

## Ward Profile

# Ainsdale



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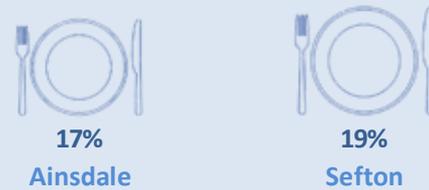
## Highlights

### 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)

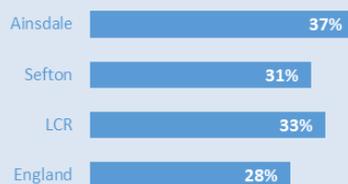
### Universal Credits (UC) Benefits



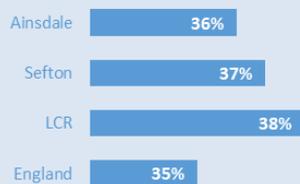
Percentage of working age residents claiming UC (Jan 2021)

### Educational Attainment

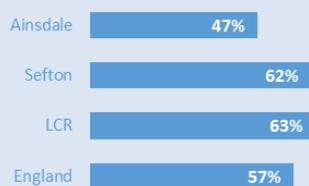
#### Early Years Foundation Stage



#### Key Stage 2



#### Key Stage 4



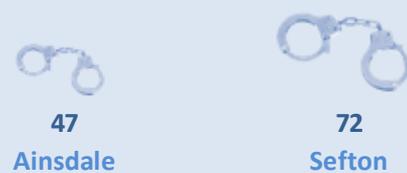
Percentage of Children NOT Achieving a Good Level of Development or Attaining Standard (18/19)

### Emergency Limited Assistance Scheme



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

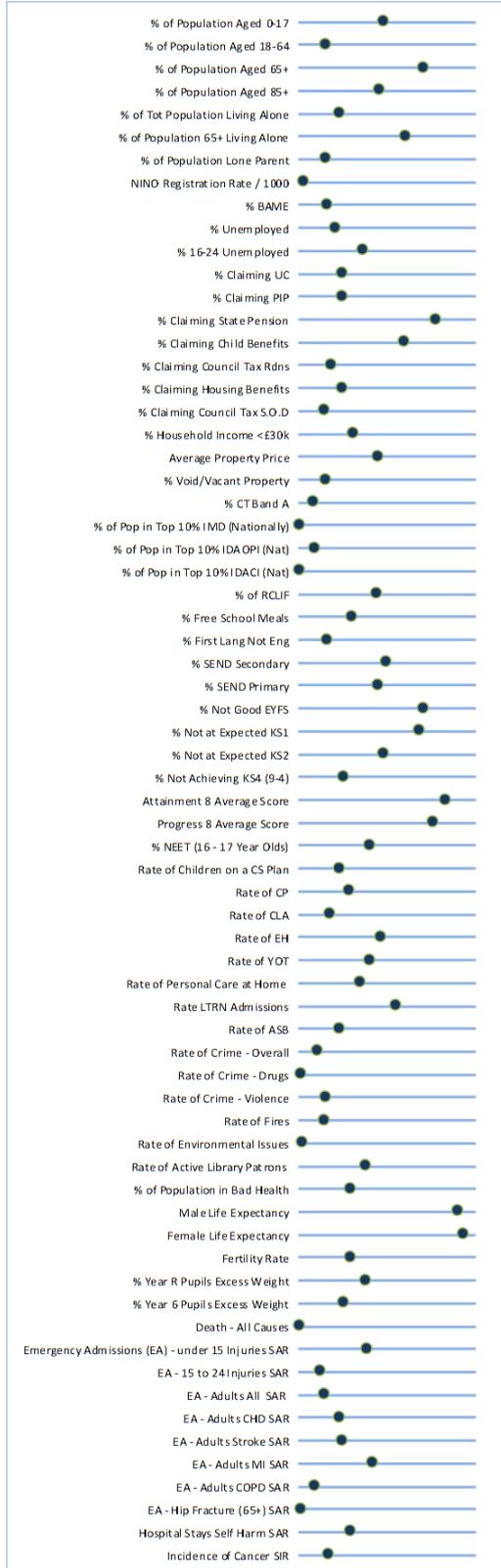
### Reported Crimes



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

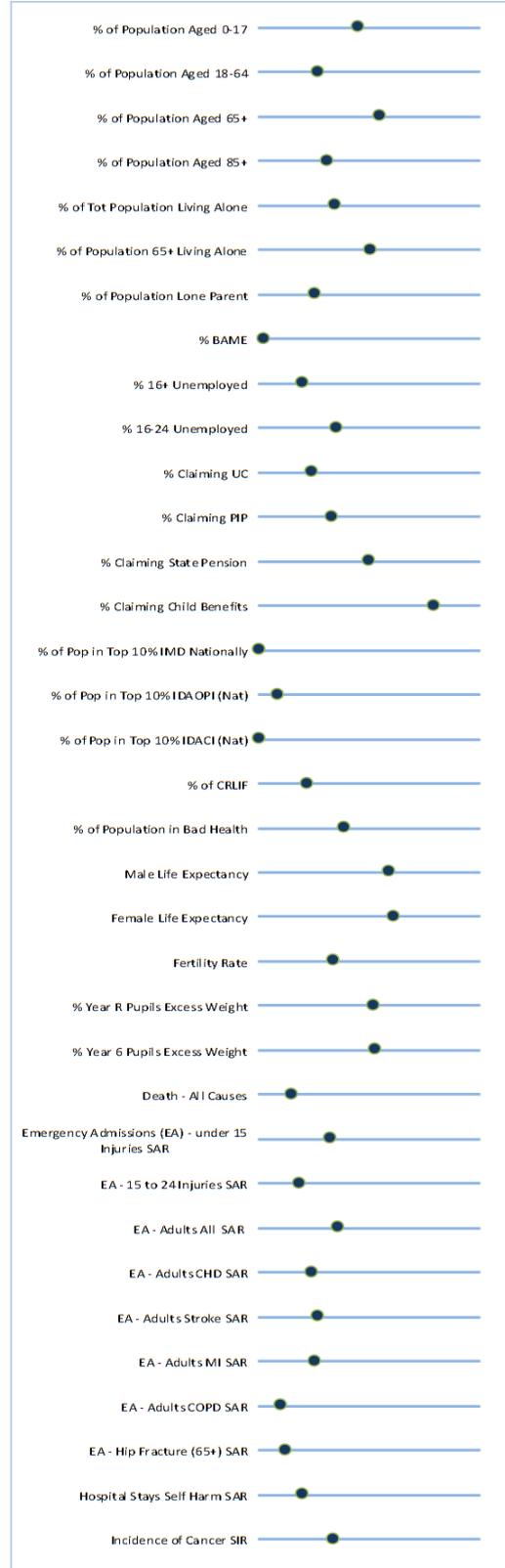
## Sefton Comparative Position

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.



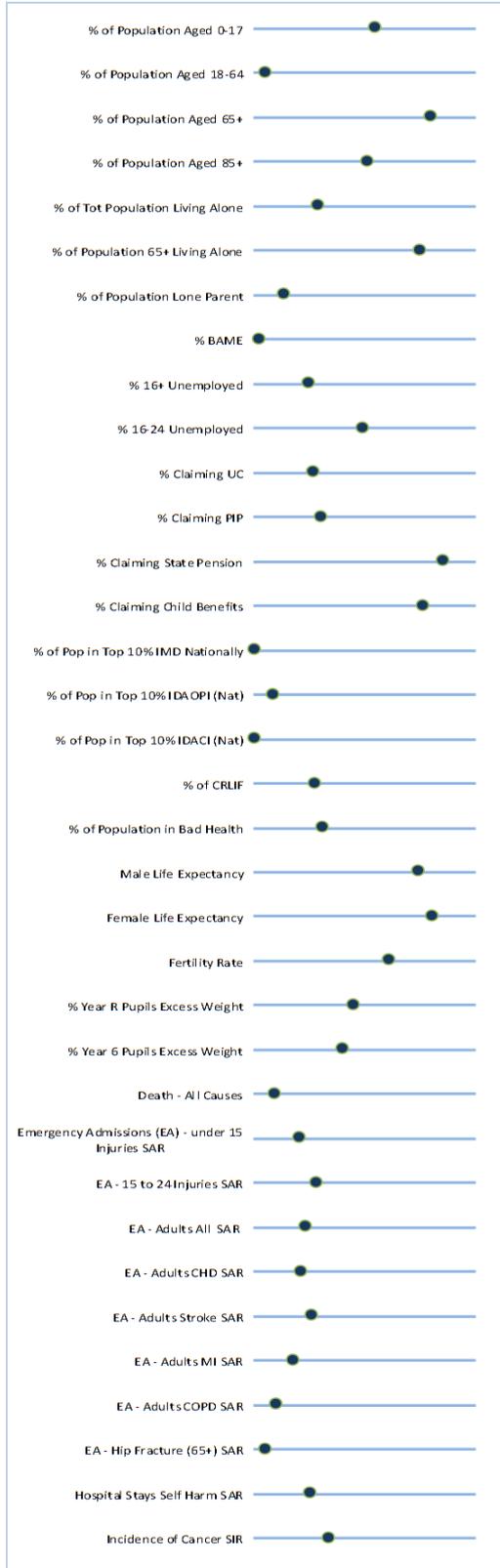
## National Comparative Position

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



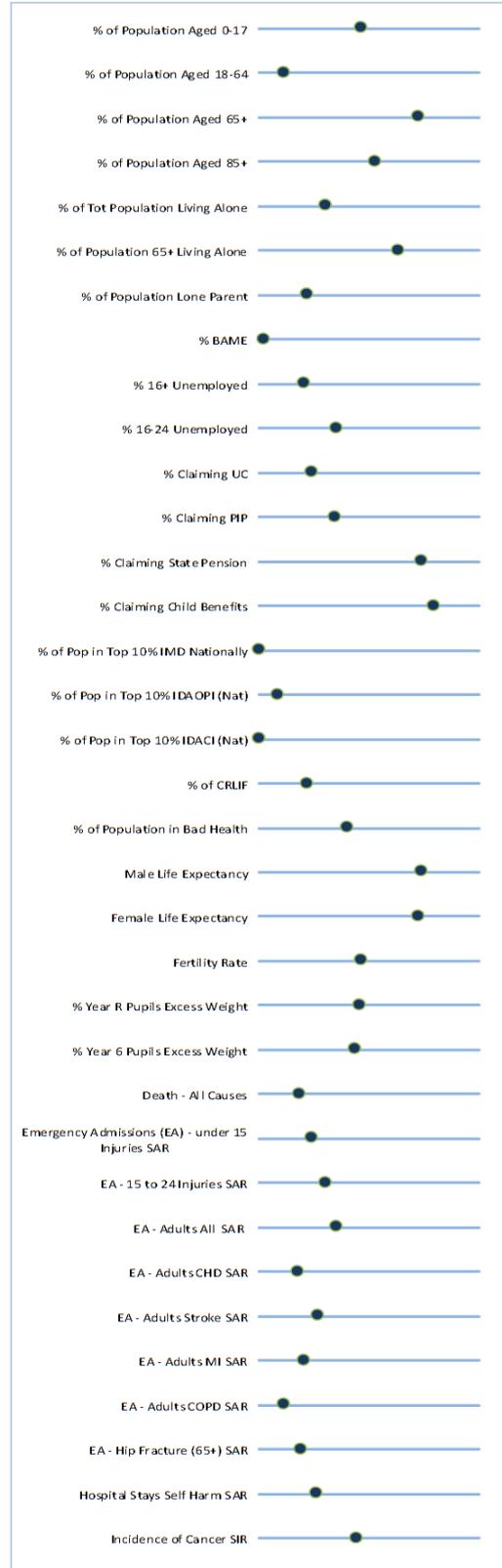
## LCR Comparative Position

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 North West. Low values are to the left, high to the right.



## Overview

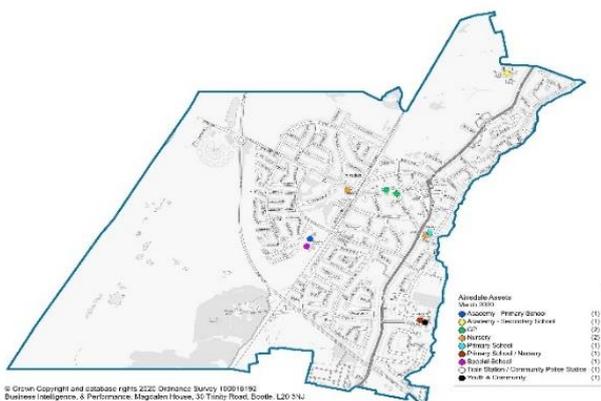
Sefton is a metropolitan borough of Merseyside, England and its local authority is Sefton Council. Sefton was formed, following the Local Government Act 1972, on 1 April 1974.

Ainsdale is one of the 22 wards that make up Sefton Metropolitan Borough Council. It is located in the North of the borough and covers part of the Ainsdale and Woodvale areas. Ainsdale is bordered by the River Mersey to the West, Dukes and Birkdale wards to the North, West Lancashire Borough Council to the East and Harington ward to the South.

In the ward there are:

- An Academy - Primary School
- An Academy - Secondary School
- Two GP Surgeries
- Two Nurseries
- A Primary school
- A Primary/Nursery School
- A Special School
- A train Station / Community Police Station
- A Youth & Community Centre

### Map 1: Ainsdale Assets



## COVID-19

The core figures in this document reflect the latest information available some of this data does not cover the period affected by the COVID-19 pandemic and associated impacts. Whilst these are expected to be significant there is at present no comprehensive or robust national data to assess these wider impacts.

## Implications for Service Delivery

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

- Demand on services relating to older people including adult social care and health services may be higher than average in Ainsdale due to the aging population seen in the ward
- There are small pockets of higher level deprivation (of most types) in the ward coupled with increased levels of overall deprivation could lead to increases in requirement for services by some residents.
- Higher levels of lone person households for those aged 65 and over in the area, may lead to loneliness and seclusion issues which can have an impact on resident's health and wellbeing and create a demand on services such as adult social care, health and support charities.
- There are overall lower than average levels of reliance on benefits in the ward, yet continued changes made in the Welfare Reform Act along with ongoing COVID 19 pandemic may see increased levels of vulnerable households and widening in inequalities in households, leading to demands on services such as Food Banks, Emergency Limited Assistance Scheme, Housing Benefits, and Homeless Services.
- Budget cuts seen by both Merseyside Police and Merseyside Fire and Rescue coupled with the increases in rates of Anti-Social Behaviour within the ward may result in increases in demand and therefore increasing level of direct costs.
- An increasing older population and rising overall and health deprivation may increase the health needs of this community. Also, the small pockets of more deprived areas within the ward may be being masked by the overall ward statistics.

## Demographics

The 2019 population estimates indicate there are approximately 12,800 residents in Ainsdale.

Overall the people of the ward tend to be older than the Sefton, Liverpool City Region and England averages. With 31% of the population being aged 65 and over compared to 24% across the Borough and 19% across Liverpool City Region and 18% in England. With 4% of Ainsdale residents being aged 85 and over, compared to just 2% in the City Region and England (Table 1).

The higher than average older person population found within the ward, may mean that there will be increased demand for services specifically from adults social care, GP and health services along with other sources of support.

13% of the population within Ainsdale are of school age, this slightly lower than the comparison areas, meaning demand for school places may not be as high as other Sefton wards.

55% of the population are of “working age” (16 – 65) again lower than Sefton, LCR and England; meaning demand for jobs or benefit support in the area maybe lower than the comparator areas.

The overall population in the ward has seen a 6% increase, over the last decade (2010 compared to 2019) with a 1% increase seen in Sefton. With those aged 65 and over increasing by 18% (with residents aged 85 and over have showing an increase of 43%). These increases may lead to further demand being put on services required by older people including adult social care and health in the near future (Figure 2).

In the last Census (2011) 96% of the population was born in the United Kingdom. With 2% of the ward population having an ethnicity recorded as Mixed Heritage, Black, Asian, or Minority Ethnic background. The England average is 15%.

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

Approximately 37 NINo registrations made within Ainsdale 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 5 per 1,000 16 to 65 year olds living in the ward. This is significantly lower than the rate seen across Sefton as a whole (28 per 1,000) Liverpool City Region (46), the North West (53), and rate seen across England (85).

84% of the overseas national registrations within Ainsdale during the period were from European countries. Lithuania made up the highest country for all registrations in the ward (19%).

Although the overall numbers are very low, over the time period of October 2015 to March 2020 the number of registrations in Ainsdale been sporadic with a high of seven in Jan to Mar 2016 and Jan to Mar 2019, however most months has either none or numbers too low to publish. Due to the COVID-19 pandemic figure post March 2020 are currently unreliable (Figure 3).



Table 1: 2019 Ward Population Distribution Comparisons

	Ainsdale Count	Percentage			
		Ward	Sefton	LCR	England
<b>Total</b>	12,595	-	-	-	-
<b>Males</b>	5,926	47%	48%	49%	49%
<b>Females</b>	6,669	53%	52%	51%	51%
<b>Aged 0-17</b>	2,237	18%	19%	20%	21%
<b>Aged 0-19</b>	2,489	20%	22%	23%	24%
<b>Aged 16-65</b>	6,956	55%	62%	65%	64%
<b>Aged 18 - 64</b>	6,501	52%	58%	61%	61%
<b>Aged 55 - 65</b>	1,927	15%	15%	13%	12%
<b>Aged 65+</b>	3,857	31%	23%	18%	18%
<b>Aged 85+</b>	475	4%	3%	2%	2%

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

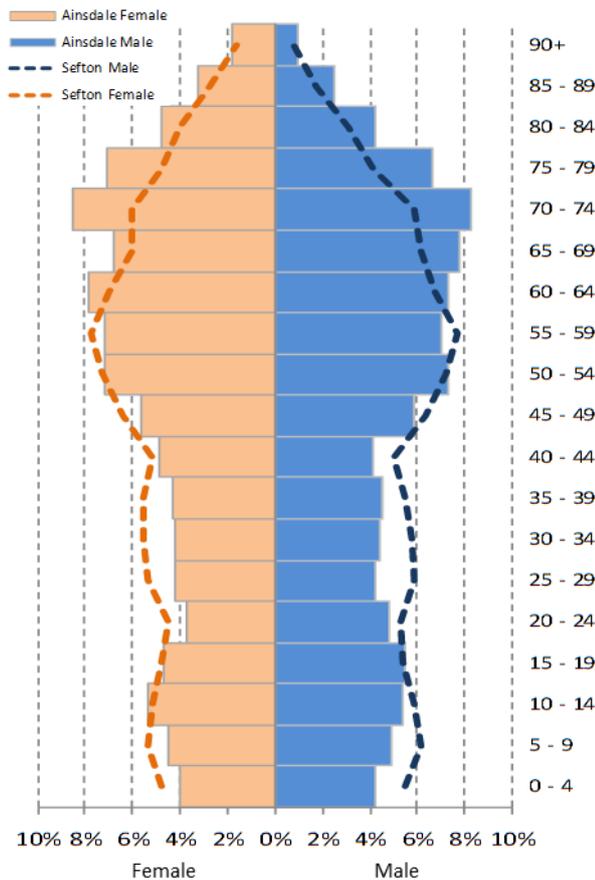


Figure 2: Population Change by Core Age Groups

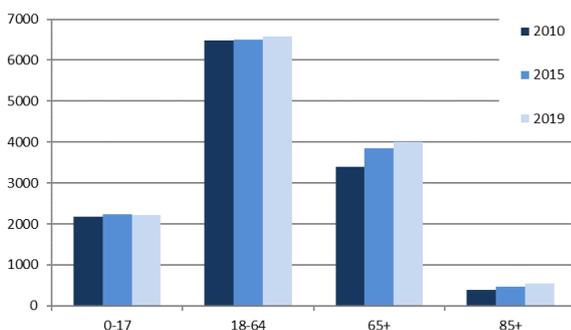
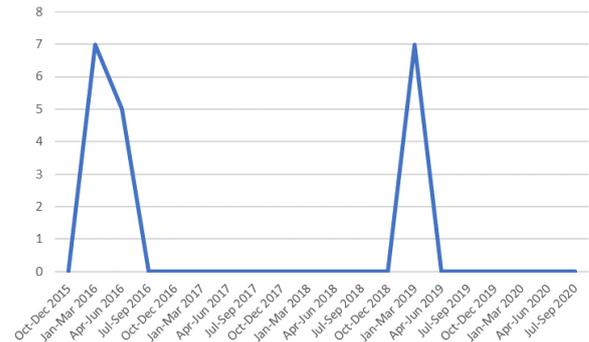


Table 2: NINo Applications 2015/16 – 2019/2020

	Ainsdale Count	Rate per 1,000 Population Aged 16-65				
		Ward	Sefton	LCR	NW	England
<b>European Union NINo</b>	31	4.5	21.8	31.4	33.2	58.0
<b>Asia NINo</b>	-	0.0	2.9	8.3	12.2	15.2
<b>Rest of the World NINo</b>	6	0.9	2.5	5.2	6.1	9.7
<b>All Overseas NINo</b>	37	5.4	27.7	45.9	52.6	85.5

Figure 3: NINo Applications by Quarter October 2015 to September 2020



Service Demand

Approximately 5% of Ainsdale 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 3% of the 0 – 17 year old population within the ward were known to Sefton Children’s Social care as at 31<sup>st</sup> March 2020.

Approximately 1.5% of the 0 – 22 year old population within the ward were known to Sefton’s Early Help service as at 31<sup>st</sup> December 2020.

## Deprivation

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

The IMD data can be viewed at a number of different levels. The below maps show 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.

Three of the eight LSOAs which make up the ward are all within the bottom 30% of the least affected LSOAs nationally (one of which is in the least deprived 5% of areas). However, a further two were in the top 30% of deprived areas in England, and there has been an overall increase when comparing the 2019 IMD average score to those in 2015 indicating that the level of deprivation in the ward has increased over the last 5 years (Map 2). Ainsdale’s average score is 17.8 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 (IDAOP) is a supplementary index to the IMD. In general, the ward is populated by less income deprived older people, yet there are pockets of older people who are living in some of the most affected areas across England.

One of the eight LSOAs one was within the top 10% affected areas nationally, in comparison two were in the bottom 1%. The average IDAOP score across the ward is 0.13, lower than the comparator areas (Sefton and NW – 0.19, LCR – 0.24, England – 0.17).

The ward has shown an overall reduction in levels of IDAOP between 2019 and 2015 suggesting an improvement in overall older people incomes over the period possibly a result of the protection of Pension levels over the period (Map 3).

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

One of the Ainsdale LSOAs is in the bottom 20% affected areas nationally, in contrast another is in the top 20% (Map 4). The average Ainsdale IDACI score is lower than the four comparator areas.

Though IDACI levels of four of the LSOAs in the ward increased between 2015 and 2019, overall the ward has seen improved parental income.

It is estimated that in 2019/20 there were some 381 dependent children (aged 0-19) within Ainsdale living in relative low-income families. Equating to 15% of children in the ward (Figure 4). Slightly lower than the rate in 2018/19 (16%), there has been a 11% increase from 2015/16. Ainsdale rates are continually lower than Sefton, LCR, the North West and England (Figure 5).

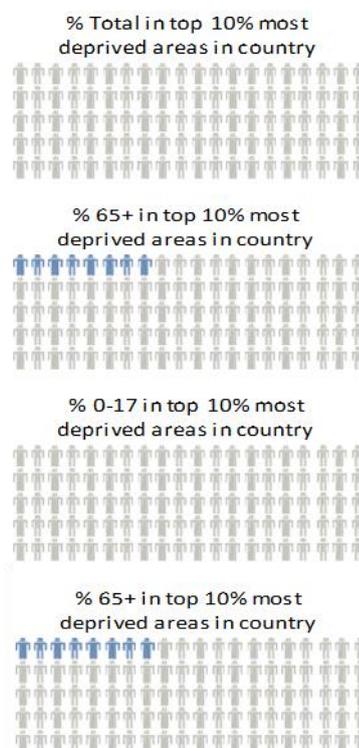


Figure 4: Children in Relative Low-Income Families (2019/20)

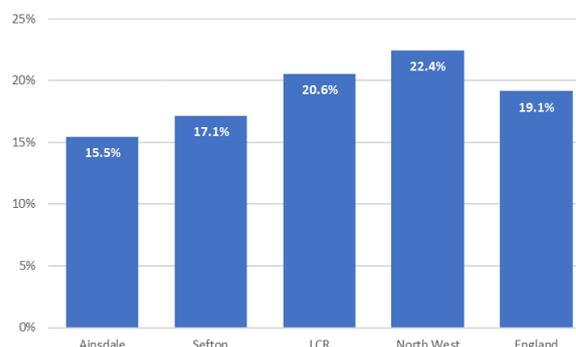
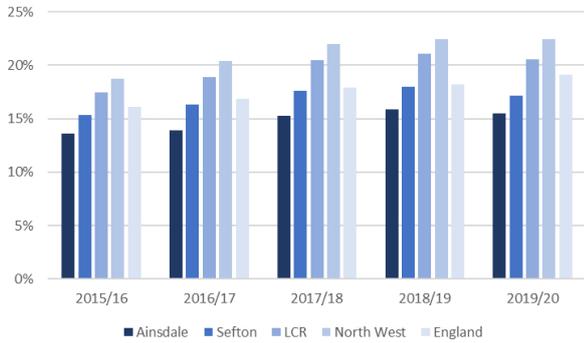
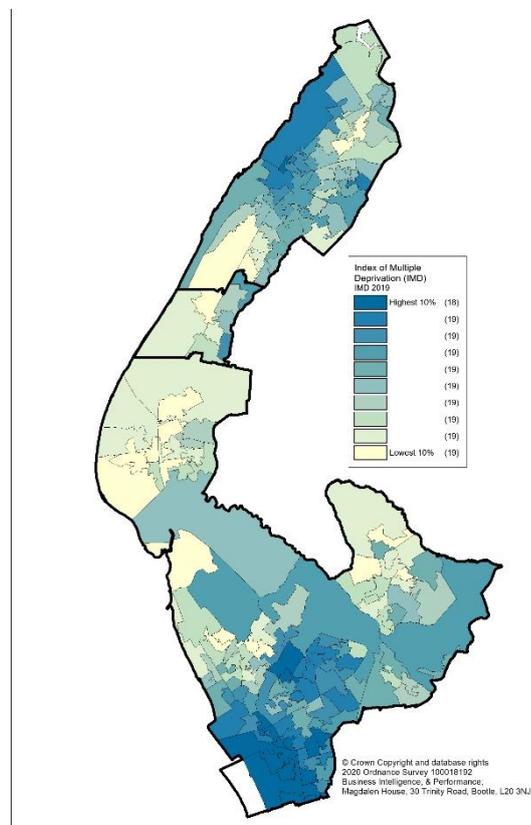


Figure 5: Children in Relative Low-Income Families (2019/20)

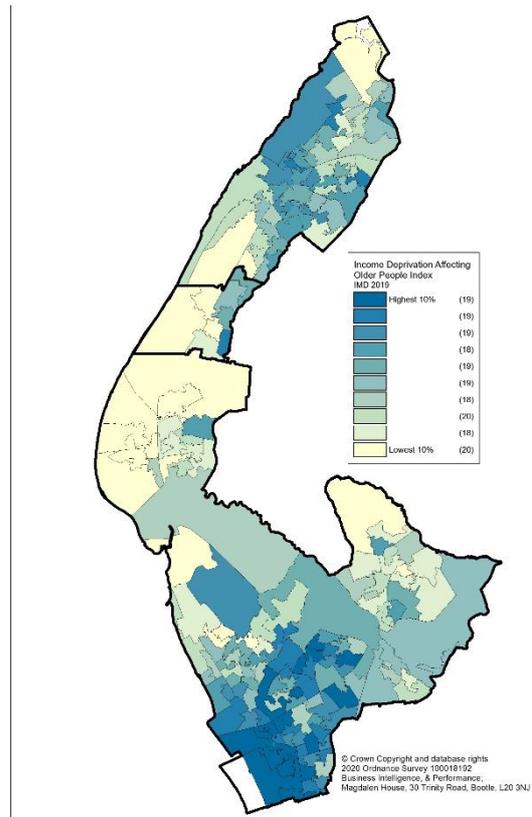


Map 2: Overall IMD Score by LSOA (2019)

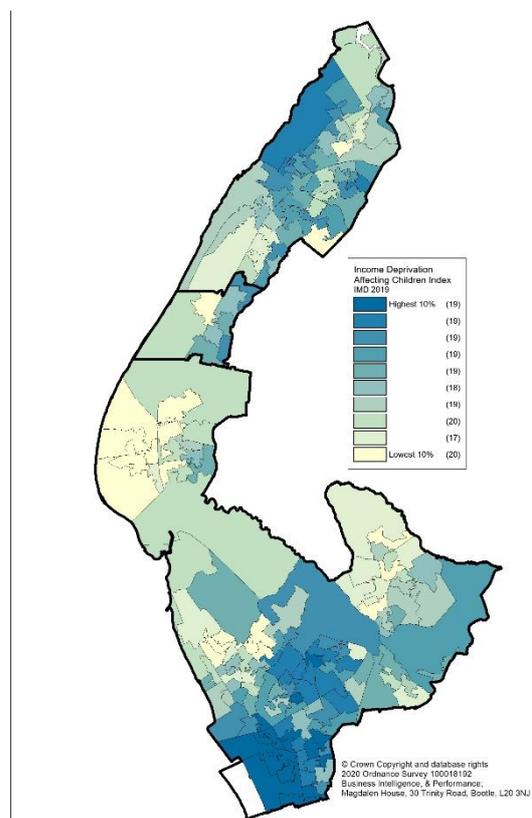


Overall Ainsdale has a lower than average level of all deprivation types, however, there are small pockets of residents within the ward who are worse off than others. In general, the lower levels of deprivation go hand in hand with low levels of demands for services covering all ages including children’s and adult’s social care, benefits (including out of work and housing), ‘Sefton Turnaround’ Programme, and early help, intervention, and prevention, however, those residents living in the small pockets may need more services.

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 settled households with middle aged to older people.

In the 2011 Census:

- 29% of households were occupied by just one person Sefton was 32%, LCR 34%, NW 32%, and England 30% (Figure 6).
- 19% of households were occupied by someone aged 65+ living alone higher than compared to the local and national averages. Sefton was 16%, LCR 13%, NW 13%, and England 12% (Figure 6). Indicating that demands on adult services or charities could be higher than that of the borough as a whole with demand likely to increase due to the aging population.
- 10% of households were occupied by a lone parent. Sefton was 13%, LCR 14%, NW 12%, and England 11% (Figure 6).
- 81% of households had an occupancy rating of +1 or more - an indication that the households had one or more bedrooms than 'required'. This is considerably higher than the rates seen across the Borough (74%), City Region (73%), Northwest (72%) and England (69%).
- 10% of all household tenure was local authority or social land-lord rented lower than local and national rates (Sefton was 14%, LCR 22%, NW and England 18%). With 7% of households being privately rented properties (Sefton 13%, yet lower than LCR 16%, NW 15%, and England 17%).
- 9% of households over 65 had a tenure category of local authority or social land-lord rented (Sefton was 14%, LCR 19%, NW 21%, and England 19%), with a further 2% residing in privately rented properties (Sefton was 5%, LCR 4%, NW 5%, and England 4%). Meaning 11% of households over 65 were rented properties (compared to 19% in Sefton), this will lead to lower demands for funding should these residents move into long term residential or nursing facilities as the majority will have property equity to fund their stays.

The ward has a lower than average number of long-term vacant properties; these properties have a higher rate of privately-owned properties. Along with a lower level of Council Tax discounts, partly a function of the generally lower level of single occupancy households.

### Council Tax

Overall, there 5,607 rateable dwellings in the ward, this makes up 4% of the Sefton total (slightly lower than the Borough average of 5%).

22% (1,249) of households in the ward are in Tax Band B, Tax Band C and E both make up a further 21% of properties in the ward.

Of the Ainsdale dwellings subject to paying Council Tax 33% qualified for single occupancy discount (i.e. liability was reduced by 25%).

### Vacant Properties

Ainsdale has a rate of vacant and / or void properties of 34 per 1,000 properties. Lower than the Borough average (43 per 1000). The ward had a total of 187 vacant and / or void properties as of April 2020 making up 3% of all vacant and / or void properties in Sefton (Table 3).

21% of the vacant and / or void stock in the ward has been vacant and / or void for over two years. With 65% of being registered as privately owned; higher than the Borough rate of 44%.

### Housing Developments

Provisionally, as at March 2021 there were 11 development sites in Ainsdale (two are currently in progress), constituting 217 dwellings of which 39% are intended as 'affordable' (Figure 7). The new builds are predominantly three-bedroom properties (Figure 8).

### Sold Properties

There were 208 properties sold in Ainsdale between January and December 2019, 97% of which were household dwellings. Of all the properties sold in the ward 46% were semi-detached dwellings. The overall average property price within the ward is higher than seen across the Borough, however, the prices for the different property types varies (Figure 9).

None of the properties sold in the ward during 2019 were new build properties. With 42%, of all

properties sold in the ward during the year were leasehold.

*Index Multiple 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 Ainsdale has higher than average issues in terms of housing barriers across Sefton, however, this has shown an overall improvement since 2015 (Map 5).

Five of LSOAs making up the ward, are in the bottom 20% of affected areas nationally (with one in the bottom 5% and another in the bottom 1%), meaning that residents of the ward are living in some of the *least* affected areas for barriers to housing and services across England, however, overall the ward is less accessible than across Sefton (the ward has an average score of 11.3 compared to 10.9 across Sefton as a whole).

There has been progress made in recent developments and improvement in housing stock. However, given the low levels of lone person households and the vacant and poor-quality accommodation coupled with the high amount of developments already in the ward there may be limited opportunity for continued existing stock improvements especially those classed as affordable homes.

*Car Registration*

In 2019, 7,547 vehicles were registered with the DVLA in Ainsdale, 90% of these were cars (6,809). There are approximately 719 vehicles per 1,000 driving age people in the ward (those aged 17 and over). This is higher than the Borough, LCR and the North West (Figure 10).

The rate of car registrations in Ainsdale has increased over the past 10 years (by 9%).

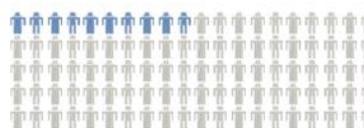
% Lone Person Households



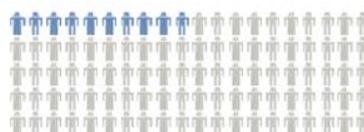
% Lone Person Household Aged 65+



% Lone Parent Household



% Tenure LA or Social Rented



% Single Occupancy Discount

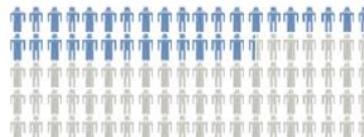


Figure 6: Household Occupancy (Census 2011)

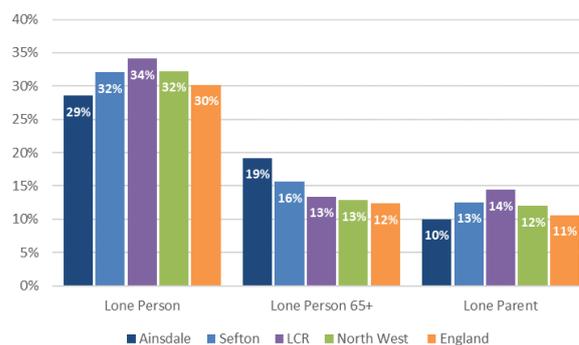


Table 3: Time Void / Vacant (April 2020)

Vacant Properties April 2020	Ainsdale		Sefton	
	Count	Rate <sup>1</sup>	Count	Rate <sup>1</sup>
0-6 Months	90	16.3	2417	19.5
6-12 Months	36	6.5	953	7.7
12-24 Months	21	3.8	1029	8.3
24+ Months	40	7.3	957	7.7
Total	187	33.9	5356	43.2

<sup>1</sup> The rate is the count per 1000 households in the ward

Figure 7: New Build Properties by Affordability Type (2021)

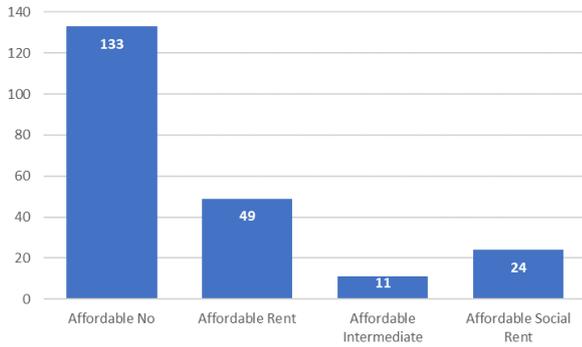


Figure 8: New Build Properties by Bedroom Numbers (2021)

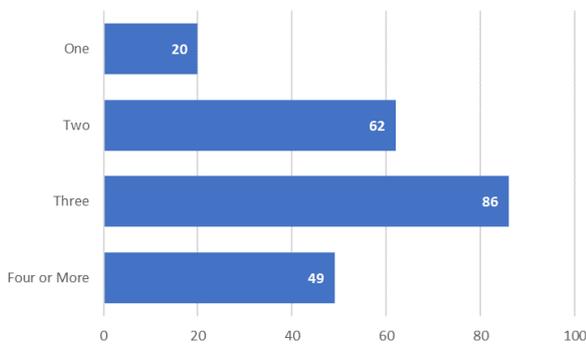
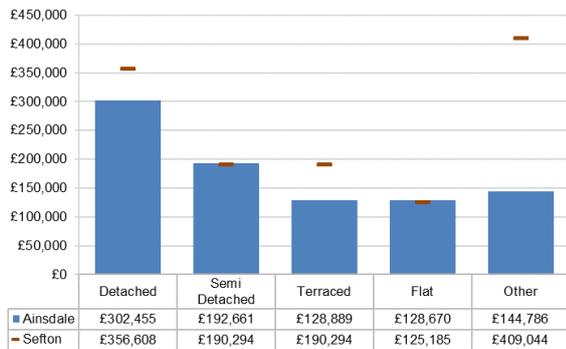


Figure 9: Average Price Paid by Property Type (2019)



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

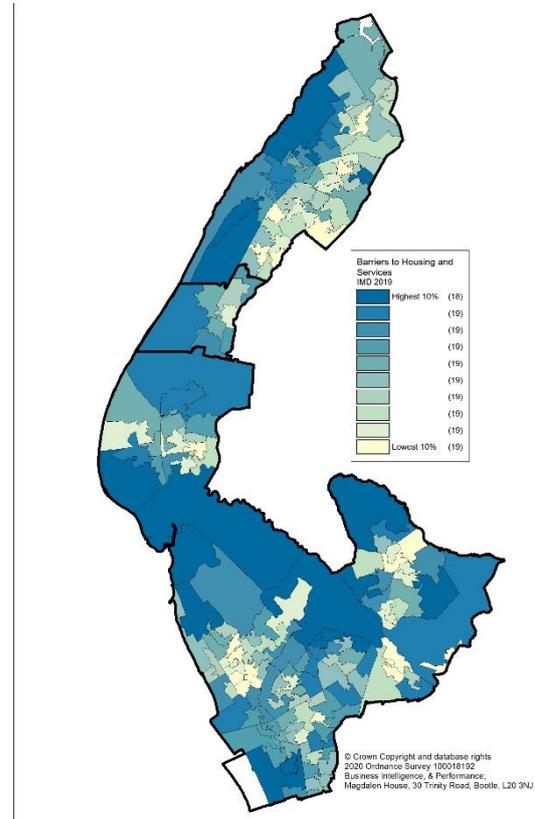
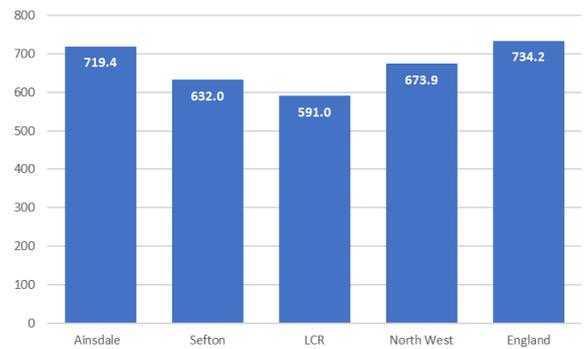


Figure 10: Rate of Vehicle Registrations (2019)





## Benefits & Support

Ainsdale is characterised overall by lower than average benefits-dependent population, however, there has been an increase in socio-economic problems of overall poverty. The population vulnerable to the vagaries of the wider economy are less likely to be vulnerable to the structural changes in benefit levels and accessibility.

In January 2021, approximately 370 working age people residing in the ward were claiming out of work benefits. This is 5% of all the working aged residents; lower than Sefton, LCR, North West (all 7%) and England (6%). 9% (95) of residents in the ward aged between 16 and 24 were claiming out of work benefits higher than LCR, North West and England (Figure 12).

The rates of working age residents claiming out of work benefit in Ainsdale have seen year on year increases across the past five years (Figure 13), with an overall rise of 252% (265). 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 Ainsdale rates have continually been below those in the Borough.

### Universal Credit (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.

898 working age residents in Ainsdale were claiming Universal credits in January 2021 (61% of these were not in employment). The rate of working age residents claiming UC in the ward is 131 per 1,000, considerably lower than the comparator area rates; Sefton – 170, LCR – 180, North West – 167 and England – 148 (Figure 14).

### 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, 579 residents were claiming PIP in Ainsdale, a rate of 85 per 1,000 residents (aged

16+). Similar to UC this rate is lower than three of the comparator areas (Figure 15).

### Child Benefits

1,145 families in Ainsdale were claiming child benefits relating to 79% (1,950) of children in the ward in 2020. The ward has a slightly lower rate of children in families claiming child benefits than that of the Borough, City Region, Region and Nationally (Figure 16).

### Council Tax Reduction

In January 2020, some 870 households in the ward claiming Council Tax Reduction (15% of all rated households); lower than the Sefton average of 20% (Figure 17).

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

During 2020, there were 96 applications to Sefton's ELAS by residents within Ainsdale (Table 7). Of the applications in the ward, 42% were approved in full, with 8% being partially approved. The number of applications approved over the past four years in Ainsdale has reduced by a third, a similar pattern can be seen across Sefton as a whole (which has reduced by over a quarter).

### Trussell Trust Food Bank

Trussell Trust Food Bank data for April 2019 to March 2020 shows that 185 vouchers were issued to residents of Ainsdale ward, with 649 residents being fed by a Food Bank located in Sefton, equating to 51 per 1,000 residents which is lower than the Sefton rate of 66 per 1,000 residents.

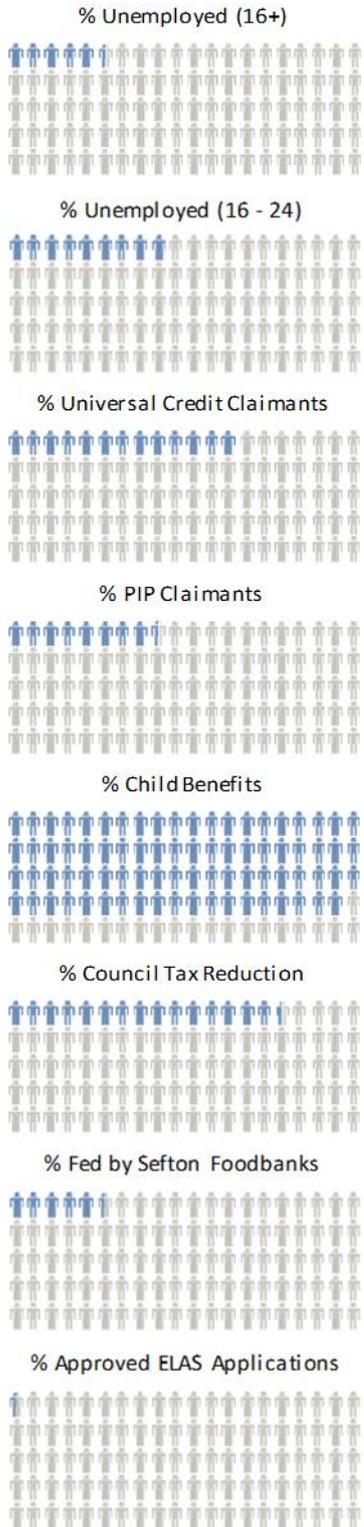


Figure 12: Rate of Residents Claiming Out of Work Benefits (January 2021)

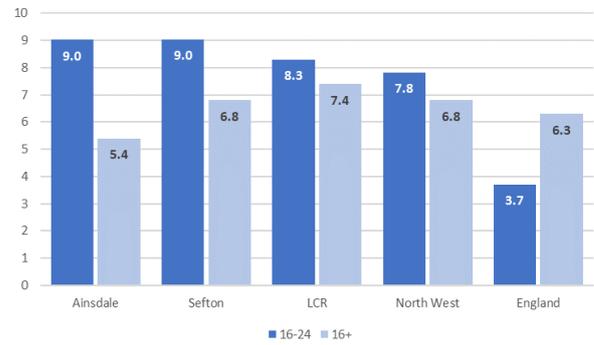


Figure 13: Rate of Working Age Residents Claiming Out of Work Benefits (January 2017/18/19/20/21)

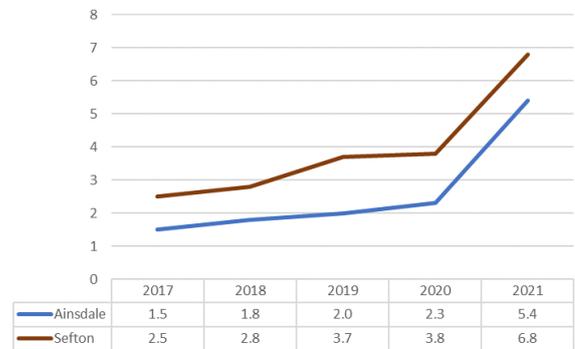


Figure 14: Rate of Residents claiming Universal Credits (January 2021)

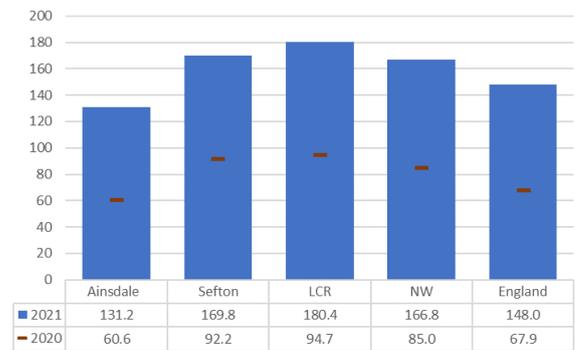


Figure 15: Rate of Residents claiming Personal Independence Payments (January 2021)

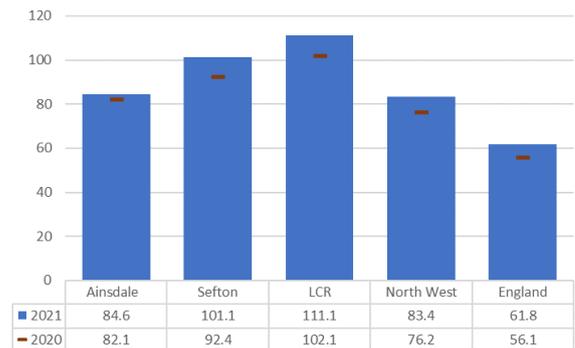


Figure 16: Rate of Families claiming Child Benefits (2019)

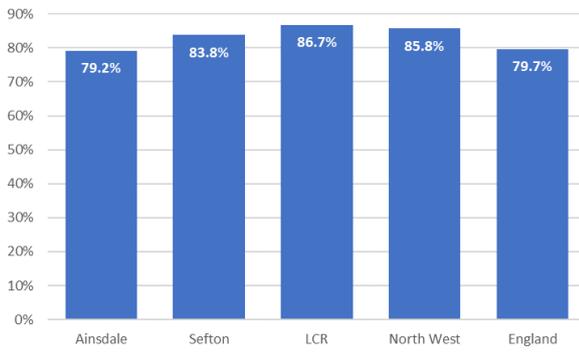


Figure 17: Percentage of Households Claiming Council Tax Reductions (January 2020)

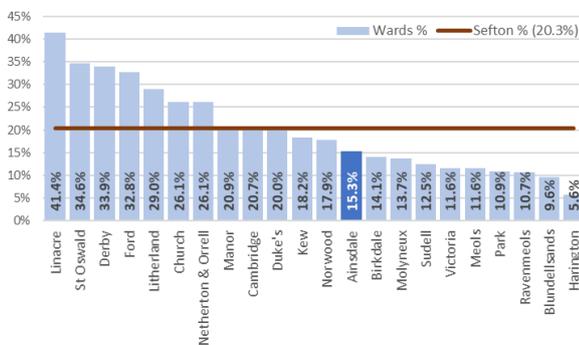


Table 7: Emergency Limited Assistance Scheme (ELAS) Applications (January to December 2020)

	Ainsdale Count	Application Status	
		Ward	Sefton
<b>Total Applications</b>	96	-	-
<b>Approved</b>	40	42%	53%
<b>Partially Approved</b>	8	8%	10%
<b>Not Approved</b>	48	50%	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 and the COVID pandemic are going to have varying impacts across Sefton wards.

Within Ainsdale there is a lower level of reliance on most forms of benefits; however, the new reforms may lead to a potential reduction in household income for some of the more vulnerable residents in the ward. 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 it is unsurprising that overall Ainsdale has a lower to average proportion of children with special educational needs however the attainment rates across the younger key stages are lower than compared to the Sefton results.

The poor levels of attainment across the younger key stages and average levels of specialist support needed for children in the ward may present particular 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 74 students resident in Ainsdale attending a Sefton maintained Nursery setting (Table 8):

- 4% of all Nursery pupils in Sefton live in Ainsdale
- 21% of the estimated Nursery age population within the ward attend a Sefton maintained nursery (Sefton has a rate of 22%).
- 14% were entitled to a free school meal (Sefton is 7%).
- 7% were subject to Special Educational Needs (SEN) support (Sefton is 6%).

### Primary School Settings

Of the 824 Sefton maintained Primary School students living in the ward (Table 9):

- 4% of all Primary pupils in Sefton live in Ainsdale.
- 82% of the estimated primary school age population within the ward attend a Sefton maintained primary school (Sefton has a rate of 80%).
- 18% were entitled to a free school meal (Sefton is 21%).
- 16% 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 654 Sefton maintained Secondary School students living in the ward (Table 10):

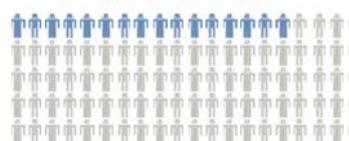
- 5% of all secondary school pupils in Sefton live in Ainsdale.
- 79% of the estimated secondary school age population within the ward attend a Sefton maintained secondary school (Sefton has a rate of 74%).
- 17% were entitled to a free school meal (Sefton is 19%).
- 17% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- 4% had English not as a first language (Sefton is 5%).

### 16+ Pupils

Of the 48 Sefton maintained Sixth form or College setting students living in the ward (Table 11):

- 3% of all Pupils over 16 in Sefton live in Ainsdale.
- 8% of the estimated 16 to 20 year olds residing within the ward attend a Sefton maintained post 16 setting (Sefton has a rate of 11%).
- 8% were entitled to a free school meal (Sefton is 8%).
- 10% were subject to Special Educational Needs (SEN) support (Sefton is 8%).
- 8% had English not as a first language (Sefton is 3%).

% Overall Pupils with SEN



% Overall FSM

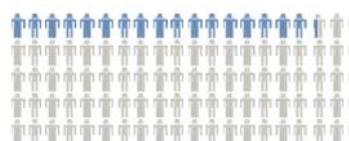


Table 8: Nursery Settings (January 2020)

Nursery Class Pupils	Ainsdale		Sefton	
	Count	%	Count	%
Total Pupils	74		1923	
Females	36	49%	941	49%
Males	38	51%	982	51%
Receiving Free School Meal	10	14%	141	7%
SEN Support	5	7%	119	6%
English as a First Language <sup>1</sup>	53	72%	1704	89%
English not as a First Language <sup>1</sup>	*	*	104	5%

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

Please note within the table counts below four have been suppressed

Table 9: Primary School Settings (January 2020)

Primary School Pupils	Ainsdale		Sefton	
	Count	%	Count	%
Total Pupils	824		20075	
Females	403	49%	9680	48%
Males	421	51%	10395	52%
Receiving Free School Meal	151	18%	4145	21%
SEN Support	135	16%	3067	15%
English as a First Language <sup>1</sup>	744	90%	18195	91%
English not as a First Language <sup>1</sup>	34	4%	1171	6%

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

Table 10: Secondary School Settings (January 2020)

Secondary School Pupils	Ainsdale		Sefton	
	Count	%	Count	%
Total Pupils	654		13225	
Females	336	51%	6541	49%
Males	318	49%	6684	51%
Receiving Free School Meal	113	17%	2476	19%
SEN Support	112	17%	1993	15%
English as a First Language <sup>1</sup>	621	95%	12508	95%
English not as a First Language <sup>1</sup>	28	4%	660	5%

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

Table 11: 16+ Pupils (January 2020)

Post 16 Pupils	Ainsdale		Sefton	
	Count	%	Count	%
Total Pupils	48		1542	
Females	18	38%	772	50%
Males	30	63%	770	50%
Receiving Free School Meal	4	8%	129	8%
SEN Support	5	10%	125	8%
English as a First Language <sup>1</sup>	44	92%	1483	96%
English not as a First Language <sup>1</sup>	4	8%	51	3%

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

### Early Years Foundation Stage

Of the 118 students residing within Ainsdale ward and attending a Sefton maintained setting with an Early Years Foundation Stage (EYFS) level (Figure 18 & Table 12):

- 37% did not achieve a “Good Level of Development”. Higher than the non-achievement levels seen across Sefton and

North West (both 31%), LCR (33%) and England (28%).

- 11% were entitled to a free school meal (Sefton is 16%).
- 7% were subject to Special Educational Needs (SEN) support (Sefton is 7%).

### Key Stage 1 (KS1)

During 2018/19 there were 111 students residing within Ainsdale ward and attending a Sefton maintained setting with a KS1 level. For these students (Figure 19 and Table 13):

- 41% did not achieve the expected standard in Reading, Writing, and Maths; above the averages for Sefton and England at 37%, and the North West at 35%.
- 19% were entitled to a free school meal (Sefton is 18%).
- 15% were subject to Special Educational Needs (SEN) support (Sefton is 14%)

### Key Stage 2 (KS2)

During 2018/19 there were 133 students residing within the ward and attending a Sefton maintained setting, with a KS2 level. For these students (Figure 20 and Table 14):

- 36% did not achieve the expected standard in Reading, Writing, and Maths, similar to the comparator areas; Sefton at 37%, LCR at 38%, North West and England both at 35%.
- 18% 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 134 students residing within Ainsdale ward and attending a Sefton maintained setting undertaking GCSE examinations. For these students:

- 47% did not achieve a level between 9 and 5 in English and Maths; below the average for Sefton, LCR, the North West and England (Figure 21).
- 78% did not achieve a level between 9 and 5 for the English Baccalaureate, again lower

than Sefton, LCR the North West and England (Figure 22).

- The students in Ainsdale had an average Attainment 8 score of 49.4 this was higher than the Borough, region, and country (Figure 23).
- The average Progress 8 score in the ward (-0.01) again higher than the comparison areas. This means that on average students are achieving as expected (Figure 24).

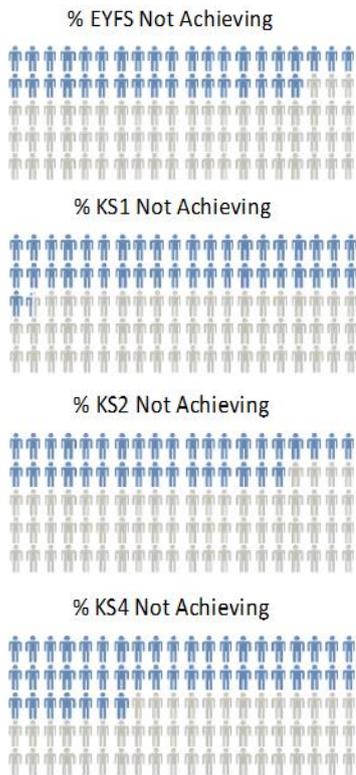


Figure 18: Percentage of Pupils NOT Gaining a Good Level of Development in Early Years Foundation Stage (2018/19)

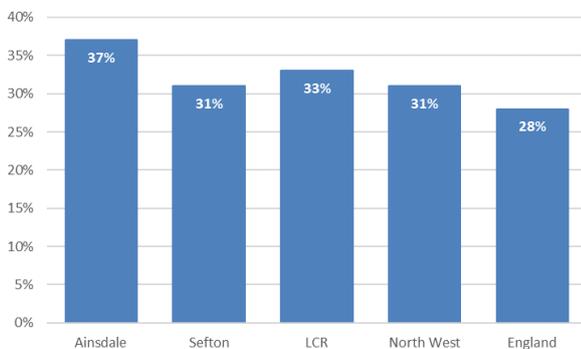


Table 12: Early Years Foundation Stage Settings – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (EYFS)		Eligible for Free School Meal (EYFS)	
	Count	%	Count	%
Ainsdale	8	6.8%	13	11.0%
Sefton	193	6.7%	457	15.9%

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

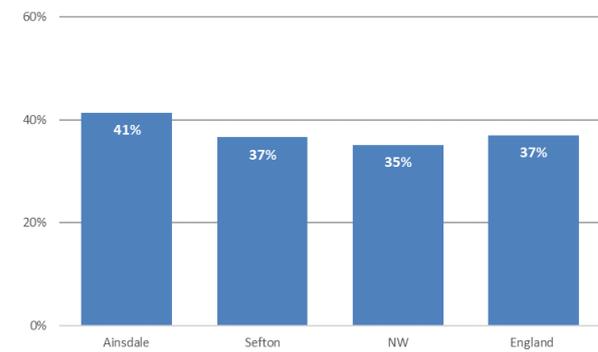


Table 13: Key Stage 1 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS1)		Eligible for Free School Meal (KS1)	
	Count	%	Count	%
Ainsdale	17	15.3%	21	18.9%
Sefton	388	13.6%	513	18.0%

Figure 20: Percentage of Key Stage 2 Pupils Not Achieving Expected Standard in Reading Writing and Maths (2018/19)

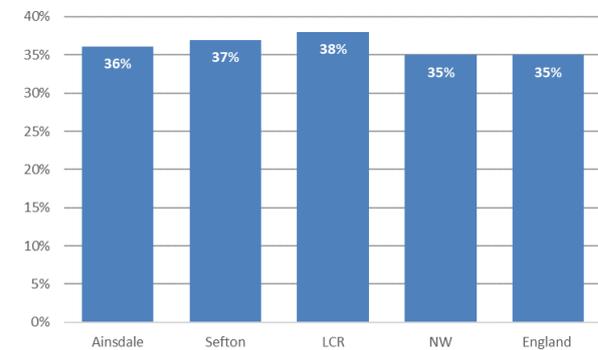


Table 14: Key Stage 2 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS2)		Eligible for Free School Meal (KS2)	
	Count	%	Count	%
Ainsdale	26	19.5%	24	18.0%
Sefton	465	16.9%	540	19.6%

Figure 21: Percentage Not Achieving in English and Maths 9 to 5 (2018/19)

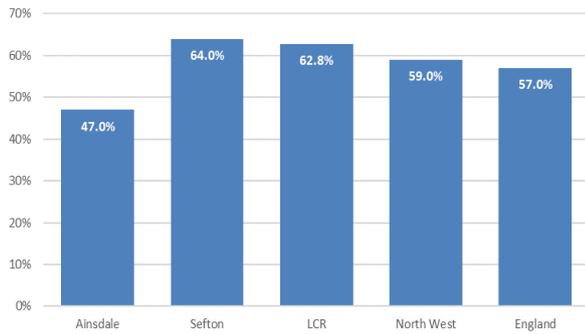


Figure 22: Percentage Not Achieving in English Baccalaureate 9 to 5 (2018/19)

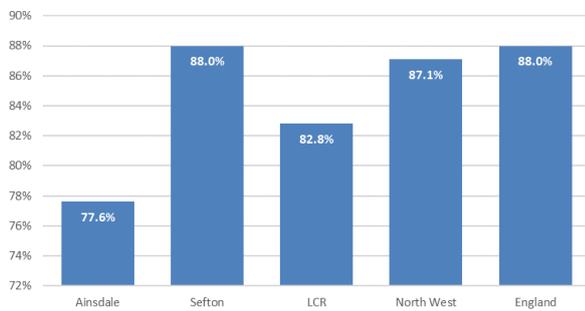


Figure 23: Average Attainment 8 Score (2018/19)

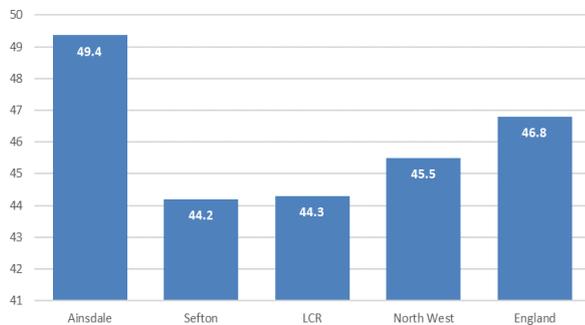
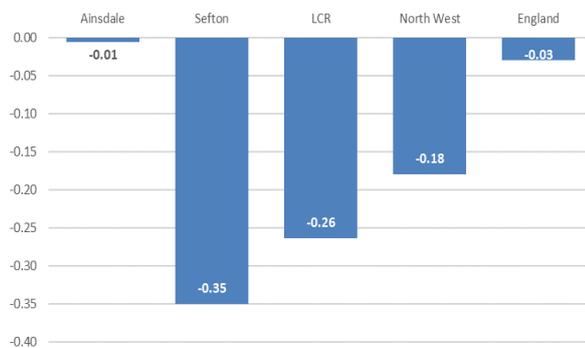


Figure 24: Average Progress 8 Score (2018/19)



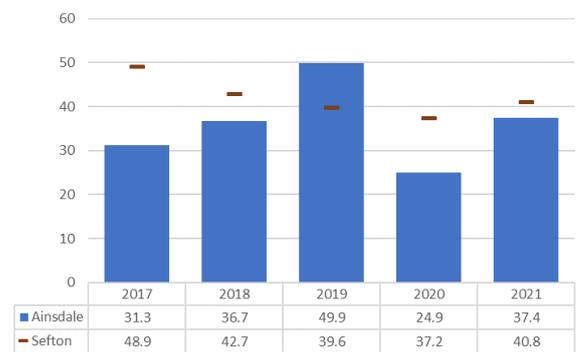
Not in Employment Education or Training (NEET)

In January 2021, there are a total of 15 people aged between 16 and 18 registered as Not in

Employment Education or Training (NEET) with Careers Connect residing within Ainsdale ward. Making up 4% of the Sefton total NEET.

With the exception of 2019, Ainsdale NEET rates have continually been lower than those of the Borough (Figure 25) rates have fluctuated across the past five years (2017 to 2021), with a slight overall increase (2 people).

Figure 25: Rate of NEET Residents Aged 16 - 18 (January 2017/18/19/20/21)



## Community Safety

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

### Crime

There were 606 crimes reported to Merseyside Police between April 2020 and March 2021, in Ainsdale ward representing 3% of all crimes that occurred within Sefton. This is 47 crimes per 1,000 population - lower than the rate seen across Sefton as a whole (72 per 1,000).

The numbers of crimes in the ward have seen a reduction from the previous year (18%), compared to a 7% decrease seen across the Borough (Table 15).

45% (271) of all reports were violent offences. Of these, 108 (40%) were common assault and battery (including racial offences).

### Anti-social Behaviour (ASB)

There were 274 Anti-social Behaviour incidents reported to Merseyside Police between April 2020 and March 2021 (Table 16), occurring within Ainsdale: 4% of all Sefton incidents. The ward has a rate of 21 incidents per 1,000 population – again lower than the rate seen across Sefton as a whole (27 per 1,000).

There has been a 64% increase in the number of incidents occurring in the ward compared to 2019/20 (the average across Sefton saw a 58% reduction). The increase maybe due COVID 19 and the reporting of breaches in lockdown rules.

Over a third (37%) of the incidents within the ward were reports of Rowdy or Inconsiderate Behaviour. With 14% of all ASB reports in the ward specifically mentioned youths, and 6% relating to alcohol/drunken behaviour.

### Deliberate Fires

Merseyside Fire and Rescue Service (MFARS) responded to 13 deliberate fires in the ward between April 2020 and March 2021. This is 3% of all deliberate fires across the borough.

The rate of deliberate fires per 100,000 population in the ward is 101 compared to 171 across Sefton as a whole (Table 17).

The number of deliberate property fires in Ainsdale has decreased by 7% compared to the previous year Sefton saw an increase of 5%.

Nearly all of deliberate fires (94%) in the ward were classified as deliberate secondary fires: five related to grassland, woodland and crops being set on fire.

### Index of Multiple Deprivation – Crime

The wards LSOAs are in some of the least affected areas nationally (one in the lowest 5% and another in the lowest 1%). However, levels across five of the LSOAs and therefore the ward overall have shown an increase in levels when comparing the 2019 scores to 2015 (Map 7). The ward is lower than Sefton, LCR, the North West and England.

Rate of All Offences



Rate of Drug / Violent Offences



Rate of ASB Incidents



Rate of Rowdy Inconsiderate Behaviour



Rate of Deliberate Fires

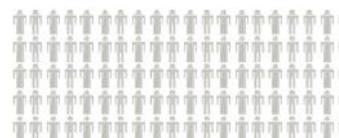


Table 15: Offences Reported to Merseyside Police (2020/21)

Offences Apr 20 - Mar 21	Ainsdale Crimes			Sefton Crimes		
	Count	Rate <sup>1</sup>	Change <sup>2</sup>	Count	Rate <sup>1</sup>	Change <sup>2</sup>
Burglary	48	3.7	-14.3% ▼	1285	4.6	-19.3% ▼
Criminal Damage & Arson	62	4.8	-17.3% ▼	2043	7.4	-17.2% ▼
Drugs	25	2.0	-13.8% ▼	1787	6.5	8.0% ▲
Public Order	76	5.9	31.0% ▲	2302	8.3	19.8% ▲
Other	10	0.8	-44.4% ▼	530	1.9	-6.0% ▼
Sexual	8	0.6	-63.6% ▼	368	1.3	-18.6% ▼
Theft	106	8.3	-40.4% ▼	3330	12.0	-30.1% ▼
Violence	271	21.2	-10.9% ▼	8381	30.3	3.5% ▲
<b>Total</b>	<b>606</b>	<b>47.3</b>	<b>-18.1% ▼</b>	<b>20010</b>	<b>72.4</b>	<b>-7.0% ▼</b>

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

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

<sup>3</sup> Other includes, Miscellaneous Crimes Against Society and Robbery offences

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

ASB Incidents Apr 20 - Mar 21	Ainsdale Incidents			Sefton Incidents		
	Count	Rate <sup>1</sup>	Change <sup>2</sup>	Count	Rate <sup>1</sup>	Change <sup>2</sup>
General Nuisance	68	5.3	94.3% ▲	1840	6.7	98.1% ▲
Nuisance Neighbour	36	2.8	100.0% ▲	781	2.8	61.0% ▲
Other <sup>3</sup>	17	1.3	325.0% ▲	571	2.1	82.4% ▲
Personal	24	1.9	-4.0% ▼	351	1.3	12.1% ▲
Rowdy Inconsiderate Behaviour	101	7.9	90.6% ▲	3271	11.8	66.2% ▲
Vehicle Nuisance	28	2.2	-12.5% ▼	710	2.6	-5.5% ▼
<b>Total</b>	<b>274</b>	<b>21.4</b>	<b>64.1% ▲</b>	<b>7524</b>	<b>27.2</b>	<b>58.1% ▲</b>

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

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

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

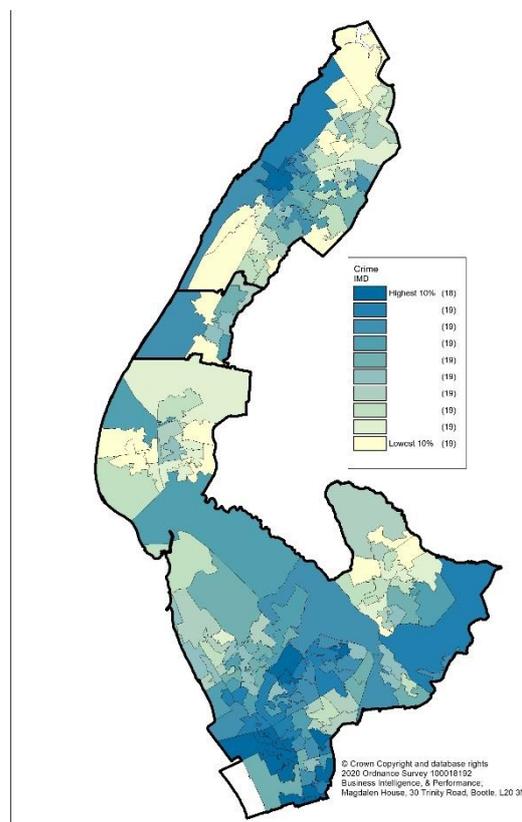
Map Table 17: Deliberate Property Fires (2020/21)

Fires Apr20 - Mar21	Ainsdale Deliberate Fires			Sefton Deliberate Fires		
	Count	Rate <sup>1</sup>	Change <sup>2</sup>	Count	Rate <sup>1</sup>	Change <sup>2</sup>
Deliberate Property Fire	1	7.8	-66.7% ▼	38	13.7	5.6% ▲
Deliberate Secondary Fire	12	93.7	71.4% ▲	406	146.9	11.5% ▲
Vehicle Fire	0	0.0	-100.0% ▼	29	10.5	-43.1% ▼
<b>Total</b>	<b>13</b>	<b>101.5</b>	<b>-7.1% ▼</b>	<b>473</b>	<b>171.1</b>	<b>4.9% ▲</b>

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

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

7: Crime IMD Score by LSOA (2019)



The ward has low levels of crime and disorder; which has reduced compared to the previous year (except for the increase seen in anti-social behaviour possibly due to the COVID pandemic). However, Budgets cuts seen by both Merseyside Police and Merseyside Fire and Rescue, may result in increases in demand and therefor increasing level of direct costs. Associated with these issues are also indirect costs including lowered levels of community satisfaction and wellbeing; and reduced attractiveness to encourage businesses and job creators to locate in the area.

## Health

Overall Ainsdale has an average to good level of health compared to the Borough with higher levels of life expectancy and generally lower levels of hospital admissions

During the 2011 Census:

- 6% of residents were in either bad or very bad health (Sefton average was 7%).
- 23% had their activities limited a little or a lot by their health (Sefton average was 23%).

### Life Expectancy

Based on current life expectancy at birth, both men and women residing in Ainsdale should expect to live at over a year longer than the Sefton and England averages (Figure 26).

### Fertility

The fertility rate in Ainsdale (51.4) is significantly lower than that seen across the Borough (60.1) and nationally (60.6).

### Overweight Children

Of 120 reception age pupils (4 to 5 year olds) in the ward taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 24% were overweight lower than the Sefton and LCR rates yet higher than those seen nationally (Figure 27).

Of 127 Year 6 pupils (10 to 11 year olds) in Ainsdale taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 31% were overweight lower than the four comparator areas (Figure 28).

### Hospital Admissions

Between 2015/16 and 2019/20 there were a total of 90 hospital admissions for injuries in under 15 years olds across Ainsdale, a crude rate (CR) 101. This is lower than the rates seen in the Borough, LCR and regionally yet slightly higher than the national rate (Figure 29)

Similarly, the CR of hospital admissions for injuries in those aged between 15 and 24 is lower in Ainsdale than Sefton and LCR yet higher than that of the North West and England (Figure 30). With 95 admissions between 2015/16 and 2019/20.

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

- Ainsdale All Causes SAR – 95 (Figure 31)
- Ainsdale Chronic Obstructive Pulmonary Disease (COPD) SAR – 65 (Figure 32)
- Ainsdale Coronary Heart Disease SAR – 100 (Figure 33)
- Ainsdale Myocardial Infarction SAR – 89 (Figure 34)
- Ainsdale Stroke SAR – 83 (Figure 35)
- Ainsdale Hip Fracture in those aged 65 and over SAR – 75 (Figure 36)

Hospital admissions for self-harm is lower in the ward than Sefton and LCR, but higher than seen across the region and nationally with a SAR of 133 in 2015/16 to 2019/20 (Figure 37).

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

### Deaths

For the period 2015 to 2019 Ainsdale had a Standardised Mortality Ratio (SMR) for all causes of death of 76, Significantly lower than the comparator areas (Figure 38). With a total of 698 deaths in the ward during the time period.

In line with the higher life expectancy Ainsdale is in the bottom 20% of England wards for its SMR (ranked 6,033 out of the 7,189 wards available).

### Cancer

In relation to the occurrence of Cancer between 2014 and 2018, Ainsdale has a Standardised Incidence Ratio (SIR) of 94 again lower than the comparator areas (Figure 39). With Ainsdale being ranked relatively low out of wards across England Cancer SIR (4,983 out of 7,198 wards available).

### Index of Multiple Deprivation – Health & Disability

One of the LSOAs within Ainsdale falls within the top 10% of affected areas nationally, meaning residents of the area are living in some of the most health and disability deprived areas of England. Half of the Ainsdale LSOAs and the ward

has seen an increase in the levels of health deprivation from 2015 to 2019. Though Ainsdale remains lower than the Sefton, LCR and North West averages (Map 8).

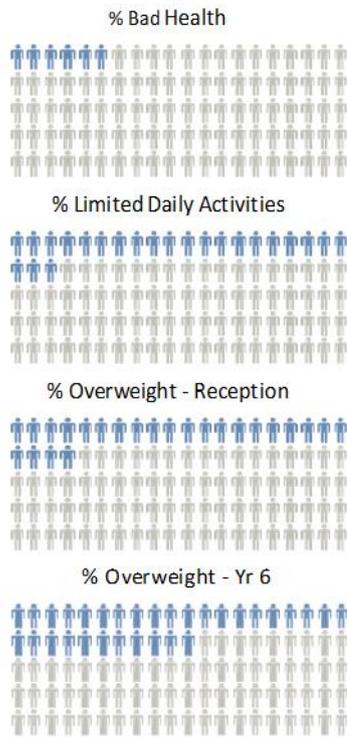


Figure 26: Life Expectancy at Birth (2015-2019)

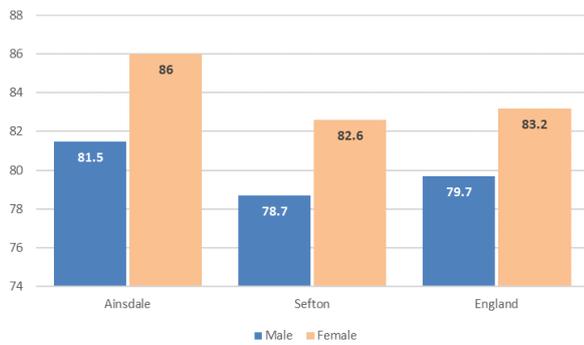


Figure 27: Children with Excess Weight – Year R (2018/19)

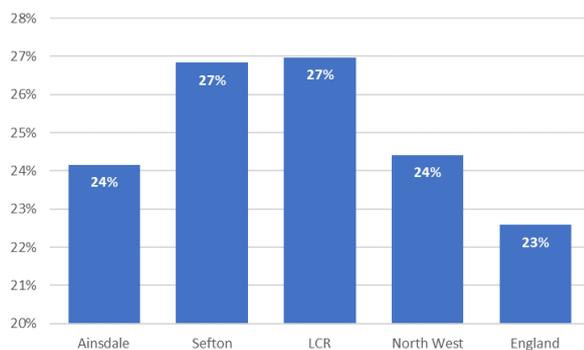


Figure 28: Children with Excess Weight – Year 6 (2018/19)

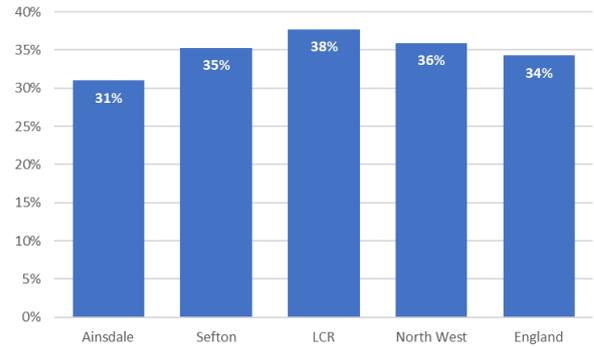


Figure 29: Emergency Hospital Admissions – CR Injuries in Under 15 year olds (2015/16 – 2019/20)

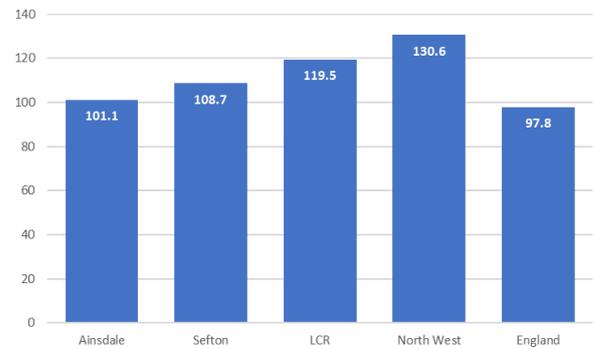


Figure 30: Emergency Hospital Admissions – CR Injuries in 15 to 24 year olds (2015/16 – 2019/20)

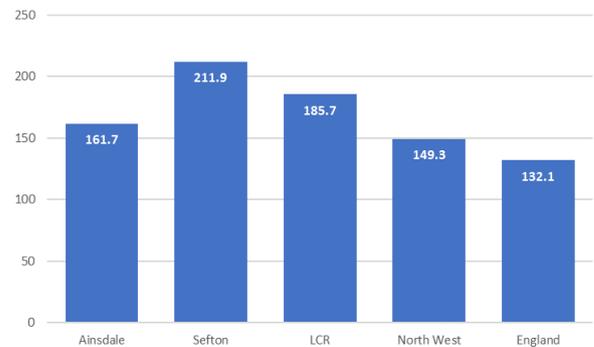


Figure 31: Emergency Hospital Admissions – All Causes SAR (2015/16 – 2019/20)

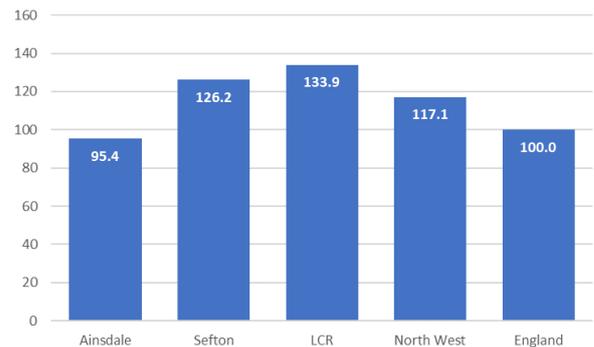


Figure 32: Emergency Hospital Admissions – COPD SAR (2015/16 – 2019/20)

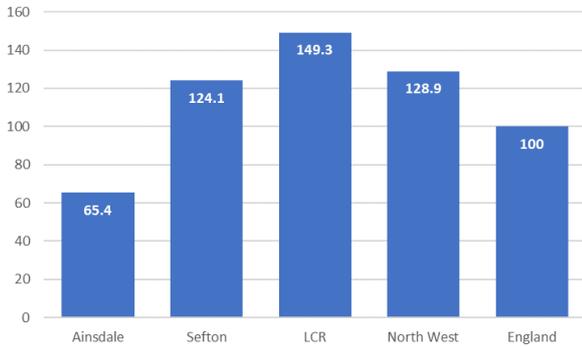


Figure 36: Emergency Hospital Admissions – Hip Fractures 65+ SAR (2015/16 – 2019/20)

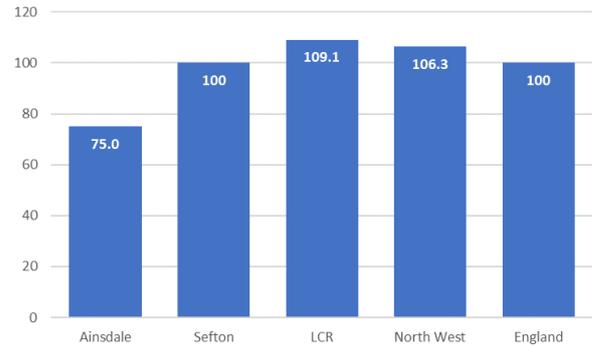


Figure 33: Emergency Hospital Admissions – Coronary Heart Disease SAR (2015/16 – 2019/20)

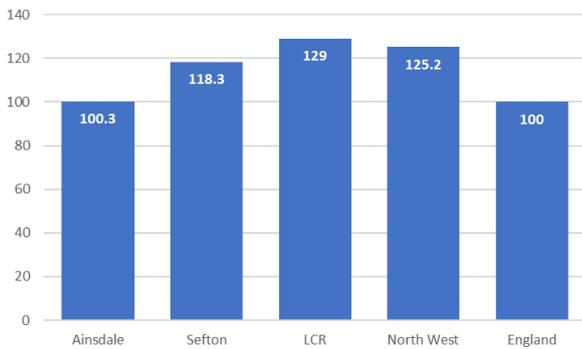


Figure 37: Hospital Admissions – Intentional Self-harm SAR (2015/16 – 2019/20)

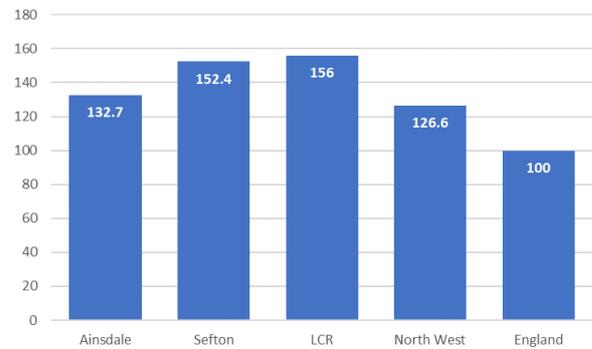


Figure 34: Emergency Hospital Admissions – Myocardial Infarction SAR (2013/14 – 2017/18)

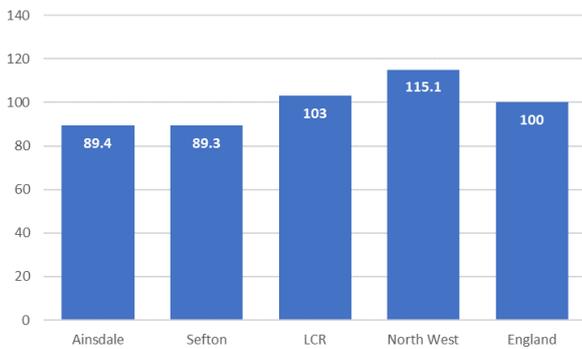


Figure 38: All Causes of Death SMR (2015 – 2019)

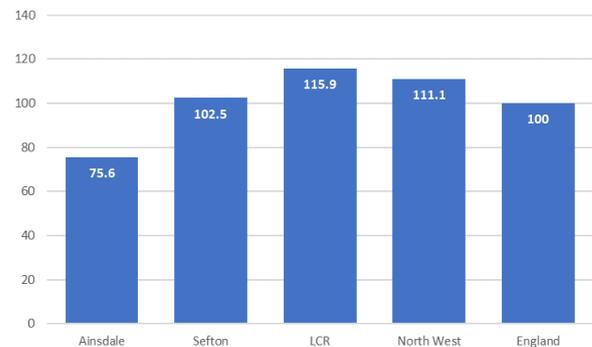


Figure 35: Emergency Hospital Admissions – Stroke SAR (2013/14 – 2017/18)

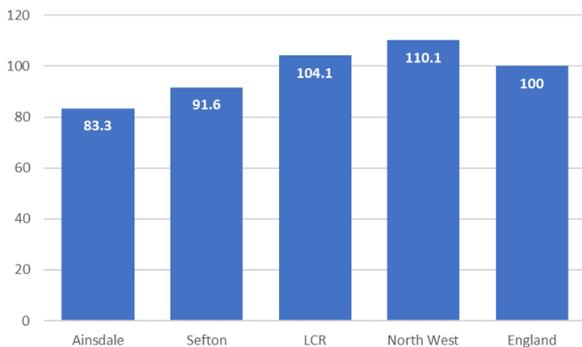
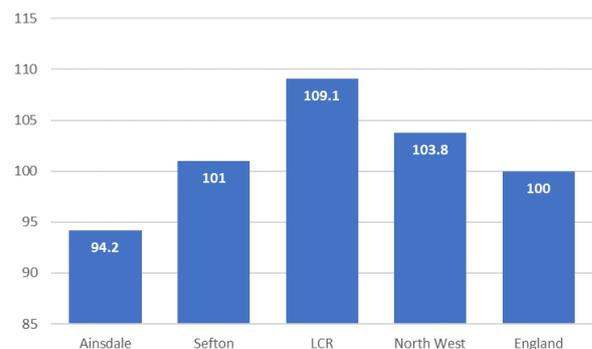
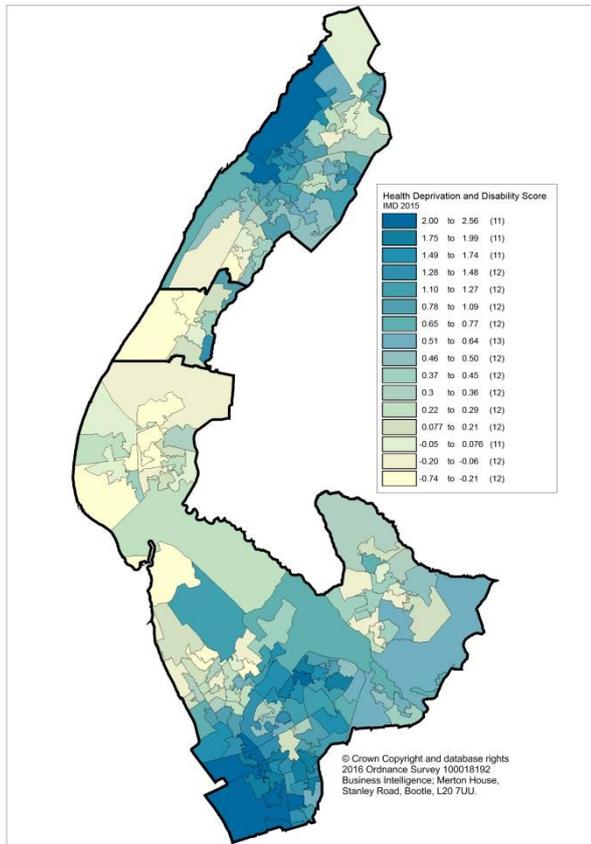


Figure 39: All Cancer Incidences SIR (2014 – 2018)



Map 8: Health IMD Score by LSOA (2019)

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The health and well-being of Ainsdale is better than Sefton as a whole. Residents of Ainsdale tend to live longer lives in better health. Hospital admission and mortality rates are lower for adults in Ainsdale. Cancer incidence amongst Ainsdale residents is lower than all four comparator areas. Health outcomes for children are better than Sefton as a whole.

Whilst Ainsdale currently experiences better health than many of Sefton’s wards, changes to its population such as an increasing older population and rising overall and health deprivation may increase the health needs of this community. Furthermore, although affluent overall small pockets of deprivation exist within Ainsdale. There may be health inequalities affecting these neighbourhoods that are masked by overall ward statistics.

## 2011 Census Flows – Migration

The 2011 Census indicated that 575 people immigrated into the Ainsdale ward from outside of the ward when comparing current addresses to the address the previous year, with 122 moving within the ward, totalling 697 people moving in the area. 44% of these moved from other wards within Sefton, with a further 18% coming from the other areas outside the North West. 47% of all people moving into the ward are aged between 20 and 54 (Table 18 and Map 9).

In comparison 639 people have moved out of the ward, with 42% moving to other Sefton wards, and 16% moving to other areas in the North West. 47% of the people who left the ward were aged between 20 and 54 (Table 19 and Map 10).

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

Area Moved From	Total	0to19	20to54	55Plus				
Ainsdale (Internal)	122	17.5%	35	5.0%	72	10.3%	15	2.2%
Sefton (Other Wards)	307	44.0%	103	14.8%	160	23.0%	44	6.3%
LCR (Not Sefton)	48	6.9%	8	1.1%	32	4.6%	8	1.1%
North West (Not LCR)	98	14.1%	18	2.6%	62	8.9%	18	2.6%
Other	122	17.5%	19	2.7%	72	10.3%	31	4.4%
<b>Total Immigration into Ainsdale Ward (excluding Internal)</b>	<b>575</b>	<b>82.5%</b>	<b>148</b>	<b>21.2%</b>	<b>326</b>	<b>46.8%</b>	<b>101</b>	<b>14.5%</b>

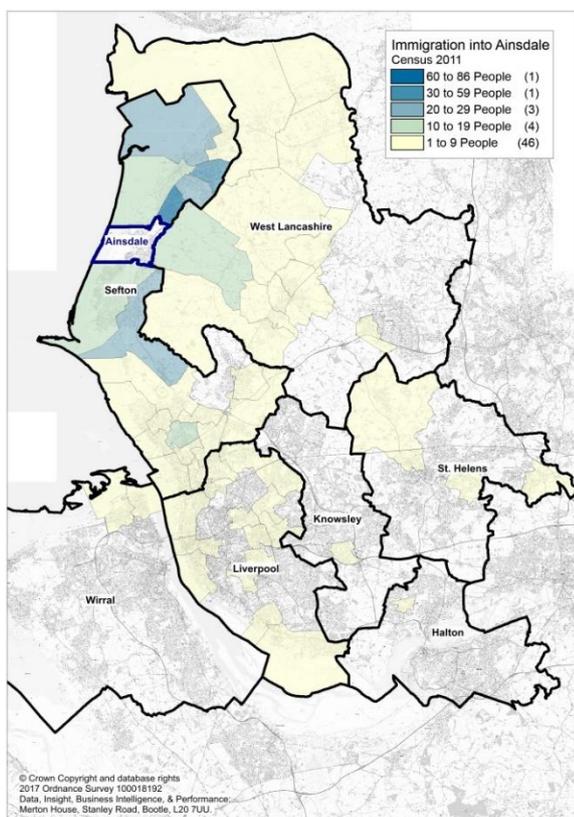
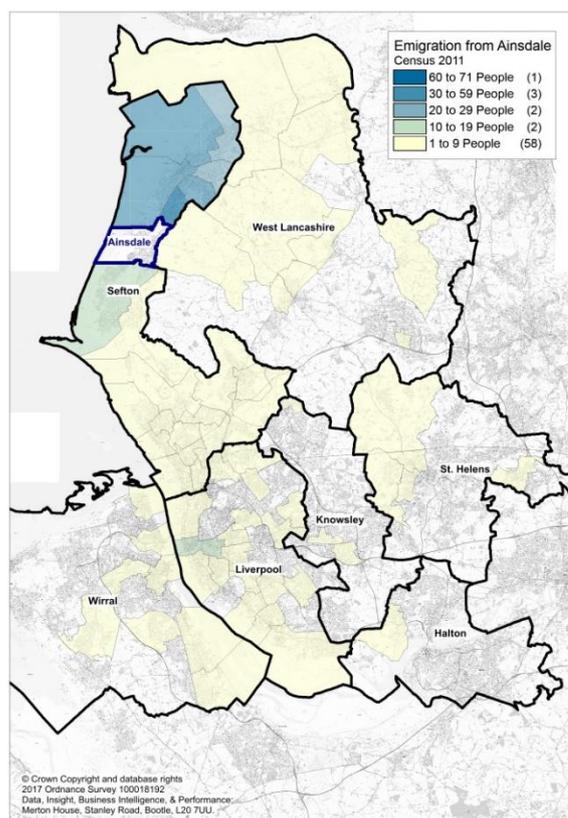


Table 19 / Map 10: Moving out of Ainsdale (2011)

Area Moved To	Total	0to19	20to54	55Plus				
Ainsdale (Internal)	122	16.0%	35	4.6%	72	9.5%	15	2.0%
Sefton (Other Wards)	321	42.2%	62	8.1%	182	23.9%	77	10.1%
LCR (Not Sefton)	86	11.3%	19	2.5%	56	7.4%	11	1.4%
North West (Not LCR)	118	15.5%	32	4.2%	62	8.1%	24	3.2%
Other	114	15.0%	30	3.9%	54	7.1%	30	3.9%
<b>Total Emigrated From Ainsdale Ward (excluding Internal)</b>	<b>639</b>	<b>84.0%</b>	<b>143</b>	<b>18.8%</b>	<b>354</b>	<b>46.5%</b>	<b>142</b>	<b>18.7%</b>



Migration out of the ward is higher than inward migration, meaning an overall reduction in the population within Ainsdale, however, the number of younger people moving into the ward outweighed those leaving meaning there may be a higher demand on services relating to this age group including nurseries, schools and children social care.

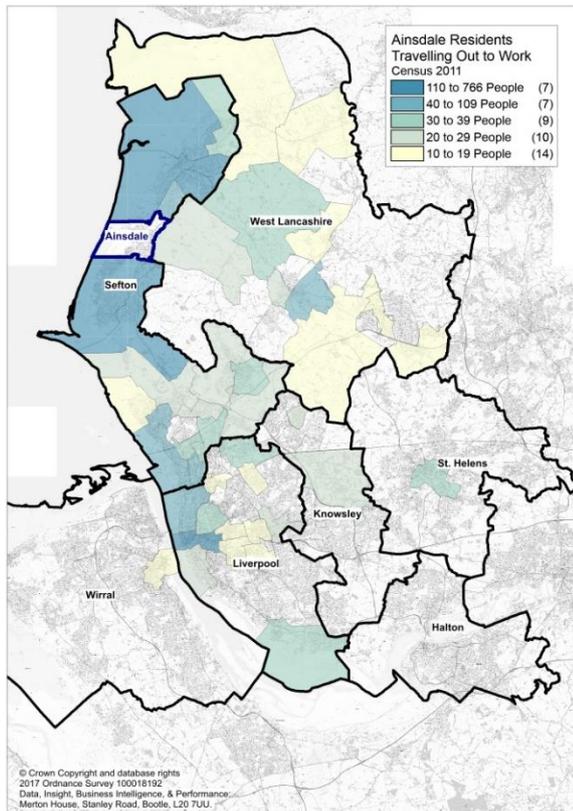
## 2011 Census Flows – Travel to Work

Census 2011 indicated that 90% (3,579) of working residents within Ainsdale travelled out of the ward to their place of work. 398 (10%) travelled within the ward to work. 55% of the people travelling out of the area travelled to other Sefton wards, 20% travelled to other LCR areas. 391 people did not have a fixed workplace with a further 535 people residing in the ward stating they worked from home (Table 20 / Map 11).

There were a total of 1,154 people traveling into the ward to attend their place of work from outside of the ward. 53% of these travelled from other Sefton wards with 16% travelling from other North West areas (Table 21 / Map 12).

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

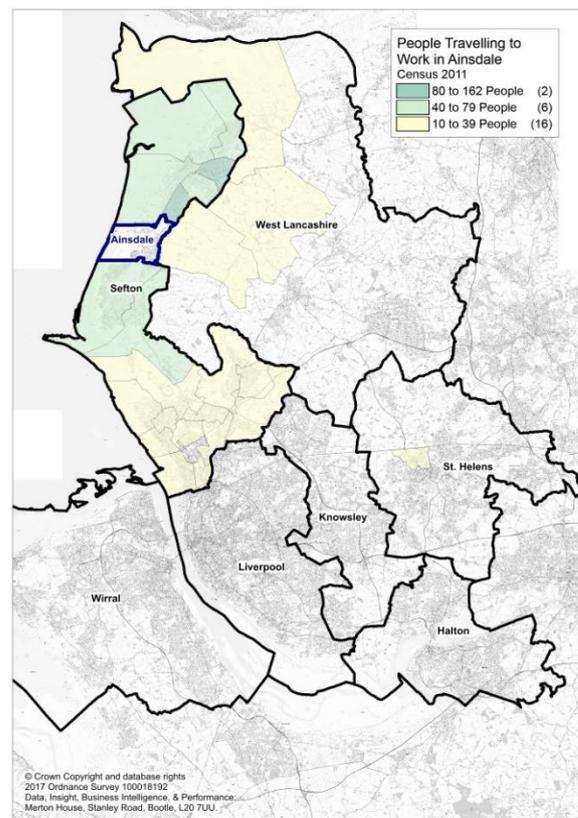
Ainsdale Residents Travel to Work	Total	16 - 34	35 - 49	50 Plus
Ainsdale (Internal)	389	89	137	163
Sefton (Other Wards)	2162	625	749	788
LCR (Not Sefton)	789	217	317	225
North West (Not LCR)	540	127	220	193
Other	88	28	38	22
<b>Total Ainsdale Residents Working Outside the Ward</b>	<b>3579</b>	<b>997</b>	<b>1324</b>	<b>1228</b>



There were 67 wards in the area with one to nine Ainsdale residents travelling to Work. There were 75 wards in the area with one to nine residents travelling into Ainsdale to Work.

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

People Traveling to Ainsdale to Work	Total	16 - 34	35 - 49	50 Plus
Ainsdale (Internal)	389	89	137	163
Sefton (Other Wards)	805	256	287	262
LCR (Not Sefton)	134	51	49	34
North West (Not LCR)	187	55	70	62
Other	28	13	10	5
<b>Total People Travelling to Ainsdale for Work</b>	<b>1154</b>	<b>375</b>	<b>416</b>	<b>363</b>



## Service Demand & Delivery

### Children’s Social Care

In the ward there were 59 children aged between 0 and 17 known to Sefton Children’s Services as at 31<sup>st</sup> March 2020; this equates to 265 per 1,000 lower than Sefton – 376, LCR – 403, North West – 372 and England - 324 (Figure 40).

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

- 58 per 10,000 children (13) were subject to CLA (Sefton – 102, LCR – 123, NW – 97 and England – 67 per 10,000 children).
- 40 per 10,000 children (9) were subject to CP (Sefton – 51, LCR – 51, NW – 50 and England – 43 per 10,000 children).

### Early Help

As at 31<sup>st</sup> December 2020, Sefton’s Early Help team had 84 open episodes in Ainsdale for children (ages ranged from unborn to 22 years of age); a rate of 15 per 1,000 of 0 – 22 year olds residing in the ward (Figure 41).

Ainsdale makes up 5% of all open Early Help Episodes within the Borough. The ward has a similar rate to that seen across the Borough (15 per 1,000 of 0 – 22 year olds).

There has been a 13% decrease when comparing episodes in the same period in 2019 (with Sefton showing a 11% increase).

Nearly a third (31%) of episodes related to children aged between 10 and 15 years old, with those aged 5 to 9 making up a further 29% (Figure 42).

### YOT (Youth Offending Team)

In Ainsdale there were 10 young people (aged between 12 and 21) on YOT interventions in 2020. This equated to 8 per 1,000 12 to 21 year olds in the ward (Figure 43), slightly higher than the rate seen across Sefton (7 per 1,000), totalling 10 interventions.

Ainsdale has seen an overall reduction in the number of young people known to YOT over the past three years (23%), Sefton has also seen a reduction (37%).

All of the Ainsdale based young people known to YOT in 2020 were males, with those aged 17-18 making up nearly over three quarters (80%) of the population.

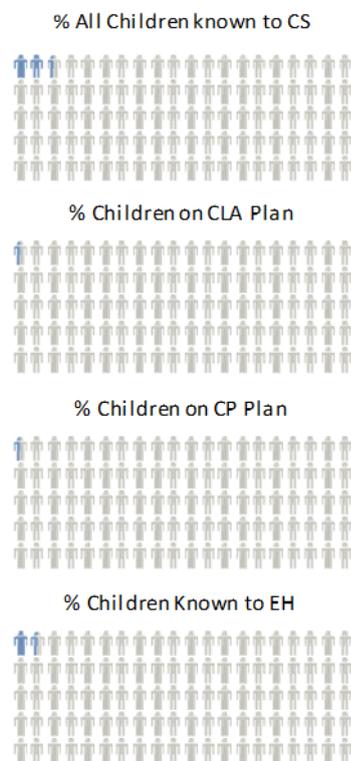


Figure 40: Children Services (31<sup>st</sup> March 2020)

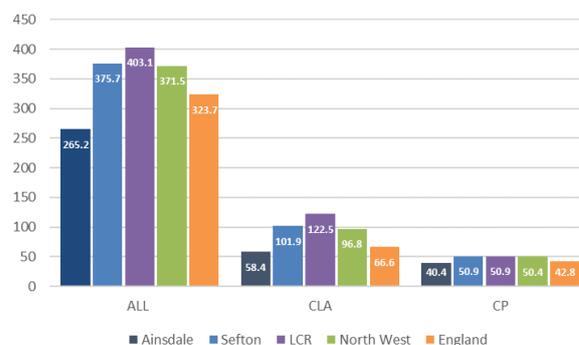


Figure 41: Early Help Open Episodes (31<sup>st</sup> December 2020)

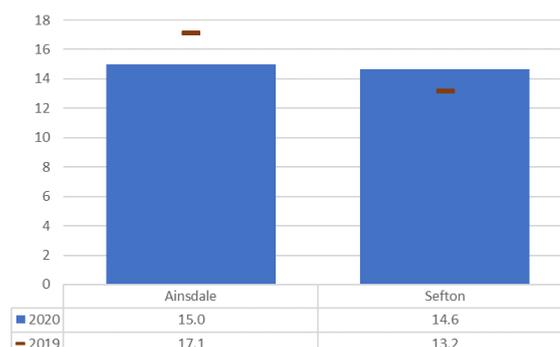


Figure 42: Early Help Open Episodes – Age Breakdown (31<sup>st</sup> December 2020)

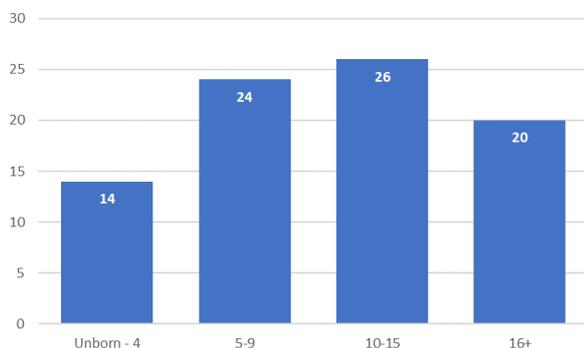
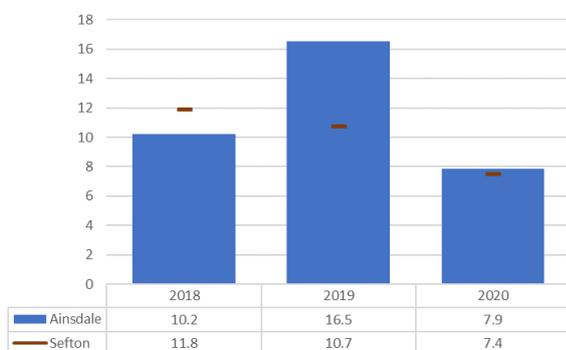


Figure 43: Rate of Young People Known to YOT (2018/19/20)



Adult Social Care - Personal Care at Home

During April 2020 and March 2021, 133 residents of Ainsdale aged 18 or over received personal care at home; this makes up 5% of all recipients residing within the Borough and is a rate of 13 per 1,000 residents (aged 18 and over), similar to the rate seen across the Borough (13 per 1,000 residents aged 18 and over).

Residents aged 65 to 84 make up the highest proportion of the total recipients (45%), 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

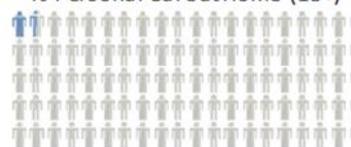
There were 97 people residing in long term residential or nursing home who originally resided in Ainsdale between April 2020 and March 2021. The ward makes up 6% of all the long term residential / nursing home residents, who originated from within Sefton. This equates to a rate of 10 per 1,000 – higher than the Sefton rate of 8 per 1,000 18+ residents.

Unlike personal care at home, those aged 85 years old make up the highest percentage of long term residential / nursing home residents (42%), along with having the highest count per 1,000 population (Table 23).

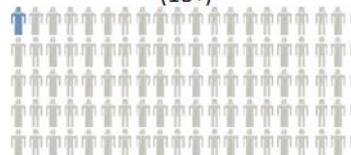
Adult Social Care - Contacts

Sefton received 820 contacts to adult social care from residents of Ainsdale during the 2020/21 financial year. Equating to 82 contacts per 1,000 residents aged 18 and over – lower than Sefton 106 per 1,000 18+ residents (Table 24).

% Personal Care at Home (18+)



% Residential and Nursing (18+)



% Contacts to Adult Social Care (18+)

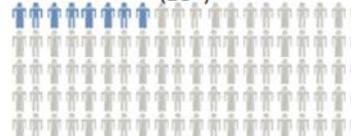


Table 22: Personal Care at Home Clients (2020/21)

Personal Care at Home 2020/21	Ainsdale			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	27	4.1	20.3%	695	4.4	24.2%
65-84	60	17.3	45.1%	1196	21.6	41.7%
85 and Over	46	83.9	34.6%	978	101.2	34.1%
Total	133	13.2	100.0%	2869	13.5	100.0%

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

LTRN 2020/21	Ainsdale			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	20	3.0	20.6%	198	1.3	11.5%
65-84	36	10.4	37.1%	716	12.9	41.6%
85 and Over	41	74.8	42.3%	806	83.4	46.9%
Total	97	9.7	100.0%	1720	8.1	100.0%

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

ASC Contacts 2020/21	Ainsdale			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	150	22.8	18.3%	6248	39.7	27.6%
65-84	384	110.9	46.8%	9385	169.2	41.5%
85 and Over	286	521.9	34.9%	7007	724.8	30.9%
Total	820	81.7	100.0%	22640	106.4	100.0%

**Libraries**

There were approximately 3,081 residents of Ainsdale registered as borrowers with Library services within Sefton between April 2019 and March 2020. 1,434 of the ward residents registered have borrowed from a Sefton library in the past year this works out at a rate of 112 per 1,000 residents, lower than the Sefton rate of 127 per 1,000 residents. Ainsdale residents make up 4% of all Sefton active borrowers (Figure 44).

**Domestic Waste Collection**

It is estimated that there were 340,728 waste collections carried out in Ainsdale between April 2019 and March 2020; residual waste makes up the largest amount of collections within the ward at 42% (slightly lower than the Sefton percentage of 43%). At 17% Green waste collections in the ward is higher than those seen across the Borough (Table 25).

**Calls for Service – Environmental Issues**

There were 140 calls made to Sefton’s contact centre relating to environmental issues between April 2020 and March 2021, in Ainsdale ward representing just 2% of environmental calls that occurred within Sefton. The ward has a rate of 11 environmental issues per 1,000 population – significantly lower than the rate seen across Sefton as a whole (33 per 1,000).

The number of environmental issues in the ward has increased (4%) from the previous year, similar to the increase seen across the Borough (Table 26).

Fly Tipping is the most prolific issue in the ward making up nearly half (49%) of all calls; with reports showing a 51% increase from 2019/20 to 2020/21 compared to a 7% increase across the Borough, this may be related to the COVID19 pandemic with access to local tips being restricted.

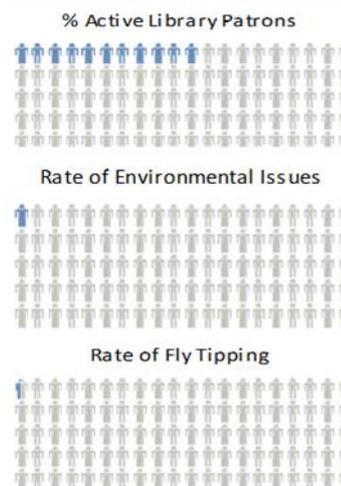


Figure 44: Active Library Patrons (2019/20)

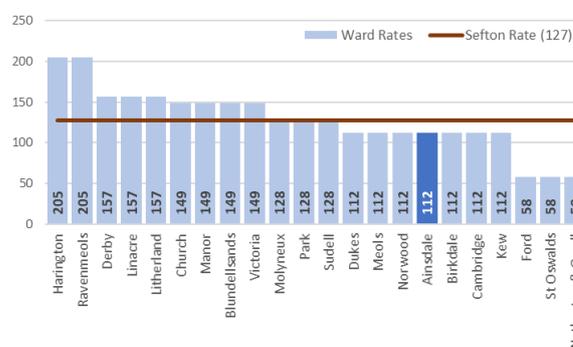


Table 25: Waste Collections (2019/20)

Collection Type	Ainsdale	Sefton %
Co-Mingled	139,542	41.0%
Green Waste	59,616	17.5%
Residual Waste	141,570	41.5%
Total	340,728	100.0%

Table 26: Environmental Issues (2020/21)

Environmental Issues Apr20 - Mar21	Ainsdale Issues				Sefton Issues			
	Count	Rate <sup>1</sup>	Change <sup>2</sup>		Count	Rate <sup>1</sup>	Change <sup>2</sup>	
Accumulation of Refuse	6	0.5	-25.0%	▼	337	1.2	9.8%	▲
Dog Fouling	5	0.4	-64.3%	▼	226	0.8	-32.7%	▼
Filthy & Verminous Premises	7	0.5	40.0%	▲	391	1.4	-8.4%	▼
Fly Tipping	68	5.3	51.1%	▲	4267	15.4	7.0%	▲
Other	12	0.9	-29.4%	▼	400	1.4	-16.1%	▼
Rats	14	1.1	100.0%	▲	990	3.6	3.0%	▲
Rear Entries	4	0.3	300.0%	▲	1140	4.1	72.5%	▲
Street Sweeping	24	1.9	-36.8%	▼	1389	5.0	-14.4%	▼
Total	140	10.9	3.7%	▲	9140	33.1	4.1%	▲

<sup>1</sup> The rate is the count of offences per 1,000 residents residing in the ward  
<sup>2</sup> The change is the direction of change when comparing rate from 2020/21 to 2019/20  
<sup>3</sup> Other includes Abandoned Vehicles, Dangerous / Aggressive Dogs, Graffiti, Grot Spots, Unsecure Premises, Overgrown land / gardens, Street Cleansing, Stray Dogs and Vacant / Unsecure Premises

## MOSAIC Profile

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

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

In each type there are a number of key features which make each category distinctive and are useful to bear in mind when devising communications or delivery strategies targeted at them. These are *subjective* and are intended to highlight key issues rather than to be comprehensive. Clearly not every one of the Borough’s 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 12,800 residents living in 5,700 households across Ainsdale. Over half (56%) of the households in the ward are classified as belonging to three of the 15 Mosaic Groups – B, E and F (Table 27) which are generally characterised as:

#### B – Prestige Positions

- Own large, detached houses
- Highly educated
- High discretionary income
- Garden or allotment
- Pay credit cards in full
- Breakdown cover
- Household income: £100k - £149,999

#### E – Senior Security

- Retires singles and couples
- Pre-war generation
- Established in community
- Lower internet use
- Have wills
- Solar panels
- Household income: £20k - £29,999

#### F – Suburban Stability

- Older families, no children
- Own mid-value semis
- Three bedrooms
- Established in community
- News and media sites
- Solar panels
- Household income: £30k - £39,999

Table 27: Mosaic Group Breakdown (September 2020)

Mosaic Group	Ainsdale		Sefton	
	Households	Percent	Households	Percent
B Prestige Positions	1328	23.2%	11336	8.9%
E Senior Security	1194	20.8%	16796	13.2%
F Suburban Stability	707	12.3%	17345	13.6%
L Vintage Value	552	9.6%	13798	10.8%
H Aspiring Homemakers	497	8.7%	13332	10.5%
G Domestic Success	408	7.1%	7970	6.3%
I Family Basics	397	6.9%	11681	9.2%
M Modest Traditions	349	6.1%	9994	7.8%
J Transient Renters	142	2.5%	10325	8.1%
K Municipal Tenants	92	1.6%	7785	6.1%
D Rural Reality	45	0.8%	582	0.5%
C Country Living	10	0.2%	353	0.3%
O Rental Hubs	10	0.2%	4521	3.6%
N Urban Cohesion	3	0.1%	1430	1.1%
A City Prosperity	0	0.0%	103	0.1%
Total	5734		127351	

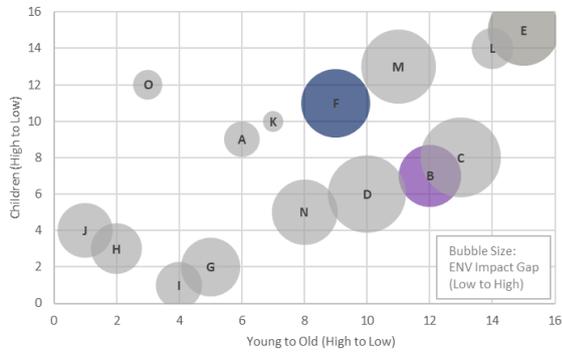
### Generic MOSAIC Characteristics

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 Ainsdale:

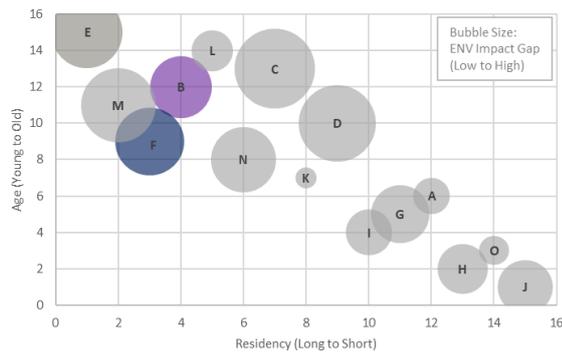
The top three mosaic groups in the ward imply that residents are older with medium to low levels of children in the households. There is a higher environmental impact gap level in the ward (Figure 45).

Figure 45: Mosaic Groups by Number of Children, Age and Environmental Gap (2020)



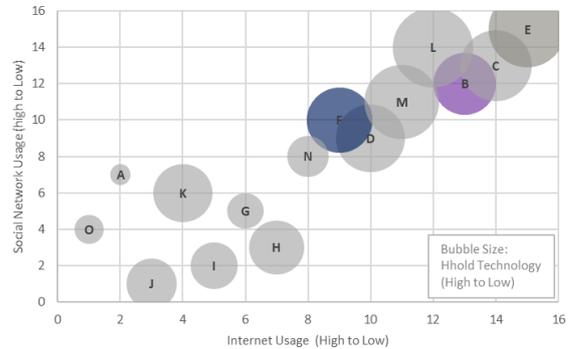
Residents are older and have lived in the area a long time with a higher environmental impact gap level (Figure 46).

Figure 46: Mosaic Groups by Age, Residency Length and Environmental Gap (2020)



Levels of household technology, internet and social media usage in the three most prevalent groups of the ward are lower than average (Figure 47).

Figure 47: Mosaic Groups by Social Network Usage, Internet Usage and Household Technology (2020)



Residency of the main groups in the ward indicate people have lived in the ward for a long time, with older people less likely to have children in the households. Household income varies vastly across the groups, the group with children having a higher household income (Figure 48 & 49).

Figure 48: Mosaic Groups by Number of Children, Household Income and Residency Length (2020)

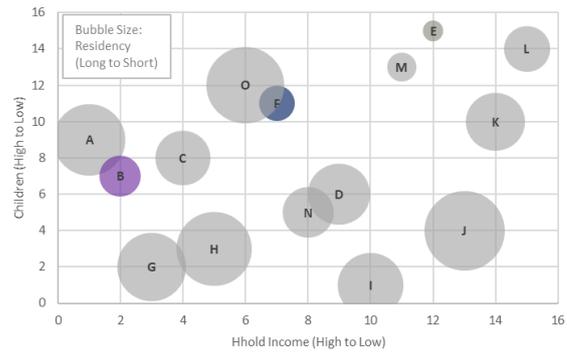
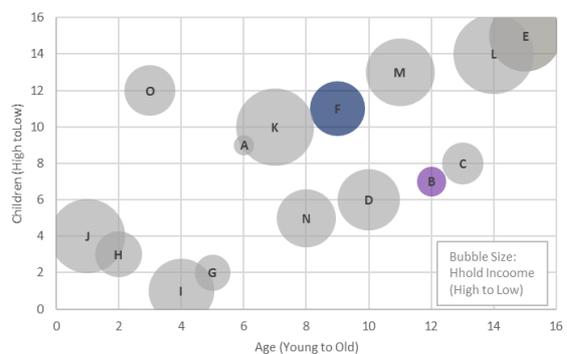


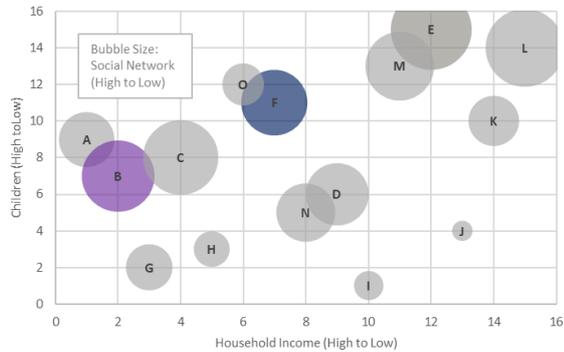
Figure 49: Mosaic Groups by Number of Children, Age and Household Income (2020)



Social network usage is more prolific in the group who are younger and have children. With the older child free households having low level usage (Figure 50).

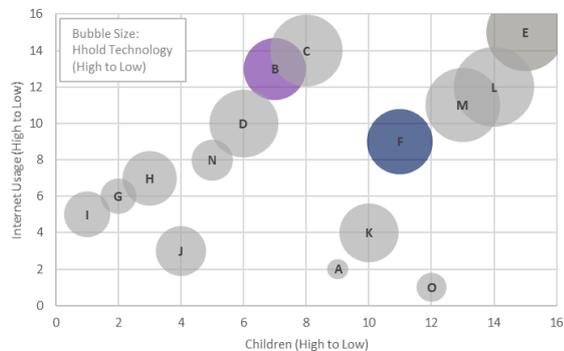
*Intentionally left blank.*

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



Similarly, those households with children have higher levels of technology and internet use (Figure 51).

Figure 51: Mosaic Groups by Internet Usage, Number of Children and Household Technology (2020)



## Notes on Data & Methodology

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

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

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

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

For further information relating to these geographies please see:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

[http://www.bbc.co.uk/schools/parents/national\\_curriculum\\_key\\_stages/](http://www.bbc.co.uk/schools/parents/national_curriculum_key_stages/)

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

[http://www.bbc.co.uk/schools/parents/national\\_curriculum\\_key\\_stages/](http://www.bbc.co.uk/schools/parents/national_curriculum_key_stages/)

### **Progress 8 and Attainment 8**

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

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

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

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

technical awards from the DfE approved list.”

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/583857/Progress\\_8\\_school\\_performance\\_measure\\_Jan\\_17.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/583857/Progress_8_school_performance_measure_Jan_17.pdf)

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

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

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

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

## Acronyms and Abbreviations

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A&E – Accident and Emergency

ASB – Antisocial 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

MSOA – 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

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### Overview

#### Ainsdale Assets (2020)

Sefton MBC – Gemma Monaghan Murrow

### Demographics

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

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

#### NiNo (19/20)

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

### Deprivation

#### Index of Multiple Deprivation and domains (2019)

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

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

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

### Housing & Households

#### Household Composition / Occupancy Rate / Tenure (2011)

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

#### Vacant and Void Property (2020)

Sefton MBC – Debbie McEnaney

#### Council Tax / Single Occupancy (2020)

Sefton MBC – Financial System Support

#### New Build Properties (2021)

Sefton MBC – Kate Calderbank

#### Property Price Paid (2019)

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

#### Car Registration (2019)

[https://drive.google.com/drive/mobile/folders/1XUJVz5UfdG7m0XDxp5EdSt2FeGik1H\\_G?usp=sharing](https://drive.google.com/drive/mobile/folders/1XUJVz5UfdG7m0XDxp5EdSt2FeGik1H_G?usp=sharing)

### Economy & Business

#### Licensed Premises / Inspections

Sefton MBC – Andy Walsh

#### Economically Active / Inactive / Unemployed

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

#### Household Income - Mosaic (2020)

Sefton MBC – Experian Mosaic

### Benefits & Support

#### Unemployment (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 \(nomisweb.co.uk\)](#))

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

## Service Demand & Delivery

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

Sefton MBC – Jim Conalty

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

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

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

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

### Early Help (31<sup>st</sup> December 2020)

Sefton MBC – Della Haddley

### YOT (2020)

Sefton MBC – Suzie Mossman

### Adult Social Care

Sefton MBC – Charlotte Humphreys

### Libraries

Sefton MBC – Andrew Farthing

### Domestic Waste / Environmental Issues

Sefton MBC – Andy Walsh

## Mosaic Profile

Sefton MBC – Experian Mosaic Database