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Please note there were some changes to ward boundaries in 2022/23 which are not reflected in this profile due to not all data being updated annually.

Early Education and Childcare District Profile 2024

East Staffordshire



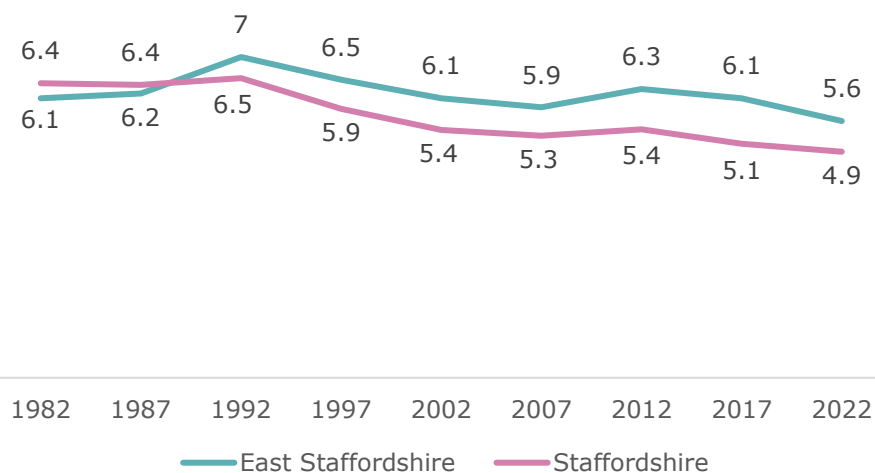
Population

In 2022 the population of Staffordshire stood at 886,300, a rise in the last 40 years of more than 15% from 765,300 in 1982. All but one district has seen a population rise in this period, but not all by the same amount or the same pace. In East Staffordshire the overall population has grown from 95,700 to 125,800.

However while there has been an overall rise this has been largely due to our ageing population and actually as you will see below the percentage of children aged 0-4 has actually fallen.

In East Staffordshire there has been a rise from 5,800 children aged 0-4 to 7,100 in 2022 compared to 1982. But a fall in the percentage to 5.6% of the population in the district is under 5 compared to 6.1% previously.

Percentage of children aged 0-4



	Age 0	Age 1	Age 2	Age 3	Age 4
Abbey	27	22	29	21	35
Anglesey	133	123	114	126	128
Bagots	25	19	16	27	11
Branston	110	92	86	127	108
Brizlincote	33	42	43	52	48
Burton	76	59	70	76	50
Churnet	20	17	16	23	28
Crown	26	24	14	28	17
Eton Park	138	137	147	137	127
Heath	77	76	85	79	82
Horninglow	113	104	113	122	141
Needwood	53	46	50	68	64
Rolleston on Dove	14	26	25	25	31
Shobnall	139	124	124	124	142
Stapenhill	89	93	104	109	98
Stretton	51	77	75	65	82
Town	75	92	69	70	71
Tutbury and Outwoods	65	62	70	64	74
Weaver	20	11	17	26	27
Winshill	81	101	112	115	108
Yoxall	13	16	22	23	17
East Staffordshire	1,378	1,363	1,401	1,507	1,489

In 2023 1,311 babies were born in East Staffordshire

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East Staffordshire

Population

Indicator	Time period	East Staffordshire	Staffordshire	West Midlands	England
Life expectancy at birth - males (years)	2018-2020	78.2	79.3	78.5	79.4
Life expectancy at birth - females (years)	2018-2020	82.5	83.1	82.5	83.1
Percentage under five	Census 2021	5.60%	5.00%	5.60%	5.40%
Percentage of population from ethnic minority group (excluding white minorities)	Census 2021	13.70%	6.40%	23.00%	19.00%
Percentage of residents aged 3 and over who state English as their main language	Census 2021	90.00%	96.50%	91.00%	90.80%
% children aged 3-4 in 20% most deprived postcodes	2023	21.00%	13.71%	29.90%	19.90%
% children aged 3-4 in 20% least deprived postcodes	2023	23.00%	23.10%	n/a	n/a
Lone parent households	Census 2021	9.90%	9.60%	11.80%	11.10%
Average house price	2021	£210,000	£220,000	£225,000	£285,000
Average gross annual residence-based earnings	2021	£28,232	£30,533	£29,799	£31,490
Owner occupied households	Census 2021	66.80%	70.50%	62.80%	61.30%
Privately rented households	Census 2021	19.50%	14.60%	17.90%	20.50%
Socially rented households	Census 2021	12.90%	14.10%	18.20%	17.10%
Households with no central heating	Census 2021	1.60%	1.00%	1.50%	1.50%
Access to private transport - households with no cars or vans	Census 2021	18.50%	15.70%	21.50%	23.50%

- ⇒ Life expectancy lower for men and woman in East Staffordshire.
- ⇒ 14% of East Staffordshire residents are from ethnic minority groups.
- ⇒ House prices are lower than the Staffordshire average.
- ⇒ Household income is lower in East Staffordshire than overall in Staffordshire.
- ⇒ Less households in East Staffordshire own their own home compared to Staffordshire.
- ⇒ Less families have access to a car than in Staffordshire but more than in England overall.
- ⇒ More than one in five children under five years live in the 20% most deprived postcodes in the UK.
- ⇒ 10% of families do not speak English as their first language.

Early Education and Childcare District Profile 2024

East Staffordshire

Education and Attainment

EYFSP results for East Staffordshire 2023 by percentage

	East Staffordshire						Staffordshire						
	All	FSM	Non FSM	Autumn Born	Spring Born	Summer Born	All	Boys	Girls	All SEN	EHCP	SEN Support	No SEN
All prime areas	74	60	77	78	75	70	77	69	84	22	3	27	82
All specific areas	68	50	72	74	70	61	69	62	76	19	2	24	74
Communication and language	78	65	80	81	78	75	82	76	87	30	4	37	87
Personal, social and emotional development	83	72	85	85	85	80	85	79	91	32	4	40	90
Physical development	85	76	87	89	85	81	86	80	92	39	5	48	91
Literacy	70	52	74	75	71	64	71	65	78	22	2	28	77
Mathematics	76	63	79	83	77	70	79	76	82	35	4	43	83
Understanding the world	79	65	82	83	77	76	82	78	86	35	6	43	88
Expressive arts and design	84	76	86	87	84	81	86	80	92	40	5	49	91
Good level of development	68	51	71	74	69	61	69	62	76	18	2	22	74

The table opposite shows the percentage of children achieving a Good Level of Development based on where they live in terms of the most to least deprived areas. 60% of children living in the 20% most deprived postcode areas achieved a good level of development (GLD) compared to 68% of those living in East Staffordshire overall.

In total there was a 19 percentage point difference between the least and most deprived areas.

IMD (1 being the most deprived)	Boys	Girls	Total
1	0	0	0
2	66	55	60
3	52	62	57
4	44	76	60
5	61	78	69
6	55	78	66
7	64	74	69
8	64	73	68
9	69	84	77
10	79	78	79
All	62	73	68

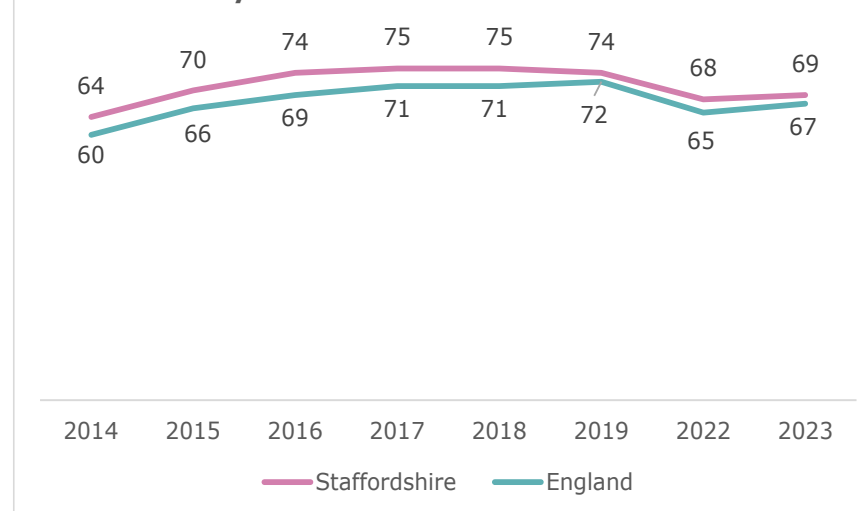
Early Education and Childcare District Profile 2024

East Staffordshire

Education and Attainment

Indicator	Time period	East Staffordshire	Staffordshire	West Midlands	England
School readiness (Early Years Foundation Stage)	2022	67.00%	67.50%	63.70%	65.20%
% of children aged 3-4 in receipt of Early Years Pupil Premium	2023	16.00%	16.41%	n/a	n/a
FSM Primary %	2023	18	18	n/a	n/a
Receiving Pupil Premium %	2023	15	16	n/a	n/a
SEN Support Primary	2023	12	12	n/a	n/a

GLD Trend Analysis



Staffordshire EYFSP areas of learning 2014-2023*

Area of Learning	2014	2015	2016	2017	2018	2019	2022	2023
Communication and Language	80	83	85	84	84	84	82	82
Physical Development	88	88	89	88	88	88	85	86
Personal, Social & Emotional	83	85	87	87	87	87	84	85
Literacy	69	73	76	76	76	76	70	71
Mathematics	75	78	80	81	81	81	78	79
Understanding the World	82	83	86	85	86	86	82	82
Expressive Art and Design	85	86	87	88	88	88	85	86

- GLD similar in East Staffordshire than overall in county.
- Higher % of children eligible for Free School Meals, Pupil Premium and Early Years PP as average in the county.

* No data collection in 2020 or 2021 due to COVID

Early Education and Childcare District Profile 2024

East Staffordshire



Think2 Take Up

Think2 has been in place for a number of years. Its aim to provide children aged two from a disadvantaged background with 15 hours per week (38 weeks) of high quality early education to ensure those children get the best start. Families are eligible if they are either not working or working and receiving a low income and would not otherwise be able to afford childcare. Since its rollout thousands of children in Staffordshire have benefitted.

	Eligible families	Take up by child's address		Take up by provider address	
		Number	Percentage	Number	Percentage
Anglesey	63	34	54%	27	43%
Bagots & Needwood	5	4	80%	10	200%
Blythe	0	1	no families	1	no families
Branston	20	21	105%	22	110%
Brizlincote	9	6	67%	3	33%
Burton & Eton	56	32	57%	25	45%
Crown	5	2	40%	0	0%
Dove	20	13	65%	23	115%
Heath	15	10	67%	11	73%
Horninglow & Outwoods	26	21	81%	15	58%
Shobnall	44	24	55%	42	95%
Stapenhill	36	23	64%	29	81%
Stramshall & Weaver	6	5	83%	6	100%
Stretton	14	9	64%	9	64%
Town	7	8	114%	7	100%
Winshill	30	29	97%	32	107%
East Staffordshire	356	242	68%	262	74%

Reading the data

As an authority we have children who attend Staffordshire settings who may not be Staffordshire children. We also have Staffordshire children attending settings not in the county ie in Stoke or Wolverhampton. Overall the numbers of children we 'import' and 'export' are broadly similar.

Take up by provider address - this is any child who is attending a Think2 place in that ward. This may not be a child who lives in the ward or even from the county. This is where the provider is based.

Take up by child address - This is a child who lives in Staffordshire and is attending a setting in Staffordshire. It may not be the same ward or district in which they live but is inside the county boundary.

Early Education and Childcare District Profile 2024

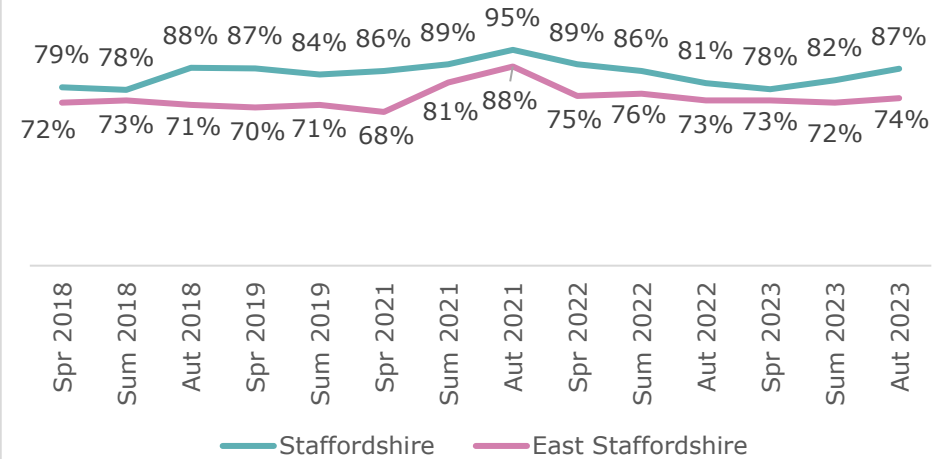
East Staffordshire



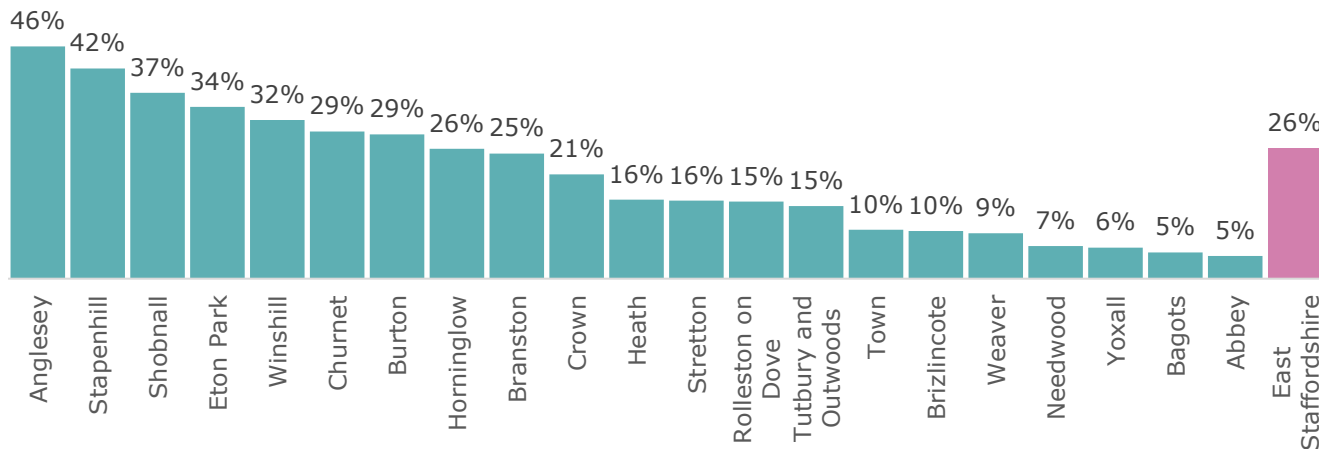
Think2 Take Up

- ⇒ Take up in East Staffordshire has generally been below the target of 80%.
- ⇒ In autumn 2023 242 children living in East Staffordshire attended a Staffordshire setting to access Think2.
- ⇒ Overall in Staffordshire 24% of all two year olds are eligible for Think2. In East Staffordshire this is higher at 26%.
- ⇒ Eligibility among two year olds ranges from 46% in Anglesey down to 5% in Bagots and Abbey.

Think2 take up in East Staffordshire



Percentage of 2 year olds eligible for Think2



Take up in autumn 2023 for East Staffordshire was 74%

Early Education and Childcare District Profile 2024

East Staffordshire

Health

Indicator	Time period	East Staffordshire	Staffordshire	West Midlands	England
Low birthweight babies - full term babies (under 2,500 grams)	2021	2.30%	2.40%	3.00%	2.80%
Excess weight - overweight and obese (children aged four to five)	2021/22	26.30%	25.00%	23.70%	22.30%
Percentage of Year 6 obesity	2021/22	21.3	n/a	23.9	21
Under-18 conception rates per 1,000 girls aged 15-17	2020	11.1	12.9	15.1	13
Hospital admissions caused by unintentional and deliberate injuries in children under 15 (rate per 10,000)	2021/22	101.7	88	83.7	84.3
Infant mortality rate per 1,000 live births	2019-2021	5.2	5.2	5.6	3.9
Breastfeeding	2021/22	n/a	58.7	68.9	74.5
MMR vaccinations	2021/22	n/a	93.9	n/a	90.3
Dip/Polio/Tetanus vaccinations	2021/22	n/a	96.3	n/a	93.8
Smoking in pregnancy (%)	2021/22	9.3	10.1	10.6	9.6
Percentage of children with tooth decay	2021/22	15.7	14.2	n/a	23.4
Percentage of children with extracted teeth	2021/22	0.7	1.2	n/a	2.2

- ⇒ A higher number of children are admitted to hospital in East Staffordshire than elsewhere in the county.
- ⇒ More children in East Staffordshire are overweight at four years old compared to Staffordshire.
- ⇒ A similar number of babies are stillborn compared to the county average and much higher than the national figure.
- ⇒ Less mothers smoke in pregnancy in East Staffordshire than overall in Staffordshire.
- ⇒ Less children have tooth decay or have had teeth extracted than nationally.

Early Education and Childcare District Profile 2024

East Staffordshire



Contact Details

For further information please contact:

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