

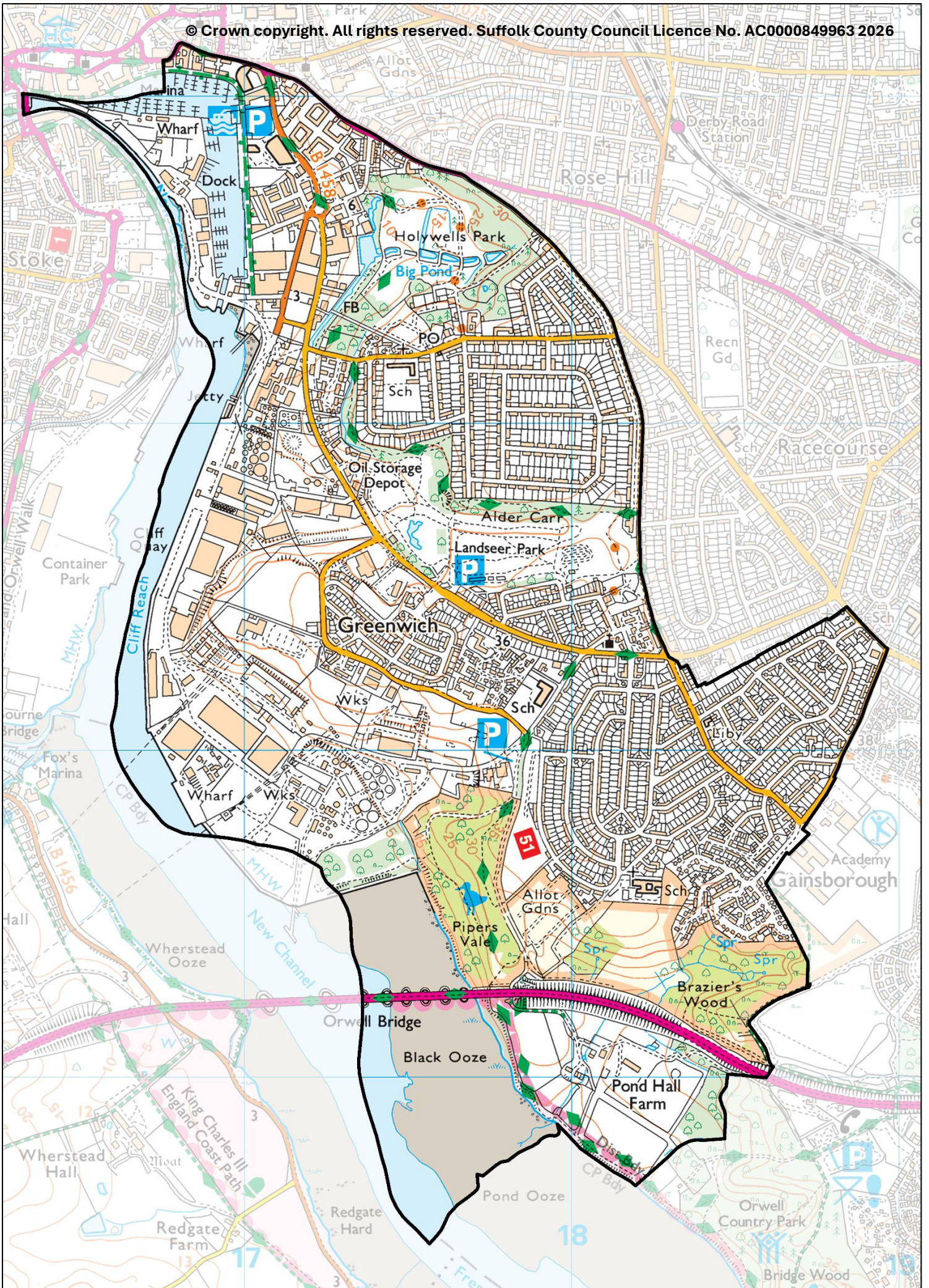
Gainsborough

County Electoral Division profile

May 2026

This division comprises parts of Alexandra, Gainsborough, and Holywells Wards





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Electoral Division Profiles: an introduction

These profiles have been produced to support elected members, constituents and other interested parties in understanding the demographic, economic, social and educational profile of their neighbourhoods. We have used the latest data available at the time of publication.

Much more data is available from national and local sources than is captured here, but it is hoped that the profile will be a useful starting point for discussion, where local knowledge and experience can be used to flesh out and illuminate the information presented here.

The profile can be used to help look at some fundamental questions e.g.

- Does the age profile of the population match or differ from the national profile?
- Is there evidence of the ageing profile of the county in all the wards in the Division or just some?
- How diverse is the community in terms of ethnicity?
- What is the impact of deprivation on families and residents?
- Does there seem to be a link between deprivation and school performance?
- What is the breakdown of employment sectors in the area?
- Is it a relatively healthy area compared to the rest of the district or county?
- What sort of crime is prevalent in the community?

A vast amount of additional data is available on the **Suffolk Observatory**

www.suffolkobservatory.info

The Suffolk Observatory is a free online resource that contains all Suffolk's vital statistics; it is the one-stop-shop for information and intelligence about Suffolk. Through data, reports and maps, the Suffolk Observatory provides a comprehensive picture of the County. It is a great source for useful facts and figures that can be used for writing reports and presentations, informing strategic and business planning, preparing funding applications or supporting academic research. Data is presented around the key themes of population, children and young people, health and social care, housing, crime and community safety, deprivation, economy and employment and environment. All areas of the county are covered, right down to district, electoral division, ward and parish level, with information easily accessible in a variety of formats. You can also build your own reports for custom areas.

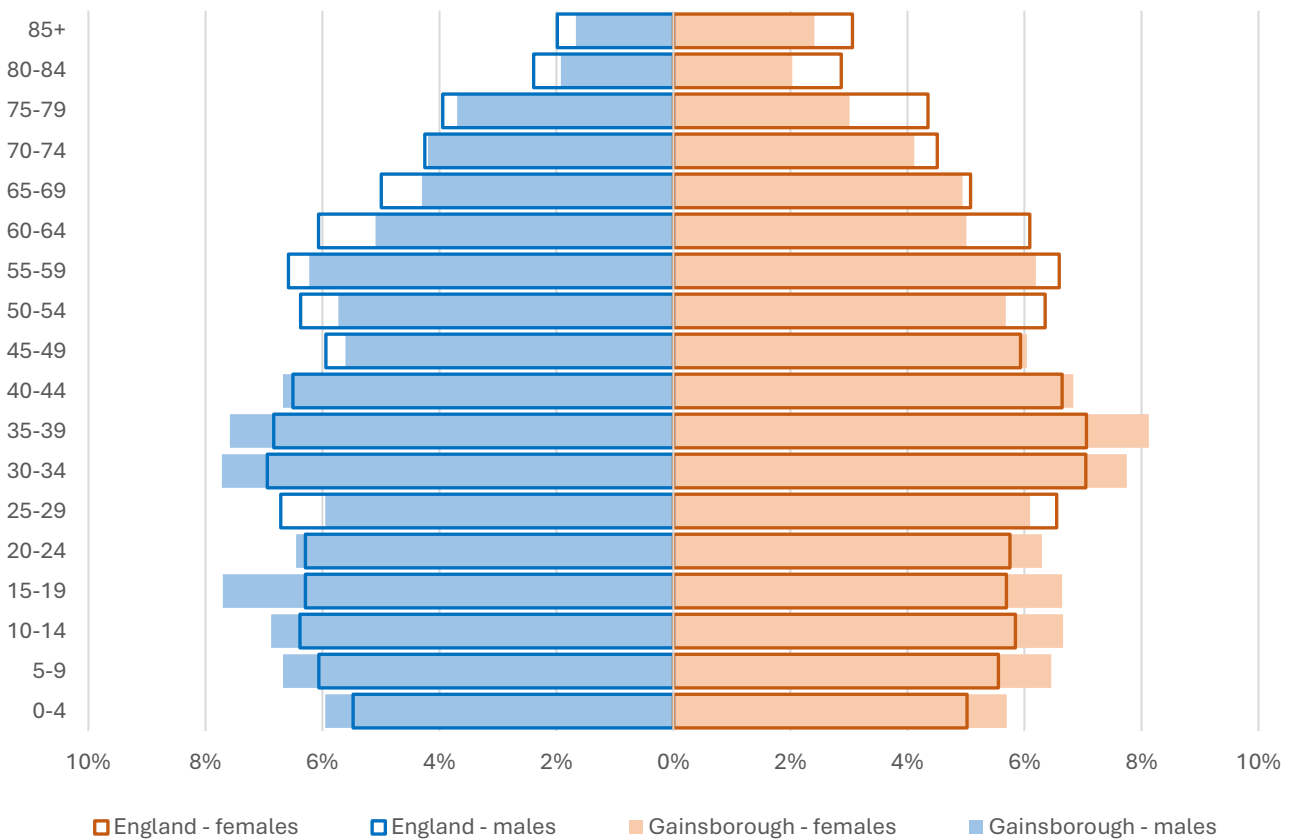
Technical Notes:

1. Where electoral divisions do not exactly match the boundaries at which the data is available (e.g. ward, Output Area or Lower Super Output Area), we have adopted a "best-fit" approach to produce a dataset.
2. District, county and national level data is provided where possible to provide a context for comparisons.

Demographic Profile - Age

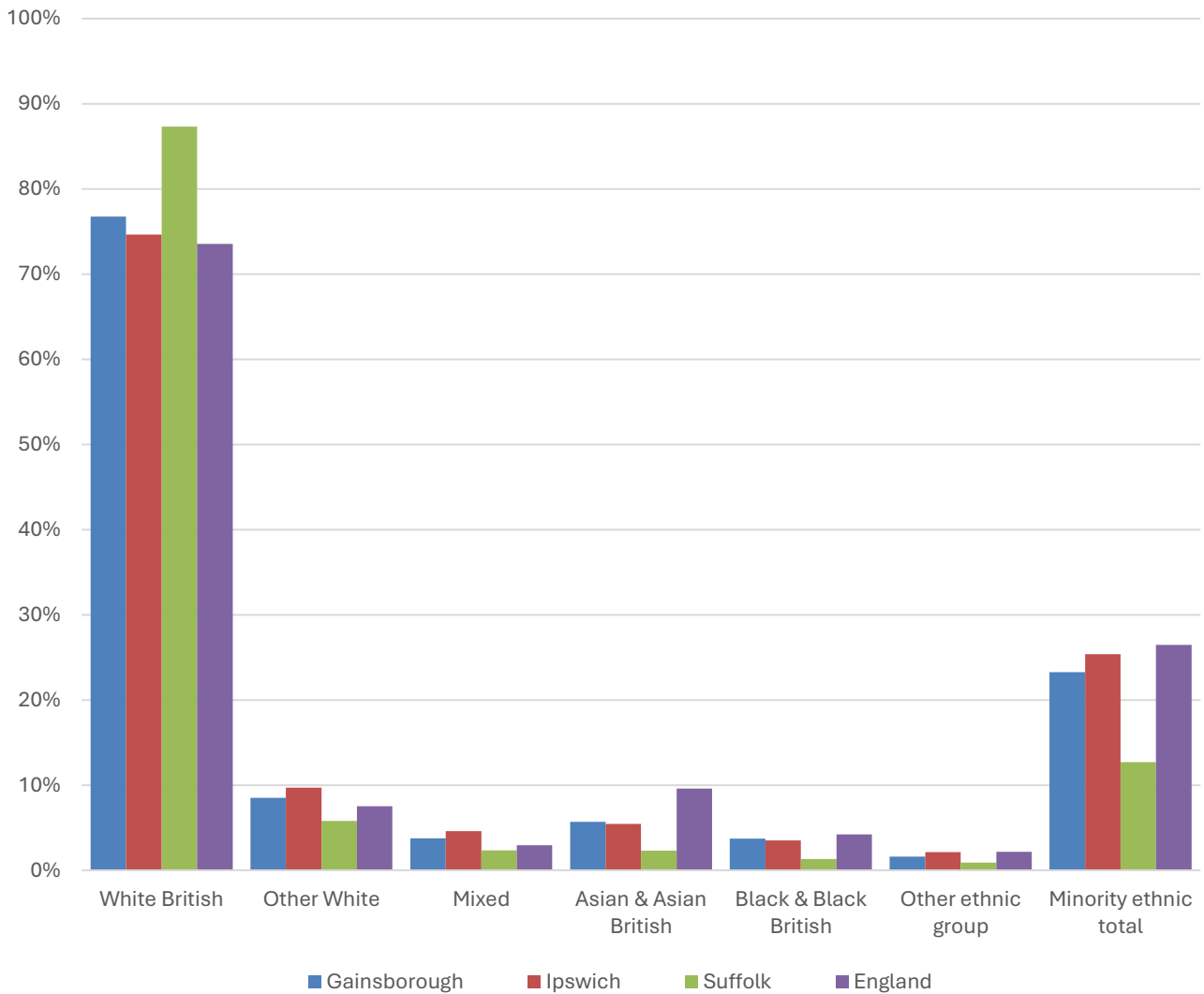
In mid-2024, the estimated population of Gainsborough stood at 11,625, a decrease of 1.7% over the past decade. The age structure of the component wards and the division as a whole is set out below.

	Gainsborough Division	Gainsborough Ward	Holywells Ward	Alexandra Ward
All Ages	11,625	6,968	4,460	197
0-4	677	453	222	<5
5-9	763	547	216	<5
10-14	787	560	226	<5
15-19	834	545	287	<5
20-24	741	322	403	16
25-29	700	361	308	31
30-34	899	502	370	27
35-39	913	552	347	14
40-44	785	459	317	9
45-49	677	377	276	24
50-54	663	397	244	22
55-59	722	444	263	15
60-64	587	325	243	19
65-69	537	321	210	6
70-74	483	322	156	5
75-79	390	226	163	<5
80-84	230	141	89	<5
85+	237	114	120	<5



- The age pyramid for Gainsborough division is very similar to that of England as a whole.
- The most common age group in the division is 35-39-year-olds (7.9% of the local population), followed by 30-34-year-olds (7.7%), and 15-19-year-olds (7.2%).
- There is a lower-than-average proportion of retirement age in the division, and a higher proportion of children and young people aged under 25, as well as young adults aged 30-39.

Demographic Profile - Ethnicity

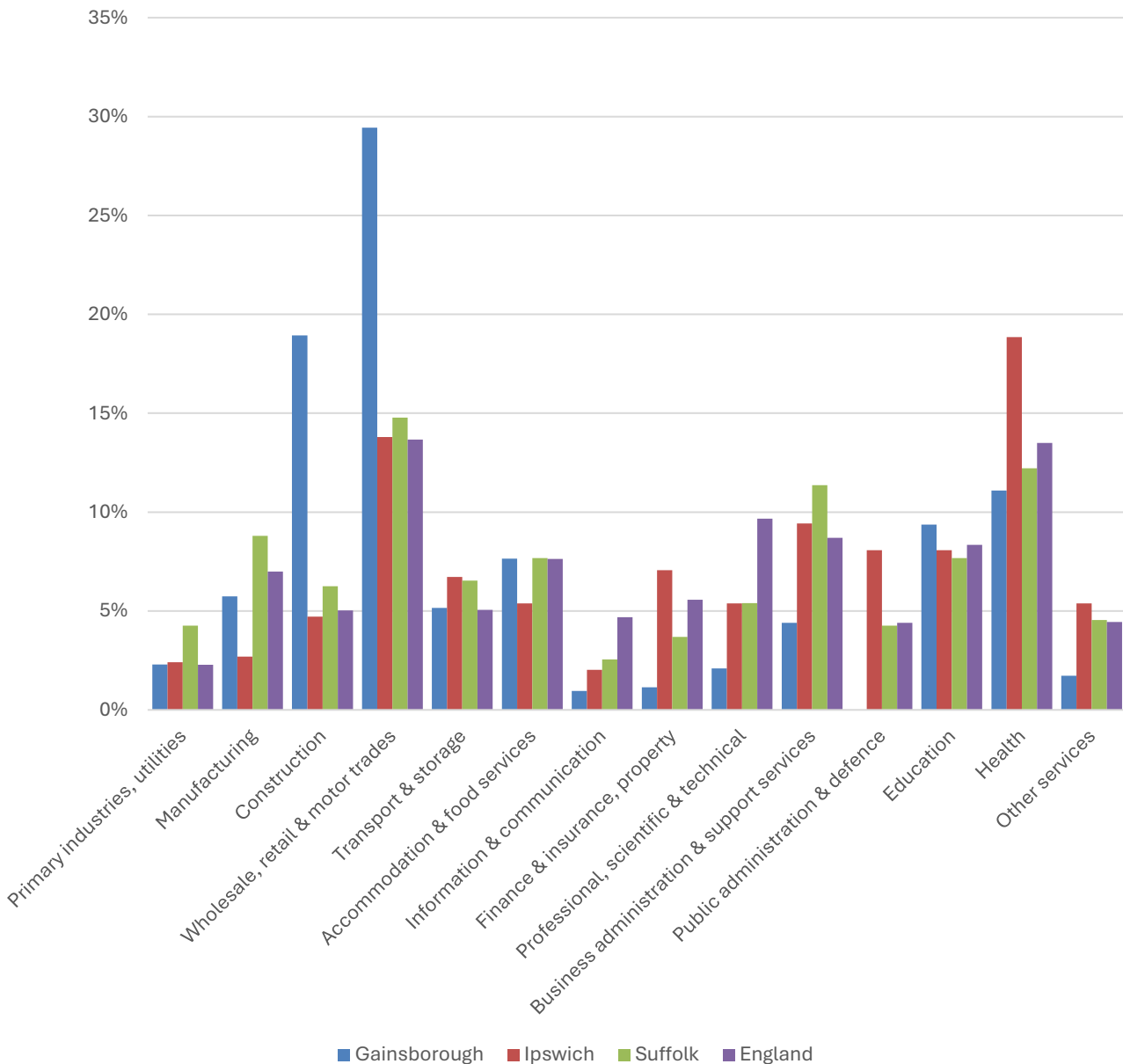


- According to the latest data (2021 Census), 76.7% of the population of Gainsborough is White British.
- There were 2,689 (23.3%) residents from minority ethnic groups in the division, around 1.8 times the proportion in Suffolk overall, and 90% of the England average.
- Gainsborough has a similar diversity profile to Ipswich Borough.

	All people		White British		Other White		Mixed		Asian and Asian British		Black and Black British		Other Ethnic Group		Total minority ethnic population	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Gainsborough	11,562		8,873	76.7	985	8.5	432	3.7	656	5.7	431	3.7	185	1.6	2,689	23.3
Ipswich	139,643		104,208	74.6	13,549	9.7	6,409	4.6	7,611	5.5	4,882	3.5	2,984	2.1	35,435	25.4
Suffolk	760,687		664,205	87.3	44,066	5.8	17,807	2.3	17,483	2.3	10,168	1.3	6,958	0.9	96,482	12.7
England				73.5		7.5		3.0		9.6		4.2		2.2		26.5

Economy

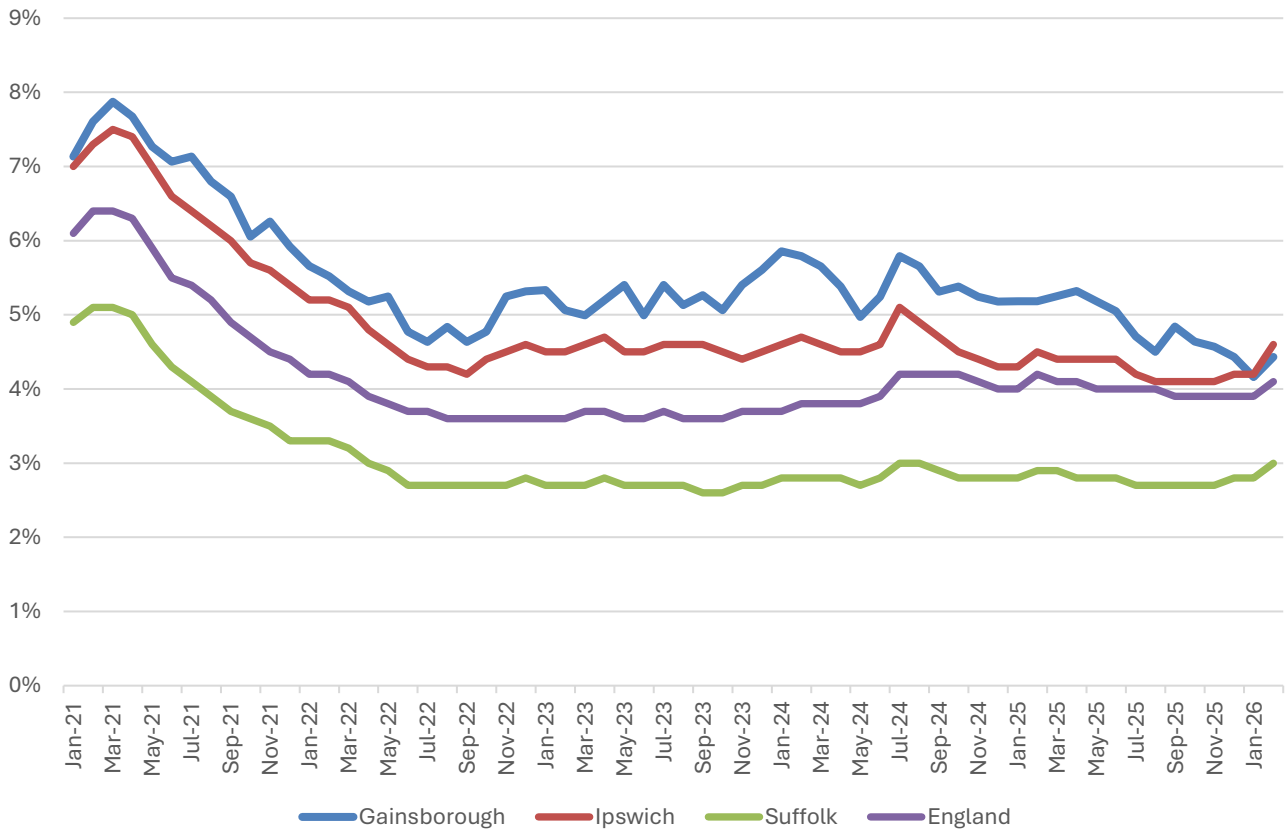
There are around 2,600 people employed in Gainsborough.



- Wholesale, retail and motor trades is the largest employment sector in Gainsborough. It provides almost 30% of local jobs, around double the proportion in Ipswich, Suffolk, and England.
- Construction is a particular local specialism, accounting for 18.9% of jobs in Gainsborough compared to only 5% nationally.

Labour Market

Out-of-work benefit claimant rate



- In common with Ipswich, Suffolk and England as a whole, Gainsborough saw a steady decline in the proportion of the working age population claiming out-of-work benefits during 2021 and into 2022 following a peak during the COVID-19 pandemic.
- Since then, the claimant rate has been fairly stable at around 5%.
- In February 2026 (the latest available data), 4.4% of 16-64-year-olds were claiming out-of-work benefits in the division.
- Aside from the last two months of available data, the claimant rate in the division has been consistently higher than the district, county and national benchmarks.

Schools

School Information

Schools in the Division

Name	Phase	Academy Status	No. pupils	Average cohort size at:			
				Foundation Stage (age 4-7)	KS2 (age 7-11)	KS4 (age 14-16)	KS5 (age 16-18)
Cliff Lane Primary School	Primary	AC	446	56	59		
Morland CofE Primary School	Primary	AS	358	45	51		
Piper's Vale Primary - A Paradigm Academy	Primary	AS	361	44	47		
Alderwood Academy	Pupil referral unit/ Alternative provision	AC	3				

Academy Status key: AS = Academy Sponsored, AC = Academy Converter, LA = LA Maintained, F = Free

Ofsted information

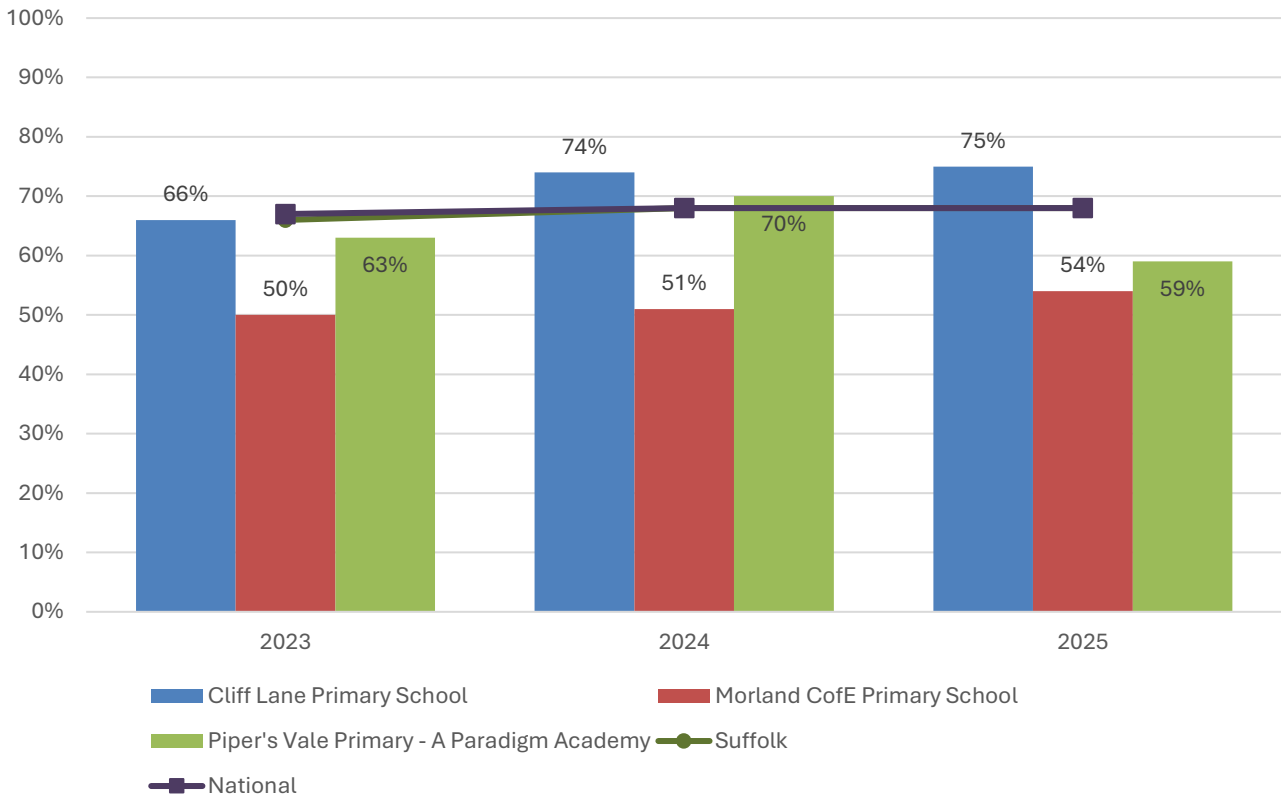
Name	Overall effectiveness	Effectiveness of leadership and management	Behaviour and attitudes	Personal development	Early years provision (if applicable)	Quality of education	Last inspection date
Cliff Lane Primary School	2	2	2	2	2	2	13/02/2024
Morland CofE Primary School	2	2	2	2	2	2	14/09/2022
Piper's Vale Primary - A Paradigm Academy	2	2	2	2	2	2	15/02/2022
Alderwood Academy	2	1	9	9	9	9	24/04/2013

Code	Judgement	Code	Judgement
0	Insufficient evidence	SM	Special measures
1	Outstanding	8	Does not apply
2	Good	9	No judgement
3	Requires improvement	Null	No data available
4	Inadequate	Not judged	Not judged
SWK	Serious weaknesses	5	No overall grade

School Attainment

Foundation Stage Profile (reception)

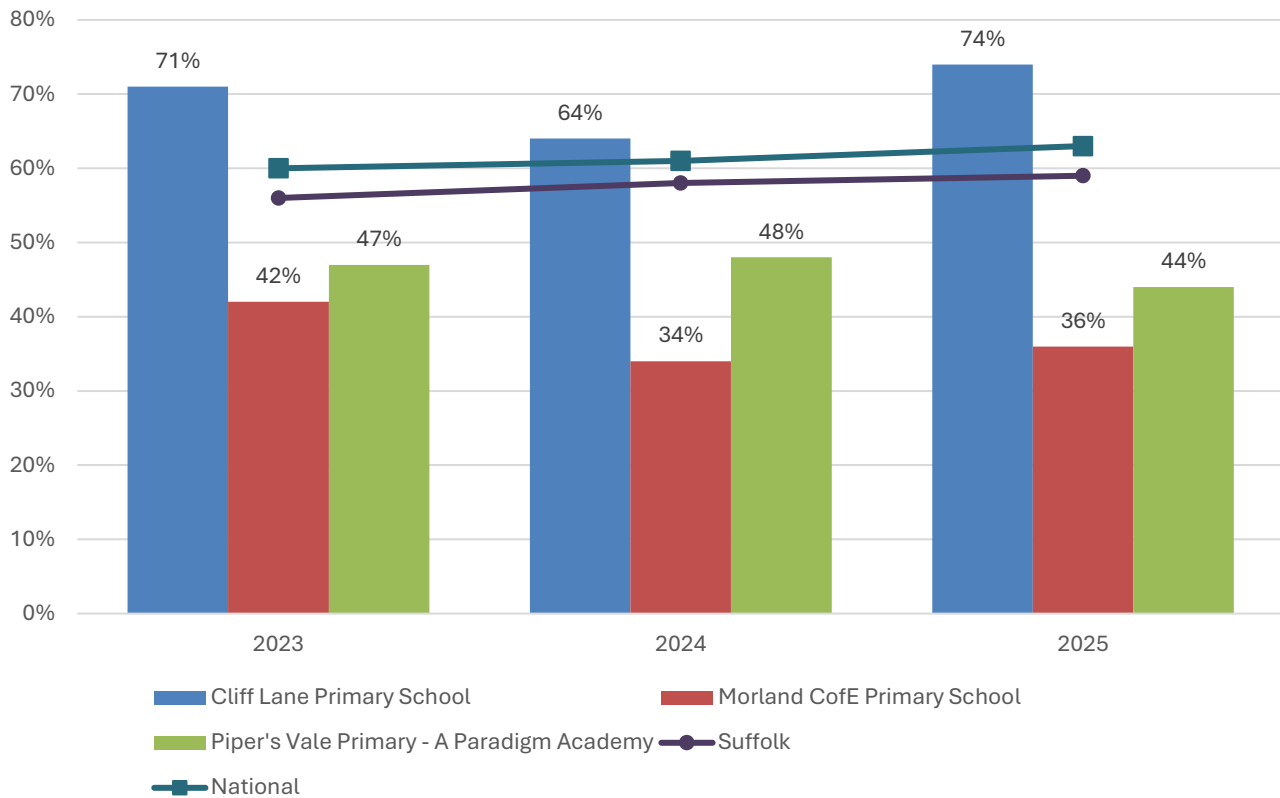
% pupils achieving Good Level of Development (GLD)



- In 2025, the percentage of pupils to achieve a Good Level of Development (GLD) at Foundation Stage (FS) was 75% at Cliff Lane Primary School, 54% at Morland Church of England Primary School, 59% at Piper's Vale Primary - A Paradigm Academy, and 68% nationally.
- Foundation Stage attainment at Morland Church of England Primary School has been consistently below the Suffolk and national average in each of the last three years.
- Attainment at Cliff Lane Primary was above the national benchmark in 2024 and 2025, and just a single percentage point below it in 2023.
- In 2024, 70% of pupils reached a GLD at Piper's Vale Primary, two percentage points above the national figure, but FS attainment at the school was otherwise below the national benchmark during this period.

Key Stage 2 (age 11)

% pupils achieving the Expected Level or better in Reading, Writing and Mathematics



- In 2025, the percentage of pupils to achieve the expected level or better in reading, writing and mathematics at Key Stage 2 was 74% at Cliff Lane Primary School, 36% at Morland Church of England Primary School, 44% at Piper's Vale Primary - A Paradigm Academy, and 63% nationally.
- Key Stage 2 attainment at Cliff Lane Primary School has been consistently above the county and national average over the past three years of data.
- The opposite is true of Morland Church of England and Piper's Vale Primary Schools, where KS2 attainment has been below the county and national benchmarks from 2023 to 2025.

NEET % (Not in Education, Employment or Training)



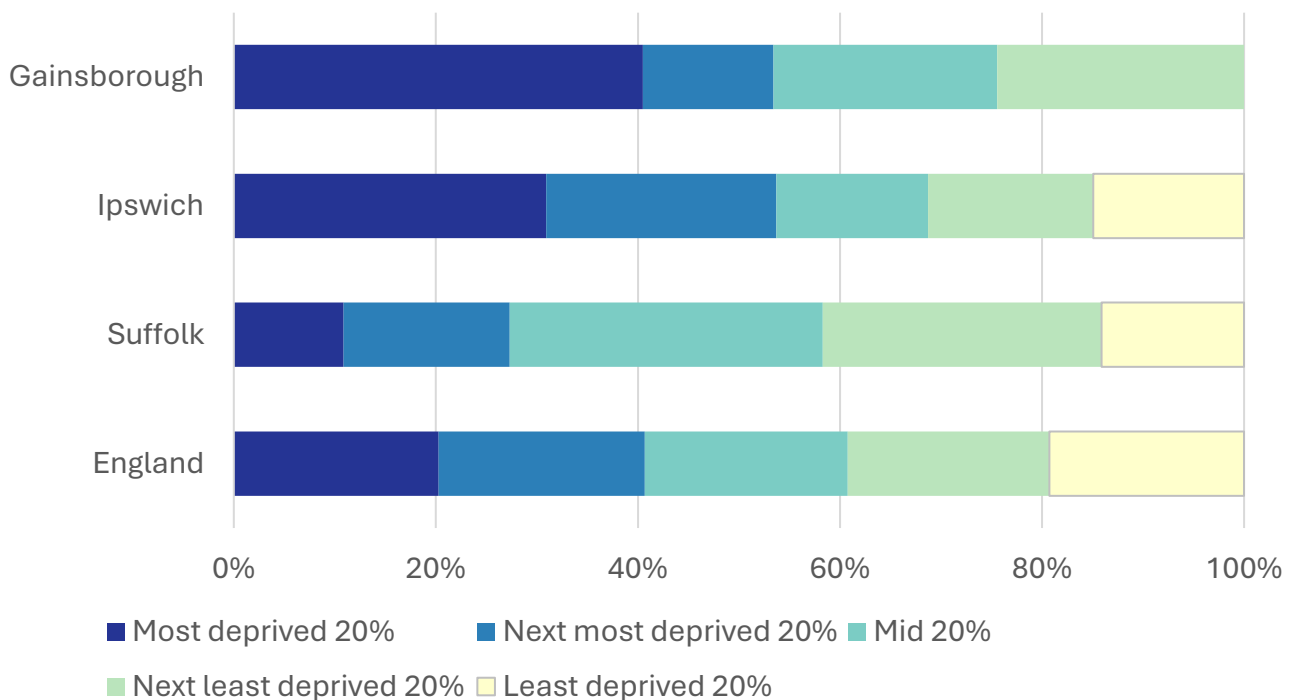
- In February 2026, 9.6% of 16-17-year-olds in Gainsborough were classified as NEET (not in education, employment or training).
- NEET levels fluctuate considerably according to the time of year and due to small numbers of 16-17-year-olds in the division, typically being at their lowest at the beginning of a new school year.
- In Gainsborough, the proportion of children who are NEET is generally very similar to the Ipswich Borough figure, and above the county benchmark.

Index of Multiple Deprivation (IMD) 2025 (see map overleaf)

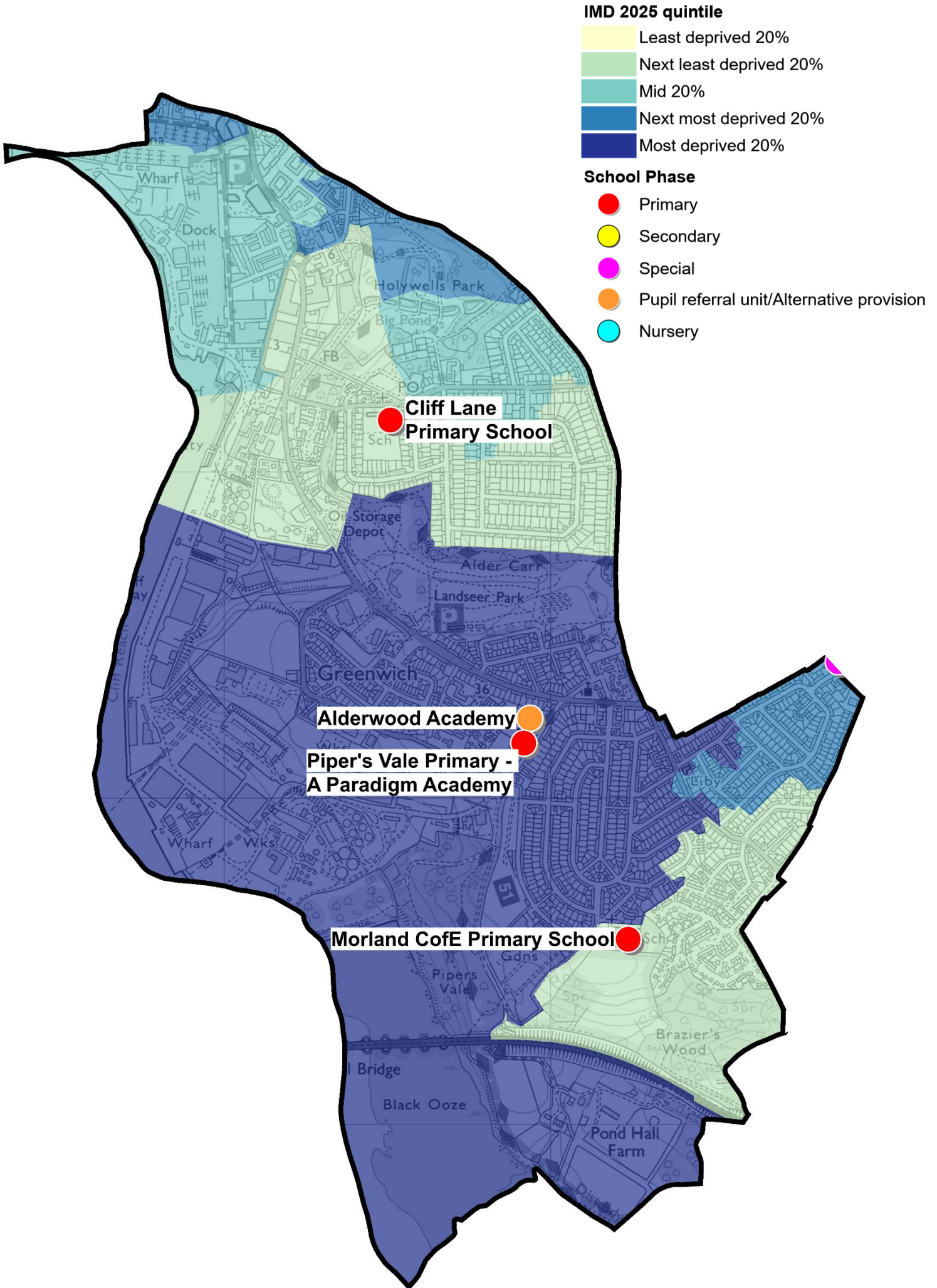
The IMD combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation. Small areas (Lower Super Output Areas, average population 1,700) are most commonly described as being in 1 of 5 quintile bands. The bottom quintile represents the 20% of areas that are the most deprived in England; these are shaded pale yellow on the map. The top quintile represents the least deprived areas in England and is shaded dark blue.

The Index is widely used to analyse patterns of deprivation, identify areas that would benefit from special initiatives or programmes and as a tool to determine eligibility for specific funding streams.

The chart below shows the percentage of the population of the division that live in areas ranked among each of the five quintiles of deprivation, alongside the district, county and England comparators.



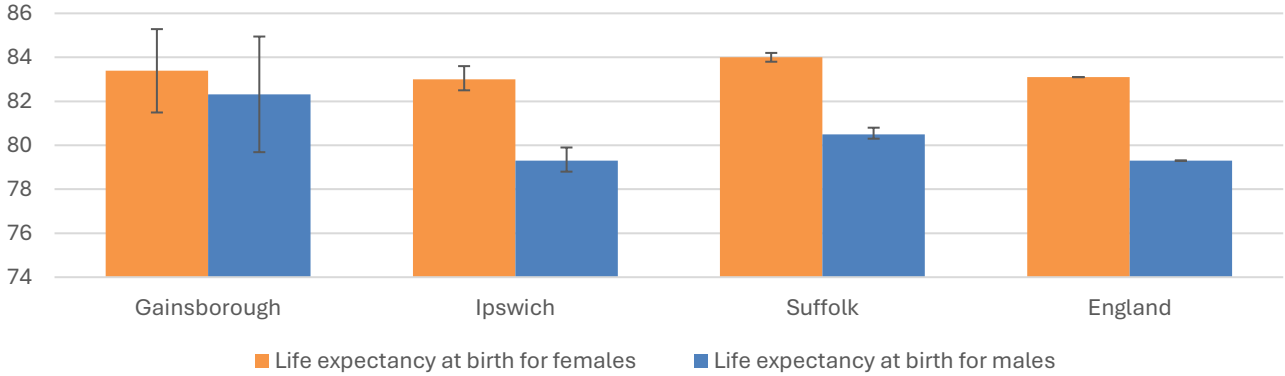
- Deprivation levels in Gainsborough are relatively high but with significant inequalities, with four of the quintiles of deprivation represented in the division.
- Two fifths of the population of the division live in areas that are ranked among the most deprived 20% of areas in England, with 24% of residents living in neighbourhoods among the second least deprived quintile, 22% in the middle quintile and the remaining 13% of the division ranked in the second most deprived quintile.
- See the map overleaf for the distribution of IMD 2025 results across the division.



Health

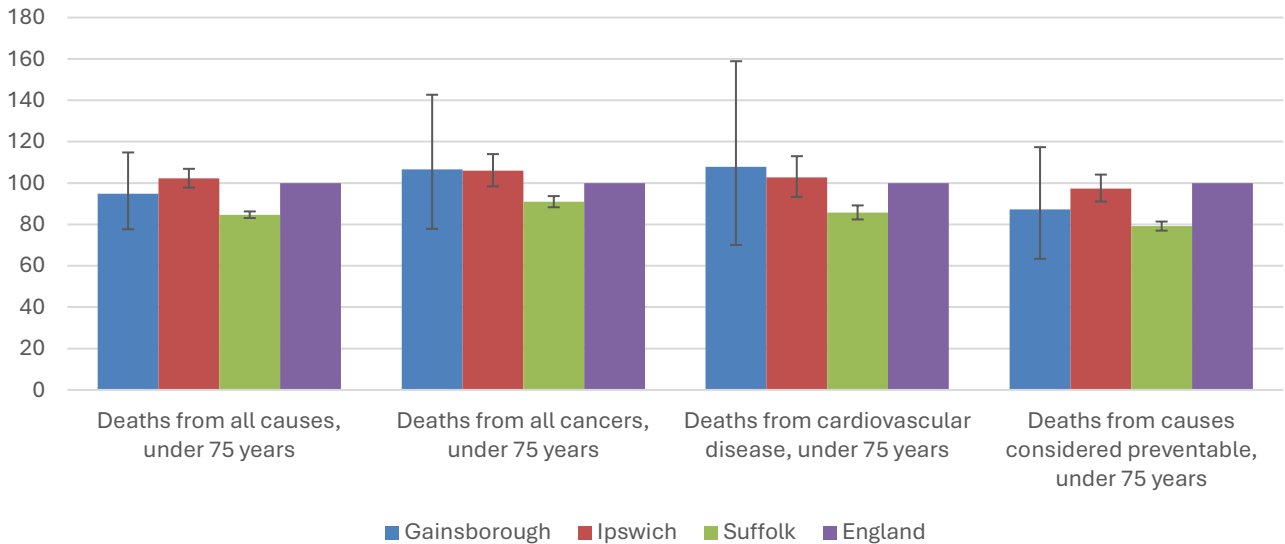
The local data used here is based on relatively small numbers. The confidence limits provide an indication of the reliability of the data. The 95% confidence intervals utilised on the chart provide a range within which there is 95% chance of the true result lying.

Life expectancy at birth



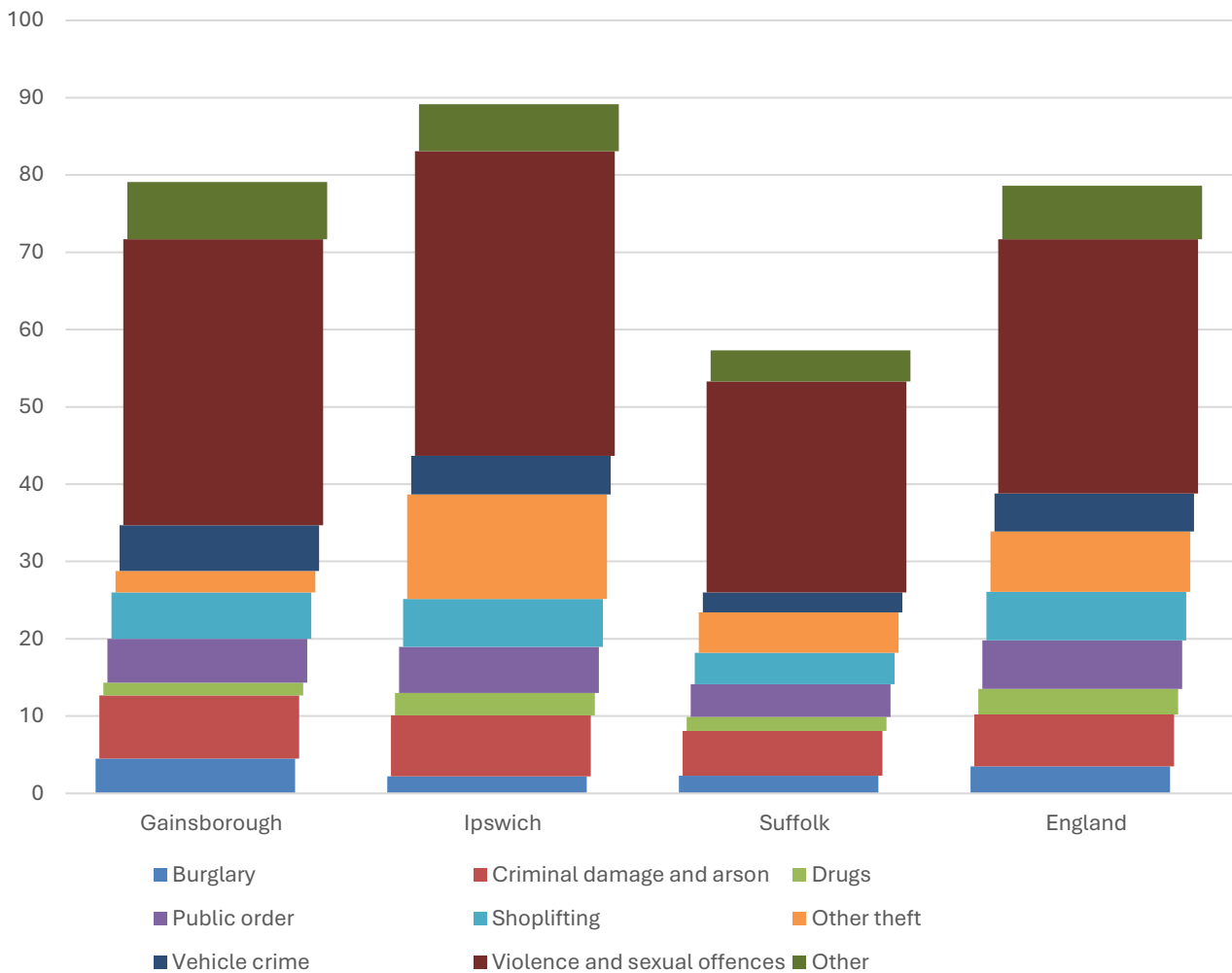
- The latest life expectancy at birth estimates for Gainsborough are 83.4 for females (the England figure is 83.1), and 82.3 for males (compared to 79.3 nationally).
- Life expectancy at birth for females is statistically similar to the England figure, while for males it is statistically significantly higher.

Deaths, under 75 years, standardised mortality ratio



- Estimated standardised mortality ratios for early deaths from all causes and causes considered preventable in Gainsborough are below 100, indicating that deaths in under 75s due to these causes are lower than in England.
- Confidence intervals around these estimates are wide for local data, however, and early deaths from all of the causes shown here are statistically similar in the division to Ipswich, Suffolk, and England.
- The standardised mortality ratio data shown here means that for every 100 early deaths from all causes across England as a whole, there are an estimated 95 comparable deaths in Gainsborough.

Crime & Community Safety



- Crime levels in Gainsborough are high compared to the county average, but slightly below the Ipswich Borough rate.
- In the year to the end of January 2026, there were 79 recorded crimes per 1,000 residents in the division, compared to 89 in Ipswich, and 57 countywide.
- By far the most common type of crime recorded during this period was violence and sexual offences, which accounted for almost half of all recorded crimes in the division.

Data sources

Category	Indicator	Source
Demographic Profile	Quinary population table 2024	ONS 2024 mid-year population estimates
	Population pyramid 2024	ONS 2024 mid-year population estimates
	Ethnicity 2021	ONS 2021 Census
Economy	Employment by broad industrial sector 2024	ONS Business Register and Employment Survey via NOMIS
Labour market	Claimant count: The number of people claiming Jobseeker's Allowance plus those who claim Universal Credit who are out of work (% 16-64 population) January 2021-February 2026	DWP via NOMIS
Education	School information and attainment 2023-2025	Suffolk County Council CYP iHub
	% 16-17-year-olds NEET (Not in Employment, Education or Training) March 2021 to February 2026	Suffolk County Council CYP iHub via the Suffolk Observatory
Deprivation	Index of Multiple Deprivation 2025	Ministry of Housing, Communities and Local Government
Health	Life expectancy at birth 2016-2020 (2018-2020 for comparator areas)	Office for Health Improvement and Disparities
Health	Standardised mortality ratio for deaths from all causes, cancer, cardiovascular disease, and from causes considered preventable (under 75 years), 2016-2020 (2019-2023 for comparator areas). The standardised mortality ratio is the ratio of observed deaths in the study group to expected deaths in the general population	Office for Health Improvement and Disparities
Community Safety	Recorded crime rate per 1,000 resident population February 2025 to January 2026	Data.police.uk via the Suffolk Observatory

For more data and information about Gainsborough Electoral Division, see the Suffolk Observatory www.suffolkobservatory.info

