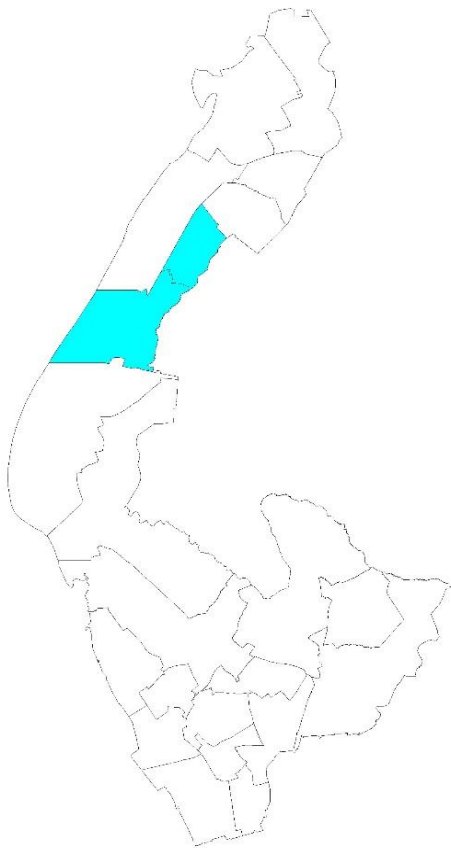


# Family Wellbeing Centre Profile

## First Steps



**Released: 9<sup>th</sup> August 2021**

**Collated by Della Haddley**

Commissioning Support & Business Intelligence Service

Data Insight, Business Intelligence & Performance

## Document Control

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### Issue/Amendment Record

Version	Date of Issue	Reason for Issue
V0	19/12/2018	Initial Draft Template
V1	06/05/2019	1 <sup>st</sup> Draft
V2	22/08/2019	2 <sup>nd</sup> Draft
V3	02/09/2019	Final
V4	09/08/2021	Updated

### Document Ownership

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### Distribution

Restricted Internal

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## Highlights

### Aged 0-17



Proportion of total Population

### Free School Meals



Rate per 1,000 population of 0-17- year olds receiving Free School Meals – School Census Jan'20

### Children with an open Social Care Plan



Rate per 1,000 population of 0-17-year olds at 31/12/20

### Families with an open Early Help Episode



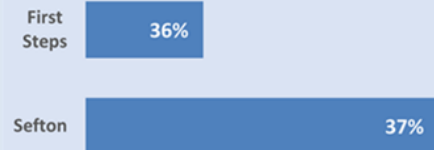
Rate per 1,000 population of 0-17-year olds at 31/12/20

### Educational Attainment

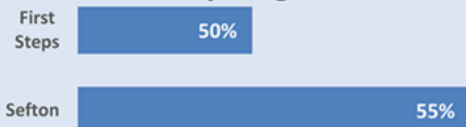
#### Early Years



#### Key Stage 2



#### Key Stage 4



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/Oct'18

### Sefton Turnaround Claims



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

## Overview

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

The First Steps Family Wellbeing Centre is based at Farnborough Road Infant School in Birkdale and provides services to the wards of Ainsdale and Birkdale, two 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 and Duke's to the West, Kew ward to the North, West Lancashire Borough Council to the East and Harington ward to the South.

Within the reach of the First Steps Family Wellbeing Centre there are:

- Eight Primary Schools
- Two Secondary Schools
- One Special School
- Four 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 over half are of traditional working age (16-64).

## Deprivation

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

## Employment

Just under half of the total population of the area are in employment, of which over three quarters

represent 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 2.9% of the total ELAS (Emergency Limited Assistance Scheme) applications between Jan'20 and Dec'20 originated from the First Steps area.

## Education

The schools within the First Steps area have a slightly higher proportion of males than females. Two schools were rated as 'Outstanding', Seven rated as Good' with two schools 'Requiring Improvement' by OFSTED.

The rates of both Free School Meals and Special Educational Needs (SEN) categories were both lower in the First Steps area than across Sefton. In terms of attainment, the schools throughout the First Steps reach broadly fall in line with, or improve upon, the national picture.

## Community Safety

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

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

Deliberate Fire incidents again are lower in the First Steps reach than Sefton with 'Secondary Fires' being the highest incident reported which is in line with patterns across Sefton

## 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 and Early Help provision are relatively low compared to the Sefton average

## Youth Offending Team (YOT)

Between January and December 2020 there were 15 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 First Steps area is slightly lower than the percentage across Sefton (as well as the wider Liverpool City Region and across England) at 57%. This may mean that demand for jobs or benefit support in the area would be lower than that of the borough.

The First Steps area accounts for 8.2% of the 0-5-year olds population across the Sefton borough as a whole and 9.3% 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).

	First Steps Count	Percentage			
		FWC	Sefton	North West	England
<b>Total</b>	25,678				
<b>Males</b>	12,243	47.7%	48.1%	49.4%	49.4%
<b>Females</b>	13,435	52.3%	51.9%	50.6%	50.6%
<b>0-17</b>	5,022	19.6%	19.6%	21.3%	21.4%
<b>0-19</b>	5,522	21.5%	21.5%	23.6%	23.6%
<b>16-64</b>	14,646	57.0%	59.0%	62.1%	62.4%
<b>18-64</b>	14,054	54.7%	56.9%	60.0%	60.2%
<b>55-65</b>	4,111	16.0%	15.9%	13.5%	13.1%
<b>65+</b>	6,602	25.7%	23.6%	18.7%	18.4%
<b>85+</b>	872	3.4%	3.5%	2.4%	2.5%

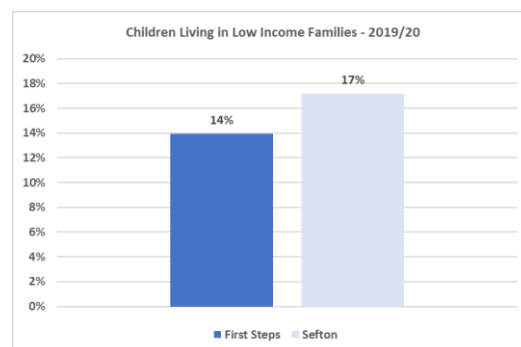
### Food bank

In the financial year 2019/20 households in the First Steps reach received 321 Food bank vouchers from the Trussell Trust, which accounted for 3.8% of the Sefton total. These vouchers helped 649 people (286 adults and 363 children).

## Deprivation

### Children in Low Income Families

The percentage of 0-19-year olds living in low income families during 2019/2020 in the First Steps reach was 3% lower than Sefton as a whole.



### Income Deprivation Affecting Children Index (IDACI) by First Step Schools (2019)

Within the Sefton Borough, 13,053 children attending schools are affected by income deprivation of which 3% are attending schools within the First Steps reach

School	IDACI 10	IDACI 20	IDACI 30	IDACI Bottom 30%
<b>Primary</b>				
Ainsdale CE	0	0	21	21
Birkdale	1	6	17	24
Farnborough Road Infant	2	1	9	12
Farnborough Road Junior	1	4	20	25
Kings Meadow	1	0	90	91
Our Lady of Lourdes	3	4	24	31
Shoreside	1	0	11	12
St Teresa's Infant	0	1	3	4
<b>Secondary</b>				
Christ the King High	13	20	90	123
Birkdale High (Academy)	7	18	41	66
<b>Special</b>				
Merefield	10	5	7	22
<b>Total</b>	<b>39</b>	<b>59</b>	<b>333</b>	<b>431</b>
<b>SEFTON</b>	<b>7,324</b>	<b>3,040</b>	<b>2,689</b>	<b>13,053</b>

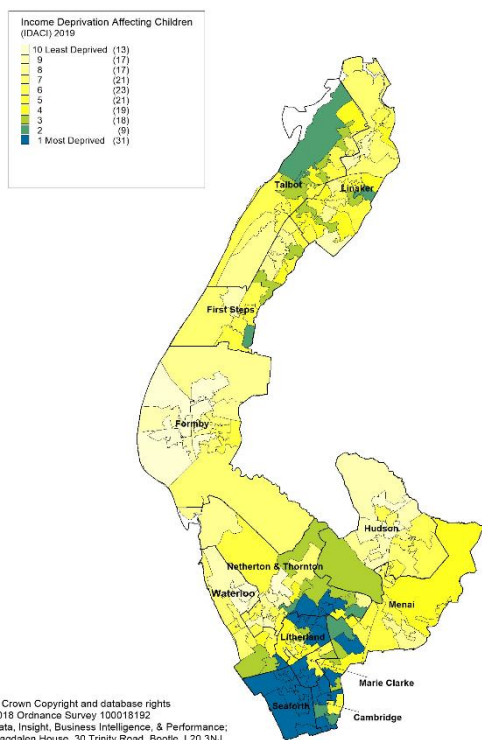


### Index of Multiple Deprivation (IMD) by First Step Schools (2019)

Within the Sefton Borough, 3,433 children attending schools are affected by Multiple Deprivation of which 16% are attending schools within the First Steps reach

School	IMD 10	IMD 20	IMD 30	IMD Bottom 30%
<b>Primary</b>				
Ainsdale CE	0	19	17	17
Birkdale	9	14	42	42
Farnborough Road Infant	3	8	71	71
Farnborough Road Junior	2	15	53	53
Kings Meadow	1	90	20	20
Our Lady of Lourdes	10	15	79	79
Shoreside	1	11	15	15
St Teresa's Infant	2	2	8	8
<b>Secondary</b>				
Christ the King High	46	48	136	136
Birkdale High (Academy)	20	51	91	91
<b>Special</b>				
Merefield	14	9	9	9
<b>Total</b>	<b>108</b>	<b>282</b>	<b>541</b>	<b>541</b>
<b>SEFTON</b>	<b>9,356</b>	<b>3,309</b>	<b>3,433</b>	<b>3,433</b>

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



### 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 the Covid 19 Pandemic, an aging population and increases in overall deprivation seen. Key service demands could include:

- There are small pockets of medium to higher levels of deprivation within the First Steps reach which 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 within the area may result in increases in demand and therefore 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 First Steps. 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 13% of households within the First Steps reach had an annual income of less than £15,000, 9% lower than the rate across Sefton, while the rates of household incomes over £40,000 were higher.



### Economically Active

Just under half of the total population of the area are in employment (11,503), which accounts for 78.5% of the 16-64-year old population (14,646).

The rate of employment in the First Steps area is broadly the same as the rate in Sefton, with a slightly higher percentage of employees in Part-time and Self-employed employment. Conversely, the percentage in Full-time employment is slightly lower than both Sefton and England.

Economic Activity	First Steps		Sefton		England	
Population	25,678	%	276,410	%	56,286,961	%
All	20,737	81%	226,435	82%	42,989,620	76%
In employment	11,503	45%	122,709	44%	25,308,888	45%
Employee: Part-time	3,387	13%	34,068	12%	6,191,031	11%
Employee: Full-time	6,268	24%	71,988	26%	15,221,760	27%
Self-employed	1,848	7%	16,653	6%	3,896,097	7%
Unemployed	742	3%	11,103	4%	2,023,485	4%
Student	743	3%	8,719	3%	2,262,981	4%

### Free School Meals & Pupil Premium Funding

School Census January 2020 recorded 625 children within the First Steps area who were in receipt of Free School Meals, 14% of the school population. This was 5% lower than Sefton (19%).

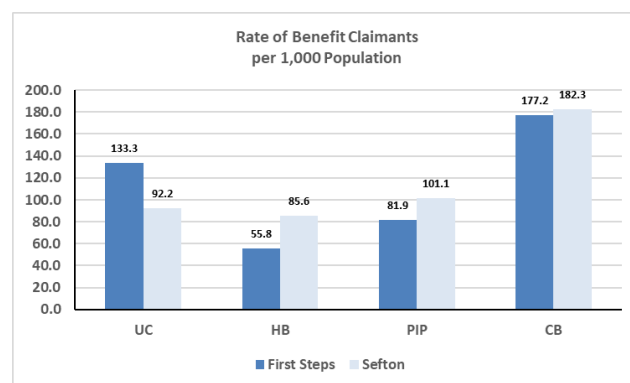
763 First Step pupils were eligible for Pupil Premium Funding (17%). This was 4% lower than Sefton.

## 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 81.9 per 1,000 population, lower than across Sefton with 101.1 per 1,000.

As at Jan'21 there were 1,952 Universal Credit (UC) claimants in the area. This is a staggering increase compared to Jan'20 (893) primarily as a result of the current Covid Pandemic and increased redundancies. First Steps has a considerably higher rate of UC claimants 133.3 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 55.8 per 1,000 population much lower in comparison to Sefton with 85.6.



At Aug'19, 18% of families were in receipt of Child Benefits, a rate of 177.2 per 1,000 population, slightly lower than Sefton with 182.3.

### Emergency Limited Assistance Scheme (ELAS) Applications

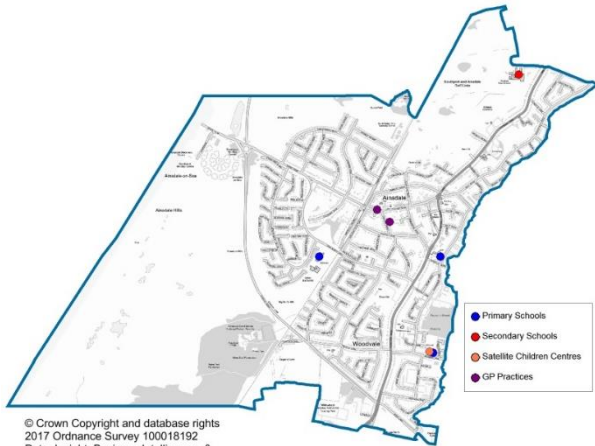
Jan'20 to Dec'20	First Steps	Sefton
Total Applications	209	7273
Approved	102	3854
Partially Approved	17	739
Not Approved	90	2680

Between January 2020 and December 2020 there were 209 applications to Sefton's Emergency Limited Assistance Scheme (ELAS) by residents within the First Steps reach, 2.9% of all ELAS applications made. This makes up 1% 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, 49% were approved in full, with 8% being partially approved.

## Education

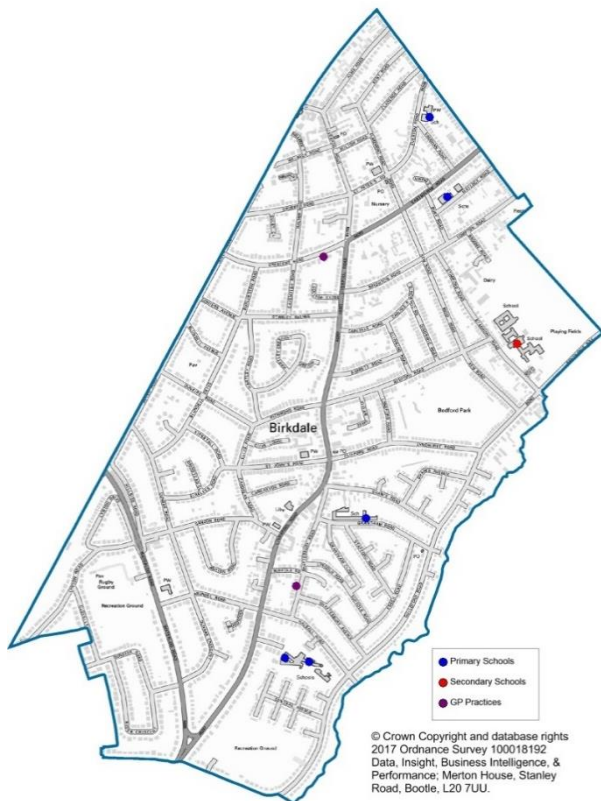
### School locations in the First Steps FWC Reach:

#### Ainsdale



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2017 Ordnance Survey 100018192  
Data, Insight, Business Intelligence, &  
Performance; Merton House, Stanley  
Road, Bootle, L20 7UU.

#### Birkdale



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2017 Ordnance Survey 100018192  
Data, Insight, Business Intelligence, &  
Performance; Merton House, Stanley  
Road, Bootle, L20 7UU.

At the most recently available school census there were 4,429 children registered at schools within the First steps area.

1,836 Secondary school provisions

2,593 Primary school setting

60% of the children were male and 40% were female, though this may have been affected by

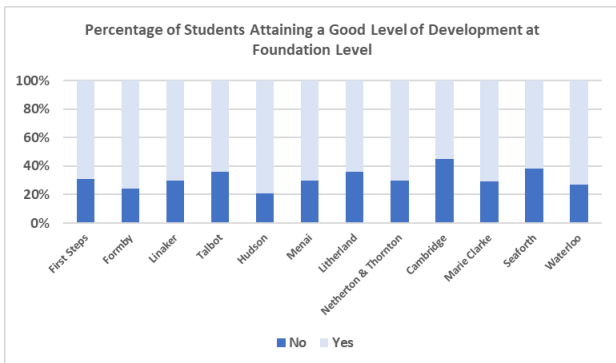
the fact that one of the schools is a single sex (boys) school. This contrasts with the overall Sefton rate of 49% female to 51% male.

School	Primary	Secondary	Special	Total
<b>Primary</b>				
Ainsdale CE	209	0	0	209
Birkdale	454	0	0	454
Farnborough Road Infant	464	0	0	464
Farnborough Road Junior	475	0	0	475
Kings Meadow	223	0	0	223
Our Lady of Lourdes	520	0	0	520
Shoreside	191	0	0	191
St Teresa's Infant	57	0	0	57
<b>Secondary</b>				
Christ the King High	0	956	0	956
Birkdale High (Academy)	0	776	0	776
<b>Special</b>				
Merefield	0	0	104	104
<b>Total</b>	<b>2593</b>	<b>1732</b>	<b>104</b>	<b>4429</b>

At their most recent OFSTED inspections most of schools in the First Steps reach attained a 'Good' rating. Ainsdale St John's Primary and Merefield were rated 'Outstanding', however, Ainsdale has not been inspected since 2013. Christ the King High School has had the latest inspection in February 2020 and received a rating of 3 'Requires Improvement'.

School	Ofsted Rating	Date of Last Inspection
<b>Primary</b>		
Ainsdale St John's	1 Outstanding	06-06-2013
Birkdale	2 Good	06-11-2018
Farnborough Road	2 Good	18-05-2017
Farnborough Road	2 Good	22-01-2019
Kings Meadow	2 Good	09-10-2019
Our Lady of Lourdes	2 Good	09-07-2019
Shoreside	3 Requires Improvement	06-07-2017
St Teresa's	2 Good	07-02-2018
<b>Secondary</b>		
Christ The King	3 Requires Improvement	26-02-2020
Birkdale	2 Good	18-10-2017
<b>Special</b>		
Merefield	1 Outstanding	05-06-2019

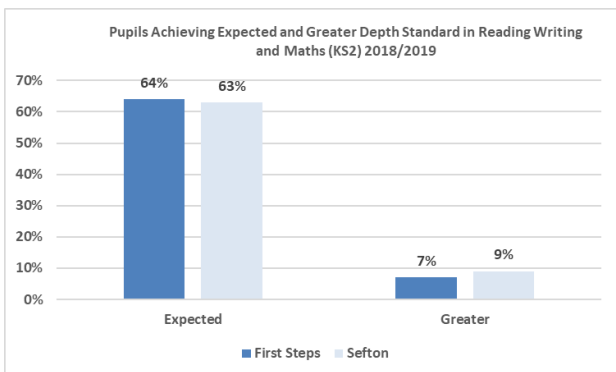
### Early Years



Just under three quarters (69%) of the children in a First Steps Early Years provision have reached or exceeding the expected developmental level.

In addition to the schools, there are 3 registered Day Nurseries and 8 registered Child Minders within the First Steps reach.

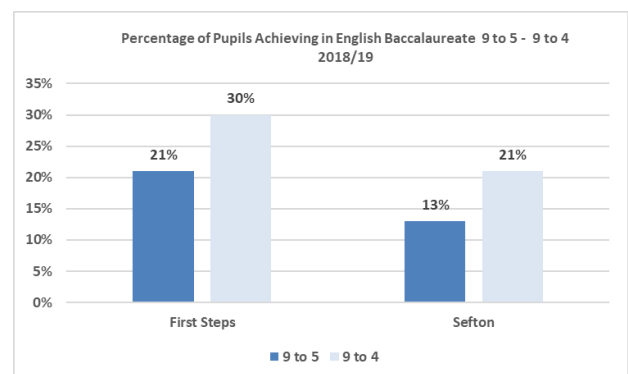
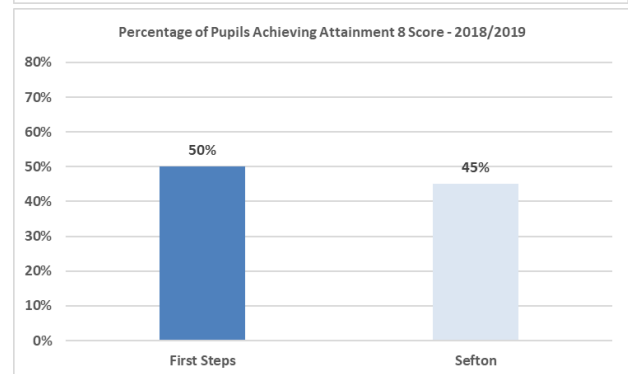
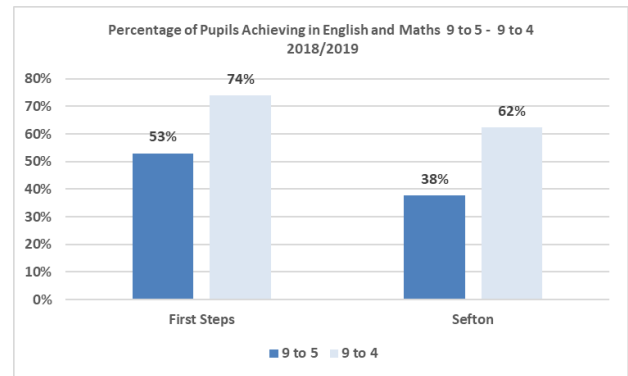
### Key Stage 2



Available data for Key Stage 2 indicates that almost two thirds of the primary schools within the First Steps area achieved above average 'Expected' and 'Greater' Depth Standard in the three key areas – Reading, Writing and Maths. The rates across First Steps are comparable with 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 Bacculaureate 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%, slightly lower than in the First Steps reach at 50%.



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

### Special Education Needs (SEN)

School Name	Cohort	Gender		SEN Codes		
		Female	Male	E - EHC Plans	K - SEN Support	Other
Ainsdale CE	0	108	101	0	20	189
Birkdale	454	231	223	3	31	420
Farnborough Road Infant	464	235	229	6	45	413
Farnborough Road Junior	475	231	244	4	57	414
Kings Meadow	223	120	103	6	45	172
Our Lady of Lourdes	520	257	263	23	56	441
Shoreside	191	83	108	1	26	164
St Teresa's Infant	57	26	31	1	9	47
<b>Secondary</b>						
Christ the King High	956	451	505	2	74	880
Birkdale High (Academy)	776	0	776	3	87	686
<b>Special</b>						
Merefield	104	28	76	104	0	0
<b>Total</b>	<b>4429</b>	<b>1770</b>	<b>2659</b>	<b>153</b>	<b>450</b>	<b>3826</b>
<b>SEFTON</b>	<b>39,977</b>	<b>19,509</b>	<b>20,468</b>	<b>1,126</b>	<b>4,585</b>	<b>34,266</b>

The First Steps rate of SEN/EHCP students was 13.6%, with 10.2% receiving SEN Support and 3.4% the subject of Education Health & Care (EHC) plans. This is slightly lower than Sefton SEN/EHCP students overall (14.3%)

### High Needs Funding (HNF)

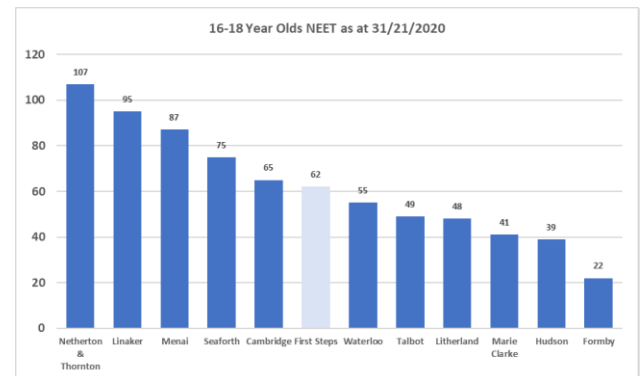
School Name	Cohort	Gender		SEN Codes		
		Female	Male	E - EHC Plans	K - SEN Support	Other
<b>Primary</b>						
Ainsdale CE	209	108	101	2	6	0
Birkdale	454	231	223	2	6	0
Farnborough Road Infant	464	235	229	5	3	0
Farnborough Road Junior	475	231	244	6	2	0
Kings Meadow	223	120	103	1	3	0
Our Lady of Lourdes	520	257	263	3	15	2
Shoreside	191	83	108	0	3	0
St Teresa's Infant	57	26	31	0	1	0
<b>Secondary</b>						
Christ the King High	956	451	505	1	11	1
Birkdale High (Academy)	776	0	776	1	5	1
<b>Special</b>						
Merefield	104	28	76	104	0	0
<b>Total</b>	<b>4,429</b>	<b>1,770</b>	<b>2,659</b>	<b>125</b>	<b>55</b>	<b>4</b>

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.

As at January 2021 all 11 schools within the First Steps reach receive 16% of High Needs Funding for either EHC or SEN Support with Merefield receiving the majority.

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

The rate per 1,000 population of young people (16-18) in the First Steps Family Wellbeing Centre reach who were registered as Not in Education, Employment or Training (NEET) as at 31/12 2020 was 72.1, lower than Sefton overall (85.5). First Steps accounted for 8% of all young people who were registered NEET.



## Community Safety

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

### Crime

There were 1257 crimes reported to Merseyside Police between 2019/2020 in the First Steps area, representing 6% of all crimes that occurred within Sefton. This is a rate of 49.0 crimes per 1,000 people - lower than the rate seen across Sefton as a whole (76.8 per 1,000).

Just over a 40% (510) of all reports were Violent offences. The next most common offence was Theft, followed by Criminal Damage & Arson. A rate of 2.1 crimes per 1,000 population were Drug related. This is significantly lower than the rate across Sefton (6.0 per 1,000 population)

### Crime 2019/2020

2019/2020	First Steps - Pop 25,678		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
Burglary	124	4.8	1586	5.7
Criminal Damage & Arson	135	5.3	2453	8.9
Drugs	53	2.1	1645	6.0
Public Order	101	3.9	1902	6.9
Other	30	1.2	535	1.9
Sexual	30	1.2	428	1.5
Theft	274	10.7	4746	17.2
Violence	510	19.9	7933	28.7
<b>Total</b>	<b>1257</b>	<b>49.0</b>	<b>21228</b>	<b>76.8</b>

### Anti-social Behaviour (ASB)

There were 262 Anti-social Behaviour incidents reported to Merseyside Police between 2019/2020 in the First Steps area representing 5.5% of all Sefton incidents. The area has a rate of 10.2 incidents per 1,000 population – again lower than the rate seen across Sefton as a whole (17.2 per 1,000).

31% of the incidents within the area were reports of Rowdy Inconsiderate Behaviour, with General Nuisance being the next most commonly reported incident recording 22%.

### Anti-Social Behaviour 2019/2020

2019/2020	First Steps - Pop 25,678		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
General Nuisance	57	2.2	929	3.4
Nuisance Neighbour	35	1.4	485	1.8
Other	12	0.5	313	1.1
Personal	37	1.4	313	1.1
Rowdy Inconsiderate Behaviour	82	3.2	1968	7.1
Vehicle Nuisance	39	1.5	751	2.7
<b>Total</b>	<b>262</b>	<b>10.2</b>	<b>4759</b>	<b>17.2</b>

### Deliberate Fires

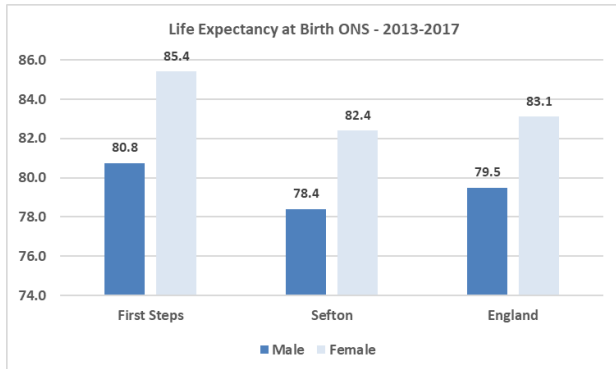
There were 18 Deliberate Fire incidents reported to Merseyside Police between 2019/2020 in the First Steps area representing 3.9% of all Sefton fires reported. Deliberate Secondary Fires had the highest number of incidents with 61%. The area has a rate of 0.7 incidents per 1,000 population – lower than the rate seen across Sefton as a whole (1.7 per 1,000)

### Deliberate Fires 2019/2020

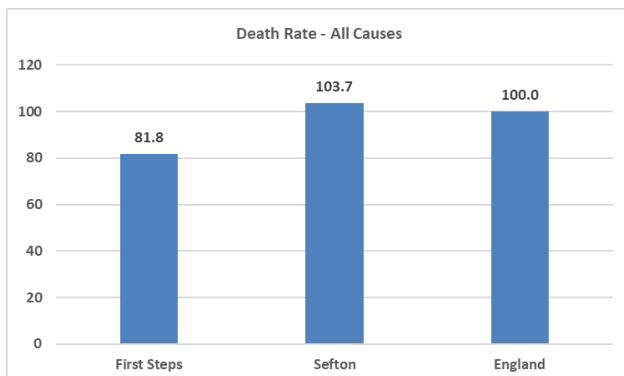
Fires 2019/20	First Steps Deliberate Fires		Sefton Deliberate Fires	
	Count	Rate per 1,000	Count	Rate per 1,000
Deliberate Property Fire	3	0.1	38	0.1
Deliberate Secondary Fire	11	0.4	371	1.3
Vehicle Fire	4	0.2	51	0.2
<b>Total</b>	<b>18</b>	<b>0.7</b>	<b>460</b>	<b>1.7</b>

## Health

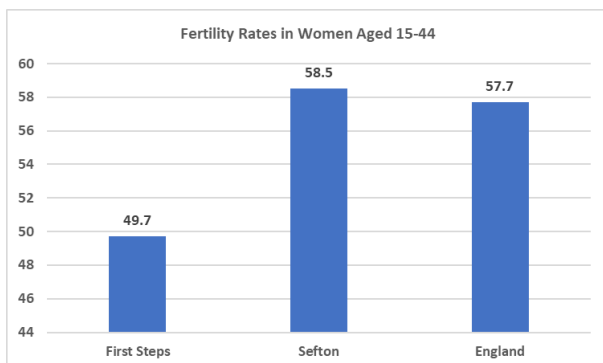
ONS Statistics 2013-2017 recorded, First Steps reach has a good level of health compared to the borough with higher life expectancy.



Based on current age-specific life expectancy rates, women in the area could expect to live just over two years more than the England average; with men also expected to live just over one year more



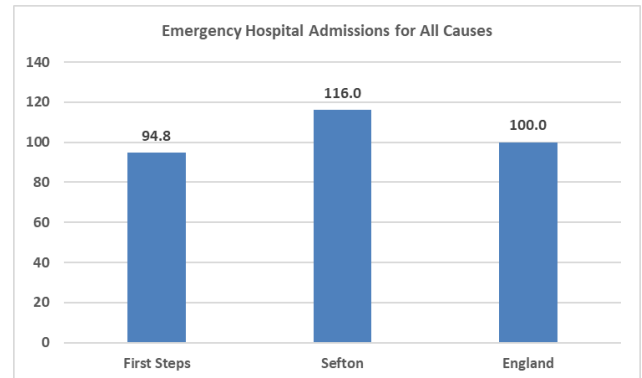
Closely linked to the lower levels of poor health of residents the levels of other disease and mortality rates are generally also lower.



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

## Hospital Admissions

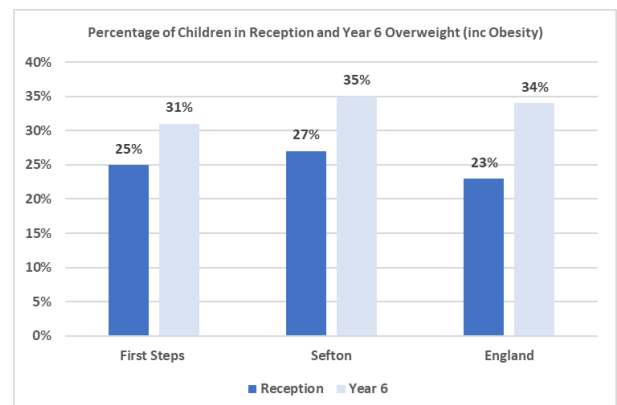
During the period between 2013 and 2017 the rate of hospital admissions for 'All Causes' in the First Steps reach was lower than both Sefton and England. Cancer and CHD had the highest rates both with 97.8.



Although the rate of hospital stays for 'Self Harm' was third highest in First Steps it was still considerably lower than Sefton and England.

## Children Overweight (inc Obesity)

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

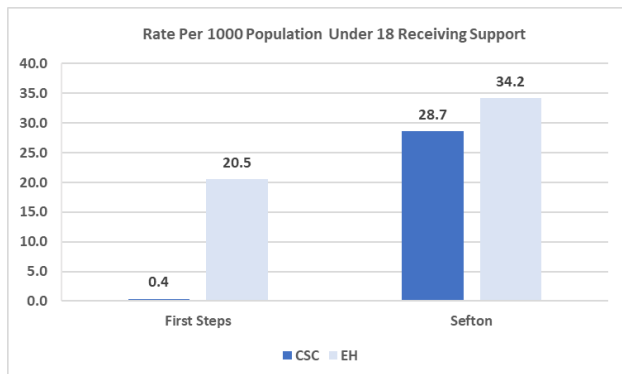


251 Reception pupils (age 4 to 5), a quarter (63) were recorded as being overweight, slightly lower than Sefton but higher than England.

283 Year 6 pupils (age 10 to 11), just under a third (89) were recorded as being overweight, lower than both Sefton and England.

## Service Demand & Delivery

### Children’s Social Care



In the area covered by the First Steps Family Wellbeing Centre, as at 31/12/20 there were only 2 children aged between 0 and 17 years with an open Children’s Social Care plan; this equates to 0.4 per 1,000 children residing in the area, lower than the Sefton rate of 28.7 per 1,000 children where there were 1,550 open CSC plans.

There are three plan types:

Children Looked After – CLA

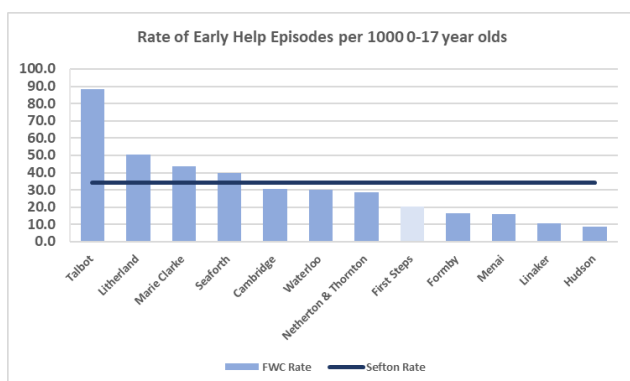
Children in Need Plan – CIN

Child Protection – CP

Currently, in the First Steps area:

- 2 children are subject to CLA (Sefton 631)
- 0 children are subject to CIN (Sefton 704)
- 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 First Steps were supporting 103 children, a rate of 20.5 per 1,000 of 0 – 17-year olds, just over 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.

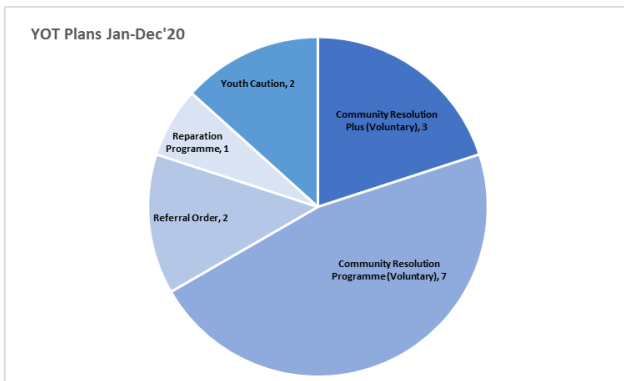
There were 1,196 individuals from the First Steps reach registered at Sefton Children Centres, 63% of which were under 18.

There were 6911 attendances of under 18-year olds at the First Steps Family Wellbeing Centre. This is a rate of 1359 per 1,000 population.

As would 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 Day Care and ‘Stay and Play’ however, a quarter of the attendances were not directly related to children, including Adult Learning Services and Healthy Life Styles.



### Youth Offending Team (YOT)



Within the First Steps reach there were 15 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:

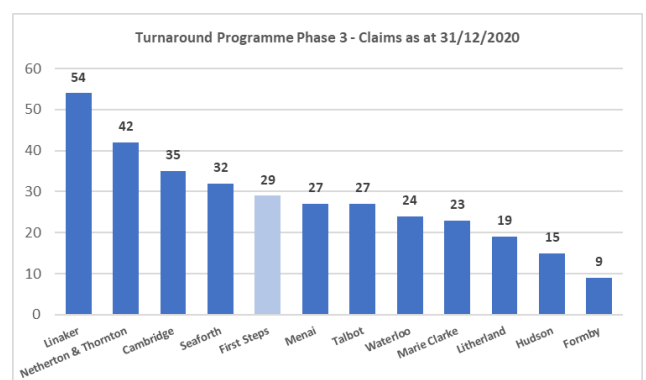
- Reduce harm to families and individuals by delivering interventions in a timely and effective way
- Reduce costs by working in more innovative and collaborative ways
- Increase the number of families receiving support at an earlier stage, before problems become established

Families identified for the Sefton Turnaround Programme Phase 3 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, 29 families from within the First Steps 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 several 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 25,678 residents living in 11,330 households across The First Steps reach. Nearly three quarters (72.3%) of the households in the area are classified as belonging to five of the 15 Mosaic Groups (B, E, F, H and M) which are generally characterised as:

- B – Predominantly married couples with high assets and investments, residing in high value detached homes, often supporting students and older children. Managerial or senior roles. Use the internet for shopping and banking.
- 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.
- 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.
- 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.

Mosaic Group	First Steps		Sefton	
	Households	Percent	Households	Percent
B Prestige Positions	2045	36%	11336	9%
E Senior Security	2036	36%	16796	13%
F Suburban Stability	1643	29%	17345	14%
H Aspiring Homemakers	1467	26%	13332	10%
M Modest Traditions	1006	18%	9994	8%

## Family Wellbeing Centre Health 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 adjoined 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 link: [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](#)

## Sources

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

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Page	Sub Section	Source	Date
9	Household Income	Experian: Household Mosaic Classification	2020
9	Economic Activity	Census 2011 - KS603EW Economic Activity by Sex	2011

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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

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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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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

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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			
Page	Sub Section	Source	Date
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