

Ward profile of Whitley Bay North Ward

Whitley Bay North ward includes part of Whitley Bay, Churchill Playing Fields, the Playhouse and Spanish City.

Its northern boundary follows the A1148 Monkseaton Drive north east from Valley Gardens Middle School before continuing to cross Whitley Links to the coast by the Rendezvous Cafe.

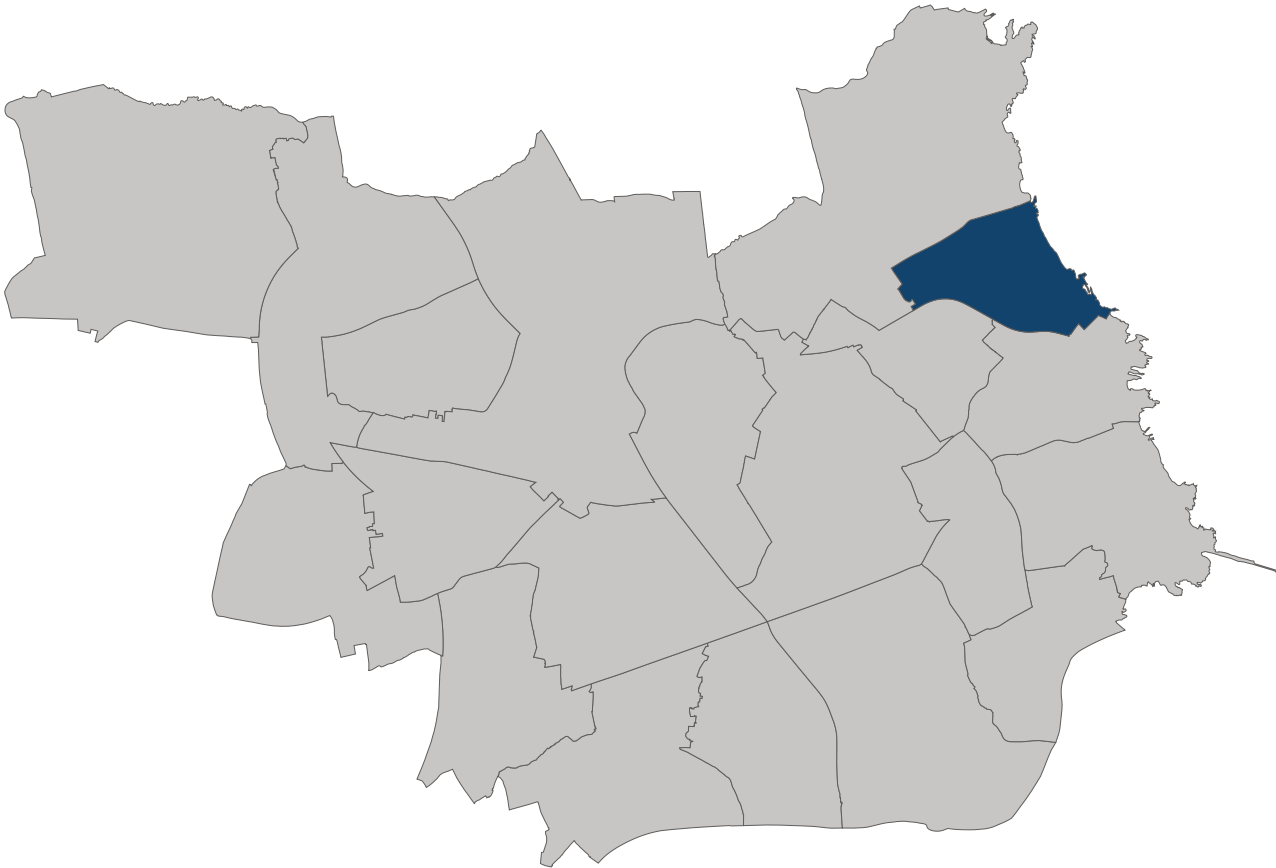
Its eastern boundary is the coastline from this point south to a point close to Rockcliffe Avenue.

Its southern boundary is south west from this point, along Edwards Road to Whitley Road. It follows Whitley Road north west before turning south west along Algernon Place to the Metro line, which it follows north west to a point north of the junction of Brantwood Avenue and Woodleigh Road.

Its western boundary heads north west from this point, following the footpath from Hillcrest before continuing between Lytham Drive and Valehead, then past the western boundary of Valley Gardens Middle School to the A1148 Monkseaton Drive.

Whitley Bay North's neighbours are St Mary's to the north and west and Monkseaton and Cullercoats and Whitley Bay South to the south.

The 2022 ward population estimate
is 10,614 (best fit LSOA ward)



Select ward

Whitley Bay North

▼

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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

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 :-

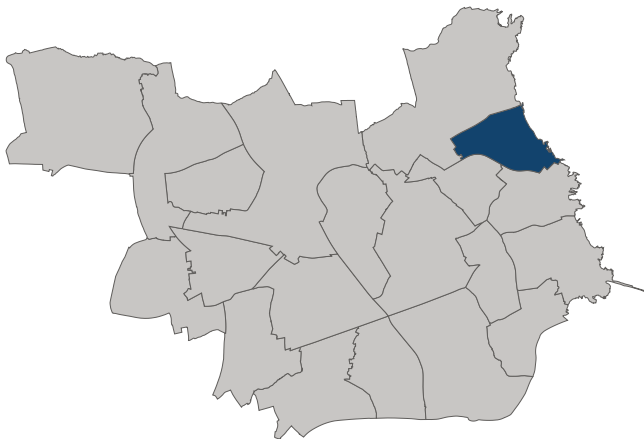
Life expectancy and mortality

Median house prices

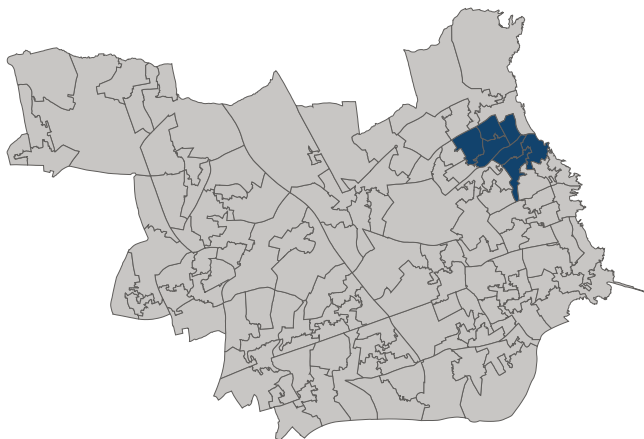
Members enquiries

4. Best Fit Ward

Actual Ward Boundary



Best Fit Ward Boundary



Select ward

Whitley Bay North

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.

5. Contents

Section	Page	Description
Introduction	1	Front Page
	2	Introduction
	3	Introduction
	4	Best Fit Ward
	5	Contents
	6	Contents
Demographics	7	Demographics section title
	8	Age group and sex
	9	Broad age group
	10	Ethnicity
Children	11	Children section title
	12	Ofsted Rating and Expected Standards
	13	Special Educational Needs and EHCP
	14	Free School Meals
Skills and employment	15	Skills and employment section title
	16	Qualifications - ward
	17	Qualifications - regional and national
	18	Unemployment
Health and wellbeing	19	Health and wellbeing section title
	20	Self reported health
	21	Unpaid care
	22	Index of Multiple Deprivation
	23	Child poverty - Income Deprivation Affecting Children Index (IDACI)
	24	Child poverty - children in relative and absolute low income families
	25	Older people - Income Deprivation Affecting Older People Index (IDAOPI)
	26	National Child Measurement Programme
	27	National Child Measurement Programme
	28	Housing section title

6. Contents

Section	Page	Description
	29	Households -household size and age of youngest dependent child
	30	Housing tenure
	31	Housing -number of bedrooms
	32	North Tyneside Homes
	33	Broadband speed and usage
Crime and disorder	34	Crime and disorder section title
	35	Crime and disorder - crime rates
Transport and travel	36	Transport and travel section title
	37	Access to car or van
	38	Travel to work
Appendices	39	Appendices section title
	40	About the English Indices of Deprivation 2019
	41	About the English Indices of Deprivation 2019
	42	About the English Indices of Deprivation 2019
	43	About the English Indices of Deprivation 2019
	44	Useful web links

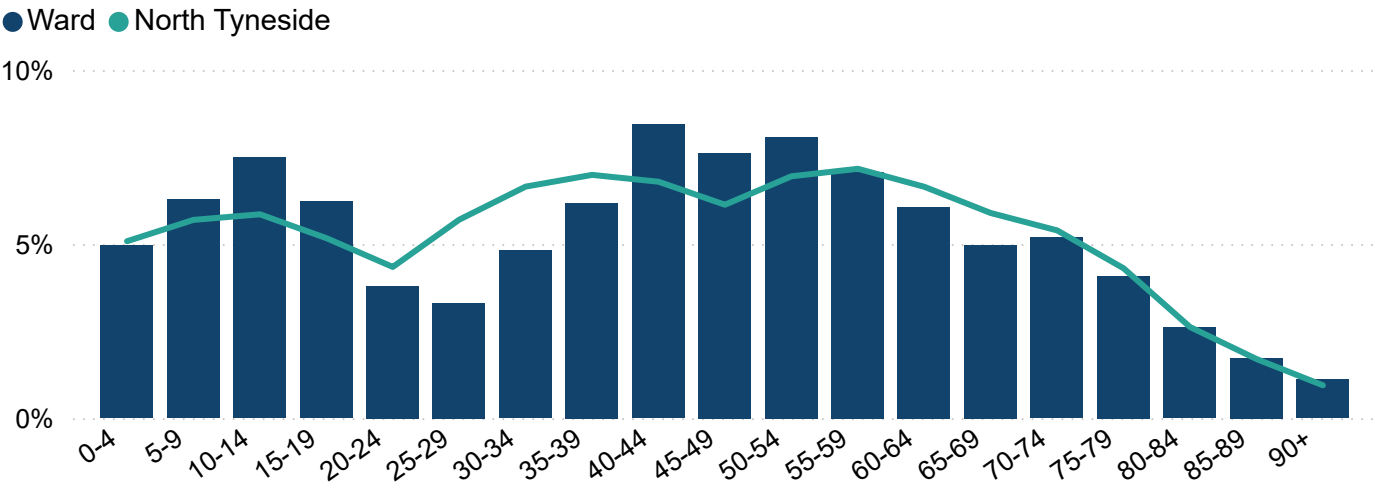
Demographics

8. Age group and sex

Whitley Bay North ward

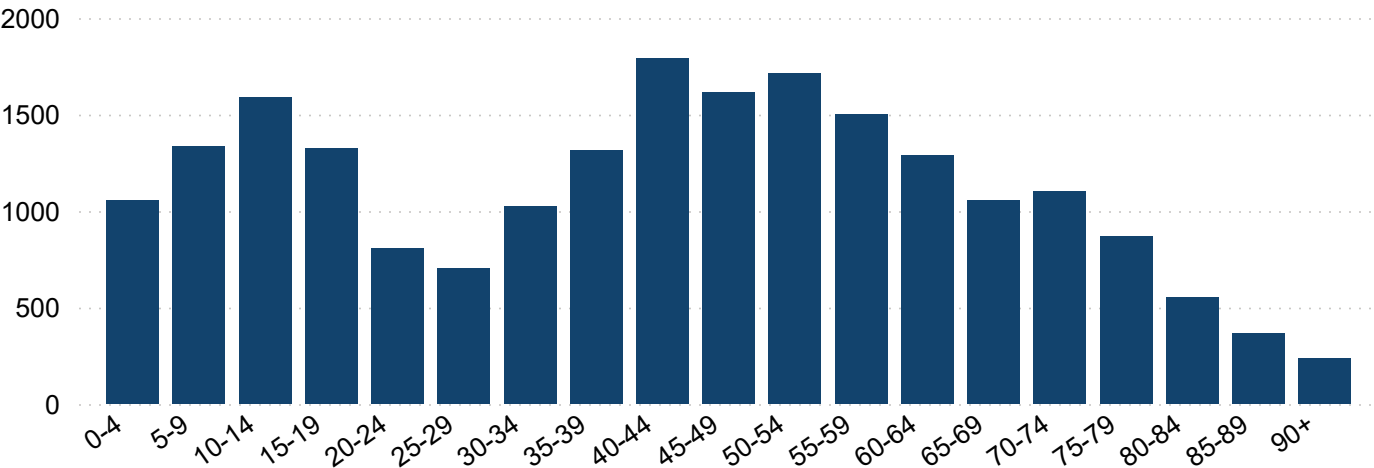


Age group (best fit LSOA ward)



Age group by sex (best fit LSOA ward)

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



Select ward

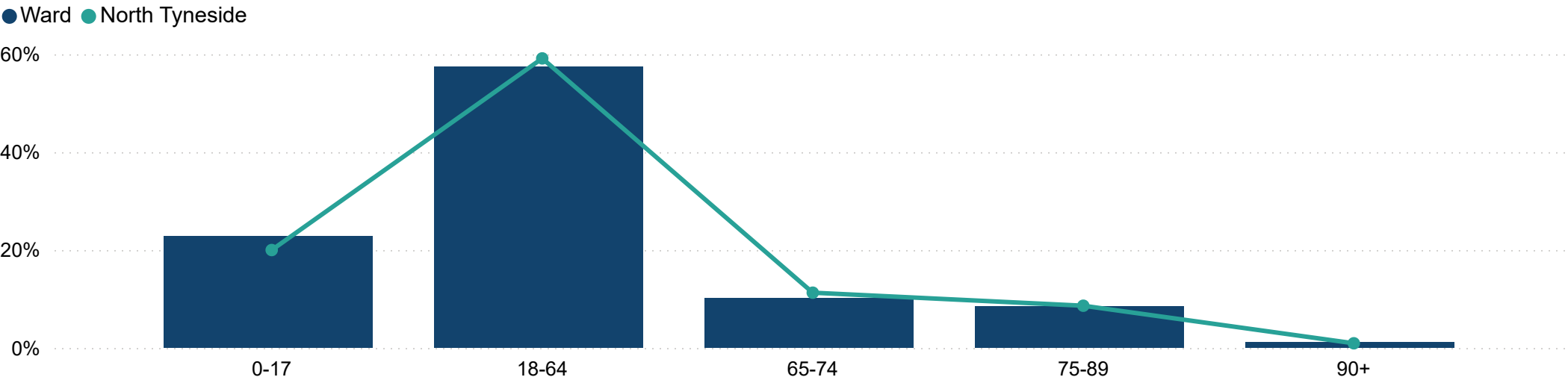
Whitley Bay North

9. Broad age group

Whitley Bay North 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%		22.9%	57.5%	10.2%	8.4%	1.1%

Select ward

Whitley Bay North

10. Ethnicity

Whitley Bay North ward

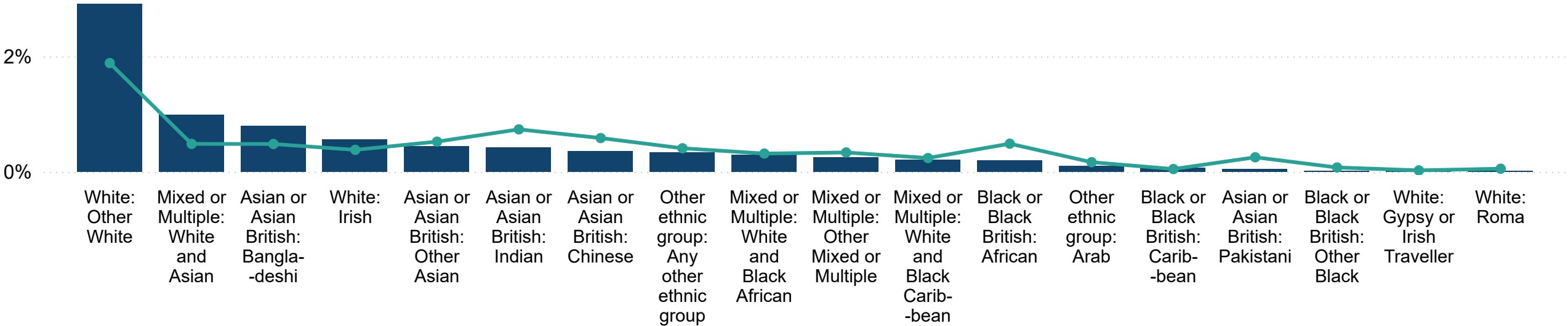


The majority of the population of North Tyneside are from the ethnic group 'White: British'.
North Tyneside: White: British
92.5%

Similarly, the majority of residents of Whitley Bay North Ward are of the same group.
Whitley Bay North Ward: White: British
92.0%

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

Ward North Tyneside



Select ward

Whitley Bay North

Children

12. Ofsted Rating and Expected Standards Whitley Bay North ward



North Tyneside
Council

Latest Ofsted Rating

Coquet Park First School	Outstanding	Full Inspection	2014-02-05
Whitley Bay High School	Outstanding	Full Inspection	2024-06-04
Valley Gardens Middle School	Not judged	Full Inspection	2024-11-19
Marine Park First School	Good	Full Inspection	2022-05-10

Ofsted

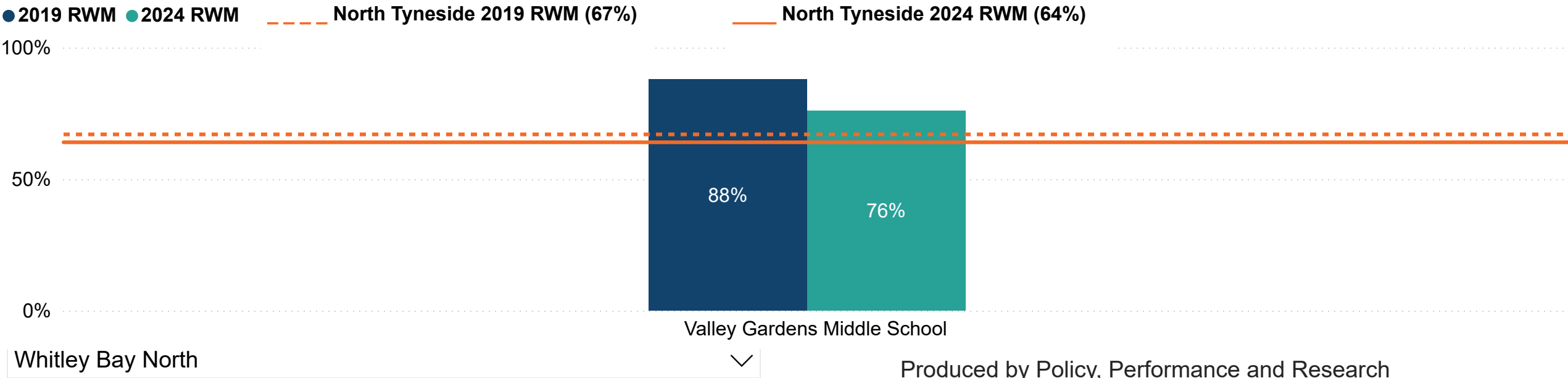
NB Inspections are carried out at different times throughout the year - this table only shows the latest available inspection data at the time of publication. From September 2024 inspections no longer include a judgement on overall effectiveness, these are shown as 'not judged'

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)

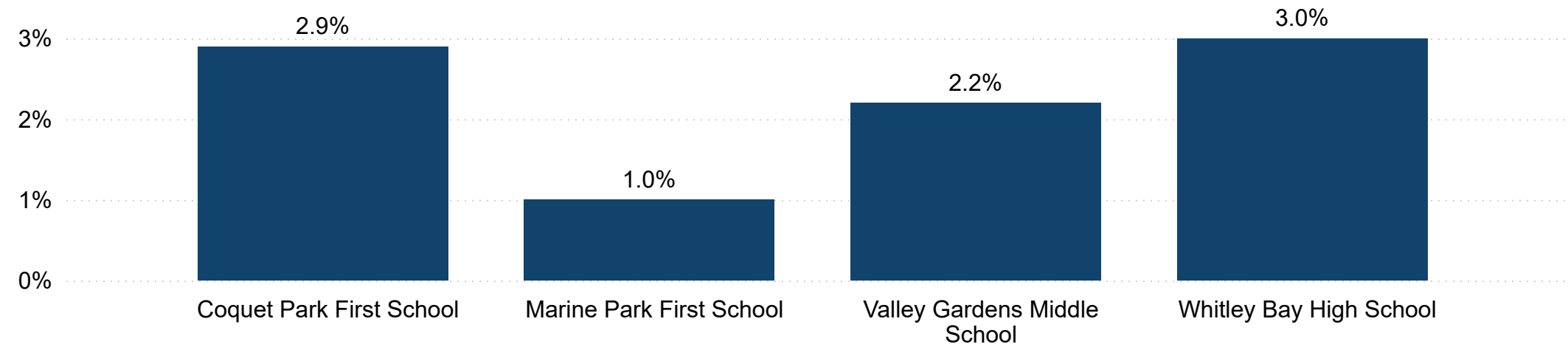


13. Special Educational Needs and EHCP

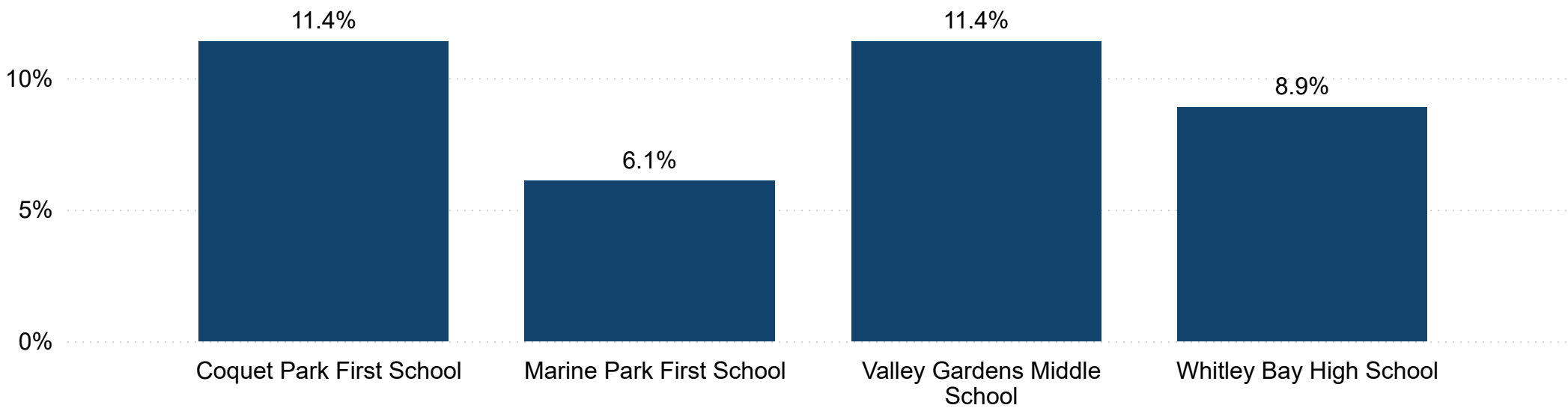
Whitley Bay North ward



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



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

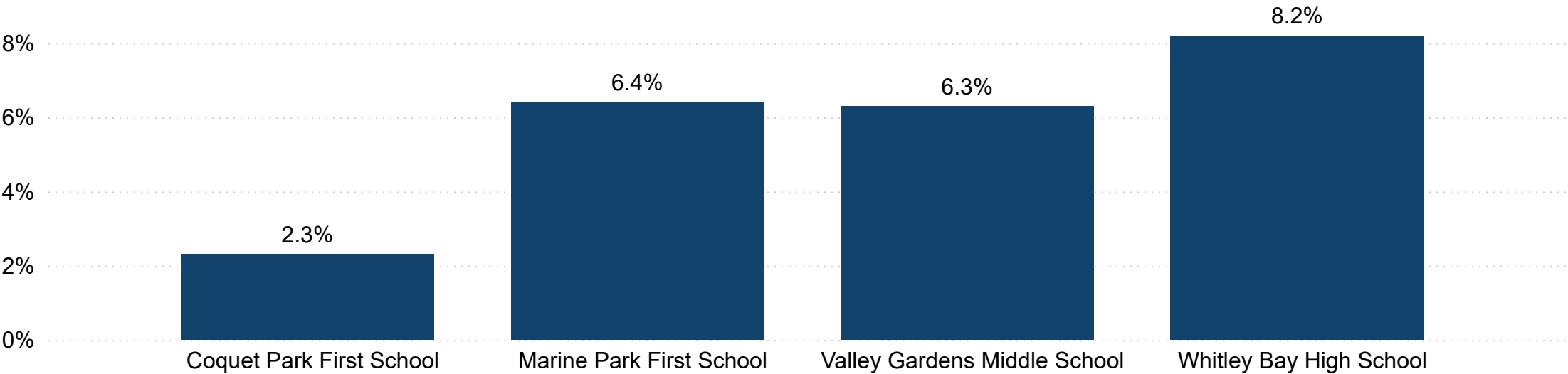


14. Free School Meals

Whitley Bay North ward



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



Select ward

Whitley Bay North

Skills and employment

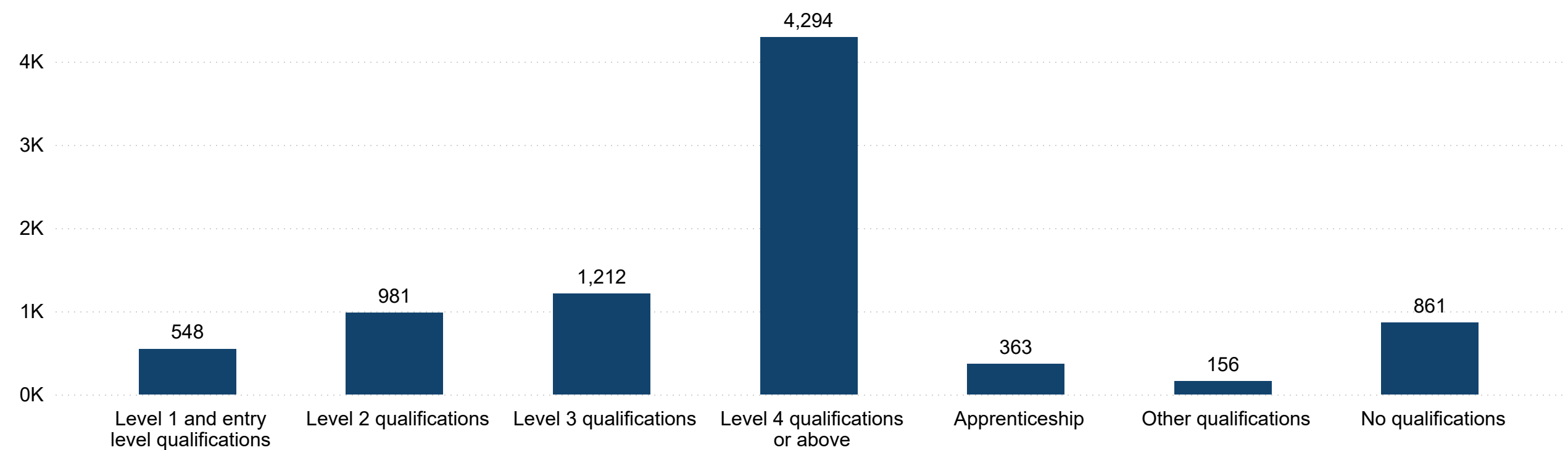
16. Qualifications

Whitley Bay North ward (best fit LSOA)



6.5%	11.7%	14.4%	51.0%	4.3%	1.9%	10.2%
Level 1	Level 2	Level 3	Level 4+	Apprenticeship	Other Qualification	No Qualification

Level of Qualification (number of residents)



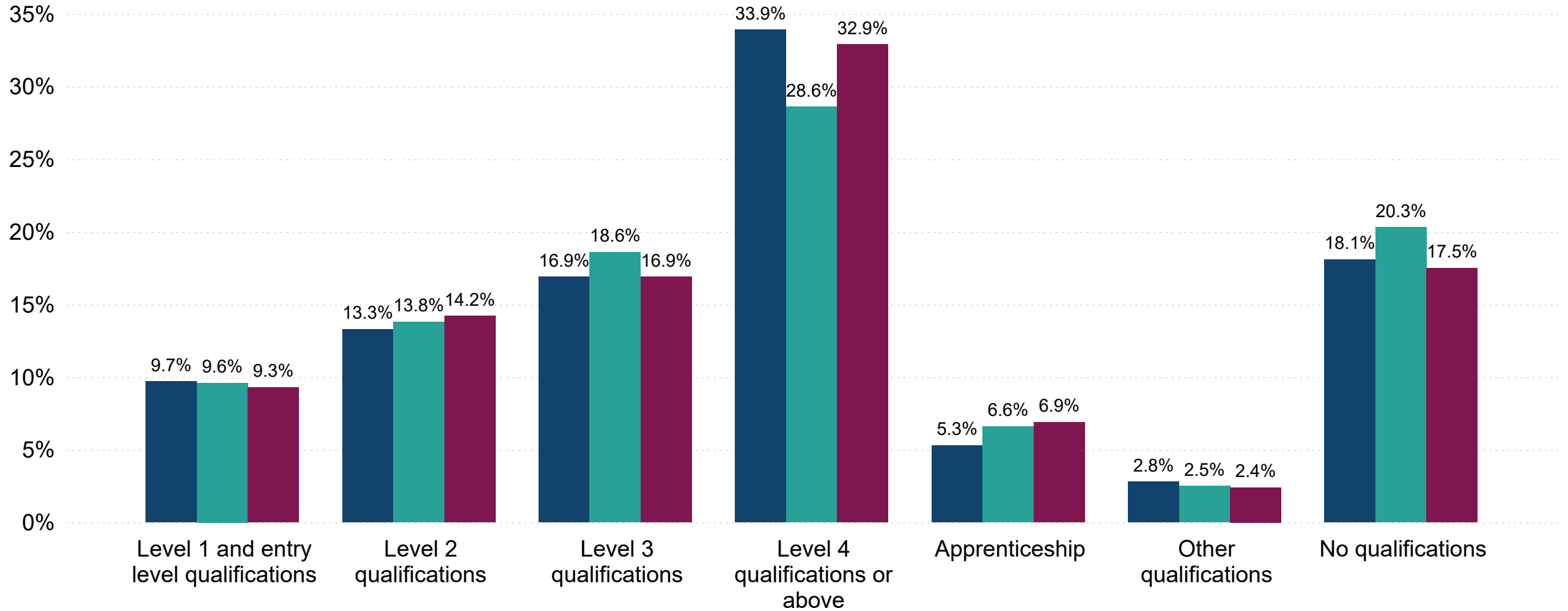
Select ward

Whitley Bay North

17. Qualifications Regional and national



● England ● North East ● North Tyneside



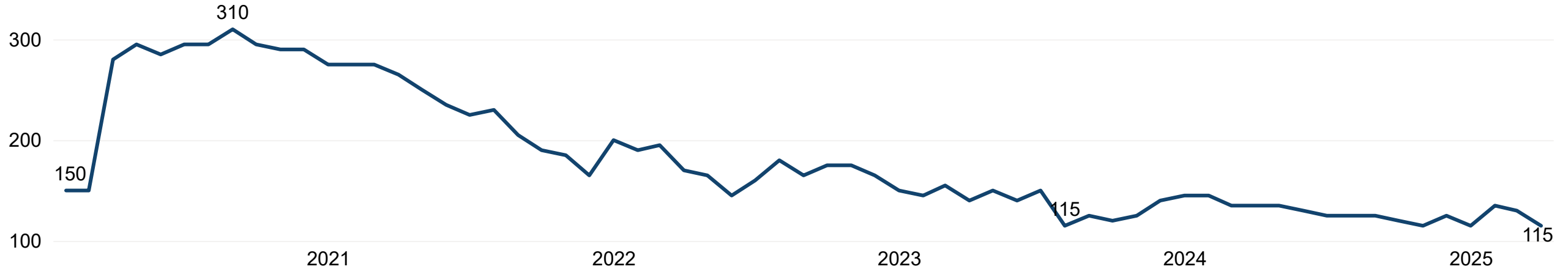
18. Unemployment

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



North Tyneside
Council

Claimant Count



Claimant count latest month

April 2025

Age	Female claimants	Age	Male claimants
Aged 16-17	0	Aged 16-17	0
Aged 18-24	10	Aged 18-24	20
Aged 25-29	0	Aged 25-29	10
Aged 30-34	5	Aged 30-34	5
Aged 35-39	10	Aged 35-39	10
Aged 40-44	0	Aged 40-44	5
Aged 45-49	0	Aged 45-49	10
Aged 50-54	5	Aged 50-54	5
Aged 55-59	5	Aged 55-59	5
Aged 60-64	0	Aged 60-64	10
Aged 65+	0	Aged 65+	0
Total	35	Total	80

Select ward

Whitley Bay North

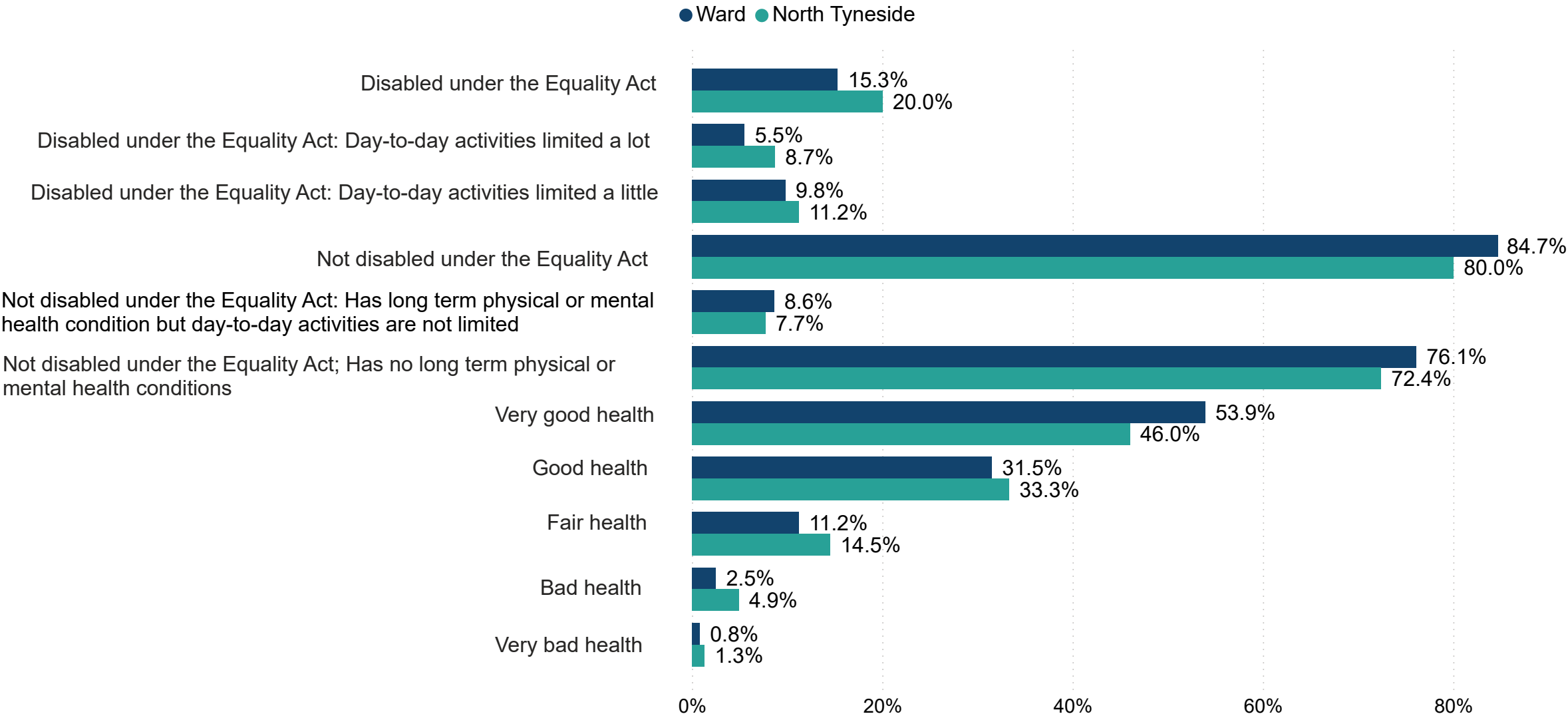


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Health and wellbeing

20. Self reported health

Whitley Bay North ward (best fit LSOA)



Select ward

Whitley Bay North

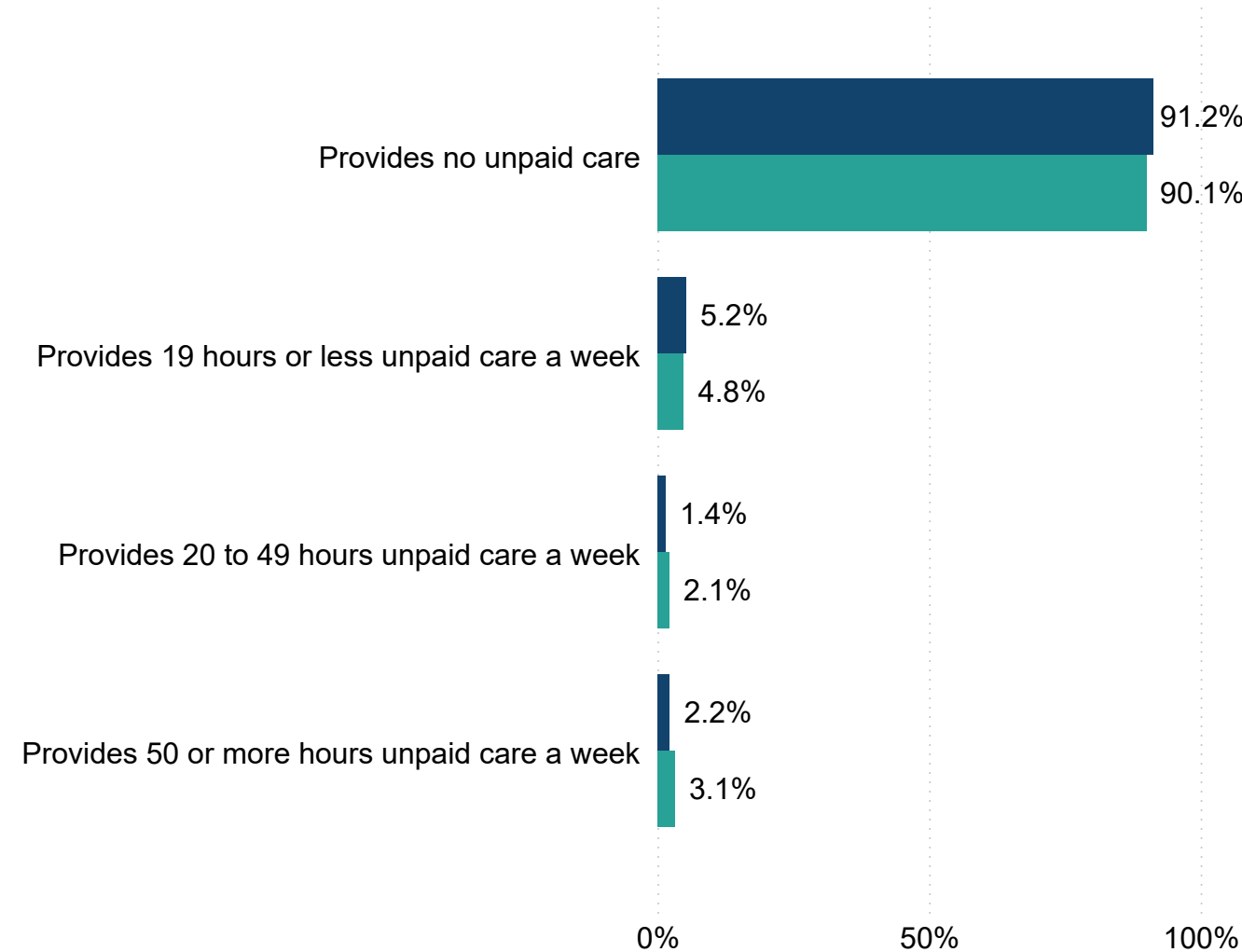
21. Unpaid care

Whitley Bay North ward (best fit LSOA)



Provides unpaid care (%)

● Ward ● North Tyneside



Whitley Bay North



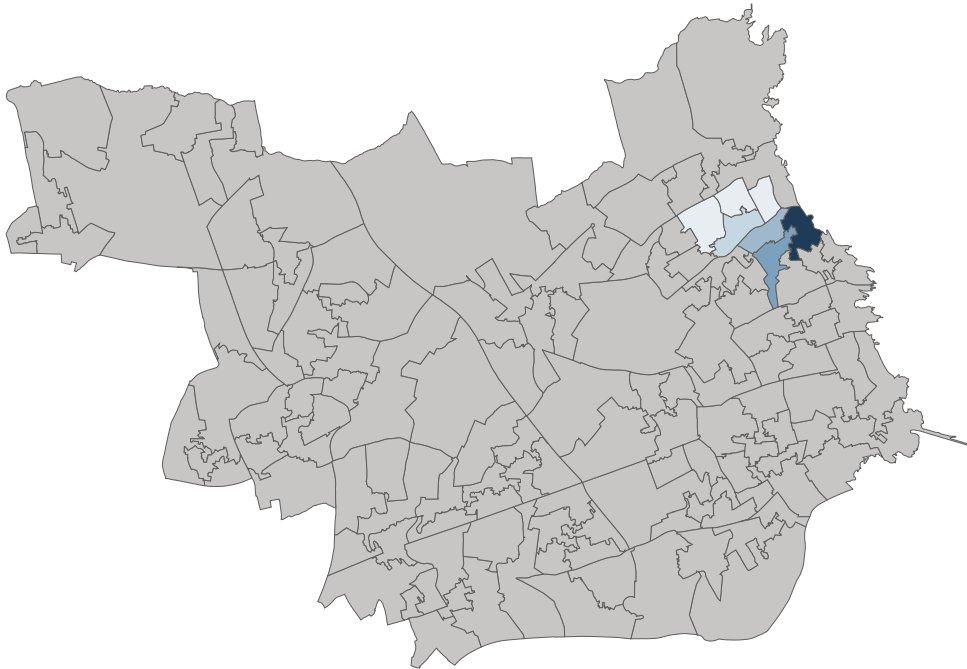
22. Index of Multiple Deprivation Whitley Bay North ward (best fit LSOA)



North Tyneside
Council

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

● 2 ● 7 ● 8 ● 9 ● 10



The total population of Whitley Bay North ward in 2019 was **10,784**. 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

Whitley Bay North

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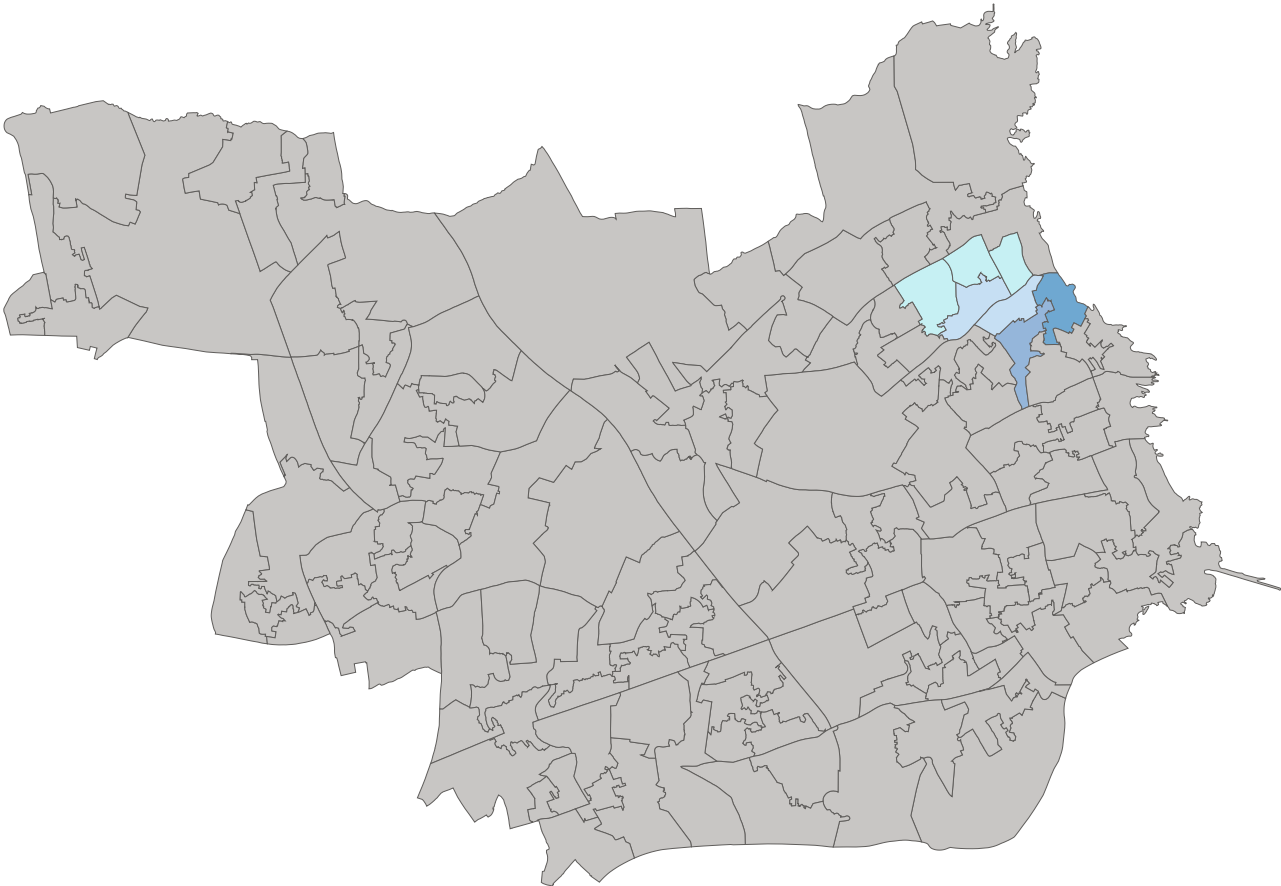
23. Child Poverty

Whitley Bay North 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 8 9 10



Select ward

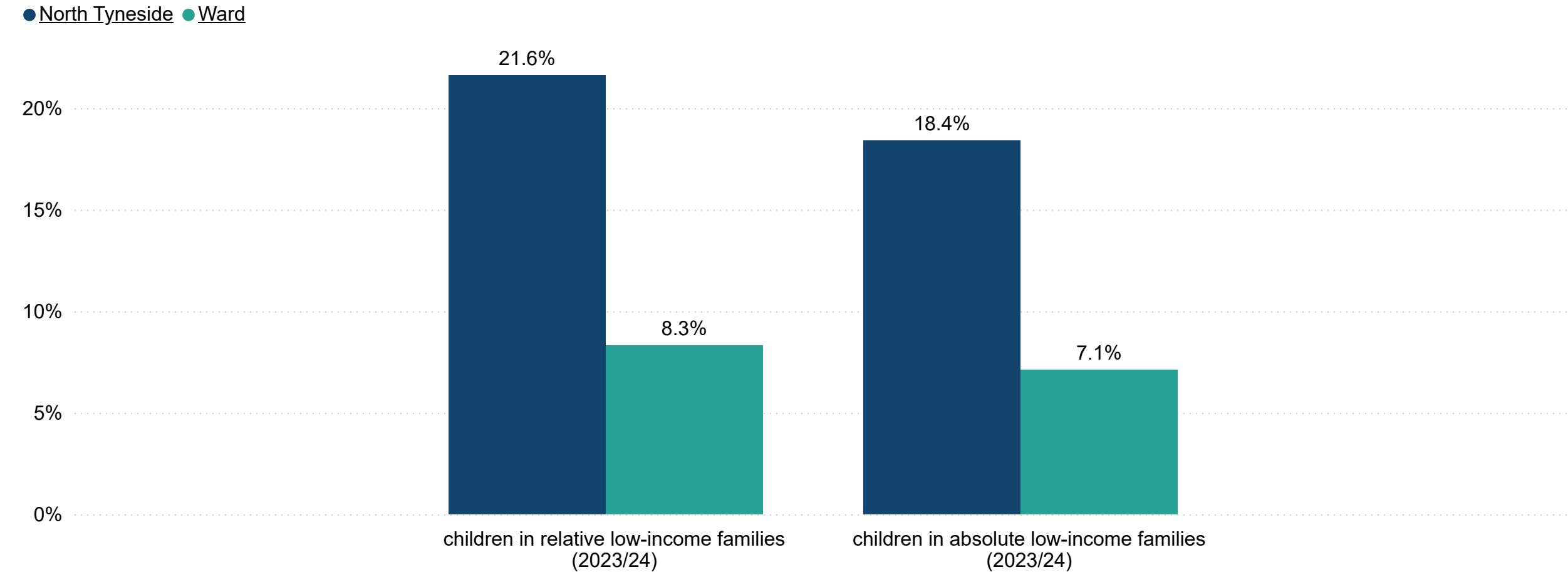
Whitley Bay North

24. Child Poverty

Whitley Bay North ward (best fit LSOA)



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



Select ward

Whitley Bay North

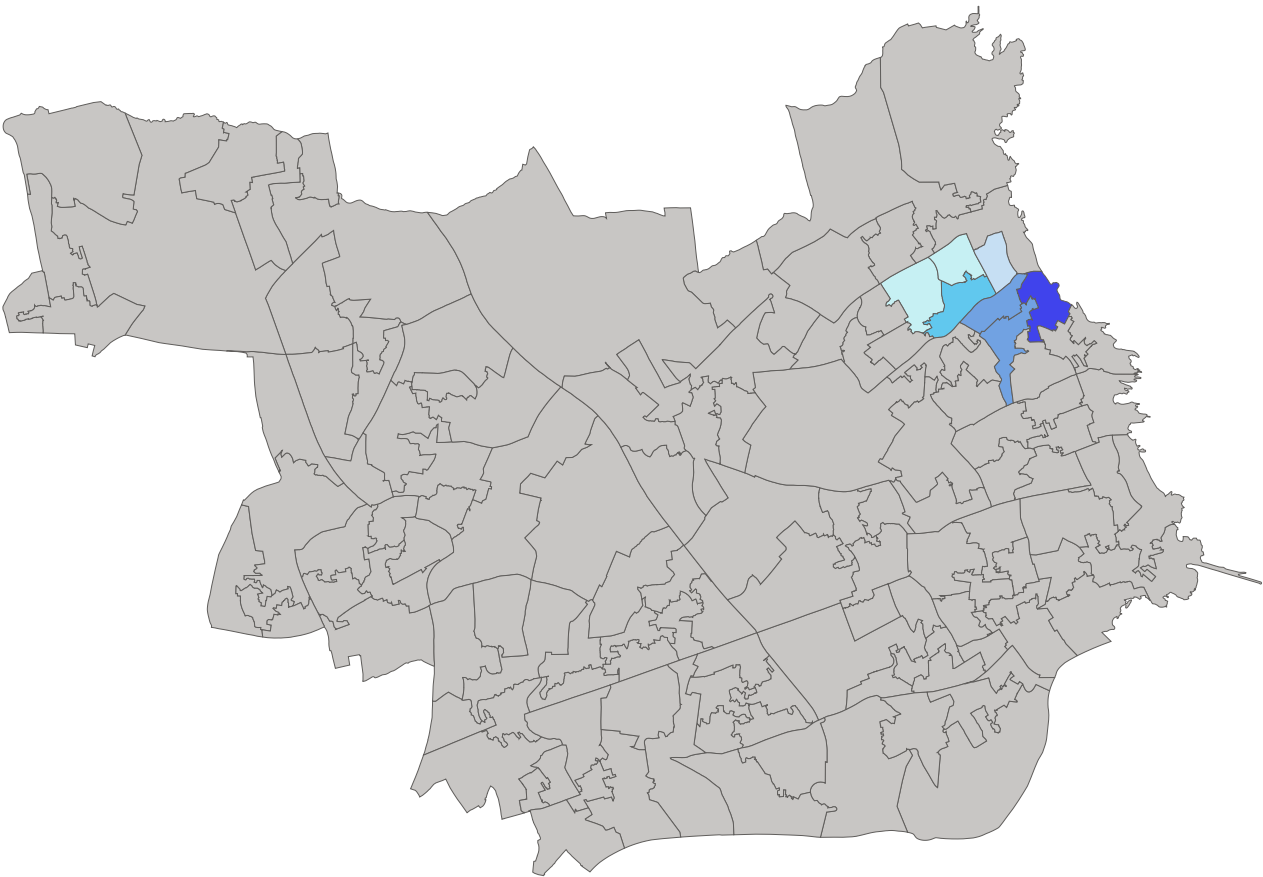
25. Older people

Whitley Bay North 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 5 7 9 10



Select ward



Whitley Bay North

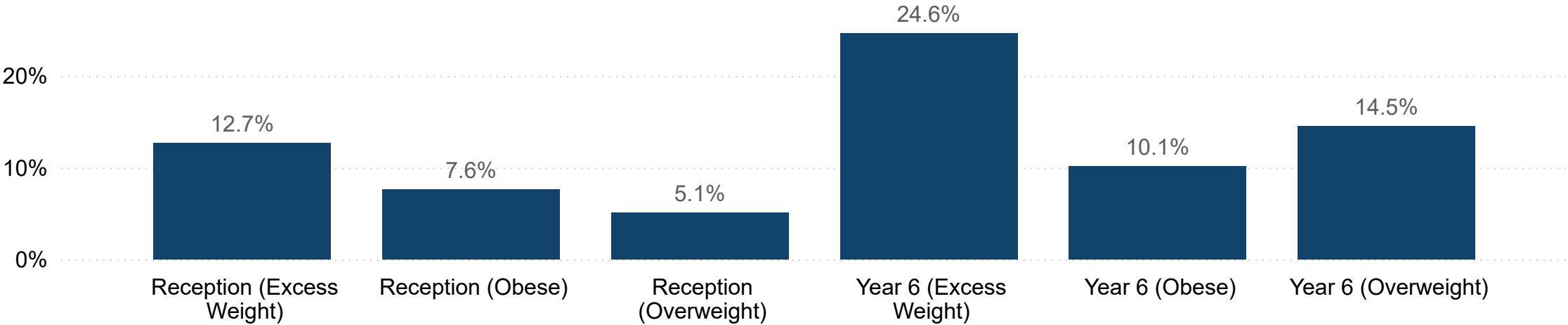


Produced by Policy, Performance and Research

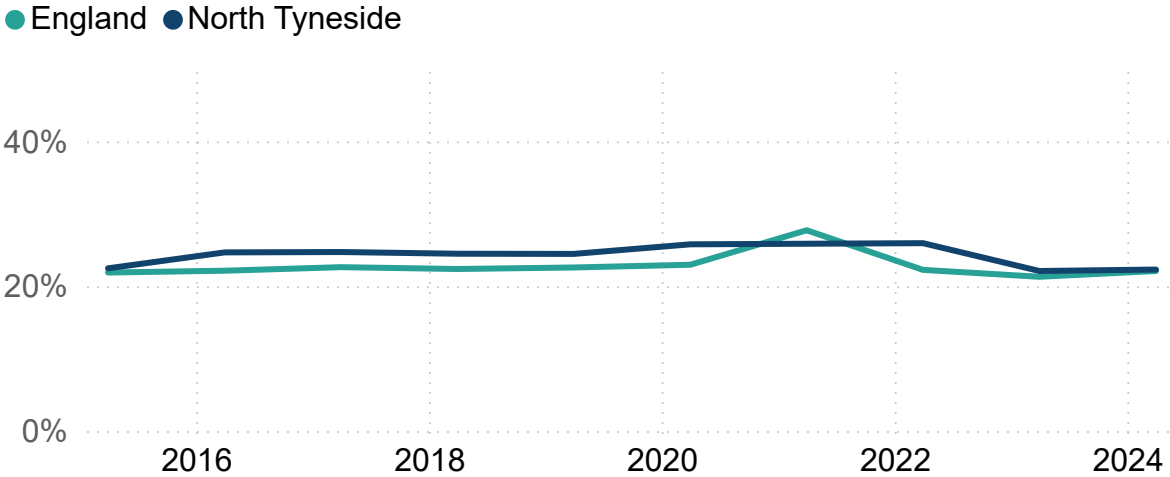
26. National Child Measurement Programme Whitley Bay North ward



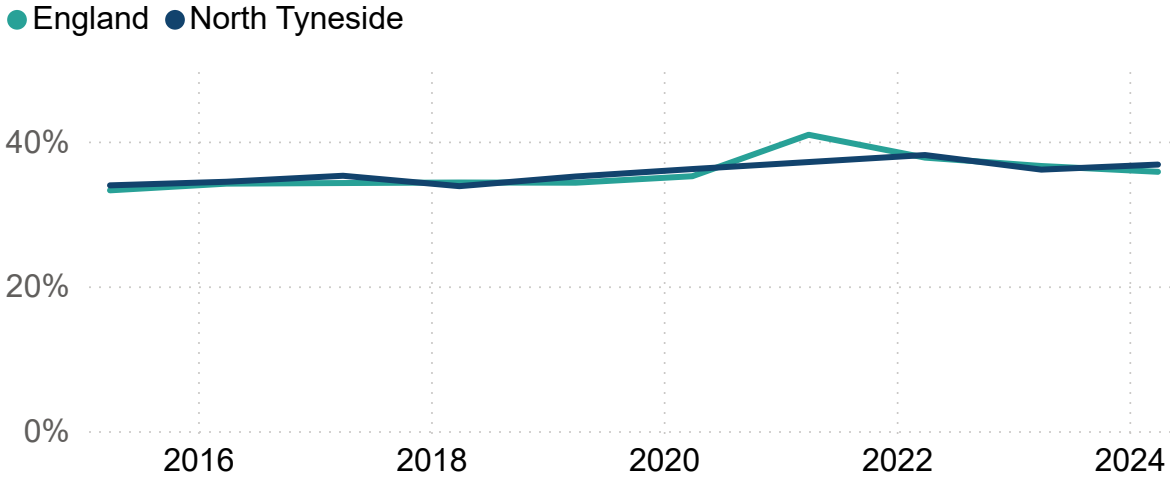
National Child Measurement Programme (% of pupils)



Excess Weight - Reception



Excess Weight - Year 6



Select ward

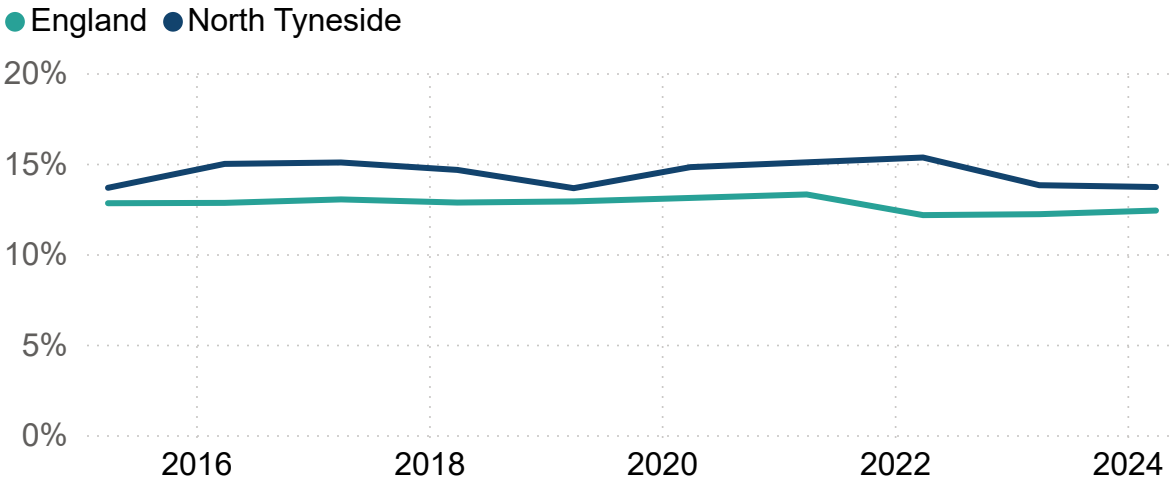
Whitley Bay North

27. National Child Measurement Programme

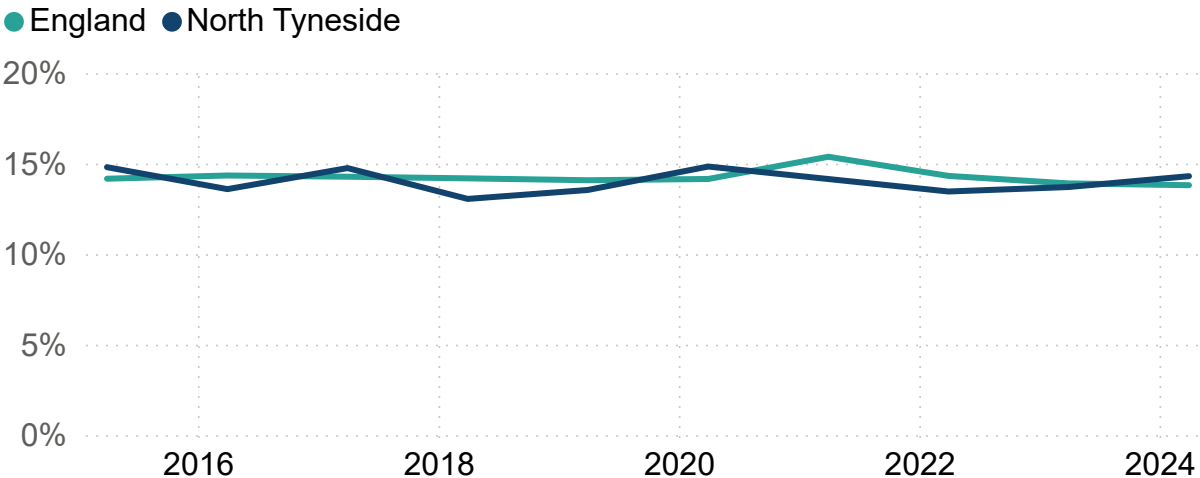


North Tyneside Council

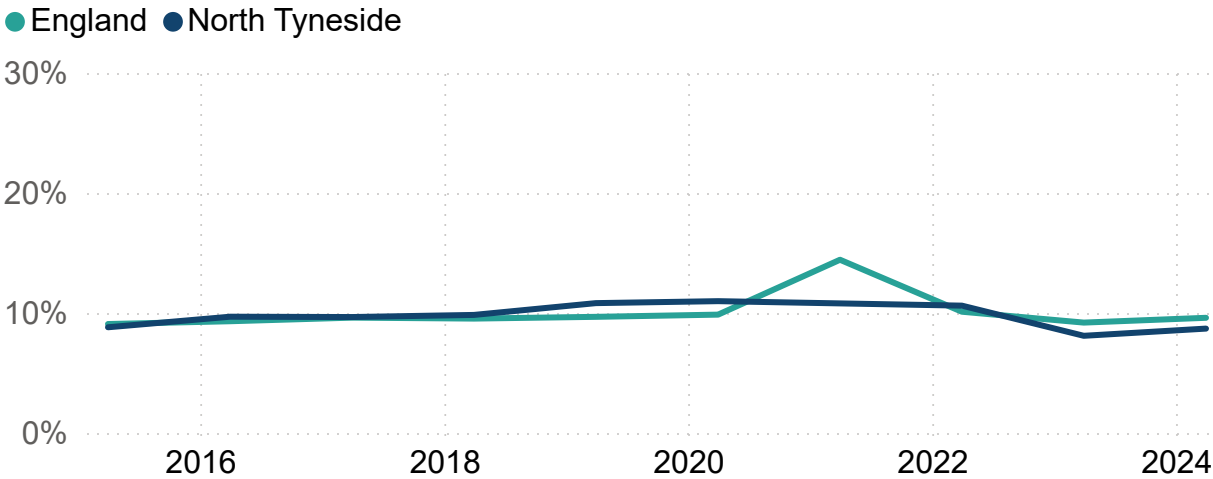
Overweight - Reception



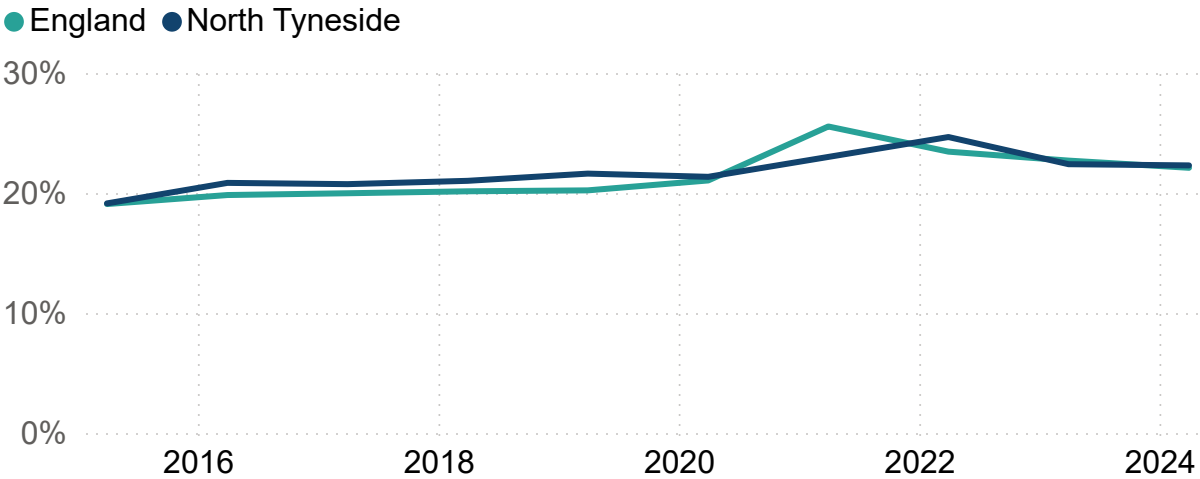
Overweight - Year 6



Obese - Reception



Obese - Year 6



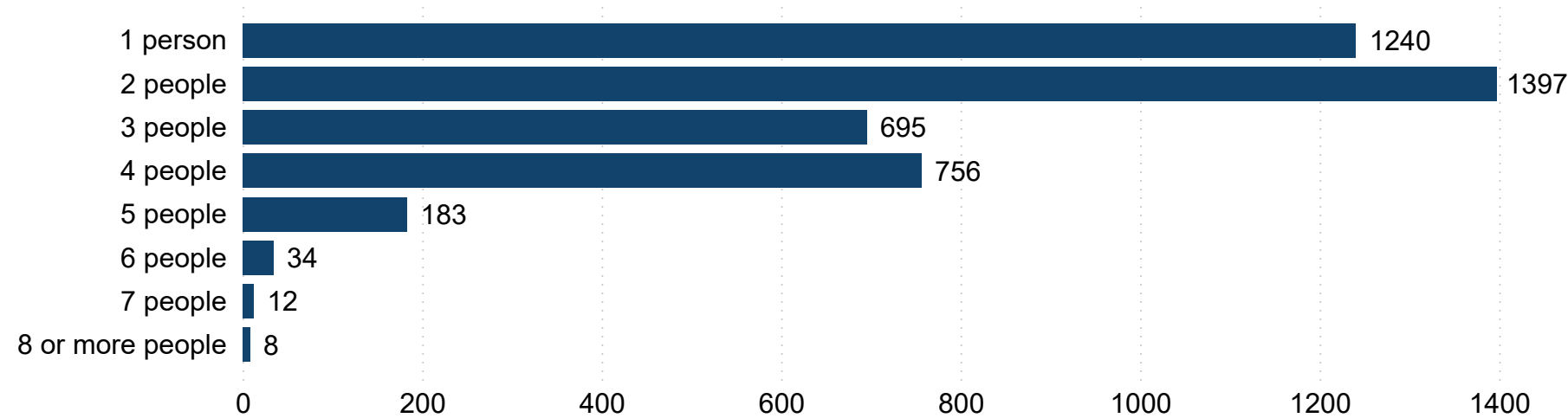
Housing

29. Households

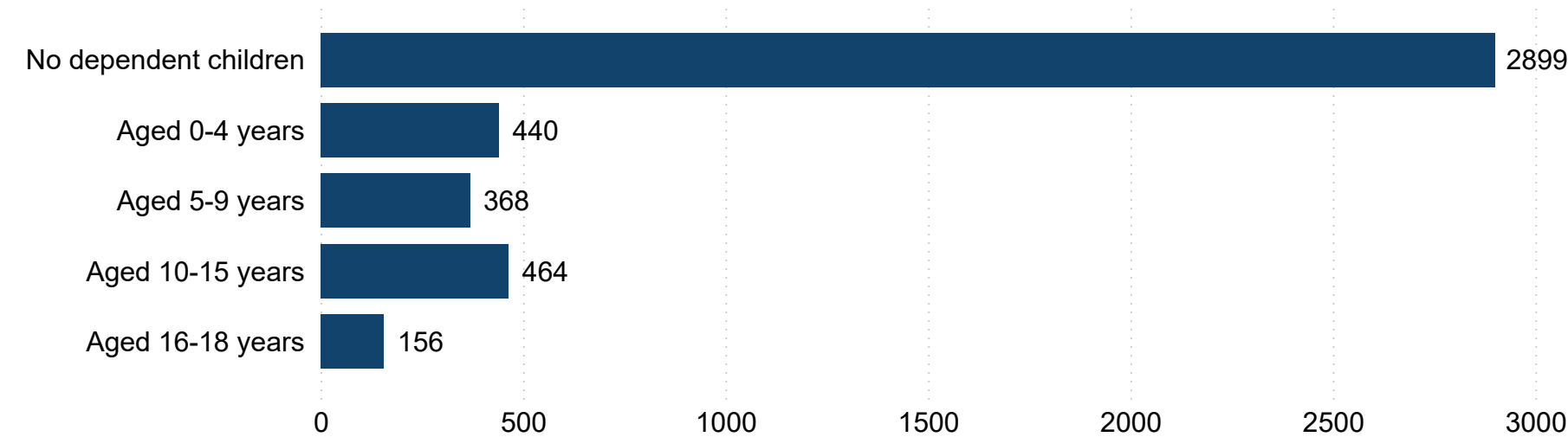
Whitley Bay North ward (best fit LSOA)



Size of household (number of households)



Age of youngest dependent child (number of households)



Select ward

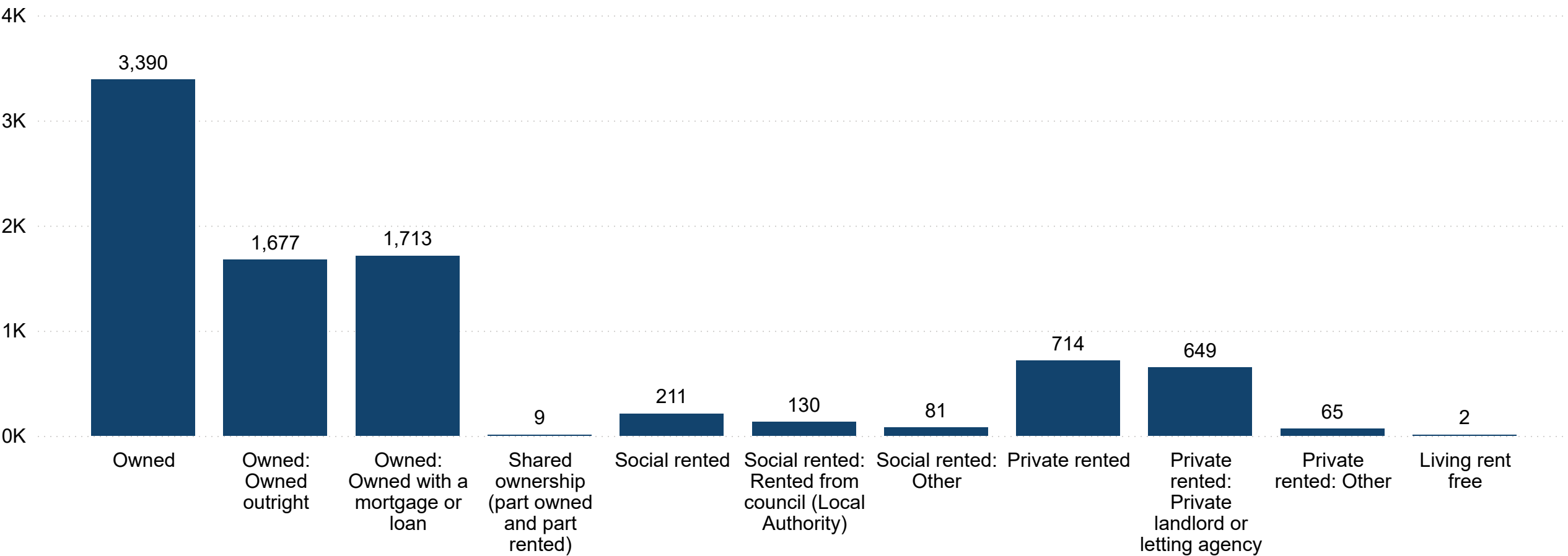
Whitley Bay North

30. Housing tenure

Whitley Bay North ward (best fit LSOA)



Housing Tenure (number of households)



Select ward

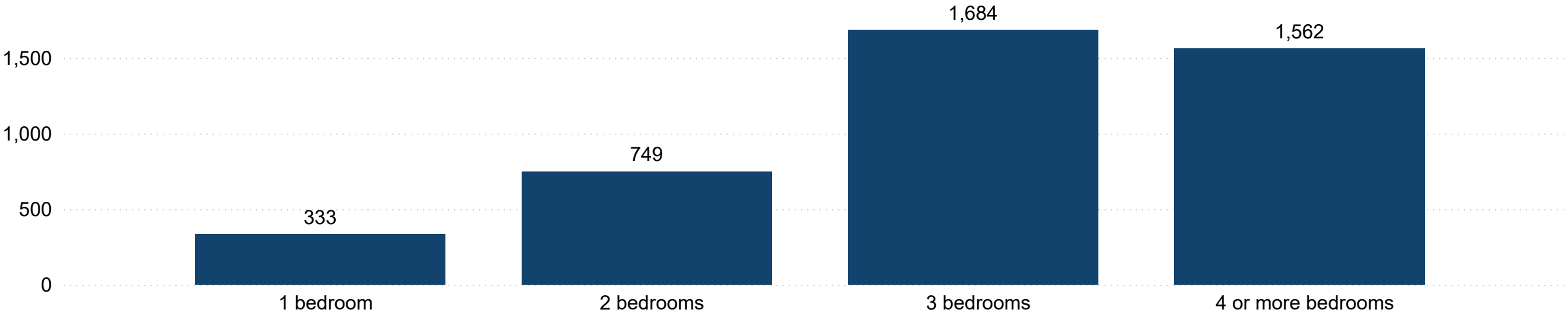
Whitley Bay North

31. Housing - bedrooms

Whitley Bay North ward (best fit LSOA)



Number of bedrooms (number of households)



Select ward

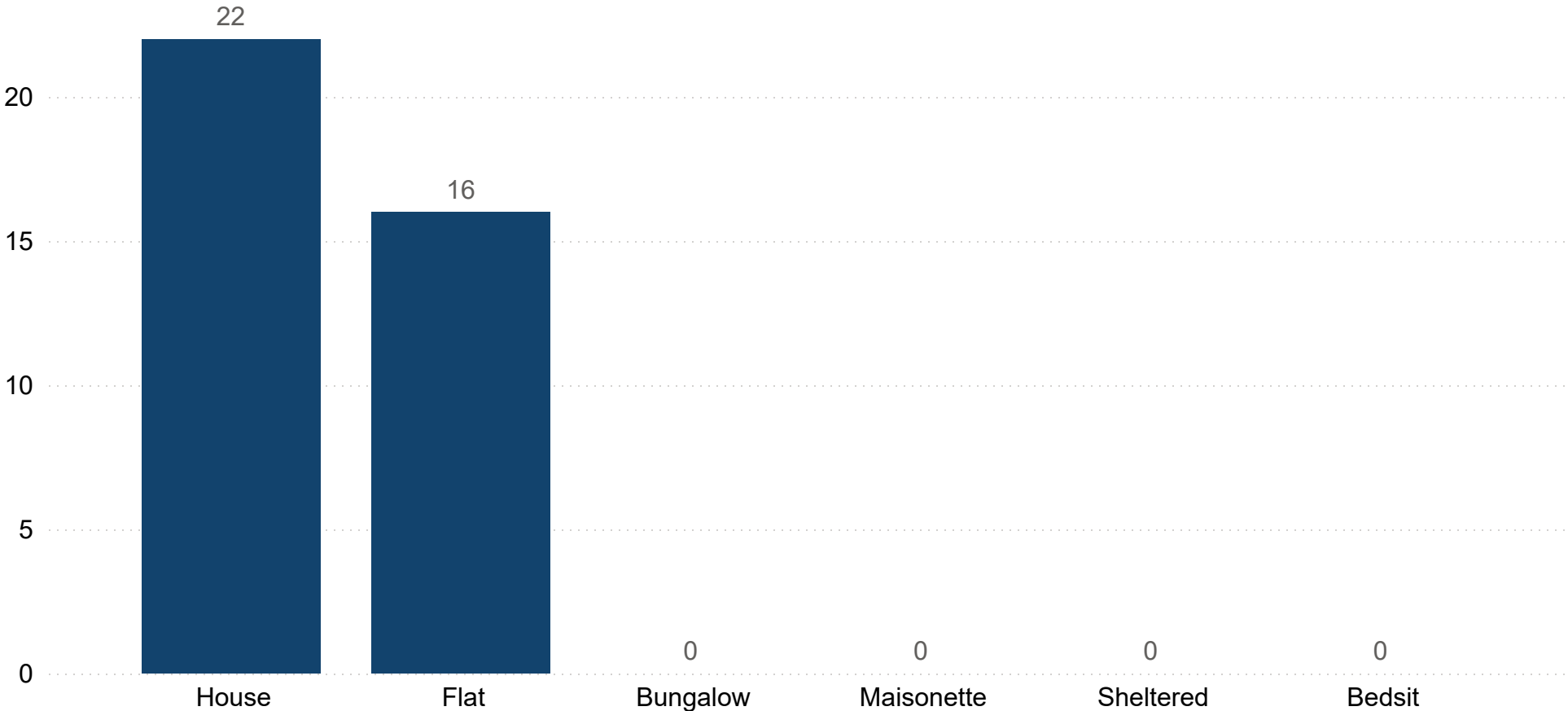
Whitley Bay North

32. North Tyneside Homes Whitley Bay North ward



Total number of council owned residential properties	House	Flat	Bungalow	Maisonette	Sheltered	Bedsit
38	57.9%	42.1%	0.0%	0.0%	0.0%	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

Whitley Bay North

33. Broadband speed

Whitley Bay North ward

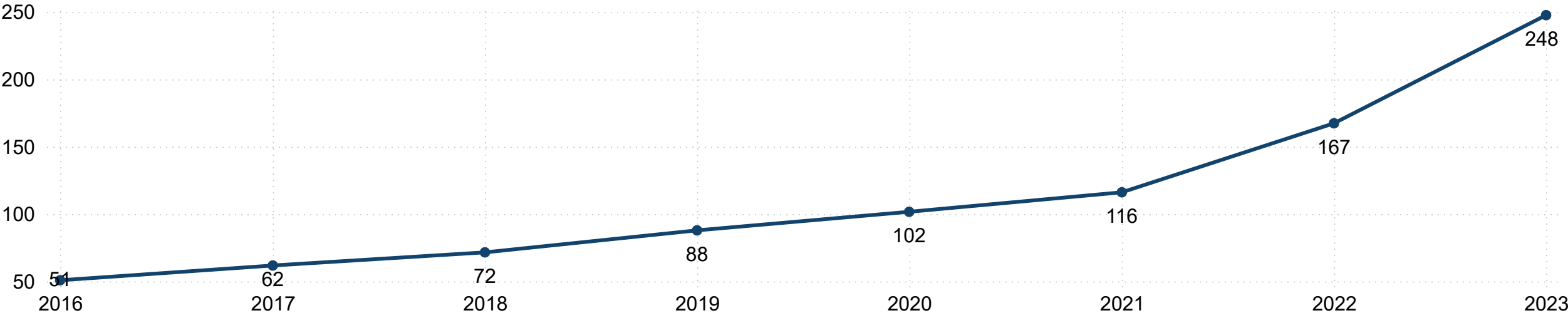


Average maximum broadband download speeds 2024- megabit per second (Mbit/s) (best fit LSOA)

Ward	Line maximum download speed					
	<10Mbit/s	10<30Mbit/s	30<100Mbit/s	100<300Mbit/s	300<900Mbit/s	>=900Mbit/s
Whitley Bay North	6	20	65	199	479	1092

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

Whitley Bay North

Crime and disorder

35. Crime and disorder

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

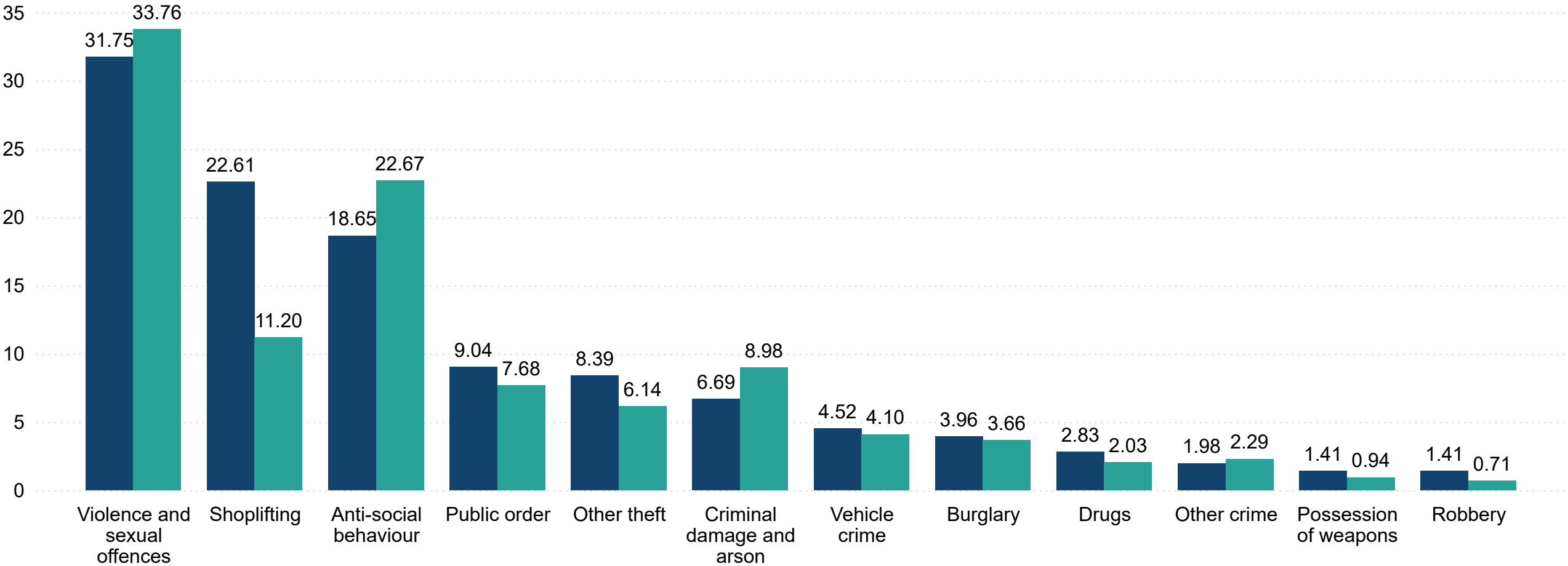


12 months ending

March 2025

Crime - rate per 1,000 population

Ward North Tyneside



Select ward

Whitley Bay North

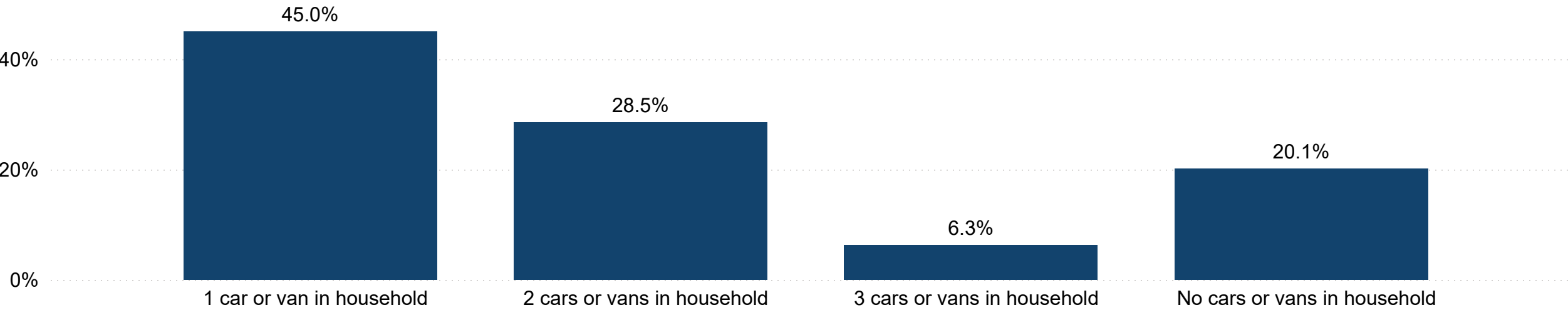
Transport and travel

37. Access to car or van

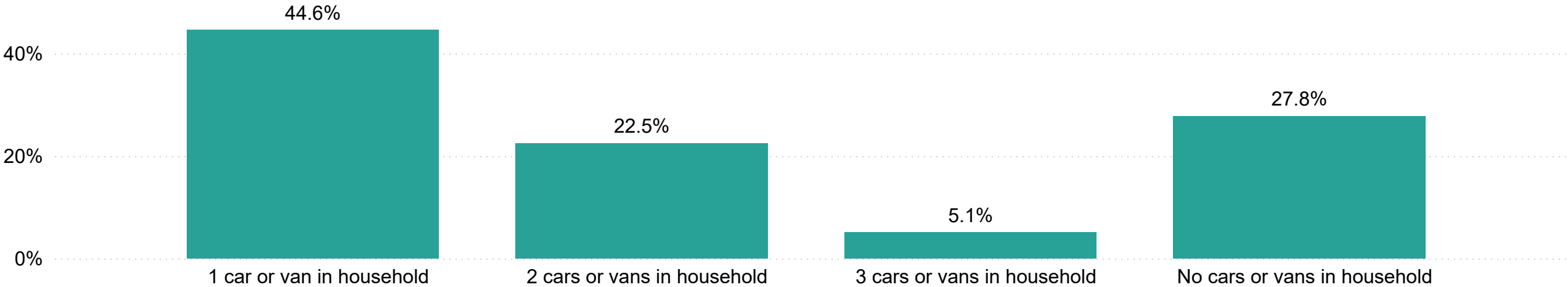
Whitley Bay North ward (best fit LSOA)



Access to car or van in household (% of households) Whitley Bay North Ward



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



Select ward

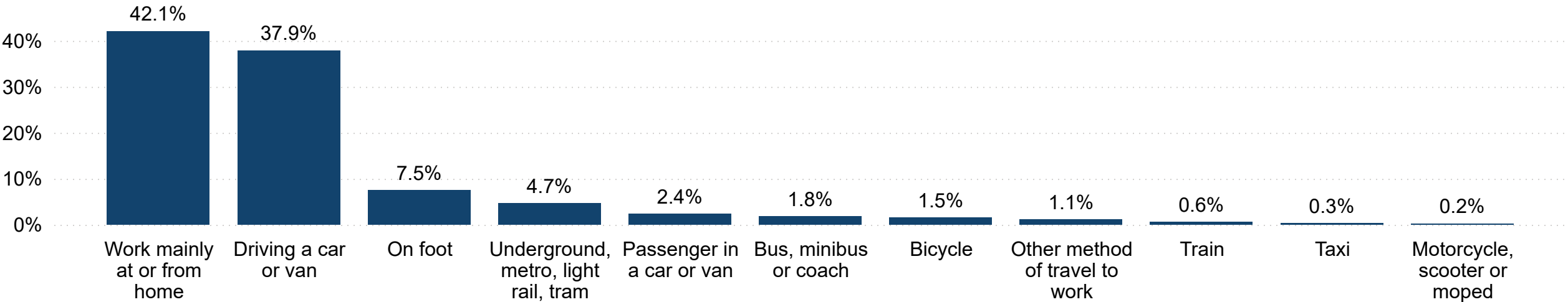
Whitley Bay North

38. Travel to work

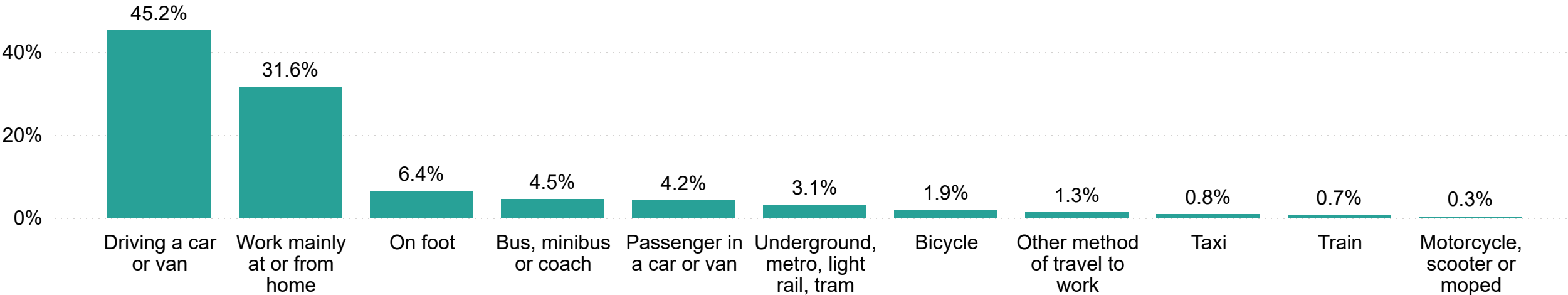
Whitley Bay North ward (best fit LSOA)



Method of travel to work Whitley Bay North ward



Method of travel to work - North Tyneside



Select ward

Whitley Bay North

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

42.

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

43.

- 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

44.

Useful web links

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