

Family Wellbeing Centre Profile

Waterloo



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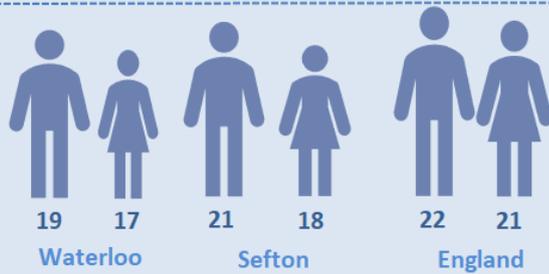
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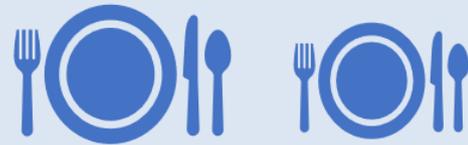
Highlights

Aged 0-17



Proportion of total Population

Free School Meals



141.3
Waterloo

137.1
Sefton

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

Children Social Care



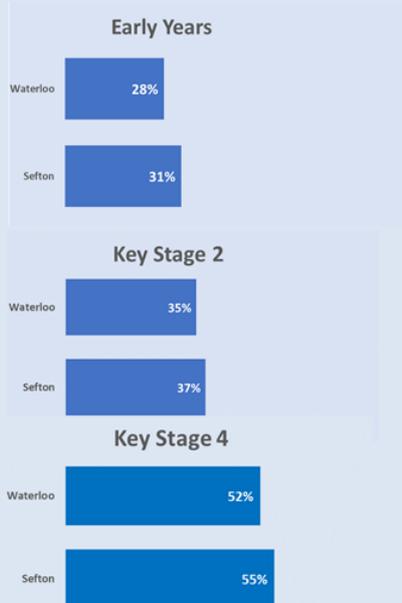
Number per 1,000 population of 0-17-year olds at 31/12/2020

Early Help Episodes



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

Educational Attainment



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

Children Centre Registration



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

Sefton Turnaround Claims



Rate per 1,000 population of claims made as at 31/12/20 on Troubled Families Outcomes Phase 3

Overview

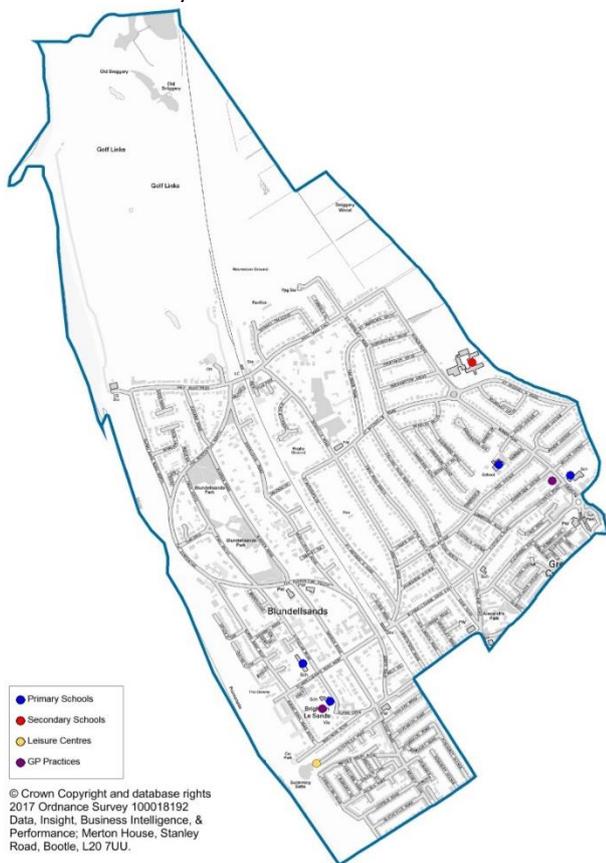
Sefton is a metropolitan borough of Merseyside; England and its local authority is Sefton Council.

The Waterloo Family Wellbeing Centre is based at Waterloo Primary School, Crosby Road North. Waterloo and provides services to the wards of Blundellsands and Church. two of the 22 wards that make up Sefton Metropolitan Borough Council. Waterloo is bordered by the River Mersey to the West, Manor ward to the North with Linacre ward to the South and has Victoria and Ford wards to the East.

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

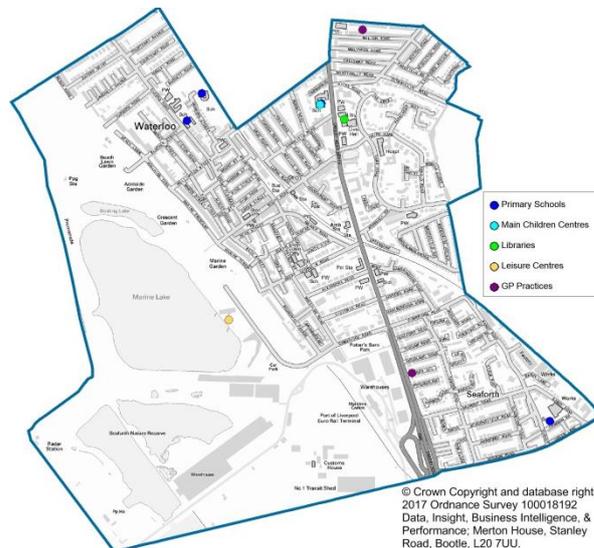
Blundellsands

- Four Primary Schools
- One Academy
- One Leisure Centre
- Two General Practitioner (GP) Surgeries (as of 2014)



Church

- Four Primary Schools
- One main Children Centre
- One Library
- One Leisure Centre
- Two General Practitioner (GP) Surgeries (as of 2014)



Demographics

The proportion of females to males falls in line with the Liverpool City Region and England at approximately 51-49 whereas the wider Sefton rate is 52-48 per cent.

After a review of the 2011 census, 97.4% of the Sefton population has a White ethnic background with 2.6% of the Sefton population having Black, Minority Ethnicity (BME).

Sefton’s most commonly used languages: 98.0% of people living in Sefton speak English. The other top languages spoken are 0.6% Polish, 0.1% Portuguese, 0.1% All other Chinese, 0.1% Latvian, 0.1% Spanish, 0.1% Lithuanian, 0.1% Arabic, 0.1% Bengali, 0.1% Turkish.

Just under a fifth (17.9%) of the population of the area are under 18 and over half (61.7%) are of traditional working age (16-64).

Deprivation

The level of deprivation with Child Poverty and Children in Low Income Families is slightly lower in Waterloo than the Sefton rates across the board.

Employment

Almost half (48%) of the total population in Waterloo are in employment, which is over three quarters of the 16-64-year-old population in the area.

4% are unemployed

4% are recorded as students.

Benefits

Only 8% of the households in Waterloo are receiving Housing Benefit and 8% of the total ELAS (Emergency Limited Assistance Scheme) applications between January and December 2020 originated from the area.

Education

The schools within the Waterloo area have a higher proportion of males than females. Compared to Sefton as a whole, attainment for Early Years, Key Stage 2 and Key Stage 4, Waterloo has a lower percentage of students achieving less than expected provision are relatively low compared to the Sefton average. Eight schools were rated as 'Good' by OFSTED with one achieving 'Outstanding'. The rate of Free School Meals in Waterloo is slightly higher than Sefton. Just over 11% students received SEN support and 3% were on an Education Health & Care Plan, comparable with Sefton.

Community Safety

Overall levels of crime in the Waterloo area fall in line with Sefton as a whole. Violent crime is the most reported type – representing over a third of crime in the area. Levels of anti-social behaviour (ASB) are also high and in line with Sefton-wide patterns 'Rowdy Inconsiderate Behaviour' being the most common type of ASB. The rate of Deliberate Fire incidents in Waterloo per 1,000 population is slightly lower than across Sefton with 'Secondary Fires' being the highest incident reported.

Social Care

As might be expected, given the area's lower levels of deprivation, the support needs from Children's Social Care and Early Help are relatively low.

Youth Offending Team (YOT)

Between January 2020 and December 2020 there were 15 young people on YOT interventions.

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

Workforces are at risk of losing their livelihoods without the means to earn an income during lockdowns, many are unable to feed themselves and their families. For most, no income means no food, or, at best, less food and less nutritious food.

Different forms of support are key, including cash transfers, child allowances and healthy school meals, shelter and food relief initiatives, support for employment retention and recovery, and financial relief for businesses, including micro, small and medium-sized enterprises. In designing and implementing such measures it is essential that governments work closely with employers and workers.

It is uncertain how long the impact of the Covid 19 pandemic will continue to influence the economy and livelihoods.

Therefore, given the frequency with which some data sets within this document are updated, the information recorded may not fully yet reflect the full impact.



Demographics

The proportion of females to males is 51-49 in Waterloo compared to Sefton, Liverpool City Region and England which is approximately 52%-48%.

The percentage of working age (16-64) individuals in Waterloo (61.7%) just under 3% higher than the percentage across Sefton but falls in line with the wider Liverpool City Region and across England. This may mean that demand for jobs or benefit support in the area would be higher than that of the borough.

Waterloo accounts for 7.8% of the 0-5-year olds in the borough and 7.7% of the under 18-year olds in Sefton.

At June 2019, the most recent data available for Teenage Pregnancies, Sefton recorded a rate per 1,000 population of 20.7 which is comparable to the rate Regionally (21.1) but slightly higher than England (16.4).

	Waterloo	Percentage			
		Waterloo	Sefton	North West	England
Total	23,258				
Males	11,448	49.2%	48.1%	49.4%	49.4%
Females	11,810	50.8%	51.9%	50.6%	50.6%
0-17	4,175	18.0%	19.6%	21.3%	21.4%
0-19	4,580	19.7%	21.5%	23.6%	23.6%
16-64	14,351	61.7%	59.0%	62.1%	62.4%
18-64	13,899	59.8%	56.9%	60.0%	60.2%
55-65	3,901	16.8%	15.9%	13.5%	13.1%
65+	5,184	22.3%	23.6%	18.7%	18.4%
85+	753	3.2%	3.5%	2.4%	2.5%

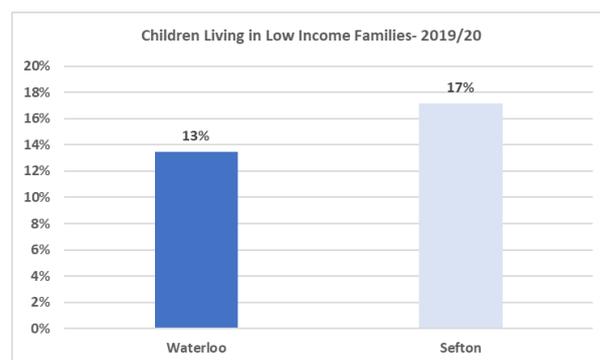
Food bank

In the financial year 2019/20 households in the Waterloo reach received 753 Food bank vouchers from the Trussell Trust, which accounted for 9% of the Sefton total. These vouchers helped 1,203 people (878 adults and 325 children).

Deprivation

Children in Low Income Families

The percentage of 0-19-year olds living in low income families during 2019/2020 in the Waterloo reach was 4% lower than Sefton as a whole.



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

Within the Sefton Borough, 13,053 children attending schools are affected by income deprivation of which 7.5% are attending schools within the Waterloo reach.

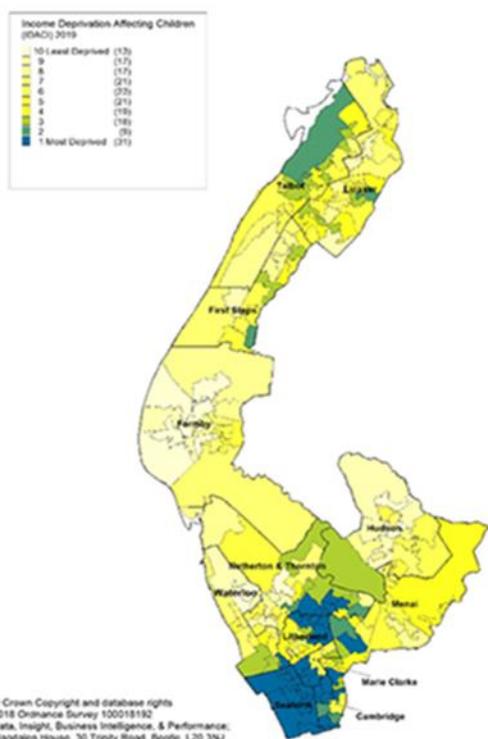
School	IDACI 10	IDACI 20	IDACI 30	Bottom
Primary				
Valewood	3	2	5	10
Waterloo	98	64	6	168
St John's	35	23	3	61
St Luke's	7	9	9	25
St Nicholas	7	8	2	17
St Edmund's and St Thomas'	28	31	2	61
Ursuline Catholic	31	16	9	56
Rimrose Hope	177	96	1	274
Academy/Secondary				
St Michaels	197	89	18	304
Total	583	338	55	976
SEFTON				
	7,324	3,040	2,689	13,053

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

Within the Sefton Borough, 3,433 children attending schools are affected by Multiple Deprivation of which less than 3.5% are attending schools within the Waterloo reach.

School	IMD 10	IMD 20	IMD 30	Bottom
Primary				
Valewood	4	6	17	17
Waterloo	152	92	10	10
St John's	51	59	6	6
St Luke's	13	13	29	29
St Nicholas	14	14	2	2
St Edmund's and St Thomas'	49	90	2	2
Ursuline Catholic	45	33	14	14
Rimrose Hope	244	55	2	2
Academy/Secondary				
St Michaels	252	99	39	39
Total	824	461	121	121
SEFTON	9,356	3,309	3,433	3,433

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



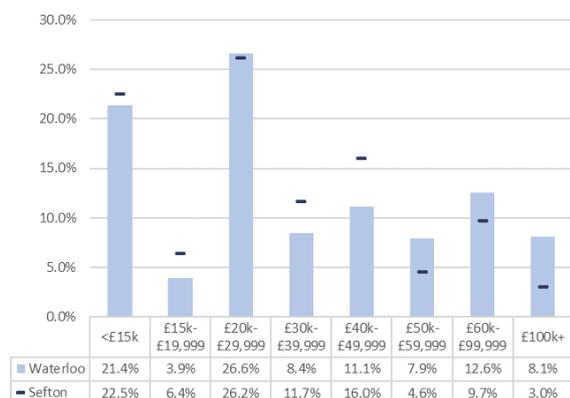
Implications for Service Delivery

Due to the demographic makeup, the overall lower yet increasing deprivation and average to better health seen across the area, demands on services in the area should be lower than compared to other areas and Sefton as a whole; however, these may increase in the foreseeable future due to an aging population and increases in overall deprivation seen. Key service demands could include:

- There are small pockets of higher level deprivation of all types in the area coupled with increased levels of certain type could lead to the requirement for more services than compared to most residents across the borough.
- Budgets cuts seen by both Merseyside Police and Merseyside Fire and Rescue coupled with the increases in rates deliberate fire incidents within the area may result in increases in demand and therefor increasing level of direct costs. Associated with these issues are also indirect costs including lowered levels of community satisfaction and wellbeing; and reduced attractiveness to encourage businesses and job creators to locate in the area.
- There are overall lower than average levels of reliance on benefits in the area, yet changes made in the Welfare Reform Act may see increased levels of vulnerable households and widening in inequalities in households, leading to demands on services such as Food Banks, Emergency Limited Assistance Scheme, Housing Benefits, and Homeless Services.
- Demand on services including adult social care and health services may be higher than average in Waterloo. Living in socioeconomically deprived areas is associated with poor health and a shorter life and the direct effect of COVID-19 is making these inequalities worse. The wider indirect effects of the pandemic on health – for example from foregone care for other conditions, and ill-health resulting from economic insecurity – are likely to have a similar but longer lasting impact.

Welfare, Economy, & Business

According to Experian Mosaic in 2020, just over a fifth of households within Waterloo had an annual income of less than £15,000, comparable with the rate across Sefton as with the rate of household income between £20,000 and £29,999.



Economically Active

Almost half of the total population of the area is in employment, which accounts for three quarters of the 16-64-year-old population on the area. 4% are unemployed 4% are recorded as students.

The rate of employment in Waterloo across the board is higher than in Sefton and England with the exception of part-time employment and unemployed which is the same.

Economic Activity	Waterloo		Sefton		England	
Population	23,258	%	276,410	%	56,286,961	%
All	19,585	84%	226,435	82%	42,989,620	76%
In employment	11,067	48%	122,709	44%	25,308,888	45%
Employee: Part-time	2,681	12%	34,068	12%	6,191,031	11%
Employee: Full-time	6,773	29%	71,988	26%	15,221,760	27%
Self-employed	1,613	7%	16,653	6%	3,896,097	7%
Unemployed	1,038	4%	11,103	4%	2,023,485	4%
Student	874	4%	8,719	3%	2,262,981	4%

Free School Meals

There were 590 children at schools within the Waterloo area who were in receipt of Free School Meals which equates to 20% of the school population, slightly higher compared to Sefton which was 19%.

618 Waterloo pupils were eligible for Pupil Premium Funding (21%), same as Sefton.

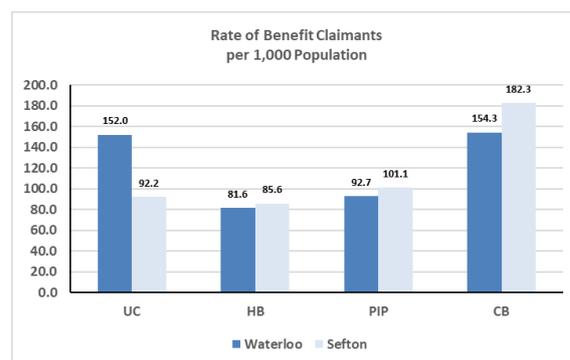
Benefits

As at Jan'21 of all working age benefit claimants (16-64) within the area, 9% were in receipt of Personal Independent Payment (PIP). This is a rate of 92.7 per 1,000 population, lower than across Sefton with 101.1 per 1,000.

As at Jan'21 there were 2,182 Universal Credit (UC) claimants in the area. This is a staggering increase compared to Jan'20 (1,218) primarily as a result of the current Covid Pandemic and increased redundancies. Waterloo has a considerably higher rate of UC claimants 152.0 per 1,000 population in comparison to Sefton 92.2.

In Nov'20, 8% of households in the area were claiming Housing Benefit, a rate of 81.6 per 1,000 population, slightly lower in comparison to Sefton with 85.6.

At Aug'19, 15% of families were in receipt of Child Benefits, a rate of 154.3 per 1,000 population, lower than Sefton with 182.3.



Emergency Limited Assistance Scheme (ELAS) Applications

Between January 2020 and December 2020 there were 563 applications to Sefton's Emergency Limited Assistance Scheme (ELAS) by residents within Waterloo, 8% of all ELAS applications made. This makes up 3% of residents aged 18 and over in the area which is comparable with Sefton borough. Of the applications in the area, 55% were approved in full, with 10% being partially approved but 35% not being approved.

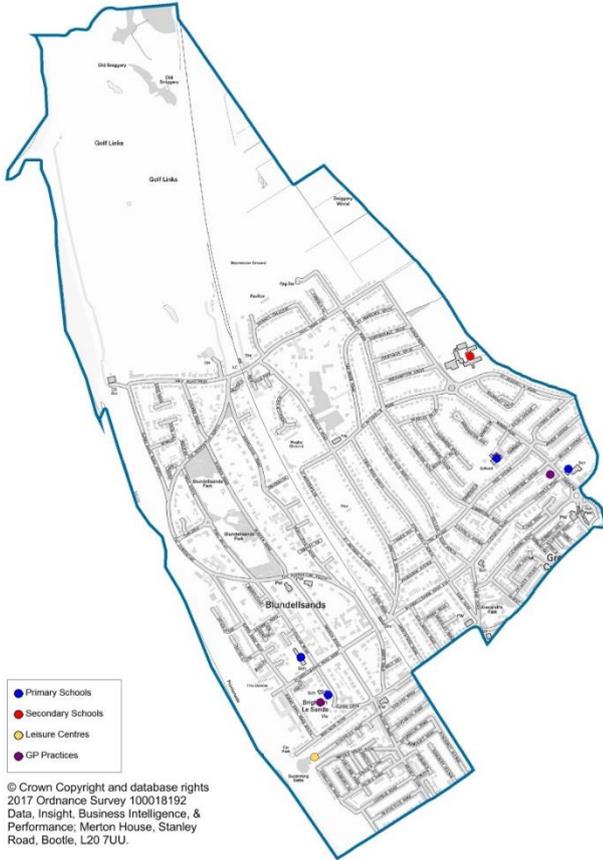
Jan'20 to Dec'20	Waterloo	Sefton
Total Applications	563	7273
Approved	312	3854
Partially Approved	54	739
Not Approved	197	2680

Education

School locations in the Waterloo FWC Reach:

Blundellsands

- Four Primary Schools
- One Academy



At the most recently available school census there were 2,312 children registered at 8 Primary schools and 682 at 1 Academy within the Waterloo area.

46% of the children were female and 54% were male. Whereas compared to the overall Sefton rate of 49% female to 51% male.

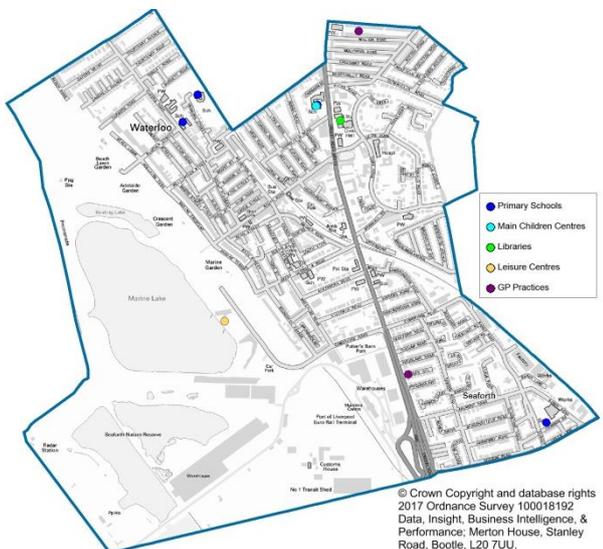
School	Primary	Secondary	Special	Total
Primary				
Valewood	213	0	0	213
Waterloo	391	0	0	391
St John's	203	0	0	203
St Luke's	231	0	0	231
St Nicholas	209	0	0	209
St Edmund's and St Thomas'	342	0	0	342
Ursuline Catholic	412	0	0	412
Rimrose Hope	311	0	0	311
Academy/Secondary				
St Michaels	0	682	0	682
Total	2312	682	0	2994
SEFTON				
	22,923	15,990	655	9,356

At their most recent OFSTED inspections 7 Primary schools and the Academy were rated 'Good' with St Nicholas Primary being rated 'Outstanding'. However, this inspection was completed in 2013.

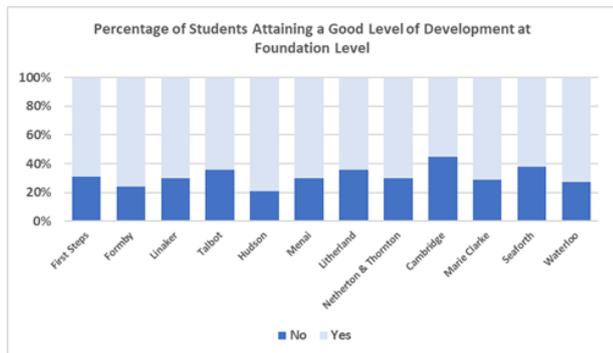
School	Ofsted Rating	Date of Last Inspection
Primary		
Valewood	2 Good	15-03-2018
Waterloo	2 Good	17-11-2016
St John's	2 Good	23-03-2016
St Luke's	2 Good	06-03-2019
St Nicholas	1 Outstanding	24-04-2013
St Edmund's and St Thomas'	2 Good	22-11-2017
Ursuline Catholic	2 Good	02-04-2019
Rimrose Hope	2 Good	27-11-2019
Academy/Secondary		
St Michaels	2 Good	04-10-2017

Church

- Four Primary Schools



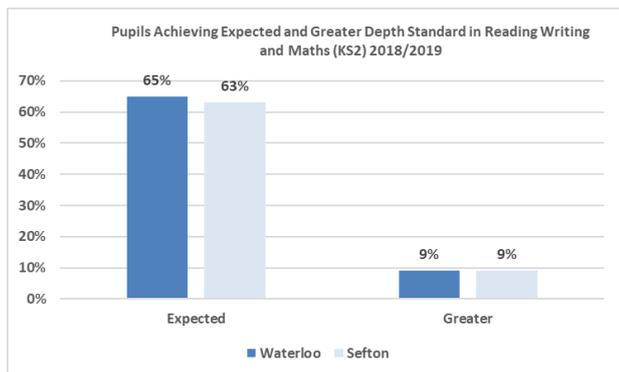
Early Years



Just under three quarters (73%) of the children in Early Years provision were at or exceeding the expected developmental level.

In addition to the schools, there are 8 registered Day Nurseries with 6 registered Child Minders.

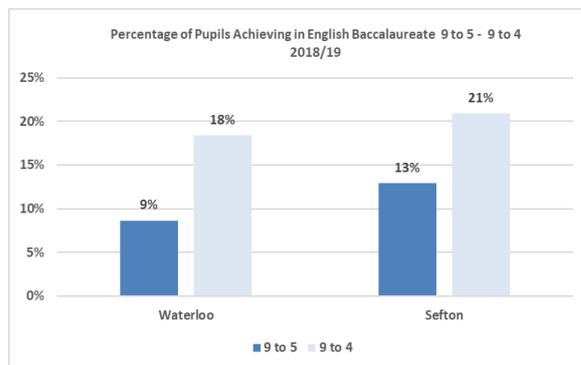
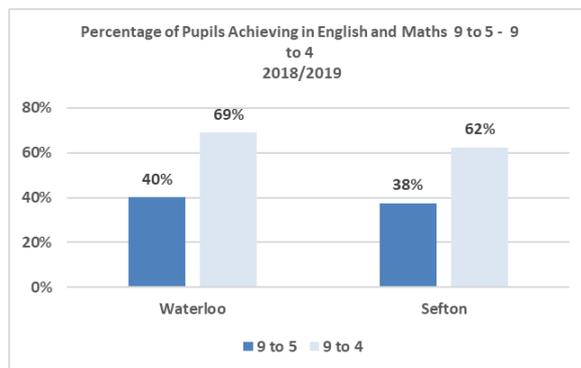
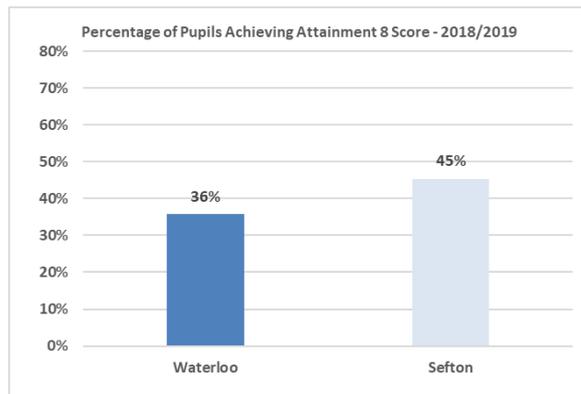
Key Stage 2



Available data for Key Stage 2 indicates that all 8 primary schools within the Waterloo area made Average, Above Average or Well Above Average progress in the three key areas – Reading, Writing and Maths.

Key Stage 4

At Key Stage 4 schools get a score based on how well pupils have performed in up to 8 qualifications, which include English, Maths, 3 English Bacculaureate qualifications including sciences, computer science, history, geography and languages, and 3 other additional approved qualifications. This is known as the Attainment 8 score - The average score across Sefton was 45%, higher than Waterloo 36%.



Waterloo had higher scores at Key Stage 4 overall for Maths and Science but lower scores in English compared to Sefton as a whole.

Special Education Needs (SEN)

The Waterloo rate of SEN/EHCP students was 14.6%, with 11.5% receiving SEN Support and 3.1% the subject of Education Health & Care (EHC) plans.

School Name	Cohort	Gender		SEN Codes		
		Female	Male	E - EHC	K - SEN	Other
Primary						
Valewood	213	99	114	3	33	177
Waterloo	391	165	226	34	59	298
St John's	203	88	115	1	19	183
St Luke's	231	103	128	1	15	215
St Nicholas	209	96	113	4	20	185
St Edmund's and St Thomas'	342	171	171	1	28	313
Ursuline Catholic	412	178	234	2	38	372
Rimrose Hope	311	162	149	5	59	247
Academy/Secondary						
St Michaels	682	311	371	43	73	566
Total	2,994	1,373	1,621	94	344	2,556
SEFTON	39,977	19,509	20,468	1,126	4,585	34,266

High Needs Funding (HNF)

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

School Name	Cohort	Gender		SEN Codes		
		Female	Male	E - EHC Plans	K - SEN Support	Other
Primary						
Valewood	213	99	114	3	7	0
Waterloo	391	165	226	8	9	0
St John's	203	88	115	2	1	0
St Luke's	231	103	128	1	3	0
St Nicholas	209	96	113	7	8	0
St Edmund's and St Thomas'	342	171	171	2	7	0
Ursuline Catholic	412	178	234	1	6	4
Rimrose Hope	311	162	149	0	3	1
Academy/Secondary						
St Michaels	682	311	371	19	17	0
Total	2,994	1,373	1,621	43	61	5

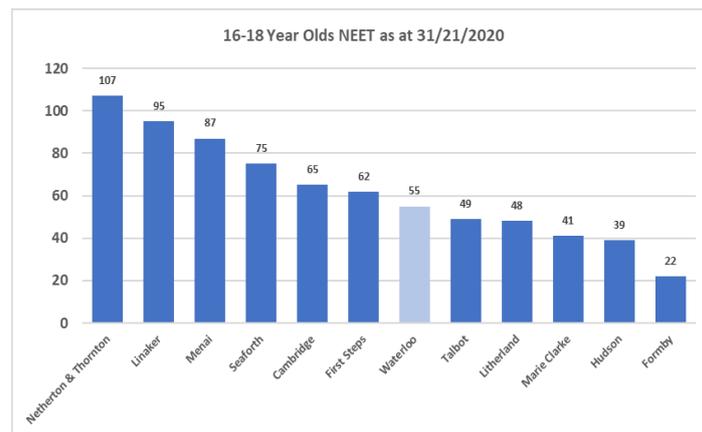
All eight Primary schools and the Academy in Waterloo receive some element of High Needs Funding for either EHC or SEN Support with St Michaels receiving 36% of the overall funding.

Not in Education, Employment or Training (NEET)

The number of young people (16-18) in the Waterloo reach who were registered as Not in Education, Employment or Training (NEET) as at 31/12/20 was 55.

When comparing the rate per 1,000 population (81.2), slightly lower than across Sefton (85.5).

Waterloo accounted for 7% of all young people who were registered NEET.



Community Safety

Waterloo has average levels of crime and disorder and falls in line with the Borough as a whole.

Crime

There were 1,689 crimes reported to Merseyside Police between 2019 and 2020 in the Waterloo area, representing 8% of all crimes that occurred within Sefton. This is a rate of 72.6 crimes per 1,000 people – slightly lower than the rate seen across Sefton as a whole (76.8 per 1,000).

Just under two fifths (39%) of all reports were violent offences followed by Theft (21%) being the next most common offence recorded.

6.4 crimes per 1,000 population were drug related, comparable with the rate across Sefton (6.0 per 1,000 population)

Crime 2019/2020

2019/2020	Waterloo Pop - 23,258		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
Burglary	124	5.3	1586	5.7
Criminal Damage & Arson	188	8.1	2453	8.9
Drugs	150	6.4	1645	6.0
Public Order	140	6.0	1902	6.9
Other	34	1.5	535	1.9
Sexual	37	1.6	428	1.5
Theft	357	15.3	4746	17.2
Violence	659	28.3	7933	28.7
Total	1689	72.6	21228	76.8

Anti-social Behaviour (ASB)

There were 523 Anti-social Behaviour incidents reported to Merseyside Police between 2019 and 2020 occurring within the Waterloo area: 8.7% of all Sefton incidents. The area has a rate of 22.7 incidents per 1,000 population – again comparable with the rate seen across Sefton as a whole.

39% of the incidents within the area were reports of Rowdy Inconsiderate Behaviour, with General Nuisance being the next most commonly reported incident (21%).

Anti-Social Behaviour 2019/20

2019/2020	Waterloo Pop - 23,258		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
General Nuisance	87	3.7	929	3.4
Nuisance Neighbour	41	1.8	485	1.8
Other	25	1.1	313	1.1
Personal	26	1.1	313	1.1
Rowdy Inconsiderate Behaviour	162	7.0	1968	7.1
Vehicle Nuisance	74	3.2	751	2.7
Total	415	17.8	4759	17.2

Deliberate Fires

There were 28 Deliberate Fire incidents reported to Merseyside Police between 2019/2020 in the Waterloo area representing 6% of all Sefton fires reported. Deliberate Secondary Fires was the highest recorded incident.

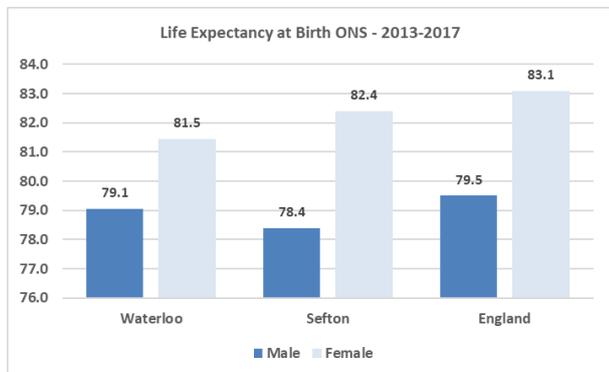
The area has a rate of 1.2 incidents per 1,000 population – slightly lower than the rate seen across Sefton as a whole (1.7 per 1,000).

Deliberate Fire 2019/20

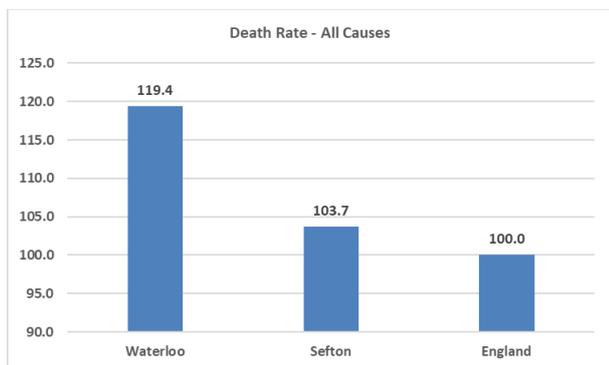
Fires 2019/20	Waterloo Deliberate Fires		Sefton Deliberate Fires	
	Count	Rate per 1,000	Count	Rate per 1,000
Deliberate Property Fire	1	0.0	38	0.1
Deliberate Secondary Fire	26	1.1	371	1.3
Vehicle Fire	1	0.0	51	0.2
Total	28	1.2	460	1.7

Health

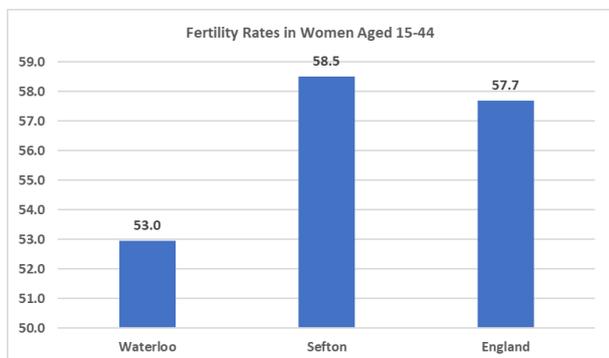
ONS Statistics 2013-2017 recorded, Waterloo reach has a similar level of health compared to the borough with lower life expectancy.



Based on current age-specific mortality rates, women in Waterloo could expect to live up to 2 years less than the England average and 1 year less than Sefton, whereas men live the same in England but up to one year longer than Sefton.



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

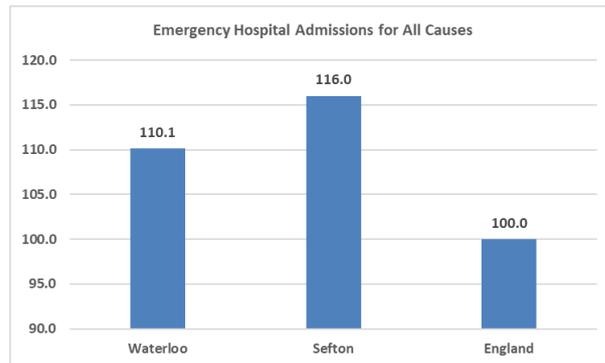


ONS Statistics 2019 recorded the fertility rate in Waterloo is lower than both Sefton and England rates.

Hospital Admissions

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

Hip Fractures had the highest rate in Waterloo with 122.0, higher than the rate seen in Sefton 99.5, followed by Alcohol with 117.6 the same as Sefton.

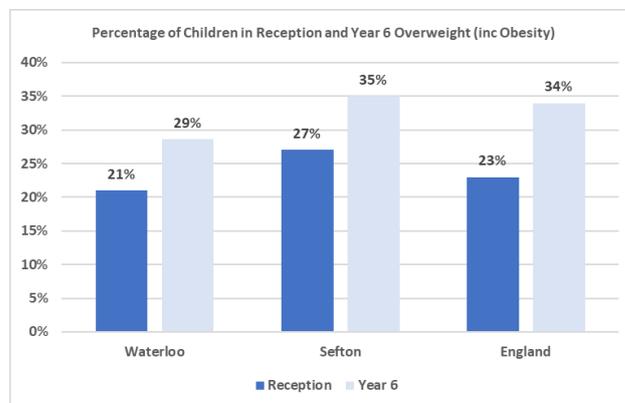


Children Overweight (inc Obesity)

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

218 Reception pupils (age 4 to 5), just over one fifth (46) were recorded as being overweight, lower than both Sefton and England percentages.

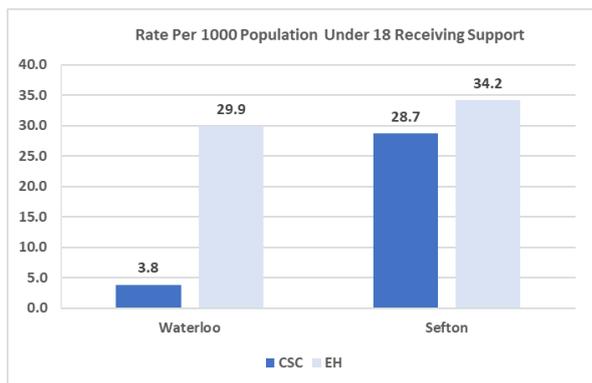
196 Year 6 pupils (age 10 to 11), just over a quarter (57) were recorded as being overweight, again lower than both Sefton and England percentages.



Service Demand & Delivery

Children’s Social Care

In the area covered by the Waterloo Family Wellbeing Centre, as at 31/12/20 there were 16 children aged between 0 and 17 years with an open Children’s Social Care plan; this equates to a rate of 3.8 per 1,000 children residing in the area, considerably lower than the Sefton rate of 28.7 where there were 1,550 open CSC plans



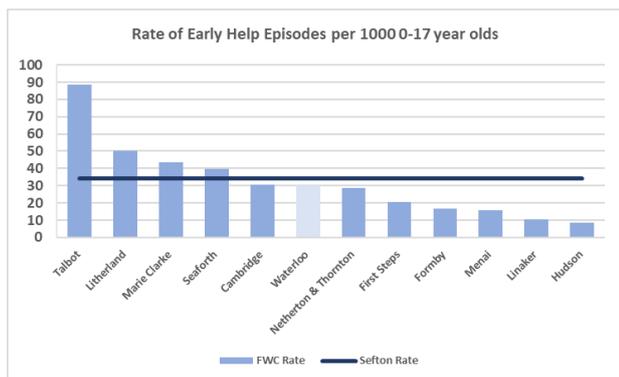
There are three plan types,
 Children Looked After – CLA
 Children in Need Plan – CIN
 Child Protection – CP

Currently, in the Waterloo area:

- 4 children are subject to CLA (Sefton 704)
- 9 children are subject to CIN (Sefton 631)
- 3 children are subject to CP (Sefton 215)

Early Help

As at 31/12/20 Sefton had 1,850 open Early Help Episodes of which Waterloo were supporting 125 children, a rate of 29.9 per 1,000 population of 0-17-year olds, higher than Sefton 34.2.



Children Centres

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

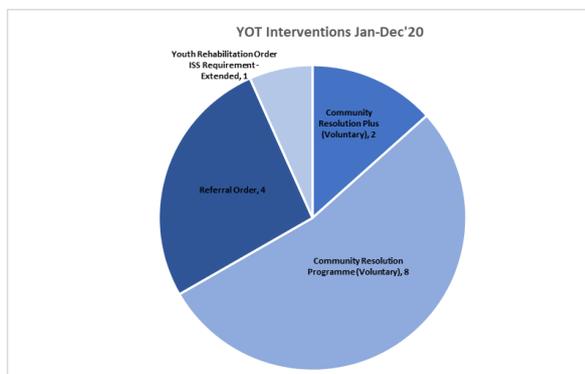
Between October 2017 and September 2018 there were 789 individuals from Waterloo registered at Sefton Children Centres, 37% of which were under 18.

There were 2,617 attendances of under 18-year olds at the Waterloo Family Wellbeing Centre between October 2017 and September 2018. This is a rate of 784.6 per 1,000 population.

As should be expected, the overwhelming number of attendances at the Family Centre in the year to November 2018 were related to child wellbeing and development, primarily Day Care and ‘Stay and Play’ however, a quarter of the attendances were not directly related to children, including Adult Learning Services and Healthy Life Styles.

Youth Offending Team (YOT)

Within the Waterloo reach there were 15 young people (aged between 10 and 17) on YOT interventions between January 2020 and December 2020.



Sefton Turnaround

The Sefton Turnaround Programme is an important element of Sefton’s Early Help strategy. The aim is to align the outcomes for a range of partners, including healthcare, criminal justice agencies, housing providers, schools and colleges, Department for Work and Pensions and organisations from the voluntary, community and faith sector to:

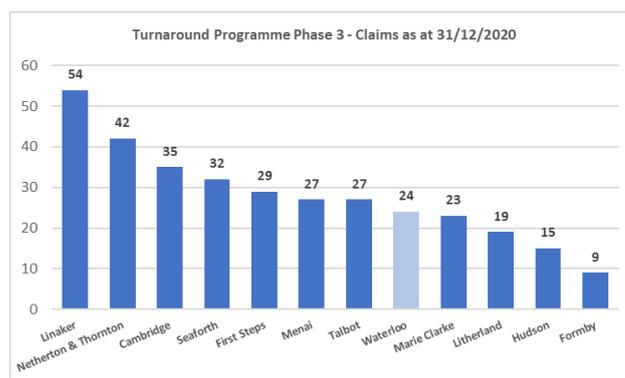
- Reduce harm to families and individuals by delivering interventions in a timely and effective way
- Reduce costs by working in more innovative and collaborative ways
- Increase the number of families receiving support at an earlier stage, before problems become established

Families identified for the Sefton Turnaround Programme will have two or more of the following six problems.

1. Families involved in criminal and antisocial behaviour
2. Families where children do not attend school regularly
3. Families where children need help
4. Families with adults out of work and young people at risk of worklessness
5. Families affected by domestic violence and abuse
6. Families with a range of health problems

These issues often interact, causing further harm and increasing the difficulty for families to resolve these issues themselves. All interventions delivered through the Sefton Turnaround Programme will make use of an evidence-led model; one coordinated plan, one lead practitioner and one family at the heart of the intervention.

Since April 2020 when the Turnaround Programme Phase 3 began, 24 families from within the Waterloo reach have been successfully “Turned Around” as at December 2020.



MOSAIC Profile

Experian's Mosaic Public Sector product is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian and has been developed over many years to create classifications using data from a wide variety of different sources and different levels of geography.

It is designed to describe the UK population in terms of their *typical* demographics, social, economic, cultural, and lifestyle behaviour. The population is classified into 66 'Types' that identify groups of individuals or households that are as similar as possible to each other and as different as possible from any other group. These 'Types' group together hierarchically into 15 'Groups'.

In each type there are a number of key features which make each category distinctive and are useful to bear in mind when devising communications or delivery strategies targeted at them. These are *subjective* and are intended to highlight key issues rather than to be comprehensive. Clearly not every one of the Borough's 125,000 households will match exactly to just one of 66 different Mosaic Types or 15 Mosaic Groups. The description should be recognised as "generic types", examples to which individual cases only approximate with various degrees of exactness.

Overview

There are approximately 23,258 residents living in 10,742 households across Waterloo of which 55% of the households in the area are classified as belonging to five of the 15 Mosaic Groups (B, L, F, H and O). These are generally characterised as:

- B – Predominantly married couples with high assets and investments, residing in high value detached homes, often supporting students and older children. Managerial or senior roles. Use the internet for shopping and banking.
- L - Predominantly young, single, transient renters without children. Predominantly lower incomes of £20-29k. Tend to be early adopters of technology with a preference for mobile and web interaction.
- F – Predominantly older residents, living in their own homes, with additional pensions to that of the state. Minimal miles driven and new technology is not liked.
- H - Predominantly younger households, in full-time employment on starter salaries. Living in private suburbs with affordable housing costs. They use the internet for buying and selling.
- O - Predominantly later middle age in single or small households with no children with limited resources (lowest incomes of <£15k) often in receipt of benefits, in low cost homes or social renting. Relatively comfortable with technology, but retain a preference for traditional face to face, post, and land-line interaction.

Mosaic Group	Waterloo		Sefton	
	Households	Percent	Households	Percent
B Prestige Positions	1514	14.1%	11336	8.9%
L Vintage Value	1314	12.2%	13798	10.8%
F Suburban Stability	1097	10.2%	17345	13.6%
H Aspiring Homemakers	1043	9.7%	13332	10.5%
O Rental Hubs	946	8.8%	4521	3.6%

Family Wellbeing Centre Comparators

	Life Expectancy at Birth		Standardised Admission Ratios								Standardised Mortality Ratio	Standardised Incidence Ratio	Standardised Fertility Ratio
	Males	Females	All causes	CHD	Admissions for Stroke	Myocardial Infarction (heart attack)	Chronic Obstructive Pulmonary Disease (COPD)	Alcohol Related Harm	Hip Fracture in 65+	Self Harm		All Cancers	Women Aged 15-44
First Steps	80.8	85.4	94.8	97.9	82.5	80.2	73.2	90.1	78.1	137.0	81.8	97.8	49.7
Formby	81.9	85.4	80.1	82.6	75.6	53.9	44.6	68.4	81.3	81.4	79.2	98.4	45.3
Linaker	78.8	83.1	110.5	113.2	91.3	85.6	99.4	103.0	97.6	156.4	101.3	100.5	52.4
Talbot	75.1	81.6	119.7	116.9	96.4	80.2	99.8	146.3	98.6	235.3	120.2	102.8	46.6
Hudson	81.1	84.5	105.5	115.1	76.1	81.3	72.8	84.3	86.7	52.1	85.4	106.2	67.0
Menai	79.3	83.1	126.1	133.9	94.9	85.0	134.0	108.9	94.7	77.1	100.6	110.5	64.0
Litherland	75.9	81.1	131.6	144.0	95.4	107.1	185.9	122.3	117.2	110.2	121.1	122.9	57.7
Netherton & Thornton	78.2	81.7	123.1	145.1	95.4	97.6	141.2	122.3	123.6	79.3	110.7	108.7	64.0
Cambridge	75.9	79.9	160.8	172.1	132.1	125.4	270.6	190.2	130.1	168.9	131.5	134.6	63.1
Marie Clarke	77.4	81.1	148.4	148.2	113.7	107.3	240.8	163.5	108.1	113.8	117.0	122.0	73.2
Seaforth	71.8	75.6	178.3	179.8	124.6	139.8	389.5	241.2	135.2	193.0	175.9	129.9	73.8
Waterloo	79.1	81.5	110.1	105.7	82.8	84.2	92.1	117.6	122.0	78.2	119.4	98.8	53.0
Sefton	78.4	82.4	116.0	120.0	90.3	86.1	115.6	117.6	99.5	120.6	103.7	106.1	58.5
LCR			131.7	129.3	107.1	99.7	147.8	131.8	108.7	142.8	115.9	110.7	55.8
NW			118.7	127.2	109.5	115.7	130.2	115.4	105.3	129.9	111.2	104.9	58.9
England	79.5	83.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	57.7

Notes on Data & Methodology

Output Area (OA) – are clusters of adjacent postcodes and are used as the basis of the Census data. They are made up of a minimum of 40 to 125 households. As of Census 2011 Sefton have 933 OAs, previous to this there were 937.

Lower Super Output Area (LSOA) – are built using adjoined OAs. They have between 400 and 1200 households. Currently Sefton has 189 LSOAs, previous to 2011 there were 190.

Middle Super Output Area (MSOA) – are built using LSOAs, and have a minimum household number of 2000 up to 6000. There are 38 MSOAs in Sefton this has not changed.

Ward – “administrative division of a city or borough that typically elects and is represented by a councillor or councillors” (Oxford Dictionary)

For further information relating to these geographies please see: [ONS Census 2011](#)

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

Index of Multiple Deprivation 2019 (IMD) measures levels of deprivation, across seven domains, nationally at Lower Super Output Area (LSOA) level. This provides a mean score and ranking allowing areas to be compared relatively to other areas. The IMD data is created by the Department for Communities and local Government. The higher the score the more affected the area. Sefton has 189 LSOAs as of Census 2011. Please note that IMD data is provided by LSOAs which have been merged into best fit wards.

Experian Mosaic is a classification tool used to categorise the population according to the type of neighbourhood in which they live. It is constructed from a range of sources including the Census, consumer behaviour, financial and lifestyle factor data. It is a useful tool for gaining more in-depth insight into lifestyles and behaviour of the population. Mosaic segments the population into 15 Groups (A-O) and 66 Types.

Children Living in Low Income Families (CLIF) is defined as: Children living in families in receipt of out of work benefits or tax credits whose reported income is less than 60 per cent of the median income divided by the total number of children in the area (determined by Child Benefit data) and is a proxy measure for child poverty.

Occupancy Rating (bedrooms) provides a measure of whether a household's accommodation is overcrowded or under occupied.

Universal Credits (UC) is a monthly payment for low income workers and those out of work. UC replaces six other benefit types (Job Seekers Allowance, Employment and Support Allowance, Income Support, Child Tax Credits, Working Tax Credits and Housing Benefits). UC has been rolled out across England and was introduced in Sefton in June 2014. Please note that claims are per household meaning two people who resided together may claim the benefit, which will then be paid into one account. Please note that UC data is provided LSOAs which have been merged into best fit wards.

Personal Independence Payment (PIP) can help you with some of the extra costs if you have a long-term ill-health or disability.

Child benefits (CB) is a social security payment paid to parents or guardians of children under the age of 16 or those who continue into further education until aged 18.

Housing Benefits (HB) is a means tested benefit for people on low-incomes to help pay their rent.

“The **Early Years Foundation Stage (EYFS)** sets standards for the learning, development and care of children from birth to 5 years old. All schools and Ofsted-registered early years providers must follow the EYFS, including childminders, preschools, nurseries and school reception classes.”

For further information please see link:

[Foundation Years](#)

“**Key Stage 1** is taught during Years 1 and 2 of primary school. Targets defined in the National Curriculum are assessed at the end of each Key Stage.”

For further information please see link:

[GOV.UK Key Stage 1 and 2](#)

“**Key Stage 2** is taught during Years 3 to 6 of primary school. Targets defined in the National Curriculum are assessed at the end of each Key Stage.”

For further information please see link:

[GOV.UK Key Stage 1 and 2](#)

Progress 8 and Attainment 8

“Progress 8 aims to capture the progress a pupil makes from the end of primary school to the end of secondary school. It is a type of value added measure, which means that pupils’ results are compared to the actual achievements of other pupils with the same prior attainment.

The performance measures are designed to encourage schools to offer a broad and balanced curriculum with a focus on an academic core at key stage 4, and reward schools for the teaching of all their pupils, measuring performance across 8 qualifications. Every increase in every grade a pupil achieves will attract additional points in the performance tables.

Progress 8 is calculated for individual pupils solely in order to calculate a school’s Progress 8 score, and there is no need for schools to share individual Progress 8 scores with their pupils. Schools should continue to focus on which qualifications are most suitable for individual pupils, as the grades pupils achieve will help them reach their goals for the next stage of their education or training.

Attainment 8 measures the achievement of a pupil across 8 qualifications including mathematics (double weighted) and English (double weighted), 3 further qualifications that count in the English Baccalaureate (EBacc) measure and 3 further qualifications that can be GCSE qualifications (including EBacc subjects) or technical awards from the DfE approved list.”

For further information please see link:

[GOV.UK Attainment 8](#)

Source

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7	Population	ONS - Mid-2019 Population Estimates for 2019 Wards in England and Wales by Single Year of Age and Sex -	2019

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8	Accessing Foodbanks	Trussell Trust	2020

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9	Household Income	Experian: Household Mosaic Classification	2020
9	Economic Activity	Census 2011 - K5603EW Economic Activity by Sex	2011

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9	Universal Credits	Stat-Xplor e - People on Universal Credit - December 2020	2020
9	Child Benefits	Gov.UK - Child Benefit Small Area Statistics - August 2019	2019
9	Housing Benefits	Sefton MBC - Revenues and Benefits System - May 2020	2020
9	Personal Independent Payment	Stat-Xplor e - PIP - Personal Independent Payment July 2020	2020
9	Emergency Limited Assistance Scheme	Sefton MBC - Welfare Reform	2020

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11	Early Years Foundation Stage - Achievement	Sefton MBC & DfE - EYFSP - SFR50-2019	2019
11	Primary Settings - KS1 Achievement	Sefton MBC & DfE - SFR42_2019_KS1_LA_tables&NCER Emerging National KS1	2019
11	Primary Settings - KS2 Achievement	Sefton MBC & DfE - SFR62_KS2_2019_LA_Tables&NCER Emerging National KS2 TA / Test	2019
11	Secondary School Settings - KS4 Achievement	Sefton MBC & DfE -SFR03_2019_LA_Characteristics_Tables	2019
12	SEN	Sefton School Census January 2020	2020
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14	General Fertility Rate	Annual Births extract and mid-year population estimates - ONS - Crude Fertility Rate of live births per 1000 females aged 15-44	2013 - 2017
14	National Child Measurement Programme	Sefton MBC - National Child Measurement Programme	2018-2019
14	Hospital Admissions - All Causes	fingertips.phe.org.uk - Emergency Hospital Admissions for All Causes SAR	2018
14	Hospital Admissions - Intentional Self-harm	fingertips.phe.org.uk - Hospital Admissions for Self Harm SAR	2018
14	Standardised Mortality Ratio	Local Health Indicators - ONS - Deaths From All Causes, All Ages SMR	2018
14	Incidence of Cancer	Local Health Indicators - ONS - Incidence of All Cancer SIR	2018

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16	YOT	Sefton MBC - Youth Offending Team	2020
16	Turnaround Programme	Sefton MBC - Children's Social Care	2020

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