

Family Wellbeing Centre Profile

Hudson



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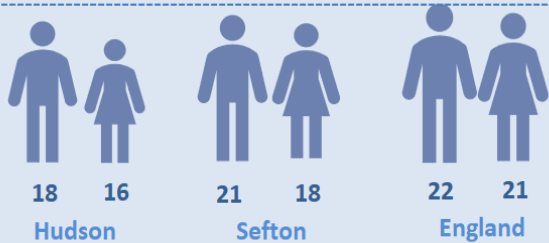
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Contents

Document Control	2	Hospital Admissions.....	15
Highlights	4	Children Overweight (inc Obesity).....	15
Overview.....	5	Service Demand & Delivery	16
Demographics.....	5	Children’s Social Care.....	16
Deprivation	5	Early Help	16
Employment	6	Children Centres	16
Benefits.....	6	Youth Offending Team (YOT).....	17
Education.....	6	Sefton Turnaround.....	17
Community Safety	6	MOSAIC Profile	18
Social Care	6	Family Wellbeing Centre Comparators.....	19
YOT	6	Notes on Data & Methodology.....	20
Demographics.....	8	Source	22
Food bank.....	8		
Deprivation	8		
Children in Low Income Families.....	8		
Income Deprivation Affecting Children Index (IDACI) by Hudson Schools (2019)	8		
Index of Multiple Deprivation (IMD) by Hudson Schools (2019)	9		
Implications for Service Delivery	9		
Welfare, Economy, & Business.....	10		
Economically Active.....	10		
Free School Meals.....	10		
Benefits.....	10		
Emergency Limited Assistance Scheme (ELAS) Applications	10		
Education.....	11		
Early Years	12		
Key Stage 2	12		
Key Stage 4	12		
Special Education Need (SEN)	13		
High Needs Funding (HNF)	13		
Community Safety	14		
Crime	14		
Anti-social Behaviour (ASB)	14		
Deliberate Fires	14		
Health	15		

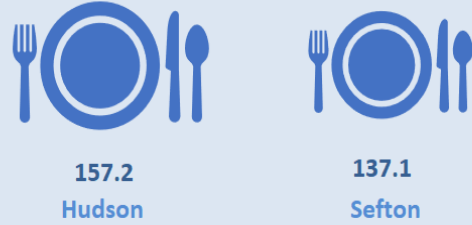
Highlights

Aged 0-17



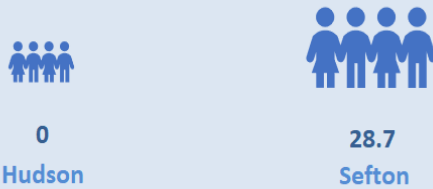
Proportion of total Population

Free School Meals



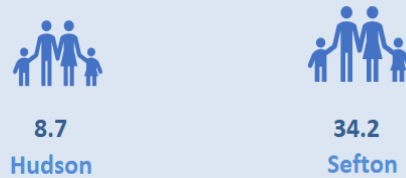
Rate per 1,000 Population 0-17 Free School Meals (Jan 2020)

Children Social Care



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

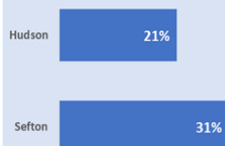
Early Help Episodes



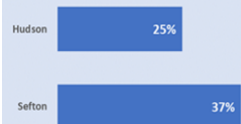
Number per 1,000 population of 0-17-year olds at 31/12/2020

Educational Attainment

Early Years



Key Stage 2



Key Stage 4



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

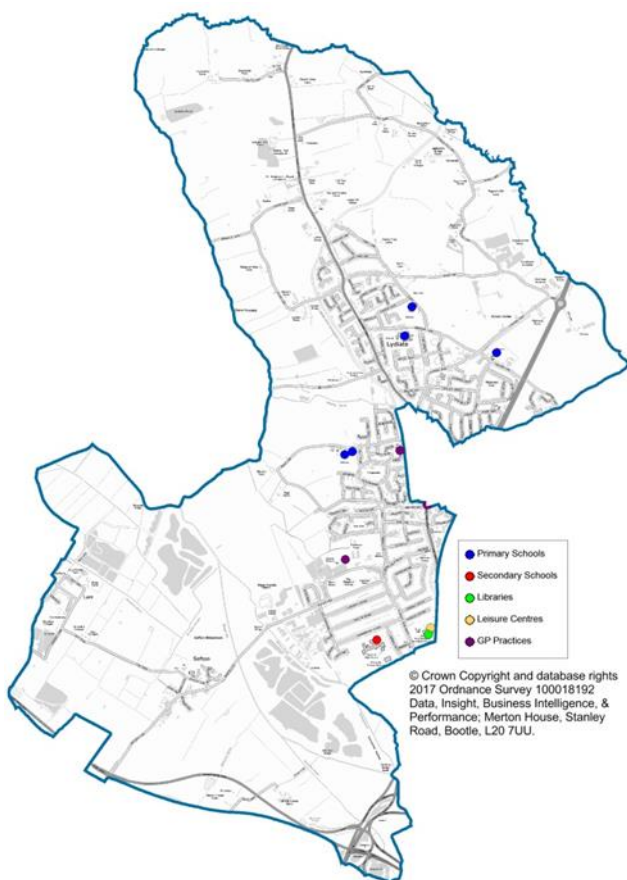
Sefton is a metropolitan borough of Merseyside; England and its local authority is Sefton Council.

The Hudson Family Wellbeing Centre is based at Moorhey Road, Maghull and provides services to the wards of Park and Sudell, two of the 22 wards that make up Sefton Metropolitan Borough Council. It is located to the South East of the Borough and covers the Eastern and Western part of Maghull. Bordered by Park ward to the North West, West Lancashire LA to the North East and Molyneux ward to the South and West.

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

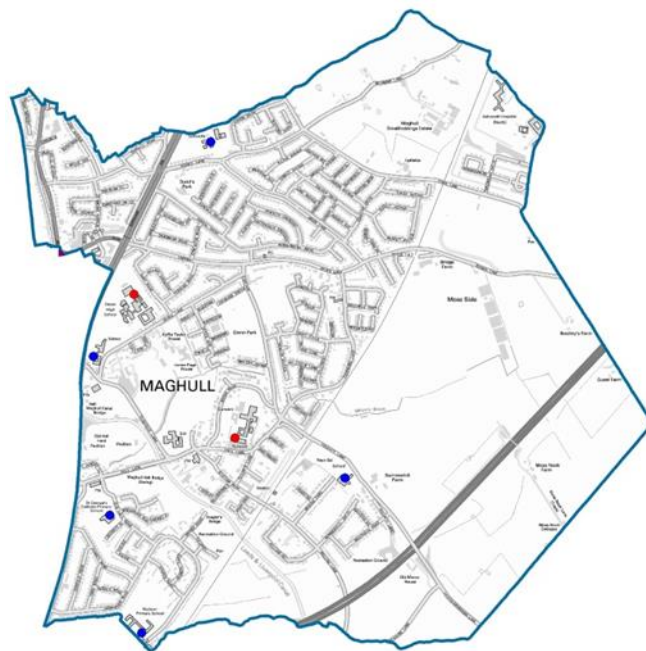
Park

- Five Primary Schools
- One Secondary School
- One Library
- One Leisure Centre
- Two General Practitioner (GP) Surgeries



Sudell

- Five Primary Schools
- Two Secondary Schools



Demographics

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

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.

17% of the population of the area are under 18 and over half (56%) are of traditional working age (16-64).

Deprivation

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

Employment

Almost half (49%) of the total population in Hudson are in employment, which is over four fifths of the 16-64-year-old population in the area. 3% are unemployed and 3% are recorded as students.

Benefits

Only 4% of the households in Hudson are receiving Housing Benefit and less than 1% of the total ELAS (Emergency Limited Assistance Scheme) applications between January 2020 and December 2020 originated from the area.

Education

The schools within the Hudson area have equal proportion of females and males. Ten of the schools were rated as 'Good' by OFSTED with one achieving 'Outstanding' and two 'Requiring Improvement'.

The rate of Free School Meals within the Hudson area was higher than across Sefton.

Just over 8.8% students received SEN support and less than 1% were on an Education Health & Care Plan.

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

Community Safety

Overall levels of crime in the Hudson area are considerably lower than Sefton as a whole.

Violent crime is the most reported type – representing almost 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 inconsiderate behaviour' is the most common type of ASB.

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

Social Care

As might be expected, given the area's relative 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 10 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 52-48 in Hudson which falls in line with Sefton. Liverpool City Region and England are approximately 51%-49%.

The percentage of working age (16-64) individuals in Hudson (56%) is 3% lower than the percentage across Sefton and 6% lower than the wider Liverpool City Region and across England. This may mean that demand for jobs or benefit support in the area would be lower than that of the borough.

Hudson accounts for 7.4% of the 0-5-year olds across the Sefton borough as a whole and 7.5% 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).

	Hudson Count	Percentage			
		Hudson	Sefton	North West	England
Total	23,865				
Males	11,469	48.1%	48.1%	49.4%	49.4%
Females	12,396	51.9%	51.9%	50.6%	50.6%
0-17	4,040	16.9%	19.6%	21.3%	21.4%
0-19	4,445	18.6%	21.5%	23.6%	23.6%
16-64	13,335	55.9%	59.0%	62.1%	62.4%
18-64	12,898	54.0%	56.9%	60.0%	60.2%
55-65	3,882	16.3%	15.9%	13.5%	13.1%
65+	6,927	29.0%	23.6%	18.7%	18.4%
85+	1,143	4.8%	3.5%	2.4%	2.5%

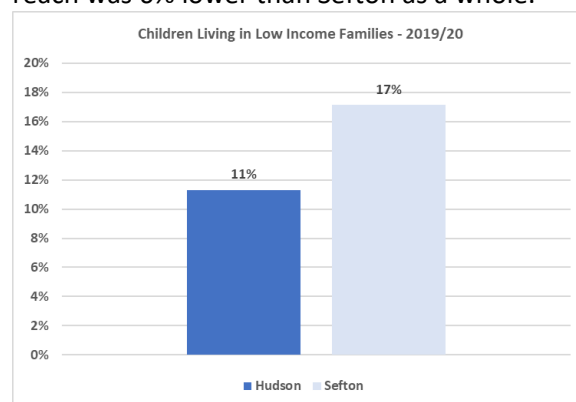
Food bank

In the financial year 2019/20 households in the Hudson reach received 93 Food bank vouchers from the Trussell Trust, which accounted for 1.1% of the Sefton total. These vouchers helped 263 people (144 adults and 119 children).

Deprivation

Children in Low Income Families

The percentage of 0-19-year olds living in low income families during 2019/2020 in the Hudson reach was 6% lower than Sefton as a whole.



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

Within the Sefton Borough, 13,053 children attending schools are affected by income deprivation of which 8.4% are attending schools within the Hudson reach.

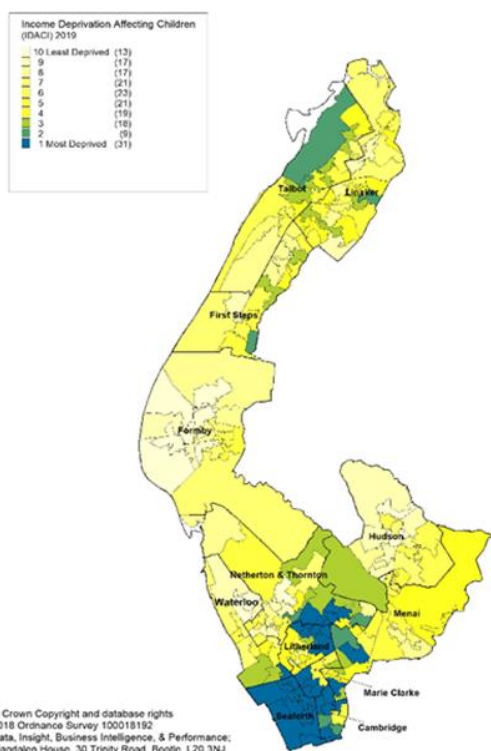
School	IDACI 10	IDACI 20	IDACI 30	IDACI Bottom 30%
Primary				
Hudson	13	13	13	39
Northway	15	10	8	33
Summerhill	6	6	7	19
Lydiat	17	7	3	27
Green Park	0	1	11	12
St Andrews	22	10	6	38
St George's	13	3	8	24
St Gregory's	10	1	2	13
St John Bosco	0	4	6	10
St Thomas	6	4	3	13
Academy				
Deyes	40	20	21	81
Maghull	201	100	101	402
Maricourt	187	86	108	381
Total	530	265	297	1092
SEFTON	7,324	3,040	2,689	13,053

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

Within the Sefton Borough, 3,433 children attending schools are affected by Multiple Deprivation of which 9% are attending schools within the Hudson reach.

School	IMD 10	IMD 20	IMD 30	IMD Bottom 30%
Primary				
Hudson	17	15	12	12
Northway	21	8	9	9
Summerhill	14	7	5	5
Lydiate	22	4	3	3
Green Park	0	1	13	13
St Andrews	27	10	8	8
St George's	13	11	2	2
St Gregory's	9	7	1	1
St John Bosco	1	7	5	5
St Thomas	9	4	2	2
Academy				
Deyes	61	35	19	19
Maghull	237	159	120	120
Maricourt	207	195	111	111
Total	638	463	310	310
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 Hudson. 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 15% of households within the Hudson reach had an annual income of less than £15,000, lower than the rate across Sefton 23%, while the rate of household income between £20,000 and £29,999 (29%) was slightly higher in Hudson than in Sefton.



Economically Active

Just under 50% the total population of the Hudson area are in employment. However, this accounts for 87% of the 16-64-year-old population (13,335) in the area.

3% are unemployed

3% are recorded as students.

The rate of employment in the Hudson area is 5% higher than Sefton. Unemployed is the only category where Hudson is slightly lower than Sefton and England.

Economic Activity	Hudson	%	Sefton	%	England	%
Population	23,865		276,410		56,286,961	
All	20,988	88%	226,435	82%	42,989,620	76%
In employment	11,626	49%	122,709	44%	25,308,888	45%
Employee: Part-time	3,076	13%	34,068	12%	6,191,031	11%
Employee: Full-time	7,050	30%	71,988	26%	15,221,760	27%
Self-employed	1,500	6%	16,653	6%	3,896,097	7%
Unemployed	655	3%	11,103	4%	2,023,485	4%
Student	713	3%	8,719	3%	2,262,981	4%

Free School Meals

School Census January 2020 recorded 635 children within the Hudson area who were in receipt of Free School Meals (10%) of the school population. This is lower than Sefton (19%).

813 Hudson pupils were eligible for Pupil Premium Funding (13%), 8% lower than Sefton.

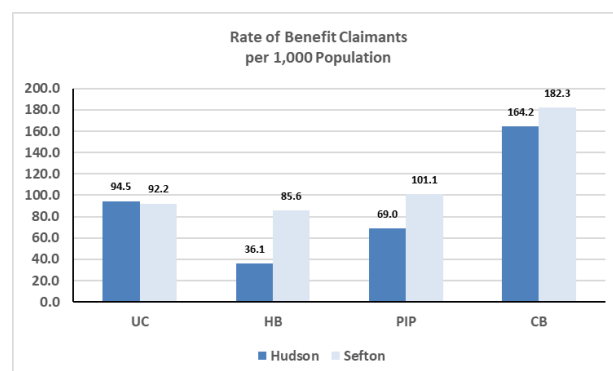
Benefits

As at Jan'21 of all working age benefit claimants (16-64) within the area, 7% were in receipt of Personal Independent Payment (PIP). This is a rate of 69.0 per 1,000 population, much lower than across Sefton with 101.1 per 1,000.

As at Jan'21 there were 1,260 Universal Credit (UC) claimants in the area. This is a staggering increase compared to Jan'20 (504) primarily as a result of the current Covid Pandemic and increased redundancies. Hudson rate of UC claimants 94.5 per 1,000 population is slightly higher than Sefton 92.2.

In Nov'20, 4% of households in the area were claiming Housing Benefit, a rate of 36.1 per 1,000 population much lower in comparison to Sefton with 85.6.

At Aug'19, 16% of families were in receipt of Child Benefits, a rate of 164.2 per 1,000 population, lower than Sefton with 182.3.



Emergency Limited Assistance Scheme (ELAS) Applications

Between January 2020 and December 2020 there were 85 applications to Sefton's Emergency Limited Assistance Scheme (ELAS) by residents within Hudson, 1.2% of all ELAS applications made. This makes up 0.4% of residents aged 18 and over in the area which is significantly lower than the 3.3% throughout the borough. Of the applications in the area, 51% were approved in full, with 7% being partially approved but 42% not being approved.

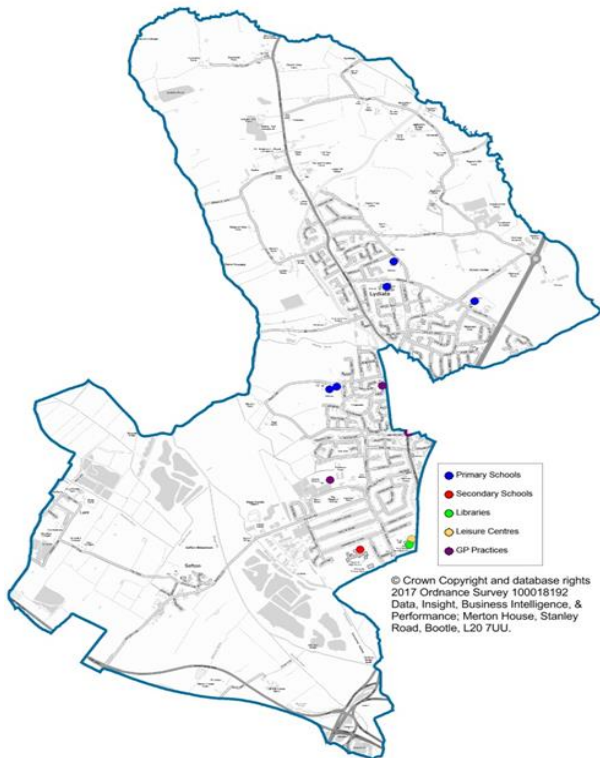
Jan'20 to Dec'20	Hudson	Sefton
Total Applications	85	7273
Approved	43	3854
Partially Approved	6	739
Not Approved	36	2680

Education

School locations in the Hudson FWC Reach:

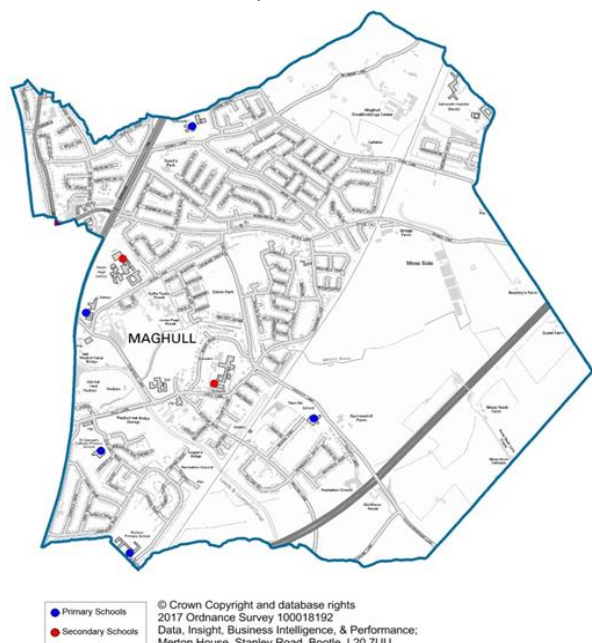
Park

- Five Primary Schools
- One Secondary School



Sudell

- Five Primary Schools
- Two Secondary Schools



At the most recently available school census there were 6,052 children registered at schools within the Hudson area.

3,538 Secondary school provisions

2,514 Primary school setting

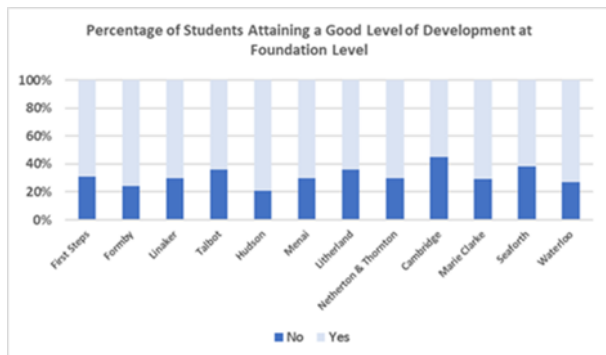
The ratio of Male to Female in Hudson schools is equal across both.

School	Primary	Secondary	Special	Total
Primary				
Hudson	254	0	0	254
Northway	362	0	0	362
Summerhill	207	0	0	207
Lydiate	266	0	0	266
Green Park	251	0	0	251
St Andrews	296	0	0	296
St George's	227	0	0	227
St Gregory's	239	0	0	239
St John Bosco	203	0	0	203
St Thomas	209	0	0	209
Academy/Secondary				
Deyes	0	1380	0	1380
Maghull	0	915	0	915
Maricourt	0	1243	0	1243
Total	2514	3538	0	6052
SEFTON	22,923	15,990	655	9,356

At their most recent OFSTED inspections 9 of the 10 primary schools received 'Good' rating with St Thomas receiving 'Outstanding' However, their most recent inspection was back in 2013. Deyes High was the only secondary school receiving 'Good' with Maghull High and Maricourt both 'Requiring Improvement'

School	Ofsted Rating	Date of Last Inspection
Primary		
Hudson	2 Good	21-11-2017
Northway	2 Good	20-02-2018
Summerhill	2 Good	20-02-2018
Lydiate	2 Good	16-05-2019
Green Park	2 Good	27-11-2019
St Andrews	2 Good	28-09-2017
St George's	2 Good	31-10-2017
St Gregory's	2 Good	01-03-2016
St John Bosco	2 Good	20-04-2017
St Thomas	1 Outstanding	18-07-2013
Secondary/Academy		
Deyes	2 Good	14-03-2019
Maghull	3 Requires Improvement	26-04-2018
Maricourt	3 Requires Improvement	17-10-2018

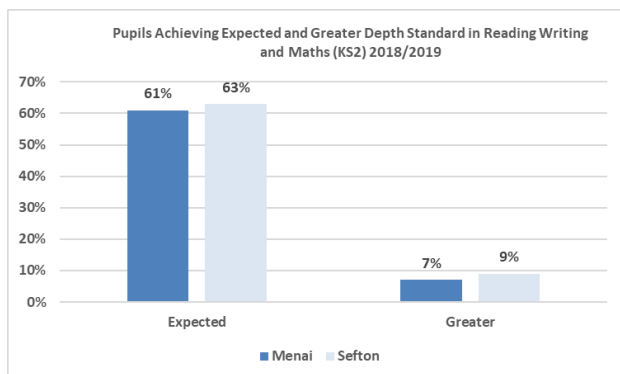
Early Years



Just over three quarters (79%) 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

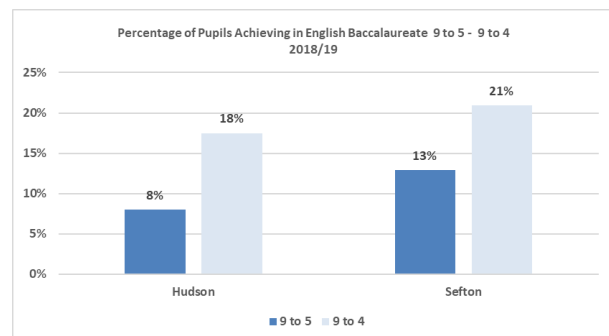
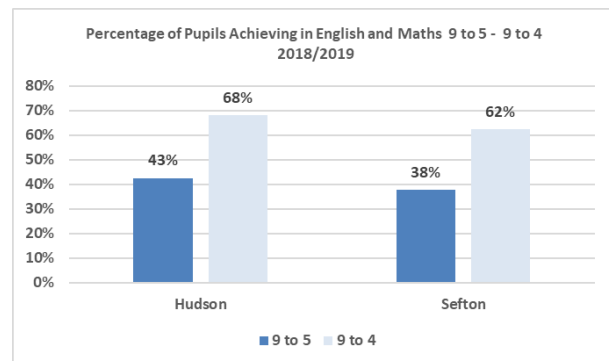
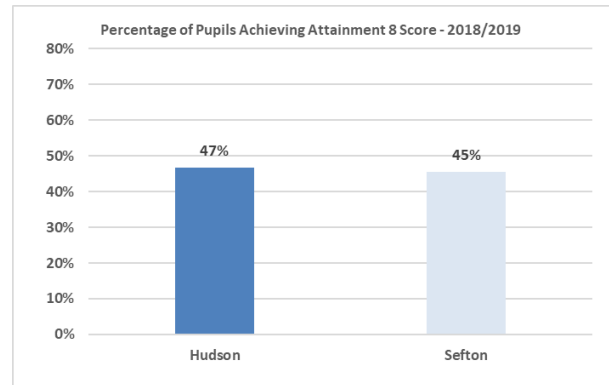


Available data for Key Stage 2 indicates that all 10 primary schools within the Hudson area made Average, Above Average or Well Above Average progress in the three key areas – Reading, Writing and Maths.

The rates across Hudson are 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 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%, slightly lower than Hudson 47%.



Pupils in the Hudson area achieved higher scores at Key Stage 4 than the rate across Sefton except for English Bacculaureate.

Special Education Need (SEN)

The Hudson rate of SEN/EHCP students was 8.8%, with 7.8% receiving SEN Support and 1% the subject of Education Health & Care (EHC) plans

School Name	Cohort	Gender		SEN Codes		
		Female	Male	E - EHC Plans	K - SEN Support	Other
Primary						
Hudson	254	115	139	15	33	206
Northway	362	196	166	4	16	342
Summerhill	207	93	114	5	16	186
Lydiate	266	123	143	0	14	252
Green Park	251	122	129	1	4	246
St Andrews	296	141	155	3	14	279
St George's	227	122	105	3	13	211
St Gregory's	239	119	120	0	10	229
St John Bosco	203	103	100	1	10	192
St Thomas	209	101	108	0	7	202
Academy/Secondary						
Deyes	1380	646	734	7	99	1274
Maghull	915	488	427	10	173	732
Maricourt	1243	633	610	8	64	1171
Total	6,052	3,002	3,050	57	473	5,522
SEFTON	39,977	19,509	20,468	1,126	4,585	34,266

High Needs Funding (HNF)

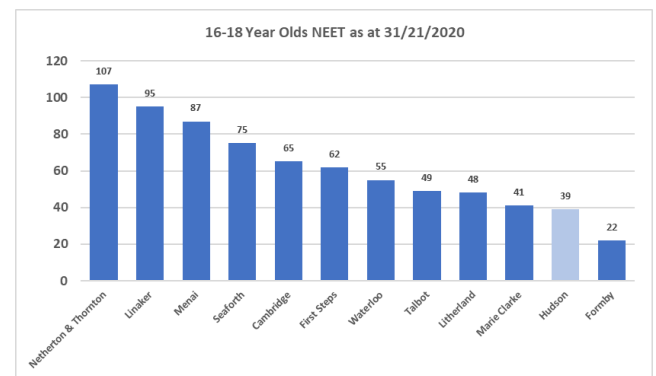
High needs funding is intended to provide the most appropriate support package for an individual with special educational needs (SEN) in a range of settings.

School Name	Cohort	Gender		SEN Codes		
		Female	Male	E - EHC Plans	K - SEN Support	Other
Primary						
Hudson	254	115	139	2	4	0
Northway	362	196	166	4	0	0
Summerhill	207	93	114	5	7	0
Lydiate	266	123	143	0	1	0
Green Park	251	122	129	0	4	0
St Andrews	296	141	155	3	1	0
St George's	227	122	105	3	0	0
St Gregory's	239	119	120	0	0	0
St John Bosco	203	103	100	1	3	0
St Thomas	209	101	108	0	0	0
Academy/Secondary						
Deyes	1380	646	734	6	6	0
Maghull	915	488	427	7	6	0
Maricourt	1243	633	610	7	4	0
Total	6,052	3,002	3,050	38	36	0

Eleven of the thirteen schools within Hudson receive some element of High Needs Funding for either EHC or SEN Support, 2.4% of the total HNF allocated to Sefton. Maricourt receiving the higher percentage of funding (19%).

Not in Education, Employment or Training (NEET)

The number of young people (16-18) in the Hudson reach who were registered as Not in Education, Employment or Training (NEET) as at 31/12/20 was 39. When comparing the rate per 1,000 population (60.0) Hudson was considerably lower than Sefton (85.5). Hudson accounted for 5% of all young people who were registered NEET.



Community Safety

Hudson has much lower levels of crime and disorder than the Borough as a whole.

Crime

There were 1,012 crimes reported to Merseyside Police between 2019/20 in Hudson, representing 4.7% of all crimes that occurred within Sefton. This is a rate of 42.4 crimes per 1,000 people compared to the rate seen across Sefton as a whole (76.8 per 1,000).

Just under a third (315) of all reports were violent offences. The next most common offence was Theft (268) followed by Criminal Damage & Arson (174).

1.9 crimes per 1,000 population were drug related, considerably lower than the rate across Sefton (6.0 per 1,000 population).

Crime 2019/2020

2019/2020	Hudson - Pop 23,865		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
Burglary	106	4.4	1586	5.7
Criminal Damage & Arson	174	7.3	2453	8.9
Drugs	45	1.9	1645	6.0
Public Order	78	3.3	1902	6.9
Other	17	0.7	535	1.9
Sexual	9	0.4	428	1.5
Theft	268	11.2	4746	17.2
Violence	315	13.2	7933	28.7
Total	1012	42.4	21228	76.8

Anti-social Behaviour (ASB)

There were 404 Anti-social Behaviour incidents reported to Merseyside Police between 2019/20 occurring within the Hudson area, 8.5% of all Sefton incidents. The area has a rate of 16.9 incidents per 1,000 population, slightly lower than rate seen across Sefton (17.2).

46.5% of the incidents within the area were reports of Rowdy Inconsiderate Behaviour (188), followed by Vehicle Nuisance (92) being the next most commonly reported incident recording 22.8%.

Anti-Social Behaviour 2019/20

2019/2020	Hudson - Pop 23,865		Sefton Pop - 276,410	
	Count	Rate per 1000	Count	Rate per 1000
General Nuisance	67	2.8	929	3.4
Nuisance Neighbour	18	0.8	485	1.8
Other	23	1.0	313	1.1
Personal	16	0.7	313	1.1
Rowdy Inconsiderate Behaviour	188	7.9	1968	7.1
Vehicle Nuisance	92	3.9	751	2.7
Total	404	16.9	4759	17.2

Deliberate Fires

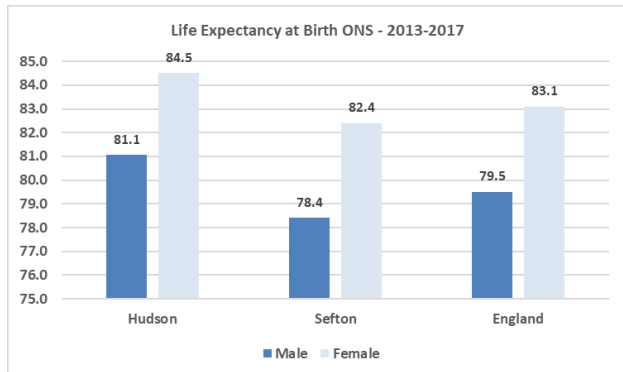
There were 52 Deliberate Fire incidents reported to Merseyside Police between 2019/2020 in the Hudson area representing 11.3% of all Sefton fires reported. Deliberate Secondary Fires had the highest number of incidents with 86.5%. The area has a rate of 2.2 incidents per 1,000 population – higher than the rate seen across Sefton as a whole (1.7 per 1,000).

Deliberate Fires 2019/2020

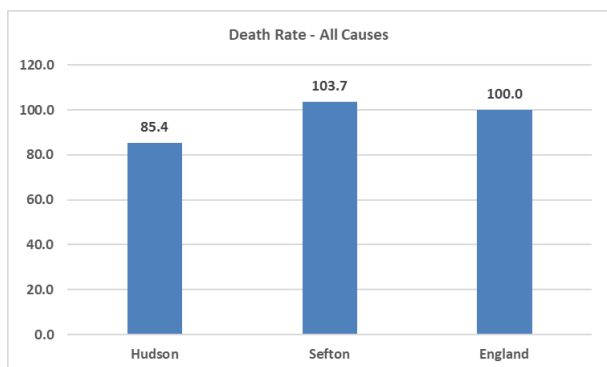
Fires 2019/20	Hudson Deliberate Fires		Sefton Deliberate Fires	
	Count	Rate per 1,000	Count	Rate per 1,000
Deliberate Property Fire	3	0.1	38	0.1
Deliberate Secondary Fire	45	1.9	371	1.3
Vehicle Fire	4	0.2	51	0.2
Total	52	2.2	460	1.7

Health

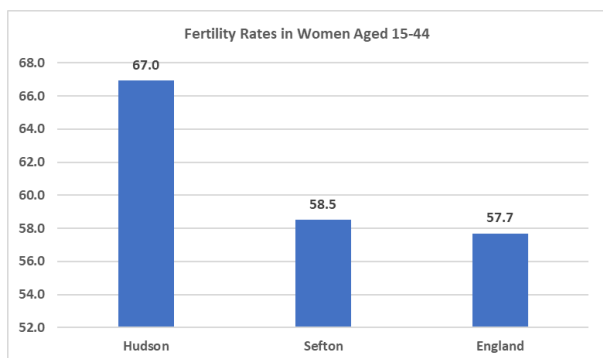
ONS Statistics 2013-2017 recorded, Hudson reach has a poorer level of health compared to the borough with lower life expectancy.



Based on current age-specific mortality rates, women in Hudson on average could expect to live 2 years longer than the Sefton and one year longer than England average; with men expected to also live up to 3 years longer compared to Sefton and 2 years longer than England.



Closely linked to the overall average levels of health of residents in Hudson the levels of other disease and mortality rates are generally lower than Sefton as a whole and England.

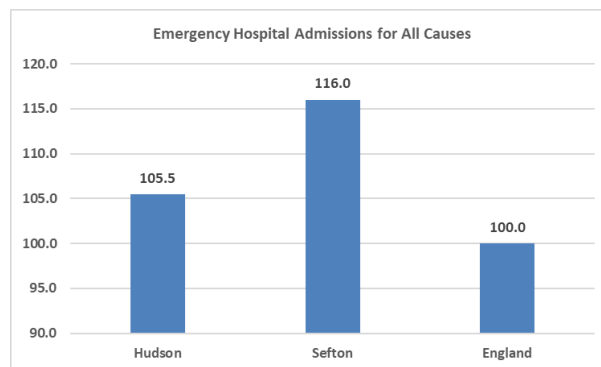


ONS Statistics 2019 recorded the fertility rate in Hudson is considerably higher than the Sefton and England rates.

Hospital Admissions

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

Chronic Heart Disease (CHD) had the highest rate in Hudson with 115.1, lower than Sefton 120.0, followed by Cancer with 106.2 which was comparable with Sefton.

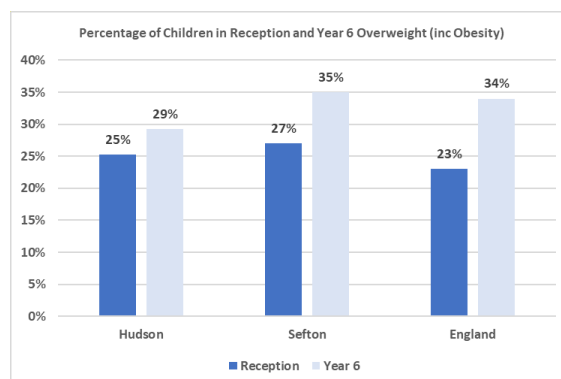


Children Overweight (inc Obesity)

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

205 Reception pupils (age 4 to 5), a quarter (52) were recorded as being overweight, lower than Sefton but higher than England percentages.

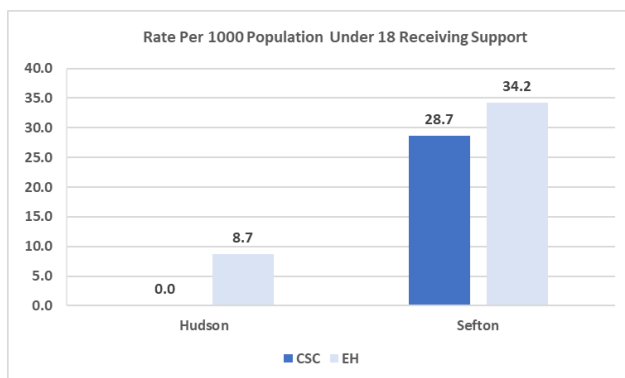
229 Year 6 pupils (age 10 to 11), just under a third (67) were recorded as being overweight, lower than both Sefton and England percentages.



Service Demand & Delivery

Children’s Social Care

As at 31/12/20 Hudson Family Wellbeing Centre did not have any children aged between 0 and 17 years with an open Children’s Social Care plan; whereas Sefton borough were supporting 1,550 children with open CSC plans.



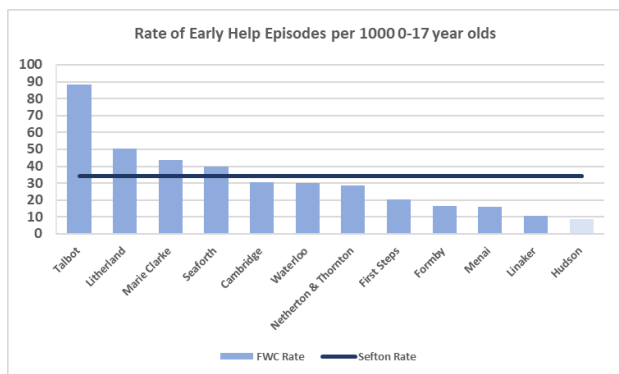
There are three plan types,
 Children Looked After – CLA
 Children in Need Plan – CIN
 Child Protection – CP

Currently, in Sefton:

- 704 children are subject to CLA
- 631 children are subject to CIN
- 215 children are subject to CP

Early Help

As at 31/12/20 Sefton had 1,850 open Early Help Episodes of which Hudson were supporting 35 children, a rate of 8.7 per 1,000 population of 0 – 17-year olds, compared to Sefton with a rate of 34.2 per 1,000 population.



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.

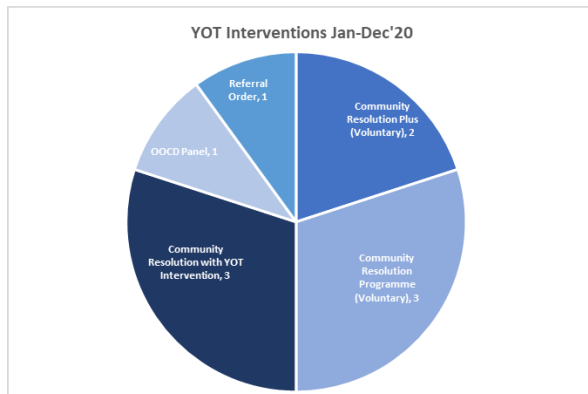
Between October 2017 and September 2018 there were 405 individuals from Hudson registered at Sefton Children Centres, 50% of which were under 18.

There were 522 attendances of under 18-year olds at the Hudson Family Wellbeing Centre between October 2017 and September 2018. This is a rate of 134.5 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 Hudson reach there were 10 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:

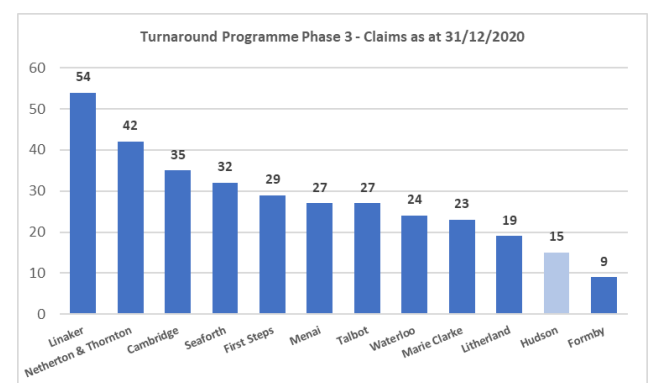
- Reduce harm to families and individuals by delivering interventions in a timely and effective way
- Reduce costs by working in more innovative and collaborative ways
- Increase the number of families receiving support at an earlier stage, before problems become established

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, 15 families from within the Hudson 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 23,865 residents living in 10,921 households across Hudson of which 87% of the households in the area are classified as belonging to five of the 15 Mosaic Groups (F, E, H, G and B). These are generally characterised as:

- 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
- 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
- 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.

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

Mosaic Group	Hudson		Sefton	
	Households	Percent	Households	Percent
F Suburban Stability	3326	30.5%	17345	13.6%
E Senior Security	2872	26.3%	16796	13.2%
H Aspiring Homemakers	1451	13.3%	13332	10.5%
G Domestic Success	1209	11.1%	7970	6.3%
B Prestige Positions	678	6.2%	11336	8.9%

Family Wellbeing Centre Comparators

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

Notes on Data & Methodology

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

For further information please see link:

[Foundation Years](#)

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

For further information please see link:

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

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

For further information please see link:

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

Progress 8 and Attainment 8

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

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

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

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

For further information please see link:

[GOV.UK Attainment 8](#)

Source

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

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

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

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

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

Community Safety			
Page	Sub Section	Source	Date
13	Crimes	Merseyside Police	2020
13	Anti-Social Behaviour	Merseyside Police	2020
13	Deliberate Fires	Merseyside Fire and Rescue	2020

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

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

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

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