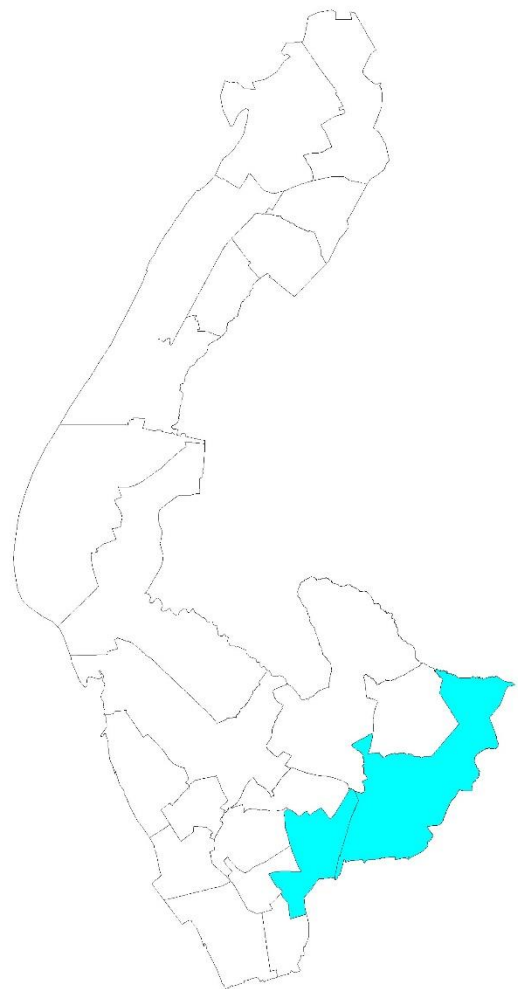


# Family Wellbeing Centre Profile

## Menai



**Released: 2<sup>nd</sup> September 2021**

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

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## Document Control

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### Document Ownership

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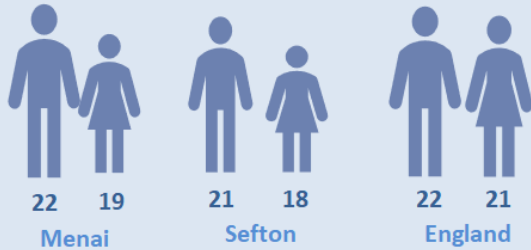
Restricted Internal

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## Highlights

### Aged 0-17



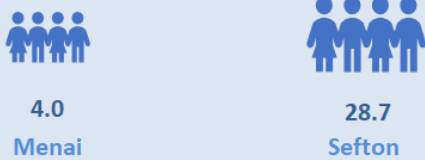
Proportion of total Population

### Free School Meals



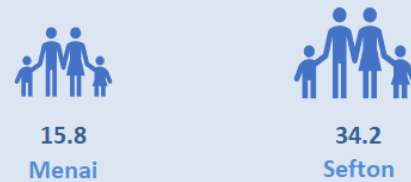
Rate per 1,000 Population 0-17 Free School Meals (Jan 2020)

### Children Social Care



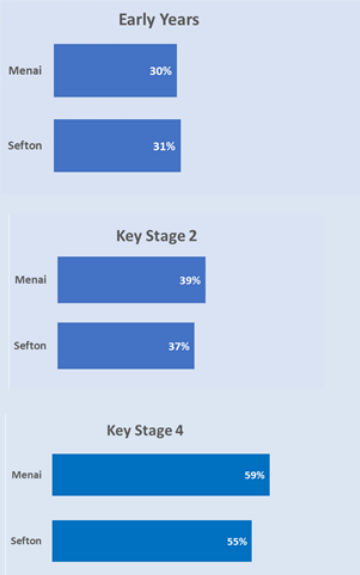
Number per 1,000 population of 0-17-year olds at 31/12/2020

### 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

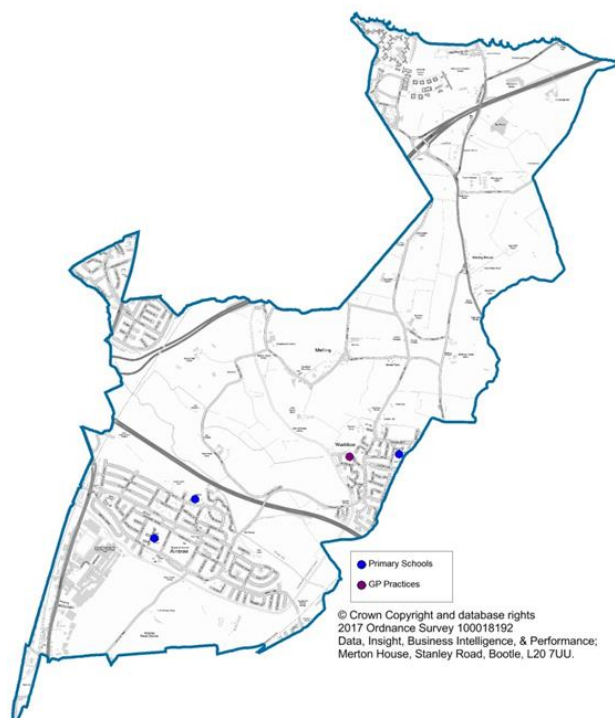
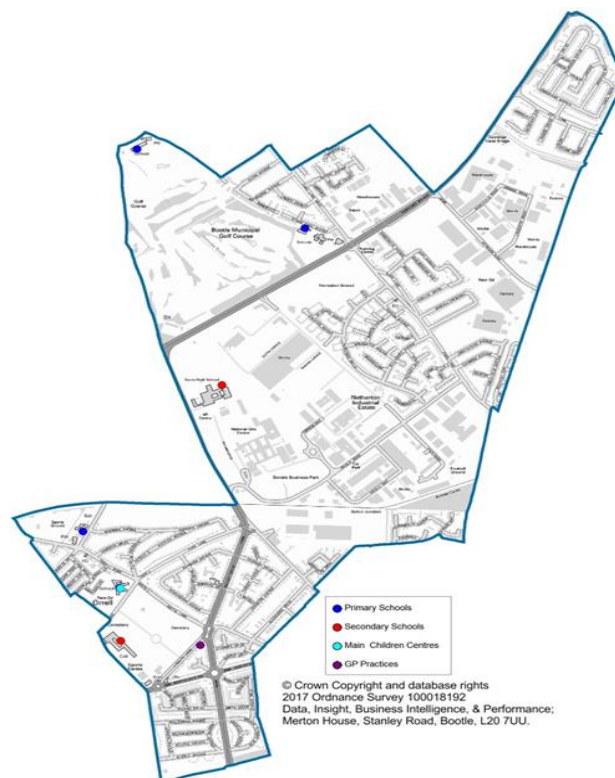
Sefton is a metropolitan borough of Merseyside; England and its local authority is Sefton Council.

The Menai Family Wellbeing Centre is based at Menai Road, Maghull and provides services to the wards of Molyneaux and Netherton Orrell, two of the 22 wards that make up Sefton Metropolitan Borough Council. It is located to the South East of the Borough and covers the areas of Aintree, Melling, Waddicar and the Southern part of Maghull. Menai is bordered by Park and Sudell wards to the North, West Lancashire LA to the North and East, Knowsley LA to the South

Within the reach of the Menai Family Wellbeing Centre there are:

### Molyneaux

- Three Primary Schools
- One General Practitioner (GP) Surgery



### Netherton Orrell

- Four Primary Schools
- One Secondary School
- One main Children Centre
- One General Practitioner (GP) Surgery

## Demographics

The proportion of females to males falls in line with the wider Sefton rate is 52-48 per cent, whereas Liverpool City Region and England are approximately 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.

21% of the population of the area are under 18 and just under two thirds (61.7%) are of traditional working age (16-64).

## Deprivation

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

## Employment

Almost half (47%) of the total population in Menai are in employment, which is three quarters of the 16-64-year-old population in the area. 4% are unemployed and 3% are recorded as students.

## Benefits

Only 7% of the households in Menai are receiving Housing Benefit and 6% of the total ELAS (Emergency Limited Assistance Scheme) applications between January 2020 and December 2020 originated from the area.

## Education

Within the Menai area the proportion of Male pupils is slightly higher to Female pupils 51-49. Four schools were rated as 'Good' by OFSTED with two achieving 'Outstanding' and two 'Inadequate'.

The rate of Free School Meals is lower than across Sefton borough.

Just over 11% students received SEN support and less than 1% were on an Education Health & Care Plan.

Compared to Sefton as a whole, attainment for Early Years, Menai had 1% fewer students achieving less than expected. However, for Key Stage 2 and Key Stage 4 Menai had a slightly higher percentage than Sefton.

## Community Safety

Overall levels of crime in the Menai area are slightly lower than Sefton as a whole.

Violent crime is the most reported type – representing almost a third of crime in the area.

Levels of anti-social behaviour (ASB) are slightly higher than with Sefton-wide patterns 'Rowdy Inconsiderate Behaviour' being the most common type of ASB.

The rate of Deliberate Fire incidents in Menai per 1,000 population again is slightly higher than across Sefton with 'Secondary Fires' being the highest incident reported.

## Social Care

The support needs from Children's Social Care and Early Help provision are relatively lower compared to the Sefton average.

## YOT

Between January 2020 and December 2020 there were 23 young people on YOT interventions.

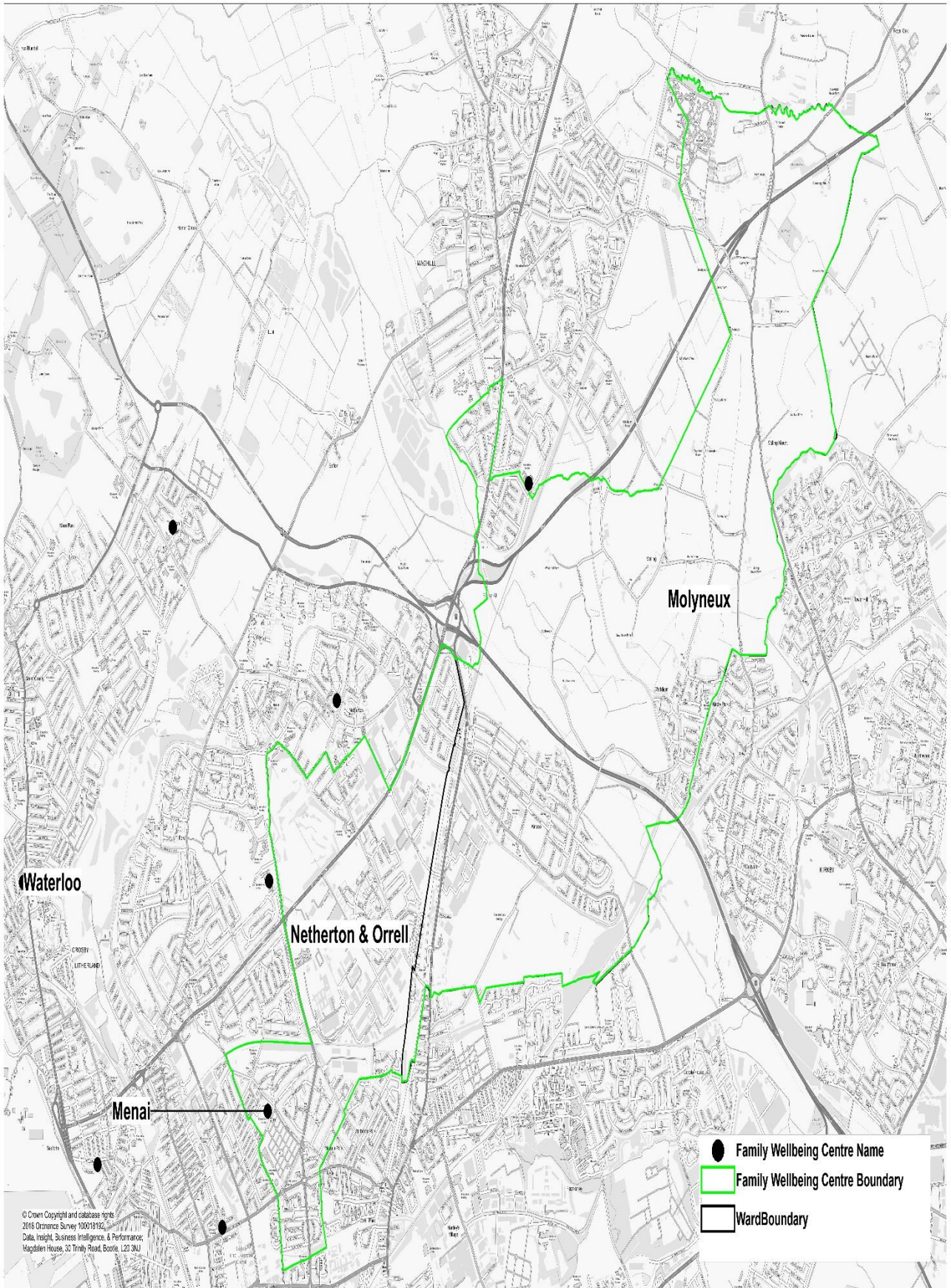
The COVID-19 pandemic has led to a dramatic loss of human life and presents an unprecedented challenge to public health, food systems and the world of work. The economic and social disruption caused by the pandemic is devastating. People are at risk of falling into extreme poverty and being undernourished.

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 52-48 in Menai which falls in line with Sefton. Liverpool City Region and England are approximately 51%-49%.

The percentage of working age (16-64) individuals in Menai (61.7%), just over 2% higher than the percentage across Sefton, 1% 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 slightly higher than that of the borough.

Menai accounts for 9.6% for both 0-5-year olds and the under 18-year olds across the Sefton borough.

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).

	Menai Count	Percentage			
		Menai	Sefton	North West	England
<b>Total</b>	25,056				
<b>Males</b>	12,071	48.2%	48.1%	49.4%	49.4%
<b>Females</b>	12,985	51.8%	51.9%	50.6%	50.6%
<b>0-17</b>	5,201	20.8%	19.6%	21.3%	21.4%
<b>0-19</b>	5,720	22.8%	21.5%	23.6%	23.6%
<b>16-64</b>	15,450	61.7%	59.0%	62.1%	62.4%
<b>18-64</b>	14,858	59.3%	56.9%	60.0%	60.2%
<b>55-65</b>	4,039	16.1%	15.9%	13.5%	13.1%
<b>65+</b>	4,997	19.9%	23.6%	18.7%	18.4%
<b>85+</b>	701	2.8%	3.5%	2.4%	2.5%

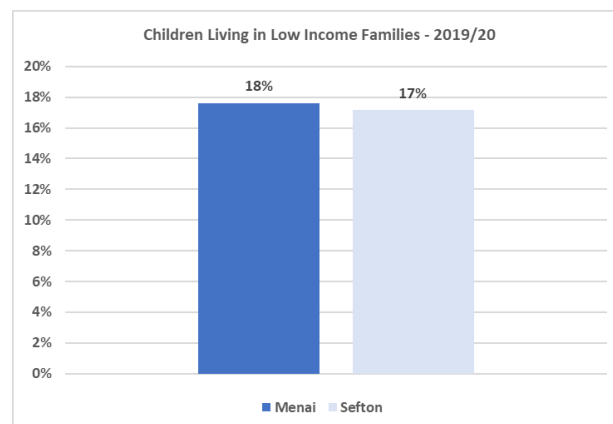
### Food bank

In the financial year 2019/20 households in the Menai reach received 376 Food bank vouchers from the Trussell Trust, which accounted for 4.5% of the Sefton total. These vouchers helped 1,069 people (566 adults and 503 children).

## Deprivation

### Children in Low Income Families

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



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

Within the Sefton Borough, 13,053 children attending schools are affected by income deprivation of which 9.7% are attending schools within the Menai reach.

School	IDACI 10	IDACI 20	IDACI 30	IDACI Bottom 30%
<b>Primary</b>				
Aintree Davenhill	22	30	31	83
Melling	18	4	4	26
St Robert Bellamarine	48	9	47	104
Holy Spirit	84	79	15	178
Holy Rosary	17	31	25	73
Our Lady of Walsingham	88	53	16	157
Springwell Park Community	225	30	49	304
<b>Academy</b>				
Savio Salesian	250	54	34	338
<b>Total</b>	<b>752</b>	<b>290</b>	<b>221</b>	<b>1263</b>
<b>SEFTON</b>	<b>7,324</b>	<b>3,040</b>	<b>2,689</b>	<b>13,053</b>

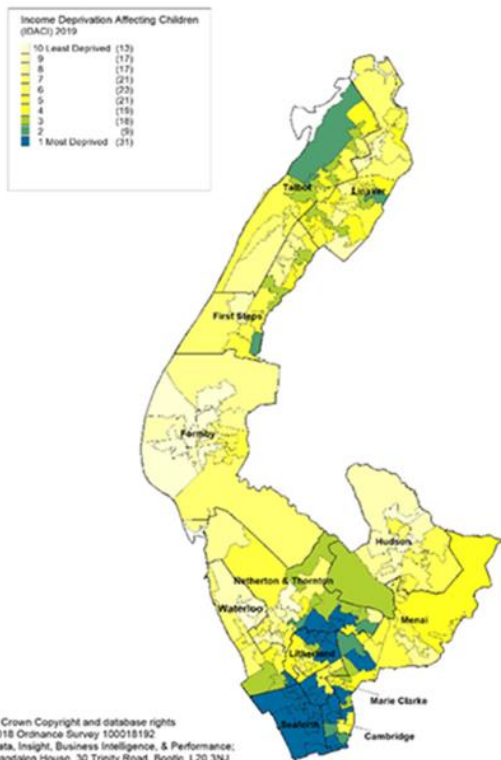


### Index of Multiple Deprivation (IMD) by Menai Schools (2019)

Within the Sefton Borough, 3,433 children attending schools are affected by Multiple Deprivation of which 9.8% are attending schools within the Menai reach.

School	IMD 10	IMD 20	IMD 30	IMD Bottom 30%
<b>Primary</b>				
Aintree Davenhill	23	56	40	40
Melling	21	32	2	2
St Robert Bellamarine	57	2	79	79
Holy Spirit	168	6	22	22
Holy Rosary	23	55	21	21
Our Lady of Walsingham	101	51	22	22
Springwell Park Community	247	18	91	91
<b>Academy</b>				
Savio Salesian	285	27	60	60
<b>Total</b>	<b>925</b>	<b>247</b>	<b>337</b>	<b>337</b>
<b>SEFTON</b>	<b>9,356</b>	<b>3,309</b>	<b>3,433</b>	<b>3,433</b>

### 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 Menai. 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 under 20% of households within the Menai reach had an annual income of less than £15,000, lower than the rate across Sefton 23%, while the rate of household income between £40,000 and £49,999 (23%) was considerably higher in Menai than in Sefton.



### Economically Active

Almost half of the total population of the area is in employment, which accounts for 75% of the 16-64-year-old population on the area.

4% are unemployed

3% are recorded as students.

The rate of employment in Menai across the board is higher than in Sefton and England with the exception of Self-employed which is slightly lower than Sefton and 2% lower than England.

Economic Activity	Menai		Sefton		England	
Population	25,056	%	276,410	%	56,286,961	%
All	20,870	83%	226,435	82%	42,989,620	76%
In employment	11,737	47%	122,709	44%	25,308,888	45%
Employee: Part-time	3,251	13%	34,068	12%	6,191,031	11%
Employee: Full-time	7,192	29%	71,988	26%	15,221,760	27%
Self-employed	1,294	5%	16,653	6%	3,896,097	7%
Unemployed	1,104	4%	11,103	4%	2,023,485	4%
Student	780	3%	8,719	3%	2,262,981	4%

### Free School Meals

School Census January 2020 recorded 603 children within the Menai area who were in receipt of Free School Meals (22%) of the school population, higher than Sefton (19%).

641 Menai pupils were eligible for Pupil Premium Funding (24%), 3% higher than Sefton.

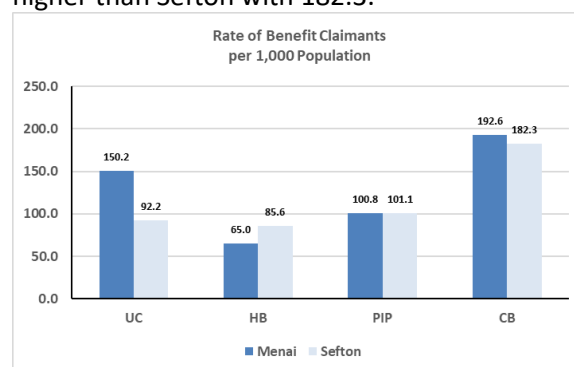
## Benefits

As at Jan'21 of all working age benefit claimants (16-64) within the area, 10% were in receipt of Personal Independent Payment (PIP). This is a rate of 100.8 per 1,000 population, slightly lower than across Sefton with 101.1 per 1,000.

As at Jan'21 there were 2,321 Universal Credit (UC) claimants in the area. This is a staggering increase compared to Jan'20 (1,106) primarily as a result of the current Covid Pandemic and increased redundancies. Menai has a considerably higher rate of UC claimants 150.2 per 1,000 population in comparison to Sefton 92.2.

In Nov'20, 7% of households in the area were claiming Housing Benefit, a rate of 65.0 per 1,000 population lower in comparison to Sefton with 85.6.

At Aug'19, 19% of families were in receipt of Child Benefits, a rate of 192.6 per 1,000 population, higher than Sefton with 182.3.



## Emergency Limited Assistance Scheme (ELAS) Applications

Between January 2020 and December 2020 there were 464 applications to Sefton's Emergency Limited Assistance Scheme (ELAS) by residents within Menai, 6.4% of all ELAS applications made. This makes up 2.3% 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, 50% were approved in full, with 11% being partially approved but 39% not being approved.

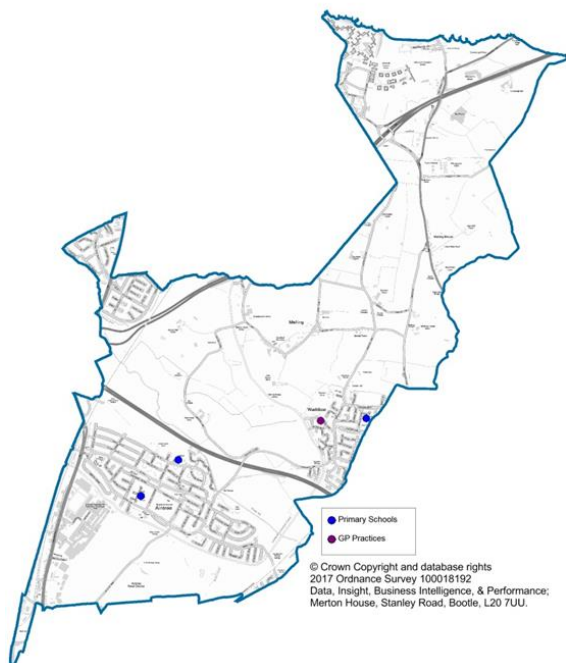
Jan'20 to Dec'20	Menai	Sefton
Total Applications	464	7273
Approved	230	3854
Partially Approved	49	739
Not Approved	185	2680

## Education

### School locations in the Menai FWC Reach:

#### Molyneux

- Three Primary Schools



2,269 children registered at 7 Primary schools  
433 registered at 1 Secondary school

The percentage of female to male children was equal. Whereas compared to the overall Sefton rate of 49% female to 51% male.

School	Primary	Secondary	Special	Total
<b>Primary</b>				
Aintree Davenhill	464	0	0	464
Melling	205	0	0	205
St Robert Bellamarine	237	0	0	237
Holy Spirit	212	0	0	212
Holy Rosary	469	0	0	469
Our Lady of Walsingham	225	0	0	225
Springwell Park Community	457	0	0	457
<b>Academy/Secondary</b>				
Savio Salesian	0	433	0	433
<b>Total</b>	<b>2269</b>	<b>433</b>	<b>0</b>	<b>2702</b>
<b>SEFTON</b>	<b>22,923</b>	<b>15,990</b>	<b>655</b>	<b>9,356</b>

At their most recently recorded OFSTED inspections 2 Primary schools were rated 'Outstanding'. However, the inspections were completed in 2012 and 2014.

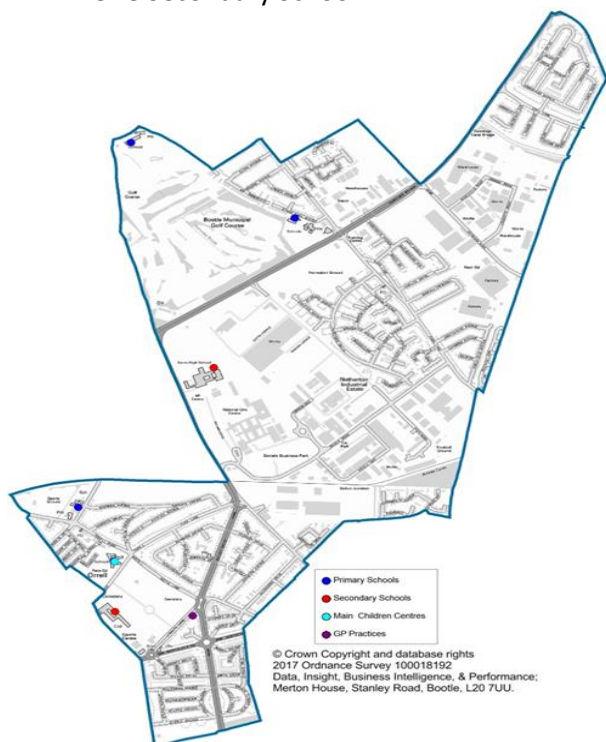
4 Primary schools were rated as 'Good' with Holy Spirit 'Inadequate'

Savio Salesian Secondary was also rated 'Inadequate'

School	Ofsted Rating	Date of Last Inspection
<b>Primary</b>		
Aintree Davenhill	2 Good	11-09-2018
Melling	2 Good	06-06-2017
St Robert Bellamarine	1 Outstanding	13-03-2012
Holy Spirit	4 Inadequate	16-05-2019
Holy Rosary	1 Outstanding	06-02-2014
Our Lady of Walsingham	2 Good	22-05-2019
Springwell Park Community	2 Good	11-10-2018
<b>Secondary/Academy</b>		
Savio Salesian	4 Inadequate	07-02-2019

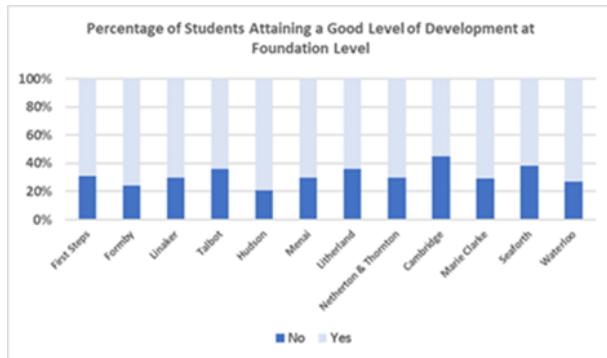
#### Netherton Orrell

- Four Primary Schools
- One Secondary School



At the most recently available school census

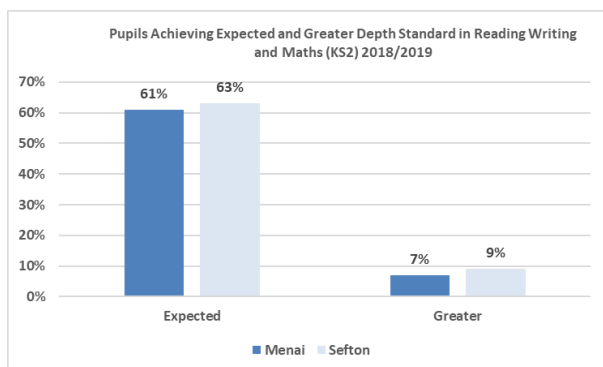
### Early Years



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 4 registered Day Nurseries with 7 registered Child Minders.

### Key Stage 2

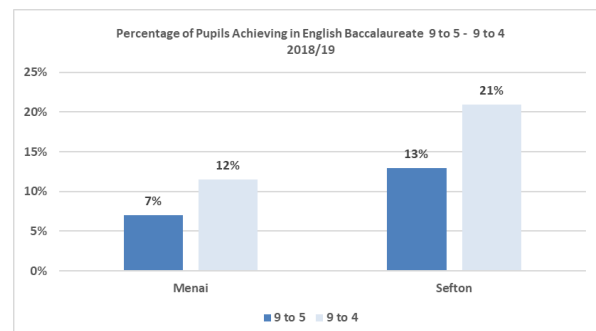
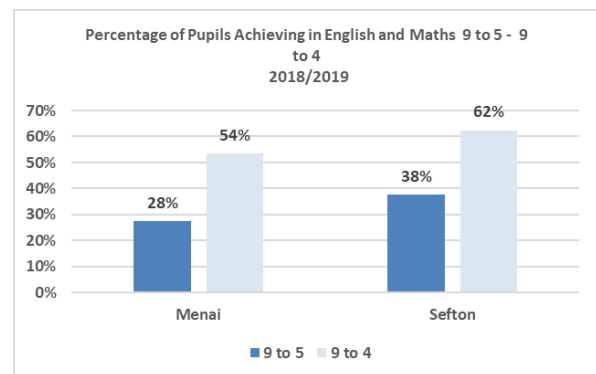
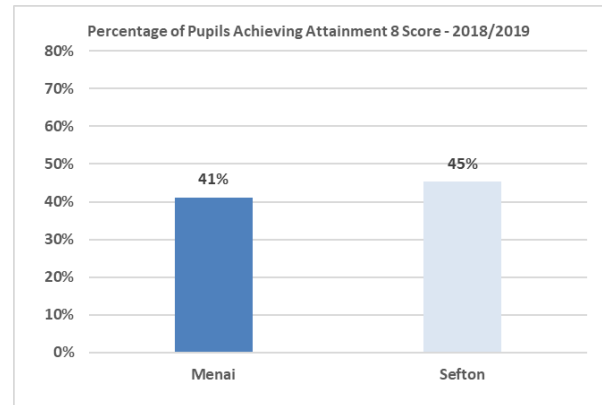


Available data for Key Stage 2 indicates that all 7 primary schools within the Menai area made Average, Above Average or Well Above Average progress in the three key areas – Reading, Writing and Maths.

The rates across Menai 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%, slightly higher than Menai 41%.



Pupils in the Menai area achieved lower scores at Key Stage 4 than the rate across Sefton for all 3 categories.

### Special Education Need (SEN)

The Menai rate of SEN/EHCP students was 12.5%, with 11.9% receiving SEN Support and 0.6% the subject of Education Health & Care (EHC) plans.

School Name	Cohort	Gender		SEN Codes		
		Female	Male	E - EHC Plans	K - SEN Support	Other
<b>Primary</b>						
Aintree Davenhill	464	203	261	6	39	419
Melling	205	96	109	3	31	171
St Robert Bellamarine	237	114	123	0	21	216
Holy Spirit	212	110	102	1	33	178
Holy Rosary	469	243	226	0	23	446
Our Lady of Walsingham	225	107	118	0	34	191
Springwell Park Community	457	219	238	2	64	391
<b>Academy/Secondary</b>						
Savio Salesian	433	219	214	4	78	351
<b>Total</b>	<b>2,702</b>	<b>1,311</b>	<b>1,391</b>	<b>16</b>	<b>323</b>	<b>2,363</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>

### 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
<b>Primary</b>						
Aintree Davenhill	464	203	261	6	39	419
Melling	205	96	109	3	31	171
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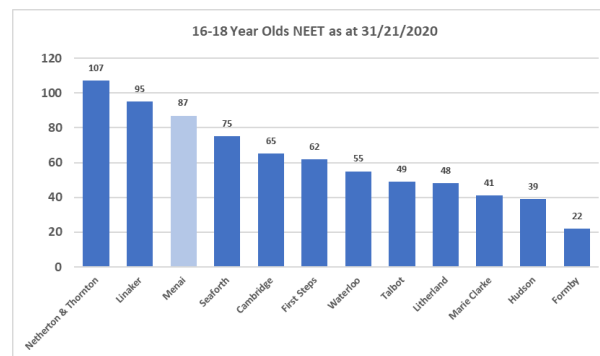
All eight schools within Menai receive some element of High Needs Funding for either EHC or SEN Support, 2.8% of the total HNF allocated to Sefton. Springwell Park Community receiving the higher percentage of funding (22%).

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

The number of young people (16-18) in the Menai reach who were registered as Not in Education, Employment or Training (NEET) as at 31/12/20 was 87.

When comparing the rate per 1,000 population (96.9), higher than Sefton (85.5).

Menai accounted for 12% of all young people who were registered NEET.



## Community Safety

Menai has slightly lower levels of crime and disorder than the Borough as a whole.

### Crime

There were 1,770 crimes reported to Merseyside Police between 2019/2020 in Menai, representing 8% of all crimes that occurred within Sefton. This is a rate of 70.6 crimes per 1,000 people compared to the rate seen across Sefton as a whole (76.8 per 1,000).

Just under a third (584) of all reports were violent offences. The next most common offence was Theft (477).

A rate of 3.7 crimes per 1,000 population were drug related, considerably lower than the rate across Sefton (6.0 per 1,000 population)

### Crime 2019/2020

2019/2020	Menai - Pop 25,056		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
Burglary	141	5.6	1586	5.7
Criminal Damage & Arson	218	8.7	2453	8.9
Drugs	93	3.7	1645	6.0
Public Order	183	7.3	1902	6.9
Other	47	1.9	535	1.9
Sexual	27	1.1	428	1.5
Theft	477	19.0	4746	17.2
Violence	584	23.3	7933	28.7
<b>Total</b>	<b>1770</b>	<b>70.6</b>	<b>21228</b>	<b>76.8</b>

### Anti-social Behaviour (ASB)

There were 433 Anti-social Behaviour incidents reported to Merseyside Police between 2019/2020 occurring within the Menai area, 9% of all Sefton incidents. The area has a rate of 17.3 incidents per 1,000 population, comparable with the rate seen across Sefton (17.2).

39.9% of the incidents within the area were reports of Rowdy Inconsiderate Behaviour, followed by General Nuisance being the next most commonly reported incident recording 25.8%.

### Anti-Social Behaviour 2019/2020

2019/2020	Menai - Pop 25,056		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
General Nuisance	112	4.5	929	3.4
Nuisance Neighbour	39	1.6	485	1.8
Other	20	0.8	313	1.1
Personal	32	1.3	313	1.1
Rowdy Inconsiderate Behaviour	173	6.9	1968	7.1
Vehicle Nuisance	57	2.3	751	2.7
<b>Total</b>	<b>433</b>	<b>17.3</b>	<b>4759</b>	<b>17.2</b>

### Deliberate Fires

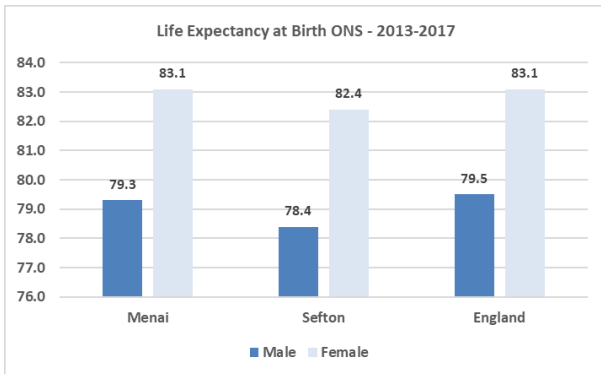
There were 45 Deliberate Fire incidents reported to Merseyside Police between 2019/2020 in the Menai area representing 9.8% of all Sefton fires reported. Deliberate Secondary Fires had the highest number of incidents with 86.7%. The area has a rate of 1.8 incidents per 1,000 population – comparable with the rate seen across Sefton as a whole (1.7 per 1,000)

### Deliberate Fires 2019/2020

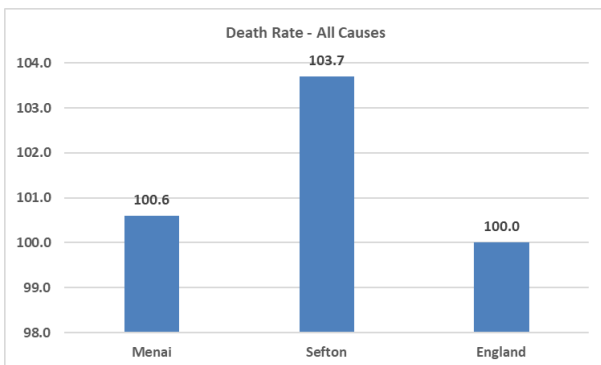
Fires 2019/20	Menai Deliberate Fires		Sefton Deliberate Fires	
	Count	Rate per 1,000	Count	Rate per 1,000
Deliberate Property Fire	2	0.1	38	0.1
Deliberate Secondary Fire	39	1.6	371	1.3
Vehicle Fire	4	0.2	51	0.2
<b>Total</b>	<b>45</b>	<b>1.8</b>	<b>460</b>	<b>1.7</b>

## Health

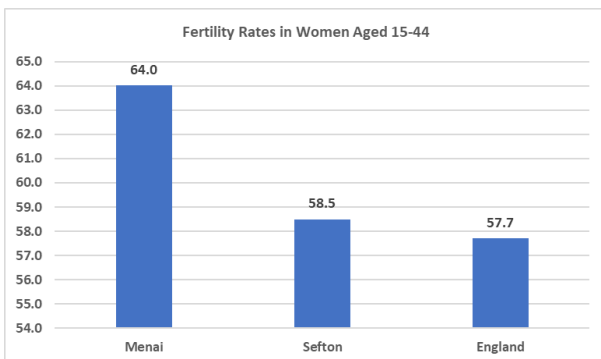
ONS Statistics 2013-2017 recorded, Menai reach has a poorer level of health compared to the borough with lower life expectancy.



Based on current age-specific mortality rates, both women's and men's life expectancy in Menai is comparable with the Sefton and England average.



Closely linked to the overall average levels of health of residents in Menai the levels of other disease and mortality rates are generally lower than Sefton and the same as England.

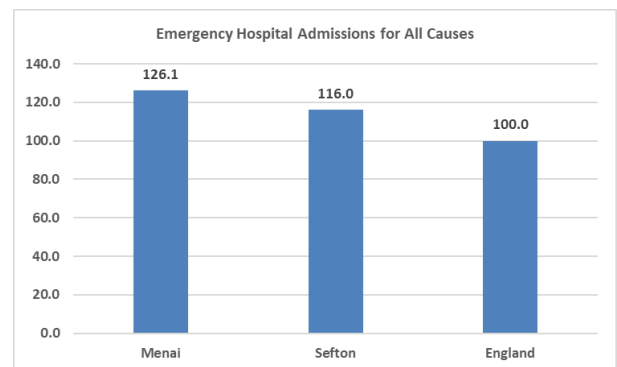


ONS Statistics 2019 recorded the fertility rate in Menai is considerably higher than the Sefton and England rates

## Hospital Admissions

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

Chronic Obstructive Pulmonary Disease (COPD) had the highest rate in Menai with 134.0, higher than Sefton 115.6, followed by Chronic Heart Disease (CHD) with 133.9 again higher than Sefton.

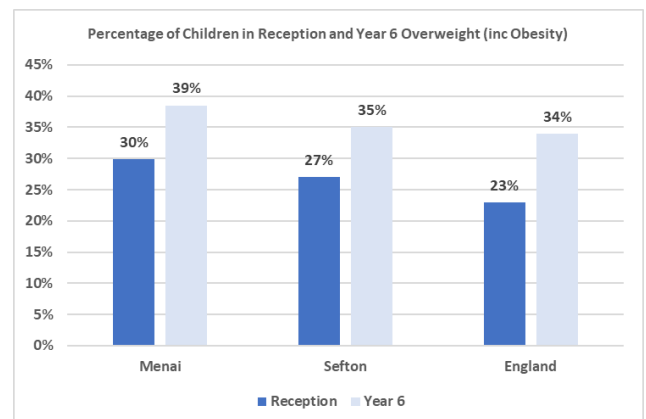


## Children Overweight (inc Obesity)

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

294 Reception pupils (age 4 to 5), just under a third (88) were recorded as being overweight, higher than Sefton and England percentages.

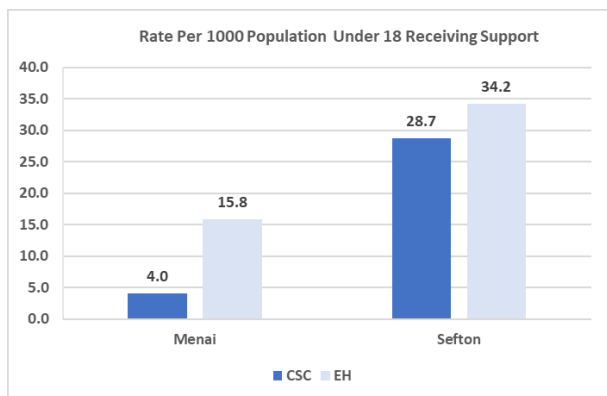
262 Year 6 pupils (age 10 to 11), just under two fifths (101) were recorded as being overweight, again higher than both Sefton and England percentages.



## Service Demand & Delivery

### Children’s Social Care

In the area covered by the Menai Family Wellbeing Centre, as at 31/12/20 there were 21 children aged between 0 and 17 years with an open Children’s Social Care plan; this equates to 4.0 per 1,000 children residing in the area, lower than the Sefton rate of 28.7 where there were 1,550 open CSC plans.



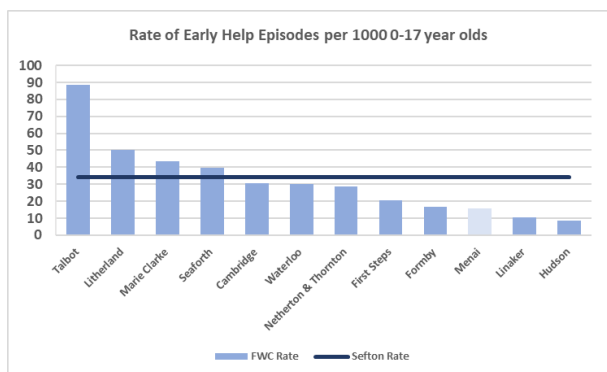
There are three plan types,  
 Children Looked After – CLA  
 Children in Need Plan – CIN  
 Child Protection – CP

Currently, in the Menai area:

- 14 children are subject to CLA (Sefton 704)
- 2 children are subject to CIN (Sefton 631)
- 5 children are subject to CP (Sefton 215)

### Early Help

As at 31/12/20 Sefton had 1,850 open Early Help Episodes of which Menai were supporting 82 children, a rate of 15.8 per 1,000 population of 0 – 17-year olds, compared to Sefton with a rate of 34.2 per 1,000 population.



### 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 886 individuals from Menai registered at Sefton Children Centres, 55% of which were under 18.

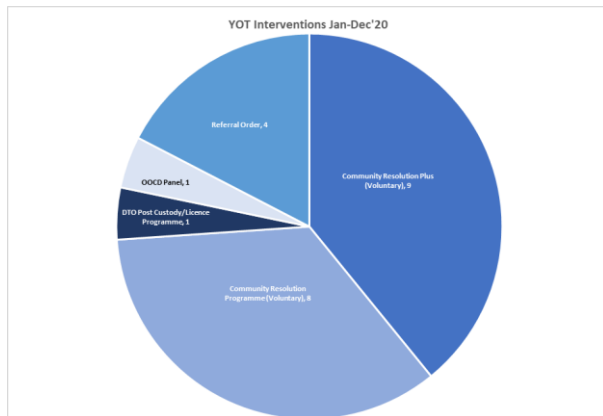
There were 3,900 attendances of under 18-year olds at the Menai Family Wellbeing Centre between October 2017 and September 2018. This is a rate of 769.8 per 1,000 population.

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 Menai reach there were 23 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:

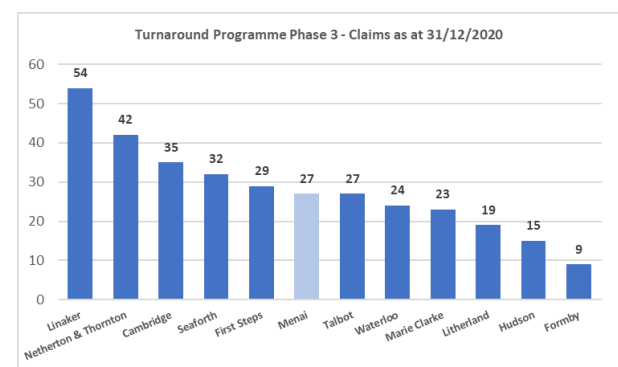
- Reduce harm to families and individuals by delivering interventions in a timely and effective way
- Reduce costs by working in more innovative and collaborative ways
- Increase the number of families receiving support at an earlier stage, before problems become established

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 Menai 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 25,056 residents living in 10,880 households across Menai of which 78% of the households in the area are classified as belonging to five of the 15 Mosaic Groups (F, H, E, I and M). These are generally characterised as:

- 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.
- 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.

- I - Predominantly families with many children living in areas of high deprivation and who need support where expenditure can exceed income
- 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	Menai		Sefton	
	Households	Percent	Households	Percent
F Suburban Stability	2291	26.9%	17345	13.6%
H Aspiring Homemakers	2045	18.8%	13332	10.5%
E Senior Security	1658	15.2%	16796	13.2%
I Family Basics	1414	13.0%	11681	9.2%
M Modest Traditions	1105	10.2%	9994	7.8%

## Core 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](#)

## Source

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8	Accessing Foodbanks	Trussell Trust	2020

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9	Household Income	Experian: Household Mosaic Classification	2020
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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
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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
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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
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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

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18	Comparators	fingertips.phe.org.uk/Local Health Indicators - ONS	2013-2018