



Total population

(from 2021 census)
70,800

Adults

14,200

0-19 years

16,600



Alcohol

Every 42 deaths per
100,000 are linked
to alcohol
consumption



Smoking

22% of adults
smoke



Overweight & Obesity

70% of adults, 25% of children
aged 4-5 years and 36% of
children aged 10-11 years are
living with excess weight or
obesity



Hypertension

16% of adults have high
blood pressure



Dental Health

20% of 5 year old
children have visible
signs of tooth decay



Fast Food Density

There is 1 takeaway outlet
for every 633 people in
Rossendale. The UK average
is 1 per 952 people



Nutrition

Only around 28% of adults
eat the recommended 5
portions of fruit and
vegetables a day



Child Poverty

33% of children live in
relative poverty, after
housing costs



Physical Activity

30% of children (academic year
2023/24) do less than 30mins of
physical activity a day. 27% of adults
are classed as physically inactive,
doing less than 30mins per week



MSK

22% of people
have a long-term
musculoskeletal
problem such as
neck and back
pain



Active Commuting

7% of people use
active modes of
travel to get to work



Mental Wellbeing

18% of people aged over 16 are
affected by mental health problems