

Ward Profile

Manor



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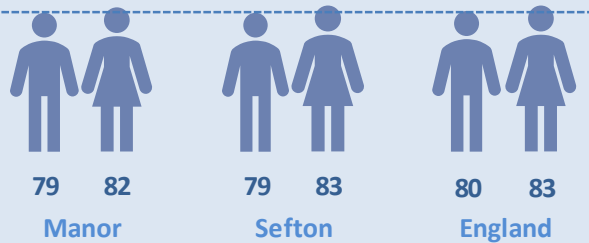
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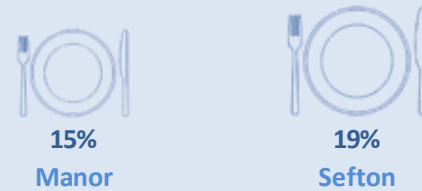
Highlights

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)

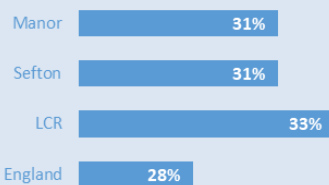
Universal Credits (UC) Benefits



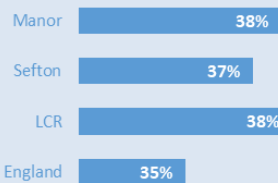
Percentage of working age residents claiming UC (Jan 2021)

Educational Attainment

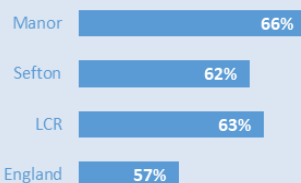
Early Years Foundation Stage



Key Stage 2

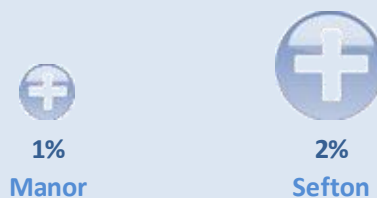


Key Stage 4



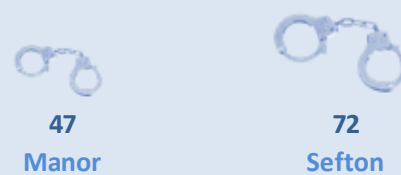
Percentage of Children NOT Achieving a Good Level of Development or Attaining Standard (18/19)

Emergency Limited Assistance Scheme



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

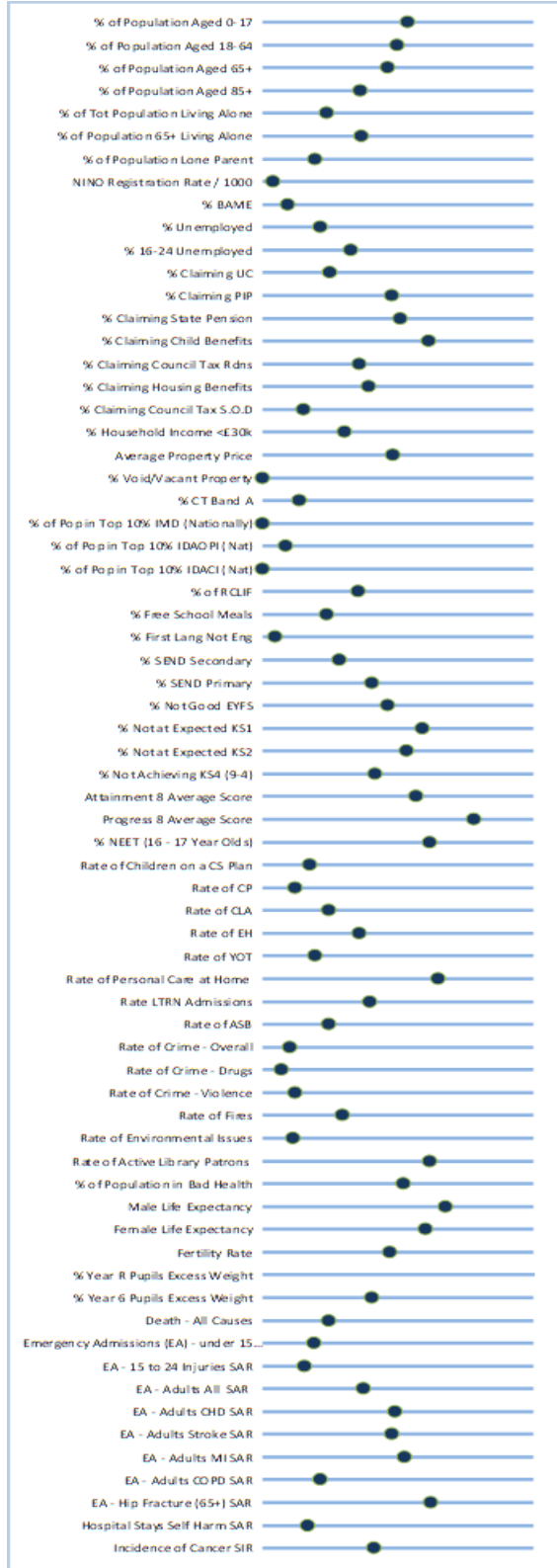
Reported Crimes



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

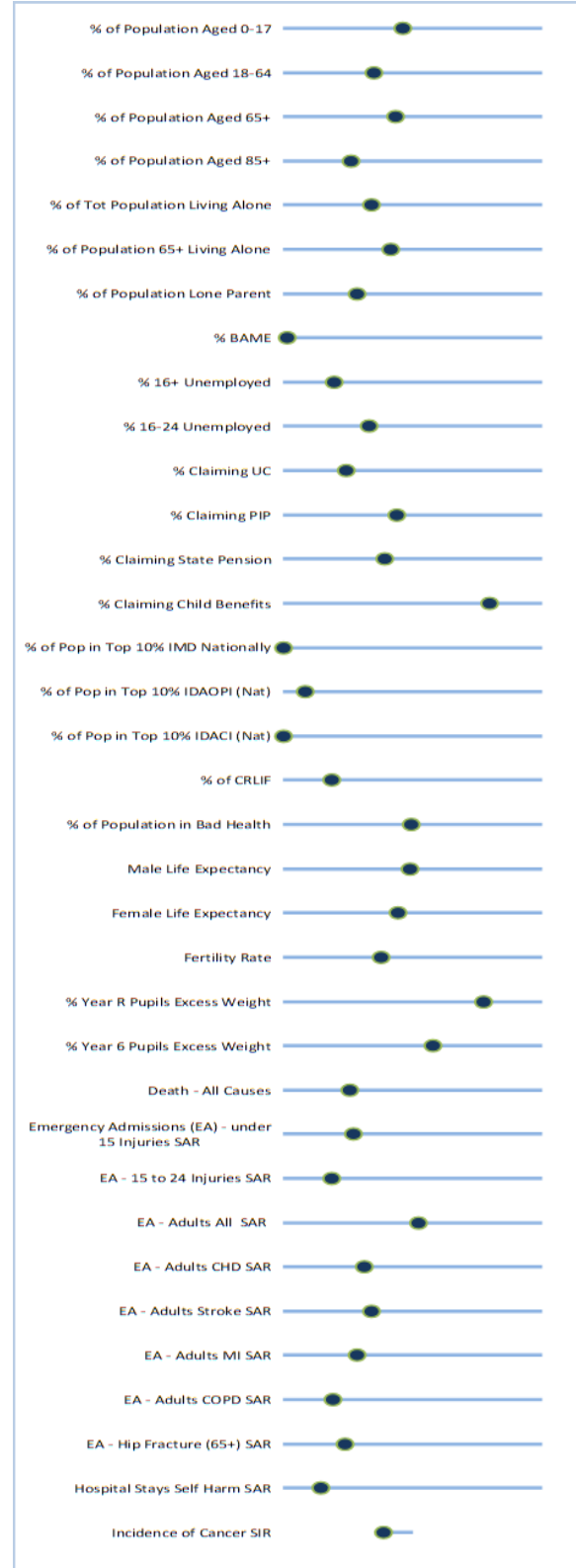
Sefton Comparative Position

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.



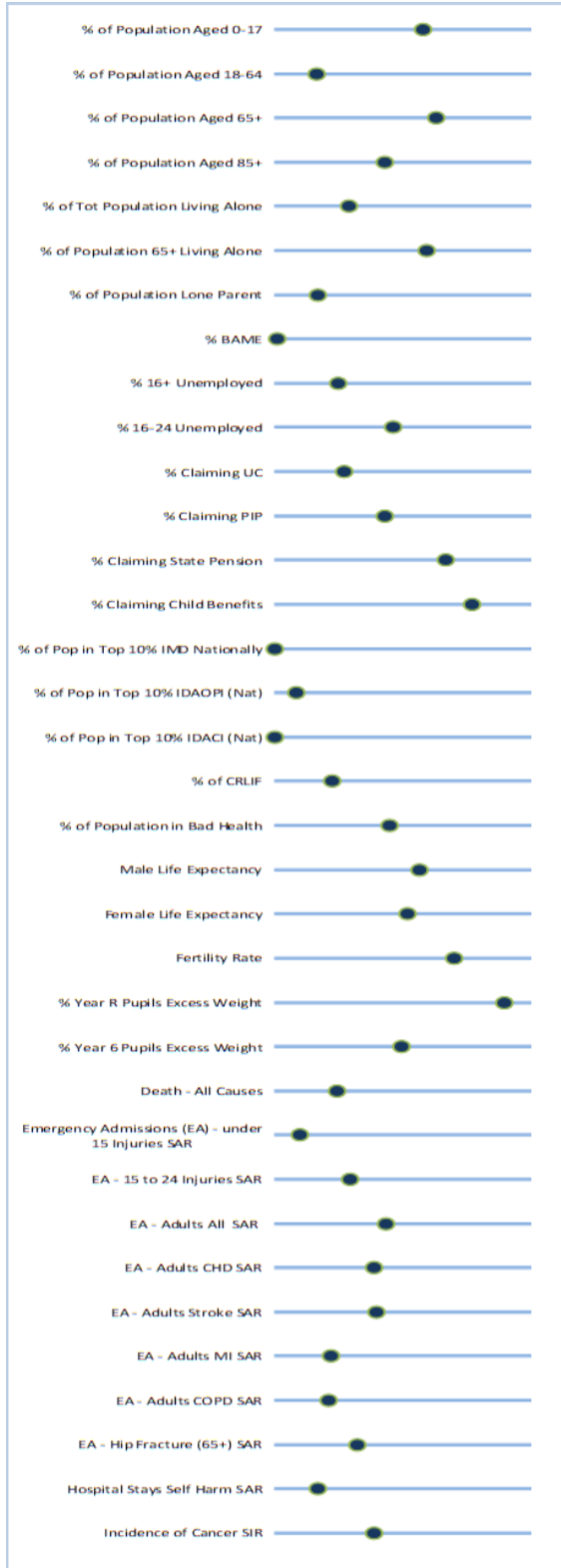
National Comparative Position

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



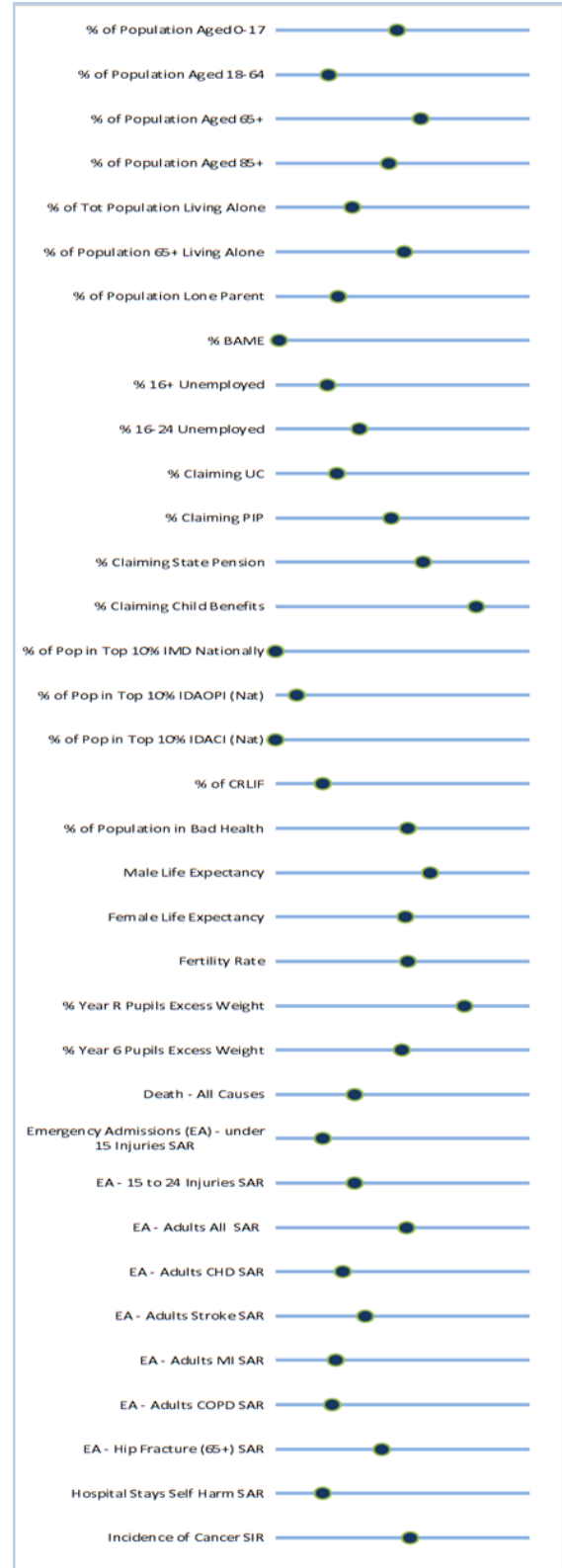
LCR Comparative Position

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

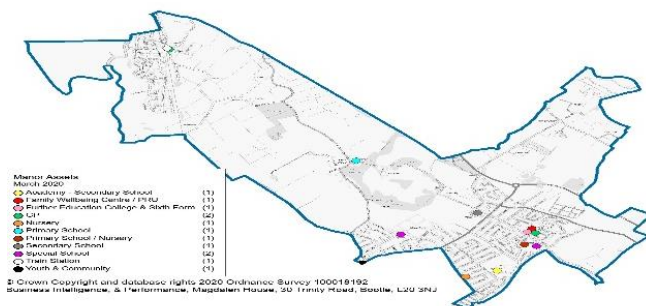
Sefton is a metropolitan borough of Merseyside, England and its local authority is Sefton Council. Sefton was formed, following the Local Government Act 1972, on 1st April 1974.

Manor 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 Thornton, Little Crosby and Hightown areas. Manor is bordered by the River Mersey to the West, Ravenmeols ward to the North, West Lancashire along with Park and St Oswald wards to the East, with Blundellsands and Victoria wards to the South.

In the ward there is/are:

- An Academy – Secondary School
- A Family Wellbeing Centre /PRU
- A Further Education College & Sixth Form
- Two GP Surgeries
- A Nursery
- A Primary School
- A Primary School / Nursery
- A Secondary School
- Two Special Schools
- A Train Station
- A Youth and Community

Map 1: Manor 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 makeup, varying deprivation levels and average to lower health seen across the ward, demands on services will differ across the ward. There also may be greater demand than those seen across Sefton as a whole and could increase in the foreseeable future due to an aging population and increases seen in deprivation. Key service demands could include:

- Demand on services relating to older people including adult social care and health services are likely to show increases in future years due to an aging population.
- Certain areas within the ward fall within some of the most deprived areas in England, across all deprivation types. Within these areas there may be higher demands on all service types.
- There is a high level of residents living in rented accommodation, particularly those aged 65 and over, which could potentially lead to funding pressure should these residents move into long term residential or nursing facilities as they are likely to be 'asset poor'.
- There may be increases in demand due to increased number of calls to Merseyside Police relating to crimes and Anti-Social Behaviour. In addition, higher than average levels of deliberate fires occurring in the ward with budgets cuts seen by Merseyside Police and Merseyside Fire and Rescue, may also add to the increase in level of direct costs. Associated with these issues are also indirect costs. This includes lowered levels of community satisfaction and well-being and reduced attractiveness to encourage businesses and job creators to locate in the area.
- Average to high levels of health issues and deprivation may lead to services being overwhelmed i.e. health services and Adult Social Care.

Demographics

The latest 2019 population estimates indicate there are approximately 12,400 people living in Manor (Table 1).

There is a higher proportion of residents aged 55 to 65 in the ward - 19% than Sefton - 16%, Liverpool City Region - 14% and England - 13%.

The slightly higher than average 55 to 65 age range found within the ward (Figure 1) may mean future demands for services, specifically from adults social care, GP and health services along with other sources of support, can increase as these residents age.

60% of the population are of “working age” (16 – 65) which is on par with Sefton (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 Manor has seen a decrease of 2% over the last decade, unlike the increase seen across Sefton (1%). However, those aged 65 and over increased by 18%, with residents aged 85 and over showing an increase of 34% (Figure 2). These increases 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) 97% of the population was born in the United Kingdom. With 2% of the ward population having an ethnicity recorded as Mixed Heritage, Black, Asian or Minority Ethnic background. The England average is 15%.

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

Approximately 48 NINo registrations were made within Manor 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 7 per 1,000 16 to 65-year olds living in Manor. This is considerably lower than the rate seen across Sefton (28 per

1,000), LCR (46), the North West (53) and England (85).

64% of the overseas national registrations within Manor during the period were from European Union countries (EU). The top six countries of registration were from the EU (Figure 3);

- Poland (12%)
- Lithuania (6%)
- Romania (5%)
- Italy (4%)
- Portugal (4%)
- Ireland (4%)

Although the overall numbers are very low, over the time period of October 2015 to March 2020, the number of registrations per quarter in Manor has fluctuated with lows of none to a high of eight. Due to the COVID-19 pandemic, figures post March 2020 are currently unreliable (Figure 4).

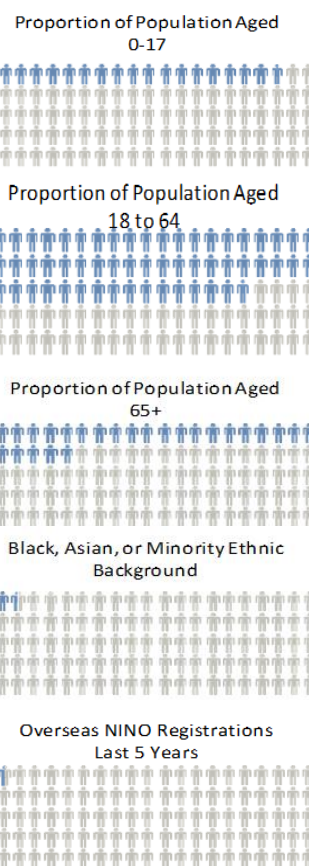


Table 1: 2019 Ward Population Distribution Comparisons

	Manor Count	Percentage			
		Ward	Sefton	LCR	England
Total	12,371	-	-	-	-
Males	5,937	48%	48%	49%	49%
Females	6,434	52%	52%	49%	50%
Aged 0-17	2,249	18%	20%	20%	21%
Aged 0-19	2,488	20%	21%	23%	24%
Aged 4-16	1,665	13%	14%	15%	16%
Aged 16-65	7,447	60%	60%	64%	63%
Aged 18-64	6,977	56%	57%	61%	60%
Aged 55-65	2,383	19%	16%	14%	13%
Aged 65+	3,145	25%	24%	19%	18%
Aged 85+	454	4%	3%	2%	2%

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

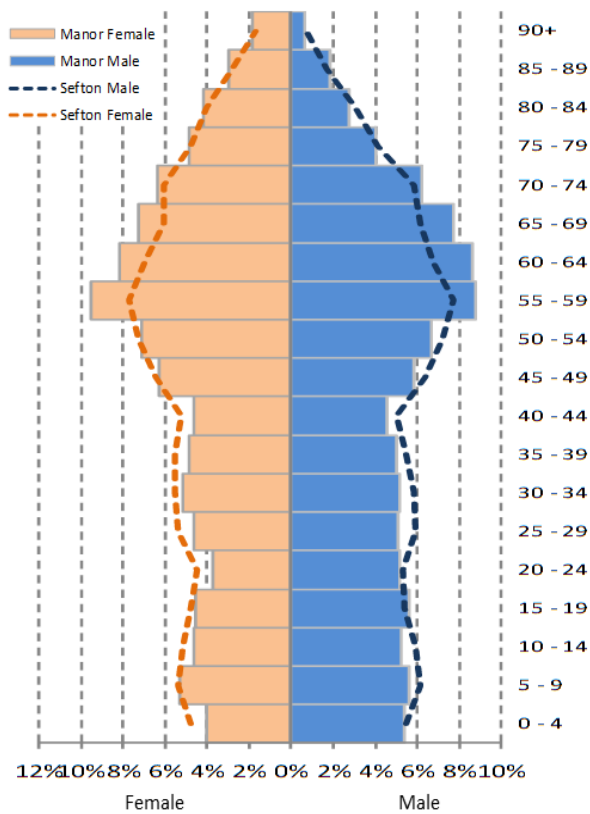


Figure 2: Population Change by Core Age Groups

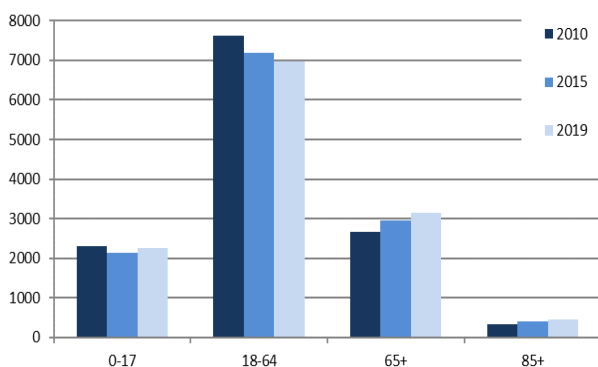


Table 2: NINo Applications 2015/16 – 2019/20

	Manor Count	Rate per 1,000 Population Aged 16-65				
		Ward	Sefton	LCR	NW	England
European Union NINo	31	4.4	21.8	31.4	33.2	58.0
Asia NINo	7	1.0	2.9	8.3	12.2	15.2
Rest of the World NINo	9	1.3	2.5	5.2	6.1	9.7
All Overseas NINo	48	7.0	27.7	45.9	52.6	85.5

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

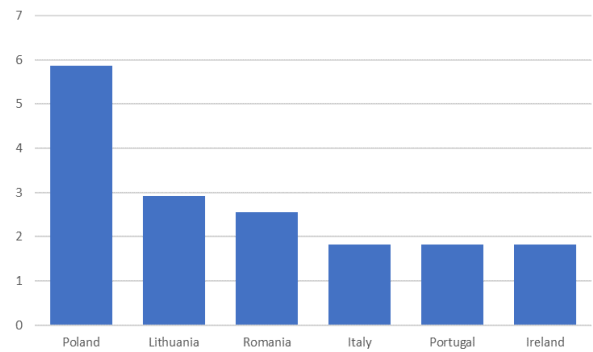
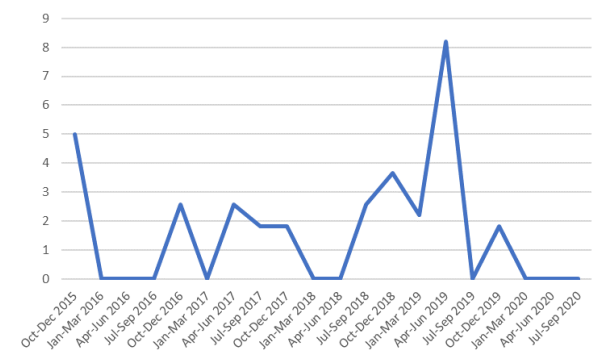


Figure 4: NINo Applications by Quarter October 2015 to September 2020



Service Demand

Approximately 6% of Manor 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 2% of the 0 to 17-year old population within the ward were known to Sefton Children’s Social care as at 31st March 2020.

Approximately 1% of the 0 to 22-year old population within the ward were known to Sefton’s Early Help service as at 31st December 2020.

Deprivation

Deprivation within Manor varies vastly, with some residents living in some of the most deprived areas within England, compared to others in the least deprived areas. 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.

Five of the eight LSOAs which make up Manor are all within the top 30% of most affected areas nationally; indeed, one of them are in the top 20% (Map 2). All of the LSOAs have shown increases when comparing the 2019 IMD scores to those in 2015, indicating that the level of deprivation in the ward has increased over the last 5 years. The average score across the ward is 27.1 compared to 27.3 across Sefton, 34.9 in LCR, 27.9 across the North West (NW) and 21.7 in England.

The Income Deprivation Affecting Older People Index (IDAOPI) is a supplementary index to the IMD. In general, the ward is populated by some of the most income deprived older people where four of the LSOAs are in the top 20% of affected areas across England (one is within the top 10%). In comparison, one of the LSOAs is in the bottom 5%. The average IDAOPI score across Manor is 0.21 higher than Sefton, the NW (both 0.19) and England (0.17), yet lower than LCR (0.24).

However, all eight LSOAs have shown reductions in IDAOPI between 2015 and 2019 suggesting an improvement in older people incomes over the period. This possibly due to the protection of Pension levels over the period (Map 3).

The Income Deprivation Affecting Children Index (IDACI) is a supplementary index to the IMD. Like other types of deprivation, the ward varies, with some of the most income deprived parents with children in the country. This also includes some of the least affected.

Three of the wards LSOAs are in the top 30% affected areas nationally, in comparison there is one is in in the bottom 5%. The average IDACI

score across the ward is 0.16, lower than Sefton (0.17), LCR (0.24), NW (0.18) and yet higher than England (0.16).

Five of the eight LSOAs have shown decreases in levels of IDACI between 2015 and 2019, suggesting an overall improvement in parental income over the period (Map 4).

It is estimated that in 2019/20 there were some 349 dependent children (aged 0-19) within Manor living in relatively low-income families. This equates to approximately 14% of all children in the ward (Figure 5). There has been a 13% increase and has occurred across the past five years (2015/16 to 2019/20). Manor continually has a lower level than that of Sefton, LCR, the North West and England (Figure 6).



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

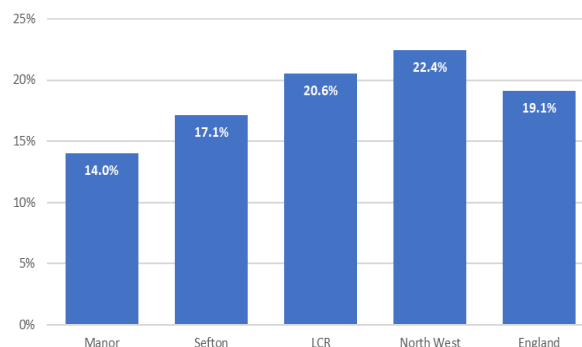
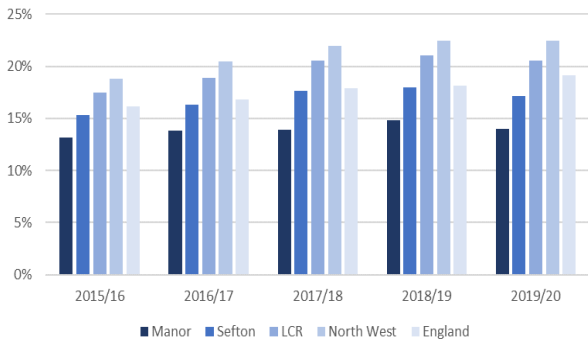
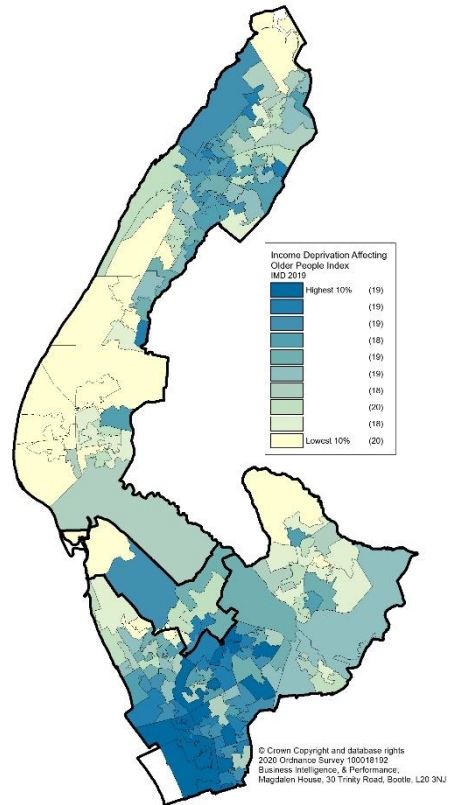


Figure 6: Children in Relative Low-Income Families (2015/16 to 2019/20)

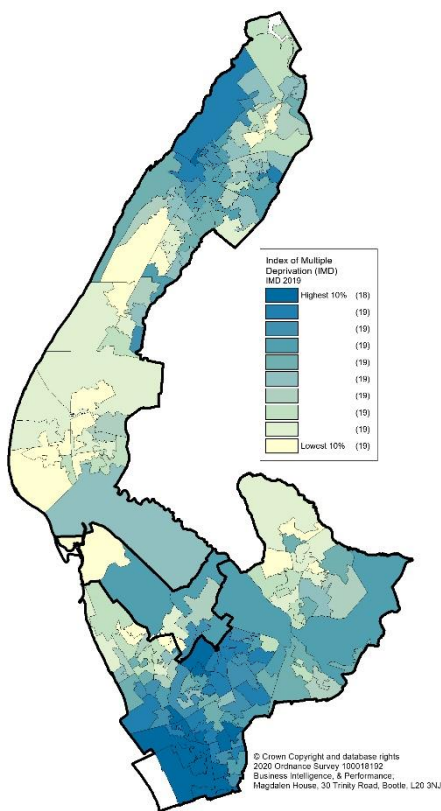


Overall Manor has a split level of all deprivation types, with some areas in the ward being in some of the most affected nationally. Certain areas in the ward have seen an increase in deprivation when comparing 2019 to the 2015 results. In general, the higher than average levels of deprivation in certain areas go hand in hand with higher levels of demands for services. This covers 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 within these areas.

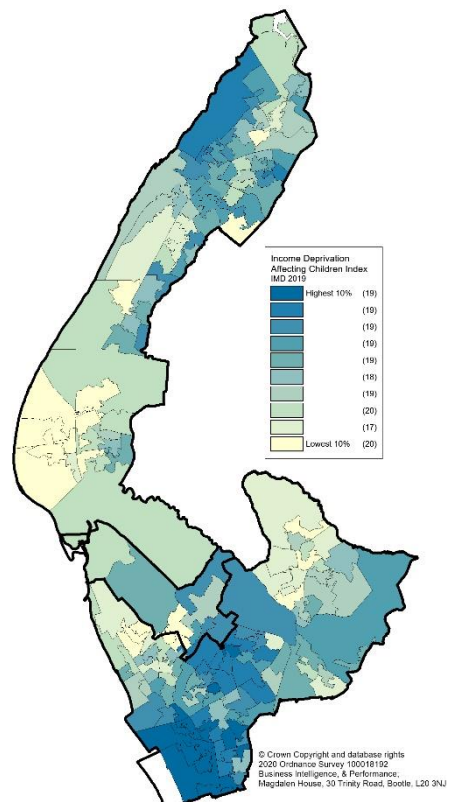
Map 3: IDAOPI Score by LSOA (2019)



Map 2: Overall IMD Score by LSOA (2019)



Map 4: IDACI Score by LSOA (2019)



Housing & Households

In most respects the housing makeup of the ward reflects its population of predominantly settled households, with a lower than average number of lone-person households.

In the 2011 Census:

- 29% of households were occupied by just one person (Sefton was 32%, LCR 34%, NW 32% and England 30%).
- 16% of households were occupied by someone aged 65+ living alone which is on par with the Borough and slightly higher than other local and national averages. (Sefton was 16%, LCR 13%, NW 13% and England 12%). Indicating that demands on adult services or charities will be the same as that of the Borough as a whole, with demands likely to increase due to the aging population.
- 12% of households were occupied by a lone parent. (Sefton was 13%, LCR 14%, NW 12% and England 11%).
- 18% of all household tenure was local authority or social land-lord rented which is higher than the Borough but lower or on par with the other local and national rates (Sefton was 14%, LCR 22%, NW and England 18%). This is with 6% of households being privately rented properties (Sefton 13%, LCR 16%, NW 15% and England 17%).
- 18% 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 3% residing in privately rented properties (Sefton was 5%, LCR 4%, NW 5% and England 4%). This means 21% of households over 65 were rented properties (compared to 19% in Sefton) and if these residents move into long term residential or nursing facilities (as they will not have any property equity to fund their stays), this will lead to further increases in demands for funding.

The ward has a lower than average number of long-term vacant properties; with the majority properties being privately owned. It also includes

Council Tax discounts in the ward also being lower than average.

Council Tax

Overall, there were 5,410 rateable dwellings in the ward and makes up 4% of the Sefton total (slightly lower than the Borough average of 5%).

Over a quarter (26% / 1,408 dwellings) within the ward are deemed to fall into Council Tax B.

Of the dwellings within the ward subject to paying Council Tax, 35% qualified for single occupancy discount (i.e. their Council Tax liability was reduced by 25%).

Vacant and / or Void Properties

Manor has a rate of vacant and / or void properties of 24 per 1,000 properties. The ward's rate is considerably lower than the average for the Borough (43 per 1000).

Manor had a total of 131 vacant and / or void properties as of April 2020, making up just 2% of all vacant and / or void properties across Sefton (Table 3).

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

Over two thirds (67%) of Manor's vacant and / or void properties are registered as being privately owned which is notably higher than the Borough rate of 44%. In comparison, 5% of the wards vacant and / or void properties are registered social landlords and lower than Sefton's rate of 7%.

Housing Developments

Provisionally, as at March 2021 there were 17 development sites in Manor (six are currently in progress), constituting 135 dwellings of which 47% are intended as 'affordable' (Figure 8). The new builds are predominantly two or four or more-bedroom properties (Figure 9).

Sold Properties

There were 194 properties sold in Manor between January and December 2019, 97% of which were household dwellings. Of all the properties sold in the ward, 54% were semi-detached dwellings. The overall average property price within the ward is lower than that of the Borough, with all bar one of the property types being lower (Figure 10).

Just 3% of the properties sold in the ward during 2019 were new build properties. This includes 15% 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 Manor overall has higher than average issues in terms of housing barriers across Sefton and LCR. This means the ward is less accessible than the Borough (the ward has an average score of 14.1 compared to 10.9 across Sefton and 13.3 across LCR). The ward has also seen an overall increase in barriers from 2015 (Map 5).

Six of LSOAs making up the ward, are in the bottom 30% of affected areas nationally (two of which are in the bottom 1%). This means that residents of the ward are living in some of the *least* affected areas for barriers to housing and services across England.

There has been progress made in recent developments and improvement in housing stock. Given that there are lower levels of vacant and poor-quality accommodation and current amount of developments already seen in the ward, there may be little opportunity for continued existing stock improvements.

Car Registration

In 2019, 6,324 vehicles were registered with the DVLA in Manor and 90% of these were cars (5,667). There are approximately 667 vehicles per 1,000 driving age people (those aged 17 and over) in the ward. This is higher than Sefton and LCR rates, yet lower than the North West and England (Figure 11).

The rate of car registrations in Manor has increased over the past 10 years (by 15%), with 2019 having the highest rate during this period.

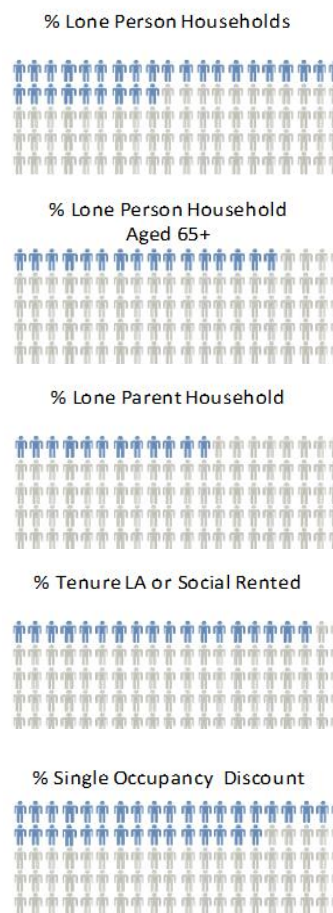


Figure 7: Household Occupancy (Census 2011)

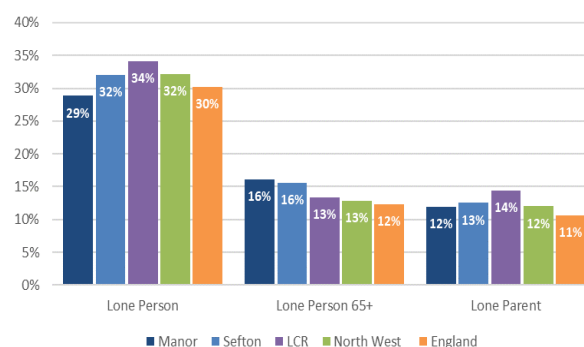


Table 3: Time Void / Vacant (April 2020)

Vacant Properties April 2020	Manor		Sefton	
	Count	Rate ¹	Count	Rate ¹
0-6 Months	61	11.3	2417	19.5
6-12 Months	28	5.2	953	7.7
12-24 Months	22	4.1	1029	8.3
24+ Months	20	3.7	957	7.7
Total	131	24.3	5356	43.2

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

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

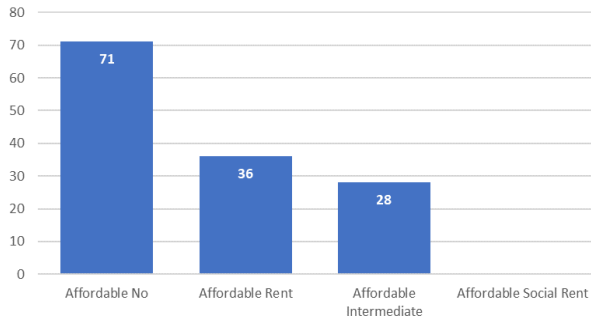


Figure 9: New Build Properties by Bedroom Numbers (March 2021)

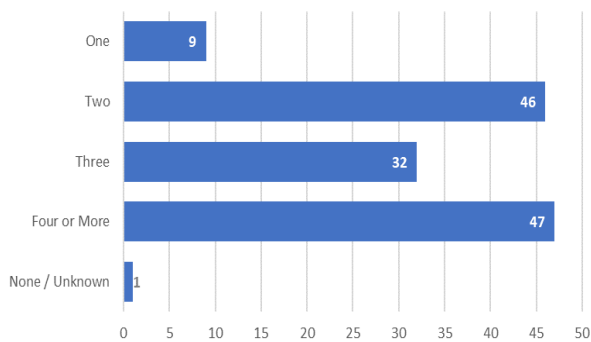
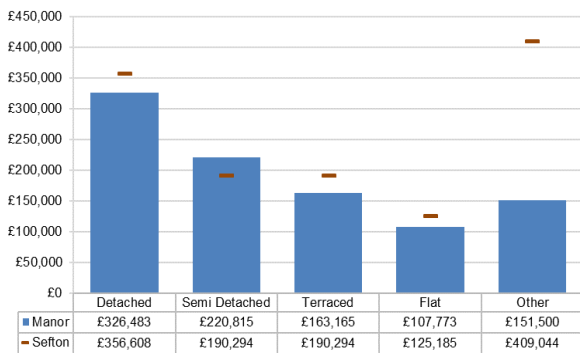


Figure 10: Average Price Paid by Property Type (2019)



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

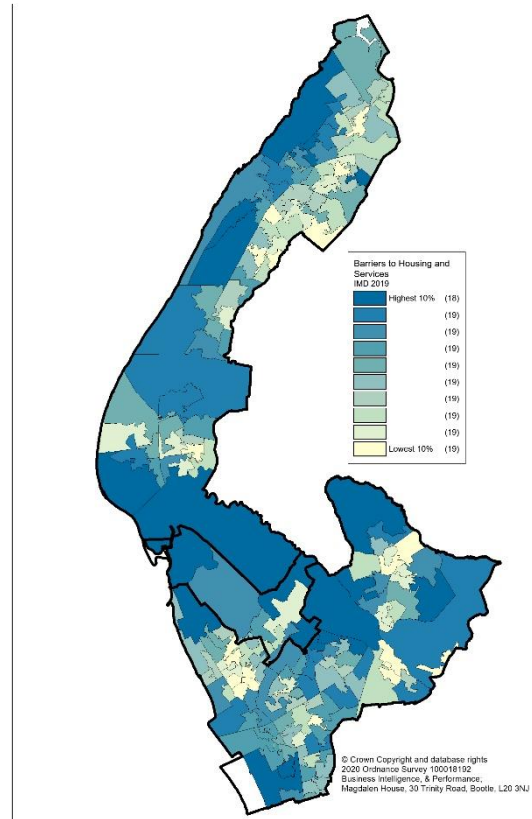
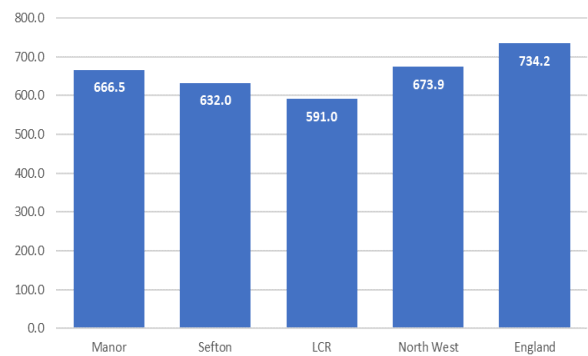


Figure 11: Rate of Vehicle Registrations (2019)



Economy & Business

As of September 2020, there were a total of 22 establishments throughout Manor 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. Manor makes up just 2% of all Sefton’s licensed premises slightly lower than the Sefton average of 5%.

Just one establishment holds a license under the Gambling Regulation Act 2003 across Manor as of September 2020.

Within Manor there were 41 inspections carried out of commercial properties (ranging from large chain stores e.g. Asda / Tesco, to the local corner shop) during 2019/20. 78% of these related to food hygiene inspections.

According to Experian Mosaic in 2020, 19% (1,507) of households within Manor had an annual income of less than £15,000 (Figure 12) which is considerably higher than the rates seen across Sefton. This is possibly due to the area having predominantly stable more affluent households, though there are pockets of deprivation evident.

Figure 12: Household Income – Mosaic (2020)



The 2011 Census indicated that of the then 9,237 residents aged 16 to 74 living within Manor, 66% were economically active.

Of these economically active residents, 35% were employed full time; 15% employed part time and 9% were self-employed. 34% were economically in-active; of whom 18% were retired and 6% were registered as long-term sick or disabled.

In total 150 (2%) had been unemployed long term, with 1% (66) never being employed.

Table 4: Economically Active (2011)

	Manor Count	Percentages				
		Ward	Sefton	LCR	NW	England
All	6117	66.2	67.1	65.7	67.8	69.9
In employment	5459	59.1	59.1	56.2	59.6	62.1
Employee: Part-time	1383	15.0	15.0	14.0	13.9	13.7
Employee: Full-time	3273	35.4	35.8	35.6	37.5	38.6
Self-employed	803	8.7	8.2	6.6	8.2	9.8
Unemployed	396	4.3	4.9	5.8	4.7	4.4
Full-time student	262	2.8	3.1	3.7	3.5	3.4

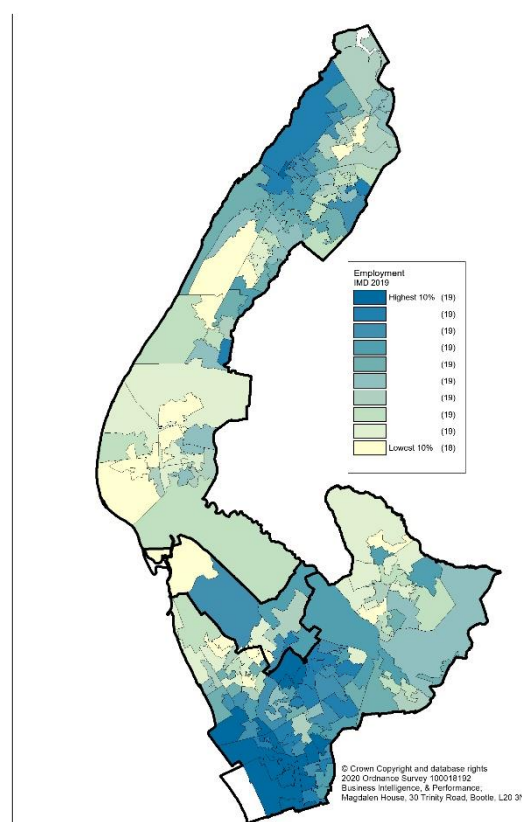
Table 5: Economically Inactive (2011)

	Manor Count	Percentages				
		Ward	Sefton	LCR	NW	England
All	3120	33.8	32.9	34.3	32.2	30.1
Retired	1652	17.9	17.3	14.7	14.8	13.7
Student	454	4.9	4.4	6.3	5.6	5.8
Looking after home or family	309	3.3	3.4	3.9	3.9	4.4
Long-term sick or disabled	545	5.9	5.9	7.1	5.6	4.0
Other	160	1.7	1.9	2.3	2.2	2.2

Table 6: Unemployed (2011)

	Manor Count	Percentages				
		Ward	Sefton	LCR	NW	England
Age 16 to 24	139	1.5	1.4	1.7	1.4	1.2
Age 50 to 74	95	1.0	1.0	1.0	0.8	0.8
Never worked	66	0.7	0.7	1.0	0.8	0.7
Long-term	150	1.6	2.0	2.4	1.8	1.7

Map 6: Employment IMD Score by LSOA (2019)



Five of the wards LSOAs are in the top 20% of areas in England for working age people who have been involuntarily excluded from the labour market (Map 6). However, the ward has seen improvement in employment levels since 2010.

Benefits & Support

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

In January 2021, approximately 400 working age people residing in the ward were claiming out of work benefits. This is 6% of all the working aged residents; lower than Sefton, LCR, North West (all 7%) and the same as England (6%). This is with 9% of residents in the ward aged between 16 and 24 claiming out of work benefits (Figure 13).

The rates of working age residents claiming out of work benefits in Manor have seen year on year increases across the past five years (Figure 14), with an overall rise of 150% (240). 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 Manor 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.

956 working age residents in Manor were claiming Universal Credit in January 2021 (67% of these were not in employment). The rate of working age residents claiming UC in the ward is 132 per 1,000 which is lower than the comparator area rates; Sefton – 170, LCR – 180, North West – 167 and England – 148 (Figure 15).

Personal Independence Payment (PIP)

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

In January 2021, 802 residents were claiming PIP in Manor, a rate of 111 per 1000 residents (aged

16+). This is higher than the rates seen in Sefton, the North West and England (Figure 16).

Child Benefits

1,180 families in Manor are claiming child benefits relating to 80% (1,995) 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 and region (Figure 17).

Council Tax Reduction

In January 2020, there were 1,144 households in the ward claiming Council Tax Reduction (21% of all rated households) which is similar to the Sefton average of 20%. Manor had the eighth highest percentage of households of the 22 wards in the Borough (Figure 18).

Sefton's Emergency Limited Assistance Scheme (ELAS)

During 2020, there were 159 applications to Sefton's ELAS by residents within Manor (Table 7). Of the applications in the ward, 50% were approved in full, with 6% being partially approved. Manor has seen an overall reduction in the number of applications approved over the past four years (20%).

Trussell Trust Food Bank

Trussell Trust Food Bank data for April 2019 to March 2020 shows that 170 vouchers were issued to residents of Manor ward, with 395 residents being fed by a Food Bank located in Sefton. This equates to 32 per 1,000 residents which is less than half the Sefton rate of 66 per 1,000 residents. There has been an 8% reduction in the number of vouchers issued compared to the previous year.

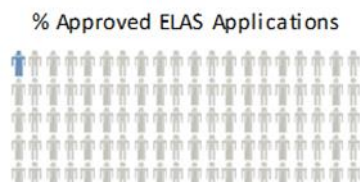
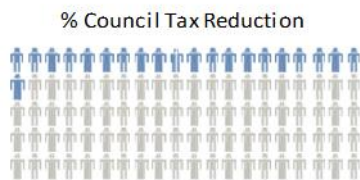
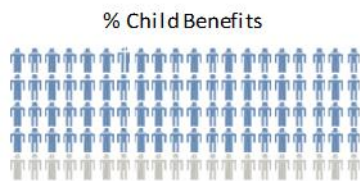
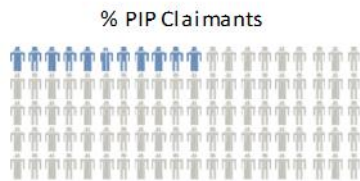
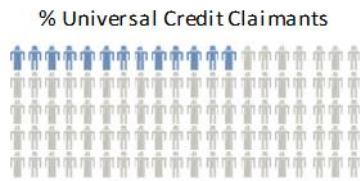
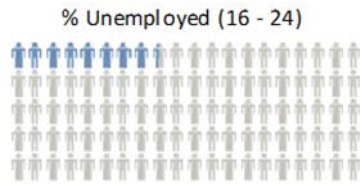
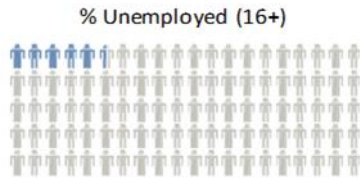


Figure 13: Rate of Working Age Residents Claiming Out of Work Benefits (January 2021)

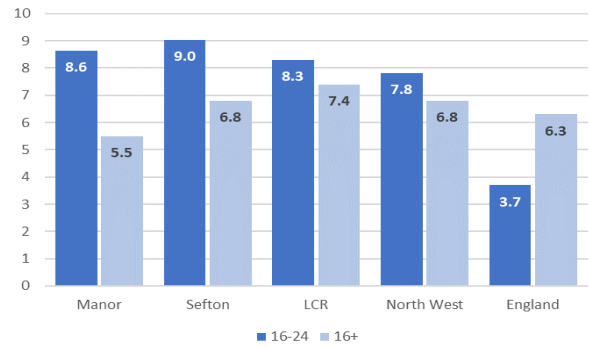


Figure 14: Rate of Working Age Residents Claiming Out of Work Benefits (January 2017/18/19/20/21)

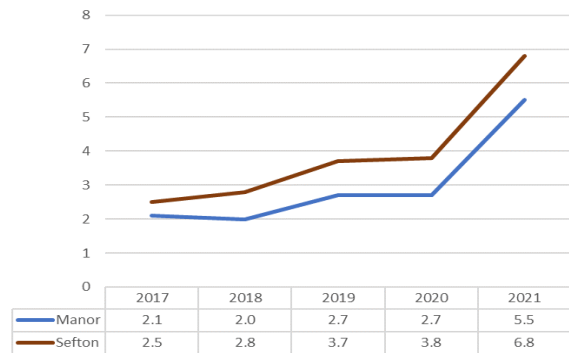


Figure 15: Rate of Residents claiming Universal Credits (January 2021)

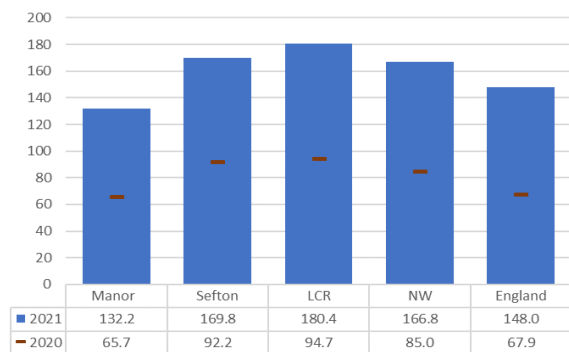


Figure 16: Rate of Residents claiming Personal Independence Payments (January 2021)

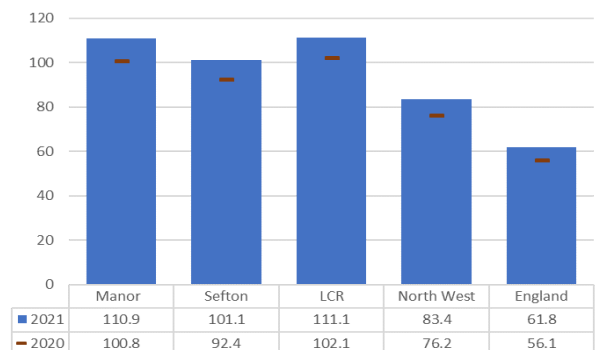


Figure 17: Rate of Families claiming Child Benefits (2020)

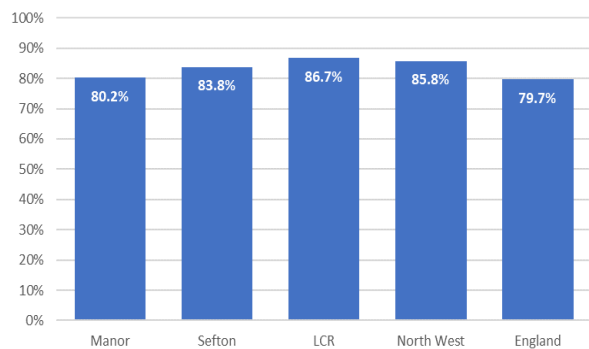


Figure 18: Percentage of Households Claiming Council Tax Reductions (January 2020)

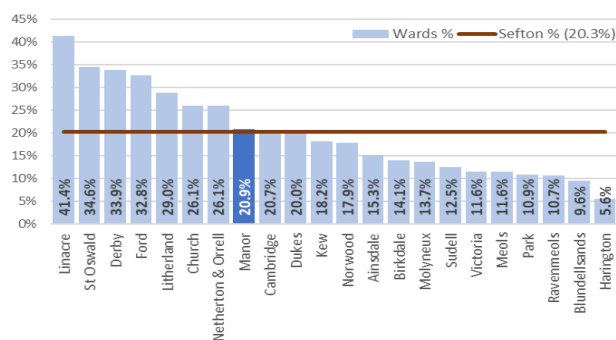


Table 7: Emergency Limited Assistance Scheme (ELAS) Applications (January to December 2020)

	Manor Count	Application Status	
		Ward	Sefton
Total Applications	159	-	-
Approved	80	50%	53%
Partially Approved	10	6%	10%
Not Approved	69	43%	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 is also changing.

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

The COVID-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 Manor there is an average to lower than average level of reliance on benefits; 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

Manor has a low to average proportion of children with special educational needs along with lower to average levels of attainment rates compared to the Sefton results.

The levels of attainment and specialist support needed for children in the ward may present challenges in the efforts to further improve services and pressures seen across school and educational services in the ward.

Nursery Settings

Of the 82 students living in Manor ward attending a Sefton maintained nursery setting (Table 8):

- 4% of all nursery pupils in Sefton live in Manor.
- 23% of the estimated nursery age population within the ward attend a Sefton maintained nursery (Sefton has a rate of 22%).
- None were entitled to a free school meal. The number of pupils in the ward subject to Special Educational (SEN) Needs support and had English not as a first language were below four, so had to be suppressed.

Primary School Settings

Of the 847 Sefton maintained / academy primary school students living in the ward (Table 9):

- 4% of all primary pupils in Sefton live in Manor.
- 78% of the estimated primary school age population within the ward attend a Sefton maintained primary school (Sefton has a rate of 80%).
- 17% were entitled to a free school meal (Sefton is 21%).
- 15% 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 525 Sefton maintained / academy secondary school students living in the ward (Table 10):

- 4% of all high school pupils in Sefton live in Manor.
- 73% of the estimated high school age population within the ward attend a Sefton maintained secondary school (Sefton has a rate of 74%).
- 15% were entitled to a free school meal (Sefton is 19%).
- 14% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- 1% had English not as a first language (Sefton is 5%).

16+ Pupils

Of the 98 Sefton maintained secondary school students living in the ward (Table 11):

- 6% of all Pupils over 16 in Sefton live in Manor.
- 16% 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%).
- 13% were entitled to a free school meal (Sefton is 8%).
- 9% were subject to Special Educational Needs (SEN) support (Sefton is 15%).
- The number of pupils in the ward that had English not as a first language was below four, so had to be suppressed.

% Overall Pupils with SEN



% Overall FSM



Table 8: Nursery Settings (January 2020)

Nursery Class Pupils	Manor		Sefton	
	Count	%	Count	%
Total Pupils	82		1923	
Females	32	39%	941	49%
Males	50	61%	982	51%
Receiving Free School Meal	*	*	141	7%
SEN Support	*	*	119	6%
English as a First Language ¹	77	94%	1704	89%
English not as a First Language ¹	*	*	104	5%

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

Please note within the table counts below four have been suppressed

Table 9: Primary School Settings (January 2020)

Primary School Pupils	Manor		Sefton	
	Count	%	Count	%
Total Pupils	847		20075	
Females	403	48%	9680	48%
Males	444	52%	10395	52%
Receiving Free School Meal	141	17%	4145	21%
SEN Support	131	15%	3067	15%
English as a First Language ¹	817	96%	18195	91%
English not as a First Language ¹	15	2%	1171	6%

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

Table 10: Secondary School Settings (January 2020)

Secondary School Pupils	Manor		Sefton	
	Count	%	Count	%
Total Pupils	525		13225	
Females	258	49%	6541	49%
Males	267	51%	6684	51%
Receiving Free School Meal	78	15%	2476	19%
SEN Support	73	14%	1993	15%
English as a First Language ¹	518	99%	12508	95%
English not as a First Language ¹	6	1%	660	5%

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

Table 11: 16+ Pupils (January 2020)

Post 16 Pupils	Manor		Sefton	
	Count	%	Count	%
Total Pupils	98		1542	
Females	55	56%	772	50%
Males	43	44%	770	50%
Receiving Free School Meal	13	13%	129	8%
SEN Support	9	9%	125	8%
English as a First Language ¹	97	99%	1483	96%
English not as a First Language ¹	*	*	51	3%

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

Please note within the table counts below four have been suppressed

Early Years Foundation Stage

Of the 109 students residing within Manor ward and attending a Sefton maintained setting with an Early Years Foundation Stage (EYFS) level (Figure 19 & Table 12):

- 31% did not achieve a “Good Level of Development”. This is the same non-

achievement level as seen across Sefton and North West (both 31%).

- 14% were entitled to a free school meal (Sefton is 16%).
- 4% were subject to Special Educational Needs (SEN) support (Sefton is 7%).

Key Stage 1 (KS1)

During 2018/19 there were 125 students residing within Manor ward and attending a Sefton maintained setting with a KS1 level. For these students (Figure 20 and Table 13):

- 39% did not achieve the expected standard in Reading, Writing, and Maths; this was above the averages for Sefton at 37%, North West at 35% and England at 37%.
- 10% were entitled to a free school meal (Sefton is 18%).
- 18% were subject to Special Educational Needs (SEN) support (Sefton is 14%).

Key Stage 2 (KS2)

During 2018/19 there were 130 students residing within Manor ward and attending a Sefton maintained setting, with a KS2 level. For these students (Figure 21 and Table 14):

- 38% did not achieve the expected standard in Reading, Writing, and Maths; this is similar to the averages for Sefton at 37%, LCR at 38% and yet lower than the North West and England both at 35%.
- 16% 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 99 students residing within Manor ward and attending a Sefton maintained setting undertaking GCSE examinations. For these students:

- 66% did not achieve a level between 9 and 5 in English and Maths; above the averages for Sefton, LCR, the North West and England (Figure 22).

- 86% did not achieve a level between 9 and 5 for the English Bacallaureate, lower than Sefton, the North West and England (Figure 23).
- The students in Manor had an average Attainment 8 score of 45.2, slightly higher than the Borough and region (Figure 24).
- The average Progress 8 score in the ward (0.02) is higher than the comparison areas. This means that on average students are achieving as expected (Figure 25).

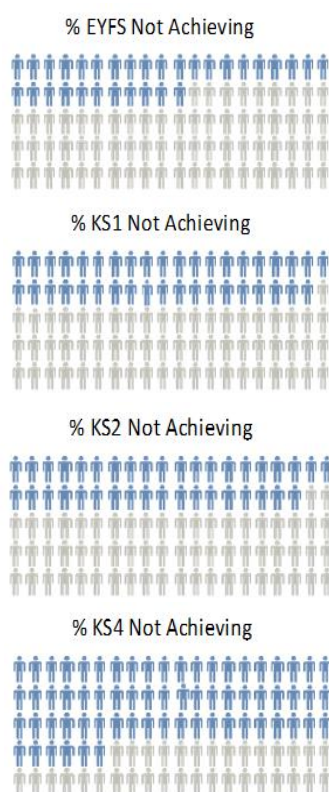


Figure 19: Percentage of Pupils NOT Gaining a Good Level of Development in Early Years Foundation Stage (2018/19)

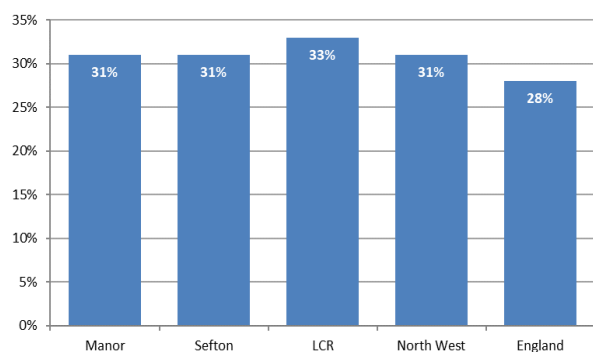


Table 12: Early Years Foundation Stage Settings – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (EYFS)		Eligible for Free School Meal (EYFS)	
	Count	%	Count	%
Manor	4	3.7%	15	13.8%
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)

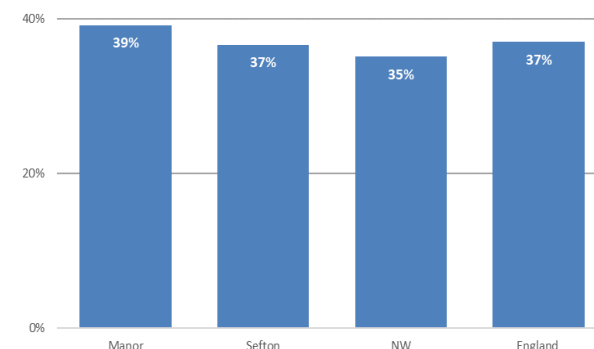


Table 13: Key Stage 1 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS1)		Eligible for Free School Meal (KS1)	
	Count	%	Count	%
Manor	23	18.4%	13	10.4%
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)

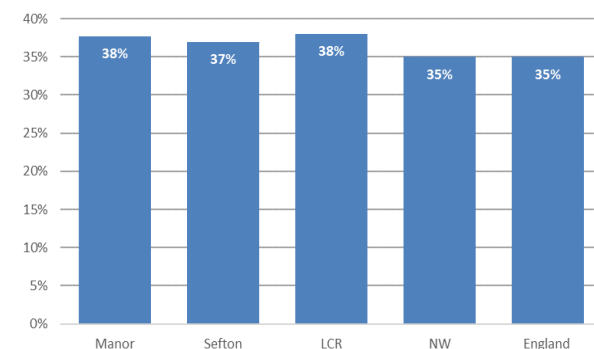


Table 14: Key Stage 2 – Special Educational Needs and Free School Meals (2018/19)

	Pupils with SEN & SEN Support (KS2)		Eligible for Free School Meal (KS2)	
	Count	%	Count	%
Manor	18	13.8%	21	16.2%
Sefton	465	16.9%	540	19.6%

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

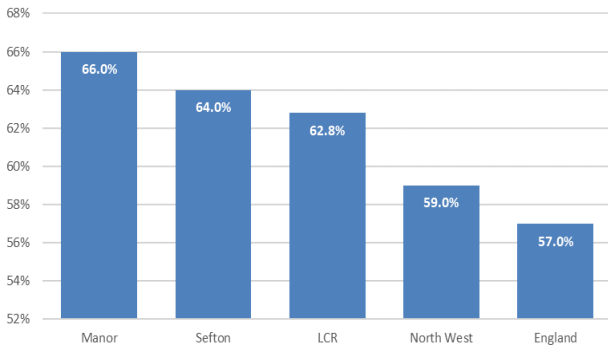


Figure 23: Percentage of Pupils Not Achieving English Baccalaureate 9 to 5 (2018/19)

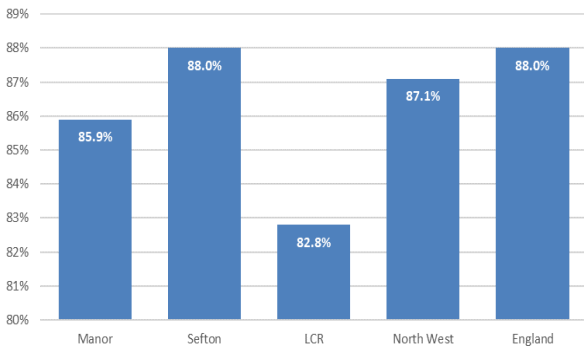


Figure 24: Average Attainment 8 Score (2018/19)

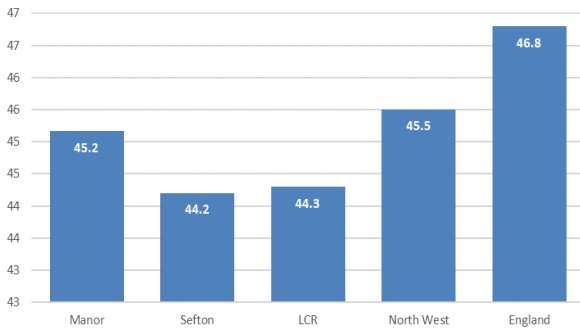
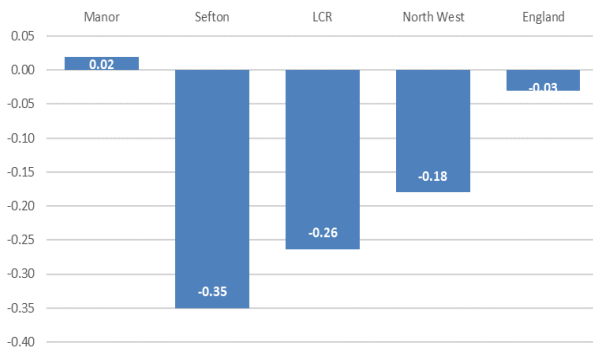


Figure 25: Average Progress 8 Score (2018/19)

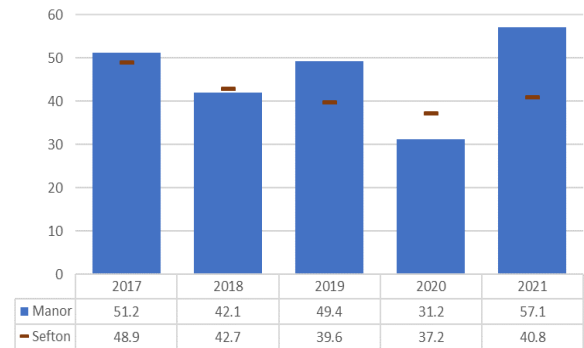


Not in Employment Education or Training (NEET)

In January 2021, there are a total of 22 people aged between 16 and 18 registered as Not in Employment Education or Training (NEET), with Careers Connect, residing within Manor ward. This makes up 6% of the Sefton total NEET. Manor is one of the highest of the 22 wards in Sefton.

Manor NEET rates have been higher than those of the Borough (Figure 26). For three of the past five years (2017 to 2021), there has been a 45% increase from the previous year (2020 to 2021).

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



Community Safety

Manor has below average levels of crime and anti-social behaviour than compared to the Borough as a whole.

Crime

There were 580 crimes reported to Merseyside Police between April 2020 and March 2021. In Manor ward, this represents 3% of all crimes that occurred within Sefton. This is 47 crimes per 1,000 population - considerably lower than the rate seen across Sefton as a whole (72 per 1,000).

The number of crimes in the ward have seen an 29% decrease from the previous year. This is higher than the 7% seen across the Borough (Table 15).

Well over a third of all crimes in the ward were violent offences (42% / 242), of these, 90 (37%) were common assault and battery.

Anti-social Behaviour (ASB)

There were 273 Anti-social Behaviour incidents reported to Merseyside Police between April 2020 and March 2021 (Table 16), occurring within Manor: 4% of all Sefton incidents. The ward has a rate of 22 incidents per 1,000 population - lower than the rate seen across Sefton as a whole (27 per 1,000).

There has been a 64% increase in the number of incidents occurring in Manor 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 (45%) of the incidents within Manor were reports of Rowdy or Inconsiderate Behaviour. 20% of all ASB reports in the ward specifically mentioned youths, with 3% relating to alcohol / drunken behaviour.

Deliberate Fires

Merseyside Fire and Rescue Service (MFARS) responded to 25 deliberate fires in the Manor ward between April 2020 and March 2021. This is 6% of all deliberate fires across the Borough.

The rate of deliberate fires per 100,000 population in Manor is 202 compared to 171 across Sefton as a whole (Table 17).

Deliberate property fires in Manor increased by 4% compared to the previous year and was slightly lower than that seen across the Borough (5%).

Nearly all deliberate fires (92%) in the ward were classified as deliberate secondary fires: 61% of which related to outdoors being set on fire including grasslands and parks.

Index of Multiple Deprivation - Crime

One of the eight LSOAs making up the Manor ward, is in the top 30% of affected areas nationally, meaning that residents of this LSOA are living in some of the highest crime areas in England (Map 7). In comparison three are in the bottom 30%. All bar one LSOA and therefore the ward has seen an increase in the levels of crime deprivation since 2015. Manor has a higher average score (-0.03) than that of Sefton (-0.07)

Rate of All Offences



Rate of Drug / Violent Offences



Rate of ASB Incidents



Rate of Rowdy Inconsiderate Behaviour



Rate of Deliberate Fires



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

Offences Apr 20 - Mar 21	Manor Crimes				Sefton Crimes			
	Count	Rate ¹	Change ²		Count	Rate ¹	Change ²	
Burglary	57	4.6	9.6%	▲	1285	4.6	-19.3%	▼
Criminal Damage & Arson	55	4.4	-45.5%	▼	2043	7.4	-17.2%	▼
Drugs	39	3.2	-9.3%	▼	1787	6.5	8.0%	▲
Public Order	69	5.6	4.5%	▲	2302	8.3	19.8%	▲
Other	15	1.2	-25.0%	▼	530	1.9	-6.0%	▼
Sexual	8	0.6	-42.9%	▼	368	1.3	-18.6%	▼
Theft	95	7.7	-54.5%	▼	3330	12.0	-30.1%	▼
Violence	242	19.6	-21.7%	▼	8381	30.3	3.5%	▲
Total	580	46.9	-28.7%	▼	20010	72.4	-7.0%	▼

¹The rate is the count per 1,000 population residing in the ward
² Change in direction when comparing 2020/21 counts to the same period in 2019/20
³ Other includes, Miscellaneous Crimes Against Society and Robbery offences

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

ASB Incidents Apr 20 - Mar 21	Manor Incidents				Sefton Incidents			
	Count	Rate ¹	Change ²		Count	Rate ¹	Change ²	
General Nuisance	63	5.1	75.0%	▲	1840	6.7	98.1%	▲
Nuisance Neighbour	13	1.1	-7.1%	▼	781	2.8	61.0%	▲
Other ³	30	2.4	200.0%	▲	571	2.1	82.4%	▲
Personal	10	0.8	0.0%	▶	351	1.3	12.1%	▲
Rowdy Inconsiderate Behaviour	124	10.0	103.3%	▲	3271	11.8	66.2%	▲
Vehicle Nuisance	33	2.7	-5.7%	▼	710	2.6	-5.5%	▼
Total	273	22.1	64.5%	▲	7524	27.2	58.1%	▲

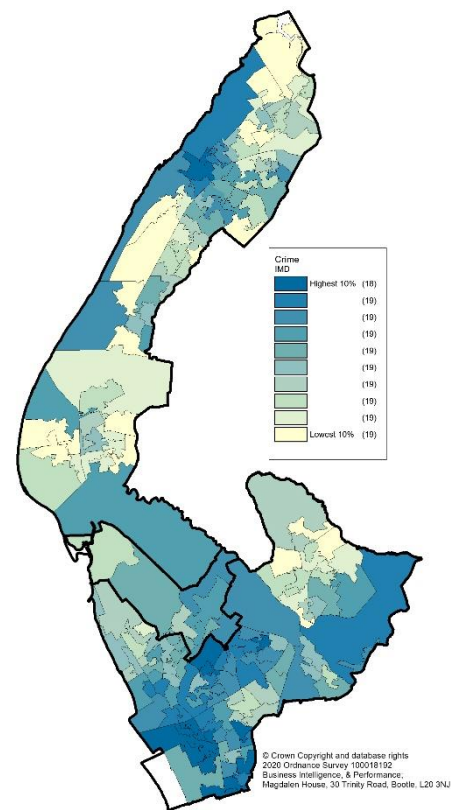
¹The rate is the count per 1,000 population residing in the ward
² Change in direction when comparing 2020/21 counts to the same period in 2019/20
³ Other includes, Animal Problems, Begging / Vagrancy, Environmental Issues Firework Issues, Malicious Communications, Noise and Street Drinking

Table 17: Deliberate Property Fires (2020/21)

Fires Apr 20 - Mar 21	Manor Deliberate Fires				Sefton Deliberate Fires			
	Count	Rate ¹	Change ²		Count	Rate ¹	Change ²	
Deliberate Property Fires	1	8.1	-66.7%	▼	38	13.7	5.6%	▲
Deliberate Secondary Fires	23	185.9	27.8%	▲	406	146.9	11.5%	▲
Vehicle Fires	1	8.1	-66.7%	▼	29	10.5	-43.1%	▼
Total	25	202.1	4.2%	▲	473	171.1	4.9%	▲

¹The rate is the count per 100,000 population residing in the ward
² Change in direction when comparing 2020/21 counts to the same period in 2019/20

Map 7: Crime IMD Score by LSOA (2019)



The increased number of calls to Merseyside Police relating to crimes and Anti-Social Behaviour, higher than average levels of deliberate fires occurring in the ward and budget cuts seen by both Merseyside Police and MFARS may result in a high and increasing level of direct costs. Associated with these issues are also indirect costs. This includes lowered levels of community satisfaction and well-being and reduced attractiveness to encourage businesses and job creators to locate in the area.

Health

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

During the 2011 Census:

- 8% of residents were in either bad or very bad health (Sefton average was 7%).
- 24% had their activities limited a little or a lot by their health (Sefton average was 23%).

Life Expectancy

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

Fertility

The general fertility rate of 58.4 in Manor is lower than the Sefton (60.1) and England (60.6) rates.

Overweight Children

Of 110 reception age pupils (4 to 5-year olds) in Manor taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 34% fell into the excess weight category which is higher than the comparator areas (Figure 28).

Of 120 Year 6 pupils (10 to 11-year olds) in Manor taking part in the annual National Child Measurement Programme (NCMP) 2018/19, 34% had excess weight, the ward level is lower than the Borough, City Region and North West (Figure 29).

Hospital Admissions

Between 2015/16 and 2019/20 there were a total of 85 hospital admissions for injuries in under 15 years olds across Manor, a Crude Rate (CR) of 91. This is lower than the rates seen across all four comparator areas (Figure 30).

In comparison, the CR of hospital admissions for injuries in those aged between 15 and 24 is significantly higher in the ward than seen nationally and regionally. However, it is lower than the Borough and city region (Figure 31). With 110 admissions between 2015/16 and 2019/20.

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

Standardised Admission Ratios (SAR) than that of England, with a number being higher than the Borough too:

- Manor All Causes SAR – 125 (Figure 32)
- Manor Chronic Obstructive Pulmonary Disease (COPD) SAR – 122 (Figure 33)
- Manor Coronary Heart Disease SAR – 129 (Figure 34)
- Manor Myocardial Infarction SAR – 100 (Figure 35)
- Manor Stroke SAR – 101 (Figure 36)
- Manor Hip Fracture in those aged 65 and over SAR – 126 (Figure 37)

Similarly, hospital admissions for self-harm is higher in the ward than seen nationally with a Standardised Admission Ratios (SAR) of 104 in 2015/16 to 2019/20 (Figure 38).

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

Deaths

For the period 2015 to 2019 Manor had a Standardised Mortality Ratio (SMR) for all causes of death of 101. This is slightly higher than England (Figure 39), with a total of 763 deaths in the ward during the time period.

In line with the low life expectancy, Manor is mid table for England wards in terms of its SMR (ranked 2,881 out of the 7,189 wards available).

Cancer

In relation to the occurrence of cancer between 2014 and 2018, Manor has a Standardised Incidence Ratio (SIR) of 103. This is slightly higher than seen nationally (Figure 40), with the ward being mid table for wards in England Cancer SIR (2,563 out of 7,198 wards available).

Index of Multiple Deprivation – Health & Disability

Five of Manor's LSOAs are within the top 20% of affected areas nationally (one in the top 10% and another in the top 5%), meaning residents of the ward are living in some of the most health and disability deprived areas of England. This picture

of poor health has worsened from 2015 (Map 8). Manor has a higher average score than that of the Sefton, the North West and England.

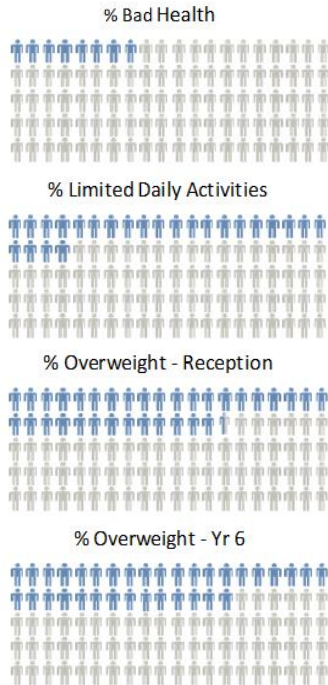


Figure 27: Life Expectancy at Birth (2015-2019)

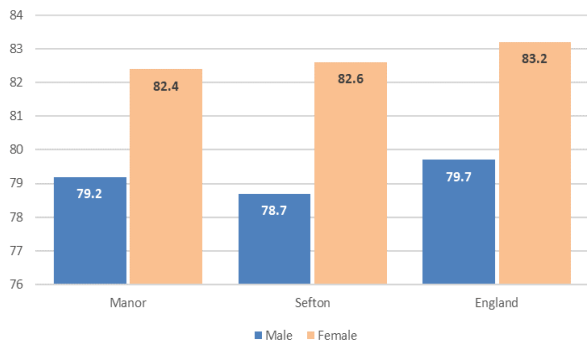


Figure 28: Children with Excess Weight – Year R (2018/19)

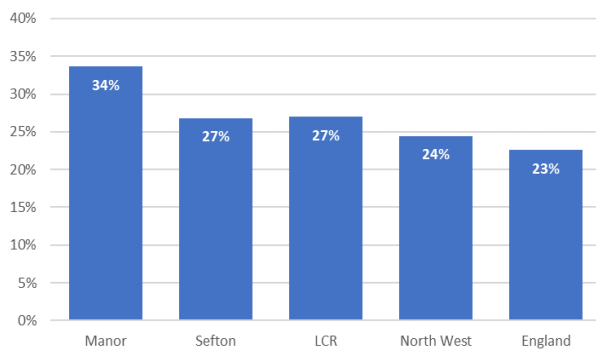


Figure 29: Children with Excess Weight – Year 6 (2018/19)

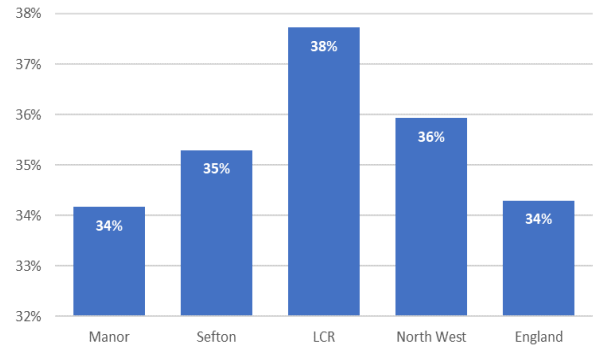


Figure 30: Emergency Hospital Admissions – CR Injuries in Under 15 year olds (2015/16 – 2019/20)

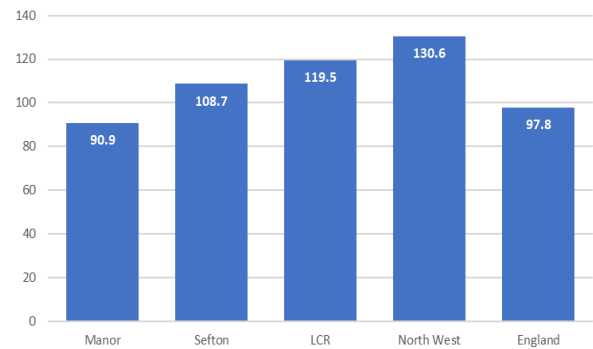


Figure 31: Emergency Hospital Admissions – CR Injuries in 15 to 24 year olds (2015/16 – 2019/20)

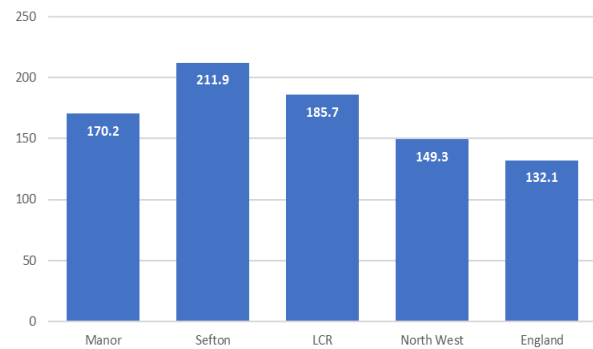


Figure 32: Emergency Hospital Admissions – All Causes SAR (2015/16 – 2019/20)

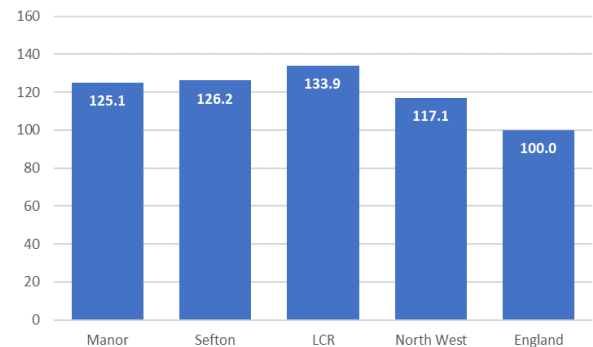


Figure 33: Emergency Hospital Admissions – COPD SAR (2015/16 – 2019/20)

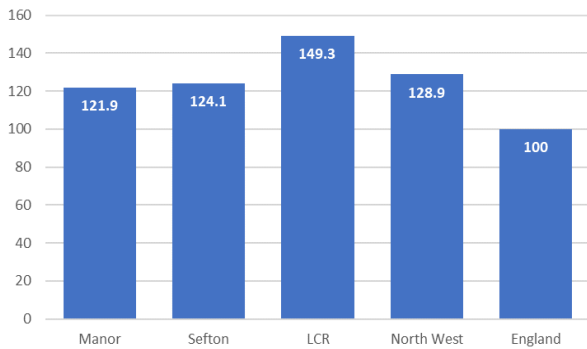


Figure 37: Emergency Hospital Admissions – Hip Fractures 65+ SAR (2015/16 – 2019/20)

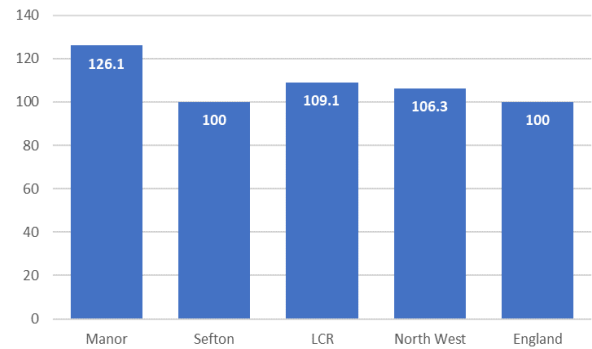


Figure 34: Emergency Hospital Admissions – Coronary Heart Disease SAR (2015/16 – 2019/20)

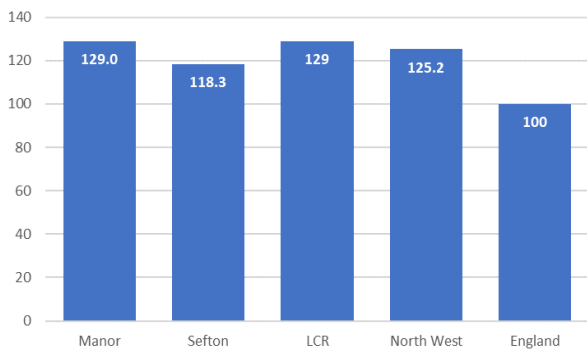


Figure 38: Hospital Admissions – Intentional Self-harm SAR (2015/16 – 2019/20)

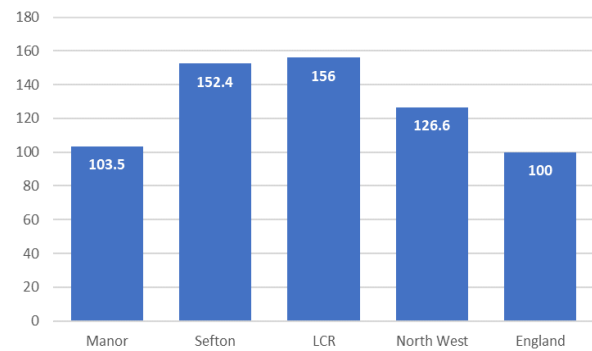


Figure 35: Emergency Hospital Admissions – Myocardial Infarction SAR (2015/16 – 2019/20)

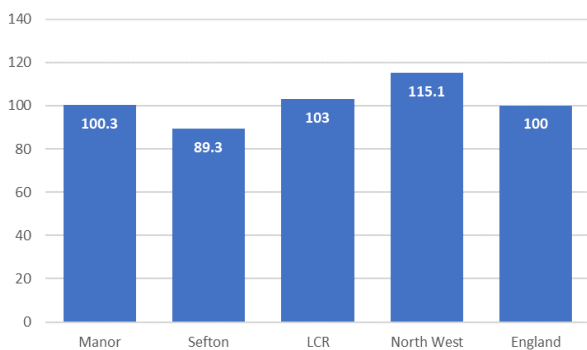


Figure 39: All Causes of Death SMR (2015 – 2019)

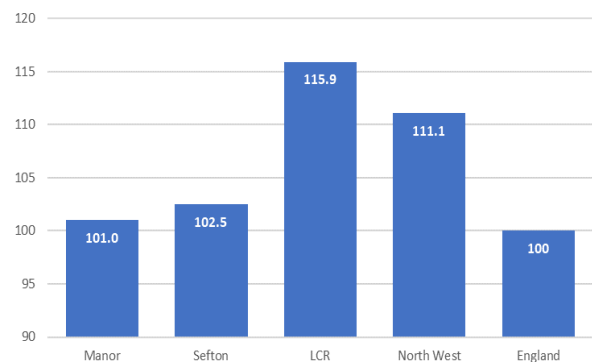


Figure 36: Emergency Hospital Admissions – Stroke SAR (2015/16 – 2019/20)

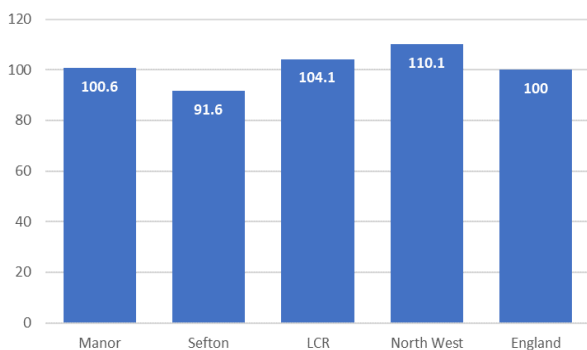
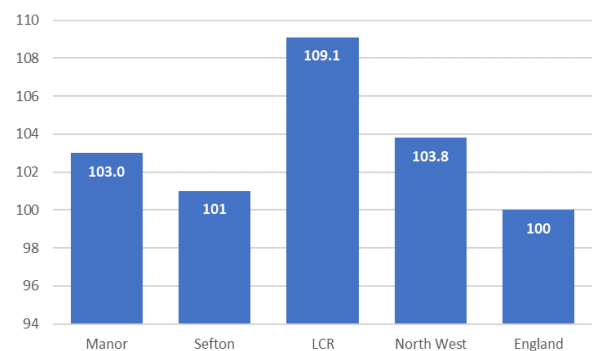
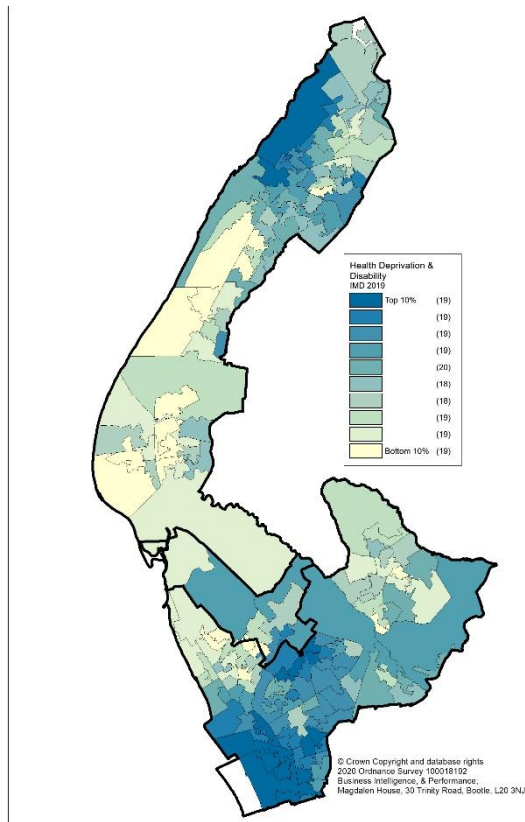


Figure 40: All Cancer Incidences SIR (2014 – 2018)



Map 8: Health IMD Score by LSOA (2019)

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The health and well-being of Manor is mixed. Life expectancy in the ward is lower than seen across Sefton and England. Hospital admissions vary with circulatory diseases being an issue and cancer incidence being higher amongst Manor residents than the Borough and nationally.

The mixed picture of health in Manor may be the result of the varying levels of deprivation that affect the ward. Some Manor residents live in some of the country's most deprived areas whilst others live in some of the least deprived. Therefore, there may be health inequalities affecting neighbourhoods within Manor that are masked by overall ward statistics.

It should also be considered that changes to Manor's 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 564 people immigrated into the Manor ward from outside of the ward when comparing current addresses to the addresses the previous year. 93 moving within the ward means a total of 657 people moving in the area. 50% of these moved from other wards within Sefton, with a further 16% coming from the other LCR areas. 53% of all people moving into the ward are aged between 20 and 54 (Table 18 and Map 9).

In comparison 622 people have moved out of the ward, to other areas, with 46% moving to other Sefton wards and 16% moving to other LCR areas. 57% of the people who left the ward were aged between 20 and 54 (Table 19 and Map 10).

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

Area Moved From	Total	0to19	20to54	55Plus				
Manor (Internal)	93	14.2%	25	3.8%	57	8.7%	11	1.7%
Sefton (Other Wards)	328	49.9%	91	13.9%	189	28.8%	48	7.3%
LCR (Not Sefton)	106	16.1%	20	3.0%	74	11.3%	12	1.8%
North West (Not LCR)	31	4.7%	7	1.1%	20	3.0%	4	0.6%
Other	99	15.1%	16	2.4%	68	10.4%	15	2.3%
Total Immigration into Manor Ward (excluding Internal)	564	85.8%	134	20.4%	351	53.4%	79	12.0%

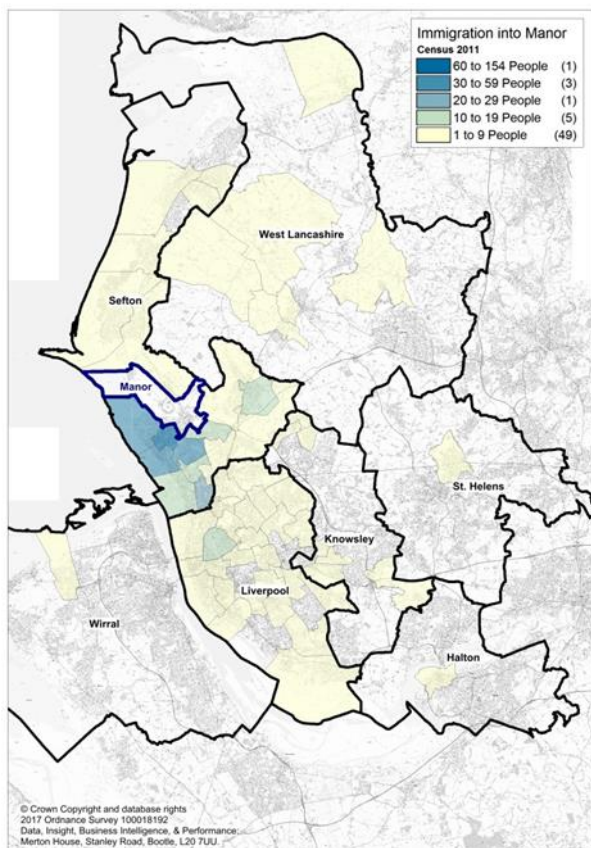
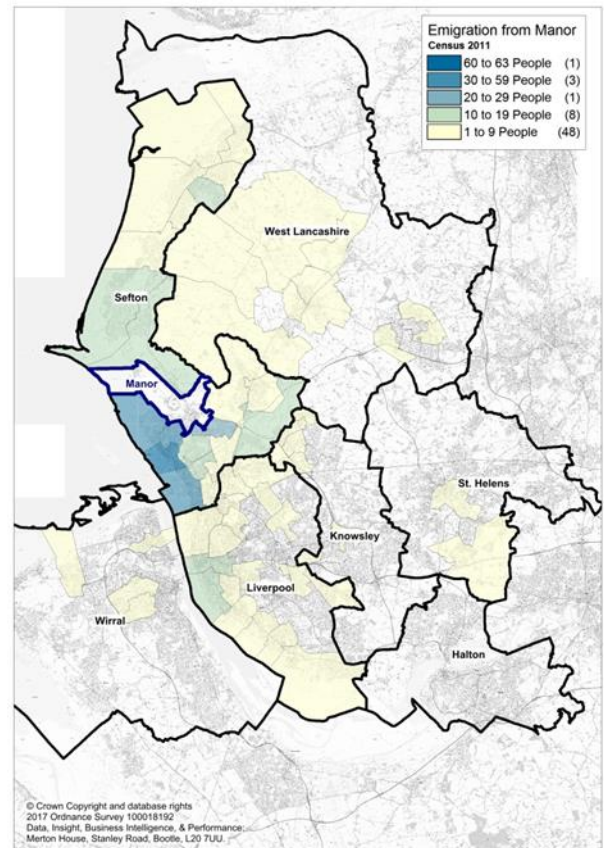


Table 19 / Map 10: Moving out of Manor (2011)

Area Moved To	Total	0to19	20to54	55Plus				
Manor (Internal)	93	13.0%	25	3.5%	57	8.0%	11	1.5%
Sefton (Other Wards)	325	45.5%	79	11.0%	207	29.0%	39	5.5%
LCR (Not Sefton)	115	16.1%	22	3.1%	86	12.0%	7	1.0%
North West (Not LCR)	75	10.5%	13	1.8%	54	7.6%	8	1.1%
Other	107	15.0%	35	4.9%	61	8.5%	11	1.5%
Total Emigrated From Manor Ward (excluding Internal)	622	87.0%	149	20.8%	408	57.1%	65	9.1%



Whilst overall the pattern of in and out migration appeared relatively stable, the movement of working age people both into and out of the ward made up the greatest percentages. However, a higher percentage of older people moved in to the ward than left.

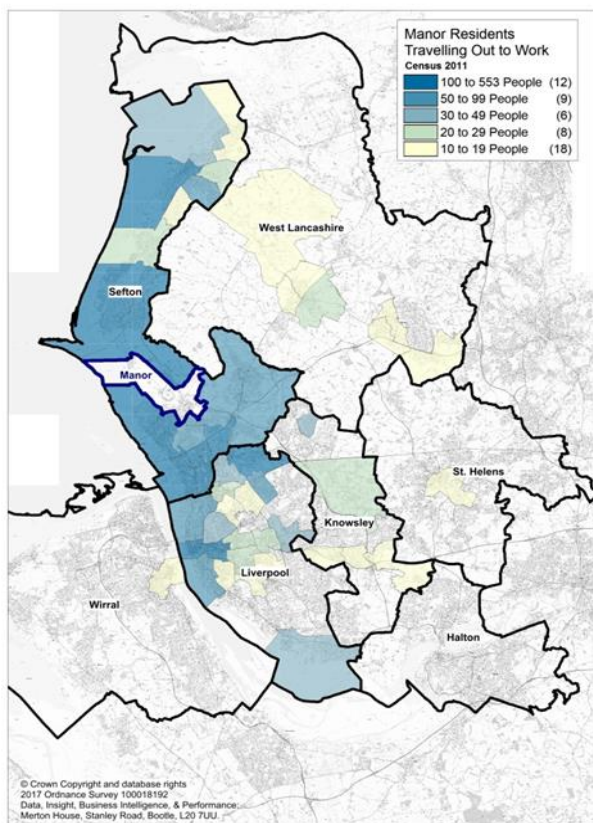
2011 Census Flows – Travel to Work

The 2011 Census indicated that 93% (4,423) of working residents within Manor travelled out of the ward to their place of work. 335 (7%) travelled within the ward to work. 47% of the people travelling out of the area travelled to other Sefton wards with 34% travelling to other LCR areas. 468 people did not have a fixed workplace with a further 495 people residing in the ward stating they worked from home (Table 20 / Map 11).

There were a total of 1,974 people traveling into the ward to attend their place of work from outside of the ward. 54% of these travelled from other Sefton wards with 25% travelling from other LCR areas (Table 21 / Map 12).

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

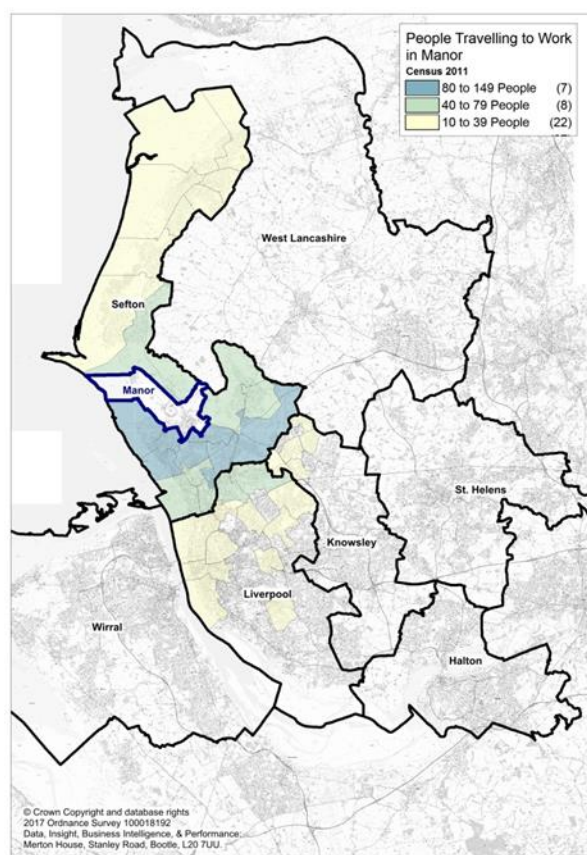
Manor Residents Travel to Work	Total	16 - 34	35 - 49	50 Plus				
Manor (Internal)	335	7.0%	83	1.7%	109	2.3%	143	3.0%
Sefton (Other Wards)	2249	47.3%	652	13.7%	727	15.3%	870	18.3%
LCR (Not Sefton)	1594	33.5%	465	9.8%	549	11.5%	580	12.2%
North West (Not LCR)	441	9.3%	128	2.7%	170	3.6%	143	3.0%
Other	139	2.9%	48	1.0%	53	1.1%	38	0.8%
Total Manor Residents Working Outside the Ward	4423	93.0%	1293	27.2%	1499	31.5%	1631	34.3%



There were 70 wards in the area where one to nine Manor residents were travelling to Work. There were 87 wards in the area with one to nine residents travelling into Manor to Work.

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

People Traveling to Manor to Work	Total	16 - 34	35 - 49	50 Plus				
Manor (Internal)	335	14.5%	83	3.6%	109	4.7%	143	6.2%
Sefton (Other Wards)	1254	54.3%	376	16.3%	467	20.2%	411	17.8%
LCR (Not Sefton)	578	25.0%	221	9.6%	197	8.5%	160	6.9%
North West (Not LCR)	124	5.4%	38	1.6%	50	2.2%	36	1.6%
Other	18	0.8%	7	0.3%	8	0.3%	3	0.1%
Total People Travelling to Manor for Work	1974	85.5%	642	27.8%	722	31.3%	610	26.4%



Service Demand & Delivery

Children’s Social Care

In the ward there were 50 children aged between 0 and 17 known to Sefton Children’s Services as at 31st March 2020; this equates to 222 per 10,000 children residing in Manor which is 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).

With rates of Children Looked After (CLA) and those on a Child Protection Plan (CP) in the ward also being lower:

- 80 per 10,000 children (18) were subject to CLA (Sefton – 102, LCR – 123, NW – 97 and England – 67 per 10,000 children)
- 18 per 10,000 children (four) were subject to CP (Sefton – 51, LCR – 51, NW – 50 and England – 43 per 10,000 children)

Early Help

As at 31st December 2020, Sefton’s Early Help team had 75 open episodes in Manor for children (ages ranged from unborn to 22 years of age), with a rate of 14 per 1,000 of 0 to 22-year olds residing in the ward (Figure 42). Manor makes up 4% of all open Early Help Episodes within the Borough.

The ward has a slightly lower rate than that seen in Sefton (15 per 1,000 0 to 22-year olds). There has been a 51% increase when comparing episodes in 2019 (with Sefton increasing by 11%).

40% of episodes related to children aged between 10 and 15 years old, with those aged 5 to 9 making up a further 25% (Figure 43).

YOT (Youth Offending Team)

In Manor six young people (aged between 12 and 21) were on YOT interventions in 2020. This equated to 5 per 1,000 12 to 21-year olds in the ward (Figure 44) which is lower than the rate seen across Sefton (7 per 1,000), totalling seven interventions.

Manor has seen a reduction in the number of young people known to YOT over the past three years (45%) and Sefton has also reduced (37%).

All the young people known to YOT in 2020 were males, with those aged 17-18 making up two thirds (67%) of the population.

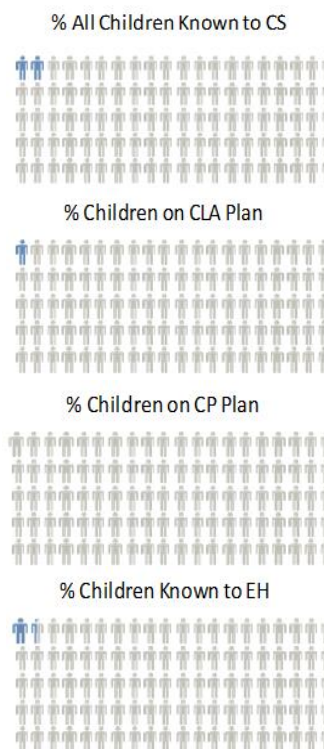


Figure 41: Children Services (31st March 2020)

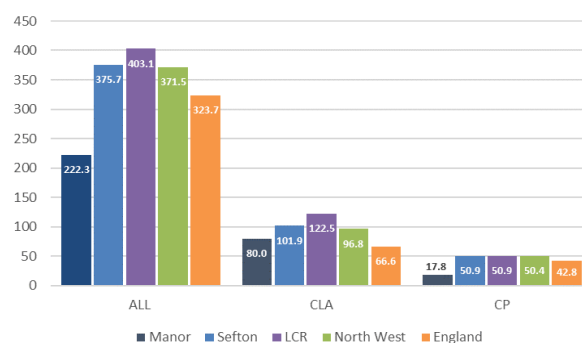


Figure 42: Early Help Open Episodes (31st December 2020)



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

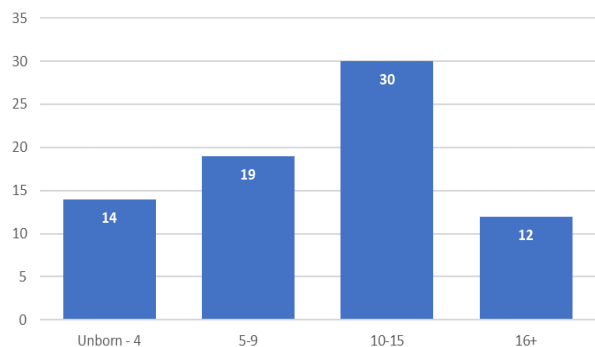
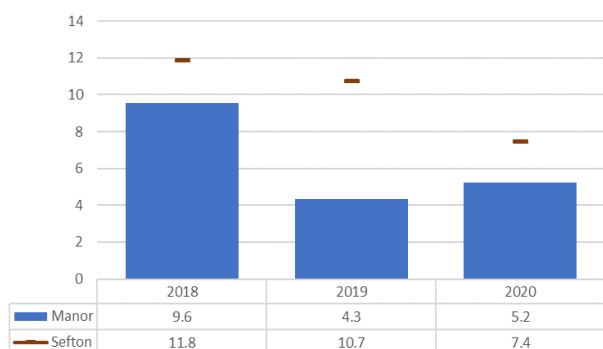


Figure 44: Rate of Young People Known to YOT (2018/19/20)



Adult Social Care - Personal Care at Home

During April 2020 and March 2021, 171 residents of Manor aged 18 or over received personal care at home; this makes up 6% of all recipients residing within the Borough and is a rate of 18 per 1,000 residents (aged 18 and over). It is higher than the rate seen across the Borough (13 per 1,000 residents aged 18 and over).

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

Adult Social Care - Long Term Residential and Nursing Homes

There were 80 people residing in long term residential or nursing home who originally resided in Manor between April 2020 and March 2021. Manor makes up 5% of all the long term residential / nursing home residents, who originated from within Sefton. This equates to a rate of 8 per 1,000 like the Sefton rate of 8 per 1,000 18+ residents.

Unlike to personal care at home those aged 85 and over make up the highest percentage of long term residential / nursing home residents (45%); they also have a considerably higher count per 1,000 population (Table 23).

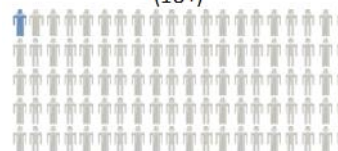
Adult Social Care - Contacts

Sefton received 1,210 contacts to adult social care from residents of Manor during the 2020/21 financial year. This equates to 125 contacts per 1,000 residents aged 18 and over - considerably higher 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+)

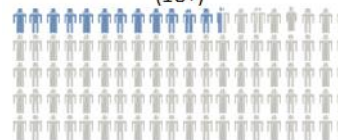


Table 22: Personal Care at Home Clients (2020/21)

Personal Care at Home 2020/21	Manor			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	45	6.4	26.3%	695	4.4	24.2%
65-84	68	25.3	39.8%	1196	21.6	41.7%
85 and Over	58	127.8	33.9%	978	101.2	34.1%
Total	171	17.7	100.0%	2869	13.5	100.0%

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

LTRN 2020/21	Manor			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	11	1.6	13.8%	198	1.3	11.5%
65-84	33	12.3	41.3%	716	12.9	41.6%
85 and Over	36	79.3	45.0%	806	83.4	46.9%
Total	80	8.3	100.0%	1720	8.1	100.0%

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

ASC Contacts 2020/21	Manor			Sefton		
	Count	Rate	Percentage	Count	Rate	Percentage
18-64	297	42.6	24.5%	6248	39.7	27.6%
65-84	516	191.8	42.6%	9385	169.2	41.5%
85 and Over	397	874.4	32.8%	7007	724.8	30.9%
Total	1210	125.2	100.0%	22640	106.4	100.0%

Libraries

There were approximately 4,127 residents of Manor registered as borrowers with Library services within Sefton between April 2019 and March 2020. 1,840 residents registered have borrowed from a Sefton library in the past year and works out at a rate of 149 per 1,000 residents. This is higher than the Sefton rate of 127 per 1,000 residents (Figure 45). Manor residents make up 5% of all Sefton active borrowers.

Domestic Waste Collection

It is estimated that there were 344,356 waste collections carried out in Manor between April 2019 and March 2020; residual and co-mingles waste both make up 41% of all collections within the ward. Green waste collections in the ward are higher than those seen across the Borough: 18% in Manor compared to 15% across Sefton (Table 25).

Calls for Service – Environmental Issues

There were 301 calls made to Sefton’s contact centre relating to environmental issues between April 2020 and March 2021 in Manor ward. This represents 3% of environmental calls that occurred within Sefton. Manor has a rate of 24 environmental issues per 1,000 population - notably lower than the rate seen across Sefton as a whole (33 per 1,000).

The number of environmental issues in the ward have seen a 7% decrease from the previous year, compared to a 4% increase seen across the Borough (Table 26).

Fly Tipping is the most prolific issue in the ward making up 37% of all calls, however, there has been a slight reduction (2%) in the number of calls from 2019/20 to 2020/21 (compared to a 7% increase across the Borough). The rate of Fly Tipping incidents in Manor (9 per 1,000 population) was lower than the Borough rate (15 per 1,000 population).

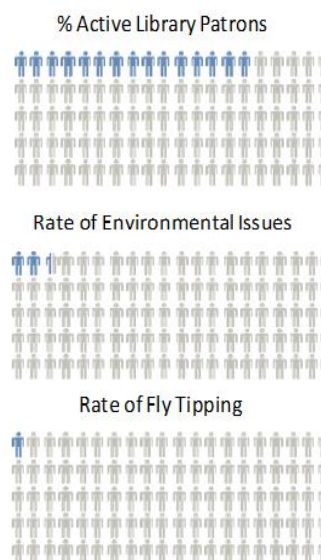


Figure 45: Active Library Patrons (2019/20)

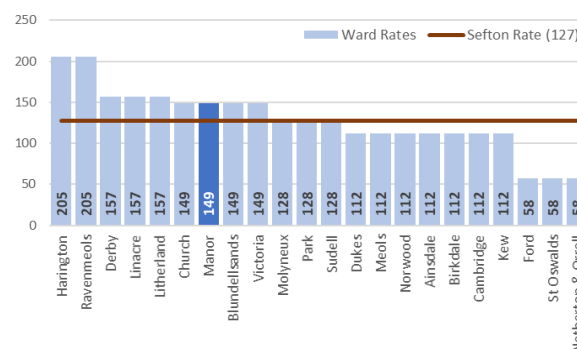


Table 25: Waste Collections (2019/20)

Collection Type	Manor	Sefton %
Co-Mingled	140,036	40.7%
Green Waste	62,412	18.1%
Residual Waste	141,908	41.2%
Total	344,356	100.0%

Table 26: Environmental Issues (2020/21)

Environmental Issues Apr20 - Mar21	Manor Issues			Sefton Issues		
	Count	Rate ¹	Change ²	Count	Rate ¹	Change ²
Accumulation of Refuse	4	0.3	33.3% ▲	337	1.2	9.8% ▲
Dog Fouling	19	1.5	-5.0% ▼	226	0.8	-32.7% ▼
Filthy & Verminous Premises	9	0.7	-25.0% ▼	391	1.4	-8.4% ▼
Fly Tipping	111	9.0	-1.8% ▼	4267	15.4	7.0% ▲
Other	10	0.8	-41.2% ▼	400	1.4	-16.1% ▼
Rats	57	4.6	-9.5% ▼	990	3.6	3.0% ▲
Rear Entries	5	0.4	25.0% ▲	1140	4.1	72.5% ▲
Street Sweeping	86	7.0	-4.4% ▼	1389	5.0	-14.4% ▼
Total	301	24.3	-6.5% ▼	9140	33.1	4.1% ▲

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

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

³Other 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 12,400 residents living in 6,900 households across Manor. Over half (55%) of the households in Manor ward are classified as belonging to four of the 15 Mosaic Groups – B, E, F 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 - £149,99

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

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	Manor		Sefton	
	Households	Percent	Households	Percent
E Senior Security	866	15.4%	16796	13.2%
F Suburban Stability	814	14.5%	17345	13.6%
B Prestige Positions	782	13.9%	11336	8.9%
L Vintage Value	620	11.0%	13798	10.8%
I Family Basics	520	9.3%	11681	9.2%
G Domestic Success	487	8.7%	7970	6.3%
M Modest Traditions	455	8.1%	9994	7.8%
H Aspiring Homemakers	392	7.0%	13332	10.5%
K Municipal Tenants	207	3.7%	7785	6.1%
D Rural Reality	186	3.3%	582	0.5%
J Transient Renters	140	2.5%	10325	8.1%
C Country Living	130	2.3%	353	0.3%
O Rental Hubs	17	0.3%	4521	3.6%
N Urban Cohesion	4	0.1%	1430	1.1%
A City Prosperity		0.0%	103	0.1%
Total	5620		127351	

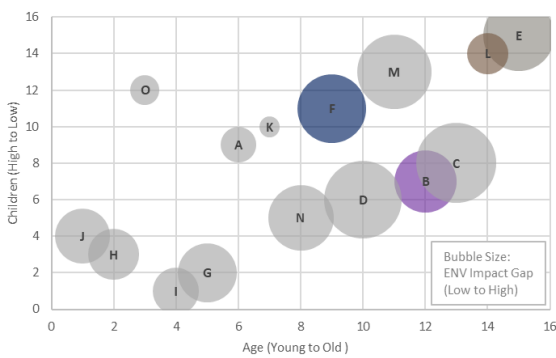
Generic MOSAIC Characteristics

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 Manor:

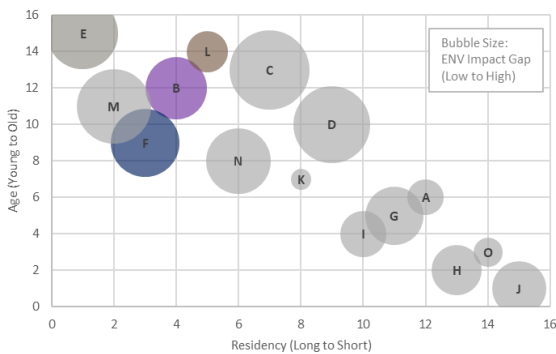
Residents of the ward tend to be older, and less likely to have children. The environmental impact gap is generally high (Figure 46).

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



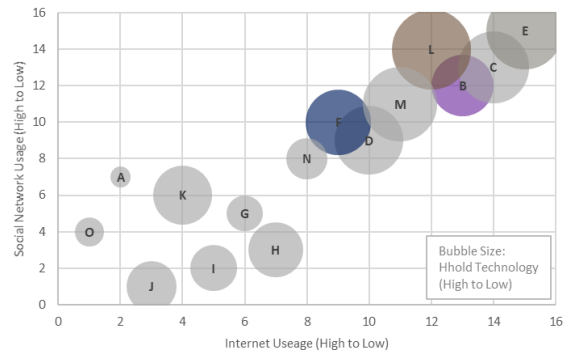
Residents tend to have lived in the ward for a long time, be older and have a high environmental impact gap (Figure 47).

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



Internet and social network usages, along with household technology is low amongst the main groups seen in the ward (Figure 48).

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



Household income varies vastly across the groups, who are all likely to be older and have lived in the ward for a long time. In addition, these households are unlikely to have children residing in them (Figure 49 & 50).

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

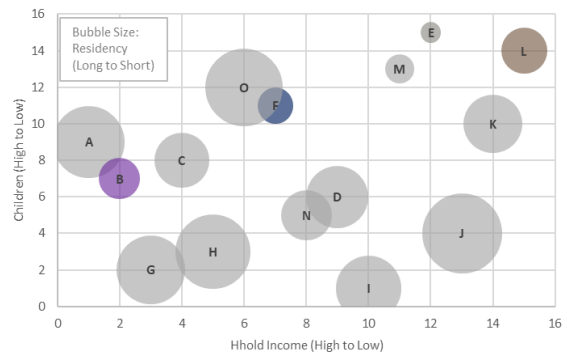
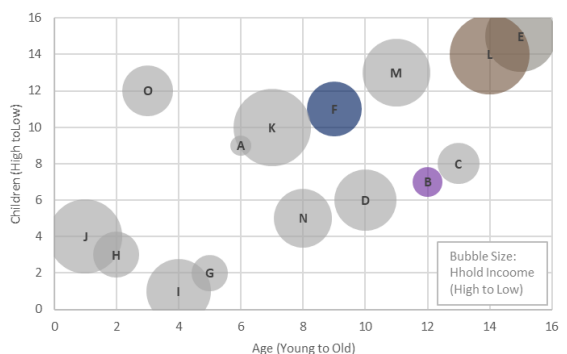


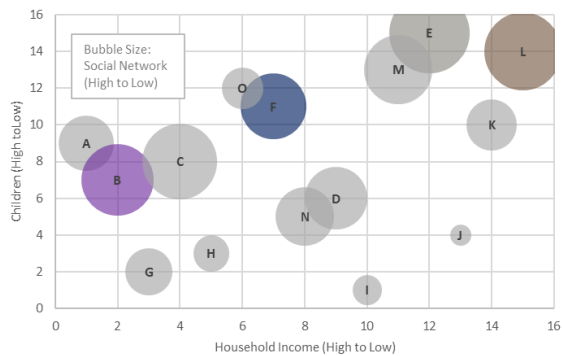
Figure 50: Mosaic Groups by Number of Children, Age and Household Income (2020)



Low levels of children and social media usage is evident within the main groups found in the ward, with household income ranging from high to low (Figure 51).

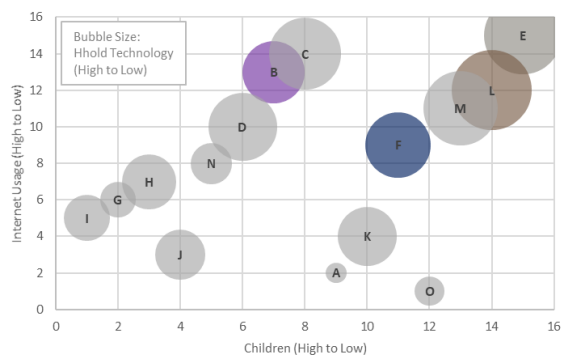
Figure 51: Mosaic Groups by Number of Children, Household Income and Social Network Usage (2020)

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There are low levels of internet usage, household technology and minimal numbers of children residing in households within the main groups found in Manor (Figure 52).

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/

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

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

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

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

Progress 8 and Attainment 8

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

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

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

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

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

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

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

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

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

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

Acronyms and Abbreviations

A&E – Accident and Emergency

ASB – Anti Social Behaviour

ASC – Adult Social Care

BAME – Black, Asian & Minority Ethnic

CHD – Coronary Heart Disease

CLA – Children Looked After

COPD – Chronic Obstructive Pulmonary Disease

CP – Child Protection

CS – Children’s Services

CR – Crude Rate

CTC - Child Tax Credits

CTR – Council Tax Reduction

DLA – Disability Living Allowance

EBacc - English Baccalaureate

EH – Early Help

ELAS – Emergency Limited Assistance Scheme

ESA – Employment Support Allowance

EU – European Union

EYFS – Early Years Foundation Stage

FSM – Free School Meals

GCSE – General Certificate of Secondary Education

HB – Housing Benefit

IDACI – Income Deprivation Affecting Children Index

IDAOPi – Income Deprivation Affecting Older People Index

IMD – Index of Multiple Deprivation

IS – Income Support

JSA – Job Seekers Allowance

KS – Key Stage

LCR – Liverpool City Region

LSOA – Lower Super Output Area

MFARS – Merseyside Fire and Rescue Service

MSOA – Middle Super Output Area

NCMP – National Child Measurement Programme

NEET – Not in Employment, Education or Training

NINo – National Insurance Number

NW – North West

OA - Output Area

SAR – Standardised Admission Ratio

SIR – Standardised Incidence Ratio

SMR – Standardised Mortality Ratio

SEN – Special Educational Needs

UC – Universal Credit

UK – United Kingdom

WTC - Working Tax Credits

YOT – Youth Offending Team

Sources

Overview

Manor Assets (2020)

Sefton MBC – Gemma Monaghan Murrow

Demographics

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

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

NiNo (19/20)

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

Deprivation

Index of Multiple Deprivation and domains (2019)

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

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

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

Housing & Households

Household Composition / Occupancy Rate / Tenure (2011)

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

Vacant and Void Property (2020)

Sefton MBC – Debbie McEnaney

Council Tax / Single Occupancy (2020)

Sefton MBC – Financial System Support

New Build Properties (2021)

Sefton MBC – Kate Calderbank

Property Price Paid (2019)

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

Car Registration (2019)

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

Economy & Business

Licensed Premises / Inspections

Sefton MBC – Andy Walsh

Economically Active / Inactive / Unemployed

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

Household Income - Mosaic (2020)

Sefton MBC – Experian Mosaic

Benefits & Support

Unemployment (2021)

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

UC / PIP (2021)

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

Child Benefits (2020)

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

Council Tax Reductions (2020)

Sefton MBC – Financial System Support

Emergency Limited Assistance Scheme - ELAS (2020)

Sefton MBC – Della Haddley

Trussell Trust Food Bank (2019/20)

St Leonards Foodbank

Christ Church Foodbank

Education

Nursery / Primary / Secondary Settings (2020)

Sefton MBC – School Census (January 2020)

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

Sefton MBC – Shelley McKeown

NEET (January 2021)

Career Connect – Sarah Vaughan

Community Safety

Crime / ASB (2020/21)

Merseyside Police – Karen Carmichael

Deliberate Fires (2020/21)

Merseyside Fire and Rescue – Rob Hanson

Health

Intentionally left blank.

Bad Health / Limited Activities (2011)

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

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

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

NCMP (2018/19)

Sefton MBC – Claire Brewer / Gemma Monaghan Murrow

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

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

2011 Census Flows

Migration / Travel to Work (2011)

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

Service Demand & Delivery

Children Social Care (31st March 2020)

Sefton MBC – Jim Conalty

CiN / CP (31st March 2020)

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

LAC (31st March 2020)

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

Early Help (31st December 2020)

Sefton MBC – Della Haddley

YOT (2020)

Sefton MBC – Suzie Mossman

Adult Social Care

Sefton MBC – Charlotte Humphreys

Libraries

Sefton MBC – Andrew Farthing

Domestic Waste / Environmental Issues

Sefton MBC – Andy Walsh

Mosaic Profile

Sefton MBC – Experian Mosaic Database