

Ward Profile

Ford



Councillor Liz Dowd



Councillor Paulette Lappin



Councillor Ian Moncur

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

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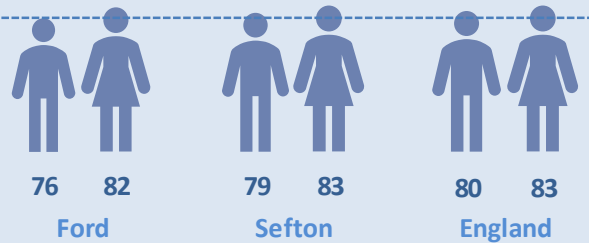
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Highlights

Life Expectancy



Life Expectancy at Birth (2015 - 2019)

Free School Meals



Proportion of children taking Free School Meals (Jan 2020)

Children Social Care



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

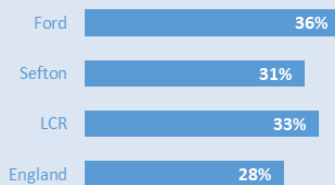
Universal Credits (UC) Benefits



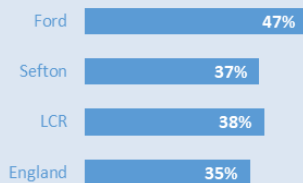
Percentage of working age residents claiming UC (Jan 2021)

Educational Attainment

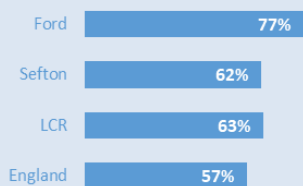
Early Years Foundation Stage



Key Stage 2



Key Stage 4



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

Emergency Limited Assistance Scheme



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

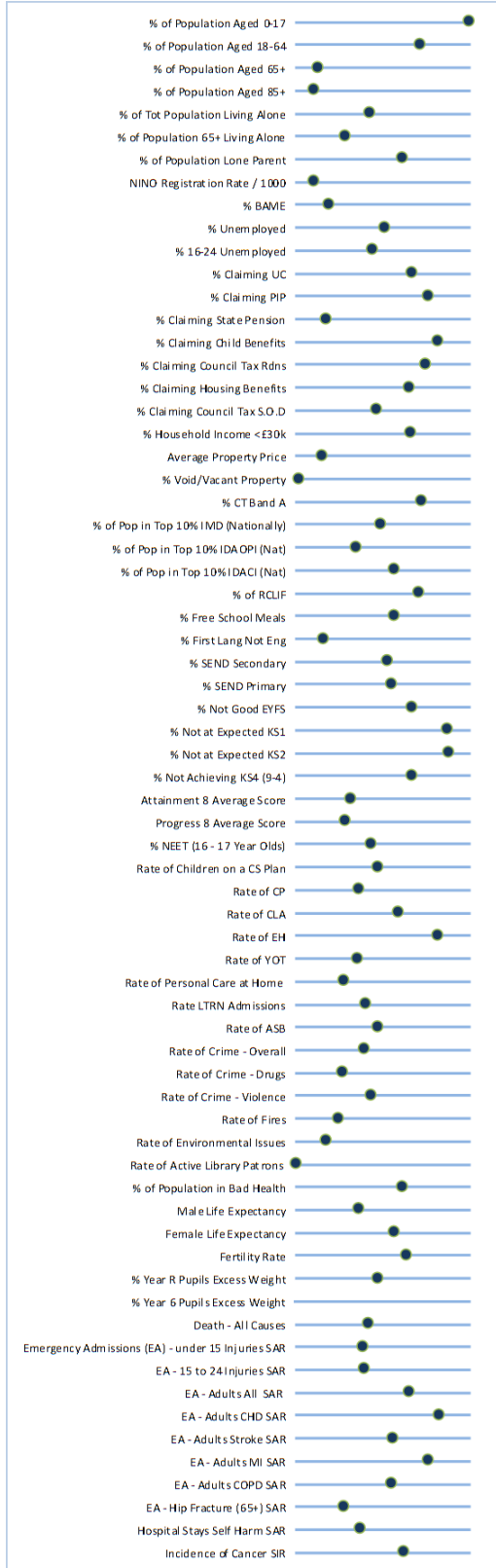
Reported Crimes



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

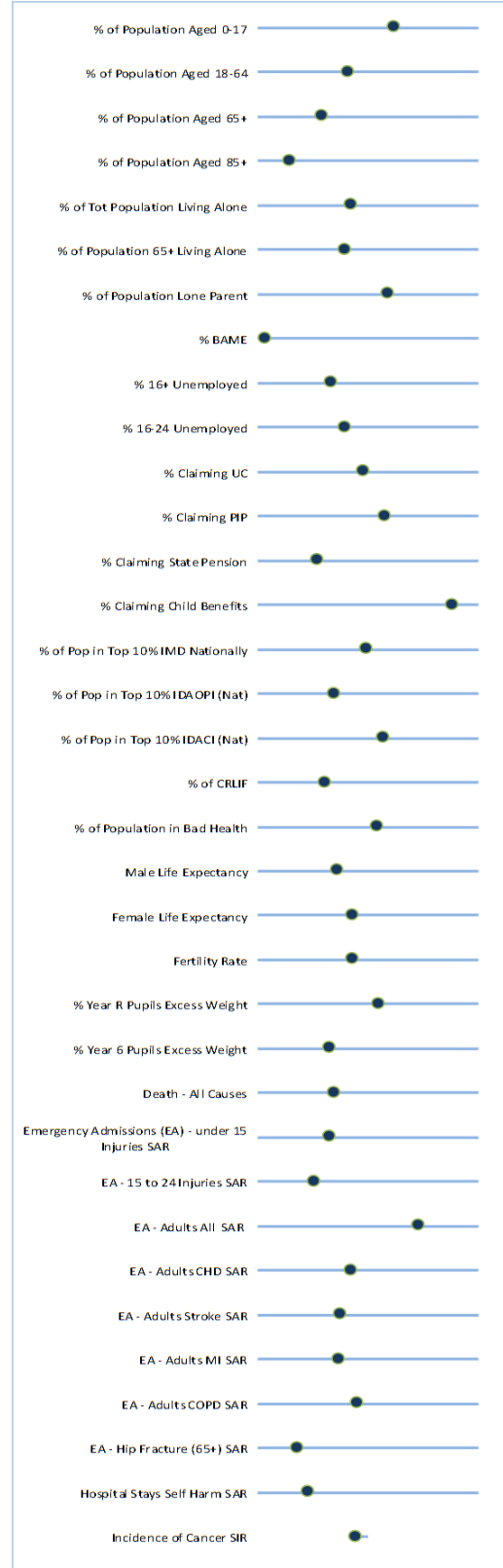
Sefton Comparative Position

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



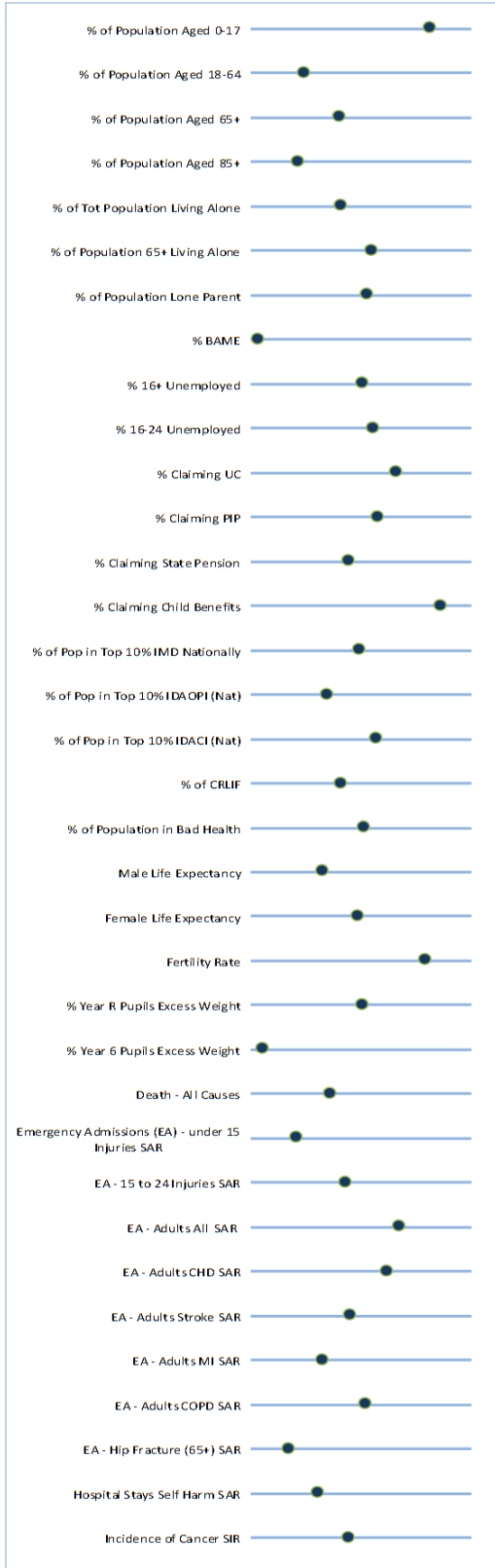
National Comparative Position

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



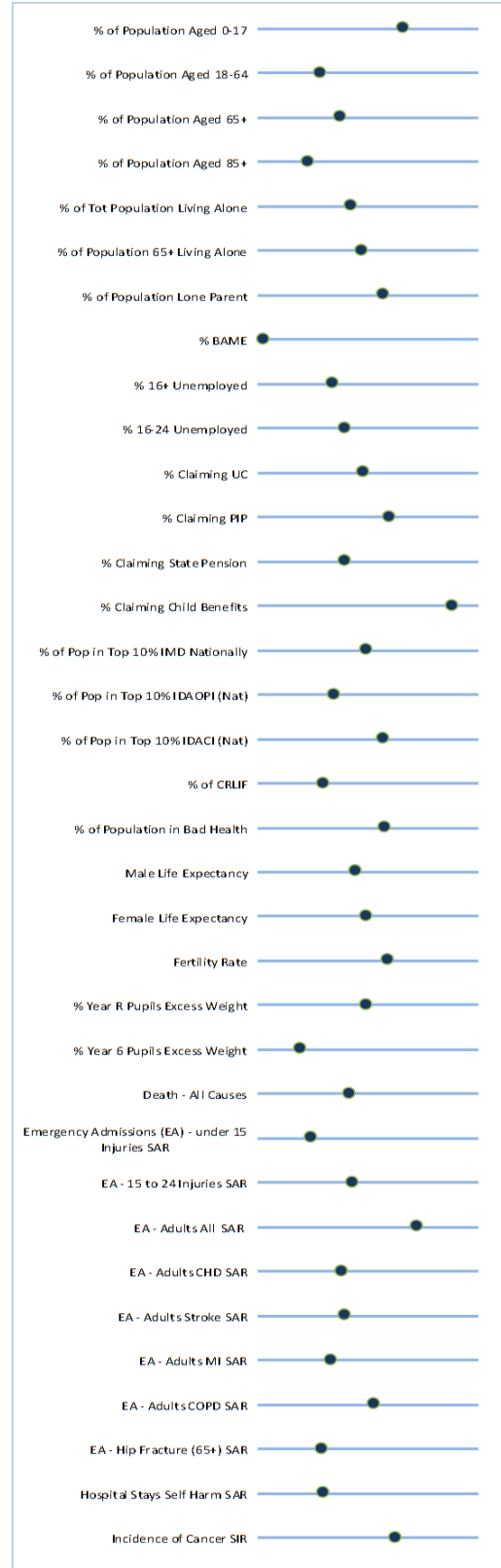
LCR Comparative Position

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



North West Comparative Position

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



Overview

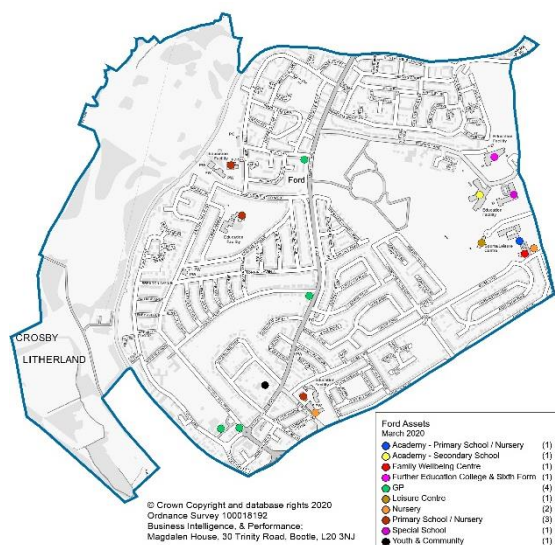
Sefton is a metropolitan borough of Merseyside; England and its local authority is Sefton Council. Sefton was formed, following the Local Government Act 1972, on 1 April 1974.

Ford is one of the 22 wards that make up Sefton Metropolitan Borough Council. It is found in the south of the borough and covers part of the Litherland and Ford areas. Ford is bordered by Church and Victoria wards to the West, St Oswald ward to the North, Litherland ward to the South and Netherton & Orrell to the East.

In the ward there are:

- One Academy - Primary School / Nursery
- One Academy – Secondary School
- One Family Welfare Centre
- One Further Education College & Sixth Form
- Four GP Surgeries
- One Leisure Centre
- Two Nurseries
- Three Primary schools / Nurseries
- One Special School
- One Youth & Community

Map 1: Ford Assets



COVID-19

The core figures in this document reflect the latest information available some of this data does not cover the period affected by the COVID-19 pandemic and associated impacts. Whilst these are expected to be significant there is at present

no comprehensive or robust national data to assess these wider impacts.

Implications for Service Delivery

Due to the demographic makeup, high levels of poverty and poor health seen across Ford, coupled with changes in the welfare system demands on services in the ward could be greater than compared to other wards and Sefton as a whole which may increase in the foreseeable future. Key service demands could include:

- Primary school places may be in required as 5 – 9 year olds make up one of the highest population bands.
- There is a high level of residents living in social rented accommodation, particularly those aged 65 and over which could potentially lead to funding pressure should these residents move into long term residential or nursing facilities as they are likely to be ‘asset poor’.
- The continual changes being made in the Welfare Reform Act along with the COVID 19 pandemic may see increased levels of vulnerable households, leading to demands on services such as Food Banks, Emergency Limited Assistance Scheme, Housing Benefits, and +Homeless Services.
- Given the direct link between deprivation, child poverty, and attainment, overall Ford has a higher than average proportion of children with Special Educational Needs (SEN) and a lower rate of attainment across all areas than the Sefton average placing additional demand on school and education services.
- Calls for services to Merseyside Police, and Merseyside Fire and Rescue have all increased in the ward meaning greater demands on services and leading to increased costs. This is likely to affect how residents of the ward feel in terms of satisfaction and well-being and reduced attractiveness to encourage businesses and job creators to locate in the area.
- Higher than average levels of certain health issues and deprivation may lead to services being overwhelmed i.e. GPs, hospitals and Adult Social Care.

Demographics

The 2019 population estimates indicate there are approximately 12,900 people living in Ford.

Overall, the people of the ward tend to be younger than the Sefton, Liverpool City Region, and England averages. With nearly a quarter (24%) of the population being aged 0-17 compared to 20% in Sefton and across the City Region and 21% nationally (Table 1).

This could result in a higher demand on education services within the ward than compared to the Borough, meaning places within local schools may be limited meaning people travelling further afield to attend nurseries, schools, and colleges. It likely there will be specific demand around primary school places as Ford’s population pyramid (Figure 1) indicates those aged 5 to 9 now make up one of the highest age bands within the ward.

63% of the population are of “working age” (16 – 65) slightly higher than the rate seen in Sefton, yet like the other comparison areas. This may mean demand for jobs or benefit support in the area could be higher than that seen across the Borough as a whole.

The overall population in the ward has seen a minimal increase of just 1% over the last decade, the same as seen across Sefton (Figure 2).

Over the last decade the number of young people in the ward has shown the largest increase (60 people equating to a 2% rise).

In the last Census (2011) 98% of the population was born in the United Kingdom. Some 2% of the ward population had an ethnicity recorded as Mixed Heritage, Black, Asian, or Minority Ethnic background. The England average is approximately 15%.

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

There have been approximately 127 NINo registrations made within Ford by overseas

nationals between 2015/16 and 2019/20 (Table 2). Assuming none of those applicants moved out of the ward during the period this equates to 14 per 1,000 16 to 65 year olds living in Ford. This is considerably lower than the rate seen across Sefton (28) the Liverpool City Region (46) and the North West (53), but lower than England (85).

68% of the overseas national registrations within Ford during the period were from European Union countries (EU). Five of the top countries of registration were from the EU (Figure 3);

- Poland (17%)
- Romania (12%)
- Italy (7%)
- Lithuania (37%)
- Ireland (4%)

Although the overall numbers are low, across the time period of October 2015 to March 2020 registrations in Ford ward have fluctuated considerably from a high of 14 (in Oct to Dec 2018) to none (in Apr to Jun 2016 and Jan to Mar 2020). Due to the COVID-19 pandemic figures post March 2020 are currently unreliable (Figure 4).



Table 1: 2019 Ward Population Distribution Comparisons

	Ford Count	Percentage			
		Ward	Sefton	LCR	England
Total	12,875	-	-	-	-
Males	6,165	48%	48%	49%	49%
Females	6,710	52%	52%	49%	50%
Aged 0-17	3,037	24%	20%	20%	21%
Aged 0-19	3,332	26%	21%	23%	24%
Aged 4-16	2,218	17%	14%	15%	16%
Aged 16-65	8,085	63%	60%	64%	63%
Aged 18-64	7,656	59%	57%	61%	60%
Aged 55-65	1,935	15%	16%	14%	13%
Aged 65+	2,182	17%	24%	19%	18%
Aged 85+	245	2%	3%	2%	2%

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

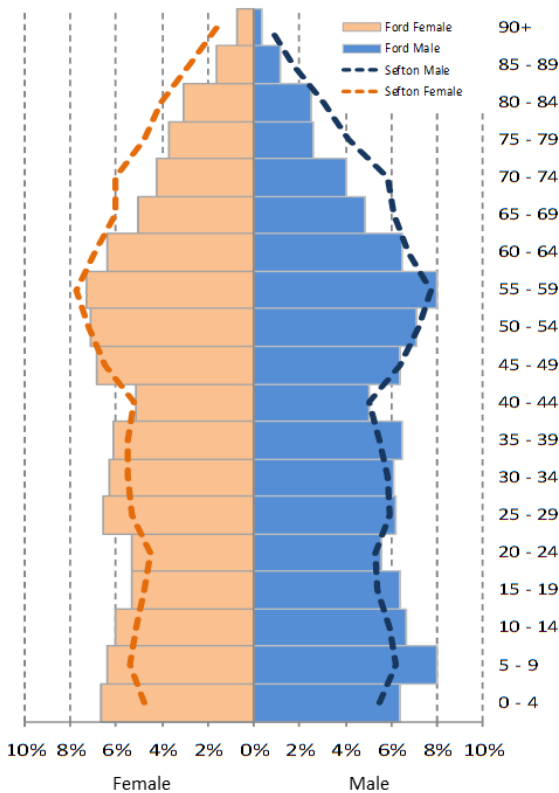


Figure 2: Population Change by Core Age Groups

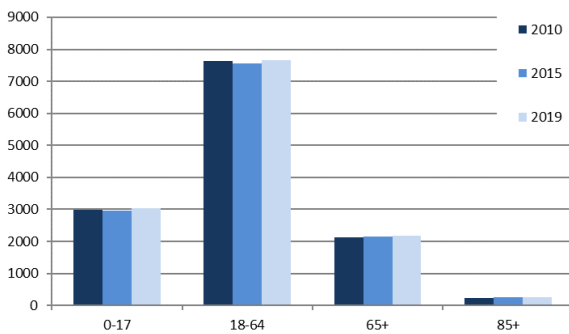


Table 2: NINo Applications 2015/16 – 2019/2020

	Ford Count	Rate per 1,000 Population Aged 16-65				
		Ward	Sefton	LCR	NW	England
European Union NINo	86	9.4	21.8	31.4	33.2	58.0
Asia NINo	20	2.2	2.9	8.3	12.2	15.2
Rest of the World NINo	17	1.9	2.5	5.2	6.1	9.7
All Overseas NINo	127	13.9	27.7	45.9	52.6	85.5

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

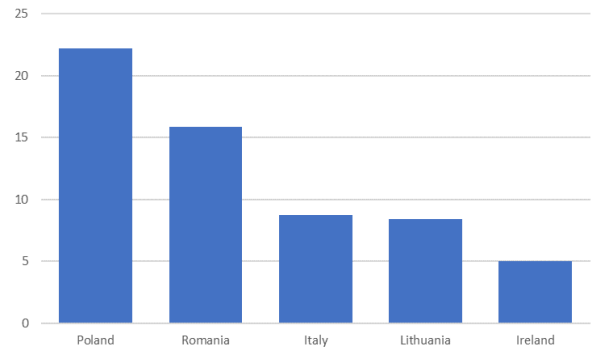
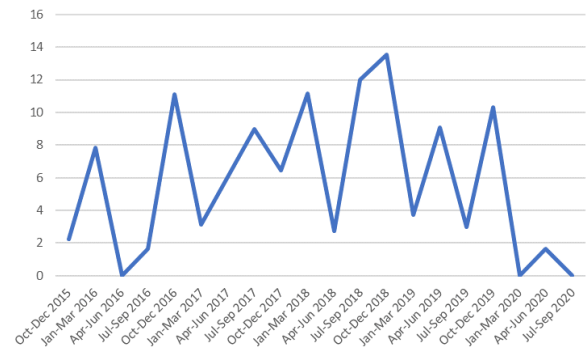


Figure 4: NINo Applications by Quarter October 2015 to September 2020



Service Demand

Approximately 5% of Ford residents aged 65 and over received some form of long-term care from Sefton’s Adult Social Care during the 2020/21 financial year.

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

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

Deprivation

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

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

The six of the 10 LSOAs which make up Ford are all within the top 20% of most affected areas nationally; indeed, three of them are in the top 5% and two in the top 10% (Map 2). Eight of the LSOA have shown increases when comparing the 2019 IMD scores to those in 2015 indicating that the level of deprivation in these areas has increased over the last 5 years. The average score across the ward is 41.4 compared to 27.3 across Sefton as a whole, 34.9 in LCR, 27.9 across the North West and 21.7 in England.

The income deprivation affecting older people index (IDAOPI) is a supplementary index to the IMD. In general the ward is populated by some of the most income deprived older people in the country. Of Ford’s 10 LSOAs six are in the top 20% affected areas nationally, with one being in the top 5% and two in the top 10% (Map 3). The average IDAOPI score in Ford was 0.29, higher than the comparator areas (Sefton and NW – 0.19, LCR – 0.24, England – 0.17).

However, all bar one of the 10 LSOAs have shown decreases in levels of income deprivation affecting older people between 2015 and 2019 suggesting an improvement in overall older people incomes over the period possibly as a result of the protection of Pension levels over the period.

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

Five of the 10 LSOAs within Ford are in the top 10% affected areas nationally, one of which is in the top 5%. The average IDACI score across the

ward is 0.27 - considerably higher than the Sefton 0.17 average.

However, six of the 10 LSOAs (and therefore the ward) has shown decreases in levels of IDACI between 2015 and 2019 suggesting a slight improvement in parental income over the period (Map 4).

It is estimated that in 2019/20 there were some 700 dependent children (aged 0-19) within Ford living in relative low-income families. This equates to approximately 21% of all children in the ward (Figure 5). This is a reduction from the 23% seen in 2018/19. Linacre continually has a higher level than that of Sefton, LCR, and England (Figure 6).



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

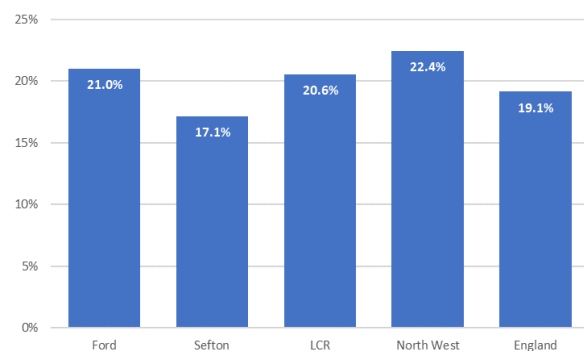
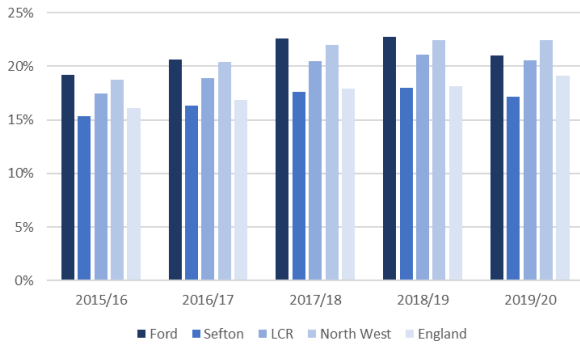
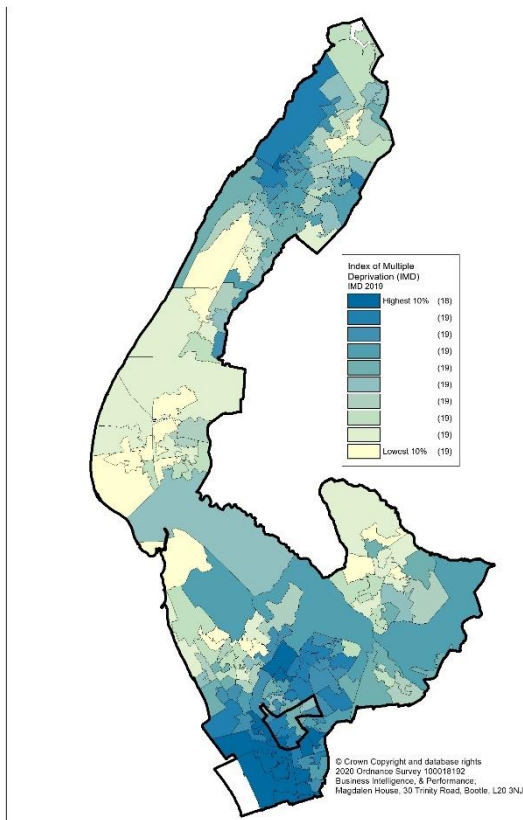


Figure 6: Children in Relative Low-Income Families (2015/16 to 2019/20)

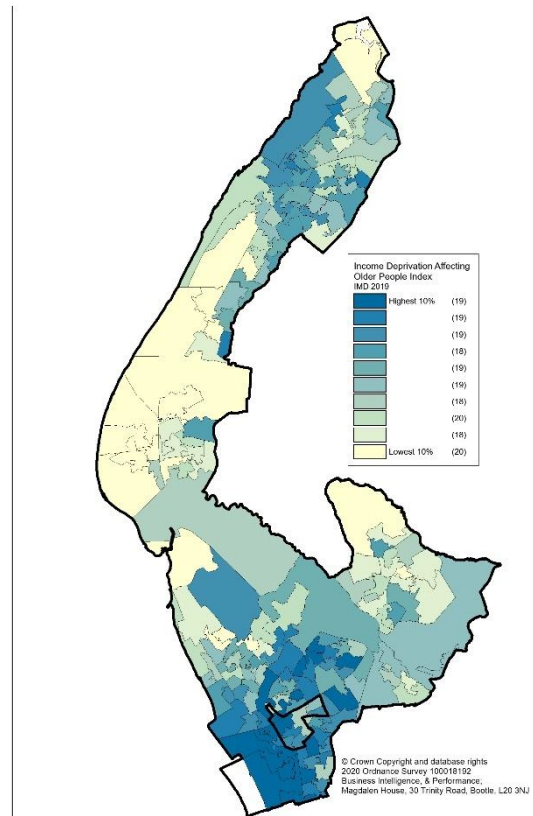


Ford has varied levels of all deprivation types, with some LSOAs being within the most deprived areas within England which goes hand in hand with increased demands on services covering all ages including children’s and adult’s social care, benefits (including out of work and housing), ‘Sefton Turnaround’ Programme, and early help, intervention, and prevention.

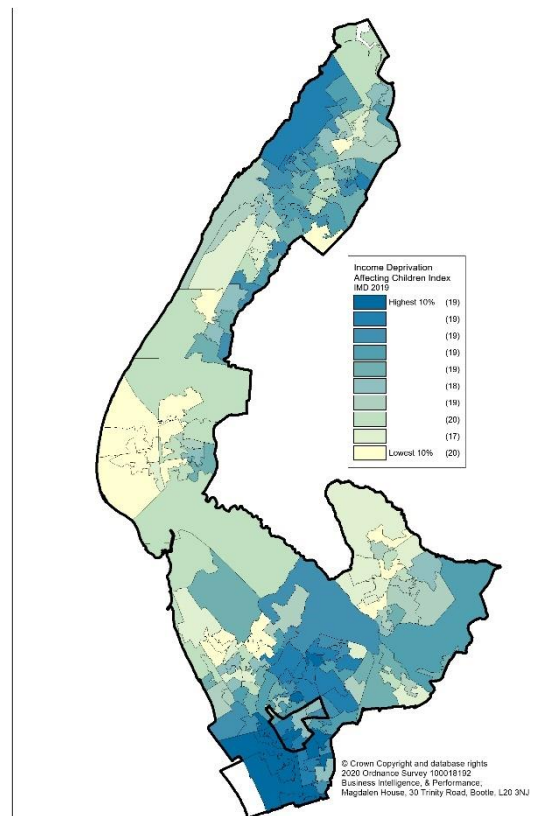
Map 2: Overall IMD Score by LSOA (2019)



Map 3: IDAOPI Score by LSOA (2019)



Map 4: IDACI Score by LSOA (2019)



Housing & Households

In most respects the housing make-up of the ward reflects its population of predominantly lone household younger people and younger couples.

In the 2011 Census:

- 33% of households were occupied by just one person, like local and national averages (Sefton was 32%, LCR 34%, NW 32%, and England 30%).
- 15% of households were occupied by someone aged 65+ living alone. (Sefton was 16%, LCR 13%, NW 13%, and England 12%). Within the ward there is a similar level to that seen across the borough indicating that demands on adult services or charities would be the same or similar to the borough as a whole though it is likely the high levels of deprivation may also be a factor on service demand.
- 18% of households were occupied by a lone parent. (Sefton was 13%, LCR 14%, NW 12%, and England 11%).
- 67% of households had an occupancy rating of +1 or more - an indication that the households had one or more bedrooms than 'required'. This is slightly higher than the rates seen across the Borough (74%), City Region (73%), Northwest (72%) and England (69%).
- 33% of all household tenure was local authority or social landlord rented (Sefton was 14%, LCR 22%, NW and England 18%)
- 34% of households over 65+ had a tenure category of local authority or social landlord rented. (Sefton was 14%, LCR 19%, NW 21%, and England 19%). This may lead to higher demands for funding should these residents move into long term residential or nursing facilities as they will not have any property equity to fund their stays.

The ward has a below average number of long-term vacant properties, though it does have an above average Council Tax single occupancy discounts, partly a function of its transient, low income, single-person population.

Council Tax

Overall, there were 5,723 rateable dwellings in the ward, this makes up 5% of the Sefton total (similar to the Borough average of 5%).

Two thirds (66% / 3,799 dwellings) within the ward were deemed to fall into Council Tax Band A.

Of the dwellings within the ward subject to paying Council Tax 43% qualified for single occupancy discount (i.e. their Council Tax liability was reduced by 25%).

Vacant and / or Void Properties

Ford has a rate of vacant and / or void properties of 25 per 1,000 properties. The ward's rate is lower than the average for the Borough (43).

Ford had a total of 140 vacant and / or void properties as of April 2020 making up just 3% of all vacant and / or void properties across Sefton (Table 3).

Only 9% of the vacant and / or void stock in Ford has been vacant and / or void for over two years.

Over a third (37%) of Ford's vacant and / or void properties are registered as being privately owned; though lower than the Borough rate of 44%. In comparison, 16% of the wards vacant and / or void properties are registered social landlords; over double that of Sefton's rate (7%).

Housing Developments

Provisionally, as at March 2021 there were eight development sites in Ford (one is currently in progress), constituting 72 dwellings of which 68% are intended as 'affordable' (Figure 8). The new builds are predominantly four or more-bedroom properties (Figure 9).

Sold Properties

There were 154 properties sold in Ford between January and December 2019, 99% of which were household dwellings. Of all the properties sold in the ward 46% were terraced dwellings. Most of the average property prices within the ward are all lower than those seen across the Borough (Figure 10).

None of the properties sold in the ward during 2019 were new build properties. With just 13%, of all properties sold in Ford during the year being leasehold.

Index Deprivation – Barriers to Housing and Services

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

Eight of the 10 LSOAs making up the ward, are in the bottom 30% of affected areas nationally (with one in the bottom 1% and two in the bottom 5%), meaning that residents of Ford are living in some of the *least* affected areas for barriers to housing and services across England, but are still relatively limited across Sefton (Map 5).

There has been progress made in recent developments and improvement in housing stock, particularly in the affordable sector. However, given the single person demographic structure there may be opportunity for continued existing stock improvements and focus on affordable provision for single households.

Car Registration

In 2019, 5,577 vehicles were registered with the DVLA in Ford, 90% of these were cars (5,000). There are approximately 489 vehicles per 1,000 driving age people in the ward (those aged 17 and over). This is considerably lower than the comparator areas (Figure 11).

Overall, the rate of car registrations in Ford has increased over the past 10 years (by 5%).

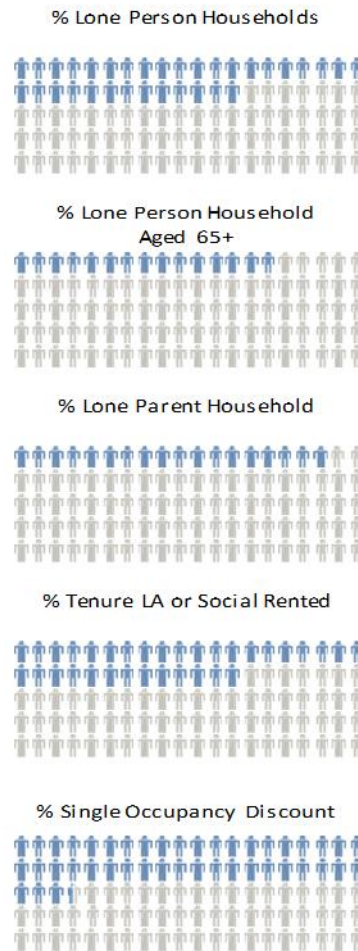


Figure 7: Household Occupancy (Census 2011)

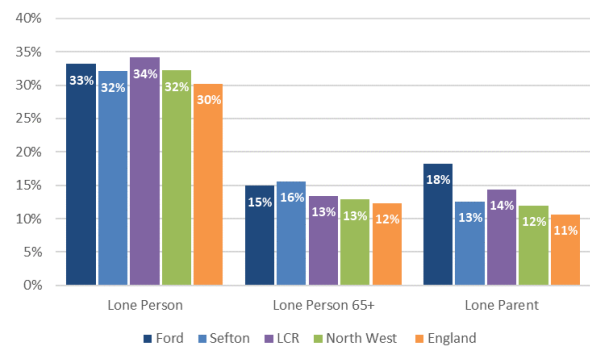


Table 3: Time Void / Vacant (April 2020)

Vacant Properties April 2020	Ford		Sefton	
	Count	Rate ¹	Count	Rate ¹
0-6 Months	70	12.5	2417	19.5
6-12 Months	29	5.2	953	7.7
12-24 Months	29	5.2	1029	8.3
24+ Months	12	2.2	957	7.7
Total	140	25.1	5356	43.2

Figure 8: New Build Properties by Affordability Type (March 2021)

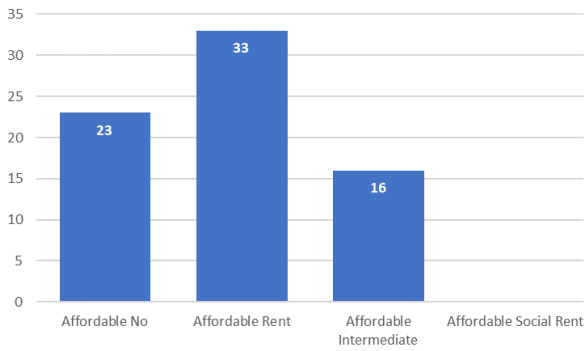


Figure 9: New Build Properties by Bedroom Numbers (March 2021)

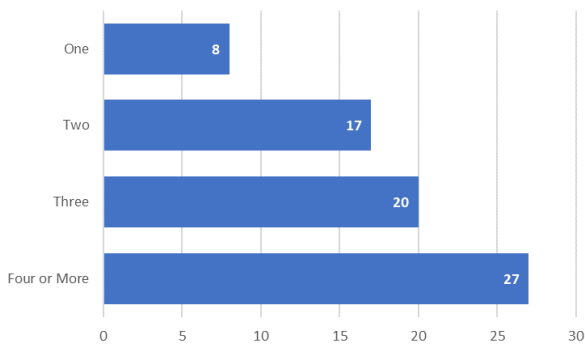
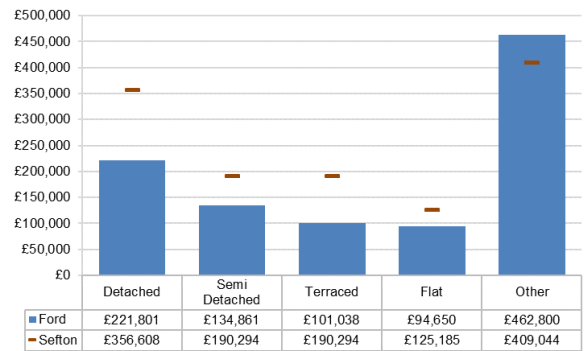


Figure 10: Average Price Paid by Property Type (2019)



Map 5: Barriers to Housing & Services IMD Score by LSOA (2019)

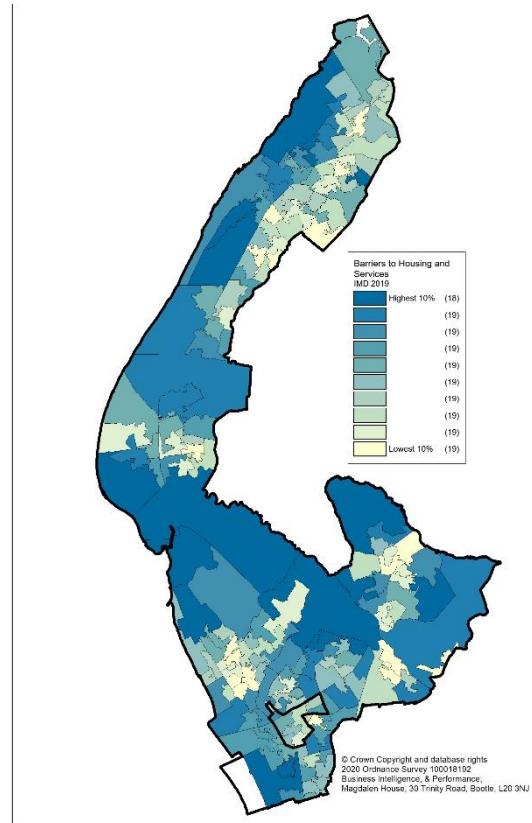
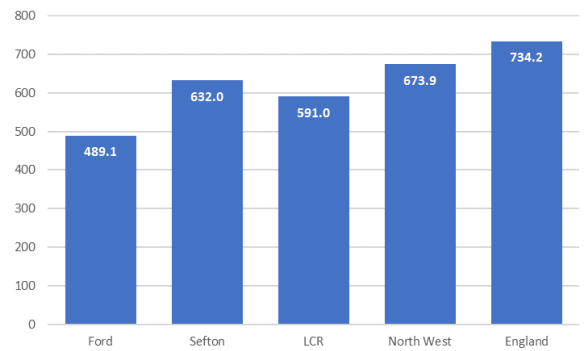


Figure 11: Rate of Vehicle Registrations (2019)



Economy & Business

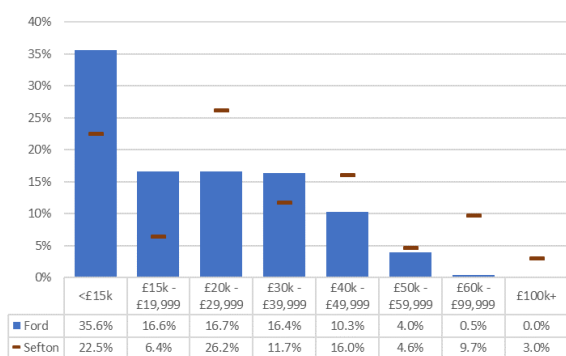
As of September 2020, there were a total of 15 establishments throughout Ford which hold a license under the 2003 Licensing Act; these include locations which sell alcohol (shops, pubs, clubs and restaurants) along with properties serving hot food after 11pm. Ford makes up just 2% of all Sefton’s licensed premises considerably lower than the Sefton average of 5%.

Three establishments hold a license under the Gambling Regulation Act 2003 across Ford as of September 2020.

Within Ford there were 25 inspections carried out of commercial properties (ranging from large chain stores e.g. Asda / Tesco, to the local corner shop) during 2019/20. 84% of these related to food hygiene inspections.

According to Experian Mosaic in 2020, 36% (2,022) of households within Ford had an annual income of less than £15,000 (Figure 12), considerably higher than the rates seen across Sefton. Whilst this is partly a function of an area predominated by younger lone person households, it primarily demonstrates the high level of relative poverty in the ward.

Figure 12: Household Income – Mosaic (2020)



- The 2011 Census indicated that of the then 9,058 residents aged 16 to 74 living within Ford, 66% were economically active.
- Of the economically active residents, 35% were employed full time; 14% part time; and 6% self-employed. 34% were economically inactive; of whom 14% were retired and 8% were registered as long-term sick or disabled.
- In total 312 (3%) had been unemployed long term and 1% (121) had never been employed.

Table 4: Economically Active (2011)

	Ford Count	Percentages				
		Ward	Sefton	LCR	NW	England
All	5976	66.0	67.1	65.7	67.8	69.9
In employment	5016	55.4	59.1	56.2	59.6	62.1
Employee: Part-time	1297	14.3	15.0	14.0	13.9	13.7
Employee: Full-time	3171	35.0	35.8	35.6	37.5	38.6
Self-employed	548	6.0	8.2	6.6	8.2	9.8
Unemployed	665	7.3	4.9	5.8	4.7	4.4
Full-time student	295	3.3	3.1	3.7	3.5	3.4

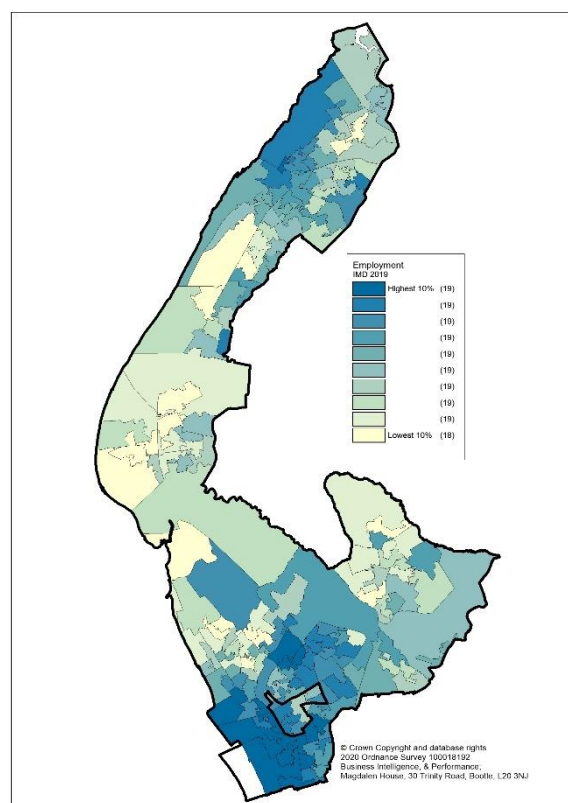
Table 5: Economically Inactive (2011)

	Ford Count	Percentages				
		Ward	Sefton	LCR	NW	England
All	3082	34.0	32.9	34.3	32.2	30.1
Retired	1284	14.2	17.3	14.7	14.8	13.7
Student	395	4.4	4.4	6.3	5.6	5.8
Looking after home or family	428	4.7	3.4	3.9	3.9	4.4
Long-term sick or disabled	761	8.4	5.9	7.1	5.6	4.0
Other	214	2.4	1.9	2.3	2.2	2.2

Table 6: Unemployed (2011)

	Ford Count	Percentages				
		Ward	Sefton	LCR	NW	England
Age 16 to 24	198	2.2	1.4	1.7	1.4	1.2
Age 50 to 74	109	1.2	1.0	1.0	0.8	0.8
Never worked	121	1.3	0.7	1.0	0.8	0.7
Long-term	312	3.4	2.0	2.4	1.8	1.7

Map 6: Employment IMD Score by LSOA (2019)



Six of the 10 LSOAs making up Ford, are in the top 10% of affected areas nationally for working age people who have been involuntarily excluded from the labour market (one was in the top 1% and four in the top 5%).

Benefits & Support

Ford is characterised by higher than average benefits-dependent population and associated socio-economic problems of child poverty, low wage economy, and struggling families. This leaves the population highly vulnerable to the vagaries of the wider economy and structural changes in benefit levels and accessibility.

In January 2021, approximately 695 working age people residing in the ward were claiming out of work benefits. This is 9% of all the working aged residents; higher than Sefton, LCR, North West (all 7%) and England (6%). With 10% of residents in the ward aged between 16 and 24 were claiming out of work benefits again higher than the comparator areas (Figure 13).

The rates of working age residents claiming out of work benefit in Ford have seen year on year increases across the past five years (Figure 14), with an overall rise of 124% (385). The COVID 19 pandemic is likely to have attributed to the significant increase in levels seen in 2021. A similar pattern can be seen across the Borough as a whole. However, the Ford rates have continually been above those in the Borough.

Universal Credits (UC)

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

1,970 working age residents in Ford were claiming Universal credits in January 2021 (65% of these were not in employment). The rate of working age residents claiming UC in the ward is 248 per 1,000, considerably higher than the comparator area rates; Sefton – 170, LCR – 180, North West – 167 and England – 148 (Figure 15).

Personal Independence Payment (PIP)

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

In January 2021, 1,151 residents were claiming PIP in Ford, a rate of 145 per 1000 residents (aged

16+). Similar to UC this rate is much higher than the comparator areas (Figure 16).

Child Benefits

1,690 families in Ford are claiming child benefits relating to 88% (2,920) of children in the ward in 2020. The ward has a higher rate of children in families claiming child benefits than that of the Borough, City Region, Region and Nationally (Figure 17).

Council Tax Reduction

In January 2020, there were 1,897 households in the ward claiming Council Tax Reduction (33% of all rated households). Considerably higher than the 20% seen across Sefton. Ford has the 4th highest percentage of households of all 22 wards in the Borough (Figure 18).

Sefton's Emergency Limited Assistance Scheme (ELAS)

During 2020, there were 750 applications to Sefton's ELAS by residents within Ford (Table 7). Of the applications in the ward, 51% were approved in full, with 11% being partially approved. Ford has seen an overall reduction in the number of applications approved over the past four years (24%). Ford had the 3rd highest number of applications (out of the 22 Sefton wards) and 10% of all Sefton's applicants.

Trussell Trust Food Bank

Trussell Trust Food Bank data for April 2019 to March 2020 shows that 690 vouchers were issued to residents of Ford ward, with 1,419 residents being fed by a Food Bank located in Sefton, equating to 110 per 1,000 residents which is considerably higher than the Sefton rate of just 66 per 1,000 residents. There has been a 7% reduction in the number of vouchers issued compared to the previous year.

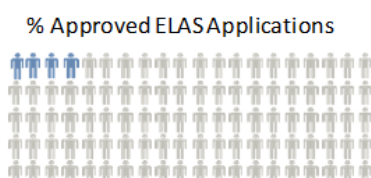
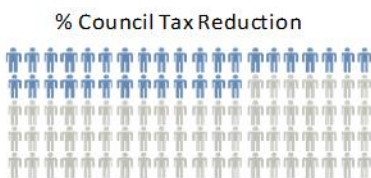
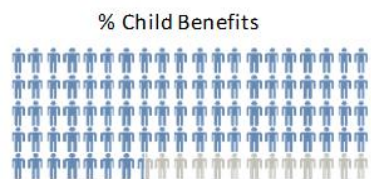
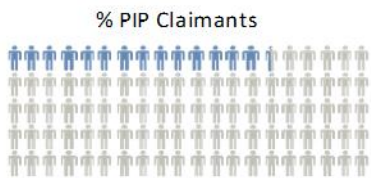
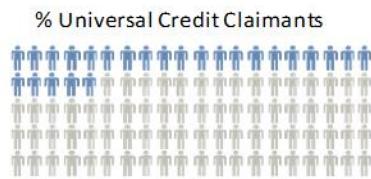
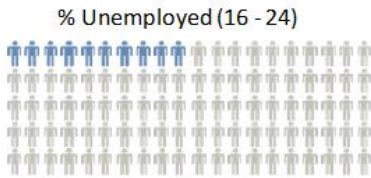
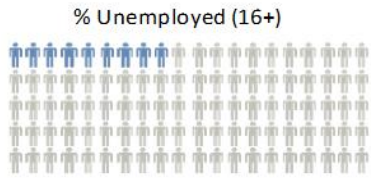


Figure 13: Rate of Working Age Residents Claiming Out of Work Benefits (January 2021)

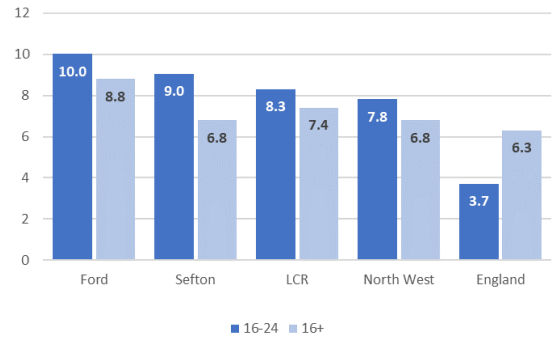


Figure 14: Rate of Working Age Residents Claiming Out of Work Benefits (January 2017/18/19/20/21)

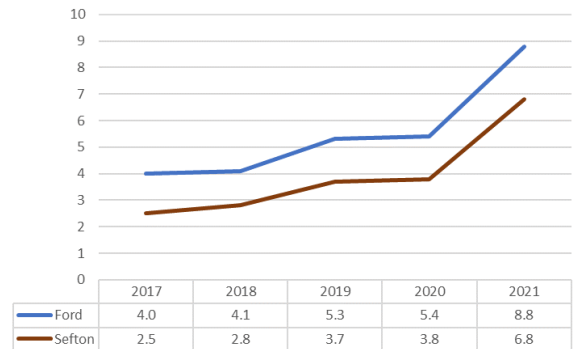


Figure 15: Rate of Residents claiming Universal Credits (January 2021)

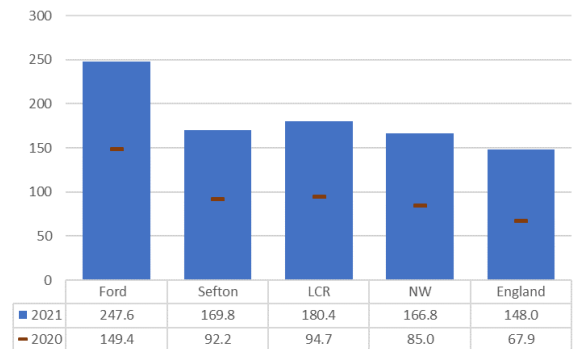


Figure 16: Rate of Residents claiming Personal Independence Payments (January 2021)

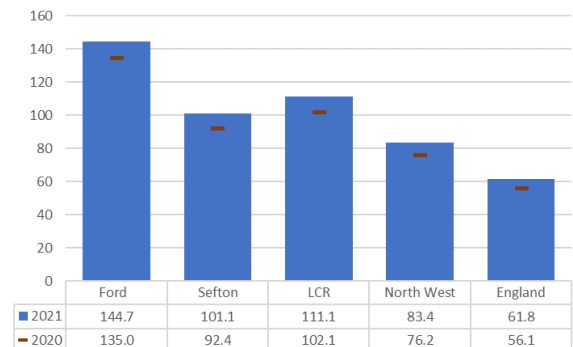


Figure 17: Rate of Families claiming Child Benefits (2020)

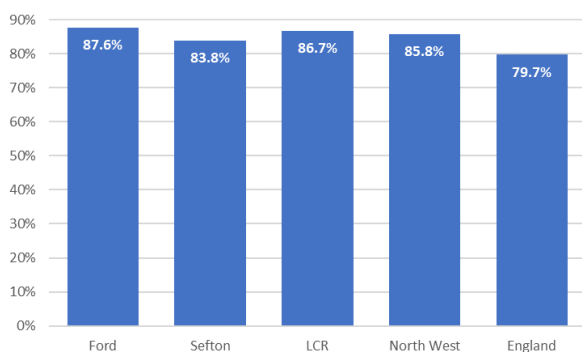


Figure 18: Percentage of Households Claiming Council Tax Reductions (January 2020)

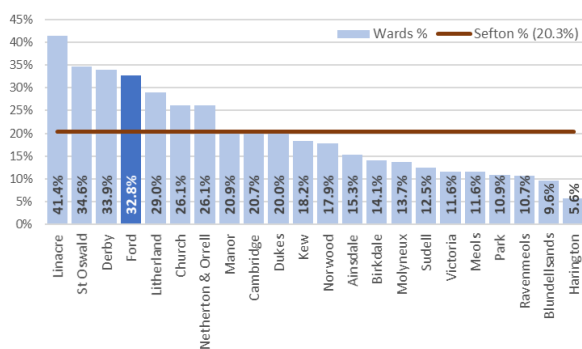


Table 7: Emergency Limited Assistance Scheme (ELAS) Applications (January to December 2020)

	Ford Count	Application Status	
		Ward	Sefton
Total Applications	750		
Approved	386	51%	53%
Partially Approved	86	11%	10%
Not Approved	278	37%	37%

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

Along with the changes in limits and accessibility the way benefits are paid is also changing.

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

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

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

Within Ford there is a relatively high reliance on all forms of benefits, the new reforms will lead to a potential reduction in household income for some of the most vulnerable people in the borough. This could have an increased demand on other provisions including ELAS, Food Banks and homeless services. The reduction in household income may also have a knock-on effect on local businesses and landlords.

Education

Given the direct correlation between deprivation levels and attainment, it is unsurprising that overall Ford has a higher proportion of children with special educational needs and a lower rate of attainment across all areas than the Sefton average.

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

Nursery Settings

Of the 123 students resident in Ford ward attending a Sefton maintained Nursery setting (Table 8):

- 6% of all Nursery pupils in Sefton live in Ford
- 23% of the estimated Nursery age population within the ward attend a Sefton maintained nursery (Sefton has a rate of 22%).
- 7% were entitled to a free school meal (Sefton is 7%).
- 11% were subject to Special Educational Needs (SEN) support (Sefton is 6%).
- 4% had English not as a first language (Sefton is 5%).

Primary School Settings

Of the 1,104 Sefton maintained / academy Primary School students living in the ward (Table 9):

- 5% of all Primary pupils in Sefton live in Ford.
- 78% of the estimated primary school age population within the ward attend a Sefton maintained primary school (Sefton has a rate of 80%).

- 33% were entitled to a free school meal (Sefton is 21%).
- 19% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- 4% had English not as a first language (Sefton is 6%).

Secondary School Settings

Of the 726 Sefton maintained / academy Secondary School students living in the ward (Table 10):

- 5% of all secondary school pupils in Sefton live in Ford.
- 76% of the estimated secondary school age population within the ward attend a Sefton maintained secondary school (Sefton has a rate of 74%).
- 27% were entitled to a free school meal (Sefton is 19%).
- 18% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- 4% had English not as a first language (Sefton is 5%).

16+ Pupils

Of the 52 Sefton maintained Sixth form or College setting students living in the ward (Table 11):

- 3% of all Pupils over 16 in Sefton live in Ford.
- 7% of the estimated 16 to 20year olds residing within the ward attend a Sefton maintained post 16 setting (Sefton has a rate of 11%).
- 19% were entitled to a free school meal (Sefton is 8%).
- 15% were subject to Special Educational Needs (SEN) support (Sefton is 8%).

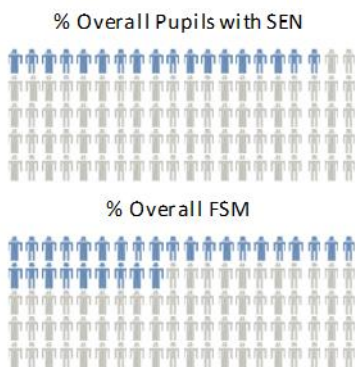


Table 8: Nursery Settings (Jan 2020)

Nursery Class Pupils	Ford		Sefton	
	Count	%	Count	%
Total Pupils	123		1923	
Females	54	44%	941	49%
Males	69	56%	982	51%
Receiving Free School Meal	9	7%	141	7%
SEN Support	13	11%	119	6%
English as a First Language ¹	96	78%	1704	89%
English not as a First Language ¹	5	4%	104	5%

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

Table 9: Primary Schools (Jan 2020)

Primary School Pupils	Ford		Sefton	
	Count	%	Count	%
Total Pupils	1104		20075	
Females	549	50%	9680	48%
Males	555	50%	10395	52%
Receiving Free School Meal	368	33%	4145	21%
SEN Support	208	19%	3067	15%
English as a First Language ¹	1038	94%	18195	91%
English not as a First Language ¹	47	4%	1171	6%

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

Table 10: Secondary Schools (Jan 2020)

Secondary School Pupils	Ford		Sefton	
	Count	%	Count	%
Total Pupils	726		13225	
Females	374	52%	6541	49%
Males	352	48%	6684	51%
Receiving Free School Meal	199	27%	2476	19%
SEN Support	128	18%	1993	15%
English as a First Language ¹	694	96%	12508	95%
English not as a First Language ¹	32	4%	660	5%

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

Table 11: 16+ Pupils (Jan 2020)

Post 16 Pupils	Ford		Sefton	
	Count	%	Count	%
Total Pupils	52		1542	
Females	30	58%	772	50%
Males	22	42%	770	50%
Receiving Free School Meal	10	19%	129	8%
SEN Support	8	15%	125	8%
English as a First Language ¹	51	98%	1483	96%
English not as a First Language ¹	0	0%	51	3%

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

Early Years Foundation Stage

Of the 177 students residing within Church ward and attending a Sefton maintained setting with an Early Years Foundation Stage (EYFS) level (Figure 19 & Table 12):

- 36% did not achieve a “Good Level of Development”. This is higher than the non-achievement levels seen across Sefton and North West (both 31%), and England (28%).
- 25% were entitled to a free school meal (Sefton is 16%).
- 9% were subject to Special Educational Needs (SEN) support (Sefton is 7%).

Key Stage 1 (KS1)

During 2018/19 there were 154 students residing within Linacre ward and attending a Sefton maintained setting with a KS1 level. For these students (Figure 20 and Table 13):

- 46% did not achieve the expected standard in Reading, Writing, and Maths; above the averages for Sefton at 37%, North West at 35% and England at 37%.
- 28% were entitled to a free school meal (Sefton is 18%).
- 20% were subject to Special Educational Needs (SEN) support (Sefton is 14%).

Key Stage 2 (KS2)

During 2018/19 there were 151 students residing within Linacre ward and attending a Sefton maintained setting, with a KS2 level. For these students (Figure 21 and Table 14):

- 47% did not achieve the expected standard in Reading, Writing, and Maths; above the averages for Sefton at 37%, LCR at 38%, North West and England both at 35%.
- 26% were entitled to a free school meal (Sefton is 20%).
- 20% were subject to Special Educational Needs (SEN) support (Sefton is 17%).

Key Stage 4 (KS4)

During 2018/19 there were 110 students residing within Linacre ward and attending a Sefton maintained setting undertaking GCSE examinations. For these students:

- 77% did not achieve a level between 9 and 5 in English and Maths; well above the average for Sefton, LCR, the North West and England (Figure 22).
- 94% did not achieve a level between 9 and 5 for the English Bacallaureate, again higher than Sefton, LCR the North West and England (Figure 23).
- The students in 40.9 this was lower than the Borough, region, and country (Figure 24).
- The average Progress 8 score in the ward (-0.59) was also lower than the comparison areas. This means that on average students are not achieving as expected (Figure 25).

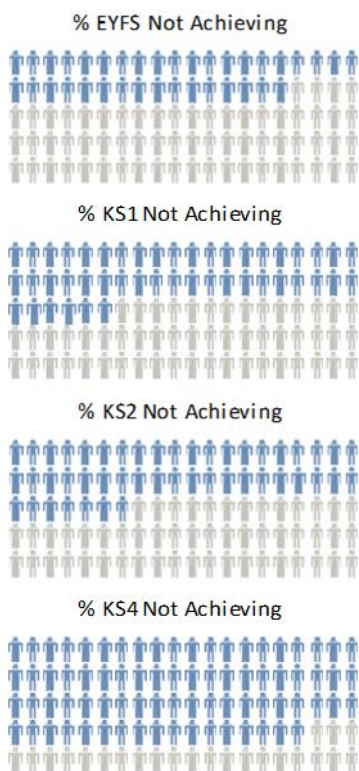


Figure 19: Percentage of Pupils NOT Gaining a Good Level of Development in Early Years Foundation Stage (2018/19)



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

	Pupils with SEN & SEN Support (EYFS) ¹		Eligible for Free School Meal (EYFS)	
	Count	%	Count	%
Ford	16	9.0%	45	25.4%
Sefton	193	6.7%	457	15.9%

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

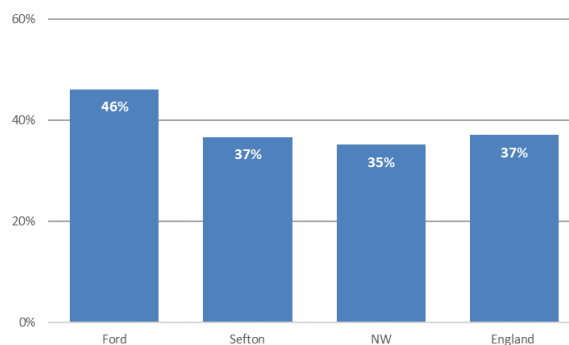


Table 13: Key Stage 1 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS1) ¹		Eligible for Free School Meal (KS1)	
	Count	%	Count	%
Ford	31	20.1%	43	27.9%
Sefton	388	13.6%	513	18.0%

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

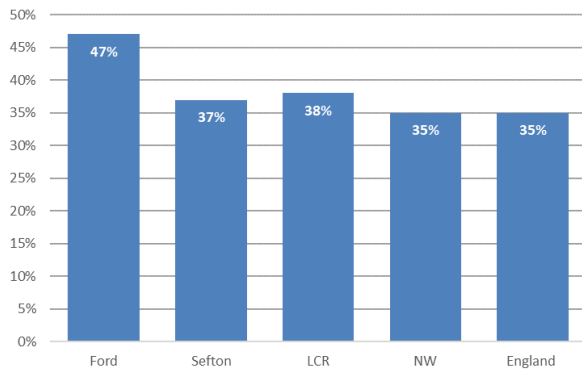


Table 14: Key Stage 2 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS2)		Eligible for Free School Meal (KS2)	
	Count	%	Count	%
Ford	30	19.9%	39	25.8%
Sefton	465	16.9%	540	19.6%

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

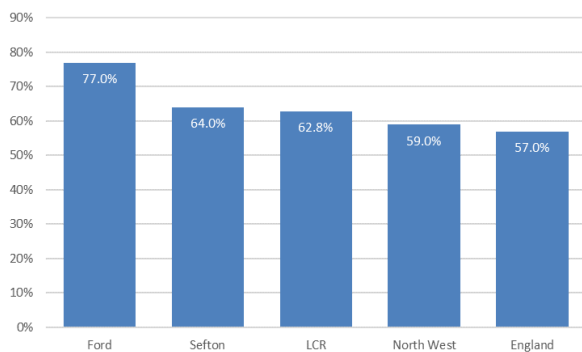


Figure 23: Percentage of Pupils Not Achieving English Baccalaureate 9 to 5 (2018/19)

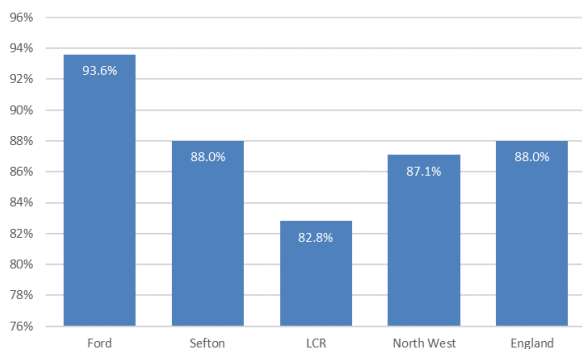


Figure 24: Average Attainment 8 Score (2018/19)

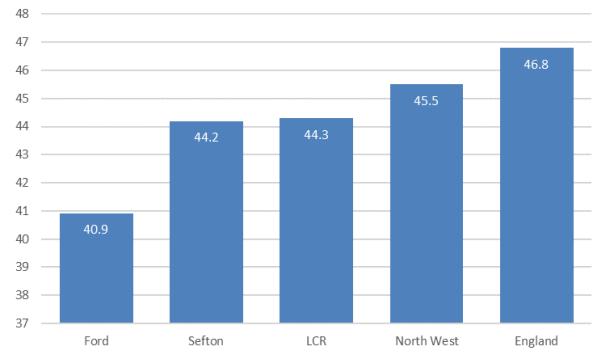
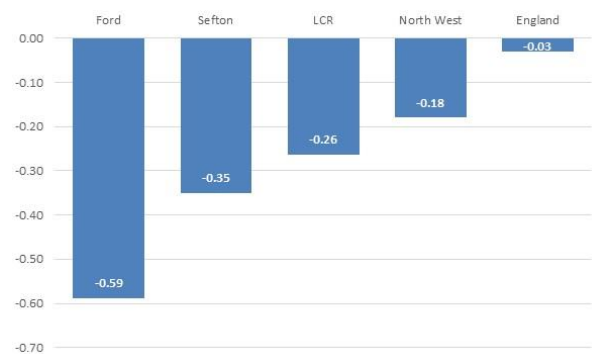


Figure 25: Average Progress 8 Score (2018/19)

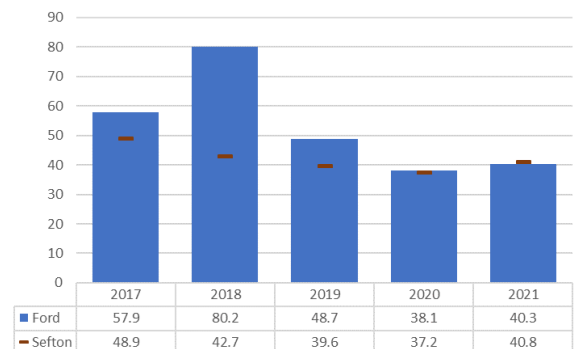


Not in Employment Education or Training (NEET)

In January 2021, there are a total of 19 people aged between 16 and 18 registered as Not in Employment Education or Training (NEET) with Careers Connect residing within Ford ward. Making up 5% of the Sefton total NEET.

Ford NEET rates moves below that of the Borough for the first time in 2021 (Figure 26) and has seen an overall reduction of 27% over the past five years (2017 to 2021).

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



Community Safety

Associated with its high levels of socio-economic issues Ford suffers from correspondingly higher than average levels of crime and disorder.

Crime

There were 1,216 crimes reported to Merseyside Police between April 2020 and March 2021, in Ford ward representing 6% of all crimes that occurred within Sefton. This is 94 crimes per 1,000 population - higher than the rate seen across Sefton as a whole (72 per 1,000).

Crime numbers in the ward have seen an 14% increase from the previous year, compared to a 7% reduction seen across the Borough (Table 15).

43% of all crimes in the ward were violent offences (528). Of these, 198 (38%) were common assault and battery.

Anti-social Behaviour (ASB)

There were 395 Anti-social Behaviour incidents reported to Merseyside Police between April 2020 and March 2021 (Table 16), occurring within Ford: 5% of all Sefton incidents. The ward has a rate of 31 incidents per 1,000 population - higher than the rate seen across Sefton as a whole (27).

There has been a 35% increase in the number of incidents occurring in Ford compared to 2019/20 (the average across Sefton saw a 58% rise). The increase maybe due COVID 19 and the reporting of breaches in lockdown rules.

Over a third (33%) of the incidents within Ford were reports of Rowdy or Inconsiderate Behaviour. 14% of all ASB reports in the ward specifically mentioned youths, with 5% relating to alcohol / drunken behaviour.

Index of Multiple Deprivation - Crime

Three of the 10 LSOAs making up the Ford, are in the top 30% of affected areas nationally, meaning that residents of the ward are living in some of the highest crime areas in England (Map 7).

Deliberate Fires

Merseyside Fire and Rescue Service (MFARS) responded to 21 deliberate fires in the Ford ward between April 2020 and March 2021. This is 4% of all deliberate fires across the Borough.

The rate of deliberate fires per 100,000 population in Ford is 5163 compared to 171 across Sefton as a whole (Table 17).

Deliberate fires in Ford increased by 17% last year, compared to 5% rise seen across the Borough as a whole.

Over three quarters of deliberate fires (81%) in the ward were classified as deliberate secondary fires: 71% of which related to refuse / rubbish / wheelie bins being set on fire.

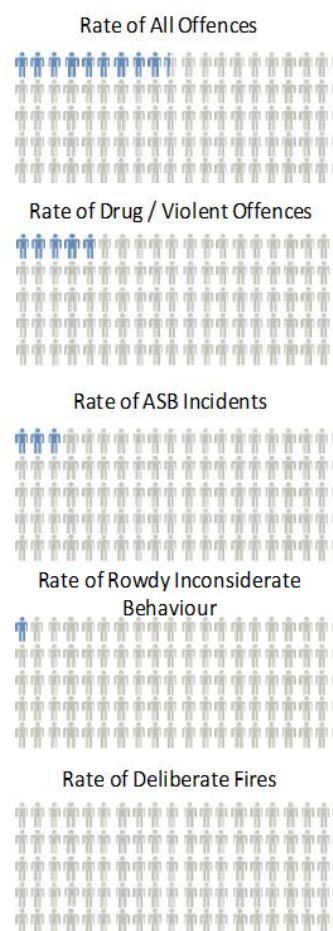


Table 15: Offences Reported to Merseyside Police (2020/21)

Offences Apr 20 - Mar 21	Ford Crimes				Sefton Crimes		
	Count	Rate ¹	Change ²	Count	Rate ¹	Change ²	
Burglary	77	6.0	18.5% ▲	1285	4.6	-19.3% ▼	
Criminal Damage & Arson	170	13.2	10.4% ▲	2043	7.4	-17.2% ▼	
Drugs	87	6.8	24.3% ▲	1787	6.5	8.0% ▲	
Public Order	139	10.8	32.4% ▲	2302	8.3	19.8% ▲	
Other	34	2.6	0.0% ▶	530	1.9	-6.0% ▼	
Sexual	19	1.5	-34.5% ▼	368	1.3	-18.6% ▼	
Theft	162	12.6	15.7% ▲	3330	12.0	-30.1% ▼	
Violence	528	41.0	13.3% ▲	8381	30.3	3.5% ▲	
Total	1216	94.4	14.4% ▲	20010	72.4	-7.0% ▼	

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

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

³Other includes, Miscellaneous Crimes Against Society and Robbery offences

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

ASB Incidents	Ford Incidents				Sefton Incidents			
	Count	Rate ¹	Change ²		Count	Rate ¹	Change ²	
General Nuisance	103	8.0	90.7%	▲	1840	6.7	98.1%	▲
Nuisance Neighbour	58	4.5	61.1%	▲	781	2.8	61.0%	▲
Other ³	30	2.3	200.0%	▲	571	2.1	82.4%	▲
Personal	21	1.6	-8.7%	▼	351	1.3	12.1%	▲
Rowdy Inconsiderate Behaviour	137	10.6	11.4%	▲	3271	11.8	66.2%	▲
Vehicle Nuisance	46	3.6	0.0%	▶	710	2.6	-5.5%	▼
Total	395	30.7	35.3%	▲	7524	27.2	58.1%	▲

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

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

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

wellbeing; and reduced attractiveness to encourage businesses and job creators to locate in the area.

Map 7: Crime IMD Score by LSOA (2019)

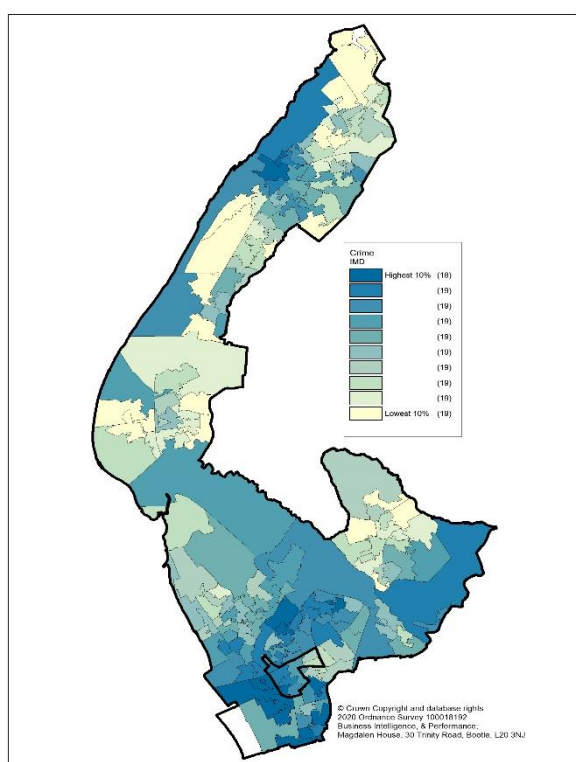


Table 17: Deliberate Property Fires (2020/21)

Fires	Ford Deliberate Fires				Sefton Deliberate Fires			
	Count	Rate ¹	Change ²		Count	Rate ¹	Change ²	
Deliberate Property Fires	1	7.8	0.0%	▶	38	13.7	5.6%	▲
Deliberate Secondary Fires	17	132.0	41.7%	▲	406	146.9	11.5%	▲
Vehicle Fires	3	23.3	-40.0%	▼	29	10.5	-43.1%	▼
Total	21	163.1	16.7%	▲	473	171.1	4.9%	▲

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

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

The increased levels of calls for services across the ward to all providers (Merseyside Police and Merseyside Fire and Rescue) coupled with the overall high levels of demand results in a high and increasing level of direct costs. Associated with these issues are also indirect costs including lowered levels of community satisfaction and

Health

Overall Ford has above average levels of poor health compared to the Borough and lower life expectancy.

During the 2011 Census:

- 9% of residents were in either bad or very bad health (Sefton average was 7%).
- 24% had their activities limited a little or a lot by their health (Sefton average was 23%).

Life Expectancy

Based on current life expectancy at birth, women residing in Ford could expect to live more than a year less than the Sefton and England averages, with men living nearly four year less (Figure 27).

Fertility

The general fertility rate of 64.7 in Ford is higher than the Sefton (60.1) and England (60.6) rates.

Overweight Children

Of 178 reception age pupils (4 to 5 year olds) in Ford taking part in the annual National Child Measurement Programme (NCMP) 2018/19, a quarter of these (25%) fell into the excess weight category lower than the Sefton and LCR levels yet higher than those seen regionally and nationally (Figure 28).

Of 157 Year 6 pupils (10 to 11 year olds) in Ford taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 22% had excess weight, the ward level is considerably lower than the Borough, City Region and North West and England (Figure 29). Ford has the lowest rate of overweight year 6 pupils of the 22 wards in Sefton.

Hospital Admissions

Between 2015/16 and 2019/20 there were a total of 140 hospital admissions for injuries in under 15 years olds across Ford, a crude rate (CR) of 101. Lower than the CR of Sefton, LCR and the North West (Figure 30).

CR of hospital admissions for injuries in those aged between 15 and 24 is higher in the ward than all four comparator areas (Figure 31). With 180 admissions between 2015/16 and 2019/20.

For nearly all emergency hospital admissions during 2015/16 to 2019/20 the ward has had a higher Standardised Admission Ratios (SAR) than the four comparator areas:

- Ford All Causes SAR – 160 (Figure 32)
- Ford Chronic Obstructive Pulmonary Disease (COPD) SAR – 266 (Figure 33)
- Ford Coronary Heart Disease SAR – 164 (Figure 34)
- Ford Myocardial Infarction SAR – 122 (Figure 35)
- Ford Stroke SAR – 106 (Figure 36)
- Ford Hip Fracture in those aged 65 and over SAR – 97 (Figure 37)

Hospital admissions for self-harm is significantly higher in the ward than England with a Standardised Admission Ratios (SAR) of 151 in 2015/16 to 2019/20 (Figure 38).

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

Deaths

For the period 2015 to 2019 Ford had a Standardised Mortality Ratio (SMR) for all causes of death of 119, notably higher than the comparator areas (Figure 39). With a total of 626 deaths in the ward during the time period.

In line with the low life expectancy Ford is in the top 20% of England wards in terms of its SMR (ranked 1348 out of the 7,189 wards available).

Cancer

In relation to the occurrence of Cancer between 2014 and 2018, Linacre has a Standardised Incidence Ratio (SIR) of 110 higher than the comparator areas (Figure 40). With the ward being within the top 20% of wards in England Cancer SIR (1,097 out of 7,198 wards available).

Index of Multiple Deprivation – Health & Disability

All 10 of Ford's LSOAs are within the top 30% of affected areas nationally (four are in the top 5% with a further two in the top 10%), meaning residents of the ward are living in some of the most health and disability deprived areas of

England. This picture of poor health has worsened from 2015 (Map 8). Ford has a higher average score than that of the four comparator areas.

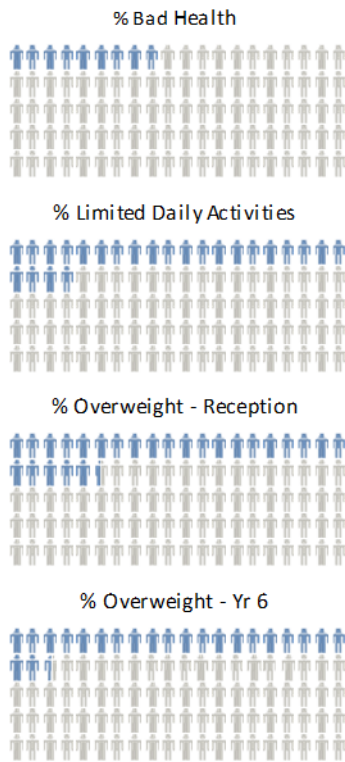


Figure 27: Life Expectancy at Birth (2015-2019)

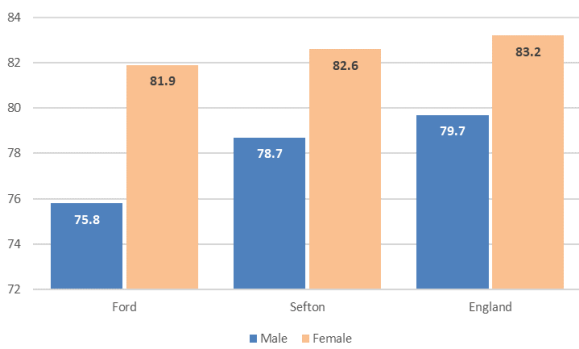


Figure 28: Children with Excess Weight – Year R (2018/19)

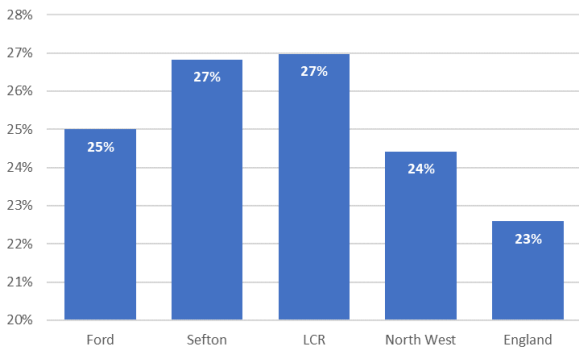


Figure 29: Children with Excess Weight – Year 6 (2018/19)

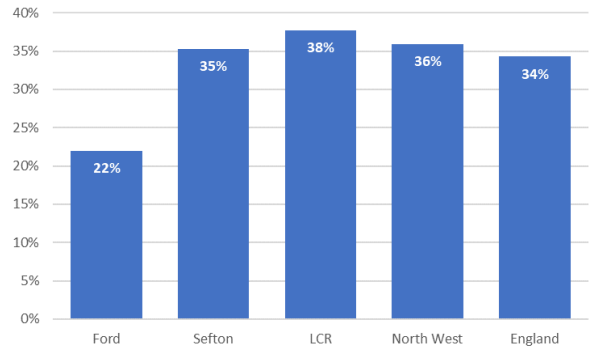


Figure 30: Emergency Hospital Admissions – CR Injuries in Under 15 year olds (2015/16 – 2019/20)

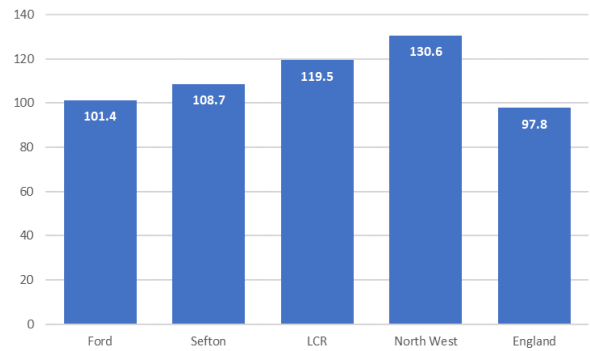


Figure 31: Emergency Hospital Admissions – CR Injuries in 15 to 24 year olds (2015/16 – 2019/20)

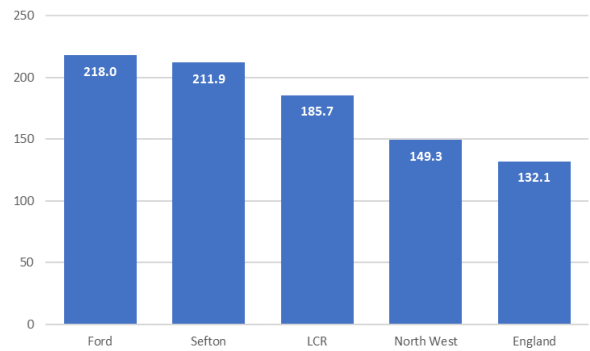


Figure 32: Emergency Hospital Admissions – All Causes SAR (2015/16 – 2019/20)

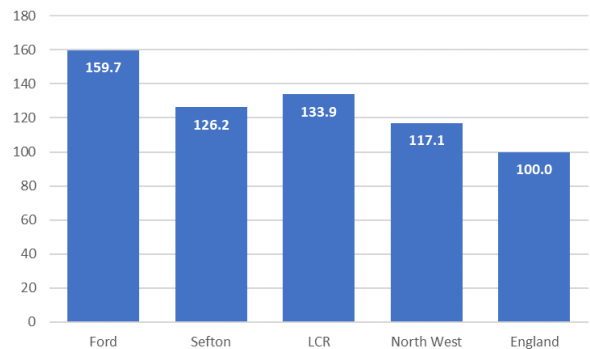


Figure 33: Emergency Hospital Admissions – COPD SAR (2015/16 – 2019/20)

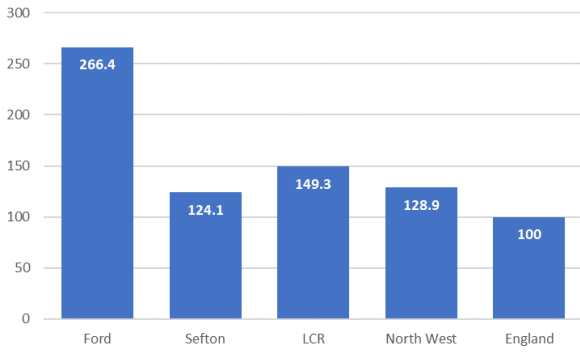


Figure 37: Emergency Hospital Admissions – Hip Fractures 65+ SAR (2015/16 – 2019/20)

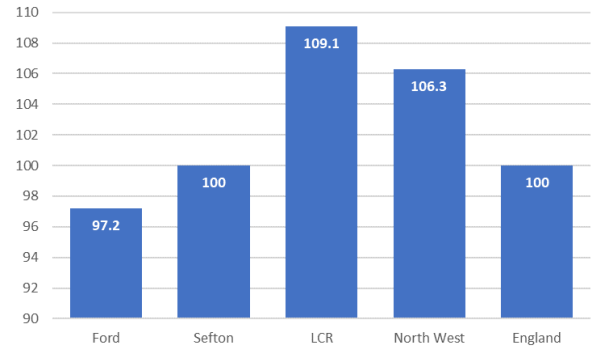


Figure 34: Emergency Hospital Admissions – Coronary Heart Disease SAR (2015/16 – 2019/20)

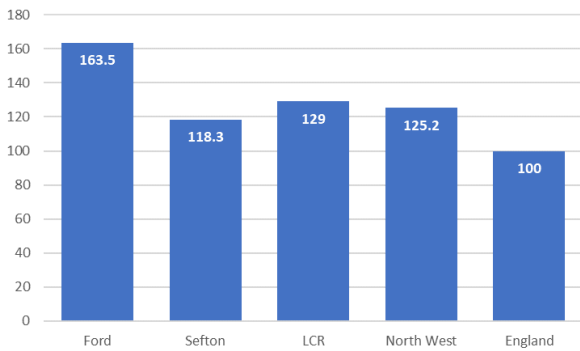


Figure 38: Hospital Admissions – Intentional Self-harm SAR (2015/16 – 2019/20)

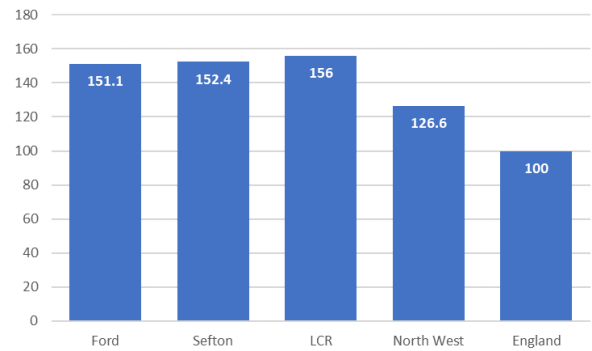


Figure 35: Emergency Hospital Admissions – Myocardial Infarction SAR (2015/16 – 2019/20)

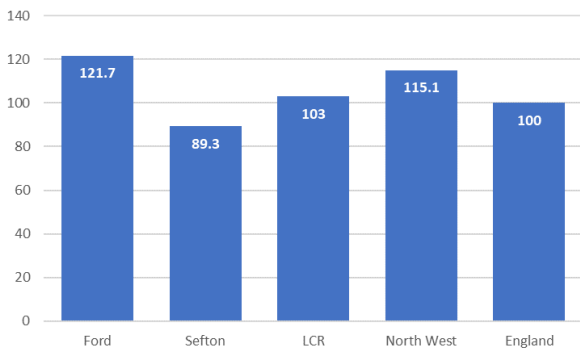


Figure 39: All Causes of Death SMR (2015 – 2019)

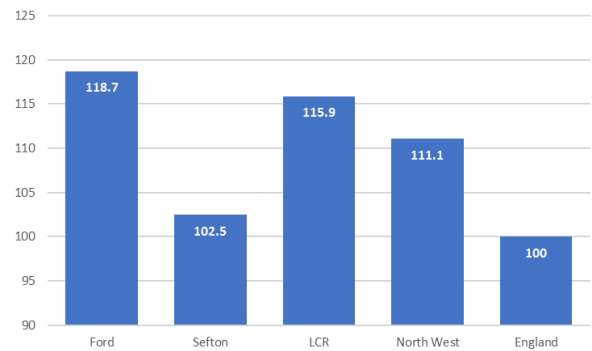


Figure 36: Emergency Hospital Admissions – Stroke SAR (2015/16 – 2019/20)

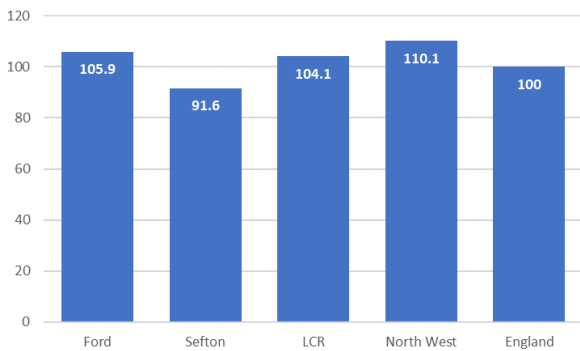
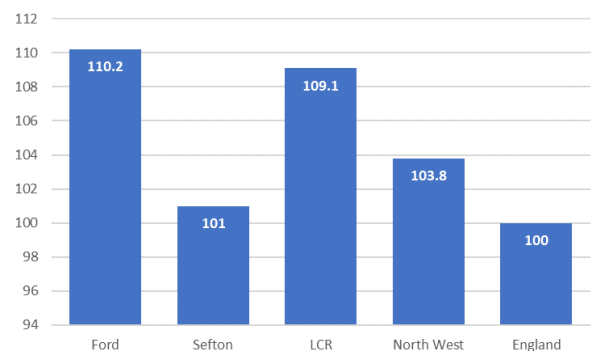
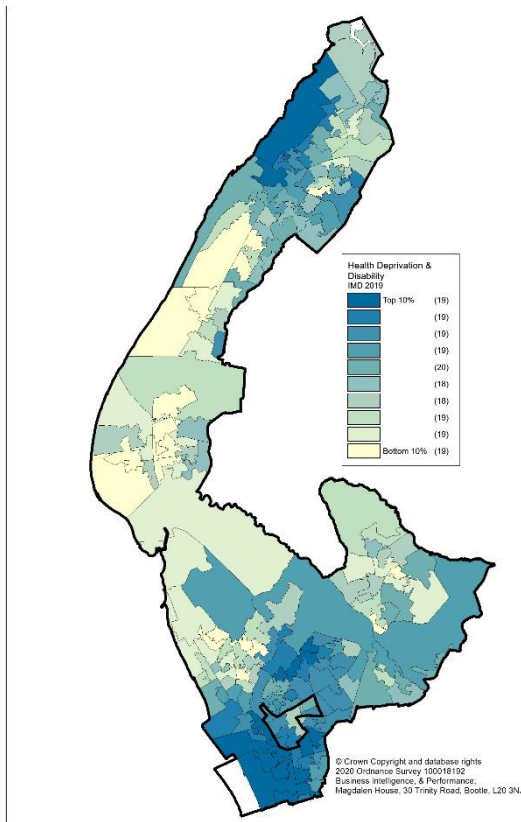


Figure 40: All Cancer Incidences SIR (2014 – 2018)



Map 8: Health IMD Score by LSOA (2019)

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The health and well-being of Ford is generally worse than Sefton and the country. Residents of Ford tend to live shorter lives in poorer health. Most of the hospital admission and mortality rates are higher for adults in Ford, particularly for respiratory diseases. Cancer incidence is also higher amongst Ford residents. For children: hospital admissions for injury for those aged 15 to 24 is considerably higher than the comparator areas.

The poor health outcomes experienced in Ford, one of Sefton’s more deprived wards, demonstrate the stark health inequalities that exist within the local authority. These issues place considerable pressure on wider local health economy and are inextricably linked to the wider determinants that contribute to the health and wellbeing of Ford.

2011 Census Flows – Migration

The 2011 Census indicated that 667 people immigrated into the Ford ward from outside of the ward when comparing current addresses to the address the previous year, with 196 moving within the ward, totalling 863 people moving in the area. 51% of these moved from other wards within Sefton, with a further 15% coming from the other LCR authorities. 50% of all people moving into the ward are aged between 20 and 54 (Table 18 and Map 9).

In comparison 862 people have moved out of the ward, to other areas, with 51% moving to other Sefton wards, and 20% moving to other Liverpool City Region areas. 50% of the people who left the ward were aged between 20 and 54 (Table 19 and Map 10).

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

Area Moved From	Total	0to19	20to54	55Plus				
Ford (Internal)	196	22.7%	64	7.4%	107	12.4%	25	2.9%
Sefton (Other Wards)	444	51.4%	136	15.8%	271	31.4%	37	4.3%
LCR (Not Sefton)	133	15.4%	30	3.5%	98	11.4%	5	0.6%
North West (Not LCR)	35	4.1%	9	1.0%	22	2.5%	4	0.5%
Other	55	6.4%	8	0.9%	44	5.1%	3	0.3%
Total Immigration into Ford Ward (excluding Internal)	667	77.3%	183	21.2%	435	50.4%	49	5.7%

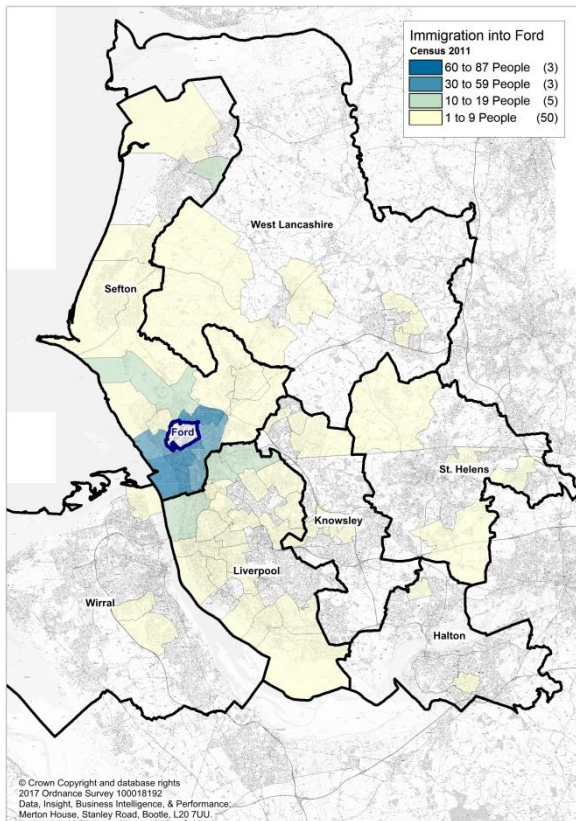
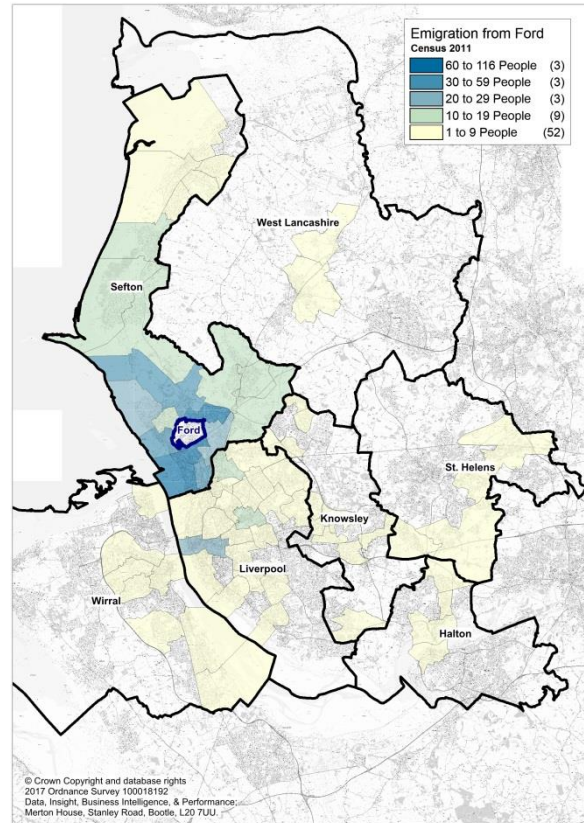


Table 19 / Map 10: Moving out of Ford (2011)

Area Moved To	Total	0to19	20to54	55Plus				
Ford (Internal)	196	18.5%	64	6.0%	107	10.1%	25	2.4%
Sefton (Other Wards)	537	50.8%	169	16.0%	308	29.1%	60	5.7%
LCR (Not Sefton)	208	19.7%	55	5.2%	145	13.7%	8	0.8%
North West (Not LCR)	37	3.5%	11	1.0%	21	2.0%	5	0.5%
Other	80	7.6%	25	2.4%	50	4.7%	5	0.5%
Total Emigrated From Ford Ward (excluding Internal)	862	81.5%	260	24.6%	524	49.5%	78	7.4%



The overall the pattern of in and out migration appeared relatively stable there was a higher number of younger people moving into the area than leaving, meaning demands for school places and childcare within the ward maybe greater.

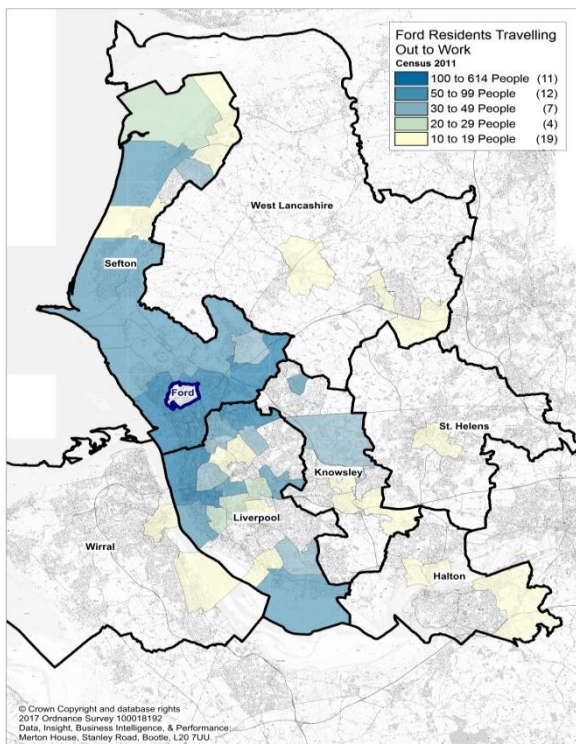
2011 Census Flows – Travel to Work

The 2011 Census indicated that 91% (4,578) of working residents within Ford travelled out of the ward to their place of work. 454 (9%) travelled within Ford to work. 45% of the people travelling out of the area travelled other Sefton wards with 38% travelling to other LCR. 3% travelled outside of the North West region. 485 people did not have a fixed workplace with a further 275 people residing in the ward stating they worked from home.

There were a total of 1,376 people traveling into Ford to attend their place of work from outside of the ward. 48% of these travelled from other Sefton wards and 21% were from the Liverpool City Region.

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

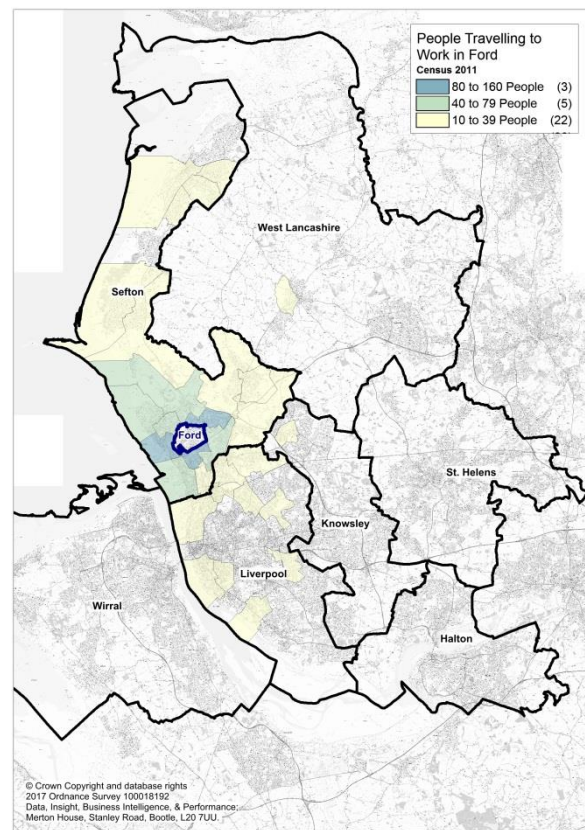
Ford Residents Travel to Work	Total	16 - 34	35 - 49	50 Plus				
Ford (Internal)	454	9.0%	143	2.8%	165	3.3%	146	2.9%
Sefton (Other Wards)	2239	44.5%	780	15.5%	804	16.0%	655	13.0%
LCR (Not Sefton)	1899	37.7%	706	14.0%	724	14.4%	469	9.3%
North West (Not LCR)	314	6.2%	112	2.2%	140	2.8%	62	1.2%
Other	126	2.5%	62	1.2%	38	0.8%	26	0.5%
Total Ford Residents Working Outside the Ward	4578	91.0%	1660	33.0%	1706	33.9%	1212	24.1%



There were 64 wards in the area where one to nine Ford residents travelling to Work. There were 86 wards in the area with one to nine residents travelling into Ford to Work.

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

People Traveling to Ford to Work	Total	16 - 34	35 - 49	50 Plus				
Ford (Internal)	454	24.8%	143	7.8%	165	9.0%	146	8.0%
Sefton (Other Wards)	886	48.4%	258	14.1%	338	18.5%	290	15.8%
LCR (Not Sefton)	382	20.9%	178	9.7%	128	7.0%	76	4.2%
North West (Not LCR)	100	5.5%	23	1.3%	42	2.3%	35	1.9%
Other	8	0.4%	0	0.0%	5	0.3%	3	0.2%
Total People Travelling to Ford for Work	1376	75.2%	459	25.1%	513	28.0%	404	22.1%



Service Demand & Delivery

Children’s Social Care

In the ward there were 143 children aged between 0 and 17 known to Sefton Children’s Services as at 31st March 2020; this equates to 470 per 10,000 children residing in Ford, considerably higher than the Sefton rate of 376 per 10,000 children, 403 per 10,000 in LCR, 372 per 10,000 in the North West and 324 per 10,000 across England (Figure 41).

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

- 178 per 10,000 children (95) were subject to CLA (Sefton – 102, LCR – 123, NW – 97 and England – 67 per 10,000 children). Ford had the third highest rate of the 22 Sefton wards
- 53 per 10,000 children (47) were subject to CP (Sefton – 51, LCR – 51, NW – 50 and England – 43 per 10,000 children)

Early Help

As at 31st December 2020, Sefton’s Early Help team had 127 open episodes in Ford for children (ages ranged from unborn to 22 years of age); a rate of 22 per 1,000 of 0 – 22 year olds residing in the ward (Figure 42). Ford makes up 7% of all open Early Help Episodes within the Borough.

The ward has a considerably higher rate than that seen in Sefton (15 per 1,000 0 – 22 year olds). There has been a 7% decrease when comparing episodes in 2019 (with Sefton showing an 11% increase).

A third (33%) of episodes related to unborn children up to 4 years old, with those aged 5 to 9 making up a further 32% (Figure 43).

YOT (Youth Offending Team)

In Ford there were 11 young people (aged between 12 and 21) on YOT interventions in 2020. This equated to 7 per 1,000 12 to 21 year olds in the ward (Figure 44), similar to the rate seen across Sefton (7 per 1,000), totalling 11 interventions.

Ford has seen a reduction in the number of young people known to YOT over the past three years (61%), Sefton has also reduced (37%).

91% of young people known to YOT in 2020 were males, with those aged 17-18 making up nearly two thirds (64%) of the population.

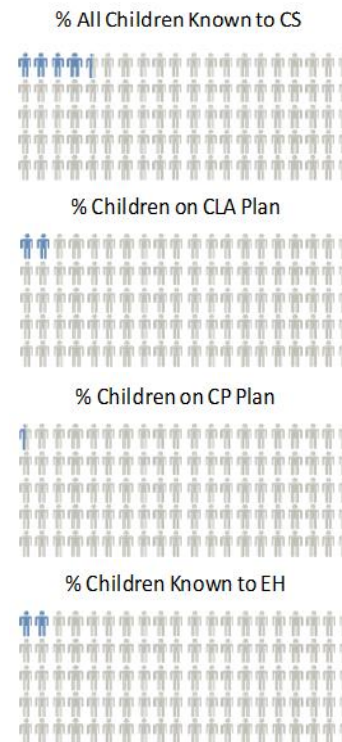


Figure 41: Children Services (31st March 2020)

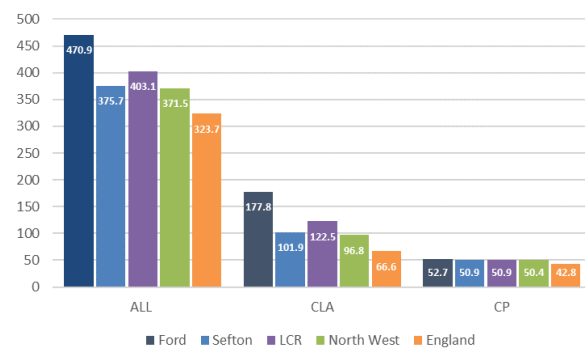


Figure 42: Rate of Early Help Open Episodes (31st December 2020)



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

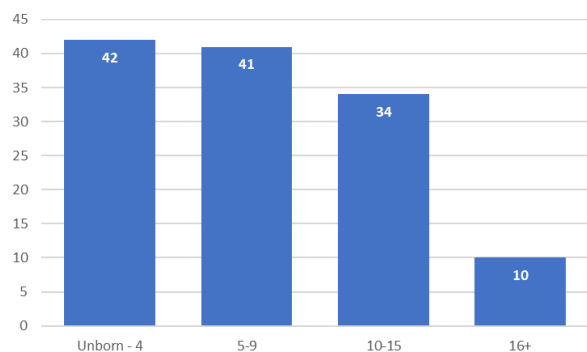
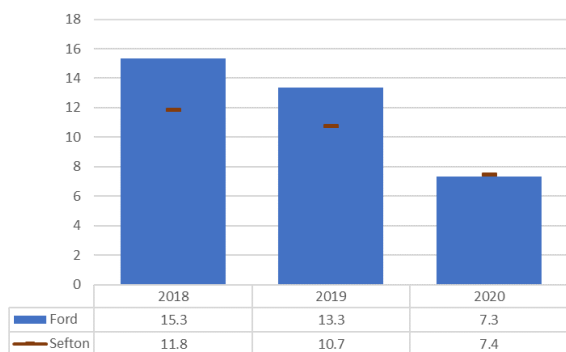


Figure 44: Rate of Young People Known to YOT (2018/19/20)



Adult Social Care - Personal Care at Home

During April 2020 and March 2021, 117 residents of Ford aged 18 or over received personal care at home; this makes up 4% of all recipients residing within the Borough and is a rate of 12 per 1,000 residents (aged 18 and over), slightly lower than the rate seen across the Borough (14 per 1,000 residents aged 18 and over).

Residents aged 65 to 84 make up the highest proportion of the total recipients (40%), yet those aged 85 and over have a higher count per 1,000 population (Table 22).

Adult Social Care - Long Term Residential and Nursing Homes

There were 80 people residing in long term residential or nursing home who originally resided in the ward between April 2020 and March 2021. Ford makes up 5% of all the long term residential / nursing home residents, who originated from within the Borough. Equating to a rate of 8 per 1,000 – like the rate seen in Sefton.

Similar personal care at home, those aged 65 to 84 make up the highest proportion of residents

(45%), but those aged 85 and over have the highest count per 1,000 population (Table 23).

Adult Social Care - Contacts

Sefton received 952 contacts to adult social care from residents of Ford during the 2020/21 financial year. This equates to 99 contacts per 1,000 residents aged 18 and over - lower than the rate seen across Sefton, 106 per 1,000 18+ residents (Table 23).

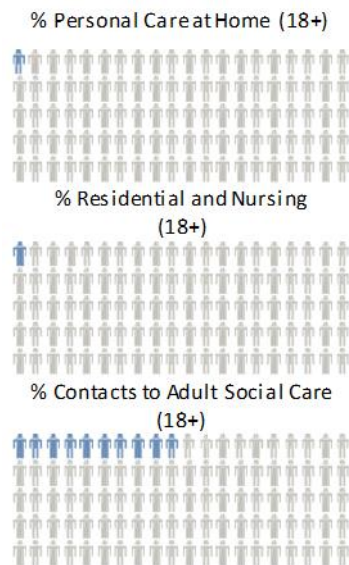


Table 22: Personal Care at Home Clients (2020/21)

Personal Care at Home 2020/21	Ford			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	35	4.6	29.9%	695	4.4	24.2%
65-84	47	24.3	40.2%	1196	21.6	41.7%
85 and Over	35	142.9	29.9%	978	101.2	34.1%
Total	117	12.2	100.0%	2869	13.5	100.0%

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

LTRN 2020/21	Ford			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	10	1.3	12.5%	198	1.3	11.5%
65-84	36	18.6	45.0%	716	12.9	41.6%
85 and Over	34	138.8	42.5%	806	83.4	46.9%
Total	80	8.3	100.0%	1720	8.1	100.0%

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

ASC Contacts 2020/21	Ford			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	414	54.1	43.5%	6248	39.7	27.6%
65-84	375	193.6	39.4%	9385	169.2	41.5%
85 and Over	163	665.3	17.1%	7007	724.8	30.9%
Total	952	99.2	100.0%	22640	106.4	100.0%

Libraries

There were approximately 1,848 residents of Ford registered as borrowers with Library services within Sefton between April 2019 and March 2020. 741 Ford residents registered have borrowed from a Sefton library in the past year this works out at a rate of 58 per 1,000 residents, considerably lower than the Sefton rate of 127 per 1,000 residents (Figure 45). Ford residents make up just 2% of all Sefton active borrowers.

Domestic Waste Collection

It is estimated that there were 344,228 waste collections carried out in Ford between April 2019 and March 2020; residual waste makes up the largest amount of collections within the ward at 42% (like the Sefton percentage of 43%). Green waste collections in the ward are higher than those seen across the Borough - 17% in Ford compared to 15% across Sefton (Table 24).

Calls for Service – Environmental Issues

410 calls were made to Sefton’s contact centre relating to environmental issues between April 2020 and March 2021 in Ford ward representing 4% of environmental calls that occurred within Sefton. Ford has a rate of 32 environmental issues per 1,000 population – similar to the rate seen across Sefton as a whole (33 per 1,000).

The number of environmental issues in the ward have seen a 6% increase from the previous year, higher than Sefton’s 4% increase (Table 25).

Fly Tipping is the most prolific issue in the ward making up over a third (39%) of all calls, a 6% increase in the number from 2019/20 to 2020/21 (Sefton increased by 7%). The rate of Fly Tipping incidents in Ford (13 per 1,000 population) is lower than the Borough rate (15). The fly tipping increase may be related to the COVID19 pandemic with access to local tips being restricted.

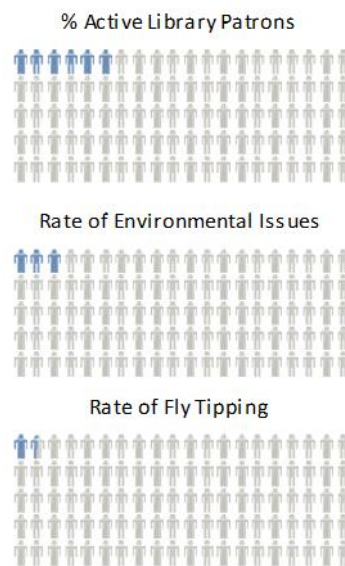


Figure 45: Active Library Patrons (2019/20)

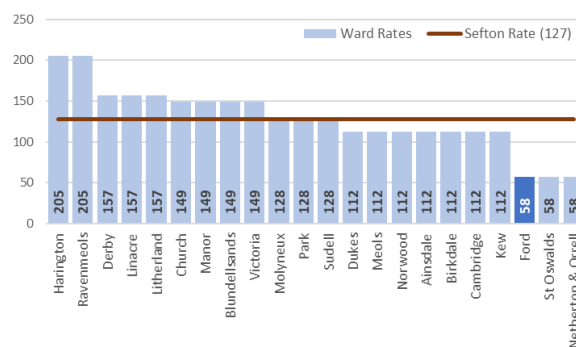


Table 25: Waste Collections (2019/20)

Collection Type	Ford	Sefton %
Co-Mingled	140,842	40.9%
Green Waste	60,048	17.4%
Residual Waste	143,338	41.6%
Total	344,228	100.0%

Table 26: Environmental Issues (2019/20)

Environmental Issues Apr20 - Mar21	Ford Issues			Sefton Issues		
	Count	Rate ¹	Change ²	Count	Rate ¹	Change ²
Accumulation of Refuse	19	1.5	137.5% ▲	337	1.2	9.8% ▲
Dog Fouling	12	0.9	-40.0% ▼	226	0.8	-32.7% ▼
Filthy & Verminous Premises	21	1.6	-30.0% ▼	391	1.4	-8.4% ▼
Fly Tipping	161	12.5	5.9% ▲	4267	15.4	7.0% ▲
Other	31	2.4	6.9% ▲	400	1.4	-16.1% ▼
Rats	69	5.4	11.3% ▲	990	3.6	3.0% ▲
Rear Entries	24	1.9	166.7% ▲	1140	4.1	72.5% ▲
Street Sweeping	73	5.7	-3.9% ▼	1389	5.0	-14.4% ▼
Total	410	31.8	6.2% ▲	9140	33.1	4.1% ▲

¹The rate is the count of offences per 1,000 residents residing in the ward

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

MOSAIC Profile

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

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

In each type there are 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 127,350 households will match exactly to just one of 66 different Mosaic Types or 15 Mosaic Groups. The description should be recognised as "generic types", examples to which individual cases only approximate with various degrees of exactness.

Overview

There are approximately 12,900 residents living in 5,700 households across Ford. Over three quarters (76%) of the households in Ford ward are classified as belonging to five of the 15 Mosaic Groups - H, I, K, L and M (Table 26) which are generally characterised as:

H – Aspiring Homemakers

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

I – Family Basics

- Families with lots of children

- Council / Housing Association terraces
- Low discretionary income
- Low affluence
- Internet via smartphone
- Games consoles
- Household income: £30k - £39,999

K – Municipal Tenants Single

- Council / Housing Association flats
- Densely populated
- No Qualifications
- Low environmental impact gap
- Fuel poverty
- Household income: <£15k

L - Vintage Values

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

M – Modest Traditions

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

Table 27: Mosaic Group Breakdown (September 2020)

Mosaic Group	Ford		Sefton	
	Households	Percent	Households	Percent
I Family Basics	1176	20.7%	11681	9.2%
K Municipal Tenants	893	15.7%	7785	6.1%
L Vintage Value	823	14.5%	13798	10.8%
M Modest Traditions	817	14.4%	9994	7.8%
H Aspiring Homemakers	604	10.6%	13332	10.5%
J Transient Renters	464	8.2%	10325	8.1%
F Suburban Stability	449	7.9%	17345	13.6%
E Senior Security	360	6.3%	16796	13.2%
O Rental Hubs	55	1.0%	4521	3.6%
G Domestic Success	23	0.4%	7970	6.3%
B Prestige Positions	9	0.2%	11336	8.9%
N Urban Cohesion	2	0.0%	1430	1.1%
A City Prosperity		0.0%	103	0.1%
C Country Living		0.0%	353	0.3%
D Rural Reality		0.0%	582	0.5%
Total	5675		127351	

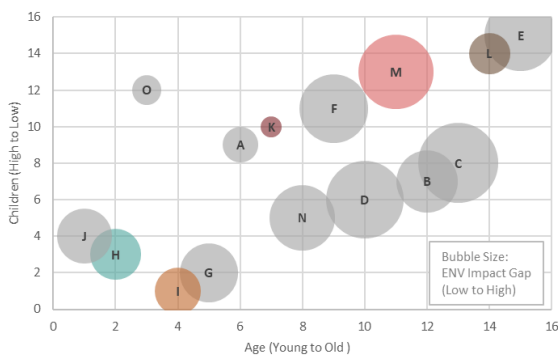
Generic MOSAIC Characteristics

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

For Ford:

Ages range vastly across the four groups, with younger residents likely to have children. With four of the groups showing a lower environmental impact gap (Figure 46).

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



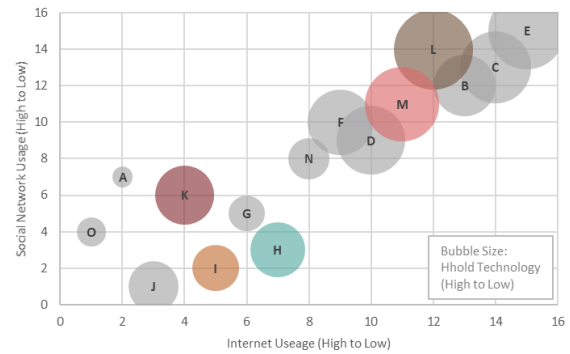
Older residents tend to reside in the ward longer than younger residents, with a lower environmental impact gap for four of the groups (Figure 47).

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



Social media and internet usage are both high for the younger age groups with children (L and M) in the ward with household technology being higher in the same groups (Figure 48).

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

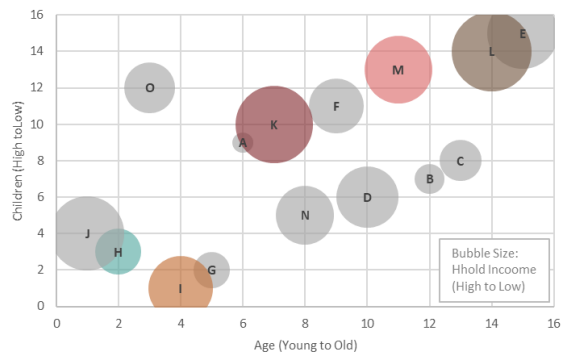


Household income for four of the five groups is low, with the number of children, residency length and age having little effect on this (Figure 49 & 50).

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



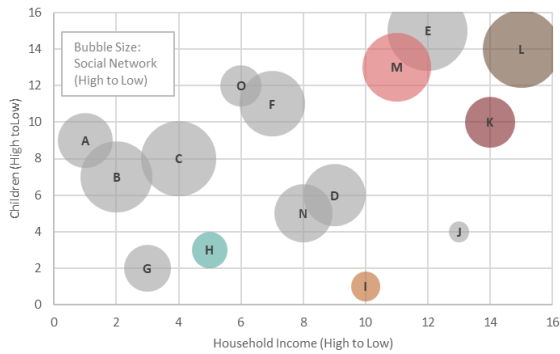
Figure 50: Mosaic Groups by Number of Children, Age and Household Income (2020)



Levels of Social Network usage is higher in the groups with children, again income had little effect on this (Figure 51).

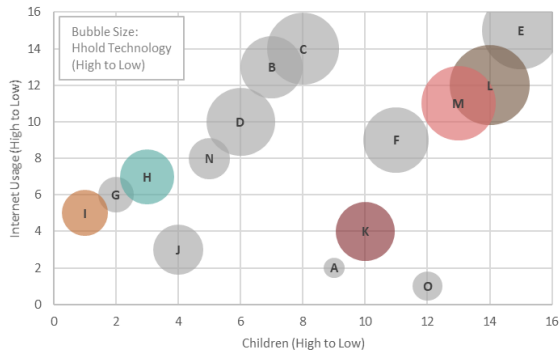
Figure 51: Mosaic Groups by Number of Children, Household Income and Social Network Usage (2020)

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Three of the groups in the ward have high internet and household technology, two of these also have higher levels of children. (Figure 52).

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



Notes on Data & Methodology

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

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

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

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

For further information relating to these geographies please see:

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

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

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

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

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

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

Census 2011. Please note that IMD data is provided by LSOAs which have been merged into best fit wards.

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

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

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

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

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

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

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

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

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

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

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

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

Progress 8 and Attainment 8

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

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

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

Attainment 8 measures the achievement of a pupil across 8 qualifications including mathematics (double weighted) and English (double weighted), 3 further qualifications that count in the English Baccalaureate (EBacc)

measure and 3 further qualifications that can be GCSE qualifications (including EBacc subjects) or technical awards from the DfE approved list.”

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

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

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

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

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

Acronyms and Abbreviations

A&E – Accident and Emergency

ASB – Anti Social Behaviour

ASC – Adult Social Care

BAME – Black, Asian & Minority Ethnic

CHD – Coronary Heart Disease

CLA – Children Looked After

COPD – Chronic Obstructive Pulmonary Disease

CP – Child Protection

CS – Children’s Services

CR – Crude Rate

CTC - Child Tax Credits

CTR – Council Tax Reduction

DLA – Disability Living Allowance

EBacc - English Baccalaureate

EH – Early Help

ELAS – Emergency Limited Assistance Scheme

ESA – Employment Support Allowance

EU – European Union

EYFS – Early Years Foundation Stage

FSM – Free School Meals

GCSE – General Certificate of Secondary Education

HB – Housing Benefit

IDACI – Income Deprivation Affecting Children Index

IDAOPi – Income Deprivation Affecting Older People Index

IMD – Index of Multiple Deprivation

IS – Income Support

JSA – Job Seekers Allowance

KS – Key Stage

LCR – Liverpool City Region

LSOA – Lower Super Output Area

MFARS – Merseyside Fire and Rescue Service

MSEA – Middle Super Output Area

NCMP – National Child Measurement Programme

NEET – Not in Employment, Education or Training

NINo – National Insurance Number

NW – North West

OA - Output Area

SAR – Standardised Admission Ratio

SIR – Standardised Incidence Ratio

SMR – Standardised Mortality Ratio

SEN – Special Educational Needs

UC – Universal Credit

UK – United Kingdom

WTC - Working Tax Credits

YOT – Youth Offending Team

Sources

Overview

Linacre Assets (2020)

Sefton MBC – Gemma Monaghan Murrow

Demographics

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

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

NiNo (19/20)

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

Deprivation

Index of Multiple Deprivation and domains (2019)

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

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

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

Housing & Households

Household Composition / Occupancy Rate / Tenure (2011)

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

Vacant and Void Property (2020)

Sefton MBC – Debbie McEnaney

Council Tax / Single Occupancy (2020)

Sefton MBC – Financial System Support

New Build Properties (2021)

Sefton MBC – Kate Calderbank

Property Price Paid (2019)

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

Car Registration (2019)

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

Economy & Business

Licensed Premises / Inspections

Sefton MBC – Andy Walsh

Economically Active / Inactive / Unemployed

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

Household Income - Mosaic (2020)

Sefton MBC – Experian Mosaic

Benefits & Support

Unemployment (2021)

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

UC / PIP (2021)

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

Child Benefits (2020)

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

Council Tax Reductions (2020)

Sefton MBC – Financial System Support

Emergency Limited Assistance Scheme - ELAS (2020)

Sefton MBC – Della Haddley

Trussell Trust Food Bank (2019/20)

St Leonards Foodbank

Christ Church Foodbank

Education

Nursery / Primary / Secondary Settings (2020)

Sefton MBC – School Census (January 2020)

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

Sefton MBC – Shelley Mckeown

NEET (January 2021)

Career Connect – Sarah Vaughan

Community Safety

Crime / ASB (2020/21)

Merseyside Police – Karen Carmichael

Deliberate Fires (2020/21)

Merseyside Fire and Rescue – Rob Hanson

Health

Intentionally left blank.

Bad Health / Limited Activities (2011)

Census 2011 ([2011 Census - Nomis - Official Labour Market Statistics \(nomisweb.co.uk\)](https://www.nomisweb.co.uk/census/2011))

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

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

NCMP (2018/19)

Sefton MBC – Claire Brewer / Gemma Monaghan Murrow

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

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

2011 Census Flows

Migration / Travel to Work (2011)

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

Service Demand & Delivery

Children Social Care (31st March 2020)

Sefton MBC – Jim Conalty

CiN / CP (31st March 2020)

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

LAC (31st March 2020)

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

Early Help (31st December 2020)

Sefton MBC – Della Haddley

YOT (2020)

Sefton MBC – Suzie Mossman

Adult Social Care

Sefton MBC – Charlotte Humphreys

Libraries

Sefton MBC – Andrew Farthing

Domestic Waste / Environmental Issues

Sefton MBC – Andy Walsh

Mosaic Profile

Sefton MBC – Experian Mosaic Database