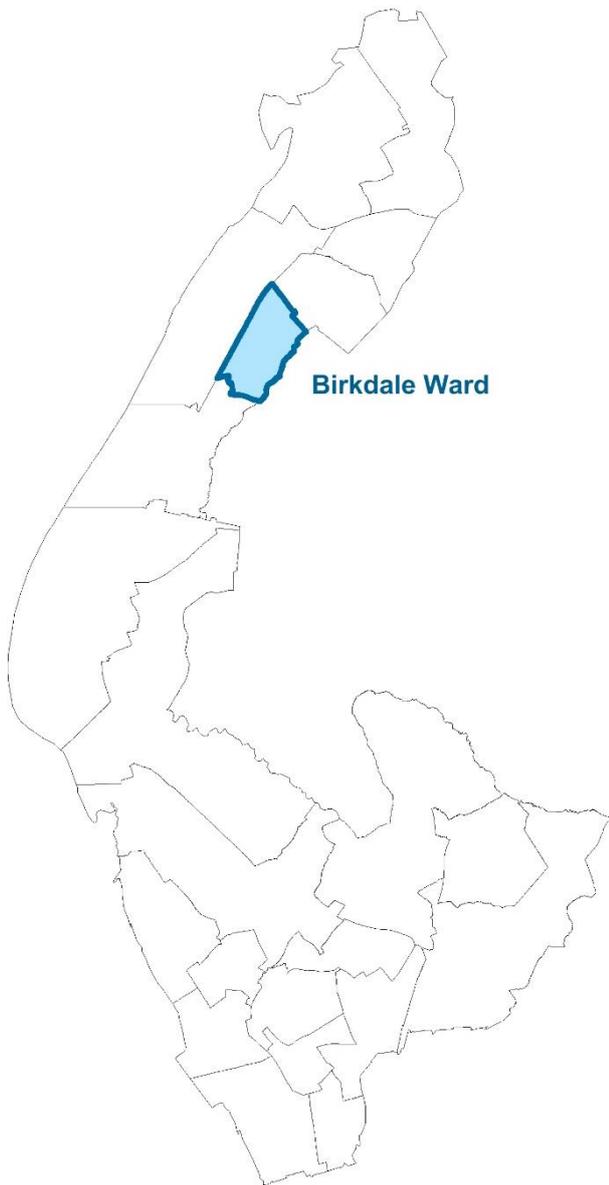


Ward Profile

Birkdale



Councillor Iain Brodie-Browne



Councillor Sonya Kelly



Councillor Simon Shaw

Released: December 2021

Collated by Gemma Monaghan Murrow
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Data, Insight, Business Intelligence, & Performance

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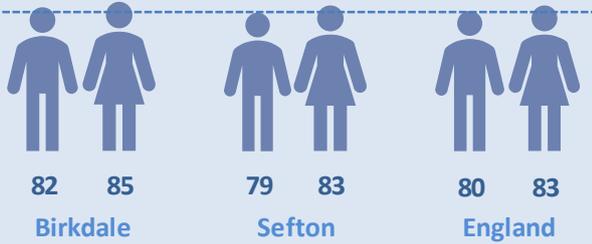
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Highlights

Life Expectancy



Life Expectancy at Birth (2015 - 2019)

Free School Meals



Proportion of children taking Free School Meals (Jan 2020)

Children Social Care



Numbers per 10,000 of 0-17 year olds (19/20)

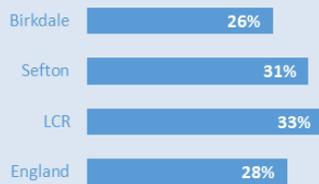
Universal Credits (UC) Benefits



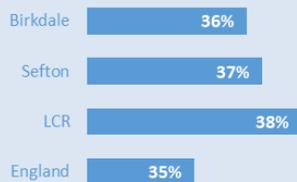
Percentage of working age residents claiming UC (Jan 2021)

Educational Attainment

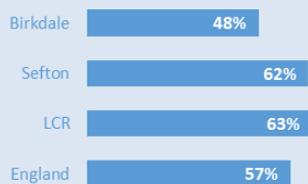
Early Years Foundation Stage



Key Stage 2



Key Stage 4



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

Emergency Limited Assistance Scheme



Percentage of residents aged 18+ with an approved or partially approved application (2020)

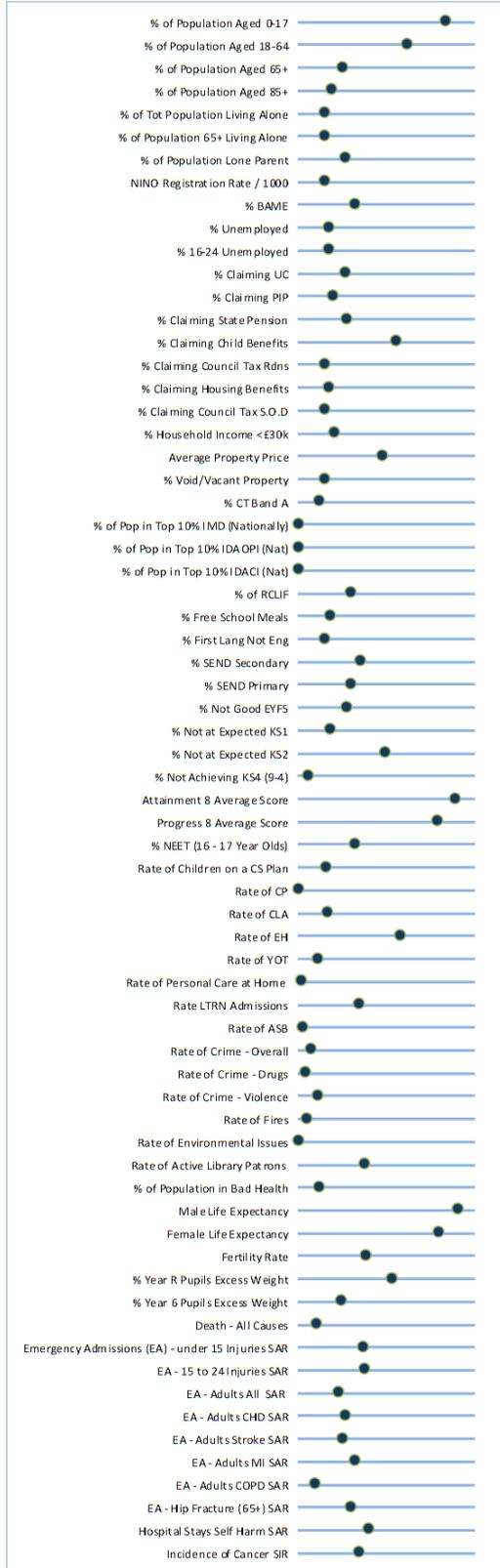
Reported Crimes



Rate of crimes reported per 1,000 population (Apr 20 - Mar 21)

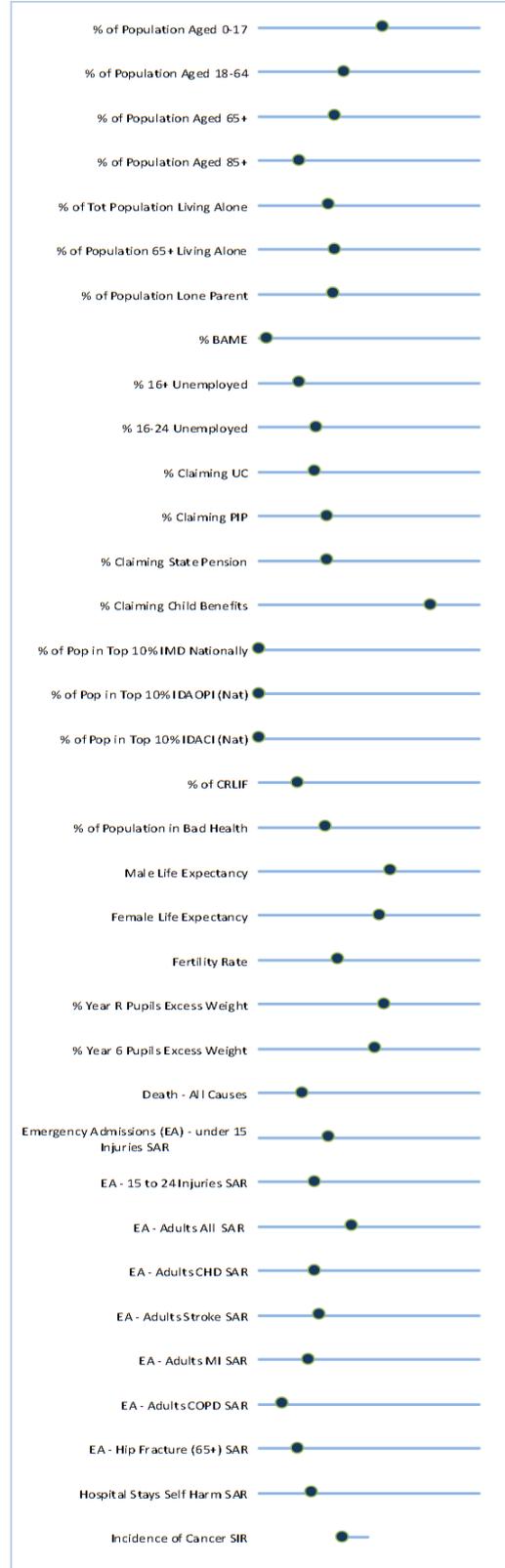
Sefton Comparative Position

This table shows the relative position of the ward compared to all other wards in Sefton. Low values are to the left, high to the right.



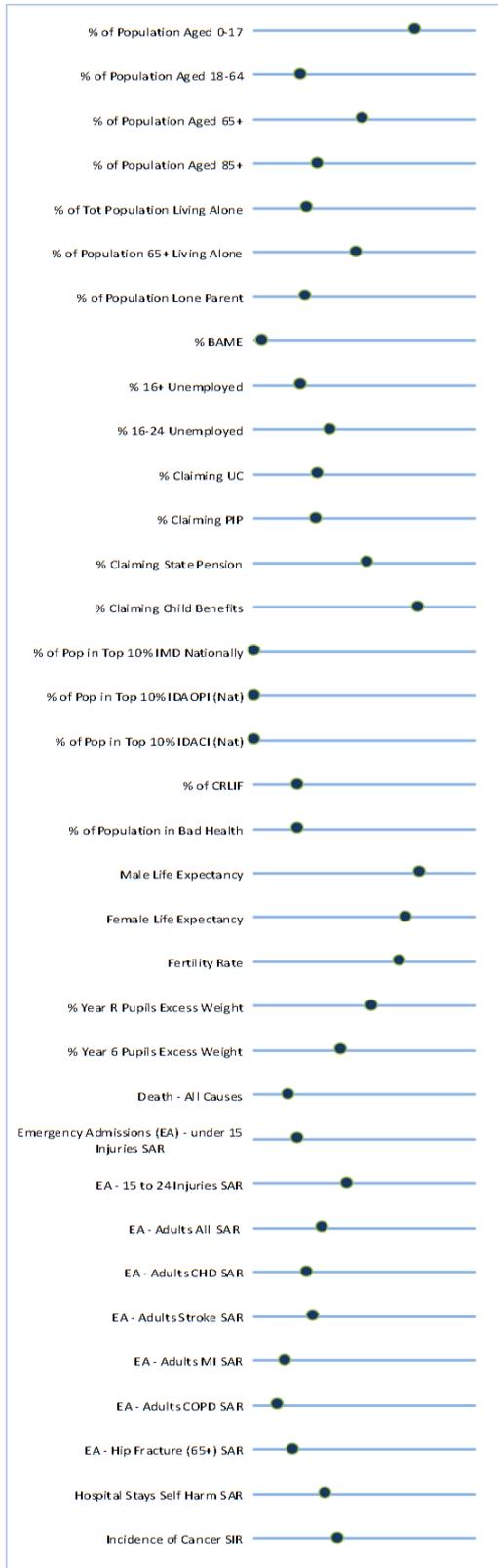
National Comparative Position

This table shows the relative position of the ward compared to Wards in England. Low values are to the left, high to the right.



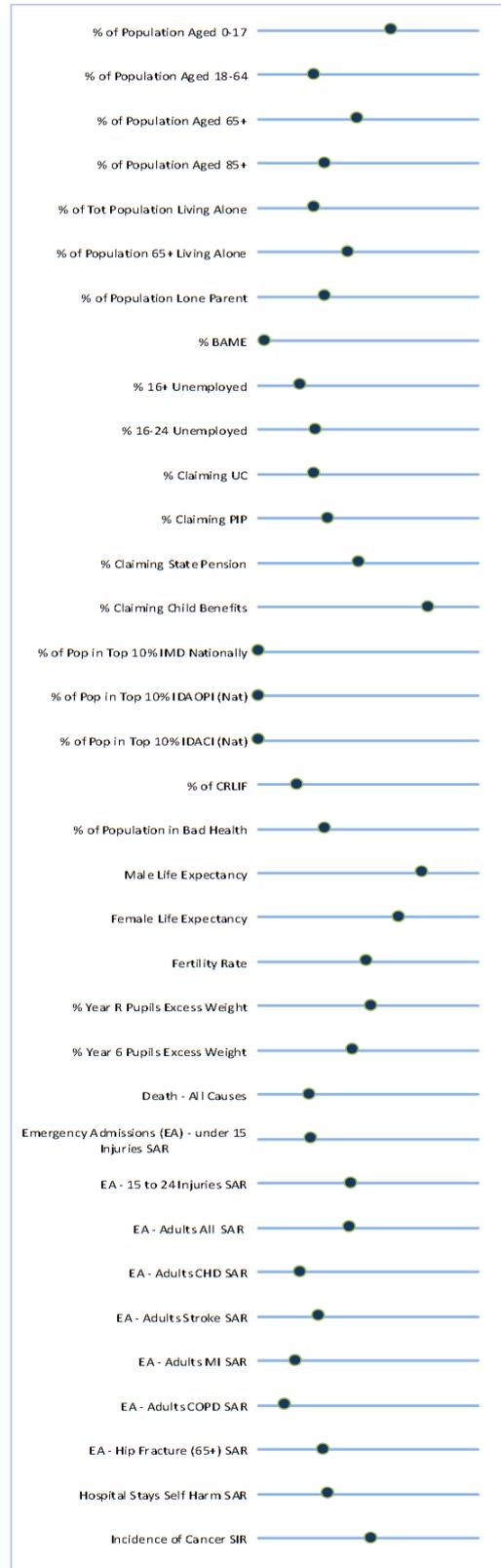
LCR Comparative Position

This table shows the relative position of the ward compared to all other wards in the Liverpool City Region (LCR). Low values are to the left, high to the right.



North West Comparative Position

This table shows the relative position of the ward compared to Wards across the North West. Low values are to the left, high to the right.



Overview

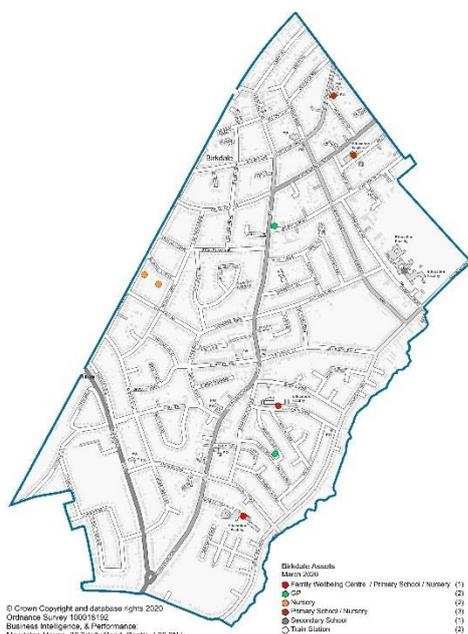
Sefton is a metropolitan borough of Merseyside; England and its local authority is Sefton Council. Sefton was formed, following the Local Government Act 1972, on 1 April 1974.

Birkdale is one of the 22 wards that make up Sefton Metropolitan Borough Council. It is located in the North of the borough and covers part of the Birkdale and Hillside areas. Birkdale is bordered by Dukes ward to the West, Kew ward to the North, West Lancashire Borough Council to the East and Ainsdale ward to the South.

In the ward there is/are:

- A Family and Wellbeing Centre / Primary School /Nursery
- Two GP Surgeries
- Two Nurseries
- Three Primary Schools / Nurseries
- A Secondary School
- Two Train Stations

Map 1: Birkdale Assets



COVID-19

The core figures in this document reflect the latest information available some of this data does not cover the period affected by the COVID-19 pandemic and associated impacts. Whilst these are expected to be significant there is at present no comprehensive or robust national data to assess these wider impacts.

Implications for Service Delivery

Due to the demographic makeup, the overall lower deprivation and better health seen across the ward, demands on services in the ward should be lower than compared to other wards 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:

- More primary school places may be needed as 5 to 9 year olds make up one of the highest population bands. There may also be higher demands on high school / further education / apprenticeship places for those aged 15 – 19.
- Increasing numbers of residents aged 65 and over may lead to demands on services such as health and adult social care.
- There are overall lower than average levels of reliance on benefits in the ward, yet continued changes made in the Welfare Reform Act along with the ongoing COVID 19 pandemic 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.
- Budgets cuts seen by both Merseyside Police and Merseyside Fire and Rescue coupled with the increases in rates of disorder and deliberate fires within the ward may result in increases in demand and therefore increasing level of direct costs. Associated with these issues are also indirect costs including lowered levels of community satisfaction and wellbeing; and reduced attractiveness to encourage businesses and job creators to locate in the area.
- An increasingly aging population and rising numbers of older people and health deprivation levels may increase the health and social care needs of this community. Also, the small pockets of more deprived areas within the ward may be being masked by the overall ward statistics.

Demographics

The 2019 population estimates indicate there are approximately 12,900 people living in Birkdale (Table 1).

Overall the people of the ward tend to be younger than the Sefton, Liverpool City Region (LCR), the North West and England averages. It is estimated that 17% of Birkdale’s population is currently of school age (compared to 14% across Sefton).

Possibly leading to higher demands on education services within the ward, compared to the Borough, meaning places within local schools may be limited and people travelling further afield to attend education settings. It is likely that there will be specific demand around primary school places as Birkdale’s population pyramid (Figure 1) indicates those aged 5 to 9 make up one of the highest age bands within the ward. Also, a higher level of residents aged between 10 to 19 may lead to a demand on high school / further education / apprenticeship places and could influence NEET figures if these are not readily available.

62% of the population are of “working age” (16 – 65) is slightly higher than Sefton (60%), meaning demand for jobs or benefit in the area would be similar or slightly higher to that of the Borough.

The overall population in the ward has seen a 3% decrease, over the last decade compared to a 1% increase across Sefton. Those aged 65 and over have seen an increase of 15% (Figure 2), with those ages 85 and over have increased by 10%; these increases may lead to a greater demand being put on services required by older people including adult social care in the near future.

In the last Census (2011) 95% of the population was born in the United Kingdom. With 3% of the ward population having an ethnicity recorded as Mixed Heritage, Black, Asian, or Minority Ethnic background. The England average is 15%.

Identification of international migration trends between the decennial Censuses is difficult as accurate data covering the whole population is not available. However, the National Insurance Number (NINo) registrations of adult overseas nationals entering the UK can be used to create a picture of economically active migration (see methodology section for interpretation of this data).

Approximately 169 NINo registrations were made within Birkdale by overseas nationals between 2015/16 and 2019/20. Assuming none of those applicants moved out of the ward during the period this equates to 20 per 1000, 16 to 65 year olds living in the ward. This is lower than the four comparator areas (Table 2).

72% of the overseas national registrations within Birkdale during the period were from European countries. Four of the top five countries of registration were from the EU (Figure 3);

- Romania (26%)
- Poland (13%)
- Bulgaria (8%)
- India (6%)
- Latvia (5%)

Although the overall numbers are low, over the time period of October 2015 to March 2020 registrations in Birkdale have fluctuated considerably, with an apparent reducing trend (Figure 4). Due to the COVID-19 pandemic, the figures post March 2020 are currently unreliable.

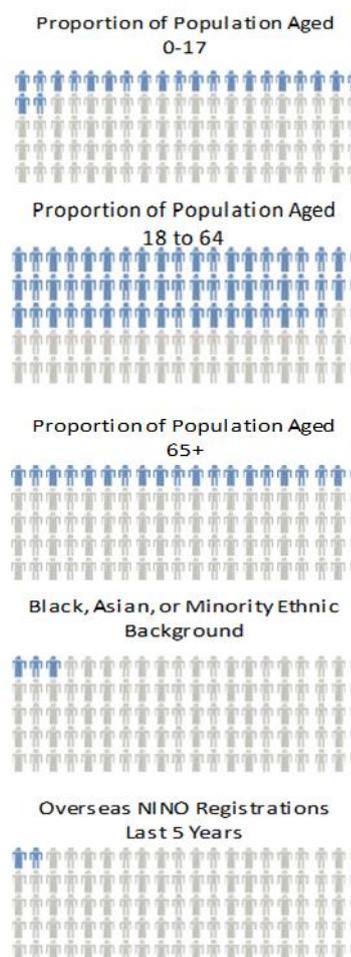


Table 1: 2019 Ward Population Distribution Comparisons

	Birkdale Count	Percentage			
		Ward	Sefton	LCR	England
Total	12,916	-	-	-	-
Males	6,217	48%	48%	49%	49%
Females	6,699	52%	52%	51%	51%
Aged 0-17	2,829	22%	19%	20%	21%
Aged 0-19	3,145	24%	22%	23%	24%
Aged 16-65	8,128	63%	62%	65%	64%
Aged 18 - 64	7,661	59%	58%	61%	61%
Aged 55 - 65	1,862	14%	15%	13%	12%
Aged 65+	2,426	19%	23%	18%	18%
Aged 85+	272	2%	3%	2%	2%

Figure 1: 2019 Ward Population Distribution by Age Band & Gender

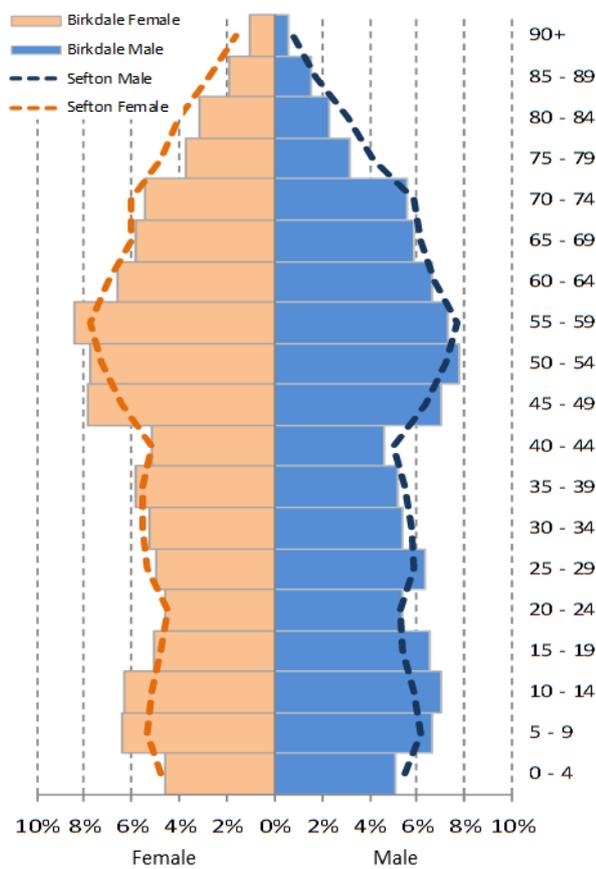


Figure 2: Population Change by Core Age Groups

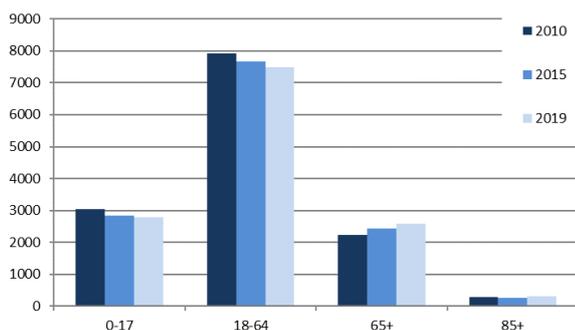


Table 2: NINo Registrations 2015/2016- 2019/2020

	Ward Count	Rate per 1,000 population Aged 16 - 65				
		Ward	Sefton	LCR	NW	England
European Union NINo	131	15.0	18.6	26.7	30.3	57.0
Rest of the World NINo	29	3.4	2.7	9.3	12.7	20.0
All Overseas NINo	160	18.4	21.3	36.1	43.1	77.1

Figure 3: Top 5 NINo Application Origin Countries

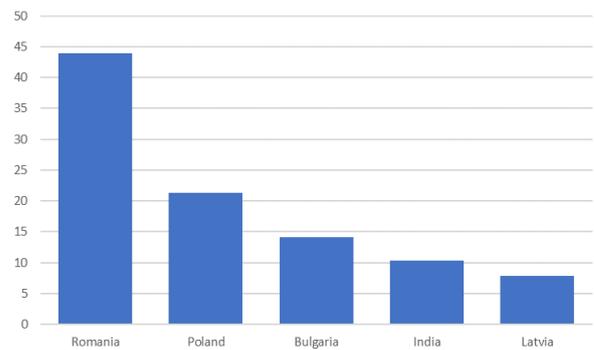
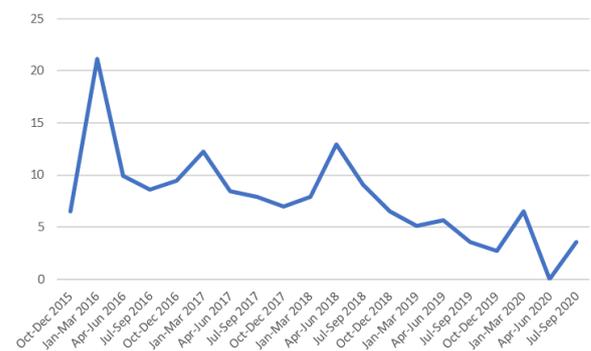


Figure 4: NINo Applications by Quarter October 2015 to September 2020



Service Demand

Approximately 4% of Birkdale residents aged 65 and over received some form of long term care 2020/21 financial year.

Approximately 2% of the 0 – 17 year old population within the ward were known to Sefton Children’s Social as of 31st March 2020.

Approximately 2% of the 0 – 22 year old population within the ward were known to Sefton’s Early Help service as of 31st December 2020.



Deprivation

Overall deprivation within the ward is low, with some residents living in some of the least deprived areas within England. The Index of Multiple Deprivation (IMD) measures levels of deprivation across seven domains. The higher the score the more affected or ‘deprived’ an area is.

The IMD data can be viewed at a number of different levels. The map 2 below shows the relative level of deprivation across Sefton where the areas shaded are ‘Lower Level Super Output Areas’ (LSOA). These areas are groups of approximately 1,200 households - defined nationally.

Three of the nine LSOAs which make up Birkdale ward are all within the least affected 30% of LSOAs nationally. However, there has been an overall increase when comparing the 2019 IMD average score to those in 2015 indicating that the level of deprivation in the ward has increased over the last 5 years. However, the average score across the ward is 15.8, much lower than the comparator areas (Sefton – 27.3, LCR – 34.9, North West – 27.9 and England – 21.7).

The income deprivation affecting older people index (IDAOPI) is a supplementary index to the IMD. In general, the ward is populated by less income deprived older people, yet there are small pockets of older people who are less off then their neighbours (Map 3).

Of the wards nine LSOAs; two are within the top 30% affected areas nationally (yet one is in the bottom 5%). The average IDAOPI score across the ward is 0.14, again lower than the comparator areas (Sefton – 0.19, LCR – 0.24, North West – 0.19 and England – 0.17).

Just one of the LSOAs has shown increases in levels of income deprivation affecting older people between 2015 and 2019 suggesting an improvement in overall older people incomes over the period possibly as a result of the protection of Pension levels over the period.

The income deprivation affecting children index (IDACI) is a supplementary index to the IMD. Overall, the ward is populated by some of the lesser income deprived parents with children in the country (Map 4).

Four of the wards LSOAs are in the bottom 30% affected areas nationally, however, one falls within the top 30% affected areas. The average IDACI score across the ward is 0.11 less than the comparator areas (Sefton – 0.17, LCR – 0.23, North West – 0.18 and England – 0.16).

All bar two LSOAs in the ward showed reductions in IDACI between 2015 and 2019, suggesting an overall improvement in the parental income across the ward.

In 2019/20, it is estimated that 387 dependent children (aged 0-19) within Birkdale live in relative low-income families. Equating to approximately 13% of all children in the ward (Figure 5). Levels in the ward in 2019/20 are the lowest seen in the last five years, with rates being continually lower than the four comparator areas (Figure 6).

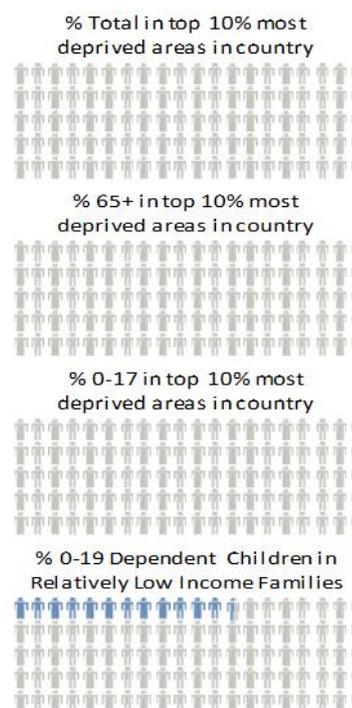


Figure 5: Children in Relative Low-Income Families (2019/20)

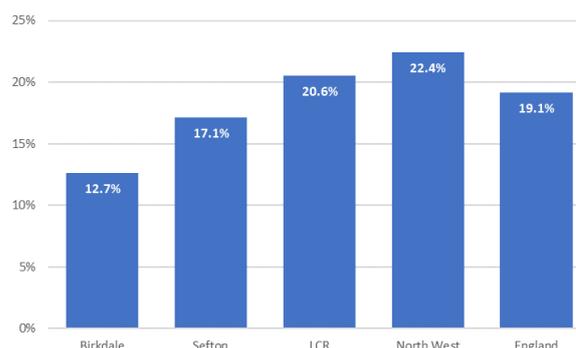
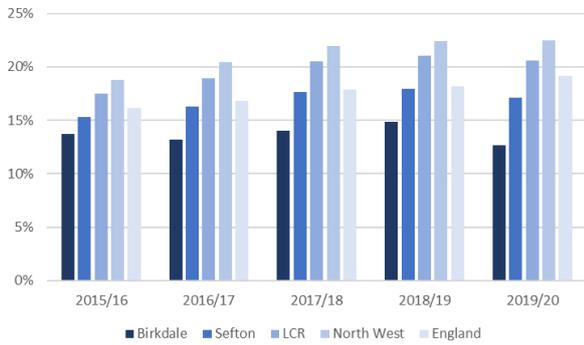
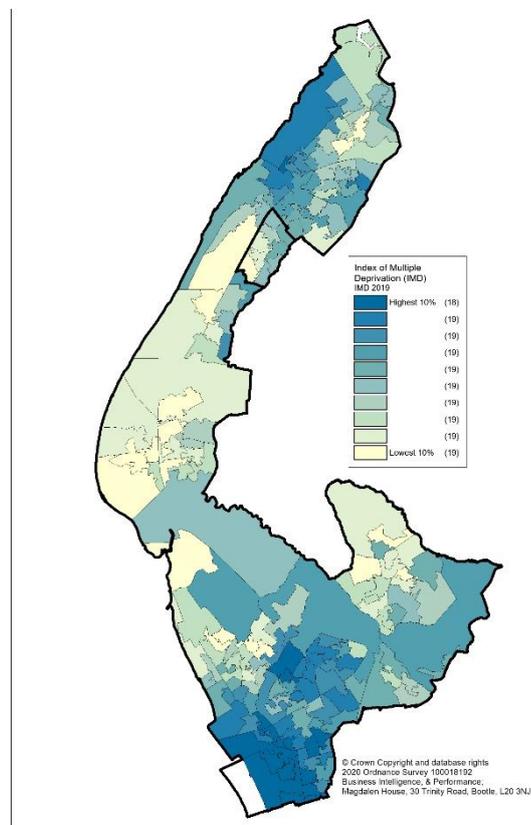


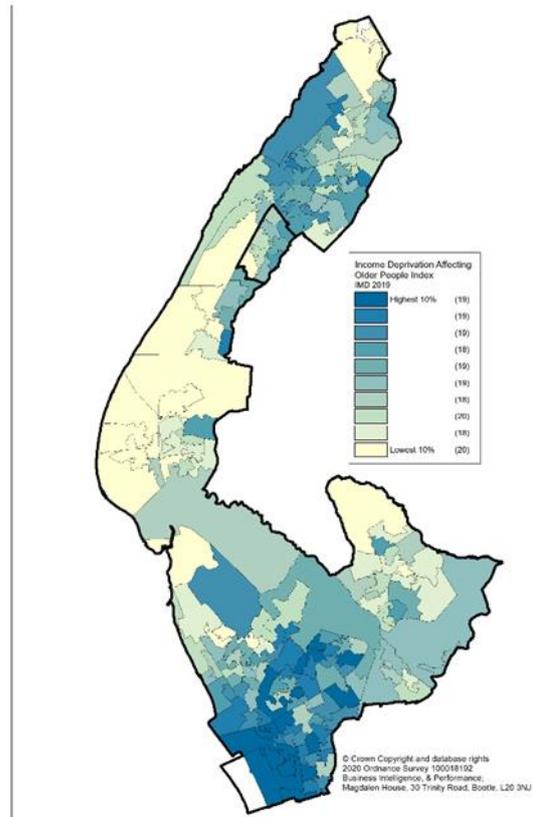
Figure 6: Children in Relative Low-Income Families (2019/20)



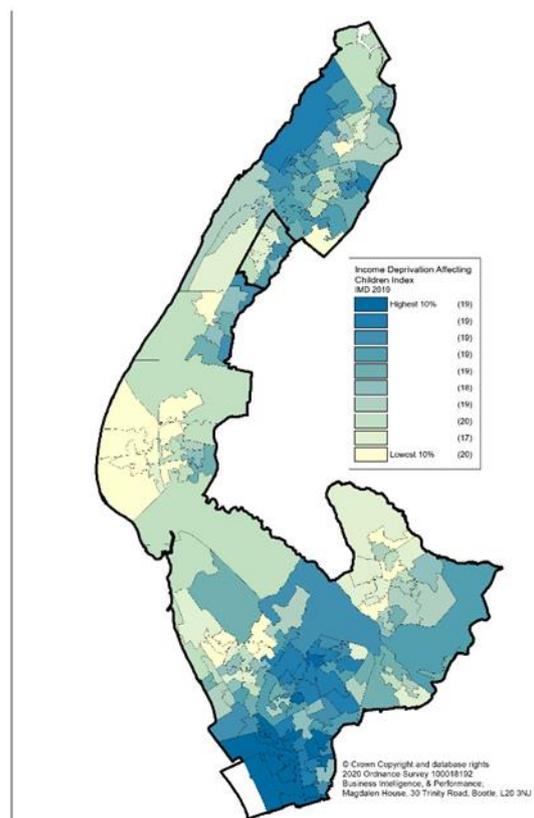
Map 2: Overall IMD Score by LSOA (2019)



Map 3: IDAOPI Score by LSOA (2019)



Map 4: IDACI Score by LSOA (2019)



Overall Birkdale has a lower than average level of all deprivation types, however, there are small pockets of older residents and children within the ward who are worse off than others. Lower levels of deprivation tend to go hand in hand with low levels of demands for services covering all ages. This includes children’s and adult’s social care, benefits (including out of work and housing), ‘Sefton Turnaround’ Programme, and early help, intervention, and prevention, however, the residents living in the small pockets may need more services.

Housing & Households

In most respects the housing make-up of the ward reflects its population of predominantly settled households with middle aged to older people.

In the 2011 Census:

- 27% of households were occupied by just one person. Sefton was 32%, LCR 34%, NW 32%, and England 30% (Figure 7).
- 13% of households were occupied by someone aged 65+ living alone lower than the Borough yet similar to the other local and national averages. Sefton was 16%, LCR 13%, NW 13%, and England 12% (Figure 7).
- 12% of households were occupied by a lone parent. Sefton was 13%, LCR 14%, NW 12%, and England 11% (Figure 7)).
- 79% of households had an occupancy rating of +1 or more - an indication that the households had one or more bedrooms than 'required'. This is considerably higher than the rates seen across the Borough (74%), City Region (73%), Northwest (72%) and England (69%).
- 5% of all household tenure was local authority or social land-lord rented much lower than local and national rates (Sefton was 14%, LCR 22%, NW and England 18%). With 13% of households being privately rented properties (similar to Sefton 13%, yet lower than LCR 16%, NW 15%, and England 17%).
- 6% of households over 65 had a tenure category of local authority or social land-lord rented again (Sefton was 14%, LCR 19%, NW 21%, and England 19%), with a further 5% residing in privately rented properties (Sefton was 5%, LCR 4%, NW 5%, and England 4%). Meaning 11% of households over 65 were rented properties (compared to 19% in Sefton), this will lead to lower demands for funding should these residents move into long term residential or nursing facilities as they will not have any property equity to fund their stays.

The ward has a lower than average number of long-term vacant properties; these properties have a higher rate of privately-owned properties.

Along with a lower level of Council Tax discounts, partly a function of the generally lower level of single occupancy households.

Council Tax

Overall there 5,657 rateable dwellings in the ward, this makes up 4% of the Sefton total (slightly lower than the Borough average of 5%).

Over a third of households (35% / 1,994) in the ward are in Tax Band B.

Of the dwellings within the ward subject to paying Council Tax a third (33%) qualified for single occupancy discount (i.e. their Council Tax liability was reduced by 25%).

Vacant Properties

Birkdale has a rate of vacant and / or void properties of 34 per 1,000 properties. Lower than the Borough average (43 per 1000). The ward had a total of 189 vacant and / or void properties as of April 2020 making up 4% of all vacant and / or void properties in Sefton (Table 3).

16% of the vacant and / or void stock in the ward has been vacant and / or void for over two years. With 56% of being registered as privately owned; higher than the Borough rate of 44%.

Housing Developments

Provisionally, as of March 2021 there were 13 development sites in Birkdale (six are currently in progress) constituting 65 dwellings, none of which are intended as 'affordable'. The new builds are predominantly two-bedroom properties (Figure 8).

Sold Properties

There were 245 properties sold in Birkdale between January and December 2019, 96% of which were household dwellings. Of all the properties sold in the ward 69% were semi-detached dwellings. The overall average property price within the ward is higher seen across the Borough, however, the prices for the different property types varies (Figure 9).

None of the properties sold in the ward during 2019 were new build properties. With 36%, of all properties sold in the ward during the year were leasehold.

Index Multiple Deprivation – Barriers to Housing and Services

Generally, all areas of Sefton have relatively low barriers to housing when compared nationally. The 2019 Index of Deprivation relating to Housing & Services shows that Birkdale has lower than average issues in terms of housing barriers across Sefton (Map 5), however, there has been an overall increase seen in housing deprivation across the ward compared to 2015.

All nine LSOAs making up the ward, are in the bottom 20% of affected areas nationally (with four in the lowest 1% of areas), meaning that residents of the ward are living in some of the *least* affected areas for barriers to housing and services across England, with the ward being more accessible than the four comparator areas (Birkdale – 6.0, Sefton – 10.9, LCR – 13.3, North West – 15.3 and England – 21.7).

There has been progress made in recent developments and improvement in housing stock. However, given the low levels of lone person households and the vacant accommodation coupled with developments already in the ward, there may be limited opportunity for continued existing stock improvements especially those classed as affordable homes.

Car Registration

In 2019, 7,820 vehicles were registered with the DVLA in Birkdale, 85% of these were cars (6,645). There are approximately 704 vehicles per 1,000 driving age people in the ward (those aged 17 and over). This is higher than the Borough, LCR and the North West (Figure 10).

The rate of car registrations in Birkdale showed an overall increase from 2010 to 2018. In comparison 2019 has the lowest rate seen over the past 10 years.

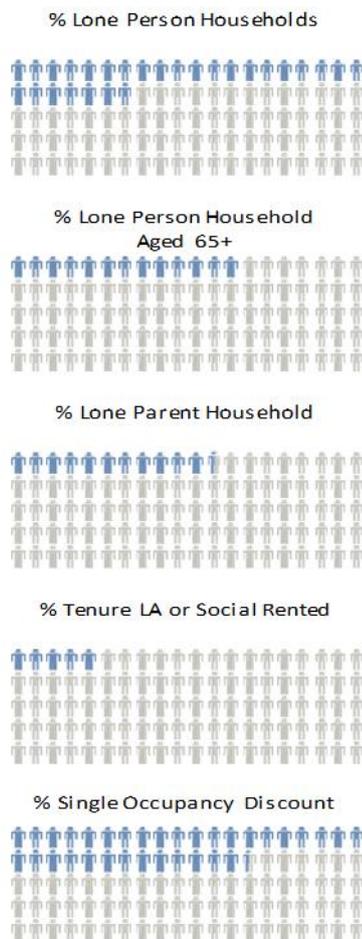


Figure 7: Household Occupancy (Census 2011)

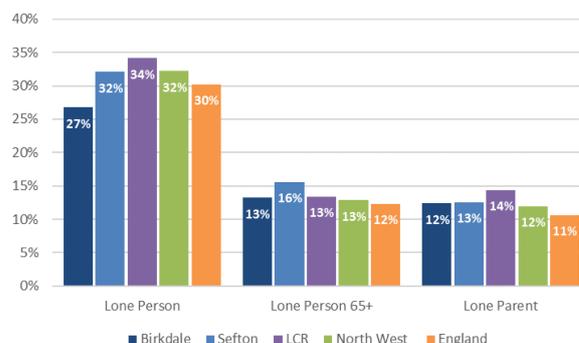


Table 3: Time Void / Vacant (April 2020)

Vacant Properties April 2020	Birkdale		Sefton	
	Count	Rate ¹	Count	Rate ¹
0-6 Months	92	16.4	2417	19.5
6-12 Months	35	6.3	953	7.7
12-24 Months	32	5.7	1029	8.3
24+ Months	30	5.4	957	7.7
Total	189	33.8	5356	43.2

¹ The rate is the count per 1,000 households in the ward



Economy & Business

As of September 2020, there were a total of 30 establishments throughout Birkdale which hold a license under the 2003 Licensing Act; these include locations which sell alcohol (shops, pubs, clubs and restaurants) along with properties serving hot food after 11pm. The ward makes up 3% of all Sefton’s licensed premises lower than the Sefton average of 5%.

Only one establishment holds a license under the Gambling Regulation Act 2003 in the ward as of September 2020.

Within Birkdale there were 83 inspections carried out of commercial properties (ranging from large chain stores e.g. Asda / Tesco, to the local corner shop) during 2019/20. 77% of these were food hygiene inspections.

According to Experian Mosaic in 2020, 12% (649) of households within Birkdale had an annual income of less than £15,000 (Figure 11), considerably lower than the rates seen across Sefton. Possibly due to the area being predominantly stable more affluent households.

Figure 11: Household Income – Mosaic 2020



The 2011 Census indicated that of the then 9,456 residents aged 16 to 74 living within Birkdale, 73% were economically active. Of these economically active residents, 36% were employed full time; 18% employed part time; and 11% were self-employed (Table 4). 27% were economically inactive; of whom 15% were retired and 4% were registered as long-term sick or disabled (Table 5).

In total, 139 (2%) had been unemployed long term and nearly 1% (52) had never been employed (Table 6).

Table 4: Economically Active

	Birkdale Count	Percentages				
		Ward	Sefton	LCR	NW	England
All	6863	72.6	67.1	65.7	67.8	69.9
In employment	6196	65.5	59.1	56.2	59.6	62.1
Employee: Part-time	1712	18.1	15.0	14.0	13.9	13.7
Employee: Full-time	3436	36.3	35.8	35.6	37.5	38.6
Self-employed	1048	11.1	8.2	6.6	8.2	9.8
Unemployed	334	3.5	4.9	5.8	4.7	4.4
Full-time student	333	3.5	3.1	3.7	3.5	3.4

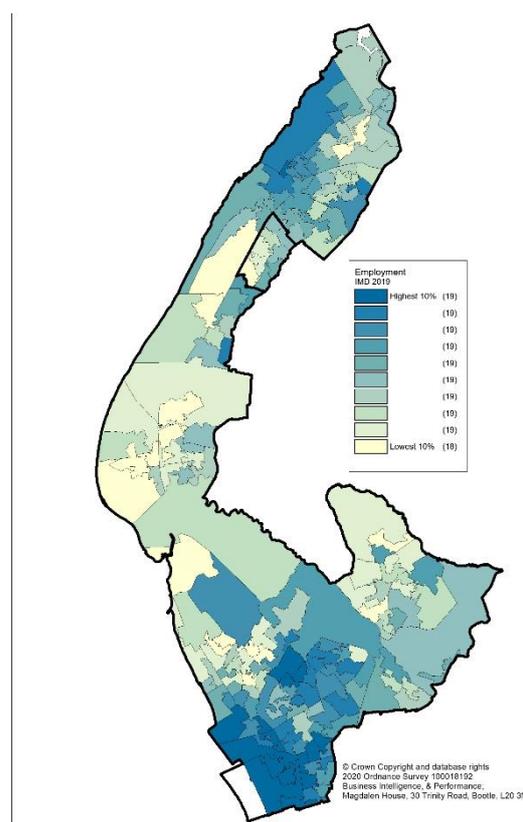
Table 5: Economically Inactive

	Birkdale Count	Percentages				
		Ward	Sefton	LCR	NW	England
All	2593	27.4	32.9	34.3	32.2	30.1
Retired	1429	15.1	17.3	14.7	14.8	13.7
Student	411	4.3	4.4	6.3	5.6	5.8
Looking after home or family	307	3.2	3.4	3.9	3.9	4.4
Long-term sick or disabled	336	3.6	5.9	7.1	5.6	4.0
Other	110	1.2	1.9	2.3	2.2	2.2

Table 6: Unemployed

	Birkdale Count	Percentages				
		Ward	Sefton	LCR	NW	England
Age 16 to 24	103	1.1	1.4	1.7	1.4	1.2
Age 50 to 74	80	0.8	1.0	1.0	0.8	0.8
Never worked	52	0.5	0.7	1.0	0.8	0.7
Long-term	139	1.5	2.0	2.4	1.8	1.7

Map 6: Employment IMD Score by LSOA (2019)



Four of Birkdale’s LSOAs are in the top 40% of areas in England for working age people who have been involuntarily excluded from the labour market. Employment deprivation has reduced in all the wards LSOAs compared to 2015. Birkdale is lower than the four comparator areas.

Benefits & Support

Birkdale is characterised overall by lower than average benefits-dependent population, however, there has been a slight increase in socio-economic problems of certain deprivation types. The population vulnerable to the vagaries of the wider economy are less likely to be vulnerable to the structural changes in benefit levels and accessibility.

In January 2021, approximately 395 working age people residing in the ward were claiming out of work benefits. This is 5% of all the working aged residents; lower than Sefton, LCR, North West (all 7%) and England (6%). 7% (80) of residents in the ward aged between 16 and 24 were claiming out of work benefits higher than the national rate (Figure 12).

The rates of working age residents claiming out of work benefit in Birkdale have seen increases across the past five years (Figure 13), with an overall rise of 339% (305). The COVID 19 pandemic is likely to have attributed to the significant increase in levels seen in 2021. A similar pattern can be seen across the Borough as a whole. However, the Birkdale rates have continually been below those in the Borough.

Universal Credit (UC)

UC is a benefit payment for people in or out of work and replaces six benefits (housing benefits, child tax credits, working tax credits, Income Support, Job Seekers Allowance and Employment Support Allowance). The roll out of UC officially finished across the UK in December 2018.

1,054 working age residents in Birkdale were claiming UC in January 2021 (60% of these were not in employment). The rate of working age residents claiming UC in the ward is 135 per 1,000, considerably lower than the comparator area rates; Sefton – 170, LCR – 180, North West – 167 and England – 148 (Figure 14).

Personal Independence Payment (PIP)

PIP is a benefit for people who have extra care or mobility needs. PIP is replacing disability living allowance for those aged 16 and above. Full roll out of this benefit is due to completed by summer 2022

In January 2021, 620 residents were claiming PIP in Birkdale, a rate of 79 per 1,000 residents (aged 16+). This is lower than three of the comparator areas (Figure 15).

Child Benefits

1,385 families in Birkdale were claiming child benefits relating to 77% (2,370) of children in the ward in 2020. The ward has a slightly lower rate of children in families claiming child benefits than that of the Borough, City Region, Region and Nationally (Figure 16).

Council Tax Reduction

In January 2020, some 801 households in the ward claiming Council Tax Reduction (14% of all rated households); lower than the Sefton average of 20% (Figure 17).

Sefton's Emergency Limited Assistance Scheme (ELAS)

During 2020, there were 113 applications to ELAS by residents within Birkdale (Table 7). Of the applications in the ward, 55% were approved in full, with 8% being partially approved. The number of applications approved over the past four years in Birkdale has reduced by 15%, a similar pattern can be seen across Sefton as a whole (which has reduced by over a quarter).

Trussell Trust Food Bank

Trussell Trust Food Bank data for April 2019 to March 2020 shows that 136 vouchers were issued to residents of Birkdale ward, with 426 residents being fed by a Food Bank located in Sefton, equating to 33 per 1,000 residents which is lower than the Sefton rate of 66 per 1,000 residents.

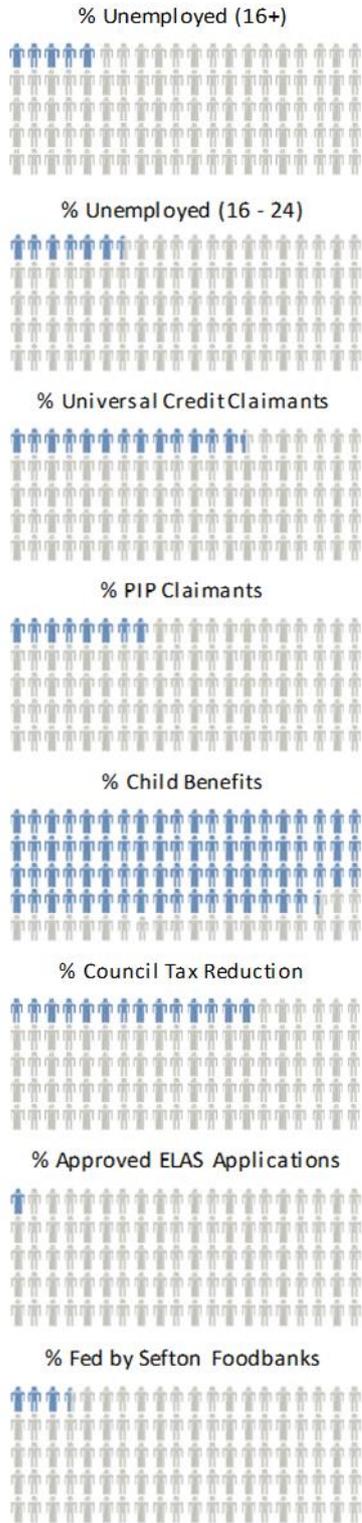


Figure 12: Rate of Residents Claiming Out of Work Benefits (January 2021)

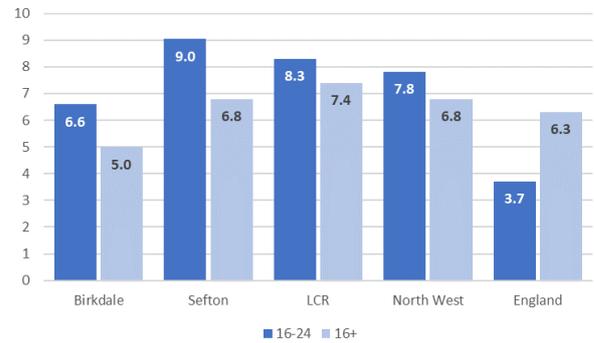


Figure 13: Rate of Working Age Residents Claiming Out of Work Benefits (January 2017/18/19/20/21)



Figure 14: Rate of Residents claiming Universal Credits (January 2021)

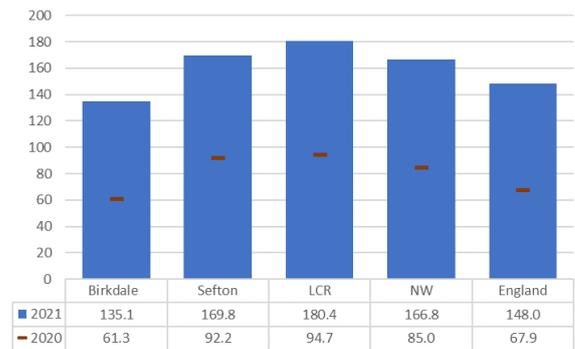


Figure 15: Rate of Residents claiming Personal Independence Payments (January 2021)

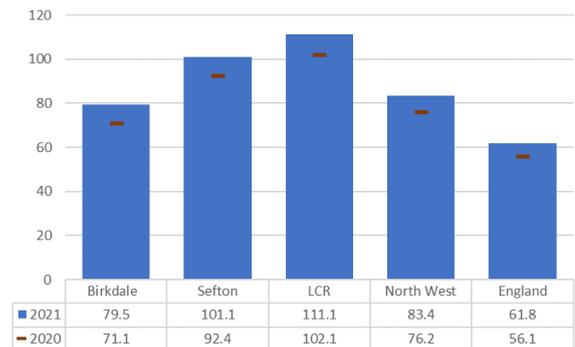


Figure 16: Rate of Families claiming Child Benefits (2019)

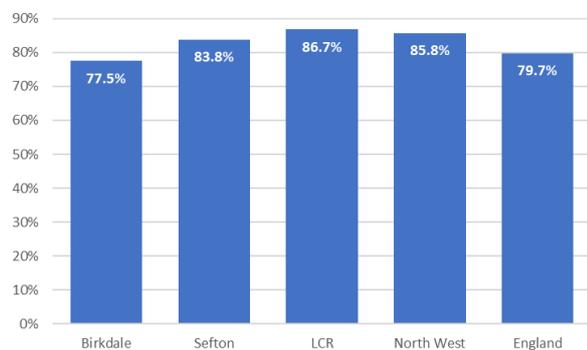


Figure 17: Percentage of Households Claiming Council Tax Reductions (January 2020)

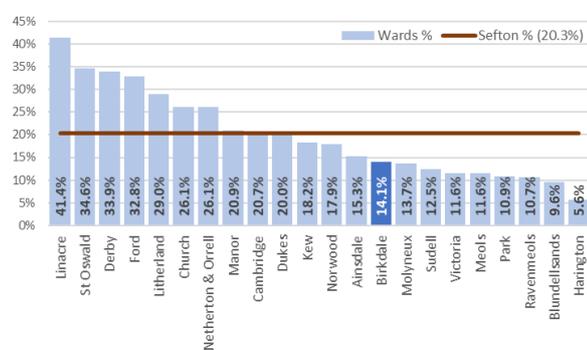


Table 7: Emergency Limited Assistance Scheme (ELAS) Applications (January to December 2020)

	Birkdale Count	Application Status	
		Ward	Sefton
Total Applications	113	-	-
Approved	62	55%	53%
Partially Approved	9	8%	10%
Not Approved	42	37%	37%

The Welfare Reform Act introduced major changes to the national benefits system. As of November 2016, the benefit cap on household income was reduced from £26,000 per annum to £20,000 per annum. This was in addition to the already implanted reforms of the ‘bedroom tax’ (a reduction in housing benefit for occupants of rented housing who have more rooms than they are deemed to require); and council tax reduction scheme (the personal capital limit has been reduced from £16,000 to £6,000 for council tax liability meaning unemployed working age people, 16-64, with less than £6,000 being liable to pay 20% of the annual council tax bill).

Along with the changes in limits and accessibility the way benefits are paid is also changing. Universal Credits is being introduced as a single

means-tested benefit paid to people of working age replacing JSA, ESA, IS, HB, WTC and CTC. Personal Independence Payment is replacing DLA, it is a benefit for people aged 16-64 with a long-term health condition or disability that means they have trouble getting around or need help with daily living activities.

The COVID 19 pandemic will have affected the number of benefit claimants as many businesses had to either furlough or terminate staff. It is unclear at present how long these effects will last.

These changes in the welfare reform system and the COVID 19 pandemic are going to have varying impacts across Sefton wards.

Within Birkdale there is a lower level of reliance on most forms of benefits; however, the new reforms may lead to a potential reduction in household income for some of the more vulnerable residents in the ward. This could have an increased demand on other provisions including ELAS, Food Banks and homeless services. The reduction in household income may also have a knock-on effect on local businesses and landlords.

Education

Given the direct correlation between deprivation levels and attainment, it is unsurprising that overall Birkdale has an average to lower than average proportion of children with special educational needs, however, the attainment rates varies across the key stages compared to the Sefton results.

The poor levels of attainment and average levels of specialist support needed for children in the ward may present particular challenges for the delivery of services and pressures on service delivery across school and educational services. The population spike seen in the demographic profile of the Borough could also add to service pressures over the medium term, and current data suggests that children are being failed from the start of their educational journey and evidence suggests that it is very difficult to recover from these disadvantages.

Nursery Settings

Of the 95 students resident in Birkdale attending a Sefton maintained Nursery setting (Table 8):

- 5% of all Nursery pupils in Sefton live in Birkdale
- 25% of the estimated Nursery age population within the ward attend a Sefton maintained Nursery (Sefton has a rate of 23%).
- No pupils were entitled to a free school meal compared to 7% across Sefton.
- 6% were subject to Special Educational Needs (SEN) support (Sefton is 6%).

Primary Settings

Of the 1,026 Sefton maintained Primary School students living in the ward (Table 9):

- 5% of all Primary pupils in Sefton live in Birkdale.
- 78% of the estimated Primary School age population within the ward attend a Sefton maintained Primary School (Sefton has a rate of 80%).
- 13% were entitled to a free school meal (Sefton is 21%).
- 13% were subject to Special Educational Needs (SEN) support (Sefton is 15%).

- 4% had English not as a first language (Sefton is 6%).

Secondary School Settings

Of the 758 Sefton maintained Secondary School students living in the ward (Table 10):

- 6% of all Secondary School pupils in Sefton live in Birkdale.
- 77% of the estimated Secondary School age population within the ward attend a Sefton maintained Secondary School (Sefton has a rate of 74%).
- 13% were entitled to a free school meal (Sefton is 19%).
- 15% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- 4% had English not as a first language (Sefton is 5%).

16+ Pupils

Of the 52 Sefton maintained Secondary School students living in the ward (Table 11):

- 3% of all pupils over 16 in Sefton live in Birkdale.
- 7% of the estimated 16 to 20 year olds residing within the ward attend a Sefton maintained post 16 setting (Sefton has a rate of 11%).
- 12% were entitled to a free school meal (Sefton is 8%).
- 8% were subject to Special Educational Needs (SEN) support (Sefton is 8%).

% Overall Pupils with SEN



% Overall FSM

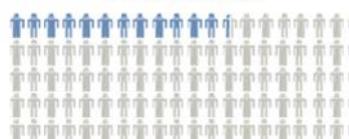


Table 8: Nursery Settings (January 2020)

Nursery Class Pupils	Birkdale		Sefton	
	Count	%	Count	%
Total Pupils	95		1923	
Females	51	54%	941	49%
Males	44	46%	982	51%
Receiving Free School Meal	0	0%	141	7%
SEN Support	6	6%	119	6%
English as a First Language ¹	84	88%	1704	89%
English not as a First Language ¹	*	*	104	5%

¹ The Language Breakdowns may not add up to the total number of pupils as the Language was either not provided, unknown or refused

Please note within the table counts below four have been suppressed

Table 9: Primary Settings (January 2020)

Primary School Pupils	Birkdale		Sefton	
	Count	%	Count	%
Total Pupils	1026		20075	
Females	501	49%	9680	48%
Males	525	51%	10395	52%
Receiving Free School Meal	135	13%	4145	21%
SEN Support	132	13%	3067	15%
English as a First Language ¹	955	93%	18195	91%
English not as a First Language ¹	45	4%	1171	6%

¹ The Language Breakdowns may not add up to the total number of pupils as the Language was either not provided, unknown or refused

Table 10: Secondary Settings (January 2020)

Secondary School Pupils	Birkdale		Sefton	
	Count	%	Count	%
Total Pupils	758		13225	
Females	374	49%	6541	49%
Males	384	51%	6684	51%
Receiving Free School Meal	99	13%	2476	19%
SEN Support	113	15%	1993	15%
English as a First Language ¹	721	95%	12508	95%
English not as a First Language ¹	31	4%	660	5%

¹ The Language Breakdowns may not add up to the total number of pupils as the Language was either not provided, unknown or refused

Table 11: 16+ Pupils (January 2020)

Post 16 Pupils	Birkdale		Sefton	
	Count	%	Count	%
Total Pupils	52		1542	
Females	23	44%	772	50%
Males	29	56%	770	50%
Receiving Free School Meal	6	12%	129	8%
SEN Support	4	8%	125	8%
English as a First Language ¹	50	96%	1483	96%
English not as a First Language ¹	*	*	51	3%

¹ The Language Breakdowns may not add up to the total number of pupils as the Language was either not provided, unknown or refused

Please note within the table counts below four have been suppressed

Early Years Foundation Stage

Of the 132 students residing within Birkdale ward and attending a Sefton maintained setting with an Early Years Foundation Stage (EYFS) level (Figure 18 & Table 12):

- 37% did not achieve a “Good Level of Development”. Higher than the non-

achievement levels seen across Sefton and North West (both 31%), and England (28%).

- 8% were entitled to a free school meal (Sefton is 16%).
- 8% were subject to Special Educational Needs (SEN) support (Sefton is 7%).

Key Stage 1 (KS1)

During 2018/19 there were 155 students residing within Birkdale ward and attending a Sefton maintained setting with a KS1 level. For these students (Figure 19 & Table 13):

- 29% did not achieve the expected standard in Reading, Writing, and Maths; lower than the averages for Sefton at 37%, North West at 35% and England at 37%.
- 12% were entitled to a free school meal (Sefton is 18%).
- 11% were subject to Special Educational Needs (SEN) support (Sefton is 14%)

Key Stage 2 (KS2)

During 2018/19 there were 159 students residing within the ward and attending a Sefton maintained setting, with a KS2 level. For these students (Figure 20 and Table 14):

- 36% did not achieve the expected standard in Reading, Writing, and Maths, similar to the comparator areas; Sefton at 37%, LCR at 38%, North West and England both at 35%.
- 12% were entitled to a free school meal (Sefton is 20%).
- 12% were subject to Special Educational Needs (SEN) support (Sefton is 17%).

Key Stage 4 (KS4)

During 2018/19 there were 157 students residing within Birkdale ward and attending a Sefton maintained setting undertaking GCSE examinations. For these students:

- 48% did not achieve a level between 9 and 5 in English and Maths; below the average for Sefton, LCR, the North West and England (Figure 21).
- 80% did not achieve a level between 9 and 5 for the English Baccalaureate, again lower

than Sefton, LCR the North West and England (Figure 22).

- The students in Birkdale had an average Attainment 8 score of 50.5 this was higher than the Borough, region, and country (Figure 23).
- The average Progress 8 score in the ward (0.02) again higher than the comparison areas. This means that on average students are achieving as expected (Figure 24).

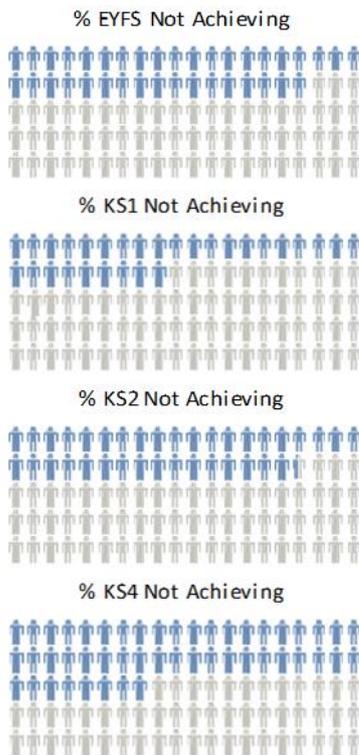


Figure 18: Percentage of Pupils NOT Gaining a Good Level of Development in Early Years Foundation Stage (2018/19)

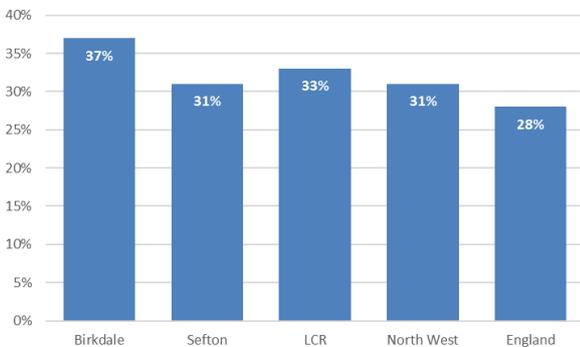


Table 12: Early Years Foundation Stage Settings – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (EYFS) ¹		Eligible for Free School Meal (EYFS)	
	Count	%	Count	%
Birkdale	10	7.6%	10	7.6%
Sefton	193	6.7%	457	15.9%

Figure 19: Percentage of Key Stage 1 Pupils Not Achieving Expected Standard in Reading Writing and Maths (2018/19)

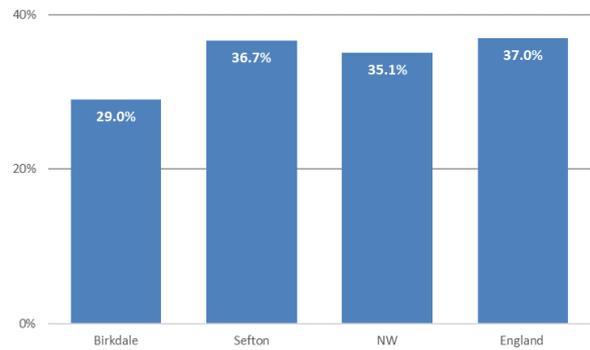


Table 13: Key Stage 1 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS1)		Eligible for Free School Meal (KS1)	
	Count	%	Count	%
Birkdale	17	11.0%	18	11.6%
Sefton	388	13.6%	513	18.0%

Figure 20: Percentage of Key Stage 2 Pupils Not Achieving Expected Standard in Reading Writing and Maths (2018/19)

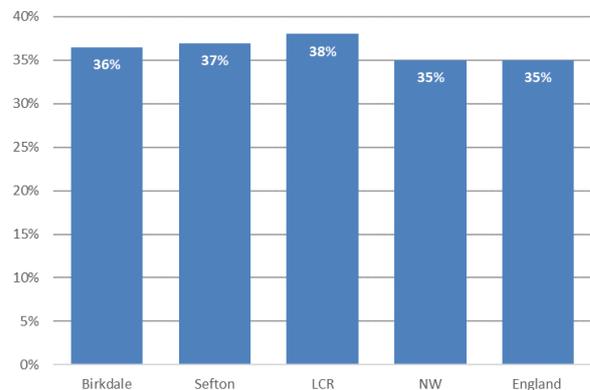


Table 14: Key Stage 2 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS2)		Eligible for Free School Meal (KS2)	
	Count	%	Count	%
Birkdale	19	11.9%	19	11.9%
Sefton	465	16.9%	540	19.6%

Figure 21: Percentage Not Achieving in English and Maths 9 to 5 (2018/19)

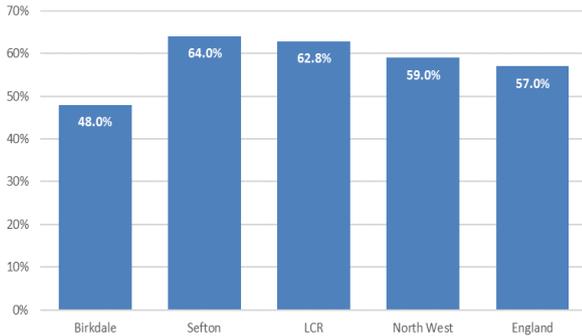


Figure 22: Percentage of Pupils Not Achieving English Baccalaureate 9 to 5 (2018/19)

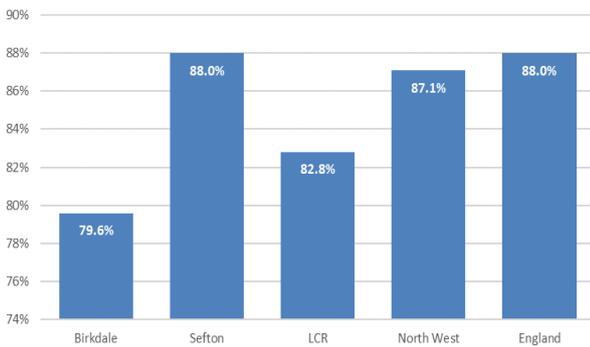


Figure 23: Average Attainment 8 Score (2018/19)

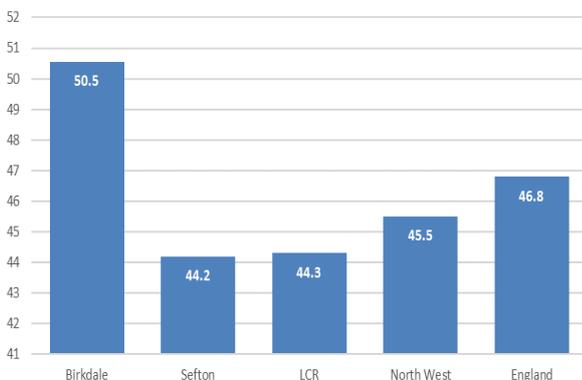
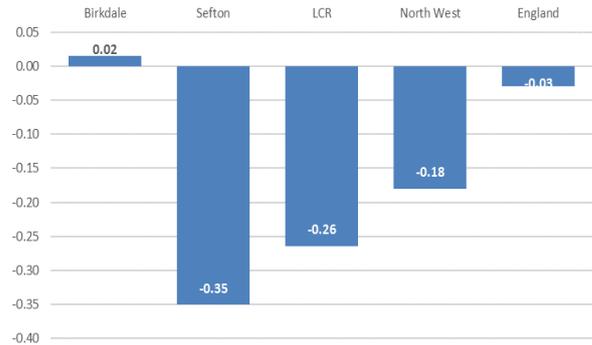


Figure 24: Average Progress 8 Score (2018/19)



Not in Employment Education or Training (NEET)

In January 2021, there are a total of 14 people aged between 16 and 18 registered as Not in Employment Education or Training (NEET) with Careers Connect residing within Birkdale ward. Making up 4% of the Sefton total NEET.

Birkdale NEET rates have continually been lower than those of the Borough (Figure 25), rates have fluctuated across the past five years (2017 to 2021), with a slight overall increase (2 people).

Figure 25: Rate of NEET Residents Aged 16 - 18 (January 2017/18/19/20/21)



Community Safety

Associated with its lower levels of socio-economic issues Birkdale has below average levels of crime and disorder compared to Sefton.

Crime

There were 539 crimes reported to Merseyside Police between April 2020 and March 2021, in Birkdale ward representing 3% of all crimes that occurred within Sefton. This is 42 crimes per 1,000 population - lower than the rate seen across Sefton as a whole (72 per 1,000).

The numbers of crimes in the ward has seen a 2% increase from the previous year, compared to a 7% decrease seen across the Borough (Table 15).

Nearly half (44% / 237) of reports were violent offences. A third of these, (80 / 34%) were common assault and battery.

Anti-social Behaviour (ASB)

There were 164 Anti-social Behaviour incidents reported to Merseyside Police between April 2020 and March 2021 (Table 16), occurring within Birkdale: 2% of all Sefton incidents. The ward has a rate of 13 incidents per 1,000 population – again lower than the rate seen across Sefton (27).

There has been a 73% increase in the number of incidents occurring in the ward compared to 2019/20 (the average across Sefton saw a 58% rise). The increase maybe due to COVID 19 and the reporting of breaches in lockdown rules.

Over a third (36%) of the incidents within the ward were reports of Rowdy or Inconsiderate Behaviour. With 8% of all ASB reports in the ward specifically mentioned youths and 7% relating to alcohol/drunken behaviour.

Index of Multiple Deprivation – Crime

The wards LSOAs are in some of the least affected areas nationally (Map 7). With levels across all nine of the wards the LSOAs reducing when comparing the 2019 scores to 2015. Birkdale’s score (-0.5) is below those seen across Sefton (-0.07), LCR (0.21), North West (0.22) and England (0).

Deliberate Fires

Merseyside Fire and Rescue Service (MFARS) responded to five deliberate fires in the ward

between April 2020 and March 2021. This is just 1% of all deliberate fires across the Borough.

The rate of deliberate fires per 100,000 population in the ward is 39 compared to 171 across Sefton as a whole.

The number of deliberate property fires in Birkdale has increased by 25% compared to the previous year Sefton saw an increase of 5%.

Deliberate secondary fires are the only fire type reported within Birkdale during the time period. Four of these related to refuse / rubbish / bins being set on fire.

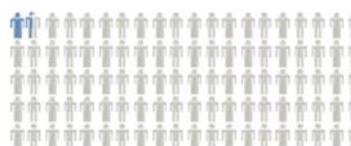
Rate of All Offences



Rate of Drug / Violent Offences



Rate of ASB Incidents



Rate of Rowdy Inconsiderate Behaviour



Rate of Deliberate Fires





Table 15: Offences Reported to Merseyside Police (2020/21)

Offences Apr 20 - Mar 21	Birkdale Crimes			Sefton Crimes		
	Count	Rate ¹	Change ²	Count	Rate ¹	Change ²
Burglary	35	2.7	-48.5% ▼	1285	4.6	-19.3% ▼
Criminal Damage & Arson	67	5.2	11.7% ▲	2043	7.4	-17.2% ▼
Drugs	34	2.6	41.7% ▲	1787	6.5	8.0% ▲
Public Order	60	4.7	39.5% ▲	2302	8.3	19.8% ▲
Other	16	1.2	14.3% ▲	530	1.9	-6.0% ▼
Sexual	8	0.6	0.0% ▶	368	1.3	-18.6% ▼
Theft	82	6.4	-17.2% ▼	3330	12.0	-30.1% ▼
Violence	237	18.4	12.3% ▲	8381	30.3	3.5% ▼
Total	539	41.9	2.3% ▲	20010	72.4	-7.0% ▼

¹The rate is the count per 1,000 population residing in the ward

² Change in direction when comparing 2020/21 counts to the same period in 2019/20

³ Other includes, Miscellaneous Crimes Against Society and Robbery offences

Table 16: ASB Incidents Reported to Merseyside Police (2020/21)

ASB Incidents Apr 20 - Mar 21	Birkdale Incidents			Sefton Incidents		
	Count	Rate ¹	Change ²	Count	Rate ¹	Change ²
General Nuisance	49	3.8	122.7% ▲	1840	6.7	98.1% ▲
Nuisance Neighbour	28	2.2	64.7% ▲	781	2.8	61.0% ▲
Other ³	9	0.7	12.5% ▲	571	2.1	82.4% ▲
Personal	12	0.9	0.0% ▶	351	1.3	12.1% ▲
Rowdy Inconsiderate Behaviour	59	4.6	103.4% ▲	3271	11.8	66.2% ▲
Vehicle Nuisance	7	0.5	0.0% ▶	710	2.6	-5.5% ▼
Total	164	12.7	72.6% ▲	7524	27.2	58.1% ▲

¹The rate is the count per 1,000 population residing in the ward

² Change in direction when comparing 2020/21 counts to the same period in 2019/20

³ Other includes, Animal Problems, Begging / Vagrancy, Environmental Issues Firework Issues, Malicious Communications, Noise and Street Drinking

Map 7: Crime IMD Score by LSOA (2019)

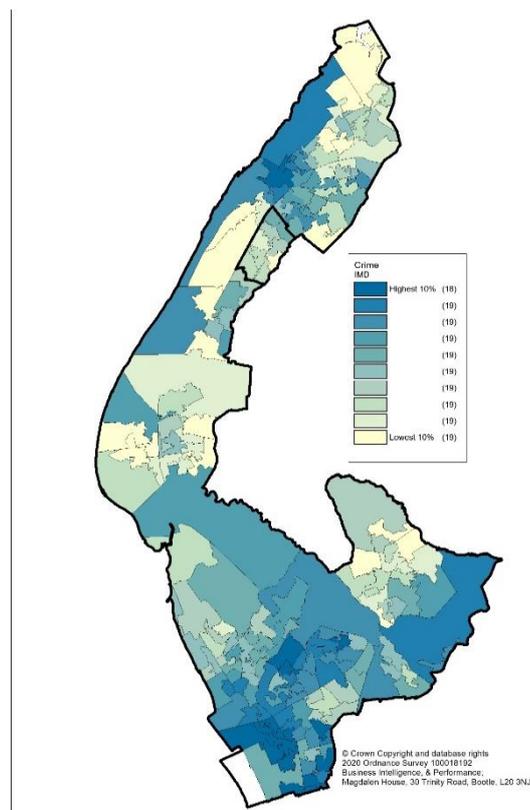


Table 17: Deliberate Property Fires (2020/21)

Fires Apr20 - Mar21	Birkdale Deliberate Fires			Sefton Deliberate Fires		
	Count	Rate ¹	Change ²	Count	Rate ¹	Change ²
Deliberate Property Fires	0	0.0	N/A ▶	38	13.7	5.6% ▲
Deliberate Secondary Fires	5	38.9	25.0% ▲	406	146.9	11.5% ▲
Vehicle Fires	0	0.0	N/A ▶	29	10.5	-43.1% ▼
Total	5	38.9	25.0% ▲	473	171.1	4.9% ▲

¹The rate is the count per 100,000 population residing in the ward

² Change in direction when comparing 2020/21 counts to the same period in 2019/20

The ward has low levels of crime and disorder; however, some of these levels have increased year on year. Budgets cuts seen by both Merseyside Police and Merseyside Fire and Rescue coupled with the increases seen, may result in increases in demand and therefore increasing level of direct costs. Associated with these issues are also indirect costs including lowered levels of community satisfaction and wellbeing; and reduced attractiveness to encourage businesses and job creators to locate in the area.

Health

Overall Birkdale has a good level of health compared to the Borough with higher levels of life expectancy and generally lower levels of hospital admissions

During the 2011 Census:

- 5% of residents were in either bad or very bad health (Sefton average was 7%).
- 18% had their activities limited a little or a lot by their health (Sefton average was 23%).

Life Expectancy

Based on current life expectancy at birth levels, both men and women in the ward can expect to live more than a year longer than the Sefton and England averages (Figure 26).

Fertility

The fertility rate in Birkdale (54.9) is significantly lower than that seen across the Borough (60.1) and nationally (60.6).

Overweight Children

Of 131 reception age pupils (4 to 5 year olds) in the ward taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 26% were overweight. This was lower than the Sefton and LCR rates yet higher than those seen regionally and nationally (Figure 27).

Of 156 Year 6 pupils (10 to 11 year olds) in Birkdale taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 31% were overweight, lower than the comparator areas (Figure 28).

Hospital Admissions

Between 2015/16 and 2019/20 there were a total of 130 hospital admissions for injuries in under 15 years olds across Birkdale, a crude rate (CR) 101. This is lower than the rates seen in the Borough, LCR and regionally yet slightly higher than the national rate (Figure 29)

Conversely, the CR of hospital admissions for injuries in those aged between 15 and 24 is higher in Birkdale than Sefton, LCR and the North West and is significantly higher than that of England (Figure 30). With 165 admissions between 2015/16 and 2019/20.

For nearly all types of emergency hospital admissions during 2015/16 to 2019/20 the ward has had a lower Standardised Admission Ratio (SAR) than Sefton, LCR and the North West;

- Birkdale All Causes SAR – 107 (Figure 31)
- Birkdale Chronic Obstructive Pulmonary Disease (COPD) SAR – 69 (Figure 32)
- Birkdale Coronary Heart Disease SAR – 105 (Figure 33)
- Birkdale Myocardial Infarction SAR – 81 (Figure 34)
- Birkdale Stroke SAR – 84 (Figure 35)
- Birkdale Hip Fracture in those aged 65 and over SAR – 99 (Figure 36)

Hospital admissions for self-harm is higher in the ward than the four comparator areas with a SAR of 160 in 2015/16 to 2019/20 (Figure 37).

Closely linked to the lower levels of poor health from birth of residents in Birkdale the levels of other disease and mortality rates are also lower.

Deaths

For the period 2015 to 2019, Birkdale had a Standardised Mortality Ratio (SMR) for all causes of death of 86. This is significantly lower than the comparator areas (Figure 38) with a total of 506 deaths in the ward during the time period.

In line with the higher life expectancy, Birkdale is in the bottom 40% of England wards in terms of its SMR (ranked 4,778 out of the 7,189 wards available).

Cancer

In relation to the occurrence of Cancer between 2014 and 2018, Birkdale has a Standardised Incidence Ratio (SIR) of 101, similar to Sefton and England (Figure 39). Birkdale is ranked 3,152 out of 7,198 England wards available for Cancer SIR (mid table).

Index of Multiple Deprivation – Health & Disability

Three of the nine Birkdale LSOAs are within the top 30% of affected areas nationally meaning some residents of the ward are living in some of the most health and disability deprived areas of England. With five of the LSOAs and therefore the ward over all showing increase in health deprivation when comparing 2019 to 2015.

However, Birkdale has a lower health deprivation score than Sefton, LCR and the North West (Map 8).

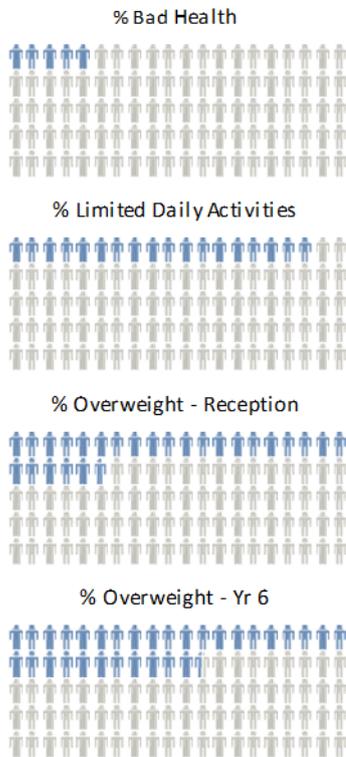


Figure 26: Life Expectancy at Birth (2015-2019)

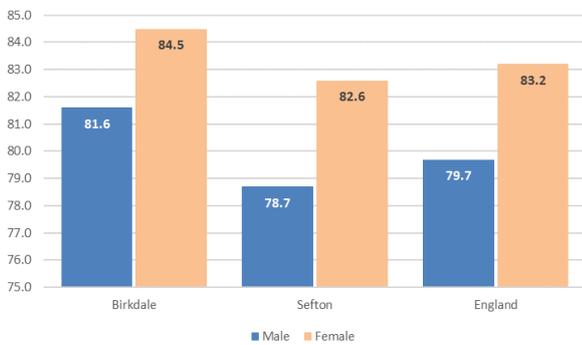


Figure 27: Children with Excess Weight – Year R (2018/19)

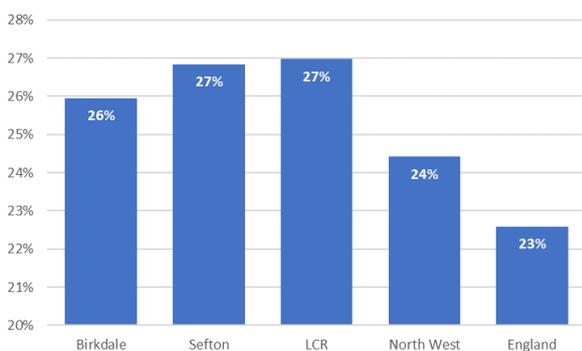


Figure 28: Children with Excess Weight – Year 6 (2018/19)

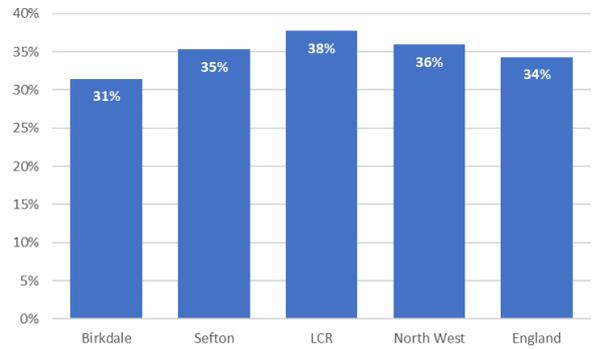


Figure 29: Emergency Hospital Admissions – CR Injuries in Under 15 year olds (2015/16 – 2019/20)

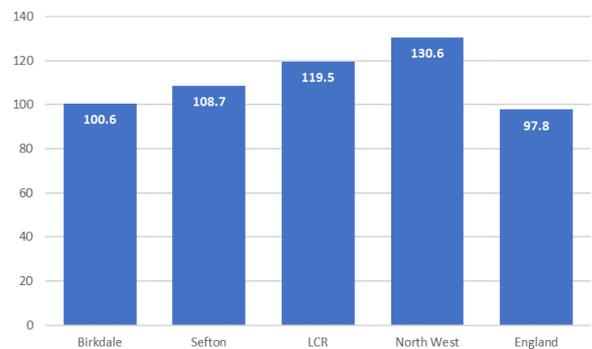


Figure 30: Emergency Hospital Admissions – CR Injuries in 15 to 24 year olds (2015/16 – 2019/20)

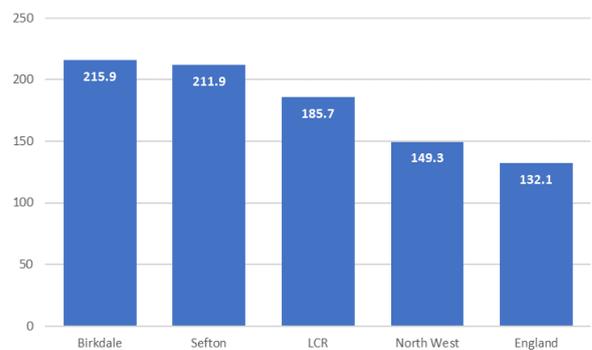


Figure 31: Emergency Hospital Admissions – All Causes SAR (2015/16 – 2019/20)

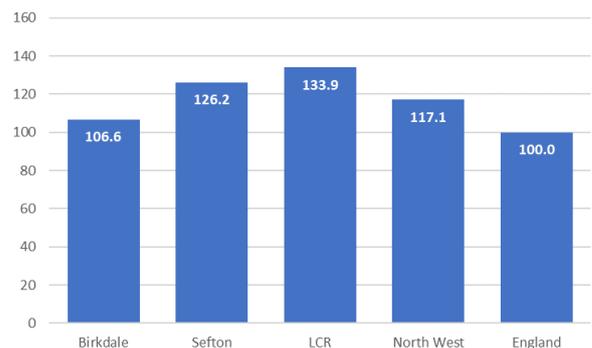


Figure 32: Emergency Hospital Admissions – COPD SAR (2015/16 – 2019/20)

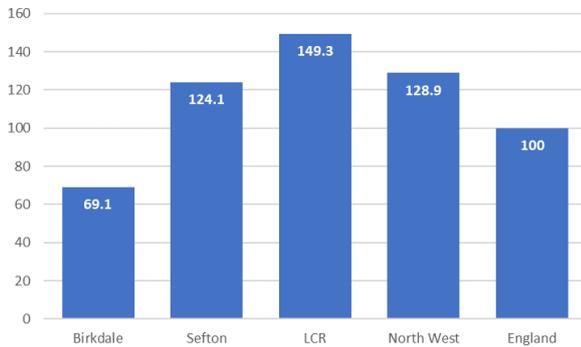


Figure 36: Emergency Hospital Admissions – Hip Fractures 65+ SAR (2015/16 – 2019/20)

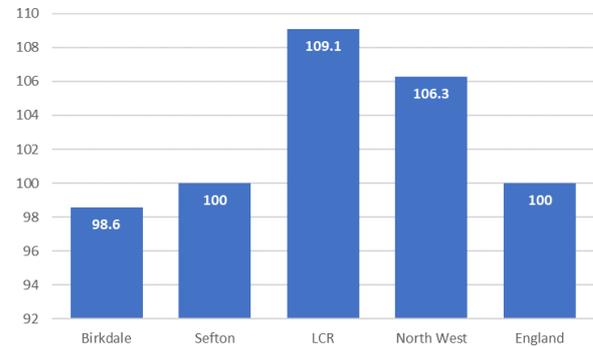


Figure 33: Emergency Hospital Admissions – Coronary Heart Disease SAR (2015/16 – 2019/20)

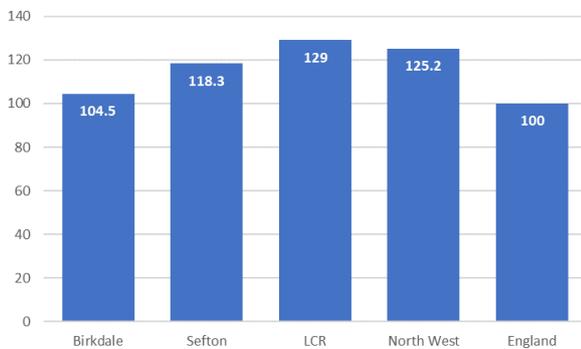


Figure 37: Hospital Admissions – Intentional Self-harm SAR (2015/16 – 2019/20)

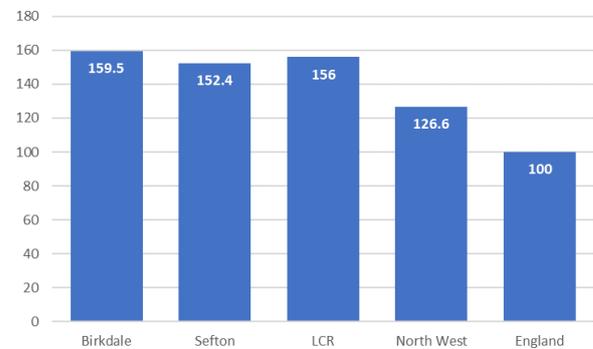


Figure 34: Emergency Hospital Admissions – Myocardial Infarction SAR (2015/16 – 2019/20)

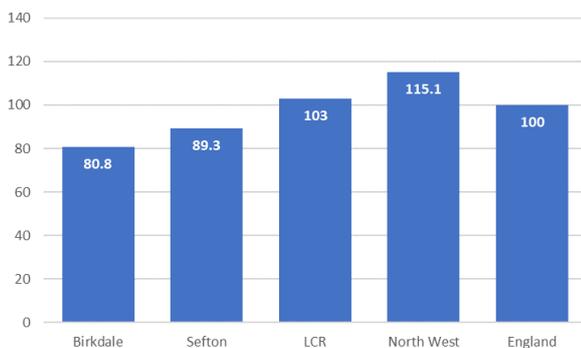


Figure 38: All Causes of Death SMR (2015 – 2019)

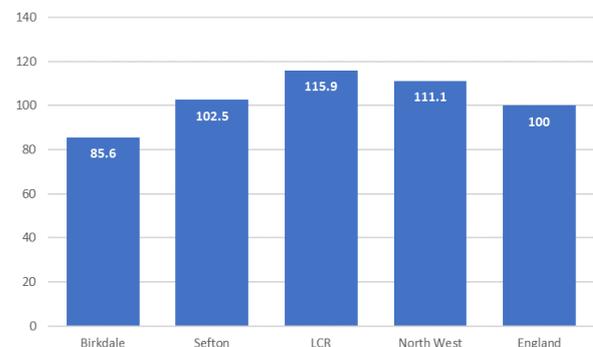


Figure 35: Emergency Hospital Admissions – Stroke SAR (2015/16 – 2019/20)

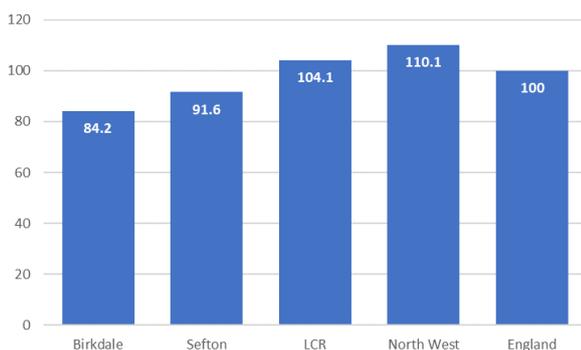
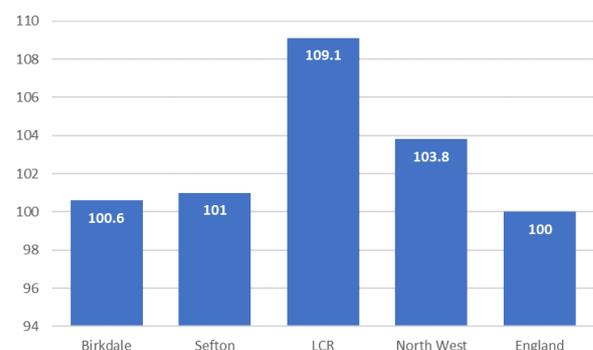
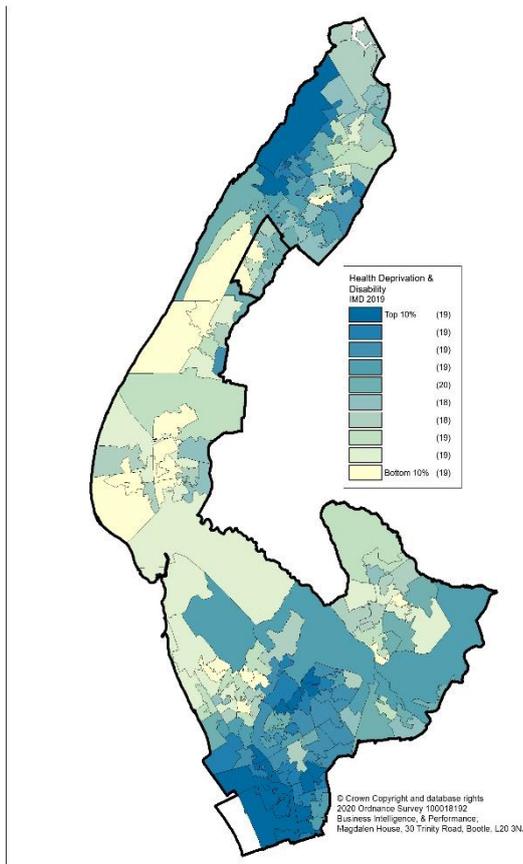


Figure 39: All Cancer Incidences SIR (2014 – 2018)



Map 8: Health IMD Score by LSOA (2019)

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The health and well-being of Birkdale is generally better than Sefton as a whole. Residents of Birkdale tend to live longer lives in better health. Hospital admission and mortality rates are lower for adults in Birkdale, with the exception of self-harm. Cancer incidence amongst Birkdale residents is similar to the Borough and national rates. Health outcomes for children are similar to the Sefton average in Birkdale.

Whilst Birkdale currently experiences better health than many of Sefton’s wards, changes to its population such as an increasing older population and rising deprivation may increase the health needs of this community. Furthermore, although affluent overall small pockets of deprivation exist within Birkdale. There may be health inequalities affecting these neighbourhoods that are masked by overall ward statistics.



2011 Census Flows – Migration

Census 2011 indicated that 797 people immigrated into the Birkdale ward from outside of the ward when comparing current addresses to the address the previous year, with 197 moving within the ward, totalling 994 people moving in the area. 51% of these moved from other wards within Sefton, with a further 13% coming from the other areas outside the North West. 51% of all people moving into the ward are aged between 20 and 54 (Table 18 and Map 9).

In comparison 902 people have moved out of the ward, with 54% moving to other Sefton wards and 14% moving to areas outside of the North West. 46% of the people who left the ward were aged between 20 and 54 (Table 19 and Map 10).

Table 18 / Map 9: Moving into Birkdale (2011)

Area Moved From	Total	0to19	20to54	55Plus				
Birkdale (Internal)	197	19.8%	64	6.4%	121	12.2%	12	1.2%
Sefton (Other Wards)	503	50.6%	137	13.8%	323	32.5%	43	4.3%
LCR (Not Sefton)	69	6.9%	23	2.3%	39	3.9%	7	0.7%
North West (Not LCR)	95	9.6%	22	2.2%	63	6.3%	10	1.0%
Other	130	13.1%	33	3.3%	82	8.2%	15	1.5%
Total Immigration into Birkdale Ward (excluding Internal)	797	80.2%	215	21.6%	507	51.0%	75	7.5%

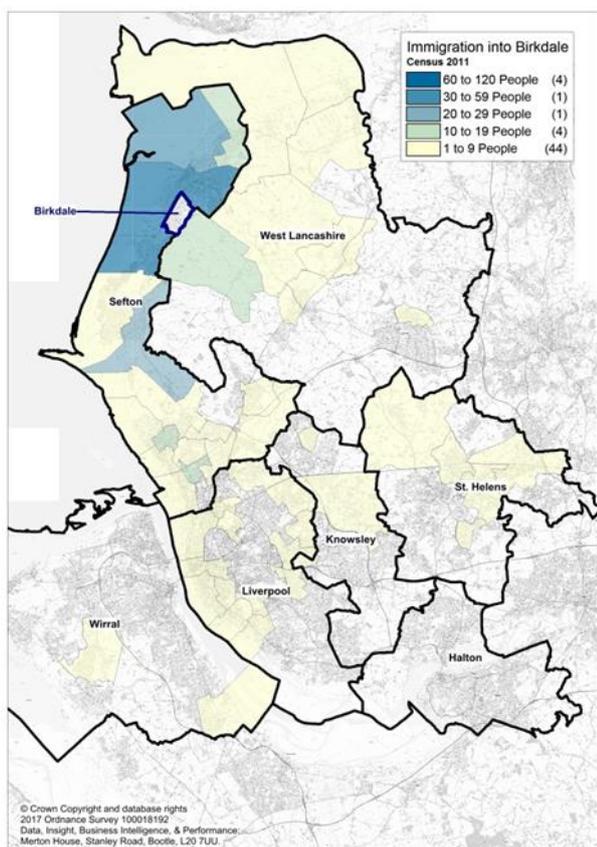
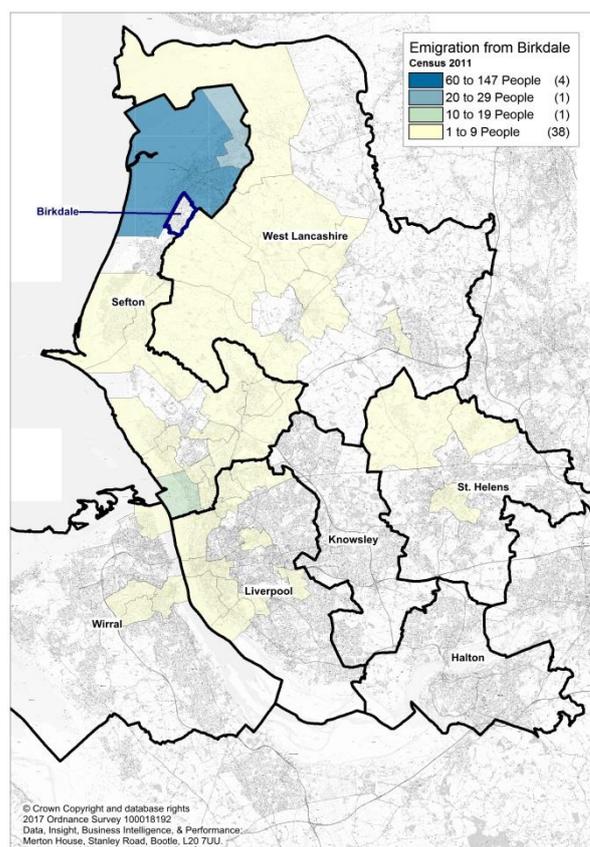


Table 19 / Map 10: Moving out of Birkdale (2011)

Area Moved To	Total	0to19	20to54	55Plus				
Birkdale (Internal)	197	17.9%	64	5.8%	121	11.0%	12	1.1%
Sefton (Other Wards)	590	53.7%	181	16.5%	317	28.8%	92	8.4%
LCR (Not Sefton)	42	3.8%	13	1.2%	26	2.4%	3	0.3%
North West (Not LCR)	122	11.1%	33	3.0%	75	6.8%	14	1.3%
Other	148	13.5%	51	4.6%	83	7.6%	14	1.3%
Total Emigrated From Birkdale Ward (excluding Internal)	902	82.1%	278	25.3%	501	45.6%	123	11.2%



Migration out of the ward is higher than inward migration, meaning an overall reduction in the population within Birkdale, this could result in a reduction in service demand across the ward.



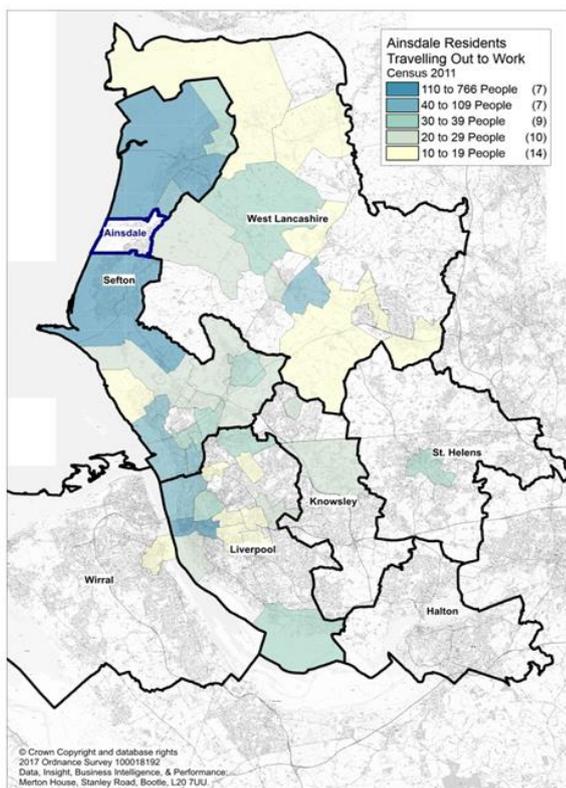
2011 Census Flows – Travel to Work

Census 2011 indicated that 91% (4,916) of working residents within Birkdale travelled out of the ward to their place of work. 458 (9%) travelled within the ward to work. 60% of the people travelling out of the area travelled to other Sefton wards with 15% travelling to other North West areas. 579 people did not have a fixed workplace with a further 680 people residing in the ward stating they worked from home (Table 20 / Map 11).

There were a total of 1,450 people traveling into the ward to attend their place of work from outside of the ward. 55% of these travelled from other Sefton wards with 16% travelling from other North West areas (Table 21 / Map 12).

Table 20 / Map 11: Birkdale Residents Travelling to Work (2011)

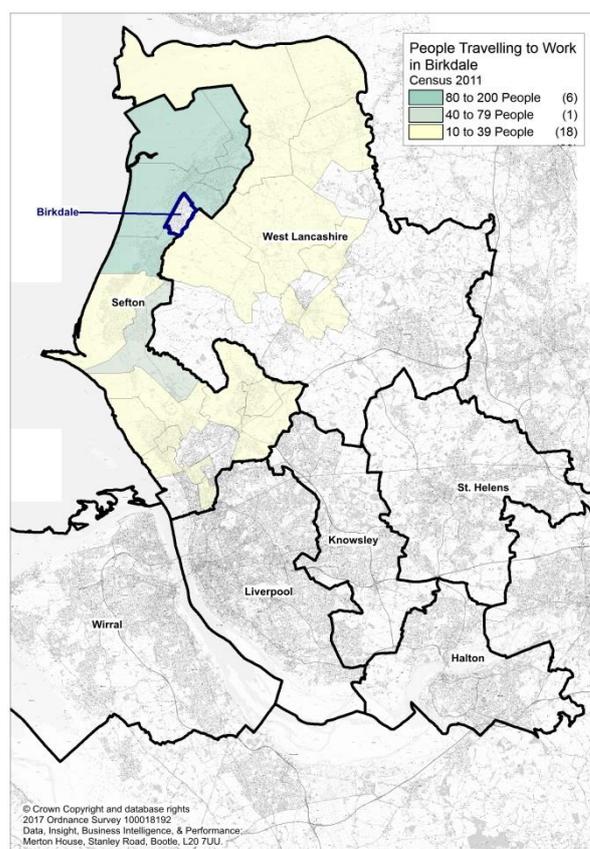
Birkdale Residents Travel to Work	Total	16 - 34	35 - 49	50 Plus
Birkdale (Internal)	458 8.5%	104 1.9%	200 3.7%	154 2.9%
Sefton (Other Wards)	3229 60.1%	1028 19.1%	1169 21.8%	1032 19.2%
LCR (Not Sefton)	760 14.1%	208 3.9%	338 6.3%	214 4.0%
North West (Not LCR)	796 14.8%	238 4.4%	335 6.2%	223 4.1%
Other	131 2.4%	54 1.0%	44 0.8%	33 0.6%
Total Birkdale Residents Working Outside the Ward	4916 91.5%	1528 28.4%	1886 35.1%	1502 27.9%



There were 68 wards in the area with one to nine Birkdale residents travelling to Work. There were 63 wards in the area with one to nine residents travelling into Birkdale to Work.

Table 21 / Map 12: People Travelling to Work in Birkdale (2011)

People Traveling to Birkdale to Work	Total	16 - 34	35 - 49	50 Plus
Birkdale (Internal)	458 24.0%	104 5.5%	20 1.0%	154 8.1%
Sefton (Other Wards)	1050 55.0%	353 18.5%	389 20.4%	308 16.1%
LCR (Not Sefton)	85 4.5%	33 1.7%	27 1.4%	25 1.3%
North West (Not LCR)	298 15.6%	87 4.6%	126 6.6%	85 4.5%
Other	17 0.9%	10 0.5%	5 0.3%	2 0.1%
Total People Travelling to Birkdale for Work	1450 76.0%	483 25.3%	547 28.7%	420 22.0%



Service Demand & Delivery

Children’s Social Care

In the ward there were 58 children aged between 0 and 17 known to Sefton Children’s Services as of 31st March 2020; this equates on 207 per 10,000 lower than Sefton – 376, LCR – 403, North West – 372 and England – 324 (Figure 40).

The rates of Children Looked After (CLA) and those on a Child Protection Plan (CP) within the ward are also lower than the comparison areas:

- 57 per 10,000 children (16) were subject to CLA (Sefton – 102, LCR – 123, NW – 97 and England – 67 per 10,000 children).
- There were no children resident in Birkdale on a CPP as of 31st March 2020.

Early Help

As of 31st December 2020, Sefton’s Early Help team had 97 open episodes in Birkdale for children (ages ranged from unborn to 22 years of age); a rate of 17 per 1,000 of 0 – 22 year olds residing in the ward (Figure 41).

Birkdale makes up 5% of all open Early Help Episodes within the Borough. The ward has a slightly higher rate to that seen across the Borough (15 per 1,000 of 0 – 22 year olds).

There has been an 8% decrease when comparing episodes in the same period in 2019 (with Sefton showing a 11% increase).

Nearly half (44%) of episodes related to children aged between 10 and 15 years old, with those aged 5 to 9 making up a further 25% (Figure 42).

YOT (Youth Offending Team)

In Birkdale there were six young people (aged between 12 and 21) on YOT interventions in 2020. This equated to 4 per 1,000 12 to 21 year olds in the ward (Figure 43), lower than the rate seen across Sefton (7 per 1,000), totalling six interventions.

Birkdale has seen an overall reduction in the number of young people known to YOT over the past three years (45%), Sefton has also seen a reduction (37%).

Half of the Birkdale based young people known to YOT in 2020 were aged 17-18, with an even split between males and females.

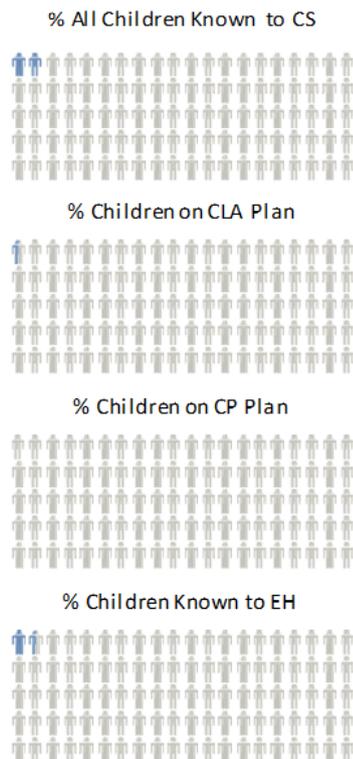


Figure 40: Children Services (31st March 2020)

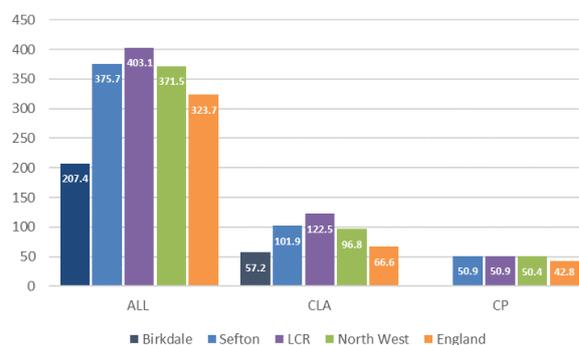


Figure 41: Early Help Open Episodes (31st December 2020)

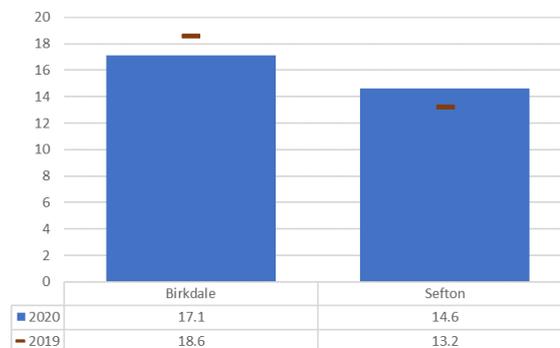


Figure 42: Early Help Open Episodes – Age Breakdown (31st December 2020)

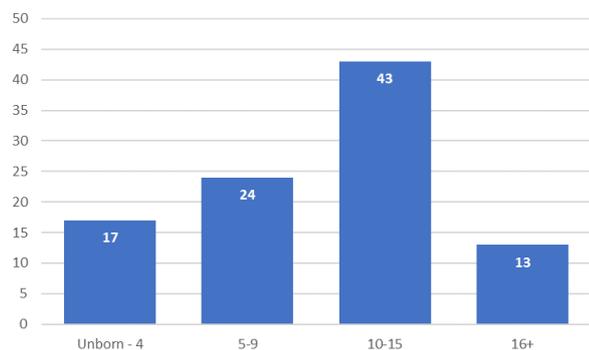
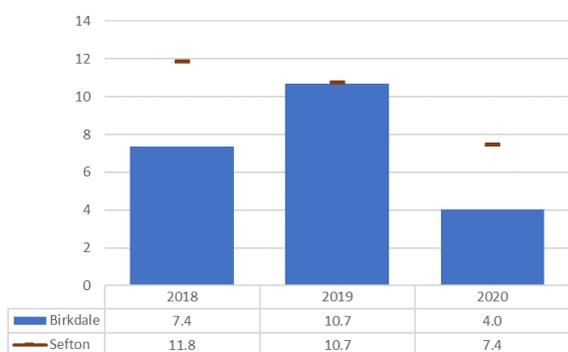


Figure 43: Rate of Young People Known to YOT (2018/19/20)



Adult Social Care - Personal Care at Home

During April 2020 and March 2021, 83 residents of Birkdale aged 18 or over received personal care at home; this makes up 3% of all recipients residing within the Borough and is a rate of 9 per 1,000 residents (aged 18 and over), lower than the rate seen across the Borough (13 per 1,000 residents aged 18 and over).

Residents aged 65 to 84 make up the highest proportion of the total recipients (41%), yet those aged 85 and over have a higher count per 1,000 population (Table 22).

Adult Social Care - Long Term Residential and Nursing Homes

There were just 76 people residing in long term residential or nursing home who originally resided in the ward between April 2020 and March 2021. Birkdale makes up 4% of all the long term residential / nursing home residents, who originated from within the Borough. Equating to a rate of 8 per 1,000 – like the rate seen in Sefton.

Unlike personal care at home, those aged 85 and over make up the highest percentage of long term

residential / nursing home residents (54%), along with having the highest count per 1,000 population (Table 23).

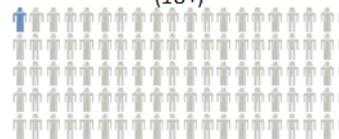
Adult Social Care - Contacts

Sefton received 631 contacts to adult social care from residents of Birkdale during the 2020/21 financial year. This equates to 65 contacts per 1,000 residents aged 18 and over – lower than Sefton as a whole 106 per 1,000 18+ residents (Table 24).

% Personal Care at Home (18+)



% Residential and Nursing (18+)



% Contacts to Adult Social Care (18+)

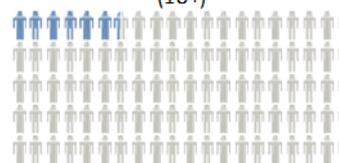


Table 22: Personal Care at Home Clients (2020/21)

Personal Care at Home 2020/21	Birkdale			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	25	3.3	30.1%	695	4.4	24.2%
65-84	34	15.0	41.0%	1196	21.6	41.7%
85 and Over	24	74.1	28.9%	978	101.2	34.1%
Total	83	8.5	100.0%	2869	13.5	100.0%

Table 23: Long Term Residential and Nursing Home Clients (2020/21)

LTRN 2020/21	Birkdale			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	10	1.3	13.2%	198	1.3	11.5%
65-84	25	11.0	32.9%	716	12.9	41.6%
85 and Over	41	126.5	53.9%	806	83.4	46.9%
Total	76	7.8	100.0%	1720	8.1	100.0%

Table 24: Adult Social Care Contacts (2020/21)

ASC Contacts 2020/21	Birkdale			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	197	26.3	31.2%	6248	39.7	27.6%
65-84	267	117.8	42.3%	9385	169.2	41.5%
85 and Over	167	515.4	26.5%	7007	724.8	30.9%
Total	631	64.7	100.0%	22640	106.4	100.0%



Libraries

There were approximately 3,094 residents of Birkdale are registered as borrowers with Library services within Sefton between April 2019 and March 2020. 1,440 of the ward residents registered have borrowed from a Sefton library in the past year this works out at a rate of 112 per 1,000 residents, lower than the Sefton rate of 127 per 1,000 residents. Birkdale residents make up 4% of all Sefton active borrowers (Figure 44).

Domestic Waste Collection

It is estimated that there were 365,786 waste collections carried out in Birkdale between April 2019 and March 2020; residual waste makes up the largest amount of collections within the ward at 41% (slightly lower than the Sefton percentage of 43%). At 18% Green waste collections in the ward is higher than those seen across the Borough (Table 25).

Calls for Service – Environmental Issues

There were 112 calls made to Sefton’s contact centre relating to environmental issues between April 2019 and March 2020, in the ward representing just 1% of environmental calls that occurred within Sefton. Birkdale has a rate of 9 environmental issues per 1,000 population – significantly lower than the rate seen across Sefton as a whole (33 per 1,000).

However, the number of environmental issues in the ward have seen a 10% increase from the previous year, compared to a 4% increase seen across the Borough (Table 26).

Nearly a third (29%) of all calls in the ward were reports of Street Sweeping; when comparing 2019/20 to 2020/21 there has been a 45% increase in Street Sweeping reports in the ward compared to a 14% reduction seen across the Borough.

Fly Tipping makes up a further 29% of reports in Birkdale, with Fly Tipping calls also increasing by 45% (Sefton seen a 7% increase) when comparing 2019/20 and 2020/21 in the ward. The increase in Fly Tipping may related to the COVID 19 pandemic with access to local tips being restricted.

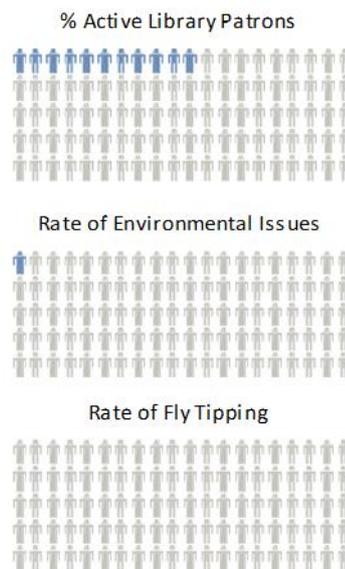


Figure 44: Active Library Patrons (2019/20)

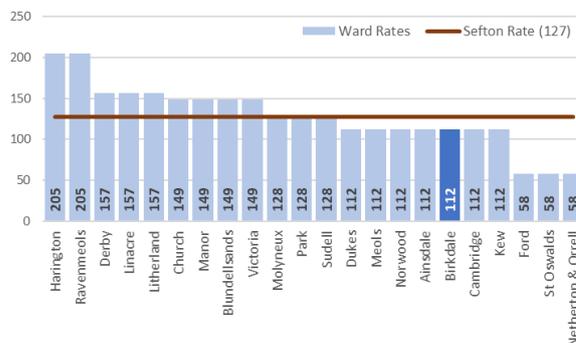


Table 25: Waste Collections (2019/20)

Collection Type	Birkdale Collections	Sefton %
Co-Mingled	148,512	40.6%
Green Waste	66,084	18.1%
Residual Waste	151,190	41.3%
Total	365,786	100.0%

Table 26: Environmental Issues (2019/20)

Environmental Issues Apr20 - Mar21	Birkdale Issues			Sefton Issues		
	Count	Rate ¹	Change ²	Count	Rate ¹	Change ²
Accumulation of Refuse	8	0.6	60.0% ▲	337	1.2	9.8% ▲
Dog Fouling	7	0.5	-68.2% ▼	226	0.8	-32.7% ▼
Filthy & Verminous Premises	9	0.7	12.5% ▲	391	1.4	-8.4% ▼
Fly Tipping	32	2.5	45.5% ▲	4267	15.4	7.0% ▲
Other	8	0.6	-11.1% ▼	400	1.4	-16.1% ▼
Rats	14	1.1	0.0% ▶	990	3.6	3.0% ▲
Rear Entries	2	0.2	100.0% ▲	1140	4.1	72.5% ▲
Street Sweeping	32	2.5	45.5% ▲	1389	5.0	-14.4% ▼
Total	112	8.7	9.8% ▲	9140	33.1	4.1% ▲

¹ The rate is the count of offences per 1,000 residents residing in the ward
² The change is the direction of change when comparing rate from 2020/21 to 2019/20
³ Other includes Abandoned Vehicles, Dangerous / Aggressive Dogs, Graffiti, Grot Spots, Unsecure Premises, Overgrown land / gardens, Street Cleansing, Stray Dogs and Vacant / Unsecure Premises

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 127,350 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 12,900 residents living in 5,600 households across Birkdale. Nearly three quarters (74%) of the households in the ward are classified as belonging to five of the 15 Mosaic Groups - B, E, F, H, and M (Table 27) which are generally characterised as:

B – Prestige Positions

- Own large, detached houses
- Highly educated
- High discretionary income
- Garden or allotment
- Pay credit cards in full
- Breakdown cover
- Household income: £100k - £149,999

E – Senior Security

- Retires singles and couples
- Pre-war generation

- Established in community
- Lower internet use
- Have wills
- Solar panels
- Household income: £20k - £29,999

F – Suburban Stability

- Older families, no children
- Own mid-value semis
- Three bedrooms
- Established in community
- News and media sites
- Solar panels
- Household income: £30k - £39,999

H – Aspiring Homemakers

- Families with young children
- 3 bedrooms
- High outstanding mortgages
- Internet via smartphone
- Texts and photos on smartphone
- Order from take-aways
- Household income: £30k - £39,999

M – Modest Traditions

- Homeowners
- No children
- Established in community
- Low discretionary income
- Watch TV
- Solar panels
- Household income: £20k - £29,999

Table 27: Mosaic Group Breakdown (September 2020)

Mosaic Group	Birkdale		Sefton	
	Households	Percent	Households	Percent
H Aspiring Homemakers	970	17.3%	13332	10.5%
F Suburban Stability	936	16.7%	17345	13.6%
E Senior Security	842	15.0%	16796	13.2%
B Prestige Positions	717	12.8%	11336	8.9%
M Modest Traditions	657	11.7%	9994	7.8%
G Domestic Success	545	9.7%	7970	6.3%
I Family Basics	347	6.2%	11681	9.2%
L Vintage Value	245	4.4%	13798	10.8%
J Transient Renters	190	3.4%	10325	8.1%
O Rental Hubs	68	1.2%	4521	3.6%
N Urban Cohesion	53	0.9%	1430	1.1%
K Municipal Tenants	25	0.4%	7785	6.1%
A City Prosperity	1	0.0%	103	0.1%
C Country Living		0.0%	353	0.3%
D Rural Reality		0.0%	582	0.5%
Total	5596		127351	

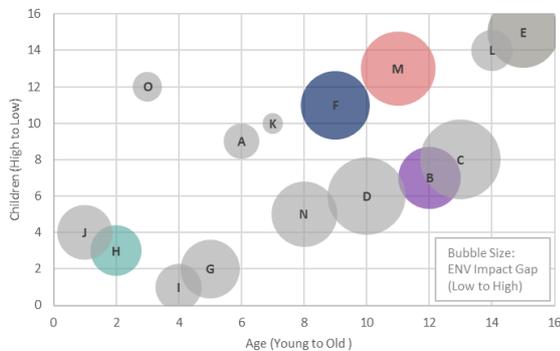
Generic MOSAIC Characteristics

The groups can be characterised further by socio-economic data within Mosaic. The groups are then ranked from 1 to 15 in terms of the *predominance* of the characteristic in the group.

For Birkdale:

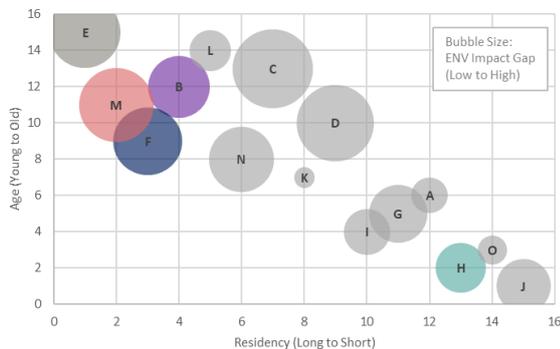
Four of the main groups in the ward indicate an older population with low numbers of children. The younger group is likely to have a higher number of children. All groups have a higher than environmental impact gap (Figure 45).

Figure 45: Mosaic Groups by Number of Children, Age and Environmental Gap (2020)



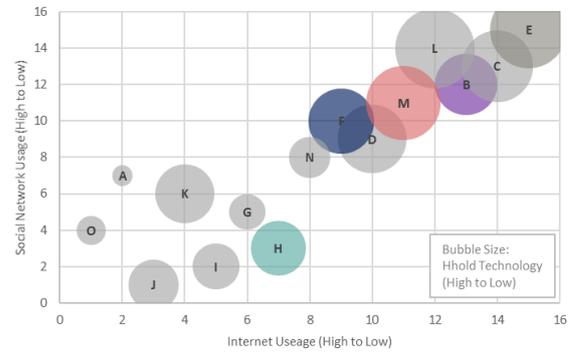
The older residents of the ward are likely to have lived in area a long time, with younger residents being newer to the area. Longer residency appears to have a higher environmental impact gap (Figure 46).

Figure 46: Mosaic Groups by Age, Residency Length and Environmental Gap (2020)



Internet usage and household technology is low in the older resident groups, with the younger group using more internet and owning more technology (Figure 47).

Figure 47: Mosaic Groups by Social Network Usage, Internet Usage and Household Technology (2020)



The younger group who are relatively new to the ward and have more children, will tend to have a higher household income (Figure 48 & 49).

Figure 48: Mosaic Groups by Number of Children, Household Income and Residency Length (2020)

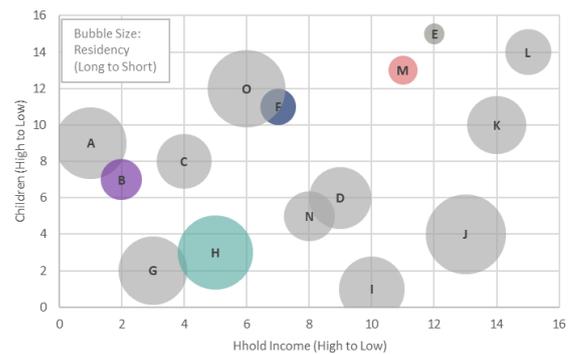
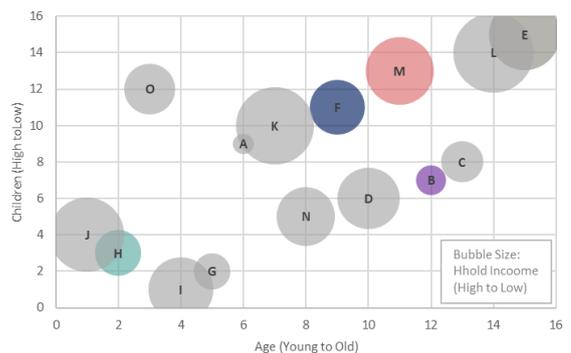


Figure 49: Mosaic Groups by Number of Children, Age and Household Income (2020)



Social media usage like internet and technology ownership is higher in the younger group with children. Income does not seem to affect these rates in the ward (Figure 50 & 51).

Figure 50: Mosaic Groups by Number of Children, Household Income and Social Network Usage (2020)

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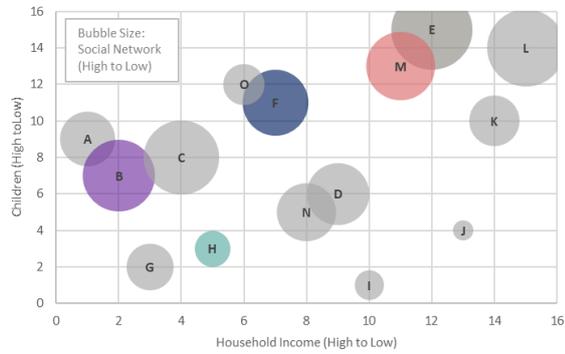
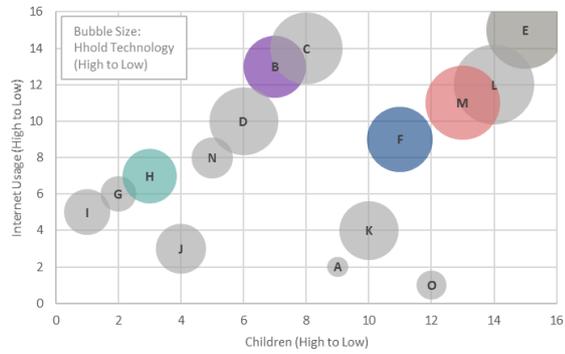


Figure 51: Mosaic Groups by Internet Usage, Number of Children and Household Technology (2020)



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:

<https://www.ons.gov.uk/methodology/geography/ukgeographies/censusgeography>

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

NINo estimation – “The data covers adult overseas nationals entering the UK and allocated a National Insurance Number (NINo) on the National Insurance Recording & Pay As You Earn System (NPS). Allocation of a NINo includes all reasons i.e. the figures cover benefit/tax credit recipients as well as workers.

All adult overseas nationals allocated a NINo are included, regardless of their length of stay in the UK. “ <https://stat-xplore.dwp.gov.uk/webapi/jsf/dataCatalogueExplorer.xhtml>

Please note that NINo data is provided by Middle Super Output Area (MSOA) which have been merged into best fit wards.

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 Relative Low Income Families is defined as: Children living in families whose equivalised income is below 60 per cent of contemporary median income. Gross income measure is Before Housing Costs (BHC) and includes contributions from earnings, state support and pensions (by financial year).

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) is benefit paid to those aged 16 and over to help with extra costs caused by long term health conditions (it is gradually replacing Disability Living Allowance

Child benefits 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.

Council Tax Reduction (CTR) is help for people on low-incomes towards their council tax payments.

“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.” www.foundationyears.org.uk/eyfs-statutory-framework/

“**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.”

http://www.bbc.co.uk/schools/parents/national_curriculum_key_stages/

“**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.”

http://www.bbc.co.uk/schools/parents/national_curriculum_key_stages/

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.”

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/583857/Progress_8_school_performance_measure_Jan_17.pdf

Crime / ASB Data in this report is taken from a live system (Merseyside Police Delphi database) and figures may change slightly from that received (last data download was received on 20th April 2021).

Census Travel to Work data calculations were based on best-fit LSOAs as the data is not readily available at ward level.

Libraries please note that library data is provided by library areas which have been divided into best fit wards.

Fly tipping is the illegal dumping of waste; items dumped can include household furniture, building material and vehicle parts.

Acronyms and Abbreviations

A&E – Accident and Emergency

ASB – Antisocial Behaviour

ASC – Adult Social Care

BAME – Black, Asian & Minority Ethnic

CHD – Coronary Heart Disease

CLA – Children Looked After

COPD – Chronic Obstructive Pulmonary Disease

CP – Child Protection

CS – Children’s Services

CR – Crude Rate

CTC - Child Tax Credits

CTR – Council Tax Reduction

DLA – Disability Living Allowance

EBacc - English Baccalaureate

EH – Early Help

ELAS – Emergency Limited Assistance Scheme

ESA – Employment Support Allowance

EU – European Union

EYFS – Early Years Foundation Stage

FSM – Free School Meals

GCSE – General Certificate of Secondary Education

HB – Housing Benefit

IDACI – Income Deprivation Affecting Children Index

IDAOPi – Income Deprivation Affecting Older People Index

IMD – Index of Multiple Deprivation

IS – Income Support

JSA – Job Seekers Allowance

KS – Key Stage

LCR – Liverpool City Region

LSOA – Lower Super Output Area

MFARS – Merseyside Fire and Rescue Service

MSOA – Middle Super Output Area

NCMP – National Child Measurement Programme

NEET - Not in Employment, Education or Training

NINo – National Insurance Number

NW – North West

OA - Output Area

SAR – Standardised Admission Ratio

SIR – Standardised Incidence Ratio

SMR – Standardised Mortality Ratio

SEN – Special Educational Needs

UC – Universal Credit

UK – United Kingdom

WTC - Working Tax Credits

YOT – Youth Offending Team

Sources

Overview

Birkdale Assets (2020)

Sefton MBC – Gemma Monaghan Murrow

Demographics

Mid-Year Population Statistics (2010/15/19)

[Ward-level population estimates \(Experimental Statistics\) - Office for National Statistics \(ons.gov.uk\)](#)

NiNo (19/20)

Sefton MBC - Business Intelligence (via [Stat-Xplore - Log in \(dwp.gov.uk\)](#))

Deprivation

Index of Multiple Deprivation and domains (2019)

[English indices of deprivation 2019 - GOV.UK \(www.gov.uk\)](#)

Children in Relative Low-Income Families (2019/20)

Sefton MBC - Business Intelligence (via [Stat-Xplore - Log in \(dwp.gov.uk\)](#))

Housing & Households

Household Composition / Occupancy Rate / Tenure (2011)

Census 2011 ([2011 Census - Nomis - Official Labour Market Statistics \(nomisweb.co.uk\)](#))

Vacant and Void Property (2020)

Sefton MBC – Debbie McEnaney

Council Tax / Single Occupancy (2020)

Sefton MBC – Financial System Support

New Build Properties (2021)

Sefton MBC – Kate Calderbank

Property Price Paid (2019)

[Price Paid Data - GOV.UK \(www.gov.uk\)](#)

Car Registration (2019)

https://drive.google.com/drive/mobile/folders/1XUJVz5UfdG7m0XDxp5EdSt2FeGik1H_G?usp=sharing

Economy & Business

Licensed Premises / Inspections

Sefton MBC – Andy Walsh

Economically Active / Inactive / Unemployed

Census 2011 ([2011 Census - Nomis - Official Labour Market Statistics \(nomisweb.co.uk\)](#))

Household Income - Mosaic (2020)

Sefton MBC – Experian Mosaic

Benefits & Support

Unemployment (2021)

[Nomis - Official Labour Market Statistics \(nomisweb.co.uk\)](#)

UC / PIP (2021)

Sefton MBC - Business Intelligence (via [Stat-Xplore - Log in \(dwp.gov.uk\)](#))

Child Benefits (2020)

[Child Benefit Small Area Statistics: August 2020 - GOV.UK \(www.gov.uk\)](#)

Council Tax Reductions (2020)

Sefton MBC – Financial System Support

Emergency Limited Assistance Scheme - ELAS (2020)

Sefton MBC – Della Haddley

Trussell Trust Food Bank (2019/20)

St Leonards Foodbank

Christ Church Foodbank

Education

Nursery / Primary / Secondary Settings (2020)

Sefton MBC – School Census (January 2020)

EYFS / KS1 / KS2 / KS4 Achievements (2018/19)

Sefton MBC – Shelley Mckeown

NEET (January 2021)

Career Connect – Sarah Vaughan

Community Safety

Crime / ASB (2020/21)

Merseyside Police – Karen Carmichael

Deliberate Fires (2020/21)

Merseyside Fire and Rescue – Rob Hanson

Health

Intentionally left blank.

Bad Health / Limited Activities (2011)

Census 2011 ([2011 Census - Nomis - Official Labour Market Statistics \(nomisweb.co.uk\)](#))

Life Expepcteny (2015-19) / General Fertility (2015 - 2019) / Hospital Admissions (2015/16 – 2019/20) / Cancer Incidence (2014 – 2018) / Deaths All Causes (2015-2019)

[Local Health - Public Health England - Indicators: maps, data and charts](#)

NCMP (2018/19)

Sefton MBC – Claire Brewer / Gemma Monaghan Murrow

Yr R: [Child and Maternal Health - PHE](#)

Yr 6: [Child and Maternal Health - PHE](#)

2011 Census Flows

Migration / Travel to Work (2011)

https://www.nomisweb.co.uk/census/2011/origin_destination

Service Demand & Delivery

Children Social Care (31st March 2020)

Sefton MBC – Jim Conalty

CiN / CP (31st March 2020)

<https://www.gov.uk/government/collections/statistics-children-in-need>

LAC (31st March 2020)

<https://www.gov.uk/government/collections/statistics-looked-after-children>

Early Help (31st December 2020)

Sefton MBC – Della Haddley

YOT (2020)

Sefton MBC – Suzie Mossman

Adult Social Care

Sefton MBC – Charlotte Humphreys

Libraries

Sefton MBC – Andrew Farthing

Domestic Waste / Environmental Issues

Sefton MBC – Andy Walsh

Mosaic Profile

Sefton MBC – Experian Mosaic Database