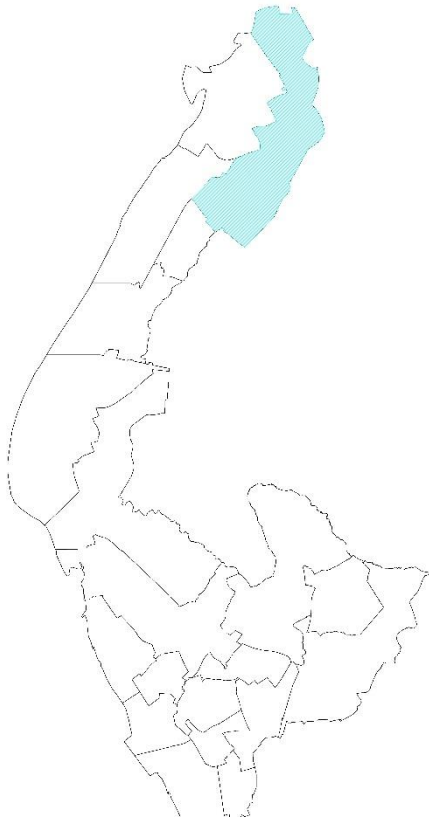


Family Wellbeing Centre Profile Linaker



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Collated by Della Haddley
Commissioning Support & Business Intelligence Service
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Document Control

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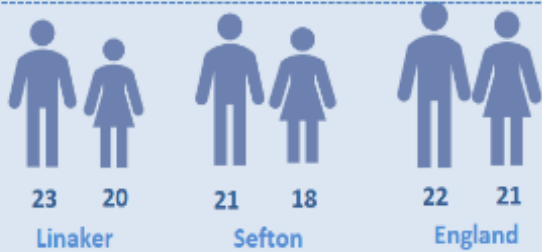
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Highlights

Aged 0-17



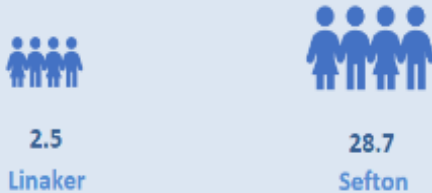
Proportion of total Population

Free School Meals



Rate per 1,000 Population 0-17 Free School Meals (Jan 2020)

Children Social Care



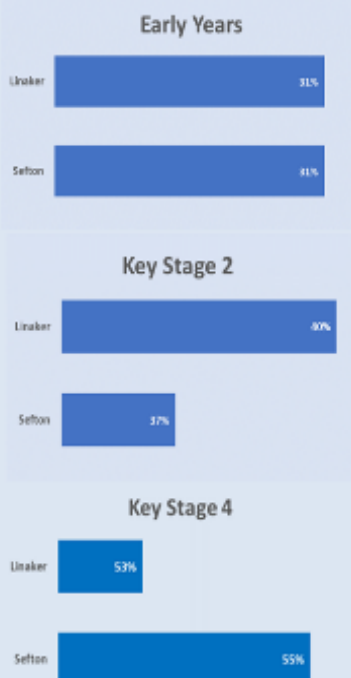
Number per 1,000 population of 0-17-year olds at 31/12/2020

Early Help Episodes



Number per 1,000 population of 0-17-year olds at 31/12/2020

Educational Attainment



Percentage of Children NOT Achieving a Good Level of Development or Attaining Standard (18/19)

Children Centre Registration



Rate of Under-18s per 1000 population Nov'17 to Oct'18

Sefton Turnaround Claims



Rate per 1,000 population of claims made as at 31/12/20 on Troubled Families Outcomes Phase 3

Overview

Sefton is a metropolitan borough of Merseyside; England and its local authority is Sefton Council.

The Linaker Family Wellbeing Centre is based at Linaker Primary School in Kew ward and provides services to the wards of Kew, Meols and Norwood, three of the 22 wards that make up Sefton Metropolitan Borough Council. It is located in the North of the borough and is bordered by the River Mersey, Cambridge and Duke's to the West, West Lancashire Borough Council to the North and East and Birkdale ward to the South.

Within the reach of the Family Wellbeing Centre there are:

- Nine Primary Schools
- One Secondary School
- One Special School
- Six General Practitioner (GP) Surgeries (as of 2017)

Demographics

The proportion of females to males is slightly higher than the wider Sefton rate, the Liverpool City Region and England at roughly 52-48 per cent.

After a review of the 2011 census, 97.4% of the Sefton population has a White ethnic background with 2.6% of the Sefton population having Black, Minority Ethnicity (BME).

Sefton's most commonly used languages: 98.0% of people living in Sefton speak English. The other top languages spoken are 0.6% Polish, 0.1% Portuguese, 0.1% All other Chinese, 0.1% Latvian, 0.1% Spanish, 0.1% Lithuanian, 0.1% Arabic, 0.1% Bengali, 0.1% Turkish.

One fifth of the population of the area are under 18 and nearly two thirds are of traditional working age (16-64).

Deprivation

The level of income deprivation affecting children is slightly lower than the Sefton rates across the board.

Employment

Just under half of the total population of the area are in employment, which is three quarters of the 16-64-year-old population in the area. 3% are unemployed and 3% are recorded as students.

Benefits

6% of the households in the area are receiving Housing Benefit, suggesting limited income and 5.5% of the total ELAS (Emergency Limited Assistance Scheme) applications between January 2020 and December 2020 originated from the Linaker area.

Education

The schools within the Linaker area have a very slightly higher proportion of males than females. Ten schools were rated as 'Good' by OFSTED with one receiving 'Outstanding'.

The rate of Free School Meals within the Linaker area was lower than across Sefton.

Educational Needs (SEN/EHCP) categories were both significantly lower in the Linaker area than across Sefton.

In terms of attainment, the schools throughout the Linaker reach broadly fall in line with, or improve upon, the national picture.

Community Safety

Overall levels of crime in the Linaker area are low compared to Sefton as a whole. In line with the patterns across Sefton violent crime is the most reported type – representing over 40% of crime in the area.

Levels of anti-social behaviour (ASB) are also below average, and in line with Sefton-wide patterns 'rowdy or inconsiderate behaviour' is the most common type of ASB.

The rate of Deliberate Fire incidents in Linaker per 1,000 population is also lower than across Sefton with 'Secondary Fires' being the highest incident reported.

Social Care

As might be expected, given the area's relative affluence and lower levels of deprivation, the support needs from Children's Social Care are relatively low compared to the Sefton average while Early Help provision is slightly higher.

YOT

Between January 2020 and December 2020 there were 21 young people on YOT interventions.

The COVID-19 pandemic has led to a dramatic loss of human life and presents an unprecedented challenge to public health, food systems and the world of work. The economic and social disruption caused by the pandemic is devastating. People are at risk of falling into extreme poverty and being undernourished.

Workforces are at risk of losing their livelihoods without the means to earn an income during lockdowns, many are unable to feed themselves and their families. For most, no income means no food, or, at best, less food and less nutritious food.

Different forms of support are key, including cash transfers, child allowances and healthy school meals, shelter and food relief initiatives, support for employment retention and recovery, and financial relief for businesses, including micro, small and medium-sized enterprises. In designing and implementing such measures it is essential that governments work closely with employers and workers.

It is uncertain how long the impact of the Covid 19 pandemic will continue to influence the economy and livelihoods.

Therefore, given the frequency with which some data sets within this document are updated, the information recorded may not fully yet reflect the full impact.



Demographics

The proportion of females to males is slightly higher than the wider Sefton rate, the Liverpool City Region and England at roughly 52%-48%.

The percentage of working age (16-64) individuals in the Linaker area is slightly higher (59.7%) than the percentage across Sefton (59%), though lower than the wider Liverpool City Region (62.1%) and across England at (62.4%). This may mean that demand for jobs or benefit support in the area would be lower than that of the borough.

The Linaker area accounts for 15.8% of the 0-5-year olds across the whole of the Sefton borough and 16.3% of the under 18-year olds.

At June 2019, the most recent data available for Teenage Pregnancies, Sefton recorded a rate per 1,000 population of 20.7 which is comparable to the rate Regionally (21.1) but slightly higher than England (16.4).

	Linaker Count	Percentage			
		Linaker	Sefton	North West	England
Total	40,574				
Males	19,527	48.1%	48.1%	49.4%	49.4%
Females	21,047	51.9%	51.9%	50.6%	50.6%
0-17	8,816	21.7%	19.6%	21.3%	21.4%
0-19	9,604	23.7%	21.5%	23.6%	23.6%
16-64	24,234	59.7%	59.0%	62.1%	62.4%
18-64	23,274	57.4%	56.9%	60.0%	60.2%
55-65	6,189	15.3%	15.9%	13.5%	13.1%
65+	8,484	20.9%	23.6%	18.7%	18.4%
85+	1,125	2.8%	3.5%	2.4%	2.5%

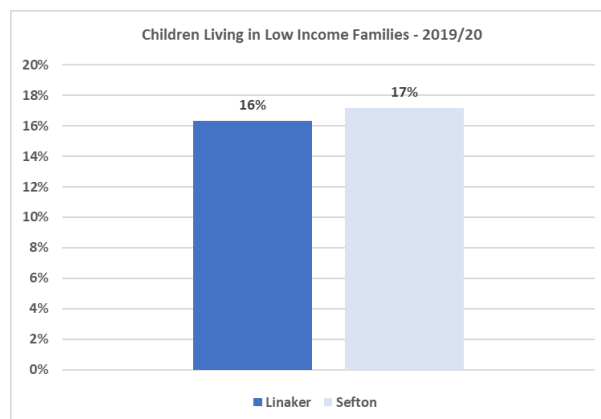
Food bank

In the financial year 2019/20 households in the Linaker reach received 719 Food bank vouchers from the Trussell Trust, which accounted for 9% of the Sefton total. These vouchers helped 1,951 people (1,024 adults and 927 children).

Deprivation

Children in Low Income Families

The percentage of 0-19-year olds living in low income families during 2019/2020 in the Linaker reach was 1% lower than Sefton as a whole.



Income Deprivation Affecting Children Index (IDACI) by Linaker Schools (2019)

Within the Sefton Borough, 13,053 children attending schools are affected by income deprivation of which 6.5% are attending schools within the Linaker reach.

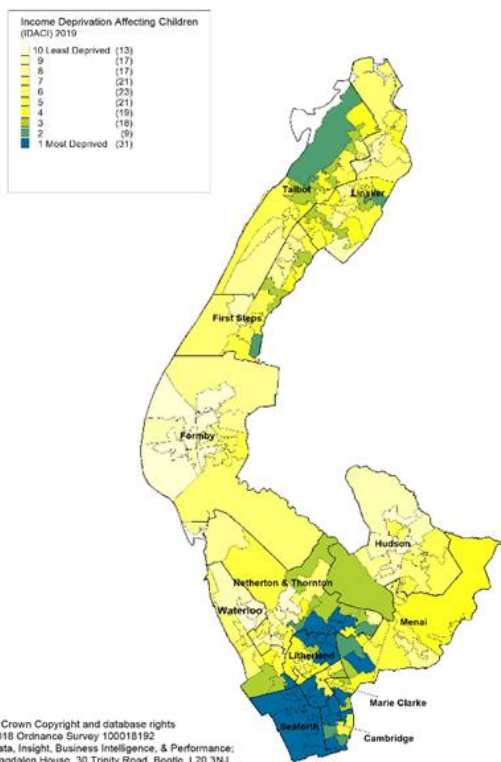
School	IDACI 10	IDACI 20	IDACI 30	IDACI Bottom 30%
Primary				
Churchtown	41	12	102	155
Linaker	6	39	39	84
Norwood	28	16	54	98
Kew Woods	4	4	74	82
Larkfield	8	2	29	39
St John's Crossens	0	3	6	9
St Philips (Southport)	0	3	14	17
Holy Family	14	14	26	54
Bishop David Sheppard	68	5	48	121
Academy				
Meols Cop	63	8	92	163
Special				
Presfield	17	5	6	28
Total	249	111	490	850
SEFTON	7,324	3,040	2,689	13,053

Index of Multiple Deprivation (IMD) by Linaker Schools (2019)

School	IMD 10	IMD 20	IMD 30	IMD Bottom 30%
Primary				
Churchtown	55	41	41	41
Linaker	54	55	135	135
Norwood	35	16	93	93
Kew Woods	11	10	57	57
Larkfield	12	14	7	7
St John's Crossens	3	6	4	4
St Philips (Southport)	5	10	88	88
Holy Family	22	15	56	56
Bishop David Sheppard	76	6	29	29
Academy				
Meols Cop	71	21	173	173
Special				
Presfield	19	8	10	10
Total	363	202	693	693
SEFTON	9,356	3,309	3,433	3,433

Within the Sefton Borough, 3,433 children attending schools are affected by Multiple Deprivation of which 20% are attending schools within the Linaker reach.

Income Deprivation Affecting Children Index IDACI Score by LSOA (2019)



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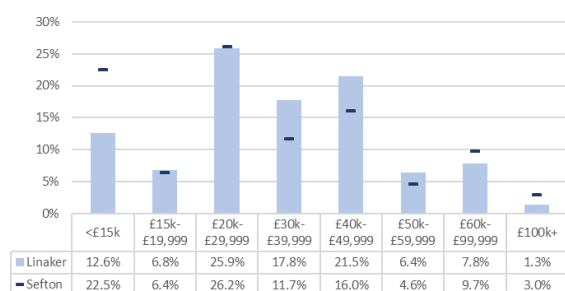
Implications for Service Delivery

Due to the demographic makeup, the overall lower yet increasing deprivation and average to better health seen across the area, demands on services in the area should be lower than compared to other areas and Sefton as a whole; however, these may increase in the foreseeable future due to an aging population and increases in overall deprivation seen. Key service demands could include:

- There are small pockets of higher level deprivation of all types in the area coupled with increased levels of certain type could lead to the requirement for more services than compared to most residents across the borough.
- Budgets cuts seen by both Merseyside Police and Merseyside Fire and Rescue coupled with the increases in rates deliberate fire incidents within the area may result in increases in demand and therefor increasing level of direct costs. Associated with these issues are also indirect costs including lowered levels of community satisfaction and wellbeing; and reduced attractiveness to encourage businesses and job creators to locate in the area.
- There are overall lower than average levels of reliance on benefits in the area, yet changes made in the Welfare Reform Act and the devastating effects and impact the pandemic is having on our society will no doubt see increased levels of vulnerable households and widening in inequalities in households, leading to demands on services such as Food Banks, Emergency Limited Assistance Scheme, Housing Benefits, and Homeless Services.
- Demand on services including adult social care and health services may be higher than average in Linaker. Living in socioeconomically deprived areas is associated with poor health and a shorter life and the direct effect of COVID-19 is making these inequalities worse. The wider indirect effects of the pandemic on health – for example from foregone care for other conditions, and ill-health resulting from economic insecurity – are likely to have a similar but longer lasting impact.

Welfare, Economy, & Business

According to Experian Mosaic in 2020, just over 12% of households within the Linaker reach had an annual income of less than £15,000, considerably lower than the rate across Sefton, while the rate of household income of over £40,000 was 5% higher in Linaker than Sefton.



Economically Active

Just under half of the total population of the area are in employment, which accounts for 79% of the 16-64-year-old population on the area (24,234). 3% are unemployed and 3% are recorded as students.

The rate of employment in Linaker is broadly the same as the rate in Sefton, with a slightly higher percentage of employees in Part time employment than both Sefton and England. The percentage in Full time employment mirrors Sefton but slightly less than England.

Economic Activity	Linaker		Sefton		England	
Population	40,574	%	276,410	%	56,286,961	%
All	32,121	79%	226,435	82%	42,989,620	76%
In employment	19,032	47%	122,709	44%	25,308,888	45%
Employee: Part-time	5,601	14%	34,068	12%	6,191,031	11%
Employee: Full-time	10,632	26%	71,988	26%	15,221,760	27%
Self-employed	2,799	7%	16,653	6%	3,896,097	7%
Unemployed	1,358	3%	11,103	4%	2,023,485	4%
Student	1,162	3%	8,719	3%	2,262,981	4%

Free School Meals

School Census January 2020 recorded 751 children within the Linaker area who were in receipt of Free School Meals, 17% of school population. This was 2% lower than Sefton (19%).

788 Linaker pupils were eligible for Pupil Premium Funding (18%). This was 3% lower than Sefton.

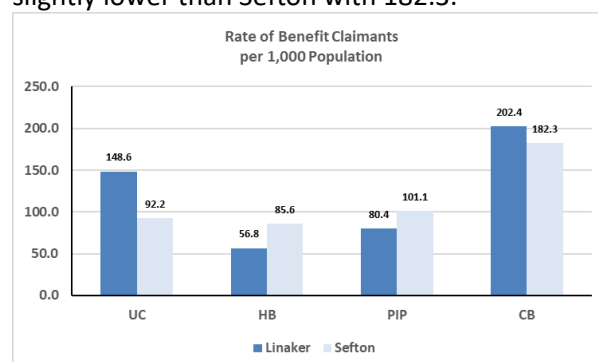
Benefits

As at Jan'21 of all working age benefit claimants (16-64) within the area, 8% were in receipt of Personal Independent Payment (PIP). This is a rate of 80.4 per 1,000 population, lower than across Sefton with 101.1 per 1,000.

As at Jan'21 there were 3,601 Universal Credit (UC) claimants in the area. This is a staggering increase compared to Jan'20 (1,819) primarily as a result of the current Covid Pandemic and increased redundancies. Linaker has a considerably higher rate of UC claimants 148.6 per 1,000 population in comparison to Sefton 92.2.

In Nov'20, 6% of households in the area were claiming Housing Benefit, a rate of 56.8 per 1,000 population much lower in comparison to Sefton with 85.6.

At Aug'19, 20% of families were in receipt of Child Benefits, a rate of 202.4 per 1,000 population, slightly lower than Sefton with 182.3.



Emergency Limited Assistance Scheme (ELAS) Applications

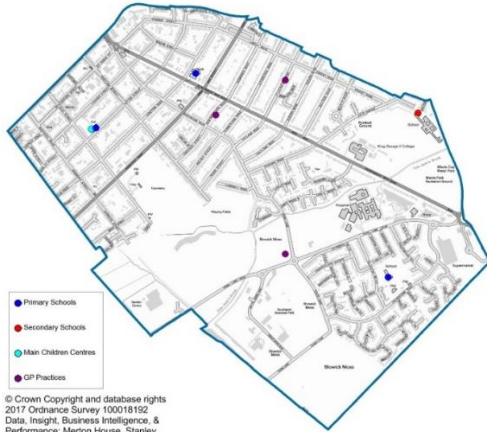
Between January 2020 and December 2020 there were 402 applications to Sefton's Emergency Limited Assistance Scheme (ELAS) by residents within Linaker, 5.5% of all ELAA applications made. This makes up 1.3% of residents aged 18 and over in the area which is slightly lower than the 3.3% throughout the borough. Of the applications in the area, 51% were approved in full, with 11% being partially approved.

Jan'20 to Dec'20	Linaker	Sefton
Total Applications	402	7273
Approved	204	3854
Partially Approved	43	739
Not Approved	155	2680

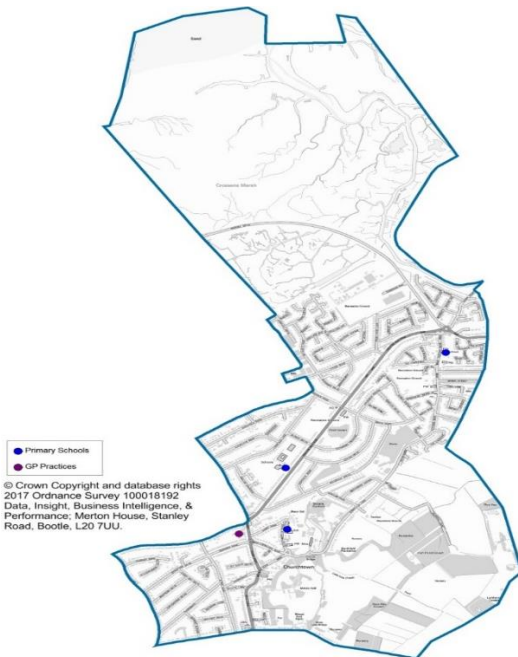
Education

School locations in the Linaker FWC Reach:

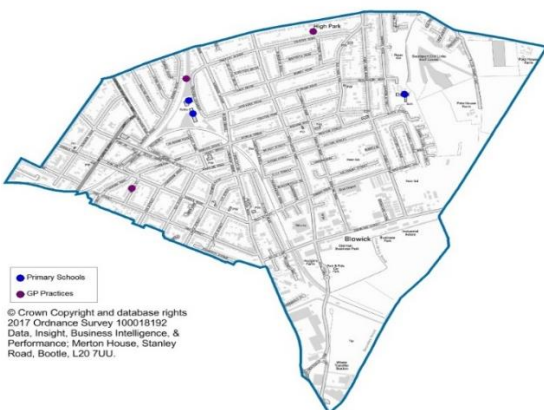
Kew



Meols



Norwood



At the most recently available school census there were 4,347 children registered at schools within the Linaker area.

856 children in Secondary school provisions

3,380 in a Primary school setting

111 in a Special School provision

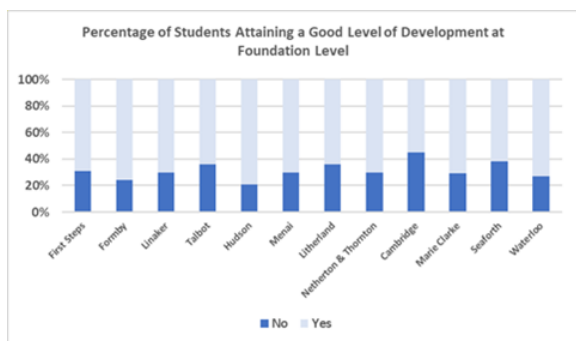
53% of the children are male and 47% are female, slightly higher male ratio in comparison to Sefton with 51% male.

School	Primary	Secondary	Special	Total
Primary				
Churchtown	834	0	0	834
Linaker	451	0	0	451
Norwood	537	0	0	537
Kew Woods	434	0	0	434
Larkfield	281	0	0	281
St John's Crossens	183	0	0	183
St Philips (Southport)	206	0	0	206
Holy Family	207	0	0	207
Bishop David Sheppard	247	0	0	247
Academy				
Meols Cop	0	856	0	856
Special				
Presfield	0	0	111	111
Total	3380	856	111	4347
SEFTON	22,923	15,990	655	9,356

At their most recent OFSTED inspections 10 schools were rated 'Good' with Meols Cop High School being rated 'Outstanding'.

School	Ofsted Rating	Date of Last Inspection
Primary		
Churchtown	2 Good	03-10-2017
Linaker	2 Good	25-11-2015
Norwood	2 Good	21-06-2017
Kew Woods	2 Good	21-11-2017
Larkfield	2 Good	04-03-2020
St John's Crossens	2 Good	02-11-2017
St Philips (Southport)	2 Good	02-11-2017
Holy Family	2 Good	24-01-2019
Bishop David Sheppard	2 Good	31-10-2017
Academy		
Meols Cop	1 Outstanding	03-10-2012
Special		
Presfield	2 Good	07-02-2018

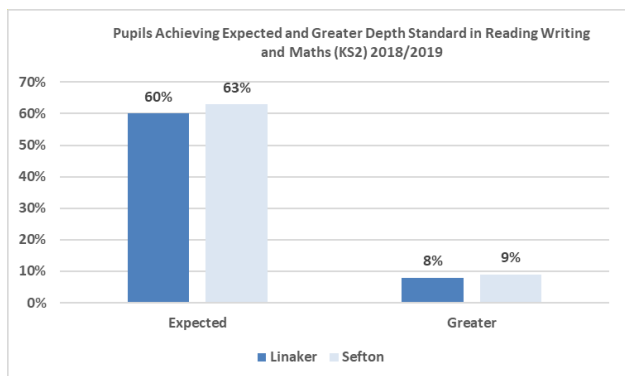
Early Years



Just under three quarters (70%) of the children in Early Years provision were at or exceeding the expected developmental level.

In addition to the schools, there are 7 registered Day Nurseries and 8 registered Child Minders within the Linaker reach.

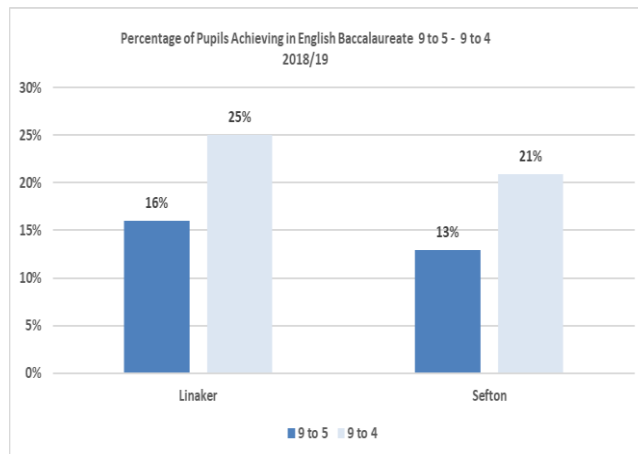
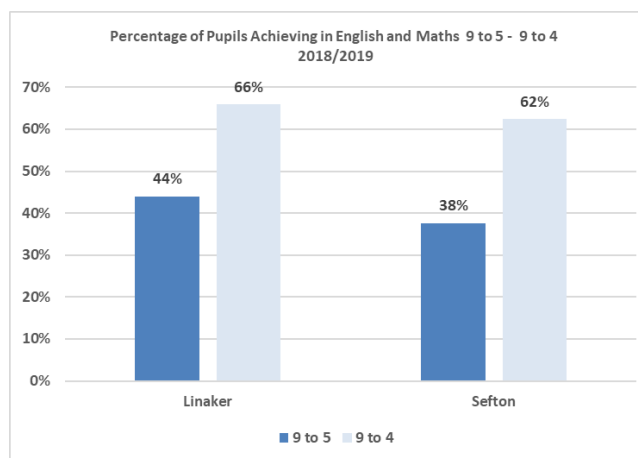
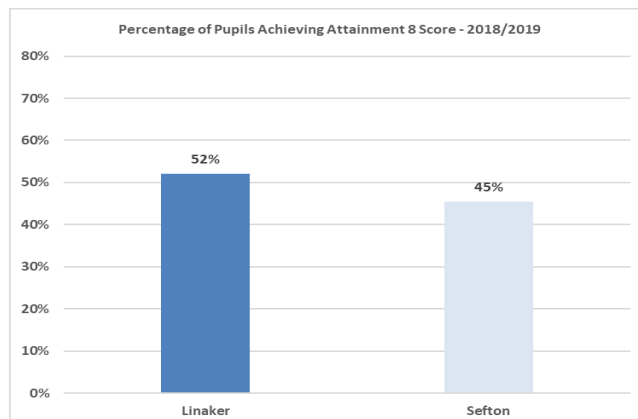
Key Stage 2



Available data for Key Stage 2 indicates that all the primary schools within the Linaker area made Average, Above Average or Well Above Average progress in the three key areas – Reading, Writing and Maths. The rates across Linaker are slightly lower than Sefton as a whole.

Key Stage 4

At Key Stage 4 schools get a score based on how well pupils have performed in up to 8 qualifications, which include English, Maths, 3 English Baccalaureate qualifications including sciences, computer science, history, geography and languages, and 3 other additional approved qualifications. This is known as the Attainment 8 score - the average score across Sefton was 45%, lower than Linaker with 52%.



The percentage of children from the Linaker area are achieving higher scores at Key Stage 4 than the rate across Sefton.

Special Education Need (SEN)

The Linaker rate of SEN/EHCP students was 15.1%, with 11.4% receiving SEN Support and 3.7% the subject of Education Health & Care (EHC) plans.

School Name	Cohort	Gender		SEN Codes		
		Female	Male	E - EHC Plans	K - SEN Support	Other
Primary						
Churchtown	834	428	406	9	60	765
Linaker	451	206	245	0	66	385
Norwood	537	266	271	3	56	478
Kew Woods	434	183	251	2	71	361
Larkfield	281	147	134	0	24	257
St John's Crossens	183	90	93	5	33	145
St Philips (Southport)	206	103	103	3	19	184
Holy Family	207	112	95	1	28	178
Bishop David Sheppard	247	118	129	0	48	199
Academy						
Meols Cop	856	362	494	27	92	737
Special						
Presfield	111	15	96	111	0	0
Total	4,347	2,030	2,317	161	497	3,689
SEFTON	39,977	19,509	20,468	1,126	4,585	34,266

High Needs Funding (HNF)

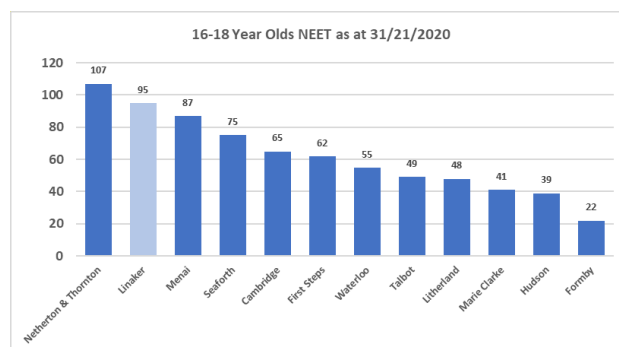
High needs funding is intended to provide the most appropriate support package for an individual with special educational needs (SEN) in a range of settings.

School Name	Cohort	Gender		SEN Codes		
		Female	Male	E - EHC Plans	K - SEN Support	Other
Primary						
Churchtown	834	428	406	10	14	2
Linaker	451	206	245	1	3	0
Norwood	537	266	271	2	8	0
Kew Woods	434	183	251	5	14	2
Larkfield	281	147	134	0	4	0
St John's Crossens	183	90	93	7	2	0
St Philips (Southport)	206	103	103	3	2	0
Holy Family	207	112	95	2	3	0
Bishop David Sheppard	247	118	129	0	5	0
Academy						
Meols Cop	856	362	494	13	6	3
Special						
Presfield	111	15	96	111	0	0
Total	4347	2030	2317	154	61	7

All schools within the Linaker reach receive some element of High Needs Funding for either EHC or SEN Support, 26% of the total HNF allocated to Sefton. Unsurprisingly, the lion's share of the funding is allocated to Presfield special school (40%).

Not in Education, Employment or Training (NEET)

The number of young people (16-18) in the Linaker reach who were registered as Not in Education, Employment or Training (NEET) as at 31/12/20 was 95 the second highest of all the Family Wellbeing Centres. However, when comparing the rate per 1,000 population (67.8) Linaker was lower than Sefton overall (85.5). Linaker accounted for 13% of all young people who were registered NEET.



Community Safety

Associated with its lower levels of socio-economic issues the Linaker area has below average levels of crime and disorder compared to the Borough as a whole.

Crime

There were 2,246 crimes reported to Merseyside Police between 2019/2020 in the Linaker area, representing 11% of all crimes that occurred within Sefton. This is a rate of 55.4 crimes per 1,000 people - lower than the rate seen across Sefton as a whole (76.8 per 1,000).

41% (929) of all reports were Violence offences. The next most common offence was Theft followed by Criminal Damage & Arson. A rate of 2.7 crimes per 1,000 population were Drug related. This is significantly lower than the rate across Sefton (6.0 per 1,000 population)

Crime 2019/20

2019/2020	Linaker - Pop 40,574		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
Burglary	204	5.0	1586	5.7
Criminal Damage & Arson	271	6.7	2453	8.9
Drugs	109	2.7	1645	6.0
Public Order	200	4.9	1902	6.9
Other	47	1.2	535	1.9
Sexual	59	1.5	428	1.5
Theft	427	10.5	4746	17.2
Violence	929	22.9	7933	28.7
Total	2246	55.4	21228	76.8

Anti-social Behaviour (ASB)

There were 375 Anti-social Behaviour incidents reported to Merseyside Police between 2019/2020 in the Linaker area representing 8% of all Sefton incidents. The area has a rate of 9.2 incidents per 1,000 population – again much lower than the rate seen across Sefton as a whole (17.2 per 1,000).

39% of the incidents within the area were reports of Rowdy Inconsiderate Behaviour, with General Nuisance being the next most commonly reported incident recording 21%.

Anti-Social Behaviour 2019/20

2019/2020	Linaker - Pop 40,574		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
General Nuisance	78	1.9	929	3.4
Nuisance Neighbour	60	1.5	485	1.8
Other	18	0.4	313	1.1
Personal	34	0.8	313	1.1
Rowdy Inconsiderate Behaviour	145	3.6	1968	7.1
Vehicle Nuisance	40	1.0	751	2.7
Total	375	9.2	4759	17.2

Deliberate Fires

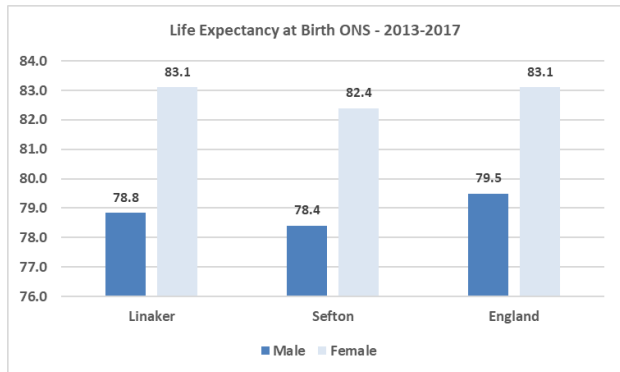
There were 18 Deliberate Fire incidents reported to Merseyside Police between 2019/2020 in the Linaker area representing 4% of all Sefton fires reported. Deliberate Secondary Fires had the highest number of incidents with 50%. The area has a rate of 0.4 incidents per 1,000 population – lower than the rate seen across Sefton as a whole (1.7 per 1,000).

Deliberate Fires 2019/2020

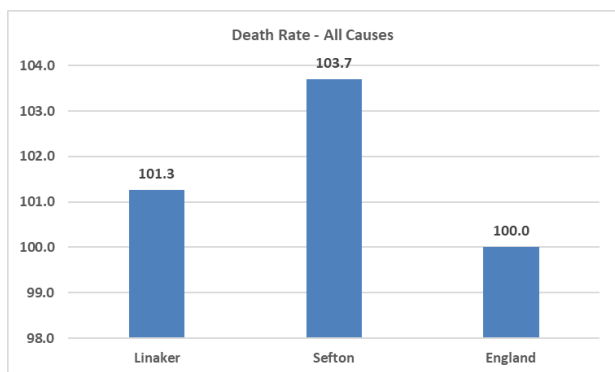
Fires 2019/20	Linaker Deliberate Fires		Sefton Deliberate Fires	
	Count	Rate per 1,000	Count	Rate per 1,000
Deliberate Property Fire	3	0.1	38	0.1
Deliberate Secondary Fire	9	0.2	371	1.3
Vehicle Fire	6	0.1	51	0.2
Total	18	0.4	460	1.7

Health

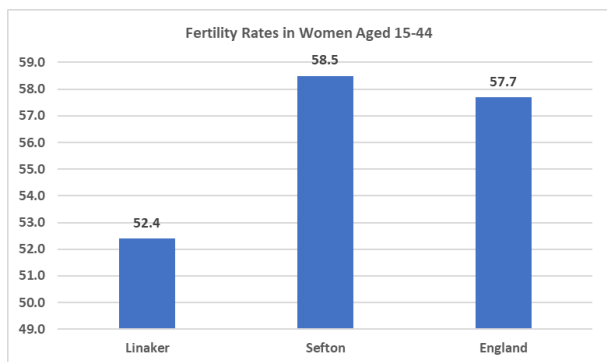
ONS Statistics 2013-2017 recorded, Linaker reach has a good level of health compared to the borough with higher life expectancy.



Based on current age-specific mortality rates, both men and women in Linaker fall in line with the Sefton average and England.



Closely linked to the lower levels of poor health of residents the levels of other disease and mortality rates are generally also lower than Sefton.

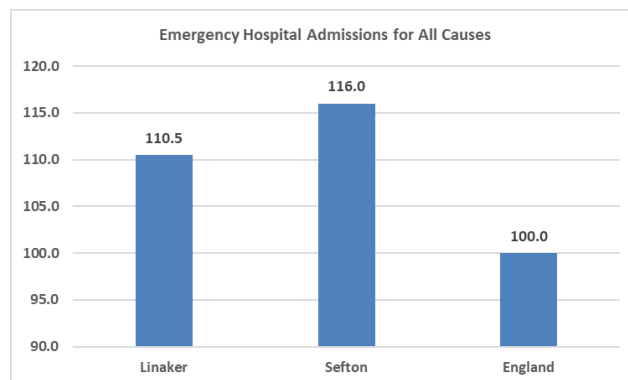


ONS Statistics 2019 recorded the fertility rates in Linaker is considerably lower than the Sefton and England rates.

Hospital Admissions

During the period between 2013 and 2017 the rate of hospital admissions for 'All Causes' in the Linaker reach was lower than Sefton but higher than England.

Self-Harm had the highest rate with 156.4, considerably higher than both Sefton and England followed by Chronic Heart Disease with 113.2.

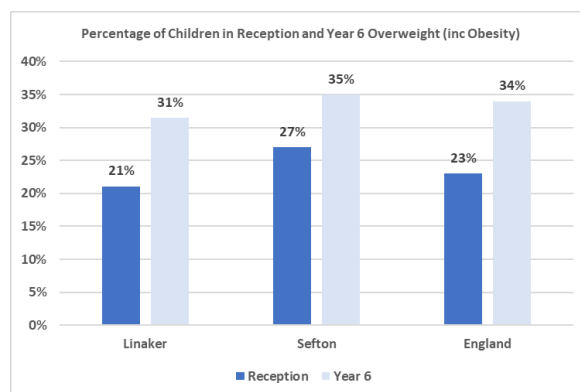


Children Overweight (inc Obesity)

Pupils in the Linaker reach taking part in the annual National Child Measurement Programme (NCMP) between 2018 and 2019

481 Reception pupils (age 4 to 5), a fifth (102) were recorded as being overweight, lower than Sefton and England.

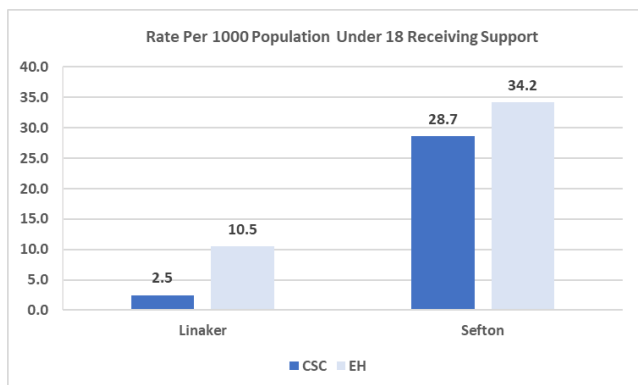
446 Year 6 pupils (age 10 to 11), just under a third (146) were recorded as being overweight, again lower than both.



Service Demand & Delivery

Children’s Social Care

In the area covered by the Linaker Family Wellbeing Centre, as at 31/12/20 there were 22 children aged between 0 and 17 years with an open Children’s Social Care plan; this equates to 2.5 per 1,000 children residing in the area, lower than the Sefton rate of 28.7 where there were 1,550 open CSC plans.



There are three plan types,
 Children Looked After – CLA
 Children in Need Plan – CIN
 Child Protection – CP

Currently, in the Linaker area:

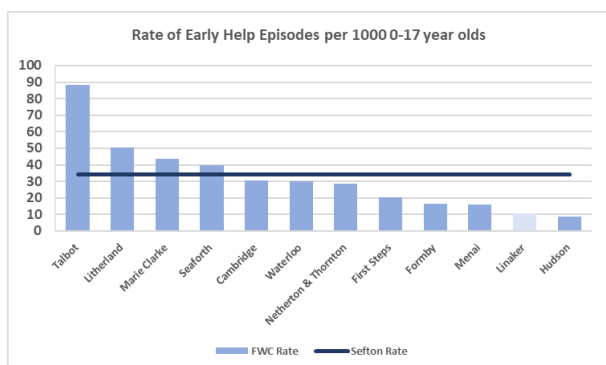
11 children are subject to CLA (Sefton 704)

11 children are subject to CIN (Sefton 631)

0 children are subject to CP (Sefton 215)

Early Help

As at 31/12/20 Sefton had 1,850 open Early Help Episodes of which Linaker were supporting 93 children, a rate of 10.5 per 1,000 of 0 – 17-year olds, 5% of the children receiving support across Sefton.



Children Centres

Due to Covid 19, activities at each of the Family Wellbeing Centres have been suspended since March 2020.

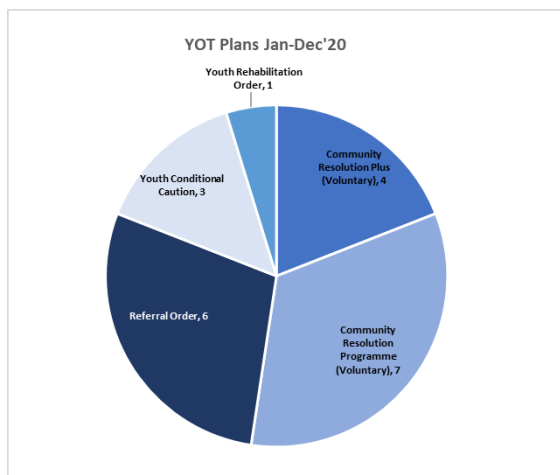
The most recent data available covers the period between October 2017 and September 2018.

There were 5,121 attendances of under 18-year olds at the Linaker Family Wellbeing Centre between October 2017 and September 2018. This is a rate of 581 per 1,000 population.

As should be expected, the overwhelming number of attendances at the Family Centre in the year to November 2018 were related to child wellbeing and development, primarily Family Support, Child Health Services and ‘Stay and Play’ however, almost a third of the attendances were not directly related to children, with Healthy Life Styles having a particularly high attendance level.

Youth Offending Team (YOT)

Within the Linaker reach there were 21 young people (aged between 10 and 17) on YOT interventions between January 2020 and December 2020.



Sefton Turnaround

The Sefton Turnaround Programme is an important element of Sefton’s Early Help strategy. The aim is to align the outcomes for a range of partners, including healthcare, criminal justice agencies, housing providers, schools and colleges, Department for Work and Pensions and organisations from the voluntary, community and faith sector to:

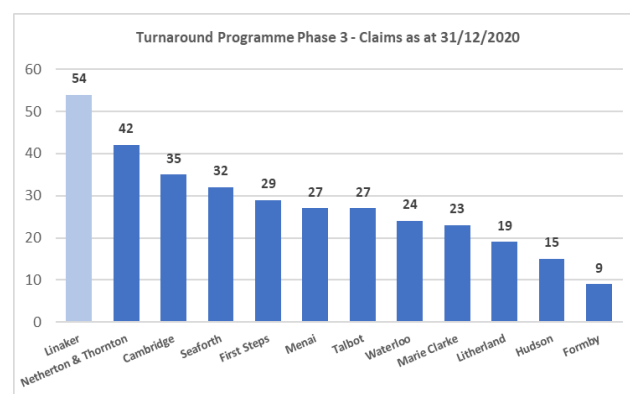
- Reduce harm to families and individuals by delivering interventions in a timely and effective way
- Reduce costs by working in more innovative and collaborative ways
- Increase the number of families receiving support at an earlier stage, before problems become established

Families identified for the Sefton Turnaround Programme will have two or more of the following six problems.

1. Families involved in criminal and antisocial behaviour
2. Families where children do not attend school regularly
3. Families where children need help
4. Families with adults out of work and young people at risk of worklessness
5. Families affected by domestic violence and abuse
6. Families with a range of health problems

These issues often interact, causing further harm and increasing the difficulty for families to resolve these issues themselves. All interventions delivered through the Sefton Turnaround Programme will make use of an evidence-led model; one coordinated plan, one lead practitioner and one family at the heart of the intervention.

Since April 2020 when the Turnaround Programme Phase 3 began, 54 families from within the Linaker reach have been successfully “Turned Around” as at December 2020.



MOSAIC Profile

Experian's Mosaic Public Sector product is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian and has been developed over many years to create classifications using data from a wide variety of different sources and different levels of geography.

It is designed to describe the UK population in terms of their *typical* demographics, social, economic, cultural, and lifestyle behaviour. The population is classified into 66 'Types' that identify groups of individuals or households that are as similar as possible to each other and as different as possible from any other group. These 'Types' group together hierarchically into 15 'Groups'.

In each type there are a number of key features which make each category distinctive and are useful to bear in mind when devising communications or delivery strategies targeted at them. These are *subjective* and are intended to highlight key issues rather than to be comprehensive. Clearly not every one of the Borough's 125,000 households will match exactly to just one of 66 different Mosaic Types or 15 Mosaic Groups. The description should be recognised as "generic types", examples to which individual cases only approximate with various degrees of exactness.

Overview

There are approximately 40,574 residents living in 17,640 households across the Linaker reach. Three quarters (75%) of the households in the area are classified as belonging to five of the 15 Mosaic Groups (H, E, F, M and I) which are generally characterised as:

- H - Predominantly younger households, in full-time employment on starter salaries. Living in private suburbs with affordable housing costs. They use the internet for buying and selling.
- E – Predominantly older families, with some adult children still living at home in suburban mid-range three-bedroom homes. Long term

residents of the area. The internet is used for research within the households.

- F – Predominantly older residents, living in their own homes, with additional pensions to that of the state. Minimal miles driven, and new technology is not liked.
- M - Predominantly younger families with young children with limited resources (lowest household incomes of <£15k). Often in receipt of benefits, in low cost homes or social renting. Tend to be early adopters of technology with a preference for mobile and web interaction.
- I - Predominantly families with many children living in areas of high deprivation and who need support where expenditure can exceed income

Mosaic Group	Linaker		Sefton	
	Households	Percent	Households	Percent
H Aspiring Homemakers	3329	18.9%	13332	10.5%
E Senior Security	2996	17.0%	16796	13.2%
F Suburban Stability	2973	16.9%	17345	13.6%
M Modest Traditions	2388	13.5%	9994	7.8%
I Family Basics	1509	8.6%	11681	9.2%

Family Wellbeing Centre Comparators

	Life Expectancy at Birth		Standardised Admission Ratios								Standardised Mortality Ratio	Standardised Incidence Ratio	Standardised Fertility Ratio
	Males	Females	All causes	CHD	Admissions for Stroke	Myocardial Infarction (heart attack)	Chronic Obstructive Pulmonary Disease (COPD)	Alcohol Related Harm	Hip Fracture in 65+	Self Harm		All Cancers	Women Aged 15-44
First Steps	80.8	85.4	94.8	97.9	82.5	80.2	73.2	90.1	78.1	137.0	81.8	97.8	49.7
Formby	81.9	85.4	80.1	82.6	75.6	53.9	44.6	68.4	81.3	81.4	79.2	98.4	45.3
Linaker	78.8	83.1	110.5	113.2	91.3	85.6	99.4	103.0	97.6	156.4	101.3	100.5	52.4
Talbot	75.1	81.6	119.7	116.9	96.4	80.2	99.8	146.3	98.6	235.3	120.2	102.8	46.6
Hudson	81.1	84.5	105.5	115.1	76.1	81.3	72.8	84.3	86.7	52.1	85.4	106.2	67.0
Menai	79.3	83.1	126.1	133.9	94.9	85.0	134.0	108.9	94.7	77.1	100.6	110.5	64.0
Litherland	75.9	81.1	131.6	144.0	95.4	107.1	185.9	122.3	117.2	110.2	121.1	122.9	57.7
Netherton & Thornton	78.2	81.7	123.1	145.1	95.4	97.6	141.2	122.3	123.6	79.3	110.7	108.7	64.0
Cambridge	75.9	79.9	160.8	172.1	132.1	125.4	270.6	190.2	130.1	168.9	131.5	134.6	63.1
Marie Clarke	77.4	81.1	148.4	148.2	113.7	107.3	240.8	163.5	108.1	113.8	117.0	122.0	73.2
Seaforth	71.8	75.6	178.3	179.8	124.6	139.8	389.5	241.2	135.2	193.0	175.9	129.9	73.8
Waterloo	79.1	81.5	110.1	105.7	82.8	84.2	92.1	117.6	122.0	78.2	119.4	98.8	53.0
Sefton	78.4	82.4	116.0	120.0	90.3	86.1	115.6	117.6	99.5	120.6	103.7	106.1	58.5
LCR			131.7	129.3	107.1	99.7	147.8	131.8	108.7	142.8	115.9	110.7	55.8
NW			118.7	127.2	109.5	115.7	130.2	115.4	105.3	129.9	111.2	104.9	58.9
England	79.5	83.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	57.7

Notes on Data & Methodology

Output Area (OA) – are clusters of adjacent postcodes and are used as the basis of the Census data. They are made up of a minimum of 40 to 125 households. As of Census 2011 Sefton have 933 OAs, previous to this there were 937.

Lower Super Output Area (LSOA) – are built using adjoining OAs. They have between 400 and 1200 households. Currently Sefton has 189 LSOAs, previous to 2011 there were 190.

Middle Super Output Area (MSOA) – are built using LSOAs, and have a minimum household number of 2000 up to 6000. There are 38 MSOAs in Sefton this has not changed.

Ward – “administrative division of a city or borough that typically elects and is represented by a councillor or councillors” (Oxford Dictionary)

For further information relating to these geographies please see: [ONS Census 2011](#)

Population Estimates 2019 – annual population count estimates for wards in Sefton by single year of age and sex.

Index of Multiple Deprivation 2019 (IMD) measures levels of deprivation, across seven domains, nationally at Lower Super Output Area (LSOA) level. This provides a mean score and ranking allowing areas to be compared relatively to other areas. The IMD data is created by the Department for Communities and local Government. The higher the score the more affected the area. Sefton has 189 LSOAs as of Census 2011. Please note that IMD data is provided by LSOAs which have been merged into best fit wards.

Experian Mosaic is a classification tool used to categorise the population according to the type of neighbourhood in which they live. It is constructed from a range of sources including the Census, consumer behaviour, financial and lifestyle factor data. It is a useful tool for gaining more in-depth insight into lifestyles and behaviour of the population. Mosaic segments the population into 15 Groups (A-O) and 66 Types.

Children Living in Low Income Families (CLIF) is defined as: Children living in families in receipt of out of work benefits or tax credits whose reported income is less than 60 per cent of the median income divided by the total number of children in the area (determined by Child Benefit data) and is a proxy measure for child poverty.

Occupancy Rating (bedrooms) provides a measure of whether a household's accommodation is overcrowded or under occupied.

Universal Credits (UC) is a monthly payment for low income workers and those out of work. UC replaces six other benefit types (Job Seekers Allowance, Employment and Support Allowance, Income Support, Child Tax Credits, Working Tax Credits and Housing Benefits). UC has been rolled out across England and was introduced in Sefton in June 2014. Please note that claims are per household meaning two people who resided together may claim the benefit, which will then be paid into one account. Please note that UC data is provided LSOAs which have been merged into best fit wards.

Personal Independence Payment (PIP) can help you with some of the extra costs if you have a long-term ill-health or disability.

Child benefits (CB) is a social security payment paid to parents or guardians of children under the age of 16 or those who continue into further education until aged 18.

Housing Benefits (HB) is a means tested benefit for people on low-incomes to help pay their rent.

“The **Early Years Foundation Stage (EYFS)** sets standards for the learning, development and care of children from birth to 5 years old. All schools and Ofsted-registered early years providers must follow the EYFS, including childminders, preschools, nurseries and school reception classes.”

For further information please see link:

[Foundation Years](#)

“**Key Stage 1** is taught during Years 1 and 2 of primary school. Targets defined in the National Curriculum are assessed at the end of each Key Stage.”

For further information please see link:

[GOV.UK Key Stage 1 and 2](#)

“**Key Stage 2** is taught during Years 3 to 6 of primary school. Targets defined in the National Curriculum are assessed at the end of each Key Stage.”

For further information please see link:

[GOV.UK Key Stage 1 and 2](#)

Progress 8 and Attainment 8

“Progress 8 aims to capture the progress a pupil makes from the end of primary school to the end of secondary school. It is a type of value added measure, which means that pupils’ results are compared to the actual achievements of other pupils with the same prior attainment.

The performance measures are designed to encourage schools to offer a broad and balanced curriculum with a focus on an academic core at key stage 4, and reward schools for the teaching of all their pupils, measuring performance across 8 qualifications. Every increase in every grade a pupil achieves will attract additional points in the performance tables.

Progress 8 is calculated for individual pupils solely to calculate a school’s Progress 8 score, and there is no need for schools to share individual Progress 8 scores with their pupils. Schools should continue to focus on which qualifications are most suitable for individual pupils, as the grades pupils achieve will help them reach their goals for the next stage of their education or training.

Attainment 8 measures the achievement of a pupil across 8 qualifications including mathematics (double weighted) and English (double weighted), 3 further qualifications that count in the English Baccalaureate (EBacc) measure and 3 further qualifications that can be GCSE qualifications (including EBacc subjects) or technical awards from the DfE approved list.”

For further information please see link:

[GOV.UK Attainment 8](#)

Source

Demographics			
Page	Sub Section	Source	Date
7	Population	ONS - Mid-2019 Population Estimates for 2019 Wards in England and Wales by Single Year of Age and Sex -	2019

Deprivation			
Page	Sub Section	Source	Date
7&8	IMD / IDACI	Gov.UK - English Indices of Deprivation 2019 - Supplementary Indices - Income Deprivation Affecting Children Index	2019
8	Accessing Foodbanks	Trussell Trust	2020

Benefit & Support			
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9	Universal Credits	Stat-Xplore - People on Universal Credit - December 2020	2020
9	Child Benefits	Gov.UK - Child Benefit Small Area Statistics - August 2019	2019
9	Housing Benefits	Sefton MBC - Revenues and Benefits System - May 2020	2020
9	Personal Independent Payment	Stat-Xplore - PIP - Personal Independent Payment July 2020	2020
9	Emergency Limited Assistance Scheme	Sefton MBC - Welfare Reform	2020

Economy & Business			
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9	Household Income	Experian: Household Mosaic Classification	2020
9	Economic Activity	Census 2011 - KS603EW Economic Activity by Sex	2011

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10	Primary/Secondary Settings - Pupils	Sefton School Census January 2020	2020
11	Early Years Foundation Stage - Achievement	Sefton MBC & DfE - EYFSP - SFR50-2019	2019
11	Primary Settings - KS1 Achievement	Sefton MBC & DfE - SFR42_2019_KS1_LA_tables&NCER Emerging National KS1	2019
11	Primary Settings - KS2 Achievement	Sefton MBC & DfE - SFR62_KS2_2019_LA_Tables&NCER Emerging National KS2 TA / Test	2019
11	Secondary School Settings - KS4 Achievement	Sefton MBC & DfE - SFR03_2019_LA_Characteristics_Tables	2019
12	SEN	Sefton School Census January 2020	2020
12	Not in Employment Education or Training	Career Connect - Connexions	2020
12	High Needs Funding	Sefton Finance 2021	2021

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Page	Sub Section	Source	Date
13	Crimes	Merseyside Police	2020
13	Anti-Social Behaviour	Merseyside Police	2020
13	Deliberate Fires	Merseyside Fire and Rescue	2020

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14	Life Expectancy Female & Male	Local Health Indicators - ONS - Life Expectancy at Birth Females / Males	2013 - 2017
14	General Fertility Rate	Annual Births extract and mid-year population estimates - ONS - Crude Fertility Rate of live births per 1000 females aged 15-44	2013 - 2017
14	National Child Measurement Programme	Sefton MBC - National Child Measurement Programme	2018-2019
14	Hospital Admissions - All Causes	fingertips.phe.org.uk - Emergency Hospital Admissions for All Causes SAR	2018
14	Hospital Admissions - Intentional Self-harm	fingertips.phe.org.uk - Hospital Admissions for Self Harm SAR	2018
14	Standardised Mortality Ratio	Local Health Indicators - ONS - Deaths From All Causes, All Ages SMR	2018
14	Incidence of Cancer	Local Health Indicators - ONS - Incidence of All Cancer SIR	2018

Service Demand & Delivery in Ward			
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15	Children Social Care	Sefton MBC - Children's Social Care	2020
15	Early Help	Sefton MBC - Children's Social Care	2020
16	YOT	Sefton MBC - Youth Offending Team	2020
16	Turnaround Programme	Sefton MBC - Children's Social Care	2020

Mosaic Classification			
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17	Mosaic Classification	Experian: Household Mosaic Classification	2020

Family Wellbeing Centre Health Comparators			
Page	Sub Section	Source	Date
18	Comparators	fingertips.phe.org.uk/Local Health Indicators - ONS	2013-2018