Introduction

STOCKPORT
METROPOLITAN BOROUGH COUNCIL

Neighbourhood Profiles set out key data to inform the understanding of differences between and within each area, to support the ongoing development of the neighbourhood & prevention programme.

They are available to all at: https://public.tableau.com/app/profile/stockport.council/viz/StockportNeighbourhoodProfiles/NeighbourhoodProfilesHomePage

They have been developed by the Stockport Council Business Intelligence Team

The first iteration of the Neighbourhood Profiles were developed through 2023 and feedback was sought on these through the first part of 2024.

Stockport Council Business Intelligence Team, acting on the findings of this feedback, have continued to develop the Neighbourhood Profiles and have now released Version 2 of the profiles.

These slides give an introduction to the profiles show some of the data that can now be accessed for your Area Committee.

We'll be asking for feedback on version 2 ahead of the next phase of development.

Ambitious Stockport, creating opportunities for everyone

Landing page

Tiles can be added or moved as new topics are added or to provide links to data sources from other organisations (such as the NHS or ONS).

The address look-up feature allows people to find out which ward or neighbourhood a postcode is in.

The feedback button allows us to collect insight from users focusing on:
➢ Usability
➢ Visualisations
➢ Topics covered

**Stockport Neighbourhood Profiles** by **Stockport Council**

Neighbourhood Profiles - Home Page

Stockport can be split into seven distinct areas defined as Neighbourhoods: **Heatons and Reddish**, **Werneth**, **Stockport Central**, **Cheadle**, **Bramhall and Cheadle Hulme South**, **Stepping Hill**, and **Marple**. These neighbourhoods are displayed in the map to the right. To see how these neighbourhoods compare in a range of metrics click on one of the category buttons below! To see where things are located in the borough click the 'Locations Map' button at the bottom!

Search for an address via postcode to find its Neighbourhood:
(All)
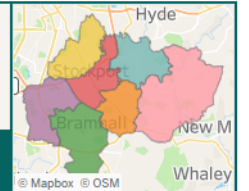
Demographics

The **Demographics** dashboard uses the ONS Census 2021 data to provide insight into the diversity of the Stockport population.

Indices of Deprivation

The **Indices of Multiple Deprivation** dashboard conveys how deprived Stockport is on a National level.

Employment and Skills

The **Employment and Skills** dashboard helps to gain insight into the type of education level and work of Stockport residents.

Anti-poverty

The **Anti-poverty** dashboard is used to identify the most impoverished areas of Stockport through varying poverty metrics.

Public Health

The **Public Health** dashboard creates a general picture of the health of the Stockport population using key measures.
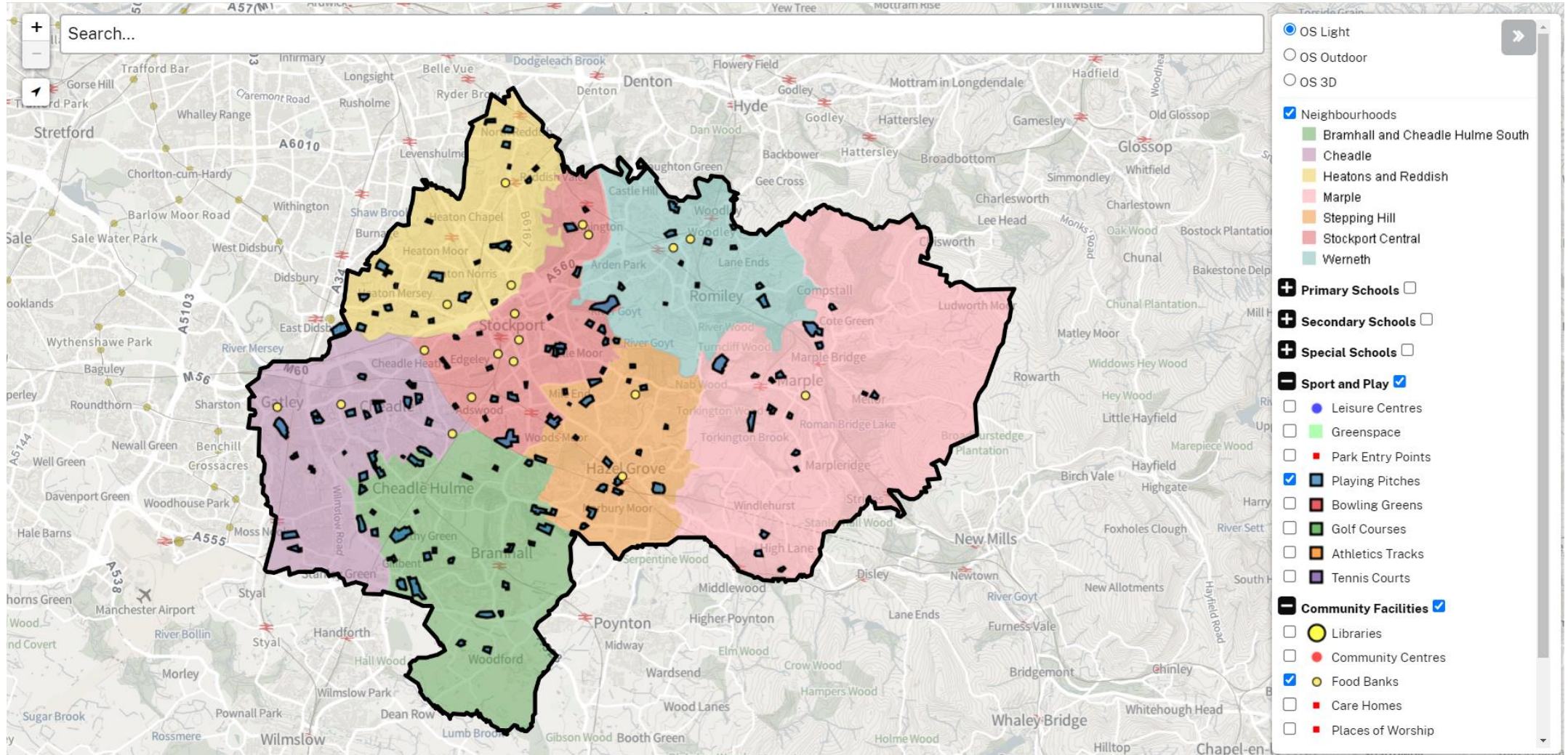
Stockport as a Place

The **Stockport as a Place** dashboard portrays how the land is used throughout Stockport with particular interest in property types.

Locations Map

The **Locations** site is a mapping tool used to view where things are within the borough.
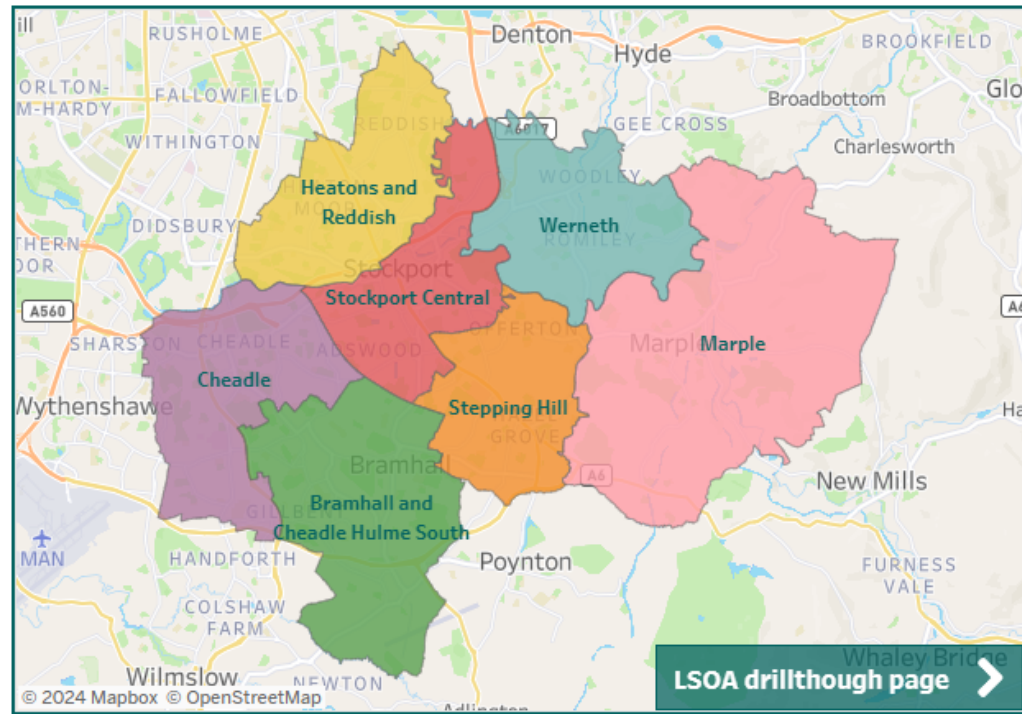
Locations Map

This feature allows users to look at the location of various assets within each neighbourhood, this example map shows the location of playing pitches and food banks for each neighbourhood. Ward boundaries can also be added.

This is the front page of the deprivation profile and shows the neighbourhood ranking for the overall IMD and for each sub-domain, using the national index of deprivation.

This chart shows the Median Absolute Deviation (MAD) for LSOAs Nationally. The centre (0) represents the National median value. Click on a neighbourhood to see where it's LSOAs live within the scale

Indices of Deprivation - Stepping Hill

○ Show Sub domains   ○ Show Supplementary Indices
● Hide Sub domains   ● Hide Supplementary Indices   ⓘ
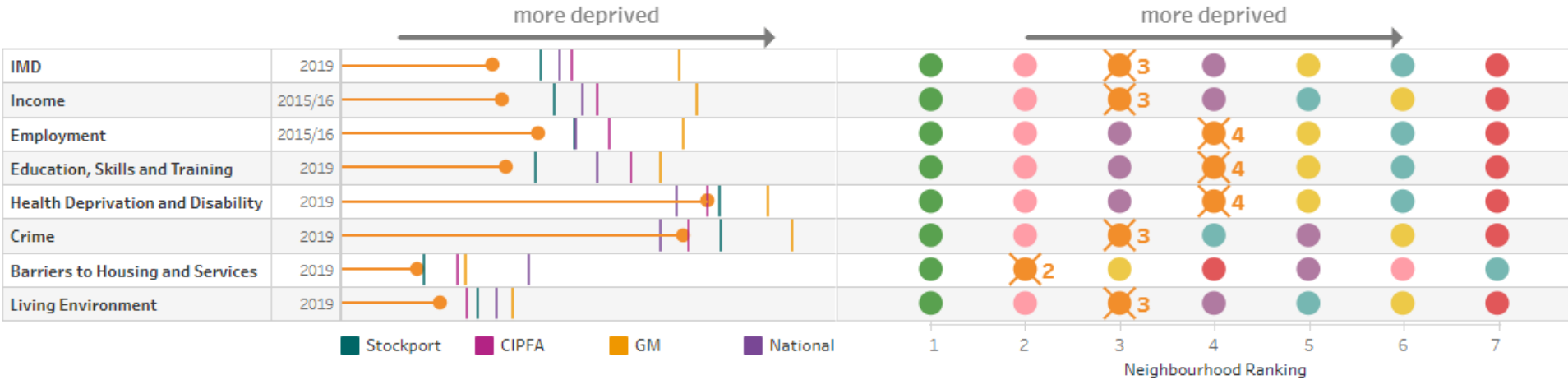
By selecting one neighbourhood: the ranking is shown more clearly, and LSOAs in the area are highlighted on the distribution, allowing outliers to be identified, and illustrating the variations in areas.
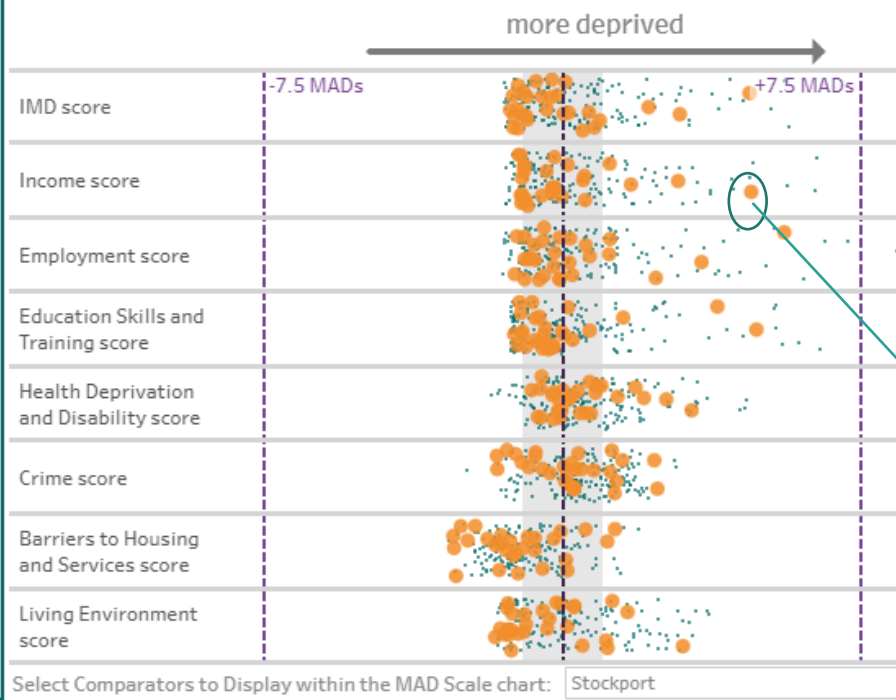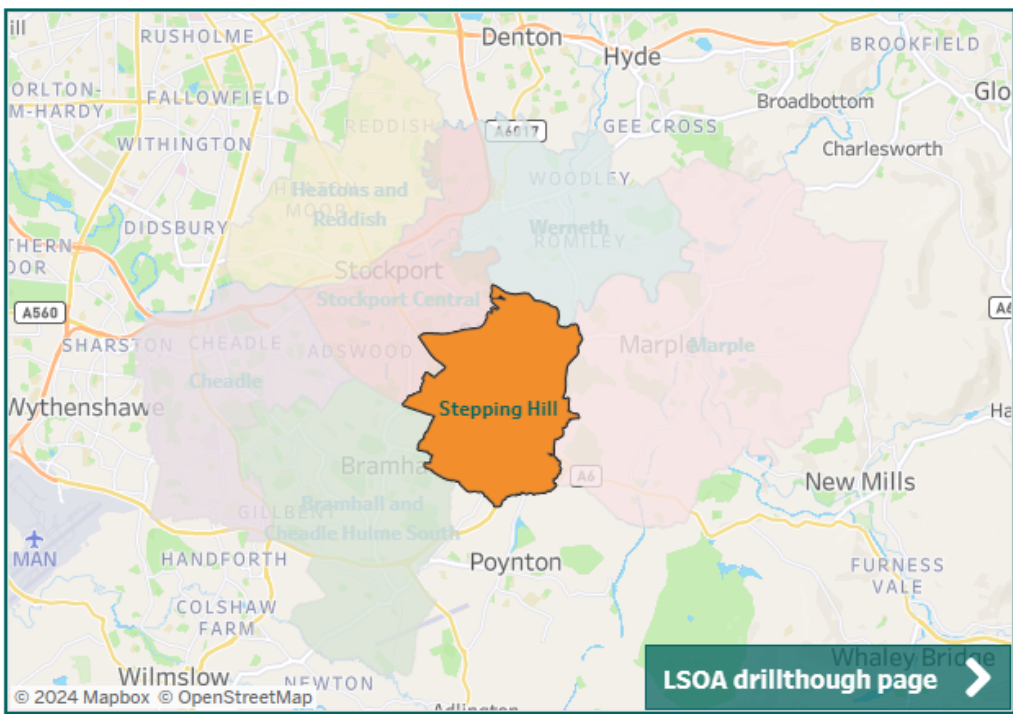
Clicking on a dot in the distribution highlights where the area is in Stockport.

Offerton West

IMD National Deprivation Decile

1 ▨▨▨▨▨▨▨▨▨▨ 10
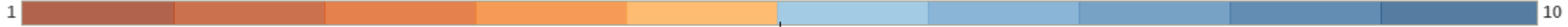
Stockport mid 2015 populations excluding prisoners

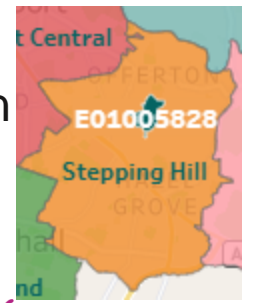|	0-15	16-59	60+	working age (18-59/64)	total population
Bramhall and Cheadle Hulme South	7,406	20,730	11,829	20,912	39,965
Cheadle	8,446	23,596	11,169	23,804	43,211
Heatons and Reddish	11,371	34,317	12,648	34,652	58,336
Marple	3,791	11,388	8,020	11,651	23,199
Stepping Hill	7,776	23,002	11,010	23,269	41,788
Stockport Central	11,261	32,064	9,903	32,277	53,228
Werneth	5,104	15,147	8,191	15,338	28,442

Decile	Bramhall and Cheadle Hulme South	Cheadle	Heatons and Reddish	Marple	Stepping Hill	Stockport Central	Werneth
1		3.6%	5.3%		7.1%	30.3%	10.5%
2		7.1%	15.8%		3.6%	9.1%	10.5%
3		3.6%	10.5%	6.3%	3.6%	21.2%	10.5%
4	3.6%	3.6%	18.4%	6.3%	10.7%	21.2%	10.5%
5	7.1%	7.1%	5.3%	6.3%	10.7%	9.1%	26.3%
6		7.1%	7.9%	6.3%	10.7%	3.0%	5.3%
7	3.6%	39.3%	15.8%	12.5%	7.1%	6.1%	5.3%
8	7.1%	21.4%	10.5%	12.5%	3.6%		5.3%
9	17.9%	7.1%	10.5%	31.3%	25.0%		10.5%
10	60.7%			18.8%	17.9%		5.3%
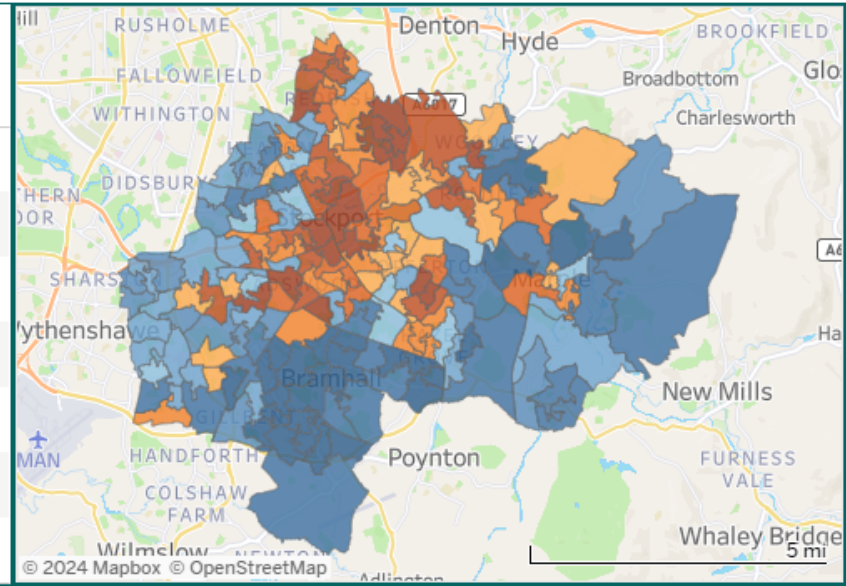
This is the LSOA drill through page.

The map shows the LSOAs in Stockport and can be filtered to show one neighbourhood.

The bar charts at the foot of the page show the proportion of LSOAs in each national decile for each neighbourhood for the selected measure.

Anti-poverty - Stockport

			Stockport	CIPFA	GM	National
Attendance Allowance	Nov 2023	15.2%				
CILIF - Absolute Low Income	2022/23	15.8%				
CILIF - Relative Low Income	2022/23	20.9%				
Free School Meals	2022/23	12.5%				
Fuel Poverty	2022	12.1%				
Households on Universal Credit	Feb 2024	17.0%				
Housing Benefit Claimants	Feb 2024	24.4%				
Pension Credit	Nov 2023	3.4%				
PIP Claimants	Jan 2024	8.6%				
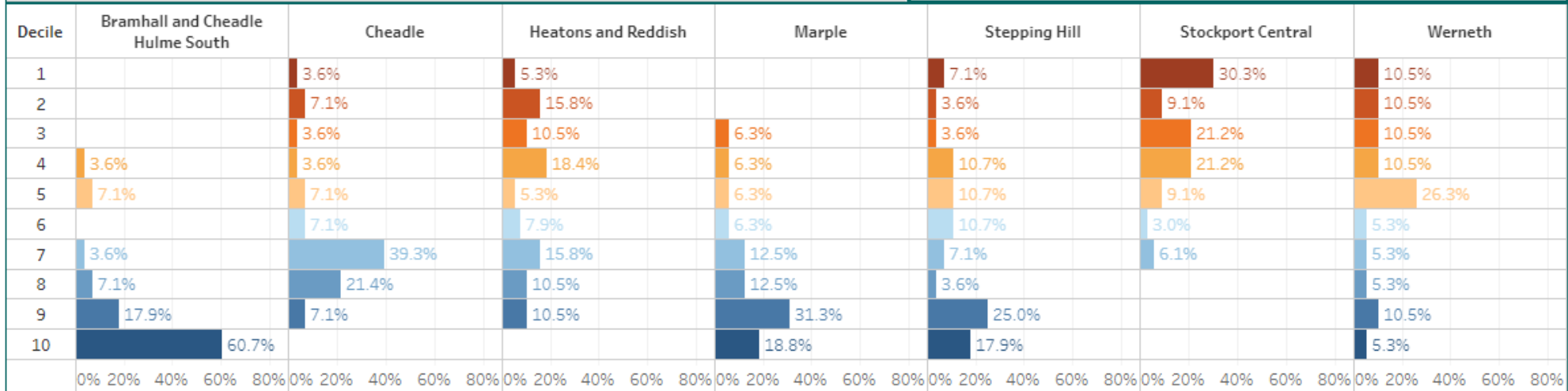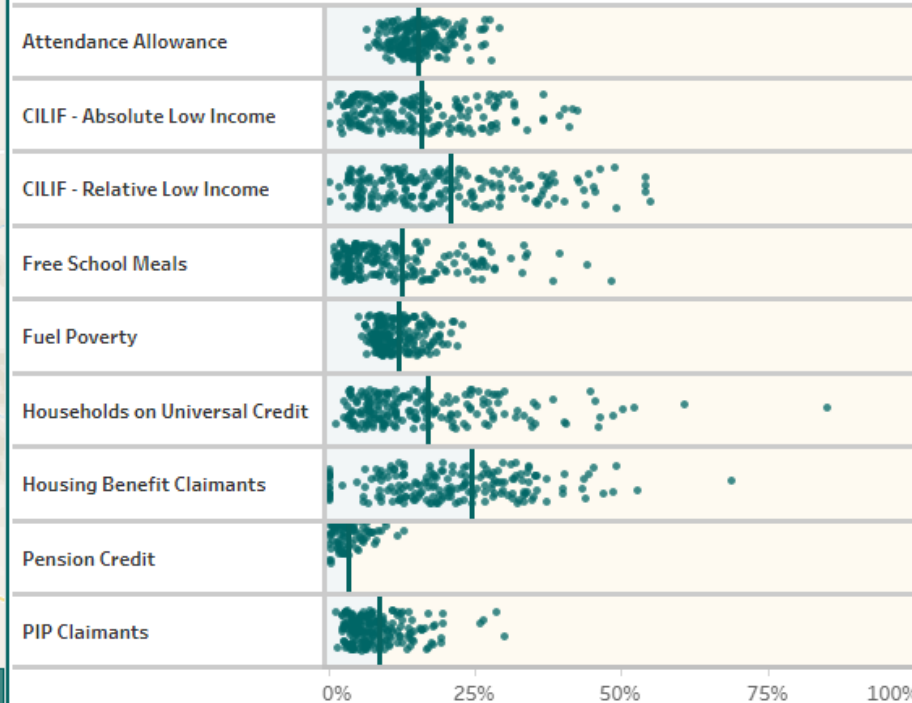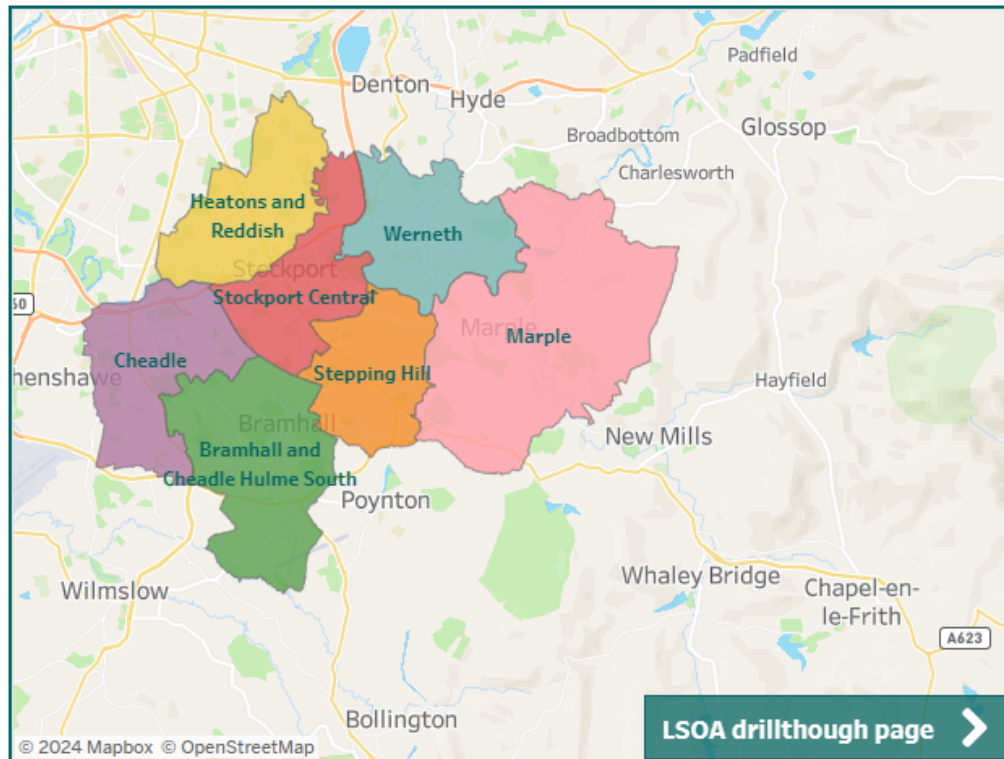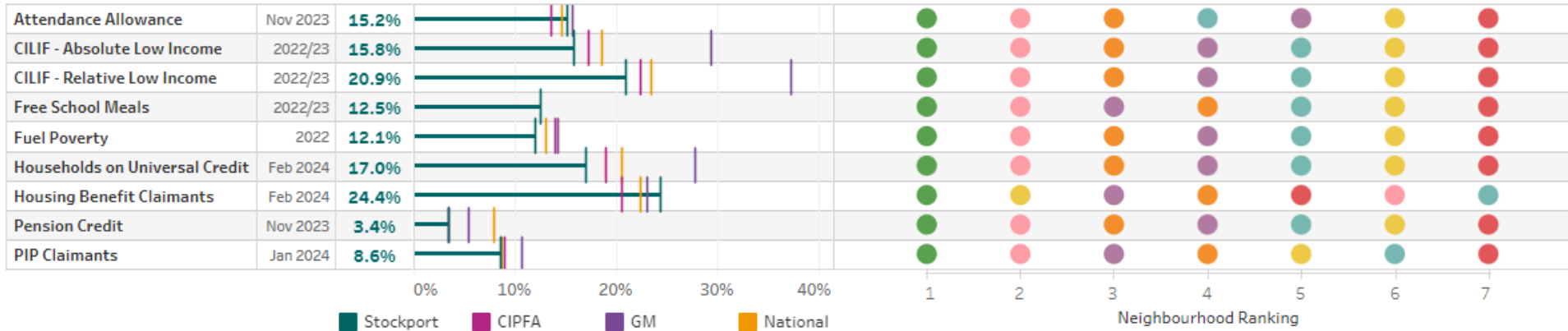
The anti poverty profile has a similar layout but shows actual values for the measures (rather than an index).

LSOA drillthrough page

© 2024 Mapbox © OpenStreetMap

Select Measure: Free School Meals

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Stockport Decile
1 —————————————————————— 10

	Numerator	Denominator	Value	Rank
Bramhall and Cheadle Hulme South	718	17,086	4.2%	1
Cheadle	1,552	18,840	8.2%	3
Heatons and Reddish	3,229	23,142	14.0%	6
Marple	541	8,428	6.4%	2
Stepping Hill	1,712	17,556	9.8%	4
Stockport Central	5,908	24,485	24.1%	7
Werneth	1,543	11,994	12.9%	5

© 2024 Mapbox © OpenStreetMap

Decile	Bramhall and Cheadle Hulme South	Cheadle	Heatons and Reddish	Marple	Stepping Hill	Stockport Central	Werneth
1		3.6%	15.8%		7.1%	30.3%	
2			15.8%		3.6%	27.3%	15.8%
3		7.1%	13.2%		7.1%	21.2%	15.8%
4	7.1%	10.7%	2.6%	12.5%	14.3%	12.1%	15.8%
5		7.1%	10.5%	6.3%	17.9%	6.1%	26.3%
6	10.7%	28.6%	7.9%	12.5%	3.6%	3.0%	5.3%
7	10.7%	25.0%	5.3%	25.0%	7.1%		5.3%
8	10.7%	14.3%	15.8%	12.5%	10.7%		5.3%
9	25.0%	3.6%	10.5%	12.5%	17.9%		
10	35.7%		2.6%	18.8%	10.7%		10.5%
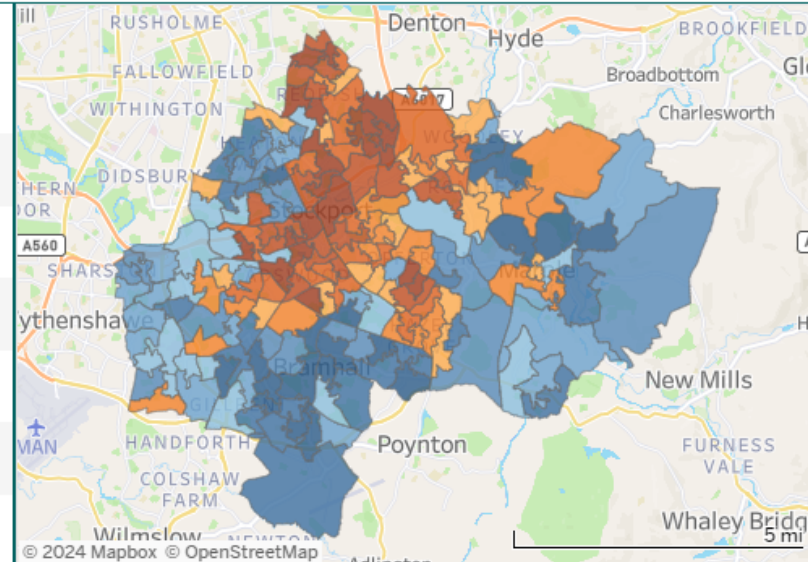
This is an example of the breakdown within the anti-poverty profiles, showing the level of free school meals within each neighbourhood.
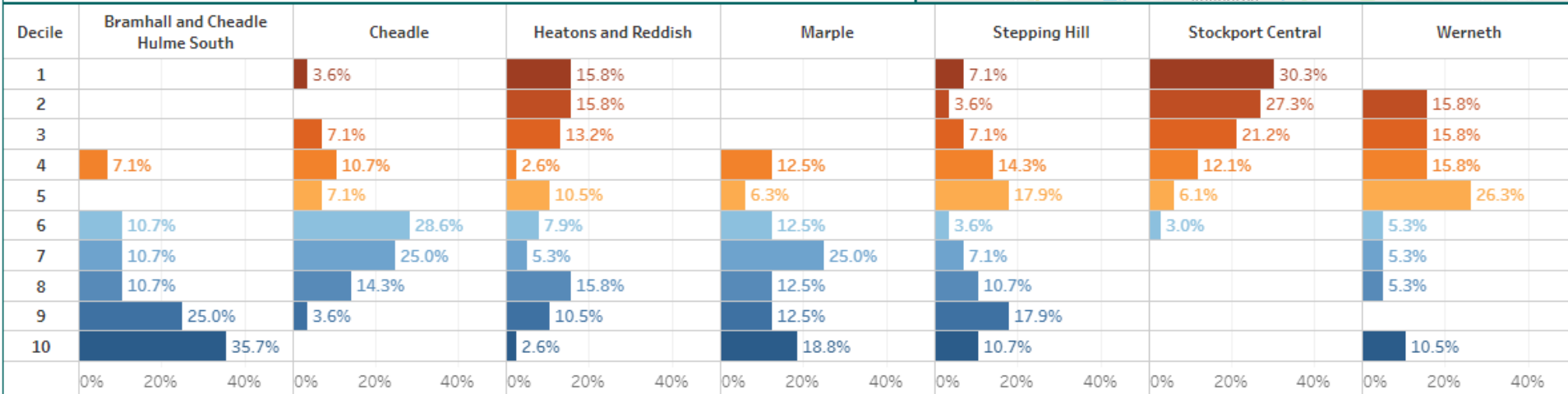
The bar charts at the foot of the page show the proportion of LSOAs in each Stockport decile for each neighbourhood for the selected measure.

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Demographics - Stockport

			Stockport	CIPFA	GM	National
Aged 65+	Mar 2021	20.1%				
Have a disability	Mar 2021	18.1%				
Main language not English	Mar 2021	4.3%				
Not White-British	Mar 2021	1.4%				
Religious (non-Christian)	Mar 2021	8.1%				
Unemployed	Mar 2021	3.7%				
Unpaid Carers	Mar 2021	9.4%				
Veterans	Mar 2021	3.3%				
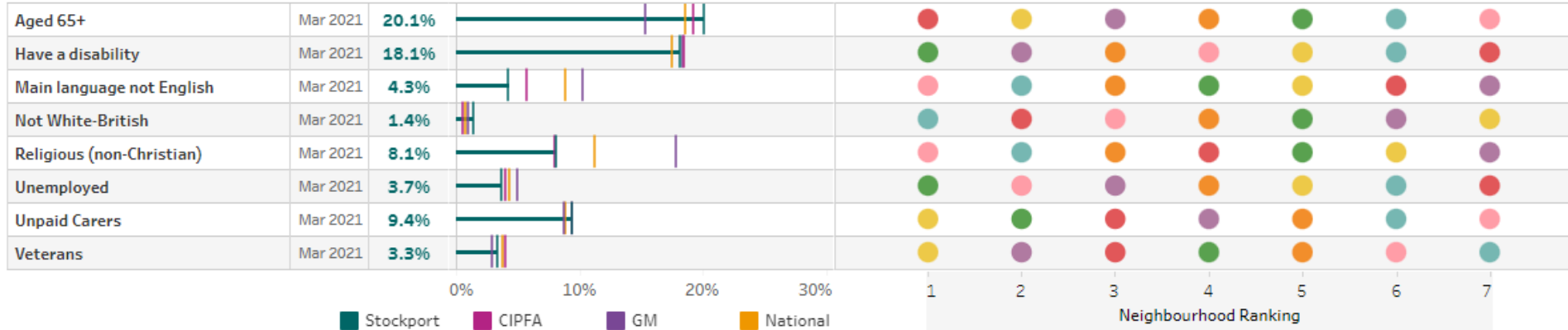
The demographic profile also has a similar layout and again shows actual values for the measures.
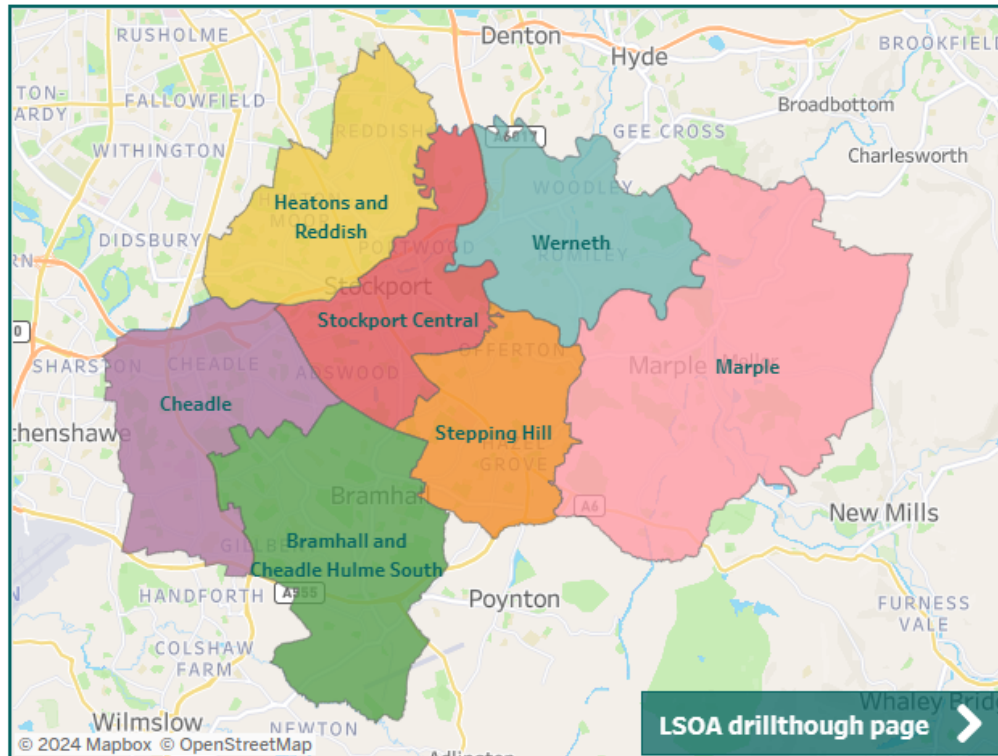
Demographics has a much more mixed picture in terms of neighbourhood rankings.

LSOA drillthough page

Select Measure: Not White-British

Stockport Decile

1									10
57.9% - 28.3%	28.2% - 23.7%	22.8% - 18.3%	18.0% - 15.9%	15.8% - 14.3%	14.2% - 12.3%	12.1% - 10.5%	10.4% - 8.1%	8.0% - 6.2%	5.9% - 3.9%

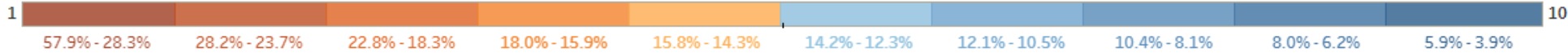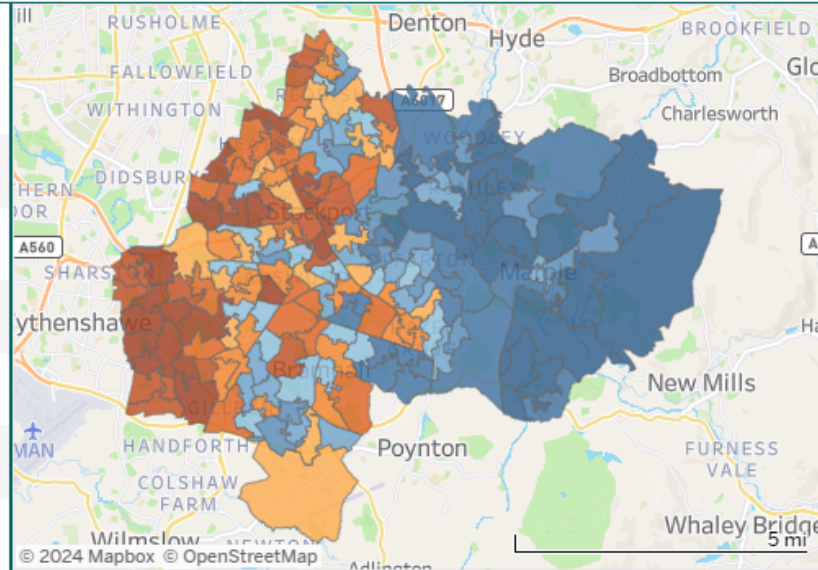|	Numerator	Denominator	Value	Rank
Bramhall and Cheadle Hulme South	6,446	41,223	15.6%	4
Cheadle	12,837	44,650	28.8%	1
Heatons and Reddish	12,412	59,096	21.0%	2
Marple	1,407	23,303	6.0%	7
Stepping Hill	4,666	42,212	11.1%	5
Stockport Central	9,108	55,657	16.4%	3
Werneth	2,085	28,651	7.3%	6

© 2024 Mapbox © OpenStreetMap

Decile	Bramhall and Cheadle Hulme South	Cheadle	Heatons and Reddish	Marple	Stepping Hill	Stockport Central	Werneth
10				62.5%		2.9%	47.4%
9				18.8%	39.3%	5.9%	15.8%
8	7.1%		5.3%	12.5%	10.7%	14.7%	26.3%
7	17.9%		10.5%	6.3%	14.3%	8.8%	10.5%
6	17.9%	10.7%	5.3%		14.3%	14.7%	
5	10.7%	10.7%	15.8%		7.1%	14.7%	
4	21.4%	10.7%	10.5%		10.7%	8.8%	
3	17.9%	3.6%	21.1%		3.6%	11.8%	
2	7.1%	25.0%	15.8%			11.8%	
1		39.3%	15.8%			5.9%	

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The LSOA drill down page again shows the distribution of the key metrics across Stockport and within neighbourhoods. The decile legend at the top shows the value ranges for each decile.

On the LSOA drill through page you can toggle between the neighbourhood comparison, and a more detailed profile of the measure (next slide).
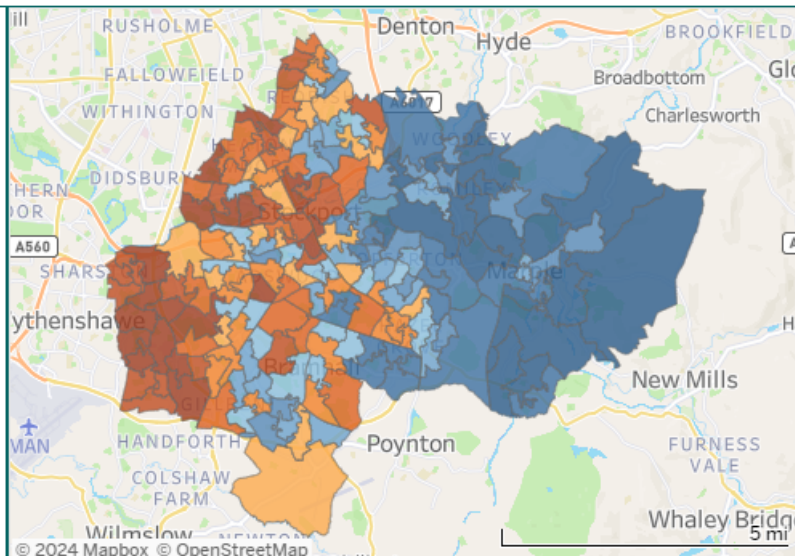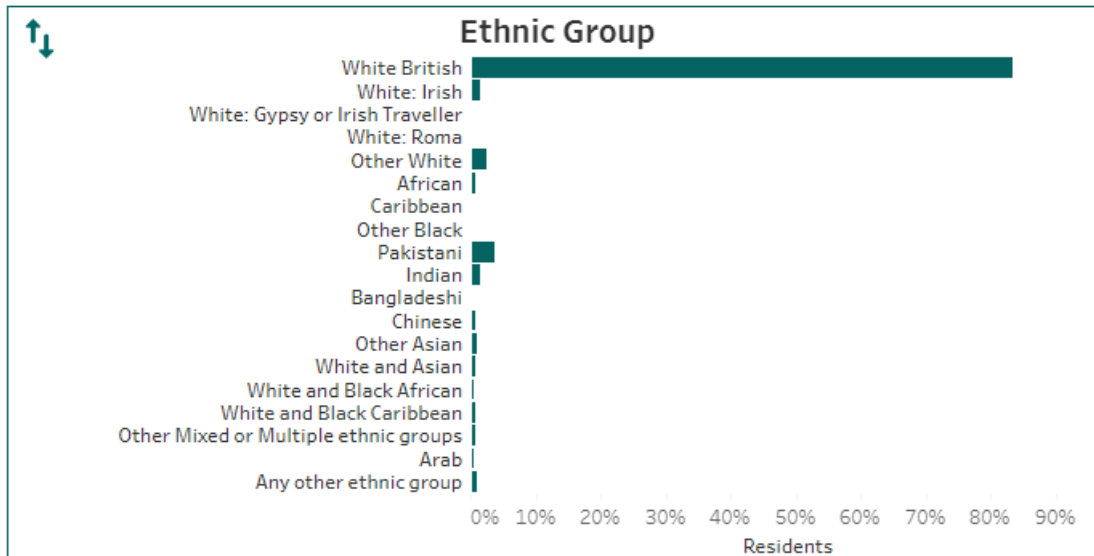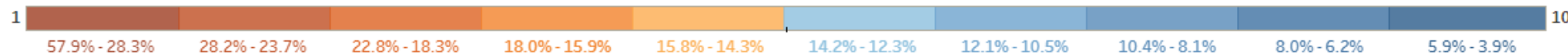
Select Measure: Not White-British

Stockport Decile

1									10
57.9% - 28.3%	28.2% - 23.7%	22.8% - 18.3%	18.0% - 15.9%	15.8% - 14.3%	14.2% - 12.3%	12.1% - 10.5%	10.4% - 8.1%	8.0% - 6.2%	5.9% - 3.9%

Ethnic Group

White British
White: Irish
White: Gypsy or Irish Traveller
White: Roma
Other White
African
Caribbean
Other Black
Pakistani
Indian
Bangladeshi
Chinese
Other Asian
White and Asian
White and Black African
White and Black Caribbean
Other Mixed or Multiple ethnic groups
Arab
Any other ethnic group

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%
Residents

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The bar chart shows the detailed breakdown for the measure. Hovering over this chart allows users to see the actual numbers of people in each group.

Decile	Bramhall and Cheadle Hulme South	Cheadle	Heatons and Reddish	Marple	Stepping Hill	Stockport Central	Werneth
10				62.5%		2.9%	47.4%
9				18.8%	39.3%	5.9%	15.8%
8	7.1%	5.3%		12.5%	10.7%	14.7%	26.3%
7	17.9%		10.5%	6.3%	14.3%	8.8%	10.5%
6	17.9%	10.7%	5.3%		14.3%	14.7%	
5	10.7%	10.7%	15.8%		7.1%	14.7%	
4	21.4%	10.7%	10.5%		10.7%	8.8%	
3	17.9%	3.6%	21.1%		3.6%	11.8%	
2	7.1%	25.0%	15.8%			11.8%	
1		39.3%	15.8%			5.9%	

0% 20% 40% 60% 80%

Select Measure: Not White-British

STOCKPORT
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Stockport Decile

1										10
57.9% - 28.3%	28.2% - 23.7%	22.8% - 18.3%	18.0% - 15.9%	15.8% - 14.3%	14.2% - 12.3%	12.1% - 10.5%	10.4% - 8.1%	8.0% - 6.2%	5.9% - 3.9%	

Ethnic Group

White British
White: Irish
White: Gypsy or Irish Traveller
White: Roma
Other White
African
Caribbean
Other Black
Pakistani
Indian
Bangladeshi
Chinese
Other Asian
White and Asian
White and Black African
White and Black Caribbean
Other Mixed or Multiple ethnic groups
Arab
Any other ethnic group

0% 10% 20% 30% 40% 50% 60% 70% 80%
Residents

Cheadle - Heald Green West - E01005844 [Mar 2021]
Stockport Decile: 1
Percentage of residents who are not White British: **47.6%**

White British — 814 (52.4%)
White: Irish — 20 (1.3%)
White: Gypsy or Irish Traveller — 0 (0.0%)
White: Roma — 0 (0.0%)
Other White — 35 (2.3%)
African — 18 (1.2%)
Caribbean — 3 (0.2%)
Other Black — 9 (0.6%)
Pakistani — 403 (26.0%)
Indian — 106 (6.8%)
Bangladeshi — 16 (1.0%)
Chinese — 24 (1.5%)
Other Asian — 20 (1.3%)
White and Asian — 25 (1.6%)
White and Black African — 5 (0.3%)
White and Black Caribbean — 7 (0.5%)
Other Mixed or Multiple ethnic groups — 8 (0.5%)
Arab — 20 (1.3%)
Any other ethnic group — 19 (1.2%)

0% 10% 20% 30% 40% 50% 60% 70%
Residents

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Decile	Bramhall and Cheadle Hulme South	Cheadle	Heatons and Reddish	Marple	Stepping Hill	Stockport Central	Werneth
10				62.5%		2.9%	47.4%
9				18.8%	39.3%	5.9%	15.8%
8	7.1%		5.3%	12.5%	10.7%	14.7%	26.3%
7	17.9%		10.5%	6.3%	14.3%	8.8%	10.5%
6	17.9%	10.7%	5.3%		14.3%	14.7%	
5	10.7%	10.7%	15.8%		7.1%	14.7%	
4	21.4%	10.7%	10.5%		10.7%	8.8%	
3	17.9%	3.6%	21.1%		3.6%	11.8%	
2	7.1%	25.0%	15.8%			11.8%	
1		39.3%	15.8%			5.9%	

0% 20% 40% 60% 80% 0% 20% 40% 60% 80% 0% 20% 40% 60% 80% 0% 20% 40% 60% 80% 0% 20% 40% 60% 80% 0% 20% 40% 60% 80% 0% 20% 40% 60% 80%

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By clicking on a neighbourhood the detailed bar chart and map filters to data for that area only.

Hovering over a small area on the map gives detailed figures for that small area (LSOA, Lower Super Output Area).
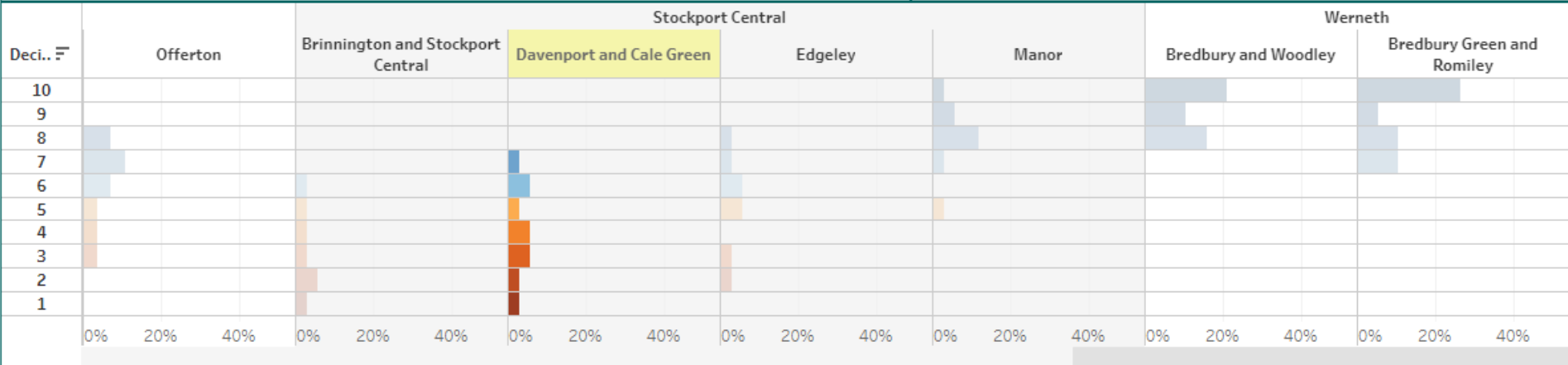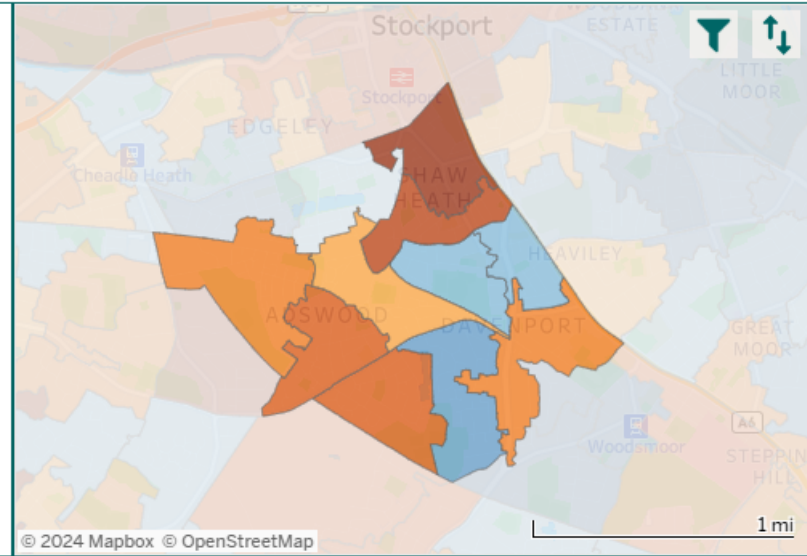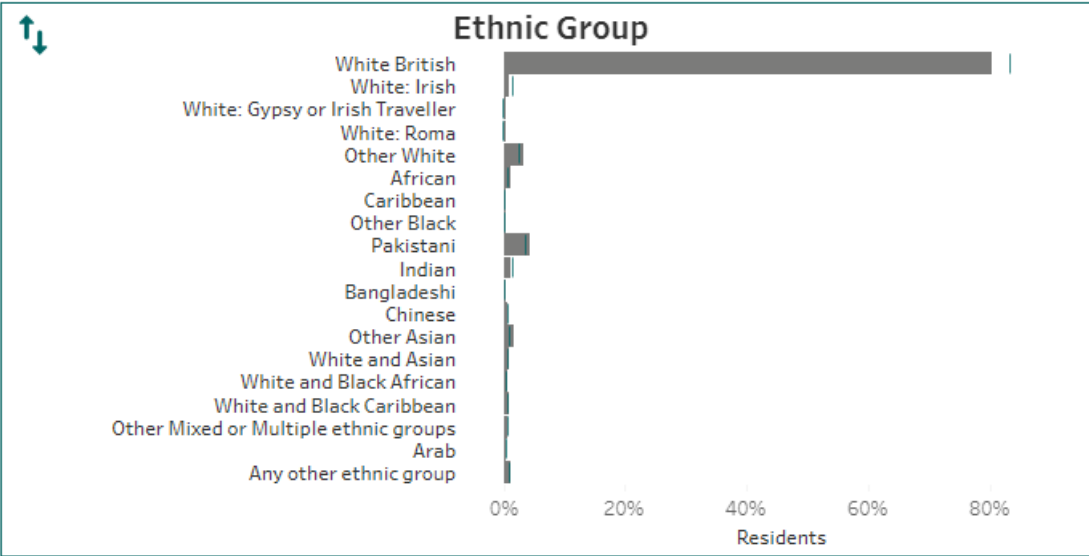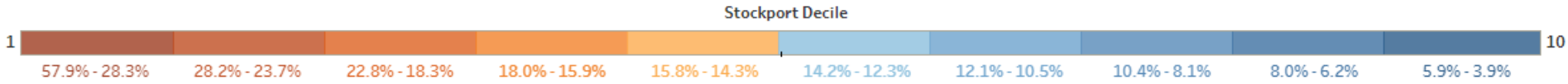
If you want to see data for a none standard geography you can select multiple LSOA areas on the map and it will filter other views.

Demographics - Not White-British

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Select Measure: Not White-British

Stockport Decile

1									10
57.9% - 28.3%	28.2% - 23.7%	22.8% - 18.3%	18.0% - 15.9%	15.8% - 14.3%	14.2% - 12.3%	12.1% - 10.5%	10.4% - 8.1%	8.0% - 6.2%	5.9% - 3.9%

Ethnic Group

- White British
- White: Irish
- White: Gypsy or Irish Traveller
- White: Roma
- Other White
- African
- Caribbean
- Other Black
- Pakistani
- Indian
- Bangladeshi
- Chinese
- Other Asian
- White and Asian
- White and Black African
- White and Black Caribbean
- Other Mixed or Multiple ethnic groups
- Arab
- Any other ethnic group

Residents: 0% 20% 40% 60% 80%

© 2024 Mapbox © OpenStreetMap

By using the toggle tool in the top right of the map you can switch to a ward view so you can compare data at a ward level across Stockport.

The filter tool also in the top right of the map, allows you to select a ward to view LSOA level data for that area only to look at within ward patterns

The toggle tool on the left of the decile chart also switches to wards.

This feature is currently only available in the demographics section.

Next steps

- We are now sharing this current version of the neighbourhood profile for people to use, but also for people to test and let us know what works and what they'd like to see more of or less of. Opportunities for feedback:
  - Through a form (through a "feedback here" feature)
  - For elected members there will be two drop in sessions for members who would like to have more opportunity to try out the profile:
    - 2nd October 2024 – 12h30-13h30 – Stopford Room 1-A or via Teams
    - 10th October 2024 – 18h00-19h00 – Stopford Room 1-A or via Teams
  - At these sessions we will also provide information about the Stockport State of the Borough report 2024

- A narrative for each neighbourhood will be written to set the context for the areas
  - These will be included in the State of the Borough report due Nov 2024

- The next version of the profiles will be developed between September and December 2024, plans will be developed in partnership with users but are likely to include a prioritised list from:
    - Improving functionality
    - Further ward level data visualisation
    - Integration with other profiles and tools (Stockport Family, Primary Care Networks, Local Directory)
    - Addition of metrics into existing topics
    - Additional topics
    - Trends

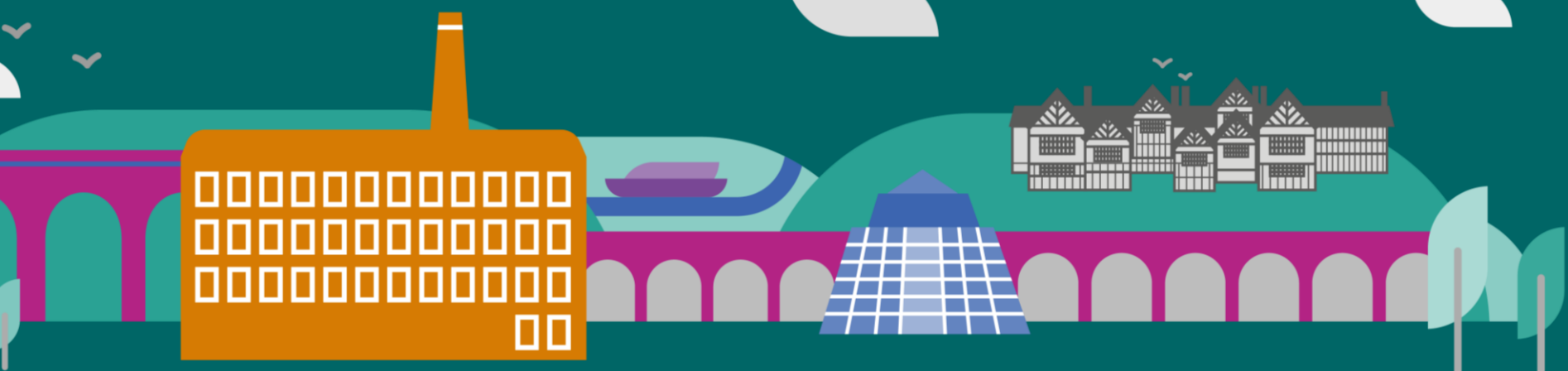Ambitious Stockport, creating opportunities *for everyone*

Contact the team at:
eleanor.banister@stockport.gov.uk or PhilipTaylor@stockport.gov.uk

or join us at a drop in:
2nd October 2024 – 12h30-13h30 – Stopford Room 1-A or via Teams **Join the meeting now**
10th October 2024 – 18h00-19h00 – Stopford Room 1-A or via Teams **Join the meeting now**

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Ambitious Stockport, creating opportunities *for everyone*

May 2024