

STAFFORD DISTRICT PROFILE



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INTRODUCTION

The purpose of the Early Years District Profile is to bring together a wide range of indicators for each district. It provides the commissioners with a robust evidence base across a range of health and wellbeing issues to help identify priority areas to target and place services in appropriate areas.

The report pulls together information from various sources to present a picture of the health and wellbeing of children aged 0-4, following through the Best Start Pathway.

The data is presented and displayed at Ward Level with comparisons made with Staffordshire and England. Information used in the report is the latest available at the time of writing.

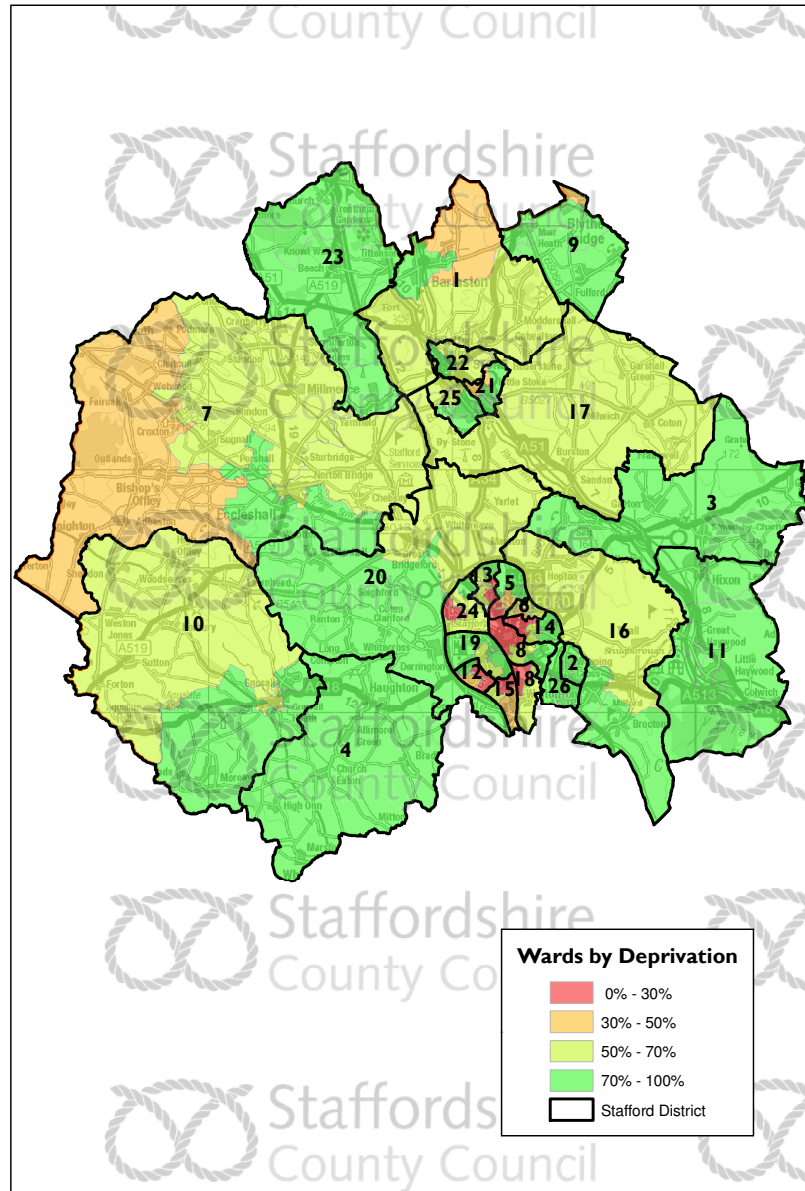
Health and social needs are complex and it is unlikely that there will be a single factor which is responsible for the particular situation in each local area. Therefore, it is important that no single item of information is treated in isolation. Instead the various pieces of data and evidence should be used together to give a better picture of the needs of children and young people in the local community.

We aim to produce this annually with the next one being due November 2016 to support the Districts with their Local Authority annual conversations.

WARD BOUNDARIES

Ward Boundaries

- 1 Barlaston and Oulton
- 2 Baswich
- 3 Chartley
- 4 Church Eaton
- 5 Common
- 6 Coton
- 7 Eccleshall
- 8 Forebridge
- 9 Fulford
- 10 Gnosall and Woodseaves
- 11 Haywood and Hixon
- 12 Highfields and Western Downs
- 13 Holmcroft
- 14 Littleworth
- 15 Manor
- 16 Milford
- 17 Milwich
- 18 Penside
- 19 Rowley
- 20 Seighford
- 21 St. Michael's
- 22 Stonefield and Christchurch
- 23 Swynnerton
- 24 Tillington
- 25 Walton
- 26 Weeping Cross



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STAFFORD DISTRICT PROFILE

POPULATION

OVERVIEW

	Total Population 2013	Total under 5 Population 2013	Percentage of Under 5's	Minority Ethnic Group 2011 (%)	Children in low income families, aged under 16 (%) 2015	Child Wellbeing Index (CWI) 2009 weighted score	% in the most deprived CWI national quintile 2009
Barlaston and Oulton	4,160	206	5.0%	3.8%	14%	97.0	0.0%
Baswich	4,430	202	4.6%	7.1%	2%	45.9	0.0%
Chartley	1,969	96	4.9%	3.3%	2%	116.8	0.0%
Church Eaton	2,356	89	3.8%	4.1%	6%	113.6	0.0%
Common	4,468	242	5.4%	12.2%	12%	115.2	0.0%
Coton	4,696	424	9.0%	24.8%	15%	157.0	0.0%
Eccleshall	6,705	253	3.8%	5.0%	7%	118.1	0.0%
Forebridge	5,283	310	5.9%	16.3%	11%	108.0	0.0%
Fulford	5,907	208	3.5%	3.6%	8%	81.3	0.0%
Gnosall and Woodseaves	6,542	304	4.6%	2.3%	7%	100.5	0.0%
Haywood and Hixon	6,401	255	4.0%	3.0%	8%	90.4	0.0%
Highfields and Western Downs	6,584	422	6.4%	7.9%	31%	199.6	33.2%
Holmcroft	6,773	373	5.5%	7.9%	16%	144.7	32.5%
Littleworth	7,381	286	3.9%	13.3%	8%	105.0	0.0%
Manor	6,409	384	6.0%	7.0%	22%	131.6	0.0%
Milford	5,494	197	3.6%	8.8%	5%	72.8	0.0%
Milwich	1,973	84	4.3%	3.5%	3%	117.9	0.0%
Penkside	4,567	385	8.4%	9.0%	28%	226.1	54.6%
Rowley	4,450	210	4.7%	9.2%	7%	50.8	0.0%
Seighford	3,489	129	3.7%	5.0%	1%	92.9	0.0%
St. Michael's	5,043	290	5.8%	3.4%	23%	74.1	0.0%
Stonefield and Christchurch	5,653	346	6.1%	5.3%	10%	74.8	0.0%
Swynnerton	4,455	178	4.0%	3.9%	4%	68.7	0.0%
Tillington	4,650	314	6.8%	7.7%	22%	193.5	32.5%
Walton	5,870	303	5.2%	4.0%	8%	86.9	0.0%
Weeping Cross	6,384	292	4.6%	6.7%	4%	47.7	0.0%
Stafford	132,092	6,782	5.1%	7.4%	12%	111.4	7.7%
Staffordshire	857,007	46,099	5.4%	6.4%	15%	114.3	7.8%
England	564,948,229	3,592,907	6.3%	20.2%	20%	159.3	24.4%

- Overall, Stafford has a low proportion of under 5's compared to both national and county proportions. At ward level there is some variance, with Coton and Penkside having 9.0% and 8.4% respectively, both higher than the national average.
- The majority of the wards (22 out of 26) in Stafford have no children in the most deprived national quintile for the Child Wellbeing Index, however, Tillington, Holmcroft, Highfields & Western Downs and Penkside are above the England average with Penkside the highest at 54.6%.

VULNERABLE GROUPS

OVERVIEW

	Rate per 1,000 CP 2013/14	Rate per 1,000 LAC 2013/14	Rate per 1,000 CIN 2013/14	BRFC Total Involvements (Phase 2)	BRFC Total Involvements with Children 0-4 (Phase 2)
Barlaston and Oulton	s	12.8	47.4	3	4
Baswich	s	s	41.7	1	0
Chartley	s	s	12.5	1	0
Church Eaton	s	s	53.5	1	2
Common	8.3	s	80.2	7	7
Coton	s	5.4	97	15	4
Eccleshall	s	10.1	23.9	1	0
Forebridge	s	s	64.9	6	2
Fulford	s	12.5	23.0	3	3
Gnosall and Woodseaves	s	s	44.1	1	2
Haywood and Hixon	4.2	5.9	48.6	0	0
Highfields and Western Downs	7.5	s	146.5	22	14
Holmcroft	s	11.6	96.2	13	3
Littleworth	s	s	46.1	7	0
Manor	5.2	7.4	111.9	9	7
Milford	s	s	15.3	2	0
Milwich	s	s	25.4	0	0
Penkside	s	10.4	126.8	0	0
Rowley	s	s	38.0	5	2
St. Michael's	s	s	46.9	5	2
Seighford	s	s	45.9	1	0
Stonefield and Christchurch	s	s	62.0	6	4
Swynnerton	s	9.1	53.0	4	4
Tillington	10.2	9.2	114.5	0	0
Walton	s	5.8	62.6	3	2
Weeping Cross	s	s	33.2	5	2
Stafford	2.9	5.7	65.7	121	64
Staffordshire	3.9	5.6	68.5	1,132	543
England	4.2	6	68.5	-	-

- Within Stafford there are a large number of wards with low numbers of children being subject of a Child Protection Plan and being Looked After as identified by the need to suppress data due to low numbers. There are 5 wards, all with a rate of children subject of a Child protection Plan above the rate nationally. Similarly there are 10 wards out of 26 with a rate of Looked After children above the Staffordshire rate and only 1 ward, Coton, where the rate is marginally below.
- The rate of children in Need across Stafford district varies from 12.5 in Chartley to 146.5 in Highfields, giving an overall rate for Stafford of 68.5 children per 1,000.
- 10.7% of Staffordshire's BRFC families reside in Stafford of which 52.9% of the children are under the age of 5.
- Highfields & Western Downs has the largest number of families and also has the largest number of children under the age of 5.

Note: BRFC data is broken down using home postcode rather than case holding team

HOUSEHOLD COMPOSITION

OVERVIEW

Household Composition - Families with Dependants, 2011

	Number of all Households	Married Couple		Cohabiting Couple		Lone Parent		Same-Sex Civil Partnership Couple		Other 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
Barlaston and Oulton	1,760	262	14.9%	84	4.8%	63	3.6%	0	0.0%	28	1.6%
Baswich	1,840	399	21.7%	52	2.8%	57	3.1%	0	0.0%	30	1.6%
Chartley	823	137	16.6%	18	2.2%	20	2.4%	0	0.0%	17	2.1%
Church Eaton	914	172	18.8%	25	2.7%	28	3.1%	0	0.0%	21	2.3%
Common	2,165	233	10.8%	96	4.4%	113	5.2%	0	0.0%	28	1.3%
Coton	2,093	307	14.7%	104	5.0%	141	6.7%	0	0.0%	55	2.6%
Eccleshall	2,793	435	15.6%	85	3.0%	101	3.6%	0	0.0%	36	1.3%
Forebridge	2,622	274	10.5%	88	3.4%	153	5.8%	0	0.0%	35	1.3%
Fulford	2,521	405	16.1%	78	3.1%	87	3.5%	1	0.0%	47	1.9%
Gnosall and Woodseaves	2,727	459	16.8%	97	3.6%	112	4.1%	1	0.0%	37	1.4%
Haywood and Hixon	2,720	482	17.7%	97	3.6%	116	4.3%	0	0.0%	44	1.6%
Highfields and Western Downs	2,883	395	13.7%	162	5.6%	320	11.1%	1	0.0%	53	1.8%
Holmcroft	2,846	430	15.1%	160	5.6%	200	7.0%	0	0.0%	44	1.5%
Littleworth	2,749	448	16.3%	83	3.0%	129	4.7%	0	0.0%	41	1.5%
Manor	2,880	349	12.1%	148	5.1%	214	7.4%	0	0.0%	44	1.5%
Milford	1,684	368	21.9%	41	2.4%	85	5.0%	0	0.0%	19	1.1%
Milwich	765	150	19.6%	20	2.6%	19	2.5%	0	0.0%	22	2.9%
Penkside	1,897	291	15.3%	129	6.8%	199	10.5%	0	0.0%	56	3.0%
Rowley	1,851	374	20.2%	54	2.9%	69	3.7%	1	0.1%	40	2.2%
Seighford	1,475	219	14.8%	38	2.6%	36	2.4%	0	0.0%	14	0.9%
St. Michael's	1,988	479	24.1%	66	3.3%	131	6.6%	0	0.0%	38	1.9%
Stonefield and Christchurch	2,566	379	14.8%	113	4.4%	145	5.7%	0	0.0%	41	1.6%
Swynnerton	1,921	320	16.7%	47	2.4%	79	4.1%	0	0.0%	31	1.6%
Tillington	1,905	274	14.4%	97	5.1%	180	9.4%	0	0.0%	35	1.8%
Walton	2,625	393	15.0%	94	3.6%	104	4.0%	0	0.0%	39	1.5%
Weeping Cross	2,690	519	19.3%	92	3.4%	129	4.8%	1	0.0%	41	1.5%
Stafford	55,703	8,953	16.1%	2,168	3.9%	3,030	5.4%	5	0.0%	936	1.7%
Staffordshire	355,263	56,756	16.0%	16,242	4.6%	21,016	5.9%	30	0.01%	6,833	1.9%

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

- There are a number of wards with greater than 2,500 households with dependent children, of which Highfields & Western Downs South has the largest number. Conversely Milwich has the lowest number with 765.
- Highfields & Western Downs has the largest percentage of lone parent households with children, which is higher than Staffordshire and England.
- Chartley, Seighford and Milwich are the wards with the lowest percentages of lone parent households with children.

Early Years Reach, 2014-15

	2013 Population (All)	2013 Population (Age 0-4)	Reach Population	% Reach Population (Age 0-4)
Barlaston and Oulton	4,160	206	93	45.1%
Baswich	4,430	202	125	61.9%
Chartley	1,969	96	34	35.4%
Church Eaton	2,356	89	47	52.8%
Common	4,468	242	152	62.8%
Coton	4,696	424	270	63.7%
Eccleshall	6,705	253	107	42.3%
Forebridge	5,283	310	143	46.1%
Fulford	5,907	208	73	35.1%
Gnosall and Woodseaves	6,542	304	111	36.5%
Haywood and Hixon	6,401	255	121	47.5%
Highfields and Western Downs	6,584	422	342	81.0%
Holmcroft	6,773	373	245	65.7%
Littleworth	7,381	286	150	52.4%
Manor	6,409	384	253	65.9%
Milford	5,494	197	103	52.3%
Milwich	1,973	84	34	40.5%
Penkside	4,567	385	213	55.3%
Rowley	4,450	210	94	44.8%
Seighford	3,489	129	56	43.4%
St. Michael's	5,043	290	151	52.1%
Stonefield and Christchurch	5,653	346	146	42.2%
Swynnerton	4,455	178	75	42.1%
Tillington	4,650	314	197	62.7%
Walton	5,870	303	178	58.7%
Weeping Cross	6,384	292	170	58.2%
Stafford	132,092	6,782	3,683	54.3%

- The Early Years Reach across the Stafford district ranges from 35.1% in Fulford ward to 81.0% in Highfields, giving an overall average for the district of 54.3%.
- The overall reach of 54.3% for Stafford is within the range considered good by Ofsted.
- Of the 26 wards in Stafford, 12 wards are below 51%, the rate deemed good by Ofsted, 11 wards are deemed good as they have a reach of between 51-65%, with the remaining 3 wards, of Highfields, Manor and Holmcroft deemed outstanding.

TEENAGE PREGNANCY

CONCEPTION

Teenage Pregnancy Rates 2011-2013

	Female population aged 15-17	Number of Under 18 Conceptions	Rate per 1,000 Under 18 Conceptions
Barlaston and Oulton	227	6	26.4
Baswich	270	-	s
Chartley	75	-	s
Church Eaton	123	-	s
Common	182	6	33.0
Coton	183	10	54.6
Eccleshall	344	6	17.4
Forebridge	214	5	23.4
Fulford	257	6	23.3
Gnosall and Woodseaves	311	9	28.9
Haywood and Hixon	345	8	23.2
Highfields and Western Downs	399	18	45.1
Holmcroft	364	8	22.0
Littleworth	310	11	35.5
Manor	306	14	45.8
Milford	219	-	s
Milwich	124	-	s
Penkside	229	18	78.6
Rowley	252	-	s
St. Michael's	324	-	s
Seighford	154	-	s
Stonefield and Christchurch	287	6	20.9
Swynnerton	216	6	27.8
Tillington	249	11	44.2
Walton	295	7	23.7
Weeping Cross	357	-	s
Stafford	6,616	173	26.1
Staffordshire	45,653	1,346	29.5
England	2,830,359	78,153	27.6

- The teenage pregnancy rate in Stafford is relatively similar to the national average, however, Highfields, Manor, Coton and Penkside are all significantly higher.
- Penkside has a rate that is 2.5 times more than the Staffordshire average.
- The lowest rates of teenage pregnancy can be found in Eccleshall, Stonefield & Christchurch and Holmcroft with rates of 17.4, 20.9 and 22.0 respectively.
- However, it should be noted that 82% of all the under 18 conceptions in Stafford result in abortions.

BIRTHS

BIRTHS

General Fertility Rates per 1,000 women aged 15-44, 2011-2013

Live Births (annual average) 2010 - 2012

	2011-2013
Coton	82
Penkside	78
Highfields and Western Downs	69
Manor	66
Tillington	64
Walton	64
Common	63
Barlaston and Oulton	61
Chartley	60
Holmcroft	59
St. Michael's	56
Stonefield and Christchurch	56
Forebridge	55
Rowley	53
Gnosall and Woodseaves	51
Baswich	48
Fulford	48
Haywood and Hixon	46
Littleworth	46
Seighford	46
Milford	43
Swynnerton	42
Weeping Cross	42
Milwich	41
Church Eaton	40
Eccleshall	38
Stafford	56
Staffordshire	58
England	64

- General Fertility Rates are statistically higher in the Stafford wards of Coton and Penkside, at over 10 per 1,000 more than the national figure of 64.
- The lowest proportions of general fertility can be found in Eccleshall and Church Eaton. All but 4 wards have a rate below that of the England average.
- Church Eaton also has one of the lowest number of live births along with Milwich and Chartley, in comparison to Highfields & Western Downs which has a significantly higher number of births with an annual average of 90.

	2010-2012
Highfields and Western Downs	90
Coton	86
Holmcroft	78
Penkside	77
Manor	76
Forebridge	71
Common	65
Tillington	64
Stonefield and Christchurch	58
St. Michael's	57
Walton	57
Littleworth	54
Gnosall and Woodseaves	50
Haywood and Hixon	50
Fulford	40
Rowley	40
Weeping Cross	40
Eccleshall	39
Baswich	37
Barlaston and Oulton	36
Milford	30
Swynnerton	29
Seighford	20
Chartley	16
Church Eaton	16
Milwich	14
Stafford	1,290
Staffordshire	8,980
England	689,789

SMOKING AT DELIVERY AND LOW BIRTHWEIGHT

BIRTHS

Smoking at delivery 2010 - 2011

	2010/11
Barlaston and Oulton	s
Baswich	s
Chartley	s
Church Eaton	s
Common	s
Eccleshall	s
Fulford	s
Gnosall and Woodseaves	s
Haywood and Hixon	s
Littleworth	s
Milford	s
Milwich	s
Rowley	s
Seighford	s
St. Michael's	s
Stonefield and Christchurch	s
Swynnerton	s
Walton	s
Weeping Cross	s
Coton	7%
Forebridge	8%
Holmcroft	13%
Tillington	19%
Manor	20%
Highfields and Western Downs	24%
Penkside	25%
Stafford	10%
Staffordshire	14%
England	14%

- In the majority of wards, the percentage of mothers smoking at time of delivery is below the national and Staffordshire average, with only Penkside, Highfields & Western Downs, Manor and Tillington with rates higher than county and national averages.
- The rate of 19 wards are suppressed due to the low numbers.
- Stafford also has a low overall percentage of mothers who give birth to babies with a low birthweight. Eccleshall has the largest proportion with 9.8% of babies born under 2,500g.

Low Birthweight Babies (under 2,500g) 2011-2013

	2011-2013
Church Eaton	s
Milwich	s
Swynnerton	s
Weeping Cross	2.6%
Baswich	2.9%
Fulford	3.1%
Milford	4.1%
Seighford	4.5%
Barlaston and Oulton	5.4%
Holmcroft	5.4%
Littleworth	5.6%
Haywood and Hixon	5.7%
Manor	6.4%
St. Michael's	6.4%
Penkside	6.6%
Tillington	6.7%
Stonefield and Christchurch	6.9%
Walton	7.0%
Coton	7.3%
Highfields and Western Downs	7.6%
Common	7.9%
Gnosall and Woodseaves	7.9%
Forebridge	8.0%
Chartley	8.3%
Rowley	9.2%
Eccleshall	9.8%
Stafford	6.3%
Staffordshire	7.3%
England	7.4%

BREASTFEEDING INITIATION AND PREVALENCE

0 - 6 WEEKS

Breastfeeding Initiation 2011 - 2012

	2011/2012
Church Eaton	86%
Rowley	86%
Chartley	83%
Swynnerton	83%
Forebridge	82%
Common	78%
Littleworth	77%
Stonefield and Christchurch	77%
Weeping Cross	77%
Walton	76%
St. Michael's	75%
Fulford	74%
Gnosall and Woodseaves	74%
Coton	72%
Eccleshall	72%
Seighford	71%
Milford	70%
Milwich	69%
Baswich	68%
Manor	68%
Barlaston and Oulton	67%
Haywood and Hixon	67%
Holmcroft	61%
Tillington	55%
Highfields and Western Downs	48%
Penkside	45%
Stafford	69%
Staffordshire	60%
England	74%

- The percentage of mothers who take up breastfeeding at birth in Stafford district is lower than the national average of 74% for 13 wards, with Penkside, Highfields & Western Downs and Tillington significantly lower.
- 86% of mothers in Church Eaton take up breastfeeding at birth with a slight drop to 69.2% of mothers still breastfeeding at 6-8 weeks.
- The ward of Milford shows the smallest drop in breastfeeding between birth and prevalence at 6-8 weeks with a percentage change of just 7%.
- Breastfeeding prevalence in the Stafford district is marginally above the average for Staffordshire.
- significantly lower across all the wards when compared to England.
- In 7 of the 26 wards over 50% of all mothers breastfeeding at birth do not continue breastfeeding past 6-8 weeks.

Breastfeeding Prevalence (6-8 weeks) 2012-2013

	2012-2013
Church Eaton	69.2%
Milford	63.3%
Chartley	61.1%
St. Michael's	51.1%
Haywood and Hixon	48.9%
Littleworth	48.0%
Baswich	46.5%
Barlaston and Oulton	46.2%
Rowley	45.5%
Weeping Cross	45.0%
Stonefield and Christchurch	42.6%
Forebridge	42.0%
Milwich	40.0%
Common	39.0%
Seighford	35.7%
Eccleshall	35.6%
Walton	35.1%
Coton	33.7%
Swynnerton	33.3%
Holmcroft	31.5%
Tillington	29.7%
Manor	27.0%
Gnosall and Woodseaves	25.5%
Highfields and Western Downs	24.2%
Penkside	23.5%
Fulford	s
Stafford	36.2%
Staffordshire	32.7%
England	47.1%

THINK2

1 YEAR AND 2 YEAR

Think2 Childcare Places, Summer 2015

*Data provided is a combination of information from DWP & direct from childcare providers and may have changed by the date of this publication

Ward	Eligible Families	Think2 childcare places		
		All	Ofsted good/outstanding	Vacancies in good/outstanding
Barlaston and Oulton	9	50	50	8
Baswich	6	20	0	0
Chartley	1	4	4	2
Church Eaton	3	8	8	2
Common	11	40	22	1
Coton	32	21	21	5
Eccleshall	9	20	20	10
Forebridge	15	51	51	31
Fulford	9	12	9	5
Gnosall and Woodseaves	19	53	30	10
Haywood and Hixon	11	32	32	18
Highfields and Western Downs	54	15	14	1
Holmcroft	29	35	35	2
Littleworth	10	23	23	6
Manor	27	76	47	10
Milford	2	13	13	5
Milwich	0	25	25	23
Penkside	35	34	34	19
Rowley	9	26	26	6
Seighford	15	24	0	0
St. Michael's	4	4	4	4
Stonefield and Christchurch	12	24	24	14
Swynnerton	3	8	8	0
Tillington	43	11	11	1
Walton	11	26	26	20
Weeping Cross	5	25	25	7
Stafford	384	680	562	210

Think2 Childcare Place No Take-up 02/11/2015

Ward	No Take-up
Barlaston and Oulton	0
Baswich	0
Chartley	0
Church Eaton	0
Common	1
Coton	4
Eccleshall	1
Forebridge	1
Fulford	0
Gnosall and Woodseaves	0
Haywood and Hixon	2
Highfields and Western Downs	7
Holmcroft	2
Littleworth	5
Manor	4
Milford	0
Milwich	0
Penkside	2
Rowley	0
Seighford	3
St. Michael's	3
Stonefield and Christchurch	0
Swynnerton	0
Tillington	4
Walton	2
Weeping Cross	1
Stafford	42

*Data provided is from the most recent full term of take up and may have changed since this publication

Of the 384 families who are eligible for a Think2 place, 11% of families have not taken up the place.

There are 11 wards across Stafford which have take-up of 100%.

SUFFICIENCY

1 YEAR 2 YEAR AND TODDLER

Childcare Sufficiency 0-5 years in PVI sector, Summer 2015

*The data provided is a snapshot of occupancy and vacancy data taken in summer term 2015 and may have changed by the time of this publication.

	0-2 years			2 years			Think2			3-4 years		
	Places	Vacancies	Vacancies %	Places	Vacancies	Vacancies %	Places	Vacancies	Vacancies %	Places	Vacancies	Vacancies %
Barlaston and Oulton	0	0	-	22	6	27%	52	18	35%	70	11	16%
Baswich	1	0	0%	0	1	-	3	1	33%	3	0	0%
Chartley	1	1	100%	7	1	14%	4	1	25%	19	1	5%
Church Eaton	0	0	-	0	0	-	8	2	25%	16	8	50%
Common	9	4	44%	16	0	0%	6	1	17%	46	27	59%
Coton	30	3	10%	26	5	19%	21	5	24%	70	10	14%
Eccleshall	12	5	42%	19	18	95%	18	7	39%	62	16	26%
Forebridge	59	24	41%	87	35	40%	51	32	63%	115	32	28%
Fulford	11	2	18%	13	0	0%	23	16	70%	77	9	12%
Gnosall and Woodseaves	28	13	46%	47	21	45%	30	18	60%	120	32	27%
Haywood and Hixon	15	8	53%	47	12	26%	27	14	52%	113	20	18%
Highfields and Western Downs	5	3	60%	19	4	21%	5	2	40%	29	12	41%
Holmcroft	1	0	0%	31	9	29%	14	4	29%	101	7	7%
Littleworth	28	12	43%	59	20	34%	26	14	54%	100	14	14%
Manor	31	4	13%	70	15	21%	64	17	27%	98	29	30%
Milford	35	5	14%	23	6	26%	15	8	53%	71	16	23%
Milwich	0	0	-	0	0	-	0	0	-	0	0	-
Penkside	1	0	0%	3	0	0%	3	0	0%	3	0	0%
Rowley	14	1	7%	38	7	18%	26	7	27%	38	7	18%
Seighford	0	0	-	0	0	-	0	0	-	0	0	-
St. Michael's	22	4	18%	35	0	0%	24	3	13%	75	11	15%
Stonefield and Christchurch	42	19	45%	53	2	4%	10	10	100%	110	18	16%
Swynnerton	1	0	0%	3	3	100%	8	0	0%	30	19	63%
Tillington	0	0	-	12	0	0%	11	1	9%	40	24	60%
Walton	33	8	24%	55	15	27%	26	7	27%	46	15	33%
Weeping Cross	3	1	33%	10	7	70%	13	7	54%	57	7	12%
Stafford	382	117	31%	695	187	27%	488	195	40%	1,509	345	23%

- There are 166 PVI childcare providers in Stafford of which 54% provided a response to the sufficiency audit.
- There are 103 PVI childcare providers registered for funded childcare places of which 95% provided a response.
- The current childcare sufficiency shows overall in Stafford there is a 23% vacancy rate approximately for three and four year olds who are entitled to 15 hours of free childcare. For children requiring a Think2 childcare place there is currently a 40% vacancy rate in Stafford.

Childcare Take-up in the PVI sector, Summer 2015

Ward	Population of 3 year olds	Take-up in the PVI sector		Places taken in school nurseries by school address
		Number of children	Percentage of children	
Barlaston and Oulton	33	26	79%	7
Baswich	41	35	85%	47
Chartley	18	21	117%	0
Church Eaton	18	15	83%	2
Common	35	39	111%	0
Coton	89	89	100%	0
Doxey and Castletown	0	10	n/a	18
Eccleshall	56	33	59%	8
Forebridge	68	54	79%	0
Fulford	38	27	71%	0
Gnosall and Woodseaves	65	37	57%	0
Haywood and Hixon	63	51	81%	0
Highfields and Western Downs	102	67	66%	44
Holmcroft	72	66	92%	34
Littleworth	60	46	77%	0
Manor	70	66	94%	26
Milford	44	35	80%	16
Milwich	18	11	61%	0
Penkside	66	56	85%	0
Rowley	44	23	52%	16
Seighford	35	22	63%	13
St. Michael's	64	54	84%	0
Stonefield and Christchurch	89	69	78%	33
Swynnerton	39	32	82%	26
Tillington	70	29	41%	0
Walton	56	59	105%	0
Weeping Cross	59	47	80%	40
Stafford	1,412	1,119	79%	330

- There are a total of 1,412 three year olds eligible for 15 hours of free childcare in the Stafford district.
- In the Summer 2015 term, 1,119 three year old children were attending a place in a PVI setting and a further 330 were within a school nursery class.
- This means that 79% of three year olds are accessing their nursery education funding in the PVI sector.

*There is no measure for 3 and 4 yr olds in terms of take up because of variation in population data, access to different types of provision and local authorities funding places for children which live outside of their catchment area.

HOSPITAL ATTENDANCES AND ADMISSIONS

TODDLER

A & E Attendances aged 0-4 (rate per 10,000)

	2013/14
Stonefield and Christchurch	244
Eccleshall	246
Church Eaton	253
Gnosall and Woodseaves	262
Fulford	279
Seighford	280
Weeping Cross	285
Milwich	296
Forebridge	302
Walton	309
St. Michael's	312
Rowley	314
Milford	330
Baswich	346
Penkside	347
Swynnerton	359
Holmcroft	362
Haywood and Hixon	374
Barlston and Oulton	381
Manor	385
Tillington	394
Highfields and Western Downs	408
Littleworth	412
Chartley	442
Common	496
Coton	510
Stafford	350
Staffordshire	455
England	540

- The rate of children under 5 years of age who attended A & E is below the England rate for all wards within the Stafford district, with the highest being Coton at 510 per 1,000 children compared to 540 per 1,000 across England.
- Stonefield & Christchurch and Eccleshall have the lowest proportions of A & E attendances at just less than half the rate of England.
- Overall, Stafford has a high proportion of children under the age of 5 who have been admitted into hospital from unintentional injuries, which is more than twice the proportion when compared to Staffordshire and England.
- There are 8 wards where admissions are lower than the Staffordshire average but these figures have been suppressed due to the low numbers.

Hospital Admissions from unintentional injuries aged 0-4, (rate per 10,000)

	2013/14
Barlston and Oulton	s
Chartley	s
Church Eaton	s
Eccleshall	s
Fulford	s
Rowley	s
Seighford	s
Swynnerton	s
Stonefield and Christchurch	147
St. Michael's	156
Walton	175
Weeping Cross	203
Coton	238
Littleworth	238
Gnosall and Woodseaves	255
Penkside	257
Common	294
Tillington	306
Baswich	323
Milford	330
Holmcroft	334
Forebridge	366
Haywood and Hixon	366
Manor	377
Highfields and Western Downs	404
Milwich	617
Stafford	252
Staffordshire	149
England	135

CHILDHOOD OBESITY

FIRST DAY OF SCHOOL

Excess Weight, Children aged 4 - 5 2010/11 - 2012/13

	2010/11 - 2012/13
Chartley	s
Church Eaton	s
Milwich	s
Stonefield and Christchurch	10.6%
Swynnerton	11.6%
Eccleshall	13.5%
St. Michael's	14.1%
Walton	15.4%
Rowley	17.6%
Baswich	18.0%
Milford	18.9%
Fulford	19.6%
Weeping Cross	19.8%
Littleworth	20.6%
Seighford	22.2%
Gnosall and Woodseaves	23.4%
Forebridge	23.7%
Holmcroft	24.8%
Highfields and Western Downs	25.1%
Tillington	25.7%
Barlaston and Oulton	26.0%
Penkside	26.6%
Manor	27.4%
Common	28.6%
Haywood and Hixon	29.2%
Coton	30.3%
Stafford	21.8%
Staffordshire	23.4%
England	22.5%

- Excess weight for reception aged children is just below the national average in Stafford, with 12 of the 26 wards in Stafford having a percentage below England.
- Coton and Haywood & Hixon have the highest percentages of excess weight with 30.3% and 29.2% respectively.
- Stonefield & Christchurch and Swynnerton have the lowest percentages of children with excess weight at below 12%, at around half the Staffordshire average.
- Coton and Gnosall & Woodseaves have the highest proportions of reception aged children who are obese marginally above the national average of 9%.
- Weeping Cross has the lowest percentage of obese children in Stafford with 4% of reception aged children.
- Data for some wards for both measures have been suppressed due to low numbers.

Obesity, Children aged 4 - 5 2010/11 - 2012/13

	2010/11 - 2012/13
Chartley	s
Church Eaton	s
Eccleshall	s
Milford	s
Milwich	s
Swynnerton	s
Weeping Cross	4%
Stonefield and Christchurch	6%
Baswich	7%
Highfields and Western Downs	7%
St. Michael's	7%
Walton	7%
Forebridge	8%
Fulford	8%
Barlaston and Oulton	9%
Haywood and Hixon	9%
Rowley	9%
Common	10%
Littleworth	10%
Manor	10%
Seighford	10%
Tillington	10%
Holmcroft	11%
Penkside	11%
Gnosall and Woodseaves	13%
Coton	15%
Stafford	8%
Staffordshire	9%
England	9%

EARLY YEARS FOUNDATION STAGE PROFILE

FIRST DAY OF SCHOOL

Pupils achieving Good Level of Development, 2015

Ward	GLD	Gender		Free School Meals		SEN				
		Male	Female	FSM	Non-FSM	No SEN (N)	School Action (A)	School Action Plus (P)	SEN Support (K)	Statement (S)
Barlaston and Oulton	65.0%	76.0%	81.3%	75.0%	78.4%	79.5%	-	-	-	0.0%
Baswich	91.7%	76.0%	100.0%	-	87.2%	90.7%	-	0.0%	100.0%	-
Chartley	75.0%	50.0%	88.9%	-	81.8%	81.8%	-	-	-	-
Church Eaton	85.7%	66.7%	70.0%	0.0%	76.5%	76.5%	-	-	-	-
Common	52.4%	57.1%	82.6%	60.0%	73.5%	74.4%	50.0%	-	0.0%	0.0%
Coton	67.6%	69.0%	69.0%	57.1%	70.6%	77.6%	50.0%	0.0%	0.0%	-
Eccleshall	66.7%	53.8%	89.5%	0.0%	70.5%	70.7%	-	0.0%	-	-
Forebridge	72.9%	78.9%	93.5%	0.0%	91.7%	89.6%	100.0%	-	0.0%	-
Fulford	64.1%	90.9%	81.8%	50.0%	88.1%	90.2%	0.0%	-	-	-
Gnosall and Woodseaves	74.4%	78.6%	84.0%	-	81.1%	81.3%	-	-	80.0%	-
Haywood and Hixon	72.6%	78.8%	83.9%	40.0%	84.8%	82.3%	-	50.0%	-	-
Highfields and Western Downs	53.3%	62.5%	65.9%	43.5%	72.1%	70.7%	25.0%	0.0%	0.0%	-
Holmcroft	68.2%	72.7%	84.0%	66.7%	78.2%	86.5%	-	-	0.0%	0.0%
Littleworth	71.2%	70.0%	83.9%	50.0%	78.0%	81.0%	-	-	0.0%	-
Manor	59.2%	45.9%	64.7%	40.0%	58.9%	60.3%	-	-	0.0%	-
Milford	72.3%	68.2%	69.2%	-	68.6%	71.0%	-	-	100.0%	0.0%
Milwich	87.5%	60.0%	80.0%	-	70.0%	66.7%	-	-	0.0%	-
Penkside	48.4%	55.9%	76.5%	61.5%	67.3%	68.3%	100.0%	100.0%	0.0%	-
Rowley	85.0%	81.3%	95.7%	66.7%	91.7%	89.7%	-	-	-	-
Seighford	72.2%	61.5%	83.3%	-	72.0%	73.9%	-	-	0.0%	-
St. Michale's	75.0%	73.0%	75.0%	0.0%	75.0%	78.6%	100.0%	-	0.0%	-
Stonefield and Christchurch	71.6%	68.2%	82.4%	80.0%	73.5%	76.3%	-	-	0.0%	-
Swynnerton	75.0%	69.2%	81.3%	0.0%	78.6%	75.9%	-	-	-	-
Tillington	78.1%	57.1%	71.9%	68.8%	62.8%	72.4%	-	-	0.0%	0.0%
Walton	84.5%	65.4%	82.1%	66.7%	74.5%	83.0%	-	0.0%	-	0.0%
Weeping Cross	87.3%	66.7%	94.6%	100.0%	79.0%	84.9%	-	20.0%	20.0%	0.0%

- The percentage of children in Stafford achieving a Good Level of Development in the Early Years is significantly high, with all wards achieving over 50% of pupils with a Good Level of Development.

STAFFORD DISTRICT PROFILE

SUMMARY

Measure	Date	Barlaston and Oulton	Baswich	Chartley	Church Eaton	Common	Coton	Eccleshall	Forebridge	Fulford	Gnosall and Woodseaves	Haywood and Hixon	Highfields and Western Downs	Holmcroft	Littleworth	Manor	Milford	Milwich	Penkside	Rowley	St. Michael's	Seighford	Stonefield and Christchurch	Swynnerton	Tillington	Walton	Weeping Cross	Stafford	Staffordshire	England	
Total Population	2013	4,160	4,430	1,969	2,356	4,468	4,696	6,705	5,283	5,907	6,542	6,401	6,584	6,773	7,381	6,409	5,494	1,973	4,567	4,450	5,043	3,489	5,653	4,455	4,650	5,870	6,384	132,092	8,577,007	56,948,229	
Total Under 5 Population	2013	206	202	96	89	242	424	253	310	208	304	255	422	373	286	384	197	84	385	210	290	129	346	178	314	303	292	6,782	46,099	3,592,907	
Percentage Under 5's	2013	5.0%	4.6%	4.9%	3.8%	5.4%	9.0%	3.8%	5.9%	3.5%	4.6%	4.0%	6.4%	5.5%	3.9%	6.0%	3.6%	4.3%	8.4%	4.7%	5.8%	3.7%	6.1%	4.0%	6.8%	5.2%	4.6%	5.1%	5.4%	6.3%	
Minority Ethnic Group (%)	2011	3.8%	7.1%	3.3%	4.1%	12.2%	24.8%	5.0%	16.3%	3.6%	2.3%	3.0%	7.9%	7.9%	13.3%	7.0%	8.8%	3.5%	9.0%	9.2%	3.4%	5.0%	5.3%	3.9%	7.7%	4.0%	6.7%	7.4%	6.4%	20.2%	
Children in low income families (%)	2015	14%	2%	2%	6%	12%	15%	7%	11%	8%	7%	8%	31%	16%	8%	22%	5%	3%	28%	7%	23%	1%	10%	4%	22%	8%	4%	12%	14.4%	19.2%	
Child Wellbeing Index (CWI) 2009 weighted score	2009	97.0	45.9	116.8	113.6	115.2	157.0	118.1	108.0	81.3	100.5	90.4	199.6	144.7	105.0	131.6	72.8	117.9	226.1	50.8	74.1	92.9	74.8	68.7	193.5	86.9	47.7	111.4	114.3	159.3	
% in the most deprived CWI national quintile	2009	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.2%	32.5%	0.0%	0.0%	0.0%	0.0%	54.6%	0.0%	0.0%	0.0%	0.0%	0.0%	32.5%	0.0%	0.0%	7.7%	7.8%	24.4%	
Rate per 1,000 CP	2013/2014	s	s	s	s	8.3	s	s	s	s	s	4.2	7.5	s	s	5.2	s	s	s	s	s	s	s	s	s	10.2	s	s	2.9	3.9	4.2
Rate per 1,000 LAC	2013/2014	12.8	s	s	s	s	5.4	10.1	s	12.5	s	5.9	s	11.6	s	7.4	s	s	10.4	s	s	s	s	s	9.1	9.2	5.8	s	5.7	5.6	6
Rate per 1,000 CIN	2013/2014	47.4	41.7	12.5	53.5	80.2	97.0	23.9	64.9	23.0	44.1	48.6	146.5	96.2	46.1	111.9	15.3	25.4	126.8	38.0	46.9	45.9	62.0	53.0	114.5	62.6	33.2	65.7	68.5	68.5	
BRFC Total Involvements (Phase 2)	2015	3	1	1	1	7	15	1	6	3	1	0	22	13	7	9	2	0	0	5	5	1	6	4	0	3	5	121	1,132	-	
BRFC Total Involvements with Children 0-4 (Phase2)	2015	4	0	0	2	7	4	0	2	3	2	0	14	3	0	7	0	0	0	2	2	0	4	4	0	2	2	64	543	-	
Early Years Reach Population (All)	2013	4,160	4,430	1,969	2,356	4,468	4,696	6,705	5,283	5,907	6,542	6,401	6,584	6,773	7,381	6,409	5,494	1,973	4,567	4,450	5,043	3,489	5,653	4,455	4,650	5,870	6,384	132,092	-	-	
Early Years Reach Population (Age 0-4)	2013	206	202	96	89	242	424	253	310	208	304	255	422	373	286	384	197	84	385	210	129	290	346	178	314	303	292	6,782	-	-	
Reach Population	2013	93	125	34	47	152	270	107	143	73	111	121	342	245	150	253	103	34	213	94	56	151	146	75	197	178	170	3,683	-	-	
% Reach Population (Age 0-4)	2013	45.1%	61.9%	35.4%	52.8%	62.8%	63.7%	42.3%	46.1%	35.1%	36.5%	47.5%	81.0%	65.7%	52.4%	65.9%	52.3%	40.5%	55.3%	44.8%	43.4%	52.1%	42.2%	42.1%	62.7%	58.7%	58.2%	54.3%	-	-	
Under 18 conceptions (rates per 1,000)	2011-2013	27.9	s	s	s	42.3	37.3	23.3	s	26.6	15.2	37.5	50.7	25.8	30.4	52.5	s	s	95.4	22.4	14.5	s	17.7	20.7	39.6	23.7	19.1	28.8	29.5	27.6	
General Fertility Rates (per 1,000 women)	2011-2013	61	48	60	40	63	82	38	55	48	51	46	69	59	46	66	43	41	78	53	56	46	56	42	64	64	42	56	57.9	63.8	
Number of Live Births (annual average)	2010-2012	36	37	16	16	65	86	39	71	40	50	50	90	78	54	76	30	14	77	40	57	20	58	29	64	57	40	1,290	8,980	689,789	
Smoking at time of delivery (%)	2010/2011	s	s	s	s	s	7%	s	8%	s	s	s	24%	13%	s	20%	s	s	25%	s	s	s	s	s	19%	s	s	10%	14%	14%	
Low Birthweight Babies (under 2,500g)	2011-2013	5.4%	2.9%	8.3%	s	7.9%	7.3%	9.8%	8.0%	3.1%	7.9%	5.7%	7.6%	5.4%	5.6%	6.4%	4.1%	s	6.6%	9.2%	6.4%	4.5%	6.9%	s	6.7%	7.0%	2.6%	6.3%	7.30%	7.40%	
Breastfeeding Initiation (%)	2011/12	67%	68%	83%	86%	78%	72%	72%	82%	74%	74%	67%	48%	61%	77%	68%	70%	69%	45%	86%	75%	71%	77%	83%	55%	76%	77%	69%	60%	74%	
Breastfeeding prevalence (6-8 weeks)	2012/2013	46.2%	46.5%	61.1%	69.2%	39.0%	33.7%	35.6%	42.0%	s	25.5%	48.9%	24.2%	31.5%	48.0%	27.0%	63.3%	40.0%	23.5%	45.5%	51.1%	35.7%	42.6%	33.3%	29.7%	35.1%	45.0%	36.2%	33.90%	47.10%	
A&E attendances (aged 0-4) (rater per 10,000)	2013/2014	381	346	442	253	496	510	246	302	279	262	374	408	362	412	385	330	296	347	314	312	280	244	359	394	309	285	350	455	540	
Hospital admissions from unintentional and deliberate injuries (aged 0-4) (rater per 10,000)	2013/2014	s	323	s	s	294	238	s	366	s	255	366	404	334	238	377	330	617	257	s	156	s	147	s	306	175	203	252	149	135	
Excess weight (aged 4-5)	2010/11-2012/13	26.0%	18.0%	s	s	28.6%	30.3%	13.5%	23.7%	19.6%	23.4%	29.2%	25.1%	24.8%	20.6%	27.4%	18.9%	s	26.6%	17.6%	14.1%	22.2%	10.6%	11.6%	25.7%	15.4%	19.8%	21.8%	23.4%	22.5%	
Obesity (aged 4-5)	2010/11-2012/13	9%	7%	s	s	10%	15%	s	8%	8%	13%	9%	7%	11%	10%	10%	s	s	11%	9%	7%	10%	6%	s	10%	7%	4%	8%	9.5%	9.4%	
Good Level of Development - EYFS (%)	2014	65.0%	91.7%	75.0%	85.7%	52.4%	67.6%	66.7%	72.9%	64.1%	74.4%	72.6%	53.3%	68.2%	71.2%	59.2%	72.3%	87.5%	48.4%	85.0%	72.2%	75.0%	71.6%	75.0%	78.1%	84.5%	87.3%	70.3%	64.2%	60.4%	