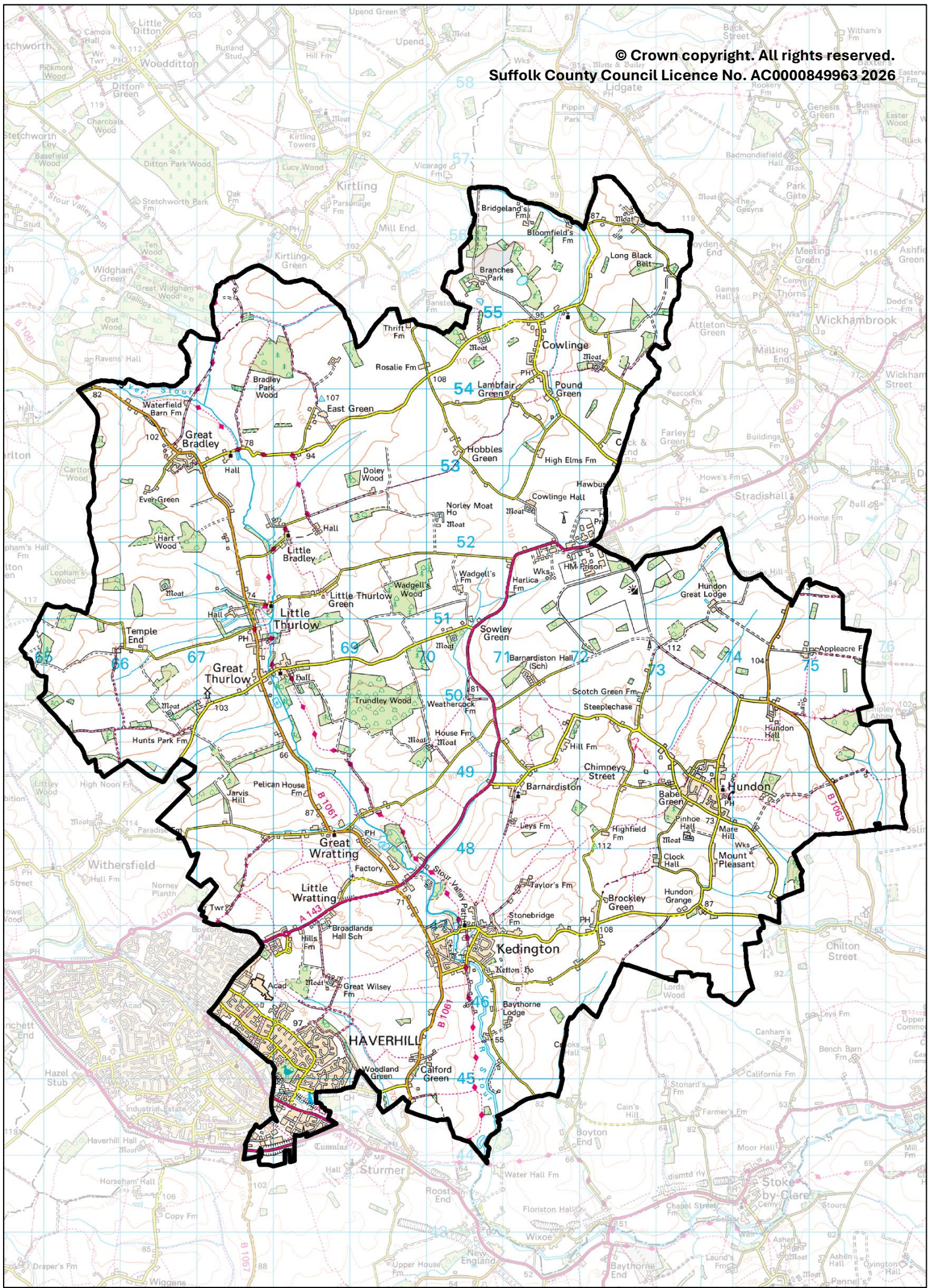


# Haverhill East & Rural

County Electoral Division profile  
May 2026

This division comprises Haverhill East and Haverhill South East Wards in their entirety, and parts of Clare, Hundon & Kedington, and Withersfield Wards





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- Demographic Profile: Age & Ethnicity
- Economy and Labour Market
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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](http://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.

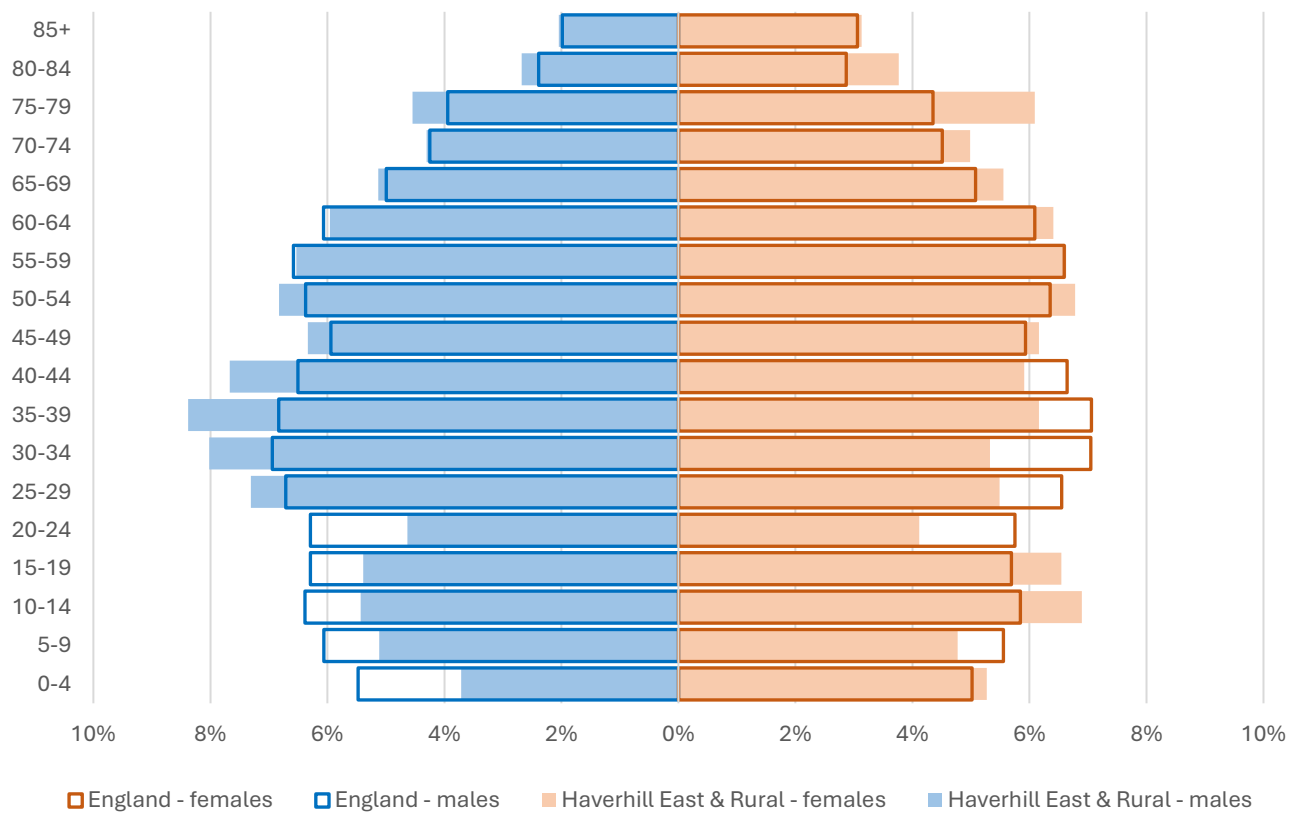
## Technical Notes:

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

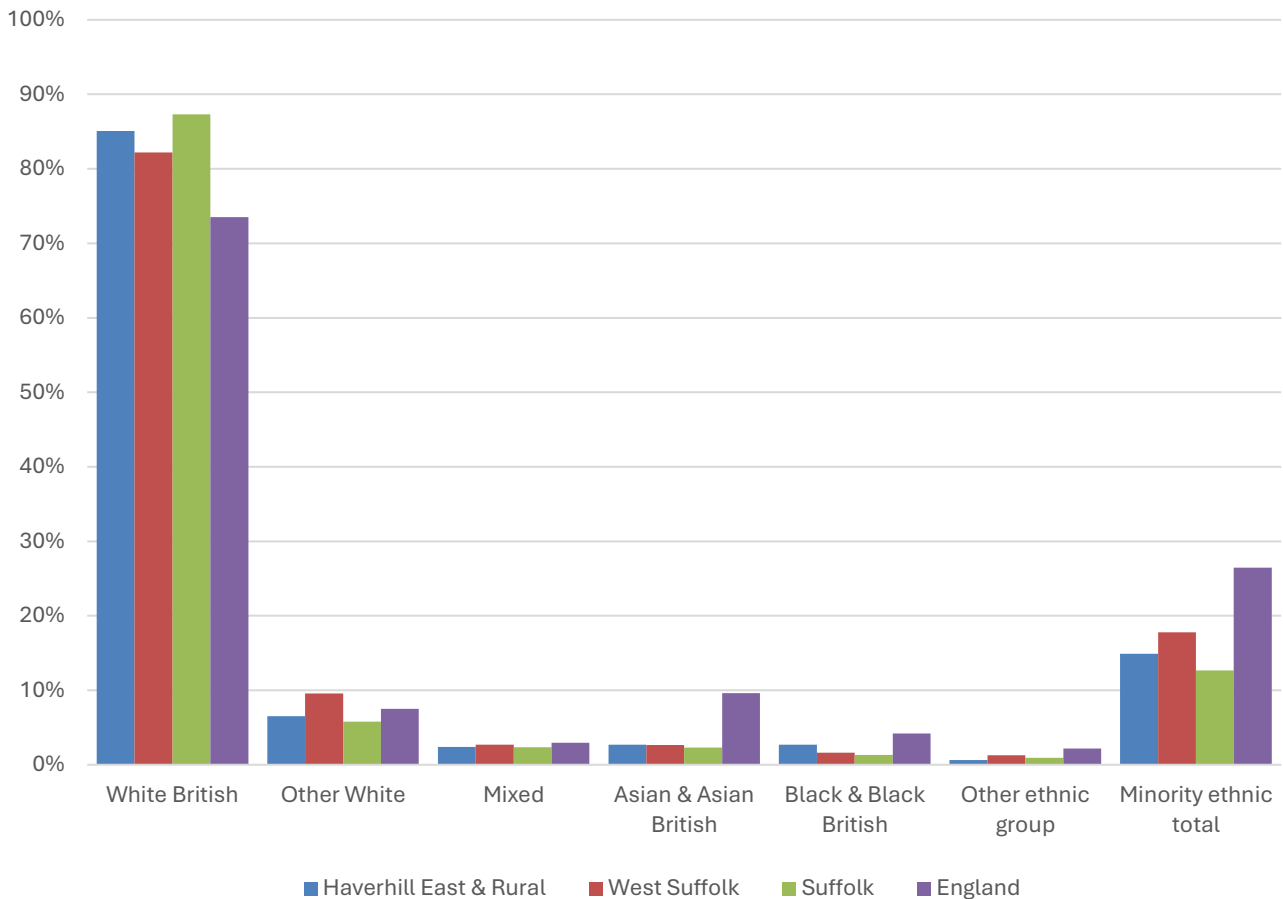
In mid-2024, the estimated population of Haverhill East and Rural stood at 12,622, a decrease of 1% over the past decade. The age structure of the component wards and the division as a whole is set out below.

|                 | Haverhill East & Rural Division | Haverhill East Ward | Clare, Hundon & Kedington Ward | Haverhill South East Ward | Withersfield Ward |
|-----------------|---------------------------------|---------------------|--------------------------------|---------------------------|-------------------|
| <b>All Ages</b> | <b>12,622</b>                   | 4,380               | 4,321                          | 2,619                     | 1,302             |
| <b>0-4</b>      | <b>562</b>                      | 252                 | 127                            | 141                       | 42                |
| <b>5-9</b>      | <b>625</b>                      | 307                 | 138                            | 116                       | 64                |
| <b>10-14</b>    | <b>773</b>                      | 340                 | 196                            | 158                       | 79                |
| <b>15-19</b>    | <b>749</b>                      | 296                 | 215                            | 176                       | 62                |
| <b>20-24</b>    | <b>554</b>                      | 210                 | 173                            | 119                       | 52                |
| <b>25-29</b>    | <b>814</b>                      | 274                 | 325                            | 163                       | 52                |
| <b>30-34</b>    | <b>851</b>                      | 279                 | 361                            | 170                       | 41                |
| <b>35-39</b>    | <b>925</b>                      | 338                 | 352                            | 162                       | 73                |
| <b>40-44</b>    | <b>863</b>                      | 302                 | 311                            | 166                       | 84                |
| <b>45-49</b>    | <b>789</b>                      | 282                 | 295                            | 150                       | 62                |
| <b>50-54</b>    | <b>859</b>                      | 329                 | 264                            | 165                       | 101               |
| <b>55-59</b>    | <b>830</b>                      | 241                 | 283                            | 182                       | 124               |
| <b>60-64</b>    | <b>779</b>                      | 218                 | 263                            | 163                       | 135               |
| <b>65-69</b>    | <b>673</b>                      | 172                 | 253                            | 145                       | 103               |
| <b>70-74</b>    | <b>584</b>                      | 148                 | 215                            | 148                       | 73                |
| <b>75-79</b>    | <b>666</b>                      | 189                 | 244                            | 158                       | 75                |
| <b>80-84</b>    | <b>403</b>                      | 95                  | 159                            | 91                        | 58                |
| <b>85+</b>      | <b>323</b>                      | 108                 | 147                            | 46                        | 22                |



- The age pyramid for Haverhill East and Rural division shows a particularly large proportion of males aged 25 to 44 due to the presence of HMP Highpoint in the division.
- Male children and young people and young adults under 25 make up a particularly small proportion of the local population, as do females aged 20 to 44.
- The most common age group in the division is 35-39-year-olds (7.3% of the local population), followed by 40-44-year-olds (6.8%), and 50-54-year-olds (6.8%).
- Just over a fifth (21%) of the population of Haverhill East and Rural is of retirement age. The England figure is 18.7%.

# Demographic Profile - Ethnicity

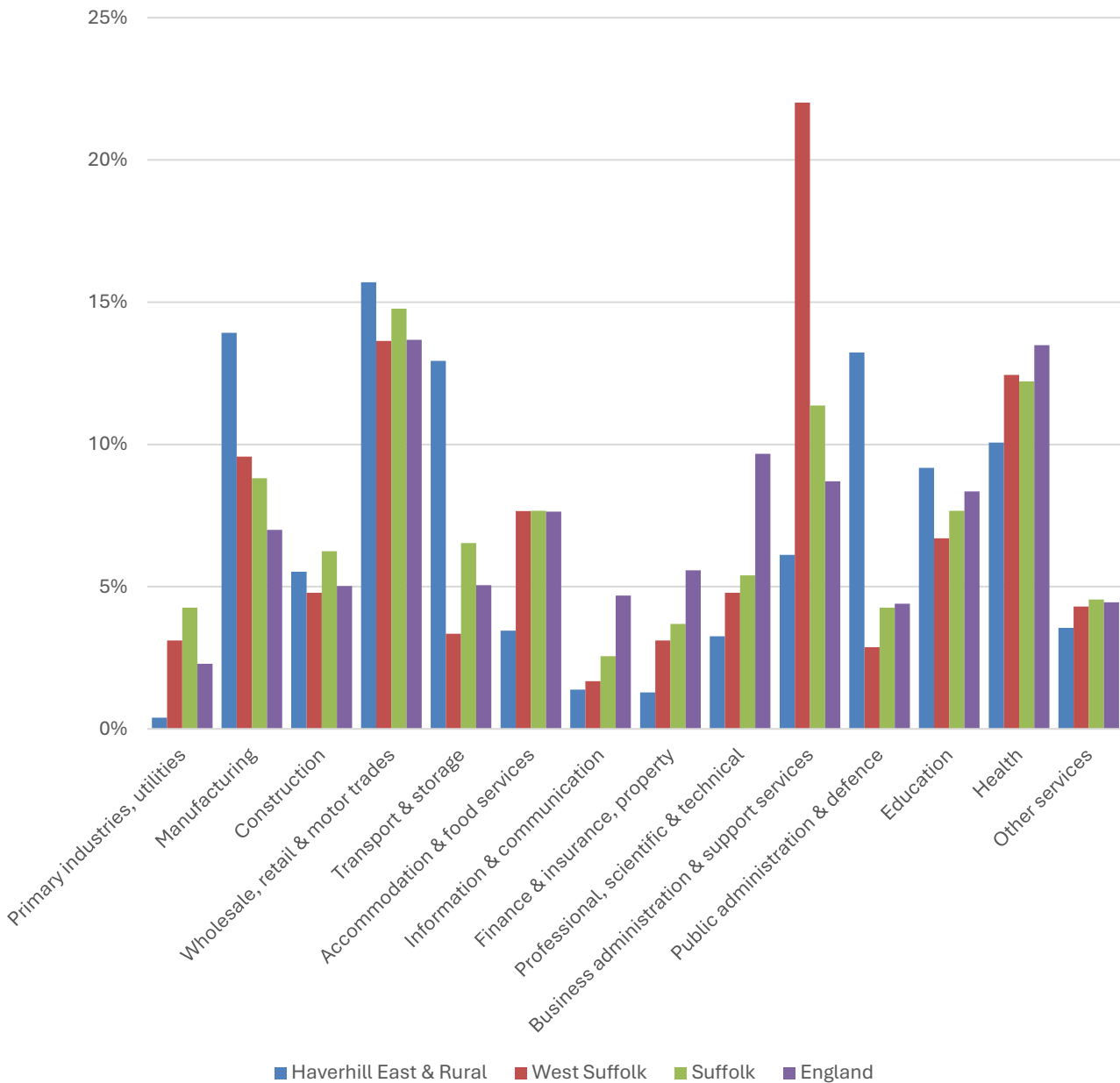


- According to the latest data (2021 Census), 85.1% of the population of Haverhill East and Rural is White British.
- There were 1,886 (14.9%) residents from minority ethnic groups in the division, around two percentage points higher than Suffolk overall, and about two thirds of the England figure.
- Haverhill East and Rural has a relatively large Black/Black British/Caribbean or African community, with this group accounting for 2.7% of the local population, compared to 1.3% in Suffolk and 1.6% in West Suffolk.

|                        | 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                            | %    |
| Haverhill East & Rural | 12,645     |   | 10,759        | 85.1 | 826         | 6.5 | 300    | 2.4 | 340                     | 2.7 | 339                     | 2.7 | 81                 | 0.6 | 1,886                            | 14.9 |
| West Suffolk           | 179,948    |   | 147,935       | 82.2 | 17,221      | 9.6 | 4,880  | 2.7 | 4,731                   | 2.6 | 2,873                   | 1.6 | 2,308              | 1.3 | 32,013                           | 17.8 |
| 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

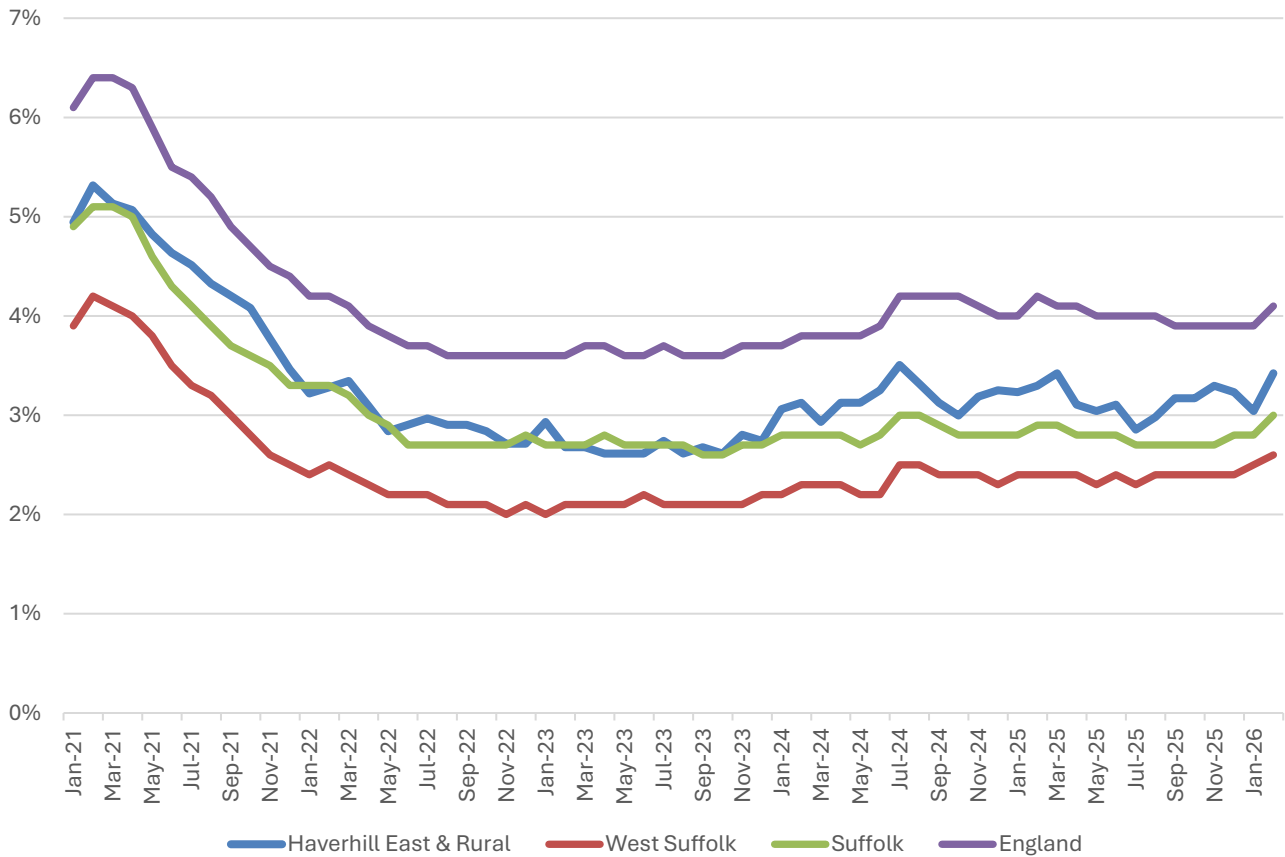
There are around 5,100 people employed in Haverhill East and Rural.



- Wholesale, retail and motor trades (15.7% of local jobs), manufacturing (13.9%), and public administration and defence (13.2%) are the three largest sectors in Haverhill East & Rural in terms of employment.
- Manufacturing, public administration and defence and transport and storage stand out as providing a particularly large proportion of jobs compared to elsewhere.

# Labour Market

## Out-of-work benefit claimant rate



- In February 2026 (the latest available data), 3.4% of 16-64-year-olds were claiming out-of-work benefits in the division.
- In common with West Suffolk, Suffolk and England as a whole, Haverhill East and Rural 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 within half a percentage point of 3%.
- The claimant rate in the division tends to be similar to or slightly above the county average, but below the national benchmark.

# 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) |
| Coupals Primary Academy         | Primary   | AS             | 290        | 32                         | 50             |                 |                 |
| Hundon Community Primary School | Primary   | LA             | 64         | 9                          | 10             |                 |                 |
| Kedington Primary Academy       | Primary   | AC             | 208        | 29                         | 30             |                 |                 |
| Thurlow VCP School              | Primary   | LA             | 77         | 12                         | 7              |                 |                 |
| Westfield Primary Academy       | Primary   | AS             | 425        | 56                         | 60             |                 |                 |
| Samuel Ward Academy             | Secondary | AC             | 1,076      |                            |                | 217             | 56              |
| Churchill Special Free School   | Special   | F              | 82         |                            | 7              | 12              | 1               |

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

### Ofsted information

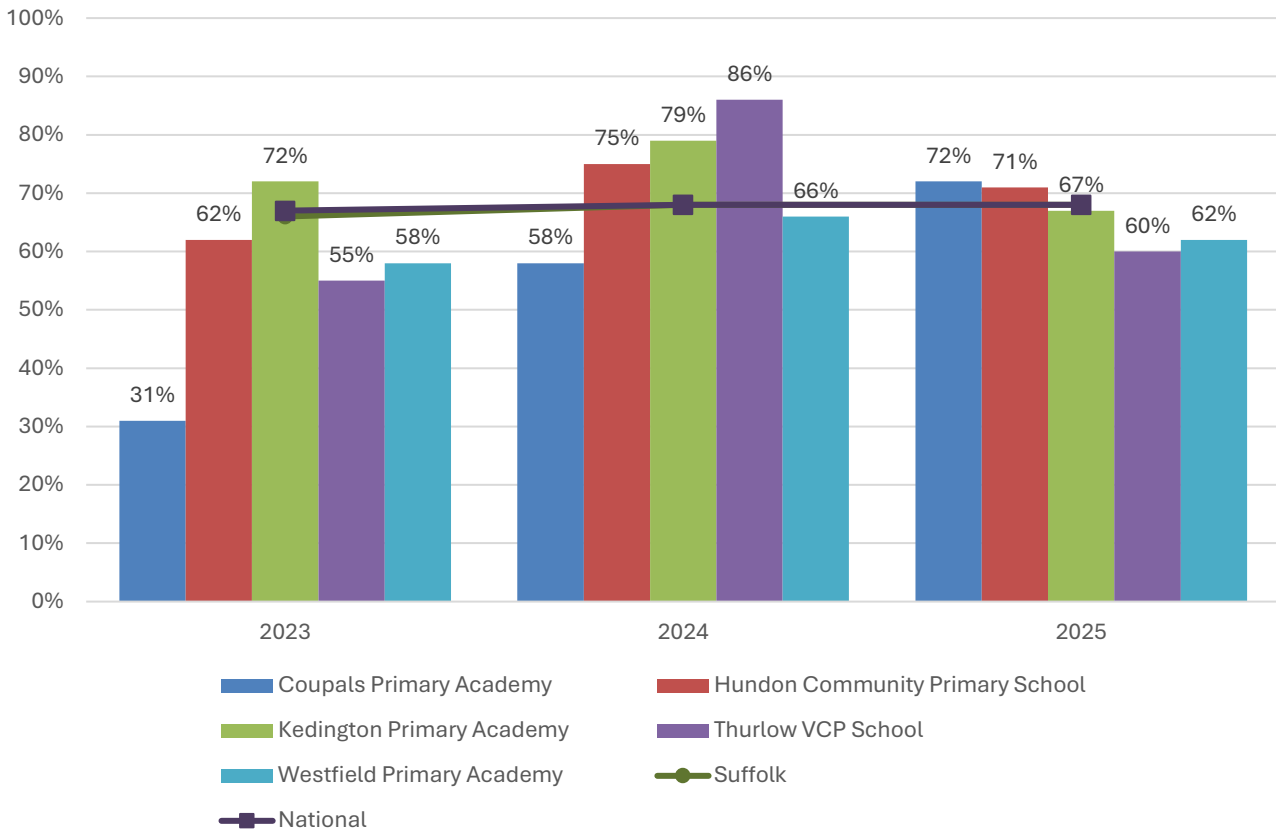
| Name                            | Overall effectiveness | Effectiveness of leadership and management | Behaviour and attitudes | Personal development | Early years provision (if applicable) | Quality of education | Last inspection date |
|---------------------------------|-----------------------|--|-------------------------|----------------------|---------------------------------------|----------------------|----------------------|
| Coupals Primary Academy         | 2                     | 2  | 9                       | 9                    | 2                                     | 9                    | 21/09/2017           |
| Hundon Community Primary School | 2                     | 2  | 1                       | 1                    | 2                                     | 2                    | 05/03/2020           |
| Kedington Primary Academy       | 2                     | 2  | 9                       | 9                    | 2                                     | 9                    | 12/03/2019           |
| Thurlow VCP School              | 2                     | 2  | 2                       | 2                    | 2                                     | 2                    | 21/03/2023           |
| Westfield Primary Academy       | 2                     | 2  | 2                       | 2                    | 2                                     | 2                    | 24/05/2022           |
| Samuel Ward Academy             | 2                     | 2  | 2                       | 2                    | 9                                     | 2                    | 01/11/2022           |
| Churchill Special Free School   | 1                     | 1  | 9                       | 9                    | 9                                     | 9                    | 02/07/2015           |

| 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)

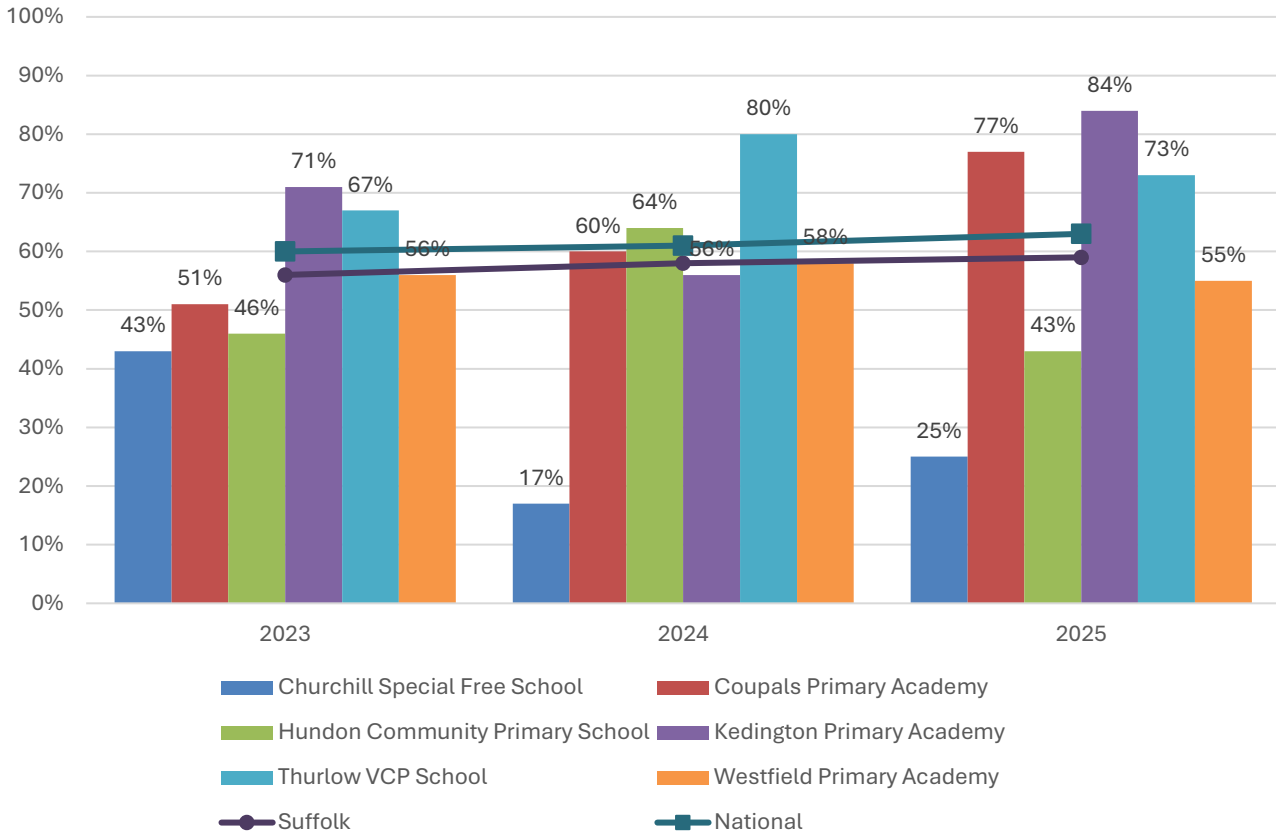
% pupils achieving Good Level of Development (GLD)



- In 2025, the percentage of pupils to achieve a Good Level of Development (GLD) at Foundation Stage (FS) was 72% at Coupals Primary Academy, 71% at Hundon Community Primary School, 67% at Kedington Primary Academy, 60% at Thurlow VCP School, 62% at Westfield Primary Academy, and 68% nationally.
- No school in the division has recorded FS attainment levels that are consistently above the Suffolk and national benchmarks over the last three years.
- The percentage of pupils achieving a GLD at Westfield Primary Academy has been below the national figure from 2023 to 2025.
- Attainment at Coupals Primary Academy has improved year on year, and was higher than the England and Suffolk figures in 2025.
- Kedington Primary Academy has recorded consistently good FS attainment, albeit a single percentage point below the national figure in 2025.

## Key Stage 2 (age 11)

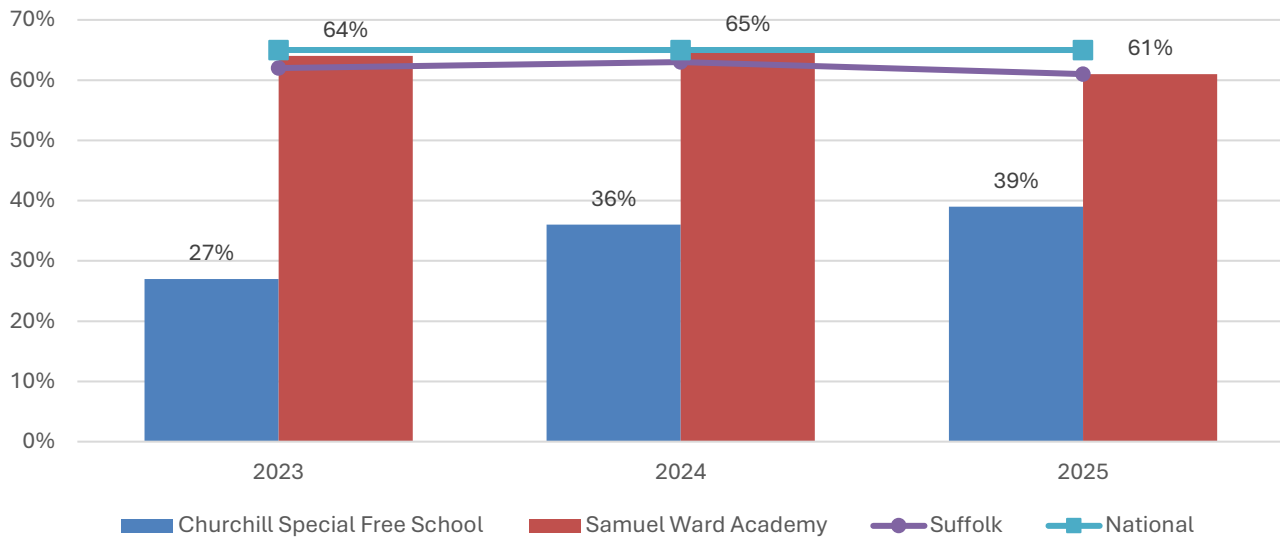
% pupils achieving the Expected Level or better in Reading, Writing and Mathematics



- In 2025, the percentage of pupils to achieve the expected level or better in reading, writing and mathematics at Key Stage 2 was 25% at Churchill Special Free School, 77% at Coupals Primary Academy, 43% at Hundon Community Primary School, 84% at Kedington Primary Academy, 73% at Thurlow VCP School, 55% at Westfield Primary Academy, and 63% nationally.
- Only Thurlow VCP School recorded KS2 attainment that was consistently above the county and national benchmarks over the last three years.
- As is also the case for Foundation Stage attainment, KS2 attainment at Coupals Primary has improved over the last three years and was above the national figure in 2025.
- KS2 attainment at Westfield Primary Academy was consistently below average throughout this period.

### Key Stage 4 (GCSE) (age 16)

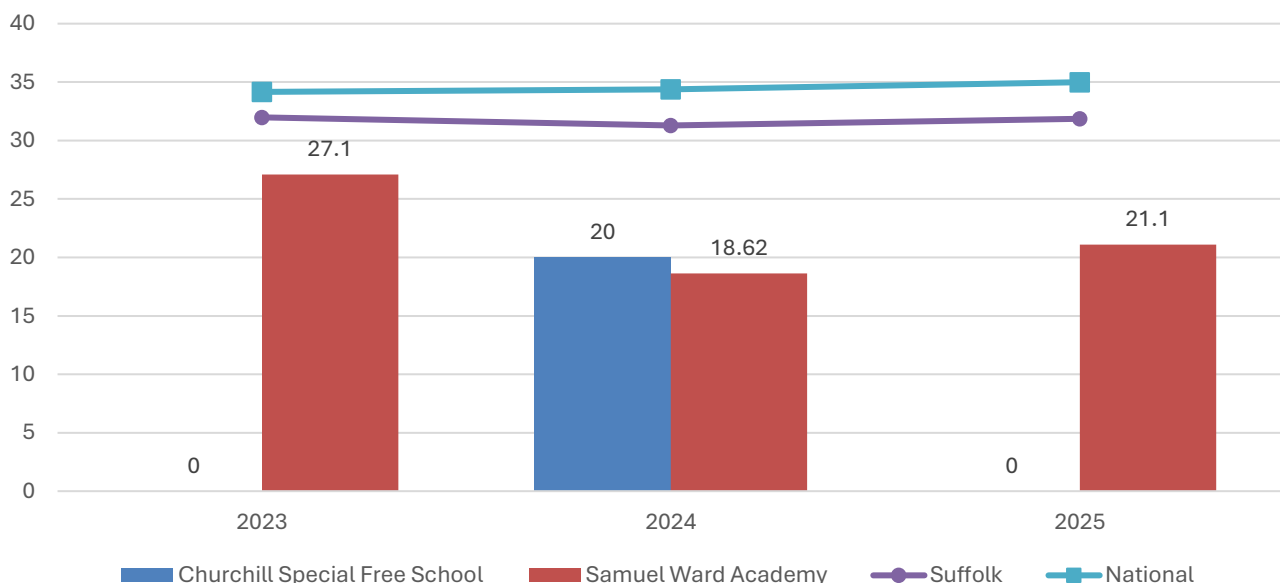
% pupils achieving level 4-9 in English and Mathematics



- Key Stage 4 attainment at Samuel Ward Academy has been consistently close to the national benchmark over the last three years.
- According to the most recent data, the percentage of pupils achieving level 4-9 in English and mathematics at Samuel Ward Academy was level with the county figure, and four percentage points below the national benchmark.
- KS4 attainment at Churchill Special Free School has improved year on year.

### Key Stage 5 (A level) (age 18)

Average A Level Points per entry



- Average A Level points per entry at Samuel Ward Academy has been consistently well below the national level from 2023 to 2025.
- In the most recent year, average A Level points per entry at the school was 21.1, compared to 34.99 nationally.

## NEET % (Not in Education, Employment or Training)



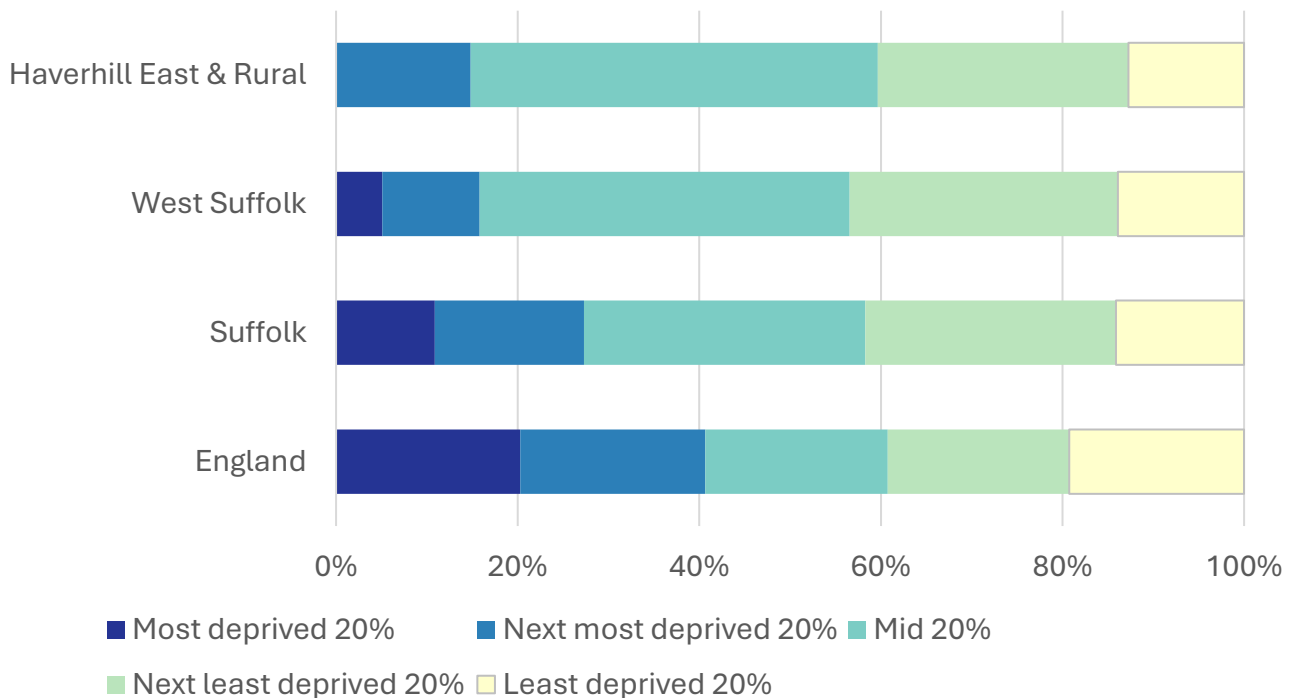
- In February 2026, 0.3% of 16-17-year-olds in Haverhill East and Rural were classified as NEET (not in education, employment or training).
- NEET levels fluctuate considerably according to the time of year and due to small numbers of 16-17-year-olds in the division, typically being at their lowest at the beginning of a new school year.
- In Haverhill East and Rural, the proportion of children who are NEET was generally above the district and county figures prior to the beginning of the 2023/24 school year. Since then, it has been below average.

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

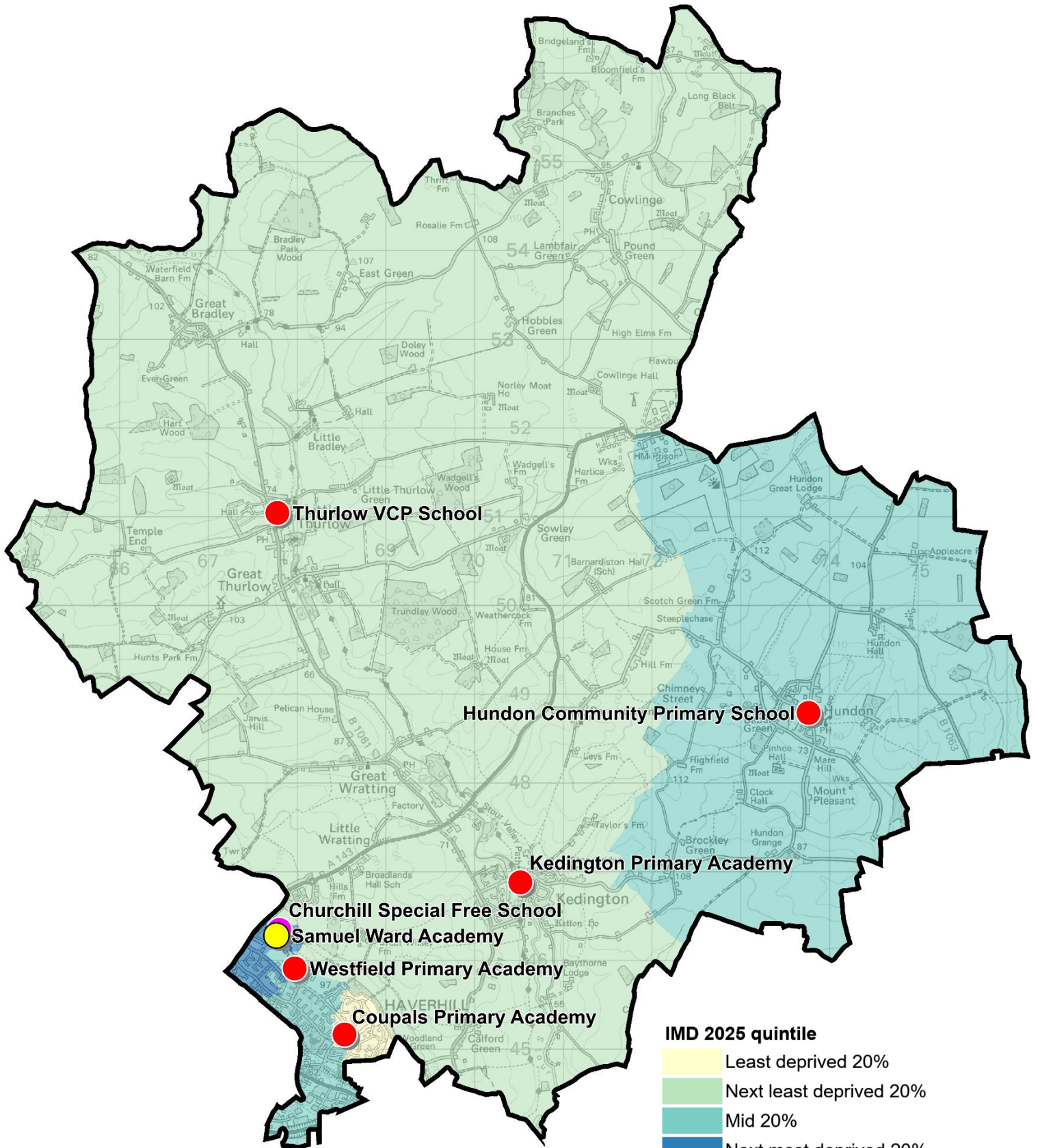
The IMD combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation. Small areas (Lower Super Output 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.



- The 2025 IMD shows that deprivation levels in Haverhill East and Rural are quite varied, with parts of the division ranked in four of the five deprivation quintiles.
- About two fifths of the population of the division live in the least deprived two quintiles (13% in the least deprived, 28% in the next least deprived).
- The largest proportion of the population of Haverhill East and Rural (45%) live in areas that are ranked among the middle quintile of places in England.
- The remaining 15% of the population of the division reside in more deprived neighbourhoods, ranked in the second most deprived quintile in the country.
- See the map overleaf for the distribution of IMD 2025 results across the division.



**IMD 2025 quintile**

- Least deprived 20%
- Next least deprived 20%
- Mid 20%
- Next most deprived 20%
- Most deprived 20%

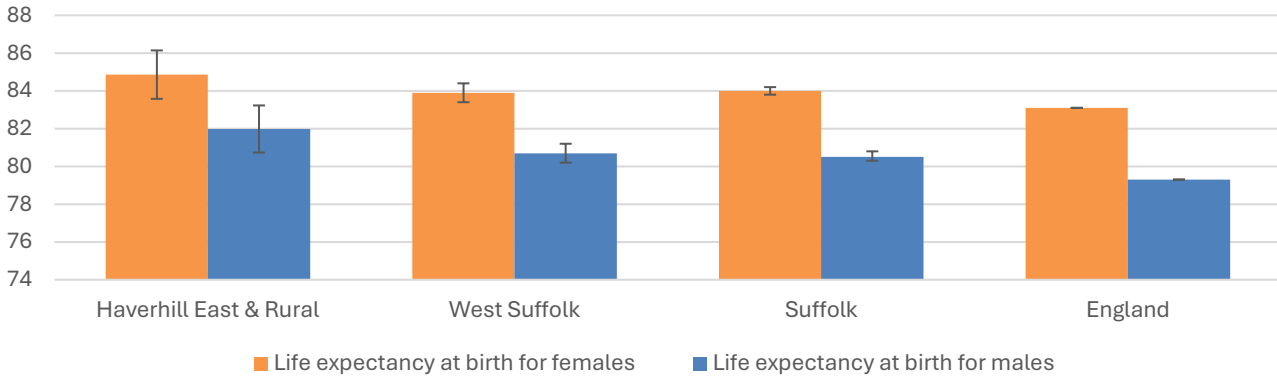
**School Phase**

- Primary
- Secondary
- Special
- Pupil referral unit/Alternative provision
- Nursery

# Health

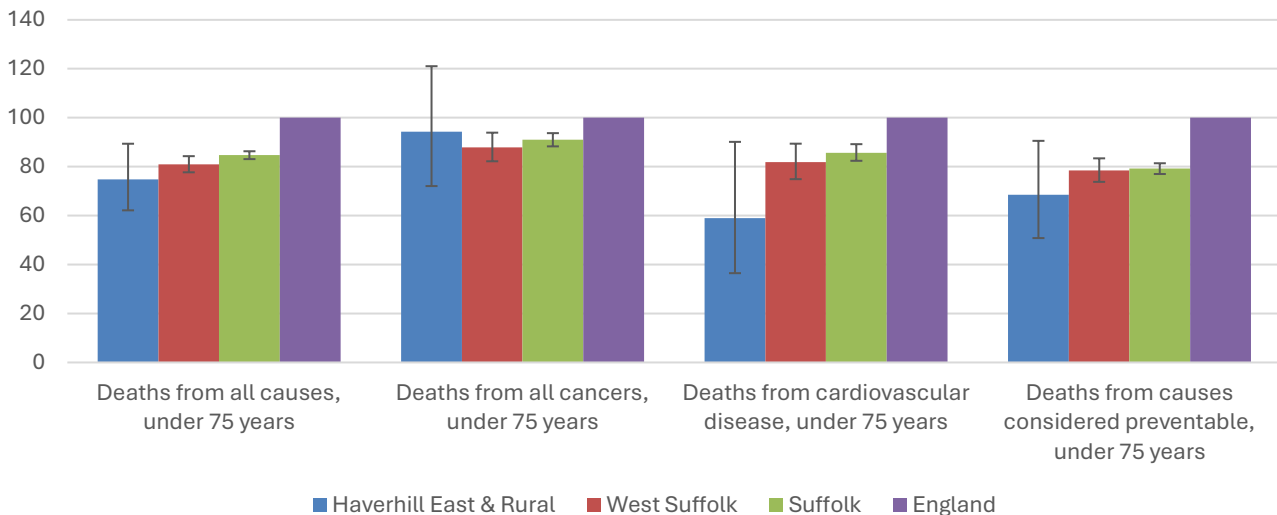
The local data used here is based on relatively small numbers. The confidence limits provide an indication of the reliability of the data. The 95% confidence intervals utilised on the chart provide a range within which there is 95% chance of the true result lying.

## Life expectancy at birth



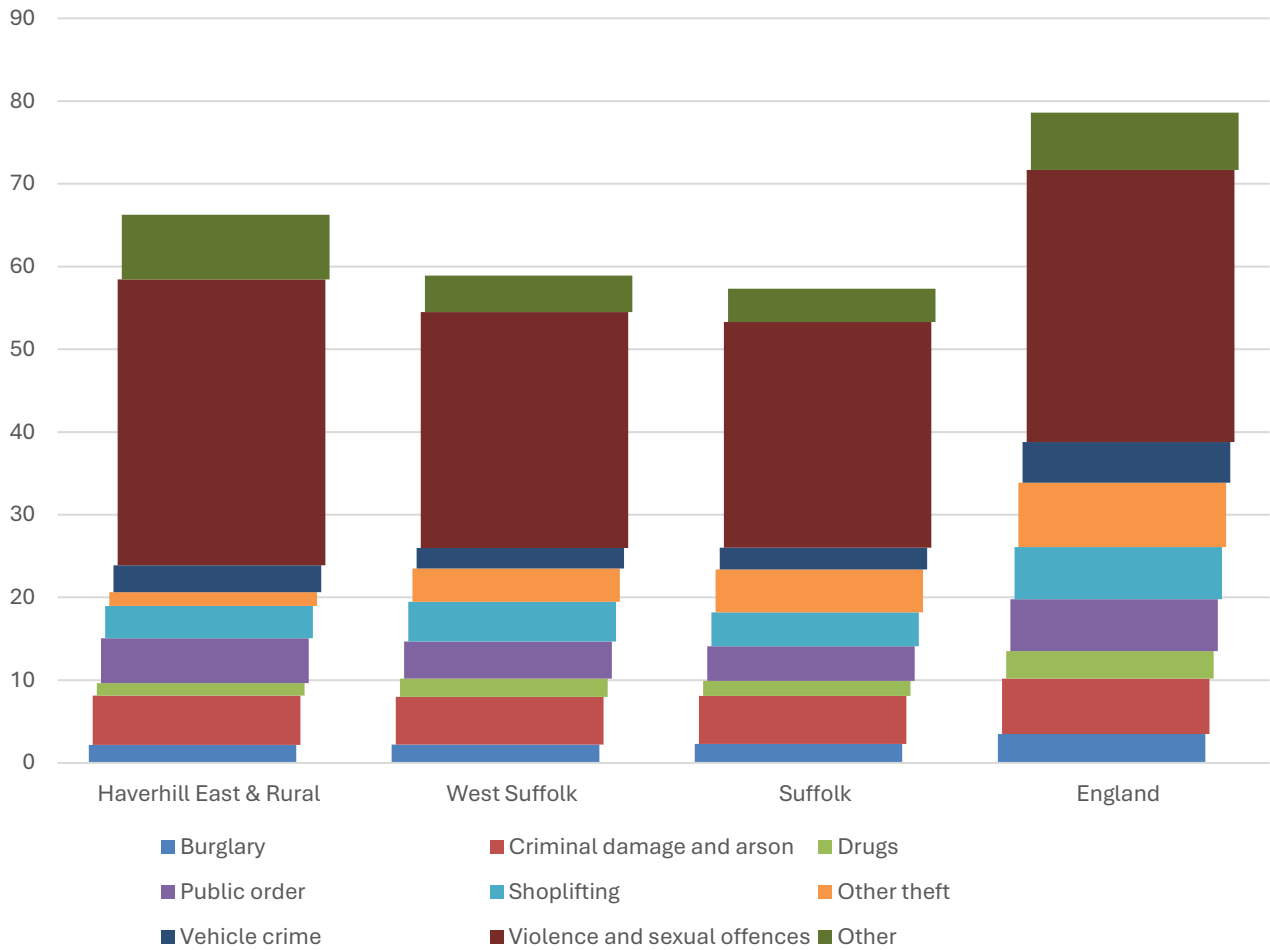
- The latest life expectancy at birth estimates for Haverhill East & Rural are 84.9 for females (the England figure is 83.1), and 82 for males (compared to 79.3 nationally).
- Life expectancy for both males and females in the division are statistically significantly higher than the England figures.

## Deaths, under 75 years, standardised mortality ratio



- Estimated standardised mortality ratios for early deaths from all causes, cancers, cardiovascular disease and causes considered preventable in Haverhill East and Rural 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, but the SMRs for deaths from all causes, cardiovascular disease and from causes considered preventable are statistically significantly lower than 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 75 comparable deaths in Haverhill East and Rural.

# Crime & Community Safety



- The overall crime rate in Haverhill East and Rural is just above that of West Suffolk and the county as a whole.
- In the year to the end of January 2026, there were 66 recorded crimes per 1,000 residents in the division, compared to 59 in West Suffolk, and 57 countywide.
- By far the most common type of crime recorded during this period was violence and sexual offences, which accounted for almost 60% of all recorded crimes in the division.

## Additional Information

### Parishes in Division

|                  |                 |
|------------------|-----------------|
| Barnardiston     | Hundon          |
| Cowlinge         | Kedington       |
| Great Bradley    | Little Bradley  |
| Great Thurlow    | Little Thurlow  |
| Great Wratting   | Little Wratting |
| Haverhill (part) |                 |

## 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 Haverhill East and Rural Electoral Division, see the Suffolk Observatory [www.suffolkobservatory.info](http://www.suffolkobservatory.info)

