%	2.6%	12.8%
Level 1	Level 2	Level 3	Level 4+	Apprenticeship	Other Qualification	No Qualification

Level of Qualification (number of residents)



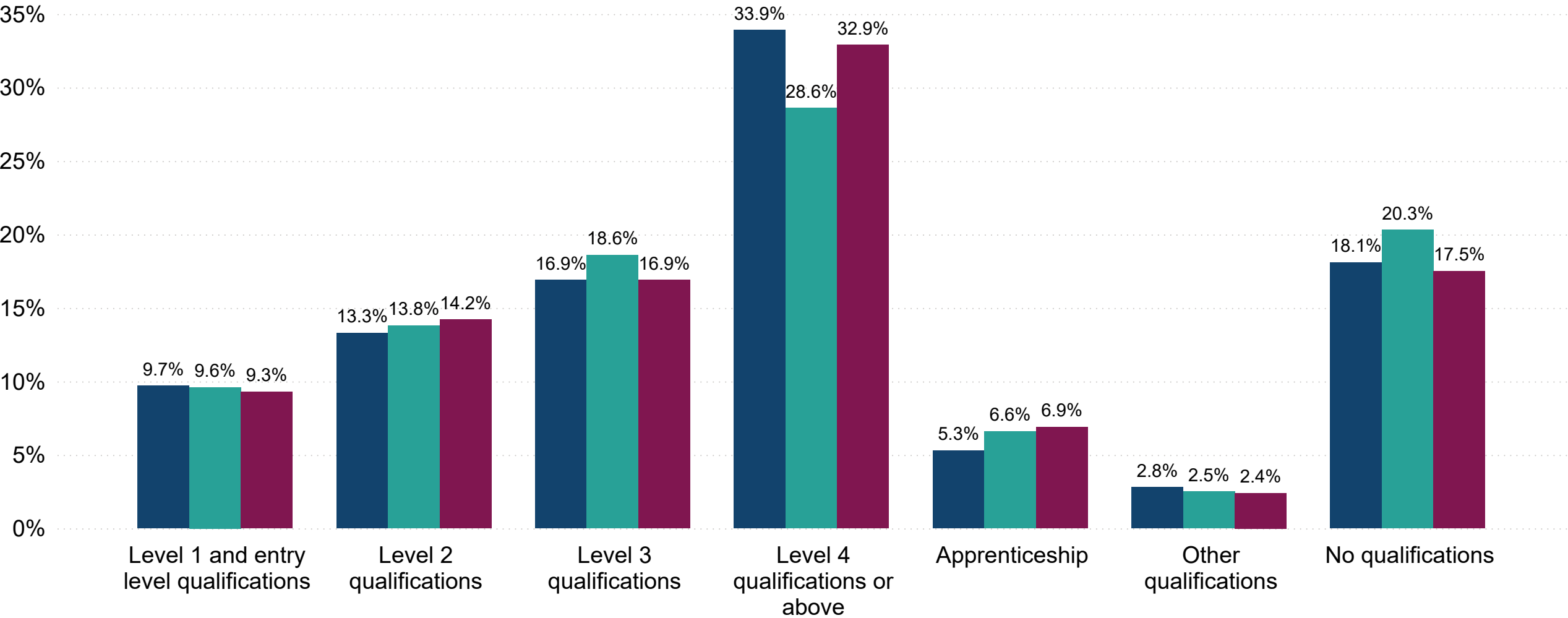
Select ward

Cullercoats & Whitley Bay South

# 17. Qualifications      Regional and national



● England ● North East ● North Tyneside

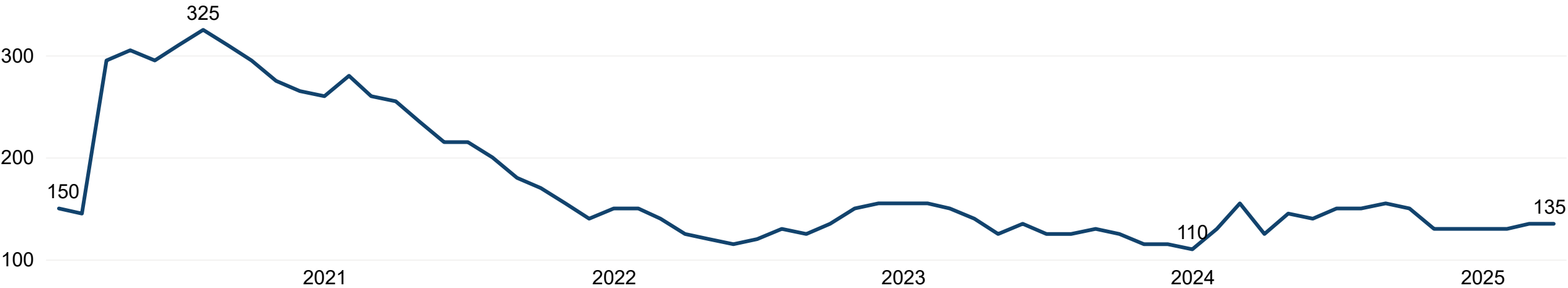


18. Unemployment

Cullercoats & Whitley Bay South ward (best fit LSOA - as shown in IMD page of ward profile)



Claimant Count



Claimant count latest month April 2025

Age	Female claimants
Aged 16-17	0
Aged 18-24	5
Aged 25-29	5
Aged 30-34	0
Aged 35-39	5
Aged 40-44	5
Aged 45-49	10
Aged 50-54	5
Aged 55-59	10
Aged 60-64	10
Aged 65+	0
Total	55

Age	Male claimants
Aged 16-17	0
Aged 18-24	10
Aged 25-29	10
Aged 30-34	10
Aged 35-39	5
Aged 40-44	5
Aged 45-49	5
Aged 50-54	10
Aged 55-59	10
Aged 60-64	10
Aged 65+	5
Total	80

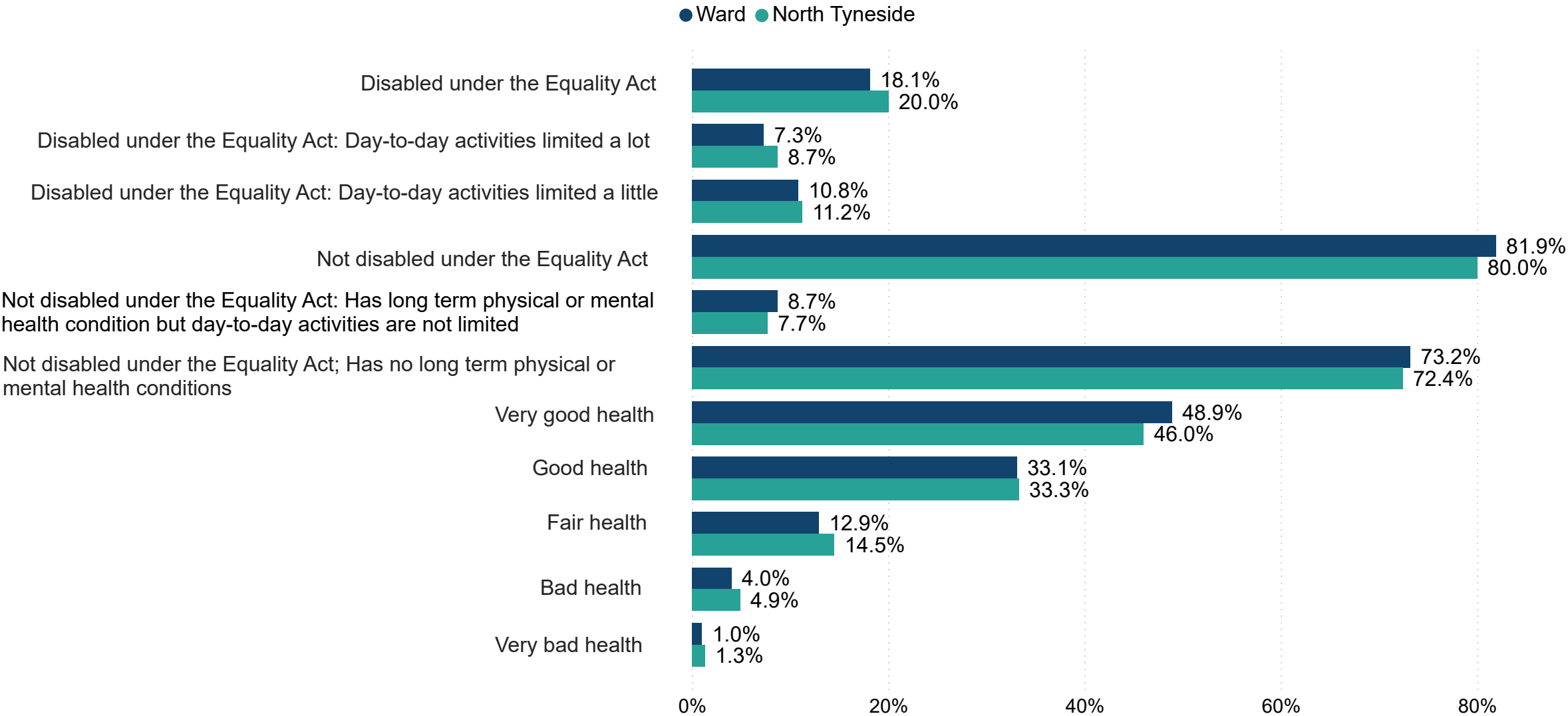
Select ward

Cullercoats & Whitley Bay South

# Health and wellbeing

## 20. Self reported health

### Cullercoats & Whitley Bay South ward (best fit LSOA)



Select ward

Cullercoats & Whitley Bay South



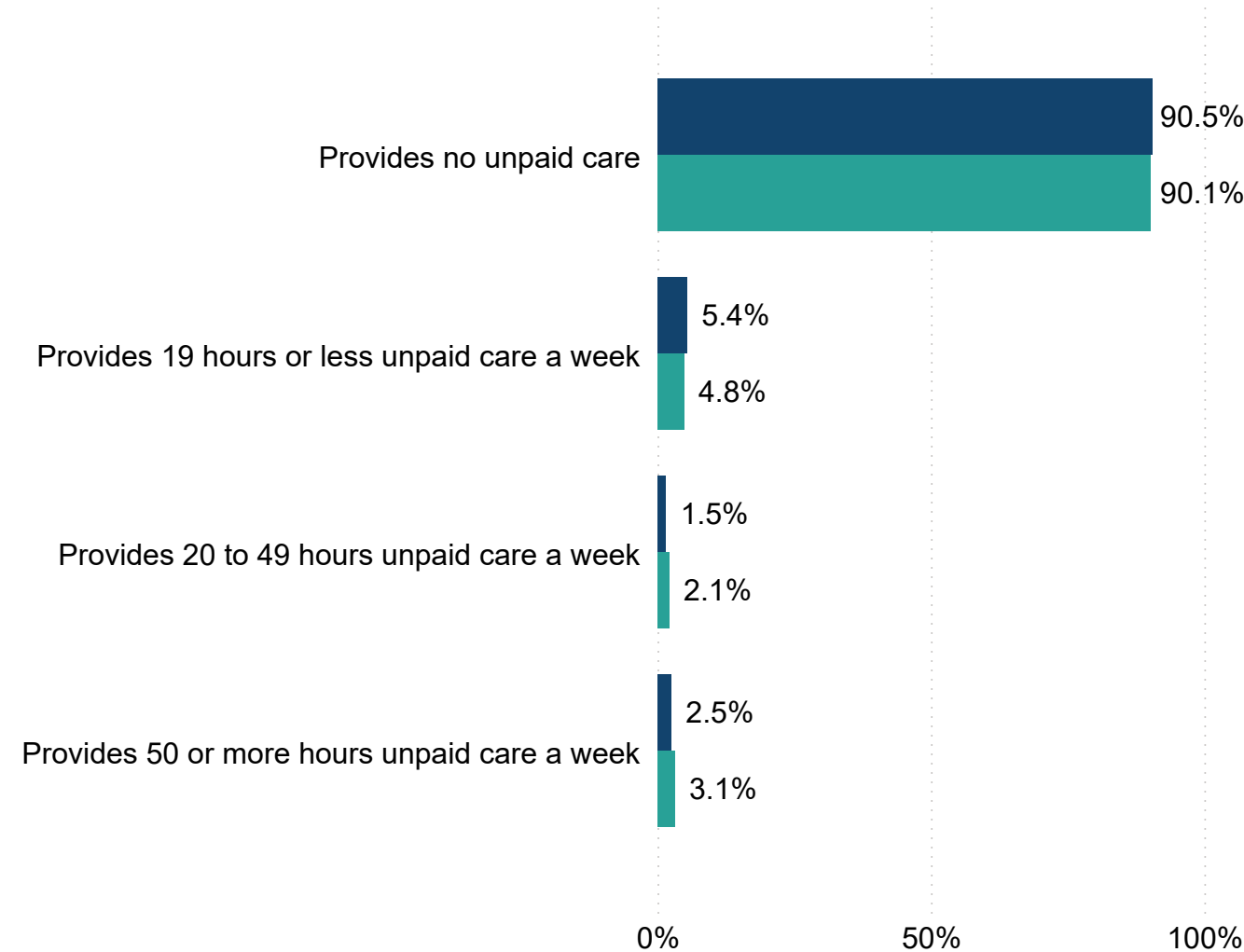
# 21. Unpaid care

## Cullercoats & Whitley Bay South ward (best fit LSOA)



Provides unpaid care (%)

● Ward ● North Tyneside



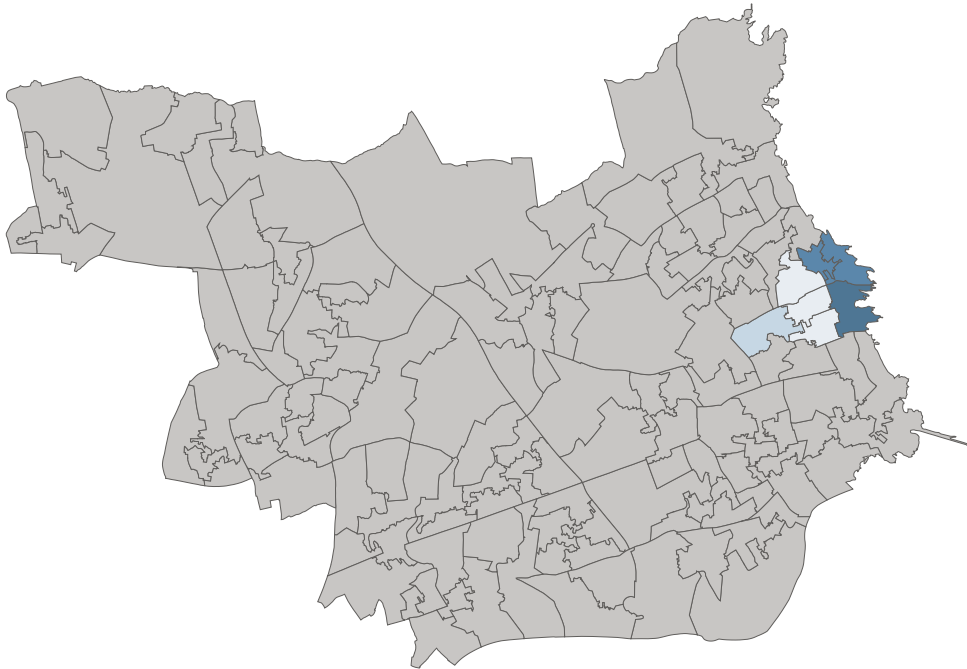
## 22. Index of Multiple Deprivation Cullercoats & Whitley Bay South ward (best fit LSOA)



North Tyneside  
Council

Index of Multiple Deprivation (IMD) Decile (where 1 is in the most deprived 10% of lower super output areas in England)

● 4 ● 5 ● 9 ● 10



The total population of Cullercoats & Whitley Bay South ward in 2019 was **10,679**. Of this, **0** residents lived in a neighbourhood that was in the 10% most deprived in England in the 2019 Indices of Deprivation

### The English Indices of Deprivation

This is an overall measure of multiple deprivation experienced by people living in an area and is calculated for every Lower layer Super Output Area (LSOA) in England. Each LSOA has an average population of 1,640 people (mid 2013 estimate).

There are 32,844 LSOAs in England, all are ranked according to the level of deprivation relative to other areas, 1 being classed as the most deprived and 32,844 being the least.

The English Indices of Deprivation 2019 are based on 39 separate indicators, organised into seven domains (and sub domains) of deprivation which are combined, using appropriate weights, to calculate the Index of Multiple Deprivation (IMD).

NB Best Fit Wards for IMD 2019, unemployment and crime data use 2011 LSOAs and may differ from the best fit LSOAs used in the rest of the ward profile.

More information:

<https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

Select ward

Cullercoats & Whitley Bay South

Produced by Policy, Performance and Research

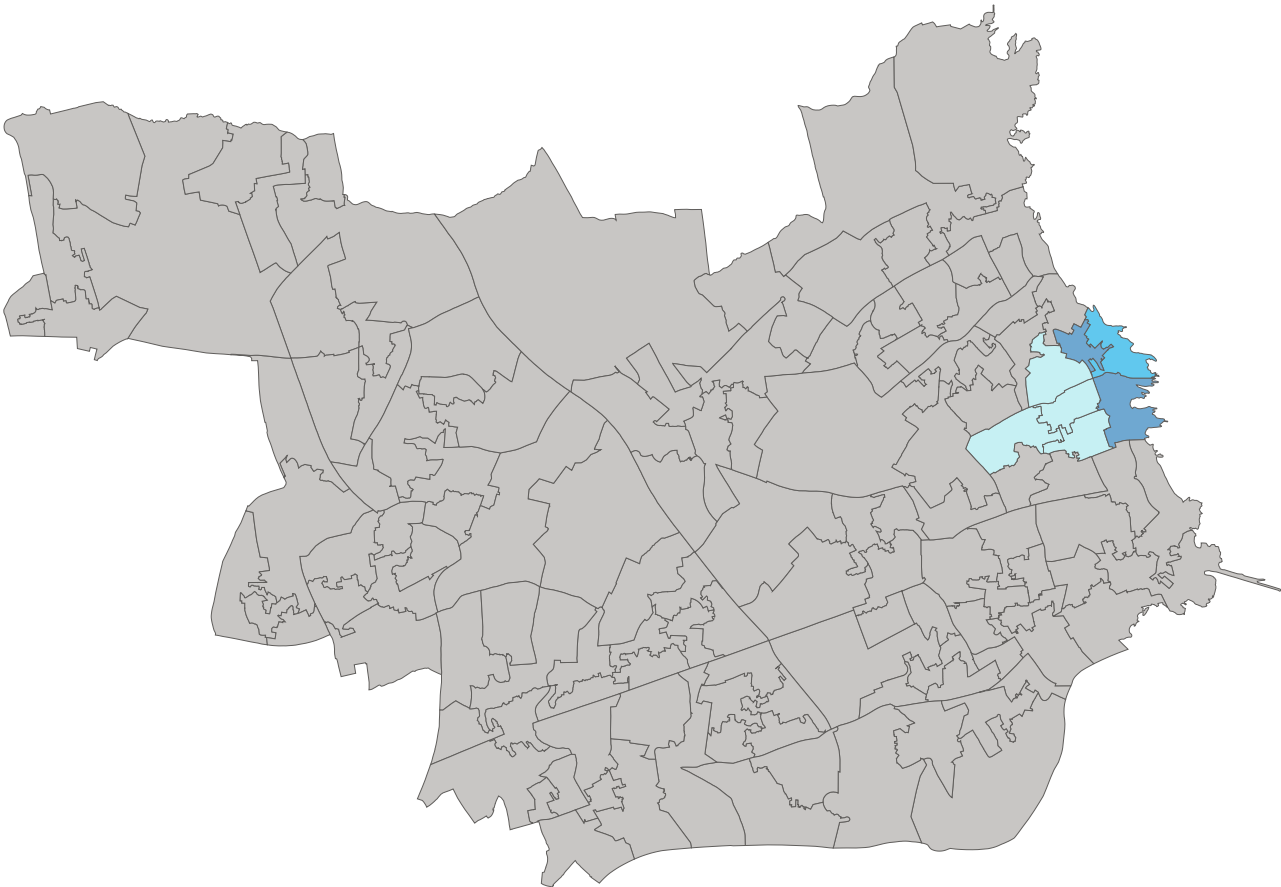
# 23. Child Poverty

## Cullercoats & Whitley Bay South ward (best fit LSOA)



Income Deprivation Affecting Children Index (where 1 is in the most deprived 10% of lower super output areas in England)

6 7 10



Select ward

Cullercoats & Whitley Bay South

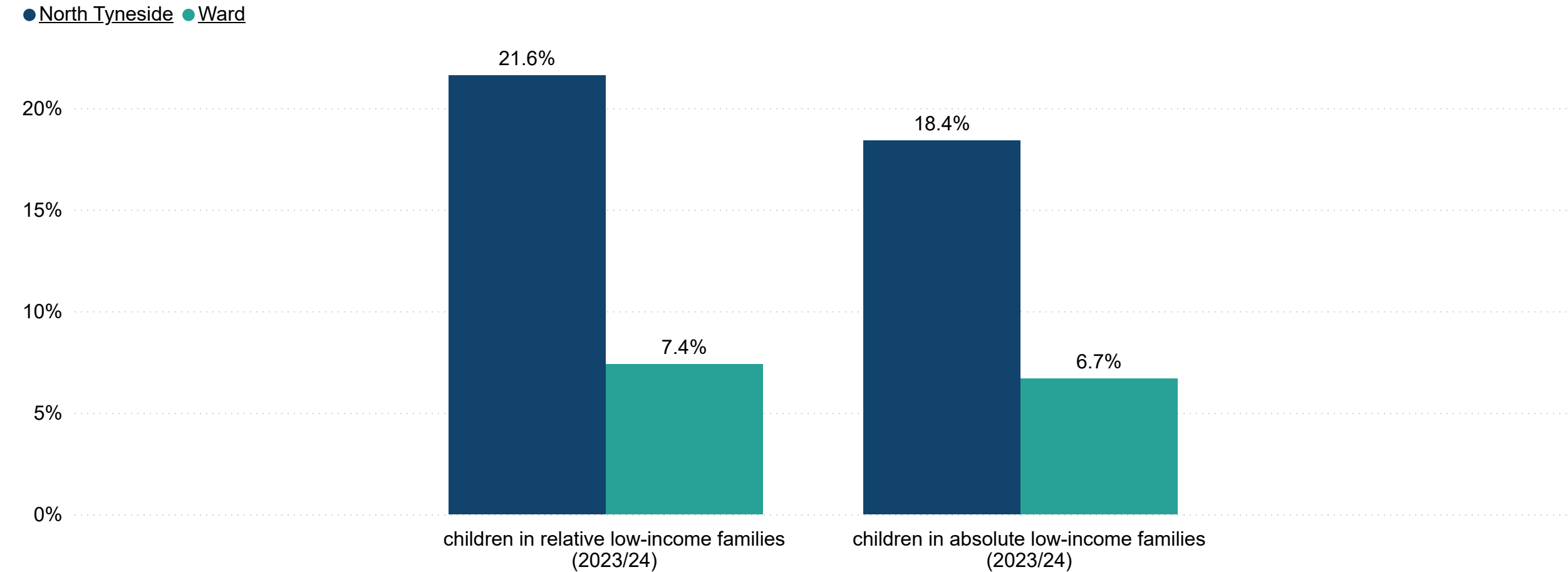
Produced by Policy, Performance and Research

# 24. Child Poverty

## Cullercoats & Whitley Bay South ward (best fit LSOA)



Children in relative and absolute low income families in Cullercoats & Whitley Bay South ward and North Tyneside



Select ward

Cullercoats & Whitley Bay South

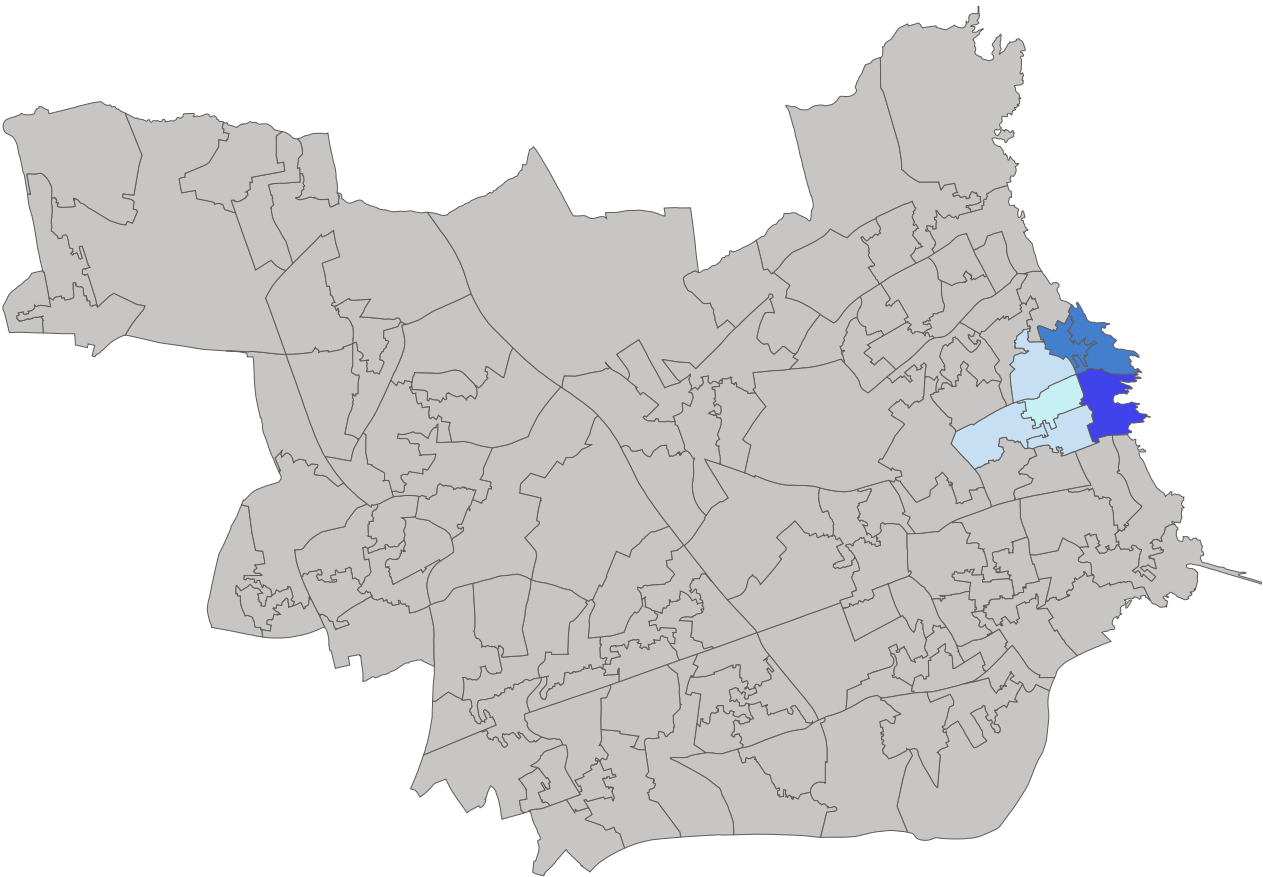
# 25. Older people

## Cullercoats & Whitley Bay South ward (best fit LSOA)



Income Deprivation Affecting Older People Index (where 1 is in the most deprived 10% of lower super output areas in England)

3 4 9 10



Select ward

Cullercoats & Whitley Bay South

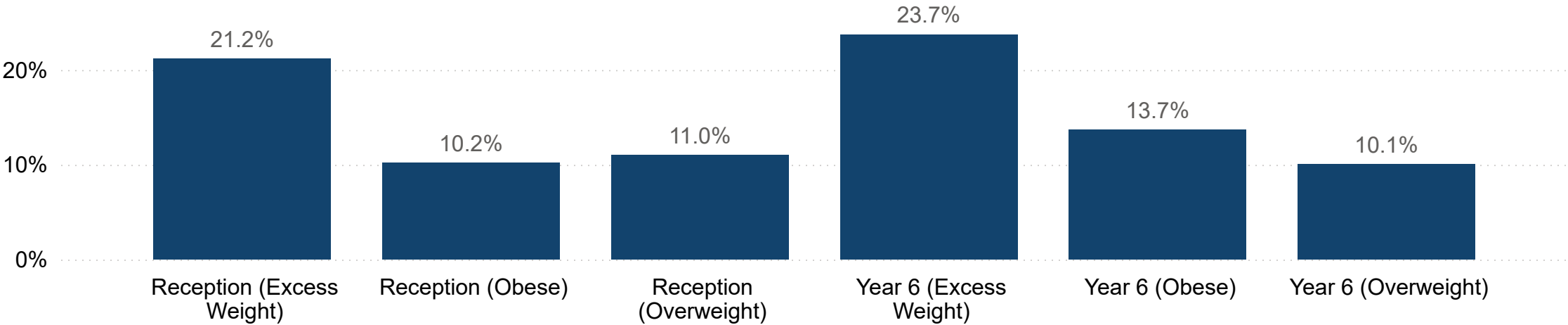
Produced by Policy, Performance and Research

26. National Child Measurement Programme

Cullercoats & Whitley Bay South ward

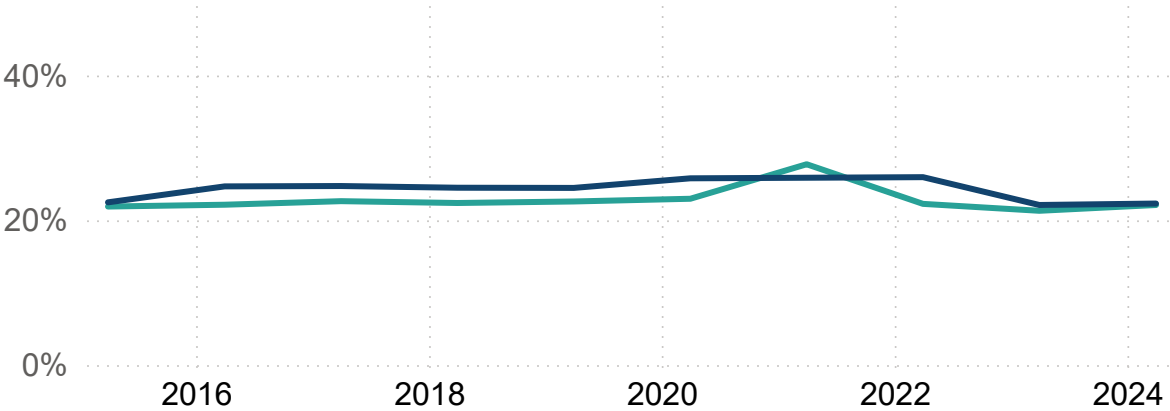


National Child Measurement Programme (% of pupils)



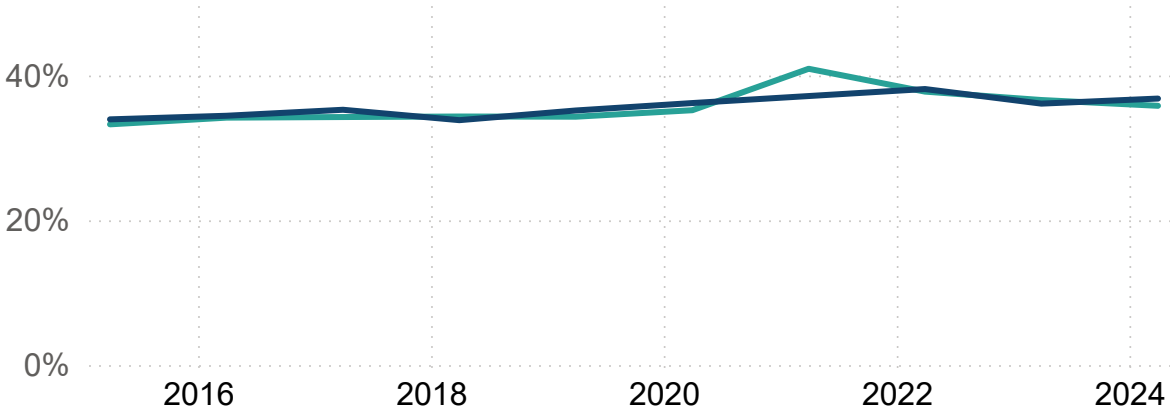
Excess Weight - Reception

England North Tyneside



Excess Weight - Year 6

England North Tyneside



Select ward

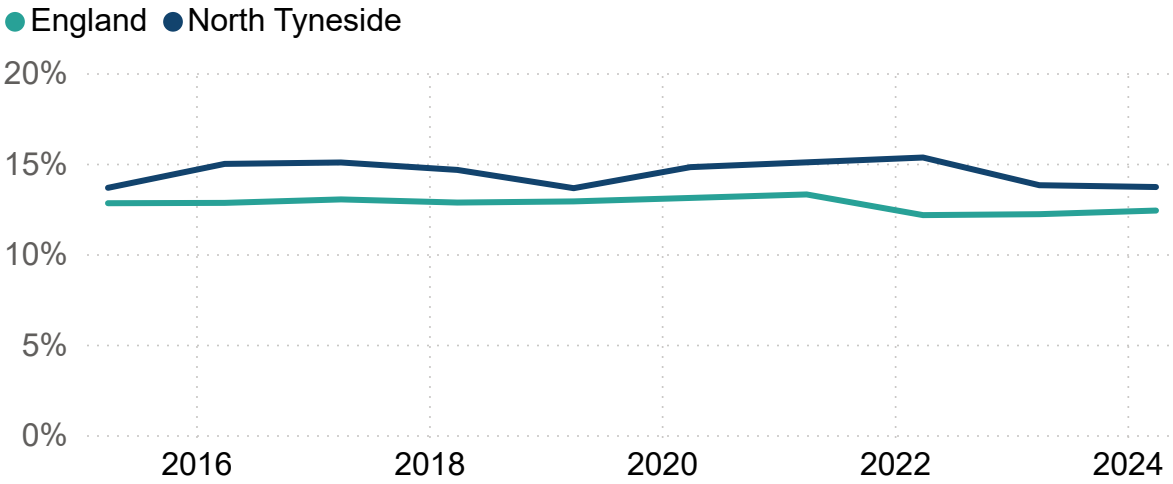
Cullercoats & Whitley Bay South

# 27. National Child Measurement Programme

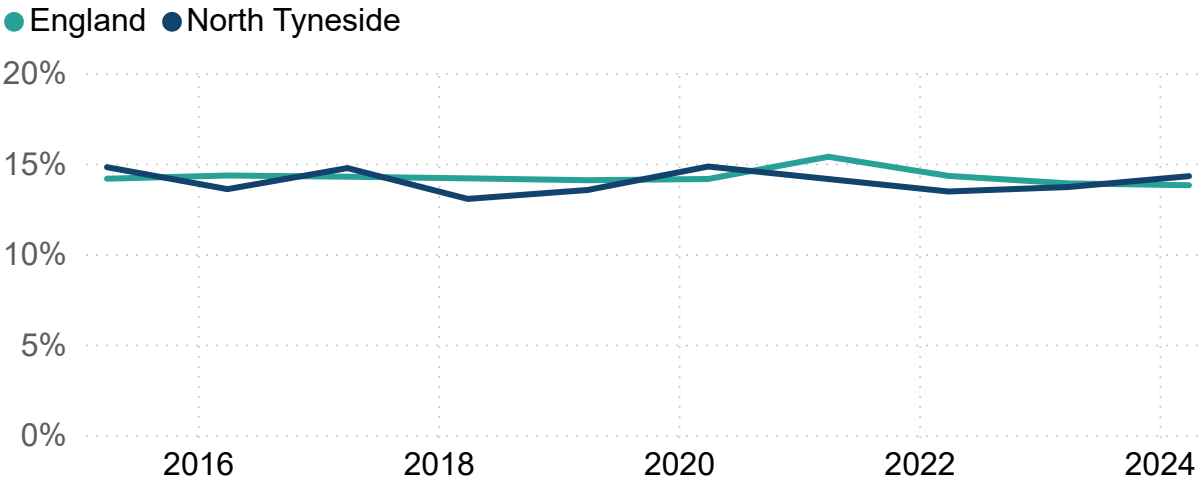


North Tyneside Council

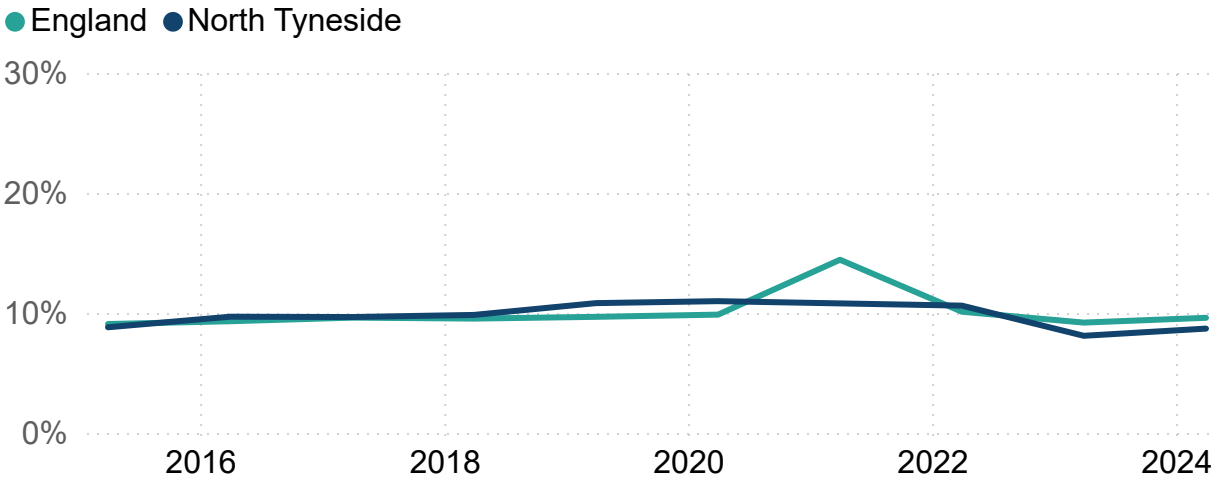
Overweight - Reception



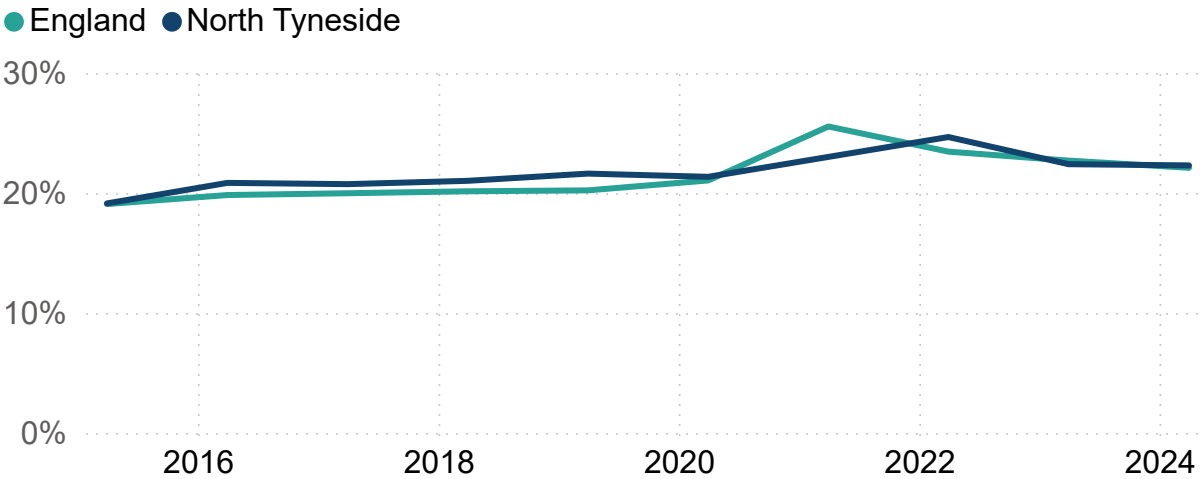
Overweight - Year 6



Obese - Reception



Obese - Year 6



# Housing

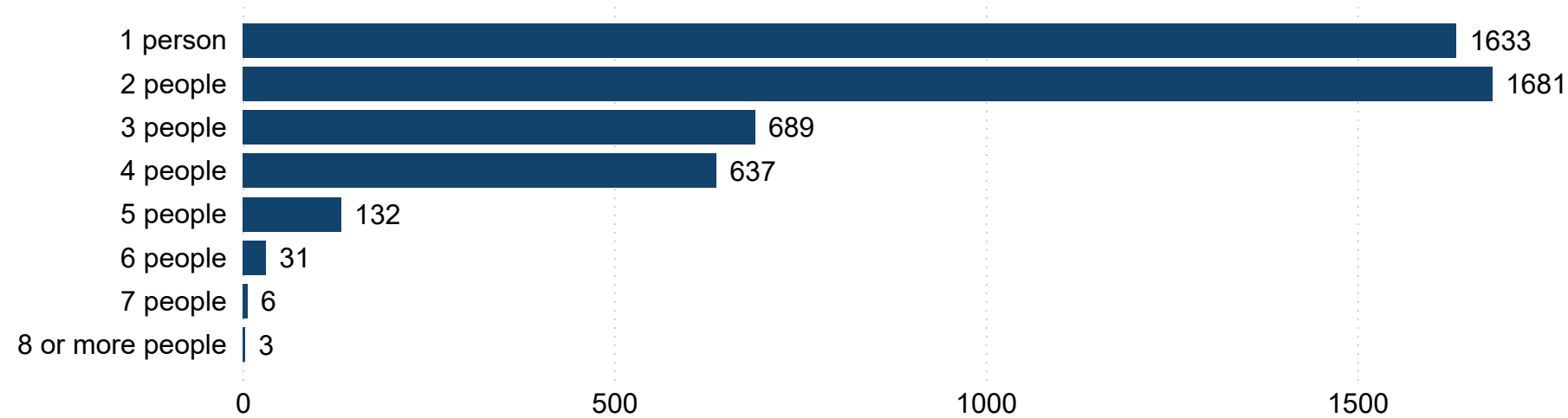


# 29. Households

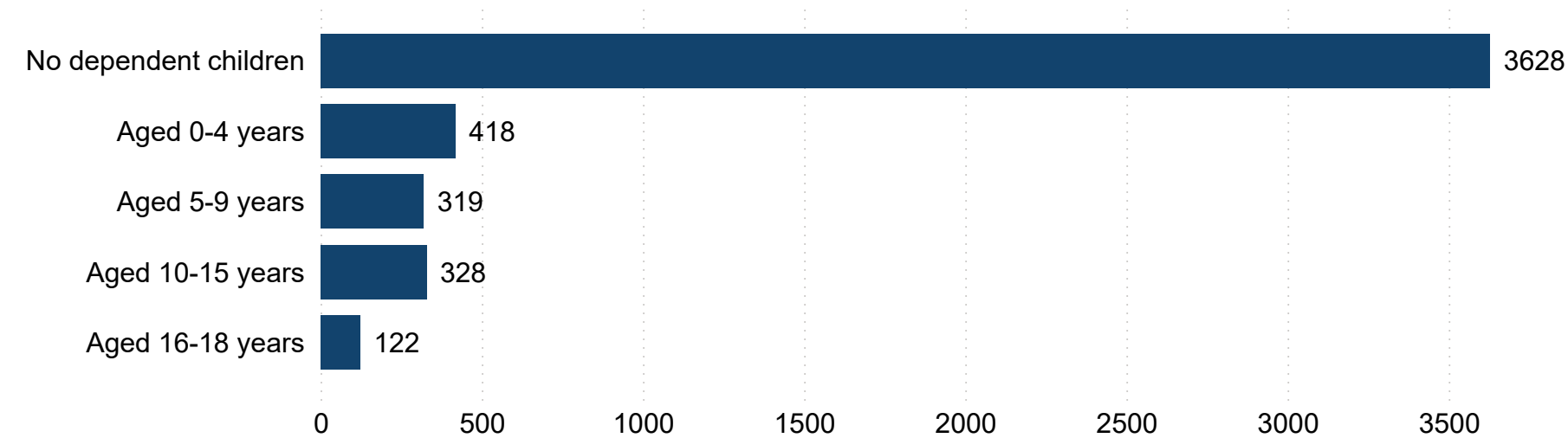
## Cullercoats & Whitley Bay South ward (best fit LSOA)



Size of household (number of households)



Age of youngest dependent child (number of households)



Select ward

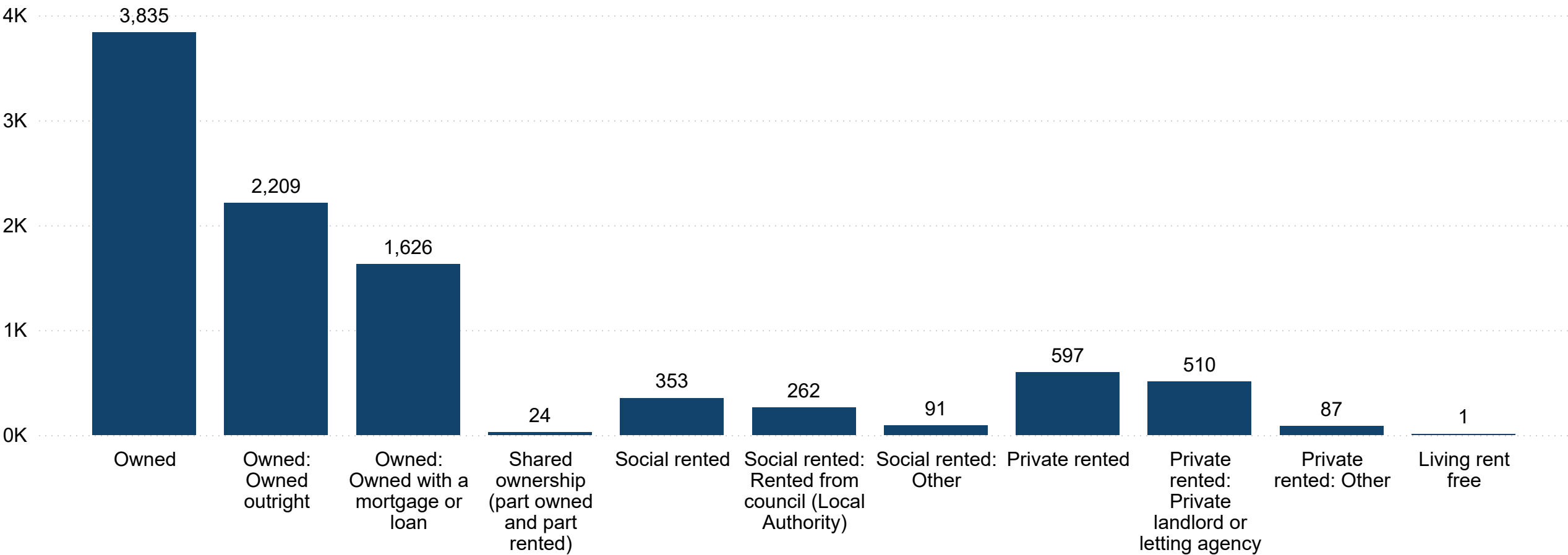
Cullercoats & Whitley Bay South

# 30. Housing tenure

## Cullercoats & Whitley Bay South ward (best fit LSOA)



Housing Tenure (number of households)



Select ward

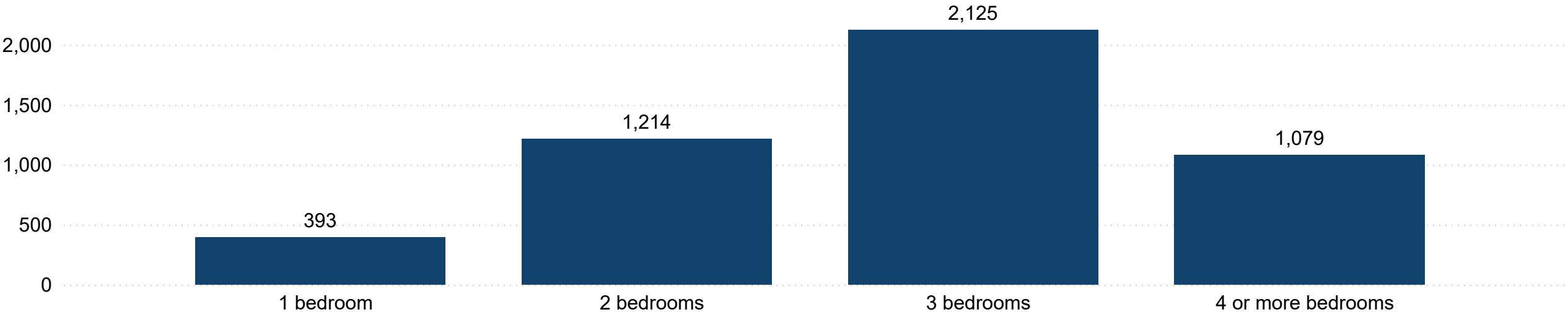
Cullercoats & Whitley Bay South

31. Housing - bedrooms

Cullercoats & Whitley Bay South ward (best fit LSOA)



Number of bedrooms (number of households)



Select ward

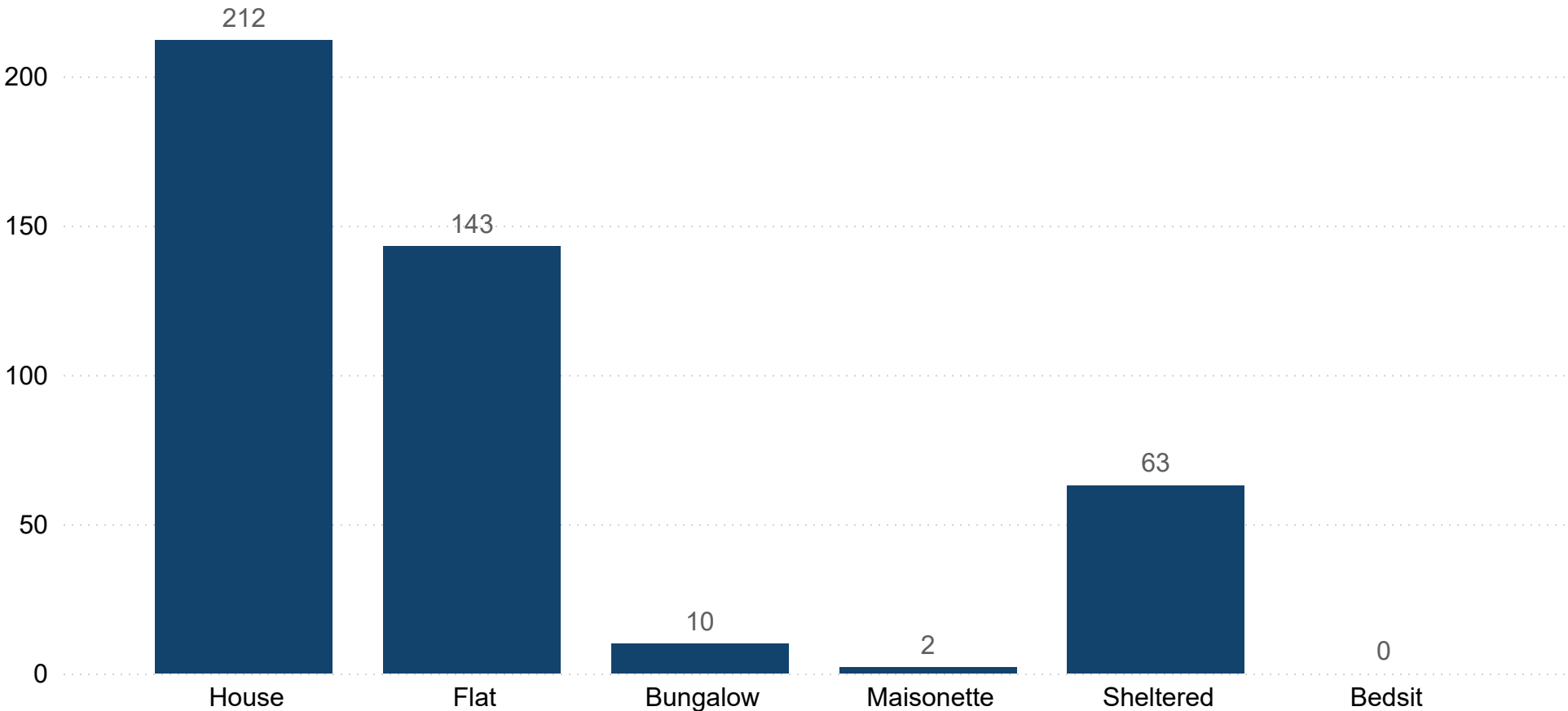
Cullercoats & Whitley Bay South

## 32. North Tyneside Homes Cullercoats & Whitley Bay South ward



Total number of council owned residential properties	House	Flat	Bungalow	Maisonette	Sheltered	Bedsit
430	49.3%	33.3%	2.3%	0.5%	14.7%	0.0%

Number of residential properties: North Tyneside Homes



All North Tyneside Council housing

House	7,762
Flat	3,303
Bungalow	1,857
Maisonette	77
Sheltered	906
Bedsit	17

Select ward

Cullercoats & Whitley Bay South

### 33. Broadband speed

### Cullercoats & Whitley Bay South ward

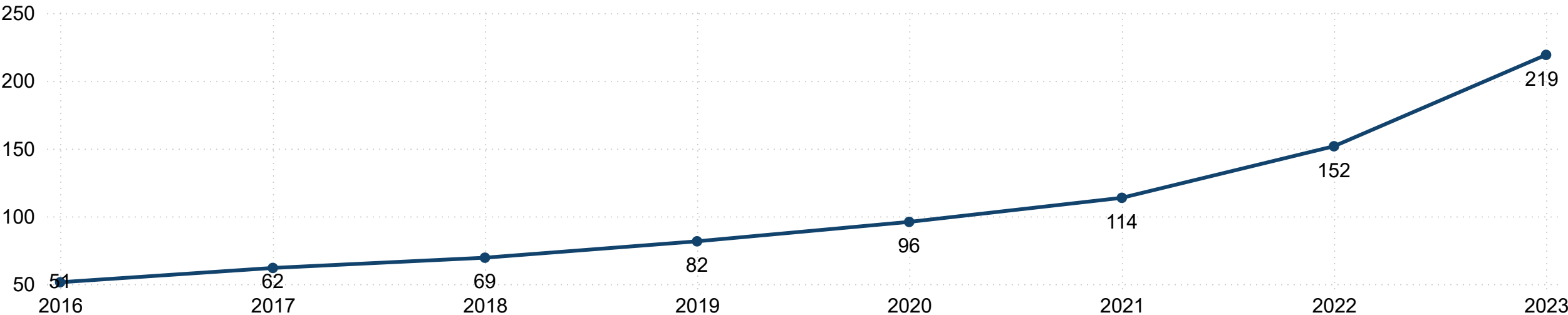


Average maximum broadband download speeds 2024- megabit per second (Mbit/s) (best fit LSOA)

Ward	Line maximum download speed					
	<10Mbit/s	10<30Mbit/s	30<100Mbit/s	100<300Mbit/s	300<900Mbit/s	>=900Mbit/s
Cullercoats & Whitley Bay South	6	19	60	201	476	1112

From 2024 Ofcom no longer publishes overall average download speeds for local authority areas

Overall average ward broadband speed (Mbit/s) (best fit LSOA)



Select ward

Cullercoats & Whitley Bay South

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# Crime and disorder

# 35. Crime and disorder

## Cullercoats & Whitley Bay South ward (best fit LSOA - as shown in IMD page of ward profile)

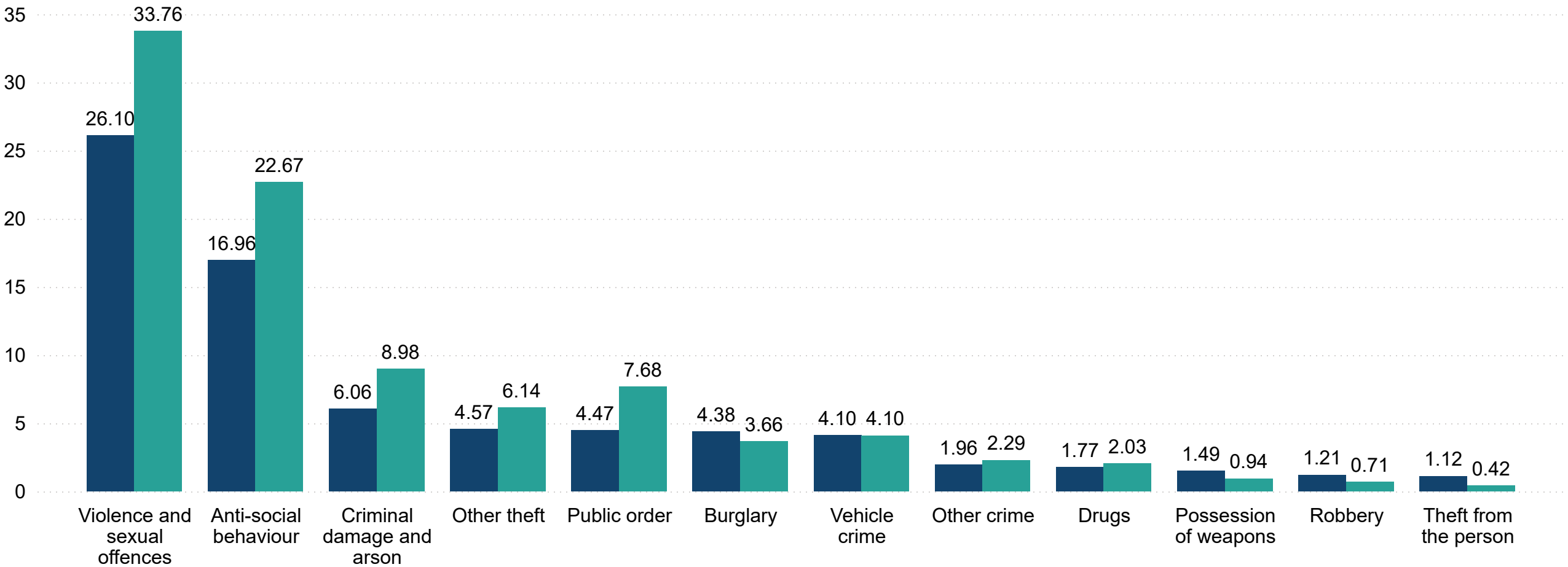


12 months ending

March 2025

### Crime - rate per 1,000 population

Ward North Tyneside



Select ward

Cullercoats & Whitley Bay South

# Transport and travel

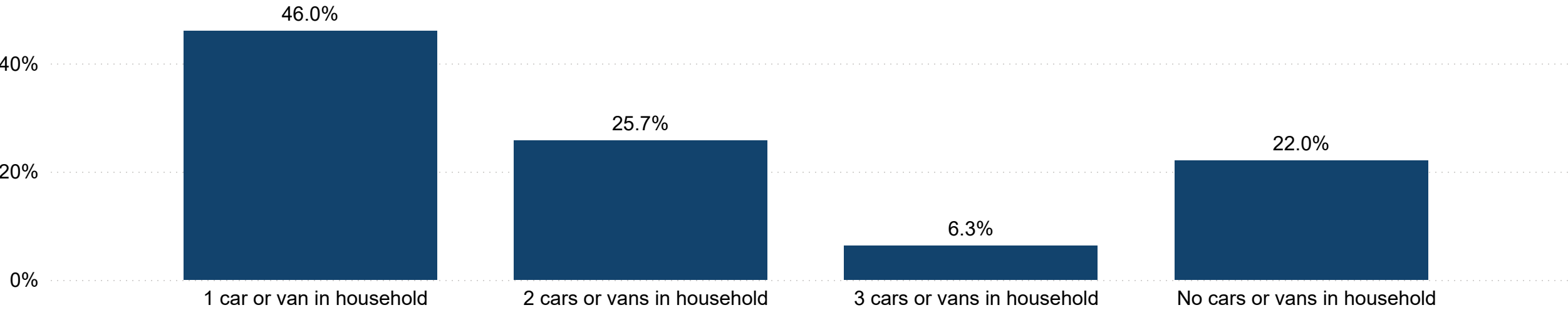


# 37. Access to car or van

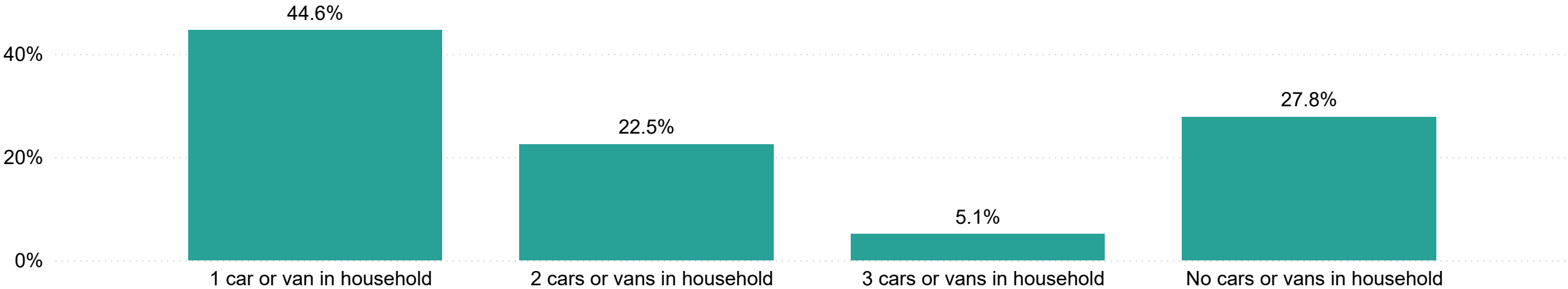
## Cullercoats & Whitley Bay South ward (best fit LSOA)



Access to car or van in household (% of households) Cullercoats & Whitley Bay South Ward



Access to car or van in household (% of households) - North Tyneside



Select ward

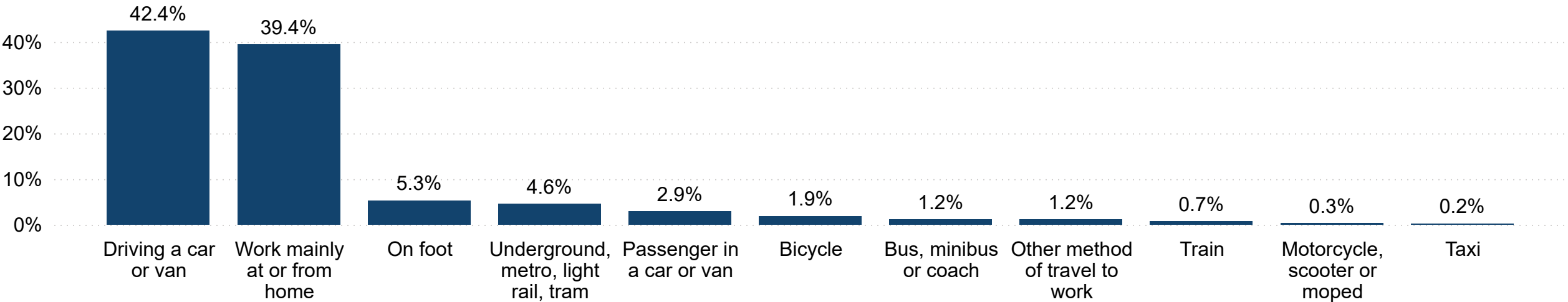
Cullercoats & Whitley Bay South

# 38. Travel to work

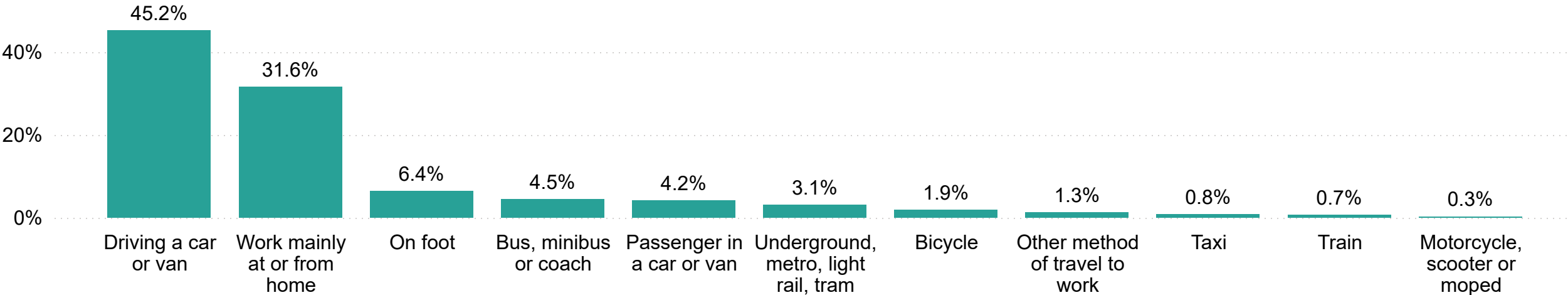
## Cullercoats & Whitley Bay South ward (best fit LSOA)



Method of travel to work Cullercoats & Whitley Bay South ward



Method of travel to work - North Tyneside



Select ward

Cullercoats & Whitley Bay South

# Appendices

# 40.

## About the English Indices of Deprivation 2019 (IoD2019)

The Indices of Deprivation 2019 provide a set of relative measures of deprivation for small areas (Lower-layer Super Output Areas - LSOAs) across England, based on seven domains of deprivation. The domains were combined using the following weights to produce the overall Index of Multiple Deprivation -

- Income Deprivation (22.5%)
- Employment Deprivation (22.5%)
- Education, Skills and Training Deprivation (13.5%)
- Health Deprivation and Disability (13.5%)
- Crime (9.3%)
- Barriers to Housing and Services (9.3%)
- Living Environment Deprivation (9.3%)

In addition to the Index of Multiple Deprivation and the seven domain indices, there are two supplementary indices: the Income Deprivation Affecting Children Index (IDACI) and the Income Deprivation Affecting Older People Index (IDAOPI).

### Income Deprivation Domain

The Income Deprivation Domain measures the proportion of the population in an area experiencing deprivation relating to low income. The definition of low income used includes both those people that are out-of-work, and those that are in work but who have low earnings (and who satisfy the respective means tests).

### The indicators

- Adult and children in Income Support families
- Adults and children in income-based Jobseeker's Allowance families
- Adults and children in income-based Employment and Support Allowance families
- Adults and children in Pension Credit (Guarantee) families
- Adults and children in Working Tax Credit and Child Tax Credit families not already counted, that is those who are not in receipt of Income Support, income-based Jobseeker's Allowance, income-based Employment and Support Allowance or Pensions Credit (Guarantee) and whose equivalised income (excluding housing benefit) is below 60 per cent of the median before housing costs.
- Asylum seekers in England in receipt of subsistence support, accommodation support, or both.

The counts for each of these indicators at LSOA level were summed to produce a non-overlapping overall count of income deprived individuals. This overall count was then expressed as a proportion of the total population of the LSOA for mid-2015 (from the Office for National Statistics) less the prison population (from the Ministry of Justice).

# 41.

In addition an Income Deprivation Affecting Children Index and an Income Deprivation Affecting Older People Index were created, respectively representing the proportion of children aged 0-15, and people aged 60 and over, living in income deprived households.

## **Employment Deprivation Domain**

The Employment Deprivation Domain measures the proportion of the working age population in an area involuntarily excluded from the labour market, This includes people who would like to work but are unable to do so due to unemployment, sickness or disability, or caring responsibilities.

### **The indicators**

- Claimants of Jobseeker's Allowance (both contribution-based and income-based), women aged 18 to 59 and men aged 16 to 64
- Claimants of Employment and Support Allowance, (both contribution-based and income-based) women aged 18 to 59 and men aged 16 to 64
- Claimants of Incapacity Benefit, women aged 18 to 59 and men aged 16 to 64
- Claimants of Severe Disablement Allowance, women aged 18 to 59 and men aged 16 to 64
- Claimants of Carer's Allowance, women aged 18 to 59 and men aged 16 to 64
- Claimants of Universal Credit in the 'searching for work' and 'no work requirements' conditionality groups.

Data for the six indicators was provided by the Department for Work and Pensions, conducted from administrative records of benefit claimants in such a way as to create a non-overlapping count of claimants.

## **Education, Skills and Training Deprivation Domain.**

The Education, Skills and Training Deprivation Domain measures the lack of attainment and skills in the local population, The indicators fall into two sub-domains: one relating to children and young people and one relating to adult skills. These two subdomains are designed to reflect the 'flow' and 'stock' of educational disadvantage within an area respectively. That is, the 'children and young people' sub-domain measures the attainment of qualifications and associated measures ('flow'), while the 'skills' sub-domain measures lack of qualifications in the resident working age population ('stock').

### **The indicators**

#### *Children and Young People sub-domain*

- Key Stage 2 attainment: The scaled score of pupils taking Mathematics, English reading and English grammar, punctuation and spelling Key Stage 2 exams.
- Key Stage 4 attainment: The average capped points score of pupils taking Key Stage 4 (GCSE or equivalent) exams
- Secondary School absence: The proportion of authorised and unauthorised absences from secondary school
- Staying on in education post 16: The proportion of young people not staying on in school or non-advanced education above age 16
- Entry to higher education: A measure of young people under age 21 not entering higher education

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## *Adult Skills sub-domain*

- Adult skills: The proportion of working age adults with no or low qualifications, women aged 25 to 59 and men aged 25 to 64

## **Health Deprivation and Disability Domain**

The Health Deprivation and Disability Domain measures the risk of premature death and the impairment of quality of life through poor physical or mental health. The domain measures morbidity, disability and premature mortality but not aspects of behaviour or environment that may be predictive of future health deprivation.

### **The indicators**

- Years of potential life lost: An age and sex standardised measure of premature death
- Comparative illness and disability ratio: An age and sex standardised morbidity/disability ratio
- Acute morbidity: An age and sex standardised rate of emergency admission to hospital
- Mood and anxiety disorders: A composite based on the rate of adults suffering from mood and anxiety disorders, derived from hospital episodes data, prescribing data and suicide mortality data

## **Crime Domain**

Crime is an important feature of deprivation that has major effects on individuals and communities. The Crime Domain measures the risk of personal and material victimisation at local level.

### **The indicators**

- Violence - the rate of violence per 1,000 at-risk population
- Burglary - the rate of burglary per 1,000 at-risk properties
- Theft - the rate of theft per 1,000 at-risk population
- Criminal damage - the rate of criminal damage per 1,000 at-risk population

## **Barriers to Housing and Services Domain**

This 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.

### **The indicators**

#### *Geographical Barriers: sub-domain*

- Road distance to a post office

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- Road distance to a primary school
- Road distance to a general store or supermarket
- Road distance to a GP surgery

## *Wider Barriers sub-domain*

- Household overcrowding: The proportion of all households in a Lower-layer Super Output Area (LSOA) which are judged to have insufficient space to meet the household's needs
- Homelessness: Local authority district level rate of acceptances for housing assistance under the homelessness provisions of the 1996 Housing Act, assigned to the constituent LSOAs
- Housing Affordability: Difficulty of access to owner-occupation or the private rental market, expressed as the inability to afford to enter owner occupation or the private rental market

## **Living Environment Deprivation**

The Living Environment Deprivation Domain measures the quality of the local environment. The indicators fall into two sub-domains. The 'indoors' living environment measures the quality of housing; while the 'outdoors' living environment contains measures of air quality and road traffic accidents

## **The indicators**

### *Indoors sub-domain*

- Houses without central heating: The proportion of houses that do not have central heating
- Housing in poor condition: The proportion of social and private homes that fail to meet the Decent Homes standard

### *Outdoors sub-domain*

- Air quality: A measure of air quality based on emissions rates for four pollutants
- Road traffic accidents involving injury to pedestrians and cyclists

**Source: Ministry of Housing, Communities and Local Government, September 2019**

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## Useful web links

North Tyneside Council Website	<a href="https://my.northtyneside.gov.uk/">https://my.northtyneside.gov.uk/</a>
North Tyneside Council Datastore	<a href="https://my.northtyneside.gov.uk/category/1113/datastore">https://my.northtyneside.gov.uk/category/1113/datastore</a>
Local statistics - Office for National Statistics	<a href="https://www.ons.gov.uk/help/localstatistics">https://www.ons.gov.uk/help/localstatistics</a>
Nomis - Official Labour Market Statistics	<a href="https://www.nomisweb.co.uk/">https://www.nomisweb.co.uk/</a>
Local Health Profiles - Public Health England	<a href="https://fingertips.phe.org.uk/profile/health-profiles">https://fingertips.phe.org.uk/profile/health-profiles</a>
Tyne and Wear Fire and Rescue Statistics	<a href="https://www.twfire.gov.uk/about-us/what-we-do/our-performance/">https://www.twfire.gov.uk/about-us/what-we-do/our-performance/</a>
Northumbria Police Crime Statistics	<a href="https://data.police.uk/data/">https://data.police.uk/data/</a>
Children in Low Income Families - Department for Work and Pensions	<a href="https://www.gov.uk/government/collections/children-in-low-income-families-local-area-statistics">https://www.gov.uk/government/collections/children-in-low-income-families-local-area-statistics</a>
Ofsted school inspections and outcomes	<a href="https://www.gov.uk/government/statistical-data-sets/monthly-management-information-ofsted-school-inspections-outcomes">https://www.gov.uk/government/statistical-data-sets/monthly-management-information-ofsted-school-inspections-outcomes</a>