Sefton Council

Ward Profile

Kew

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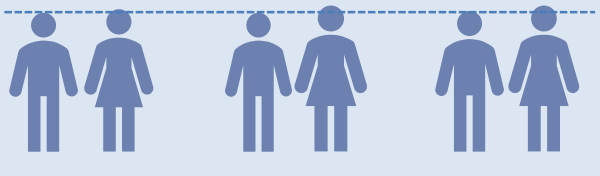
Highlights

Life Expectancy



Life Expectancy at Birth (2015 - 2019)

Free School Meals

Proportion of children taking Free School Meals(Jan 2020)

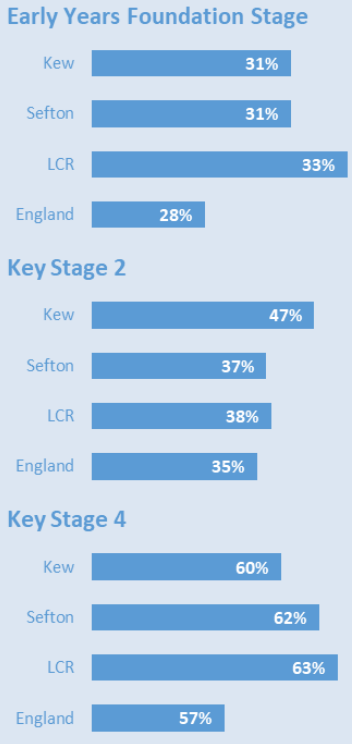
Children Social Care

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

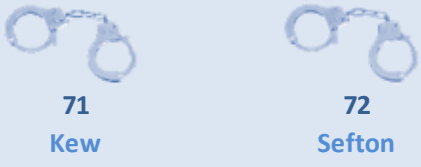


Percentage of Children NOT Achieving a Good Level of Development or Attaining Standard (18/19)

Emergency Limited Assistance Scheme

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

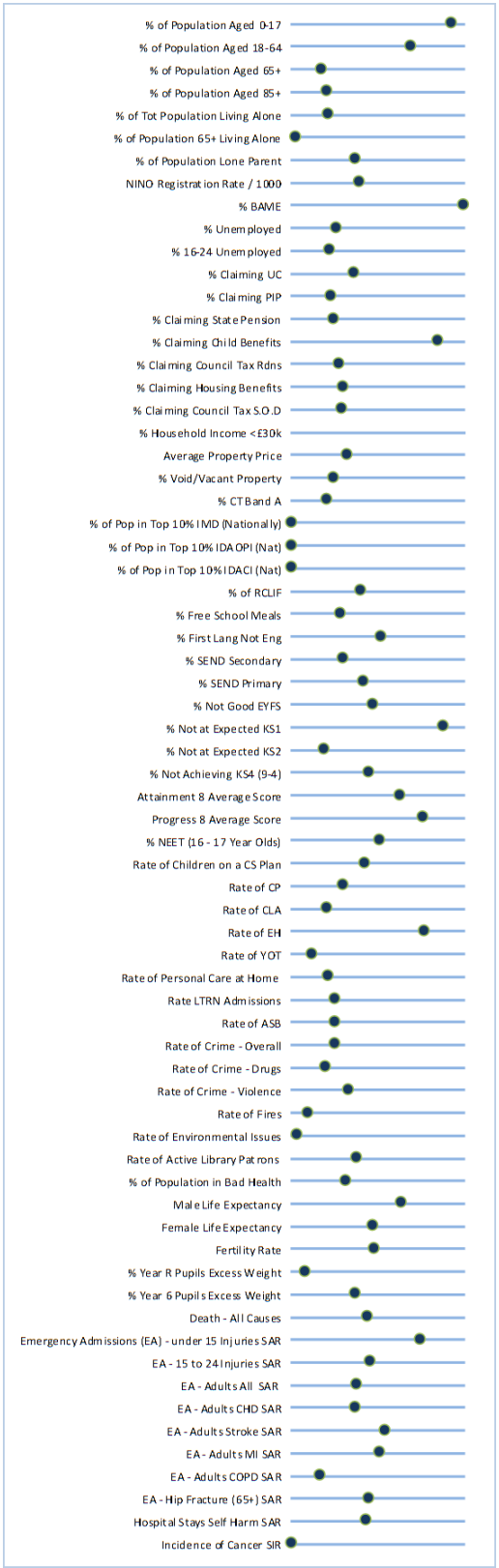
Reported Crimes



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

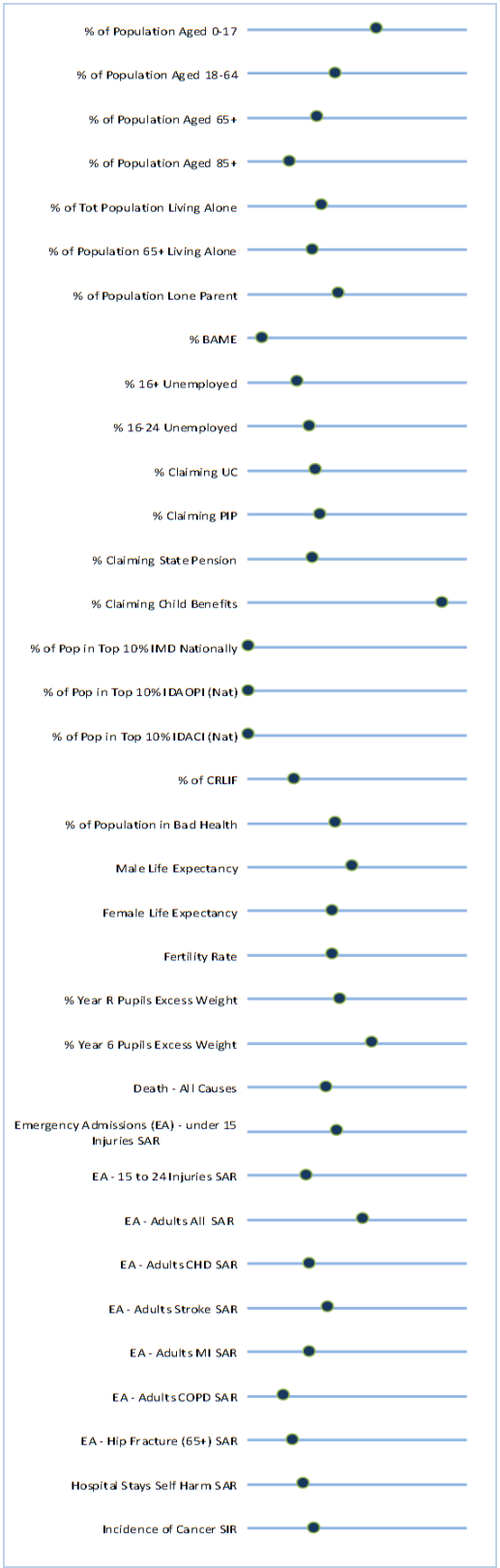
Sefton Comparative Position

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.



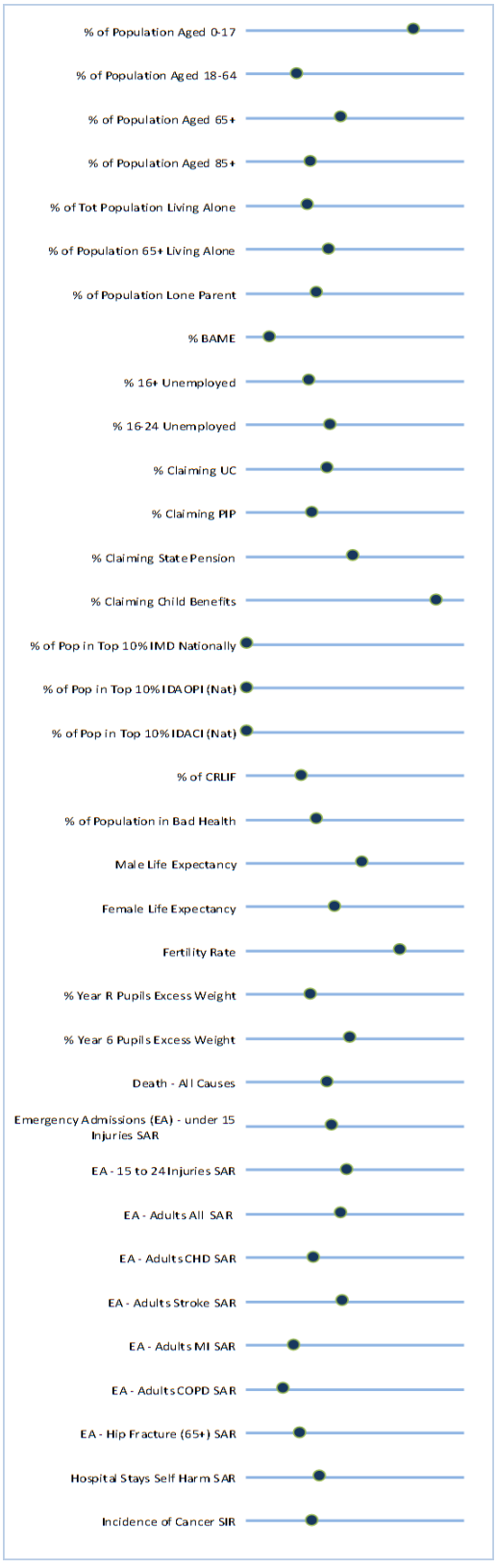
National Comparative Position

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



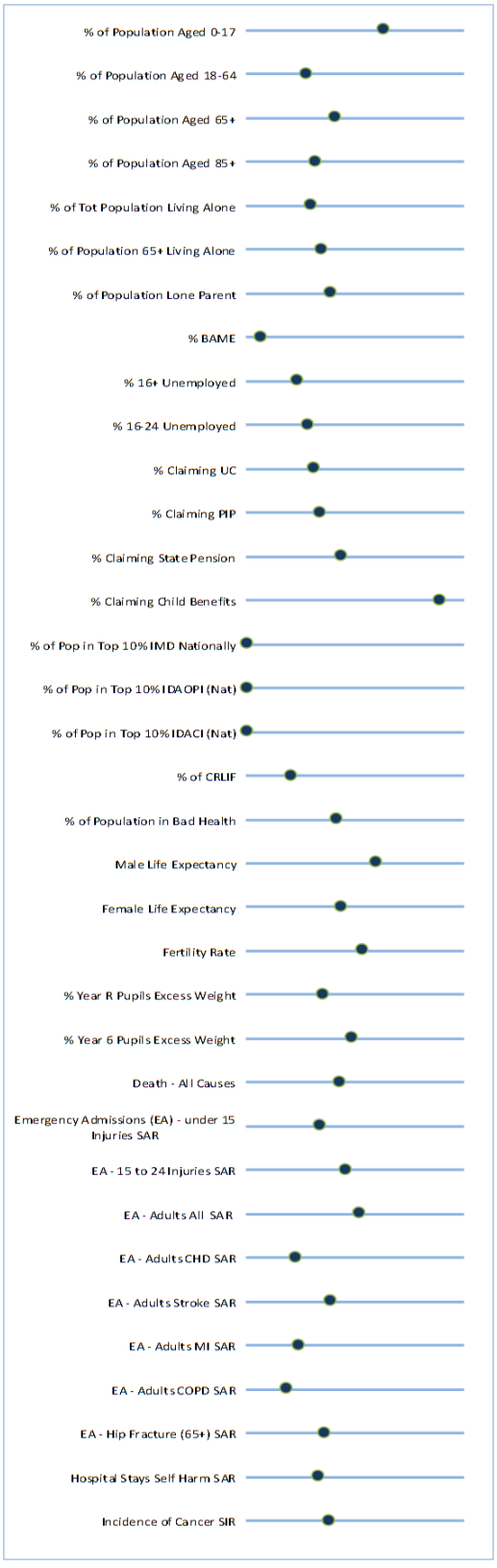
LCR Comparative Position

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

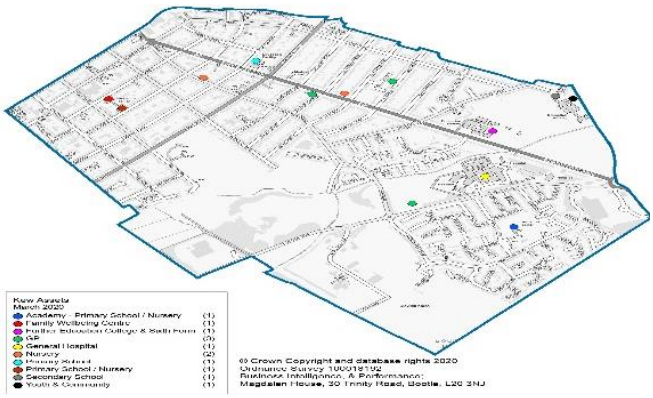
Sefton is a metropolitan borough of Merseyside; England and its local authority is Sefton Council. Sefton was formed, following the Local Government Act 1972, on 1st April 1974.

Kew is one of the 22 wards that make up Sefton Metropolitan Borough Council. Located in the North of the Borough and covers part of the Kew and Bolwick areas. Meols is bordered by Dukes ward to the West, Norwood ward to the North, West Lancashire Borough Council to the East and Birkdale ward to the South.

In the ward there is/are:

- An Academy – Primary School / Nursery
- A Family Well-being Centre
- A Further Education College & Sixth Form
- Three GP Surgeries
- A General Hospital
- Two Nurseries
- A Primary school
- Primary Schools / Nurseries
- A Secondary School
- A Youth and Community Centre

Map 1: Kew Assets



COVID-19

The core figures in this document reflect the latest information available and 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 make up, the overall lower deprivation and better health seen across the ward means that demands on services 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 for school places in the ward maybe higher than seen across the Borough as those aged 4 to 16 make a greater proportion of the population.
- An aging population may lead to increased demand on services catering to older people including adult social care and health services.
- There are small pockets of higher-level deprivation of all types in the ward; these may require more services than compared to most residents across the ward.
- Budgets cuts seen by both Merseyside Police and Merseyside Fire and Rescue coupled with the rise in rates of Anti-Social Behaviour and fires within the ward may result in increases in demand. This may cause an increasing level of direct costs. Associated with these issues are also indirect costs. This includes lowered levels of community satisfaction and well-being and reduced attractiveness to encourage businesses and job creators to locate in the area.
- There are overall lower than average levels on vulnerability in the ward, yet changes made in the Welfare Reform Act may see increased levels of vulnerable households and widening in inequalities in households, leading to demands on services such as Food Banks, Emergency Limited Assistance Scheme, Housing Benefits and Homeless Services.
- Higher than average health issues in the area may lead to demands on services including hospitals, GPs, social care and other support services.

Demographics

The latest 2019 population estimates indicate that there are approximately 13,200 people living in Kew (Table 1).

Overall, the people of the ward tend to be younger than the Sefton, Liverpool City Region (LCR) and England averages, with 23% of the population being aged 0 to 17 compared to 20% across the Borough and LCR.

As the rate of school age children in the ward is higher than the comparator areas, the demand on education services within the ward may be greater. This means places within local schools may be limited and people have to travel further afield to attend nurseries, primary schools, secondary schools and colleges. It is likely that there will be specific demand around primary school places as Kew's population pyramid (Figure 1) indicates those aged 5 to 9 make up one of the highest age bands within the ward.

63% of the population are of "working age" (16 – 65) higher than Sefton (60%), meaning demand for jobs or benefit support in the area could be higher than the Borough as a whole.

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. Those aged 65 and over increased by 24% (with residents aged 85 and over showing an increase of 32%). This could possibly lead to an increased demand on services required by older people, including adult social care in the future.

In the last Census (2011) 91% of the population was born in the United Kingdom. With 6% 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 365 NINo registrations were made within Kew 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 47 per 1,000 16 to 65-year olds living in Kew. This is higher than the rate seen across Sefton as a whole (28 per 1,000), the Liverpool City Region (46) and yet lower than the North West (53) and England (85).

77% of the overseas national registrations within Kew during the period were from European Union countries (EU). Four of the top five countries of registration were from the EU (Figure 3);

- Romania38%)
- Poland (17%)
- Latvia (6%)
- India (5%)
- Bulgaria (4%)

Although the overall numbers are very low, over the time period of October 2015 to March 2020 the number of registrations in Kew have shown an overall decrease of 42% (though this is only 10 registrations in total). Due to the COVID-19 pandemic figures post March 2020 are currently unreliable (Figure 4).

Table 1: 2019 Ward Population Distribution Comparisons

	Kew Count	Percentage			
		Ward	Sefton	LCR	England
Total	13,158	-	-	-	-
Males	6,359	48%	48%	49%	49%
Females	6,799	52%	52%	49%	50%
Aged 0-17	2,993	23%	20%	20%	21%
Aged 0-19	3,249	25%	21%	23%	24%
Aged 4-16	2,239	17%	14%	15%	16%
Aged 16-65	8,225	63%	60%	64%	63%
Aged 18-64	7,772	59%	57%	61%	60%
Aged 55-65	1,900	14%	16%	14%	13%
Aged 65+	2,393	18%	24%	19%	18%
Aged 85+	346	3%	3%	2%	2%

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

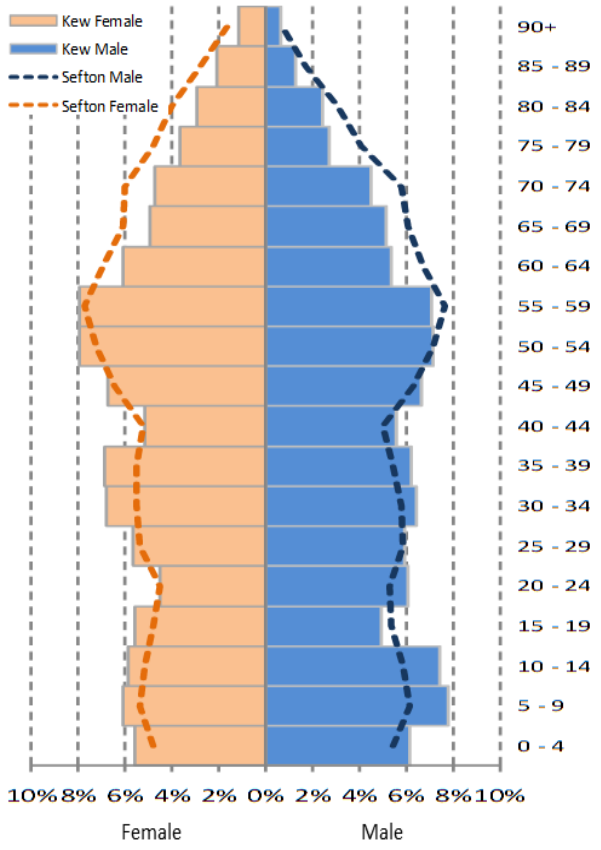


Figure 2: Population Change by Core Age Groups

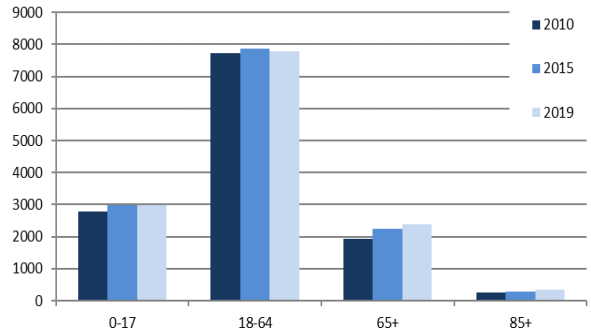


Table 2: NINo Applications 2015/16 – 2019/20

	Kew Count	Rate per 1,000 Population Aged 16-65				
		Ward	Sefton	LCR	NW	England
European Union NINo	281	36.4	21.8	31.4	33.2	58.0
Asia NINo	49	6.4	2.9	8.3	12.2	15.2
Rest of the World NINo	30	3.9	2.5	5.2	6.1	9.7
All Overseas NINo	365	47.2	27.7	45.9	52.6	85.5

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

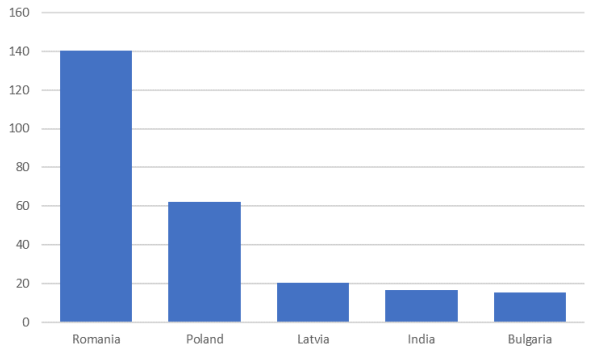
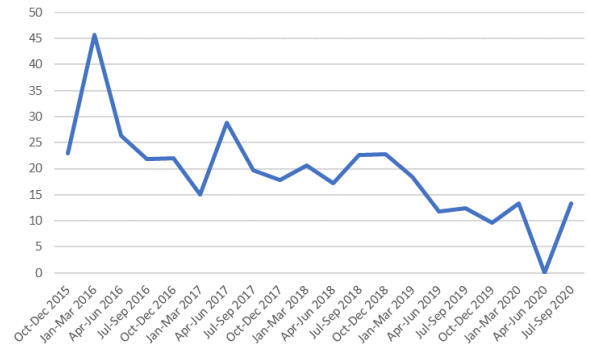


Figure 4: NINo Applications by Quarter October 2015 to September 2020



Service Demand

Approximately 6% of Kew 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 4% of the 0 to 17-year old population within the ward were known to Sefton Children's Social Care as at 31st March 2020.

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

Deprivation

Deprivation within the ward is varied; most residents live in lesser deprived areas within England, yet a minority fall into the some of the most deprived areas nationally. The Index of Multiple Deprivation (IMD) measures levels of deprivation across seven domains. The higher the score the more affected or 'deprived' an area is.

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

Four of the eight LSOAs which make up Kew ward are all within the top 30% of most deprived LSOAs nationally. With all bar three of the LSOAs showing increases when comparing the 2019 IMD scores to those in 2015, indicating that the level of deprivation in the ward has increased over the last 5 years. However, the average score across the ward (22.9) is lower than 27.3 seen in Sefton, 34.9 in LCR, 27.9 in the North West and yet higher than England at 21.7 (Map 2).

Income Deprivation Affecting Older People Index (IDAOPI) is a supplementary index to the IMD. Overall, the ward is populated by less income deprived older people, yet there are pockets of older people who are less off than their neighbours.

Of the ward's LSOAs, one is within the top 20% affected areas nationally along with another in the top 30%. The average IDAOPI score across the ward is 0.19 (like Sefton and NW – 0.19, lower than LCR – 0.24 and yet higher than England – 0.17). Only one of the LSOAs have shown an increase in levels of income deprivation affecting older people between 2015 and 2019. This suggests an improvement in overall older people incomes, over the period, possibly as a result of the protection of Pension levels over the period.

The income deprivation affecting children index (IDACI) is a supplementary index to the IMD. Generally, the ward is mostly populated by lesser income deprived parents with children in the country (Map 3).

Two of the wards LSOAs are in the top 30% affected areas nationally. The average IDACI score across the ward is 0.15 - lower than the comparator area averages; Sefton (0.17), LCR (0.23), North West (0.18) and England (0.16).

Only one of the LSOAs in the ward showed an increase in levels of income deprivation affecting children between 2015 and 2019, suggesting an overall ward improvement in the parental income.

It is estimated that in 2019/20 there were some 536 dependent children (aged 0-19) within Kew living in relatively low-income families. This equates to approximately 16% of all children in the ward (Figure 5), showing an overall increase of 13% from 2015/16. In 2019/20, Kew had a lower level than that of Sefton, LCR, the North West and England in 2019/20, although this is not always the case (Figure 6).

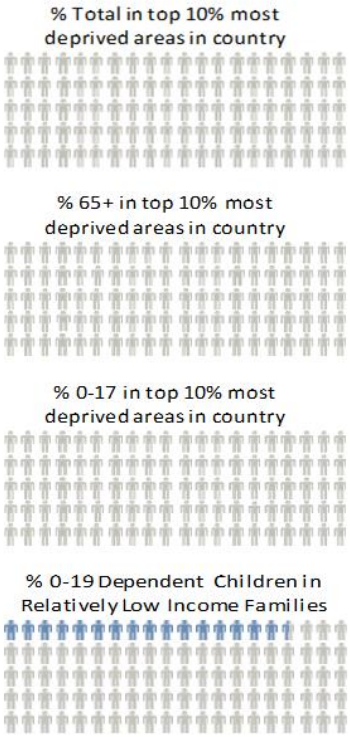


Figure 5: Children in Relative Low-Income Families (2019/20)

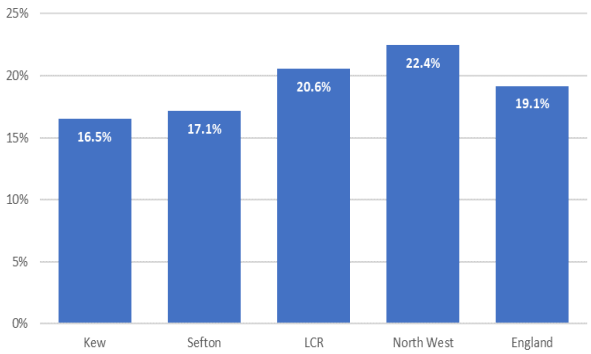
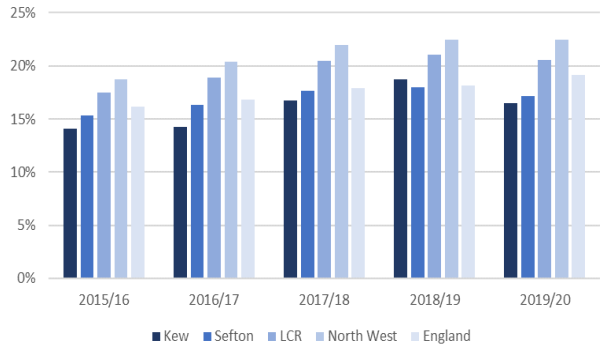
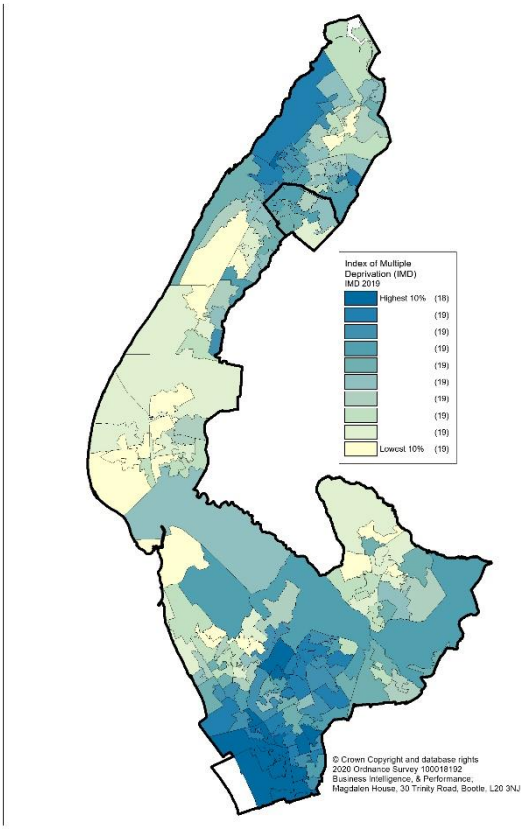


Figure 6: Children in Relative Low-Income Families (2015/16 to 2019/20)

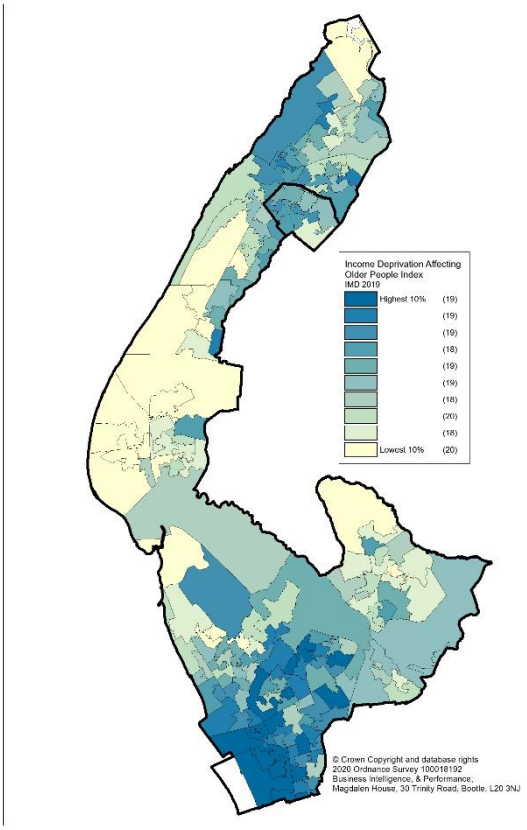


Overall Kew has a lower than average level of all deprivation types, however, there are small pockets of residents within the ward who are worse off than others (with overall deprivation increasing). In general, the lower levels of deprivation goes hand in hand with low levels of demands for services 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, the residents living in the small pockets may need more services.

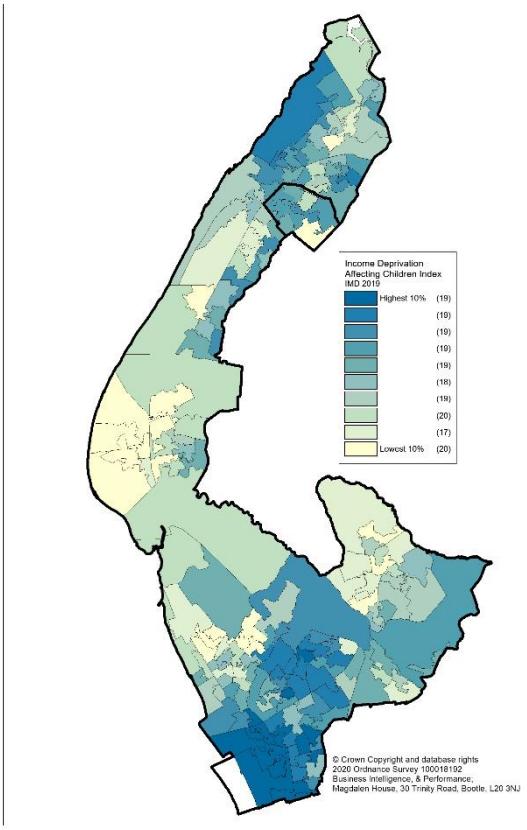
Map 2: Overall IMD Score by LSOA (2019)



Map 3: IDAOPI Score by LSOA (2019)



Map 4: IDACI Score by LSOA (2019)



Housing & Households

In most respects the housing make up of the ward reflects its population of predominantly settled households with middle aged to older people.

In the 2011 Census:

- 28% of households were occupied by just one person (Sefton was 32%, LCR 34%, NW 32% and England 30%).
- 12% of households were occupied by someone aged 65+ living alone lower than the Borough, yet similar to the other local and national averages (Sefton was 16%, LCR 13%, NW 13% and England 12%).
- 13% of households were occupied by a lone parent (Sefton was 13%, LCR 14%, NW 12% and England 11%).
- 71% 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%), North West (72%) and England (69%).
- 6% of all household tenure was local authority or social land-lord rented which is much lower than local and national rates (Sefton was 14%, LCR 22%, NW and England 18%). However, 21% of households were privately rented properties (much higher than Sefton 13%, LCR 16%, NW 15% and England 17%).
- 5% of households over 65 had a tenure category of local authority or social land-lord rented again (Sefton was 14%, LCR 19%, NW 21% and England 19%), with a further 7% resided in privately rented properties (Sefton was 5%, LCR 4%, NW 5% and England 4%). Meaning 12% 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 they will not have any property equity to fund their stays.

The ward has a lower than average number of long-term vacant properties; with these properties there is a higher rate of privately-owned properties. The ward has an average level of Council Tax discounts.

Council Tax

Overall there were 5,711 rateable dwellings in the ward and makes up 5% of the Sefton total (similar to the Borough average of 5%).

39% (2,217 dwellings) within the ward are deemed to fall into Council Tax Band B.

Of the dwellings within the ward, subject to paying Council Tax, 38% qualified for single occupancy discount (i.e. their Council Tax liability was reduced by 25%).

Vacant and / or Void Properties

Kew has a rate of vacant and / or void properties of 40 per 1,000 properties. The ward's rate is slightly lower than the average for the Borough (43 per 1000).

Kew had a total of 216 vacant and / or void properties as of April 2020 making up 4% of all vacant and / or void properties across Sefton (Table 3).

15% of the vacant and / or void stock in Kew has been vacant and / or void for over two years.

Nearly half (45%) of Kew's vacant and / or void properties are registered as being privately owned which is similar to the Borough rate of 44%. In comparison, just 3% of the wards vacant and / or void properties are registered social landlords compared to the Sefton rate of 7%.

Housing Developments

Provisionally, as at March 2021 there were 15 development sites in Kew (five are currently in progress), constituting 513 dwellings of which 34% are intended as 'affordable' (Figure 8). The new builds are predominantly three-bedroom properties (Figure 9).

Sold Properties

There were 324 properties sold in Kew between January and December 2019 and nearly all of these (98%) were household dwellings. Of all the properties sold in the ward, 37% were semi-detached dwellings. The average property prices within the ward are all predominantly lower than those seen across the Borough (Figure 10).

29% of the properties sold in the ward during 2019 were new build properties, with 31% of all properties sold in the ward during the year being leasehold.

Index Deprivation – Barriers to Housing and Services

In general, all areas of Sefton have relatively low barriers to housing when compared nationally. In the 2019 Index of Deprivation relating to Housing & Services, Kew has lower than average issues in terms of housing barriers across Sefton (Map 5). However, there has been an overall increase seen across the ward compared to 2015.

All eight LSOAs making up the ward are in the bottom 20% of affected areas nationally (four are in the bottom 5% with three being 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. This is with the ward being more accessible than across the comparator areas (Kew – 7.3, Sefton – 10.9, LCR – 13.3, North West – 15.3 and England – 21.7).

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

Car Registration

In 2019, 6,682 vehicles were registered with the DVLA in Kew and 86% of these were cars (5,752). There are approximately 691 vehicles per 1,000 driving age people (those aged 17 and over) in the ward. This is higher than Sefton, LCR and the North West (Figure 11).

The rate of car registrations in Kew has increased over the past 10 years (by 12%).

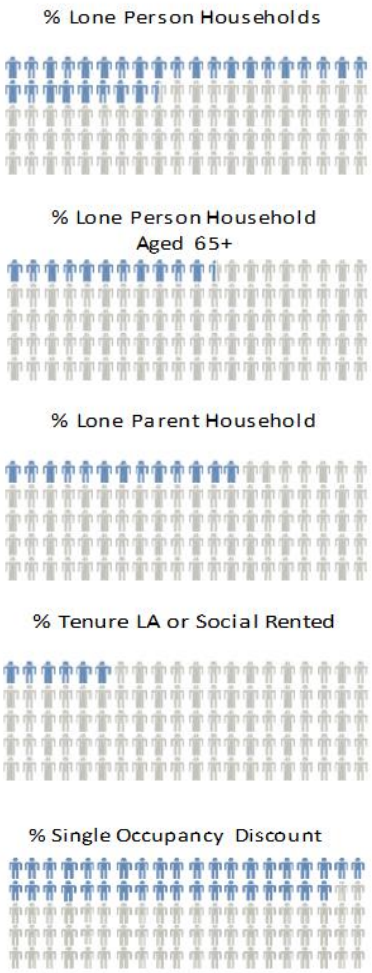


Figure 7: Household Occupancy (Census 2011)

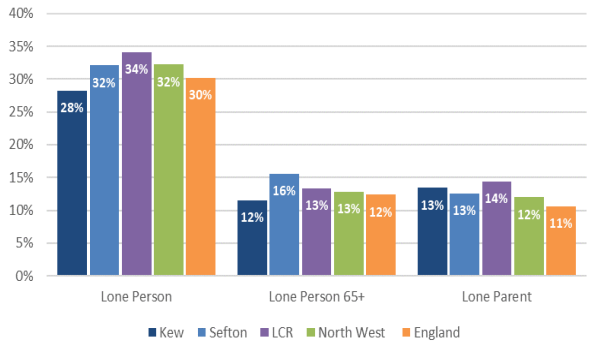


Table 3: Time Void / Vacant (April 2020)

Vacant Proprties April 2020	Kew		Sefton	
	Count	Rate[1]	Count	Rate[1]
0-6 Months	103	19.1	2417	19.5
6-12 Months	38	7.0	953	7.7
12-24 Months	43	8.0	1029	8.3
24+ Months	32	5.9	957	7.7
Total	216	40.0	5356	43.2

[1] The rate is the count per 1,000 households in the ward

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

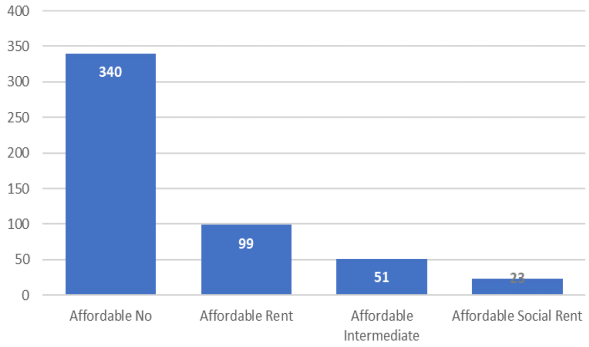


Figure 9: New Build Properties by Bedroom Numbers (March 2021)

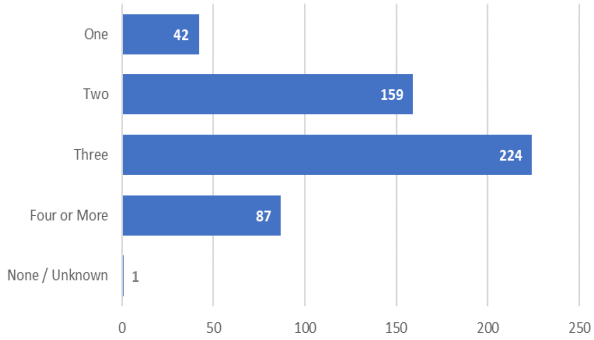
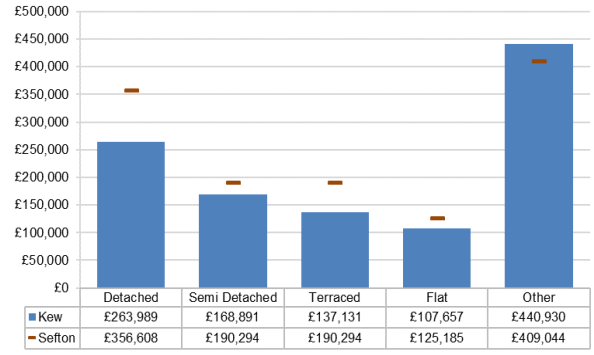


Figure 10: Average Price Paid by Property Type (2019)



	Detached	Semi Detached	Terraced	Flat	Other
Kew	£263,989	£168,891	£137,131	£107,657	£440,930
Sefton	£356,608	£190,294	£190,294	£125,185	£409,044

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

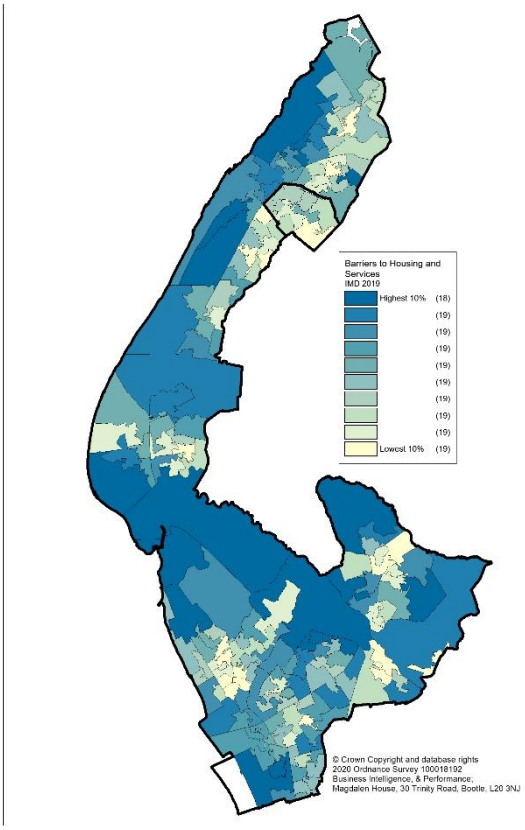
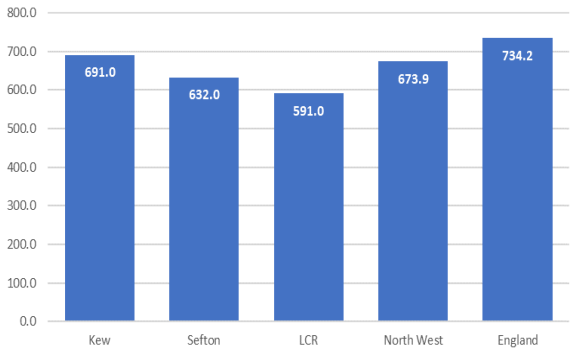


Figure 11: Rate of Vehicle Registrations (2019)



Economy & Business

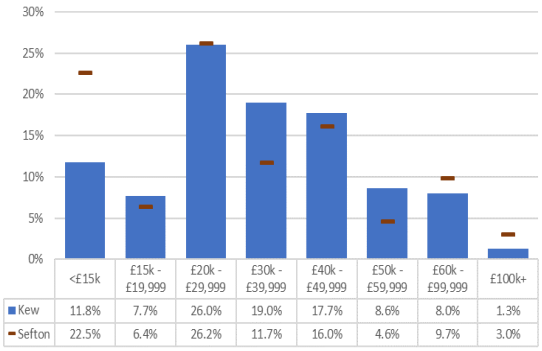
As of September 2020, there were a total of 28 establishments throughout Kew which hold a license under the 2003 Licensing Act; these include locations which sell alcohol (shops, pubs, clubs and restaurants) along with properties serving hot food after 11pm. Kew makes up 3% of all Sefton's licensed premises slightly lower than the Sefton average of 5%.

Just one establishment holds a in Kew as of September 2020.

Within Kew there were 80 inspections carried out of commercial properties (ranging from large chain stores e.g. Asda / Tesco, to the local corner shop) during 2019/20. 71% of these related to food hygiene inspections.

According to Experian Mosaic in 2020, 12% (710) of households within Kew had an annual income of less than £15,000 (Figure 12), considerably lower than the rates seen across Sefton. This is possibly due to the area having predominantly stable more affluent households.

Figure 12: Household Income – Mosaic (2020)



The 2011 Census indicated that of the then 9,116 residents aged 16 to 74 living within Kew, 72% were economically active. Of these economically active residents, 38% were employed full time; 17% employed part time; and 10% were self-employed.

28% were economically in-active; of whom 14% were retired and 5% were registered as long-term sick or disabled.

In total 188 (2%) had been unemployed long term and 1% (59) had never been employed.

Table 4: Economically Active (2011)

	Kew Count	Percentages				
		Ward	Sefton	LCR	NW	England
All	6551	71.9	67.1	65.7	67.8	69.9
In employment	5799	63.6	59.1	56.2	59.6	62.1
Employee: Part-time	1506	16.5	15.0	14.0	13.9	13.7
Employee: Full-time	3423	37.5	35.8	35.6	37.5	38.6
Self-employed	870	9.5	8.2	6.6	8.2	9.8
Unemployed	445	4.9	4.9	5.8	4.7	4.4
Full-time student	307	3.4	3.1	3.7	3.5	3.4

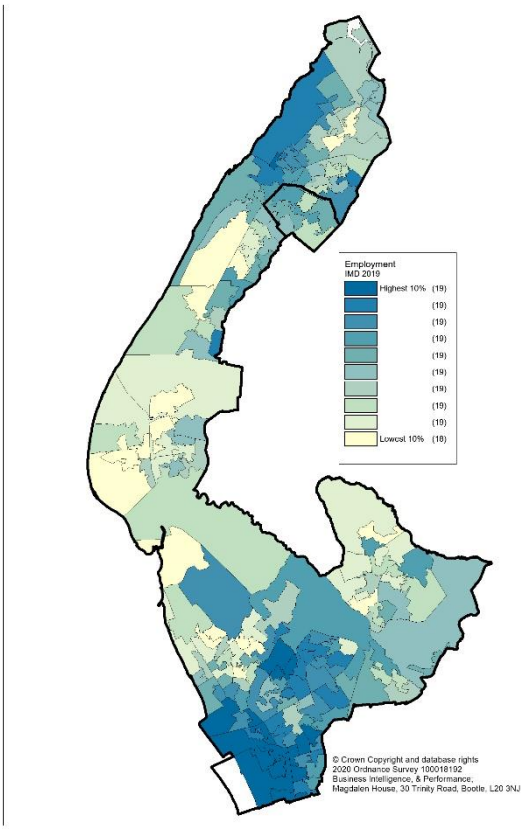
Table 5: Economically Inactive (2011)

	Kew Count	Percentages				
		Ward	Sefton	LCR	NW	England
All	2565	28.1	32.9	34.3	32.2	30.1
Retired	1252	13.7	17.3	14.7	14.8	13.7
Student	394	4.3	4.4	6.3	5.6	5.8
Looking after home or family	342	3.8	3.4	3.9	3.9	4.4
Long-term sick or disabled	423	4.6	5.9	7.1	5.6	4.0
Other	154	1.7	1.9	2.3	2.2	2.2

Table 6: Unemployed (2011)

	Kew Count	Percentages				
		Ward	Sefton	LCR	NW	England
Age 16 to 24	124	1.4	1.4	1.7	1.4	1.2
Age 50 to 74	88	1.0	1.0	1.0	0.8	0.8
Never worked	59	0.6	0.7	1.0	0.8	0.7
Long-term	188	2.1	2.0	2.4	1.8	1.7

Map 6: Employment IMD Score by LSOA (2019)



Two of Kew LSOAs are in the top 30%, with another in the top 20% of affected areas nationally. This means the residents are living in some of the most affected areas in England for working age people, who have been involuntarily excluded from the labour market (Map 6).

Benefits & Support

Kew is characterised overall by a lower than average benefits-dependent population. However, there has been a slight increase in socio-economic problems of overall deprivation. 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 480 working age people residing in the ward were claiming out of work benefits. This is 6% of all the working aged residents which is slightly lower than Sefton, LCR, North West (all 7%) and on par with England (6%). 7% of residents in the ward aged between 16 and 24 were claiming out of work benefits, again lower than Sefton, LCR and the North West (Figure 13).

The rates of working age residents claiming out of work benefit in Kew have seen year on year increases across the past five years (Figure 14), with an overall rise of 243% (340). 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 Kew rates have continually been below those in the Borough.

Universal Credits (UC)

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

1,318 working age residents in Kew were claiming Universal Credit in January 2021 (58% of these were not in employment). The rate of working age residents claiming UC in the ward is 163 per 1,000 which is lower than some of the comparator area rates; Sefton – 170, LCR – 180, North West – 167 and England – 148 (Figure 15).

Personal Independence Payment (PIP)

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

In January 2021, 672 residents were claiming PIP in Kew meaning a rate of 83 per 1000 residents (aged 16+). Similar to UC, this rate is lower than some of the comparator areas (Figure 16).

Child Benefits

1,710 families in Kew are claiming child benefits relating to 89% (2,880) of children in the ward in 2020. The ward has a higher rate of children in families claiming child benefits than that of the Borough, city region, region and nationally (Figure 17).

Council Tax Reduction

In January 2020, there were 2,942 households in the ward claiming Council Tax Reduction (18% of all rated households). This is over twice that of the Sefton average of 20%. (Figure 18).

Sefton's Emergency Limited Assistance Scheme (ELAS)

During 2020, there were 226 applications to Sefton's ELAS by residents within Kew (Table 7). Of the applications in the ward, 48% were approved in full, with 10% being partially approved.

Kew has seen an overall reduction in the number of applications approved over the past four years (32%). Kew made up just 3% of all Sefton's applicants.

Trussell Trust Food Bank

Trussell Trust Food Bank data for April 2019 to March 2020 shows that 353 vouchers were issued to residents of Kew ward, with 885 residents being fed by a Food Bank located in Sefton. This equates to 67 per 1,000 residents which is slightly higher than the Sefton rate of just 66 per 1,000 residents. There has been minimal reduction (1%) in the number of vouchers issued compared to the previous year.

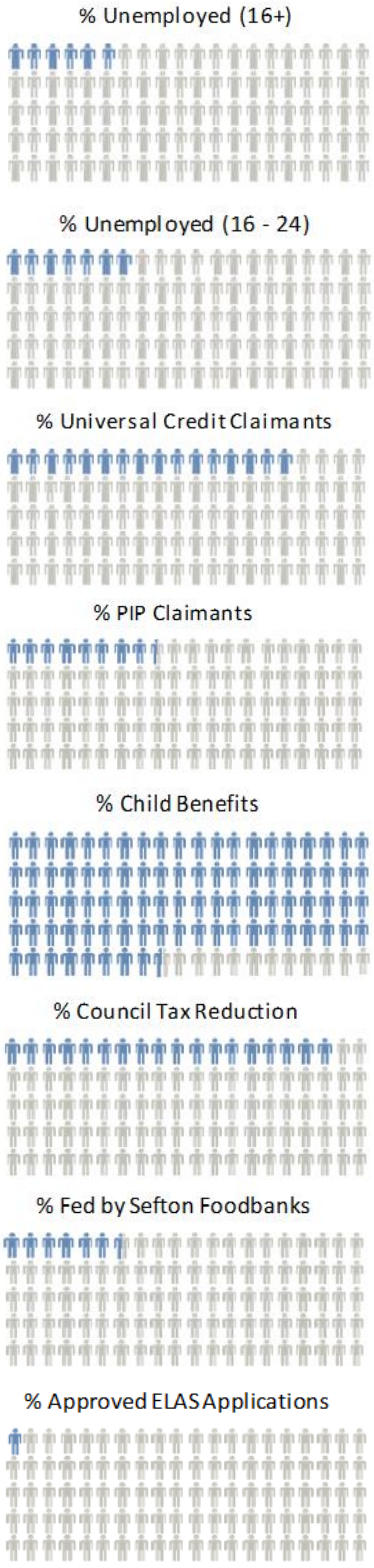


Figure 13: Rate of Working Age Residents Claiming Out of Work Benefits (January 2021)

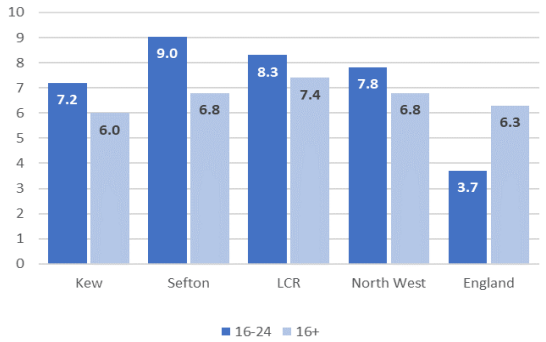
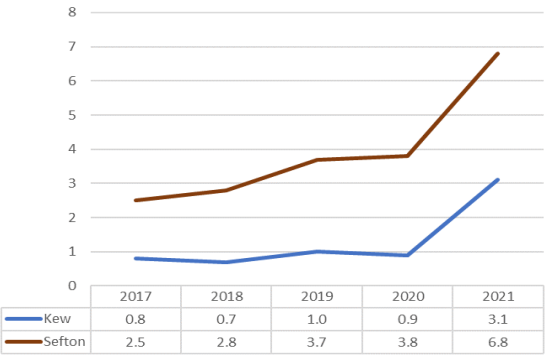
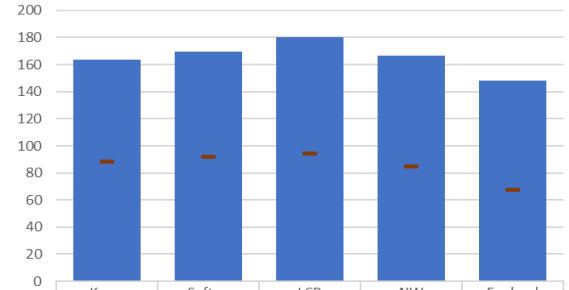


Figure 14: Rate of Working Age Residents Claiming Out of Work Benefits (January 2017/18/19/20/21)



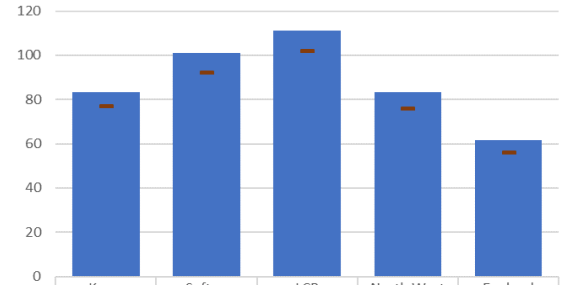
	2017	2018	2019	2020	2021
Kew	0.8	0.7	1.0	0.9	3.1
Sefton	2.5	2.8	3.7	3.8	6.8

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



	Kew	Sefton	LCR	NW	England
2021	163.3	169.8	180.4	166.8	148.0
2020	88.8	92.2	94.7	85.0	67.9

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



	Kew	Sefton	LCR	North West	England
2021	83.3	101.1	111.1	83.4	61.8
2020	77.2	92.4	102.1	76.2	56.1

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

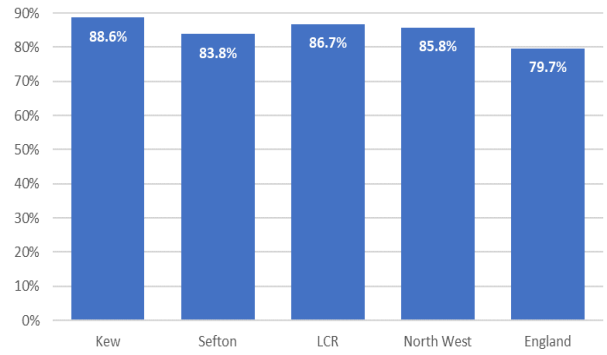


Figure 18: Percentage of Households Claiming Council Tax Reductions (January 2020)

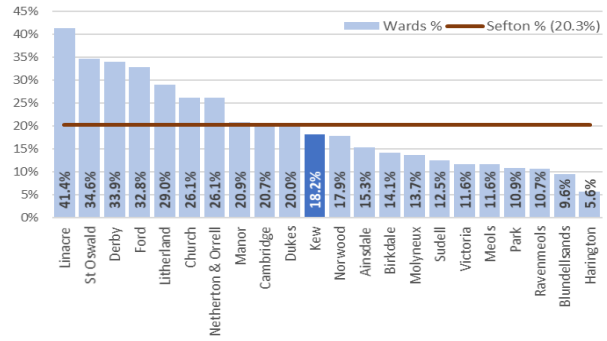


Table 7: Emergency Limited Assistance Scheme (ELAS) Applications (January to December 2020)

	Kew	Application Status	
	Count	Ward	Sefton
Total Applications	226	-	-
Approved	108	48%	53%
Partially Approved	23	10%	10%
Not Approved	95	42%	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 are liable to pay 20% of the annual council tax bill).

Along with the changes in limits and accessibility, the way benefits are paid has also changed. Universal Credit has been 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 and is a benefit for people aged 16-64 with a long-term health condition or disability which means they have trouble getting around or need help with daily living activities.

The COVID-19 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-19 pandemic are going to have varying impacts across Sefton wards.

Within Kew 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 and attainment, it is unsurprising that Kew has an average to low proportion of children with special educational needs (SEN). The attainment rates vary across the key stages.

The varying levels of attainment and average levels of SEN needed for children in the ward may present challenges and pressures on the delivery of services across school and educational services. Current data suggests that children are being failed from the very start of their educational journey. The evidence also suggests that it is very difficult to recover from these disadvantages.

Nursery Settings

Of the 67 students living in Kew ward attending a Sefton maintained nursery setting (Table 8):

- 3% of all nursery pupils in Sefton live in Kew
- 15% of the estimated nursery age population within the ward attend a Sefton maintained nursery (Sefton has a rate of 22%).
- The number of pupils in the ward entitled to a free school meal were below four so had to be suppressed.
- 6% were subject to Special Educational Needs (SEN) support (Sefton is 6%).
- 10% had English not as a first language (Sefton is 5%).

Primary School Settings

Of the 1,175 Sefton maintained / academy primary school students living in Kew (Table 9):

- 6% of all primary pupils in Sefton live in Kew.
- 83% of the estimated primary school age population within the ward attend a Sefton maintained primary school (Sefton has a rate of 80%).
- 19% were entitled to a free school meal (Sefton is 21%).
- 16% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- 13% had English not as a first language (Sefton is 6%).

Secondary School Settings

Of the 796 Sefton maintained / academy secondary school students living in the ward (Table 10):

- 6% of all high school pupils in Sefton live in Kew.
- 80% of the estimated high school age population within the ward attend a Sefton maintained secondary school (Sefton has a rate of 74%).
- 14% were entitled to a free school meal (Sefton is 19%).
- 14% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- 13% had English not as a first language (Sefton is 5%).

16+ Pupils

Of the 39 Sefton maintained secondary school students living in the ward (Table 11):

- 3% of all pupils over 16 in Sefton live in Kew.
- 6% 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%).
- The number of pupils in the ward entitled to a free school meal were below four so had to be suppressed.
- 10% were subject to Special Educational Needs (SEN) support (Sefton is 8%).

  26% had English not as a first language (Sefton is 3%).

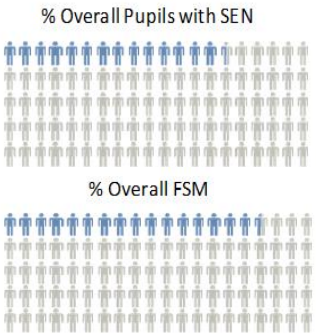


Table 8: Nursery Settings (January 2020)

Nursery Class Pupils	Kew		Sefton	
	Count	%	Count	%
Total Pupils	67		1923	
Females	32	48%	941	49%
Males	35	52%	982	51%
Receiving Free School Meal	*	*	141	7%
SEN Support	4	6%	119	6%
English as a First Language[1]	58	87%	1704	89%
English not as a First Language[1]	7	10%	104	5%

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

Please note within the table counts below four have been suppressed

Table 9: Primary School Settings (January 2020)

Primary School Pupils	Kew		Sefton	
	Count	%	Count	%
Total Pupils	1175		20075	
Females	568	48%	9680	48%
Males	607	52%	10395	52%
Receiving Free School Meal	226	19%	4145	21%
SEN Support	185	16%	3067	15%
English as a First Language[1]	1003	85%	18195	91%
English not as a First Language[1]	154	13%	1171	6%

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

Table 10: Secondary School Settings (January 2020)

Secondary School Pupils	Kew		Sefton	
	Count	%	Count	%
Total Pupils	796		13225	
Females	401	50%	6541	49%
Males	395	50%	6684	51%
Receiving Free School Meal	115	14%	2476	19%
SEN Support	112	14%	1993	15%
English as a First Language[1]	687	86%	12508	95%
English not as a First Language[1]	101	13%	660	5%

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

Table 11: 16+ Pupils (January 2020)

Post 16 Pupils	Kew		Sefton	
	Count	%	Count	%
Total Pupils	39		1542	
Females	20	51%	772	50%
Males	19	49%	770	50%
Receiving Free School Meal	*	*	129	8%
SEN Support	4	10%	125	8%
English as a First Language[1]	28	72%	1483	96%
English not as a First Language[1]	10	26%	51	3%

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

Please note within the table counts below four have been suppressed

Early Years Foundation Stage

Of the 172 students residing within Kew ward and attending a Sefton maintained setting with an Early Years Foundation Stage (EYFS) level (Figure 19 & Table 12):

- 31% did not achieve a "Good Level of Development". This is similar to the non-achievement levels seen across Sefton and North West (both 31%).
- 12% were entitled to a free school meal (Sefton is 16%).
- 6% were subject to Special Educational Needs (SEN) support (Sefton is 7%).

Key Stage 1 (KS1)

During 2018/19 there were 167 students residing within Kew ward and attending a Sefton maintained setting with a KS1 level. For these students (Figure 20 and Table 13):

- 34% did not achieve the expected standard in Reading, Writing, and Maths. This is lower than the averages for Sefton at 37%, North West at 35% and England at 37%.
- 16% were entitled to a free school meal (Sefton is 18%).
- 11% were subject to Special Educational Needs (SEN) support (Sefton is 14%).

Key Stage 2 (KS2)

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

- 47% did not achieve the expected standard in Reading, Writing, and Maths; above the averages for Sefton at 37%, LCR at 38%, North West and England both at 35%.
- 15% were entitled to a free school meal (Sefton is 20%).
- 21% were subject to Special Educational Needs (SEN) support (Sefton is 17%)

Key Stage 4 (KS4)

During 2018/19 there were 144 students residing within Kew ward and attending a Sefton maintained setting undertaking GCSE examinations. For these students:

- 60% did not achieve a level between 9 and 5 in English and Maths; below the average for Sefton, LCR but higher than the North West and England (Figure 22).
- 84% did not achieve a level between 9 and 5 for the English Baccalaureate, lower than Sefton, the North West and England (Figure 23).
- The students in Kew had an average Attainment 8 score of 46 and this was higher than the Borough, city region and region (Figure 24).
- The average Progress 8 score in the ward (-0.01) was higher than the four comparison areas. This means that on average students are achieving as expected (Figure 25).

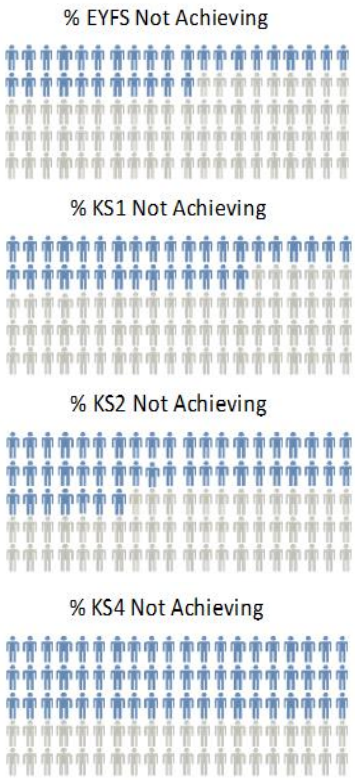


Figure 19: Percentage of Pupils NOT Gaining a Good Level of Development in Early Years Foundation Stage *(2018/19)*

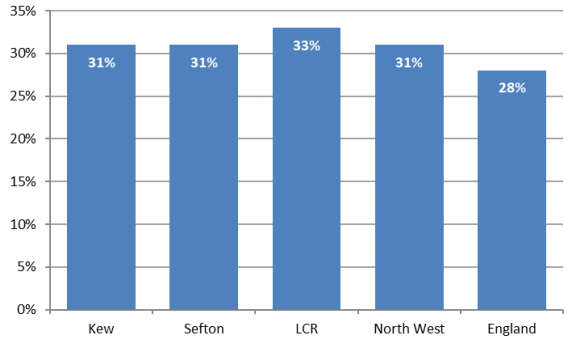


Table 12: Early Years Foundation Stage Settings – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (EYFS)		Eligible for Free School Meal (EYFS)	
	Count	%	Count	%
Kew	10	5.8%	20	11.6%
Sefton	193	6.7%	457	15.9%

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

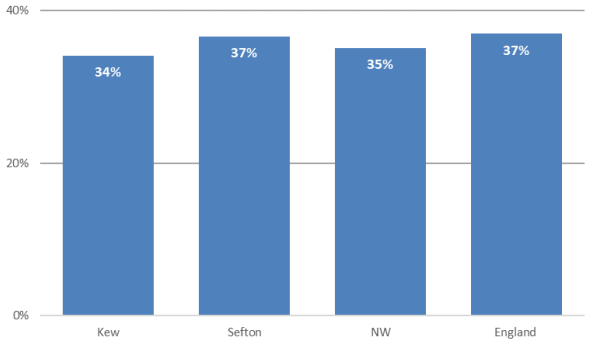


Table 13: Key Stage 1 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS1)		Eligible for Free School Meal (KS1)	
	Count	%	Count	%
Kew	18	10.8%	27	16.2%
Sefton	388	13.6%	513	18.0%

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

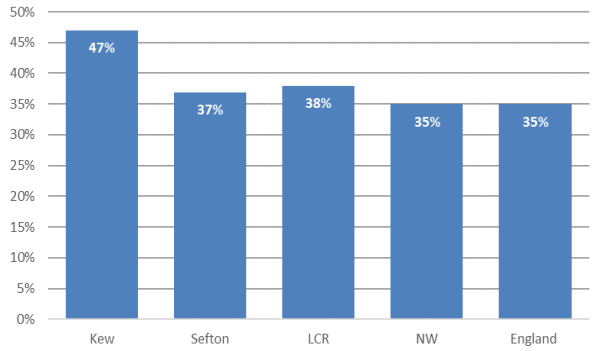


Table 14: Key Stage 2 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS2)		Eligible for Free School Meal (KS2)	
	Count	%	Count	%
Kew	32	21.2%	22	14.6%
Sefton	465	16.9%	540	19.6%

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

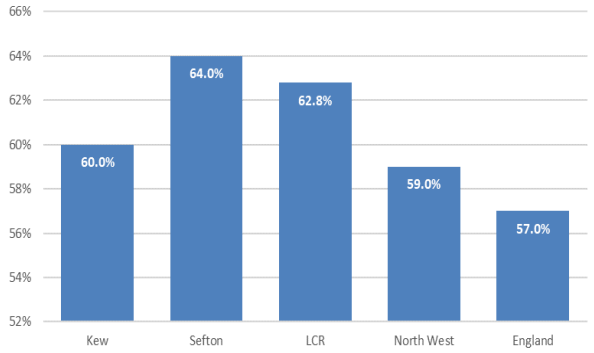


Figure 23: Percentage of Pupils Not Achieving English Baccalaureate 9 to 5 (2018/19)

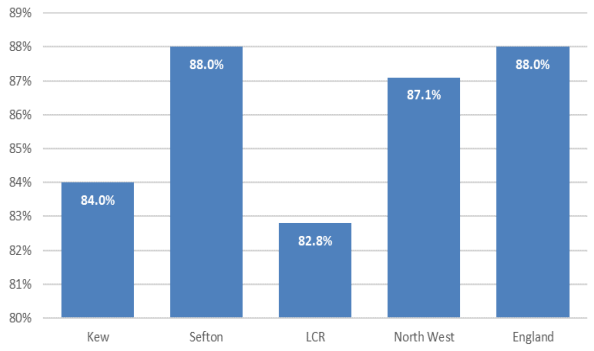


Figure 24: Average Attainment 8 Score (2018/19)

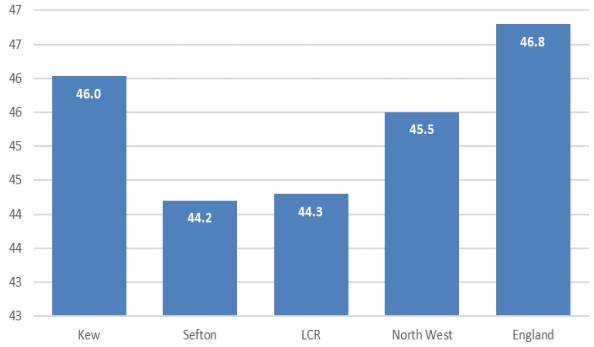
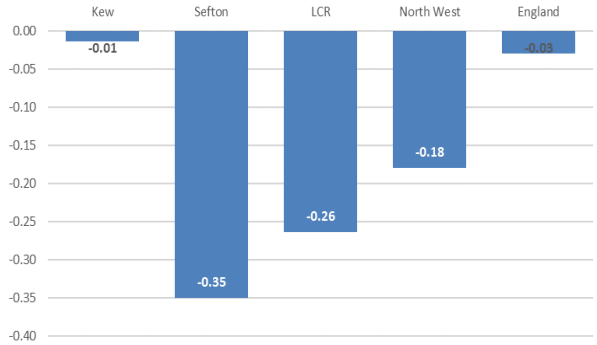


Figure 25: Average Progress 8 Score (2018/19)

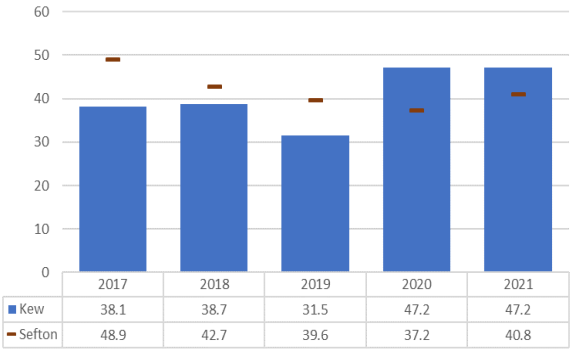


Not in Employment Education or Training (NEET)

In January 2021, there are a total of 21 people aged between 16 and 18 registered as Not in Employment Education or Training (NEET) with Careers Connect residing within Kew ward. This makes up 6% of the Sefton total NEET.

Kew NEET rates have become higher than those of the Borough in the past two years, with an overall increase of 24% (though only four people) being seen when comparing 2017 to 2021 (Figure 26).

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



	2017	2018	2019	2020	2021
Kew	38.1	38.7	31.5	47.2	47.2
Sefton	48.9	42.7	39.6	37.2	40.8

Community Safety

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

Crime

There were 939 crimes reported to Merseyside Police between April 2020 and March 2021. In Kew ward this represents 5% of all crimes that occurred within Sefton. This is 71 crimes per 1,000 population – slightly lower than the rate seen across Sefton as a whole (72 per 1,000).

The number of crimes in the ward have seen an 7% decrease from the previous year, like that of the Borough (Table 15).

Nearly half of all crimes in the ward were violent offences (48% / 449). Of these, 151 (34%) were common assault and battery (including racial offences).

Anti-social Behaviour (ASB)

There were 289 Anti-social Behaviour incidents reported to Merseyside Police between April 2020 and March 2021 (Table 16), occurring within Kew: 4% of all Sefton incidents. The ward has a rate of 22 incidents per 1,000 population - lower than the rate seen across Sefton as a whole (27 per 1,000).

There has been a 99% increase in the number of incidents occurring in Kew compared to 2019/20 (the average across Sefton saw a 58% raise). The increase maybe due COVID-19 and the reporting of breaches in lockdown rules.

Over a third (38%) of the incidents within the ward were reports of Rowdy or Inconsiderate Behaviour. 9% of all ASB reports in the ward specifically mentioned youths, with 6% relating to alcohol / drunken behaviour.

Deliberate Fires

Merseyside Fire and Rescue Service (MFARS) responded to just nine deliberate fires in Kew ward between April 2020 and March 2021. This is 2% of all deliberate fires across the Borough.

The rate of deliberate fires per 100,000 population in Kew was 68 compared to 171 across Sefton as a whole (Table 17).

Deliberate property fires in Kew increased by 29% last year, compared to 5% increase seen across the Borough.

Nearly half of all deliberate fires (44%) in the ward were classified as deliberate secondary fires.

Index of Multiple Deprivation - Crime

Of the eight LSOAs making up the ward, one is in the bottom 5% of affected areas nationally, meaning that residents of the ward are living in some of the lowest areas affected by crime in England (Map 7). The ward is lower than the comparison areas, however, five LSOA's and therefore the ward have seen increases from 2015 to 2019.

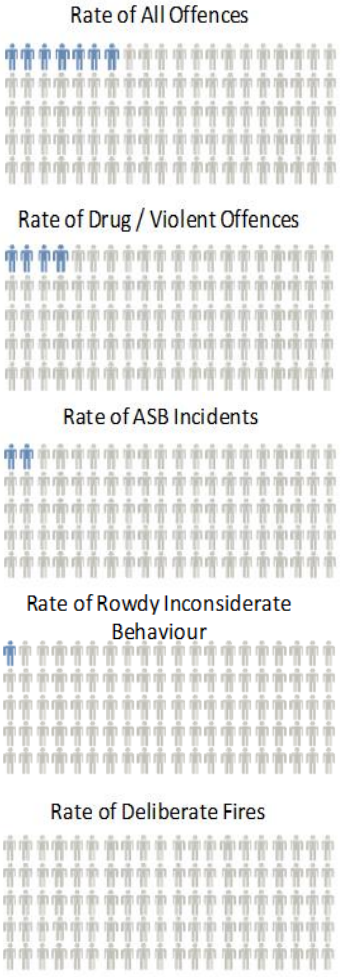


Table 15: Offences Reported to Merseyside Police (2020/21)

Offences Apr 20 - Mar 21	Kew Crimes				Sefton Crimes			
	Count	Rate[1]	Change[2]		Count	Rate[1]	Change[2]	
Burglary	42	3.2	-56.7%	▼	1285	4.6	-19.3%	▼
Criminal Damage & Arson	79	6.0	-17.7%	▼	2043	7.4	-17.2%	▼
Drugs	73	5.5	43.1%	▲	1787	6.5	8.0%	▲
Public Order	103	7.8	30.4%	▲	2302	8.3	19.8%	▲
Other	21	1.6	-16.0%	▼	530	1.9	-6.0%	▼
Sexual	26	2.0	-3.7%	▼	368	1.3	-18.6%	▼
Theft	146	11.1	-23.6%	▼	3330	12.0	-30.1%	▼
Violence	449	34.1	2.0%	▲	8381	30.3	3.5%	▲
Total	939	71.4	-6.7%	▼	20010	72.4	-7.0%	▼

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

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

[3] 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	Kew Incidents				Sefton Incidents			
	Count	Rate[1]	Change[2]		Count	Rate[1]	Change[2]	
General Nuisance	72	5.5	125.0%	▲	1840	6.7	98.1%	▲
Nuisance Neighbour	53	4.0	194.4%	▲	781	2.8	61.0%	▲
Other[3]	20	1.5	122.2%	▲	571	2.1	82.4%	▲
Personal	15	1.1	150.0%	▲	351	1.3	12.1%	▲
Rowdy Inconsiderate Behaviour	111	8.4	88.1%	▲	3271	11.8	66.2%	▲
Vehicle Nuisance	18	1.4	-14.3%	▼	710	2.6	-5.5%	▼
Total	289	22.0	99.3%	▲	7524	27.2	58.1%	▲

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

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

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

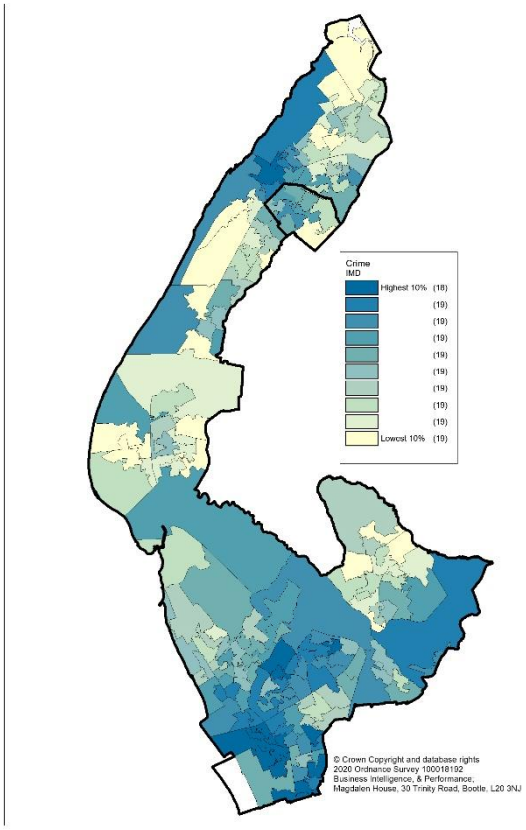
Table 17: Deliberate Property Fires (2020/21)

Fires Apr20 - Mar21	Kew Deliberate Fires				Sefton Deliberate Fires			
	Count	Rate[1]	Change[2]		Count	Rate[1]	Change[2]	
Deliberate Property Fires	3	22.8	0.0%	▶	38	13.7	5.6%	▲
Deliberate Secondary Fires	4	30.4	100.0%	▲	406	146.9	11.5%	▲
Vehicle Fires	2	15.2	0.0%	▶	29	10.5	-43.1%	▼
Total	9	68.4	28.6%	▲	473	171.1	4.9%	▲

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

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

Map 7: Crime IMD Score by LSOA (2019)



The ward has low to average levels of crime and disorder. However, some of these levels have increased compared to the previous year. Budgets cuts seen by both Merseyside Police and Merseyside Fire and Rescue coupled with the increases seen, may result in increases in demand and therefore increasing level of direct costs. Associated with these issues are also indirect costs. This includes lowered levels of community satisfaction and well-being and reduced attractiveness to encourage businesses and job creators to locate in the area.

Health

Overall Kew has lower levels of life expectancy and generally average to high levels of hospital admissions and mortality rates

During the 2011 Census:

- 6% of residents were in either bad or very bad health (Sefton average was 7%).
- 20% 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 Kew could expect to live at least a year less than the England and Sefton averages (Figure 27).

Fertility

The general fertility rate of 58.8 in Kew, lower than the Sefton (60.1) and England (60.6) rates.

Overweight Children

Of 172 reception age pupils (4 to 5-year olds) in Kew taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 21% fell into the excess weight category which is lower than the comparator areas (Figure 28).

Of 155 Year 6 pupils (10 to 11-year olds) in Kew taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 34% had excess weight. The ward level is lower than the Borough, city region and North West (Figure 29).

Hospital Admissions

Between 2015/16 and 2019/20 there were a total of 140 hospital admissions for injuries in under 15 years olds across Kew, a Crude Rate (CR) of 121. This is higher than the rates seen across all four comparator areas (Figure 30).

Similarly, the CR of hospital admissions for injuries in those aged between 15 and 24 is significantly higher in the ward than the comparator areas (Figure 31), with 155 admissions between 2015/16 and 2019/20.

For most emergency hospital admissions during 2015/16 to 2019/20 the ward has had a higher Standardised Admission Ratios (SAR) than Sefton and England:

- Kew All Causes SAR – 125 (Figure 32)
- Kew Chronic Obstructive Pulmonary Disease (COPD) SAR – 100 (Figure 33)
- Kew Coronary Heart Disease SAR – 116 (Figure 34)
- Kew Myocardial Infarction SAR – 98 (Figure 35)
- Kew Stroke SAR – 105 (Figure 36)
- Kew Hip Fracture in those aged 65 and over SAR – 111 (Figure 37)

Similar to some other hospital admissions, those for self-harm are significantly higher in the ward than those of England with a Standardised Admission Ratios (SAR) of 166 in 2015/16 to 2019/20 (Figure 38).

Closely linked to average to higher levels of poor health from birth of residents in Kew the levels of mortality rates are also high.

Deaths

For the period 2015 to 2019, Kew had a Standardised Mortality Ratio (SMR) for all causes of death of 121 which is notably higher than the comparator areas (Figure 39). This is along with a total of 708 deaths in the ward during the time period.

In line with the low life expectancy, Kew is in the top 20% of England wards in terms of its SMR (ranked 1,211 out of the 7,189 wards available).

Cancer

In relation to the occurrence of cancer between 2014 and 2018, Kew has a Standardised Incidence Ratio (SIR) of 89 again which is significantly lower than the comparator areas (Figure 40). This is along with the ward being within the bottom 20% of wards in England Cancer SIR (6,083 out of 7,198 wards available).

Index of Multiple Deprivation – Health & Disability

Seven of the eight Kew LSOAs are within the top 30% of affected areas nationally meaning residents of the ward are living in some of the most health and disability deprived areas of England (four of which were in the top 20%).

However, overall the picture of poor health has improved from 2015 across the ward.

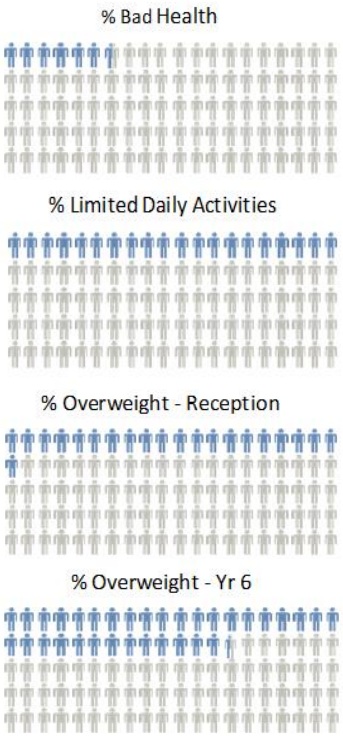


Figure 27: Life Expectancy at Birth (2015-2019)

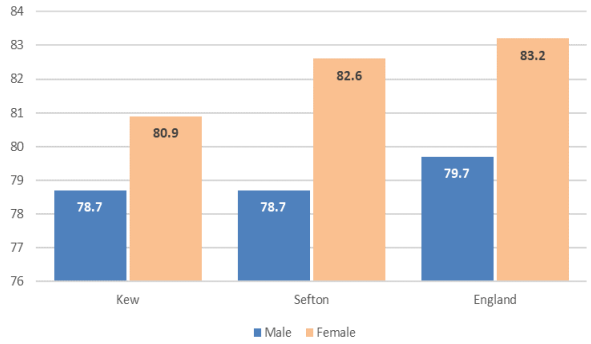


Figure 28: Children with Excess Weight – Year R (2018/19)

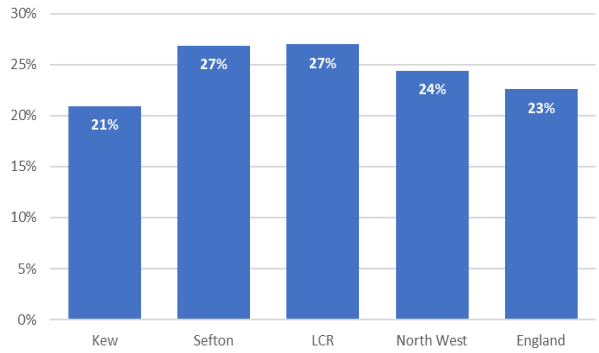


Figure 29: Children with Excess Weight – Year 6 (2018/19)

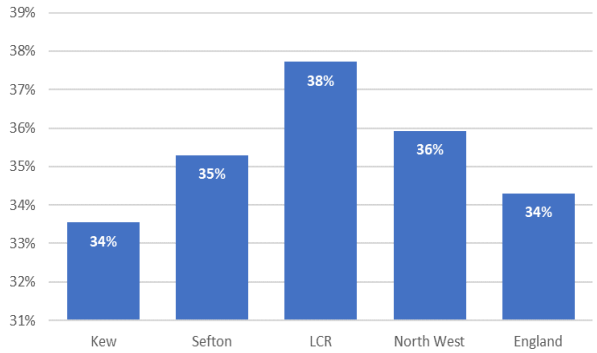


Figure 30: Emergency Hospital Admissions – CR Injuries in Under 15 year olds (2015/16 – 2019/20)

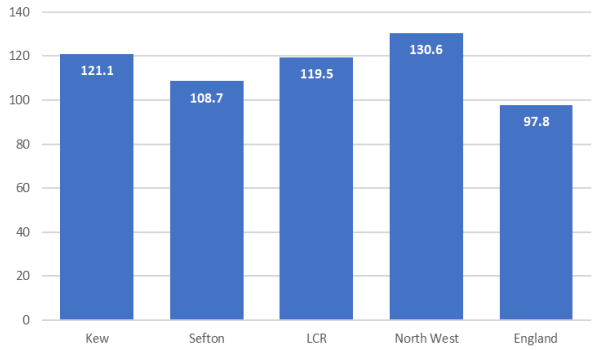


Figure 31: Emergency Hospital Admissions – CR Injuries in 15 to 24 year olds (2015/16 – 2019/20)

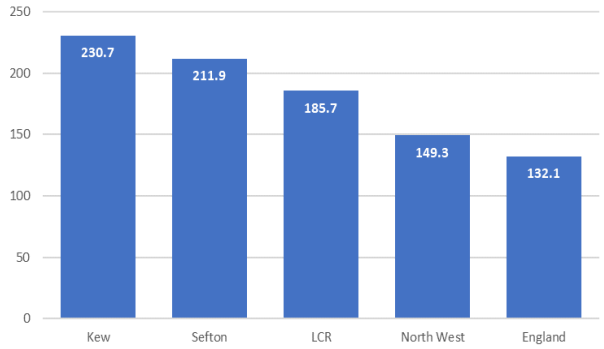


Figure 32: Emergency Hospital Admissions – All Causes SAR (2015/16 – 2019/20)

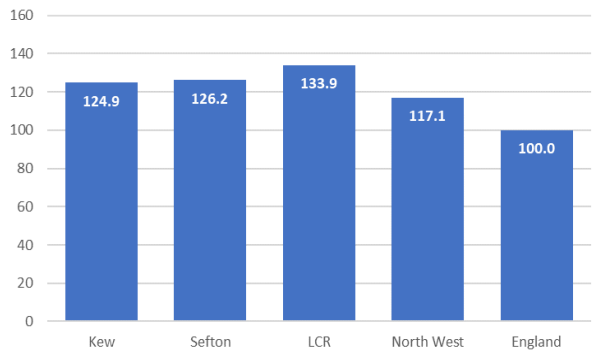


Figure 33: Emergency Hospital Admissions – COPD SAR (2015/16 – 2019/20)

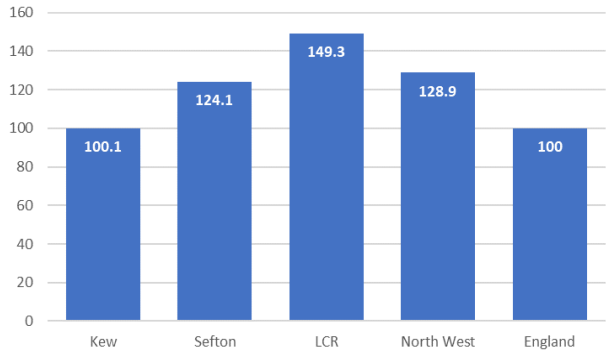


Figure 34: Emergency Hospital Admissions – Coronary Heart Disease SAR (2015/16 – 2019/20)

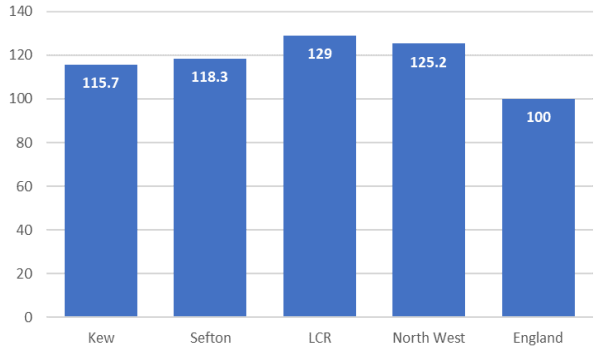


Figure 35: Emergency Hospital Admissions – Myocardial Infarction SAR (2015/16 – 2019/20)

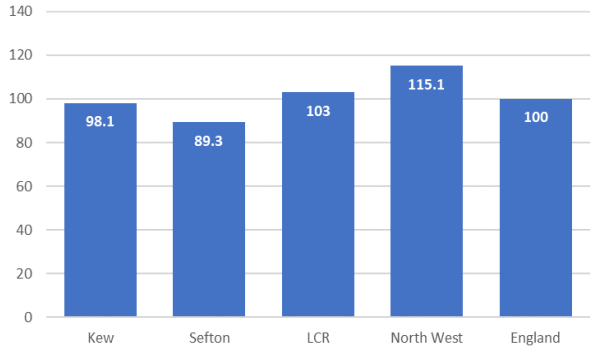


Figure 36: Emergency Hospital Admissions – Stroke SAR (2015/16 – 2019/20)

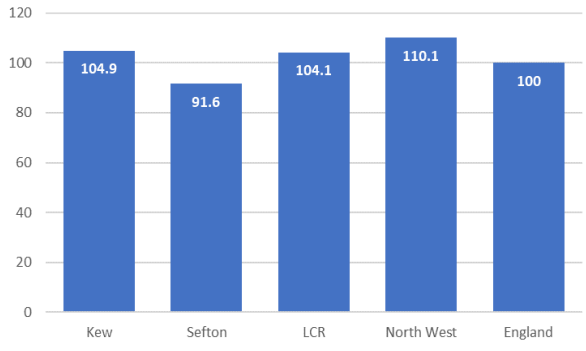


Figure 37: Emergency Hospital Admissions – Hip Fractures 65+ SAR (2015/16 – 2019/20)

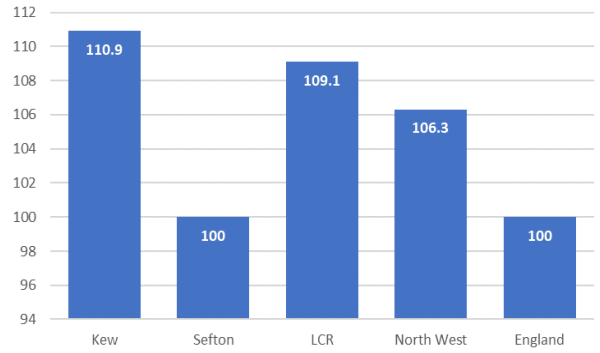


Figure 38: Hospital Admissions – Intentional Self-harm SAR (2015/16 – 2019/20)

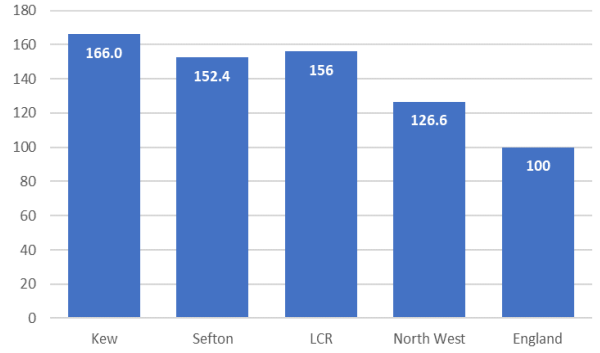


Figure 39: All Causes of Death SMR (2015 – 2019)

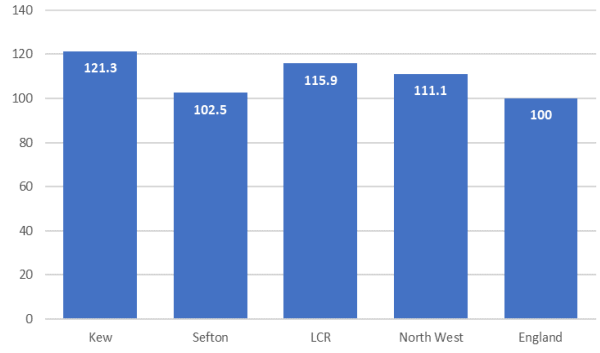
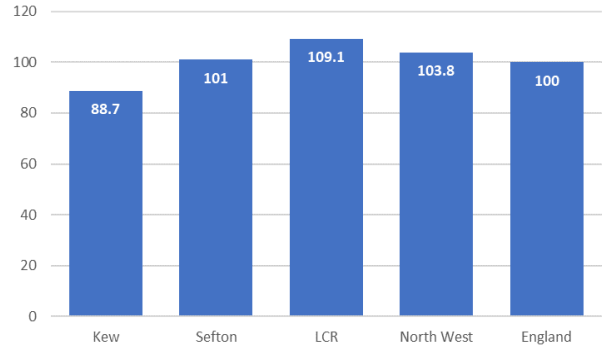
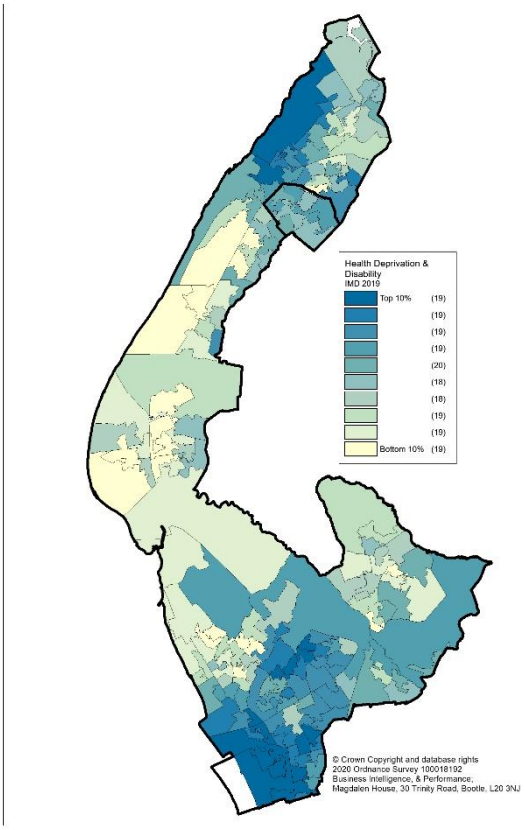


Figure 40: All Cancer Incidences SIR (2014 – 2018)



Map 8: Health IMD Score by LSOA (2019)



The health and well-being of Kew is generally worse than Sefton as a whole. Residents of Kew tend to live shorter lives in poorer health. Hospital admission and mortality rates are higher for adults in Kew. In comparison, cancer incidence is significantly lower than the national rate. Health outcomes for children are worse than the England and Sefton average in Kew.

The poor health outcomes experienced in Kew may seem surprising given the ward's lower than average level of deprivation. However, small pockets of deprivation exist within Kew that are hidden by overall ward statistics. There may be health inequalities affecting these neighbourhoods leading to poor health in Kew. It should also be considered that Kew's increasing population may increase the health needs of this community in the future.

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2011 Census Flows – Migration

Census 2011 indicated that 1,057 people immigrated into the Kew ward from outside of the ward when comparing current addresses to the addresses the previous year. 202 moving within the ward means a total of 1,259 people moving in the area. 56% of these moved from other wards within Sefton, with a further 15% coming from the other areas outside the North West. 52% of all people moving into the ward are aged between 20 and 54 (Table 18 and Map 9).

In comparison 1,081 people have moved out of the ward, to other areas, with 55% moving to other Sefton wards and 15% moving to other areas in the North West. 52% of the people who left the ward were aged between 20 and 54 (Table 19 and Map 10).

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

Area Moved From	Total		0to19		20to54		55Plus	
Kew (Internal)	202	16.0%	57	4.5%	132	10.5%	13	1.0%
Sefton (Other Wards)	702	55.8%	175	13.9%	417	33.1%	110	8.7%
LCR (Not Sefton)	49	3.9%	9	0.7%	33	2.6%	7	0.6%
North West (Not LCR)	114	9.1%	22	1.7%	74	5.9%	18	1.4%
Other	192	15.3%	36	2.9%	127	10.1%	29	2.3%
Total Immigration into Kew Ward (excluding Internal)	1057	84.0%	242	19.2%	651	51.7%	164	13.0%

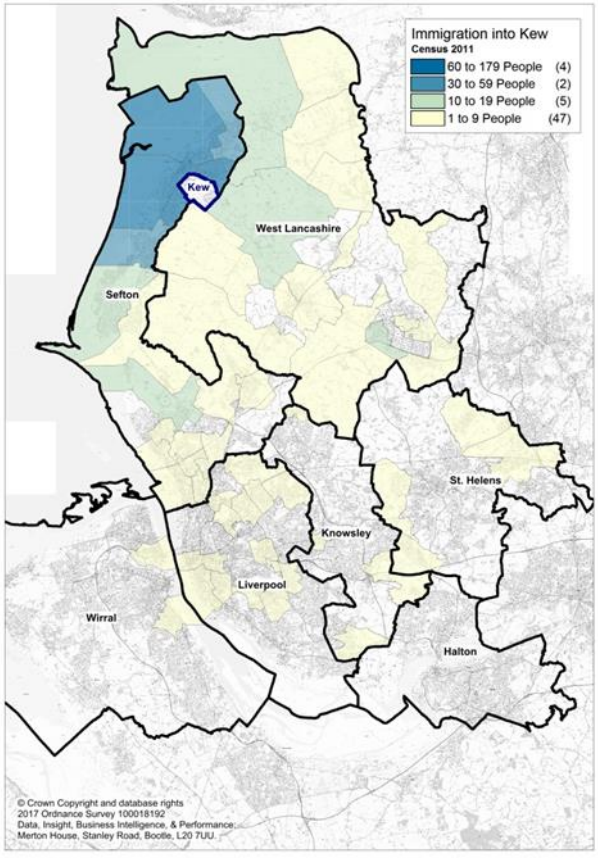
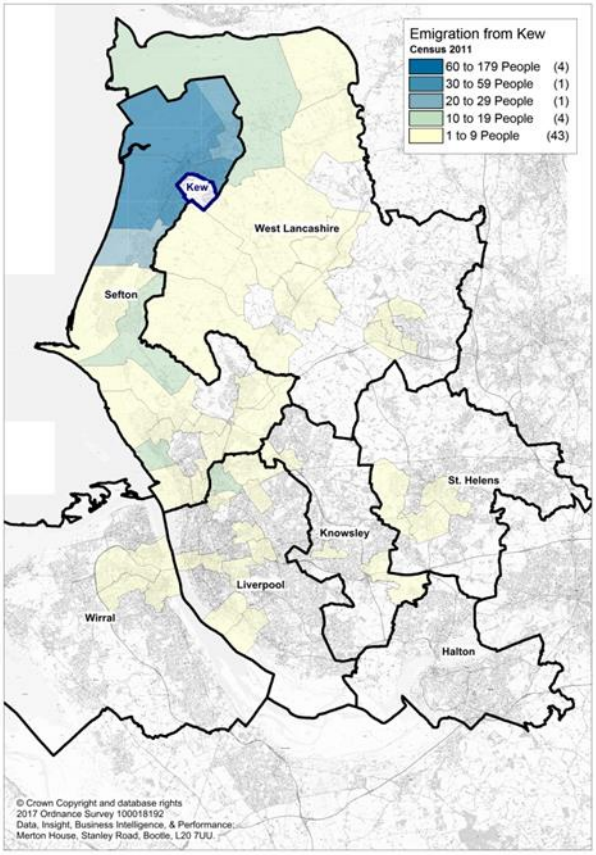


Table 19 / Map 10: Moving out of Kew (2011)

Area Moved To	Total		0to19		20to54		55Plus	
Kew (Internal)	202	15.7%	57	4.4%	132	10.3%	13	1.0%
Sefton (Other Wards)	699	54.5%	169	13.2%	419	32.7%	111	8.7%
LCR (Not Sefton)	48	3.7%	7	0.5%	37	2.9%	4	0.3%
North West (Not LCR)	198	15.4%	51	4.0%	116	9.0%	31	2.4%
Other	136	10.6%	33	2.6%	96	7.5%	7	0.5%
Total Emigrated From Kew Ward (excluding Internal)	1081	84.3%	260	20.3%	668	52.1%	153	11.9%



Whilst overall the pattern of in and out migration appeared relatively stable, the net increase in the older population may put demands on services. These specifically include adults social care, with the reduction in younger people in the area having the opposite effect on services relating to this age group.

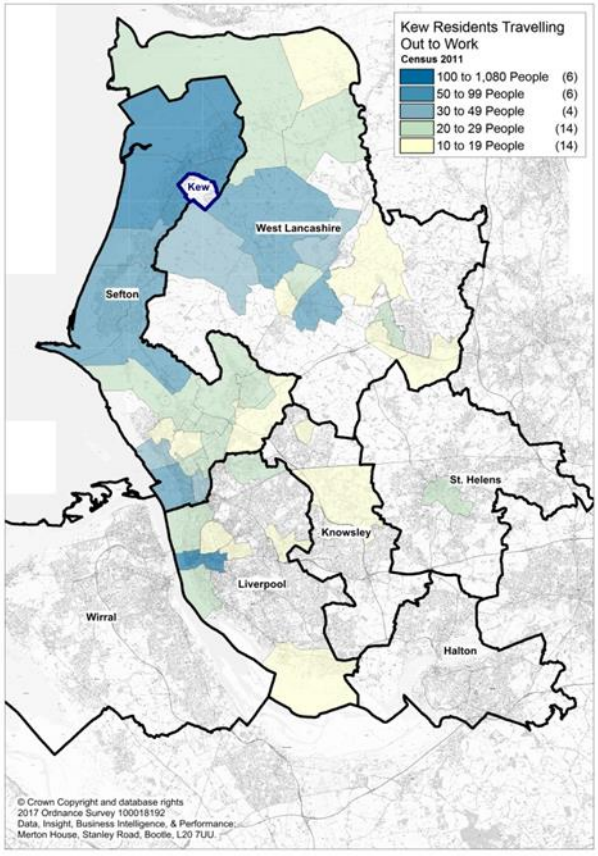
2011 Census Flows – Travel to Work

Census 2011 indicated that 82% (3,776) of working residents within Kew travelled out of the ward to their place of work. 840 (18%) travelled within the ward to work. 53% of the people travelled to other Sefton wards, with 16% travelling to other North West areas. 426 people did not have a fixed workplace, with a further 587 people residing in the ward stating they worked from home (Table 20 / Map 11).

There were a total of 5,327 people traveling into the ward to attend their place of work from outside of the ward. 58% of these travelled from other Sefton wards, with 21% travelling from other North West areas (Table 21 / Map 12).

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

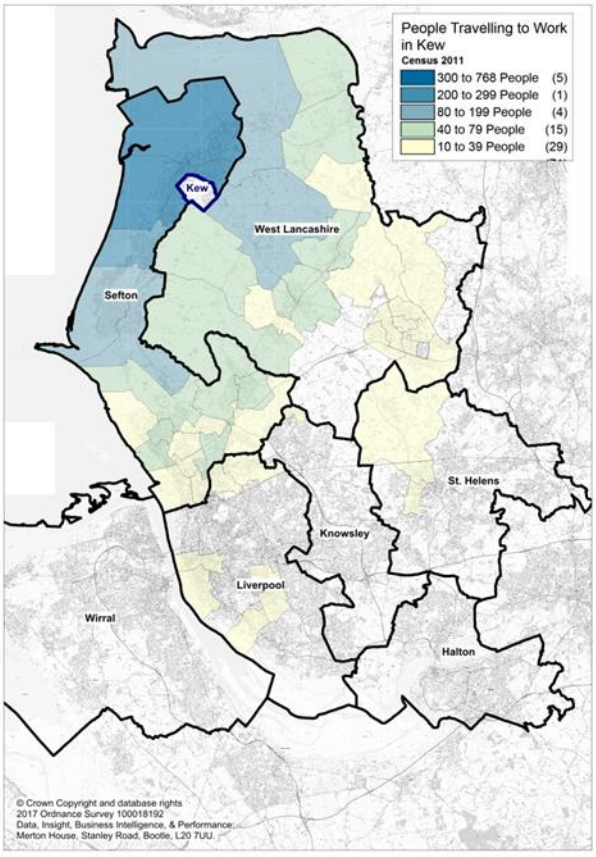
Kew Residents Travel to Work	Total		16 - 34		35 - 49		50 Plus	
Kew (Internal)	840	18.2%	254	5.5%	312	6.8%	274	5.9%
Sefton (Other Wards)	2456	53.2%	891	19.3%	879	19.0%	686	14.9%
LCR (Not Sefton)	481	10.4%	155	3.4%	191	4.1%	135	2.9%
North West (Not LCR)	729	15.8%	263	5.7%	285	6.2%	181	3.9%
Other	110	2.4%	40	0.9%	37	0.8%	33	0.7%
Total Kew Residents Working Outisde the Ward	3776	81.8%	1349	29.2%	1392	30.2%	1035	22.4%



There were 64 wards in the area with one to nine Kew residents travelling to Work. There were 71 wards in the area with one to nine residents travelling into Kew to Work.

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

People Traveling to Kew to Work	Total		16 - 34		35 - 49		50 Plus	
Kew (Internal)	840	13.6%	254	4.1%	312	5.1%	274	4.4%
Sefton (Other Wards)	3568	57.9%	1060	17.2%	1285	20.8%	1223	19.8%
LCR (Not Sefton)	382	6.2%	205	3.3%	122	2.0%	55	0.9%
North West (Not LCR)	1319	21.4%	381	6.2%	520	8.4%	418	6.8%
Other	58	0.9%	30	0.5%	14	0.2%	14	0.2%
Total People Travelling to Kew for Work	5327	86.4%	1676	27.2%	1941	31.5%	1710	27.7%



Service Demand & Delivery

Children's Social Care

In the ward there were 129 children aged between 0 and 17 known to Sefton Children's Services as at 31st March 2020; this equates to 431 per 10,000 children residing in Kew which is considerably higher than the Sefton rate of 376 per 10,000 children, 403 per 10,000 in LCR, 372 per 10,000 in the North West and 324 per 10,000 across England (Figure 41).

However, rates of Children Looked After (CLA) and those on a Child Protection Plan (CP) were lower / similar:

- 67 per 10,000 children (20) were subject to CLA (Sefton – 102, LCR – 123, NW – 97 and England – 67 per 10,000 children)
- 43 per 10,000 children (13) were subject to CP (Sefton – 51, LCR – 51, NW – 50 and England – 43 per 10,000 children)

Early Help

As at 31st December 2020, Sefton's Early Help team had 123 open episodes in Kew for children (ages ranged from unborn to 22 years of age) and is a rate of 22 per 1,000 of 0 to 22-year olds residing in the ward (Figure 42). Kew makes up 7% of all open Early Help Episodes within the Borough.

The ward has a considerably higher rate than that seen in Sefton (15 per 1,000 0 to 22-year olds). There has been a 16% increase when comparing episodes in 2019 (with Sefton showing an 11% increase).

42% of episodes related to children aged between 10 and 15 years old, with those aged 5 to 9 making up a further 30% (Figure 43).

YOT (Youth Offending Team)

In Kew there were six young people (aged between 12 and 21) on YOT interventions in 2020. This equated to 4 per 1,000 12 to 21-year olds in the ward (Figure 44) which is lower than the Sefton rate (7 per 1,000), totalling six interventions.

Kew has shown a year on year reduction in the number of young people known to YOT over the past three years with an overall decrease of 60%. Sefton has also reduced (37%).

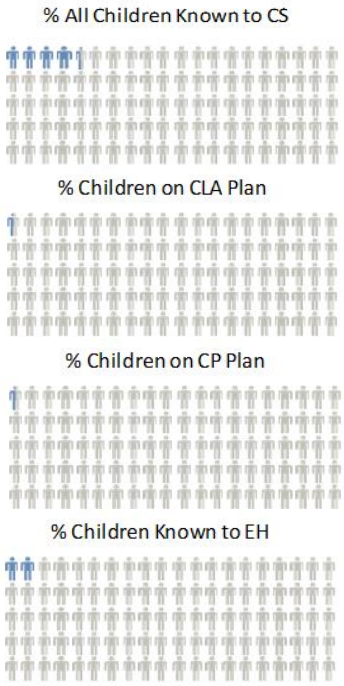


Figure 41: Children Services (31st March 2020)

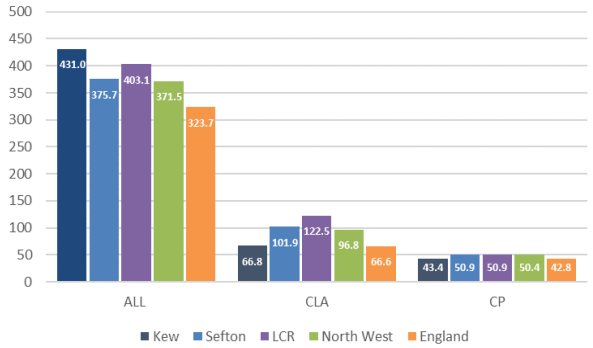


Figure 42: Early Help Open Episodes (31st December 2020)

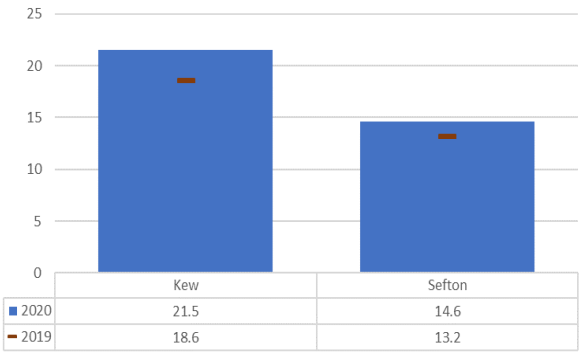


Figure 43: Early Help Open Episodes – Age Breakdown (31st December 2020)

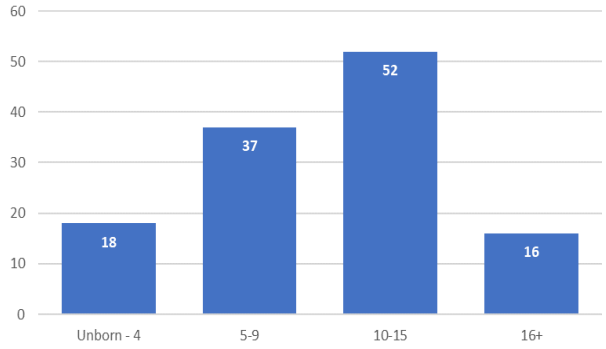
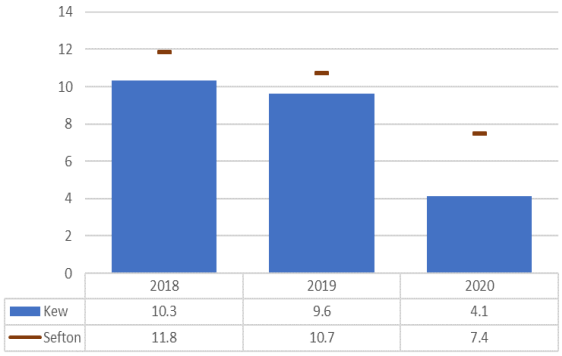


Figure 44: Rate of Young People Known to YOT (2018/19/20)



Adult Social Care - Personal Care at Home

During April 2020 and March 2021, 111 residents of Kew aged 18 or over received personal care at home; this makes up 4% of all recipients residing within the Borough and is a rate of 11 per 1,000 residents (aged 18 and over). This is lower than 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 (49%), 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 68 people residing in long term residential or nursing home who originally resided in Kew between April 2019 and March 2020. The ward makes up 4% of all the long term residential / nursing home residents, who originated from within Sefton. This equates to a rate of 7 per 1,000 - slightly lower than the Sefton rate of 8 per 1,000 18+ residents.

Similar to personal care at home those aged 65 to 84 years old make up the highest percentage of long term residential / nursing home residents (50%); those aged 85 and over have a considerably higher count per 1,000 population (Table 23).

Adult Social Care - Contacts

Sefton received 965 contacts to adult social care from residents of Kew during the 2020/21 financial year. This equates to 98 contacts per 1,000 residents aged 18 and over - lower than the rate seen across Sefton as a whole 106 per 1,000 18+ residents (Table 24).

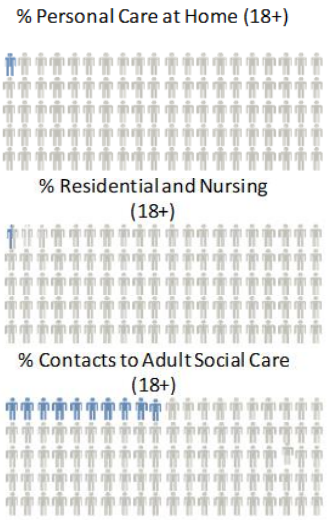


Table 22: Personal Care at Home Clients (2020/21)

Personal Care at Home 2020/21	Kew			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	30	3.9	27.0%	695	4.4	24.2%
65-84	54	26.4	48.6%	1196	21.6	41.7%
85 and Over	27	78.0	24.3%	978	101.2	34.1%
Total	111	11.3	100.0%	2869	13.5	100.0%

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

LTRN 2020/21	Kew			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	8	1.0	11.8%	198	1.3	11.5%
65-84	34	16.6	50.0%	716	12.9	41.6%
85 and Over	26	75.1	38.2%	806	83.4	46.9%
Total	68	6.9	100.0%	1720	8.1	100.0%

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

ASC Contacts 2020/21	Kew			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	316	40.7	32.7%	6248	39.7	27.6%
65-84	407	198.8	42.2%	9385	169.2	41.5%
85 and Over	242	699.4	25.1%	7007	724.8	30.9%
Total	965	98.3	100.0%	22640	106.4	100.0%

Libraries

There were approximately 3,164 residents of Kew registered as borrowers with Library services within Sefton between April 2019 and March 2020. 1,473 Kew residents registered have borrowed from a Sefton library in the past year and works out at a rate of 112 per 1,000 residents. This is lower than the Sefton rate of 127 per 1,000 residents (Figure 45). Kew residents make up 4% of all Sefton active borrowers.

Domestic Waste Collection

It is estimated that there were 359,844 waste collections carried out in Kew between April 2019 and March 2020; residual waste and co-mingled both make up 41% of collections within the ward. Green waste collections in the ward is higher than those seen across the Borough: 18% in Kew compared to 15% across Sefton (Table 25).

Calls for Service – Environmental Issues

There were 174 calls made to Sefton's contact centre relating to environmental issues between April 2020 and March 2021 in Kew ward. This represents 2% of environmental calls that occurred within Sefton. The ward has a rate of 13 environmental issues per 1,000 population - notably lower than the rate seen across Sefton as a whole (33 per 1,000).

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

Fly Tipping is the most prolific issue in the ward making up nearly half (46%) of all calls, with an increase of 36% in the number of calls from 2019/20 to 2020/21 (compared to a 7% increase across the Borough). The rate of Fly Tipping incidents in Kew (6 per 1,000 population) significantly lower than the Borough rate (15 per 1,000 population).

The increase in Fly Tipping may related to the COVID-19 pandemic with access to local tips being restricted.

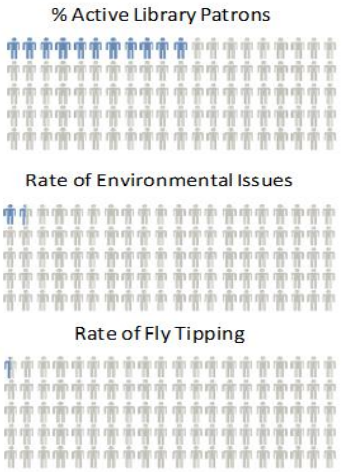


Figure 45: Active Library Patrons (2019/20)

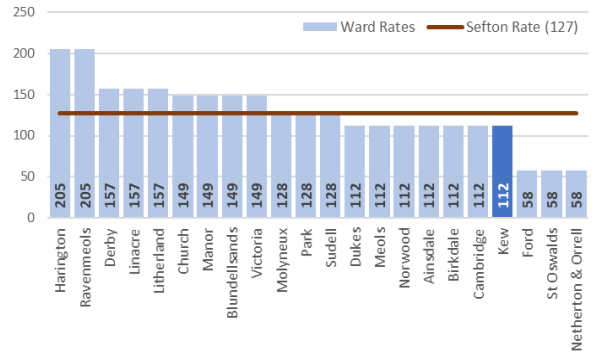


Table 25: Waste Collections (2019/20)

Collection Type	Kew Collections		Sefton %
Co-Mingled	147,004	40.9%	42.4%
Green Waste	64,692	18.0%	14.6%
Residual Waste	148,148	41.2%	43.0%
Total	359,844	100.0%	100.0%

Table 26: Environmental Issues (2020/21)

Enviromental Issues Apr20 - Mar21	Kew Issues				Sefton Issues			
	Count	Rate[1]	Change[2]		Count	Rate[1]	Change[2]	
Accumulation of Refuse	15	1.1	0.0%	▶	337	1.2	9.8%	▲
Dog Fouling	13	1.0	-7.1%	▼	226	0.8	-32.7%	▼
Filthy & Verminous Premises	10	0.8	-9.1%	▼	391	1.4	-8.4%	▼
Fly Tipping	80	6.1	35.6%	▲	4267	15.4	7.0%	▲
Other	9	0.7	-30.8%	▼	400	1.4	-16.1%	▼
Rats	7	0.5	-36.4%	▼	990	3.6	3.0%	▲
Rear Entries	4	0.3	-33.3%	▼	1140	4.1	72.5%	▲
Street Sweeping	36	2.7	-7.7%	▼	1389	5.0	-14.4%	▼
Total	174	13.2	3.6%	▲	9140	33.1	4.1%	▲

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

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

MOSAIC Profile

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

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

In each type there are 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 13,200 residents living in 6,000 households across Kew. Nearly three quarters (71%) of the households in the ward are classified as belonging to just five of the 15 Mosaic Groups – E, F, H, J and M (Table 27) which are generally characterised as:

E – Senior Security
- Retires singles and couples
- Pre-war generation
- Established in community
- I 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

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

J – Transient Renters
- Young singles and home sharers
- Rented low value terraces
- Millennials
- Internet via smartphone
- High social networking
- Don't use land lines
- Household income: £20k - £29,999

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

Table 27: Mosaic Group Breakdown (September 2020)

Mosaic Group	Kew		Sefton	
	Households	Percent	Households	Percent
H Aspiring Homemakers	1105	18.4%	13332	10.5%
M Modest Traditions	934	15.5%	9994	7.8%
F Suburban Stability	797	13.3%	17345	13.6%
E Senior Security	751	12.5%	16796	13.2%
J Transient Renters	658	10.9%	10325	8.1%
I Family Basics	528	8.8%	11681	9.2%
G Domestic Success	346	5.8%	7970	6.3%
L Vintage Value	268	4.5%	13798	10.8%
B Prestige Positions	261	4.3%	11336	8.9%
N Urban Cohesion	178	3.0%	1430	1.1%
O Rental Hubs	150	2.5%	4521	3.6%
K Municipal Tenants	35	0.6%	7785	6.1%
A City Prosperity	3	0.0%	103	0.1%
C Country Living		0.0%	353	0.3%
D Rural Reality		0.0%	582	0.5%
Total	6014		127351	

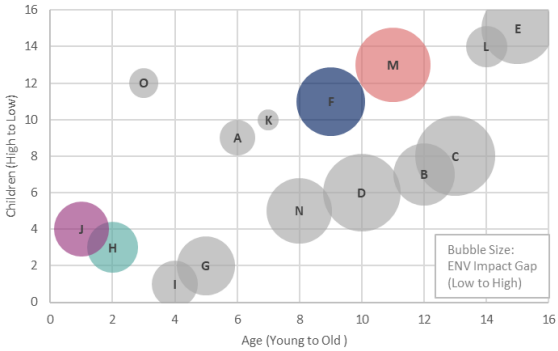
Generic MOSAIC Characteristics

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 Kew:

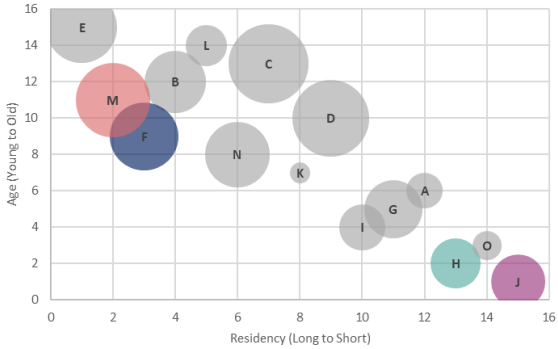
The groups are split into two distinct age categories, with the younger two groups being likely to have children. The environmental impact gap within the ward appears to be average to high (Figure 46).

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



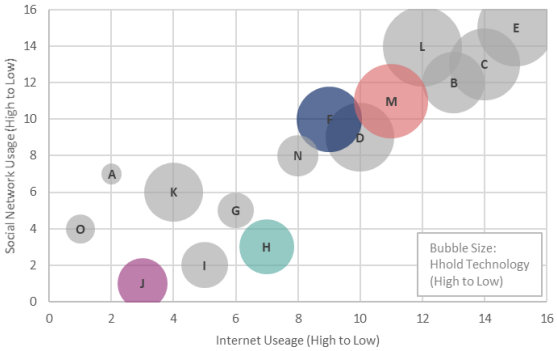
Younger people residing in the ward tend to be more transient than the older generation who have lived in the ward for a long time (Figure 47).

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



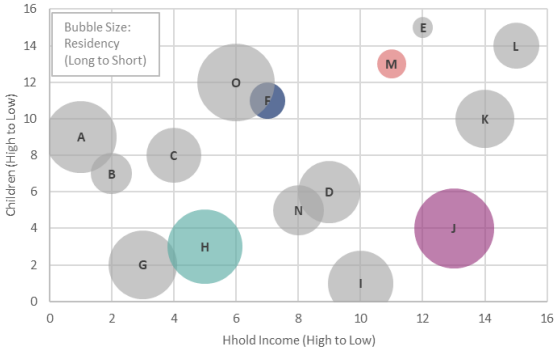
Household technology along with internet and social network usage is higher in the two younger groups (Table 48).

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



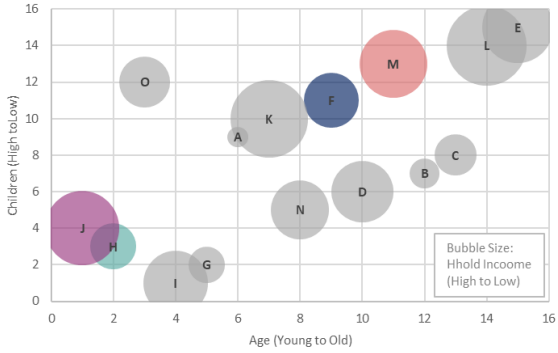
The two more transient groups with high numbers of children have resided within the ward a shorter time, though their household income varies vastly (Figure 49).

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



Household income for four of the five groups is relatively low. The age and number of children does not seem to influence this. One of the younger groups with high numbers of children has one of the lowest incomes in comparison to the second similar group which has one of the highest incomes (Figure 50).

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

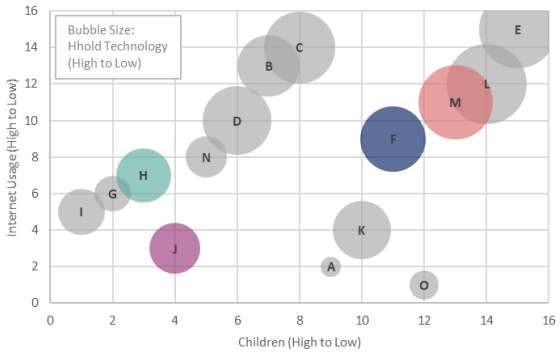


The two groups with high numbers of children have higher levels of social network usage and household income does not seem to influence this (Figure 51).

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

Household technology along with internet usage is higher in the two younger groups with high numbers of children (Table 52).

Figure 52: Mosaic Groups by Internet Usage, Number of Children and Household Technology (2020)



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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 payed to those aged 16 and over to help with extra costs caused by long term health conditions (it is gradually replacing Disability Living Allowance)

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

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

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

"**Key Stage 1** is taught during Years 1 and 2 of primary school. Targets defined in the National Curriculum are assessed at the end of each Key Stage."
http://www.bbc.co.uk/schools/parents/national_curriculum_key_stages/

"**Key Stage 2** is taught during Years 3 to 6 of primary school. Targets defined in the National Curriculum are assessed at the end of each Key Stage."
http://www.bbc.co.uk/schools/parents/national_curriculum_key_stages/

Progress 8 and Attainment 8

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

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

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

Attainment 8 measures the achievement of a pupil across 8 qualifications including mathematics (double weighted) and English (double weighted), 3 further qualifications that count in the English Baccalaureate (EBacc) measure and 3 further qualifications that can be GCSE qualifications (including EBacc subjects) or technical awards from the DfE approved list."
Https://www.gov.uk/government/uploads/systemuploads/attachment_data/file/583857/Progress_8_school_performance_measure_Jan_17.pdf

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

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

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

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

Acronyms and Abbreviations

A&E – Accident and Emergency

ASB – Anti Social Behaviour

ASC – Adult Social Care

BAME – Black, Asian & Minority Ethnic

CHD – Coronary Heart Disease

CLA – Children Looked After

COPD – Chronic Obstructive Pulmonary Disease

CP – Child Protection

CS – Children's Services

CR – Crude Rate

CTC - Child Tax Credits

CTR – Council Tax Reduction

DLA – Disability Living Allowance

EBacc - English Baccalaureate

EH – Early Help

ELAS – Emergency Limited Assistance Scheme

ESA – Employment Support Allowance

EU – European Union

EYFS – Early Years Foundation Stage

FSM – Free School Meals

GCSE – General Certificate of Secondary Education

HB – Housing Benefit

IDACI – Income Deprivation Affecting Children Index

IDAOPI – Income Deprivation Affecting Older People Index

IMD – Index of Multiple Deprivation

IS – Income Support

JSA – Job Seekers Allowance

KS – Key Stage

LCR – Liverpool City Region

LSOA – Lower Super Output Area

MFARS – Merseyside Fire and Rescue Service

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

Overview

Kew 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 Composiotion / Occupancy Rate / Tenure (2011)

Census 2011 (2011 Census - Nomis - Official Labour Market Statistics (nomisweb.co.uk))

Vacant and Void Property (2020)

Sefton MBC – Debbie McEnaney

Council Tax / Single Occupancy (2020)

Sefton MBC – Financial System Support

New Build Properties (2021)

Sefton MBC – Kate Calderbank

Property Price Paid (2019)

Price Paid Data - GOV.UK (www.gov.uk)

Car Registration (2019)

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

Economy & Business

Licensed Premises / Inspections

Sefton MBC – Andy Walsh

Economically Active / Inactive / Unemployed

Census 2011 (2011 Census - Nomis - Official Labour Market Statistics (nomisweb.co.uk))

Household Income - Mosaic (2020)

Sefton MBC – Experian Mosaic

Benefits & Support

Unemployment (2021)

Nomis - Official Labour Market Statistics (nomisweb.co.uk)

UC / PIP (2021)

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

Child Benefits (2020)

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

Council Tax Reductions (2020)

Sefton MBC – Financial System Support

Emergency Limited Assistance Scheme - ELAS (2020)

Sefton MBC –Della Haddley

Trussell Trust Food Bank (2019/20)

St Leonards Foodbank

Christ Church Foodbank

Education

Nursery / Primary / Secondary Settings (2020)

Sefton MBC – School Census (January 2020)

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

Sefton MBC – Shelley McKeown

NEET (January 2021)

Career Connect – Sarah Vaughan

Community Safety

Crime / ASB (2020/21)

Merseyside Police – Karen Carmichael

Deliberate Fires (2020/21)

Merseyside Fire and Rescue – Rob Hanson

Health

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

Service Demand & Delivery

Children Social Care (31st March 2020)

Sefton MBC – Jim Conalty

CiN / CP (31st March 2020)

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

LAC (31st March 2020)

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

Early Help (31st December 2020)

Sefton MBC – Della Haddley

YOT (2020)

Sefton MBC – Suzie Mossman

Adult Social Care

Sefton MBC – Charlotte Humphreys

Libraries

Sefton MBC – Andrew Farthing

Domestic Waste / Environmental Issues

Sefton MBC – Andy Walsh

Mosaic Profile

Sefton MBC – Experian Mosaic Database

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