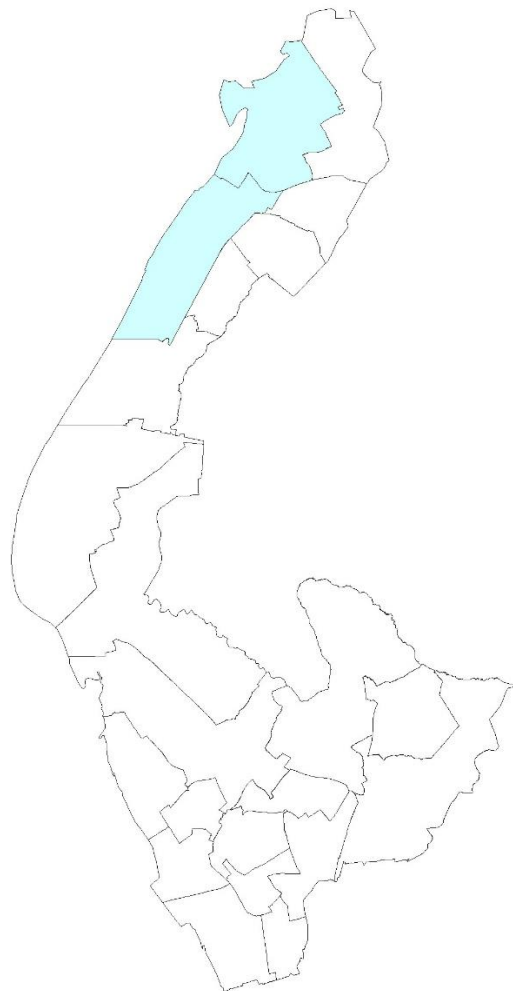


Family Wellbeing Centre Profile

Talbot



Released: 23rd August 2021

Collated by Della Haddley
Commissioning Support & Business Intelligence Service
Data, Insight, Business Intelligence, & Performance

Document Control

Issue/Amendment Record

Version	Date of Issue	Reason for Issue
V0	19/12/2018	Initial Draft Template
V1	20/08/2019	1 st Draft
V2	02/09/2019	Final
V3	23/08/2021	Updated

Document Ownership

Role	Name/Title
Author	Della Haddley
Release Authority	Wayne Leatherbarrow Service Manager - Performance & Intelligence

Distribution

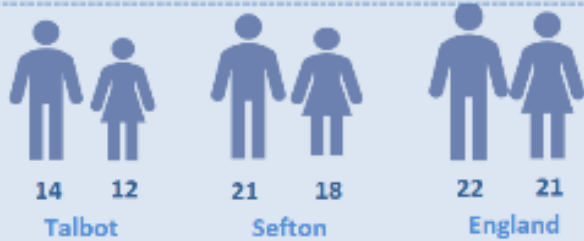
Restricted Internal

Contents

Document Control	2	Hospital Admissions.....	15
Highlights	4	Children Overweight (inc Obesity).....	15
Overview.....	5	Service Demand & Delivery	16
Demographics.....	5	Children’s Social Care.....	16
Deprivation	5	Early Help	16
Employment	5	Children Centres	16
Benefits.....	5	Youth Offending Team (YOT).....	17
Education.....	5	Sefton Turnaround.....	17
Community Safety	5	MOSAIC Profile	18
Social Care	6	Family Wellbeing Centre Comparators.....	19
YOT	6	Notes on Data & Methodology.....	20
Demographics.....	8	Sources.....	22
Food bank	8		
Deprivation	8		
Children in Low Income Families.....	8		
Income Deprivation Affecting Children Index (IDACI) by Talbot Schools (2019)	8		
Index of Multiple Deprivation (IMD) by Talbot Schools (2019)	9		
Implications for Service Delivery	9		
Welfare, Economy, & Business.....	10		
Economically Active.....	10		
Free School Meals.....	10		
Benefits.....	10		
Emergency Limited Assistance Scheme (ELAS) Applications	10		
Education.....	11		
Early Years	12		
Key Stage 2	12		
Key Stage 4	12		
Special Education Need (SEN)	13		
High Needs Funding (HNF)	13		
Community Safety	14		
Crime	14		
Anti-social Behaviour (ASB)	14		
Deliberate Fires	14		
Health	15		

Highlights

Aged 0-17



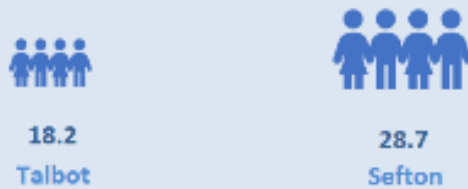
Proportion of total Population

Free School Meals



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

Children Social Care



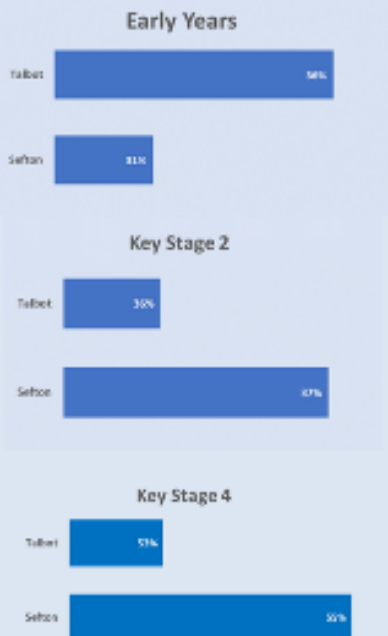
Number per 1,000 population of 0-17-year olds at 31/12/2020

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 Talbot Family Wellbeing Centre is based at St Andrews Place in Southport and provides services to the wards of Cambridge and Dukes, 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, Ainsdale and Norwood wards to the South, and Norwood, Kew and Birkdale wards to the East.

In Cambridge Ward there are:

- Two Primary Schools
- One Secondary School
- One General Practitioner (GP) Surgery (as of 2014)

In Duke's Ward there are:

- One Primary School
- One Secondary School
- One Children Centre
- One Library
- One Leisure Centre
- Three General Practitioner (GP) Surgeries (as of 2014)

Demographics

The proportion of females to males is the same as Sefton at 52-48% but slightly higher than the Liverpool City Region and England 51-49%.

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.

Deprivation

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

Employment

39% of the total population in Talbot are in employment, which is just under three quarters of the 16-64-year-old population.

3% are unemployed

2% are recorded as students.

Benefits

13% of the households in the area are receiving Housing Benefit, suggesting limited income and 7% of the total ELAS (Emergency Limited Assistance Scheme) applications between January 20 and December 20 originated from the Talbot area.

Education

Four of the five schools within the Talbot area have a higher proportion of males than females (54% to 46%).

Greenbank High is an all-female school.

Two schools were rated as 'Outstanding' by Ofsted, two rated as 'Good' Only one school received an 'Requires Improvement'.

The rates of both Free School Meals and Special Educational Needs (SEN) categories were both lower in the Talbot area than across Sefton.

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

Community Safety

Overall levels of crime in the Talbot area are higher compared to Sefton as a whole. In line with the patterns across Sefton violent crime is the most reported type – representing 35% of crime in the area.

Levels of anti-social behaviour (ASB) are higher in Talbot compared to Sefton-wide patterns with 'Rowdy Inconsiderate Behaviour' being the highest reported incident.

The rate of Deliberate Fire incidents in Talbot per 1,000 population is comparable with Sefton with 'Secondary Fires' being the highest incident reported.

Social Care

The rates per 1,000 population of children requiring support from Children's Social Care and Early Help provision are lower than the Sefton average.

YOT

Between January 2020 and December 2020 there were 7 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

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 Talbot area (54%) which is 5% lower than across Sefton and 8% lower than the wider Liverpool City Region and across England. This may mean that demand for jobs or benefit support in the area would be lower than that of the borough.

The Talbot area accounts for 6.5% of the 0-5-year olds across the Sefton borough as a whole and 6.3% 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).

	Talbot Count	Percentage			
		Talbot	Sefton	North West	England
Total	26,238				
Males	12,695	48.4%	48.1%	49.4%	49.4%
Females	13,543	51.6%	51.9%	50.6%	50.6%
0-17	3,415	13.0%	19.6%	21.3%	21.4%
0-19	3,794	14.5%	21.5%	23.6%	23.6%
16-64	14,049	53.5%	59.0%	62.1%	62.4%
18-64	13,656	52.0%	56.9%	60.0%	60.2%
55-65	4,402	16.8%	15.9%	13.5%	13.1%
65+	9,167	34.9%	23.6%	18.7%	18.4%
85+	1,901	7.2%	3.5%	2.4%	2.5%

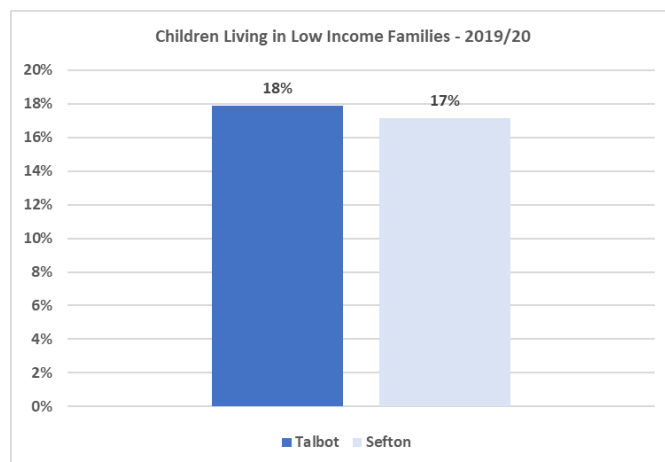
Food bank

In the financial year 2019/20 households in the Talbot reach received 1,101 Food bank vouchers from the Trussell Trust, which accounted for 13% of the Sefton total. These vouchers helped 1,909 people (1,391 adults and 518 children).

Deprivation

Children in Low Income Families

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



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

Within the Sefton Borough, 13,053 children attending schools are affected by income deprivation of which 3.3% are attending schools within the Talbot reach.

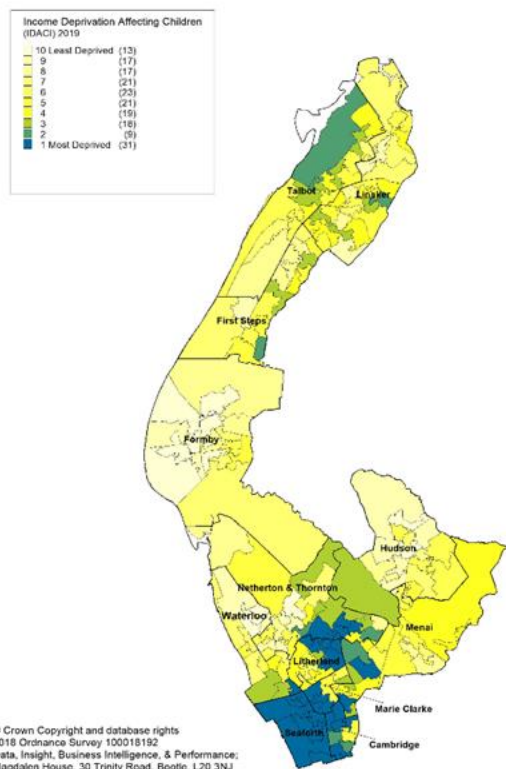
School	IDACI 10	IDACI 20	IDACI 30	IDACI Bottom 30%
Primary				
Marshside	2	7	37	46
Holy Trinity	4	35	59	98
St Patrick's	14	5	46	65
Academy				
Stanley	18	14	78	110
Greenbank	15	19	81	115
Total	53	80	301	434
SEFTON	7,324	3,040	2,689	13,053

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

Within the Sefton Borough, 3,433 children attending schools are affected by Multiple Deprivation of which 7.8% are attending schools within the Talbot reach.

School	IMD 10	IMD 20	IMD 30	IMD Bottom 30%
Primary				
Marshside	13	31	10	10
Holy Trinity	55	47	79	79
St Patrick's	23	30	21	21
Academy				
Stanley	51	43	33	33
Greenbank	29	69	125	125
Total	171	220	268	268
SEFTON	9,356	3,309	3,433	3,433

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



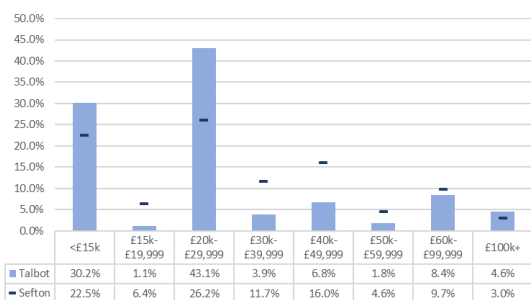
Implications for Service Delivery

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 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 may 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 Talbot. 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 30% of households within the Talbot reach had an annual income of less than £15,000, higher than the rate across Sefton 23%, while the rate of household income between £20,000 and £29,999 (43%) was considerably higher in Talbot than Sefton (26%).



Economically Active

Just under 40% the total population of the Talbot area are in employment. However, this accounts for 74% of the 16-64-year-old population (14,049) in the area.

3% are unemployed

2% are recorded as students.

The rate of employment in the Talbot area is 5% lower than Sefton. Self-employed is the only category where Talbot is slightly higher than Sefton and England.

Economic Activity	Talbot		Sefton		England	
Population	26,238	%	276,410	%	56,286,961	%
All	22,322	85%	226,435	82%	42,989,620	76%
In employment	10,348	39%	122,709	44%	25,308,888	45%
Employee: Part-time	2,605	10%	34,068	12%	6,191,031	11%
Employee: Full-time	5,825	22%	71,988	26%	15,221,760	27%
Self-employed	1,918	7%	16,653	6%	3,896,097	7%
Unemployed	828	3%	11,103	4%	2,023,485	4%
Student	650	2%	8,719	3%	2,262,981	4%

Free School Meals

School Census January 2020 recorded 318 children within the Talbot area who were in receipt of Free School Meals (13%) of the school population This is lower than Sefton (19%).

464 Talbot pupils were eligible for Pupil Premium Funding (19%), 2% lower than Sefton.

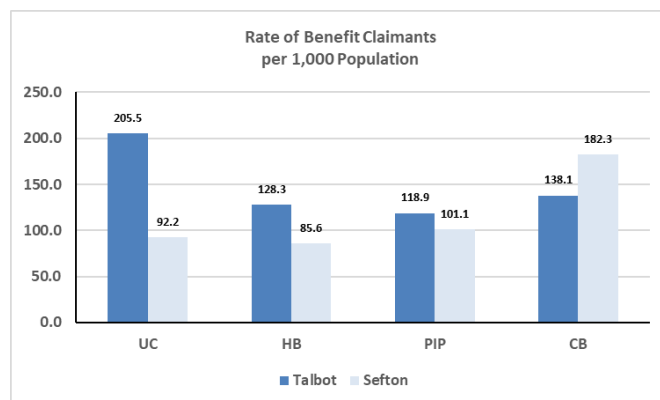
Benefits

As at Jan'21 of all working age benefit claimants (16-64) within the area, 12% were in receipt of Personal Independent Payment (PIP). This is a rate of 118.9 per 1,000 population, higher than across Sefton with 101.1 per 1,000.

As at Jan'21 there were 2,887 Universal Credit (UC) claimants in the area. This is a staggering increase compared to Jan'20 (1,604) primarily as a result of the current Covid Pandemic and increased redundancies. Talbot has a considerably higher rate of UC claimants 205.5 per 1,000 population in comparison to Sefton 92.2.

In Nov'20, 13% of households in the area were claiming Housing Benefit, a rate of 128.3 per 1,000 population much lower in comparison to Sefton with 85.6.

At Aug'19, 14% of families were in receipt of Child Benefits, a rate of 138.1 per 1,000 population, lower than Sefton with 182.3.



Emergency Limited Assistance Scheme (ELAS) Applications

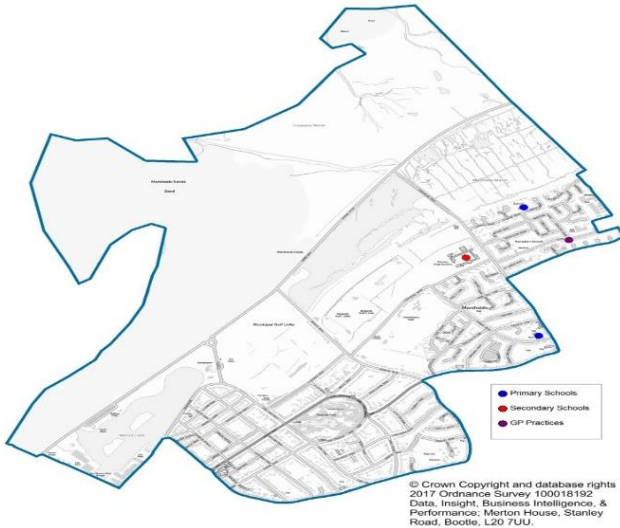
Between January 2020 and December 2020 there were 508 applications to Sefton's Emergency Limited Assistance Scheme (ELAS) by residents within Talbot, 7% of all ELAS applications made. This makes up 2.2% of residents aged 18 and over in the area which is significantly lower than the 3.3% throughout the borough. Of the applications in the area, 39% were approved in full, with 11% being partially approved.

Jan'20 to Dec'20	Talbot	Sefton
Total Applications	508	7273
Approved	200	3854
Partially Approved	54	739
Not Approved	254	2680

Education

School locations in the FWC Reach:

Cambridge



At the most recently available school census there were 2,387 children registered at schools within the Talbot area.

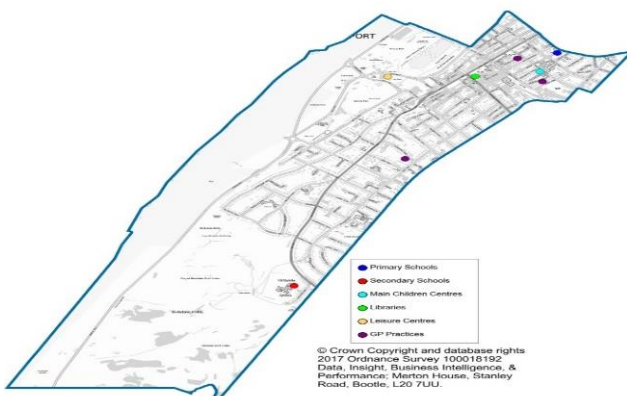
1,626 Secondary school provisions

761 Primary school setting

The ratio of Male to Female in 4 of the Talbot schools is 46% female to 54% male. Greenbank High is an all-female school.

School	Primary	Secondary	Special	Total
Primary				
Marshside	184	0	0	184
Holy Trinity	212	0	0	212
St Patrick's	365	0	0	365
Academy				
Stanley	0	615	0	615
Greenbank	0	1011	0	1011
Total	761	1626	0	2387
SEFTON	22,923	15,990	655	9,356

Duke's



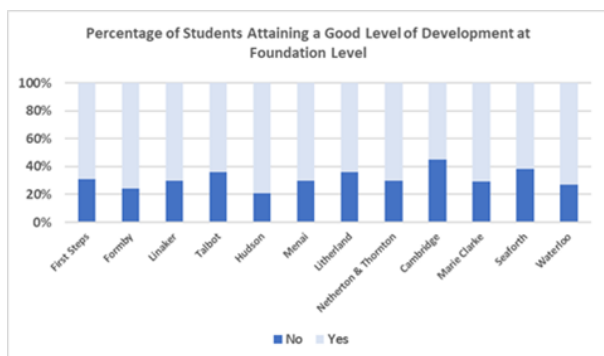
At their most recent OFSTED inspections two schools achieved 'Outstanding' rating and two achieved 'Good'. However, the most recent Ofsted inspections for these schools were as far back as 2010, 2013 and 2014.

Stanley High improved on their previous inspection and received a 'Good' in 2020.

Marshside was the only school which was rated 'Requires Improvement'

School	Ofsted Rating	Date of Last Inspection
Primary		
Marshside	3 Requires Improvement	17-01-2020
Holy Trinity	2 Good	30-04-2014
St Patrick's	1 Outstanding	13-03-2013
Academy		
Stanley High	2 Good	12-02-2020
Greenbank High	1 Outstanding	04-11-2010

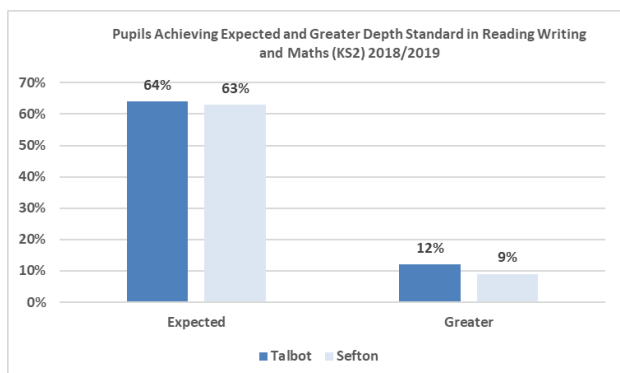
Early Years



Just under two thirds (64%) of the children in Early Years provision were at or exceeding the expected developmental level.

In addition to the schools, there are 6 registered Day Nurseries and 6 registered Child Minders within the Talbot reach.

Key Stage 2

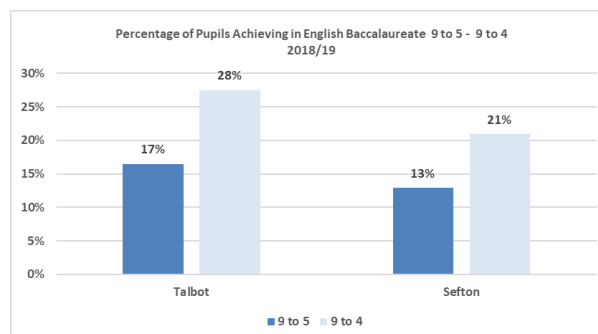
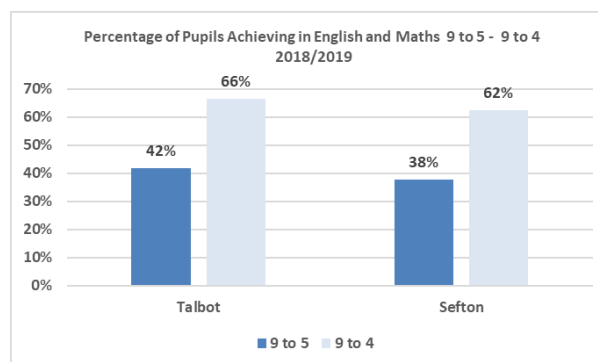
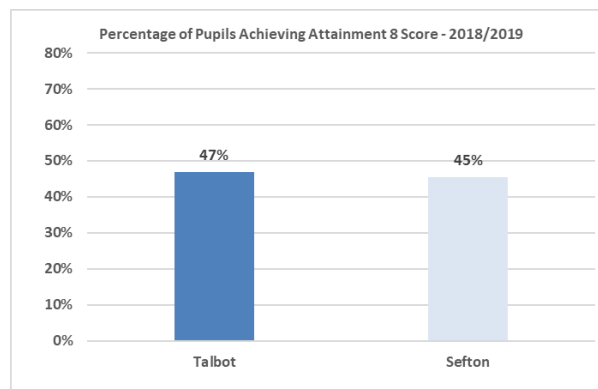


Available data for Key Stage 2 indicates that all of the primary schools within the Talbot area made Average or Above Average progress in the three key areas – Reading, Writing and Math.

The rates across Talbot are slightly higher 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%, slightly lower than Talbot 47%.



The overall percentage of children from the Talbot area achieving higher scores at Key Stage 4 was higher than the rate across Sefton.

Special Education Need (SEN)

The Talbot rate of SEN/EHCP students was 10%, with 9.5% receiving SEN Support and 0.5% the subject of Education Health & Care (EHC) plans.

School Name	Cohort	Gender		SEN Codes		
		Female	Male	E - EHC Plans	K - SEN Support	Other
Primary						
Marshside	184	86	98	2	33	149
Holy Trinity	212	107	105	3	23	186
St Patrick's	365	176	189	3	14	348
Academy						
Stanley	615	263	352	4	47	564
Greenbank	1011	1011	0	3	109	899
Total	2,387	1,643	744	15	226	2,146
SEFTON	39,977	19,509	20,468	1,126	4,585	34,266

High Needs Funding (HNF)

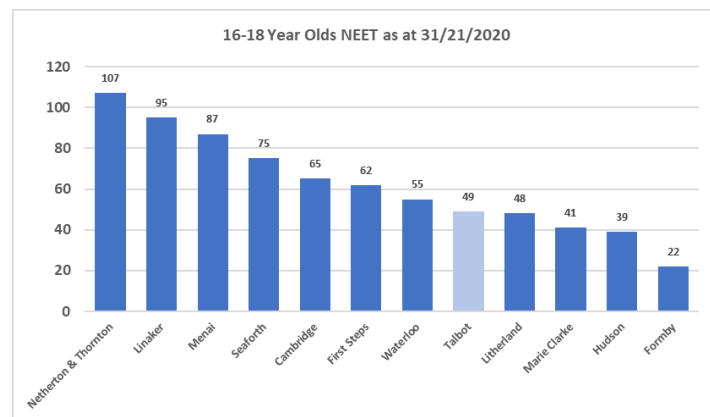
High needs funding is intended to provide the most appropriate support package for an individual with special educational needs (SEN) in a range of settings.

School Name	Cohort	Gender		SEN Codes		
		Female	Male	E - EHC Plans	K - SEN Support	Other
Primary						
Marshside	184	86	98	2	2	0
Holy Trinity	212	107	105	0	1	1
St Patrick's	365	176	189	4	6	2
Academy						
Stanley High	615	263	352	2	9	1
Greenbank High	1011	1011	0	3	0	0
Total	2387	1643	744	11	18	4

As at January 2021, all schools within the Talbot reach receive some element of High Needs Funding for either EHC or SEN Support, 1.6% of the total HNF allocated to Sefton. Greenbank receiving the higher percentage of funding (40%).

Not in Education, Employment or Training (NEET)

The number of young people (16-18) in the Talbot reach who were registered as Not in Education, Employment or Training (NEET) as at 31/12/20 was 49. However, when comparing the rate per 1,000 population (81.3) Talbot was only just lower than Sefton (85.5). Talbot accounted for 7% of all young people who were registered NEET.



Community Safety

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

Crime

There were 3,390 crimes reported to Merseyside Police between 2019/20 in the Talbot area, representing 16% of all crimes that occurred within Sefton. This is a rate of 129.2 crimes per 1,000 population – higher than the rate seen across Sefton as a whole (76.8 per 1,000).

Just over a third (1,200) of all reports were Violence offences. The next most common offence was Theft. When comparing the rates per 1,000 population, both were significantly higher than Sefton. A rate of 10.7 crimes per 1,000 population were Drug related. This again is higher than the rate across Sefton (6.0 per 1,000 population)

Crime 2019/20

2019/2020	Talbot - Pop 26,238		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
Burglary	239	9.1	1586	5.7
Criminal Damage & Arson	286	10.9	2453	8.9
Drugs	281	10.7	1645	6.0
Public Order	299	11.4	1902	6.9
Other	72	2.7	535	1.9
Sexual	79	3.0	428	1.5
Theft	934	35.6	4746	17.2
Violence	1200	45.7	7933	28.7
Total	3390	129.2	21228	76.8

Anti-social Behaviour (ASB)

There were 660 Anti-social Behaviour incidents reported to Merseyside Police between 2019/2020 in the Talbot area representing 14% of all Sefton incidents. The area has a rate of 25.2 incidents per 1,000 population – much higher than the rate seen across Sefton as a whole (17.2 per 1,000).

49% of the incidents within the area were reports of Rowdy Inconsiderate Behaviour, with General Nuisance being the next most commonly reported incident recording 19%.

Anti-Social Behaviour 2019/20

2019/2020	Talbot - Pop 26,238		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
General Nuisance	127	4.8	929	3.4
Nuisance Neighbour	57	2.2	485	1.8
Other	72	2.7	313	1.1
Personal	40	1.5	313	1.1
Rowdy Inconsiderate Behaviour	326	12.4	1968	7.1
Vehicle Nuisance	38	1.4	751	2.7
Total	660	25.2	4759	17.2

Deliberate Fires

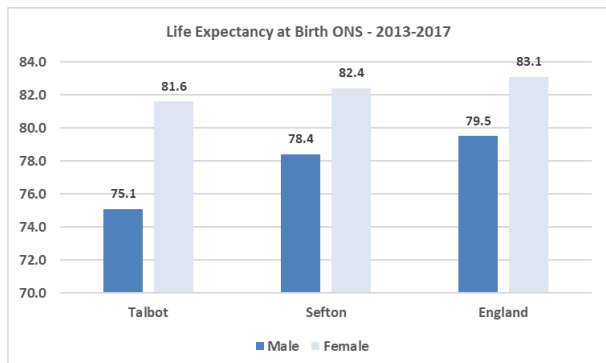
There were 28 Deliberate Fire incidents reported to Merseyside Police between 2019/2020 in the Talbot area representing 6% of all Sefton fires reported. Deliberate Secondary Fires had the highest number of incidents with 71%. However, the area has a rate of 1.1 incidents per 1,000 population – lower than the rate seen across Sefton as a whole (1.7 per 1,000)

Deliberate Fires 2019/2020

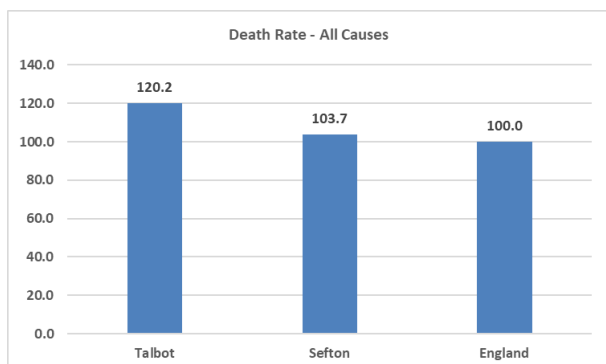
Fires 2019/20	Talbot Deliberate Fires		Sefton Deliberate Fires	
	Count	Rate per 1,000	Count	Rate per 1,000
Deliberate Property Fire	4	0.2	38	0.1
Deliberate Secondary Fire	20	0.8	371	1.3
Vehicle Fire	4	0.2	51	0.2
Total	28	1.1	460	1.7

Health

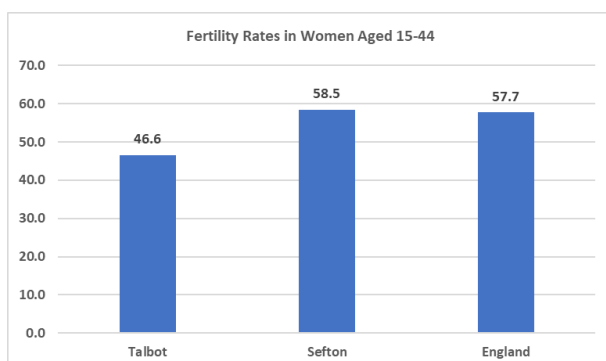
ONS Statistics 2013-2017 recorded, Talbot reach has a poorer level of health compared to the borough with lower life expectancy.



Based on current age-specific mortality rates, women in the Talbot area could expect to live up to two years fewer than the England average; with men expected to live up to four years fewer.



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

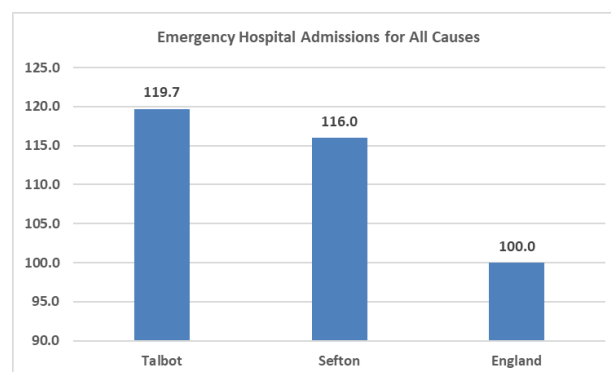


ONS Statistics 2019 recorded the fertility rates in Talbot is considerably lower than the Sefton and England rates.

Hospital Admissions

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

Self-Harm had a considerably higher rate with 235.3 compared to Sefton 120.6, followed by Alcohol related illnesses with 146.3 again higher than Sefton 117.6.

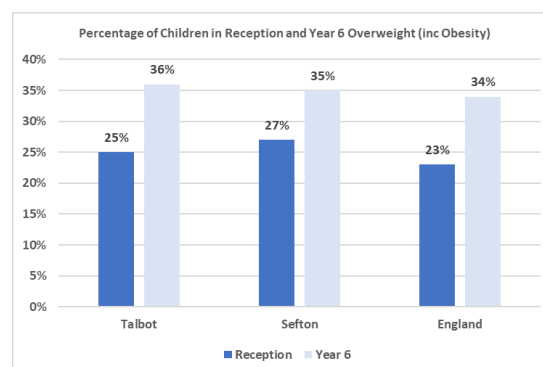


Children Overweight (inc Obesity)

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

150 Reception pupils (age 4 to 5), a quarter (37) were recorded as being overweight, lower than Sefton but higher than England percentages.

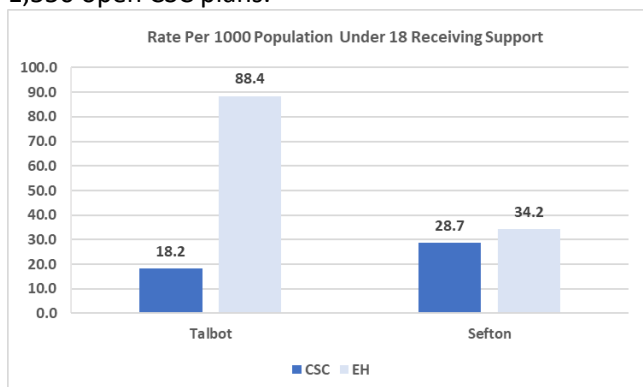
148 Year 6 pupils (age 10 to 11), over a third (53) were recorded as being overweight, higher than both Sefton and England percentages.



Service Demand & Delivery

Children’s Social Care

In the area covered by the Talbot Family Wellbeing Centre, as at 31/12/20 there were 62 children aged between 0 and 17 years with an open Children’s Social Care plan; this equates to 18.2 per 1,000 children residing in the area, lower than the Sefton rate of 28.7 where there were 1,550 open CSC plans.



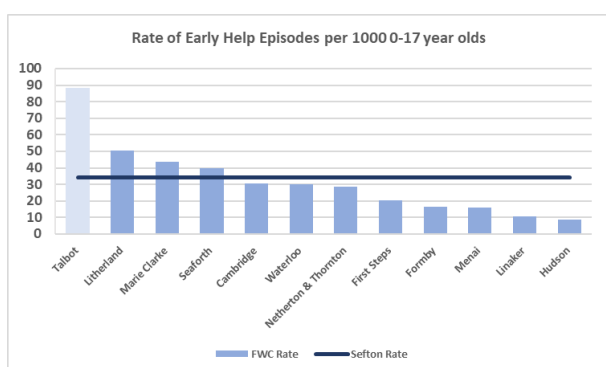
There are three plan types,
 Children Looked After – CLA
 Children in Need Plan – CIN
 Child Protection – CP

Currently, in the Talbot area:

- 43 children are subject to CLA (Sefton 704)
- 17 children are subject to CIN (Sefton 631)
- 2 children are subject to CP (Sefton 215)

Early Help

As at 31/12/20 Sefton had 1,850 open Early Help Episodes of which Talbot were supporting 302 children, a rate of 88.4 per 1,000 population of 0 – 17-year olds, compared to Sefton with a rate of 34.2 per 1,000 population. 16% of the children receiving support across Sefton, the highest of all Family Wellbeing Centres.



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.

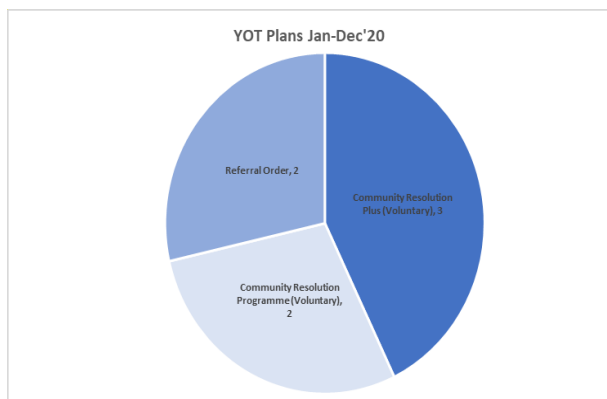
Between October 2017 and September 2018 there were 664 from the Talbot reach registered at Sefton Children Centres of which 52% were under 18.

There were 2,239 attendances of under 18-year olds at the Talbot Family Wellbeing Centre between October 2017 and September 2018. This is a rate of 658.9 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 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 Talbot reach there were 7 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:

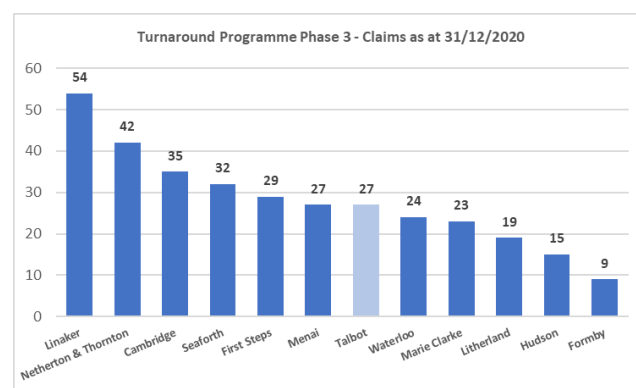
- Reduce harm to families and individuals by delivering interventions in a timely and effective way
- Reduce costs by working in more innovative and collaborative ways
- Increase the number of families receiving support at an earlier stage, before problems become established

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, 27 families from within the Talbot 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 26,238 residents living in 14,204 households across the Talbot reach. Four fifths (80%) of the households in the area are classified as belonging to five of the 15 Mosaic Groups (L, O, J, B and E) which are generally characterised as:

- L - Predominantly young, single, transient renters without children. Predominantly lower incomes of £20-29k. Tend to be early adopters of technology with a preference for mobile and web interaction.
- O - Predominantly later middle age in single or small households with no children with limited resources (lowest incomes of <£15k) often in receipt of benefits, in low cost homes or social renting. Relatively comfortable with technology, but retain a preference for

traditional face to face, post, and land-line interaction.

- J – Predominantly younger single residents, living in privately rented accommodation, in urban locations, with a high use of smart phones.
- 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.

Mosaic Group	Talbot		Sefton	
	Households	Percent	Households	Percent
L Vintage Value	3812	57.9%	13798	10.8%
O Rental Hubs	2977	45.2%	4521	3.6%
J Transient Renters	1745	26.5%	10325	8.1%
B Prestige Positions	1543	23.4%	11336	8.9%
E Senior Security	1291	19.6%	16796	13.2%

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 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: [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 in order 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

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

Benefit & Support			
Page	Sub Section	Source	Date
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

Education			
Page	Sub Section	Source	Date
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

Community Safety			
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

Health			
Page	Sub Section	Source	Date
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			
Page	Sub Section	Source	Date
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