

This Early Years Performance Report presents a county wide picture of performance with information displayed at District level.

The collated information follows the Best Start Pathway and brings together information from partners to provide a broad picture of performance in the Early Years.

FINAL VERSION OCTOBER 2015



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Contact for Further Information

Report compiled by Operational Intelligence & Performance Team Claire Makinson - Performance Manager, 01785 277067 Farhana Patel - Performance Officer, 01785 277798



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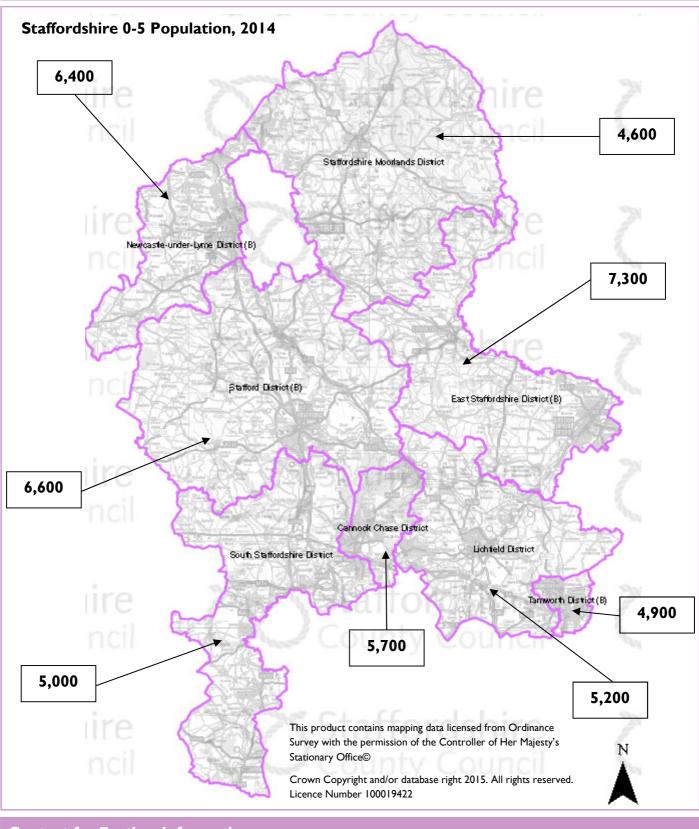
Contact for Further Information

Report compiled by Operational Intelligence & Performance Team Claire Makinson - Performance Manager, 01785 277067 Farhana Patel - Performance Officer, 01785 277798



OVERVIEW

UNDER 5 POPULATION



Contact for Further Information

Source: Office for National Statistics



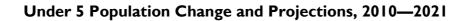
OVERVIEW

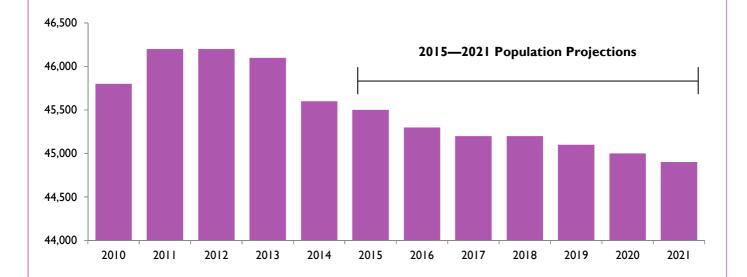
UNDER 5 POPULATION CHANGE

	2010	2011	2012	2013	2014
Cannock Chase	5,800	5,800	5,800	5,800	5,700
East Staffordshire	7,000	7,000	7,200	7,300	7,300
Lichfield	5,200	5,300	5,300	5,200	5,200
Newcastle-Under-Lyme	6,300	6,400	6,400	6,400	6,400
South Staffordshire	4,900	4,900	4,900	4,900	5,000
Stafford	7,000	7,000	6,900	6,800	6,600
Staffordshire Moorlands	4,600	4,700	4,700	4,700	4,600
Tamworth	5,000	5,100	5,100	5,000	4,900
Staffordshire	45,800	46,100	46,200	46,100	45,600
West Midlands	351,400	355,700	361,300	363,500	364,800
England	3,280,500	3,328,700	3,393,400	3,414,100	3,431,000

Under 5 Population by District, 2010-2014

(Populations are rounded to the nearest 100)





Contact for Further Information

Source: Office for National Statistics



OVERVIEW

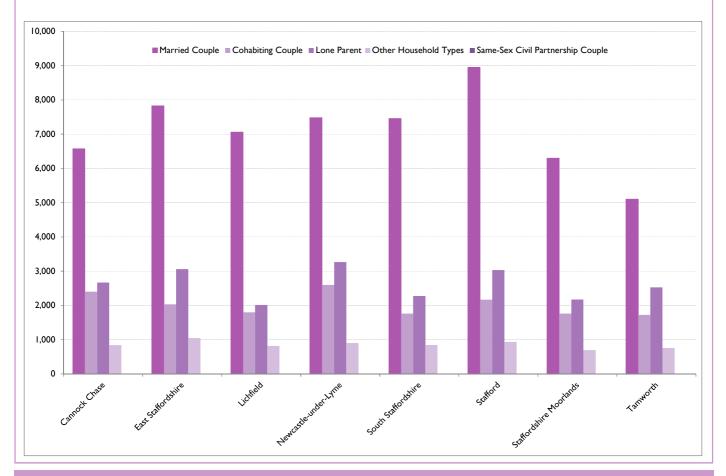
HOUSEHOLD COMPOSITION

	Number of all			Cohabiting Couple		Lone Parent		Same-Sex Civil Partnership Couple		Other Household Types	
	Households	Number of families	% of all households	Number of families	% of all households	Number of families	% of all households	Number of families	% of all households	Number of families	% of all households
Cannock Chase	40,664	6,574	16.2%	2,402	5.9%	2,669	6.6%	<10	0.02%	840	2.1%
East Staffordshire	47,251	7,827	16.6%	2,035	4.3%	3,059	6.5%	<10	0.01%	1,048	2.2%
Lichfield	41,224	7,063	17.1%	1,797	4.4%	2,016	4.9%	<10	0.00%	814	2.0%
Newcastle-under-Lyme	52,574	7,480	14.2%	2,599	4.9%	3,265	6.2%	<10	0.01%	901	1.7%
South Staffordshire	44,458	7,458	16.8%	1,758	4.0%	2,278	5.1%	<10	0.00%	843	I. 9 %
Stafford	55,703	8,953	16.1%	2,168	3.9%	3,030	5.4%	<10	0.01%	936	1.7%
Staffordshire Moorlands	41,772	6,300	15.1%	1,763	4.2%	2,171	5.2%	<10	0.01%	694	1.7%
Tamworth	31,617	5,101	16.1%	1,720	5.4%	2,528	8.0%	<10	0.01%	757	2.4%
Staffordshire	355,263	56,756	16.0%	16,242	4.6%	21,016	5.9%	30	0.01%	6,833	I. 9 %
West Midlands	2,294,909	353,064	15.4%	98,453	4.3%	172,682	7.5%	203	0.01%	67,693	2.9%
England	22,063,368	3,373,005	15.3%	890,780	4.0%	1,573,255	7.1%	2,885	0.01%	584,016	2.6%

Household Composition - Families with Dependants, 2011

Remainder of the population is made up of households with no children

Household Composition - Families with Dependants, 2011



Contact for Further Information

Source: Department for Work and Pensions



OVERVIEW

VULNERABLE GROUPS

Vulnerable Groups

Within Staffordshire there are a number of vulnerable groups of children. These include those who are subject of a Child Protection Plan, those who are Looked After and those who are a Child in Need.

	Total	under18 popu	ulation	% of under 18 population			
	Child in	Subject of a	Looked After	Child in	Subject of a	Looked After	
	Need	CP Plan		Need	CP Plan		
2011/2012	6,224	411	886	82.8%	5.5%	11.8%	
2012/2013	4,903	535	943	76.8%	8.4%	I 4.8%	
2013/2014	6,614	695	952	80.1%	8.4%	11.5%	
2014/2015	5,590	624	932	78.2%	8.7%	13.0%	

Under 18 population in vulnerable groups, 2011/12-2014/15

Under 5 population in vulnerable groups, March 2015

	Nu	mber of unde	r 5's	Percentage of Under 5's				
	Child in Need	Subject of a CP Plan	Looked After	Child in Need	Subject of a CP Plan	Looked After		
Cannock Chase	192	45	22	13.2%	17.4%	11.9%		
Lichfield	118	22	18	8.1%	8.5%	9.7%		
Tamworth	155	25	16	10.6%	9.7%	8.6%		
Staffordshire Moorlands	114	20	6	7.8%	7.7%	3.2%		
South Staffordshire	76	18	9	5.2%	6.9%	4.9%		
East Staffordshire	227	50	18	15.6%	19.3%	9.7%		
Stafford	179	30	16	12.3%	11.6%	8.6%		
Newcastle under Lyme	231	38	13	15.8%	14.7%	7.0%		
Outside Staffordshire	55	11	25	3.8%	4.2%	13.5%		
Confidential Address		0	42	7.6%	0.0%	22.7%		
Total	I,458	259	185	100%	100%	100%		

Contact for Further Information

Source: Department for Education

Additional Information: Business Improvement and Development Team



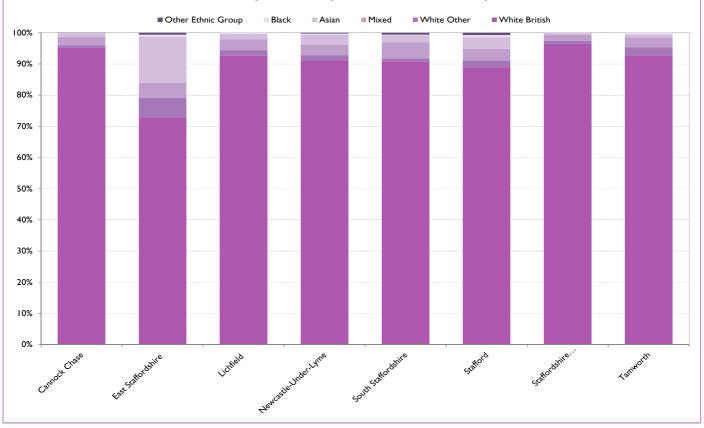
OVERVIEW

BROAD ETHNIC GROUPS

	Total 0-4 Population	White British	White Other	Mixed	Asian	Black	Other Ethnic Group			
Cannock Chase	5,87 I	5,585	52	155	65	10	4			
East Staffordshire	7,002	5,096	442	338	1,035	49	42			
Lichfield	5,280	4,891	95	182	93	19	<10			
Newcastle-Under-Lyme	6,314	5,755	105	215	199	26	14			
South Staffordshire	4,878	4,433	49	243	112	13	28			
Stafford	7,007	6,237	l 48	260	264	51	47			
Staffordshire Moorlands	4,661	4,495	46	89	31	<10	<10			
Tamworth	5,057	4,692	127	163	50	25	<10			
Staffordshire	46,089	41,184	I,064	I,645	I,849	202	145			
West Midlands	354,801	239,504	11,793	24,402	57,720	16,129	5,253			
England	3,318,449	2,346,692	173,830	215,247	358,785	175,346	48,549			

Under 5 Population by Broad Ethnic Group, 2011

Under 5 Population by Broad Ethnic Group, 2011



Contact for Further Information

Source: Office for National Statistics,



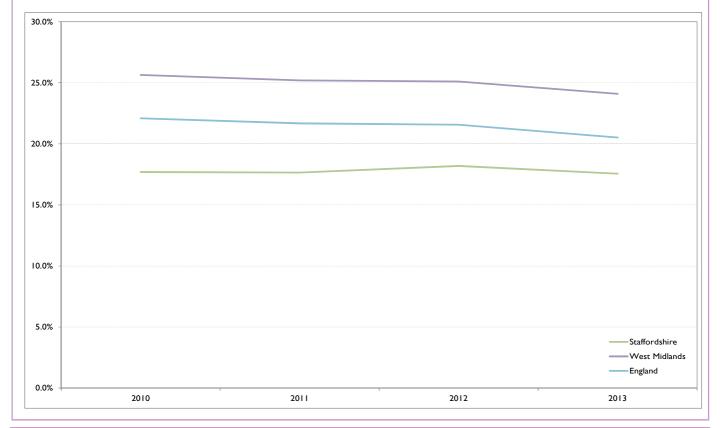
OVERVIEW

WORKLESSNESS

	2010	2011	2012	2013	Statistical Difference to England
Cannock Chase	23.31%	22.82%	23.09%	22.48%	Higher
East Staffordshire	18.3%	19.0%	18.5%	18.0%	Lower
Lichfield	15.1%	15.5%	15.3%	15.3%	Lower
Newcastle	22.3%	21.3%	19.7%	18.8%	Lower
South Staffordshire	14.5%	14.0%	13.4%	13.5%	Lower
Stafford	15.9%	15.2%	15.6%	15.0%	Lower
Staffordshire Moorlands	14.9%	14.4%	13.7%	14.2%	Lower
Tamworth	24.1%	25.4%	22.8%	20.7%	Similar
Staffordshire	17.7%	17.7%	18.2%	17.6%	Lower
West Midlands	25.6%	25.2%	25.1%	24.1%	Higher
England	22.10%	21.7%	21.6%	20.5%	

Under 5 Population living in out-of-work benefit claimant households, 2010-2013

Under 5 Population living in out-of-work benefit claimant households, 2010-2013



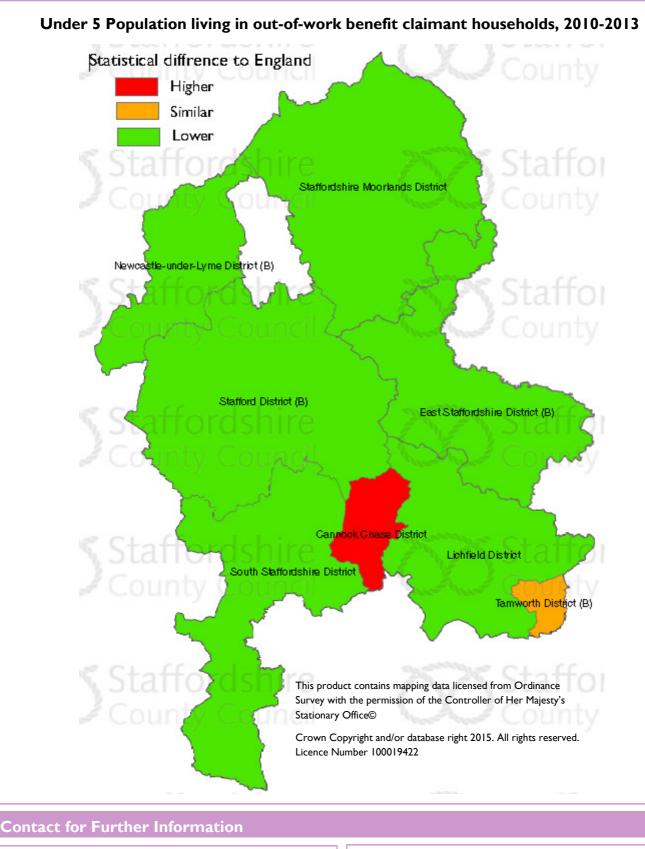
Contact for Further Information

Source: Department for Work and Pensions



OVERVIEW

WORKLESSNESS



Source: Department for Work and Pensions



OVERVIEW

EARLY YEARS REACH

Early Years Reach

Children Centres have a legal requirement to make sufficient early childhood services available to parents and prospective parents in its Reach area/locality. The Early Years Reach will identify what difference the centre makes to the young children and families in the local area it serves.

		Р	OPULATION	IS		REACH				
	District Population 2014	0-5 Population (Mid Year 2014)	0-30% Deprivation Population	0-5 0-30% Deprivation Population	0-5 in Workless Households	Reach (0-5 Pop)	% Reach (0-5 Pop)	Reach (0-30% Deprivation)	% Reach (0-30% Deprivation)	
Cannock Chase	98,549	5,711	28,742	2,052	22.48%	4,155	72.8%	1,549	75.5%	
East Staffordshire	115,663	7,297	29,972	2,764	17.99%	4,132	56.6%	I ,872	67.7%	
Lichfield	102,093	5,208	5,670	406	15.35%	2,922	56.1%	357	87.9%	
Newcastle	126,052	6,359	30,111	2,132	18.76%	4,194	66.0%	١,592	74.7%	
South Staffordshire	110,692	4,994	4,693	293	13.50%	2,722	54.5%	248	84.6%	
Stafford	132,241	6,627	15,756	1,035	15.02%	3,683	55.6%	772	74.6%	
Staffordshire Moorlands	97,763	4,573	17,468	1,160	14.17%	3,193	69.8%	١,029	88.7%	
Tamworth	77,112	4,850	19,164	1,531	20.71%	3,238	66.8%	1,145	74.8%	
Staffordshire	860,165	45,619	151,576	11,373	17.56%	28,239	61.9%	8,564	75.3%	

Early Years Reach 2014/2015

Contact for Further Information

Source: Care Director and Capita One

Additional Information: Claire Makinson, Operational Intelligence and Performance Team, 01785 277067



OVERVIEW

EARLY HELP ASSESSMENT (EHA)

EHA

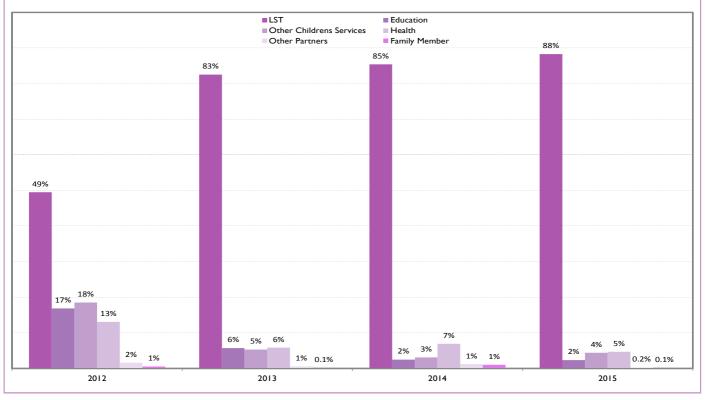
The Early Help Assessment (EHA) is used to assess the needs of children and young people and in addition is being used as the assessment tool by the Local Support Teams (LST).

		2012			2013			2014			2015	
	Total EHA's	No. of children 0-4	% of 0-4 children in BRFC	Total EHA's	No. of children 0-4	% of 0-4 children in BRFC	Total EHA's	No. of children 0-4	% of 0-4 children in BRFC	Total EHA's	No. of children 0-4	% of 0-4 children in BRFC
Cannock Chase	166	49	۱6%	610	234	11%	660	188	11%	464	118	14%
East Staffordshire	184	29	10%	593	122	15%	844	203	17%	774	150	12%
Lichfield	92	23	35%	122	41	12%	329	82	7%	368	76	11%
Newcastle-under-Lyme	132	20	40%	522	122	17%	535	123	17%	521	111	١7%
South Staffordshire	56	16	44%	214	55	13%	437	81	11%	300	55	١5%
Stafford	41	9	22%	168	60	10%	359	94	14%	352	62	23%
Staffordshire Moorlands	60	20	5%	188	55	9%	454	120	11%	396	119	4%
Tamworth	74	18	11%	295	84	33%	635	123	16%	579	129	21%
Total	805	184	21%	2,712	773	15%	4,253	1,014	14%	3,754	820	I 4%

Number of Early Help Involvements Opened, 2012 - 2015

Data as at 22nd September 2015

Early Help Involvements by Lead Agency, 2012 - 2015



Contact for Further Information

Source: Capita One

Additional Information:: Business Improvement and Development Team



OVERVIEW

BUILDING RESILIENT FAMILIES AND COMMUNITIES (BRFC)

BRFC

The aim of the BRFC partnership outcomes plan is to build resilience and raise aspirations within families. Where individuals are experiencing a range of difficulties they are given the resources to draw upon, when faced with future challenges and reduce dependency on public services.

	Eligible Families	Count of people	Eligible families with children 0-4	Count of Children 0-4
Cannock Chase	271	747	20	21
East Staffordshire	216	669	20	22
Lichfield	131	410	13	13
Newcastle under-Lyme	274	817	30	33
South Staffordshire	140	449	8	8
Stafford	194	602	35	42
Staffordshire Moorlands	110	340	12	14
Tamworth	185	610	28	34
Total	1,514	4,644	166	187

Phase I Eligible Families, March 2015

Phase 2 Year | Eligible Families, September 2015

	Eligible Families	Count of people	Eligible families with children 0-4	Count of Children 0-4
Cannock Chase	155	454	62	88
East Staffordshire	154	470	59	79
Lichfield	111	325	29	38
Newcastle under-Lyme	193	747	70	95
South Staffordshire	109	362	42	54
Stafford	135	499	43	58
Staffordshire Moorlands	3	495	40	53
Tamworth	144	518	58	78
Grand Total	1,132	3,870	403	543

Contact for Further Information

Source: Capita One

Additional Information: Sue Insull, Operational Intelligence and Performance Team, 01785 278972



TEENAGER

PERSONAL, HEALTH AND SEX EDUCATION (PHSE)

PHSE

Entrust currently have schemes of work for both Primary and Secondary schools on educating children about personal, health and sex education. These include lesson plans for all age groups. 47 primary schools and 31 secondary schools have purchased this scheme.

	Primary School SRE Scheme of work	Secondary School SRE Scheme of work
Cannock Chase	2	0
East Staffordshire	3	I
Lichfield	I	0
Newcastle-under-Lyme	5	9
South Staffordshire	4	I
Stafford	4	0
Staffordshire Moorlands	5	11
Tamworth	23	9
Total	47	31

Number of schools who have purchased PHSE schemes

funded to receive the scheme of work

Training is also available for Primary schools and approximately 8 schools have accessed this each year (over the last 3 to 4 years). Last academic year a conference called "Teenage Kicks" was held for secondary schools. Workshops related to SRE were available as part of this and were well attended.

There is also the Healthy Schools : Healthy Futures programme. Schools who are undertaking this process complete a Health Check with a member of the Behaviour Health and Well Being Team of Entrust. This includes some aspects of SRE such as having a policy in place and including it as part of the PHSE scheme of work. Schools can then go on to full Status and one of the themes they can select for this is SRE. Currently 66 schools are involved in the Healthy Schools : Healthy Futures programme and 9 of these are working on SRE for their status.

Number of schools involved in Healthy Schools: Healthy Futures Programme

	Healthy Schools: Healthy Futures
Cannock Chase	8
East Staffordshire	9
Lichfield	5
Newcastle-under-Lyme	12
South Staffordshire	7
Stafford	7
Staffordshire Moorlands	10
Tamworth	8
Total	66

Contact for Further Information

Source: Entrust

Additional Information: Sarah Huggins, Special Education Needs and Inclusion Services, 01785 2777974



CONCEPTION

TEENAGE PREGNANCY

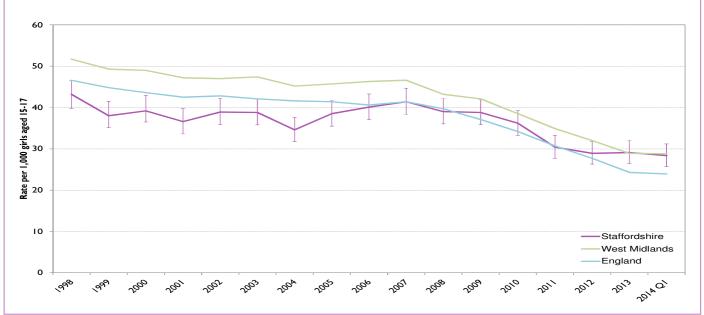
Teenage Pregnancy

Being a teenage parent can have adverse effects on an individual's life chances, for example, teenage mothers often have poor educational attainment and reduced employment opportunities. Teenage Pregnancy is associated with deprivation and young people from lower socio-economic groups tend to have higher levels of teenage pregnancy.

	Num	ber of Conce	Change Since 2012	
	2011	2012	2013	Change Since 2012
Cannock Chase	73	57	68	+
East Staffordshire	74	53	61	
Lichfield	53	59	54	+
Newcastle-under-Lyme	59	64	63	+
South Staffordshire	50	30	34	
Stafford	59	57	57	+
Staffordshire Moorlands	42	56	35	+
Tamworth	59	65	64	+
Staffordshire	469	441	436	+
West Midlands	3,701	3,359	3,009	+
England	29,166	26,157	22,830	+

Under-18 Conceptions 2011-2013

Under-18 Conception Rates, 1998-2013 + Q1 2014



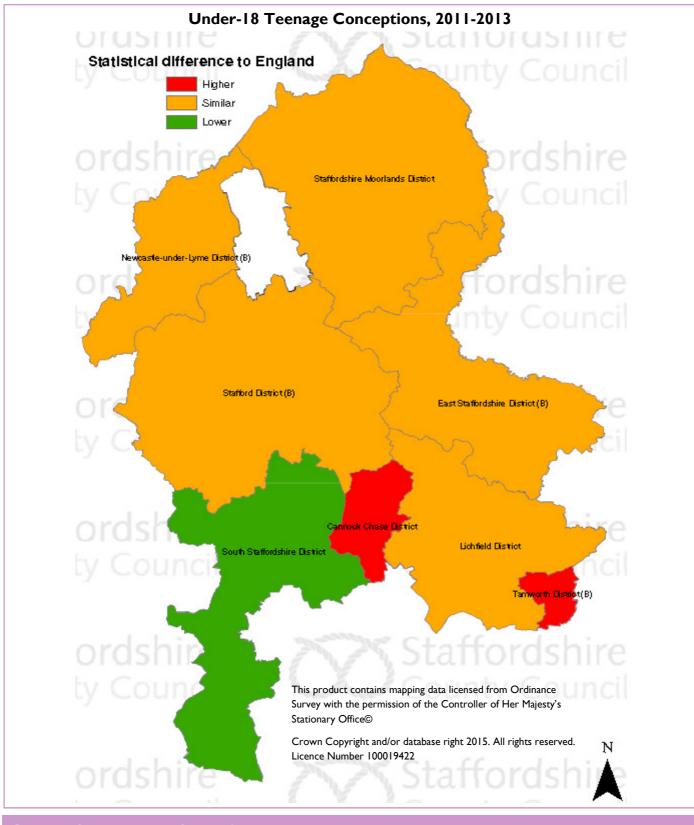
Contact for Further Information

Source: Office for National Statistics and Department for Education



CONCEPTION

UNDER-18 CONCEPTIONS



Contact for Further Information

Source: Office for National Statistics and Department for Education



PREGNANCY

MATERNITY SERVICES

Access to Maternity Services

All pregnant women should have prompt access to maternity services. An indicator that measures early access and intervention is the proportion of women who have a health and social risk assessment completed by 12 weeks gestation.

		per of women accessing services under 13 weeks			Percentage of women accessing services under 13 weeks		
	2010/11	2011/12	2012/13	2010/11	2011/12	2012/13	
Staffordshire	8,476	8,637	8,615	91.4%	92.9%	93.3%	
West Midlands	60,915	65,337	62,355	87.3%	88.4%	89.4%	
England	601,856	624,679	617,633	84.1%	86.1%	86.7%	

Access to Maternity Services, 2010/11-2012/13

Access to Maternity Services, 2011/12

The West Midlands Perinatal Institute publishes this indicator as past of the Perinatal Episode Electronic Record (PEER) project. The data below is a sample of approximately 75% of Staffordshire Births at ward level.

	Number of women accessing services under I3	Percentage of women accessing services under 13
	weeks	weeks 2011/12
Cannock Chase	853	89.80%
East Staffordshire	952	90.80%
Lichfield	610	91.30%
Newcastle under Lyme	960	92.80%
South Staffordshire	421	90.10%
Stafford	I,064	91.30%
Staffordshire Moorlands	444	91.20%
Tamworth	473	93.70%
Staffordshire	5,777	91.30%
West Midlands	26,574	89.30%

Contact for Further Information

Source: Department for Health, West Midlands Core Dataset from Perinatal Episode Electronic Record (PEER) data



PREGNANCY

SMOKING DURING PREGNANCY

Smoking during Pregnancy

Smoking during pregnancy is associated with adverse effects for both the mother and her unborn baby. Women who smoke during pregnancy are at greater risk of giving birth to low birthweight babies. On average babies born to women who smoke during pregnancy are almost half a pound lighter than to women who don't smoke. Smoking during pregnancy also increases the risk of a premature birth, miscarriage and perinatal death.

	% of v	Statistical Difference				
	2009/10	2010/11	2011/12	2012/13	2013/14	to England
Cannock Chase	15.9%	15.4%	14.9%	15.1%	11.7%	Similar
East Staffordshire	15.9%	15.4%	14.9%	15.1%	12.2%	Similar
Lichfield	15.9%	15.4%	14.9%	15.1%	12.9%	Similar
Newcastle under Lyme	17.4%	16.7%	15.8%	15.3%	14.6%	Higher
South Staffordshire	15.9%	15.4%	14.9%	15.1%	12.6%	Similar
Stafford	15.9%	15.4%	14.9%	15.1%	12.6%	Similar
Staffordshire Moorlands	17.7%	17.1%	16.1%	15.6%	14.9%	Higher
Tamworth	15.9%	15.4%	14.9%	15.1%	13.1%	Similar
Staffordshire	16.3%	15.7%	15.2%	15.2%	13.0%	Higher
West Midlands	15.9%	16.0%	15.7%	14.2%	13.2%	Higher
England	14.0%	13.7%	13.3%	12.7%	12.0%	

Mother smoking during pregnancy (estimates), 2009/10-2013/14

As a proportion of all maternities

Contact for Further Information

Source: Public Health England



BIRTH

LIVE BIRTHS

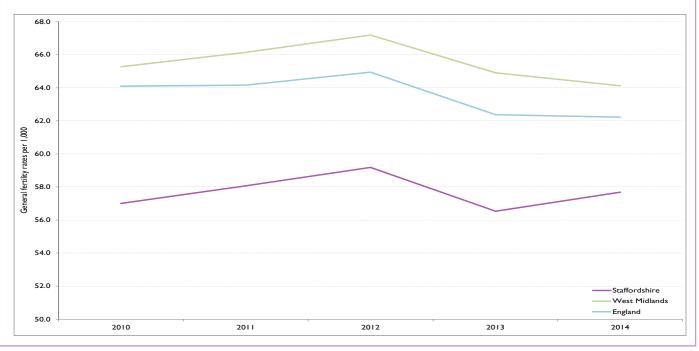
Live Births

General fertility rates (GFRs) are a measure of the number of live births per 1,000 women of child bearing age (conventionally taken as those aged 15-44 years). The number of live births is a useful indicator for the level of maternity and early years care required within an area.

		Nun	General fertility rate	Statistical difference			
	2010	2011	2012	2013	2014	per 1,000	to England
Cannock Chase	1,150	1,130	1,170	1,170	1,100	59.3	Lower
East Staffordshire	I,440	١,490	١,520	1,380	1,440	69.3	Higher
Lichfield	1000	1000	980	940	980	58.4	Lower
Newcastle under Lyme	1,230	١,280	I,260	1,180	١,290	54	Lower
South Staffordshire	910	930	930	940	910	51.7	Lower
Stafford	I,280	١,270	١,320	١,230	I,200	54	Lower
Staffordshire Moorlands	860	890	890	810	850	54.5	Lower
Tamworth	1,030	990	990	940	900	60.1	Lower
Staffordshire	8,900	8,990	9,060	8,580	8,670	57.6	Lower
West Midlands	72,090	73,020	73,940	71,190	70,120	64. I	Higher
England	687,010	688,120	694,240	664,520	661,500	62.2	

General Fertility Rates, 2010-2014

General Fertility Rates, 2010-2014



Contact for Further Information

Source: Office for National Statistics, Health and Social Care Information Centre.



BIRTH

LOW BIRTHWEIGHT

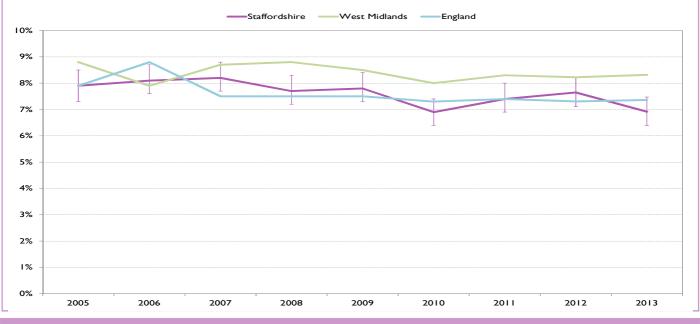
Low Birthweight Babies

Babies weighing less than 2,500 grams at birth are considered to have a low birthweight. The risk of low birthweight is increased with deprivation, poor nutrition, multiple pregnancies, teenage pregnancy, and smoking and drinking during pregnancy. Low birthweight is one of the leading causes of infant illness, disability and death and is a good indicator of poor health experience in both early and later life.

	N		bies with LBW Percentage of babies with LBW differe		Percentage of babies with LBW			Statistical difference to England	
	2010	2011	2012	2013	2010	2011	2012	2013	2013
Cannock Chase	97	87	86	76	8.4%	7.7%	7.3%	6.5%	Lower
East Staffordshire	100	131	122	110	6.9%	8.8%	8.0%	8.0%	Higher
Lichfield	60	86	88	67	6.0%	8.6%	9.0%	7.2%	Similar
Newcastle-under-Lyme	100	98	101	88	8.1%	7.7%	8.0%	7.5%	Similar
South Staffordshire	47	64	60	37	5.2%	7.0%	6.4%	4.0%	Lower
Stafford	83	64	98	81	6.5%	5.0%	7.4%	6.6%	Lower
Staffordshire Moorlands	56	46	55	73	6.5%	5.1%	6.2%	9.0%	Higher
Tamworth	70	89	84	61	6.8%	8.9%	8.5%	6.5%	Similar
Staffordshire	613	665	694	593	6.9 %	7.4%	7.6%	6.9 %	Similar
West Midlands	5,791	6,085	6,075	5,916	8.0%	8.3%	8.2%	8.3%	Higher
England	50,035	50,726	50,516	48,657	7.3%	7.4%	7.3%	7.4%	

Babies with low birthweight, 2010-2013

Babies with low birthweight, 2005-2013



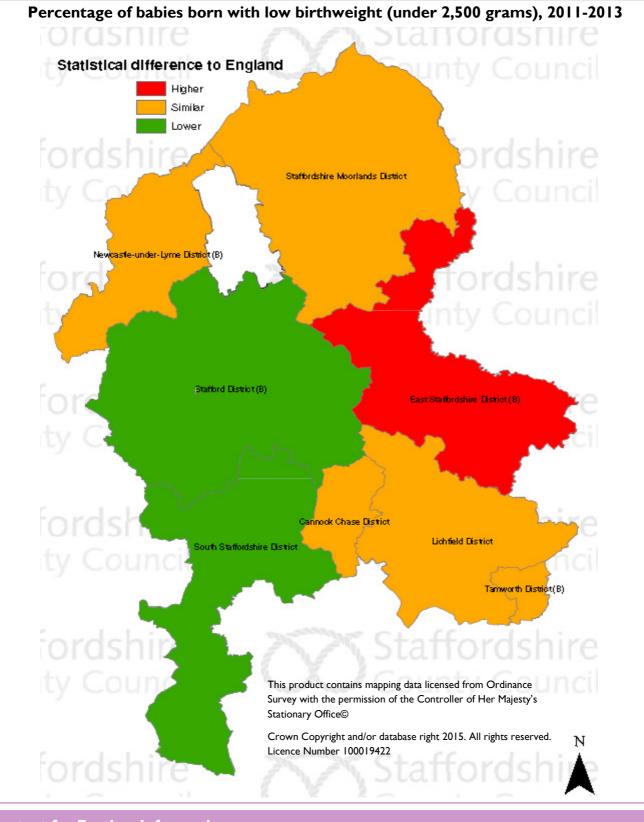
Contact for Further Information

Source: The NHS Information Centre for Health and Social Care



BIRTH

LOW BIRTHWEIGHT



Contact for Further Information

Source: The NHS Information Centre for Health and Social Care



BIRTH

SMOKING AT DELIVERY

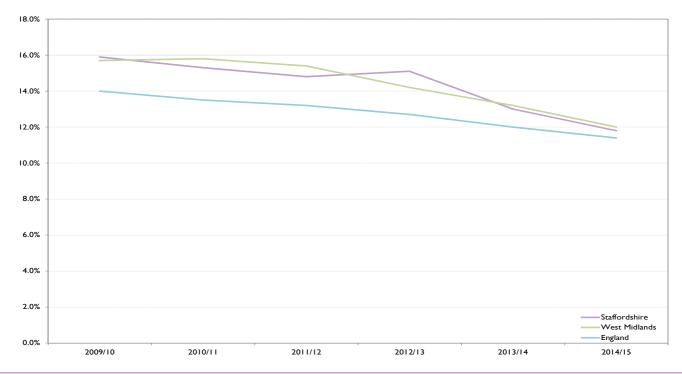
	Number of mother smoking at delivery								
	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15			
Staffordshire	I,367	1,290	I,283	1,290	I,007	913			
West Midlands	10,675	10,989	10,877	9,991	8,849	8,012			
England	91,328	89,211	57,637	83,506	75,913	70,879			

Numbers of mother smoking at delivery, 2009/10-2014/15

Percentage of mother smoking at delivery, 2009/10-2014/15

	% of mother smoking at delivery (as a proportion of maternities)								
	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15			
Staffordshire	15.9%	15.3%	I 4.8%	15.1%	13.0%	11.8%			
West Midlands	15.7%	15.8%	15.4%	14.2%	13.2%	12.0%			
England	14.0%	13.5%	13.2%	12.7%	12.0%	11.4%			

Mother smoking at delivery, 2009/10-2014/15



Contact for Further Information

Source: The Health and Social Care Information Centre



0-6 WEEKS

BREASTFEEDING INITIATION AND PREVALENCE

Breastfeeding

Breastfeeding has many health benefits for both mother and child. Breastfeeding protects babies against infections and diseases such as asthma and eczema. Breastfeeding also helps protect mothers against ovarian and breast cancer and weak bones later in life. Mothers who breastfeed their babies also return to their pre-pregnancy figure faster. The World Health Organisation (WHO) recommends that mothers breastfeed exclusively for the first six months.

	Breastfeeding initiation		Statistical difference to	Breastfeedin (6-8 v	Statistical difference to	
	2013/14	2014/15	England	2013/14	2014/15	England
Cannock Chase	67.7%	66.0%	Lower	26.3%	26.1%	Lower
East Staffordshire	72.1%	73.3%	Similar	31.6%	32.0%	Lower
Lichfield	76.5%	76.9%	Higher	38.3%	36.8%	Lower
Newcastle-under-Lyme	44.0%	56.3%	Lower	30.4%	39.7%	Lower
South Staffordshire	69.0%	69.1%	Lower	32.0%	31.4%	Lower
Stafford	52.5%	69.6%	Lower	38.6%	38.0%	Lower
Staffordshire Moorlands	50.1%	62.4%	Lower	31.6%	40.3%	Lower
Tamworth	65.6%	67.7%	Lower	25.3%	19.8%	Lower
Staffordshire	62.5%	67.2%	Lower	31.5%	32.8%	Lower
West Midlands	66.6%	66.8%	Lower	39.4%	40.9%	Lower
England	74.0%	74.3%		45.8%	43.9%	

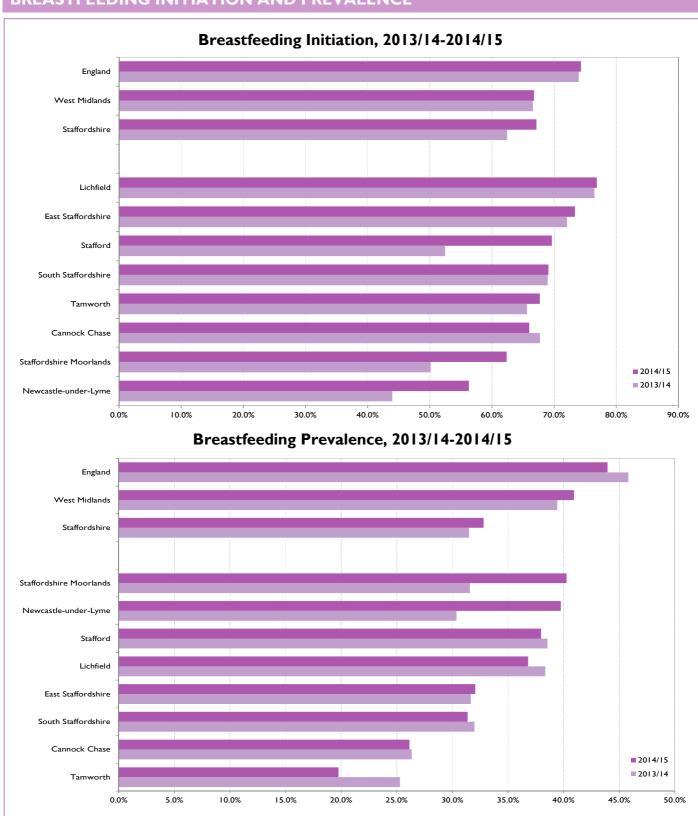
Breastfeeding initiation and prevalence trends 2013/14-2014/15

Contact for Further Information

Source: Department of Health and NHS England



0-6 WEEKS



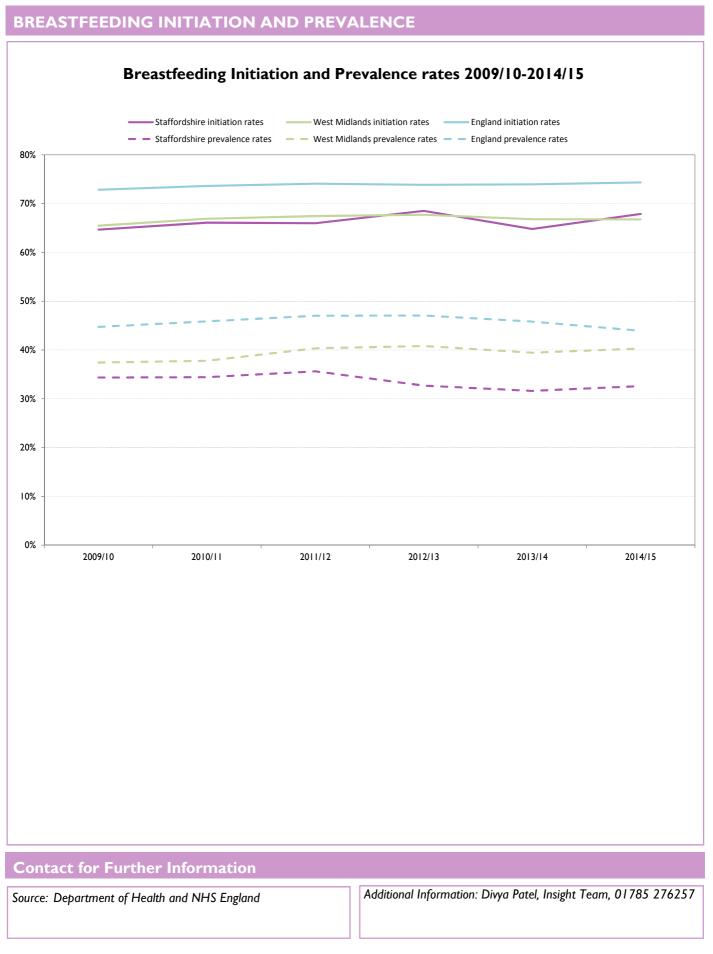
BREASTFEEDING INITIATION AND PREVALENCE

Contact for Further Information

Source: Department of Health and NHS England



0-6 WEEKS





I YEAR / 2 YEAR

SUFFICIENCY (THINK2)

Childcare Sufficiency

Childcare sufficiency is a statutory duty under the Childcare Act 2006 in which Local Authorities ensure there are sufficient childcare places to meet the demand of children including those entitled to the free entitlement for two, three and four year olds.

	No	Nov-13		Jun-14		Oct-14		Jan-15		Jul-15	
	Eligible Families	Childcare Places									
Cannock Chase	424	444	522	284	516	459	511	523	516	593	
East Staffordshire	545	376	591	419	589	722	587	672	586	557	
Lichfield	276	205	284	271	275	355	278	402	290	438	
Newcastle-under-Lyme	544	416	506	301	490	529	519	622	497	487	
South Staffordshire	268	410	304	254	322	630	327	507	317	406	
Stafford	385	569	364	496	365	808	378	732	384	562	
Staffordshire Moorlands	337	483	281	306	278	477	294	486	311	496	
Tamworth	347	293	406	170	395	257	397	385	382	365	
Total	3,126	3,196	3,258	2,501	3,230	4,237	3,291	4,329	3,283	3,904	

Comparison of eligible families and childcare places between Nov-2013 and Jul-2015

Think2 take-up by District, Summer 2015

		Think2 by c	hild address	Think2 take u	p by provider
	Estimated number of eligible families	Number	%	Number	%
Cannock Chase	516	411	80%	416	81%
East Staffordshire	586	408	70%	421	72%
Lichfield	290	213	73%	271	93%
Newcastle-under-Lyme	497	368	74%	409	82%
South Staffordshire	317	228	72%	240	76%
Stafford	383	319	83%	356	93%
Staffordshire Moorlands	311	252	81%	268	86%
Tamworth	382	279	73%	236	62%
Out of County	n/a	139	n/a	n/a	n/a
Total	3,282	2,617	80%	2,617	80%

Contact for Further Information

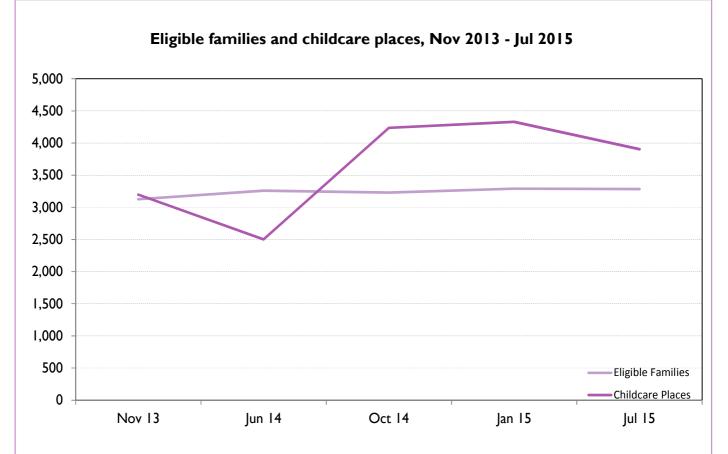
Source: Entrust, Early Years Business Team

Additional Information: Vicki Green, Early Education and Childcare Team, 01785 278902



I YEAR / 2 YEAR

SUFFICIENCY (THINK2)



Think2 children accessing places by district and Ofsted grading, Jul 2015

	Total numbr of children	Outstanding/Good		Requires Inadequate No Improvement/Satisfactory		. Inadequ		Inadequate		Not yet ir	nspected
	attending	Number	%	Number	%	Number	%	Number	%		
Cannock Chase	416	313	75%	57	14%	0	0%	46	11%		
East Staffordshire	421	309	73%	6	١%	52	12%	54	13%		
Lichfield	271	204	75%	32	12%	0	0%	35	13%		
Newcastle-under-Lyme	409	309	76%	42	10%	0	0%	58	14%		
South Staffordshire	240	192	80%	31	13%	0	0%	17	7%		
Stafford	356	299	84%	17	5%	0	0%	40	11%		
Staffordshire Moorlands	268	196	73%	18	7%	0	0%	54	20%		
Tamworth	236	181	77%	46	19%	0	0%	9	4%		
Staffordshire	2617	2003	77%	249	10%	52	2%	313	12%		

Contact for Further Information

Source: Entrust, Early Years Business Team and Ofsted

Additional Information: Vicki Green, Early Education and Childcare Team, 01785 278902



I YEAR / 2 YEAR

IMMUNISATIONS

Childhood Immunisations

The immunisation of children is the single most cost-effective form of prevention and protects children against serious diseases. Since 1995 the targets for immunisation uptake have been set at 95% and they are considered by the World Health Organisation to be the only effective means of eradication of vaccine preventable childhood disease.

	Number of children aged one	Number of children immunised	Percentage immunised	Statistical difference to England
Cannock Chase	1,204	1,166	96.8%	Higher
East Staffordshire	١,587	1,537	96.8%	Higher
Lichfield	980	961	98.1%	Higher
Newcastle-under-Lyme	1,246	1,239	99.4%	Higher
South Staffordshire	862	837	97.1%	Higher
Stafford	1,294	1,262	97.5%	Higher
Staffordshire Moorlands	812	809	99.6%	Higher
Tamworth	1,024	994	97.1%	Higher
Staffordshire	9,009	8,805	97.7%	Higher
West Midlands	72,934	69,415	95.2%	Higher
England	686,157	647,304	94.3%	

Number of children immunised by their first birthday, 2013/14

Number of children immunised by their second birthday, 2013/14

	Number of children aged one	Number of children immunised	Percentage immunised	Statistical difference to England
Cannock Chase	1,142	1,132	99.1%	Higher
East Staffordshire	١,635	١,595	97.6%	Higher
Lichfield	942	932	98.9%	Higher
Newcastle	1,374	1,356	98.7%	Higher
South Staffordshire	903	884	97.9%	Higher
Stafford	1,274	1,245	97.7%	Higher
Staffordshire Moorlands	880	874	99.3%	Higher
Tamworth	I,040	1,024	98.5%	Higher
S taffordshire	9,190	9,042	98.4%	Higher
West Midlands	73,264	70,767	96.6 %	Higher
England	697,246	670,338	96. 1%	

Contact for Further Information

Source: The Information Centre for Health and Social Care



TODDLER

PRE-SCHOOL IMMUNISATIONS

Pre-School Immunisations

Pre-school immunisations are due about three years after the child has completed the immunisations they had when they were two, three and four months old and between 12 and 13 months old. These immunisations will make sure that the child has the best protection against serious childhood diseases as they grow up.

	Number of children aged one	Number of children immunised	Percentage immunised	Statistical difference to England
Cannock Chase	1,144	1,012	88.5%	Similar
East Staffordshire	I,655	1,493	90.2%	Higher
Lichfield	978	895	91.5%	Higher
Newcastle	1,322	1,281	96.9%	Higher
South Staffordshire	898	795	88.5%	Similar
Stafford	I,347	1,186	88.0%	Similar
Staffordshire Moorlands	883	848	96.0%	Higher
Tamworth	١,097	1,005	91.6%	Higher
S taffordshire	9,324	8,515	91.3%	Higher
West Midlands	70,251	63,298	90.1%	Higher
England	681,925	602,277	88.3%	

Number of children immunised by their fifth birthday, 2013/14

Contact for Further Information

Source: The Information Centre for Health and Social Care



TODDLER

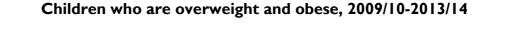
CHILDHOOD OBESITY

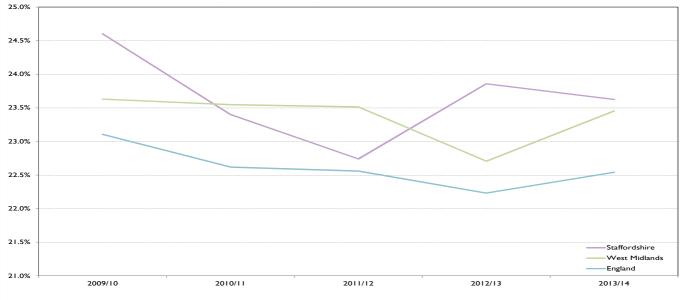
Childhood Obesity

Being obese increases the risk of diseases such as diabetes, hypertension (high blood pressure), cancer and heart disease. It can also leas to social and psychological problems, for example, depression, low self-esteem and stigmatisation, particularly in children. Excess weight can have an impact on many daily activities and on people's relationships.

	Reception aged children						
	2009/10	2010/11	2011/12	2012/13	2013/14		
Cannock Chase	29.1%	26.6%	27.2%	27.3%	24.5%		
East Staffordshire	25.2%	23.2%	23.0%	22.5%	25.0%		
Lichfield	24.9%	22.6%	19.9%	26.1%	22.3%		
Newcastle-under-Lyme	21.2%	21.7%	21.9%	21.7%	22.6%		
South Staffordshire	26.9%	22.7%	23.9%	26.4%	24.4%		
Stafford	21.2%	21.7%	22.1%	22.6%	21.4%		
Staffordshire Moorlands	25.0%	27.0%	23.4%	23.1%	25.2%		
Tamworth	25.0%	22.3%	21.0%	21.9%	24.5%		
Staffordshire	24.6%	23.4%	22.7%	23.9%	23.6%		
West Midlands	23.6%	23.5%	23.5%	22.7%	23.5%		
England	23.1%	22.6%	22.6%	22.2%	22.5%		

Reception aged children who are overweight and obese, 2009/10-2013/14





Contact for Further Information

Source: The Information Centre for Health and Social Care



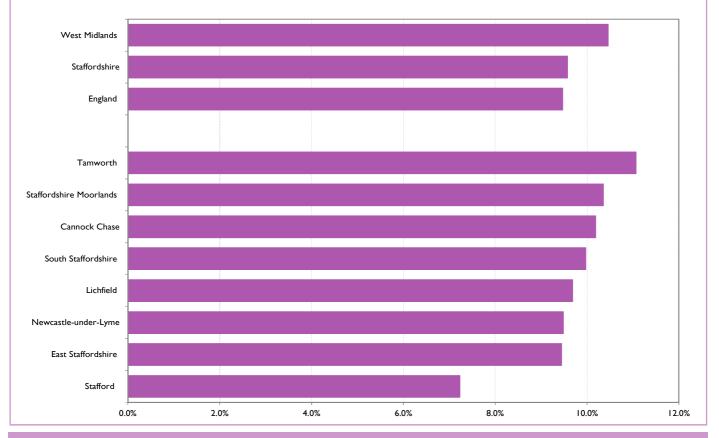
TODDLER

CHILDHOOD OBESITY

	Reception aged children						
	2009/10	2010/11	2011/12	2012/13	2013/14		
Cannock Chase	12.6%	12.5%	11.7%	10.6%	10.2%		
East Staffordshire	10.9%	8.4%	9.4%	8.2%	9.5%		
Lichfield	8.7%	7.4%	8.6%	10.6%	9.7%		
Newcastle-under-Lyme	9.4%	9.4%	8.6%	9.6%	9.5%		
South Staffordshire	11.0%	9.0%	10.2%	10.4%	10.0%		
Stafford	8.1%	7.9%	8.4%	9.4%	7.2%		
Staffordshire Moorlands	9.1%	11.4%	8.4%	9.5%	10.4%		
Tamworth	9.8%	10.0%	8.1%	9.1%	11.1%		
Staffordshire	9.9%	9.5%	9.1%	9.6%	9.6%		
West Midlands	10.5%	10.1%	10.5%	10.0%	10.5%		
England	9.8%	9.4%	9.5%	9.3%	9.5%		

Reception aged children who are obese, 2009/10-2013/14





Contact for Further Information

Source: The Information Centre for Health and Social Care



TODDLER

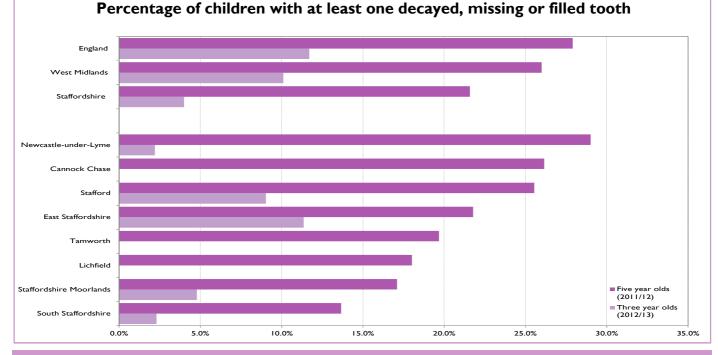
DENTAL

Dental Health

Tooth decay is particularly high amongst children who have poor weaning practices, poor diet (high or frequent uptake of food containing sugar) and inadequate use of fluoride toothpaste. Dental decay experience is measured by recording the number of decayed teeth, missing teeth and filled teeth for each child. The average decay experience (mean number of decayed, missing or filled teeth) assesses the severity of the disease in populations.

	Three year o	olds (2012/13)	Five year	olds (2011/12)
	% Tooth decay	Statistical difference to England	% Tooth decay	Statistical difference to England
Cannock Chase	n/a	n/a	26.2%	Lower
East Staffordshire	11.4%	Similar	21.8%	Lower
Lichfield	0.0%	Lower	18.0%	Lower
Newcastle-under-Lyme	2.2%	Lower	29.0%	Higher
South Staffordshire	2.3%	Lower	13.7%	Lower
Stafford	9.0%	Lower	25.5%	Lower
Staffordshire Moorlands	4.8%	Lower	17.1%	Lower
Tamworth	0.0%	Lower	19.7%	Lower
Staffordshire	4.0%	Lower	21.6%	Lower
West Midlands	10.1%	Lower	26.0%	Lower
England	11.7%		27.9%	

Children aged three and five with tooth decay



Contact for Further Information

Source: Association of Public Health Observatories and Department of Health



TODDLER

HOSPITAL ADMISSIONS

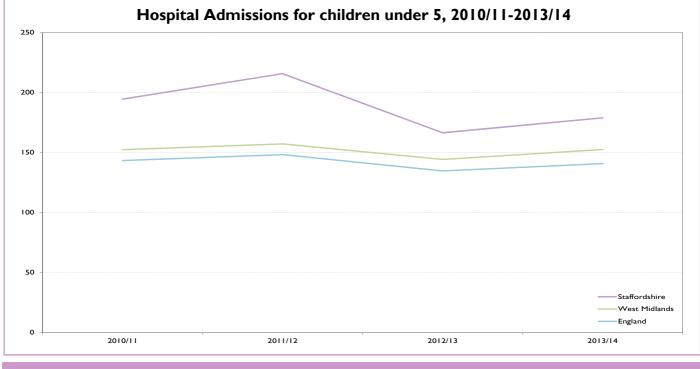
Hospital Admissions

Unintentional and deliberate injuries are the leading cause of admissions for children and are often higher for children from more deprived areas. Hospital admissions caused by unintentional and deliberate injuries for Staffordshire children aged under 15 and particularly those under five are

higher than the England average.

Hospital Admissions caused by unintentional and deliberate injuries for children under 5 2010/11-2013/14

	201	0/11	201	1/12	201	2/13	201	3/14
	Number of admissions	Rate per 10,000 population						
Cannock Chase	160	277	154	265	143	248	166	287
East Staffordshire	120	171	122	174	123	170	108	148
Lichfield	94	180	111	210	69	131	78	149
Newcastle-under-Lyme	79	125	122	191	84	132	81	127
South Staffordshire	71	146	74	151	66	135	62	126
Stafford	230	329	237	340	178	259	210	310
Staffordshire Moorlands	61	133	85	181	50	106	59	126
Tamworth	76	152	90	177	56	110	61	123
Staffordshire	891	195	995	216	769	166	825	179
West Midlands	5,355	152	5,593	157	5,213	144	5,543	152
England	47,009	143	49,331	148	45,708	135	48,070	141



Contact for Further Information

Source: Public Health England



TODDLER

ACCIDENT AND EMERGENCY ATTENDANCES

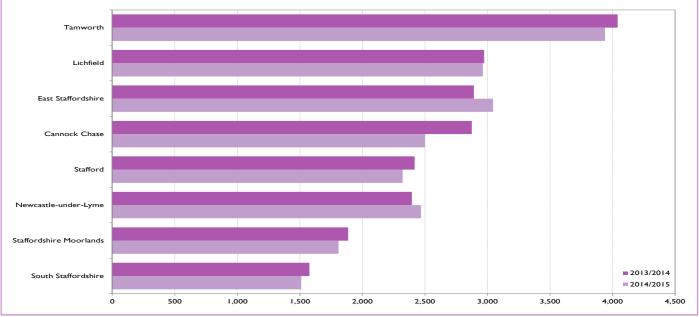
Number of A&E attendances by children under 5, 2013/14 - 2014/15								
	2013/	/2014	2014/2015					
	Number of times attended A&E	Rate per 1,000	Number of times attended A&E	Rate per 1,000	Statistical difference to England			
Cannock Chase	2,874	497	2,500	438	Lower			
East Staffordshire	2,891	396	3,045	417	Lower			
Lichfield	2,973	567	2,963	569	Higher			
Newcastle-under-Lyme	2,395	374	2,468	388	Lower			
South Staffordshire	1,575	319	1,511	303	Lower			
Stafford	2,417	356	2,321	350	Lower			
Staffordshire Moorlands	I,885	402	I,809	396	Lower			
Tamworth	4,041	812	3,940	812	Higher			
Staffordshire	21,051	457	20,557	451	Lower			
England	1,812,285	531	n/a	531				

Number of A&E attendances by children under 5, 2013/14 - 2014/15

Data as at 23rd September 2015

Note: Both Tamworth and Lichfield have minor injury units in their areas.

Data has been derived from dataset which is based on patients registered with a Staffordshire CCG practice and therefore excludes those patients who may be living in Staffordshire but registered with practices outside the area. This data is therefore not comparable with any nationally published data for districts. It also likely to underestimate the number of attendances and admissions for children in Staffordshire but is useful gauge a trend and any local variation in rates.



Number of A&E attendances by children under 5, 2013/14 - 2014/15

Contact for Further Information

Source: The Health and Social Care Information Centre



TODDLER

NURSERY EDUCATION FUNDING (NEF)

NEF

All 3-4 year olds in England can get 570 hours of free early education or childcare per year. This is usually taken as 15 hours each week for 38 weeks of the year.

		Take-up in th	ne PVI sector	
	Population of 3 year olds	Number of aged 3 children	Percentage of aged 3 children	Places taken in school nurseries by school address by 3-4 year old children
Cannock Chase	1147	915	79.8%	632
East Staffordshire	1377	1427	103.6%	465
Lichfield	1095	1091	99.6%	358
Newcastle-under-Lyme	1283	1028	80.1%	694
South Staffordshire	995	786	79.0%	599
Stafford	1412	1119	79.2%	330
Staffordshire Moorlands	953	894	93.8%	367
Tamworth	1006	956	95.0%	264

NEF Take-up, Summer 2015

Contact for Further Information

Source: Ofsted

Additional Information: Vicki Green, Early Education and Childcare Team, 01785 278902

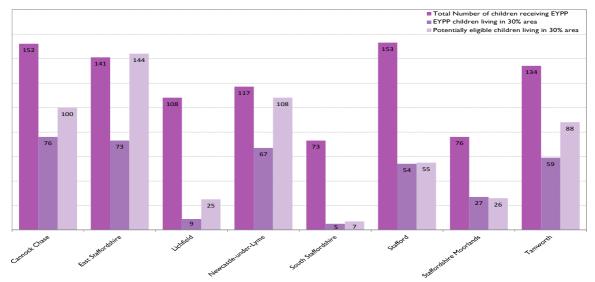


TODDLER

EARLY YEARS PUPIL PREMIUM (EYPP)

EYPP

Early years pupil premium is additional funding for early years settings to improve the education they provide for disadvantaged children. Children must receive free early education in order to attract EYPP funding.



EYPP take-up in Private, Voluntary and Independent Sector, Summer 2015

EYPP take-up in Schools, Summer 2015

	Sch	ools	Children				
	Number with EYPP Children	Total number of eligible schools	Number of eligible children paid	% of children receiving EYPP	Total number of children	% of all children on roll receiving FSM	
Cannock Chase	23	23	61	9%	676	17%	
East Staffordshire	16	20	63	14%	454	9%	
Lichfield	9	16	43	14%	302	8%	
Newcastle-under-Lyme	26	28	110	20%	555	13%	
South Staffordshire	15	17	56	10%	575	8%	
Stafford	12	18	44	14%	325	10%	
Staffordshire Moorlands	14	18	36	11%	338	9%	
Tamworth	11	11	48	22%	221	17%	
Other (out of county)	5	n.a	9	n/a	n/a	n/a	
Staffordshire	131	151	470	I 4%	3,374	11%	

Contact for Further Information

Source: Early Years Education and Childcare Team

Additional Information: Vicki Green, Early Education and Childcare Team, 01785 278902



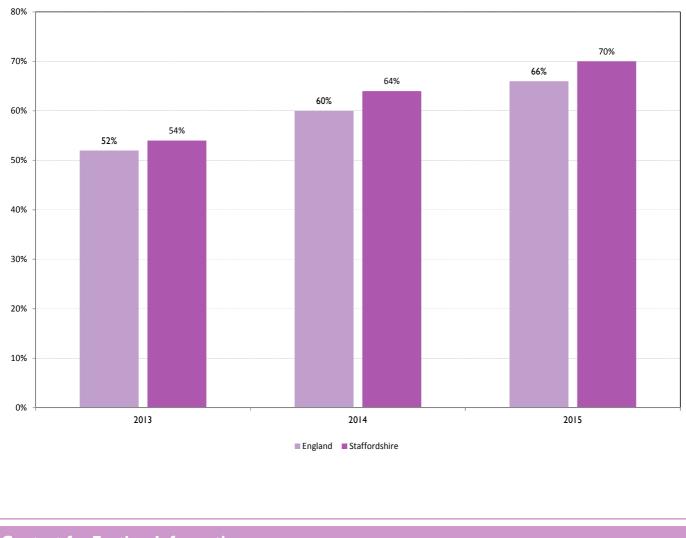
FIRST DAY OF SCHOOL

EARLY YEARS FOUNDATION STAGE PROFILE (EYFSP)

EYFSP

The Early Years Foundation Stage Profile (EYSFP) is a teacher assessment of children's development at the end of the academic year in which the child turns five. Following an independent review of the EYFS by Dame Tickell, a new profile was published for implementation for 2013 and therefore results before 2013 are not comparable to 2013 and 2014 results.

Good level of development is a term used to describe those pupils who achieve the expected level of development in terms of communication and language, physical development, personal social and emotional development, literacy and mathematics.



Percentage of pupils achieving a Good Level of Development 2013-2015

Contact for Further Information

Source: 2013 & 2014: DfE Statistical First Release 2015: KEYPAS

Additional Information: Insight, Planning and Performance Team



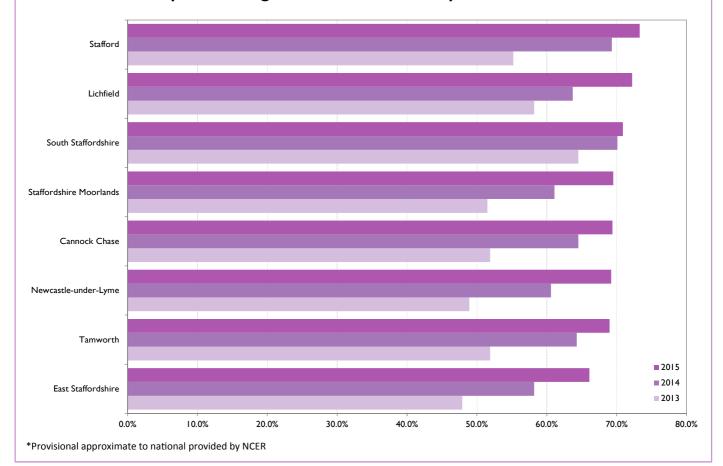
FIRST DAY OF SCHOOL

EARLY YEARS FOUNDATION STAGE PROFILE (EYFSP)

Pupils achieving a Good Level of Development by district, 2013-2015 2013 2014 2015

Cannock Chase	51.9%	64.5%	69.4%
East Staffordshire	47.9%	58.2%	66.1%
Lichfield	58.2%	63.7%	72.2%
Newcastle-under-Lyme	48.9%	60.6%	69.2%
South Staffordshire	64.5%	70.1%	70.9%
Stafford	55.2%	69.3%	73.3%
Staffordshire Moorlands	51.5%	61.1%	69.5%
Tamworth	51.9%	64.3%	69.0%
Staffordshire	53.6%	63.8%	69.9 %

Pupils achieving a Good Level of Development 2013-2015



Contact for Further Information

Source: 2013 & 2014: DfE Statistical First Release 2015: KEYPAS

Additional Information: Insight, Planning and Performance Team



FIRST DAY OF SCHOOL

EARLY YEARS FOUNDATION STAGE PROFILE (EYFSP)

Pupils achieving a Good Level of Development by Gender, 2013-2015

	2013	2014	2015
Girls	62.9%	72.6%	77.9%
Boys	44.7%	55.5%	62.5%
Gender Gap	18.2%	17.1%	15.4%

Pupils achieving a Good Level of Development by Free School Meals, 2013-2015

	2013	2014	2015
FSM	36.0%	45.6%	54.3%
Non-FSM	56.7%	66.8%	71.7%
FSM Gap	20.7%	21.1%	17.4%

Pupils achieving a Good Level of Development by SEN, 2013-2015

	2013	2014	2015
No SEN (N)	57.0%	68.0%	74.1%
School Action (A)	10.4%	12.1%	32.5%
School Action Plus (P)	14.3%	22.3%	23.3%
SEN Support (K)	-	-	18.4%
Statement (S)	0.9%	3.5%	2.1%
SEN (A P K S E)	10.9%	16.2%	19.0%
SEN Gap	10.9%	16.2%	19.0%

Pupils achieving a Good Level of Development by Ethnicity, 2013-2015

	2013	2014	2015
White British	38.9%	56.1%	69.5%
White Other	41.5%	52.1%	61.1%
Mixed	50.8%	39.6%	72.8%
Asian	55.3%	65.5%	70.8%
Black	35.5%	46.4%	58.3%
Other Ethnic Group	43.8%	48.8%	57.6%

Contact for Further Information

Source: KEYPAS

Additional Information: Insight, Planning and Performance Team



OFSTED

EARLY YEARS OFSTED INSPECTIONS

Ofsted 'Early Years' Inspections

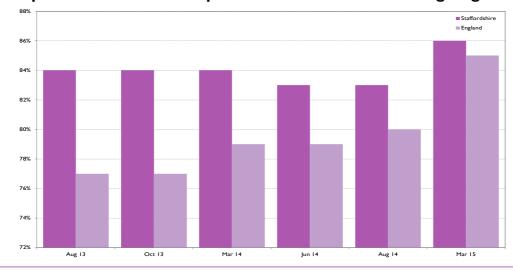
Ofsted evaluates the overall quality and standards of the early years provision in line with the principles and requirements of the Early Years Foundation Stage. Inspectors judge the overall effectiveness of the early years provision, taking into account three key judgements:

- How well the early years provision meets the needs of the range of children for whom it is provided;
- The contribution of the early years provision to the well-being of children;
- The effectiveness of the leadership and management.

	Number of Ofsted registered Providers					Percentage of Ofsted registered Providers			
	Outstanding	Good	Requires Improvement	Inadequate	Total	Outstanding	Good	Requires Improvement	Inadequate
Cannock Chase	7	56	12	I	76	9.2%	73.7%	15.8%	١.3%
East Staffordshire	15	78	11	2	106	14.2%	73.6%	10.4%	I. 9 %
Lichfield	20	64	3	0	97	20.6%	66.0%	13.4%	0.0%
Newcastle-under-Lyme	13	76	3	0	102	12.7%	74.5%	12.7%	0.0%
South Staffordshire	16	73	18	0	107	15.0%	68.2%	16.8%	0.0%
Stafford	19	91	18	0	128	14.8%	71.1%	14.1%	0.0%
Staffordshire Moorlands	13	66	10	2	91	14.3%	72.5%	11.0%	2.2%
Tamworth	13	79	10	I	103	12.6%	76.7%	9.7%	۱.0%
Staffordshire	116	583	105	6	810	14.3%	72.0%	13.0%	0.7%
England	8,052	44,593	8,671	619	61,935	13.0%	72.0%	14.0%	1.0%

Ofsted 'Early Years' Inspection Outcomes as at September 2015

Ofsted Inspection Outcomes: Proportion of Good or Outstanding Aug 2013-Mar 2015



Contact for Further Information

Source: Ofsted

Additional Information: Gary Alcock, Early Education and Childcare Team, 01785 278217



OFSTED

CHILDREN'S CENTRE OFSTED INSPECTIONS

Children's Centre Inspections

The inspection of a children's centre provides an independent external evaluation of its effectiveness and what it should do to improve. This is based upon a range of evidence including that from partner organisations, parents and prospective parents who use the centre and its services, and inspectors' first-hand observation.

All children centres are to be inspected under the new children centre inspection framework April 2013.

Children's Centre	Inspection Date	Ofsted Grade		
East Staffordshire	25-26 June 2015	Requires Improvement		
South Staffordshire	17-18 June 2015	Inadequate		
Cannock Chase	05-06 March 2015	Requires Improvement		
Stafford	10-12 June 2014	Requires Improvement		
Lichfield	13-14 May 2014	Requires Improvement		
Newcastle-under-Lyme				
Staffordshire Moorlands	Not yet inspected under the new children centre framework			
Tamworth				

Ofsted Children's Centre Inspection Outcomes

Contact for Further Information

Source: Ofsted

Additional Information: Farhana Patel, 01785 277798, Claire Makinson, 01785 277067 Operational Intelligence & Performance Team