

Neighbourhood Health Profile: Ainsdale

Contextual data for the Ainsdale Health Neighbourhood.

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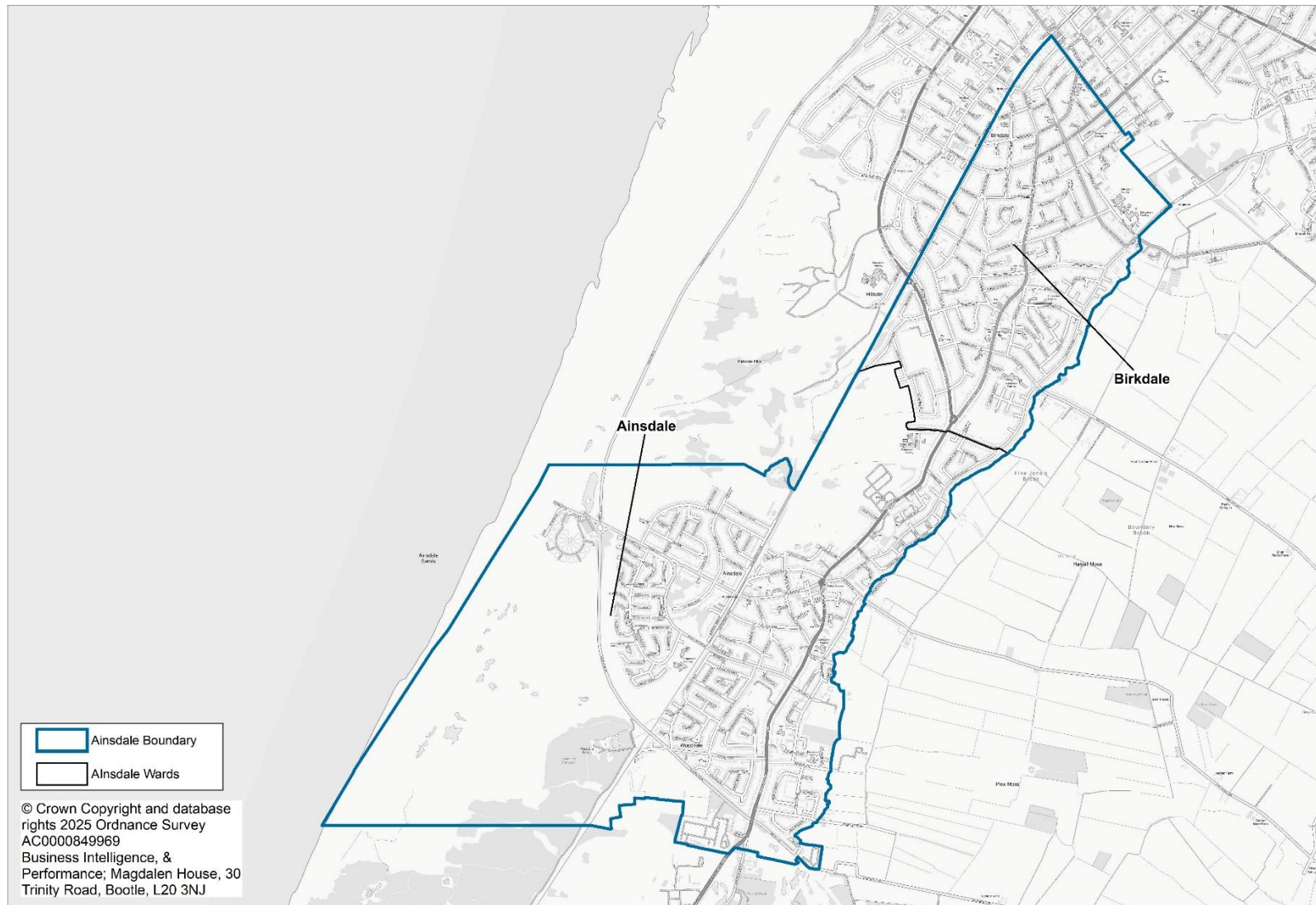
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Ainsdale Neighbourhood Health Area



The Ainsdale Neighbourhood Health area is located in the North of Sefton borough. It consists of two wards: Ainsdale and Birkdale.

Demographics

The Office of National Statistics (ONS) mid-year 2022(30 June) population estimates by ward were used to calculate the population totals for Ainsdale, Sefton, the North West (region) and England (national):

- Children aged 0–15 made up 16.5% of Ainsdale’s population (equating to 4,118 residents), compared to 16.9% in Sefton overall, 18.7% in the North West and 18.5% in England.
- Those aged 16–64 accounted for 58.2% (14,774 residents) of Ainsdale residents, versus 59.7% in Sefton, 62.5% regionally and 62.9% nationally.
- The proportion of residents aged 65 and over was higher in Ainsdale (25.3% - 6,414 residents) than in the Borough as a whole (23.4%), the North West (18.8%) and England (18.6%).
- Residents aged 85 and over made up 3.4% (1,574 individuals) of Ainsdale’s population, the same as the Borough-wide rate, but notably higher than the regional (2.4%) and national (2.5%) averages.

Deprivation

The **Index of Multiple Deprivation (IMD)** is part of the UK Government’s Indices of Deprivation and is used to measure and rank relative deprivation across small geographic areas known as Lower Super Output Areas (LSOAs, based on 2011 boundaries). It assesses disadvantage using 37 indicators grouped into seven domains. The most recent IMD was published by the Ministry of Housing, Communities & Local Government on 26 September 2019. In this report, topic-level averages have been calculated using best-fit LSOAs.

- Ainsdale’s average IMD score (16.72) was considerably lower than Sefton’s (27.04), the North West (27.91) and England (21.67) indicating lower levels of deprivation.
 - Of the 17 Lower Super Output Areas (LSOAs) in Ainsdale, one ranked in the top 20% most deprived areas nationally. In comparison, two ranked in the bottom 20% for deprivation, with one area falling within the bottom 10%.

The **Income Deprivation Affecting Older People Index (IDAOPI)** is a subdomain of the Income Deprivation domain. It measures the proportion of people aged 60 and over experiencing income deprivation. This is based on the percentage of the population in this age group receiving income support, income-based Jobseeker’s Allowance, Pension Credit, or Child Tax Credit (where both the claimant and their partner are aged 60 or over).

- The IDAOPI score in Ainsdale was 0.14, lower than the Borough average (0.17), regional average (0.19) and national average (0.17) demonstrating a lower level of income deprivation among older residents in Ainsdale compared to these comparator areas.
 - One of the 17 LSOAs in Ainsdale fell into the 10% most deprived areas nationally. In contrast, five areas ranked in the 20% least deprived areas, with three ranking in the bottom 10%.

The **Income Deprivation Affecting Children Index (IDACI)** is a subdomain of the Income Deprivation domain. It measures the proportion of children aged 0–15 living in income-deprived families (i.e. those receiving certain benefits or with low household income).

- As with the IMD and IDAOPI, the average IDACI score in Ainsdale (0.13) was notably lower than in Sefton (0.19), the North West (0.18), and England (0.16), indicating that income-related deprivation among children is less severe in Ainsdale than in the comparator areas.
 - Of the 17 LSOAs in Ainsdale, one was among the 20% most deprived nationally, with one area falling within the lowest 20%.

Relative low-income is defined as a family in low income Before Housing Costs (BHC) in the reference year. A family must have claimed Child Benefit and at least one other household benefit (Universal Credit, tax credits, or Housing Benefit) at any point in the year to be classed as low income in these statistics. Gross income measure is Before Housing Costs (BHC) and includes contributions from earnings, state support and pensions.⁷ Department for Work and Pensions.

- In 2023/24, 19.4% of children aged 0–15 in Ainsdale lived in relative low-income families, compared to 22.3% in both Sefton and England, and 28.0% in the North West. This highlights lower levels of child-related deprivation in Ainsdale than in the comparator areas.
- There were a total of 811 children living in low income families (relative) in Ainsdale in 2023/24.

Fuel poverty in England is measured using the Low Income Low Energy Efficiency (LILEE) indicator. There are three important elements in determining whether a household is fuel poor: household income, household energy requirements and fuel prices. According to the 2024 English sub-regional fuel poverty statistics (based on 2022 data):

- 12.9% of households in Ainsdale (approximately 1,499 households) were living in fuel poverty. This compares to 13.9% across Sefton, 14.1% in the North West, and 13.1% across England overall.

Benefit Claimants

The Department for Work and Pensions (DWP) publishes benefit claimant data across various categories and time intervals:

Universal Credit (UC) is a single monthly payment designed to support individuals and households with low income or those who are unemployed. It replaces six legacy benefits: Income-based Jobseeker's Allowance, Income-related Employment and Support Allowance, Income Support, Working Tax Credit, Child Tax Credit, and Housing Benefit. As of August 2025:

- 2,223 residents in Ainsdale were claiming Universal Credit, representing 15.0% of the population aged 16–64. This is considerably lower than the averages for Sefton (21.3%), the North West (22.0%), and England (19.2%).
 - Among Ainsdale claimants, 65.4% were unemployed, compared to 69.2% across Sefton, 68.6% regionally, and 66.4% nationally.
- In May 2025, 16.9% of households in Ainsdale (approximately 1,851 households) were receiving Universal Credit, markedly lower than the rates in Sefton (24.7%), the North West (27.1%), and England (24.2%).
 - 8.8% of households in Ainsdale were claiming the housing element of Universal Credit, compared to 14.7% in Sefton, 16.3% in the North West, and 15.3% nationally.

Personal Independence Payment (PIP) is a non-means-tested benefit that supports individuals with long-term physical or mental health conditions or disabilities that impact daily living or mobility. As of July 2025:

- In Ainsdale, 1,414 residents aged 16 to 64 were claiming Personal Independence Payment (PIP), representing 9.6% of the population in that age group. This compares to the rates in Sefton (12.1%), the North West (10.3%), and England overall (8.0%).

Disability Living Allowance (DLA) is a benefit for individuals under 16 and those aged 65 and over who require support with personal care or mobility due to a disability. It consists of two components, care and mobility, which may be awarded separately or together. As of February 2025:

- 408 children in Ainsdale received Disability Living Allowance (DLA), representing approximately 9.7% of the local population aged 0–15. This rate similar to the Borough average (10.4%), but higher than both the regional (8.0%) and the national (7.2%) averages.
- Among residents aged 65 and over, 193 individuals (3.0%) in Ainsdale received DLA payments. This compares to rates in Sefton and the North West (both 4.5%) and England (3.1%).

Attendance Allowance is a non-means-tested benefit for individuals of State Pension age and above who have a disability or health condition severe enough to require regular care or supervision. It is intended to help cover the additional costs associated with personal care needs. As of February 2025:

- 13.9% (891) of residents aged 65 and over in Ainsdale were claiming attendance allowance, compared to rates observed across the Borough (16.4%), the North West (15.1%) and England (13.7%).

Pension Credits is a means-tested benefit for individuals over State Pension age who are on a low income. It provides additional financial support to help with living and housing costs. Pension Credit is distinct from the State Pension and is intended to ensure older people have a minimum guaranteed income. In February 2025:

- In Ainsdale, 596 residents aged 65 and over were claiming Pension Credit, representing 9.3% of that age group. This is lower than the levels seen in three comparator areas (Sefton – 13.0%, the North West – 12.6% and England – 11.1%).

Unemployment estimates reflect the number of individuals aged 16 and over who are claiming unemployment-related benefits. While this measure provides insight into benefit claimants primarily due to unemployment, it does not align with the International Labour Organisation (ILO) definition, which includes all individuals who are out of work, actively seeking employment, and available to start work. Despite this distinction, benefit claimant data remains a useful indicator for tracking unemployment trends across areas and over time. As of September 2025:

- Approximately 370 residents in Ainsdale were claiming unemployment-related benefits, representing 1.7% of the population aged 16 and over. Lower than Sefton (2.7%), the North West (3.3%) and England (3.2%).

Sefton's Emergency Limited Assistance Scheme (ELAS) provides short-term support to local residents aged 16 and over who are experiencing severe hardship, a disaster, or an emergency. The scheme is designed to meet one-off essential needs, rather than ongoing expenses. Support may include help with the cost of food, gas/electricity, and, in certain circumstances, furniture or domestic appliances. Between April 2024 and March 2025:

- In Ainsdale, there were 271 applications for ELAS support, equating to 13 applications per 1,000 residents aged 16 and over. This rate is considerably lower than the Sefton average of 36 applications per 1,000 residents.
 - Of those who applied in Ainsdale, 57.9% were approved, below the Sefton-wide approval rate of 64.2%.

Children Social Care

Sefton Children's Social Care (CSC) supports families and helps keep children and young people safe from harm by providing a range of services—from early help for families with children to protection for those at risk of abuse or neglect. Please note that some of the children supported by Sefton may not currently reside within the Borough.

Early Help provides support to children, young people, and families at the first signs of difficulty, aiming to prevent issues from escalating and to help them reach their full potential. As of 31 March 2025:

- In Ainsdale, 64 children and young people had an open Early Help plan, equating to a rate of 134 per 10,000 residents aged 0 to 17. This is similar to the overall rate for Sefton, which stood at 135 per 10,000.

Child Exploitation - a multi-agency partnership approach is used to safeguard children and young people under 18 from sexual and criminal exploitation. This includes involvement from social workers, police officers, housing officers, education and healthcare professionals, charity staff, and others. Exploitation can take various forms, and perpetrators may subject children to multiple types of abuse simultaneously. As of 31 March 2025, there were:

- 25 out of every 10,000 children aged between 10 and 17 residing in Ainsdale had an open Child Exploitation case, which is lower than the Borough-wide rate of 40 per 10,000.

A **Child in Need plan** is a formal, multi-agency support plan developed following a Children and Family Assessment. It is designed for children identified as needing coordinated input from education, health, and social care services to meet their needs and prevent significant harm. As of 31 March 2025, there were:

- A total of 60 children and young people aged 0 to 17 had a Child in Need plan in Ainsdale, representing a rate of 125 per 10,000 in that age group. This was considerably lower than the Borough-wide rate of 168 per 10,000.

A **Child Protection plan** is a formal, multi-agency strategy designed to safeguard a child identified as being at risk of significant harm. It involves assessing the likelihood of harm, identifying protective measures, reducing risk, and promoting the child's welfare. The plan also outlines specific actions for those involved and includes methods for monitoring and evaluating progress. As of 31 March 2025:

- Child Protection plan rates in Ainsdale stood at 48 per 10,000 residents under the age of 18, which is lower than the Sefton-wide rate of 67 per 10,000. In total, 23 children and young people in Ainsdale had an active Child Protection Plan.

Cared for children are those whose birth parents are unable to provide ongoing care, and as a result, the local authority assumes responsibility for their wellbeing. These children may live with foster carers, in children's homes, or sometimes remain at home while receiving support from the local authority. Care arrangements can be either temporary or permanent, and each child is assigned a social worker to ensure their needs are met and their welfare is safeguarded. As of 31 March 2025, there were:

- There were 18 children and young people originally residing in Ainsdale that were cared for by the local authority. This equated to a rate of 38 per 10,000 residents aged 0 to 17, which is notably lower than the Borough-wide rate of 94 per 10,000.

Youth Justice Service (YJS) works with children and families who have had some involvement with law and order. To support children and families to prevent repeat incidences.

- As of 22 October 2025, 28 per 10,000 children and young people (aged 12–18) in Ainsdale were supported by the Youth Justice Service, markedly lower than the Borough-wide rate of 37 per 10,000.
- Between July 2024 and June 2025, Ainsdale had no YJS first time entrants, compared to the Sefton rate of 12 per 100,000 residents (aged 12 to 17).

Adult Social Care

Sefton received 13,722 unique client contacts to adult social care between November 2024 and October 2025.

- Residents of Ainsdale accounted for 6.0% (823) of the unique client contacts to Sefton Adult Social Care, equating to a rate of 40 contacts per 1,000 residents aged 18 and over, notably lower than the Sefton-wide rate of 60 per 1,000.

Community Safety

Crime and anti-social behaviour incident data is downloaded monthly from the Police.UK website. Between 1 August 2024 and 31 July 2025, the following were recorded:

- Merseyside Police recorded 1,097 crimes in Ainsdale, equating to 43 per 1,000 residents, considerably lower than the Sefton-wide rate of 77 per 1,000.
 - 52.9% (580) of crimes reported were violent or sexual offences, representing a rate of 23 per 1,000 residents, compared to 36 per 1,000 across the borough.
- Reports of anti-social behaviour were also lower in Ainsdale, with 5 incidents per 1,000 residents, compared to 9 per 1,000 across the Borough. There was a total of 135 reports of anti-social behaviour in the Ainsdale area during the time period.

Deliberate fires data is received monthly from Merseyside Fire and Rescue (MFRAS). 'Fires where the motive for the fire was 'thought to be' or 'suspected to be' deliberate. This includes fires to an individual's own property, others' property or property of an unknown owner. Despite deliberate fire records including arson, deliberate fires are not the same as arson. Arson is defined under the Criminal Damage Act of 1971 as 'an act of attempting to destroy or damage property, and/or in doing so, to endanger life' Ministry of Housing, Communities & Local Government. Between 1 August 2024 and 31 July 2025:

- There were 14 deliberate fires reported in Ainsdale, equating to a rate of 6 deliberate fires per 100,000 residents, lower than the 14 per 100,000 residents seen in Sefton.

Sefton Street Services receives reports of **environmental issues**, such as fly-tipping, street sweeping, and dog fouling, via online platforms and Sefton's contact centre. Between 1 August 2024 and 31 July 2025, the following were reported:

- Sefton Council received 238 reports of environmental issues from the Ainsdale area, representing 9 reports per 1,000 residents, notably lower than the Sefton-wide rate of 27 per 1,000.
 - Fly-tipping accounted for 34.5% of all environmental reports in Ainsdale, a rate of 3 per 1,000 residents, lower than the borough-wide rate of 14 per 1,000.

Housing

The Census is conducted every 10 years by the Office for National Statistics (ONS) to provide a detailed snapshot of the population and household composition across England and Wales. Census 2021 took place on 21 March 2021. As part of the survey, participants were asked about the tenure of the property they lived in.

- In Ainsdale, 8,470 households were owner-occupied, accounting for 77.3% of all households, this is higher than the averages for Sefton (66.6%), the North West (62.3%), and England (61.3%).
- In contrast, 22.1% of households (2,424) were rented, markedly lower than the rates seen across Sefton (32.7%), the North West (36.9%), and England (37.6%).
 - Of the rented households, 36.2% were let by registered social landlords, lower than the proportions in Sefton (44.1%), the North West (47.8%), and England (45.5%).
 - Meanwhile, 63.8% of rented households were privately rented, higher than the borough-wide rate of 55.9%, the regional rate of 52.2%, and the national rate of 54.5%.

Students

The School Census is a mandatory data collection carried out each term, gathering detailed information on pupils and schools. For Sefton, the most recent available School Census data is from January 2025 and covers all students attending maintained schools or academies within the Borough. This report includes data on primary, secondary, special and post-16 students only. Please note that some pupils may live outside the Sefton boundary but attend a school or academy located within it.

- In Ainsdale, 2,979 pupils were attending a Sefton maintained school or academy (including primary, secondary, special, and post-16 settings), accounting for 8.5% of the total student population across Sefton maintained schools and academies.
- Primary school pupils (Reception to Year 6) made up 52.6% (1,567 pupils) of Ainsdale's total, lower than the Sefton average of 55.7%.
- Secondary school pupils (Years 7 to 11) accounted for 45.0% (1,340 pupils), higher than the Borough average of 40.6%.
- Post-16 students (Years 12 to 14) represented a smaller proportion in Ainsdale at 2.4% (72 pupils), compared to 3.7% across Sefton.

'Special educational needs and disabilities (SEND) can affect a child or young person's ability to learn. They can affect their: behaviour or ability to socialise, for example they struggle to make friends / reading and writing, for example because they have dyslexia / ability to understand things / concentration levels, for example because they have attention deficit hyperactivity disorder (ADHD) / physical ability' Department of Education

- 181 pupils in Ainsdale had an Education, Health and Care Plan (EHCP), representing 6.1% of all students in the area, similar to the Borough average of 6.3%.
- 16.0% of Ainsdale pupils (478 students) were receiving School SEN Support, compared to 16.2% across Sefton.

'Free school meals are available to pupils whose parents or guardians receive one or more qualifying benefits. These include means-tested Universal Credit, Income Support, income-based Jobseeker's Allowance, income-related Employment and Support Allowance, support under Part VI of the Immigration and Asylum Act 1999, the guaranteed element of Pension Credit, means-tested Child Tax Credit, or Working Tax Credit.' Department of Education

- 22.3% of students (664 pupils) living in Ainsdale and attending Sefton-maintained schools or academies, from Reception to Year 14, received free school meals. This is lower than the Sefton average of 27.3%.

There are three types of Early Years (EY) provision in Sefton; Childminders, Private, Voluntary, and Independent (PVI) settings, School/Maintained Nursery Schools. As of October 2025, the distribution of these settings are as follows:

- In Ainsdale there were a total of 15 EY setting; six child minders, five PVIs and four School/Maintained Nursery Schools.

'Elective home education is a term used to describe a choice by parents to provide education for their children at home or in some other way they desire, instead of sending them to school full-time.' Department of Education As of the 22 October 2025:

- A total of 38 children were electively home educated in Ainsdale, representing a rate of 11 per 1,000 residents aged 5–16. This is below the Sefton average of 14 per 1,000.

Health

'Life expectancy at birth reflects the overall mortality level of a population. It summarizes the mortality pattern that prevails across all age groups - children and adolescents, adults and the elderly.' World Health Organization (WHO). The Life Expectancy at Birth 2022-2024 shows:

- Female life expectancy in Ainsdale is 84.6 years, significantly higher than the Sefton average of 81.5 years.
- Similarly, males in Ainsdale have a significantly higher life expectancy of 81.6 years, compared to 78.5 years across Sefton.

Low birth weight, defined by the World Health Organization as less than 2,500 grams (5.5 pounds), may result from prematurity, fetal growth restriction, or both. It is a major public health concern linked to higher risks of infant mortality, developmental delays, and long-term health issues.

- According to the 2024 birth registration data, 6.1% of births in Ainsdale were classified as low birth weight, slightly lower than the Sefton average of 6.8%, this difference was not statistically significant.

The National Oral Health Survey, conducted every two years, assesses the dental health of five-year-olds. Due to small sample sizes the ability to detect statistically significant differences below local authority level is limited. The most recent survey, carried out in 2023/24, reported the following findings:

- 16.1% of children aged five living in Ainsdale included in the survey had visually obvious tooth decay, lower than the 33.3% seen in the Borough (but not significantly lower).

The National Child Measurement Programme (NCMP) is an annual initiative that records the height and weight of children in Reception (ages 4–5) and Year 6 (ages 10–11) to monitor overweight and obesity levels in primary schools. Aggregated data from 2021/22 to 2023/24 revealed the following trends:

- In Ainsdale, 10.1% of Reception-aged children were classified as obese, similar to the Sefton average of 10.9%.
- 23.1% of reception age children in Ainsdale were classified as overweight or obese, lower than Sefton 24.9%, though the difference was not statistically significant.
- Among Year 6 children in Ainsdale, 22.6% were classified as obese, slightly lower than the Sefton borough average of 23.8% (but not significantly lower).
- The proportion of Year 6 pupils classified as overweight or obese in Ainsdale was 36.5%, marginally lower than the Sefton average 37.6%, however this difference was not statistically significant.

Injuries are a leading cause of hospitalisation and represent a major cause of premature mortality for children and young people. They are also a source of long term health issues, including mental health related to experience(s). Public Health Fingertips Crude rate of hospital admissions caused by unintentional and deliberate injuries between 2016 and 2020 show:

- Ainsdale recorded a hospital admission rate of 92 per 100,000 for under-15s due to unintentional and deliberate injuries, this was lower than Sefton's rate of 103.7, however the difference was not statistically significant.
- Similarly, hospital admission rates for unintentional and deliberate injuries among 15–24-year-olds were lower in Ainsdale (195.1 per 100,000) compared to Sefton overall (215.4 per 100,000), again this difference was not statistically significant.

The Combined Intelligence for Population Health Action (CIPHA) uses GP register data, which includes information on patients' smoking status. As of 25 September 2025, the following figures were recorded:

- 10.8% of patients aged 15 and over who live in Ainsdale and are registered with a GP are current smokers, significantly lower than the Borough average of 13.4%.

The Census is conducted every 10 years by the Office for National Statistics (ONS) to provide a detailed snapshot of the population and household composition across England and Wales. Census 2021 took place on 21 March 2021. As part of the survey, participants were asked about their health:

- 5.6% (1,416) of Ainsdale residents reported poor or very poor health, compared to rates in Sefton (7.0%), the North West (6.2%), and England (5.2%).
- 19.8% (5,009) of residents identified as disabled under the Equality Act, in comparison to Sefton (21.9%), the North West (19.4%), and England (17.3%).
- 8.8% (2,214) of residents reported a disability under the Equality Act that limited their daily activities a lot. This compares to rates in Sefton (10.7%), the North West (8.9%), and England (7.3%).

Sources

Demographics

Mid-Year Population Estimates 2022

[Ward-level population estimates \(official statistics in development\) - Office for National Statistics](#)

Deprivation

Index of Multiple Deprivation / Income Deprivation Affecting Older People Index / Income Deprivation Affecting Children Index

[English indices of deprivation 2019 - GOV.UK](#)

Children in Low Income Families (Relative)

[Developer tools - Data tool - Data | LG Inform Plus](#) (log in needed)

Fuel Poverty

[Sub-regional fuel poverty data 2024 \(2022 data\) - GOV.UK](#)

Benefit Claimants

Disability Living Allowance / Universal Credits / Personal Independence Payment / Attendance Allowance / Pension Credits

[Stat-Xplore - Log in](#) (log in needed)

Unemployment

[LG Inform Plus](#) (log in needed)

ELAS

Sefton MBC – Business Intelligence & Performance

Children Social Care

Sefton MBC – Business Intelligence & Performance

Adult Social Care

Sefton MBC – Business Intelligence & Performance

Community Safety

Crime and Anti-Social Behaviour

[Data downloads | data.police.uk](#)

Environmental Issues

Sefton MBC – Business Intelligence & Performance via Regulation & Compliance

Deliberate Fires

Merseyside Fire and Rescue (MFRAS)

[Fire statistics definitions - GOV.UK](#)

Housing

[TS054 - Tenure - Nomis - Official Census and Labour Market Statistics](#)

Students

School Census January 2025

Sefton MBC – Business Intelligence & Performance

[Children with special educational needs and disabilities \(SEND\): Overview - GOV.UK](#)

[Free school meals](#)

Early Years Provision

Sefton MBC – Education Excellence

Electively Home Educated

Sefton MBC – Business Intelligence & Performance

https://assets.publishing.service.gov.uk/media/5ca21e22e5274a77d9d26feb/EHE_guidance_for_parentsafte_rconsultationv2.2.pdf

Health

Life Expectancy at Birth

Death registration data 2022-24 via Sefton MBC – Business Intelligence & Performance

[Life expectancy at birth \(years\)](#)

Low Birth Rate

Birth registration data 2024 via Sefton MBC – Business Intelligence & Performance

Tooth Decay

National Oral Health Survey 2023/24 via Sefton MBC – Business Intelligence & Performance

Overweight and Obesity

National Child Measurement Programme (NCMP) 2021/22 to 2023/24 via Sefton MBC – Business Intelligence & Performance

Hospital admission for unintentional and deliberate injuries

[Local health, public health data for small geographic areas | Fingertips | Department of Health and Social Care](#)

Smoking Prevalence

Combined Intelligence for Population Health Action (CIPHA) – GP Registrations via Sefton MBC – Business Intelligence & Performance

Census Health Data

[TS037 - General health - Nomis - Official Census and Labour Market Statistics](#)

[TS038 - Disability - Nomis - Official Census and Labour Market Statistics](#)