

## Ward Profile

# Cambridge



**Councillor Sinclair D'Albuquerque**



**Councillor Leo Evans**



**Councillor Mike Morris**

**Released: December 2021**

**Collated by Gemma Monaghan Murrow**  
Commissioning Support & Business Intelligence Service  
Data, Insight, Business Intelligence, & Performance

*Last Updated: 11/04/2022*

## Document Control

### Issue/Amendment Record

Version	Date of Issue	Reason for Issue
V4	25/07/2019	Change of Councillor
V0	14/12/2021	Update 2021
V1	11/04/2022	Update highlights

## Document Ownership

Role	Name/Title
Author	Gemma Monaghan Murrow
Release Authority	Wayne Leatherbarrow Service Manager – Performance & intelligence.

### Distribution

Cabinet

Council

Chief Executive

SLB

Public

## Contents

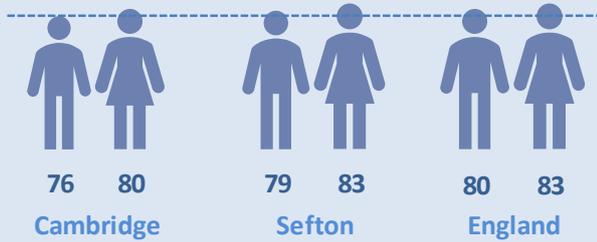
Highlights .....	6	Figure 7: Household Occupancy (Census 2011) .....	15
Sefton Comparative Position .....	7	Table 3: Time Void / Vacant (April 2020)....	15
National Comparative Position.....	7	Figure 8: New Build Properties by Affordability Type (March 2021).....	16
LCR Comparative Position .....	8	Figure 9: New Build Properties by Bedroom Numbers (March 2021).....	16
North West Comparative Position.....	8	Figure 10: Average Price Paid by Property Type (2019) .....	16
Overview.....	9	Map 5: Barriers to Housing & Services IMD Score by LSOA (2019).....	16
Map 1: Cambridge Assets .....	9	Figure 11: Rate of Vehicle Registrations (2019).....	16
COVID-19 .....	9	Economy & Business.....	17
Implications for Service Delivery .....	9	Figure 12: Household Income – Mosaic (2020).....	17
Demographics.....	10	Table 4: Economically Active (2011) .....	17
Table 1: 2019 Ward Population Distribution Comparisons.....	11	Table 5: Economically Inactive (2011) .....	17
Figure 1: 2019 Ward Population Distribution by Age Band & Gender .....	11	Table 6: Unemployed (2011) .....	17
Figure 2: Population Change by Core Age Groups .....	11	Map 6: Employment IMD Score by LSOA (2019).....	17
Table 2: NINo Applications 2015/16 – 2019/2020 .....	11	Benefits & Support.....	18
Figure 3: Top 5 NINo Application Origin Countries 2015/16 – 2019/20 .....	11	Universal Credits (UC).....	18
Figure 4: NINo Applications by Quarter October 2015 to September 2020.....	11	Personal Independence Payment (PIP).....	18
Service Demand.....	11	Child Benefits .....	18
Deprivation.....	12	Council Tax Reduction.....	18
Figure 5: Children in Relative Low-Income Families (2019/20).....	12	Sefton’s Emergency Limited Assistance Scheme (ELAS) .....	18
Figure 6: Children in Relative Low-Income Families (2015/16 to 2019/20) .....	13	Trussell Trust Food Bank.....	18
Map 2: Overall IMD Score by LSOA (2019) ..	13	Figure 13: Rate of Working Age Residents Claiming Out of Work Benefits (January 2021) .....	19
Map 3: IDAOPI Score by LSOA (2019).....	13	Figure 14: Rate of Working Age Residents Claiming Out of Work Benefits (January 2017/18/19/20/21).....	19
Map 4: IDACI Score by LSOA (2019) .....	13	Figure 15: Rate of Residents claiming Universal Credits (January 2021) .....	19
Housing & Households .....	14	Figure 16: Rate of Residents claiming Personal Independence Payments (January 2021) .....	19
Council Tax.....	14	Figure 17: Rate of Families claiming Child Benefits (2020).....	20
Vacant and / or Void Properties .....	14		
Housing Developments.....	14		
Sold Properties .....	14		
Car Registration .....	15		

Figure 18: Percentage of Households Claiming Council Tax Reductions (January 2020).....	20	Figure 25: Average Progress 8 Score (2018/19) .....	24
Table 7: Emergency Limited Assistance Scheme (ELAS) Applications (January to December 2020) .....	20	Not in Employment Education or Training (NEET) .....	24
Education.....	21	Figure 26: Rate of NEET Residents Aged 16 - 18 (January 2017/18/19/20/21) .....	24
Nursery School Settings.....	21	Community Safety .....	25
Primary School Settings.....	21	Crime.....	25
Secondary School Settings.....	21	Anti-social Behaviour (ASB) .....	25
16+ Pupils .....	21	Deliberate Fires.....	25
Table 8: Nursery Settings (January 2020) ....	22	Index of Multiple Deprivation - Crime .....	25
Table 9: Primary Settings (January 2020) ....	22	Table 15: Offences Reported to Merseyside Police (2020/21).....	26
Table 10: Secondary Settings (January 2020) .....	22	Table 16: ASB Incidents Reported to Merseyside Police (2020/21) .....	26
Table 11: 16+ Pupils (January 2020) .....	22	Table 17: Deliberate Property Fires (2020/21) .....	26
Early Years Foundation Stage .....	22	Map 7: Crime IMD Score by LSOA (2019) ...	26
Key Stage 1 (KS1) .....	22	Health.....	27
Key Stage 2 (KS2) .....	22	Life Expectancy .....	27
Key Stage 4 (KS4).....	23	Fertility.....	27
Figure 19: Percentage of Pupils NOT Gaining a Good Level of Development in Early Years Foundation Stage (2018/19).....	23	Overweight Children .....	27
Table 12: Early Years Foundation Stage Settings – Special Educational Needs and Free School Meals (2018/19).....	23	Hospital Admissions.....	27
Figure 20: Percentage of Key Stage 1 Pupils Not Achieving Expected Standard in Reading Writing and Maths (2018/19).....	23	Index of Multiple Deprivation – Health & Disability .....	27
Table 13: Key Stage 1 – Special Educational Needs and Free School Meals (2018/19) ....	23	Figure 27: Life Expectancy at Birth (2015-2019) .....	28
Figure 21: Percentage of Key Stage 2 Pupils Not Achieving Expected Standard in Reading Writing and Maths (2018/19).....	24	Figure 28: Children with Excess Weight – Year R (2018/19) .....	28
Table 14: Key Stage 2 – Special Educational Needs and Free School Meals (2018/19) ....	24	Figure 29: Children with Excess Weight – Year 6 (2018/19) .....	28
Figure 22: Percentage Not Achieving in English and Maths 9 to 5 (2018/19) .....	24	Figure 30: Emergency Hospital Admissions – CR Injuries in Under 15 year olds (2015/16 – 2019/20) .....	28
Figure 23: Percentage of Pupils Not Achieving English Baccalaureate 9 to 5 (2018/19).....	24	Figure 31: Emergency Hospital Admissions – CR Injuries in 15 to 24 year olds (2015/16 – 2019/20) .....	28
Figure 24: Average Attainment 8 Score (2018/19).....	24	Figure 32: Emergency Hospital Admissions – All Causes SAR (2015/16 – 2019/20) .....	28
		Figure 33: Emergency Hospital Admissions – COPD SAR (2015/16 – 2019/20) .....	29

Figure 34: Emergency Hospital Admissions – Coronary Heart Disease SAR (2015/16 – 2019/20) .....	29	Adult Social Care - Contacts .....	34
Figure 35: Emergency Hospital Admissions – Myocardial Infarction SAR (2015/16 – 2019/20) .....	29	Table 22: Personal Care at Home Clients (2020/21) .....	34
Figure 36: Emergency Hospital Admissions – Stroke SAR (2015/16 – 2019/20) .....	29	Table 23: Long Term Residential and Nursing Home Clients (2020/21).....	34
Figure 37: Emergency Hospital Admissions – Hip Fractures 65+ SAR (2015/16 – 2019/20) .....	29	Table 24: Adult Social Care Contacts (2020/21) .....	34
Figure 38: Hospital Admissions – Intentional Self-harm SAR (2015/16 – 2019/20).....	29	Libraries .....	35
Figure 39: All Causes of Death SMR (2015 – 2019).....	29	Domestic Waste Collection.....	35
Figure 40: All Cancer Incidences SIR (2014 – 2018).....	29	Calls for Service – Environmental Issues.....	35
Map 8: Health IMD Score by LSOA (2019)....	30	Figure 45: Active Library Patrons (2019/20)	35
2011 Census Flows – Migration.....	31	Table 25: Waste Collections (2019/20).....	35
Table 18 / Map 9: Moving into Cambridge (2011).....	31	Table 26: Environmental Issues (2019/20) .	35
Table 19 / Map 10: Moving out of Cambridge (2011).....	31	MOSAIC Profile .....	36
2011 Census Flows – Travel to Work.....	32	Overview .....	36
Table 20 / Map 11: Cambridge Residents Travelling to Work (2011).....	32	Table 27: Mosaic Group Breakdown (September 2020 .....	36
Table 21 / Map 12: People Travelling to Work in Cambridge (2011) .....	32	Generic MOSAIC Characteristics.....	37
Service Demand & Delivery .....	33	Figure 46: Mosaic Groups by Number of Children, Age and Environmental Gap (2020) .....	37
Children’s Social Care .....	33	Figure 47: Mosaic Groups by Age, Residency Length and Environmental Gap (2020).....	37
Early Help.....	33	Figure 48: Mosaic Groups by Social Network Usage, Internet Usage and Household Technology (2020) .....	37
YOT (Youth Offending Team).....	33	Figure 49: Mosaic Groups by Number of Children, Household Income and Residency Length (2020).....	37
Figure 41: Children Services (31 <sup>st</sup> March 2020).....	33	Figure 50: Mosaic Groups by Number of Children, Age and Household Income (2020) .....	37
Figure 42: Early Help Open Episodes (31 <sup>st</sup> December 2020) .....	33	Figure 51: Mosaic Groups by Number of Children, Household Income and Social Network Usage (2020) .....	38
Figure 43: Early Help Open Episodes – Age Breakdown (31st December 2020).....	34	Figure 52: Mosaic Groups by Internet Usage, Number of Children and Household Technology (2020) .....	38
Figure 44: Rate of Young People Known to YOT (2018/19/20) .....	34	Notes on Data & Methodology.....	39
Adult Social Care - Personal Care at Home..	34	Acronyms and Abbreviations.....	41
Adult Social Care - Long Term Residential and Nursing Homes .....	34	Sources.....	42

## 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)

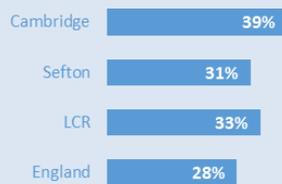
### Universal Credits (UC) Benefits



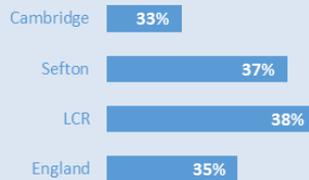
Percentage of working age residents claiming UC (Jan 2021)

### Educational Attainment

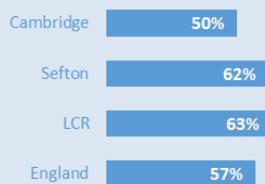
#### Early Years Foundation Stage



#### Key Stage 2

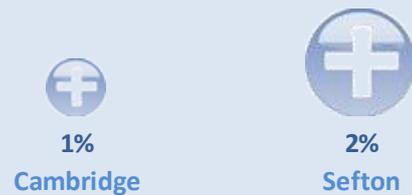


#### Key Stage 4



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)

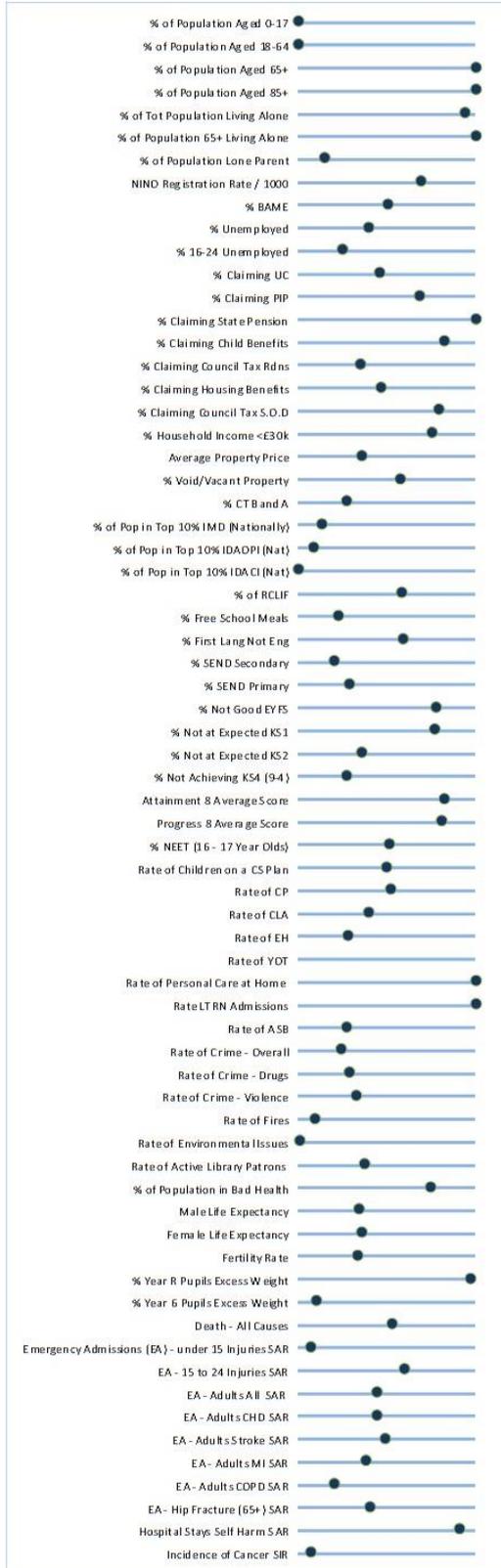
### Reported Crimes



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

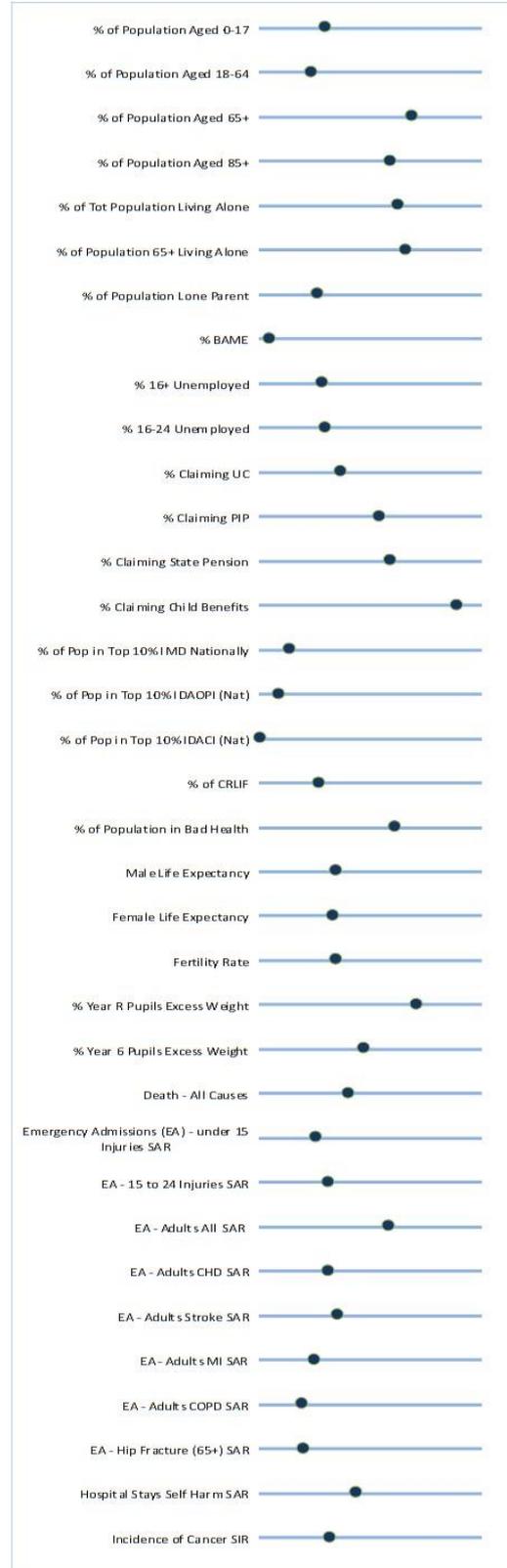
## Sefton Comparative Position

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.



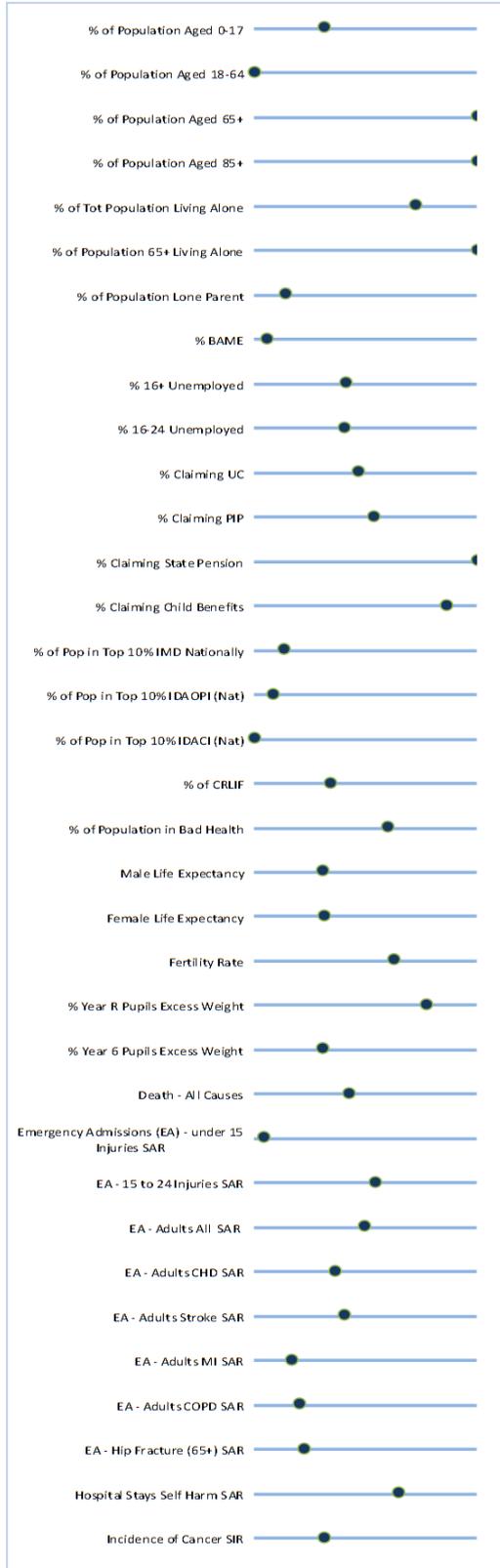
## National Comparative Position

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



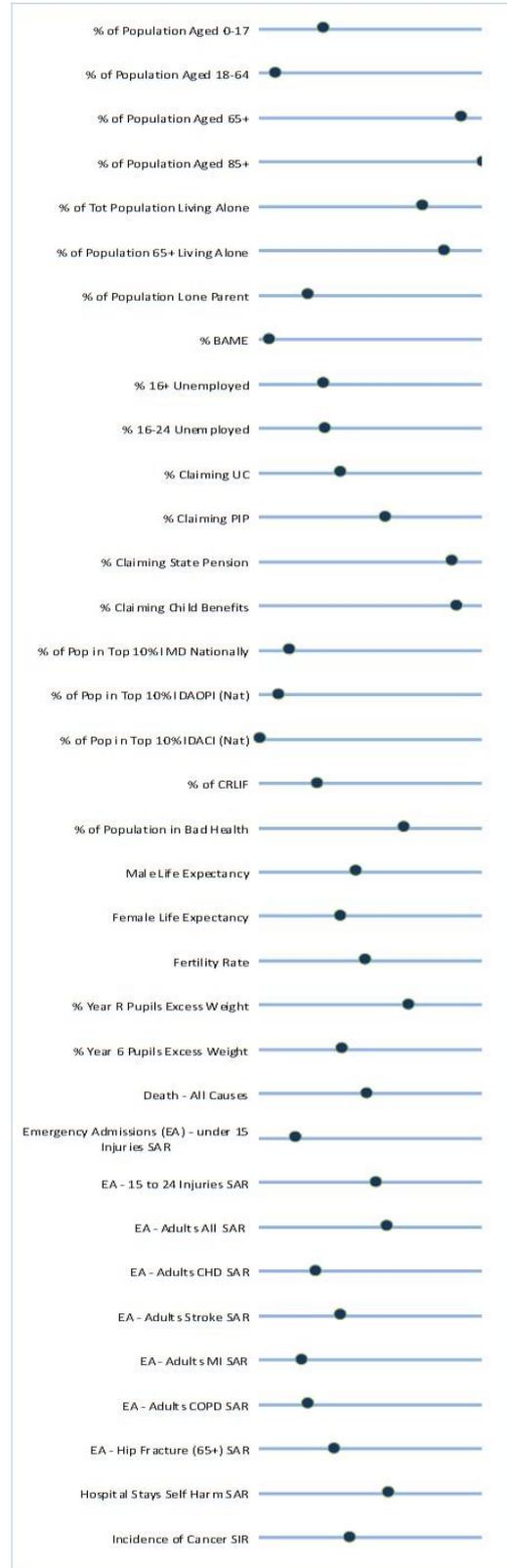
## LCR Comparative Position

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 Northwest. Low values are to the left, high to the right.



## Overview

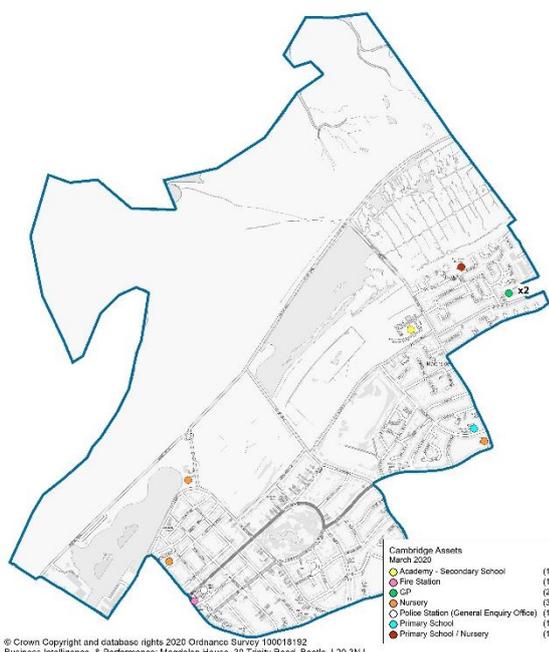
Sefton is a metropolitan borough of Merseyside, England and its local authority is Sefton Council. Sefton was formed, following the Local Government Act 1972, on 1 April 1974.

Cambridge 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 Southport town centre and Marshside areas. Cambridge is bordered by River Mersey to the West, Dukes and Norwood wards to the South and Meols ward to the North and East.

In the ward there are:

- An Academy School
- A Fire Station
- Two GP Surgeries
- Three Nurseries
- A Police Station (General Enquiry Office)
- A Primary School
- A Primary School / Nursery

Map 1: Cambridge 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 increase in deprivation and poor health seen across the ward, coupled with changes in the welfare system demands on services (specifically adult social care) in the ward will be greater than compared to other wards and Sefton as a whole which may increase in the foreseeable future. Key service demands could include:

- There may be a higher demand on adult social care and health services within the ward than compared to Sefton, due to considerably higher rate of older people residing in the ward which is increasing.
- There are small pockets of high-level deprivation (of most types) in the ward coupled with increased levels of overall deprivation could lead to increases in requirement for all services by some residents in these areas.
- There is a high level of people living alone in the ward, specifically those aged 65 and over coupled with the higher level of older people living in rented properties service demands may increase in the future, having an adverse effect on funding should these residents move into long term residential or nursing facilities as they will not have any property equity to fund their stays.
- Changes made in the Welfare Reform Act may see increased levels of vulnerable households, leading to demands on services such as Food Banks, Emergency Limited Assistance Scheme, Housing Benefits, and Homeless Services.
- Reports of anti-social behaviour to Merseyside Police have increases from the previous year, coupled with the reducing budgets the service, will be likely to see an increase in demands, leading to increased costs residents of the ward feel in terms satisfaction and well-being; and reduced attractiveness to encourage businesses and job creators to locate in the area.

## Demographics

The 2019 population estimates indicate there are approximately 12,200 people living in Cambridge.

Overall the people of the ward tend to be older than the Sefton, Liverpool City Region, the North West and England averages. With 39% of the population is aged 65 and over compared to 24% across the Borough, 19% in the Liverpool City Region (LCR) and 18% nationally (Table 1). 8% of the population area aged 85 and over, compared to 3% in Sefton and 2% in both LCR and England.

Possible higher demands on adult social care services within the ward than compared to the borough, meaning places in day centres or nursing / residential homes within the area maybe limited causing people to travel further afield to attend day centres or move out of the area they know.

Only 52% of the population are of “working age” (16 – 65) considerably lower than the comparison areas meaning demand for jobs in the area will be lower than across the Borough.

The overall population in the ward has seen a 3% increase when comparing 2019 to 2010, the same increase has been seen across Sefton.

Over the last decade the number of young people (0-17 year olds) in the ward has fallen by 4%, possibly leading to an overall reduction in the demand in school places (Figure 2). With the number of residents aged 65 and over and those aged 85 and over have both increased (18% and 23% respectively); causing a possible increase in demand on Adult Social care and health services.

In the last Census (2011) 91% 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 525 NINo registrations were made within Cambridge by overseas nationals between 2015/16 and 2019/20 (Table 2). Assuming none of those applicants moved out of the ward during the period this equates to 82 per 1,000 16 to 65 year olds living in the ward. This is higher than the rate seen across Sefton as a whole (28 per 1,000) the Liverpool City Region (46) and the North West (53), but lower than England (85).

91% of the overseas national registrations within Cambridge during the period were from European Union countries (EU). With the top five countries of registration being from the EU (Figure 3);

- Romania (42%)
- Poland (13%)
- Bulgaria (9%)
- Latvia (6%)
- Portugal (6%)

Although the overall numbers are very low, over the period of October 2015 to March 2020 the number of registrations in Cambridge fluctuated, yet there has been an overall reduction 42% (though this is only nine registrations in total). Due to the COVID-19 pandemic figure post March 2020 are currently unreliable (Figure 4).

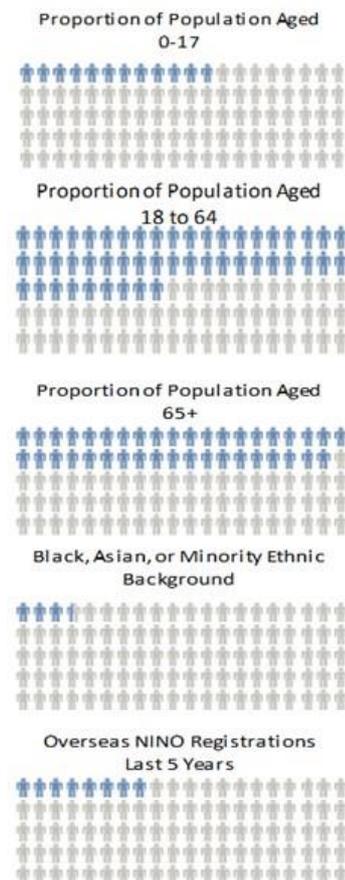


Table 1: 2019 Ward Population Distribution Comparisons

	Cambridge Count	Percentage			
		Ward	Sefton	LCR	England
Total	12,206	-	-	-	-
Males	5,776	47%	48%	49%	49%
Females	6,430	53%	52%	49%	50%
Aged 0-17	1,443	12%	20%	20%	21%
Aged 0-19	1,600	13%	21%	23%	24%
Aged 4-16	1,074	9%	14%	15%	16%
Aged 16-65	6,400	52%	60%	64%	63%
Aged 18-64	6,008	49%	57%	61%	60%
Aged 55-65	2,096	17%	16%	14%	13%
Aged 65+	4,755	39%	24%	19%	18%
Aged 85+	1,006	8%	3%	2%	2%

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

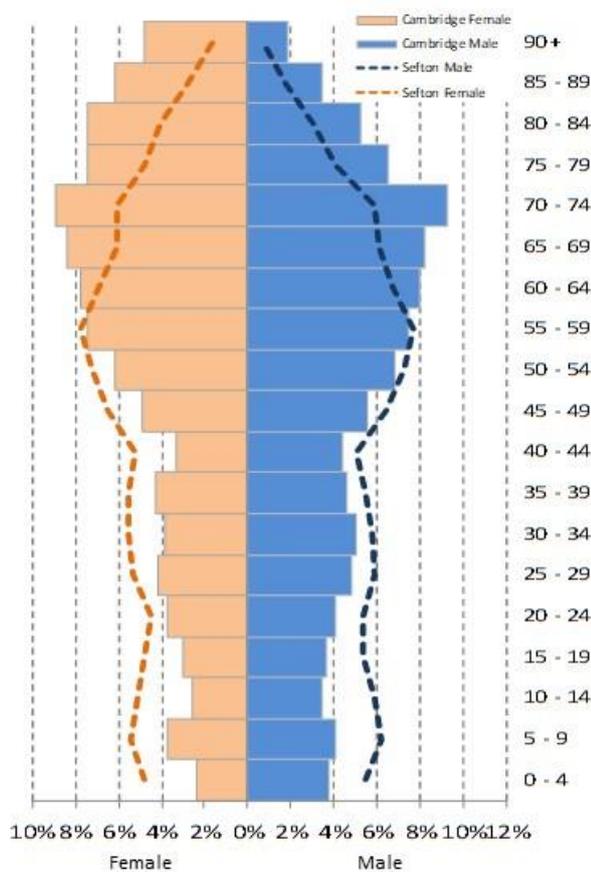


Figure 2: Population Change by Core Age Groups

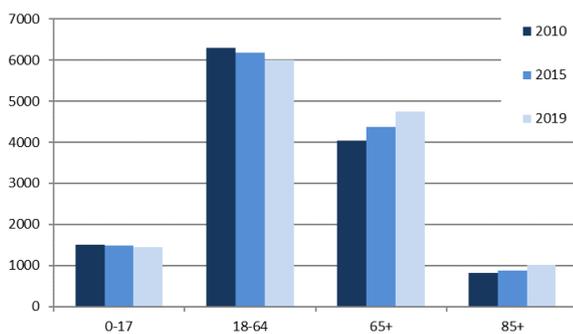


Table 2: NINo Applications 2015/16 – 2019/2020

	Cambridge Count	Rate per 1,000 Population Aged 16-65				
		Ward	Sefton	LCR	NW	England
European Union NINo	478	74.7	21.8	31.4	33.2	58.0
Asia NINo	21	3.2	2.9	8.3	12.2	15.2
Rest of the World NINo	20	3.1	2.5	5.2	6.1	9.7
All Overseas NINo	525	82.0	27.7	45.9	52.6	85.5

Figure 3: Top 5 NINo Application Origin Countries 2015/16 – 2019/20

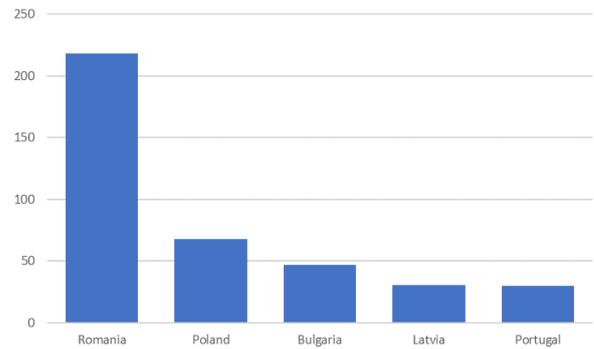
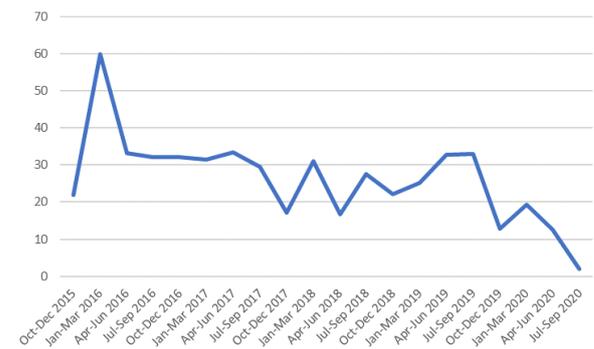


Figure 4: NINo Applications by Quarter October 2015 to September 2020



Service Demand

Approximately 6% of Cambridge residents aged 65 and over received some form of long term care from Sefton’s Adult Social Care during the 2019/20 financial year.

Approximately 5% of the 0 – 17 year old population within the ward were known to Sefton Children’s Social care as at 31<sup>st</sup> March 2020.

Approximately 1% of the 0 – 22-year-old population within the ward were known to Sefton’s Early Help service as at 31<sup>st</sup> December 2020.

## Deprivation

Deprivation within the ward varies vastly with some residents living in some of the most 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 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.

The four of the eight LSOAs which make up Cambridge are all within the top 20% of most affected areas nationally; with one being in the top 10% of nationally most deprived LSOAs (Map 2). All the LSOAs have shown increases when comparing the 2019 IMD scores to those in 2015 indicating that the level of deprivation in the ward has increased over the last 5 years. The average score across the ward is 29.0 compared to 27.3 across Sefton as a whole, 34.9 in LCR, 27.9 across the North West and 21.7 in England.

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 pockets of older people living in some of the most income deprived areas in the country.

Of the ward’s eight LSOAs two are in the top 20% affected areas nationally, one of which is in the top 10%. The average IDAOPI score across the ward was 0.19, compared to Sefton and the North West – 0.19, LCR – 0.24, England – 0.17.

All nine of Cambridge LSOAs have shown reductions in IDAOPI between 2015 and 2019 suggesting an improvement in older people’s incomes over the period possibly because of the protection of Pension levels (Map 3).

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

Just one of the wards LSOAs are in the top 20% affected areas nationally. The average IDACI

score in Cambridge is 0.18, with Sefton being 0.17, LCR 0.23, North West 0.18 and England 0.16).

Three of the eight LSOAs have shown increases in levels of income deprivation affecting children between 2015 and 2019, however, overall the ward has seen improved parental income over the period (Map 4).

It is estimated that in 2019/20 there were some 314 dependent children (aged 0-19) within Cambridge living in relative low-income families. This equates to approximately a fifth (20%) of all children in the ward (Figure 6). This is slightly lower than the rate in 2018/19 (21%), however there has been a 4% increase from 2015/16. The Cambridge rates are continually higher than that of Sefton and England (Figure 6).

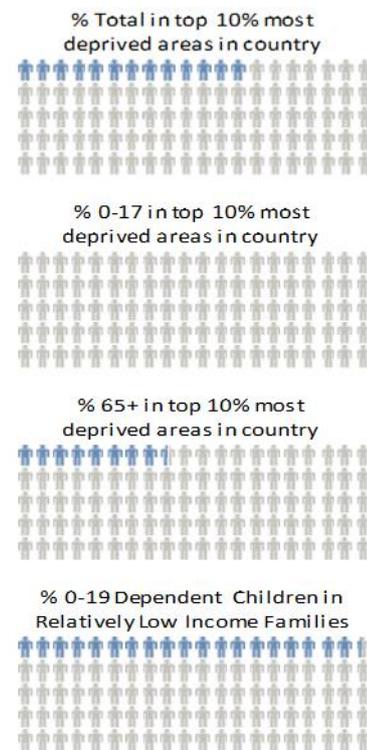


Figure 5: Children in Relative Low-Income Families (2019/20)

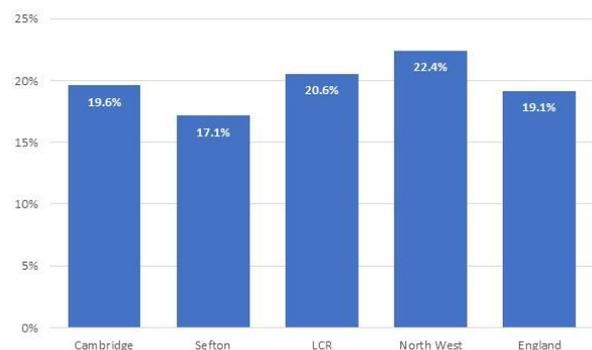
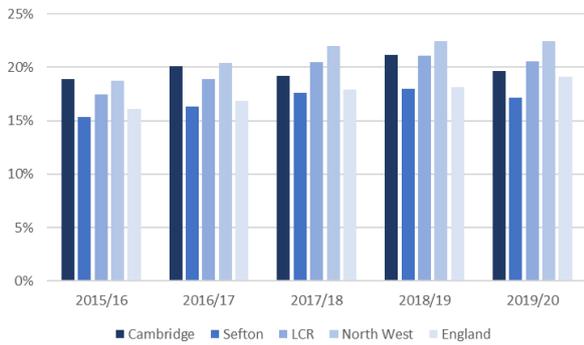
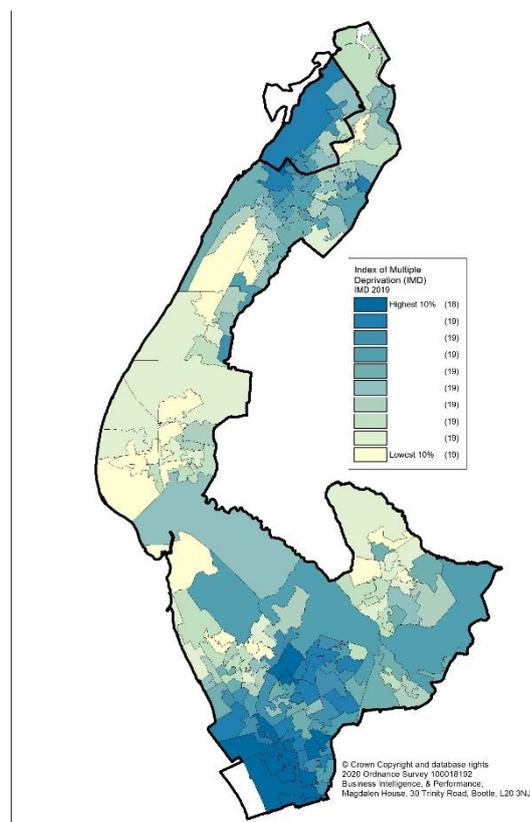


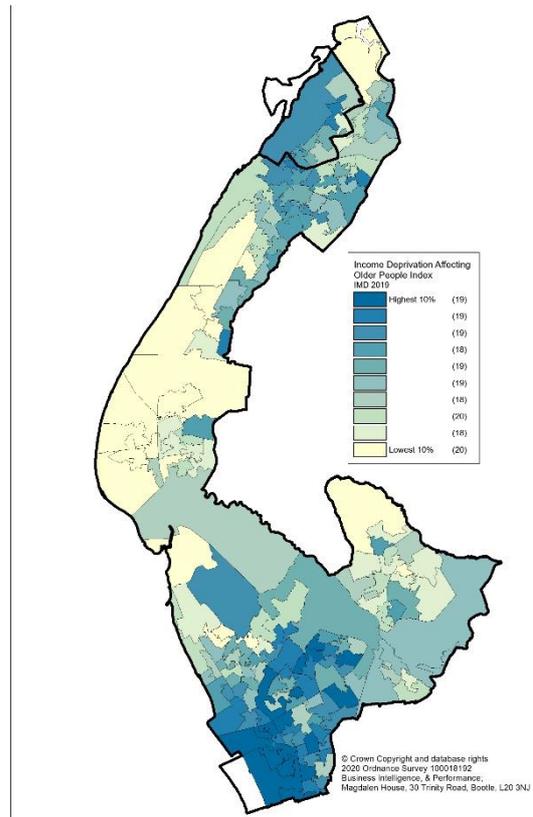
Figure 6: Children in Relative Low-Income Families (2015/16 to 2019/20)



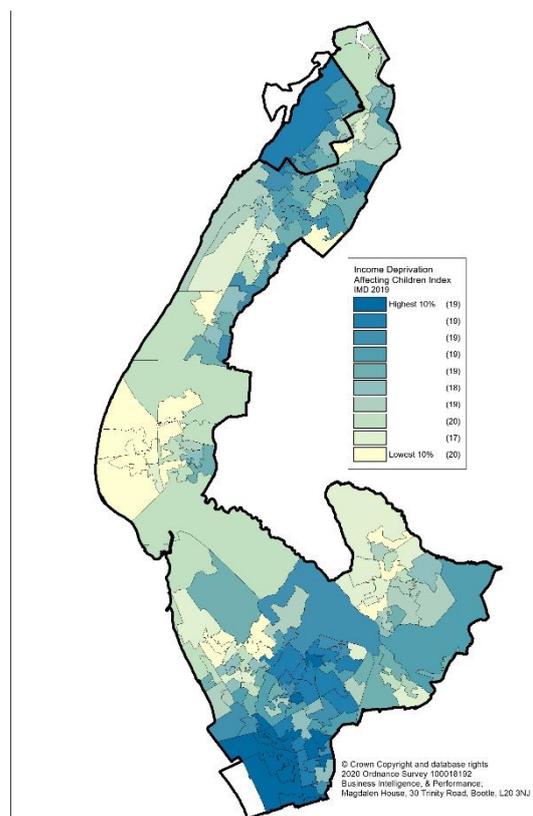
Map 2: Overall IMD Score by LSOA (2019)



Map 3: IDAOPI Score by LSOA (2019)



Map 4: IDACI Score by LSOA (2019)



Cambridge has a slightly higher than average level of some deprivation types, which goes hand in hand with slightly higher than average demands on services by adults in the ward including social care, health services and benefits (including Universal Credits, PIP and housing).

Increased support may be required in the area in the near future due to the rising levels of overall deprivation along with the pockets of high-level deprivation across all ages.

## Housing & Households

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

In the 2011 Census:

- 45% of households were occupied by just one person (Sefton was 32%, LCR 34%, NW 32%, and England 30%).
- 25% of households were occupied by someone aged 65+ living alone considerably higher than the local and national averages. (Sefton was 16%, LCR 13%, NW 13%, and England 12%). Within the ward there is a considerably higher level than that seen across the Borough indicating that demands on adult services or charities would be greater than the demand seen across the Borough, coupled with the increased levels of deprivation seen in the ward.
- 7% of households were occupied by a lone parent. (Sefton was 13%, LCR 14%, NW 12%, and England 11%).
- 64% of households had an occupancy rating of +1 or more - an indication that the households had one or more bedrooms than 'required'. This is higher than the rates seen across the Borough (74%), City Region (73%), Northwest (72%) and England (69%).
- 11% of all household tenure was local authority or social land-lord rented lower than local and national rates. (Sefton was 14%, LCR 22%, NW and England 18%). However, 23% of households were privately rented properties (considerably higher than Sefton 13%, LCR 16%, NW 15%, and England 17%).
- 15% 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%), a further 9% resided in privately rented properties (Sefton was 5%, LCR 4%, NW 5%, and England 4%). Meaning 24% of households over 65 were rented properties (compared to 19% in Sefton), this may lead to higher 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 higher than average number of long-term vacant properties; of these properties there is a higher number in the privately rented sector. The ward has a high level of Council Tax single occupancy discounts, partly a function of the high level of lone person households.

### Council Tax

Overall, there were 6,702 rateable dwellings in the ward, this makes up 7% of the Sefton total (slightly higher than the Borough average of 5%).

Over a quarter of dwellings (26% / 1,748) within the ward are deemed to be Council Tax Band A.

Of the dwellings within the ward subject to paying Council Tax 47% qualified for single occupancy discount (i.e. their Council Tax liability was reduced by 25%).

### Vacant and / or Void Properties

Cambridge has a rate of vacant and / or void properties of 62 per 1,000 properties. The ward's rate is considerably higher than the average for the Borough (43 per 1000).

Cambridge had a total of 399 vacant and / or void properties as of April 2020 making up 7% of the Sefton total (Table 3).

Nearly a fifth (18%) of the vacant and / or void stock in Cambridge has been vacant and / or void for over two years.

Nearly a third (32%) of the ward's vacant and / or void properties are registered as being privately rented; higher than the Borough rate of 25%.

### Housing Developments

Provisionally, as at March 2021 there were 16 development sites in Cambridge (five are currently in progress), constituting 327 dwellings of which only 6% are intended as 'affordable' (Figure 8). The new builds are predominantly two-bedroom properties (Figure 9).

### Sold Properties

There were 259 properties sold in Cambridge between January and December 2019, all bar five were household dwellings. Of all the properties sold in the ward over half (52%) were flats. The

overall average property price within the ward is lower than that of the Borough (Figure 10).

57% of all properties sold during the year were leasehold. With just 7% of properties sold in the ward being new builds.

*Index Deprivation – Barriers to Housing and Services*

In general, all areas of Sefton have relatively low barriers to housing when compared nationally. However, the 2019 Index of Deprivation relating to Housing & Services shows that Cambridge suffers from above average issues in terms of housing barriers across Sefton, and these have worsened from 2015.

Two of the eight LSOAs making up the ward, are in the bottom 20% of affected areas nationally, meaning that residents of the ward are living in some of the *least* affected areas for barriers to housing and services across England, however, the ward is less accessible than across the Borough, City Region and Region with the ward having an average score of 15.4 compared to 10.9 across Sefton, 13.3 in LCR and 15.3 across the North West. (Map 5).

There has been progress made in recent developments and improvement in housing stock. However, given the lone person household structure and the vacant and poor-quality accommodation there may be opportunity for continued existing stock improvements and focus on affordable provision for single households.

*Car Registration*

In 2019, 6,431 vehicles were registered with the DVLA in Cambridge, 88% of these were cars (5,680). There are approximately 593 vehicles per 1,000 driving age people in the ward (those aged 17 and over). This is lower than most of the comparator areas (Figure 11).

The rate of car registrations in Cambridge has increased over the past 10 years (by 15%).

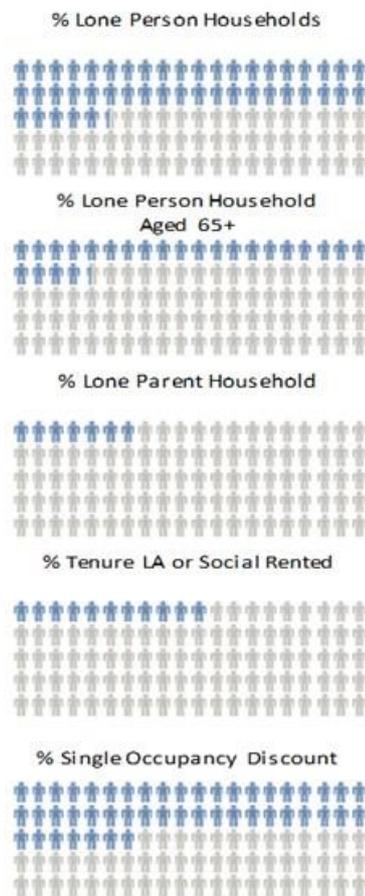


Figure 7: Household Occupancy (Census 2011)

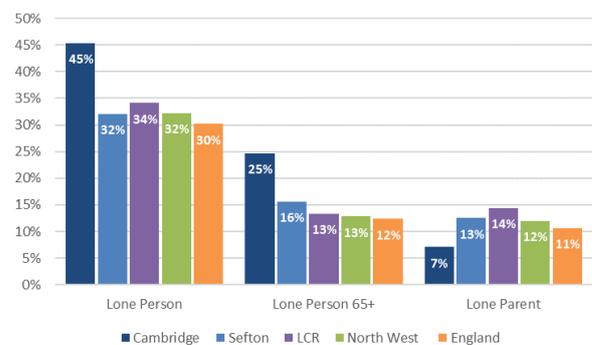


Table 3: Time Void / Vacant (April 2020)

Vacant Properties April 2020	Cambridge		Sefton	
	Count	Rate <sup>1</sup>	Count	Rate <sup>1</sup>
0-6 Months	186	28.9	2417	19.5
6-12 Months	65	10.1	953	7.7
12-24 Months	75	11.6	1029	8.3
24+ Months	73	11.3	957	7.7
Total	399	61.9	5356	43.2

<sup>1</sup> The rate is the count per 1,000 households in the ward



## Economy & Business

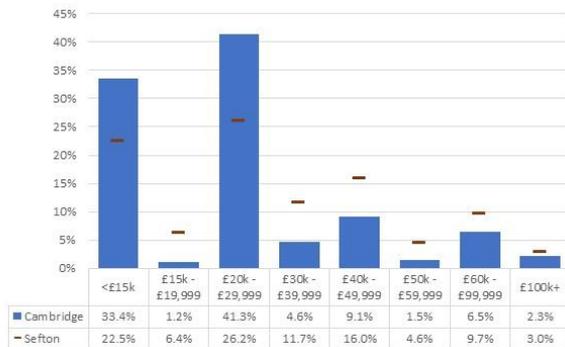
As of September 2020, there were a total of 44 establishments throughout Cambridge which hold a license under the 2003 Licensing Act; these include locations which sell alcohol (shops, pubs, clubs and restaurants) along with properties serving hot food after 11pm. The ward makes up 5% of all Sefton’s licensed premises like the Sefton average.

One establishment holds a license under the Gambling Regulation Act 2003 across the ward as of October 2016.

Within Cambridge there were 86 inspections carried out of commercial properties (ranging from large chain stores e.g. Asda / Tesco, to the local corner shop) during 2019/20. 87% of these related to food hygiene inspections.

According to Experian Mosaic in 2016, a third (2,201 / 33%) of households within Cambridge had an annual income of less than £15,000, considerably higher than the rates seen across Sefton. Possibly due to the area being predominantly older households.

Figure 12: Household Income – Mosaic (2020)



The 2011 Census indicated that of the then 8,295 residents aged 16 to 74 living within Cambridge, 61% were economically active. Of these economically active residents, 32% were employed full time; 13% employed part time; and 10% were self-employed.

39% were economically in-active; of whom 25% were retired and 7% were registered as long-term sick or disabled.

In total 111 (1%) had been unemployed long term and 0.3% (29) had never been employed.

Table 4: Economically Active (2011)

	Cambridge Count	Percentages				
		Ward	Sefton	LCR	NW	England
All	5046	60.8	67.1	65.7	67.8	69.9
In employment	4542	54.8	59.1	56.2	59.6	62.1
Employee: Part-time	1037	12.5	15.0	14.0	13.9	13.7
Employee: Full-time	2689	32.4	35.8	35.6	37.5	38.6
Self-employed	816	9.8	8.2	6.6	8.2	9.8
Unemployed	293	3.5	4.9	5.8	4.7	4.4
Full-time student	211	2.5	3.1	3.7	3.5	3.4

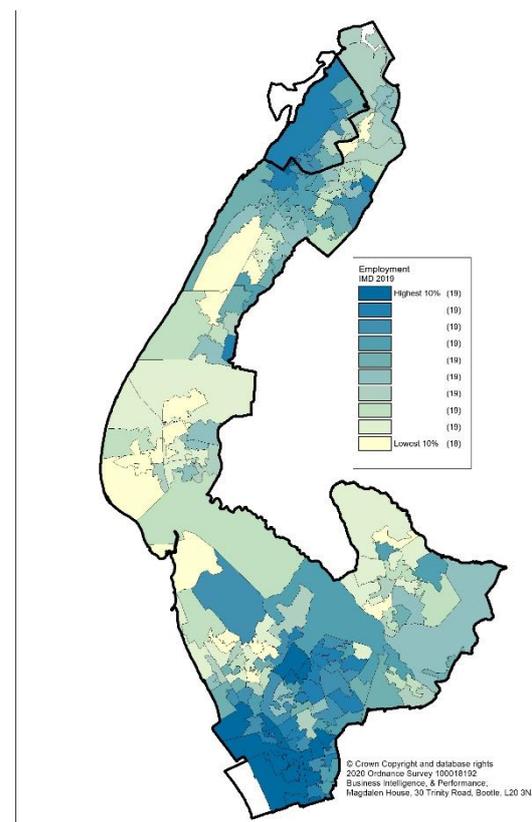
Table 5: Economically Inactive (2011)

	Cambridge Count	Percentages				
		Ward	Sefton	LCR	NW	England
All	3249	39.2	32.9	34.3	32.2	30.1
Retired	2090	25.2	17.3	14.7	14.8	13.7
Student	249	3.0	4.4	6.3	5.6	5.8
Looking after home or family	203	2.4	3.4	3.9	3.9	4.4
Long-term sick or disabled	548	6.6	5.9	7.1	5.6	4.0
Other	159	1.9	1.9	2.3	2.2	2.2

Table 6: Unemployed (2011)

	Cambridge Count	Percentages				
		Ward	Sefton	LCR	NW	England
Age 16 to 24	74	0.9	1.4	1.7	1.4	1.2
Age 50 to 74	85	1.0	1.0	1.0	0.8	0.8
Never worked	29	0.3	0.7	1.0	0.8	0.7
Long-term	111	1.3	2.0	2.4	1.8	1.7

Map 6: Employment IMD Score by LSOA (2019)



Four of the eight LSOAs making up the ward, are in the top 20% of affected areas nationally, meaning that residents of the ward are living in some of the highest areas in England for working age people who have been involuntarily excluded from the labour market (Map 6).

## Benefits & Support

Cambridge is characterised overall by a slightly higher than average benefits-dependent population and overall increasing socio-economic problems of all poverty, lone households, and low-income elderly people. This leaves the population vulnerable to the vagaries of the wider economy and structural changes in benefit levels and accessibility.

In January 2021, approximately 470 working age people residing in the ward were claiming out of work benefits. This is 8% of all the working aged residents; higher than Sefton, LCR, North West and England. 8% (60) of residents in the ward aged between 16 and 24 were claiming out of work benefits lower than Sefton, LCR, and the North West (Figure 13).

The rates of working age residents claiming out of work benefit in Cambridge have seen year on year increases across the past five years (Figure 14), with an overall rise of 194% (310). 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.

### Universal Credits (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.

1,195 working age residents in Cambridge were claiming Universal credits in January 2021 (64% of these were not in employment). The rate of working age residents claiming UC in the ward is 194 per 1,000, considerably higher than the comparator area rates; Sefton – 170, LCR – 180, North West – 167 and England – 148 (Figure 15).

### 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, 859 residents were claiming PIP in Cambridge, a rate of 139 per 1,000 residents

(aged 16+). Like UC this rate is higher than the comparator areas (Figure 16).

### Child Benefits

890 families in Cambridge were claiming child benefits relating to 88% (1,410) of children in the ward in 2020. The ward has a slightly higher rate of children in families claiming child benefits than that of the Borough, City Region, Region and Nationally (Figure 17).

### Council Tax Reduction

In January 2020, some 1,401 households in the ward claiming Council Tax Reduction (21% of all rated households); slightly lower than the Sefton average of 20% (Figure 18).

### Sefton's Emergency Limited Assistance Scheme (ELAS)

During 2020, there were 243 applications to Sefton's Emergency Limited Assistance Scheme (ELAS) by residents within Cambridge (Table 7). Of the applications in the ward, 62% were approved in full, with 9% being partially approved. The number of applications approved over the past four years in Cambridge has reduced by nearly a third (29%), 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 407 vouchers were issued to residents of the ward, with 780 residents being fed by a Food Bank located in Sefton, equating to 64 per 1,000 residents slightly lower than the Sefton rate of 66 per 1,000 residents.

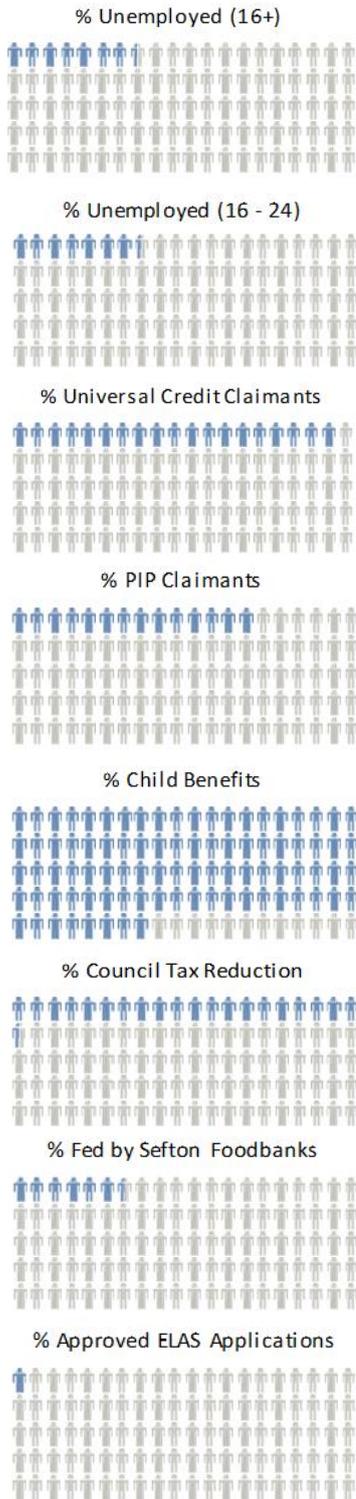


Figure 13: Rate of Working Age Residents Claiming Out of Work Benefits (January 2021)

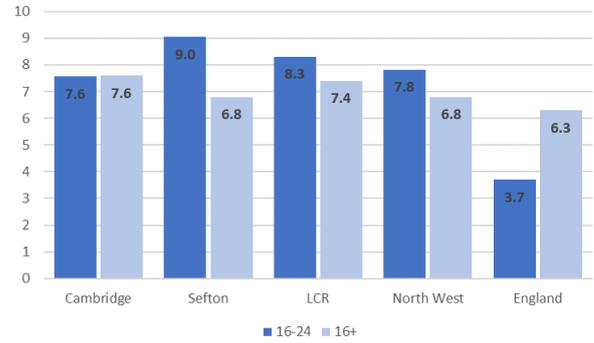


Figure 14: Rate of Working Age Residents Claiming Out of Work Benefits (January 2017/18/19/20/21)

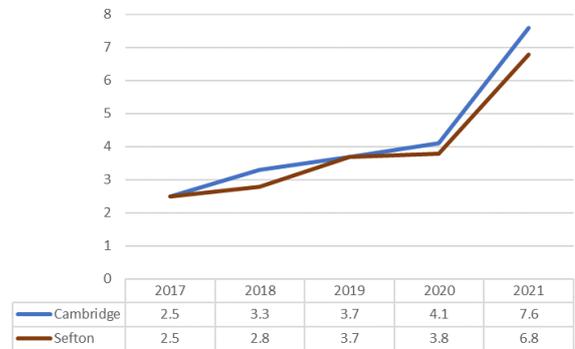


Figure 15: Rate of Residents claiming Universal Credits (January 2021)



Figure 16: Rate of Residents claiming Personal Independence Payments (January 2021)

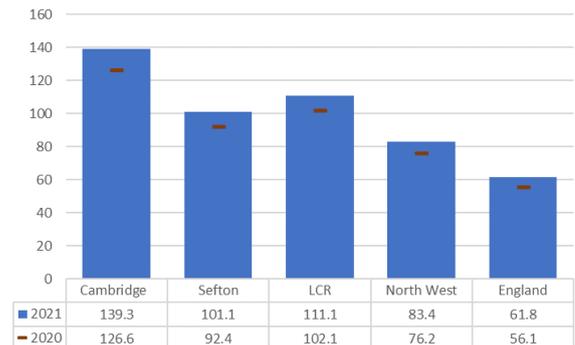


Figure 17: Rate of Families claiming Child Benefits (2020)

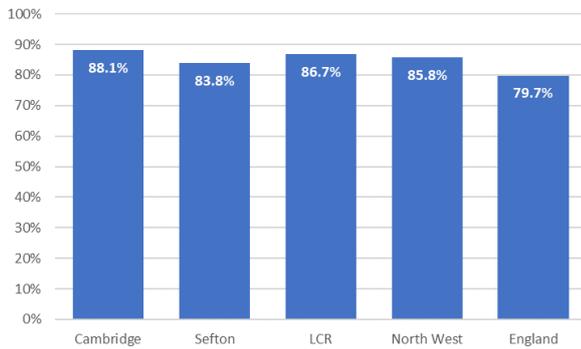


Figure 18: Percentage of Households Claiming Council Tax Reductions (January 2020)

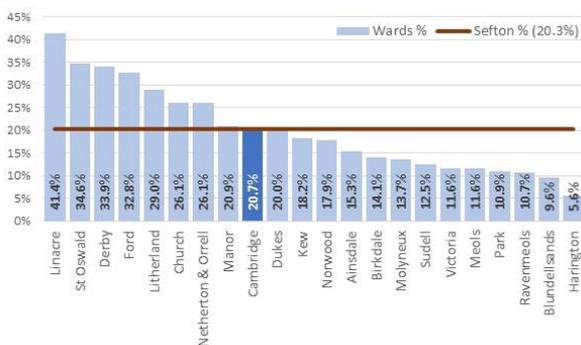


Table 7: Emergency Limited Assistance Scheme (ELAS) Applications (January to December 2020)

	Cambridge		Application Status	
	Count	Ward	Sefton	
<b>Total Applications</b>	243	-	-	-
<b>Approved</b>	151	62%	53%	
<b>Partially Approved</b>	23	9%	10%	
<b>Not Approved</b>	65	27%	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 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 are going to have varying impacts across Sefton wards.

Within Cambridge there is an average to high level of reliance on benefits, the new reforms will lead to a potential reduction in household income for some residents in the borough. 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 Cambridge has an average proportion of children with special educational needs, yet the ward has higher rate of attainment across most areas compared to the Sefton results.

The higher levels of attainment and average levels of specialist support needed for children in the ward may present challenges to further improve the delivery of and pressures on service 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 very start of their educational journey and evidence suggests that it is very difficult to recover from these disadvantages.

### Nursery School Settings

Of the 27 students resident in Cambridge attending a Sefton maintained Nursery setting (Table 8):

- Just 1% of all Nursery pupils in Sefton live in Cambridge
- 13% of the estimated Nursery age population within the ward attend a Sefton maintained nursery (Sefton has a rate of 22%).
- The number of pupils entitled to a free school meal and who had English not as a first language were under four so had to be suppressed. There were no pupils subject to Special Educational Needs (SEN) support.

### Primary School Settings

Of the 550 Sefton maintained Primary School students living in the ward (Table 9):

- 3% of all Primary pupils in Sefton live in Cambridge.
- 80% of the estimated primary school age population within the ward attend a Sefton maintained primary school (Sefton also has a rate of 80%).

- 16% were entitled to a free school meal (Sefton is 21%).
- 13% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- 17% had English not as a first language (Sefton is 6%).

### Secondary School Settings

Of the 357 Sefton maintained Primary School students living in the ward (Table 10):

- 3% of all Primary pupils in Sefton live in Cambridge.
- 78% of the estimated primary school age population within the ward attend a Sefton maintained primary school (Sefton also has a rate of 74%).
- 13% were entitled to a free school meal (Sefton is 19%).
- 13% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- 13% had English not as a first language (Sefton is 5%).

### 16+ Pupils

Of the 14 Sefton maintained Secondary School students living in the ward (Table 11):

- 1% of all Pupils over 16 in Sefton live in Cambridge.
- 4% 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%).
- The number of pupils entitled to a free school meal and who had English not as a first language were under four so had to be suppressed.
- 29% were subject to Special Educational Needs (SEN) support (Sefton is 8%).

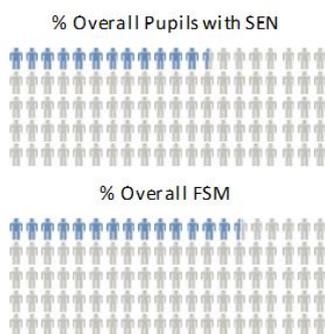


Table 8: Nursery Settings (January 2020)

Nursery Class Pupils	Cambridge		Sefton	
	Count	%	Count	%
Total Pupils	27		1923	
Females	14	52%	941	49%
Males	13	48%	982	51%
Receiving Free School Meal	*	*	141	7%
SEN Support	0	0%	119	6%
English as a First Language <sup>1</sup>	24	89%	1704	89%
English not as a First Language <sup>1</sup>	*	*	104	5%

<sup>1</sup> 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	Cambridge		Sefton	
	Count	%	Count	%
Total Pupils	550		20075	
Females	265	48%	9680	48%
Males	285	52%	10395	52%
Receiving Free School Meal	88	16%	4145	21%
SEN Support	70	13%	3067	15%
English as a First Language <sup>1</sup>	436	79%	18195	91%
English not as a First Language <sup>1</sup>	93	17%	1171	6%

<sup>1</sup> 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	Cambridge		Sefton	
	Count	%	Count	%
Total Pupils	357		13225	
Females	164	46%	6541	49%
Males	193	54%	6684	51%
Receiving Free School Meal	46	13%	2476	19%
SEN Support	45	13%	1993	15%
English as a First Language <sup>1</sup>	310	87%	12508	95%
English not as a First Language <sup>1</sup>	45	13%	660	5%

<sup>1</sup> 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	Cambridge		Sefton	
	Count	%	Count	%
Total Pupils	14		1542	
Females	8	57%	772	50%
Males	6	43%	770	50%
Receiving Free School Meal	*	*	129	8%
SEN Support	4	29%	125	8%
English as a First Language <sup>1</sup>	13	93%	1483	96%
English not as a First Language <sup>1</sup>	*	*	51	3%

<sup>1</sup> 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 70 students residing within Cambridge ward and attending a Sefton maintained setting with an Early Years Foundation Stage (EYFS) level (Figure 19 & Table 12):

- 39% did not achieve a “Good Level of Development”. Higher than the non-achievement levels seen across Sefton and North West (both 31%), LCR (33%) and England (28%).
- 13% were entitled to a free school meal (Sefton is 16%).
- 10% were subject to Special Educational Needs (SEN) support (Sefton is 7%).

### Key Stage 1 (KS1)

During 2018/19 there were 78 students residing within Cambridge ward and attending a Sefton maintained setting with a KS1 level. For these students (Figure 20 and Table 13):

- 44% did not achieve the expected standard in Reading, Writing, and Maths; above the averages for Sefton at 37%, North West at 35% and England at 37%.
- 10% were entitled to a free school meal (Sefton is 18%).
- 13% were subject to Special Educational Needs (SEN) support (Sefton is 14%).

### Key Stage 2 (KS2)

During 2018/19 there were 73 students residing within the ward and attending a Sefton maintained setting, with a KS2 level. For these students (Figure 21 and Table 14):

- 33% did not achieve the expected standard in Reading, Writing, and Maths; slightly lower than the comparator areas; Sefton at 37%, LCR at 38%, North West and England both at 35%.
- 14% were entitled to a free school meal (Sefton is 20%).
- 10% were subject to Special Educational Needs (SEN) support (Sefton is 17%).

**Key Stage 4 (KS4)**

During 2018/19 there were 72 students residing within Cambridge ward and attending a Sefton maintained setting undertaking GCSE examinations. For these students:

- 50% did not achieve a level between 9 and 5 in English and Maths; well below the average for Sefton, LCR, the North West and England (Figure 22).
- 79% did not achieve a level between 9 and 5 for the English Baccalaureate, again lower than Sefton, LCR the North West and England (Figure 23).
- The students in Cambridge had an average Attainment 8 score of 49.4 this was higher than the Borough, region, and country (Figure 24).
- The average Progress 8 score in the ward (0.05) again higher than the comparison areas. This means that on average students are achieving as expected (Figure 25).

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

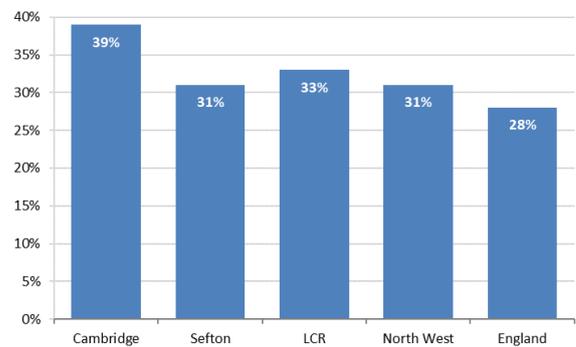


Table 12: Early Years Foundation Stage Settings – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (EYFS) <sup>1</sup>		Eligible for Free School Meal (EYFS)	
	Count	%	Count	%
Cambridge	7	10.0%	9	12.9%
Sefton	193	6.7%	457	15.9%

Figure 20: Percentage of Key Stage 1 Pupils Not Achieving Expected Standard in Reading Writing and Maths (2018/19)

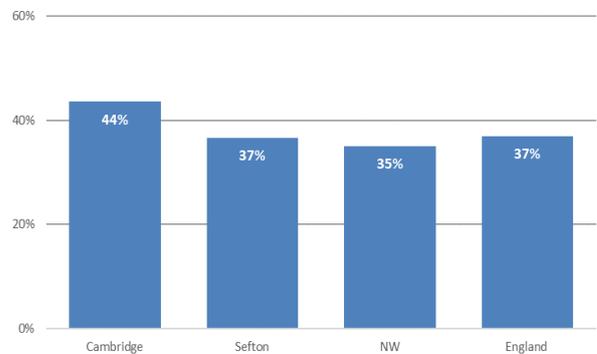


Table 13: Key Stage 1 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS1) <sup>1</sup>		Eligible for Free School Meal (KS1)	
	Count	%	Count	%
Cambridge	10	12.8%	8	10.3%
Sefton	388	13.6%	513	18.0%

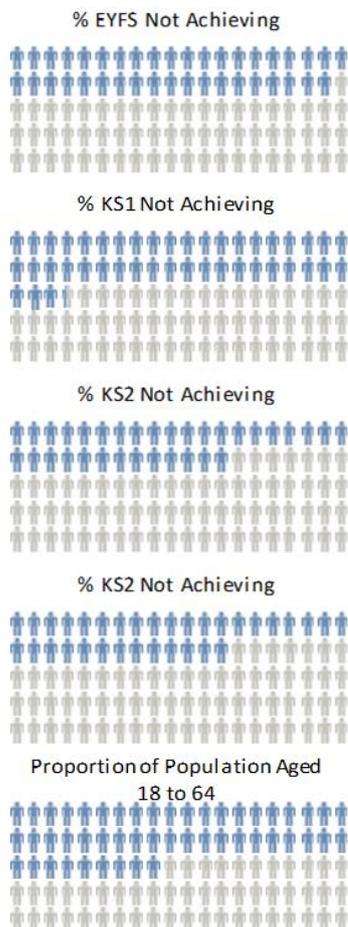


Figure 21: Percentage of Key Stage 2 Pupils Not Achieving Expected Standard in Reading Writing and Maths (2018/19)

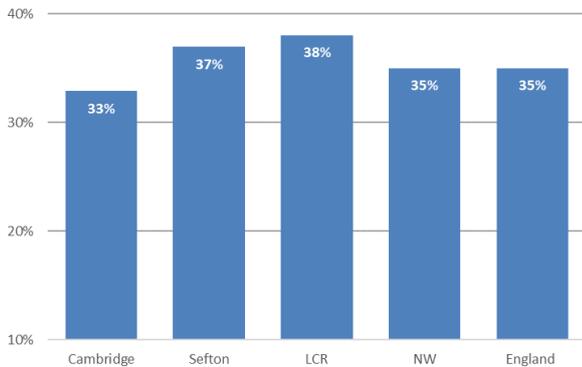


Table 14: Key Stage 2 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS2) <sup>1</sup>		Eligible for Free School Meal (KS2)	
	Count	%	Count	%
Cambridge	7	9.6%	10	13.7%
Sefton	465	16.9%	540	19.6%

Figure 22: Percentage Not Achieving in English and Maths 9 to 5 (2018/19)

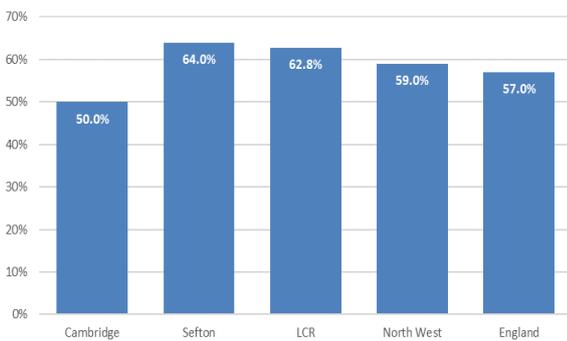


Figure 23: Percentage of Pupils Not Achieving English Baccalaureate 9 to 5 (2018/19)

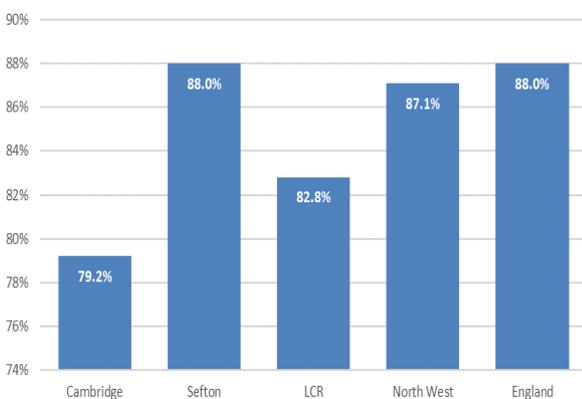


Figure 24: Average Attainment 8 Score (2018/19)

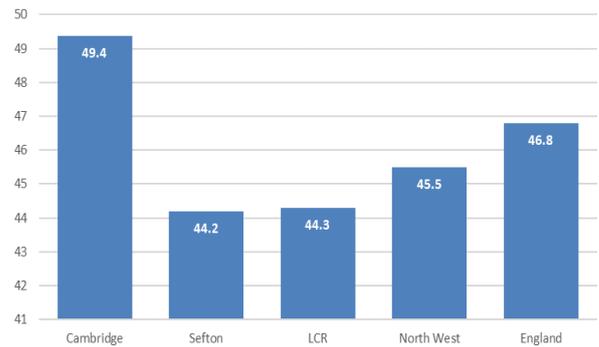
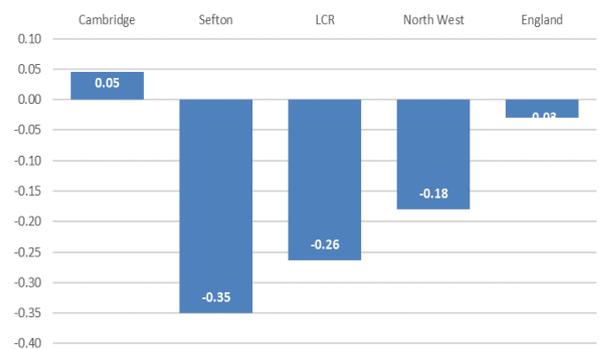


Figure 25: Average Progress 8 Score (2018/19)

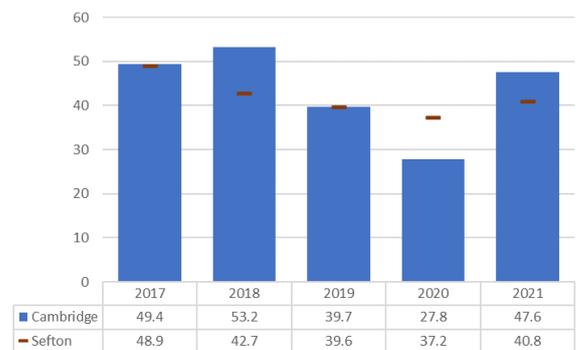


Not in Employment Education or Training (NEET)

In January 2021, there are a total of 12 people aged between 16 and 18 registered as Not in Employment Education or Training (NEET) with Careers Connect residing within Cambridge ward. Making up 3% of the Sefton total NEET.

Cambridge rates have fluctuated across the past five years (2017 to 2021) moving above and below the rates of the Borough (Figure 26), with a slight overall increase (one person over the time period).

Figure 26: Rate of NEET Residents Aged 16 - 18 (January 2017/18/19/20/21)



## Community Safety

Associated with its average levels of socio-economic issues Cambridge has below average levels of crime and disorder compared to the Borough as a whole, however, some levels have seen an increase compared to the previous year.

### Crime

There were 855 crimes reported to Merseyside Police between April 2020 and March 2021, in Cambridge ward representing 4% of all crimes that occurred within Sefton. This is 70 crimes per 1,000 population – slightly lower than the rate seen across Sefton as a whole (72 per 1,000).

The number of crimes in the ward have seen a 3% reduction from the previous year, lower than the 7% decrease seen across the Borough.

Nearly a half of all the wards crimes (48%) were violent offences. Of these, 175 (42%) were common assault and battery (including racial offences).

### Anti-social Behaviour (ASB)

There were 286 Anti-social Behaviour incidents reported to Merseyside Police between April 2020 and March 2021 (Table 16), occurring within Cambridge: 4% of all Sefton incidents. The ward has a rate of 23 incidents per 1,000 population – again lower than the rate seen across Sefton as a whole (27 per 1,000).

However, there has been an 89% increase in the number of incidents occurring in the ward compared to 2019/20 (the average across Sefton saw a 58% increase). The increase maybe due COVID 19 and the reporting of breaches in lockdown rules.

Over a third (38%) of the incidents within the ward were reports of Rowdy or Inconsiderate Behaviour. With 9% of all ASB reports in the ward specifically mentioned youths, and 5% relating to alcohol/drunken behaviour.

### Deliberate Fires

Merseyside Fire and Rescue Service (MFARS) responded to just eight deliberate fires in the ward between April 2020 and March 2021. This is only 2% of all deliberate fires across the borough.

The rate of deliberate fires per 100,000 population in the ward is 66 compared to 171 across Sefton as a whole.

The number of deliberate property fires in Cambridge has remained the same as the previous year compared to an increase of 5% seen across the borough.

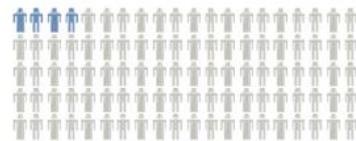
### Index of Multiple Deprivation - Crime

Of the eight LSOAs making up the Cambridge ward, one is in the top 20% of affected areas nationally with three being in the lowest 20% nationally, meaning that most of the ward’s residents are living in some of the lesser affected crime areas in England. However, levels across five of the wards LSOAs have shown increases in levels when comparing the 2019 scores to 2015 (Map 7).

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	Cambridge Crimes			Sefton Crimes		
	Count	Rate <sup>1</sup>	Change <sup>2</sup>	Count	Rate <sup>1</sup>	Change <sup>2</sup>
Burglary	45	3.7	-15.1% ▼	1285	4.6	-19.3% ▼
Criminal Damage & Arson	64	5.2	-27.3% ▼	2043	7.4	-17.2% ▼
Drugs	88	7.2	10.0% ▲	1787	6.5	8.0% ▲
Public Order	84	6.9	29.2% ▲	2302	8.3	19.8% ▲
Other	31	2.5	82.4% ▲	530	1.9	-6.0% ▼
Sexual	23	1.9	21.1% ▲	368	1.3	-18.6% ▼
Theft	106	8.7	-42.7% ▼	3330	12.0	-30.1% ▼
Violence	414	33.9	10.1% ▲	8381	30.3	3.5% ▼
<b>Total</b>	<b>855</b>	<b>70.0</b>	<b>-3.2%</b> ▼	<b>20010</b>	<b>72.4</b>	<b>-7.0%</b> ▼

<sup>1</sup> The rate is the count per 1,000 population residing in the ward

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

<sup>3</sup> 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	Cambridge Incidents			Sefton Incidents		
	Count	Rate <sup>1</sup>	Change <sup>2</sup>	Count	Rate <sup>1</sup>	Change <sup>2</sup>
General Nuisance	69	5.7	81.6% ▲	1840	6.7	98.1% ▲
Nuisance Neighbour	42	3.4	162.5% ▲	781	2.8	61.0% ▲
Other <sup>3</sup>	25	2.0	257.1% ▲	571	2.1	82.4% ▲
Personal	21	1.7	110.0% ▲	351	1.3	12.1% ▲
Rowdy Inconsiderate Behaviour	110	9.0	57.1% ▲	3271	11.8	66.2% ▲
Vehicle Nuisance	19	1.6	90.0% ▲	710	2.6	-5.5% ▼
<b>Total</b>	<b>286</b>	<b>23.4</b>	<b>89.4%</b> ▲	<b>7524</b>	<b>27.2</b>	<b>58.1%</b> ▲

<sup>1</sup> The rate is the count per 1,000 population residing in the ward

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

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

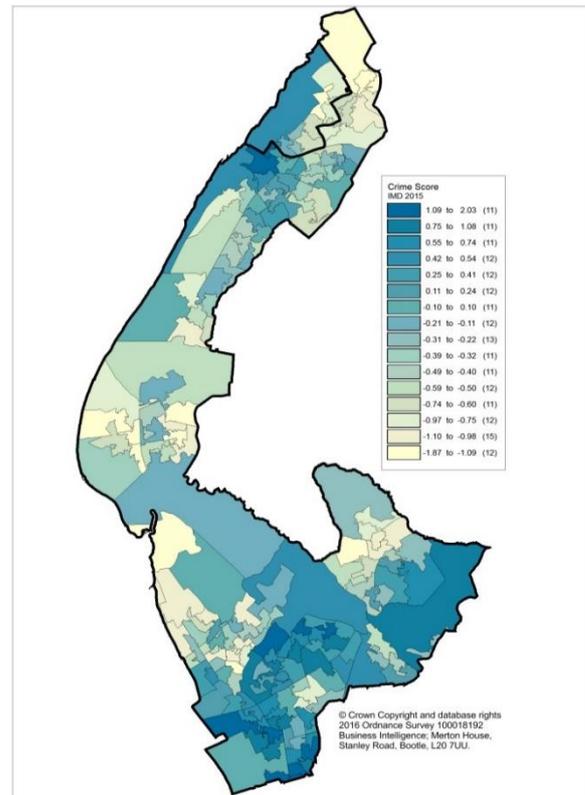
Table 17: Deliberate Property Fires (2020/21)

Fires Apr 20 - Mar 21	Cambridge Deliberate Fires			Sefton Deliberate Fires		
	Count	Rate <sup>1</sup>	Change <sup>2</sup>	Count	Rate <sup>1</sup>	Change <sup>2</sup>
Deliberate Property Fires	0	0.0	-100.0% ▼	38	13.7	5.6% ▲
Deliberate Secondary Fires	6	49.2	50.0% ▲	406	146.9	11.5% ▲
Vehicle Fires	2	16.4	0.0% ►	29	10.5	-43.1% ▼
<b>Total</b>	<b>8</b>	<b>65.5</b>	<b>0.0%</b> ►	<b>473</b>	<b>171.1</b>	<b>4.9%</b> ▲

<sup>1</sup> The rate is the count per 100,000 population residing in the ward

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

Map 7: Crime IMD Score by LSOA (2019)



The increased levels of reports of anti-social behaviour to Merseyside Police along with budget cuts seen by them and Merseyside Fire and Rescue will result in possible 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 Cambridge has above average levels of poor health compared to the Borough and lower levels of life expectancy.

During the 2011 Census:

- 10% of residents were in either bad or very bad health (Sefton average was 7%).
- 32% 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, both men and women residing in Cambridge could expect to live four years less than the England average (Figure 27).

### Fertility

The general fertility rate in Cambridge (55.3) is lower than the Sefton (60.1) and England (60.6) rates.

### Overweight Children

Of 71 reception age pupils (4 to 5 year olds) in the ward taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 31% fell into the excess weight category higher than the comparator areas (Figure 28).

Of 79 Year 6 pupils (10 to 11 year olds) in Cambridge taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 29% had excess weight, the ward is lower than the comparator areas (Figure 29).

### Hospital Admissions

Between 2015/16 and 2019/20 there were a total of 50 hospital admissions for injuries in under 15 years olds across Cambridge, a crude rate (CR) of 84. This is lower than the rates seen across all four comparator areas (Figure 30).

However, the CR of hospital admissions for injuries in those aged between 15 and 24 is significantly higher in the ward than the comparator areas (Figure 31). With 120 admissions between 2015/16 and 2019/20.

For most emergency hospital admissions during 2015/16 to 2019/20 the ward has had a higher Standardised Admission Ratios (SAR) than Sefton and England areas:

- Cambridge All Causes SAR – 134 (Figure 32)
- Cambridge Chronic Obstructive Pulmonary Disease (COPD) SAR – 116 (Figure 33)
- Cambridge Coronary Heart Disease SAR – 124 (Figure 34)
- Cambridge Myocardial Infarction SAR – 87 (Figure 35)
- Cambridge Stroke SAR – 101 (Figure 36)
- Cambridge Hip Fracture in those aged 65 and over SAR – 108 (Figure 37)

With hospital admissions for self-harm being significantly higher in the ward than the four comparison areas with a Standardised Admission Ratios (SAR) of 284 in 2015/16 to 2019/20 (Figure 38).

Closely linked to the above average levels of poor health from birth of residents of Cambridge the levels of other disease and mortality rates are also slightly higher.

For the period 2015 to 2019 Cambridge had a Standardised Mortality Ratio (SMR) for all causes of death of 131, significantly higher than the comparator areas (Figure 39). With a total of 1,755 deaths in the ward during the time period.

In line with the low life expectancy Cambridge is in the top 20% of England wards in terms of its SMR (ranked 754<sup>th</sup> out of the 7,189 wards available).

In relation to the occurrence of Cancer between 2014 and 2018, Cambridge has a Standardised Incidence Ratio (SIR) of 91 again significantly lower than the comparator areas (Figure 40). With the ward being within the bottom 30% of wards in England Cancer SIR (5654<sup>th</sup> out of 7,198 wards available).

### Index of Multiple Deprivation – Health & Disability

All but three of the eight of Cambridge's LSOAs are within the top 20% of affected areas nationally (three are in the top 5%), meaning residents of the ward are living in some of the most health and disability deprived areas of England (Map 8). The picture of poor health has worsened from 2015 across the ward. Cambridge

has a higher average score than that of Sefton, the North West and England.

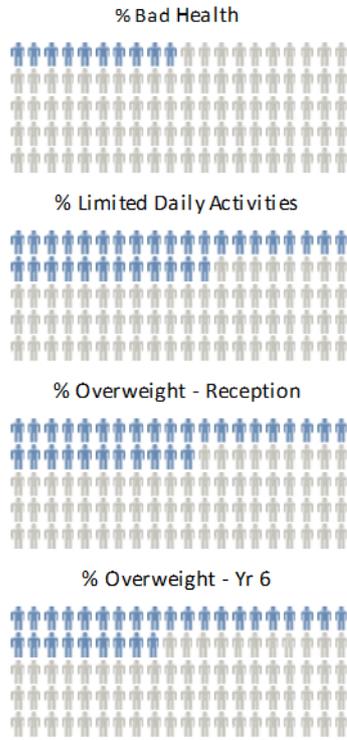


Figure 27: Life Expectancy at Birth (2015-2019)

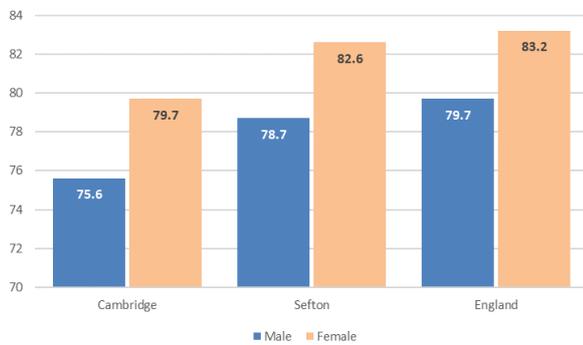


Figure 28: Children with Excess Weight – Year R (2018/19)

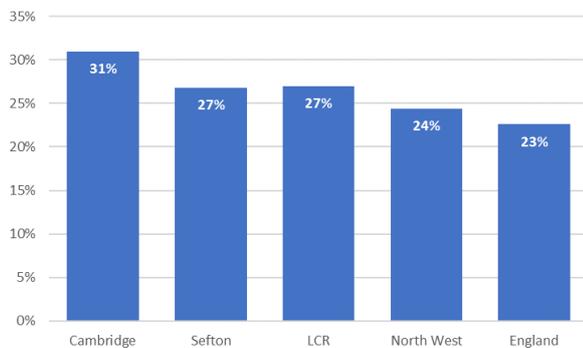


Figure 29: Children with Excess Weight – Year 6 (2018/19)

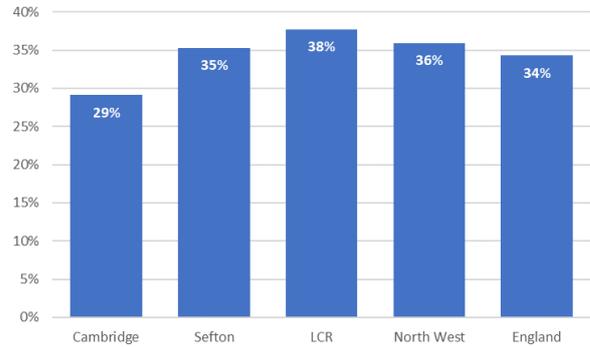


Figure 30: Emergency Hospital Admissions – CR Injuries in Under 15 year olds (2015/16 – 2019/20)

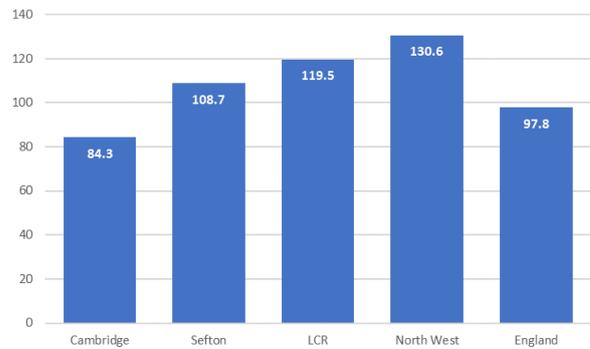


Figure 31: Emergency Hospital Admissions – CR Injuries in 15 to 24 year olds (2015/16 – 2019/20)

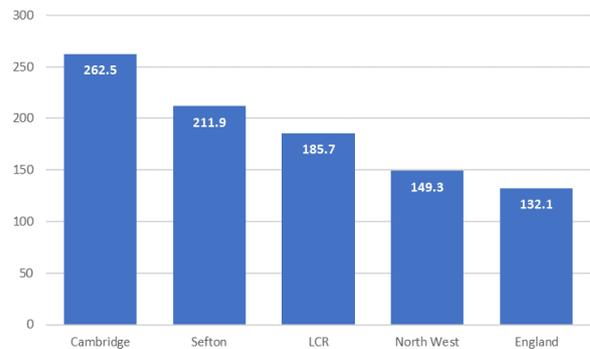


Figure 32: Emergency Hospital Admissions – All Causes SAR (2015/16 – 2019/20)

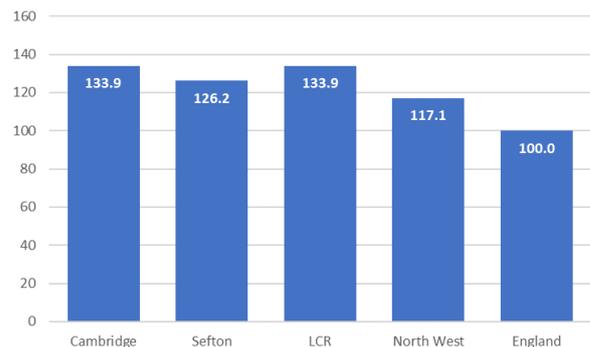


Figure 33: Emergency Hospital Admissions – COPD SAR (2015/16 – 2019/20)



Figure 37: Emergency Hospital Admissions – Hip Fractures 65+ SAR (2015/16 – 2019/20)

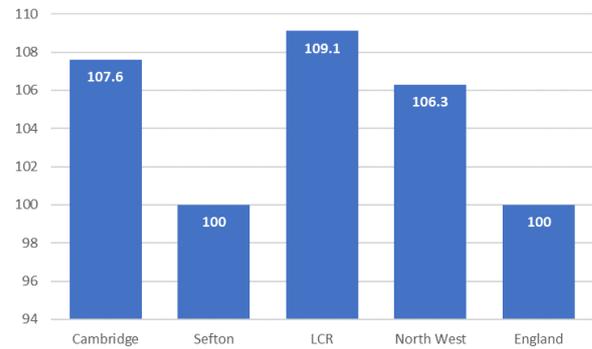


Figure 34: Emergency Hospital Admissions – Coronary Heart Disease SAR (2015/16 – 2019/20)

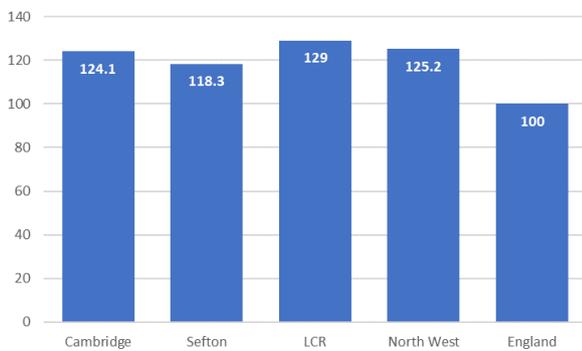


Figure 38: Hospital Admissions – Intentional Self-harm SAR (2015/16 – 2019/20)

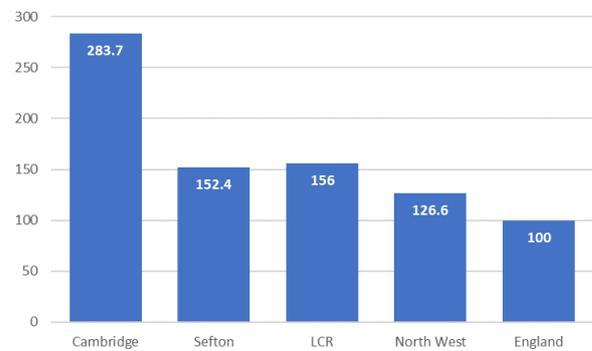


Figure 35: Emergency Hospital Admissions – Myocardial Infarction SAR (2015/16 – 2019/20)

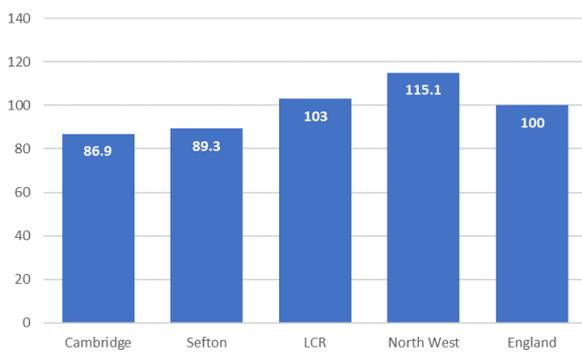


Figure 39: All Causes of Death SMR (2015 – 2019)

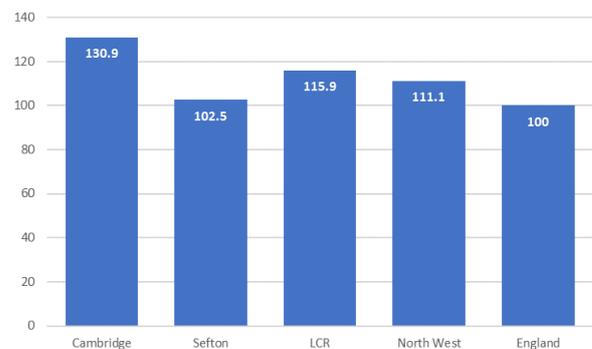


Figure 36: Emergency Hospital Admissions – Stroke SAR (2015/16 – 2019/20)

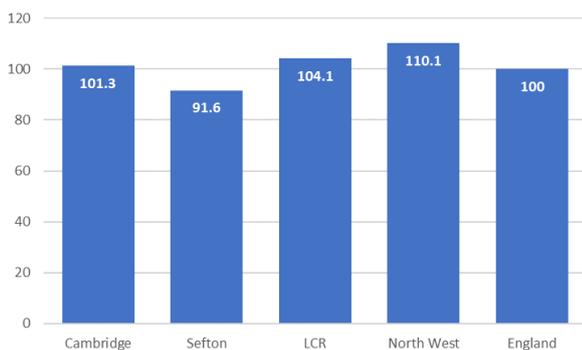
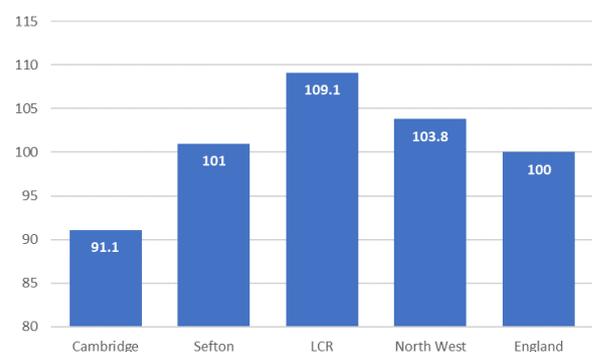
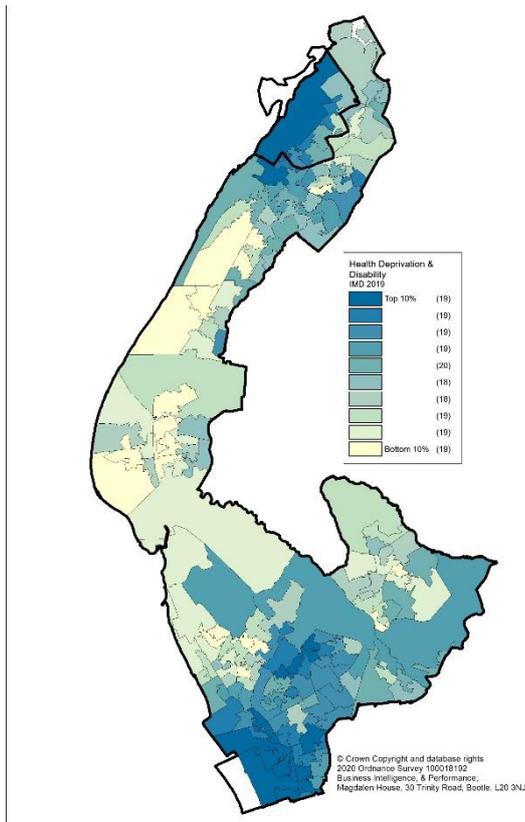


Figure 40: All Cancer Incidences SIR (2014 – 2018)



Map 8: Health IMD Score by LSOA (2019)

Intentionally left blank.



The health and well-being of Cambridge is generally worse than Sefton and nationally. Residents of Cambridge tend to live shorter lives in poorer health. Mortality rates and some hospital admission are higher for adults in Cambridge, particularly for self-harm. However, cancer incidence for Cambridge residents is significantly lower than the national rate.

Some of the poor health outcomes experienced in Cambridge may seem surprising given the ward's average level of deprivation. However, the pockets of deprivation existing within Cambridge maybe hidden by the overall ward statistics. There may be health inequalities affecting these neighbourhoods and leading to poor health in Cambridge. It should also be considered that changes to Cambridge's population, such as an increasing older population and rising deprivation, may increase the health needs of this community in the future.

## 2011 Census Flows – Migration

Census 2011 indicated that 1,213 people immigrated into the Cambridge ward from outside of the ward when comparing current addresses to the address the previous year, with 268 moving within the ward, totalling 1,481 people moving in the area. 49% of these moved from other wards within Sefton, with a further 16% coming from the other areas outside of the North West. 45% of all people moving into the ward are aged between 20 and 54 (Table 18 and Map 9).

In comparison 992 people have moved out of the ward, to other areas, with 50% moving to other Sefton wards, and 13% moving to other areas in the North West. 47% of the people who left the ward were aged between 20 and 54 (Table 19 and Map 10).

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

Area Moved From	Total	0to19	20to54	55Plus				
Cambridge (Internal)	268	18.1%	51	3.4%	134	9.0%	83	5.6%
Sefton (Other Wards)	722	48.8%	106	7.2%	399	26.9%	217	14.7%
LCR (Not Sefton)	58	3.9%	7	0.5%	32	2.2%	19	1.3%
North West (Not LCR)	202	13.6%	10	0.7%	102	6.9%	90	6.1%
Other	231	15.6%	32	2.2%	132	8.9%	67	4.5%
<b>Total Immigration into Cambridge Ward (excluding Internal)</b>	<b>1213</b>	<b>81.9%</b>	<b>155</b>	<b>10.5%</b>	<b>665</b>	<b>44.9%</b>	<b>393</b>	<b>26.5%</b>

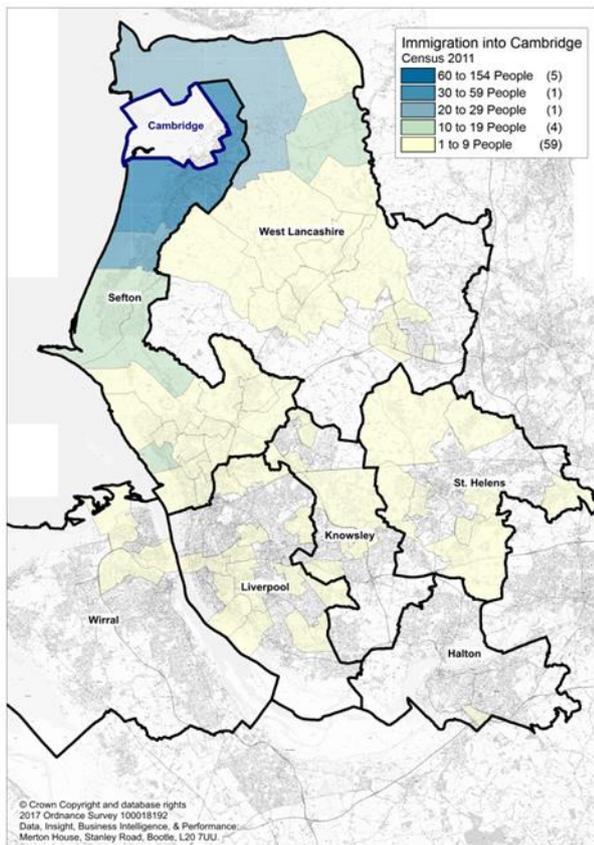
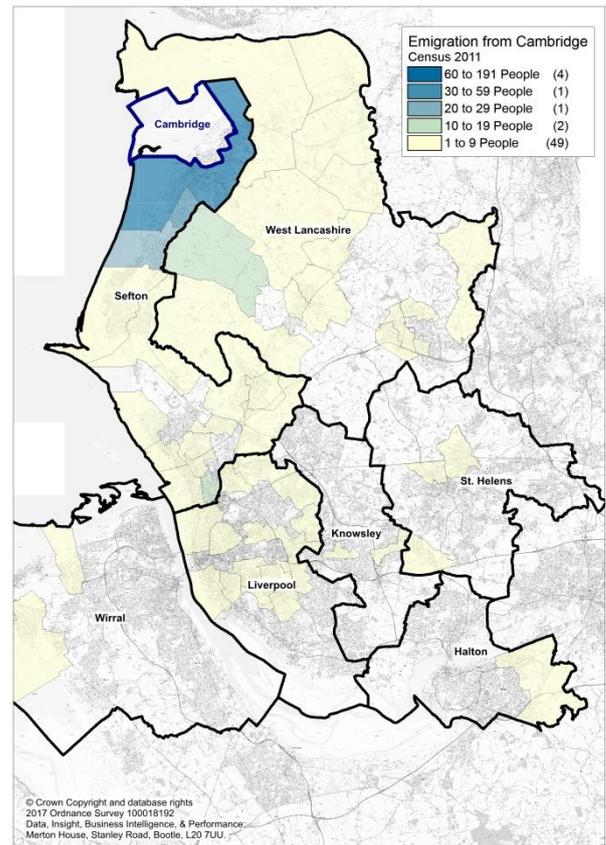


Table 19 / Map 10: Moving out of Cambridge (2011)

Area Moved To	Total	0to19	20to54	55Plus				
Cambridge (Internal)	268	21.3%	51	4.0%	134	10.6%	83	6.6%
Sefton (Other Wards)	628	49.8%	139	11.0%	389	30.9%	100	7.9%
LCR (Not Sefton)	41	3.3%	2	0.2%	23	1.8%	16	1.3%
North West (Not LCR)	168	13.3%	39	3.1%	101	8.0%	28	2.2%
Other	155	12.3%	31	2.5%	82	6.5%	42	3.3%
<b>Total Emigrated From Cambridge Ward (excluding Internal)</b>	<b>992</b>	<b>78.7%</b>	<b>211</b>	<b>16.7%</b>	<b>595</b>	<b>47.2%</b>	<b>186</b>	<b>14.8%</b>



There are more people moving into the ward than out, with the net change in economically active residents is relatively stable, there is a higher number of older people moving into the area, possibly increasing demand on services provided to older people.

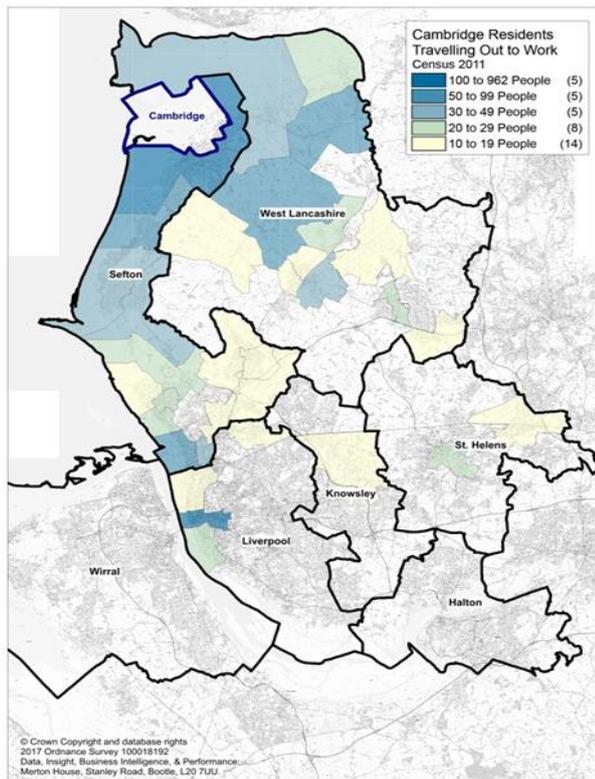
## 2011 Census Flows – Travel to Work

Census 2011 indicated that 91% (3,380) of working residents within Cambridge travelled out of the ward to their place of work. 354 (10%) travelled within the ward to work. 59% of the people travelling out of the area travelled to other Sefton wards with 19% travelling to other North West areas. 346 people did not have a fixed workplace with a further 579 people residing in the ward stating they worked from home (Table 20 / Map 11).

There were a total of 2,583 people traveling into the ward to attend their place of work from outside of the ward. 66% of these travelled from other Sefton wards with 16% travelling from other North West areas (Table 21 / Map 12).

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

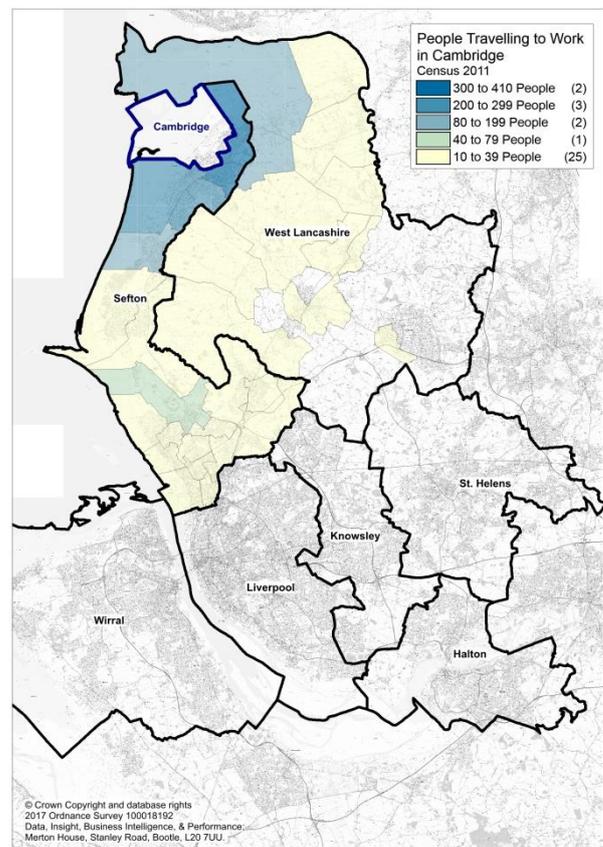
Cambridge Residents Travel to Work	Total	16 - 34	35 - 49	50 Plus				
Cambridge (Internal)	354	9.5%	142	3.8%	95	2.5%	117	3.1%
Sefton (Other Wards)	2195	58.8%	749	20.1%	670	17.9%	776	20.8%
LCR (Not Sefton)	404	10.8%	119	3.2%	146	3.9%	139	3.7%
North West (Not LCR)	715	19.1%	231	6.2%	244	6.5%	240	6.4%
Other	66	1.8%	24	0.6%	25	0.7%	17	0.5%
<b>Total Cambridge Residents Working Outside the Ward</b>	<b>3380</b>	<b>90.5%</b>	<b>1123</b>	<b>30.1%</b>	<b>1085</b>	<b>29.1%</b>	<b>1172</b>	<b>31.4%</b>



There were 69 wards in the North West area with one to nine Cambridge residents travelling to Work. There were 63 wards in the North West area with one to nine residents travelling into Cambridge to Work.

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

People Traveling to Cambridge to Work	Total	16 - 34	35 - 49	50 Plus				
Cambridge (Internal)	354	12.1%	142	4.8%	95	3.2%	117	4.0%
Sefton (Other Wards)	1951	66.4%	759	25.8%	616	21.0%	576	19.6%
LCR (Not Sefton)	118	4.0%	57	1.9%	41	1.4%	20	0.7%
North West (Not LCR)	483	16.4%	161	5.5%	147	5.0%	175	6.0%
Other	31	1.1%	16	0.5%	7	0.2%	8	0.3%
<b>Total People Travelling to Cambridge for Work</b>	<b>2583</b>	<b>87.9%</b>	<b>993</b>	<b>33.8%</b>	<b>811</b>	<b>27.6%</b>	<b>779</b>	<b>26.5%</b>



## Service Demand & Delivery

### Children’s Social Care

In the ward there were 38 children aged between 0 and 17 known to Sefton Children’s Services as at 31<sup>st</sup> March 2020; this equates to 492 per 10,000 children residing in Cambridge, considerably higher than the Sefton rate of 376 per 10,000 children, 403 per 10,000 in LCR, 372 per 10,000 in the North West and 324 per 10,000 across England (Figure 41).

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

- 125 per 10,000 children (18) were subject to CLA (Sefton – 102, LCR – 123, NW – 97 and England – 67 per 10,000 children)
- 76 per 10,000 children (11) were subject to CP (Sefton – 51, LCR – 51, NW – 50 and England – 43 per 10,000 children)

### Early Help

As at 31<sup>st</sup> December 2020, Sefton’s Early Help team had 61 open episodes in Cambridge for children (ages ranged from unborn to 22 years of age); a rate of 9 per 1,000 of 0 – 22 year olds residing in the ward (Figure 42). The ward made up 3% of all open Early Help Episodes within the Borough.

Cambridge has a lower rate than that seen in Sefton (15 per 1,000 0 – 22 year olds). Cambridge saw a 45% increase when comparing 2020 to those in 2019 (Sefton had a 11% rise).

Over a third (38%) of episodes related to children aged between 5 to 9 years old, with those unborn to 4 years old making up a further 28% (Figure 43).

### YOT (Youth Offending Team)

There were less than four young people in Cambridge (aged between 12 and 21) on a YOT interventions in 2020. Equating to 3 per 1,000 12 to 21 year olds in the ward (Figure 44), less than half the rate seen across Sefton (7 per 1,000).

There has been a year on year reduction across the ward in the number of young people known to YOT over the past three years (67%), Sefton has

also seen a reduction (37%). Numbers in the ward have continually been low in 2018/19/20.

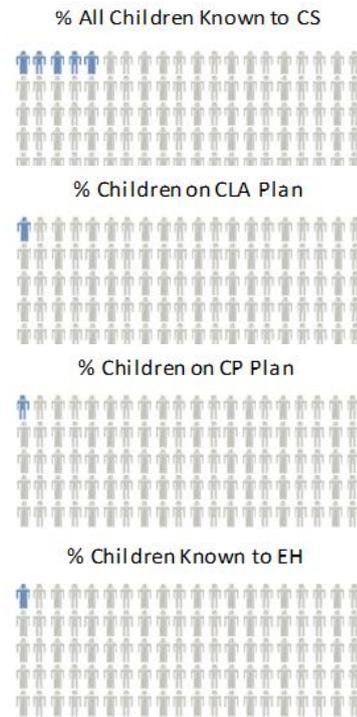


Figure 41: Children Services (31<sup>st</sup> March 2020)

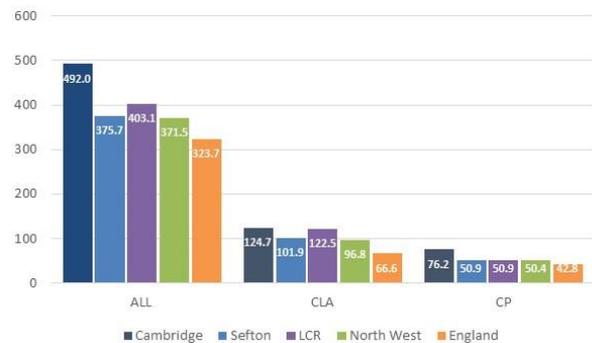


Figure 42: Early Help Open Episodes (31<sup>st</sup> December 2020)

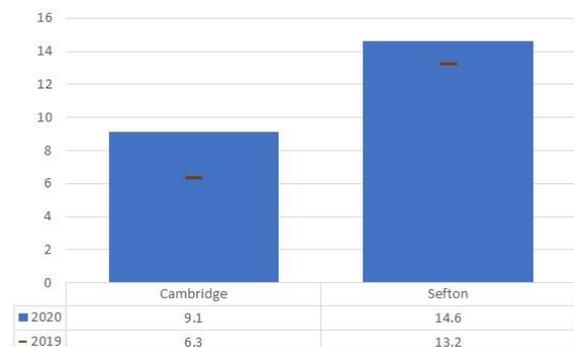


Figure 43: Early Help Open Episodes – Age Breakdown (31st December 2020)

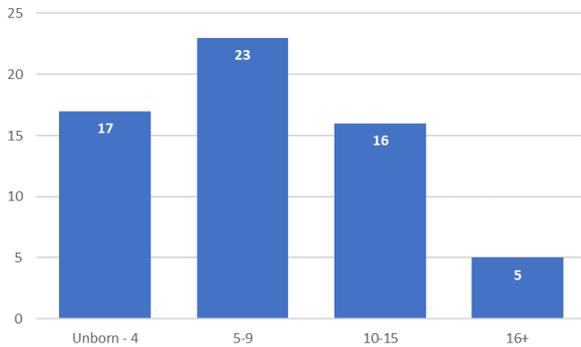
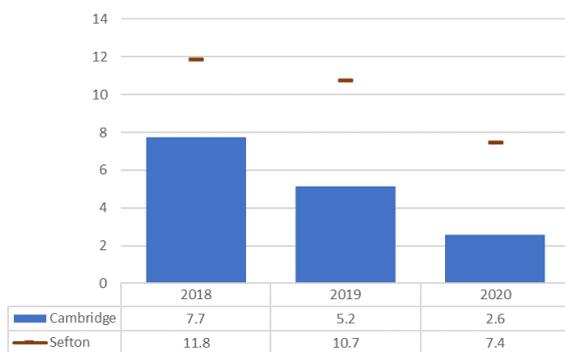


Figure 44: Rate of Young People Known to YOT (2018/19/20)



Adult Social Care - Personal Care at Home

During April 2020 and March 2021, 223 residents of Cambridge aged 18 or over received personal care at home; this makes up 8% of all recipients residing within the Borough and is a rate of 23 per 1,000 residents (aged 18 and over), higher than the rate seen across the Borough (13 per 1,000 residents aged 18 and over).

Residents aged 85 and over make up the highest proportion of the total recipients 43%, along with having the highest count per 1,000 (Table 22).

Adult Social Care - Long Term Residential and Nursing Homes

137 people resided in long term residential or nursing home who originally resided in the ward between April 2020 and March 2021. Cambridge makes up 8% of all the long term residential / nursing home residents, who originated from within the Borough. This equates to a rate of 14 per 1,000 – again higher than the Sefton rate of 8 per 1,000 18+ residents.

Again, those aged 85 and over make up the highest percentage of long term residential /

nursing home residents 52%, and has the highest count per 1,000 (Table 23).

Adult Social Care - Contacts

Sefton received 2,279 contacts to adult social care from residents of Cambridge during the 2020/21 financial year. Equating to 234 contacts per 1,000 residents aged 18 and over, considerably higher than the Sefton rate or 106 per 1,000 18+ residents (Table 24).

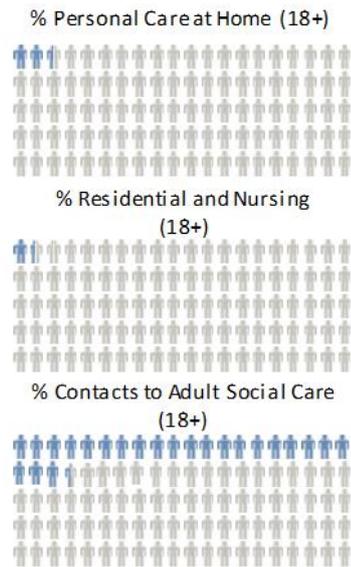


Table 22: Personal Care at Home Clients (2020/21)

Personal Care at Home 2020/21	Cambridge			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	45	7.5	20.2%	695	4.4	24.2%
65-84	81	21.6	36.3%	1196	21.6	41.7%
85 and Over	97	96.4	43.5%	978	101.2	34.1%
Total	223	22.9	100.0%	2869	13.5	100.0%

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

LTRN 2020/21	Cambridge			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	9	1.5	6.6%	198	1.3	11.5%
65-84	57	15.2	41.6%	716	12.9	41.6%
85 and Over	71	70.6	51.8%	806	83.4	46.9%
Total	137	14.0	100.0%	1720	8.1	100.0%

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

ASC Contacts 2020/21	Cambridge			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	552	91.9	24.2%	6248	39.7	27.6%
65-84	877	233.9	38.5%	9385	169.2	41.5%
85 and Over	850	844.9	37.3%	7007	724.8	30.9%
Total	2279	233.6	100.0%	22640	106.4	100.0%

**Libraries**

There were approximately 2,295 residents of Cambridge registered as borrowers with Library services within Sefton between April 2019 and March 2020. 1,366 of these residents registered have borrowed from a Sefton library in the past year this works out at a rate of 112 per 1,000, lower than the Sefton rate of 127 per 1,000 residents (Figure 45). The wards residents make up 4% of all Sefton active borrowers.

**Domestic Waste Collection**

It is estimated that there were 249,688 waste collections carried out in Cambridge between April 2019 and March 2020 (Table 25); residual waste makes up the largest amount of collections within the ward at 42% (similar to the Sefton percentage of 43%). Green waste collections in the ward is like those seen across the Borough (16% in Cambridge compared to 15% across Sefton).

**Calls for Service – Environmental Issues**

There were 119 calls made to Sefton’s contact centre relating to environmental issues between April 2020 and March 2021, in the ward representing just 1% of environmental calls that occurred within Sefton. This is 10 environmental issues per 1,000 population – lower than the rate seen across Sefton as a whole (33 per 1,000).

The number of environmental issues in the ward have seen an 11% reduction from the previous year, compared to a 4% increase seen across the Borough (Table 26).

Fly Tipping is the most prolific issue in the ward making up 42% of all calls; however, there has been a reduction (7%) in the number of calls from 2019/20 to 2020/21 (compared to a 7% increase across the Borough). The rate of Fly Tipping incidents in Cambridge (4 per 1,000 population) is nearly four times lower than the borough rate (15 per 1,000 population).

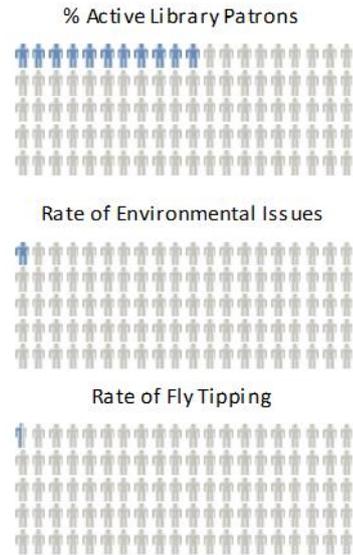


Figure 45: Active Library Patrons (2019/20)

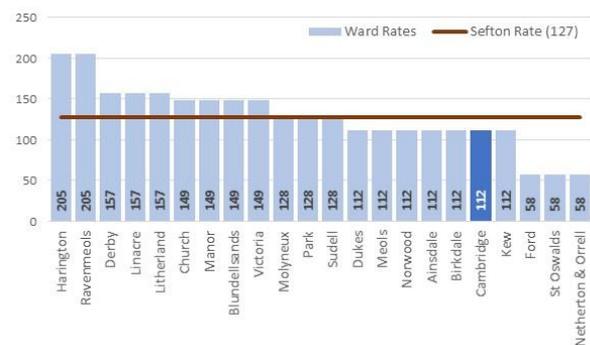


Table 25: Waste Collections (2019/20)

Collection Type	Cambridge Collections	Sefton %
Co-Mingled	103,532	41.5%
Green Waste	40,440	16.2%
Residual Waste	105,716	42.3%
Total	249,688	100.0%

Table 26: Environmental Issues (2019/20)

Environmental Issues Apr20 - Mar21	Cambridge Issues			Sefton Issues		
	Count	Rate <sup>1</sup>	Change <sup>2</sup>	Count	Rate <sup>1</sup>	Change <sup>2</sup>
Accumulation of Refuse	9	0.7	12.5% ▲	337	1.2	9.8% ▲
Dog Fouling	3	0.2	-80.0% ▼	226	0.8	-32.7% ▼
Filthy & Verminous Premises	5	0.4	-28.6% ▼	391	1.4	-8.4% ▼
Fly Tipping	50	4.1	-7.4% ▼	4267	15.4	7.0% ▲
Other	16	1.3	77.8% ▲	400	1.4	-16.1% ▼
Rats	8	0.7	0.0% ▶	990	3.6	3.0% ▲
Rear Entries	2	0.2	100.0% ▲	1140	4.1	72.5% ▲
Street Sweeping	26	2.1	-18.8% ▼	1389	5.0	-14.4% ▼
Total	119	9.7	-11.2% ▼	9140	33.1	4.1% ▲

<sup>1</sup>The rate is the count of offences per 1,000 residents residing in the ward

<sup>2</sup>The change is the direction of change when comparing rate from 2020/21 to 2019/20

<sup>3</sup>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' merge 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 12,200 residents living in 6,600 households across Cambridge. 65% of the households in the ward are classified as belonging to three of the 15 Mosaic Groups E, L and O (Table 27) which are generally characterised as:

#### 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

#### L - Vintage Values

- Retired singles
- Council / Housing Association flats
- No qualifications
- Low discretionary income
- Low-tech households
- Fuel and water poverty
- Household income: <£15k

#### O – Rental Hubs

- Young singles and home sharers
- Rent flats
- Very high internet use
- Internet via smartphone
- Watch videos online
- Don't use landlines
- Household income: £40k - £49,999

Table 27: Mosaic Group Breakdown (September 2020)

Mosaic Group	Cambridge		Sefton	
	Households	Percent	Households	Percent
L Vintage Value	1975	30.0%	13798	10.8%
O Rental Hubs	1371	20.8%	4521	3.6%
E Senior Security	935	14.2%	16796	13.2%
B Prestige Positions	511	7.8%	11336	8.9%
F Suburban Stability	419	6.4%	17345	13.6%
H Aspiring Homemakers	334	5.1%	13332	10.5%
N Urban Cohesion	271	4.1%	1430	1.1%
J Transient Renters	225	3.4%	10325	8.1%
M Modest Traditions	194	2.9%	9994	7.8%
G Domestic Success	177	2.7%	7970	6.3%
I Family Basics	121	1.8%	11681	9.2%
K Municipal Tenants	26	0.4%	7785	6.1%
A City Prosperity	22	0.3%	103	0.1%
C Country Living		0.0%	353	0.3%
D Rural Reality		0.0%	582	0.5%
<b>Total</b>	<b>6581</b>		<b>127351</b>	

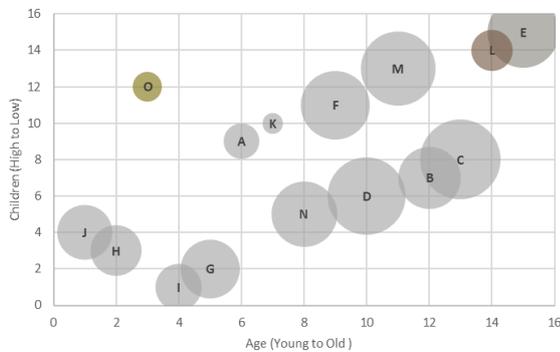
## Generic MOSAIC Characteristics

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 Cambridge:

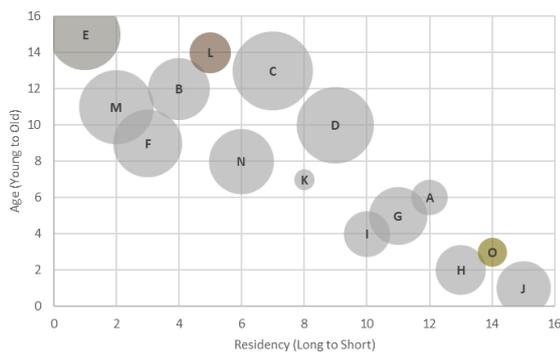
There are lower than average numbers of households with children in the three main groups, with a higher level of older people in two of the groups. The environmental impact gap varies across the main groups (Figure 46).

Figure 46: Mosaic Groups by Number of Children, Age and Environmental Gap (2020)



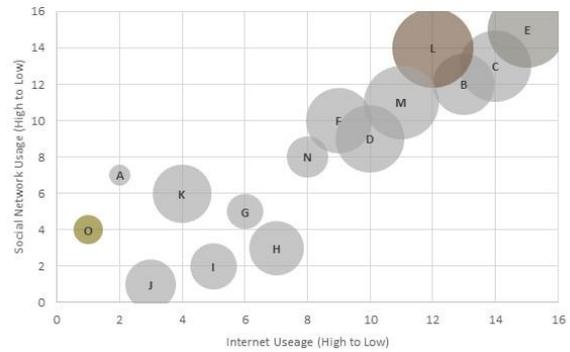
Older residents tend to reside in the ward longer than younger residents, again the environmental impact gap varies across the groups (Figure 47).

Figure 47: Mosaic Groups by Age, Residency Length and Environmental Gap (2020)



Social media and internet usage along with household technology is considerably lower in the two older prevalent groups in the ward, with the younger residents showing higher usage and ownership (Figure 48).

Figure 48: Mosaic Groups by Social Network Usage, Internet Usage and Household Technology (2020)



The older resident groups who have lived in the area longer appear to have a lower level of household income. With the more transient younger group having a higher household income. The lack of children does not seem to impact on this (Figure 49 and 50).

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

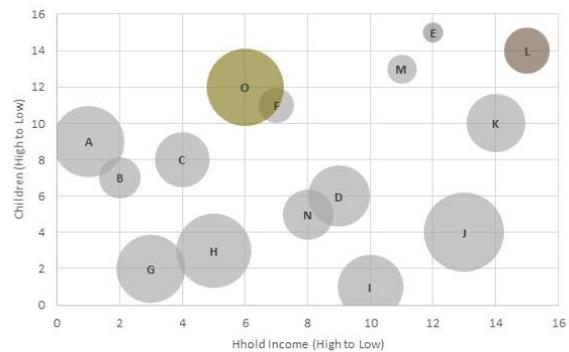
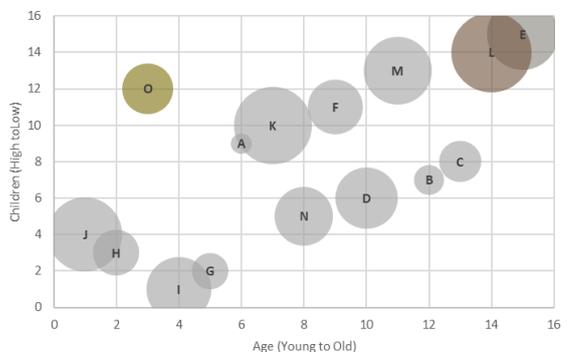


Figure 50: Mosaic Groups by Number of Children, Age and Household Income (2020)



Levels of Social Network, Internet Usage and Household Technology is higher in the younger group, income and child levels have little effect on this (Figure 51 and 52).

Figure 51: Mosaic Groups by Number of Children, Household Income and Social Network Usage (2020)

Intentionally left blank.

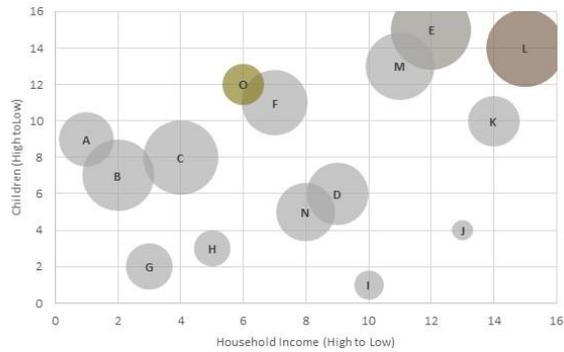
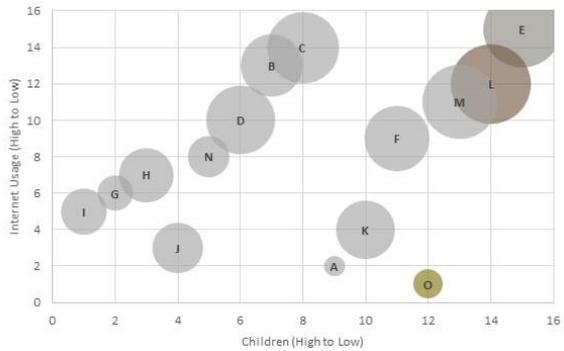


Figure 52: Mosaic Groups by Internet Usage, Number of Children and Household Technology (2020)



## 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/](http://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/](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/](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](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 20<sup>th</sup> 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 – Anti Social 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

MSEA – 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

#### Cambridge 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](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 / 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

#### 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)**

*Intentionally left blank*

[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](https://www.nomisweb.co.uk/census/2011/origin_destination)

## **Service Demand & Delivery**

### **Children Social Care (31<sup>st</sup> March 2020)**

*Sefton MBC – Jim Conalty*

### **CiN / CP (31<sup>st</sup> March 2020)**

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

### **LAC (31<sup>st</sup> March 2020)**

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

### **Early Help (31<sup>st</sup> 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*