Sefton Council

Ward Profile

Norwood

Councillor Mhairi Doyle MBE

Councillor Greg Myers

Councillor Dave Neary PhD

Released: December 2021

Collated by Gemma Monaghan Murrow
Commissioning Support & Business Intelligence Service
Data, Insight, Business Intelligence, & Performance

Last Updated: 10/10/2024

Document Control

Issue/Amendment Record

Version	Date of Issue	Reason for Issue
V12	04/10/2017	Final 2017
V0	14/12/2021	Update 2021
V1	21/12/2021	Change to Map 1: Norwood Assets
V2	11/04/2022	Update highlights
V3	10/10/2024	Change to Councillors

Document Ownership

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

Distribution

Cabinet

Council

Chief Executive

SLB

Public

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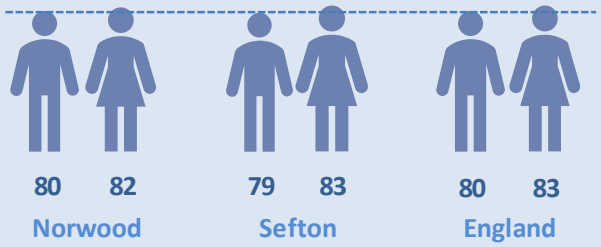
Highlights

Life Expectancy



Life Expectancy at Birth (2015 - 2019)

Free School Meals

Proportion of children taking Free School Meals(Jan 2020)

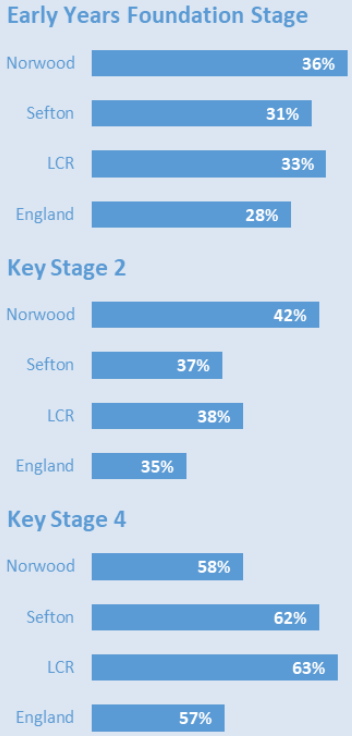
Children Social Care

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

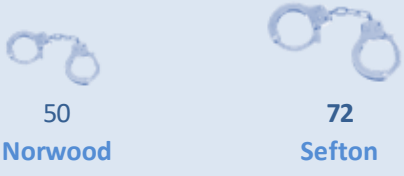


Percentage of Children NOT Achieving a Good Level of Development or Attaining Standard (18/19)

Emergency Limited Assistance Scheme

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

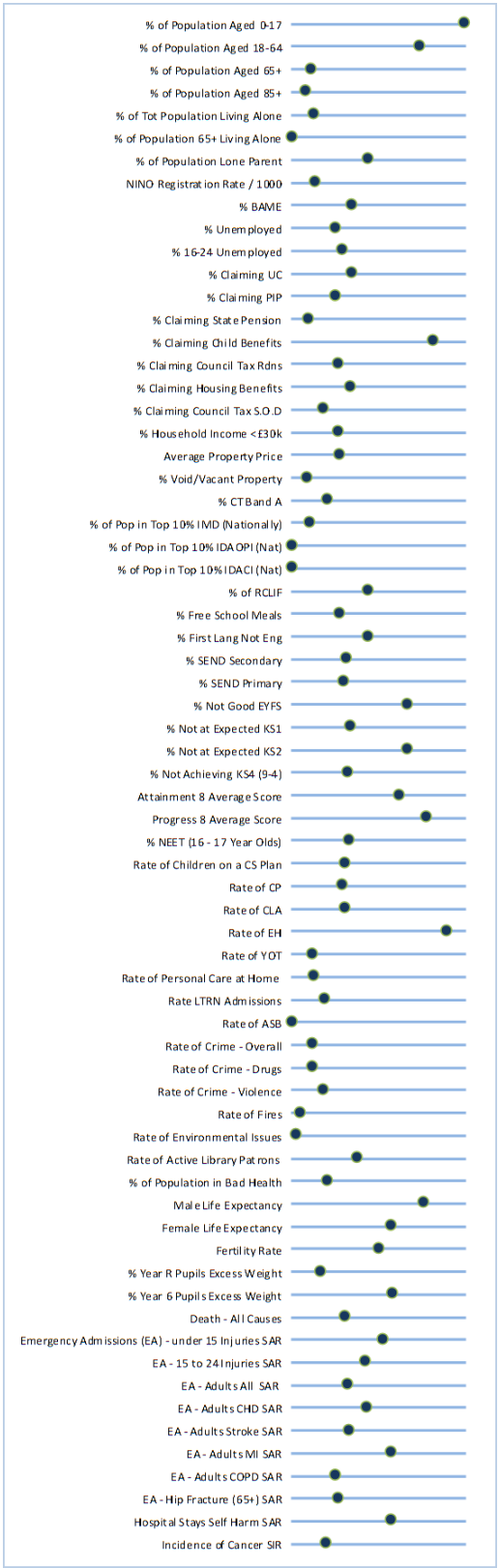
Reported Crimes



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

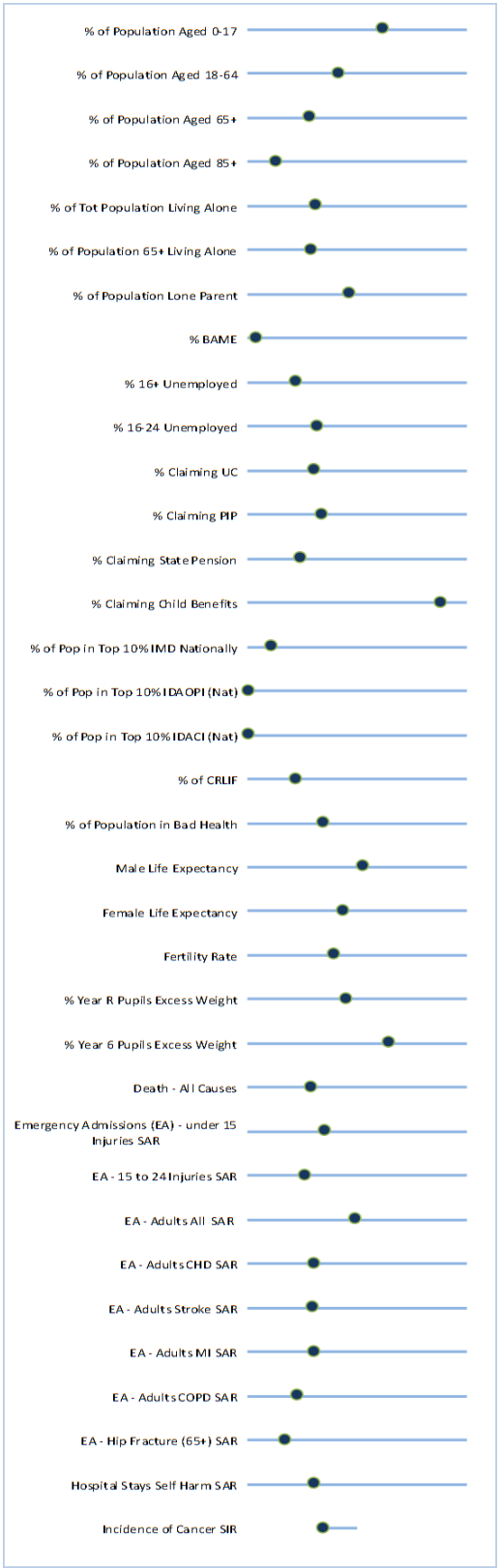
Sefton Comparative Position

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.



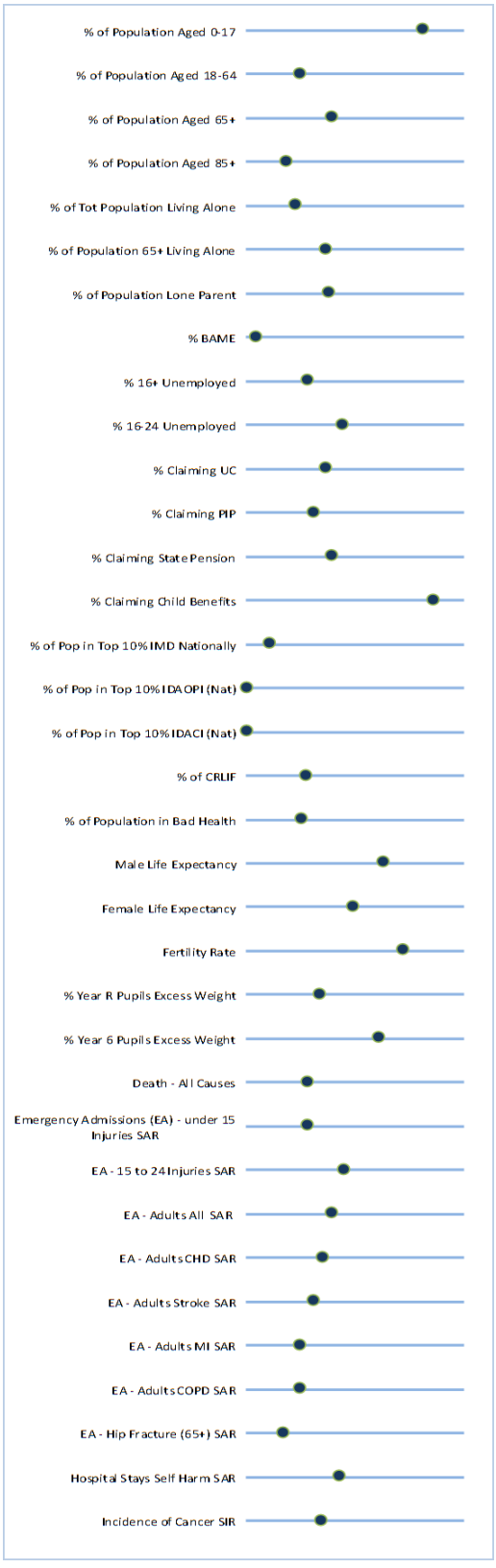
National Comparative Position

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



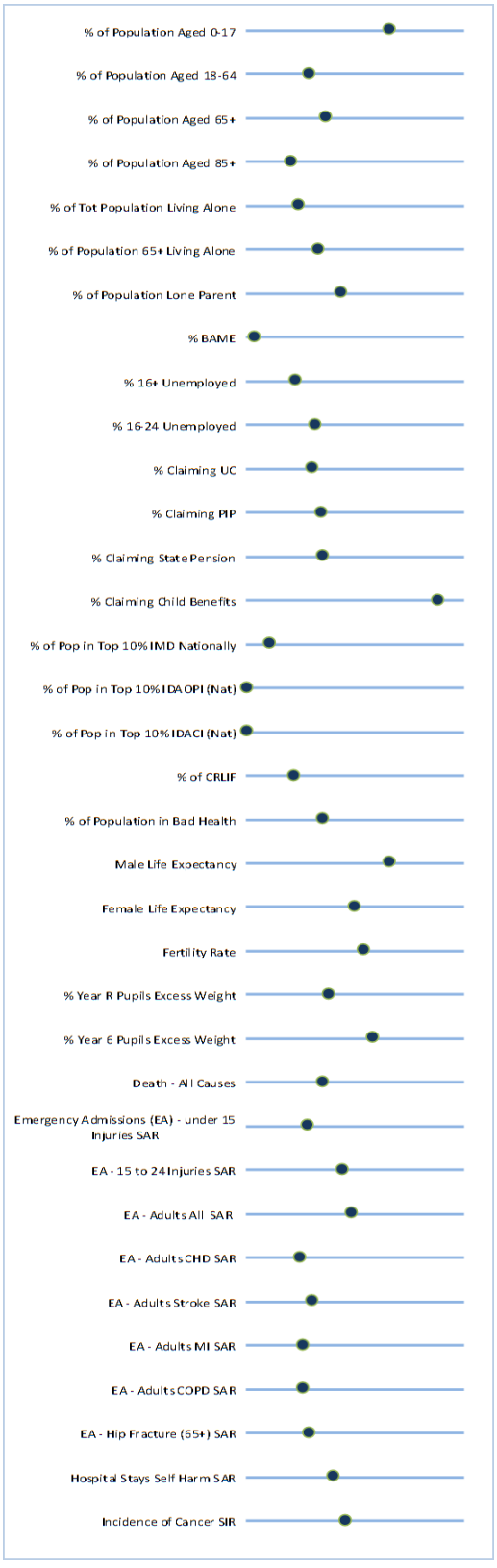
LCR Comparative Position

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

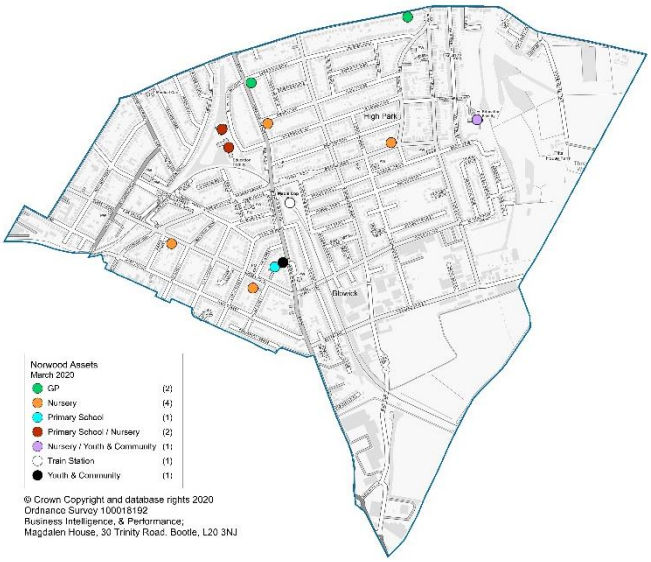
Sefton is a metropolitan borough of Merseyside, England and its local authority is Sefton Council. Sefton was formed, following the Local Government Act 1972, on 1 April 1974.

Norwood 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 Blowick and High Park areas. Norwood is bordered by Cambridge and Meols wards to the North, West Lancashire Borough Council to East, Kew ward to the South and Dukes to the West.

In the ward there are/is:

- Two GP Surgeries
- Four Nurseries
- Two Primary Schools
- A Primary School / Nursery
- A Nursery / Youth and Community Centre
- A train station
- A Youth & Community Centre

Map 1: Norwood Assets



COVID-19

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

Implications for Service Delivery

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

- Primary school places may be in demand as 5 to 9year olds make up one of the highest population bands in the ward.
- The over 65 population in the ward has shown a 10% increase over the past decade, possibly leading to increased demands i.e. adult social care and GP / health services.
- Small pockets of high-level deprivation of all types in the ward; coupled with an increase in overall deprivation may lead to more services being required across the ward.
- The ward has a lower rate of education attainment across some key stage areas compared to the Sefton average, thus placing additional demand on school and education services.
- The ward has low levels of crime and disorder, however increases in Anti-Social Behaviour and fires have been seen, this coupled with, budgets cuts seen by both Merseyside Police and Merseyside Fire and Rescue may result in increases in demand and therefor increasing level of direct costs.
- 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.
- The low to average life expectancy coupled with some hospital admission rates being higher than average may lead to increased demand for services specifically those relating to health.

Demographics

The latest 2019 population estimates indicate there are approximately 15,200 people living in Norwood.

Overall, the people of the ward tend to be younger than the Sefton, Liverpool City Region (LCR), and England averages. Some 24% of the population is aged 0-17 compared to 20% in Sefton and LCR, with 21% in England

There may be a higher demand on education services within the ward than compared to the Borough as a whole as, rates of school age children (4 to 16) are higher in the ward than the comparator areas, meaning places within local schools may be limited and people having to travel further afield to attend schools and colleges. It is likely there will be specific demand around primary school places as Norwood's population pyramid indicates those aged 5 to 9year olds make up one of the highest age bands within the ward (Figure 1).

63% of the population are of "working age" (16 – 65) meaning demand for jobs in the area will be relatively high, or for those out of work increase demand for benefit support.

The overall population in the ward has seen an 2% increase between 2010 and 2019. Compared to a 1% increase seen across Sefton.

Over the last decade the number of young people (0-17) in the ward has increased by 2% (Figure 2), with those aged 65 and over increasing by 22%.

In the last Census (2011) 95% of the population was born in the United Kingdom. With 3% 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 166 NINo registrations were made within Norwood 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 17 per 1,000 16 to 65-year olds living in Norwood. This is lower than the rate seen across Sefton as a whole (28 per 1,000) the Liverpool City Region (46) the North West (53) and England (85).

83% of the overseas national registrations within Norwood during the period were from European Union countries (EU). The top five countries of registration were from the EU (Figure 3);

- Romania (24%)
- Poland (17%)
- Latvia (8%)
- Portugal (7%)
- Greece (4%)

Although the overall numbers are very low, between October 2015 and March 2020 the number of registrations in Norwood has fluctuated across the quarters, ranging from no registrations to a high of approximately 21. Due to the COVID-19 pandemic figures post March 2020 are currently unreliable (Figure 4).

Table 1: 2019 Ward Population Distribution Comparisons

	Norwood	Percentage			
	Count	Ward	Sefton	LCR	England
Total	15,232	-	-	-	-
Males	7,459	49%	48%	49%	49%
Females	7,773	51%	52%	49%	50%
Aged 0-17	3,600	24%	20%	20%	21%
Aged 0-19	3,909	26%	21%	23%	24%
Aged 4-16	2,695	18%	14%	15%	16%
Aged 16-65	9,655	63%	60%	64%	63%
Aged 18-64	9,110	60%	57%	61%	60%
Aged 55-65	2,243	15%	16%	14%	13%
Aged 65+	2,522	17%	24%	19%	18%
Aged 85+	256	2%	3%	2%	2%

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

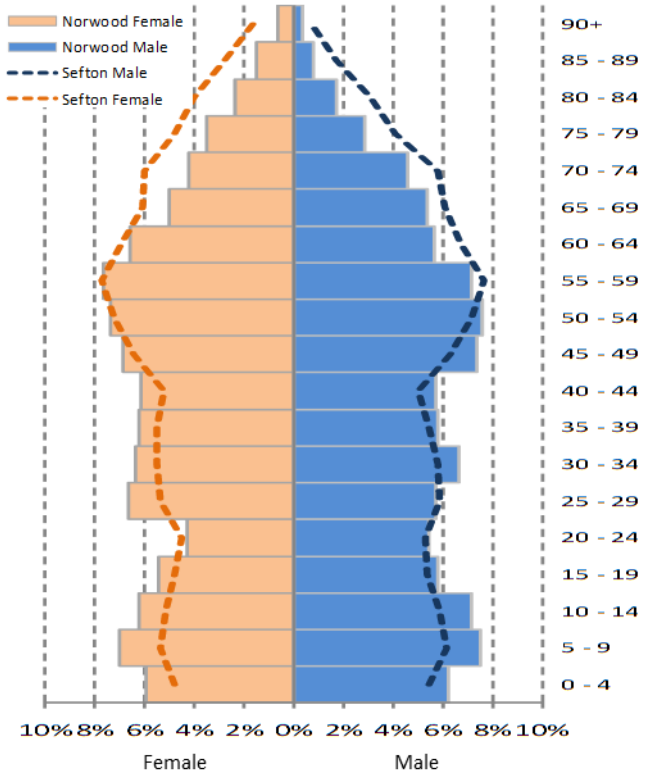


Figure 2: Population Change by Core Age Groups

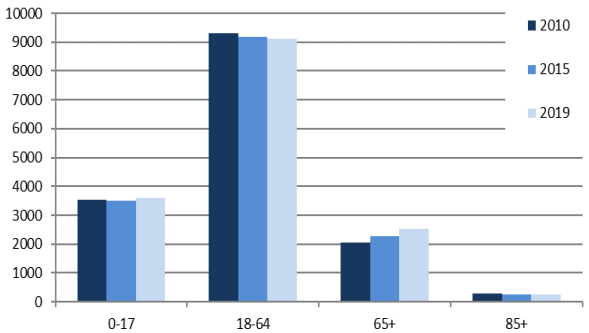


Table 2: NINo Applications 2015/16 – 2019/20

	Norwood	Rate per 1,000 Population Aged 16-65				
	Count	Ward	Sefton	LCR	NW	England
European Union NINo	138	14.3	21.8	31.4	33.2	58.0
Asia NINo	14	1.5	2.9	8.3	12.2	15.2
Rest of the World NINo	14	1.5	2.5	5.2	6.1	9.7
All Overseas NINo	166	17.2	27.7	45.9	52.6	85.5

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

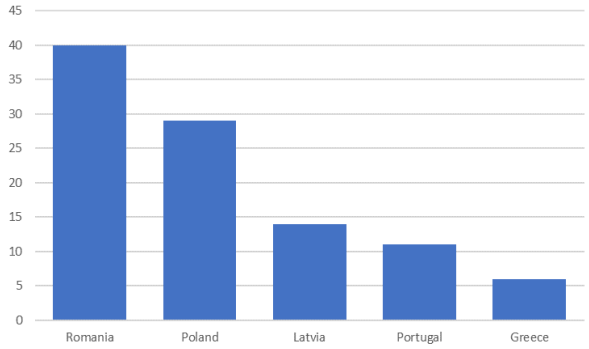
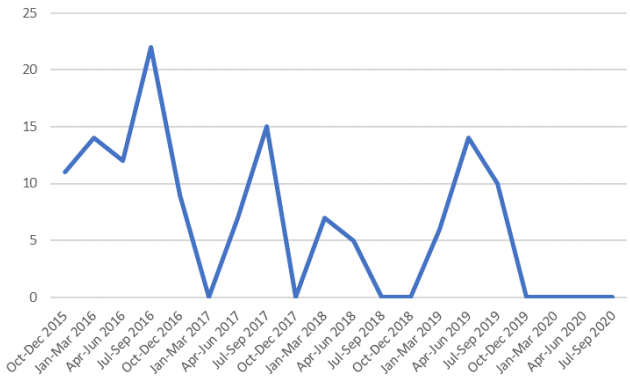


Figure 4: NINo Applications by Quarter October 2015 to September 2020



Service Demand

Approximately 6% of Norwood residents aged 65 and over received some form of long-term care from Sefton's Adult Social Care during the 2020/21 financial year.

Approximately 3% of the 0 – 17-year-old population within the ward were known to Sefton Children's Social care as at 31st March 2020.

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

Deprivation

Residents of the ward are living in some of the most deprived areas within England. The Index of Multiple Deprivation (IMD) measures levels of deprivation across seven domains. The higher the score the more affected or 'deprived' an area is.

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

Of the 10 LSOAs which make up Norwood three are within the top 30% of most deprived areas nationally; indeed, one of them is in the top 10% (Map 2). Five of the LSOA have shown 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. The average score across the ward is 22.8 compared to 27.3 across Sefton as a whole, 34.9 in LCR, 27.9 across the North West and 21.7 in England.

The income deprivation affecting older people index (IDAOPI) is a supplementary index to the IMD. In general, the ward is populated by some of the lesser income deprived older people in the country. However, three of the wards LSOAs are in the top 30% affected areas nationally. The average IDAOPI score across the ward was 0.18, compared to Sefton and NW – 0.19, LCR – 0.24, England – 0.17.

All bar one the 10 LSOAs have shown reductions in IDAOPI between 2015 and 2019 suggesting an improvement in older people incomes over the period possibly as a result of the protection of Pension levels over the period (Map 3).

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

Though two of Norwood's LSOAs are in the top 30% affected areas nationally. The average IDACI score across the ward is 0.15 lower than three of the comparator areas (Sefton 0.17, LCR 0.23, NW 0.18 and England 0.16)

Eight of the 10 LSOAs have shown decreases in levels of IDACI between 2015 and 2019 suggesting a slight improvement in parental income over the period (Map 4).

It is estimated that in 2019/20 there were some 647 dependent children (aged 0-19) within Norwood living in relative low-income families. This equates to approximately 17% of all children in the ward (Figure 5). This is an overall rise of 14% when compared to 2015/16. Norwood continually has a lower level than that of Sefton, LCR, the North West and England (Figure 6).

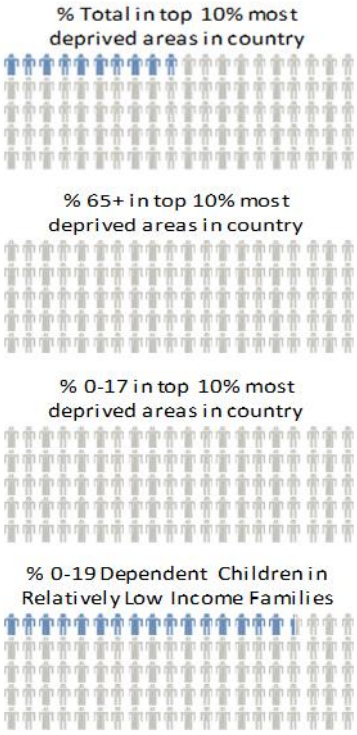


Figure 5: Children in Relative Low-Income Families (2019/20)

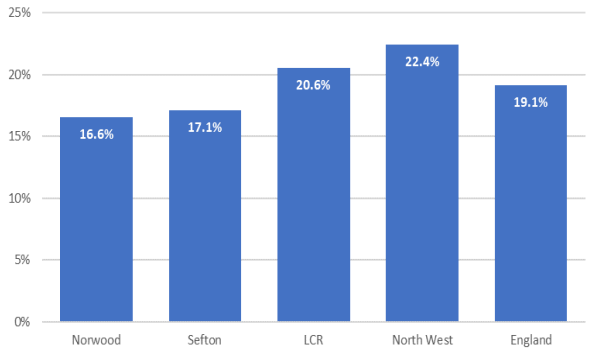
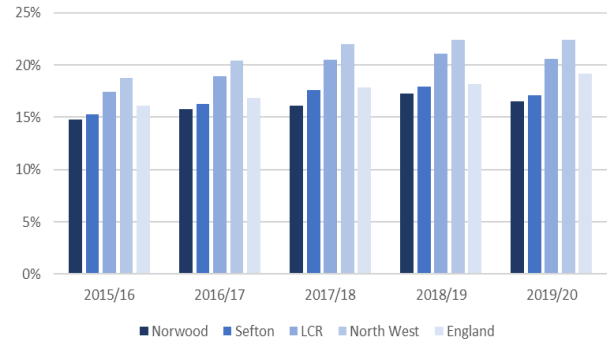
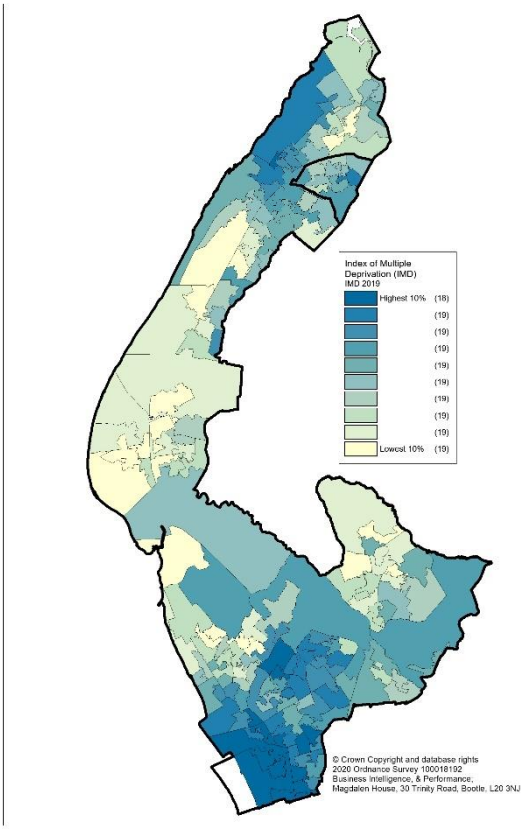


Figure 6: Children in Relative Low-Income Families (2015/16 to 2019/20)

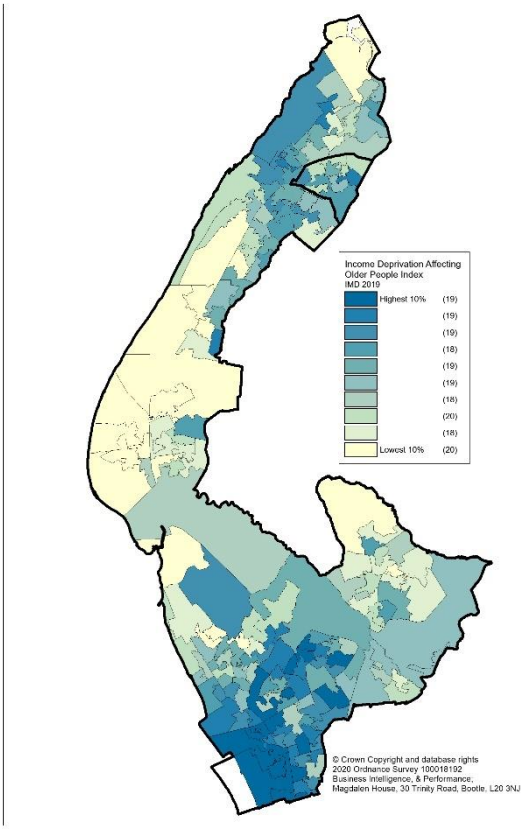


Overall Norwood has a lower than average level of all deprivation types, however, there are small pockets of residents within the ward who are worse off than others. In general, the lower levels of deprivation go hand in hand with low levels of demands for services covering all ages including children's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

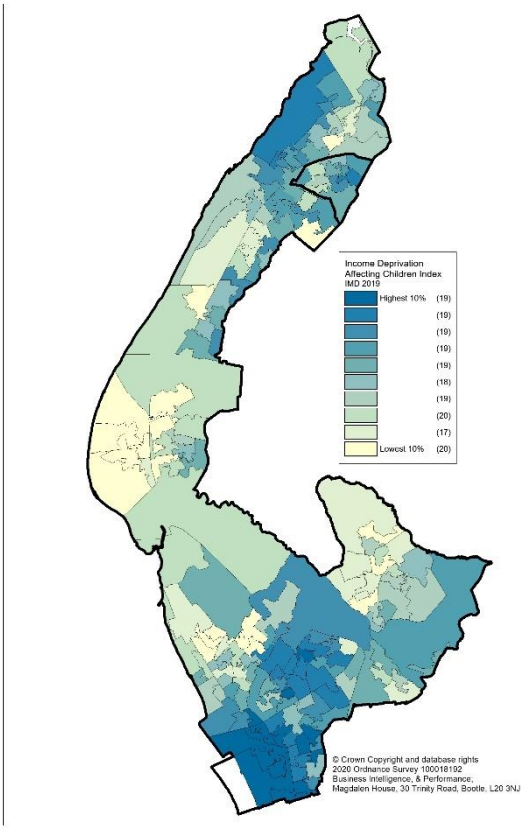
Map 2: Overall IMD Score by LSOA (2019)



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.

In the 2011 Census:

- 26% of households were occupied by just one person (Sefton was 32%, LCR 34%, NW 32%, and England 30%).
- 11% of households were occupied by someone aged 65+ living alone higher than the local and national averages. (Sefton was 16%, LCR 13%, NW 13%, and England 12%).
- 15% of households were occupied by a lone parent. (Sefton was 13%, LCR 14%, NW 12%, and England 11%). Within the ward there is a slightly higher level than that seen across the Borough indicating that demands on services relating to children will be higher, coupled with the overall increased levels of deprivation seen in the ward.
- 72% of households had an occupancy rating of +1 or more - an indication that the households had one or more bedrooms than 'required'. This is considerably higher than the rates seen across the Borough (74%), City Region (73%), Northwest (72%) and England (69%).
- 8% of all household tenure was local authority or social land-lord rented lower than local and national rates. (Sefton was 14%, LCR 22%, NW and England 18%). With 17% being privately rented properties (higher than Sefton 13%, LCR 16%, NW 15%, and on par with England 17%).
- Just 9% 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% residing in privately rented properties (Sefton was 5%, LCR 4%, NW 5%, and England 4%). Meaning 16% 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; these properties there is a higher rate of privately-owned properties. The ward has a lower level of Council Tax discounts, partly a function of lower level of single occupancy households.

Council Tax

Overall there were 5,957 rateable dwellings in the ward, this makes up 5% of the Sefton total (the same as the Borough average).

55% (3,301 dwellings) within the ward are deemed to fall into Council Tax Band B.

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

Vacant and / or Void Properties

Norwood has a rate of vacant and / or void properties of 30 per 1,000 properties. The ward's rate is lower than the average for the Borough (43 per 1000).

Norwood had a total of 186 vacant and / or void properties as of April 2020 making up 3% of all vacant and / or void properties across Sefton (Table 3).

12% of the vacant and / or void stock in Norwood has been vacant and / or void for over two years.

Nearly two thirds (59%) of Norwood's vacant and / or void properties are registered as being privately owned; notably higher than the Borough rate of 44%. With 3% of the ward's vacant and / or void properties being registered social landlords; lower than Sefton's rate of 7%.

Housing Developments

Provisionally, as at March 2021 there were seven development sites in Norwood (none of which are currently in progress), constituting 62 dwellings of which 47% are intended as 'affordable' (Figure 8). The new builds are predominantly two- or three-bedroom properties (Figure 9).

Sold Properties

There were 212 properties sold in Norwood between January and December 2019, 95% of

which were household dwellings. Of all the properties sold in the ward 83% were semi-detached dwellings. The average property prices within the ward are all lower than those seen across the Borough (Figure 10).

None of the properties sold in the ward during 2019 were new build properties. With 18%, 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. The 2019 Index of Deprivation relating to Housing & Services shows that Norwood has below average issues in terms of housing barriers across Sefton, however, these have worsened from 2015.

Nine of LSOAs making up the ward are in the bottom 20% of affected areas nationally (three of which were in the bottom 5% and a further three in the bottom 1%), meaning that residents of Norwood are living in some of the *least* affected areas for barriers to housing and services across England and Sefton (Map 5).

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

Car Registration

In 2019, 7,896 vehicles were registered with the DVLA in Norwood, 83% of these were cars (6,528). There are approximately 668 vehicles per 1,000 driving age people in the ward (those aged 17 and over). This is higher than Sefton and LCR (Figure 11).

The rate of car registrations in Norwood has increased over the past 10 years (by 6%).

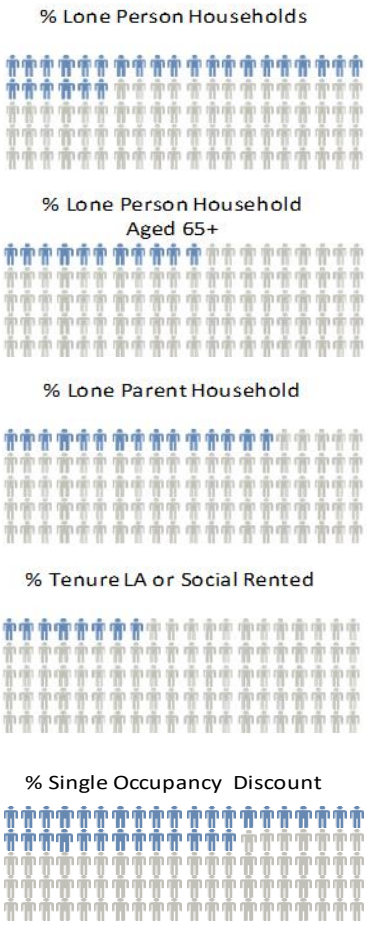


Figure 7: Household Occupancy (Census 2011)

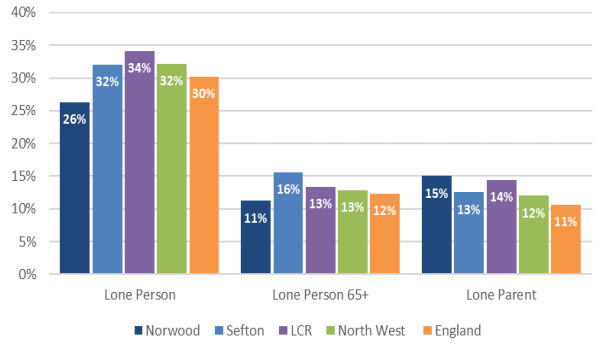


Table 3: Time Void / Vacant (April 2020)

Vacant Proprties April 2020	Norwood		Sefton	
	Count	Rate[1]	Count	Rate[1]
0-6 Months	101	16.2	2417	19.5
6-12 Months	36	5.8	953	7.7
12-24 Months	26	4.2	1029	8.3
24+ Months	23	3.7	957	7.7
Total	186	29.9	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)

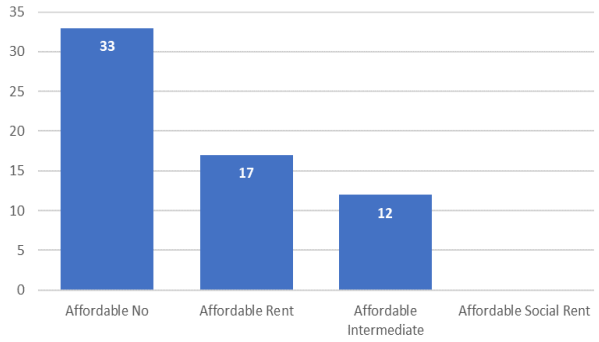


Figure 9: New Build Properties by Bedroom Numbers (March 2021)

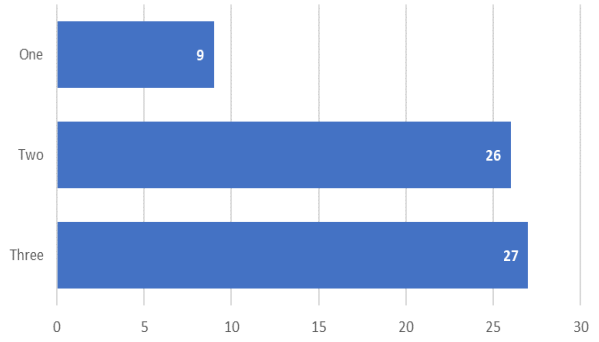
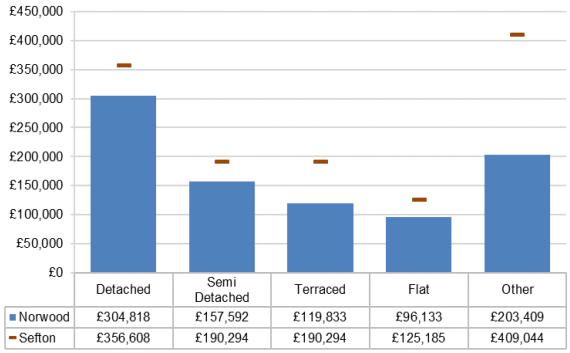


Figure 10: Average Price Paid by Property Type (2019)



	Detached	Semi Detached	Terraced	Flat	Other
Norwood	£304,818	£157,592	£119,833	£96,133	£203,409
Sefton	£356,608	£190,294	£190,294	£125,185	£409,044

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

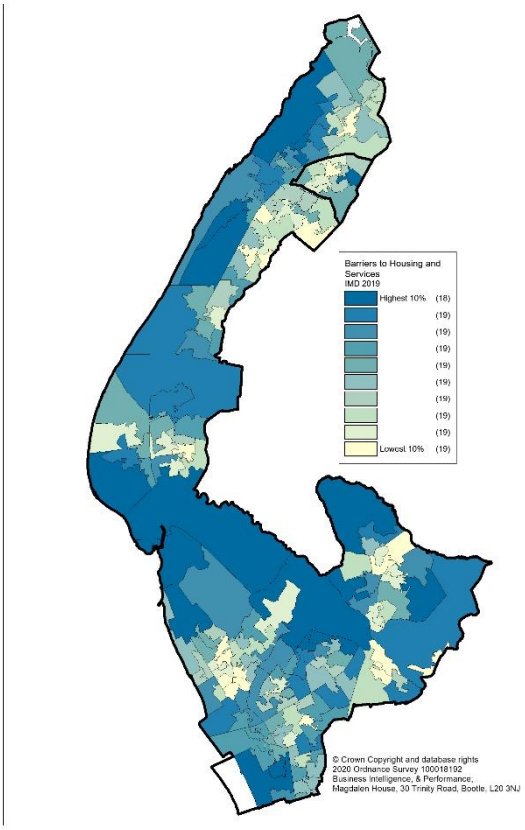
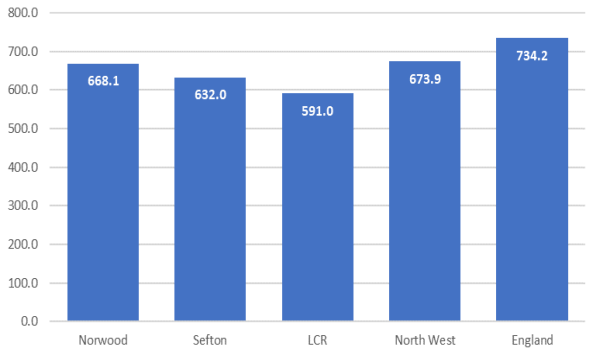


Figure 11: Rate of Vehicle Registrations (2019)



Economy & Business

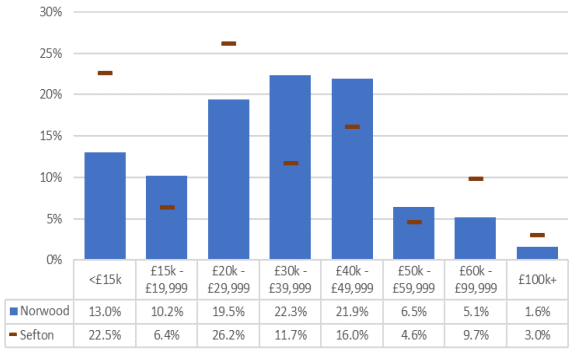
As of September 2020, there were a total of 20 establishments throughout Norwood which hold a license under the 2003 Licensing Act; these include locations which sell alcohol (shops, pubs, clubs and restaurants) along with properties serving hot food after 11pm. Norwood makes up 2% of all Sefton's licensed premises lower than the Sefton average of 5%.

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

Within Norwood there were 79 inspections carried out of commercial properties (ranging from large chain stores e.g. Asda / Tesco, to the local corner shop) during 2019/20.59% of these related food hygiene inspections.

According to Experian Mosaic in 2020, 13% (785) of households within Norwood had an annual income of less than £15,000 (Figure 12), considerably lower than the rates seen across Sefton. Possibly due to the area being predominantly stable more affluent households.

Figure 12: Household Income – Mosaic (2020)



The 2011 Census indicated that of the then 10,735 residents aged 16 to 74 living within Norwood, 73% were economically active (Table 4).

Of these economically active residents, 38% were employed full time; 18% employed part time; and 10% were self-employed (Table 5).

27% were economically in-active; of whom 12% were retired and 5% were registered as long-term sick or disabled. In total 210 (1%) had been unemployed long term (Table 6).

Table 4: Economically Active (2011)

	Norwood	Percentages				
	Count	Ward	Sefton	LCR	NW	England
All	7799	72.7	67.1	65.7	67.8	69.9
In employment	6940	64.6	59.1	56.2	59.6	62.1
Employee: Part-time	1879	17.5	15.0	14.0	13.9	13.7
Employee: Full-time	4043	37.7	35.8	35.6	37.5	38.6
Self-employed	1018	9.5	8.2	6.6	8.2	9.8
Unemployed	491	4.6	4.9	5.8	4.7	4.4
Full-time student	368	3.4	3.1	3.7	3.5	3.4

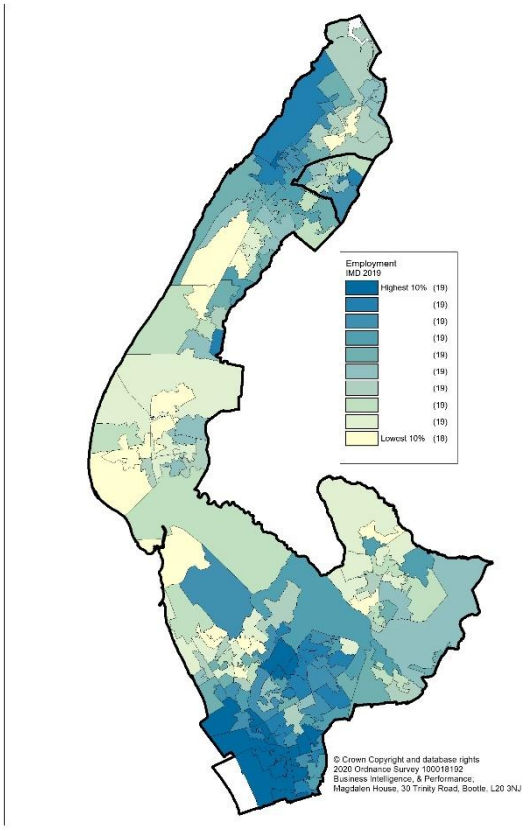
Table 5: Economically Inactive (2011)

	Norwood	Percentages				
	Count	Ward	Sefton	LCR	NW	England
All	2936	27.3	32.9	34.3	32.2	30.1
Retired	1313	12.2	17.3	14.7	14.8	13.7
Student	455	4.2	4.4	6.3	5.6	5.8
Looking after home or family	431	4.0	3.4	3.9	3.9	4.4
Long-term sick or disabled	572	5.3	5.9	7.1	5.6	4.0
Other	165	1.5	1.9	2.3	2.2	2.2

Table 6: Unemployed (2011)

	Norwood	Percentages				
	Count	Ward	Sefton	LCR	NW	England
Age 16 to 24	150	1.4	1.4	1.7	1.4	1.2
Age 50 to 74	80	0.7	1.0	1.0	0.8	0.8
Never worked	52	0.5	0.7	1.0	0.8	0.7
Long-term	210	2.0	2.0	2.4	1.8	1.7

Map 6: Employment IMD Score by LSOA (2019)



Three LSOAs are in the top 20% of affected areas nationally, meaning the residents of these areas are living in some of the most affected areas in England for working age people involuntarily excluded from the labour market (Map 6). The ward's average score is higher than England's.

Benefits & Support

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

In January 2021, approximately 555 working age people residing in the ward were claiming out of work benefits. This is 6% of all the working aged residents; lower than Sefton, LCR, North West (all 7%). With 8% of residents in the ward aged between 16 and 24 were claiming out of work benefits lower than Sefton and LCR areas (Figure 13).

The rates of working age residents claiming out of work benefit in Norwood have seen increases across the past five years (Figure 14), with an overall rise of 270% (405). 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 Norwood 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.

1,524 working age residents in Norwood were claiming Universal credits in January 2021 (61% of these were not in employment). The rate of working age residents claiming UC in the ward is 161 per 1,000, lower than most 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, 813 residents were claiming PIP in Norwood, a rate of 86 per 1000 residents (aged 16+). This rate is lower than seen across Sefton and LCR (Figure 16).

Child Benefits

1,955 families in Norwood are claiming child benefits relating to 88% (3,425) of children in the ward in 2020. The ward has a higher rate of children in families claiming child benefits than that of the Borough, City Region, Region and Nationally (Figure 17).

Council Tax Reduction

In January 2020, there were 1,703 households in the ward claiming Council Tax Reduction (18% of all rated households), lower than the Sefton average of 20% (Figure 18).

Sefton's Emergency Limited Assistance Scheme (ELAS)

During 2020, there were 141 applications to Sefton's ELAS by residents within Norwood (Table 7). Of the applications in the ward, 59% were approved in full, with 9% being partially approved. Norwood has seen an overall reduction in the number of applications approved over the past four years (42%). Norwood made up just 2% of all Sefton's applicants.

Trussell Trust Food Bank

Trussell Trust Food Bank data for April 2019 to March 2020 shows that 305 vouchers were issued to residents of Norwood ward, with 888 residents being fed by a Food Bank located in Sefton, equating to 58 per 1,000 residents which is lower than the Sefton rate of just 66 per 1,000 residents. There has been a 12% reduction in the number of vouchers issued compared to the previous year.

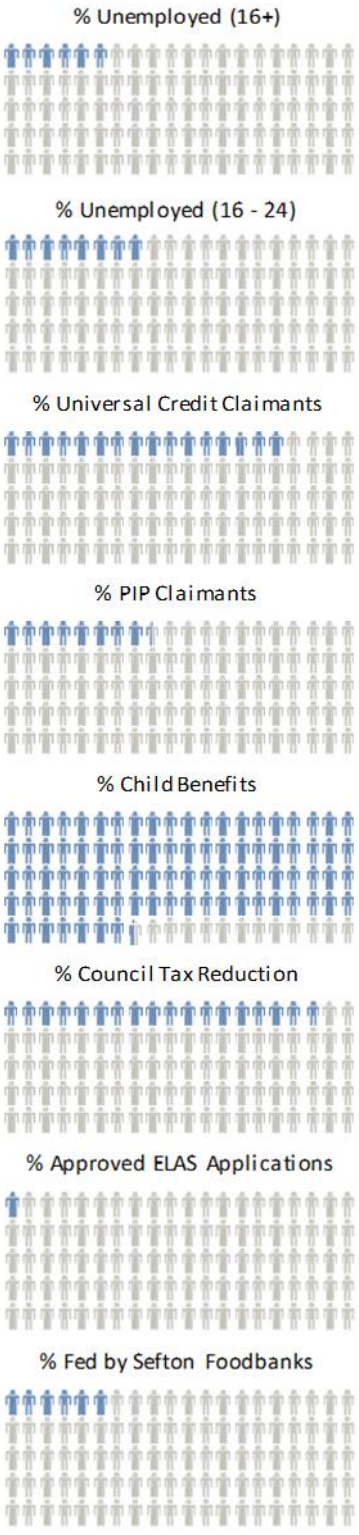


Figure 13: Rate of Working Age Residents Claiming Out of Work Benefits (January 2021)

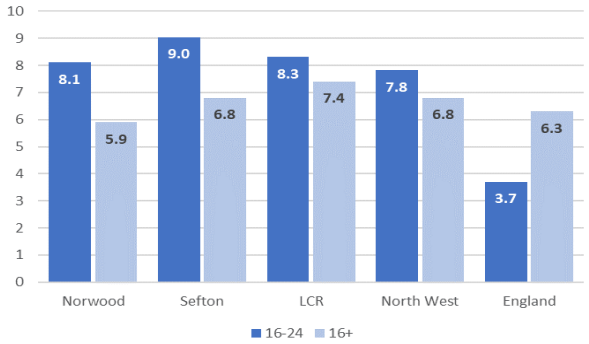
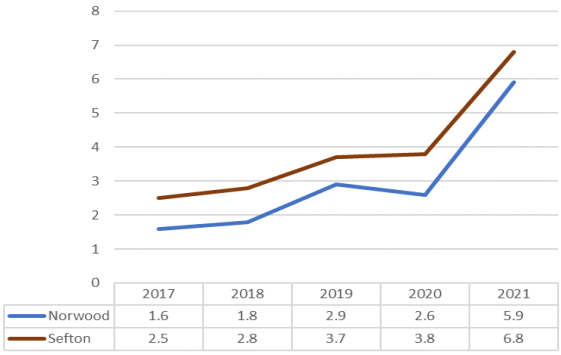
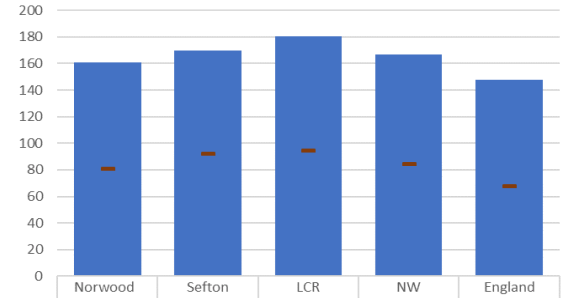


Figure 14: Rate of Working Age Residents Claiming Out of Work Benefits (January 2017/18/19/20/21)



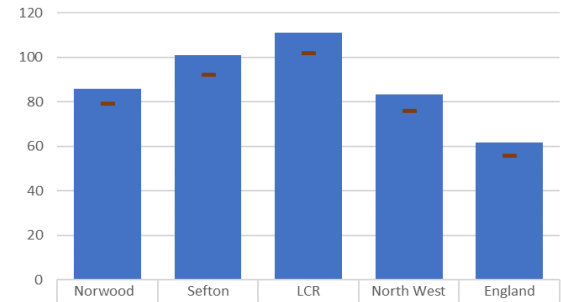
	2017	2018	2019	2020	2021
Norwood	1.6	1.8	2.9	2.6	5.9
Sefton	2.5	2.8	3.7	3.8	6.8

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



	Norwood	Sefton	LCR	NW	England
2021	160.7	169.8	180.4	166.8	148.0
2020	81.4	92.2	94.7	85.0	67.9

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



	Norwood	Sefton	LCR	North West	England
2021	85.8	101.1	111.1	83.4	61.8
2020	79.5	92.4	102.1	76.2	56.1

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

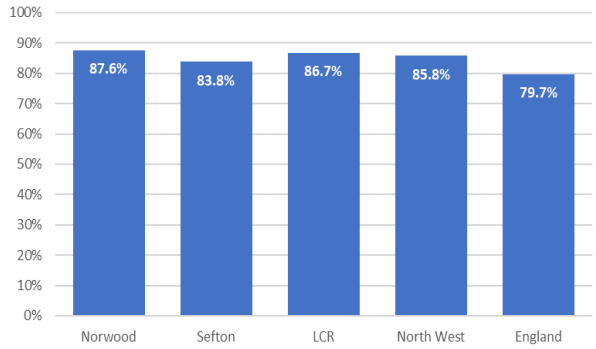


Figure 18: Percentage of Households Claiming Council Tax Reductions (January 2020)

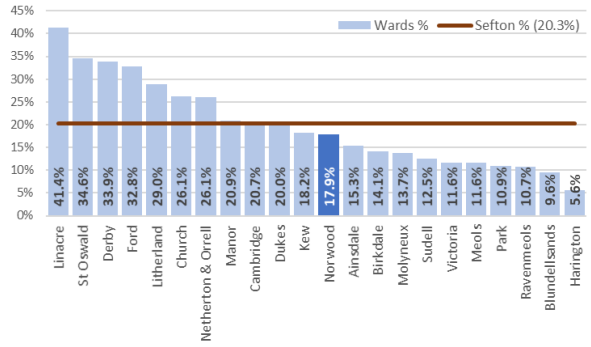


Table 7: Emergency Limited Assistance Scheme (ELAS) Applications (January to December 2020)

	Norwood	Application Status	
	Count	Ward	Sefton
Total Applications	141	-	-
Approved	83	59%	53%
Partially Approved	12	9%	10%
Not Approved	46	33%	37%

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

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

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

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

Within Norwood 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 overall Norwood has a lower than average proportion of children with special educational needs, yet the ward has varying rates of attainment compared to the Sefton results.

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

Nursery Settings

Of the 78 student's resident in Norwood ward attending a Sefton maintained Nursery setting (Table 8):

- 4% of all Nursery pupils in Sefton live in Norwood.
- 13% of the estimated Nursery age population within the ward attend a Sefton maintained nursery (Sefton has a rate of 22%).
- 14% were entitled to a free school meal (Sefton is 7%).
- No pupils were subject to Special Educational Needs (SEN) support (Sefton is 6%).
- 14% had English not as a first language (Sefton is 5%).

Primary School Settings

Of the 1,394 Sefton maintained / academy Primary School students living in the ward (Table 9):

- 7% of all Primary pupils in Sefton live in Norwood.
- 78% of the estimated primary school age population within the ward attend a Sefton maintained primary school (Sefton has a rate of 80%).
- 17% were entitled to a free school meal (Sefton is 21%).
- 13% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- 11% had English not as a first language (Sefton is 6%).

Secondary School Settings

Of the 856 Sefton maintained / academy Secondary School students living in the ward (Table 10):

- 6% of all high school pupils in Sefton live in Norwood.
- 73% of the estimated high school age population within the ward attend a Sefton maintained secondary school (Sefton has a rate of 74%).
- 15% were entitled to a free school meal (Sefton is 19%).
- 14% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- 10% had English not as a first language (Sefton is 5%).

16+ Pupils

Of the 42 Sefton maintained Secondary School students living in the ward (Table 11):

- 3% of all Pupils over 16 in Sefton live in Norwood.
- 5% of the estimated 16 to 20year olds residing within the ward attend a Sefton maintained post 16 setting (Sefton has a rate of 11%).
- 21% were entitled to a free school meal (Sefton is 8%).
- 17% were subject to Special Educational Needs (SEN) support (Sefton is 8%).
- 21% had English not as a first language (Sefton is 5%).

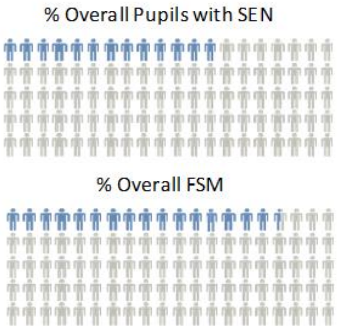


Table 8: Nursery Settings (January 2020)

Nursery Class Pupils	Norwood		Sefton	
	Count	%	Count	%
Total Pupils	78		1923	
Females	35	45%	941	49%
Males	43	55%	982	51%
Receiving Free School Meal	11	14%	141	7%
SEN Support	0	0%	119	6%
English as a First Language[1]	66	85%	1704	89%
English not as a First Language[1]	11	14%	104	5%

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

Table 9: Primary School Settings (January 2020)

Primary School Pupils	Norwood		Sefton	
	Count	%	Count	%
Total Pupils	1394		20075	
Females	685	49%	9680	48%
Males	709	51%	10395	52%
Receiving Free School Meal	241	17%	4145	21%
SEN Support	180	13%	3067	15%
English as a First Language[1]	1196	86%	18195	91%
English not as a First Language[1]	156	11%	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	Norwood		Sefton	
	Count	%	Count	%
Total Pupils	856		13225	
Females	399	47%	6541	49%
Males	457	53%	6684	51%
Receiving Free School Meal	131	15%	2476	19%
SEN Support	122	14%	1993	15%
English as a First Language[1]	766	89%	12508	95%
English not as a First Language[1]	87	10%	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	Norwood		Sefton	
	Count	%	Count	%
Total Pupils	42		1542	
Females	18	43%	772	50%
Males	24	57%	770	50%
Receiving Free School Meal	9	21%	129	8%
SEN Support	7	17%	125	8%
English as a First Language[1]	31	74%	1483	96%
English not as a First Language[1]	9	21%	51	3%

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

Early Years Foundation Stage

Of the 201 students residing within Norwood ward and attending a Sefton maintained setting with an Early Years Foundation Stage (EYFS) level (Figure 19 & Table 12):

- 36% did not achieve a "Good Level of Development". This is higher than the non-achievement levels seen across Sefton and North West (both 31%), LCR (33%) and England (28%).
- 15% 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 199 students residing within Norwood ward and attending a Sefton maintained setting with a KS1 level. For these students (Figure 20 and Table 13):

- 33% did not achieve the expected standard in Reading, Writing, and Maths; less than the averages for Sefton and England both 37%, and the North West at 35%.
- 16% were entitled to a free school meal (Sefton is 18%).
- 9% were subject to Special Educational Needs (SEN) support (Sefton is 14%).

Key Stage 2 (KS2)

During 2018/19 there were 181 students residing within Norwood ward and attending a Sefton maintained setting, with a KS2 level. For these students (Figure 21 and Table 14):

- 42% 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%).
- 18% were subject to Special Educational Needs (SEN) support (Sefton is 17%)

Key Stage 4 (KS4)

During 2018/19 there were 162 students residing within Norwood ward and attending a Sefton maintained setting undertaking GCSE examinations. For these students:

- 58% did not achieve a level between 9 and 5 in English and Maths; below the average for Sefton, LCR, and the North West (Figure 22).
- 85% 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 Norwood had an average Attainment 8 score of 45.9 this was higher than the Borough, city region and region (Figure 24).
- The average Progress 8 score in the ward (0.0) was higher than all the comparison areas. This means that on average students are achieving better than the comparator areas (Figure 25).

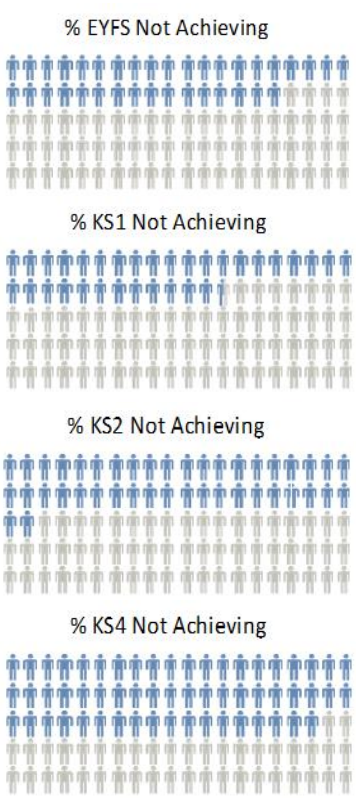


Figure 19: Percentage of Pupils NOT Gaining a Good Level of Development in Early Years Foundation Stage *(2018/19)*

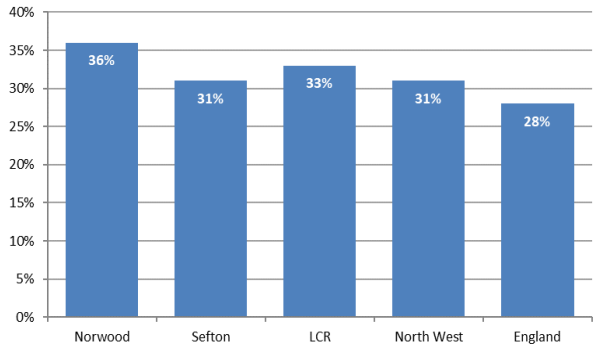


Table 12: Early Years Foundation Stage Settings – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (EYFS)		Eligible for Free School Meal (EYFS)	
	Count	%	Count	%
Norwood	12	6.0%	31	15.4%
Sefton	193	6.7%	457	15.9%

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

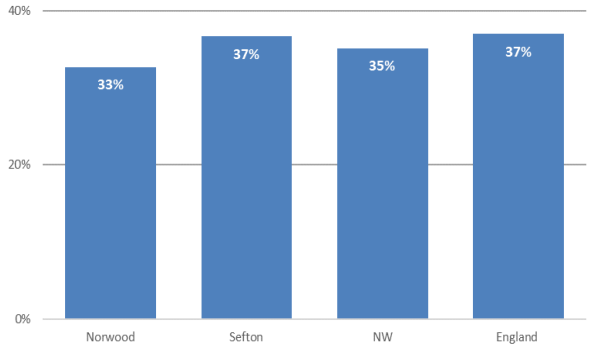


Table 13: Key Stage 1 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS1)[1]		Eligible for Free School Meal (KS1)	
	Count	%	Count	%
Norwood	18	9.0%	31	15.6%
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)

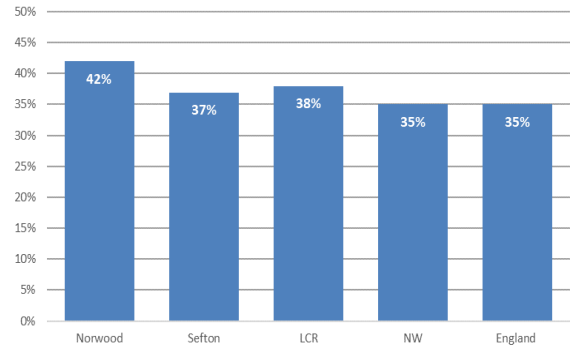


Table 14: Key Stage 2 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS2)		Eligible for Free School Meal (KS2)	
	Count	%	Count	%
Norwood	33	18.2%	27	14.9%
Sefton	465	16.9%	540	19.6%

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

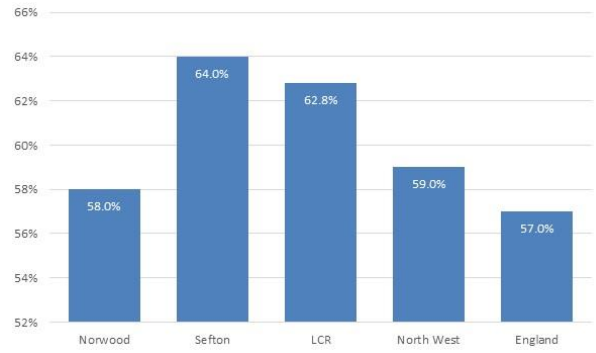


Figure 23: Percentage of Pupils Not Achieving English Baccalaureate 9 to 5 (2018/19)

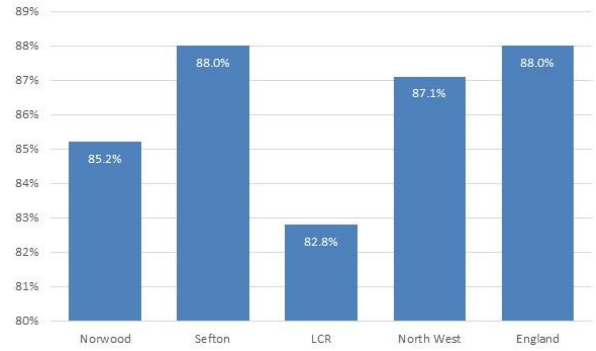


Figure 24: Average Attainment 8 Score (2018/19)

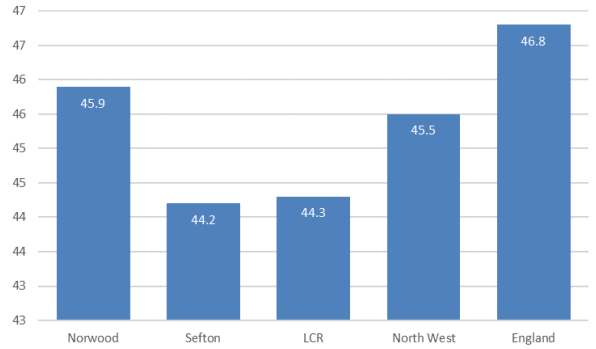
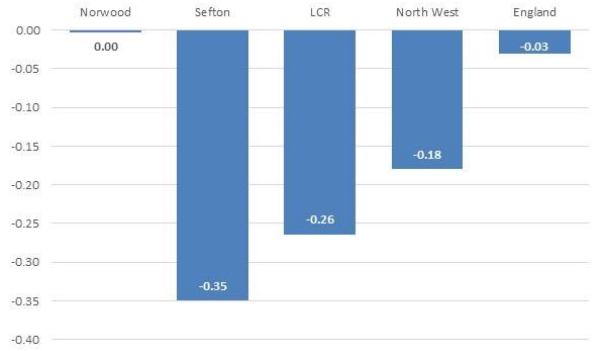


Figure 25: Average Progress 8 Score (2018/19)

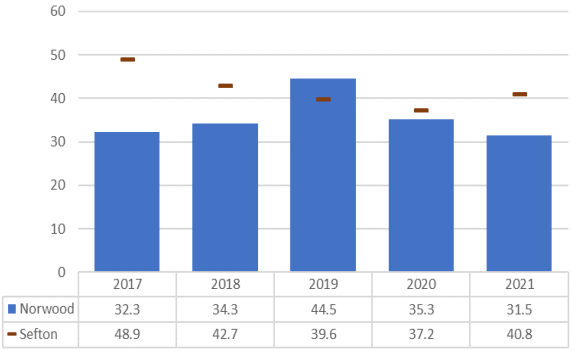


Not in Employment Education or Training (NEET)

In January 2021, there are a total of 17 people aged between 16 and 18 registered as Not in Employment Education or Training (NEET) with Careers Connect residing within Norwood ward. Making up 5% of the Sefton total NEET.

Norwood NEET rates have been lower than those of the Borough for four of the past five years (Figure 26) and have seen fluctuations during the period (2017 to 2021). With 2021 having the lowest rate.

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



Community Safety

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

Crime

There were 766 crimes reported to Merseyside Police between April 2020 and March 2021, in Norwood ward representing 4% of all crimes that occurred within Sefton. This is 50 crimes per 1,000 population - lower than the rate seen across Sefton as a whole (72 per 1,000).

The number of crimes in the ward have seen an 11% decrease from the previous year. This is higher than the 7% seen across the Borough (Table 15).

Nearly half all crimes in the ward were violent offences (47% / 361). Of these, 121 (34%) were common assault and battery (including racial offences).

Anti-social Behaviour (ASB)

There were 183 Anti-social Behaviour incidents reported to Merseyside Police between April 2020 and March 2021 (Table 16), occurring within Norwood: 2% of all Sefton incidents. The ward has a rate of 12 incidents per 1,000 population - considerably lower than the rate seen across Sefton as a whole (27 per 1,000).

There has been a 63% increase in the number of incidents occurring in Norwood 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 (39%) of the incidents within Norwood were reports of Rowdy or Inconsiderate Behaviour. 6% of all ASB reports in the ward specifically mentioned youths, with 5% relating to alcohol / drunken behaviour.

Deliberate Fires

Merseyside Fire and Rescue Service (MFARS) responded to just six deliberate fires in the Norwood between April 2020 and March 2021. Just 1% of all deliberate fires across the Borough.

The rate of deliberate fires per 100,000 population in Norwood is 39 compared to 171 across Sefton as a whole (Table 17).

Deliberate property fires in Norwood increased by 20% (just one fire) last year, with an increase also seen across the Borough as a whole (5%).

Half of all deliberate fires in the ward were classified as deliberate property fires.

Index of Multiple Deprivation - Crime

One of the LSOAs making up the Norwood ward, was in the top 30% of affected areas nationally, meaning that residents of the area are living in some of the highest crime areas in England, the remaining LSOAs are mid table (Map 7). The ward overall has reduced and is below the comparator areas.

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

Offences Apr 20 - Mar 21	Norwood Crimes				Sefton Crimes			
	Count	Rate[1]	Change[2]		Count	Rate[1]	Change[2]	
Burglary	49	3.2	-23.4%	▼	1285	4.6	-19.3%	▼
Criminal Damage & Arson	66	4.3	-41.6%	▼	2043	7.4	-17.2%	▼
Drugs	63	4.1	50.0%	▲	1787	6.5	8.0%	▲
Public Order	85	5.6	0.0%	▶	2302	8.3	19.8%	▲
Other	11	0.7	-38.9%	▼	530	1.9	-6.0%	▼
Sexual	17	1.1	-26.1%	▼	368	1.3	-18.6%	▼
Theft	114	7.5	-32.1%	▼	3330	12.0	-30.1%	▼
Violence	361	23.7	3.1%	▲	8381	30.3	3.5%	▲
Total	766	50.3	-11.2%	▼	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	Norwood Incidents				Sefton Incidents			
	Count	Rate[1]	Change[2]		Count	Rate[1]	Change[2]	
General Nuisance	50	3.3	150.0%	▲	1840	6.7	98.1%	▲
Nuisance Neighbour	27	1.8	8.0%	▲	781	2.8	61.0%	▲
Other[3]	8	0.5	100.0%	▲	571	2.1	82.4%	▲
Personal	18	1.2	20.0%	▲	351	1.3	12.1%	▲
Rowdy Inconsiderate Behaviour	72	4.7	94.6%	▲	3271	11.8	66.2%	▲
Vehicle Nuisance	8	0.5	-27.3%	▼	710	2.6	-5.5%	▼
Total	183	12.0	63.4%	▲	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

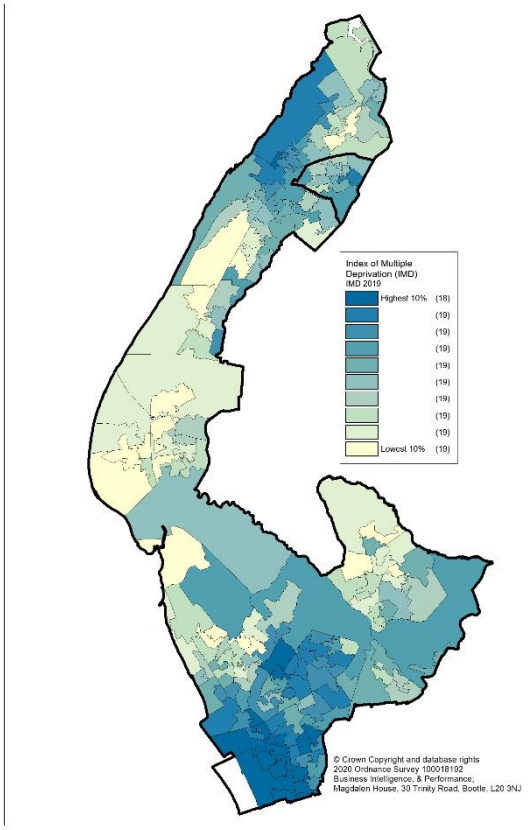
Table 17: Deliberate Property Fires (2020/21)

Fires Apr20 - Mar21	Norwood Deliberate Fires				Sefton Deliberate Fires			
	Count	Rate[1]	Change[2]		Count	Rate[1]	Change[2]	
Deliberate Property Fires	3	19.7	100.0%	▲	38	13.7	5.6%	▲
Deliberate Secondary Fires	2	13.1	0.0%	▶	406	146.9	11.5%	▲
Vehicle Fires	1	6.6	-66.7%	▼	29	10.5	-43.1%	▼
Total	6	39.4	20.0%	▲	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 levels of crime and disorder. However, levels of ASB incidents and deliberate property fires have shown increases from the previous year, coupled with budgets cuts seen by both Merseyside Police and Merseyside Fire and Rescue may result in increases in demand and therefor increasing level of direct costs. Associated with these issues are also indirect costs including lowered levels of community satisfaction and wellbeing; and reduced attractiveness to encourage businesses and job creators to locate in the area.

Health

Overall Norwood has better than average levels of self-reported health compared to the Borough. However, the life expectancy in the ward is average to lower than that expected across the Borough and nationally.

During the 2011 Census:

- 6% of residents were in either bad or very bad health (Sefton average was 7%).
- 18% had their activities limited a little or a lot by their health (Sefton average was 23%).

Life Expectancy

Based on the current life expectancy at birth, women residing in the ward are likely to live a year less than the national average, with males expected to live to a similar age as that of England (Figure 27).

Fertility

The general fertility rate of 59.5 in Norwood is like the Sefton (60.1) and England (60.6) rates.

Overweight Children

Of 202 reception age pupils (4 to 5 year olds) in Norwood taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 22% fell into the excess weight category lower than the comparator areas (Figure 28).

Of 186 Year 6 pupils (10 to 11 year olds) in Norwood taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 37% had excess weight, the ward level is higher than the Borough, North West and England (Figure 29).

Hospital Admissions

Between 2015/16 and 2019/20 there were a total of 165 hospital admissions for injuries in under 15 years olds across Norwood, a crude rate (CR) of 109. This is lower than the rates seen across the city region and region (Figure 30).

The CR of hospital admissions for injuries in those aged between 15 and 24 (255) is significantly higher in the ward than the comparator areas (Figure 31). With 185 admissions between 2015/16 and 2019/20.

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

- Norwood All Causes SAR – 118 (Figure 32)
- Norwood Chronic Obstructive Pulmonary Disease (COPD) SAR – 138 (Figure 33)
- Norwood Coronary Heart Disease SAR – 122 (Figure 34)
- Norwood Myocardial Infarction SAR – 104 (Figure 35)
- Norwood Stroke SAR – 90 (Figure 36)
- Norwood Hip Fracture in those aged 65 and over SAR – 97 (Figure 37)

Hospital admissions for self-harm is significantly higher in the ward than the comparison areas with a Standardised Admission Ratios (SAR) of 200 in 2015/16 to 2019/20 (Figure 38).

Deaths

For the period 2015 to 2019 Norwood had a Standardised Mortality Ratio (SMR) for all causes of death of 107, higher than Sefton and England (Figure 39). With a total of 609 deaths in the ward during the time period.

In line with the average to lower life expectancy Norwood is in the top 40% of England wards in terms of its SMR (ranked 2,300 out of the 7,189 wards available).

Cancer

In relation to the occurrence of Cancer between 2014 and 2018, Norwood has a Standardised Incidence Ratio (SIR) of 95, lower than the comparator areas (Figure 40). With the ward being within the bottom 40% of wards in England Cancer SIR (4,648 out of 7,198 wards available).

Index of Multiple Deprivation – Health & Disability

Three of Norwood's LSOAs are within the top 10% of affected areas nationally (one of which was in the top 5%), meaning some residents of the ward are living in some of the most health and disability deprived areas of England. However, overall, the picture of poor health has improved from 2015 (Map 8). The ward had a higher average score than of England.

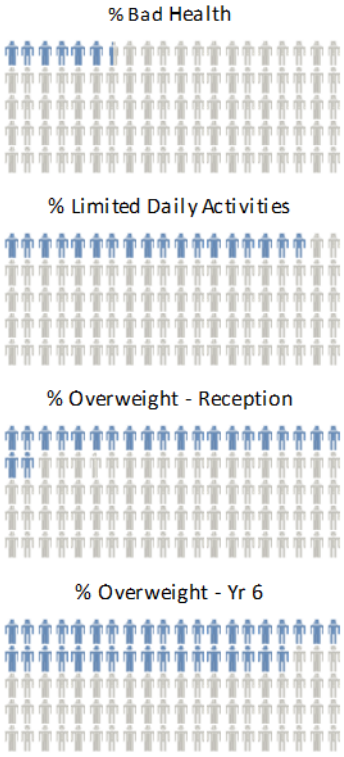


Figure 27: Life Expectancy at Birth (2015-2019)

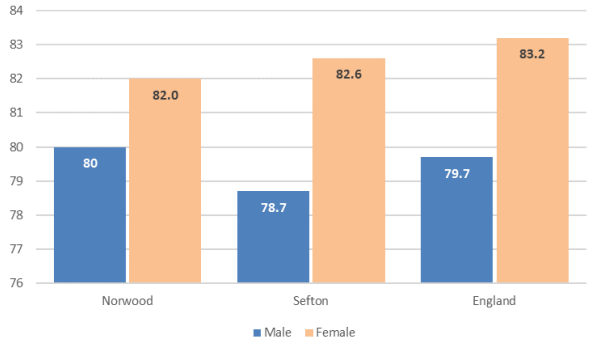


Figure 28: Children with Excess Weight – Year R (2018/19)

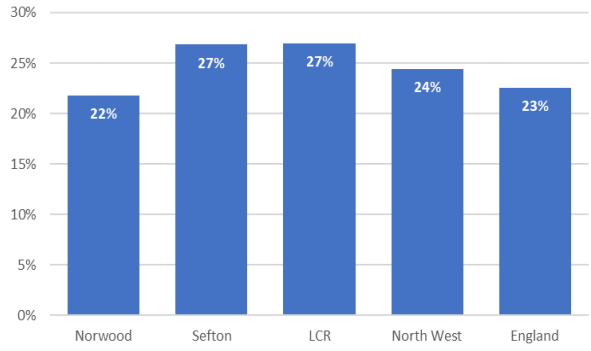


Figure 29: Children with Excess Weight – Year 6 (2018/19)

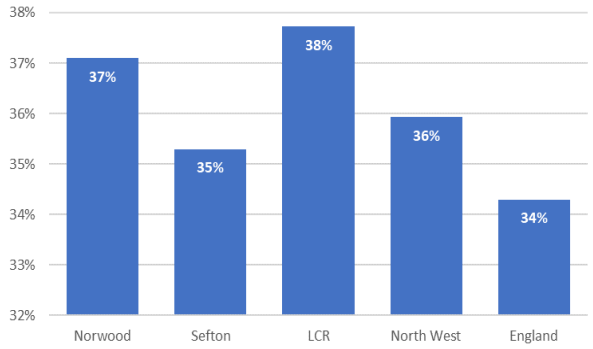


Figure 30: Emergency Hospital Admissions – CR Injuries in Under 15 year olds (2015/16 – 2019/20)

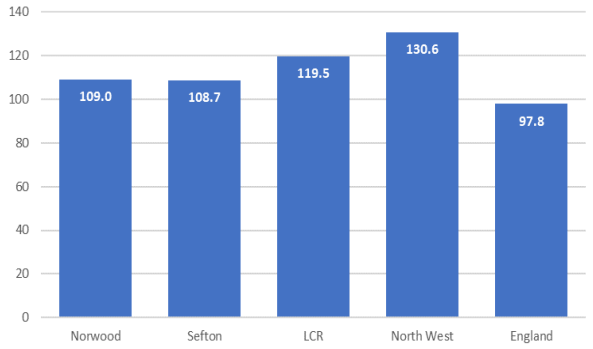


Figure 31: Emergency Hospital Admissions – CR Injuries in 15 to 24 year olds (2015/16 – 2019/20)

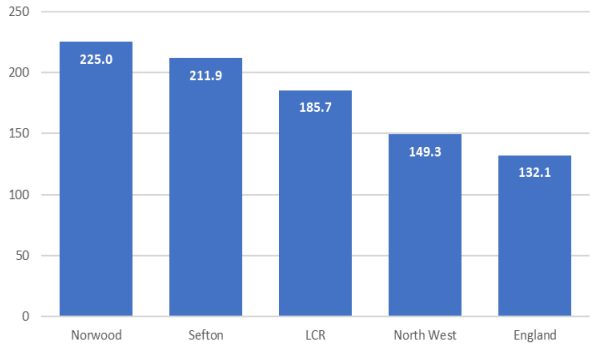


Figure 32: Emergency Hospital Admissions – All Causes SAR (2015/16 – 2019/20)

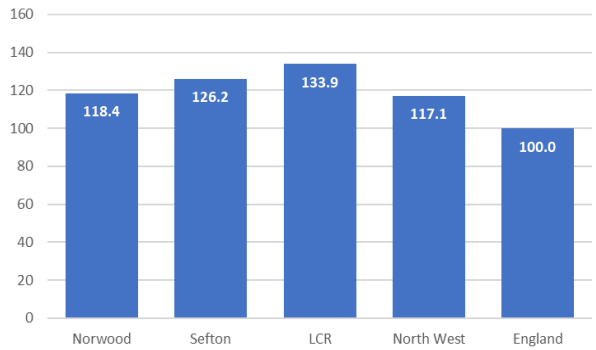


Figure 33: Emergency Hospital Admissions – COPD SAR (2015/16 – 2019/20)

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

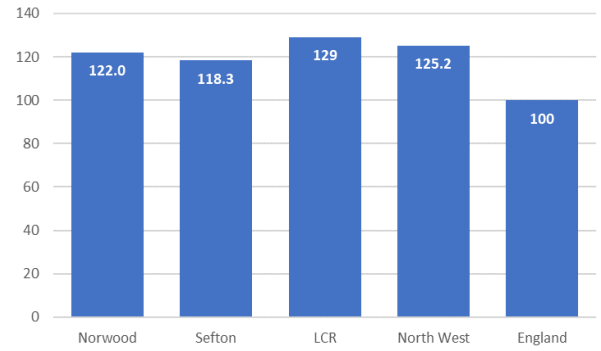


Figure 35: Emergency Hospital Admissions – Myocardial Infarction SAR (2015/16 – 2019/20)

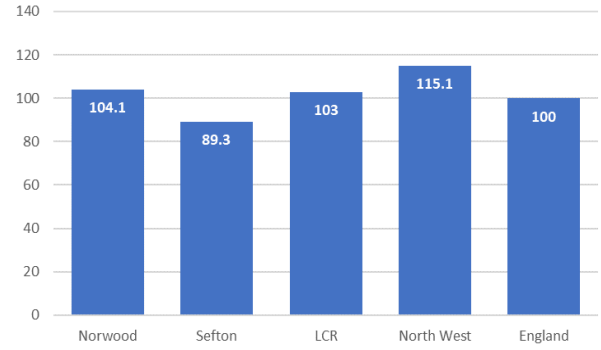


Figure 36: Emergency Hospital Admissions – Stroke SAR (2015/16 – 2019/20)

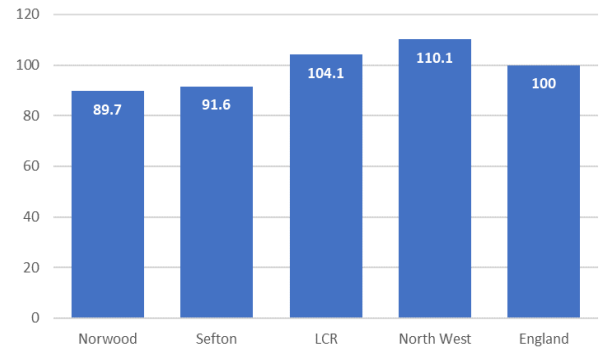


Figure 37: Emergency Hospital Admissions – Hip Fractures 65+ SAR (2015/16 – 2019/20)

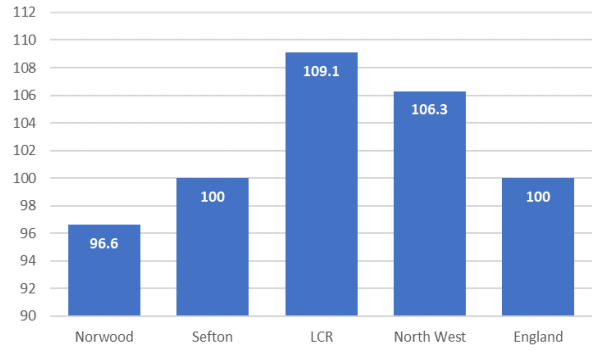


Figure 38: Hospital Admissions – Intentional Self-harm SAR (2015/16 – 2019/20)

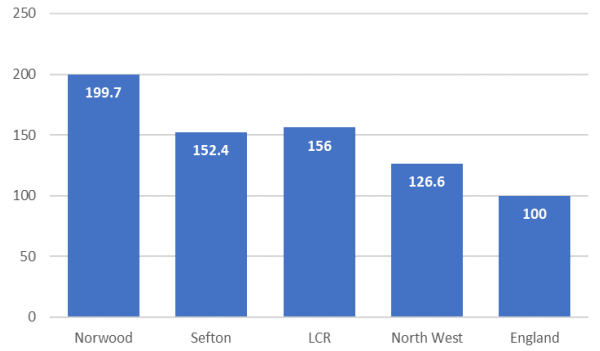


Figure 39: All Causes of Death SMR (2015 – 2019)

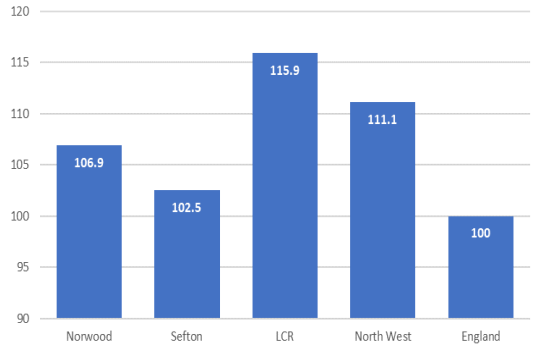
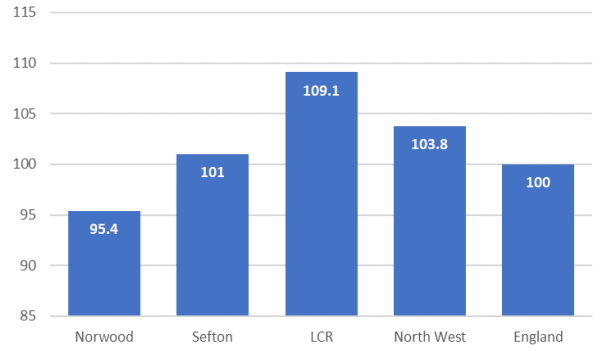
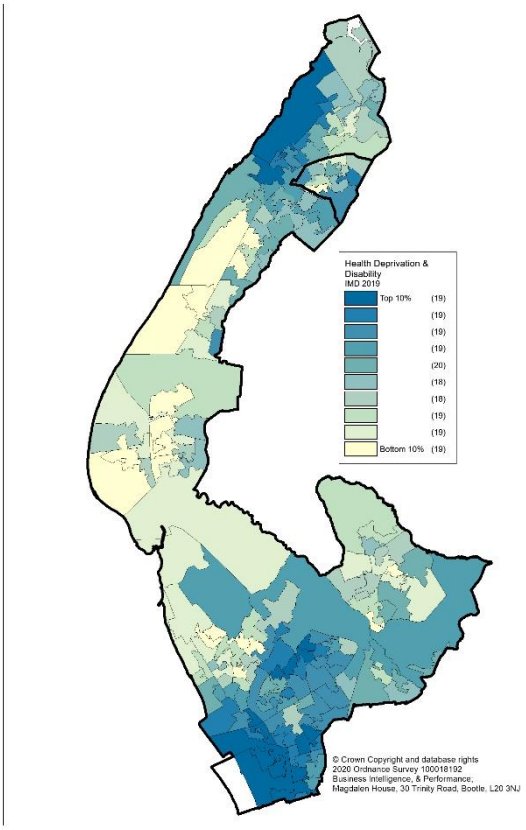


Figure 40: All Cancer Incidences SIR (2014 – 2018)



Map 8: Health IMD Score by LSOA (2019)



The health and well-being of Norwood has an average to lower level than Sefton and the country. Residents of Norwood tend to live average to shorter lives. Most of the hospital admission rates are higher for adults in Norwood, particularly for respiratory and circulatory diseases than seen nationally. However, cancer incidences are lower in the ward than the Borough and nationally.

The average to poorer health outcomes experienced in Norwood may not be anticipated given its lower than average levels of deprivation. However, several small pockets of deprivation exist in Norwood, with some residents living in some of the most deprived areas within England. These issues place considerable pressure on wider local health economy and are inextricably linked to the wider determinants that contribute to the health and wellbeing of Norwood.

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2011 Census Flows – Migration

The 2011 Census indicated that 1,009 people immigrated into the Norwood ward from outside of the ward when comparing current addresses to the address the previous year, with 268 moving within the ward, totalling 1,277 people moving in the area. 54% of these moved from other wards within Sefton, with a further 11% coming from the other North West areas. 51% of all people moving into the ward are aged between 20 and 54 (Table 18 and Map 9).

In comparison 1035 people have moved out of the ward, to other areas, with 53% moving to other Sefton wards, and 12% moving to other areas in the North West. 48% of the people who left the ward were aged between 20 and 54 (Table 19 and Map 10).

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

Area Moved From	Total		0to19		20to54		55Plus	
Norwood (Internal)	268	21.0%	96	7.5%	157	12.3%	15	1.2%
Sefton (Other Wards)	695	54.4%	198	15.5%	433	33.9%	64	5.0%
LCR (Not Sefton)	37	2.9%	8	0.6%	27	2.1%	2	0.2%
North West (Not LCR)	145	11.4%	37	2.9%	88	6.9%	20	1.6%
Other	132	10.3%	16	1.3%	104	8.1%	12	0.9%
Total Immigration into Norwood Ward (excluding Internal)	1009	79.0%	259	20.3%	652	51.1%	98	7.7%

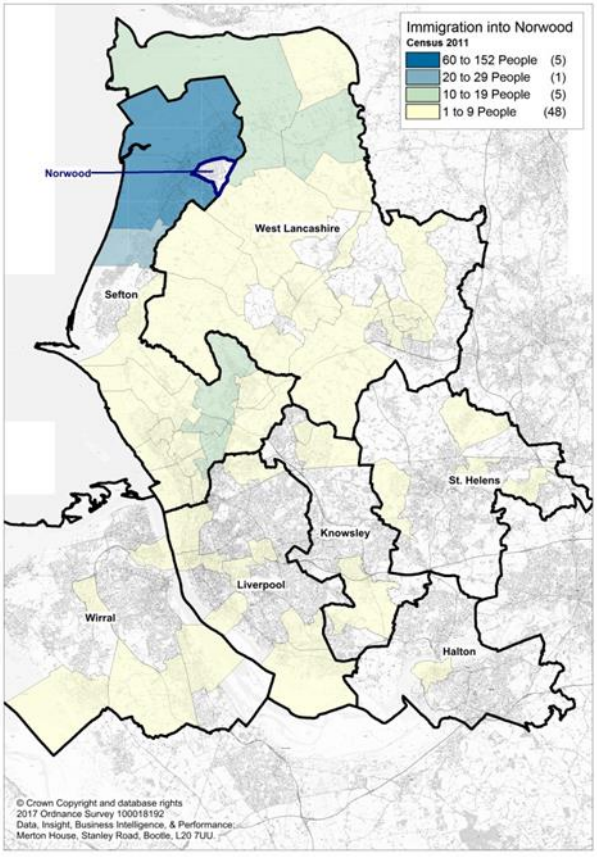
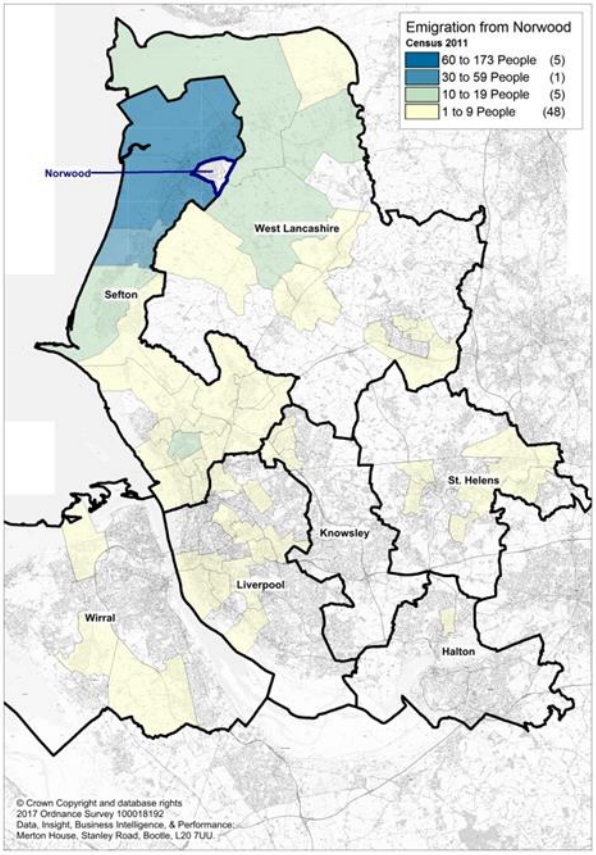


Table 19 / Map 10: Moving out of Norwood (2011)

Area Moved To	Total		0to19		20to54		55Plus	
Norwood (Internal)	268	20.6%	96	7.4%	157	12.0%	15	1.2%
Sefton (Other Wards)	694	53.3%	184	14.1%	423	32.5%	87	6.7%
LCR (Not Sefton)	61	4.7%	19	1.5%	36	2.8%	6	0.5%
North West (Not LCR)	156	12.0%	42	3.2%	94	7.2%	20	1.5%
Other	124	9.5%	13	1.0%	73	5.6%	18	1.4%
Total Emigrated From Norwood Ward (excluding Internal)	1035	79.4%	258	19.8%	626	48.0%	131	10.1%



Whilst overall the pattern of in and out migration appeared relatively stable the net increase in the 20 to 54 year old population, meaning more working age people have moved into the area, increasing the demand for jobs in the area (and possibly benefits).

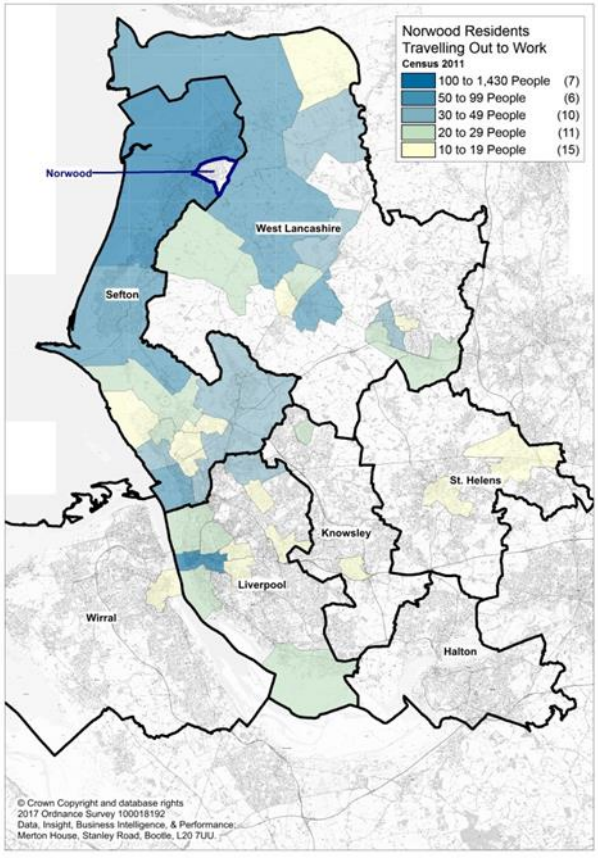
2011 Census Flows – Travel to Work

Census 2011 indicated that 89% (5,258) of working residents within Norwood travelled out of the ward to their place of work. 62% of the people travelling out of the area travelled to other Sefton wards with 17% travelling to other North West areas. 585 people did not have a fixed workplace with a further 633 people residing in the ward stating they worked from home (Table 20 / Map 11).

There were a total of 2,459 people traveling into the ward to attend their place of work from outside of the ward. 56% of these travelled from other Sefton wards with 18% travelling from other North West areas (Table 21 / Map 12).

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

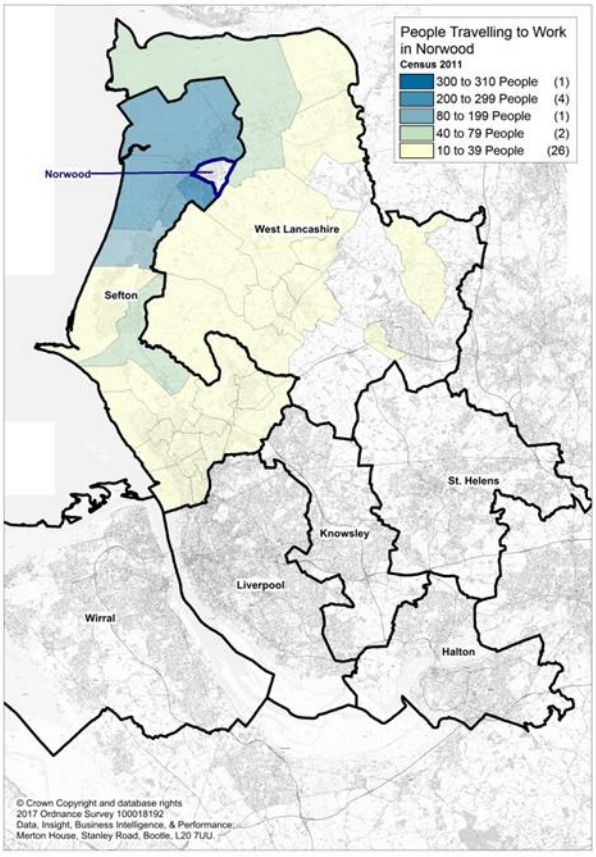
Norwood Residents Travel to Work	Total		16 - 34		35 - 49		50 Plus	
Norwood (Internal)	623	10.6%	221	3.8%	213	3.6%	189	3.2%
Sefton (Other Wards)	3618	61.5%	1272	21.6%	1296	22.0%	1050	17.9%
LCR (Not Sefton)	556	9.5%	169	2.9%	240	4.1%	147	2.5%
North West (Not LCR)	984	16.7%	333	5.7%	410	7.0%	241	4.1%
Other	100	1.7%	34	0.6%	42	0.7%	24	0.4%
Total Norwood Residents Working Outisde the Ward	5258	89.4%	1808	30.7%	1988	33.8%	1462	24.9%



There were 68 wards in the area where one to nine Norwood residents travelling to Work. There were 79 wards in the area with one to nine residents travelling into Norwood to Work.

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

People Traveling to Norwood to Work	Total		16 - 34		35 - 49		50 Plus	
Norwood (Internal)	623	20.2%	221	7.2%	213	6.9%	189	6.1%
Sefton (Other Wards)	1709	55.5%	650	21.1%	568	18.4%	491	15.9%
LCR (Not Sefton)	161	5.2%	87	2.8%	44	1.4%	30	1.0%
North West (Not LCR)	541	17.6%	215	7.0%	165	5.4%	161	5.2%
Other	48	1.6%	29	0.9%	10	0.3%	9	0.3%
Total People Travelling to Norwood for Work	2459	79.8%	981	31.8%	787	25.5%	691	22.4%



Service Demand & Delivery

Children's Social Care

In the ward there were 119 children aged between 0 and 17 known to Sefton Children's Services as at 31st March 2020; this equates to 331 per 10,000 children residing in Norwood, lower than the Sefton rate of 376 per 10,000 children, 403 per 10,000 in LCR, 372 per 10,000 in the North West, yet lower than the 324 per 10,000 across England (Figure 41).

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

- 97 per 10,000 children (35) were subject to CLA (Sefton – 102, LCR – 123, NW – 97 and England – 67 per 10,000 children)
- 42 per 10,000 children (47) were subject to CP (Sefton – 51, LCR – 51, NW – 50 and England – 43 per 10,000 children)

Early Help

As at 31st December 2020, Sefton's Early Help team had 148 open episodes in Norwood for children (ages ranged from unborn to 22 years of age); a rate of 25 per 1,000 of 0 – 22 year olds residing in the ward (Figure 42). Norwood makes up 8% of all open Early Help Episodes within the Borough.

The ward has a considerably higher rate than that seen in Sefton (15 per 1,000 0 – 22 year olds). There has been a 27% increase when comparing episodes in 2019 (with Sefton showing an 11% increase).

A third (33%) of episodes related to children aged between 5 and 9 years old, with those aged 10 to 15 making up a further 32% (Figure 43).

YOT (Youth Offending Team)

In Norwood there were seven 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), lower than the rate seen across Sefton (7 per 1,000), totalling seven interventions.

Norwood has seen a reduction in the number of young people known to YOT over the past three years (46%), Sefton has also reduced (37%).

71% of young people known to YOT in 2020 were males, with those aged 17-19 making up nearly two thirds (71%) of the population.

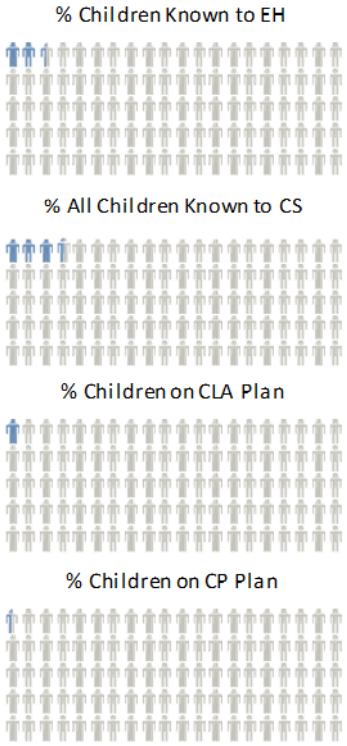


Figure 41: Children Services (31st March 2020)

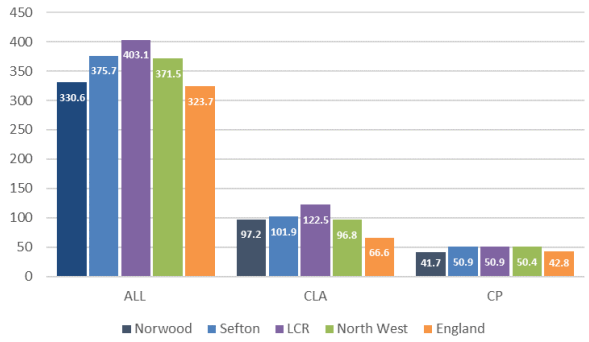


Figure 42: Rate of Early Help Open Episodes (31st December 2020)

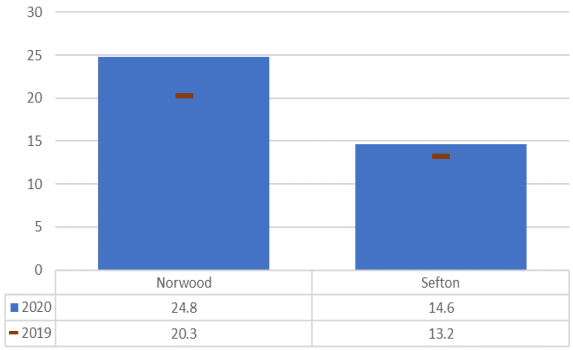


Figure 43: Early Help Open Episodes – Age Breakdown (31st December 2020)

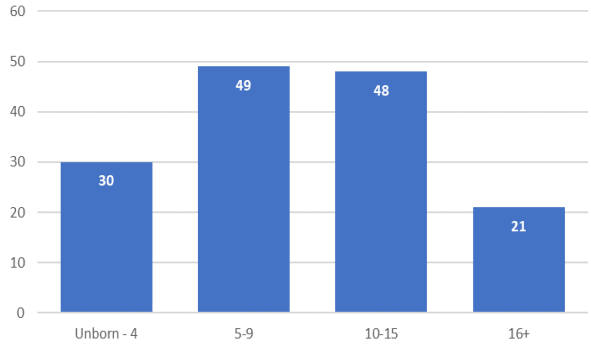
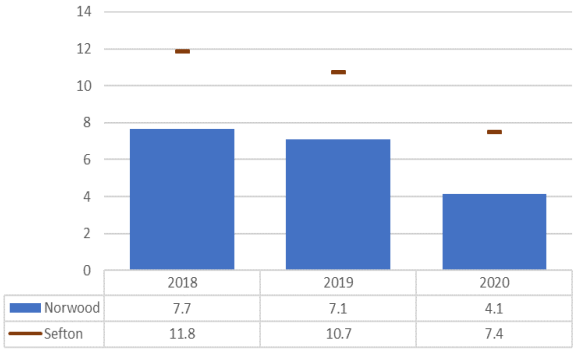


Figure 44: Rate of Young People Known to YOT (2018/19/20)



Adult Social Care - Personal Care at Home

During April 2020 and March 2021, 115 residents of Norwood 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 10 per 1,000 residents (aged 18 and over), 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 (44%), 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 72 people residing in long term residential or nursing home who originally resided in Norwood between April 2020 and March 2021. Norwood makes up 4% of all the long term residential / nursing home residents, who originated from within Sefton. This equates to a rate of 6 per 1,000 - slightly less than the Sefton rate of 8 per 1,000 18+ residents.

Unlike to personal care at home those aged 85 and over make up the highest percentage of long term residential / nursing home residents (42%); and has the highest count per 1,000 population (Table 23).

Adult Social Care - Contacts

Sefton received 797 contacts to adult social care from residents of Norwood during the 2020/21 financial year. This equates to 70 contacts per 1,000 residents aged 18 and over - considerably lower than the rate seen across Sefton 106 per 1,000 18+ residents (Table 24).

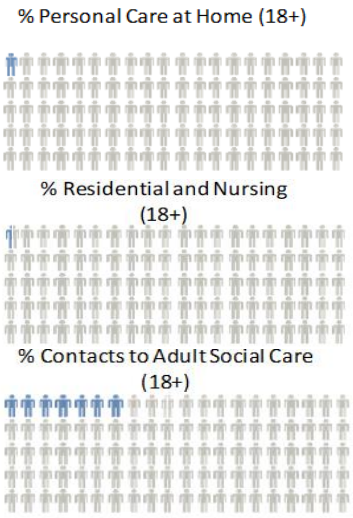


Table 22: Personal Care at Home Clients (2020/21)

Personal Care at Home 2020/21	Norwood			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	34	3.7	29.6%	695	4.4	24.2%
65-84	51	22.5	44.3%	1196	21.6	41.7%
85 and Over	30	117.2	26.1%	978	101.2	34.1%
Total	115	10.1	100.0%	2869	13.5	100.0%

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

LTRN 2020/21	Norwood			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	14	1.5	19.4%	198	1.3	11.5%
65-84	28	12.4	38.9%	716	12.9	41.6%
85 and Over	30	117.2	41.7%	806	83.4	46.9%
Total	72	6.3	100.0%	1720	8.1	100.0%

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

ASC Contacts 2020/21	Norwood			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	282	31.0	35.4%	6248	39.7	27.6%
65-84	314	138.6	39.4%	9385	169.2	41.5%
85 and Over	201	785.2	25.2%	7007	724.8	30.9%
Total	797	70.1	100.0%	22640	106.4	100.0%

Libraries

There were approximately 3,663 residents of Norwood registered as borrowers with Library services within Sefton between April 2019 and March 2020. 1,705 Norwood residents registered have borrowed from a Sefton library in the past year this works out at a rate of 112 per 1,000 residents, lower than the Sefton rate of 127 per 1,000 residents (Figure 45). Norwood residents make up 5% of all Sefton active borrowers.

Domestic Waste Collection

It is estimated that there were 359,886 waste collections carried out in Norwood between April 2019 and March 2020; residual waste makes up the largest amount of collections within the ward at 41% (lower than the Sefton percentage of 43%). Green waste collections in the ward - 18% is higher than those seen across the Borough - 15% (Table 25).

Calls for Service – Environmental Issues

There were 179 calls made to Sefton's contact centre relating to environmental issues between April 2020 and March 2021 in Norwood ward representing 2% of environmental calls that occurred within Sefton. Norwood has a rate of 12 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 5% decrease from the previous year. Compared to a 4% increase seen across the Borough (Table 26).

Fly Tipping is the most prolific issue in the ward making up 58% of all calls; which has shown a 42% increase in the number of calls from 2019/20 to 2020/21 (compared to a 7% rise across the Borough). The rate of Fly Tipping incidents in Norwood (7 per 1,000 population) is much lower than the Borough rate (15 per 1,000 population), this may be related to the COVID19 pandemic with access to local tips being restricted.

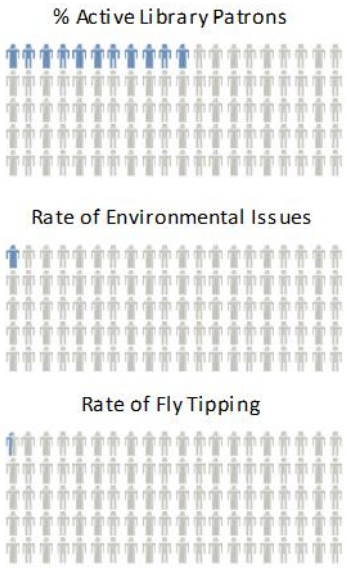


Figure 45: Active Library Patrons (2019/20)

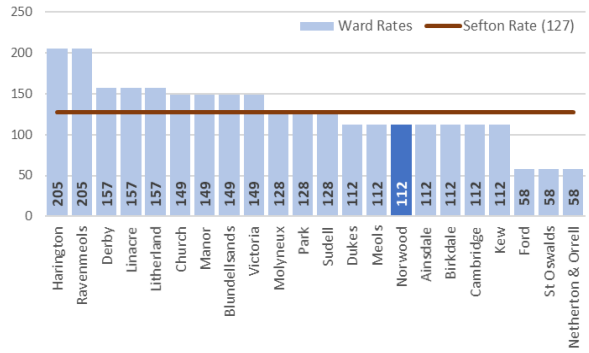


Table 25: Waste Collections (2019/20)

Collection Type	Norwood		Sefton %
Co-Mingled	146,770	40.8%	42.4%
Green Waste	65,748	18.3%	14.6%
Residual Waste	147,368	40.9%	43.0%
Total	359,886	100.0%	100.0%

Table 26: Environmental Issues (2020/21)

Enviromental Issues Apr20 - Mar21	Norwood Issues				Sefton Issues			
	Count	Rate[1]	Change[2]		Count	Rate[1]	Change[2]	
Accumulation of Refuse	10	0.7	11.1%	▲	337	1.2	9.8%	▲
Dog Fouling	10	0.7	-58.3%	▼	226	0.8	-32.7%	▼
Filthy & Verminous Premises	9	0.6	-25.0%	▼	391	1.4	-8.4%	▼
Fly Tipping	104	6.8	42.5%	▲	4267	15.4	7.0%	▲
Other	10	0.7	-9.1%	▼	400	1.4	-16.1%	▼
Rats	8	0.5	-46.7%	▼	990	3.6	3.0%	▲
Rear Entries	2	0.1	100.0%	▲	1140	4.1	72.5%	▲
Street Sweeping	26	1.7	-42.2%	▼	1389	5.0	-14.4%	▼
Total	179	11.8	-5.3%	▼	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

[3] Other includes Abandoned Vehicles, Dangerous / Aggressive Dogs, Graffiti, Grot Spots, Unsecure Premises, Overgrown land / gardens, Street Cleansing, Stray Dogs and Vacant / Unsecure Premises

MOSAIC Profile

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

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

In each type there are several key features which make each category distinctive and are useful to bear in mind when devising communications or delivery strategies targeted at them. These are *subjective* and are intended to highlight key issues rather than to be comprehensive. Clearly not every one of the Borough's 127,350 households will match exactly to just one of 66 different Mosaic Types or 15 Mosaic Groups. The description should be recognised as "generic types", examples to which individual cases only approximate with various degrees of exactness.

Overview

There are approximately 15,200 residents living in 6,000 households across Norwood. Over two thirds (67%) of the households in Norwood ward are classified as belonging to just four of the 15 Mosaic Groups – F, H, I and M (Table 27) which are generally characterised as:

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

I – Family Basics

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

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	Norwood		Sefton	
	Households	Percent	Households	Percent
H Aspiring Homemakers	1364	22.6%	13332	10.5%
M Modest Traditions	1127	18.6%	9994	7.8%
I Family Basics	824	13.6%	11681	9.2%
F Suburban Stability	731	12.1%	17345	13.6%
E Senior Security	585	9.7%	16796	13.2%
J Transient Renters	447	7.4%	10325	8.1%
L Vintage Value	296	4.9%	13798	10.8%
G Domestic Success	283	4.7%	7970	6.3%
B Prestige Positions	242	4.0%	11336	8.9%
K Municipal Tenants	123	2.0%	7785	6.1%
N Urban Cohesion	16	0.3%	1430	1.1%
O Rental Hubs	7	0.1%	4521	3.6%
A City Prosperity		0.0%	103	0.1%
C Country Living		0.0%	353	0.3%
D Rural Reality		0.0%	582	0.5%
Total	6045		127351	

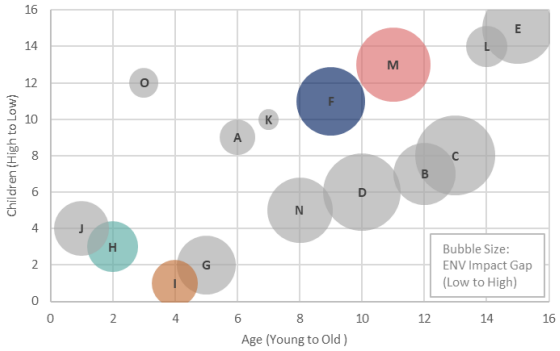
Generic MOSAIC Characteristics

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 Norwood:

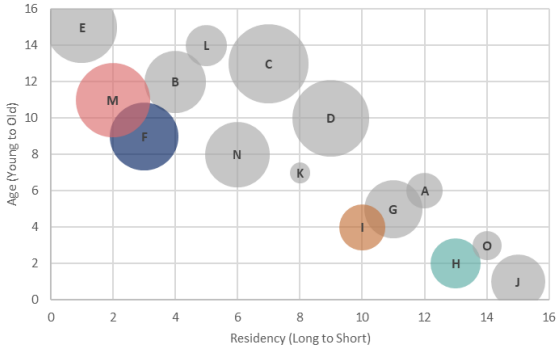
The four predominant groups within the ward can be split into two clear age bands, with the younger two groups being more likely to be households with children and the older two groups being more likely to have a higher environmental impact gap (Figure 46).

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



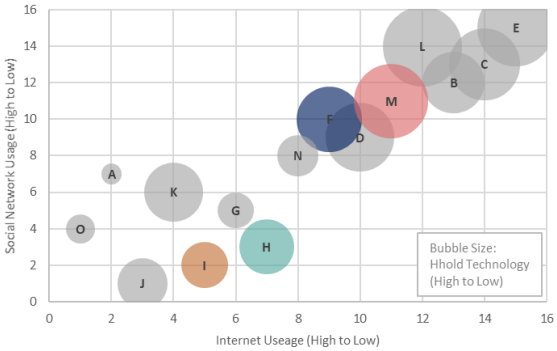
The older residents in the ward tend to have lived in the area a long time, with the two younger groups residency levels and environmental impact gap being lower (Figure 47).

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



Internet and social network usages along with household technology is much higher in the two younger groups than compared to their older counterparts (Figure 48).

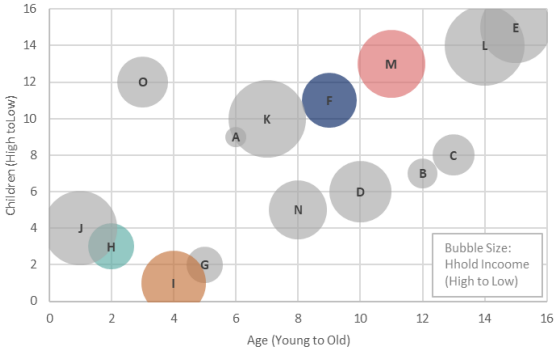
Figure 48: Mosaic Groups by Social Network Usage, Internet Usage and Household Technology (2020)



Household income varies across the four main groups in the ward, with one of the younger groups with high levels of children also having a high household income. The remaining three groups have a low to average household income. Residency length and household technology do not seem to be impacted on by household income (Figure 49& 50).

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

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



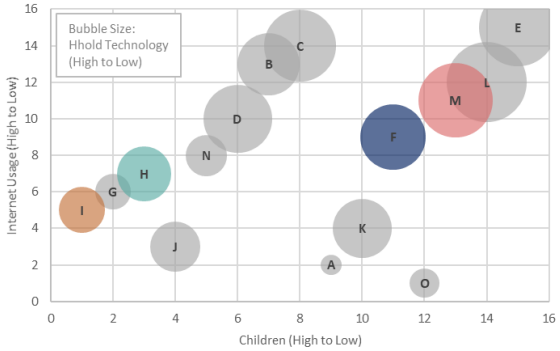
The two younger groups with higher likelihood of children show higher usage of social networking,

with household income not having an impact this (Figure 51).

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

There is a clear divide between the four groups when comparing internet usage and household technology, with the two younger groups (likely to have high number of children) having much higher levels of usage and technology compared to the older groups. (Figure 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

Norwood 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

Intentionally left blank.

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