Sefton Council

Family Wellbeing Centre Profile

Seaforth

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

Distribution

Restricted Internal

Contents

Sefton Council

Highlights

Aged 0-17

24	23	21	18	22	21
Seaforth		Sefton		England	

Proportion of total Population

Free School Meals

141.9
Seaforth

137.1
Sefton

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

Children Social Care

36.3
Seaforth

28.7
Sefton

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

Early Help Episodes

39.7
Seaforth

34.2
Sefton
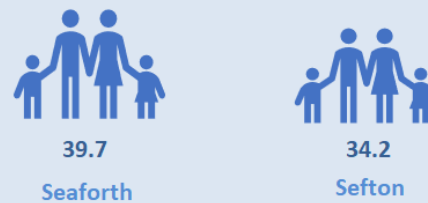
Number per 1,000 population of 0-17-year olds at 31/12/2020

Educational Attainment

Early Years

| Seaforth | 38% |
| Sefton | 31% |

Key Stage 2

| Seaforth | 43% |
| Sefton | 37% |

Key Stage 4

| Seaforth | 64% |
| Sefton | 55% |
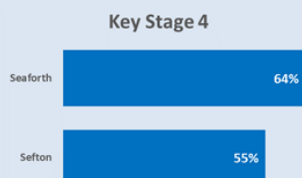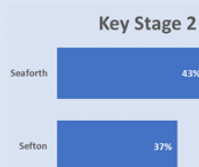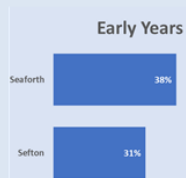
Percentage of Children NOT Achieving a Good Level of Development or Attaining Standard (18/19)

Children Centre Registration

Growing Up

154
Seaforth

Growing Up

122
Sefton

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

Sefton Turnaround Claims

10.1
Seaforth

6.3
Sefton

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 Seaforth Family Wellbeing Centre is based at Caradoc Road in Seaforth and provides services to the ward of Linacre, one of the 22 wards that make up Sefton Metropolitan Borough Council. It is one of the most southerly wards in the borough and covers part of the Bootle area. Linacre is bordered by the River Mersey to the West, Church ward to the North, Litherland ward to the North East, Derby ward to the East and Liverpool City Council to the South.

Within the reach of the Family Wellbeing Centre there are:

- Three Primary Schools
- One main Children Centre, with one satellite centre
- One Leisure Centre
- Six General Practitioner (GP) Surgeries (as of 2014)

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Merton House, Stanley Road, Bootle, L20 7UU.
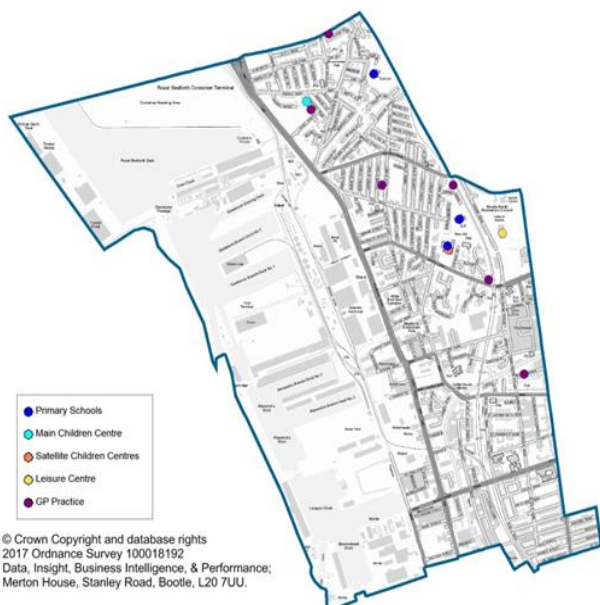
Demographics

The proportion of females to males is 51-49, same as the Liverpool City Region and England but slightly lower compared to the wider Sefton rate at approximately 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.

Just under a quarter (23.8%) of the population of the area are under 18 and over half (64.5%) are of traditional working age (16-64).

Deprivation

The level of deprivation, particularly Child Poverty and Children in Low Income Families is considerably higher than the Sefton rates across the board.

Employment

A third of the total population of the area are in employment, which is half of the 16-64-year-old population in the area.
8% are unemployed and 4% are recorded as students.

Benefits

Over a fifth of the households in the area are receiving Housing Benefit, suggesting limited income and 24.5% of the total ELAS (Emergency Limited Assistance Scheme) applications between Jan'20 and Dec'20 originated from the Seaforth area.

Education

The schools within the Seaforth area have a slightly higher proportion of females than males. Two schools were rated as 'Good' by OFSTED with the third requiring improvement.
The rate of Free School Meals was the highest of all the Family Wellbeing Centres.
Almost a third of students received either SEN support or were on an Education Health & Care Plan.

Compared to Sefton as a whole, attainment for Early Years, Key Stage 2 and Key Stage 4, Seaforth has a higher percentage of students achieving less than expected.

Community Safety

Overall levels of crime in the Seaforth area are extremely high compared to Sefton as a whole. In line with the patterns across Sefton violent crime is the most reported type – representing over a third of crime in the area.

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

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

Social Care

As might be expected, given the area's relative higher levels of deprivation, the support needs

from Children's Social Care and Early Help are relatively high.

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.

Sefton Council

Legend:
- ● Family Wellbeing Centre Name
- ▭ Family Wellbeing Centre Boundary

Sefton Council ✚

Demographics

The proportion of females to males is 51-49, same as the Liverpool City Region and England but slightly lower compared to the wider Sefton rate at approximately 52-48 per cent.

The percentage of working age (16-64) individuals in Seaforth (64.5%) 5.5% higher than the percentage across Sefton and slightly higher than the wider Liverpool City Region and across England (62%). This may mean that demand for jobs or benefit support in the area would be higher than that of the borough.

Seaforth accounts for 7.2% of the 0-5-year olds in the borough and 5.9% of the under 18-year olds in Sefton.

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).

|	Seaforth	Percentage			
		Seaforth	Sefton	North West	England
Total	13,296				
Males	6,543	49.2%	48.1%	49.4%	49.4%
Females	6,753	50.8%	51.9%	50.6%	50.6%
0-17	3,171	23.8%	19.6%	21.3%	21.4%
0-19	3,456	26.0%	21.5%	23.6%	23.6%
16-64	8,574	64.5%	59.0%	62.1%	62.4%
18-64	8,281	62.3%	56.9%	60.0%	60.2%
55-65	1,769	13.3%	15.9%	13.5%	13.1%
65+	1,844	13.9%	23.6%	18.7%	18.4%
85+	164	1.2%	3.5%	2.4%	2.5%

Food bank

In the financial year 2019/20 households in the Seaforth reach received 1,913 Food bank vouchers from the Trussell Trust, which accounted for 23% of the Sefton total. These vouchers helped 3,720 people (2,360 adults and 1,360 children).

Deprivation

Children in Low Income Families

The percentage of 0-19-year olds living in low income families during 2019/2020 in the Seaforth reach was 14% higher than Sefton as a whole.
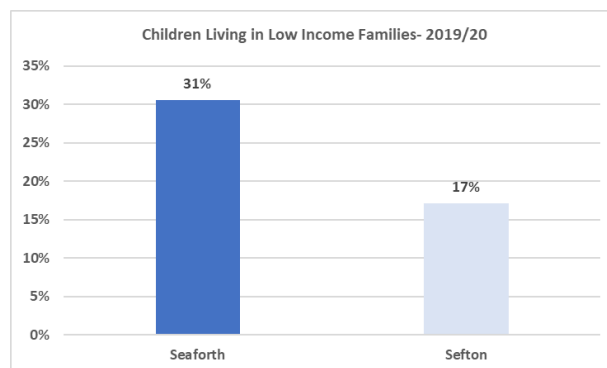
Income Deprivation Affecting Children Index (IDACI) by Seaforth Schools (2019)

Within the Sefton Borough, 13,053 children attending schools are affected by income deprivation of which 6% are attending schools within the Seaforth reach.

School	IDACI 10	IDACI 20	IDACI 30	IDACI Bottom 30%
Primary				
Our Lady Star of the Sea	156	23	2	181
All Saints	329	15	8	352
Thomas Gray	254	7	0	261
Total	739	45	10	794
SEFTON	7,324	3,040	2,689	13,053

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

Within the Sefton Borough, 3,433 children attending schools are affected by Multiple Deprivation of which less than 1% are attending schools within the Seaforth reach.

School	IMD 10	IMD 20	IMD 30	IMD Bottom 30%
Primary				
Our Lady Star of the Sea	167	23	2	2
All Saints	339	10	7	7
Thomas Gray	256	8	1	1
Total	762	41	10	10
SEFTON	9,356	3,309	3,433	3,433

Income Deprivation Affecting Children Index

IDACI Score by LSOA (2019)
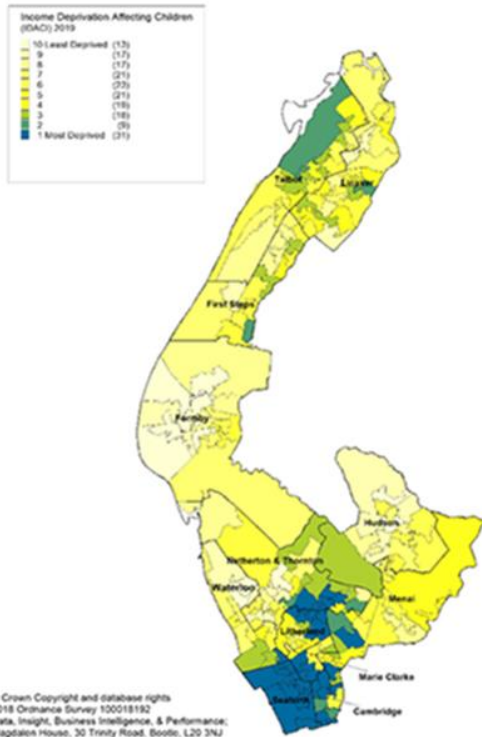
Implications for Service Delivery

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 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.

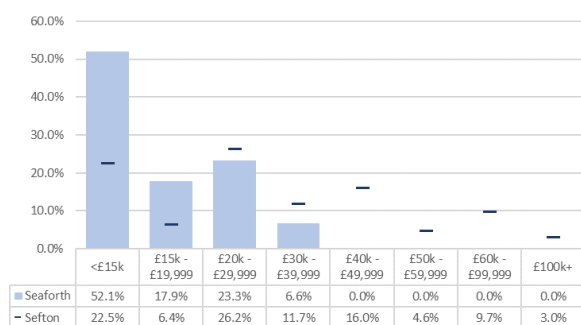- Budgets cuts seen by both Merseyside Police and Merseyside Fire and Rescue coupled with the increases in rates deliberate fire incidents within the area may result in increases in demand and therefor increasing level of direct costs. Associated with these issues are also indirect costs including lowered 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 Seaforth. 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, over half of households within Seaforth had an annual income of less than £15,000, more than double than the rate across Sefton. The rate of household income between £40,000 and £49,999, Seaforth was 0% compared to Sefton with 16%.

	<£15k	£15k - £19,999	£20k - £29,999	£30k - £39,999	£40k - £49,999	£50k - £59,999	£60k - £99,999	£100k+
Seaforth	52.1%	17.9%	23.3%	6.6%	0.0%	0.0%	0.0%	0.0%
Sefton	22.5%	6.4%	26.2%	11.7%	16.0%	4.6%	9.7%	3.0%

Economically Active

A third of the total population of the area are in employment, which accounts for half of the 16-64-year-old population on the area.
8% are unemployed
4% are recorded as students.

The rate of employment in Seaforth area is lower across the board than the rate in Sefton and England. Self-employed is less than half and unemployment is nearly double the rate of both Sefton and England

Economic Activity	Seaforth		Sefton		England	
Population	13,296	%	276,410	%	56,286,961	%
All	9,792	74%	226435	82%	42,989,620	76%
In employment	4,408	33%	122709	44%	25,308,888	45%
Employee: Part-time	1,329	10%	34068	12%	6,191,031	11%
Employee: Full-time	2,697	20%	71988	26%	15,221,760	27%
Self-employed	382	3%	16653	6%	3,896,097	7%
Unemployed	1,032	8%	11103	4%	2,023,485	4%
Student	482	4%	8719	3%	2,262,981	4%

Free School Meals

There were 450 children at schools within the Seaforth area who were in receipt of Free School Meals which equates to 54% of the school population, considerably higher compared to Sefton which was 19%.

331 Seaforth pupils were eligible for Pupil Premium Funding (40%), 19% higher than Sefton.

Benefits

As at Jan'21 of all working age benefit claimants (16-64) within the area, 18% were in receipt of Personal Independent Payment (PIP). This is a rate of 175.2 per 1,000 population, much higher than across Sefton with 101.1 per 1,000.

As at Jan'21 there were 3,005 Universal Credit (UC) claimants in the area. This is a staggering increase compared to Jan'20 (1,982) primarily as a result of the current Covid Pandemic and increased redundancies. The rate of UC claimants in Seaforth 350.5 per 1,000 population is nearly four times higher than the rate in Sefton 92.2.

In Nov'20, 21% of households in the area were claiming Housing Benefit, a rate of 213.9 per 1,000 population over double the rate in Sefton 85.6.

At Aug'19, 22% of families were in receipt of Child Benefits, a rate of 216.4 per 1,000 population, much higher than Sefton with 182.3.

Rate of Benefit Claimants per 1,000 Population
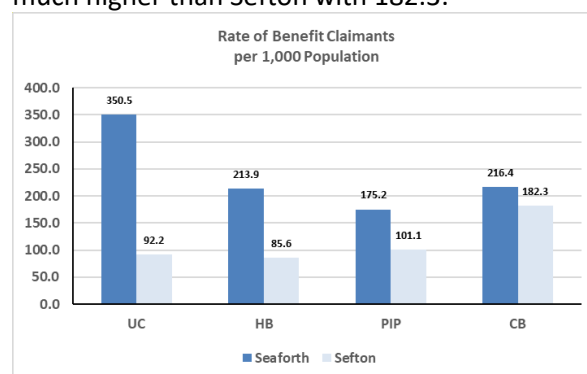
Emergency Limited Assistance Scheme (ELAS) Applications

Between January 2020 and December 2020 there were 1,784 applications to Sefton's Emergency Limited Assistance Scheme (ELAS) by residents within Seaforth, 24.5% of all ELAS applications made. This makes up 17.6% of residents aged 18 and over in the area which is over five times more than the 3.3% throughout the borough. Of the applications in the area, 55% were approved in full, with 10% being partially approved but 35% not being approved.

Jan'20 to Dec'20	Seaforth	Sefton
Total Applications	1784	7273
Approved	988	3854
Partially Approved	180	739
Not Approved	616	2680

Education

School locations in the FWC Reach:

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Data, Insight, Business Intelligence, & Performance;
Merton House, Stanley Road, Bootle, L20 7UU.
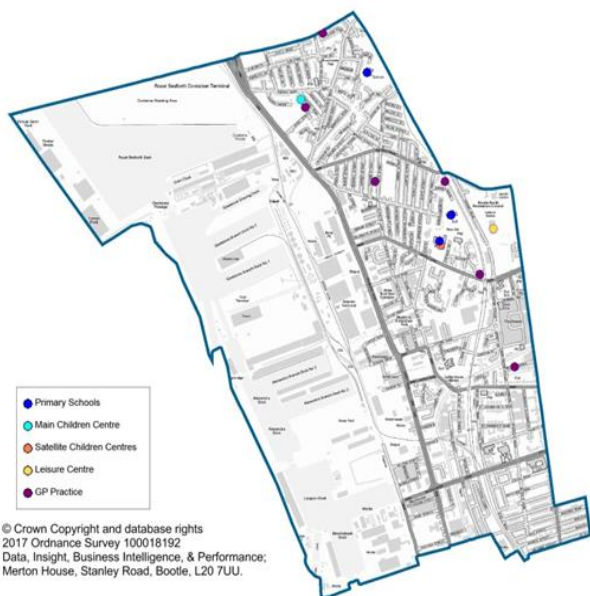
At the most recently available school census there were 835 children registered at 3 Primary schools within the Seaforth area.

52% of the children were female and 48% were male. Whereas compared to the overall Sefton rate of 49% female to 51% male.

School	Primary	Secondary	Special	Total
Primary				
Our Lady Star of the Sea	202	0	0	202
All Saints	359	0	0	359
Thomas Gray	274	0	0	274
Total	**835**	**0**	**0**	**835**
SEFTON	**22,923**	**15,990**	**655**	**9,356**

At their most recent OFSTED inspections 2 schools were rated 'Good'. However, All Saints inspection was completed in 2016.

Thomas Gray was inspected in 2019 and received a rating 'Requires Improvement'.

School	Ofsted Rating	Date of Last Inspection
Primary		
Our Lady Star of the Sea	2 Good	29-01-2019
All Saints	2 Good	09-06-2016
Thomas Gray	3 Requires Improvement	28-02-2019

Early Years
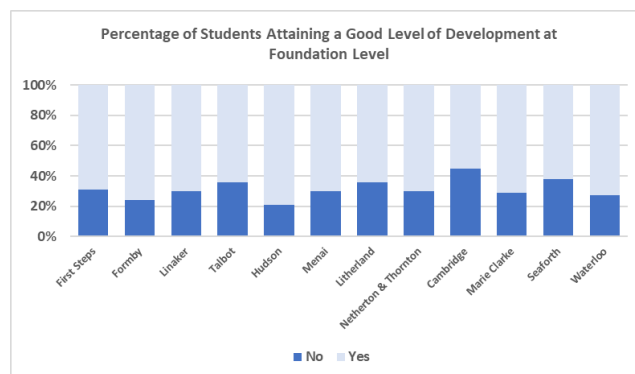
Just under two thirds (62%) of the children in Early Years provision were at or exceeding the expected developmental level.

In addition to the schools, there are 2 registered Day Nurseries. However, Seaforth does not have any registered Child Minders.

Key Stage 2
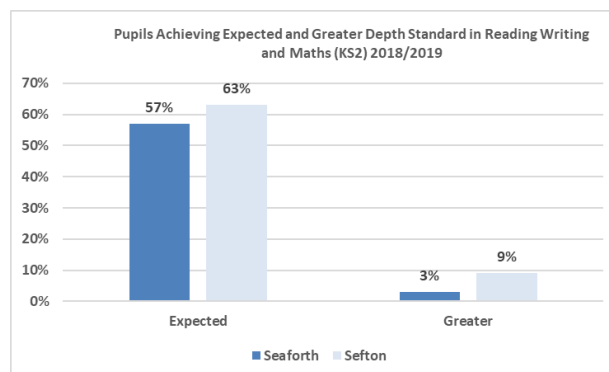
Available data for Key Stage 2 indicates that all the primary schools within Seaforth made Average or Above Average progress in the three key areas – Reading, Writing and Math, lower than across the borough of Sefton.

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%, higher than Seaforth 36%.

Percentage of Pupils Achieving Attainment 8 Score - 2018/2019

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						
Our Lady Star of the Sea	202	114	88	2	5	0
All Saints	359	184	175	1	5	2
Thomas Gray	274	134	140	2	15	0
Total	**835**	**432**	**403**	**5**	**25**	**2**

All three Primary schools within Seaforth receive some element of High Needs Funding for either EHC or SEN Support with Thomas Gray receiving 64% of the overall funding.

Not in Education, Employment or Training (NEET)

The number of young people (16-18) in the Seaforth reach who were registered as Not in Education, Employment or Training (NEET) as at 31/12/20 was 75.

When comparing the rate per 1,000 population (167.0), nearly double than across Sefton (85.5).

Seaforth accounted for 10% of all young people who were registered NEET.

Percentage of Pupils Achieving in English and Maths 9 to 5 - 9 to 4 2018/2019

Percentage of Pupils Achieving in English Baccalaureate 9 to 5 - 9 to 4 2018/19

16-18 Year Olds NEET as at 31/21/2020

Seaforth scores at Key Stage 4 fell considerably lower than Sefton as a whole.

Special Education Need (SEN)

The Seaforth rate of SEN/EHCP students was 31.7%, with 31.2% 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						
Our Lady Star of the Sea	202	114	88	0	70	132
All Saints	359	184	175	3	110	246
Thomas Gray	274	134	140	1	81	192
Total	**835**	**432**	**403**	**4**	**261**	**570**
SEFTON	**39,977**	**19,509**	**20,468**	**1,126**	**4,585**	**34,266**

Community Safety

Associated with its higher levels of socio-economic issues, Seaforth has above average levels of crime and disorder compared to the Borough as a whole.

Crime

There were 2,661 crimes reported to Merseyside Police between 2019 and 2020 in the Seaforth area, representing 12.5% of all crimes that occurred within Sefton. This is a rate of 200.1 crimes per 1,000 people – much higher than the rate seen across Sefton as a whole (76.8 per 1,000).

Just over a third (35%) of all reports were violent offences followed by Theft (22%) being the next most common offence recorded.

24.4 crimes per 1,000 population were drug related. This is four times higher than the rate across Sefton (6.0 per 1,000 population)

Crime 2019/20

2019/2020	Seaforth Pop - 13,296		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
Burglary	169	12.7	1586	5.7
Criminal Damage & Arson	308	23.2	2453	8.9
Drugs	324	24.4	1645	6.0
Public Order	235	17.7	1902	6.9
Other	75	5.6	535	1.9
Sexual	39	2.9	428	1.5
Theft	576	43.3	4746	17.2
Violence	935	70.3	7933	28.7
Total	2661	200.1	21228	76.8

Anti-social Behaviour (ASB)

There were 512 Anti-social Behaviour incidents reported to Merseyside Police between 2019 and 2020 occurring within the Seaforth area: 10.8% of all Sefton incidents. The area has a rate of 38.5 incidents per 1,000 population – again much higher than the rate seen across Sefton as a whole (17.2 per 1,000).

42% of the incidents within the area were reports of Rowdy Inconsiderate Behaviour, with General Nuisance being the next most commonly reported incident (21%).

Anti-Social Behaviour 2019/20

2019/2020	Seaforth Pop - 13,296		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
General Nuisance	109	8.2	929	3.4
Nuisance Neighbour	53	4.0	485	1.8
Other	40	3.0	313	1.1
Personal	20	1.5	313	1.1
Rowdy Inconsiderate Behaviour	216	16.2	1968	7.1
Vehicle Nuisance	74	5.6	751	2.7
Total	512	38.5	4759	17.2

Deliberate Fires

There were 72 Deliberate Fire incidents reported to Merseyside Police between 2019/2020 in the Seaforth area representing 16% of all Sefton fires reported. Deliberate Secondary Fires was the highest recorded incident.

The area has a rate of 5.4 incidents per 1,000 population – considerably higher than the rate seen across Sefton as a whole (1.7 per 1,000)

Deliberate Fire 2019/20

Fires 2019/20	Seaforth Deliberate Fires		Sefton Deliberate Fires	
	Count	Rate per 1,000	Count	Rate per 1,000
Deliberate Property Fire	4	0.3	38	0.1
Deliberate Secondary Fire	62	4.7	371	1.3
Vehicle Fire	6	0.5	51	0.2
Total	72	5.4	460	1.7

Health

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

Life Expectancy at Birth ONS - 2013-2017

	Male	Female
Seaforth	71.8	75.6
Sefton	78.4	82.4
England	79.5	83.1
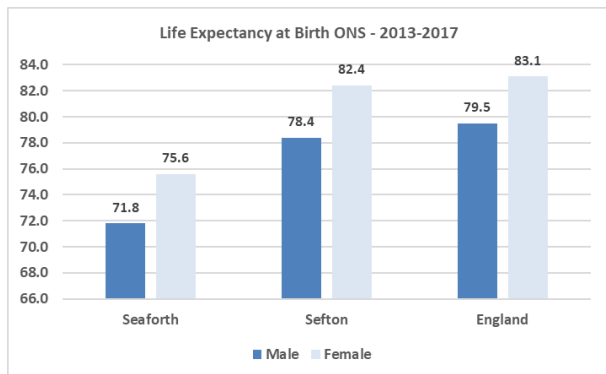
Based on current age-specific mortality rates, both men and women in the area could expect to live as much as 7 years less than the Sefton and England average.

Death Rate - All Causes

Seaforth	Sefton	England
175.9	103.7	100.0
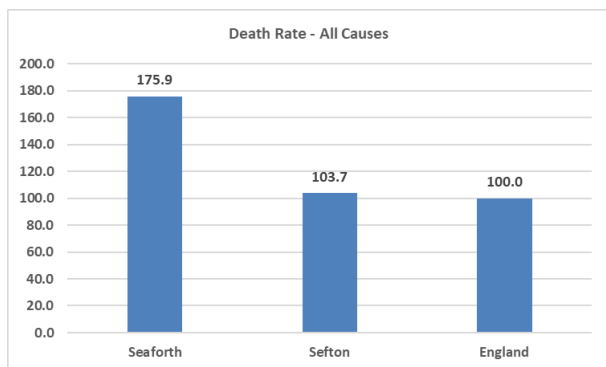
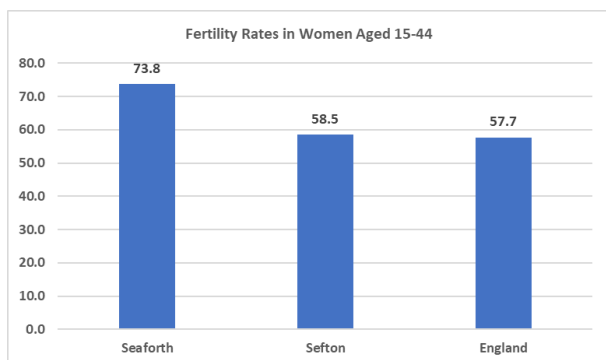Closely linked to the lower levels of poor health of residents the levels of other disease and mortality rates are generally also higher.

Fertility Rates in Women Aged 15-44

| Seaforth	Sefton	England
73.8	58.5	57.7

ONS Statistics 2019 recorded the fertility rate in Seaforth is higher than both Sefton and England rates.

Hospital Admissions

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

Chronic Obstructive Pulmonary Disease (COPD) had the highest rate in Seaforth with 389.5, more than three times the rate in Sefton 115.6, followed by Alcohol with 241.2, more than double than Sefton (117.6).

Emergency Hospital Admissions for All Causes

Seaforth	Sefton	England
178.3	116.0	100.0
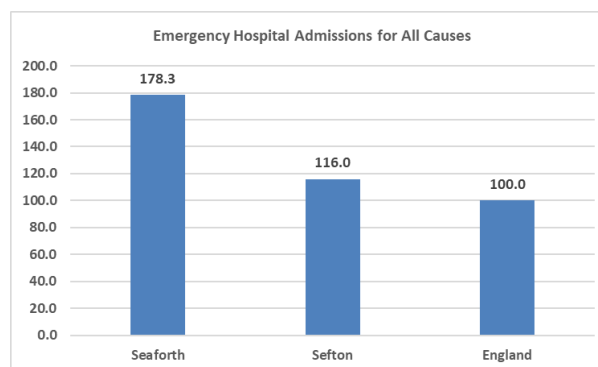
Children Overweight (inc Obesity)

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

173 Reception pupils (age 4 to 5), just over a quarter (51) were recorded as being overweight, higher than both Sefton and England percentages.

158 Year 6 pupils (age 10 to 11), just over a third (54) were recorded as being overweight, comparable with both Sefton and England percentages.

Percentage of Children in Reception and Year 6 Overweight (inc Obesity)

	Reception	Year 6
Seaforth	29%	34%
Sefton	27%	35%
England	23%	34%
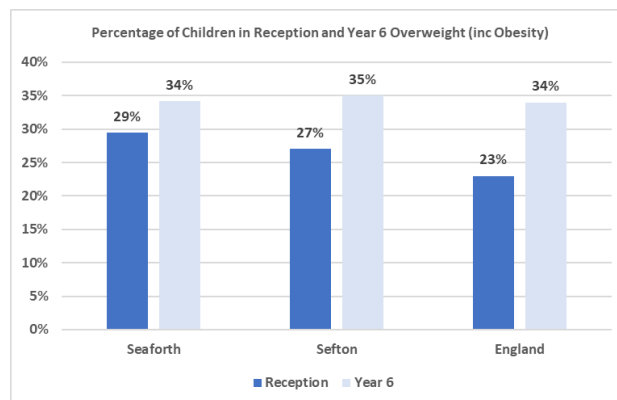
Service Demand & Delivery

Children's Social Care

In the area covered by the Seaforth Family Wellbeing Centre, as at 31/12/20 there were 115 children aged between 0 and 17 years with an open Children's Social Care plan; this equates to a rate of 36.3 per 1,000 children residing in the area, higher 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 Seaforth area:

- 35 children are subject to CLA (Sefton 704)
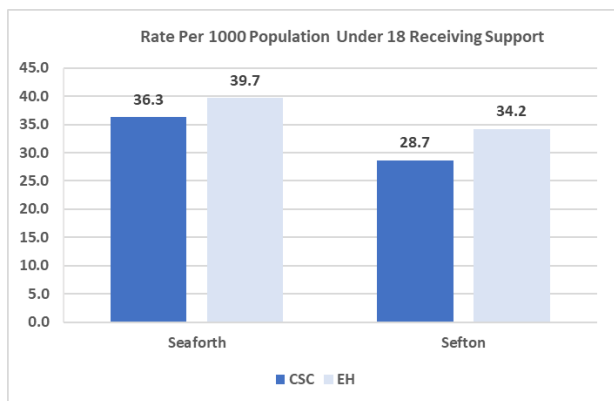- 57 children are subject to CIN (Sefton 631)
- 23 children are subject to CP (Sefton 215)

Early Help

As at 31/12/20 Sefton had 1,850 open Early Help Episodes of which Seaforth were supporting 126 children, a rate of 39.7 per 1,000 population of 0-17-year olds, higher than Sefton 34.2.
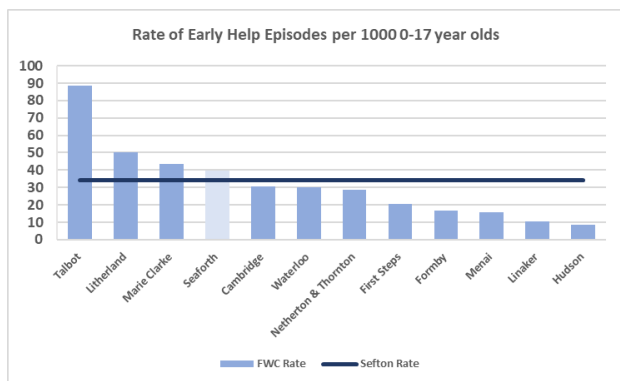
Children Centres

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

Between October 2017 and September 2018 there were 824 individuals from Seaforth registered at Sefton Children Centres, 58% of which were under 18.

There were 5,078 attendances of under 18-year olds at the Seaforth Family Wellbeing Centre between October 2017 and September 2018. This is a rate of 1651.4 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 Seaforth reach there were 23 young people (aged between 10 and 17) on YOT interventions between January 2020 and December 2020.

YOT Interventions Jan-Dec'20
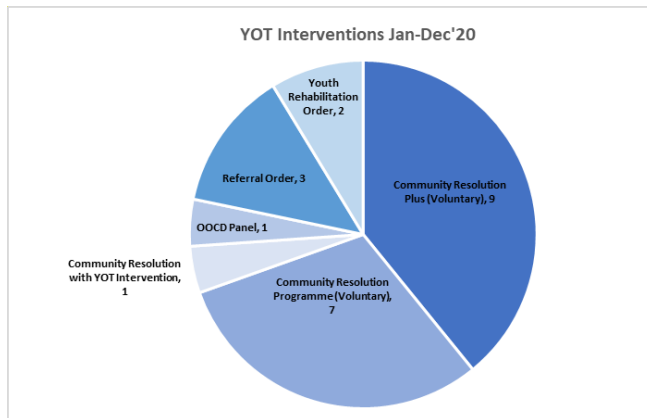
Sefton Turnaround

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, 32 families from within the Seaforth reach have been successfully "Turned Around" as at December 2020.

Turnaround Programme Phase 3 - Claims as at 31/12/2020
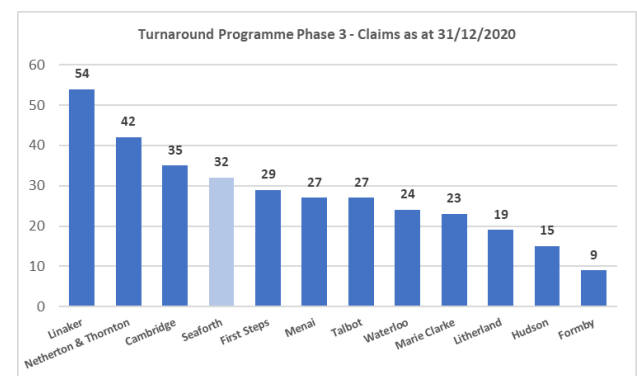
MOSAIC Profile

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 13,296 residents living in 6,936 households across Seaforth. Nearly all (99.7%) of the households in the area are classified as belonging to five of the 15 Mosaic Groups (K, J, I, L and M) which are generally characterised as:

- K – Predominantly mature aged homeowners, on a modest income living in affordable suburban households, with grown up children.

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

- I - Predominantly families with many children living in areas of high deprivation and who

need support where expenditure can exceed income.

- 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.

- 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	Seaforth		Sefton	
	Households	Percent	Households	Percent
K Municipal Tenants	2511	36.2%	7785	6.1%
J Transient Renters	1763	25.4%	10325	8.1%
I Family Basics	1567	22.6%	11681	9.2%
L Vintage Value	826	11.9%	13798	10.8%
M Modest Traditions	245	3.5%	9994	7.8%

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

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