

## Ward Profile

# Blundellsands



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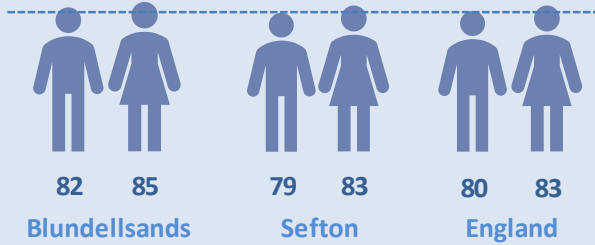
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## Highlights

### Life Expectancy



Life Expectancy at Birth (2015 - 2019)

### Free School Meals



Proportion of children taking Free School Meals (Jan 2020)

### Children Social Care



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

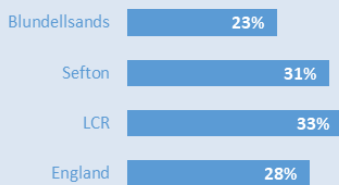
### Universal Credits (UC) Benefits



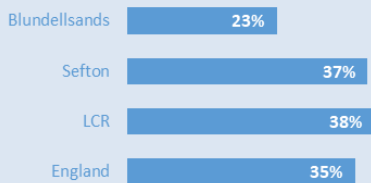
Percentage of working age residents claiming UC (Jan 2021)

### Educational Attainment

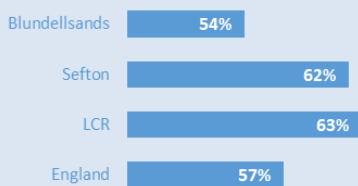
#### Early Years Foundation Stage



#### Key Stage 2

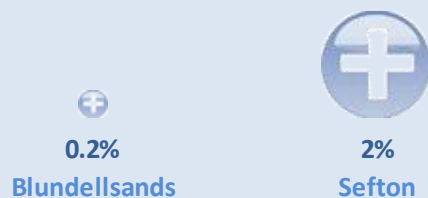


#### Key Stage 4



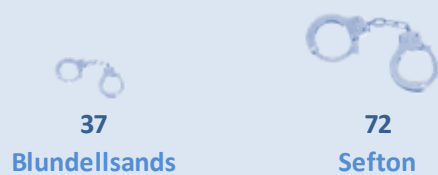
Percentage of Children NOT Achieving a Good Level of Development or Attaining Standard (18/19)

### Emergency Limited Assistance Scheme



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

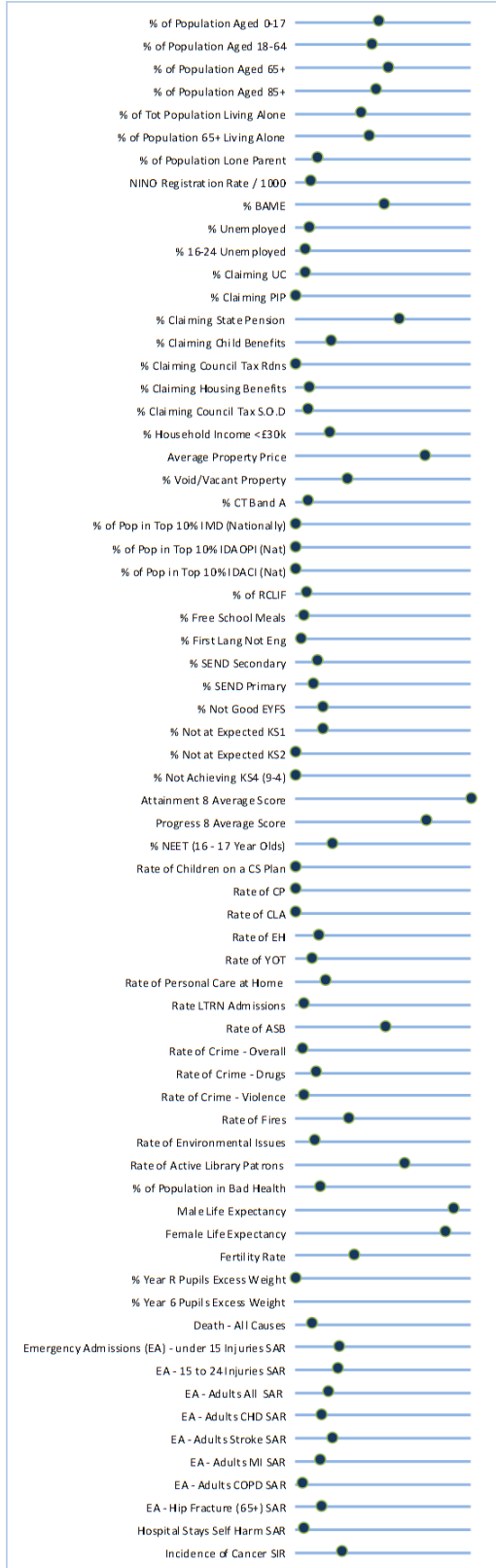
### Reported Crimes



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

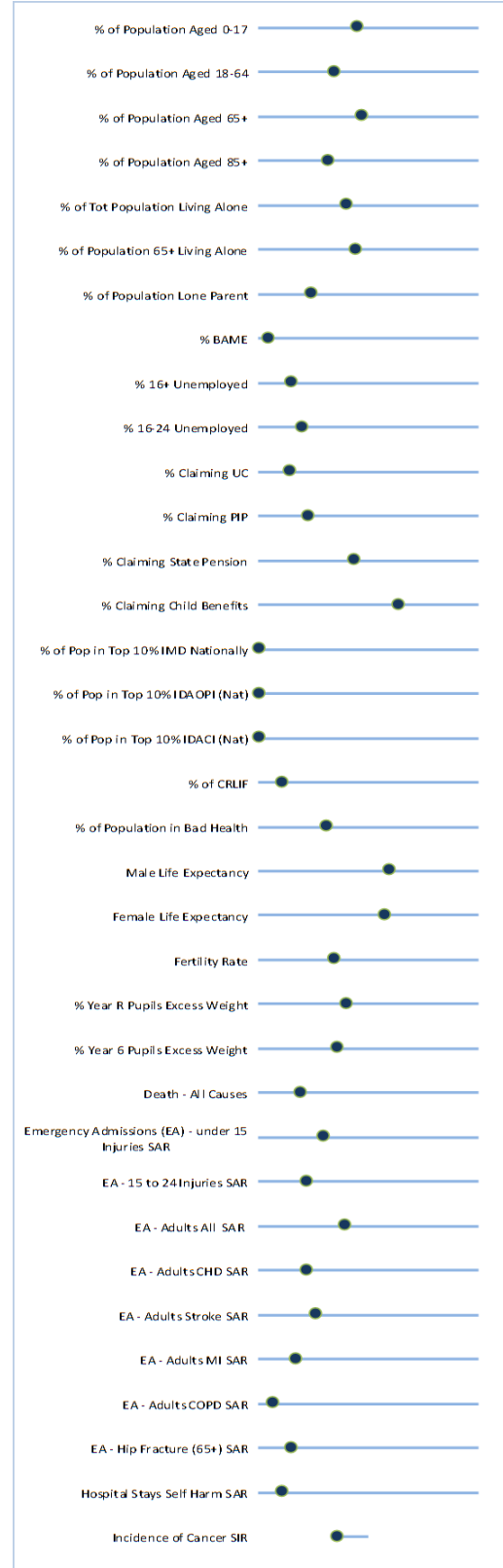
## Sefton Comparative Position

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



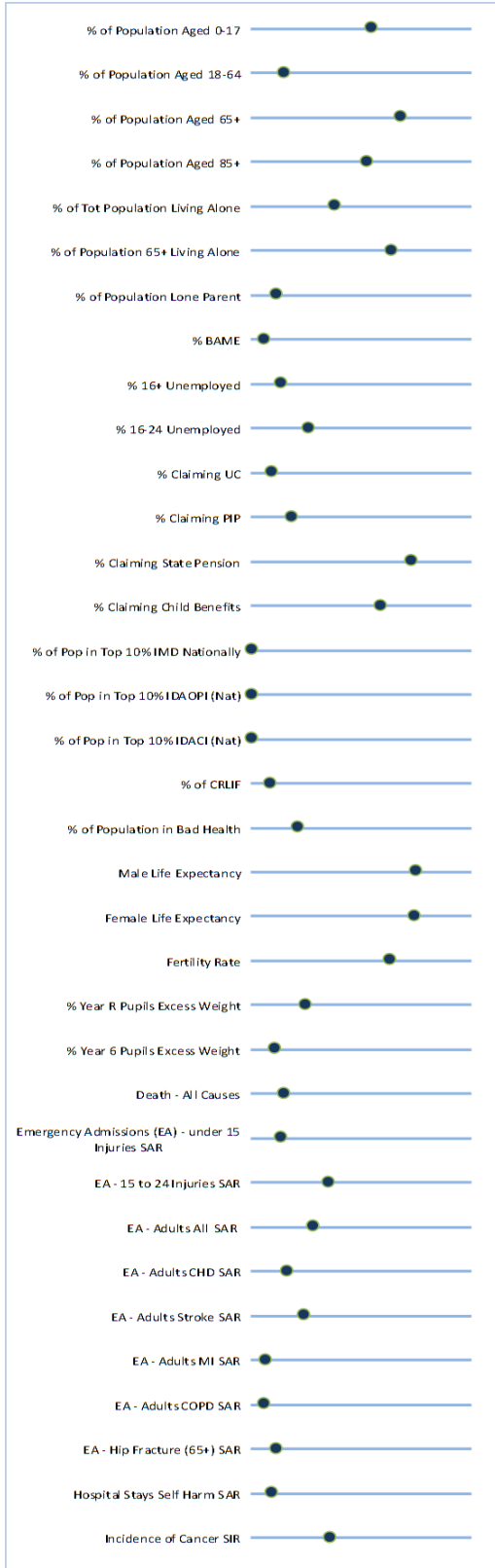
## National Comparative Position

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



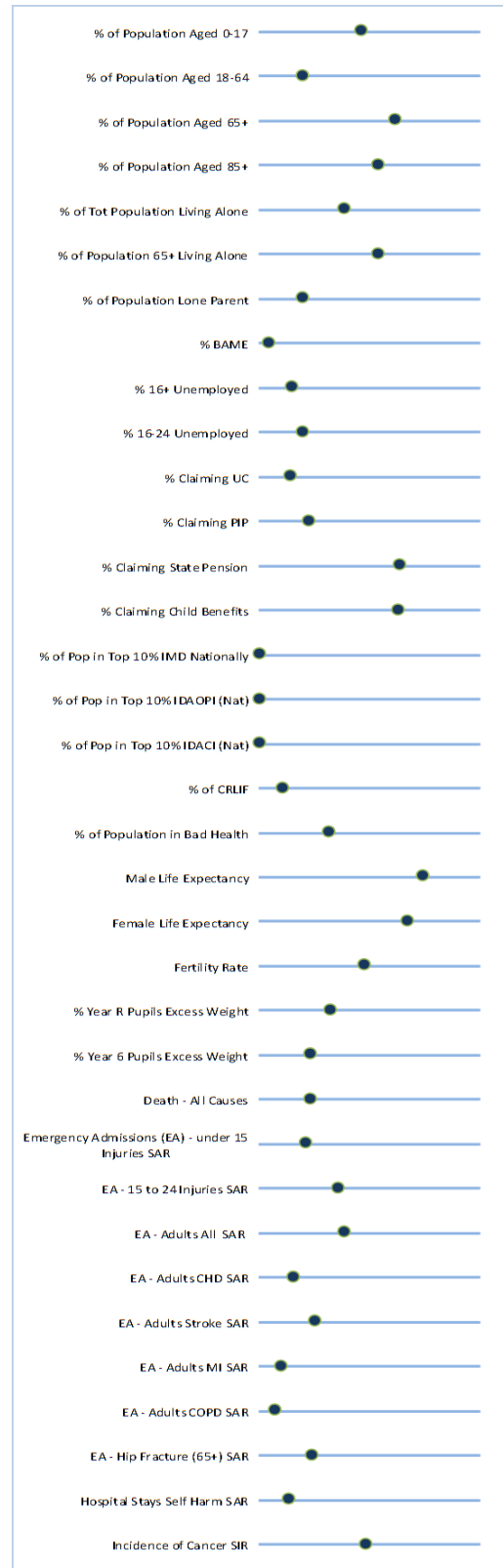
## LCR Comparative Position

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



## North West Comparative Position

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





## Overview

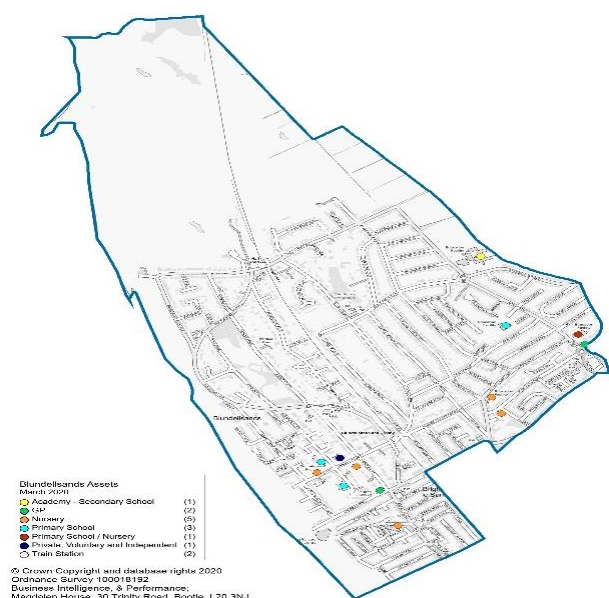
Sefton is a metropolitan borough of Merseyside; England and its local authority is Sefton Council. Sefton was formed, following the Local Government Act 1972, on 1st April 1974.

Blundellsands is one of the 22 wards that make up Sefton Metropolitan Borough Council. It is located in the centre of the Borough and covers part of the Blundellsands and Brighton-le-Sands areas. Blundellsands is bordered by the River Mersey to the West, Manor ward to the North and East, with Church and Victoria wards to the South.

In the ward there is/are:

- An Academy - Secondary School
- Two GP Surgeries
- Five Nurseries
- Three Primary Schools
- A Primary School / Nursery
- A Private Voluntary and Independent school
- Two Train Stations

Map 1: Blundellsands Assets



## COVID-19

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

## Implications for Service Delivery

Due to the demographic make up, there is an overall lower deprivation and average to better health seen across the ward. The 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 slight increases in overall and health deprivation seen. Key service demands could include:

- Demand on services relating to older people including adult social care and health services may be higher than average in Blundellsands due to the aging population seen in the ward.
- Slightly higher than average levels of lone person households for those aged 65 and over in the area, may lead to loneliness and seclusion issues which can have an impact on resident's health and well-being and create a demand on services such as adult social care and support charities.
- The overall lower than average levels of reliance on benefits in the ward, yet changes made in the Welfare Reform Act may see increased levels of vulnerable households and widening in inequalities in households. This could lead to demands on services such as Food Banks, Emergency Limited Assistance Scheme, Housing Benefits, and Homeless Services.
- The ward has a higher rate of education attainment across most areas compared to the Sefton average. However, there may be a higher demand on school and education services to still improve on this.
- Budgets cuts seen by both Merseyside Police and Merseyside Fire and Rescue coupled with the increases in rates of anti-social behaviour and fires within the ward. This may result in increases in demand, thus increasing level of direct costs. Associated with these issues are indirect costs which includes lowered levels of community satisfaction and well-being and reduced attractiveness to encourage businesses and job creators to locate in the area.

## Demographics

The latest 2019 population estimates indicate there are approximately 11,300 people living in Blundellsands.

Overall, the people of the ward tend to be older than the Sefton, Liverpool City Region (LCR), the North West and England averages. With 27% of the population being aged 65 and over compared to 24% across the Borough and 19% across LCR and 18% in England, with 4% of Blundellsands residents being aged 85 and over, compared to just 2% in the City Region and England (Table 1).

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

59% of the population are of “working age” (16 – 65) similar to the Sefton rate (60%); meaning demand for jobs or benefit support in the area would be similar to that of the Borough as a whole.

The overall population in the ward has seen a minimal increase (0.4%), over the last decade (2010 compared to 2019) with a 1% increase seen in Sefton. Those aged 65 and over increased by 25% (with residents aged 85 and over showing an increase of 19%). Coupled with the high level of older people, this increase may lead to greater demand being put on services required by older people including adult social care in the future.

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 82 NINo registrations were made within Blundellsands 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 12 per 1,000 16 to 65-year olds living in Blundellsands. This is much lower than the rate seen across Sefton (28 per 1,000) Liverpool City Region (46), the North West (53), and England (85).

53% of the overseas national registrations within Blundellsands during the period were from European Union countries (EU). Three of the top five countries of registration were from the EU (Figure 3);

- Ireland (15%)
- Italy (11%)
- Poland (8%)
- Sri Lanka (7%)
- Canada (7%)

Although the overall numbers are very low, over the time period of October 2015 to March 2020 the number of registrations in Blundellsands have fluctuated across the quarters, ranging from no registrations up to eight. Due to the COVID-19 pandemic, figures post March 2020 are currently unreliable (Figure 4).



Comparisons

	Blundellsands Count	Percentage			
		Ward	Sefton	LCR	England
Total	11,301	-	-	-	-
Males	5,416	48%	48%	49%	49%
Females	5,885	52%	52%	49%	50%
Aged 0-17	1,971	17%	20%	20%	21%
Aged 0-19	2,156	19%	21%	23%	24%
Aged 4-16	1,485	13%	14%	15%	16%
Aged 16-65	6,669	59%	60%	64%	63%
Aged 18-64	6,276	56%	57%	61%	60%
Aged 55-65	2,009	18%	16%	14%	13%
Aged 65+	3,054	27%	24%	19%	18%
Aged 85+	496	4%	3%	2%	2%

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

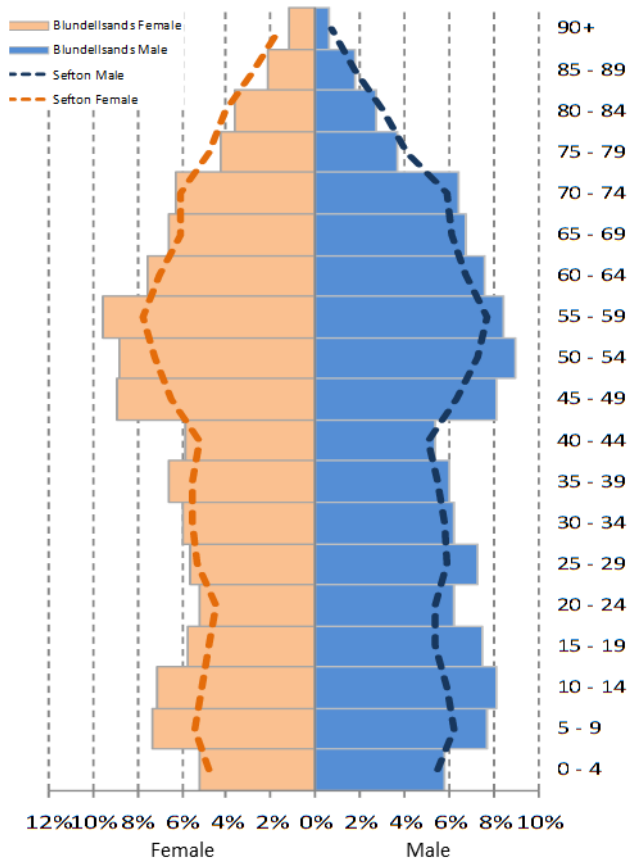


Figure 2: Population Change by Core Age Groups

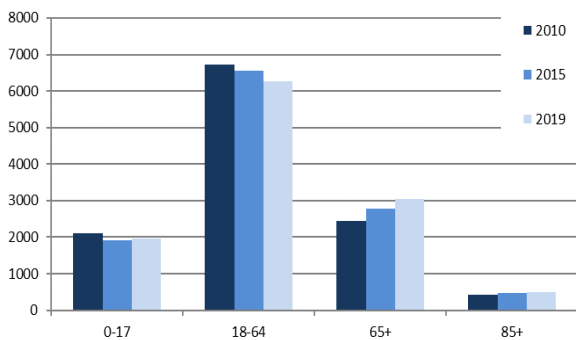


Table 2: NINo Applications 2015/16 – 2019/20

	Blundellsands Count	Rate per 1,000 Population Aged 16-65				
		Ward	Sefton	LCR	NW	England
European Union NINo	43	6.5	21.8	31.4	33.2	58.0
Asia NINo	18	2.6	2.9	8.3	12.2	15.2
Rest of the World NINo	21	3.2	2.5	5.2	6.1	9.7
All Overseas NINo	82	12.4	27.7	45.9	52.6	85.5

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

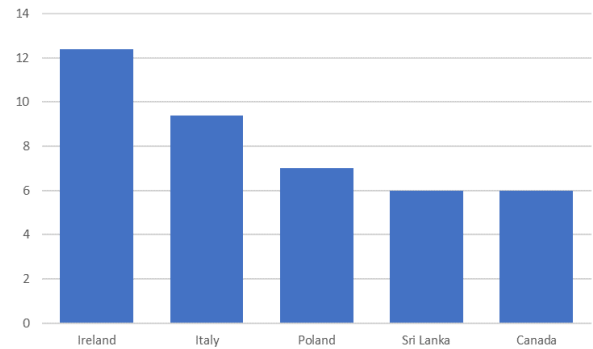
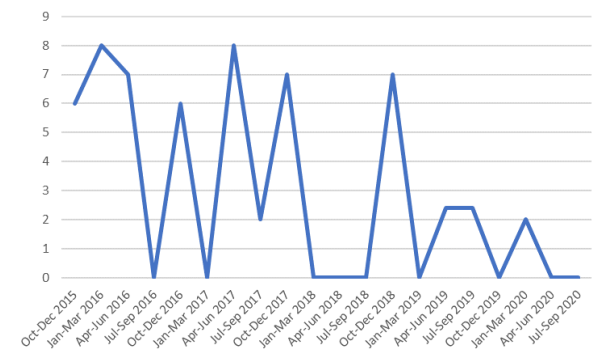


Figure 4: NINo Applications by Quarter October 2015 to September 2020



Service Demand

Approximately 5% of Birkdale 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 1% of the 0 to 17-year old population within the ward were known to Sefton Children’s Social care as of 31<sup>st</sup> March 2020.

Approximately just 0.2% of the 0 to 22-year old population within the ward were known to Sefton’s Early Help service as of 31<sup>st</sup> 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 a number of 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.

All eight LSOAs which make up Blundellsands three are within the lowest 50% of affected areas nationally; indeed, one of them are in the bottom 5% of nationally most deprived LSOAs (Map 2). Indicating that the ward’s population reside in some of the least deprived areas nationally. However, six of the LSOA have shown increases when comparing the 2019 IMD scores to those in 2015 implying that the level of deprivation in the ward has increased over the last 5 years. Though the average score across the ward (11.6) is much lower than the comparison areas - 27.3 across Sefton, 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 least income deprived older people in the country. Two LSOAs are in the bottom 1% affected areas nationally. The average IDAOPI score across the ward was 0.1, again lower than the comparator areas (Sefton and NW – 0.19, LCR – 0.24, England – 0.17).

Six of the eight LSOAs have shown reductions in IDAOPI between 2015 and 2019 suggesting an improvement in older people incomes over the period, possibly because 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.

Five of the LSOAs in Blundellsands are in the bottom 20% affected areas nationally, with two being in the bottom 5% and one in the bottom

1%. The average IDACI score across the ward is 0.06 - considerably lower than the averages of Sefton (0.17) LCR (0.23), North West (0.18) and England (0.16).

With six of the eight LSOAs showing decreases in levels of IDACI between 2015 and 2019, it suggests an improvement in parental income over the period (Map 4).

It is estimated that in 2019/20 there were some 168 dependent children (aged 0-19) within Blundellsands living in relatively low-income families. This equates to approximately 8% of all children in the ward (Figure 5). Blundellsands continually has a significantly lower level than that of Sefton, LCR, the North West and England (Figure 6).



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

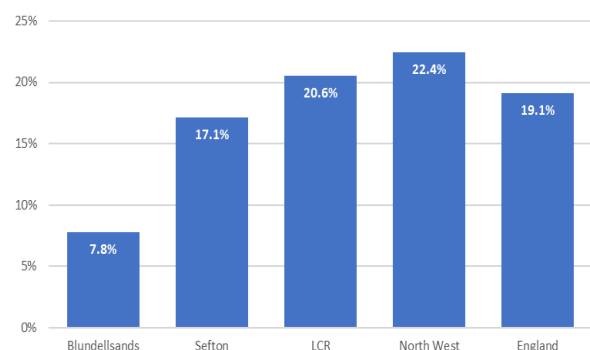
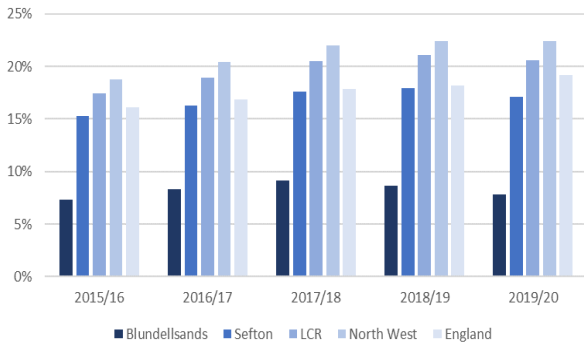
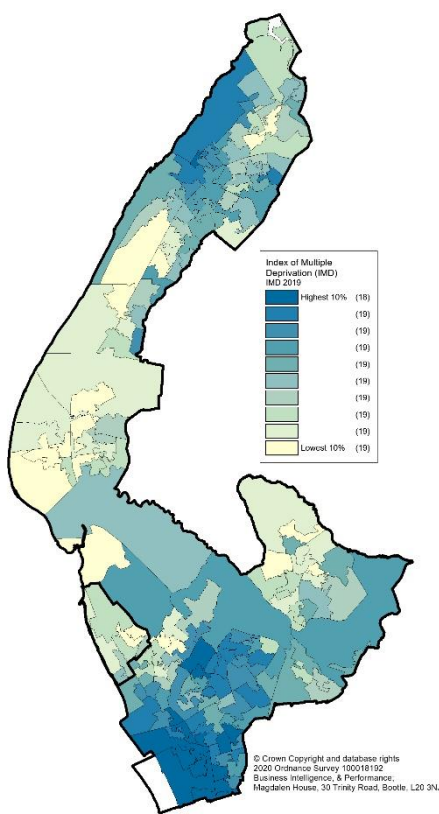


Figure 6: Children in Relative Low-Income Families (2015/16 to 2019/20)

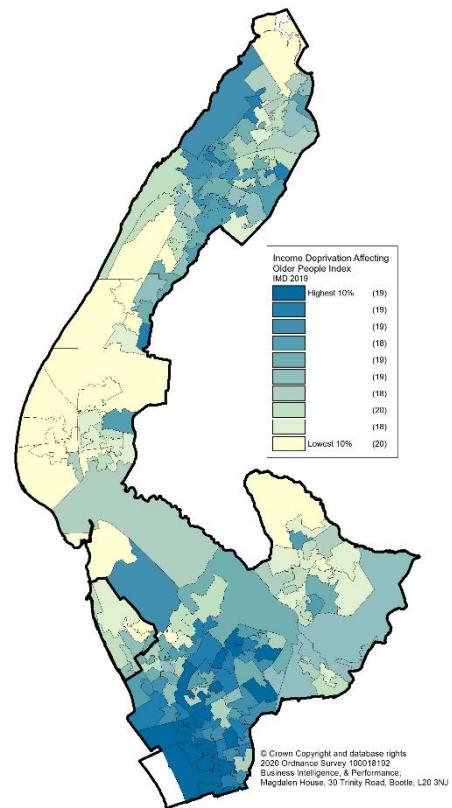


The ward has low levels of all deprivation types, which goes hand in hand with lower demands on services covering all ages including children’s and adult’s social care, benefits (including out of work and housing), ‘Sefton Turnaround’ Programme and early help, intervention, and prevention.

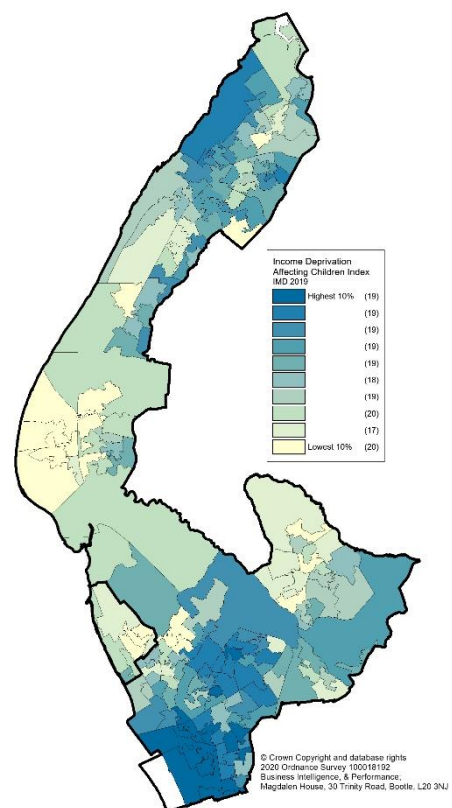
Map 2: Overall IMD Score by LSOA (2019)



Map 3: IDAOPI Score by LSOA (2019)



Map 4: IDACI Score by LSOA (2019)



## Housing & Households

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

In the 2011 Census:

- 32% of households were occupied by just one person (Sefton was 32%, LCR 34%, NW 32%, and England 30%).
- 17% of households were occupied by someone aged 65+ living alone which is slightly higher than the Borough and the other local and national averages (Sefton was 16%, LCR 13%, NW 13%, and England 12%). Indicating that demands on adult services or charities may be a little higher than that of the Borough with demand likely to increase due to the aging population.
- 9% of households were occupied by a lone parent (Sefton was 13%, LCR 14%, NW 12%, and England 11%).
- 84% 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%).
- Just 3% of all household tenure was local authority or social landlord rented which is considerably lower than local and national rates (Sefton was 14%, LCR 22%, NW and England 18%). Including this, 13% of households were privately rented properties (Sefton 13%, yet lower than LCR 16%, NW 15%, and England 17%).
- 3% of households over 65 had a tenure category of local authority or social land-lord rented (Sefton was 14%, LCR 19%, NW 21%, and England 19%), with a further 6% residing in privately rented properties (Sefton was 5%, LCR 4%, NW 5%, and England 4%). Meaning 9% of households over 65 were rented properties (compared to 19% in Sefton) which 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 below average number of long term vacant properties. In addition, the ward has low levels of Council Tax single occupancy discounts, partly a function of the average level of single occupancy households.

### Council Tax

Overall, there were 5,182 rateable dwellings in the ward and makes up 4% of the Sefton total (lower than the Borough average of 5%).

A quarter of dwellings (1,296) within the ward are deemed to fall into Council Tax Band C.

Of the dwellings within the ward, subject to paying Council Tax, 34% qualified for single occupancy discount (i.e. their Council Tax liability was reduced by 25%).

### Vacant and / or Void Properties

Blundellsands has a rate of vacant and / or void properties of 44 per 1,000 properties. The ward's rate is similar to the Borough average.

The ward had a total of 222 vacant and / or void properties as of April 2020 making up 4% of all vacant and / or void properties across Sefton (Table 3).

16% of the vacant and / or void stock in Blundellsands has been vacant and / or void for over two years.

Over half (54%) of Blundellsands vacant and / or void properties are registered as being privately owned; notably this is higher than the Borough rate of 44%.

### Housing Developments

Provisionally, as of March 2021 there were 20 development sites in Blundellsands (five are currently in progress), constituting 58 dwellings of which 17% are intended as 'affordable' (Figure 8). The new builds are predominantly four or more bedroomed properties (Figure 9).

### Sold Properties

There were 187 properties sold in Blundellsands between January and December 2019, 95% of which were household dwellings. Nearly a third (32%) of all the properties sold in the ward were semi-detached dwellings. The average property

prices within the ward for all dwelling types are higher than those seen across the Borough (Figure 10).

Just 4% of the properties sold in the ward during 2019 were new build properties. With 40%, 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. However, the 2019 Index of Deprivation relating to Housing & Services shows that Blundellsands has lower than average issues in terms of housing barriers than compared Sefton, however, these have worsened from 2015.

Seven of the eight LSOAs making up the ward, are in the bottom 20% of affected areas nationally (three of which are in the bottom 5%), meaning that residents of Blundellsands are living in some of the *least* affected areas for barriers to housing and services across England (Map 5).

There has been progress made in recent developments and improvement in housing stock. Given that there are slightly higher levels of vacant and poor-quality accommodation, average levels of lone person households coupled with the amount of developments already in the ward, there may be some opportunity for continued existing stock improvements yet possible not for those classed as affordable homes.

### Car Registration

In 2019, 6,553 vehicles were registered with the DVLA in Blundellsands and 91% of these were cars (5,935). There are approximately 694 vehicles per 1,000 driving age people (those aged 17 and over) in the ward. This is higher than the rates seen in Sefton, LCR and the North West (Figure 11).

The rate of car registrations in Blundellsands has fluctuated over the past 10 years with an overall increase of just 2%.

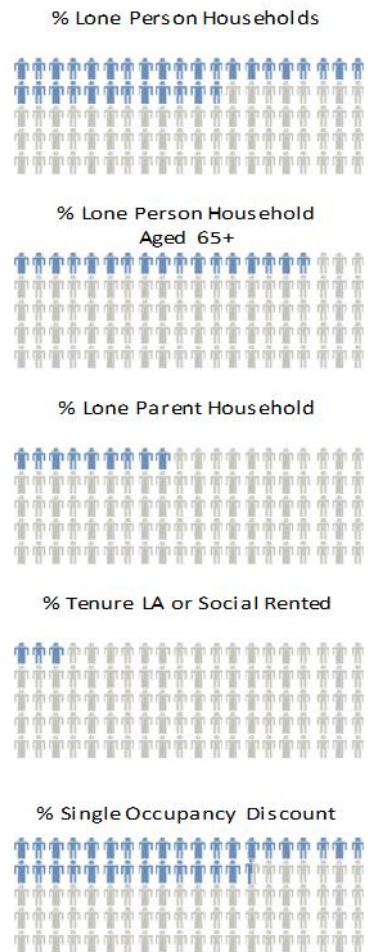


Figure 7: Household Occupancy (Census 2011)

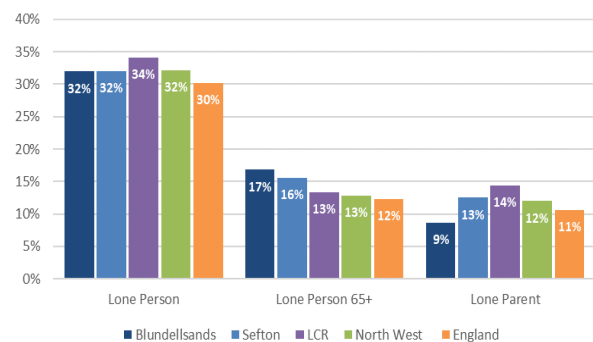


Table 3: Time Void / Vacant (April 2020)

Vacant Proprties April 2020	Blundellsands		Sefton	
	Count	Rate <sup>1</sup>	Count	Rate <sup>1</sup>
0-6 Months	93	18.2	2417	19.5
6-12 Months	39	7.6	953	7.7
12-24 Months	55	10.8	1029	8.3
24+ Months	35	6.9	957	7.7
Total	222	43.5	5356	43.2

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

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

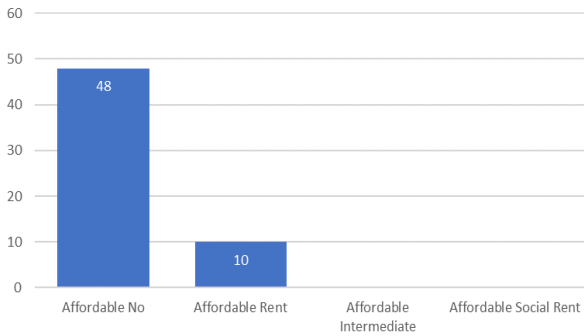


Figure 9: New Build Properties by Bedroom Numbers (March 2021)

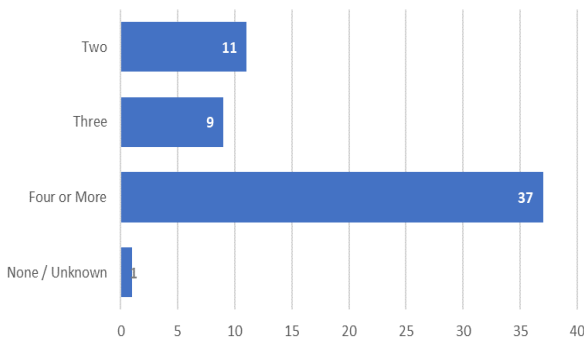
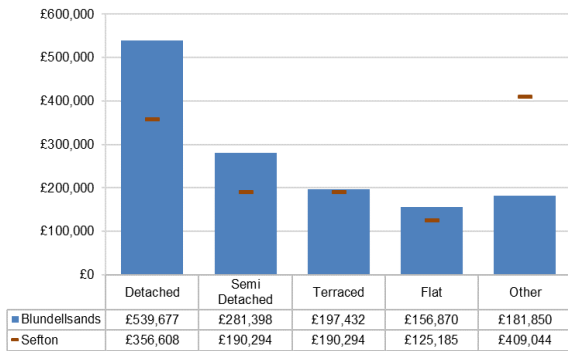


Figure 10: Average Price Paid by Property Type (2019)



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

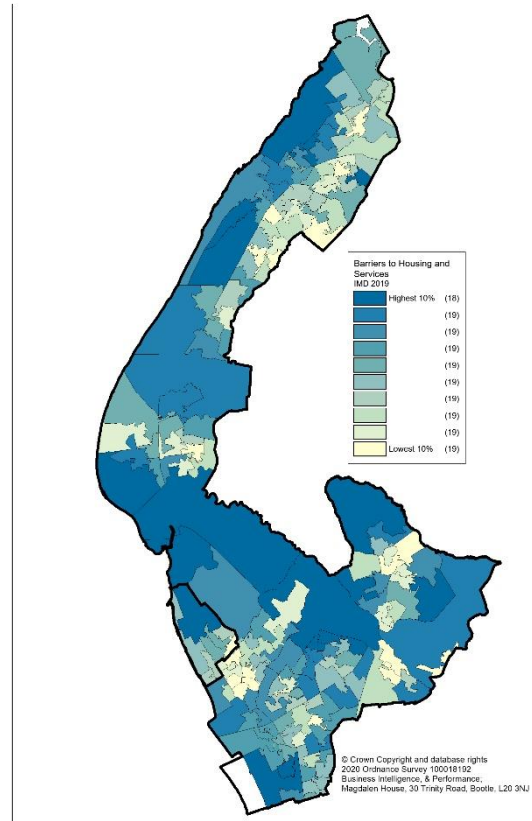


Figure 11: Rate of Vehicle Registrations (2019)





## Economy & Business

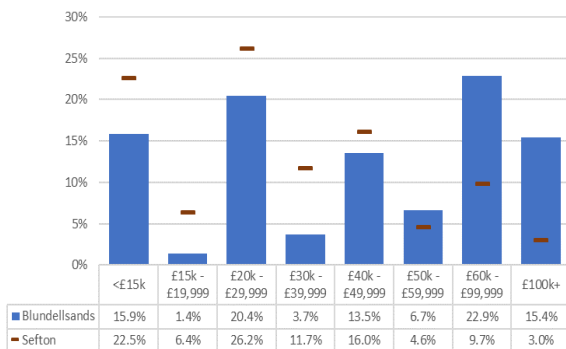
As of September 2020, there were a total of 25 establishments throughout Blundellsands which hold a license under the 2003 Licensing Act; these include locations which sell alcohol (shops, pubs, clubs and restaurants) along with properties serving hot food after 11pm. The ward makes up 3% of all Sefton’s licensed premises slightly lower than the Sefton average of 5%.

There was one establishment with a license under the Gambling Regulation Act 2003 in Blundellsands as of September 2020.

Within Blundellsands there were 60 inspections carried out of commercial properties (ranging from large chain stores e.g. Asda / Tesco, to the local corner shop) during 2019/20. 85% of these related to food hygiene inspections.

According to Experian Mosaic in 2020, 16% (819) of households within Blundellsands had an annual income of less than £15,000 (Figure 12), considerably lower than the rates seen across Sefton. This is possibly due to the area having predominantly stable more affluent households.

Figure 12: Household Income – Mosaic (2020)



The 2011 Census indicated that of the then 8,230 residents aged 16 to 74 living within Blundellsands, 69% were economically active. Of these economically active residents, 38% were employed full time; 14% employed part time and 11% were self-employed.

31% were economically in-active, of whom 18% were retired and 3% were registered as long-term sick or disabled.

In total 103 (1%) had been unemployed long term, less than 1% (0.5% of 43) had never been employed.

Table 4: Economically Active (2011)

	Blundellsands Count	Percentages				
		Ward	Sefton	LCR	NW	England
All	5708	69.4	67.1	65.7	67.8	69.9
In employment	5160	62.7	59.1	56.2	59.6	62.1
Employee: Part-time	1138	13.8	15.0	14.0	13.9	13.7
Employee: Full-time	3102	37.7	35.8	35.6	37.5	38.6
Self-employed	920	11.2	8.2	6.6	8.2	9.8
Unemployed	316	3.8	4.9	5.8	4.7	4.4
Full-time student	232	2.8	3.1	3.7	3.5	3.4

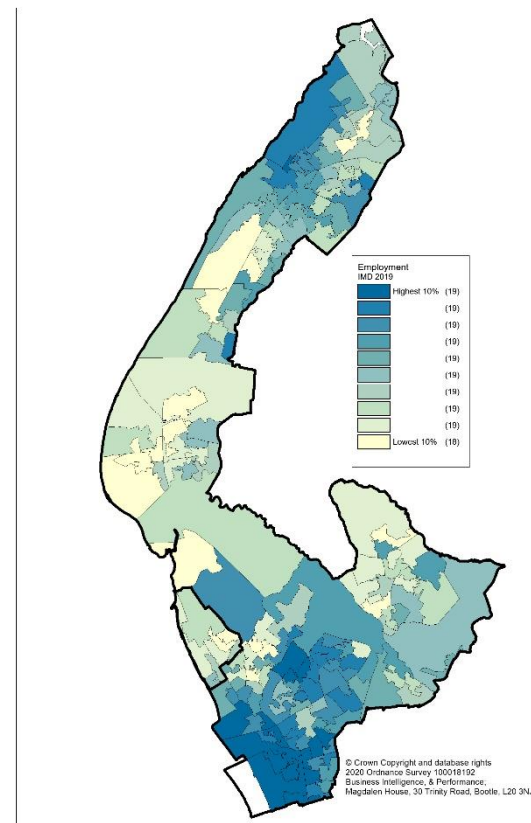
Table 5: Economically Inactive (2011)

	Blundellsands Count	Percentages				
		Ward	Sefton	LCR	NW	England
All	2522	30.6	32.9	34.3	32.2	30.1
Retired	1456	17.7	17.3	14.7	14.8	13.7
Student	434	5.3	4.4	6.3	5.6	5.8
Looking after home or family	245	3.0	3.4	3.9	3.9	4.4
Long-term sick or disabled	269	3.3	5.9	7.1	5.6	4.0
Other	118	1.4	1.9	2.3	2.2	2.2

Table 6: Unemployed (2011)

	Blundellsands Count	Percentages				
		Ward	Sefton	LCR	NW	England
Age 16 to 24	98	1.2	1.4	1.7	1.4	1.2
Age 50 to 74	76	0.9	1.0	1.0	0.8	0.8
Never worked	43	0.5	0.7	1.0	0.8	0.7
Long-term	103	1.3	2.0	2.4	1.8	1.7

Map 6: Employment IMD Score by LSOA (2019)



Two of the wards LSOAs are in the bottom 30% of areas in England for working age people who have been involuntarily excluded from the labour market. The remaining LSOAs are mid-level; all of the ward’s LSOAs have seen a reduction in employment deprivation since 2015 (Map 6).

## Benefits & Support

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

In January 2021, approximately 260 working age people residing in the ward were claiming out of work benefits. This is 4% of all the working aged residents; lower than Sefton, LCR, North West (all 7%) and England (6%). With 5% of residents in the ward aged between 16 and 24 were claiming out of work benefits which is lower than the Borough, city region and region (Figure 13).

The rates of working age residents claiming out of work benefit in Blundellsands have an increase across the past five years (Figure 14), with an overall rise of 225% (180). 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 Blundellsands 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.

508 working age residents in the ward were claiming Universal Credit in January 2021 (64% of these were not in employment). The rate of working age residents claiming UC in Blundellsands is 78 per 1,000 and is significantly lower than the comparative 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 be completed by Summer 2022.

In January 2021, 371 residents were claiming PIP in Blundellsands, a rate of 57 per 1000 residents (aged 16+). Like UC this rate is lower than the comparative areas (Figure 16).

### Child Benefits

855 families in Blundellsands were claiming child benefits relating to 64% (1,385) of children in the ward in 2020. The ward has a lower 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 499 households in the ward claiming Council Tax Reduction (10% of all rated households) and is half of the Sefton average of 20%. Blundellsands has the second lowest percentage of households of all 22 wards in the Borough (Figure 18).

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

During 2020, there were 36 applications to Sefton's ELAS by residents within Blundellsands (Table 7). Of the applications in the ward, 50% were approved in full, with 6% being partially approved. Blundellsands has seen an overall reduction in the number of applications approved over the past four years (31% of 9). Blundellsands had the fifth lowest number of applications (out of the 22 Sefton wards) and made up just 0.5% of all Sefton's applicants.

### Trussell Trust Food Bank

Trussell Trust Food Bank data for April 2019 to March 2020 shows that 33 vouchers were issued to residents of Blundellsands ward, with 60 residents being fed by a Food Bank located in Sefton. This equates to 5 per 1,000 residents which is significantly lower than the Sefton rate of just 66 per 1,000 residents. There has been an 8% reduction in the number of vouchers issued compared to the previous year.

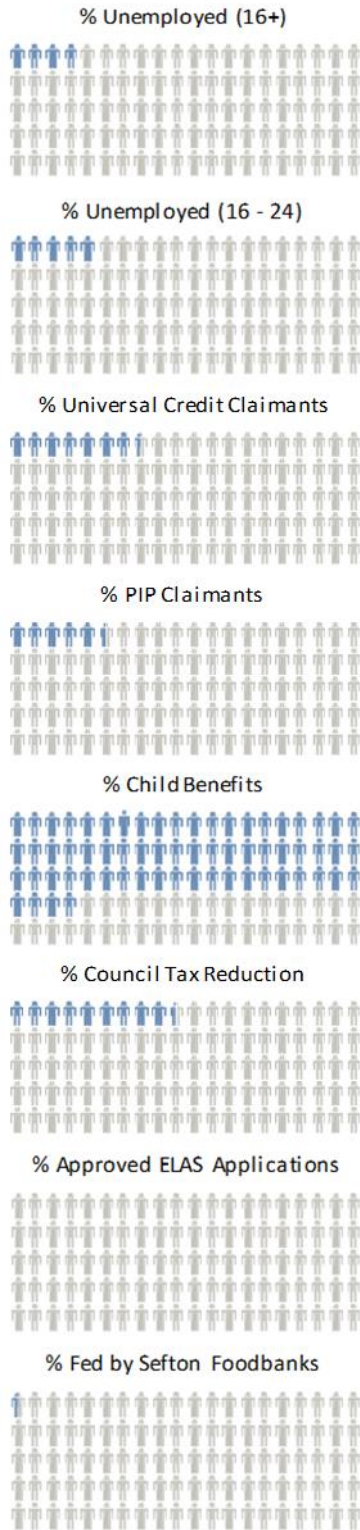


Figure 13: Rate of Working Age Residents Claiming Out of Work Benefits (January 2021)

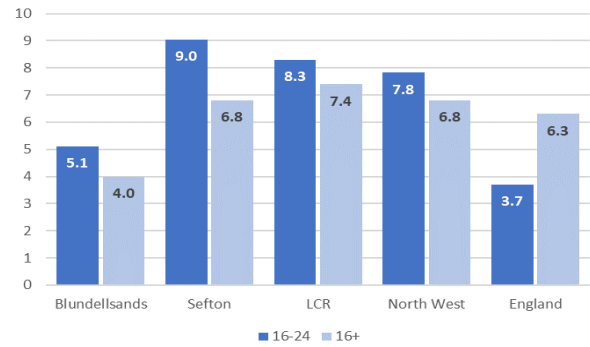


Figure 14: Rate of Working Age Residents Claiming Out of Work Benefits (January 2017/18/19/20/21)

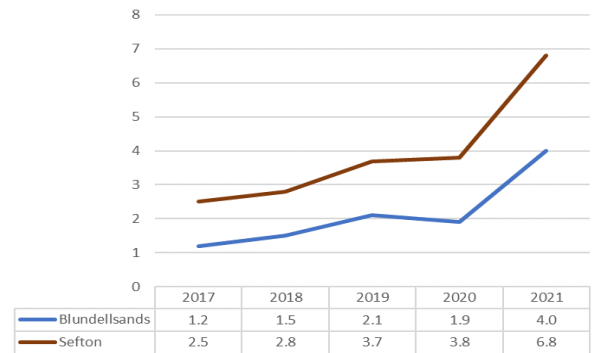


Figure 15: Rate of Residents claiming Universal Credits (January 2021)

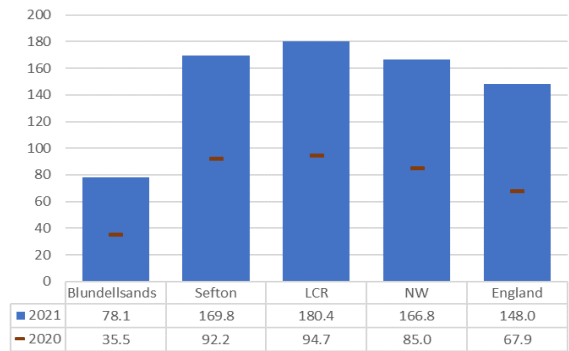


Figure 16: Rate of Residents claiming Personal Independence Payments (January 2021)

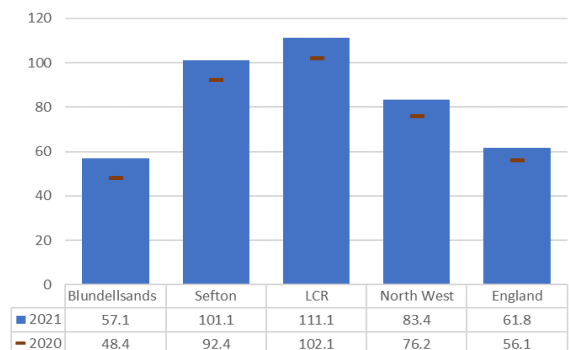


Figure 17: Rate of Families claiming Child Benefits (2020)

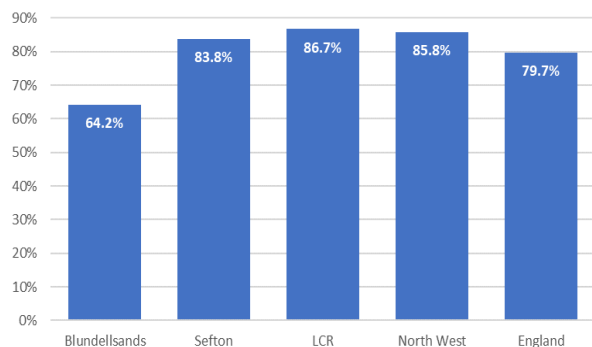


Figure 18: Percentage of Households Claiming Council Tax Reductions (January 2020)

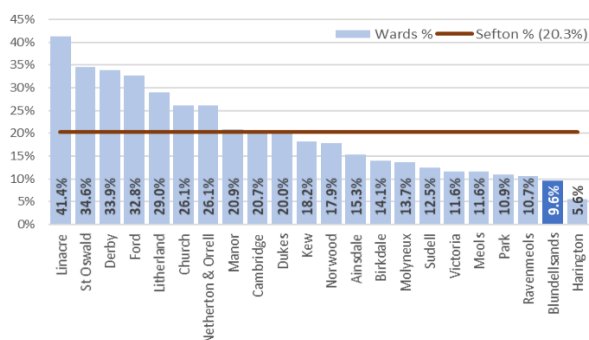


Table 7: Emergency Limited Assistance Scheme (ELAS) Applications (January to December 2020)

	Blundellsands		Application Status	
	Count	Ward	Sefton	
<b>Total Applications</b>	36	-	-	-
<b>Approved</b>	18	50%	53%	
<b>Partially Approved</b>	2	6%	10%	
<b>Not Approved</b>	16	44%	37%	

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

Along with the changes in limits and accessibility, the way benefits are paid has also changed. Universal Credit has been introduced as a single

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

The COVID-19 pandemic will have affected the number of benefit claimants as many businesses had to either furlough or terminate staff. It is unclear at present how long these effects will last.

These changes in the welfare reform system and the COVID-19 pandemic are going to have varying impacts across Sefton wards.

Within Blundellsands there is a lower level of reliance on most forms of benefits. However, the new reforms may lead to a potential reduction in household income for some of the more vulnerable residents in the ward. This could have an increased demand on other provisions including ELAS, Food Banks and homeless services. The reduction in household income may also have a knock-on effect on local businesses and landlords.

## Education

Given the direct correlation between deprivation levels, it is unsurprising that overall Blundellsands has a lower to average proportion of children with special educational needs and higher levels of attainment rates compared to the Sefton, LCR, North West and England results.

The higher levels of attainment and lower levels of specialist support needed for children in the ward may present challenges to further improve the delivery of services and pressures on service delivery across school and educational services.

### Nursery Settings

Of the 22 students living in the Blundellsands ward attending a Sefton maintained nursery setting (Table 8):

- Just 1% of all nursery pupils in Sefton live in Blundellsands.
- 8% of the estimated nursery age population within the ward attend a Sefton maintained nursery (Sefton has a rate of 22%).
- There were no children entitled to free school meals, subject to Special Educational Needs (SEN) support or with English not as a first language.

### Primary School Settings

Of the 624 Sefton maintained / academy primary school students living in the ward (Table 9):

- 3% of all primary pupils in Sefton live in Blundellsands.
- 71% of the estimated primary school age population within the ward attend a Sefton maintained primary school (Sefton has a rate of 80%).
- 8% were entitled to a free school meal (Sefton is 21%).
- 8% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- 2% had English not as a first language (Sefton is 6%).

### Secondary School Settings

Of the 378 Sefton maintained / academy secondary school students living in the ward (Table 10):

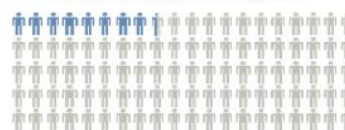
- 3% of all high school pupils in Sefton live in Blundellsands.
- 53% of the estimated high school age population within the ward attend a Sefton maintained secondary school (Sefton has a rate of 74%).
- 7% were entitled to a free school meal (Sefton is 19%).
- 11% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- The number of pupils that had English not as a first language in the ward was below four so cannot be published

### 16+ Pupils

Of the 94 Sefton maintained secondary school students living in the ward (Table 11):

- 6% of all pupils over 16 in Sefton live in Blundellsands.
- 19% of the estimated 16 to 20-year olds residing within the ward attend a Sefton maintained post 16 setting (Sefton has a rate of 11%).
- The number of pupils entitled to free school meals and subject to Special Educational Needs (SEN) support in the ward were below four so cannot be published. There were no pupils that had English not as a first language.

% Overall Pupils with SEN



% Overall FSM



Table 8: Nursery Settings (January 2020)

Nursery Class Pupils	Blundellsands		Sefton	
	Count	%	Count	%
Total Pupils	22		1923	
Females	14	64%	941	49%
Males	8	36%	982	51%
Receiving Free School Meal	0	0%	141	7%
SEN Support	0	0%	119	6%
English as a First Language <sup>1</sup>	22	100%	1704	89%
English not as a First Language <sup>1</sup>	0	0%	104	5%

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

Table 9: Primary School Settings (January 2020)

Primary School Pupils	Blundellsands		Sefton	
	Count	%	Count	%
Total Pupils	624		20075	
Females	277	44%	9680	48%
Males	347	56%	10395	52%
Receiving Free School Meal	48	8%	4145	21%
SEN Support	51	8%	3067	15%
English as a First Language <sup>1</sup>	547	88%	18195	91%
English not as a First Language <sup>1</sup>	12	2%	1171	6%

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

Table 10: Secondary School Settings (January 2020)

Secondary School Pupils	Blundellsands		Sefton	
	Count	%	Count	%
Total Pupils	378		13225	
Females	190	50%	6541	49%
Males	188	50%	6684	51%
Receiving Free School Meal	26	7%	2476	19%
SEN Support	43	11%	1993	15%
English as a First Language <sup>1</sup>	376	99%	12508	95%
English not as a First Language <sup>1</sup>	*	0%	660	5%

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

Please note within the table counts below four have been suppressed

Table 11: 16+ Pupils (January 2020)

Post 16 Pupils	Blundellsands		Sefton	
	Count	%	Count	%
Total Pupils	94		1542	
Females	52	55%	772	50%
Males	42	45%	770	50%
Receiving Free School Meal	*	*	129	8%
SEN Support	*	*	125	8%
English as a First Language <sup>1</sup>	94	100%	1483	96%
English not as a First Language <sup>1</sup>	0	0%	51	3%

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

Please note within the table counts below four have been suppressed

### Early Years Foundation Stage

Of the 100 students residing within Blundellsands ward and attending a Sefton maintained setting with an Early Years Foundation Stage (EYFS) level (Figure 19 & Table 12):

- 23% did not achieve a “Good Level of Development”. This is lower than the non-

achievement levels seen across Sefton and North West (both 31%), LCR (33%) and England (28%).

- 6% were entitled to a free school meal (Sefton is 16%).
- 8% were subject to Special Educational Needs (SEN) support (Sefton is 7%).

### Key Stage 1 (KS1)

During 2018/19 there were 95 students residing within Blundellsands ward and attending a Sefton maintained setting with a KS1 level. For these students (Figure 20 and Table 13):

- 28% did not achieve the expected standard in Reading, Writing, and Maths; below the averages for Sefton at 37%, North West at 35% and England at 37%.
- 2% were entitled to a free school meal (Sefton is 18%).
- 10% were subject to Special Educational Needs (SEN) support (Sefton is 14%).

### Key Stage 2 (KS2)

During 2018/19 there were 87 students residing within Blundellsands ward and attending a Sefton maintained setting, with a KS2 level. For these students (Figure 21 and Table 14):

- 23% did not achieve the expected standard in Reading, Writing, and Maths; considerably lower than the averages for Sefton - 37%, LCR - 38%, North West and England both - 35%.
- 8% were entitled to a free school meal (Sefton is 20%).
- 14% were subject to Special Educational Needs (SEN) support (Sefton is 17%)

### Key Stage 4 (KS4)

During 2018/19 there were 83 students residing within Blundellsands ward and attending a Sefton maintained setting undertaking GCSE examinations. For these students:

- 54% did not achieve a level between 9 and 5 in English and Maths; it was well below the average for Sefton, LCR, the North West and England (Figure 22).

- 90% did not achieve a level between 9 and 5 for the English Bacallaureate, higher than Sefton, LCR, the North West and England (Figure 23).
- Students in Blundellsands had an average Attainment 8 score of 52.4, higher than the Borough, region and country (Figure 24).
- The average Progress 8 score in the ward (-0.02) was higher than the comparison areas. This means that on average students are achieving as expected (Figure 25).

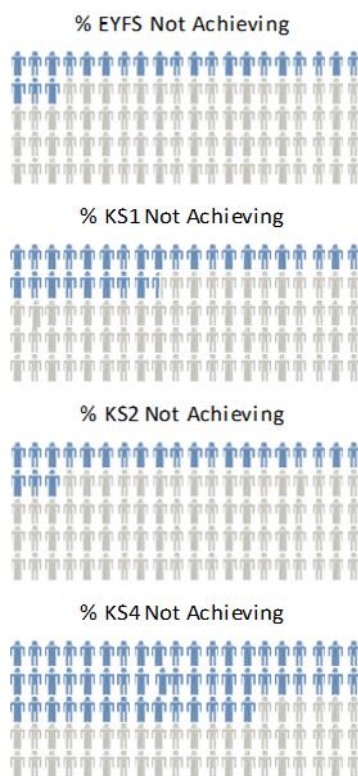


Figure 19: Percentage of Pupils NOT Gaining a Good Level of Development in Early Years Foundation Stage (2018/19)

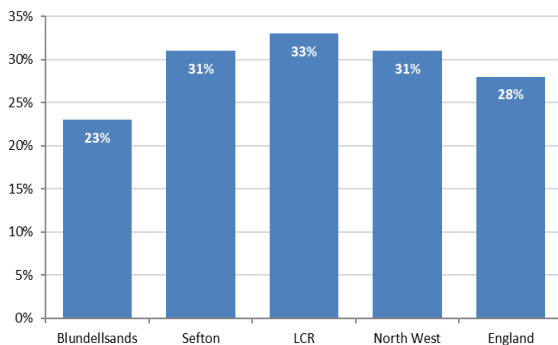


Table 12: Early Years Foundation Stage Settings – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (EYFS)		Eligible for Free School Meal (EYFS)	
	Count	%	Count	%
Blundellsands	1	7.6%	6	6.0%
Sefton	193	6.7%	457	15.9%

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

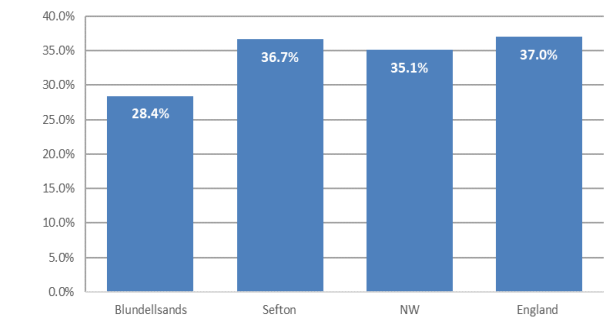


Table 13: Key Stage 1 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS1)		Eligible for Free School Meal (KS1)	
	Count	%	Count	%
Blundellsands	9	9.5%	2	2.1%
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)

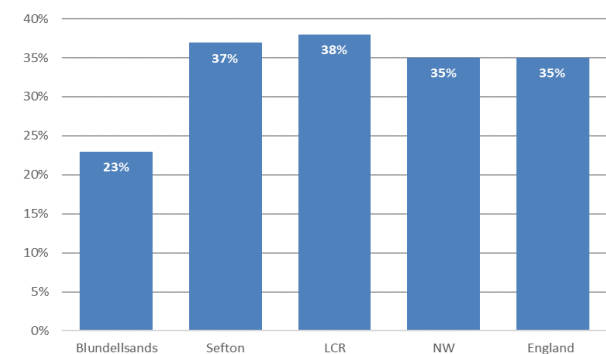


Table 14: Key Stage 2 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS2)		Eligible for Free School Meal (KS2)	
	Count	%	Count	%
Blundellsands	12	13.8%	7	8.0%
Sefton	465	16.9%	540	19.6%

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

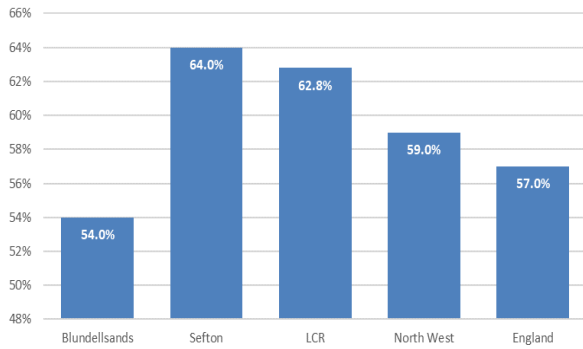


Figure 23: Percentage of Pupils Not Achieving English Baccalaureate 9 to 5 (2018/19)

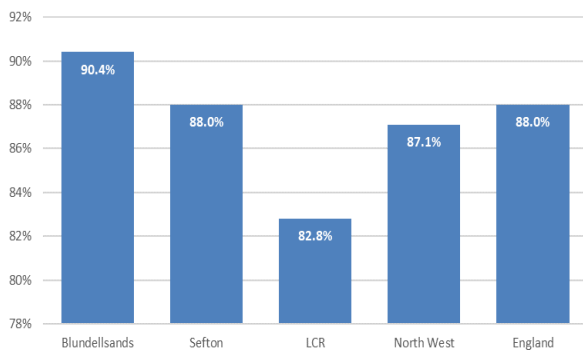


Figure 24: Average Attainment 8 Score (2018/19)

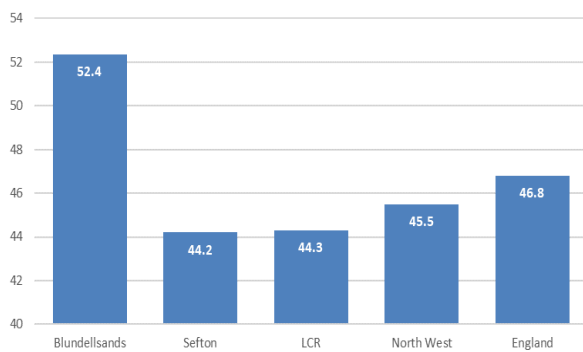
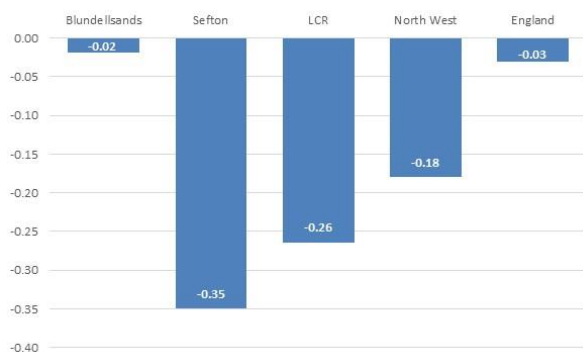


Figure 25: Average Progress 8 Score (2018/19)

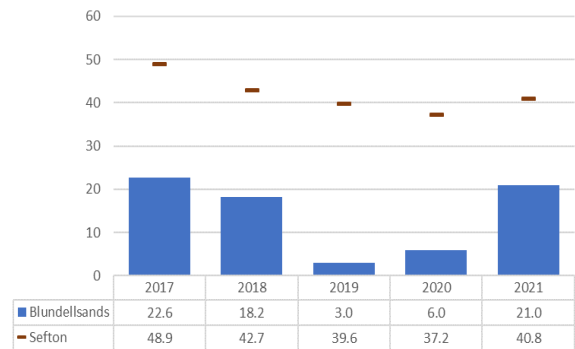


Not in Employment Education or Training (NEET)

In January 2021, there were seven people aged between 16 and 18 registered as Not in Employment Education or Training (NEET) with Careers Connect residing within Blundellsands ward. This makes up just 2% of the Sefton total NEET. The ward was one of the lowest of the 22 wards in Sefton.

Blundellsands NEET rates have repeatedly been lower than those of the Borough (Figure 26), they have fluctuated across the past five years (2017 to 2021), though numbers have continually been low.

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





## Community Safety

Associated with its lower levels of socio-economic issues Blundellsands has below average levels of crime compared to the Borough; however, disorder and deliberate fire levels are higher in the ward than the Borough and have seen increases when compared to the previous year.

### Crime

There were 423 crimes reported to Merseyside Police between April 2020 and March 2021. In Blundellsands ward this represents just 2% of all crimes that occurred within Sefton. This is 37 crimes per 1,000 population – significantly lower than the rate seen across Sefton as a whole (72 per 1,000).

9% decrease from the previous year, higher than the 7% seen across the Borough (Table 15).

Over a third of all crimes in the ward were violent offences (39% of 163). Of these, 55 (34%) were common assault and battery (including racial offences).

### Anti-social Behaviour (ASB)

There were 372 Anti-social Behaviour incidents reported to Merseyside Police between April 2020 and March 2021 (Table 16), occurring within Blundellsands: 5% of all Sefton incidents. The ward has a rate of 33 incidents per 1,000 population - higher than the rate seen across Sefton as a whole (27 per 1,000).

There has been a 210% increase in the number of incidents occurring in Blundellsands compared to 2019/20 (the average across Sefton saw a 58% raise). The increase maybe due to COVID-19 and the reporting of breaches in lockdown rules.

Nearly half (47%) of the incidents within Blundellsands were reports of Rowdy or Inconsiderate Behaviour. 22% of all ASB reports in the ward specifically mentioned youths, with 2% relating to alcohol / drunken behaviour.

### Deliberate Fires

Merseyside Fire and Rescue Service (MFARS) responded to 23 deliberate fires in the Blundellsands ward between April 2020 and March 2021. This is 5% of all deliberate fires across the Borough.

The rate of deliberate fires per 100,000 population in the ward is 204 compared to 171 across Sefton as a whole (Table 17).

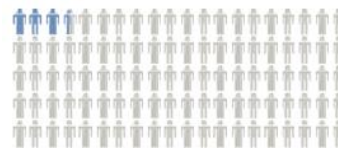
Deliberate property fires in Blundellsands increased by 229% last year (an actual increase of 16 fires), compared to an increase seen across the Borough as a whole (5%).

Nearly three quarters of deliberate fires (74%) in the ward were classified as deliberate secondary fires: 35% of which related to beach fires.

### Index of Multiple Deprivation - Crime

The wards LSOAs are in some of the least affected areas nationally (Map 7). Though levels across six of Blundellsands LSOAs increased when comparing the 2019 scores to 2015. The wards score (-0.4) is below those seen across Sefton (-0.07), LCR (0.21), North West (0.22) and England (0).

Rate of All Offences



Rate of Drug / Violent Offences



Rate of ASB Incidents



Rate of Rowdy Inconsiderate Behaviour



Rate of Deliberate Fires

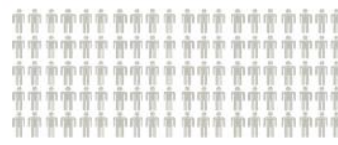


Table 15: Offences Reported to Merseyside Police (2020/21)

Offences	Blundellsands Crimes				Sefton Crimes			
	Apr 20 - Mar 21	Count	Rate <sup>1</sup>	Change <sup>2</sup>	Count	Rate <sup>1</sup>	Change <sup>2</sup>	
Burglary		40	3.5	-35.5% ▼	1285	4.6	-19.3% ▼	
Criminal Damage & Arson		32	2.8	-36.0% ▼	2043	7.4	-17.2% ▼	
Drugs		45	4.0	80.0% ▲	1787	6.5	8.0% ▲	
Public Order		49	4.3	48.5% ▲	2302	8.3	19.8% ▲	
Other		12	1.1	33.3% ▲	530	1.9	-6.0% ▼	
Sexual		4	0.4	-33.3% ▼	368	1.3	-18.6% ▼	
Theft		78	6.9	-43.5% ▼	3330	12.0	-30.1% ▼	
Violence		163	14.4	16.4% ▲	8381	30.3	3.5% ▲	
<b>Total</b>		<b>423</b>	<b>37.4</b>	<b>-8.6%</b> ▼	<b>20010</b>	<b>72.4</b>	<b>-7.0%</b> ▼	

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

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

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

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

ASB Incidents	Apr 20 - Mar 21	Blundellsands Incidents			Sefton Incidents		
		Count	Rate <sup>1</sup>	Change <sup>2</sup>	Count	Rate <sup>1</sup>	Change <sup>2</sup>
General Nuisance		92	8.1	384.2% ▲	1840	6.7	98.1% ▲
Nuisance Neighbour		16	1.4	166.7% ▲	781	2.8	61.0% ▲
Other <sup>3</sup>		26	2.3	225.0% ▲	571	2.1	82.4% ▲
Personal		10	0.9	100.0% ▲	351	1.3	12.1% ▲
Rowdy Inconsiderate Behaviour		173	15.3	203.5% ▲	3271	11.8	66.2% ▲
Vehicle Nuisance		55	4.9	120.0% ▲	710	2.6	-5.5% ▼
<b>Total</b>		<b>372</b>	<b>32.9</b>	<b>210.0%</b> ▲	<b>7524</b>	<b>27.2</b>	<b>58.1%</b> ▲

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

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

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

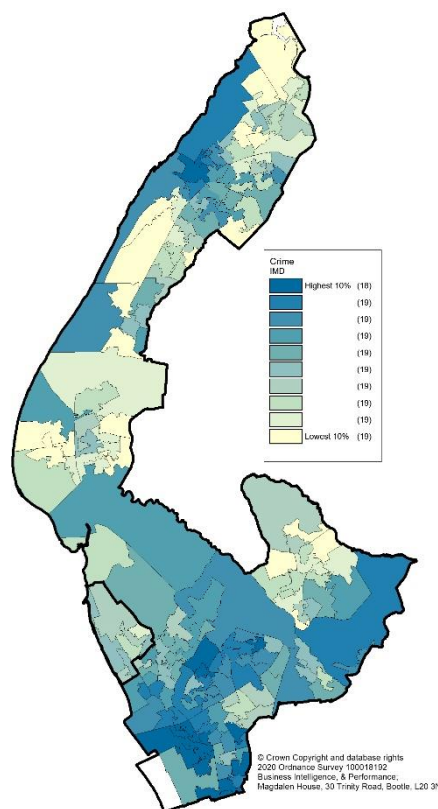
Table 17: Deliberate Property Fires (2020/21)

Fires	Apr 20 - Mar 21	Blundellsands Deliberate Fires			Sefton v Deliberate Fires		
		Count	Rate <sup>1</sup>	Change <sup>2</sup>	Count	Rate <sup>1</sup>	Change <sup>2</sup>
Deliberate Property Fires		4	35.4	100.0% ▲	38	13.7	5.6% ▲
Deliberate Secondary Fires		17	150.4	142.9% ▲	406	146.9	11.5% ▲
Vehicle Fires		2	17.7	100.0% ▲	29	10.5	-43.1% ▼
<b>Total</b>		<b>23</b>	<b>203.5</b>	<b>228.6%</b> ▲	<b>473</b>	<b>171.1</b>	<b>4.9%</b> ▲

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

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

Map 7: Crime IMD Score by LSOA (2019)



The increased levels of calls for Anti-Socials Behaviour to Merseyside Police and deliberate fire calls to Merseyside Fire and Rescue (MFRAS) along with the budget cuts seen by both Merseyside Police and MFARS may result in an increasing level of direct costs. Associated with these issues are also indirect costs including lowered levels of community satisfaction and well-being; and reduced attractiveness to encourage businesses and job creators to locate in the area.

## Health

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

During the 2011 Census:

- 5% of residents were in either bad or very bad health (Sefton average was 7%).
- 19% had their activities limited a little or a lot by their health (Sefton average was 23%).

### Life Expectancy

Based on current life expectancy at birth levels, both men and women in the ward can expect to live approximately two years longer than the England average (Figure 27).

### Fertility

The fertility rate in Blundellsands (40.1) is significantly lower than that seen across the Borough (60.1) and nationally (60.6).

### Overweight Children

Of 100 reception age pupils (4 to 5-year olds) in Blundellsands taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 20% fell into the excess weight category which is lower than the comparative areas (Figure 28).

Of 88 Year 6 pupils (10 to 11-year olds) in Blundellsands taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 24% had excess weight, the ward level is again considerably lower than the four comparative areas (Figure 29).

### Hospital Admissions

Between 2015/16 and 2019/20 there were a total of 75 hospital admissions for injuries in under 15 years olds across Blundellsands, a crude rate (CR) of 94. This is lower than the rates seen across the four comparative areas (Figure 29)

Conversely, the CR of hospital admissions for injuries in those aged between 15 and 24 is higher in Blundellsands than LCR, the North West, and England (Figure 30), with 100 admissions between 2015/16 and 2019/20.

For most types of emergency hospital admissions during 2015/16 to 2019/20 the ward has had a

lower Standardised Admission Ratio (SAR) than the four comparative areas;

- Blundellsands All Causes SAR – 102 (Figure 31)
- Blundellsands Chronic Obstructive Pulmonary Disease (COPD) SAR – 45 (Figure 32)
- Blundellsands Coronary Heart Disease SAR – 93 (Figure 33)
- Blundellsands Myocardial Infarction SAR – 64 (Figure 34)
- Blundellsands Stroke SAR – 81 (Figure 35)
- Blundellsands Hip Fracture in those aged 65 and over SAR – 87 (Figure 36)

Hospital admissions for self-harm is again lower in the ward than the four comparative areas with a SAR of 74 in 2015/16 to 2019/20 (Figure 37).

Closely linked to the lower levels of poor health from birth of residents in Blundellsands the levels of other diseases and mortality rates are also lower.

### Deaths

For the period 2015 to 2019, Blundellsands had a Standardised Mortality Ratio (SMR) for all causes of death of 85. This is significantly lower than the comparative areas (Figure 38) with a total of 660 deaths in the ward during the time period.

In line with the higher life expectancy, Blundellsands is in the bottom 40% of England wards in terms of its SMR (ranked 4,845 out of the 7,189 wards available).

### Cancer

In relation to the occurrence of cancer between 2014 and 2018, Blundellsands has a Standardised Incidence Ratio (SIR) of 98 and is lower than the Borough, city region, region and national rates (Figure 39). Blundellsands is ranked 3,929 out of 7,198 England wards available for Cancer SIR (mid table).

### Index of Multiple Deprivation – Health & Disability

The rate of health and disability deprivation in Blundellsands (0.03) is considerably lower than that of Sefton (0.8), LCR (1.1) and the North West (0.2). However, considerable changes in three of the wards LSOAs have led to an overall increase in the ward when comparing 2019 to 2015.

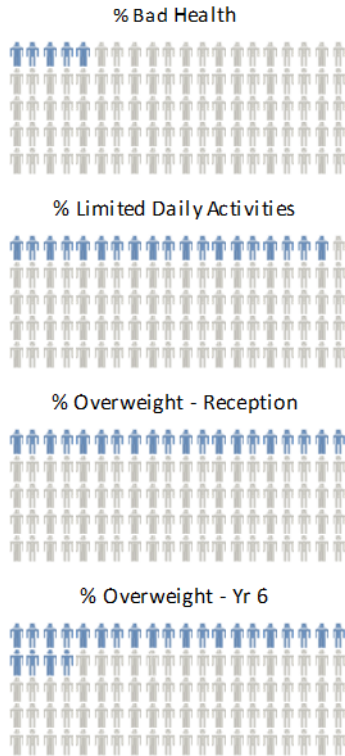


Figure 27: Life Expectancy at Birth (2015-2019)

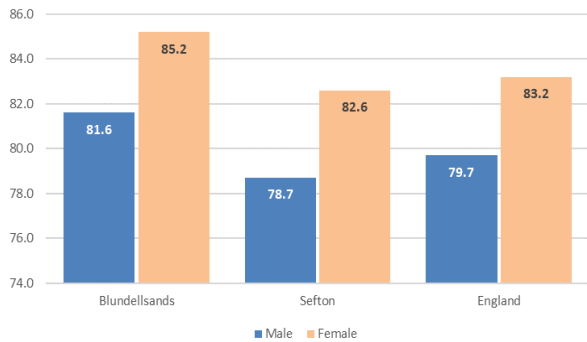


Figure 28: Children with Excess Weight – Year R (2018/19)

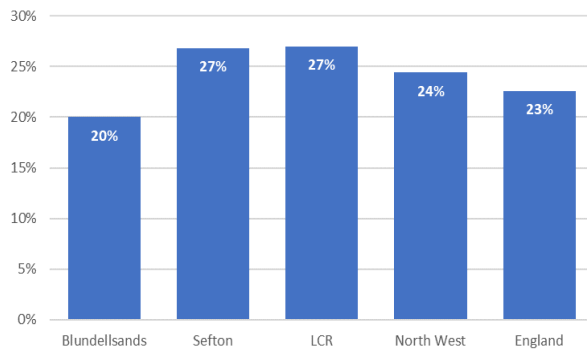


Figure 29: Children with Excess Weight – Year 6 (2018/19)

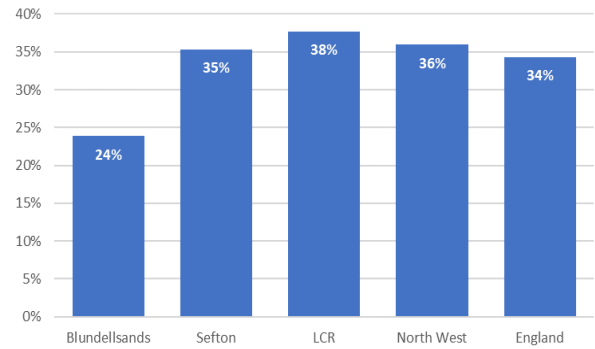


Figure 30: Emergency Hospital Admissions – CR Injuries in Under 15 year olds (2015/16 – 2019/20)

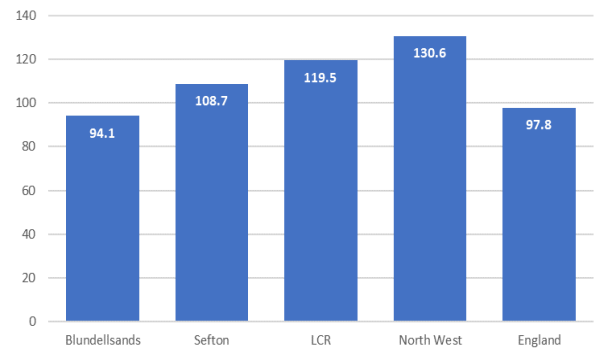


Figure 31: Emergency Hospital Admissions – CR Injuries in 15 to 24 year olds (2015/16 – 2019/20)

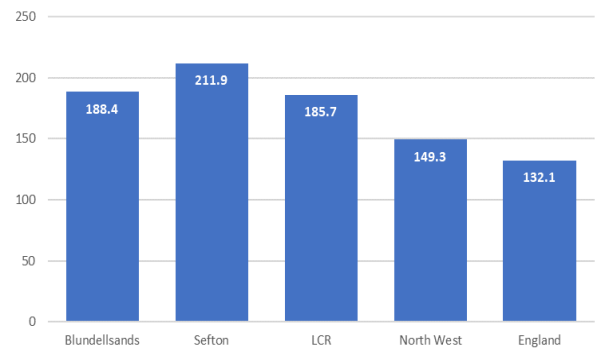


Figure 32: Emergency Hospital Admissions – All Causes SAR (2015/16 – 2019/20)

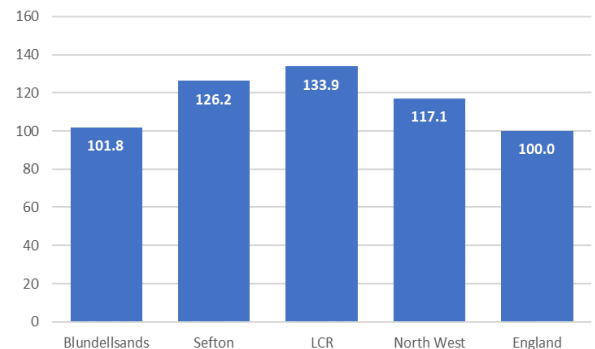


Figure 33: Emergency Hospital Admissions – COPD SAR (2015/16 – 2019/20)

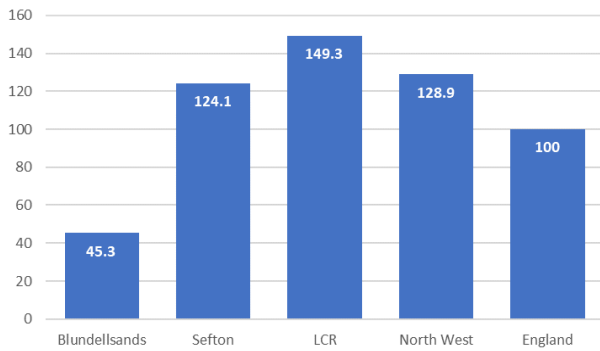


Figure 37: Emergency Hospital Admissions – Hip Fractures 65+ SAR (2015/16 – 2019/20)

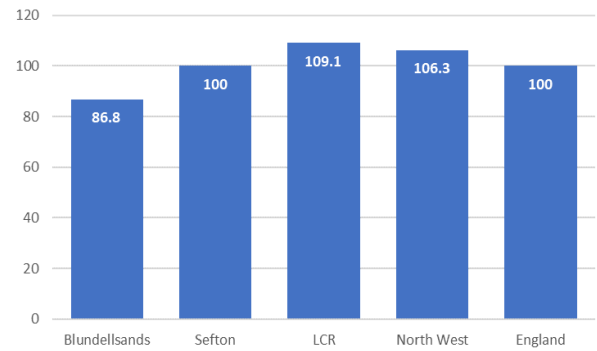


Figure 34: Emergency Hospital Admissions – Coronary Heart Disease SAR (2015/16 – 2019/20)

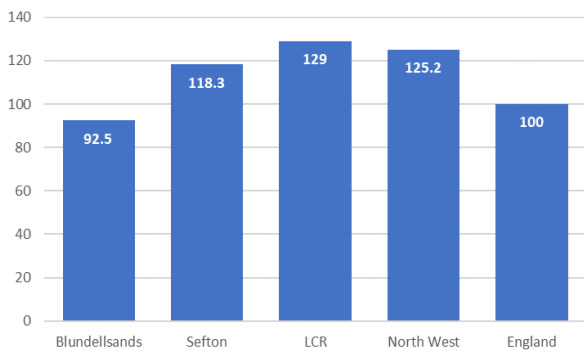


Figure 38: Hospital Admissions – Intentional Self-harm SAR (2015/16 – 2019/20)

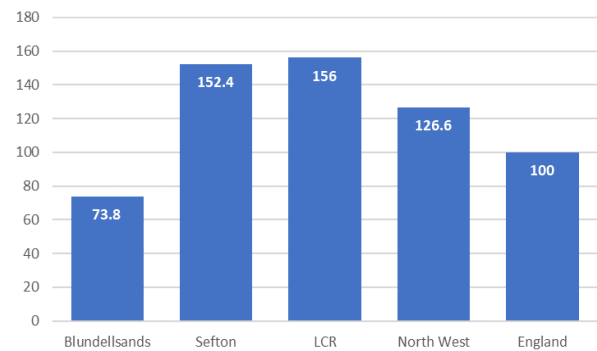


Figure 35: Emergency Hospital Admissions – Myocardial Infarction SAR (2015/16 – 2019/20)

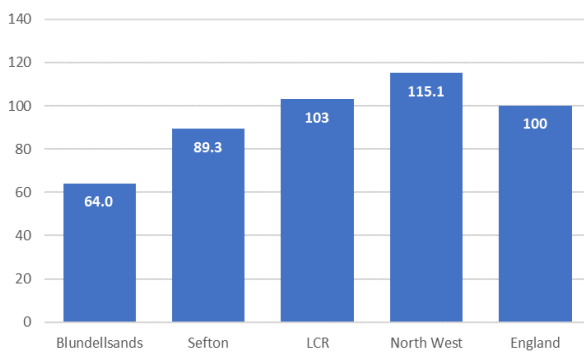


Figure 39: All Causes of Death SMR (2015 – 2019)

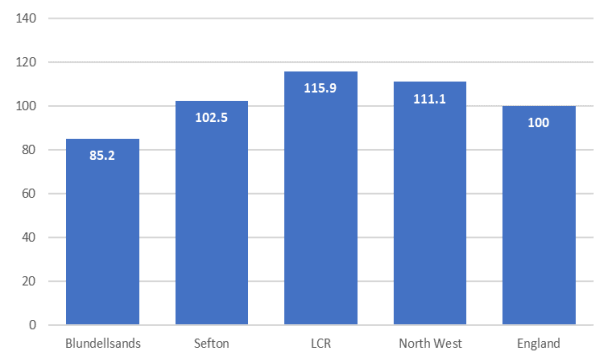


Figure 36: Emergency Hospital Admissions – Stroke SAR (2015/16 – 2019/20)

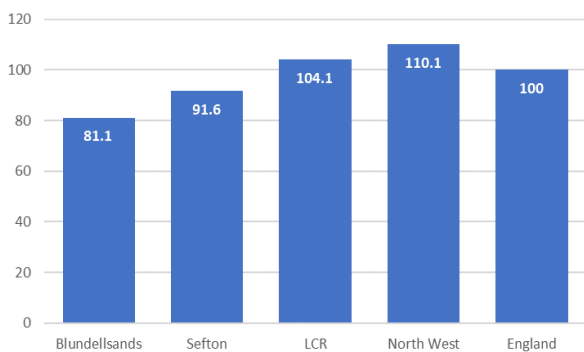
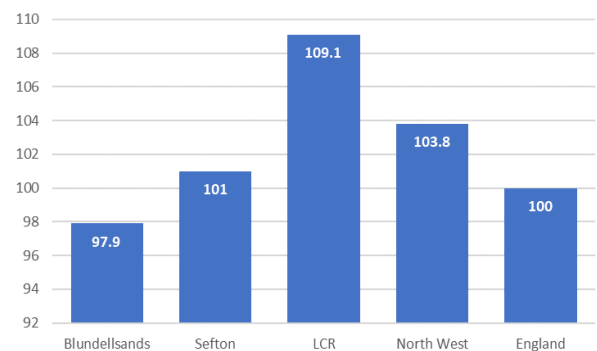
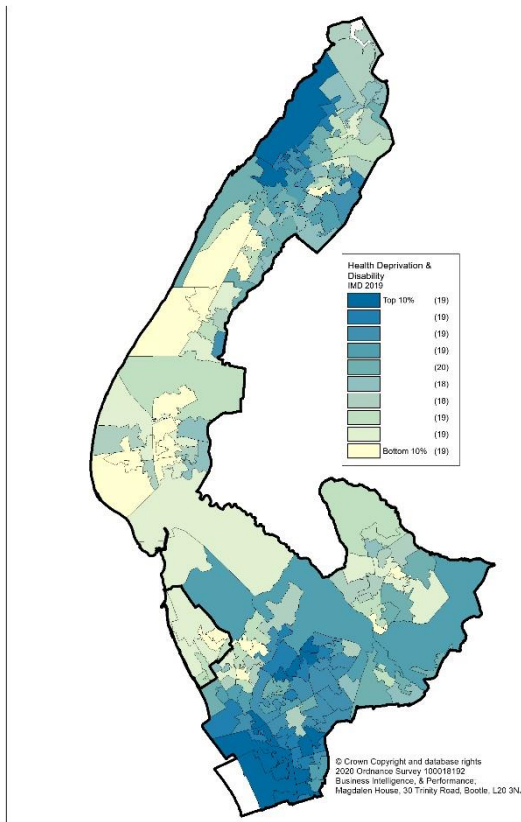


Figure 40: All Cancer Incidences SIR (2014 – 2018)



Map 8: Health IMD Score by LSOA (2019)

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The health and well-being of Blundellsands is better than Sefton as a whole. Residents of Blundellsands tend to live longer lives and in better health. Most hospital admissions, mortality rates and cancer incidences are lower for adults in Blundellsands than the national rate. Health outcomes for children are better than the Sefton average in Blundellsands.

Whilst Blundellsands currently experiences better health than many of Sefton’s wards, changes to its population such as an increasing older population and rising deprivation may increase the health needs of this community in the future.

## 2011 Census Flows – Migration

The 2011 Census indicated that 712 people immigrated into the Blundellsands ward from outside of the ward when comparing current addresses to the addresses of the previous year. 167 moving within the ward means a total of 879 people moving into the area. 45% of these moved from other wards within Sefton. 52% of all people moving into the ward are aged between 20 and 54 (Table 18 / Map 9).

In comparison 716 people have moved out of the ward, to other areas, with 40% moving to other Sefton wards, and 18% moving to other areas outside of the North West. 54% of the people who left the ward were aged between 20 and 54 (Table 19 / Map 10).

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

Area Moved From	Total	0to19	20to54	55Plus				
Blundellsands (Internal)	167	19.0%	41	4.7%	90	10.2%	36	4.1%
Sefton (Other Wards)	393	44.7%	83	9.4%	232	26.4%	72	8.2%
LCR (Not Sefton)	126	14.3%	20	2.3%	87	9.9%	19	2.2%
North West (Not LCR)	49	5.6%	13	1.5%	33	3.8%	9	1.0%
Other	144	16.4%	11	1.3%	105	11.9%	28	3.2%
<b>Total Immigration into Blundellsands Ward (excluding Internal)</b>	<b>712</b>	<b>81.0%</b>	<b>127</b>	<b>14.4%</b>	<b>457</b>	<b>52.0%</b>	<b>128</b>	<b>14.6%</b>

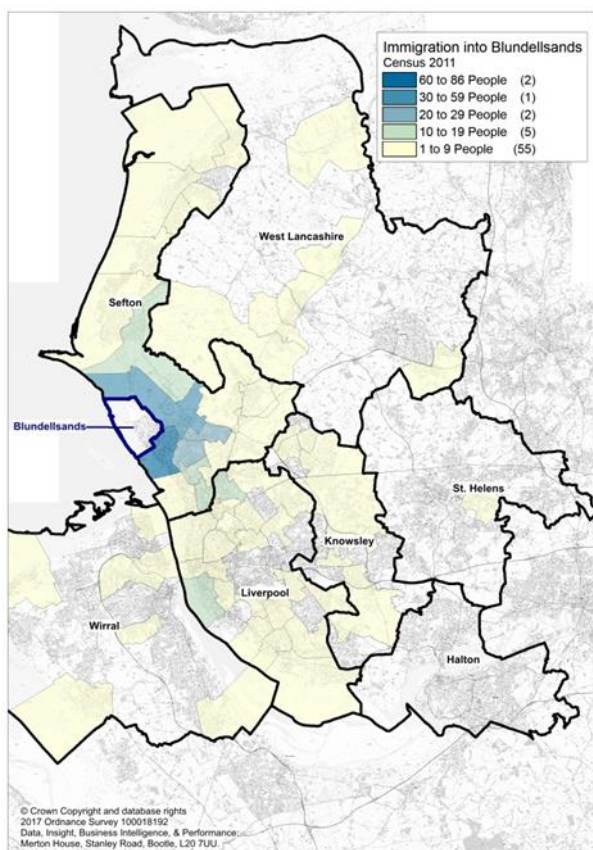
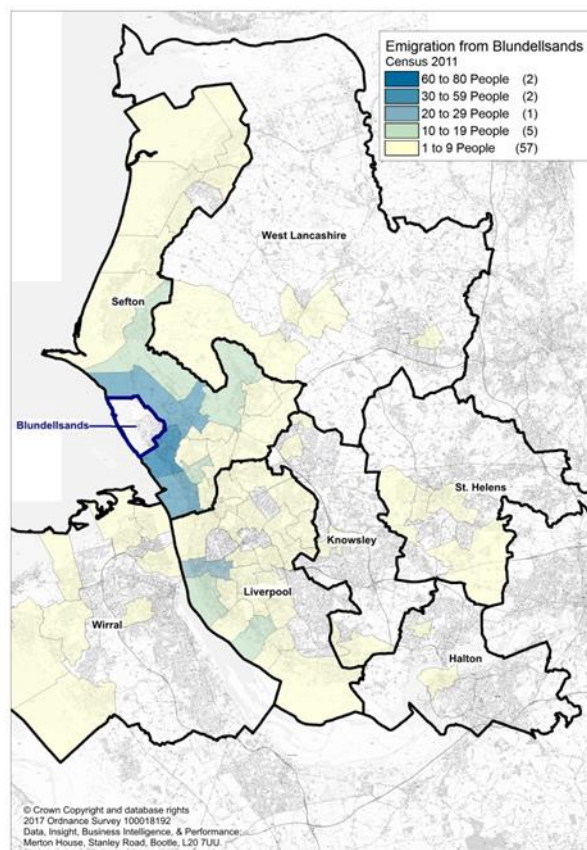


Table 19 / Map 10: Moving out of Blundellsands (2011)

Area Moved To	Total	0to19	20to54	55Plus				
Blundellsands (Internal)	167	18.9%	41	4.6%	90	10.2%	36	4.1%
Sefton (Other Wards)	355	40.2%	70	7.9%	240	27.2%	45	5.1%
LCR (Not Sefton)	148	16.8%	30	3.4%	105	11.9%	13	1.5%
North West (Not LCR)	58	6.6%	15	1.7%	34	3.9%	9	1.0%
Other	155	17.6%	39	4.4%	93	10.5%	23	2.6%
<b>Total Emigrated From Blundellsands Ward (excluding Internal)</b>	<b>716</b>	<b>81.1%</b>	<b>154</b>	<b>17.4%</b>	<b>472</b>	<b>53.5%</b>	<b>90</b>	<b>10.2%</b>



Whilst overall the pattern of in and out migration appeared relatively stable, the net loss of younger residents could have an impact on demands in services due to the reducing population of children in the area i.e. places in nurseries, schools, etc.

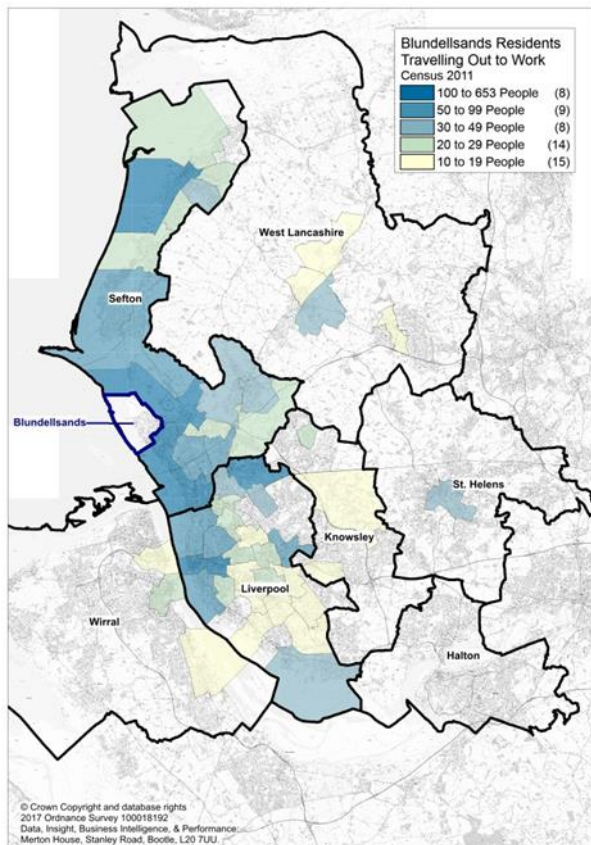
## 2011 Census Flows – Travel to Work

Census 2011 indicated that 91% (3,961) of working residents within Blundellsands travelled out of the ward to their place of work. 42% of the people travelling out of the area travelled to other Sefton wards, with 39% travelling to other LCR areas. 345 people did not have a fixed workplace with a further 546 people residing in the ward stating they worked from home (Table 20 / Map 11).

There were a total of 1,649 people traveling into the ward to attend their place of work from outside of the ward. 63% of these travelled from other Sefton wards with 14% travelling from other LCR areas (Table 21 / Map 12).

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

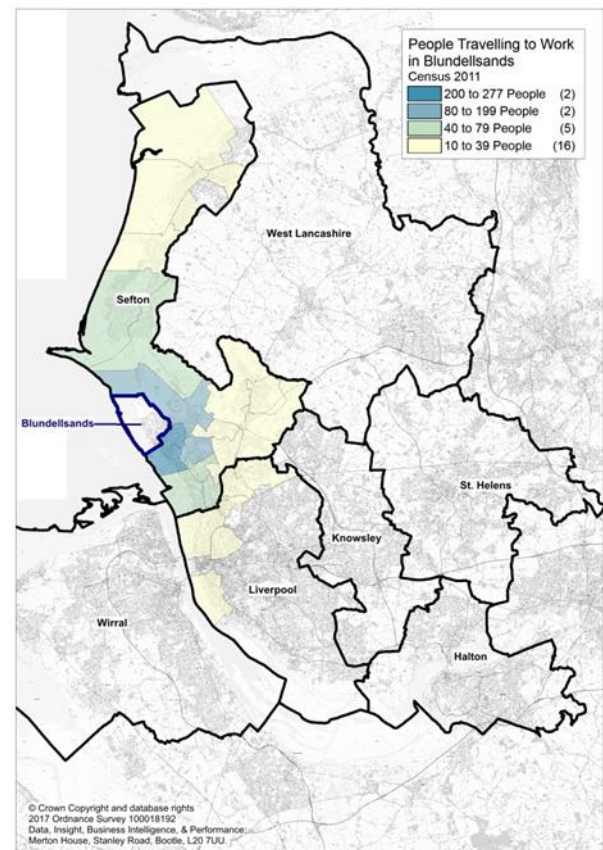
Residents Travel to Work	Total	16 - 34	35 - 49	50 Plus				
Blundellsands (Internal)	376	8.7%	95	2.2%	112	2.6%	169	3.9%
Sefton (Other Wards)	1800	41.5%	477	11.0%	613	14.1%	710	16.4%
LCR (Not Sefton)	1697	39.1%	483	11.1%	621	14.3%	593	13.7%
North West (Not LCR)	361	8.3%	127	2.9%	124	2.9%	110	2.5%
Other	103	2.4%	37	0.9%	31	0.7%	35	0.8%
<b>Total Blundellsands Residents Working Outside the Ward</b>	<b>3961</b>	<b>91.3%</b>	<b>1124</b>	<b>25.9%</b>	<b>1389</b>	<b>32.0%</b>	<b>1448</b>	<b>33.4%</b>



There were 66 wards in the area where one to nine Blundellsands residents travelled to Work. There were 81 wards in the area with one to nine residents travelling into Blundellsands to Work.

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

People Traveling to Blundellsands to Work	Total	16 - 34	35 - 49	50 Plus				
Blundellsands (Internal)	376	18.6%	95	4.7%	112	5.5%	169	8.3%
Sefton (Other Wards)	1282	63.3%	397	19.6%	447	22.1%	438	21.6%
LCR (Not Sefton)	278	13.7%	112	5.5%	83	4.1%	83	4.1%
North West (Not LCR)	79	3.9%	22	1.1%	34	1.7%	23	1.1%
Other	10	0.5%	4	0.2%	2	0.1%	4	0.2%
<b>Total People Travelling to Blundellsands for Work</b>	<b>1649</b>	<b>81.4%</b>	<b>535</b>	<b>26.4%</b>	<b>566</b>	<b>28.0%</b>	<b>548</b>	<b>27.1%</b>





## Service Demand & Delivery

### Children’s Social Care

In the ward there were 15 children aged between 0 and 17 known to Sefton Children’s Services as of 31<sup>st</sup> March 2020; this equates to 76 per 10,000 children residing in Blundellsands. It is significantly 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 and 324 per 10,000 across England (Figure 41).

Blundellsands was ranked lowest of the 22 wards overall and second lowest for rates of Children Looked After (CLA). There were none on a Child Protection Plan (CP):

- 10 per 10,000 children were subject to CLA (Sefton – 102, LCR – 123, NW – 97 and England – 67 per 10,000 children) and the actual number was lower than four so cannot be published.

### Early Help

As of 31<sup>st</sup> December 2020, Sefton’s Early Help team had 27 open episodes in Blundellsands for children (ages ranged from unborn to 22 years of age) and a rate of 5 per 1,000 of 0 to 22-year olds residing in the ward (Figure 42). The ward makes up just 1% of all open Early Help Episodes within the Borough.

The ward has a considerably lower rate than that seen in Sefton (15 per 1,000 0 to 22-year olds). There has been an increase of 200% (equating to 18 episodes) compared to episodes in 2019, (with Sefton showing an 11% increase).

Over a third (37%) of episodes related to children aged between 10 and 15 years old, with a further 37% being aged 5 to 9 (Figure 43).

### YOT (Youth Offending Team)

In Blundellsands there were just four 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 six interventions.

The ward has seen minimal changes in the number of young people known to YOT over the past three years.

83% of young people known to YOT in 2020 were males, with those aged 17-18 making up nearly two thirds (63%) of the population.

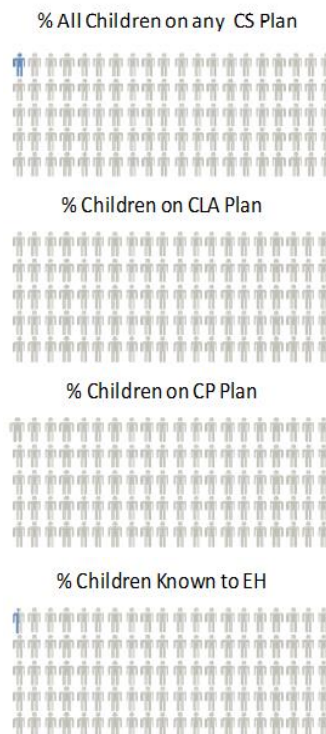


Figure 41: Children Services (31<sup>st</sup> March 2020)

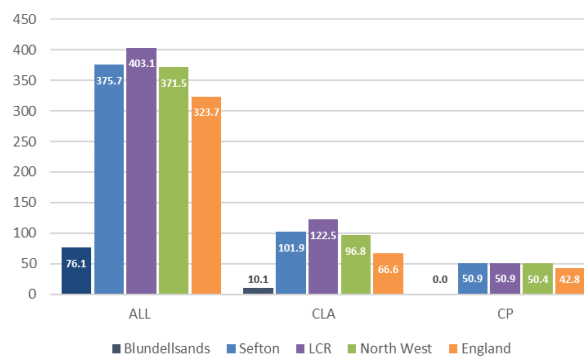


Figure 42: Early Help Open Episodes (31<sup>st</sup> December 2020)

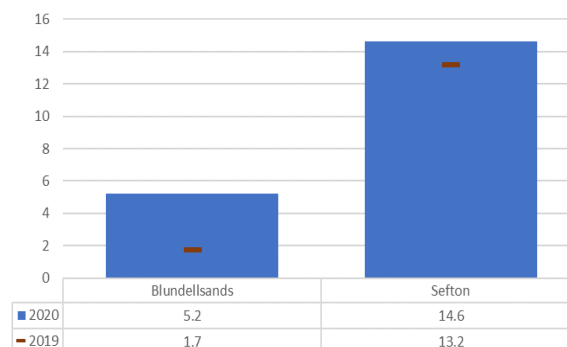


Figure 43: Early Help Open Episodes – Age Breakdown (31<sup>st</sup> December 2020)

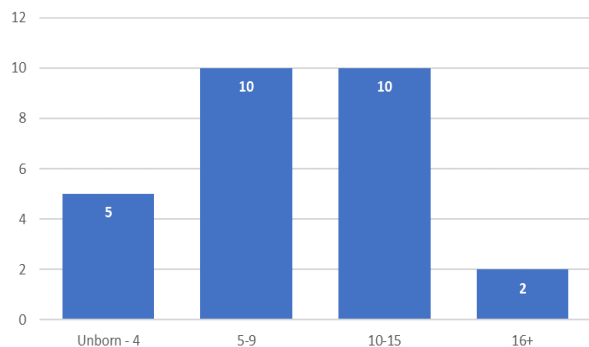
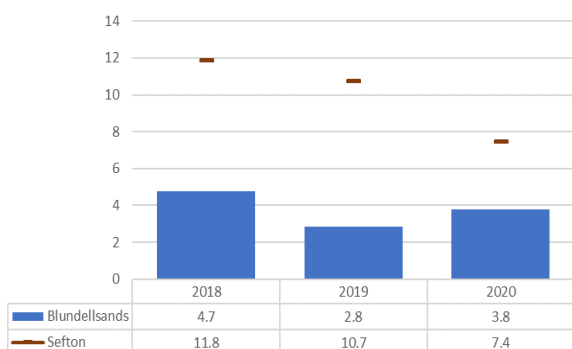


Figure 44: Rate of Young People Known to YOT (2018/19/20)



Adult Social Care - Personal Care at Home

During April 2020 and March 2021, 95 residents of Blundellsands aged 18 or over received personal care at home; this makes up 3% of all recipients residing within the Borough and is a rate of 11 per 1,000 residents (aged 18 and over). It is lower than the rate seen across the Borough (13 per 1,000 residents aged 18 and over).

Those aged 85 years and over make up the highest percentage of personal care at home (46%), along with having the highest count per 1,000 population (Table 22).

Adult Social Care - Long Term Residential and Nursing Homes

There were 44 people residing in long term residential or nursing home who originally resided in Blundellsands between April 2020 and March 2021. The ward makes up 3% of all the long term residential / nursing home residents, who originated from within Sefton. This equates to a rate of 5 per 1,000 - less than the Sefton rate of 8 per 1,000 18+ residents.

Similar to personal care at home those aged 85 years and over make up the highest percentage of long term residential / nursing home residents (75%) and also have the greatest count per 1,000 population (Table 23).

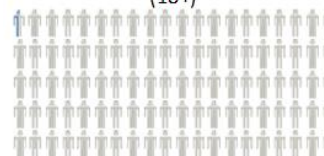
Adult Social Care - Contacts

Sefton received 773 contacts to adult social care from residents of Blundellsands during the 2020/21 financial year. This equates to 88 contacts per 1,000 residents aged 18 and over - lower than the rate seen across Sefton as a whole 106 per 1,000 18+ residents (Table 24).

% Personal Care at Home (18+)



% Residential and Nursing (18+)



% Contacts to Adult Social Care (18+)

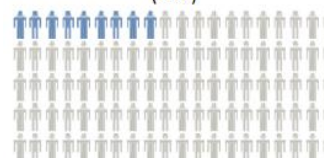


Table 22: Personal Care at Home Clients (2020/21)

Personal Care at Home 2020/21	Blundellsands			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	14	2.2	14.7%	695	4.4	24.2%
65-84	37	14.5	38.9%	1196	21.6	41.7%
85 and Over	44	88.7	46.3%	978	101.2	34.1%
Total	95	10.8	100.0%	2869	13.5	100.0%

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

LTRN 2020/21	Blundellsands			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	2	0.3	4.5%	198	1.3	11.5%
65-84	9	3.5	20.5%	716	12.9	41.6%
85 and Over	33	66.5	75.0%	806	83.4	46.9%
Total	44	5.0	100.0%	1720	8.1	100.0%

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

ASC Contacts 2020/21	Blundellsands			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	114	18.2	14.7%	6248	39.7	27.6%
65-84	307	120.0	39.7%	9385	169.2	41.5%
85 and Over	352	709.7	45.5%	7007	724.8	30.9%
Total	773	87.5	100.0%	22640	106.4	100.0%

**Libraries**

There were approximately 3,770 residents of Blundellsands registered as borrowers with Library services within Sefton between April 2019 and March 2020. 1,681 Blundellsands residents registered have borrowed from a Sefton library in the past year. This works out at a rate of 149 per 1,000 residents and is higher than the Sefton rate of 127 per 1,000 residents (Figure 45). The wards residents make up 5% of all Sefton active borrowers.

**Domestic Waste Collection**

It is estimated that there were 286,916 waste collections carried out in Blundellsands between April 2019 and March 2020; residual waste makes up the largest amount of collections within the ward at 43%. The rates of the three collection types seen in the ward are similar to that of the Borough (Table 25).

**Calls for Service – Environmental Issues**

There were 260 calls made to Sefton’s contact centre relating to environmental issues between April 2020 and March 2021 in the Blundellsands ward representing just 3% of environmental calls that occurred within Sefton. The ward has a rate of 23 environmental issues per 1,000 population - 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 10% increase from the previous year. Higher than the 4% increase seen across the Borough (Table 26).

Fly Tipping is the most prolific issue in the ward making up over a third (37%) of all calls; there has been an increase (22%) in the number of Fly Tipping calls from 2019/20 to 2020/21 (compared to a 7% increase across the Borough). The increases may be related to the COVID-19 pandemic with access to local tips being restricted.

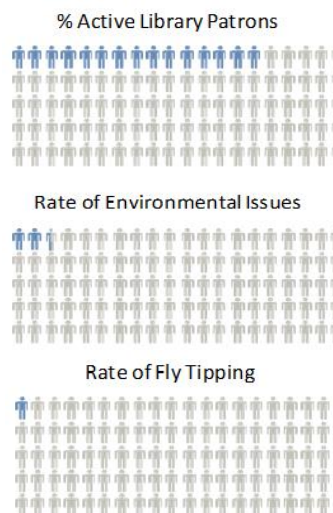


Figure 45: Active Library Patrons (2019/20)

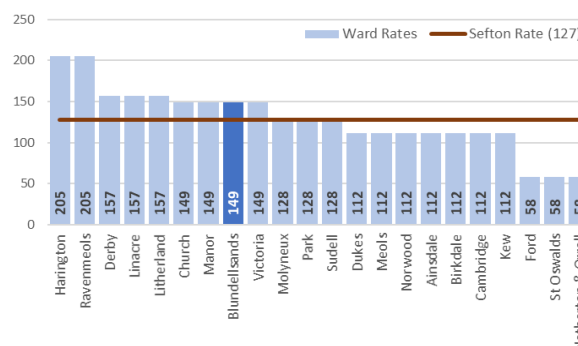


Table 25: Waste Collections (2019/20)

Collection Type	Blundellsands	Sefton %
Co-Mingled	120,874	42.1%
Green Waste	43,764	15.3%
Residual Waste	122,278	42.6%
Total	286,916	100.0%

Table 26: Environmental Issues (2020/21)

Environmental Issues	Blundellsands Issues			Sefton Issues		
	Count	Rate <sup>1</sup>	Change <sup>2</sup>	Count	Rate <sup>1</sup>	Change <sup>2</sup>
Accumulation of Refuse	9	0.8	-25.0% ▼	337	1.2	9.8% ▲
Dog Fouling	21	1.9	61.5% ▲	226	0.8	-32.7% ▼
Filthy & Verminous Premises	12	1.1	-20.0% ▼	391	1.4	-8.4% ▼
Fly Tipping	95	8.4	21.8% ▲	4267	15.4	7.0% ▲
Other	14	1.2	0.0% ▬	400	1.4	-16.1% ▼
Rats	34	3.0	-2.9% ▼	990	3.6	3.0% ▲
Rear Entries	9	0.8	12.5% ▲	1140	4.1	72.5% ▲
Street Sweeping	66	5.8	6.5% ▲	1389	5.0	-14.4% ▼
Total	260	23.0	9.7% ▲	9140	33.1	4.1% ▲

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

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

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

## MOSAIC Profile

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

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

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

### Overview

There are approximately 11,300 residents living in 5,200 households across Blundellsands. Over three quarters (78%) of the households in Blundellsands ward are classified as belonging to five of the 15 Mosaic Groups – B, E, F, G and L (Table 27) which are generally characterised as:

#### B – Prestige Positions

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

#### E – Senior Security

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

#### F – Suburban Stability

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

#### G – Domestic Success

- Families with children
- Mid to high household income
- Monthly discretionary income under £1,000
- Very high mortgage debt
- Internet via smartphone
- Online shoppers
- Household income: £70k - £99,999

#### L - Vintage Values

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

Table 27: Mosaic Group Breakdown (September 2020)

Mosaic Group	Blundellsands		Sefton	
	Households	Percent	Households	Percent
B Prestige Positions	1462	28.4%	11336	8.9%
G Domestic Success	687	13.3%	7970	6.3%
L Vintage Value	641	12.4%	13798	10.8%
F Suburban Stability	638	12.4%	17345	13.6%
E Senior Security	568	11.0%	16796	13.2%
H Aspiring Homemakers	366	7.1%	13332	10.5%
O Rental Hubs	264	5.1%	4521	3.6%
J Transient Renters	172	3.3%	10325	8.1%
N Urban Cohesion	159	3.1%	1430	1.1%
M Modest Traditions	143	2.8%	9994	7.8%
A City Prosperity	21	0.4%	103	0.1%
I Family Basics	14	0.3%	11681	9.2%
K Municipal Tenants	10	0.2%	7785	6.1%
D Rural Reality	7	0.1%	582	0.5%
C Country Living		0.0%	353	0.3%
Total	5152		127351	

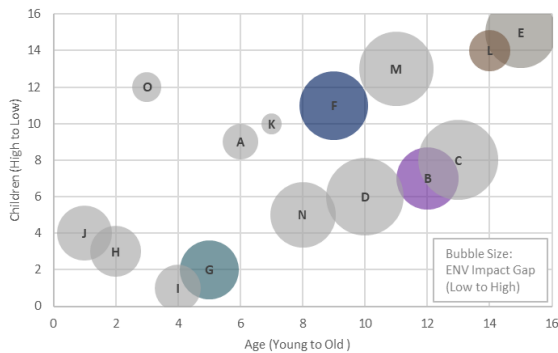
### Generic MOSAIC Characteristics

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 Blundellsands:

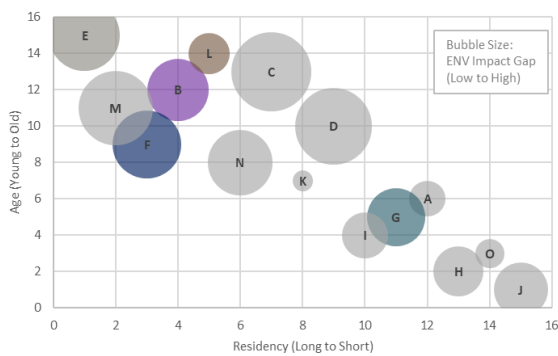
Four of the five groups indicate an older population with childless households (the younger group are more likely to have children). The environmental impact gap for all groups appears to be higher in all five groups (Figure 46).

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



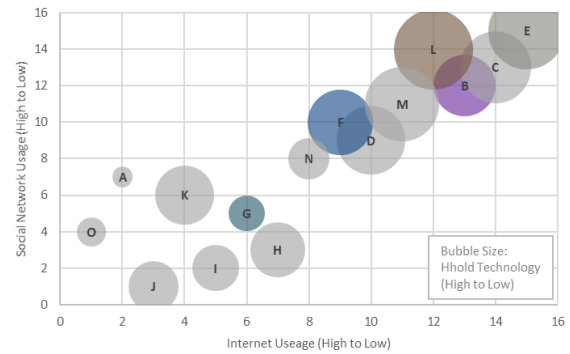
The older residents have resided in the ward longer, with the younger group appearing to be relatively new to the ward (Figure 47).

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



Household technology, internet and social media usage is lower in the older four groups, with the younger group with children showing higher levels (Figure 48).

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



Residency of the main groups in the ward indicate older people have lived in the ward for a long time, with older people less likely to have children in the households. Household income varies vastly across the groups and the groups with children have a higher household income (Figure 49 & 50).

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

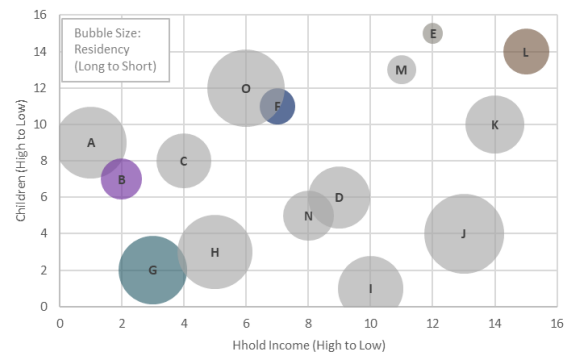
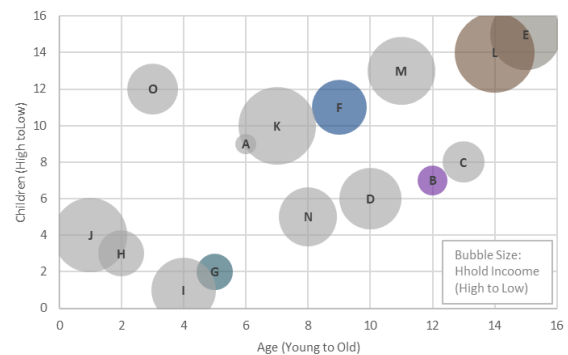


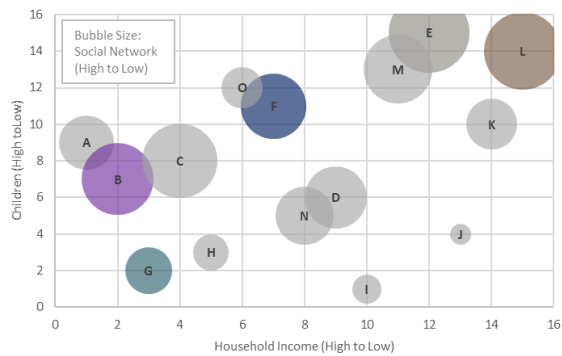
Figure 50: Mosaic Groups by Number of Children, Age and Household Income (2020)



The groups with higher household income are more likely to have children show high usage of social media (Figure 51).

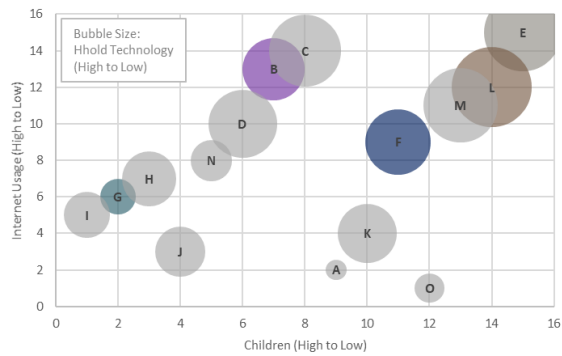
Figure 51: Mosaic Groups by Number of Children, Household Income and Social Network Usage (2020)

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

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



## Notes on Data & Methodology

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

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

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

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

For further information relating to these geographies please see:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### Progress 8 and Attainment 8

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

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

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

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

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

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

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

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

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

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



## Acronyms and Abbreviations

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A&E – Accident and Emergency

ASB – Anti Social Behaviour

ASC – Adult Social Care

BAME – Black, Asian & Minority Ethnic

CHD – Coronary Heart Disease

CLA – Children Looked After

COPD – Chronic Obstructive Pulmonary Disease

CP – Child Protection

CS – Children’s Services

CR – Crude Rate

CTC - Child Tax Credits

CTR – Council Tax Reduction

DLA – Disability Living Allowance

EBacc - English Baccalaureate

EH – Early Help

ELAS – Emergency Limited Assistance Scheme

ESA – Employment Support Allowance

EU – European Union

EYFS – Early Years Foundation Stage

FSM – Free School Meals

GCSE – General Certificate of Secondary Education

HB – Housing Benefit

IDACI – Income Deprivation Affecting Children Index

IDAOPi – Income Deprivation Affecting Older People Index

IMD – Index of Multiple Deprivation

IS – Income Support

JSA – Job Seekers Allowance

KS – Key Stage

LCR – Liverpool City Region

LSOA – Lower Super Output Area

MFARS – Merseyside Fire and Rescue Service

MSEA – Middle Super Output Area

NCMP – National Child Measurement Programme

NEET – Not in Employment, Education or Training

NINo – National Insurance Number

NW – North West

OA - Output Area

SAR – Standardised Admission Ratio

SIR – Standardised Incidence Ratio

SMR – Standardised Mortality Ratio

SEN – Special Educational Needs

UC – Universal Credit

UK – United Kingdom

WTC - Working Tax Credits

YOT – Youth Offending Team

## Sources

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### Overview

#### Blundellsands Assets (2020)

Sefton MBC – Gemma Monaghan Murrow

### Demographics

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

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

#### NiNo (19/20)

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

### Deprivation

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

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

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

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

### Housing & Households

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

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

#### Vacant and Void Property (2020)

Sefton MBC – Debbie McEnaney

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

Sefton MBC – Financial System Support

#### New Build Properties (2021)

Sefton MBC – Kate Calderbank

#### Property Price Paid (2019)

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

#### Car Registration (2019)

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

### Economy & Business

#### Licensed Premises / Inspections

Sefton MBC – Andy Walsh

#### Economically Active / Inactive / Unemployed

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

#### Household Income - Mosaic (2020)

Sefton MBC – Experian Mosaic

### Benefits & Support

#### Unemployment (2021)

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

#### UC / PIP (2021)

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

#### Child Benefits (2020)

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

#### Council Tax Reductions (2020)

Sefton MBC – Financial System Support

#### Emergency Limited Assistance Scheme - ELAS (2020)

Sefton MBC – Della Haddley

#### Trussell Trust Food Bank (2019/20)

St Leonards Foodbank

Christ Church Foodbank

### Education

#### Nursery / Primary / Secondary Settings (2020)

Sefton MBC – School Census (January 2020)

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

Sefton MBC – Shelley McKeown

#### NEET (January 2021)

Career Connect – Sarah Vaughan

### Community Safety

#### Crime / ASB (2020/21)

Merseyside Police – Karen Carmichael

#### Deliberate Fires (2020/21)

Merseyside Fire and Rescue – Rob Hanson

## Health

Intentionally left blank.

### Bad Health / Limited Activities (2011)

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

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

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

### NCMP (2018/19)

Sefton MBC – Claire Brewer / Gemma Monaghan Murrow

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

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

## 2011 Census Flows

### Migration / Travel to Work (2011)

[https://www.nomisweb.co.uk/census/2011/origin\\_destination](https://www.nomisweb.co.uk/census/2011/origin_destination)

## Service Demand & Delivery

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

Sefton MBC – Jim Conalty

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

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

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

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

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

Sefton MBC – Della Haddley

### YOT (2020)

Sefton MBC – Suzie Mossman

### Adult Social Care

Sefton MBC – Charlotte Humphreys

### Libraries

Sefton MBC – Andrew Farthing

### Domestic Waste / Environmental Issues

Sefton MBC – Andy Walsh

## Mosaic Profile

Sefton MBC – Experian Mosaic Database