

# 2013 Population Profile for Children & Family Services

Produced by Delivery & Planning

## Document Governance

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## INTRODUCTION

Understanding our communities and their different needs and pressures is a fundamental part of service planning and development. This profile maps information about young people across Telford and Wrekin for our 13 SureStart Children Centre areas.

There are around 43,600 children aged 0-19 living in Telford and Wrekin and around 13,640 of these are aged 0-5. This report highlights a number of key issues which may need to be considered when delivering services to these children, young people and their families, including:

- Population characteristics of children and young people vary across the borough, including by gender, ethnicity and disabilities. There are also differences in the number of children who live in lone parent households
- There are health inequalities in the Borough, including: areas with significantly higher rates of women smoking in pregnancy (at the time of delivery) and areas with significantly lower breastfeeding initiation rates. We also have areas of the borough with high rates of obesity
- In relation to keeping children and young people safe, the rates of emergency admissions for injury to children, number of domestic abuse crimes, number of children subject to a child protection plan and in care and households in temporary accommodation vary across the borough
- Educational attainment of our young people is improving, however we can still see differences in the attainment rates of children who live in different parts of the borough
- Economic wellbeing is fundamental in giving our young people the best start in life and this report clearly shows that the number of children living in deprived neighbourhoods or in households claiming benefits varies across the borough, with some areas showing indicators of high socio-economic stress.

The purpose of this document is to

- Provide a picture of Telford and Wrekin broken down to Children Centre geography
- Build a picture of the social, cultural and other backgrounds of the families and communities in different areas.
- To help the Council and partners identify the types of families most in need of support and in evaluating the appropriateness of services and activities currently offered
- Help managers set appropriate and ambitious priorities, then evaluate priorities and targets over time as needs change

There are a number of more detailed documents available which support the data within this profile at [www.telford.gov.uk/factsandfigures](http://www.telford.gov.uk/factsandfigures). More details can also be found on the final page.

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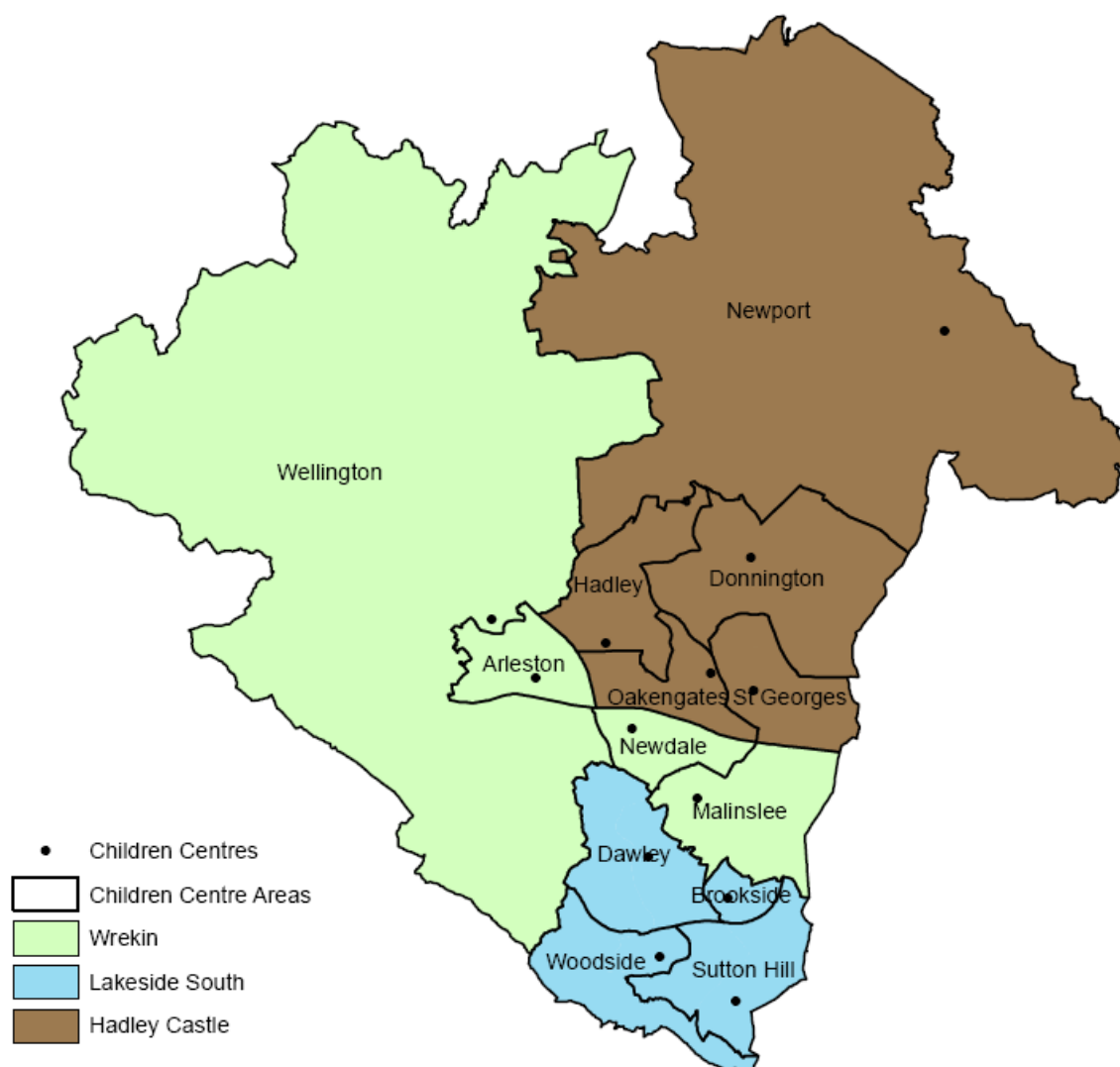
# CONTEXTUAL INFORMATION

## Geography of Children & Family Areas and SureStart Centres

This report uses the Children & Family areas and the SureStart areas as the geographical reporting boundaries:

- **SureStart area** – Each SureStart area contains one SureStart Children Centre. Boundaries for these areas follow the Council ward boundaries. There are thirteen areas (see table 1 for more detail).
- **Children & Family Areas** – these are larger areas made up of a collection of SureStart areas which share a management team (see table 1 for more detail).

**Map 1: Make up of Children & Family Centre Areas and SureStart Areas**



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## Children and Family Areas, SureStart Centres, Wards and Schools

Table 1.1: Children & Family Area ward composition

Children & Family Area	SureStart Centre	Wards	Schools
<i>Hadley Castle</i>	Donnington	Donnington, Muxton, Wrockwardine Wood & Trench	Donnington Wood Infants, Muxton ,St Matthews, St Luke's, Teagues Bridge, Wrockwardine Wood Infants
	Hadley	Hadley & Leegomery	HLC, Millbrook Primary
	Newport	Church Aston & Lilleshall, Edgmond, Newport N, S, E, W	Church Aston, Lilleshall, Newport Infants, St Peters and St Paul's, Moorfield, St Peters Edgmond, Tibberton, St Lawrence C of E
	Oakengates	Ketley & Oakengates	Meadows, Queenswood, Wombidge
	St Georges	Priorslee, St Georges	Priorslee, Redhill, St Georges
<i>Lakeside South</i>	Brookside (Windmill)	Brookside	Holmer Lake, Windmill
	Dawley	Dawley Magna, Horsehay & Lightmoor	Aqueduct, Captain Webb, Dawley C of E, Ladygrove, Lightmoor
	Sutton Hill	Cuckoo Oak, Madeley	John Fletcher of Madeley, John Randall, Sir Alexander Fleming, St Marys Catholic
	Woodside	Ironbridge, Woodside	Coalbrookdale, William Reynolds, Woodlands
<i>The Wrekin</i>	Arleston	Arleston, College, Ercall, Haygate	Short Wood
	Malinslee	Malinslee, The Nedge	Grange Park, Hollinswood, Old Park, Randlay
	Newdale	Lawley & Overdale	Lawley, Newdale
	Wellington	Apley Castle, Dothill, Ercall Magna, Park, Shawbirch, Wrockwardine	Apley Wood, Crudgington, Dothill, High Ercall, St Patricks, St Peters Bratton, Wrekin View

Source: Telford and Wrekin Council

# POPULATION

## Estimated Population Aged 0 to 5

Table 2.1: Estimated population aged 0-5 by SureStart Centre as at 31/08/12

Children & Family Area	SureStart Children Centre	Age												Total	
		0		1		2		3		4		5			
		number	%	number	%	number	%	number	%	number	%	number	%	number	%
Hadley Castle	Donnington	280	12.1%	300	13.0%	270	11.8%	300	13.1%	270	12.1%	290	13.0%	1,710	12.5%
	Hadley	200	8.9%	200	8.3%	200	8.9%	220	9.8%	180	8.0%	200	8.7%	1,200	8.8%
	Newport	150	6.5%	160	6.6%	160	7.3%	150	6.6%	180	8.0%	160	7.3%	960	7.0%
	Oakengates	140	5.9%	120	5.1%	120	5.1%	120	5.1%	110	4.8%	120	5.1%	710	5.2%
	St Georges	180	7.8%	140	6.2%	170	7.3%	130	5.9%	180	7.9%	160	7.1%	960	7.0%
	<b>Total</b>	<b>950</b>	<b>41.2%</b>	<b>920</b>	<b>39.2%</b>	<b>910</b>	<b>40.4%</b>	<b>920</b>	<b>40.6%</b>	<b>910</b>	<b>40.7%</b>	<b>930</b>	<b>41.2%</b>	<b>5,530</b>	<b>40.5%</b>
Lakeside South	Brookside	160	6.9%	110	4.6%	140	6.2%	100	4.6%	120	5.5%	120	5.2%	750	5.5%
	Dawley	200	8.5%	240	10.3%	200	8.9%	200	9.0%	200	9.0%	180	8.1%	1,220	8.9%
	Sutton Hill	160	7.0%	140	5.8%	130	5.8%	160	6.9%	140	6.1%	120	5.2%	840	6.2%
	Woodside	160	7.0%	180	7.7%	190	8.3%	170	7.5%	150	6.8%	180	7.8%	1,030	7.6%
	<b>Total</b>	<b>680</b>	<b>29.4%</b>	<b>660</b>	<b>28.4%</b>	<b>660</b>	<b>29.3%</b>	<b>630</b>	<b>28.0%</b>	<b>610</b>	<b>27.4%</b>	<b>590</b>	<b>26.3%</b>	<b>3,840</b>	<b>28.2%</b>
The Wrekin	Arleston	170	7.6%	170	7.1%	160	7.2%	190	8.6%	170	7.4%	160	7.2%	1,020	7.5%
	Malinslee	250	10.9%	310	13.1%	250	11.1%	250	10.9%	270	12.1%	270	11.7%	1,590	11.7%
	Newdale	90	4.1%	80	3.6%	80	3.6%	80	3.4%	80	3.6%	90	3.8%	500	3.7%
	Wellington	160	6.8%	200	8.7%	190	8.4%	190	8.5%	200	8.8%	220	9.7%	1,150	8.4%
	<b>Total</b>	<b>680</b>	<b>29.4%</b>	<b>760</b>	<b>32.5%</b>	<b>690</b>	<b>30.3%</b>	<b>710</b>	<b>31.4%</b>	<b>710</b>	<b>31.9%</b>	<b>730</b>	<b>32.4%</b>	<b>4,270</b>	<b>31.3%</b>
<b>Borough</b>	<b>2,300</b>		<b>2,340</b>		<b>2,260</b>		<b>2,260</b>		<b>2,230</b>		<b>2,260</b>		<b>13,640</b>		

Source – T&W GP Patient Register 2012. Note that all figures have been independently rounded to the nearest 10.

## Gender of children aged 0 to 5

Table 2.2: Population aged 0-5 by gender (%) as at 31/08/12

Children & Family Area	SureStart Children Centre	Male		Female		Total
		number	%	number	%	
Hadley Castle	Donnington	890	52.0%	820	48.0%	1,710
	Hadley	600	50.3%	590	49.7%	1,200
	Newport	510	53.2%	450	46.8%	960
	Oakengates	370	52.2%	340	47.8%	710
	St Georges	480	49.9%	480	50.1%	960
	<b>Total</b>	<b>2,850</b>	<b>51.5%</b>	<b>2,680</b>	<b>48.5%</b>	<b>5,530</b>
Lakeside South	Brookside	390	52.3%	360	47.7%	750
	Dawley	640	52.7%	580	47.3%	1,220
	Sutton Hill	420	49.7%	420	50.3%	840
	Woodside	530	51.6%	500	48.4%	1,030
	<b>Total</b>	<b>1,980</b>	<b>51.6%</b>	<b>1,860</b>	<b>48.4%</b>	<b>3,840</b>
The Wrekin	Arleston	520	50.3%	510	49.7%	1,020
	Malinslee	770	48.6%	820	51.4%	1,590
	Newdale	260	52.2%	240	47.8%	500
	Wellington	580	50.4%	570	49.6%	1,150
	<b>Total</b>	<b>2,160</b>	<b>50.6%</b>	<b>2,110</b>	<b>49.4%</b>	<b>4,270</b>
<b>Borough</b>		<b>7,000</b>	<b>51.3%</b>	<b>6,640</b>	<b>48.7%</b>	<b>13,640</b>

Source: T&W GP Patient Register 2012

### What is this data telling us?

- It is estimated that there are 13,640 children aged 0-5 in Telford and Wrekin.
- The population aged 0-5 varies notably between Children & Family Areas and SureStart Children Centres:
- Hadley Castle area serves 40.5% of the 0-5 population, or around 5,530 children
- Of the SureStart Children Centres, Donnington and Malinslee have the highest 0-5 populations, Donnington with 12.5% or 1,710 children and Malinslee with 11.7% or 1,590 children
- Newdale serves the smallest 0-5 population, with 500 children or 3.7%
- There are no notable differences in the gender differences between SureStart Children Centres, with most following the borough pattern of having slightly more boys than girls

## Population Age 0 to 19

Table 2.3: Population age 0 to 19

Children & Family Area	SureStart Children Centre	Estimated numbers of children aged 0-19	
		number	%
Hadley Castle	Donnington	5,400	26.2%
	Hadley	3,200	28.5%
	Newport	3,700	20.9%
	Oakengates	2,400	25.0%
	St Georges	3,500	26.2%
	<b>Total</b>	<b>18,200</b>	<b>25.1%</b>
Lakeside South	Brookside	2,200	28.4%
	Dawley	3,700	26.8%
	Sutton Hill	2,700	23.7%
	Woodside	2,800	28.9%
	<b>Total</b>	<b>11,400</b>	<b>26.7%</b>
The Wrekin	Arleston	2,900	23.5%
	Malinslee	4,600	27.4%
	Newdale	1,600	30.1%
	Wellington	4,800	23.6%
	<b>Total</b>	<b>14,000</b>	<b>25.4%</b>
<b>Borough</b>		<b>43,600</b>	<b>25.6%</b>

Source: [Telford and Wrekin Population Model 2011](#). All figures have been independently rounded to the nearest 100

### What is this data telling us?

- Around a quarter (25.6%) of the population of Telford and Wrekin are estimated to be aged 0 to 19 (using the Telford & Wrekin Population Model 2011)
- Hadley Castle Children & Family area has the highest number of people age 0 to 19 (18,200), whereas Lakeside South has a slightly higher proportion of people aged 0 to 19 (26.7%)
- The SureStart Children Centres with the highest proportion of people aged 0 to 19 are Newdale (30.1%), Woodside (28.9%), Hadley (28.5%) and Brookside (28.4%)
- The SureStart Children Centres with the lowest proportion of people aged 0 to 19 are Newport (20.9%), Arleston (23.5%), Wellington (23.6%) and Sutton Hill (23.7%)

## Ethnicity of school age children

Table 2.4: Ethnicity of children of school age (year 1 to 11) as at January 2012

Children & Family Area	SureStart Children Centre	White British	White European	White Irish	White Other	Mixed White and Asian	Mixed white and Black African	Mixed white and Black Caribbean	Mixed other	Black	Indian	Pakistani	Asian Other	Any Other Ethnic Group
Hadley Castle	Donnington	88%	1%	0%	0%	1%	1%	2%	1%	2%	3%	0%	1%	0%
	Hadley	67%	6%	0%	1%	1%	1%	3%	1%	2%	3%	11%	3%	0%
	Newport	95%	1%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%
	Oakengates	89%	2%	0%	1%	1%	0%	3%	1%	0%	2%	0%	1%	0%
	St Georges	87%	1%	0%	1%	2%	1%	2%	1%	1%	3%	0%	2%	0%
	<b>Total</b>	<b>85%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>3%</b>	<b>3%</b>	<b>1%</b>	<b>0%</b>
Lakeside South	Brookside	89%	2%	0%	0%	2%	0%	1%	0%	4%	0%	0%	0%	0%
	Dawley	93%	1%	0%	0%	1%	0%	2%	1%	1%	1%	0%	1%	0%
	Sutton Hill	91%	2%	0%	1%	0%	1%	2%	1%	1%	1%	0%	0%	0%
	Woodside	94%	0%	0%	1%	1%	1%	1%	0%	1%	0%	0%	0%	0%
	<b>Total</b>	<b>92%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
The Wrekin	Arleston	66%	3%	0%	0%	2%	0%	3%	1%	1%	1%	20%	2%	0%
	Malinslee	86%	2%	0%	0%	1%	1%	2%	1%	3%	3%	1%	1%	0%
	Newdale	89%	1%	0%	1%	1%	1%	2%	0%	0%	3%	1%	1%	0%
	Wellington	92%	1%	0%	1%	1%	0%	1%	0%	1%	2%	1%	1%	0%
	<b>Total</b>	<b>83%</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>6%</b>	<b>1%</b>	<b>0%</b>
<b>Borough</b>	<b>86%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>3%</b>	<b>1%</b>	<b>0%</b>	

Source: School Census January 2012

### What is this data telling us?

- We know that Telford and Wrekin has an increasing Black and Minority Ethnic Population. The 2011 Census estimated 10.5% of our population are BME, increased from 7% in 2001. The school census shows us that the proportion is higher amongst younger people, with 14% of school aged children BME
- The population is not uniform across the borough. Hadley and Arleston SureStart Children Centre populations show a notably higher proportion of non-White British school aged children (Hadley 33%, Arleston 34%, borough rate 14%)
- Five SureStart Children Centres have a BME population of school aged children of less than 10% (Newport 5%, Woodside 6%, Dawley 7%, Wellington 8%, Sutton Hill 9%)
- Hadley and Arleston show the highest proportion of White European (6% and 3% respectively) and Pakistani (11% and 20% respectively) school aged children

## Ethnic Group – White: Gypsy or Irish Traveller

Table 2.5: Estimated numbers of people considering themselves Gypsy or Irish Traveller

Children & Family Area	SureStart Children Centre	Total number (all ages)
Hadley Castle	Donnington	31
	Hadley	11
	Newport	11
	Oakengates	2
	St Georges	5
	<b>Total</b>	<b>60</b>
Lakeside South	Brookside	1
	Dawley	3
	Sutton Hill	7
	Woodside	9
	<b>Total</b>	<b>20</b>
The Wrekin	Arleston	11
	Malinslee	3
	Newdale	1
	Wellington	71
	<b>Total</b>	<b>86</b>
<b>Borough</b>		<b>166</b>

Source: [2011 Census](#).

### What is this data telling us?

- The 2011 Census estimated the number of people living in Telford and Wrekin with the ethnicity of 'White: Gypsy or Irish Traveller'.
- Of the 166 Gypsy or Irish Travellers in the Borough in 2011, the largest proportions were located in the Wellington (71 people) and Donnington (31 people) SureStart Children Centre areas, reflecting the two gypsy and traveller sites in the borough being located in these areas.

## Disabled Children aged 0 to 5

Table 2.6: Estimated numbers of disabled children aged 0-5 in each area based on a standard prevalence rate for Telford and Wrekin

Children & Family Area	SureStart Children Centre	Estimated numbers of children aged 0-5	
		Long standing illness or mild disability*	Severe disability*
Hadley Castle	Donnington	230	2
	Hadley	160	1
	Newport	130	1
	Oakengates	100	1
	St Georges	130	1
	<b>Total</b>	<b>750</b>	<b>6</b>
Lakeside South	Brookside	100	1
	Dawley	170	1
	Sutton Hill	110	1
	Woodside	140	1
	<b>Total</b>	<b>520</b>	<b>4</b>
The Wrekin	Arleston	140	1
	Malinslee	220	2
	Newdale	70	1
	Wellington	160	1
	<b>Total</b>	<b>590</b>	<b>5</b>
<b>Borough</b>		<b>1,860</b>	<b>15</b>

\*Note numbers are estimates only and use standard rates for the whole borough, see page 31 for these rates. Source: [Chimat Disability Needs Assessment](#) 2012.

### What is this data telling us?

- These are indicative figures based on the population size in each area, so higher rates in Donnington and Malinslee, for example, reflect their higher populations, not that children in those areas are more likely to be disabled.
- There are estimated to be around 1,860 children aged 0 to 5 who have a long-standing illness or mild disability in Telford and Wrekin. There are estimated to be around 15 children aged 0 to 5 who have a severe disability in the borough.

## Lone Parent Households

Table 2.7: Lone parent households

Children & Family Area	SureStart Children Centre	Lone parent households		Lone parent households: dependent children		Lone parent households: all children non-dependent	
		Number	%	Number	%	Number	%
Hadley Castle	Donnington	966	12.1	638	8.0	328	4.1
	Hadley	623	14.2	443	10.1	180	4.1
	Newport	570	8.1	340	4.8	230	3.3
	Oakengates	429	10.6	292	7.2	137	3.4
	St Georges	489	9.8	330	6.6	159	3.2
	<b>Total</b>	<b>3,077</b>	<b>10.8</b>	<b>2,043</b>	<b>7.2</b>	<b>1,034</b>	<b>3.6</b>
Lakeside South	Brookside	438	16.4	335	12.5	103	3.9
	Dawley	620	10.9	452	7.9	168	2.9
	Sutton Hill	597	12.7	393	8.4	204	4.3
	Woodside	680	18.9	531	14.7	149	4.1
	<b>Total</b>	<b>2,335</b>	<b>14.0</b>	<b>1,711</b>	<b>10.3</b>	<b>624</b>	<b>3.7</b>
The Wrekin	Arleston	587	10.7	390	7.1	197	3.6
	Malinslee	928	15.4	696	11.6	232	3.9
	Newdale	216	11.0	159	8.1	57	2.9
	Wellington	667	8.4	395	5.0	272	3.4
	<b>Total</b>	<b>2,398</b>	<b>11.2</b>	<b>1,640</b>	<b>7.6</b>	<b>758</b>	<b>3.5</b>
<b>Borough total</b>		<b>7,810</b>	<b>11.7</b>	<b>5,394</b>	<b>8.1</b>	<b>2,416</b>	<b>3.6</b>
<b>West Midlands total</b>		-	<b>11.1</b>	-	<b>7.5</b>	-	<b>3.6</b>
<b>England total</b>		-	<b>11.6</b>	-	<b>7.1</b>	-	<b>4.5</b>

Source: [2011 Census](#)

### What is this data telling us?

- Telford and Wrekin have a higher rate of lone parents with dependent children (8.1%) than the West Midlands (7.5%) and England (7.1%). This equates to around 5,394 households
- There are a further 2,416 lone parent households where all the children are non-dependent
- Five SureStart Children Centres have rates of lone parent households with dependent children that are higher than the borough rate: Woodside (14.7%, 531 households), Brookside (12.5%, 335 households), Malinslee (11.6%, 696 households), Hadley (10.1%, 443 households) and Sutton Hill (8.4%, 393 households)
- The Lakeside South area has the highest rate of lone parents with dependent children at 10.3% or 1,711 households
- Newport and Wellington have the lowest rates of lone parent households with dependent children (4.8% and 5.0% respectively)

# BEING HEALTHY

## Smoking at the time of Delivery

Table 3.1: Smoking at the time of delivery

Children & Family Area	SureStart Children Centre	% 2011/12
Hadley Castle	Donnington	22.3%
	Hadley	20.9%
	Newport	13.1%
	Oakengates	28.7%
	St Georges	15.7%
Lakeside South	Brookside	37.6%
	Dawley	18.9%
	Sutton Hill	34.2%
	Woodside	32.5%
The Wrekin	Arleston	17.3%
	Malinslee	28.3%
	Newdale	15.2%
	Wellington	7.9%
<b>Borough average</b>		<b>22.7%</b>
<b>Borough number</b>		<b>524</b>
<b>National Average</b>		<b>13.2%</b>

Sources: The Health and Social Care Information Centre, Lifestyle Statistics / Omnibus, Copyright ©2012. [The Health and Social Care Information Centre](#), Lifestyle Statistics.

### What is this data telling us?

- Maternal smoking rates in pregnancy (as measured by smoking at time of delivery) have been significantly worse than the national average in Telford and Wrekin during the past decade.
- During 2011/12, 22.7% of mothers were smokers at the time of delivery (524 women), compared to 13.2% of mothers in England
- 8 out of 13 Children Centre areas have significantly higher rates of smoking at time of delivery than the national average
- 8 out of 33 wards have rates that are over double the national average rate.
- 38% of women under 20 years of age were smokers when their baby was born
- 55% of mothers from the 40% most deprived local communities were smokers at the time of their delivery, compared to 9.4% of mothers from the 40% most affluent areas.
- The highest rates of smoking in pregnancy nationally are teenage mothers. Given the high percentage of teenage mothers in Telford and Wrekin, this factor may contribute to the poor rate of reduction in smoking during pregnancy

## Teenage Pregnancy

Table 3.2: Teenage conception rate and Teenage Mothers

	Teenage Conception Rate (aged under 18)		Teenage Mothers (aged under 18)	
	Number	Rate	Number	Rate
<b>Telford &amp; Wrekin</b>	155	47.5	45	2.0
<b>National Average</b>	-	35.4	-	1.3

Source – Conceptions: under 18 conception rate per 1,000 females age 15-17 years, 2010. Teenage Mothers: % of delivery episodes where the mother is aged less than 18 years, 2011/12. [ChiMat Child Health Profile 2013](#)

Table 3.3: Teenage Pregnancy by ward (age under 18) 2008-2010

Apley Castle	*	Lawley & Overdale	
Arleston		Madeley	
Brookside		Malinslee	
Church Aston & Lilleshall	*	Muxton	
College		Newport East	
Cuckoo Oak		Newport North	
Dawley Magna		Newport South	*
Donnington		Newport West	*
Dothill		Park	*
Edgmond	*	Priorslee	
Ercall		Shawbirch	
Ercall Magna		St. Georges	
Hadley and Leegomery		The Nedge	
Haygate		Woodside	
Horsehay		Wrockwardine	
Ironbridge Gorge		Wrockwardine Wood	
Ketley & Oakengates		Telford & Wrekin	47.5

Significantly higher than the National Average

Statistically similar to the National Average

Significantly lower than the National Average

\* = Surpressed

Source – [East Midlands Public Health Observatory](#) ward-level teenage pregnancy mapping tool 2013

### What is this data telling us?

- The number of females under the age of 18 conceiving in Telford and Wrekin is significantly higher than the national rate
- The number of teenage mothers in Telford and Wrekin is also significantly higher than the national rate
- At ward level we are able to indicate whether the teenage pregnancy rate is significantly different from the national rate. 5 wards in the borough have rates significantly higher: Brookside, Dawley Magna, Donnington, Madeley and Woodside.

## Breastfeeding Initiation

Table 3.4: % Mothers initiating Breastfeeding

Children & Family Area	SureStart Children Centre	2010/11	2011/12
Hadley Castle	Donnington	60.1%	63.4%
	Hadley	63.6%	62.2%
	Newport	83.0%	87.0%
	Oakengates	63.0%	61.5%
	St Georges	65.8%	68.8%
Lakeside South	Brookside	55.8%	54.1%
	Dawley	70.2%	68.9%
	Sutton Hill	57.2%	51.7%
	Woodside	50.0%	55.4%
The Wrekin	Arleston	66.9%	71.4%
	Malinslee	58.3%	62.8%
	Newdale	72.5%	76.1%
	Wellington	83.2%	76.8%
<b>Borough Average</b>			<b>66.2%</b>
<b>National Average</b>			<b>74.0%</b>

Source: The Health and Social Care Information Centre, Lifestyle statistics / Omnibus, Copyright ©2012. [The Health and Social Care Information Centre](#), Lifestyle Statistics. All rights reserved and the Maternity Services Unit, Shrewsbury and Telford Hospitals

### What is this data telling us?

- Breastfeeding rates in Telford and Wrekin remained significantly worse than the national average in 2011/12. Overall 66% of infants were breastfed at birth in Telford and Wrekin compared to 74% nationally
- Breastfeeding rates are significantly lower in: Younger mothers, with 42% of teenage mothers breastfeeding at birth compared to 72% of mothers aged 35 and over; Deprived communities, with 51% of infants breastfed at birth in the most deprived areas of Telford and Wrekin, compared to 81% in the more affluent areas
- The breastfeeding initiation is lowest in the Cuckoo Oak and Woodside wards (45.4% and 49.3% respectively). Two wards, Ironbridge Gorge and Ercall achieved 100% breastfeeding initiation.
- Newport Children's Centre has a statistically significantly higher rate of breastfeeding initiation than the national average. Newdale and Wellington Children Centres also have a higher rates, however, statistically they are similar to the national average.
- Variations in breastfeeding initiation according to ethnicity have been identified over a number of years with the highest levels to be found amongst Indian, Pakistani and Black African mothers compared with lower levels in Black Caribbean and Chinese mothers

## Breastfeeding at 6-8 Weeks

Table 3.5: % Mothers breastfeeding at 6 to 8 weeks

Children & Family Area	SureStart Children Centre	2010/11	2011/12
Hadley Castle	Donnington	27.4%	33.3%
	Hadley	34.4%	36.3%
	Newport	47.7%	45.8%
	Oakengates	30.7%	22.9%
	St Georges	41.5%	35.0%
Lakeside South	Brookside	22.0%	22.0%
	Dawley	34.3%	28.4%
	Sutton Hill	24.5%	25.9%
	Woodside	21.4%	22.4%
The Wrekin	Arleston	34.5%	36.4%
	Malinslee	30.9%	31.2%
	Newdale	36.9%	38.5%
	Wellington	48.3%	43.9%
<b>Borough average</b>			<b>32.9%</b>
<b>National Average</b>			<b>47.2%</b>

Source: The Health and Social Care Information Centre, Lifestyle Statistics/Omnibus, Copyright ©2012. [The Health and Social Care Information Centre](#), Lifestyle Statistics. All rights reserved and Shropshire Community NHS Trust, Child Health Information Services

### What is this data telling us?

- 33% of infants in Telford and Wrekin were breastfed at 6-8 weeks, compared to 47% nationally.
- 10 out of the 13 SureStart Children Centres have significantly lower rates of breastfeeding at 6-8 weeks than the national average
- Drop off rates (i.e. breastfeeding to bottle) from birth to the 6-8 week check were significantly higher (50.3%) than the national average (36.2%) in 2011/12.

## Immunisation and Vaccinations

Table 3.6: Immunisation rates for Telford & Wrekin 2011/12

	Children immunised by their 1st birthday	Children immunised by their 2nd birthday			Children immunised by their 5th birthday	
	Dtap/IPV/Hib*	PCV	MMR1	Hib/MenC	DTaP/IPV Booster	MMR2
Telford & Wrekin Rate	96.7%	96.6%	96.5%	96.1%	94.1%	91.8%
England average	94.7%	91.5%	91.2%	92.3%	87.4%	86.0%

Source: COVER Copyright © 2012, [Health and Social Care Information Centre](#), Screening and Immunisation Statistics. All rights reserved\* DTaP/IPV/Hib equals Diphtheria, Tetanus, Polio, Whooping Cough and Haemophilus influenza. MMR is the Mumps, Measles and Rubella vaccination. PCV is Pneumococcal Conjugate vaccine. Hib/Menc includes both the Haemophilus Influenza type b and Meningitis C vaccine.

### What is this data telling us?

- Telford and Wrekin rates for immunisation across the Borough has improved over recent years and the outturn for 2011/12 exceeded the England average for all immunisations
- Telford and Wrekin rates in the last year have also exceeded the WHO (World Health Organisation) targets in all but one immunisation (DTaP/IPV Booster at 5 years)
- In Telford and Wrekin, MMR coverage at both 2 years and 5 years has exceeded the England average since 2005/06; in 2011/12, MMR coverage at 2 years and 5 years exceeded the World Health Organisation target of 95% and 90% respectively

## Obesity

Table 3.7: National Child Measurement Programme – 2008/09 to 2010/11 (3-year rolling average)

Children & Family Area	SureStart Children Centre	MSOA Area*	% obese in Reception year (4-5 year olds)	% obese in Year 6 year (10-11 year olds)
Hadley Castle	Donnington	Donnington and Muxton	16.3%	14.3%
		Muxton	11.7%	16.1%
		Wrockwardine Wood and Trench	10.9%	23.5%
	Hadley	Hadley and Leegomery (West)	17.4%	22.4%
		Hadley and Leegomery (East)	11.7%	18.3%
	Newport	Church Aston and Lilleshall (South)	11.7%	16.1%
		Church Aston and Lilleshall (North) and Edgmond	9.3%	15.4%
		Newport East and North	7.6%	14.3%
		Newport South and West	12.1%	11.7%
	Oakengates	Ketley and Oakengates	13.4%	22.8%
	St Georges	Priorslee	7.7%	15.7%
		St Georges	12.4%	20.7%
	Lakeside South	Brookside	Brookside	12.3%
Dawley		Dawley Magna (South)	9.8%	23.4%
		Dawley Magna (North)	12.0%	21.6%
		Horsehay and Lightmoor	6.5%	12.8%
Sutton Hill		Cuckoo Oak	12.2%	21.5%
		Madeley	9.9%	16.4%
Woodside		Ironbridge Gorge	6.5%	11.2%
		Woodside	13.2%	19.0%
The Wrekin	Arleston	Arleston and College	12.0%	21.9%
		Ercall and Haygate	9.6%	25.7%
	Malinslee	Malinslee	12.0%	21.6%
		The Nedge	7.0%	19.5%
	Newdale	Lawley & Overdale	6.5%	12.8%
	Wellington	Apley Castle	17.4%	22.4%
		Dothill	9.5%	19.9%
		Ercall Magna (East)	9.3%	15.4%
		Ercall Magna (West) and Wrockwardine	6.5%	11.2%
		Park and Shawbirch	9.5%	19.9%
<b>Borough Average</b>			<b>10.9%</b>	<b>19.0%</b>
<b>England Average</b>			<b>9.6%</b>	<b>18.7%</b>

Note MSOA equals Middle Super Output Area. MSOAs are geographical areas of consistent size with similar social characteristics and an average population of 7,200, they can include parts of wards as well as full wards.

Sources: National Child Measurement Programme, [NHS Information Centre](#) for health and social care and the [Association of Public Health Observatories](#)

### **What is this data telling us?**

- The information given in the table above highlights the areas where obesity rates at MSOA\* and SureStart Children Centre level are significantly higher or lower than the national average
- The levels Obesity among the 4-5 year olds in Telford and Wrekin has decreased during the last 6 years from 12.5% in 2006/09 to 10.7% in 2011/12. Telford and Wrekin rates for 2011/12 10.7% are similar to the national average 9.5%
- Obesity among the 10-11 year olds is currently 20.6% (2011/12) and is similar to the national average 19.2%
- More boys than girls are obese in the 4-5 and 10-11 year age group
- For the period 2008/09 to 2010/11 there were 539 reception children and 968 year 6 children classified as obese

# STAYING SAFE

## Emergency Admissions for injury to children and young people

Table 4.1: Admissions for the period April 2006 to March 2011 (inclusive) (5-year rolling average) – crude rate per 100,000 population 0-17

Children & Family Area	SureStart Children Centre	MSOA Area*	Rate per 100,000 population 0-17
Hadley Castle	Donnington	Donnington and Muxton	1,139.2
		Muxton	1,096.1
		Wrockwardine Wood and Trench	1,067.6
	Hadley	Hadley and Leegomery (West)	1,250.0
		Hadley and Leegomery (East)	1,449.9
	Newport	Church Aston and Lilleshall (South)	1,096.1
		Church Aston and Lilleshall (North) and Edgmond	727.1
		Newport East and North	1,105.9
		Newport South and West	973.7
	Oakengates	Ketley and Oakengates	1,507.0
	St Georges	Priorslee	1,507.0
		St Georges	1,272.6
Lakeside South	Brookside	Brookside	1,282.6
	Dawley	Dawley Magna (South)	1,240.9
		Dawley Magna (North)	1,708.2
		Horsehay and Lightmoor	1,124.1
	Sutton Hill	Cuckoo Oak	1,683.2
		Madeley	1,048.0
	Woodside	Ironbridge Gorge	1,159.5
		Woodside	1,438.0
The Wrekin	Arleston	Arleston and College	1267.3
		Ercall and Haygate	1,465.1
	Malinslee	Malinslee	1,708.2
		The Nedge	1,223.9
	Newdale	Lawley & Overdale	1,124.1
	Wellington	Apley Castle	1,250.0
		Dothill	944.1
		Ercall Magna (East)	727.1
		Ercall Magna (West) and Wrockwardine	1159.5
Park and Shawburch		944.1	

Note MSOA equals Middle Super Output Area. MSOAs are geographical areas of consistent size with similar social characteristics and an average population of 7,200, they can include parts of wards as

### **What is this data telling us?**

- The emergency hospital admission rate due to injury in children under 18 was similar (i.e. not statistically significantly different) to the national average position for England during 2010/11
- Trends indicate that the emergency hospital admission rate due to injury in children under 18 years increased in 2009/10 but reduced again in 2010/11
- Although the overall hospital admission rate for injuries in all children under 18 was similar to the national rate in 2010/11, analyses of the rates by age group indicates a local issue in younger children:
  - The emergency hospital admission rate due to injury in children under 5 years old was statistically significantly worse than the national average during 2010/11
  - Hospital admission rates amongst children under 5 years for falls-related injuries were statistically significantly worse than the England average during 2010/11
- During 2008-10 the rate of children aged 0-15 years old who were killed or seriously injured through road traffic collisions was similar i.e. not statistically significantly different than the England average
- The mortality rate from accidents in aged 0-14 years old was similar i.e. not statistically significantly different than the national average during 2008-2010

## Domestic Abuse

Table 4.2: Incidents of Domestic Abuse (01.10.11 to 30.09.12)

Children & Family Area	SureStart Children Centre	Crime		Incident	
		number	rate per 1,000 population	number	rate per 1,000 population
Hadley Castle	Donnington	102	5.0	345	16.8
	Hadley	21	1.9	72	6.4
	Newport	98	5.6	338	19.2
	Oakengates	85	8.8	251	25.9
	St Georges	57	4.3	159	11.9
	<b>Total</b>	<b>363</b>	<b>5.0</b>	<b>1165</b>	<b>16.1</b>
Lakeside South	Brookside	22	2.8	49	6.3
	Dawley	101	7.4	277	20.3
	Sutton Hill	32	2.8	101	8.8
	Woodside	61	6.3	170	17.5
	<b>Total</b>	<b>216</b>	<b>5.1</b>	<b>597</b>	<b>14.0</b>
The Wrekin	Arleston	67	5.4	150	12.0
	Malinslee	82	4.9	274	16.2
	Newdale	38	7.0	126	23.4
	Wellington	104	5.1	318	15.6
	<b>Total</b>	<b>291</b>	<b>5.3</b>	<b>868</b>	<b>15.8</b>
<b>Borough rate</b>		<b>870</b>	<b>5.1</b>	<b>2,630</b>	<b>15.4</b>

Source: West Mercia Police, Protecting Vulnerable People Team. Note that all incidents without an postcode have been excluded.

### What is this data telling us?

- The crimes and incidents are identified as Domestic Abuse by the presence of a Domestic Abuse Interest Marker or Action Code, as recorded by West Mercia Police. Note that multiple crimes and/or incidents can occur at the same address
- 'Crimes' are all substantive chargeable offences. 'Incidents' are by definition 'no crimed' and are not chargeable, i.e. where an incident has occurred but does not quite meet the threshold for charging. Reported crimes and incidents are only a small proportion of those committed
- The SureStart Children Centre areas with the highest proportion of domestic abuse crimes is Oakengates (8.8 per 1,000 pop) and the lowest is Hadley (1.9 per 1,000 pop)

## Children subject of a Child Protection Plan

Table 4.3: Children subject of a child protection plan as at 31<sup>st</sup> March 2012

Children & Family Area	SureStart Children Centre	Children aged 0-5		Children all ages	
		Number (range)	rate per 1,000 population (0-5)	Number (range)	rate per 1,000 population (0-19)
Hadley Castle	Donnington	6-10		20-25	
	Hadley	6-10		16-20	
	Newport	0-5		6-10	
	Oakengates	0-5		0-5	
	St Georges	0-5		6-10	
	<b>Total</b>	<b>26-30</b>	<b>5</b>	<b>60-65</b>	<b>3</b>
Lakeside South	Brookside	6-10		11-15	
	Dawley	6-10		6-10	
	Sutton Hill	16-20		40-45	
	Woodside	11-15		20-25	
	<b>Total</b>	<b>40-45</b>	<b>11</b>	<b>80-85</b>	<b>7</b>
The Wrekin	Arleston	6-10		20-25	
	Malinslee	16-20		20-25	
	Newdale	6-10		16-20	
	Wellington	0-5		6-10	
	<b>Total</b>	<b>30-35</b>	<b>8</b>	<b>70-75</b>	<b>5</b>
<b>Borough rate</b>		<b>109</b>	<b>8</b>	<b>221</b>	<b>5</b>

Source: Telford & Wrekin Council Safeguarding Business Support and Information Team. Note rates have been rounded to whole numbers and numbers grouped into bandings to follow suppression rules

### What is this data telling us?

- Lakeside South area has the highest rate of children aged 0-5 and of children of all ages who are subject to a child protection plan
- The SureStart Children Centre Areas with the highest number of children aged 0-5 subject to a child protection plan on 31<sup>st</sup> March 2012 were Sutton Hill and Malinslee, both with 16-20 children. The highest number of children overall is in Sutton Hill with 40-45 children

## Children in Care

Table 4.4: Children in Care as at 09/01/13

Children & Family Area		Children aged 0-5		aged 6-19	
		Primary Address	Placement Address	Primary Address	Placement Address
Hadley Castle	Number of Children	33	13	72	56
	rate per 1,000*	6.0	2.4	13.0	10.1
Lakeside South	Number of Children	37	13	83	37
	rate per 1,000*	9.6	3.4	21.6	9.6
The Wrekin	Number of Children	16	16	72	24
	rate per 1,000*	3.7	3.7	16.9	5.6
Number of children: Address Undisclosed		<5	0	<5	0
Number of children: Placed Out of Area		0	47	0	114

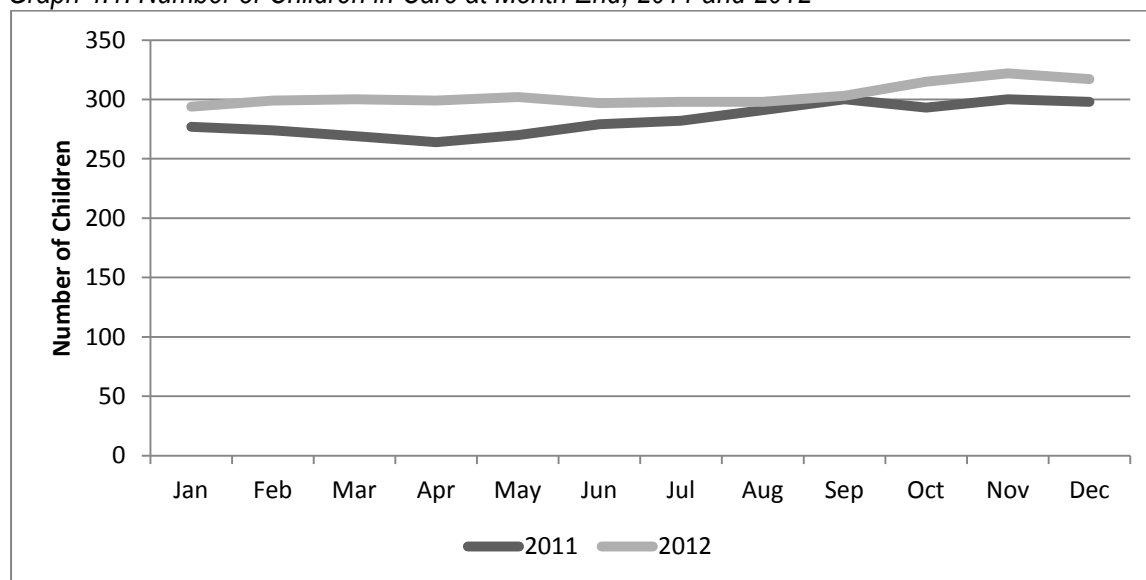
Source: Telford & Wrekin, Safeguarding Business Support and Information Team \*rate is rate per 1,000 children aged 0-5 within the locality.

Table 4.5: Children in Care at Month End

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average
<b>2011</b>	277	274	269	264	270	279	282	291	300	293	300	298	<b>283</b>
<b>2012</b>	294	299	300	299	302	297	298	298	303	315	322	317	<b>304</b>

Source: Telford & Wrekin Safeguarding Business Support and Information Team

Graph 4.1: Number of Children in Care at Month End, 2011 and 2012



Source: Telford & Wrekin, Safeguarding

Table 4.6: Number of New Children in Care Episodes by Age Group 2010 to 2012

	Age of Child					Total
	0 to 1	1 to 4	5 to 9	10 to 15	Over 16	
<b>2010</b>	30	21	16	41	5	<b>113</b>
<b>2011</b>	33	35	35	37	3	<b>143</b>
<b>2012</b>	30	27	21	39	4	<b>121</b>

Source: Telford & Wrekin, Safeguarding Business Support and Information Team

#### What is this data telling us?

- Lakeside South area has the highest rate of children aged 0-5 whose primary address is in Lakeside South who are in care (9.6 per 1,000 population aged 0-5)
- Just over half of children in care aged 0 to 5 from the borough are placed outside the borough (47 children or 52.8%)
- On average, there were 21 more children in care at the end of each month in 2012 compared to 2011

## Households in Temporary Accommodation

Table 4.7: Households in temporary accommodation as at 31/3/12

Children & Family Area	Total households		Households with dependent children*	
	Number	rate per 1,000 households	Number	rate per 1,000 households
Hadley Castle	23	0.8	13	0.5
Lakeside South	26	1.6	20	1.2
The Wrekin	17	0.8	8	0.4
<b>total</b>	<b>66</b>		<b>41</b>	

Source: Telford and Wrekin Council Housing Needs Team \*Includes pregnant females with no other dependants.

### What is this data telling us?

- This data shows the number of households placed in temporary accommodation by the Local Authority Housing Needs team as at 31/3/12, by the address of the temporary accommodation
- Of the 66 households in temporary accommodation, 41 of these (62.1%) contained dependent children
- Lakeside South Children & Family area has the highest proportion of households in temporary accommodation at 1.6 per 1,000 households, with 1.2 per 1,000 having dependent children

# ENJOYING AND ACHIEVING

## Early Years Foundation Stage Attainment

Table 5.1: Early Years Foundation Stage Attainment of schools within each area

Children & Family Area	SureStart Children Centre	% children achieving at least 78 points across the EYFSP and scored at least 6 in CLL & PSE			% gap between lowest achieving 20% in EYFSP and the rest		
		2009/10	2010/11	2011/12	2009/10	2010/11	2011/12
Hadley Castle	Donnington	54.4	54.2	55	29.4	29.7	32.4
	Hadley	44.4	30.6	49.5	29.6	27.2	31.7
	Newport	64.5	63.9	70.4	27.5	23.5	18.8
	Oakengates	43	50.6	50.5	17.3	27.4	17.0
	St Georges	51.4	54.1	63.4	37.3	27.9	21.4
	<b>Total</b>	<b>54.0</b>	<b>55.4</b>	<b>59.7</b>	-	-	-
Lakeside South	Brookside	66.3	53.8	62.8	30.7	30.8	28.5
	Dawley	60.9	53.9	61.6	26.8	24.9	29.8
	Sutton Hill	52	46.6	57.4	25.6	27.6	29.3
	Woodside	46.3	59.1	55.2	31.4	15.5	30.6
	<b>Total</b>	<b>57.1</b>	<b>53.4</b>	<b>59.0</b>	-	-	-
The Wrekin	Arleston	18.3	24.6	13	33.8	27.7	25.1
	Malinslee	46.3	43.3	44.5	34.1	29.3	28.8
	Newdale	47.7	53.5	57.7	16.3	21.3	30.8
	Wellington	62.8	56.4	59.4	25.7	25	27.6
	<b>Total</b>	<b>50.0</b>	<b>48.2</b>	<b>48.8</b>	-	-	-
	<b>Telford &amp; Wrekin</b>	<b>52.5</b>	<b>52</b>	<b>54.9</b>	<b>32.4</b>	<b>29.2</b>	<b>31.2</b>
	<b>England Avg.</b>	<b>56</b>	<b>59</b>	<b>64</b>	<b>32.7</b>	<b>31.4</b>	<b>30.1</b>

Source – Telford and Wrekin Council. EYFS = Early Years Foundation Stage, CLL = Communication, Language & Literacy, PSE = Personal, Social & Emotional development

### What is this data telling us?

- Attainment of young people completing EYFS across the borough is improving (52.5% in 09/10 to 54.9% in 11/12) but remains below the England average for 2011/12 (64.0%)
- Attainment of 78 points (incl. 6+ in CLL / PSE) was highest at schools in the Newport SureStart Children Centre area (70.4%). Schools in the SureStart Children Centre areas of Arleston, Malinslee, Oakengates and Hadley achieved less than the borough average (13.0%, 44.5%, 50.5%, 49.5%, borough 54.9%)
- The ‘% gap between lowest achieving 20% in EYFSP and the rest’ measures the gap between the lowest achieving 20% of children and the median. This shows the spread of the results and should be used to create a picture of attainment alongside the overall attainment levels – generally, a smaller percentage can show a positive (in Newport the % gap is low at 18.8% and overall attainment is high), however a low or reducing gap can also reflect a reducing median (in Arleston, for example)

## Year 1 Phonics

Table 5.2: Phonics attainment 2012

Children & Family Area	SureStart Children Centre	% of children achieving Expected level in Phonics
Hadley Castle	Donnington	55.9%
	Hadley	42.2%
	Newport	54.2%
	Oakengates	50.6%
	St Georges	47.8%
	<b>Total</b>	<b>50.8%</b>
Lakeside South	Brookside	52.4%
	Dawley	51.4%
	Sutton Hill	56.4%
	Woodside	57.4%
	<b>Total</b>	<b>54.5%</b>
The Wrekin	Arleston	55.3%
	Malinslee	43.1%
	Newdale	54.2%
	Wellington	57.1%
	<b>Total</b>	<b>51.4%</b>
<b>Telford &amp; Wrekin</b>		<b>51%</b>
<b>England Avg.</b>		<b>58%</b>

Source: Telford & Wrekin Council

### What is this data telling us?

- 2012 was the first year that children undertook a Phonics assessment at the end of Year 1
- None of the Children & Family areas or SureStart Children Centre areas exceeded the England Average rate (58%)
- The highest attainment in the Phonics assessment was in Lakeside South Children & Family area, with the Woodside SureStart Children Centre area achieving the highest rate (57.4%)
- The lowest attainment in the Phonics assessment was in Hadley SureStart Children Centre area (42.2%)

## Key Stage 1 Attainment

Table 5.3: Key Stage 1 Attainment 2012

Children & Family Area	SureStart Children Centre	% of children achieving L2+ in 2012			
		Maths	Reading	Writing	Speaking and Listening
Hadley Castle	Donnington	92.9	89.4	85.8	91.1
	Hadley	84.3	81.0	77.8	75.8
	Newport	94.6	91.2	91.9	93.2
	Oakengates	85.9	80.8	73.7	85.9
	St Georges	85.3	84.2	76.8	88.4
	<b>Total</b>	<b>89.7</b>	<b>86.4</b>	<b>82.8</b>	<b>87.5</b>
Lakeside South	Brookside	88.7	84.9	84.0	87.7
	Dawley	89.9	83.2	80.5	85.9
	Sutton Hill	90.7	80.6	75.9	86.1
	Woodside	91.3	81.1	78.0	87.4
	<b>Total</b>	<b>90.2</b>	<b>82.4</b>	<b>79.6</b>	<b>86.7</b>
The Wrekin	Arleston	87.2	87.2	80.1	84.0
	Malinslee	89.4	82.6	77.8	79.7
	Newdale	91.0	87.2	84.6	87.2
	Wellington	92.2	91.2	86.0	92.2
	<b>Total</b>	<b>89.9</b>	<b>86.9</b>	<b>81.7</b>	<b>85.5</b>
<b>Telford &amp; Wrekin</b>		<b>89.0</b>	<b>85.0</b>	<b>81.0</b>	<b>86.0</b>
<b>England Avg.</b>		<b>91.0</b>	<b>87.0</b>	<b>83.0</b>	<b>88.0</b>

Source – Telford and Wrekin Council

### What is this data telling us?

- At the end of Key Stage 1 children are assessed as to whether they achieve Level 2+ in Maths, Reading, Writing and Speaking & Listening
- The highest percentage of children achieving Level 2+ in all subjects was Newport (with Wellington achieving the same percentage for Reading)
- By SureStart Children Centre, the lowest percentage of pupils achieving Level 2+ in Maths was Hadley (84.3%), in Reading was Sutton Hill (80.6%), in Writing was Oakengates (73.7%) and in Speaking & Listening was Hadley (75.8%)

## Key Stage 2 Attainment

Table 5.4: Key Stage 2 Attainment 2011 and 2012

Children & Family Area	SureStart Children Centre	% of children achieving L4+ in English and Maths	
		2011	2012
Hadley Castle	Donnington	80.2%	83.2%
	Hadley	59.0%	69.5%
	Newport	83.9%	89.9%
	Oakengates	67.9%	76.1%
	St Georges	83.8%	86.4%
	<b>Total</b>	<b>75.4%</b>	<b>81.9%</b>
Lakeside South	Brookside	74.3%	86.3%
	Dawley	77.4%	62.9%
	Sutton Hill	73.0%	76.9%
	Woodside	67.4%	76.6%
	<b>Total</b>	<b>73.0%</b>	<b>74.5%</b>
The Wrekin	Arleston	52.9%	71.0%
	Malinslee	63.9%	70.6%
	Newdale	78.5%	67.9%
	Wellington	78.5%	86.5%
	<b>Total</b>	<b>68.3%</b>	<b>76.3%</b>
<b>Telford &amp; Wrekin</b>		<b>74.0%</b>	<b>80%</b>
<b>England Avg.</b>		<b>74.0%</b>	<b>80%</b>

Source: Telford & Wrekin Council

### What is this data telling us?

- At Key Stage 2 the number of children achieving Level 4+ is measured
- Attainment at a national and borough level increased between 2011 and 2012. At SureStart Children Centres attainment at Key Stage 2 increased in all areas but Newdale and Dawley
- In 2012 the highest attainment rate at Key Stage 2 was in Newport (89.9%) and the lowest was Dawley (62.9%)

# ECONOMIC WELLBEING

## Deprivation

Table 6.1: Estimated number of Children Aged 0 to 5 living in neighbourhoods ranked in the 30% most deprived neighbourhoods (IMD) in England by Children's Centre as at 31.08.12

Children & Family Area	SureStart Children Centre	Estimated number of children aged 0-5 living in the 30% most deprived areas of the country (using Index of Multiple Deprivation)	
		number	%
Hadley Castle	Donnington	730	43.0%
	Hadley	950	79.5%
	Newport	0	0.0%
	Oakengates	470	66.8%
	St Georges	110	11.0%
	<b>Total</b>	<b>2,260</b>	<b>40.9%</b>
Lakeside South	Brookside	430	57.3%
	Dawley	300	24.4%
	Sutton Hill	650	77.2%
	Woodside	880	86.0%
	<b>Total</b>	<b>2,260</b>	<b>58.8%</b>
The Wrekin	Arleston	670	65.3%
	Malinslee	1,190	75.1%
	Newdale	270	53.2%
	Wellington	50	4.3%
	<b>Total</b>	<b>2,180</b>	<b>51.0%</b>
<b>Borough total</b>		<b>6,700</b>	<b>49.1%</b>

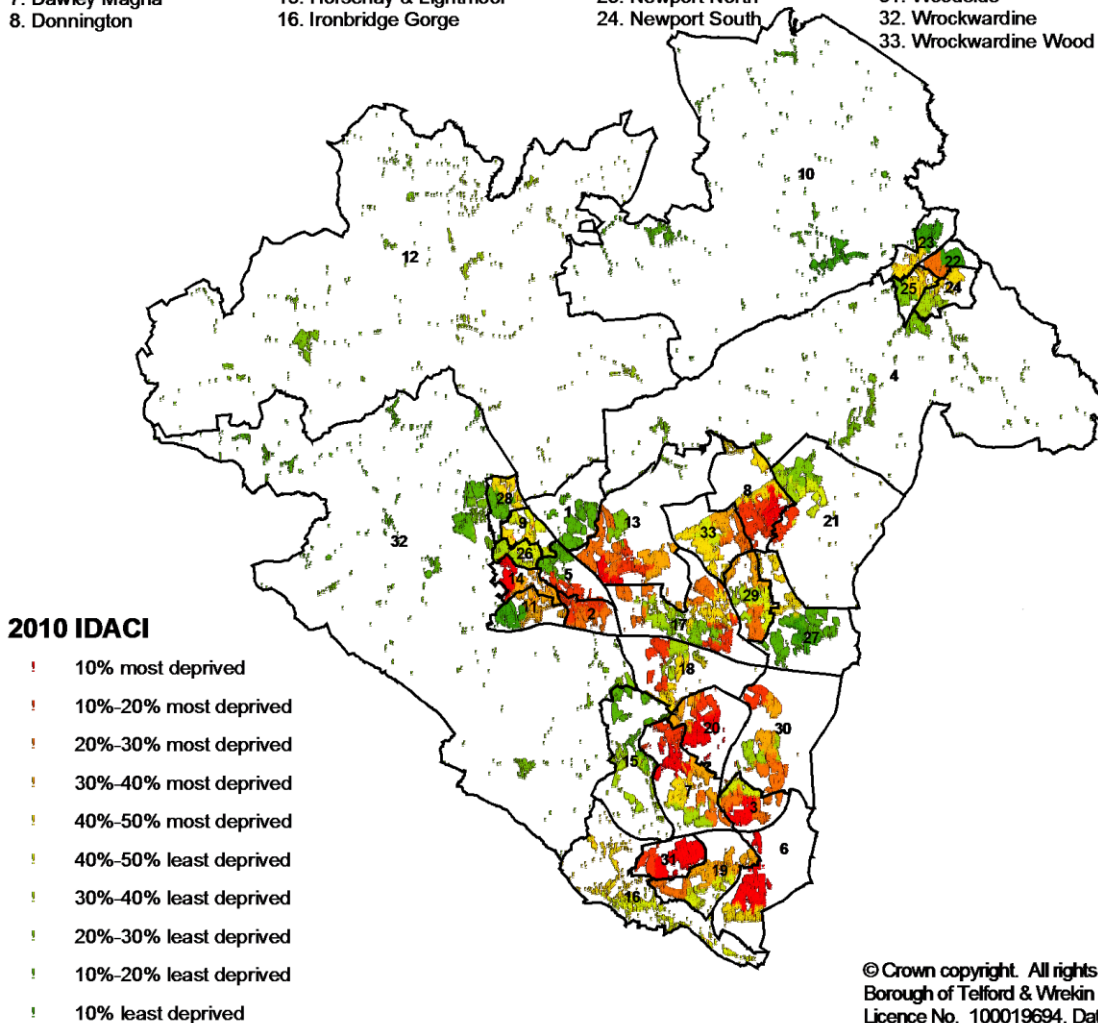
Source – T&W GP Patient Register 2012, [Deprivation IMD](#) IDACI domain. All numbers have been independently rounded to the nearest 10

### What is this data telling us?

- Telford and Wrekin is in the top 30% most deprived Local Authorities in the West Midlands and the top 40% most deprived nationally
- Across Telford and Wrekin there are pockets of nationally significant deprivation but also of affluence (see map overleaf). More deprived areas are typically concentrated in the urban areas of the borough, often around new town estates
- Almost half (49.1%) of the borough's 0-5 population live in areas ranked in the 30% most deprived nationally
- The four children's centres with the highest proportion of their 0-5 population living in areas ranked in the 30% most deprived nationally are Woodside (86.0%), Hadley (79.5%), Sutton Hill (77.2%) and Malinslee (75.1%). Conversely, none of the children aged 0-5 who live in the Newport SureStart Children Centre area live in the 30% most deprived areas

Map 6.1: : Income deprivation affecting children 2010 – Super Output Areas in Telford and Wrekin (overlaid with ward boundaries)

- |                              |                          |                         |                                |
|------------------------------|--------------------------|-------------------------|--------------------------------|
| 1. Apley Castle              | 9. Dothill               | 17. Ketley & Oakengates | 25. Newport West               |
| 2. Arleston                  | 10. Edgmond              | 18. Lawley & Overdale   | 26. Park                       |
| 3. Brookside                 | 11. Ercall               | 19. Madeley             | 27. Priorslee                  |
| 4. Church Aston & Lilleshall | 12. Ercall Magna         | 20. Malinslee           | 28. Shawbirch                  |
| 5. College                   | 13. Hadley & Leegomery   | 21. Muxton              | 29. St. Georges                |
| 6. Cuckoo Oak                | 14. Haygate              | 22. Newport East        | 30. The Nedge                  |
| 7. Dawley Magna              | 15. Horsehay & Lightmoor | 23. Newport North       | 31. Woodside                   |
| 8. Donnington                | 16. Ironbridge Gorge     | 24. Newport South       | 32. Wrockwardine               |
|                              |                          |                         | 33. Wrockwardine Wood & Trench |



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Source: [Telford and Wrekin Index of Multiple Deprivation Report 2010](#)

## Job Seekers' Allowance Claimants

Table 6.2: Number of People Claiming Job Seekers Allowance by Locality

Children & Family Area	SureStart Children Centre	Claiming JSA			
		number	%	male	female
Hadley Castle	Donnington	500	3.9%	314	186
	Hadley	337	4.7%	206	131
	Newport	180	1.6%	119	61
	Oakengates	259	4.4%	167	92
	St Georges	249	2.9%	157	92
	<b>Total</b>	<b>1,525</b>	<b>3.4%</b>	<b>963</b>	<b>562</b>
Lakeside South	Brookside	307	6.1%	194	113
	Dawley	356	4.1%	195	161
	Sutton Hill	444	6.3%	296	148
	Woodside	420	6.9%	265	155
	<b>Total</b>	<b>1,527</b>	<b>5.7%</b>	<b>950</b>	<b>577</b>
The Wrekin	Arleston	374	5.0%	231	143
	Malinslee	586	5.4%	374	212
	Newdale	149	4.3%	97	52
	Wellington	234	1.8%	154	75
	<b>Total</b>	<b>1,343</b>	<b>3.9%</b>	<b>856</b>	<b>482</b>
<b>Borough rate</b>		<b>4,395</b>	<b>4.2%</b>	<b>2,769</b>	<b>1621</b>
<b>West Midlands rate</b>		-	<b>4.6%</b>	-	-
<b>National rate</b>		-	<b>3.8%</b>	-	-

Source: [ONS claimant count November 2012](#) Note: rates by children's centre use the T&W population model estimated population 18-64, therefore a slightly different denominator to the borough and national rates.

### What is this data telling us?

- The numbers of people claiming Job Seekers' Allowance (JSA) is often used as an indication of unemployment levels as it is available at a much more detailed level than overall (modelled) unemployment rates (however, it should be noted that overall unemployment is higher)
- The number of people claiming JSA in Telford and Wrekin (4.2%) is higher than the national rate (3.8%) but lower than regionally (4.6%)
- The three SureStart Children Centre areas with the highest proportion of working age adults claiming JSA are Woodside (6.9%), Sutton Hill (6.3%) and Brookside (6.1%), all of which are in the Lakeside South area
- Newport and Wellington SureStart Children Centres have the lowest proportion of working age adults claiming JSA (1.6% and 1.8% respectively)

## Young People Claiming Job Seekers' Allowance

Table 6.3: Young People aged 16-24 claiming JSAs as a proportion of all people aged 16-24

Children & Family Area	SureStart Children Centre	JSA claimants aged 16-24	
		number	%
Hadley Castle	Donnington	165	7.4%
	Hadley	105	7.6%
	Newport	45	1.5%
	Oakengates	95	9.0%
	St Georges	65	4.6%
	<b>Total</b>	<b>475</b>	<b>5.2%</b>
Lakeside South	Brookside	115	12.6%
	Dawley	115	7.0%
	Sutton Hill	130	10.8%
	Woodside	140	12.2%
	<b>Total</b>	<b>500</b>	<b>10.2%</b>
The Wrekin	Arleston	115	9.3%
	Malinslee	205	10.6%
	Newdale	45	7.1%
	Wellington	90	3.9%
	<b>Total</b>	<b>455</b>	<b>7.4%</b>
<b>Borough</b>		<b>1430</b>	<b>7.1%</b>
<b>National</b>		<b>-</b>	<b>5.7%</b>

Source: ONS Claimant Count March 2013, population aged 16-24 from the [2011 Census](#)

### What is this data telling us?

- The numbers of people claiming Job Seekers' Allowance (JSA) is often used as an indication of unemployment levels as it is available at a much more detailed level than overall (modelled) unemployment rates (however, it should be noted that overall unemployment is higher)
- The number of people aged 16-24 in Telford and Wrekin claiming JSA is higher than the national rate (7.1% compared to 5.7%)
- The SureStart Children Centre areas with the highest proportion of people aged 16-24 claiming JSA are Brookside (12.6%), Woodside (12.2%), Sutton Hill (10.8%) and Malinslee (10.6%). The top three are all located in the Lakeside South Children and Families area
- The area with the lowest rate of people 16-24 claiming JSA is Newport, although this is in part due to the high population in that area aged 16-24 from Harper Adams University.

## People Aged 16-19 Not in Education, Employment or Training (NEETS)

Table 6.4: Not in education, employment or training (aged 16-19)

Children & Family Area	SureStart Children Centre	NEET aged 16-19	
		number	%
Hadley Castle	Donnington	55	5.2%
	Hadley	29	4.7%
	Newport	15	1.1%
	Oakengates	24	5.2%
	St Georges	21	3.2%
	<b>Total</b>	<b>144</b>	<b>3.4%</b>
Lakeside South	Brookside	22	5.4%
	Dawley	32	4.8%
	Sutton Hill	44	8.4%
	Woodside	53	9.2%
	<b>Total</b>	<b>151</b>	<b>6.9%</b>
The Wrekin	Arleston	47	6.9%
	Malinslee	56	6.3%
	Newdale	12	4.1%
	Wellington	32	3.1%
	<b>Total</b>	<b>147</b>	<b>5.1%</b>
<b>Borough</b>		<b>442</b>	<b>4.8%</b>

Source: Telford and Wrekin Council, March 2013

### What is this data telling us?

- NEET is a measure of those young people aged 16-19 who are not in education, employment or training
- The NEET rate is highest in the Lakeside South Children and Family area, with 6.9% of 16-19 year olds in the area not in education, employment or training
- Lakeside South also contains the two SureStart Children Centre areas with the highest NEET rate, Woodside (9.2%) and Sutton Hill (8.4%)
- The lowest rate of NEET is in Newport SureStart Children Centre area, although this is in part due to a high population aged 16-19 in that area at Harper Adams University

## Number of Children in Out of Work Benefit Claimant Households

Table 6.3: Number of Children Living in Out of Work Benefit Claimant Households by Children's Centre and % of 0-4 year olds living in workless households as a percentage of children resident in each Children's Centre Area.

Children & Family Area	SureStart Children Centre	Age					total under 18 in workless households number
		0-4		5 -10	11 - 15	16-18	
		number	%	number	number	number	
Hadley Castle	Donnington	375	26.5%	400	255	130	1160
	Hadley	285	28.5%	260	220	95	860
	Newport	85	10.7%	95	75	40	295
	Oakengates	195	32.9%	135	100	45	475
	St Georges	150	18.8%	120	100	55	425
	<b>Total</b>	<b>1090</b>	<b>23.7%</b>	<b>1010</b>	<b>750</b>	<b>365</b>	<b>3215</b>
Lakeside South	Brookside	265	42.0%	240	185	75	765
	Dawley	220	21.1%	195	140	60	615
	Sutton Hill	320	44.4%	240	195	65	820
	Woodside	430	50.5%	390	285	100	1205
	<b>Total</b>	<b>1235</b>	<b>38.1%</b>	<b>1065</b>	<b>805</b>	<b>300</b>	<b>3405</b>
The Wrekin	Arleston	215	25.0%	235	185	85	720
	Malinslee	230	17.4%	230	175	75	710
	Newdale	125	30.0%	125	75	30	355
	Wellington	110	11.8%	120	115	55	400
	<b>Total</b>	<b>680</b>	<b>19.2%</b>	<b>710</b>	<b>550</b>	<b>245</b>	<b>2185</b>
<b>Borough Rate</b>		<b>3005</b>	<b>26.4%</b>	<b>2785</b>	<b>2105</b>	<b>980</b>	<b>8875</b>

Source DWP May 2011

### What is this data telling us?

- Workless households are households where no-one aged 16 or over is in employment. These members may be unemployed or inactive. Inactive members may be unavailable to work because of family commitments, retirement or study, or unable to work through sickness/disability
- Over a quarter (26.4%) of 0-4 year olds are estimated to live in workless households, around 3005 children in the Borough
- The rate of children aged 0-4 living in workless households in Telford and Wrekin is notably higher in the Lakeside South Children & Family area (38.1%), which contains the all three of the SureStart Children Centre areas with the highest percentage of 0-4 year olds living in workless households – Woodside (50.5%), Sutton Hill (44.4%) and Brookside (42.0%)
- The lowest rates of children aged 0-4 living in workless households are in the Newport and Wellington SureStart Children Centre areas (10.7% and 11.8% respectively)

## Households claiming benefits (Housing or Council Tax) with Dependent children under 20

Table 6.4: Household Claiming Housing or Council Tax Benefits (as at 10/10/12)

Children & Family Area	SureStart Children Centre	total households in area	Households claiming housing or council tax benefit	
			Numbers	%
Hadley Castle	Donnington	7,990	891	11.2%
	Hadley	4,387	640	14.6%
	Newport	7,035	258	3.7%
	Oakengates	4,047	392	9.7%
	St Georges	4,970	317	6.4%
	<b>Total</b>	<b>28,429</b>	<b>2,498</b>	<b>8.8%</b>
Lakeside South	Brookside	2,671	528	19.8%
	Dawley	5,702	575	10.1%
	Sutton Hill	4,696	617	13.1%
	Woodside	3,604	831	23.1%
	<b>Total</b>	<b>16,672</b>	<b>2,551</b>	<b>15.3%</b>
The Wrekin	Arleston	5,512	589	10.7%
	Malinslee	6,024	1031	17.1%
	Newdale	1,964	223	11.4%
	Wellington	7,971	324	4.1%
	<b>Total</b>	<b>21,469</b>	<b>2,167</b>	<b>10.1%</b>
<b>Borough Rate</b>		<b>66,571</b>	<b>7,216</b>	<b>10.8%</b>

Source: Telford and Wrekin Council

### What is this data telling us?

- 10.8% of households in Telford and Wrekin claim housing or Council Tax benefit.
- The highest claimant rates can be seen in Woodside (23.1%), Brookside (19.8%) and Malinslee (17.1%) SureStart Children Centre areas
- The lowest claimant rates can be seen in Newport (3.7%), Wellington (4.1%) and St Georges (6.4%)

## Children Eligible for Free School Meals

Table 6.5: Children (school years Y1-Y11) Eligible for Free School Meals

Children & Family Area	SureStart Children Centre	Eligible for Free School Meals	
		Number	%
Hadley Castle	Donnington	522	20.4%
	Hadley	401	24.1%
	Newport	131	7.6%
	Oakengates	179	17.8%
	St Georges	145	14.9%
	<b>Total</b>	<b>1378</b>	<b>35.4%</b>
Lakeside South	Brookside	342	40.4%
	Dawley	265	19.9%
	Sutton Hill	256	32.2%
	Woodside	425	47.6%
	<b>Total</b>	<b>1288</b>	<b>33.0%</b>
The Wrekin	Arleston	365	23.1%
	Malinslee	579	31.2%
	Newdale	137	19.9%
	Wellington	151	6.6%
	<b>Total</b>	<b>1232</b>	<b>31.6%</b>
<b>Grand Total</b>		<b>3898</b>	<b>21.4%</b>

Source: Telford & Wrekin School Census January 2012

### What is this data telling us?

- The number of children attending schools in each SureStart Children Centre area who claim Free School Meals (FSM) gives a further indication of the proportion of children living in families with lower incomes.
- The highest rates for the proportion of school children claiming FSM are all in Lakeside South – Woodside (47.6%), Brookside (40.4%) and Sutton Hill (32.2%) compared to the borough rate of 21.4%
- The SureStart Children Centre areas with the lowest rates of children claiming FSM are Wellington (6.6%) and Newport (7.6%)

## Households in Fuel Poverty

Table 6.6: Households in fuel poverty 2010

Children & Family Area	SureStart Children Centre	Number of households in fuel poverty	
		number	%
Hadley Castle	Donnington	1446	18.0%
	Hadley	810	17.5%
	Newport	1206	17.1%
	Oakengates	763	18.6%
	St Georges	686	13.2%
	<b>total</b>	<b>4,911</b>	<b>16.9%</b>
Lakeside South	Brookside	395	14.6%
	Dawley	809	14.3%
	Sutton Hill	738	17.7%
	Woodside	688	19.1%
	<b>total</b>	<b>2,630</b>	<b>16.3%</b>
The Wrekin	Arleston	1164	20.6%
	Malinslee	1,008	16.8%
	Newdale	380	14.8%
	Wellington	1186	14.6%
	<b>total</b>	<b>3,738</b>	<b>16.8%</b>
<b>Borough total</b>		<b>11,279</b>	<b>16.7%</b>

Source: Department for Energy and Climate Change, released Jan 2013

### What is this data telling us?

- A household is said to be fuel poor if it needs to spend more than 10 percent of its income on fuel to maintain an adequate standard of warmth
- Fuel poverty across the three Children & Family areas is similar, with all three close to the Borough rate.
- The four SureStart Children Centre areas showing the highest proportion of households in fuel poverty are Arleston (20.6%), Woodside (19.1%), Oakengates (18.6%) and Donnington (18.0%).

# FURTHER INFORMATION

## Source Data Notes

section	data	Source data and Notes
<b>Population</b>	Estimated Population aged 0-5 and Population by Gender	Various baselines are available to estimate the population of the borough. This report uses the T&W GP Patient register of resident population to estimate the number of children aged 0-5. The number of 0-year-olds was estimated up (due to the date of the report and the delay in people registering with their GP) to align closer with the birth rate for the year. Ages are calculated as at 31 <sup>st</sup> August 2012 to align to the OFSTED Children's Centre criteria for 'children'.
	Population Age 0-19	Source – <a href="#">Telford &amp; Wrekin population model 2011</a> , ward based populations
	Ethnicity of school aged children	The school Census January 2012 has been used to give the best indicator of ethnicity in the younger population of the borough, which is known to be higher than that of the general population. Data is children from year 1 to year 11 (inclusive).
	Disabled children aged 0-5	Data in this table is an estimate of the numbers of children based on the prevalence rates in the <a href="#">Chimat Disability Needs Assessment</a> 2012 rates for Telford & Wrekin: Rate for 0-4 year olds has been applied to the numbers in each area aged 0-5: Mild disability/long standing illness 0-4 M = 14%, F = 13%, Severe disability M = 12 per 10,000, F = 8 per 10,000.
	Ethnic Group – White: Gypsy or Irish Traveller and Lone Parent Households	Source – <a href="#">2011 Census</a> .
<b>Being Healthy</b>	Smoking at the Time of Delivery	Source = the <a href="#">health &amp; social care information centre</a> , Lifestyle Statistics 2012
	Teenage Pregnancy	<a href="#">Chimat Profile</a> 2013 and <a href="#">East Midlands EMPHO</a> ward level teenage pregnancy mapping tool
	Breastfeeding	Source = the <a href="#">health &amp; social care information centre</a> , Lifestyle Statistics 2012
	Immunisation and Vaccination	Source = the <a href="#">health &amp; social care information centre</a> , screening and immunisation statistics
	Obesity	Source = National Child Measurement Programme. Data has been reported at Middle Super Output Area (MSOA). These do not align directly to wards, but best-fit has been used to align to Children's centre areas
<b>Staying Safe</b>	Emergency Admissions	Source = <a href="#">Hospital Episode Statistics</a> . Data has been reported at Middle Super Output Area (MSOA). These do not align directly to wards, but best-fit has been used to align to Children's centre areas
	Domestic Abuse	Source = West Mercia Police protecting Vulnerable People Team
	Children in Care and Child Protection – all tables	Source = Telford & Wrekin Council Safeguarding Business Support and Information Team, from the Protocol IT system.
	Households in Temporary Accommodation	Telford & Wrekin Council Academy System. Report produced by Delivery & Planning.
<b>Enjoying and Achieving</b>	All Attainment data	Source = Keyphas. Reports produced by Delivery & Planning. Alignment to areas is based on those schools within each SureStart Children Centre area as per table 1.1
<b>Economic Wellbeing</b>	Deprivation	Source = T&W GP Patient Register-based population estimates (used in 'Population' section) and the postcodes of the children have been cross referenced to the Index of Multiple Deprivation 2010, counting all children who live in the 30% most deprived areas nationally
	Job Seekers Allowance	Source – ONS Claimant count November 2012.
	NEETS	Source = Telford & Wrekin Council
	Workless Households	Department for Work & Pensions count, May 2011
	Households claiming benefits	Source = Telford & Wrekin Council count of households claiming either Housing or Council Tax benefits, as at 10/10/12
	Free School Meals	All children attending school as at the January 2012 Census. Alignment to SureStart Children Centre area is based on those schools within each area, as per table 1.1
	Households in fuel poverty	Sourced from the Department of Energy and Climate Change Sub Regional Fuel Poverty modelled estimates for 2010, released January 2013

## Further information Sources

The Facts and figures website [www.telford.gov.uk/factsandfigures](http://www.telford.gov.uk/factsandfigures) provides more detailed information, data and intelligence about Telford and Wrekin. This includes:

- Population profiles
- Census data and profiles
- Ward profiles
- Economic Profile
- Education Profiles
- Health and Care data
- The Joint Strategic Needs Assessment Process

### **For more information on data, facts and figures contact the Delivery and Planning Team:**

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Addenbrooke House  
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**Tel:** 01952 380131

**Email:** [delivery&planning@telford.gov.uk](mailto:delivery&planning@telford.gov.uk)

### **For more information on Children and Family Services contact the Family Connect Team:**

**Tel:** 01952 385385

**Email:** [familyconnect@telford.gov.uk](mailto:familyconnect@telford.gov.uk)

**Website:** <http://www.familyconnecttelford.co.uk>