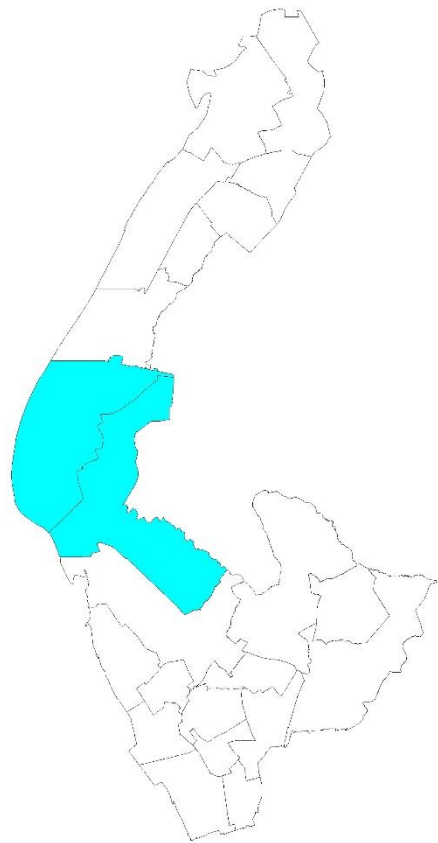


Family Wellbeing Centre Profile

Formby



Released: 18th August 2021

Collated by Della Haddley
Commissioning Support & Business Intelligence Service
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Document Control

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Distribution

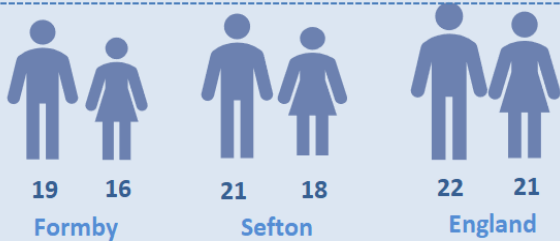
Restricted Internal

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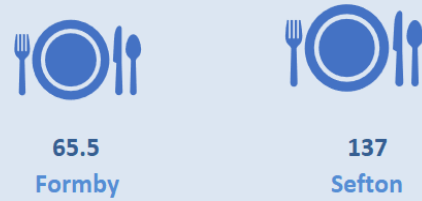
Highlights

Aged 0-17



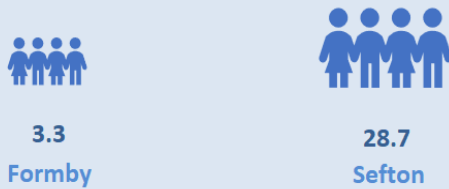
Proportion of total Population

Free School Meals



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

Children Social Care



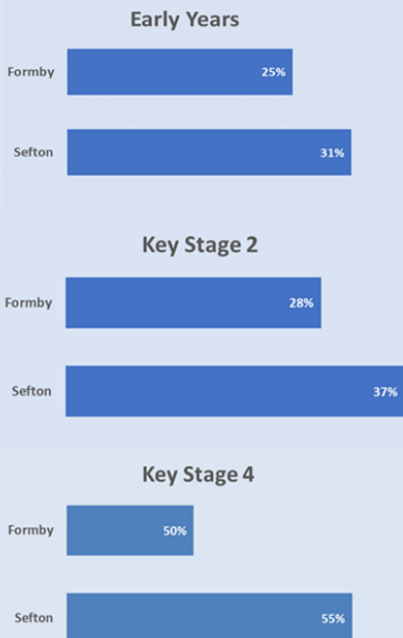
Number per 1,000 population of 0-17-year olds at 31/12/2020

Early Help Episodes



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

Educational Attainment



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

Children Centre Registration



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

Sefton Turnaround Claims



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

Overview

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

The Formby Family Wellbeing Centre is based at Formby Library, Duke Street in Formby and provides services to the wards of Harington and Ravenmeols, two of the 22 wards that make up Sefton Metropolitan Borough Council. It is located in the North of the borough and is bordered by the River Mersey and Duke's to the West, Ainsdale ward to the North, West Lancashire Borough Council to the East and Manor ward to the South.

Within the reach of the Family Wellbeing Centre there are:

- Seven Primary Schools
- Two Secondary Schools
- One Library
- One Leisure Centre
- Four General Practitioner (GP) Surgeries (as of 2017)

Demographics

The proportion of females to males is slightly higher than the wider Sefton rate, the Liverpool City Region and England at roughly 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 of the population of the area are under 18 and over half are of traditional working age (16-64).

Deprivation

The level of income deprivation affecting children is considerably lower than the Sefton rates across the board.

Employment

Just under half of the total population of the area are in employment, which is four fifths of the 16-64-year-old population in the area. 25% are unemployed and 3% are recorded as students.

Benefits

4% of the population of the area are receiving Housing Benefit, suggesting limited income and 0.2% of the total ELAS (Emergency Limited Assistance Scheme) applications between Jan'20 and Dec'20 originated from the Formby area.

Education

The schools within the Formby area are equally male and female.

All the schools were rated as 'Outstanding' or 'Good' by OFSTED.

The rates of both Free School Meals and Special Educational Needs (SEN/EHCP) categories were both significantly lower in the Formby area than across Sefton.

In terms of attainment, the schools throughout the Formby reach broadly fall in line with, or improve upon, the national picture.

Community Safety

Overall levels of crime in the Formby area are low compared to Sefton as a whole. However, across Sefton Violent crime is the most reported type whereas Theft is the highest in Formby representing a third of crime in the area.

Levels of anti-social behaviour (ASB) are also below average, and in line with Sefton-wide patterns 'Rowdy or Inconsiderate Behaviour' is the most common type of ASB.

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

Social Care

As might be expected, given the area's relative affluence and lower levels of deprivation, the support needs from Children's Social Care and Early Help provision are relatively low compared to the Sefton average

YOT

Between January 2020 and December 2020 there were 12 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 slightly higher than the wider Sefton rate, the Liverpool City Region and England at roughly 52%-48%.

The percentage of working age (16-64) individuals in the Formby area is lower than Sefton (as well as the wider Liverpool City Region and across England) at 52%. This may mean that demand for jobs or benefit support in the area would be lower than that of the borough.

The Formby area accounts for 6.3% of the 0-5-year olds across the Sefton borough and 7.8% of the under 18-year olds.

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).

	Formby Count	Percentage			
		Formby	Sefton	North West	England
Total	23,694				
Males	11,259	47.5%	48.1%	49.4%	49.4%
Females	12,435	52.5%	51.9%	50.6%	50.6%
0-17	4,226	17.8%	19.6%	21.3%	21.4%
0-19	4,700	19.8%	21.5%	23.6%	23.6%
16-64	12,355	52.1%	59.0%	62.1%	62.4%
18-64	11,863	50.1%	56.9%	60.0%	60.2%
55-65	3,591	15.2%	15.9%	13.5%	13.1%
65+	7,605	32.1%	23.6%	18.7%	18.4%
85+	1,181	5.0%	3.5%	2.4%	2.5%

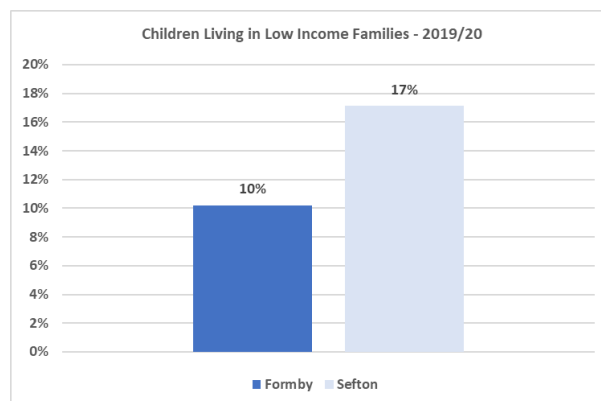
Food bank

In the financial year 2019/20 households in the Formby reach received 52 Food bank vouchers from the Trussell Trust, which accounted for 0.6% of the Sefton total. These vouchers helped 163 people (88 adults and 75 children).

Deprivation

Children in Low Income Families

The percentage of 0-19-year olds living in low income families during 2019/2020 in the Formby reach was 7% lower than Sefton as a whole.



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

Within the Sefton Borough, 13,053 children attending schools are affected by income deprivation of which 1.3% are attending schools within the Formby reach.

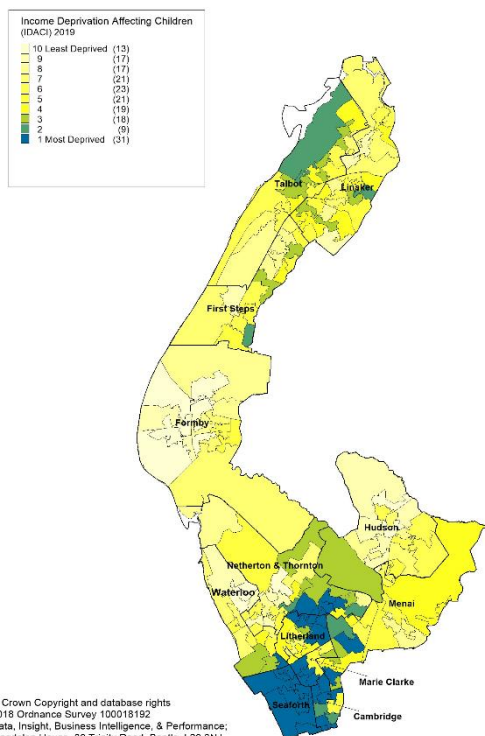
School	IDACI 10	IDACI 20	IDACI 30	IDACI Bottom 30%
Primary				
Freshfield	1	1	3	5
Our Lady of Compassion	0	0	4	4
Redgate	8	5	7	20
St Jerome's	0	0	1	1
St Luke's	7	9	9	25
Trinity St Peters	0	0	4	4
Woodlands	1	1	11	13
Academy				
Formby	8	5	26	39
Range	9	15	41	65
Total	34	36	106	176
SEFTON	7,324	3,040	2,689	13,053

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

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

School	IMD 10	IMD 20	IMD 30	IMD Bottom 30%
Primary				
Freshfield	1	4	2	2
Our Lady of Compassion	0	3	1	1
Redgate	11	11	4	4
St Jerome's	0	0	2	2
St Luke's	13	13	29	29
Trinity St Peters	0	4	0	0
Woodlands	1	10	7	7
Academy				
Formby	17	19	17	17
Range	14	54	33	33
Total	57	118	95	95
SEFTON	9,356	3,309	3,433	3,433

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



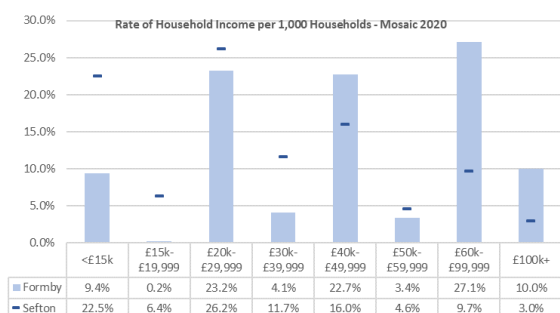
Implications for Service Delivery

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

- There are small pockets of medium to higher levels of deprivation within the Formby reach which 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 within the area may result in increases in demand and therefore increasing level of direct costs. Associated with these issues are also indirect costs including lowered levels of community satisfaction and wellbeing; and reduced attractiveness to encourage businesses and job creators to locate in the area.
- There are overall lower than average levels of reliance on benefits in the area, yet changes made in the Welfare Reform Act and the devastating effects and impact the pandemic is having on our society will no doubt 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 Formby. Living in socioeconomically deprived areas is associated with poor health and a shorter life and the direct effect of COVID-19 is making these inequalities worse. The wider indirect effects of the pandemic on health – for example from foregone care for other conditions, and ill-health resulting from economic insecurity – are likely to have a similar but longer lasting impact.

Welfare, Economy, & Business

According to Experian Mosaic in 2020, just under a tenth of households within the Formby reach had an annual income of less than £15,000, considerably lower than the rate across Sefton, while the rates of household incomes of over £40,000 were 7% higher in Formby than Sefton.



Economically Active

Just under half of the total population of the area are in employment, which accounts for 85% of the 16-64-year-old population in the area (12,355). 2% are unemployed and 3% are recorded as students.

The rate of employment in the Formby area is broadly the same as the rate in Sefton, with a slightly higher percentage of employees in Part time employment than both Sefton and England. Conversely, the percentage in Full time employment is slightly lower than both Sefton and England.

Economic Activity	Formby		Sefton		England	
Population	23,694	%	276,410	%	56,286,961	%
All	20,020	84%	226,435	82%	42,989,620	76%
In employment	10,530	44%	122,709	44%	25,308,888	45%
Employee: Part-time	3,081	13%	34,068	12%	6,191,031	11%
Employee: Full-time	5,731	24%	71,988	26%	15,221,760	27%
Self-employed	1,718	7%	16,653	6%	3,896,097	7%
Unemployed	526	2%	11,103	4%	2,023,485	4%
Student	699	3%	8,719	3%	2,262,981	4%

Free School Meals

School Census January 2020 recorded 277 children within the Formby area who were in receipt of Free School Meals, 7% of the school population. This was significantly lower than Sefton (19%).

372 Formby pupils were eligible for Pupil Premium Funding (9%). This was 12% lower than Sefton.

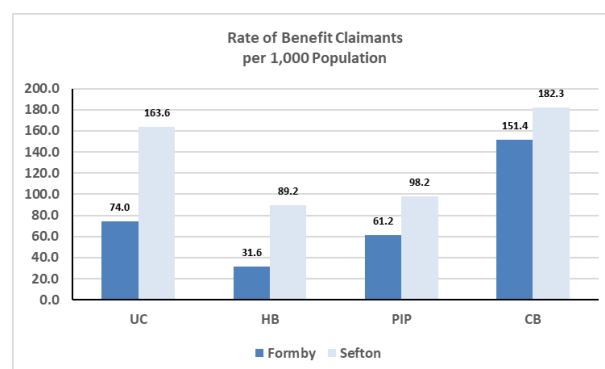
Benefits

Of all working age benefit claimants (16-64) within the area between Aug'19 and Jly'20, 6% were in receipt of Personal Independent Payment (PIP). This was just 1% higher than the previous year.

There were 914 Universal Credit (UC) claimants in the area from Nov'19 to Oct'20. This is a 150% increase (365) compared to 2018/19 primarily as a result of the current Covid-19 Pandemic and increased redundancies. However, the percentage of UC claimants in Formby (7%) is still considerably low in comparison to Sefton (16%).

In May 2020, 4% of households in the area were claiming Housing Benefit, a 1% decrease from the previous year.

At August 2019 15% of families were in receipt of Child Benefits, 3% lower than Sefton as a whole.



Emergency Limited Assistance Scheme (ELAS) Applications

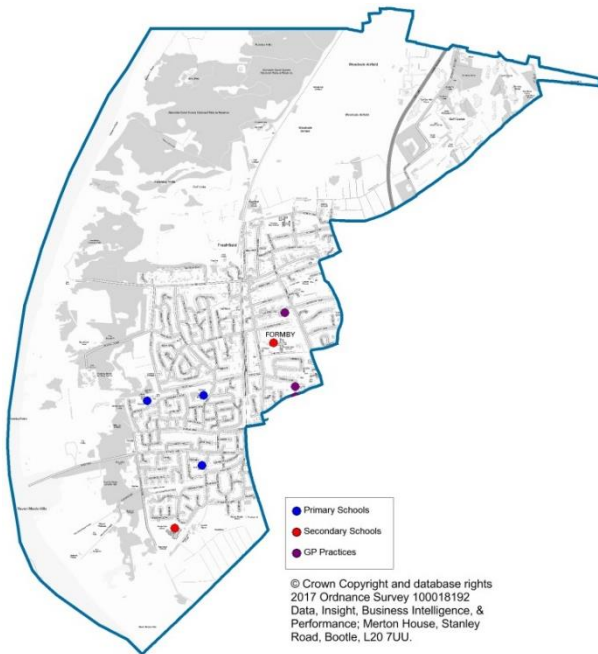
Between Jan'20 and Dec'20 there were 43 applications to Sefton's Emergency Limited Assistance Scheme (ELAS) by residents within the Formby FWC reach, 0.6% of all ELAS applications. This makes up 0.2% of residents aged 18 and over in the area which is lower than the 3.3% throughout the borough. Of the applications in the area, 33% were approved in full, with 12% partially approved.

Jan'20 to Dec'20	Formby	Sefton
Total Applications	43	7273
Approved	14	3854
Partially Approved	5	739
Not Approved	24	2680

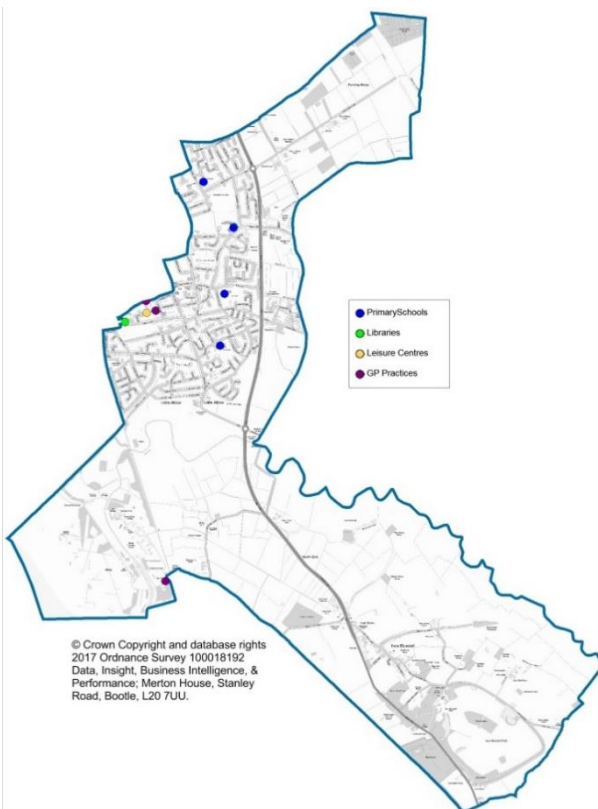
Education

School locations in the Formby FWC Reach:

Harington



Ravenmeols



At the most recently available school census there were 3,993 children registered at schools within the Formby FWC area.

2,226 children in Secondary school provisions

1,767 in a Primary school setting.

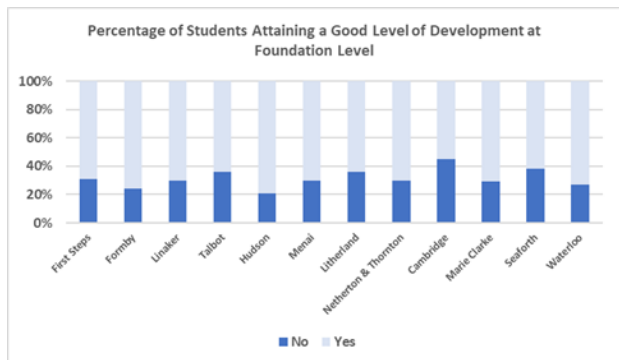
The ratio of Male to Female in Formby schools is the same as the overall Sefton rate of 49% female to 51% male.

School	Primary	Secondary	Special	Total
Primary				
Freshfield	266	0	0	266
Our Lady of Compassion	240	0	0	240
Redgate	221	0	0	221
St Jerome's	209	0	0	209
St Luke's	231	0	0	231
Trinity St Peters	249	0	0	249
Woodlands	351	0	0	351
Academy				
Formby	0	1154	0	1154
Range	0	1072	0	1072
Total	1767	2226	0	3993
SEFTON	22,923	15,990	655	9,356

At their most recent OFSTED inspections most of schools in the Formby reach attained a 'Good' rating. Freshfield Primary and Formby High were rated 'Outstanding', however, Freshfield has not been inspected since 2013 and Formby not since 2008. Range High was the only school which received a rating of 3 'Requires Improvement'.

School	Ofsted Rating	Date of Last Inspection
Primary		
Freshfield	1 Outstanding	07-06-2013
Our Lady of Compassion	2 Good	06-11-2019
Redgate	2 Good	18-10-2017
St Jerome's	2 Good	01-03-2018
St Luke's	2 Good	11-04-2018
Trinity St Peter's	2 Good	16-11-2017
Woodlands	2 Good	12-01-2016
Secondary		
Formby	1 Outstanding	08-05-2008
Range	3 Requires Improvement	28-11-2018

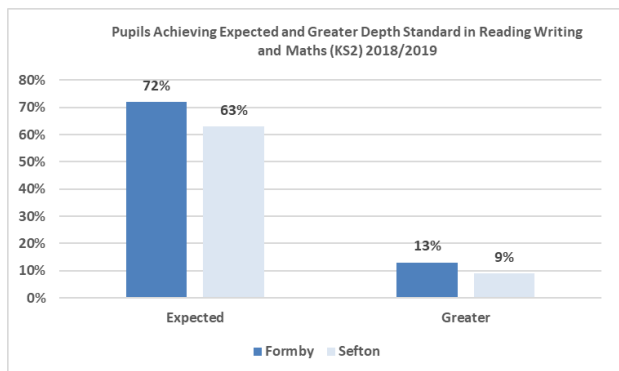
Early Years



Just over three quarters (76%) of the children in Early Years provision were at or exceeding the expected developmental level.

In addition to the schools, there are 3 registered Day Nurseries and 10 registered Child Minders within the Formby reach.

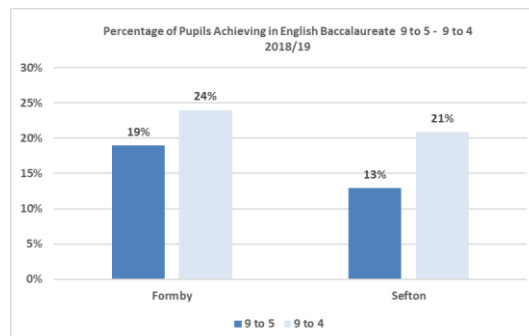
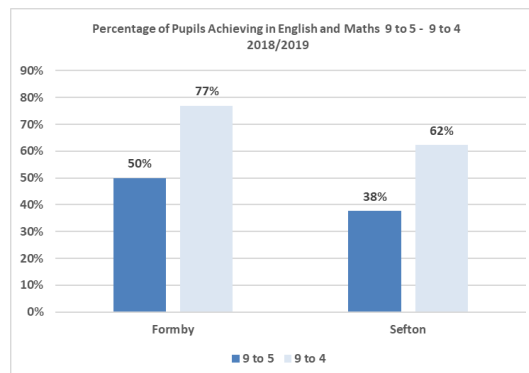
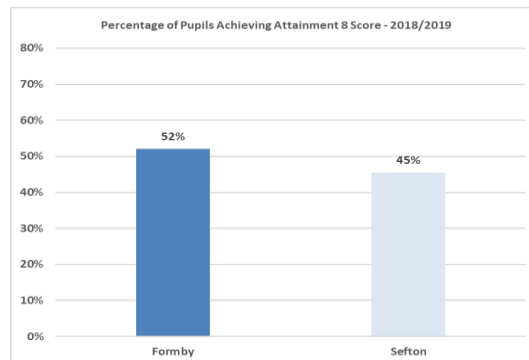
Key Stage 2



Available data for Key Stage 2 indicates that all the primary schools within the Formby area made Average, Above Average or Well Above Average progress in the three key areas – Reading, Writing and Maths. The rates across Formby are slightly higher than Sefton as a whole.

Key Stage 4

At Key Stage 4 schools get a score based on how well pupils have performed in up to 8 qualifications, which include English, Maths, 3 English Baccalaureate qualifications including sciences, computer science, history, geography and languages, and 3 other additional approved qualifications. This is known as the Attainment 8 score - the average score across Sefton was 45%, lower than in the Formby reach which was 52%.



The percentage of children from the Formby area are achieving higher scores at Key Stage 4 than the rate across Sefton.

Special Education Needs (SEN)

The Formby rate of SEN/EHCP students was 8.9%, with 7.7% receiving SEN Support and 1.2% the subject of Education Health & Care (EHC) plans. This is considerably lower than Sefton SEN/EHCP students overall (14.3%)

School Name	Cohort	Gender		SEN Codes		
		Female	Male	E - EHC Plans	K - SEN Support	Other
Freshfield	266	129	137	7	23	236
Our Lady of Compassion	240	109	131	4	16	220
Redgate	221	109	112	10	24	187
St Jerome's	209	114	95	1	12	196
St Luke's	231	103	128	1	15	215
Trinity St Peters	249	121	128	3	22	224
Woodlands	351	168	183	0	27	324
Academy						
Formby	1154	598	556	13	80	1061
Range	1072	506	566	9	88	975
Total	3,993	1,957	2,036	48	307	3,638
SEFTON	39,977	19,509	20,468	1,126	4,585	34,266

High Needs Funding (HNF)

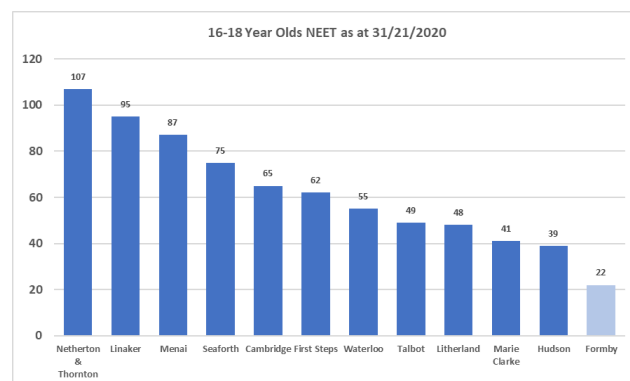
High needs funding is intended to provide the most appropriate support package for an individual with special educational needs (SEN) in a range of settings.

School Name	Cohort	Gender		SEN Codes		
		Female	Male	E - EHC Plans	K - SEN Support	Other
Freshfield	266	129	137	1	8	1
Our Lady of Compassion	240	109	131	4	6	1
Redgate	221	109	112	2	1	0
St Jerome's	209	114	95	1	5	1
St Luke's	231	103	128	2	12	0
Trinity St Peters	249	121	128	5	2	0
Woodlands	351	168	183	0	3	0
Academy						
Formby	1154	598	556	15	11	1
Range	1072	506	566	8	14	0
Total	3,993	1,957	2,036	38	62	4

As at January 2021, all schools within the Formby reach receive 6% of the High Needs Funding for either EHC or SEN Support. With Formby High receiving 26% of the total HNF allocated to Formby reach.

Not in Education, Employment or Training (NEET)

The rate per 1,000 population of young people (16-18) in the Formby reach who were registered as Not in Education, Employment or Training (NEET) as at 31/12/20 was 29.0, the lowest of all the Family Wellbeing Centres and considerably lower than Sefton overall (85.5). Formby accounted for 3% of all young people who were registered NEET.



Community Safety

Associated with its lower levels of socio-economic issues the Formby area has below average levels of crime and disorder compared to the Borough as a whole.

Crime

There were 926 crimes reported to Merseyside Police between 2019/2020 in the Formby area, representing 4% of all crimes that occurred within Sefton. This is a rate of 39.1 crimes per 1,000 people - lower than the rate seen across Sefton as a whole (76.8 per 1,000).

Just under a third (32%) of all reports were Theft offences. The next most common offence was Violence followed by Criminal Damage & Arson.

A rate of 1.8 crimes per 1,000 population were Drug related. This is significantly lower than the rate across Sefton (6.0 per 1,000 population)

Crime 2019/2020

2019/2020	Formby - Pop 23,694		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
Burglary	72	3.0	1586	5.7
Criminal Damage & Arson	113	4.8	2453	8.9
Drugs	42	1.8	1645	6.0
Public Order	72	3.0	1902	6.9
Other	28	1.2	535	1.9
Sexual	27	1.1	428	1.5
Theft	293	12.4	4746	17.2
Violence	279	11.8	7933	28.7
Total	926	39.1	21228	76.8

Anti-social Behaviour (ASB)

There were 325 Anti-social Behaviour incidents reported to Merseyside Police between 2019/2020 in the Formby area representing 6.8% of all Sefton incidents. The area has a rate of 13.7 incidents per 1,000 population – again lower than the rate seen across Sefton as a whole (17.2 per 1,000).

48% of the incidents within the area were reports of Rowdy Inconsiderate Behaviour, with Vehicle Nuisance being the next most commonly reported incident recording 17.5%.

Anti-Social Behaviour 2019/2020

2019/2020	Formby - Pop 23,694		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
General Nuisance	53	2.2	929	3.4
Nuisance Neighbour	20	0.8	485	1.8
Other	27	1.1	313	1.1
Personal	11	0.5	313	1.1
Rowdy Inconsiderate Behaviour	157	6.6	1968	7.1
Vehicle Nuisance	57	2.4	751	2.7
Total	325	13.7	4759	17.2

Deliberate Fires

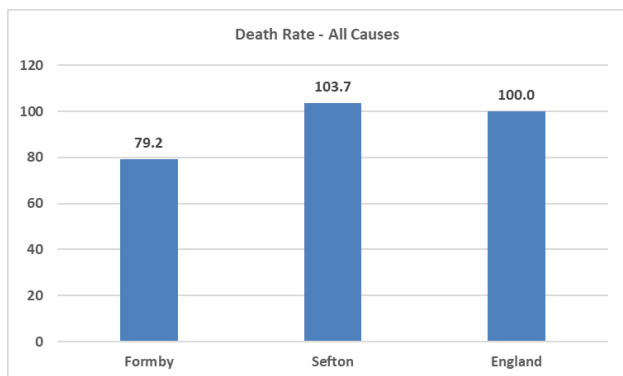
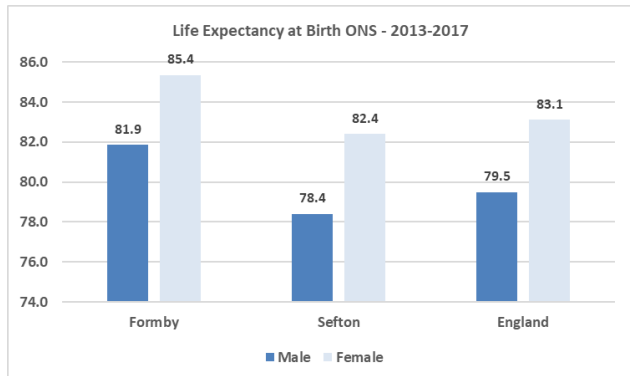
There were 57 Deliberate Fire incidents reported to Merseyside Police between 2019/2020 in the Formby area representing 12.3% of all Sefton fires reported. Deliberate Secondary Fires had the highest number of incidents with 84%. The area has a rate of 2.4 incidents per 1,000 population – higher than the rate seen across Sefton as a whole (1.7 per 1,000)

Deliberate Fires 2019/2020

Fires 2019/20	Formby Deliberate Fires		Sefton Deliberate Fires	
	Count	Rate per 1,000	Count	Rate per 1,000
Deliberate Property Fire	5	0.2	38	0.1
Deliberate Secondary Fire	48	2.0	371	1.3
Vehicle Fire	4	0.2	51	0.2
Total	57	2.4	460	1.7

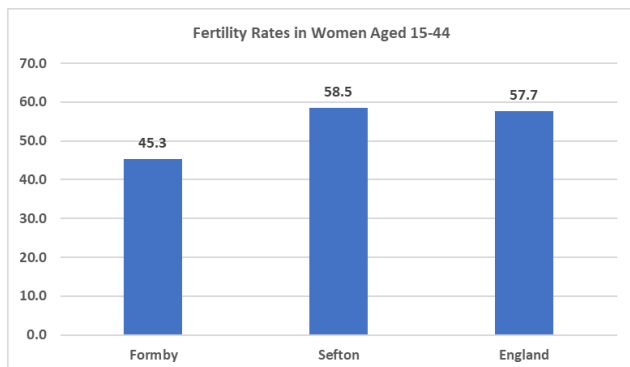
Health

ONS Statistics 2013-2017 recorded, Formby reach has a good level of health compared to the borough with higher life expectancy.



Based on current age-specific mortality rates, women in the area could expect to live two to three years more than the England average; with men also expected to live for two years or more.

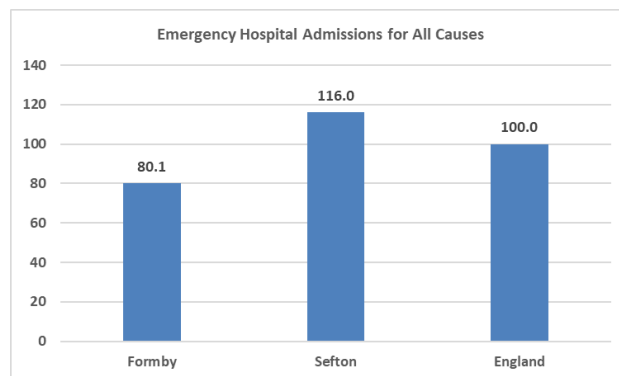
Closely linked to the lower levels of poor health of residents the levels of other disease and mortality rates are considerably lower.



ONS Statistics 2019 recorded the fertility rates in Formby is considerably lower than the Sefton and England rates.

Hospital Admissions

During the period 2013 and 2017 the rate of hospital admissions for 'All Causes' in the Formby reach was lower than both Sefton and England. Cancer had the highest rate with 98.3, followed by Self Harm 81.4 but both were still considerably lower than Sefton and England.

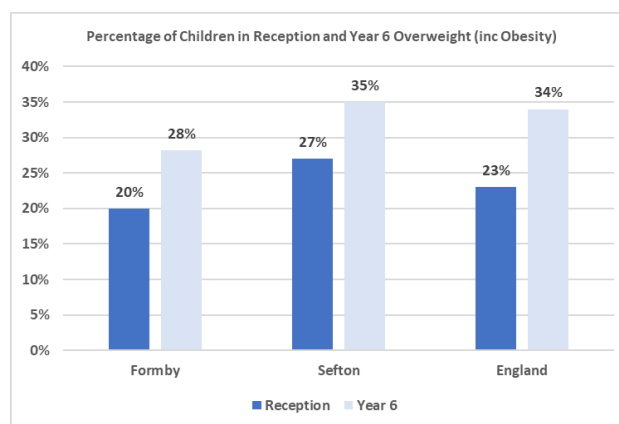


Children Overweight (inc Obesity)

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

195 Reception pupils (age 4 to 5), a fifth (39) were recorded as being overweight, slightly lower than both Sefton and England.

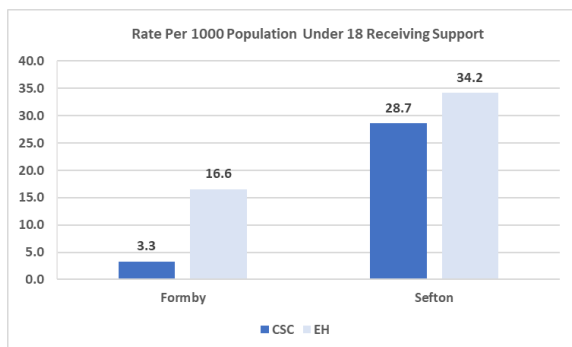
233 Year 6 pupils (age 10 to 11), just over a quarter (66) were recorded as being overweight, again lower than both.



Service Demand & Delivery

Children’s Social Care

In the area covered by the Formby Family Wellbeing Centre, as at 31/12/20 there were 14 children aged between 0 and 17 years with an open Children’s Social Care plan; this equates to 3.3 per 1,000 children residing in the area, lower than the Sefton rate of 28.7 per 1,000 children where there were 1,550 open CSC plans.



There are three plan types:

Children Looked After – CLA

Children in Need Plan – CIN

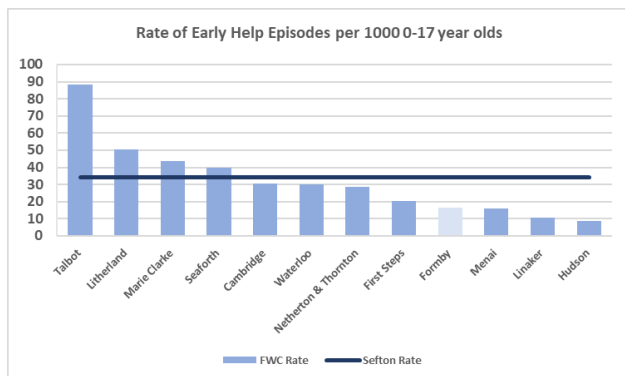
Child Protection – CP.

Currently, in the Formby area:

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

Early Help

As at 31/12/20 Sefton had 1,850 open Early Help Episodes of which Formby were supporting 70 children, a rate of 16.6 per 1,000 of 0 – 17-year olds, just under 4% of the children receiving support across Sefton.



Children Centres

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

The most recent data available covers the period between October 2017 and September 2018.

There were 1,243 attendances of under 18-year olds at the Formby Family Wellbeing Centre between October 2017 and September 2018. This is a rate of 289 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 ‘Stay and Play’, Early Learning and Child Health Services. However, a fifth of the attendances were not directly related to children, including Adult Learning Services and Healthy Life Styles.

Youth Offending Team (YOT)

Within the Formby reach there were 12 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:

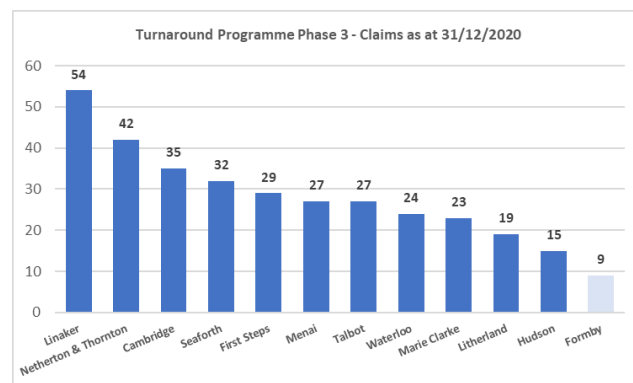
- Reduce harm to families and individuals by delivering interventions in a timely and effective way
- Reduce costs by working in more innovative and collaborative ways
- Increase the number of families receiving support at an earlier stage, before problems become established

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

Overview

There are approximately 25,678 residents living in 10,586 households across The Formby reach. Nearly three quarters (90%) of the households in the area are classified as belonging to five of the 15 Mosaic Groups (B, E, F, G, and H) which 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.
- E – Predominantly older families, with some adult children still living at home in suburban mid-range three-bedroom homes. Long term residents of the area. The internet is used for research within the households.

- 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
- G – Predominantly professional older singles or families with successful careers in good quality housing.
- 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.

Mosaic Group	Formby		Sefton	
	Households	Percent	Households	Percent
B Prestige Positions	3674	34.7%	11336	8.9%
E Senior Security	2286	21.6%	16796	13.2%
F Suburban Stability	1528	14.4%	17345	13.6%
G Domestic Success	1460	13.8%	7970	6.3%
H Aspiring Homemakers	553	5.2%	13332	10.5%

Family Wellbeing Centre Health 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 link: [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 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](#)

Sources

Demographics			
Page	Sub Section	Source	Date
7	Population	ONS - Mid-2019 Population Estimates for 2019 Wards in England and Wales by Single Year of Age and Sex -	2019

Deprivation			
Page	Sub Section	Source	Date
7&8	IMD / IDACI	Gov.UK - English Indices of Deprivation 2019 - Supplementary Indices - Income Deprivation Affecting Children Index	2019
8	Accessing Foodbanks	Trussell Trust	2020

Benefit & Support			
Page	Sub Section	Source	Date
9	Universal Credits	Stat-Xplore - People on Universal Credit - December 2020	2020
9	Child Benefits	Gov.UK - Child Benefit Small Area Statistics - August 2019	2019
9	Housing Benefits	Sefton MBC - Revenues and Benefits System - May 2020	2020
9	Personal Independent Payment	Stat-Xplore - PIP - Personal Independent Payment July 2020	2020
9	Emergency Limited Assistance Scheme	Sefton MBC - Welfare Reform	2020

Economy & Business			
Page	Sub Section	Source	Date
9	Household Income	Experian: Household Mosaic Classification	2020
9	Economic Activity	Census 2011 - KS603EW Economic Activity by Sex	2011

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Page	Sub Section	Source	Date
10	Primary/Secondary Settings - Pupils	Sefton School Census January 2020	2020
11	Early Years Foundation Stage - Achievement	Sefton MBC & DfE - EYFSP - SFR50-2019	2019
11	Primary Settings - KS1 Achievement	Sefton MBC & DfE - SFR42_2019_KS1_LA_tables&NCER Emerging National KS1	2019
11	Primary Settings - KS2 Achievement	Sefton MBC & DfE - SFR62_KS2_2019_LA_Tables&NCER Emerging National KS2 TA / Test	2019
11	Secondary School Settings - KS4 Achievement	Sefton MBC & DfE - SFR03_2019_LA_Characteristics_Tables	2019
12	SEN	Sefton School Census January 2020	2020
12	Not in Employment Education or Training	Career Connect - Connexions	2020
12	High Needs Funding	Sefton Finance 2021	2021

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13	Crimes	Merseyside Police	2020
13	Anti-Social Behaviour	Merseyside Police	2020
13	Deliberate Fires	Merseyside Fire and Rescue	2020

Health			
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14	Life Expectancy Female & Male	Local Health Indicators - ONS - Life Expectancy at Birth Females / Males	2013 - 2017
14	General Fertility Rate	Annual Births extract and mid-year population estimates - ONS - Crude Fertility Rate of live births per 1000 females aged 15-44	2013 - 2017
14	National Child Measurement Programme	Sefton MBC - National Child Measurement Programme	2018-2019
14	Hospital Admissions - All Causes	fingertips.phe.org.uk - Emergency Hospital Admissions for All Causes SAR	2018
14	Hospital Admissions - Intentional Self-harm	fingertips.phe.org.uk - Hospital Admissions for Self Harm SAR	2018
14	Standardised Mortality Ratio	Local Health Indicators - ONS - Deaths From All Causes, All Ages SMR	2018
14	Incidence of Cancer	Local Health Indicators - ONS - Incidence of All Cancer SIR	2018

Service Demand & Delivery in Ward			
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15	Children Social Care	Sefton MBC - Children's Social Care	2020
15	Early Help	Sefton MBC - Children's Social Care	2020
16	YOT	Sefton MBC - Youth Offending Team	2020
16	Turnaround Programme	Sefton MBC - Children's Social Care	2020

Mosaic Classification			
Page	Sub Section	Source	Date
17	Mosaic Classification	Experian: Household Mosaic Classification	2020

Family Wellbeing Centre Health Comparators			
Page	Sub Section	Source	Date
18	Comparators	fingertips.phe.org.uk/Local Health Indicators - ONS	2013-2018