

## Contents



2	Population
4	Education and Attainment
6	Think2 Take-Up
8	Health
9	Ward level data
10	Contact details

# Early Education and Childcare District Profile 2024

Stafford



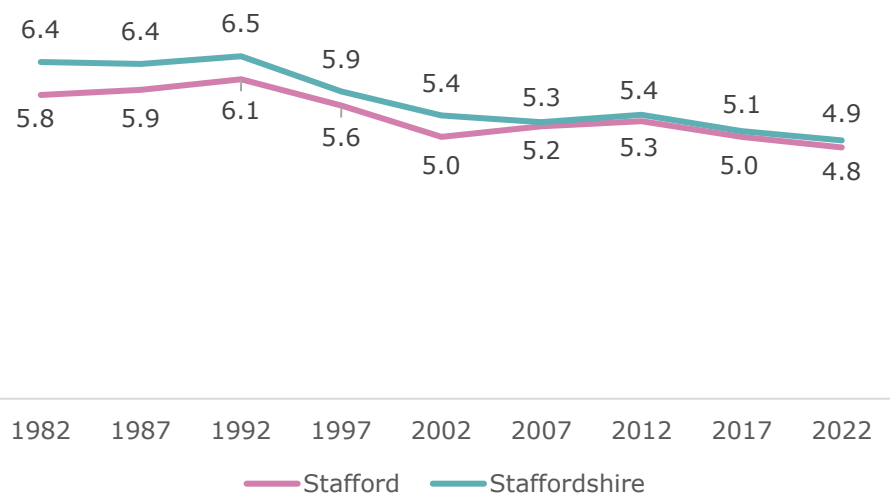
## Population

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 Stafford the overall population has grown from 116,500 to 138,700.

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 Stafford there has been a fall from 6,700 children aged 0-4 to 6,600 in 2022 compared to 1982. So now 4.8% of the population in the district is under 5 compared to 5.8% previously.

Percentage of children aged 0-4



	Age 0	Age 1	Age 2	Age 3	Age 4
Barlaston	19	16	23	15	29
Baswich	31	52	53	58	70
Common	44	53	50	39	43
Coton	112	148	137	122	118
Doxey & Castletown	45	50	67	70	45
Eccleshall	55	56	56	45	65
Forebridge	47	39	47	30	40
Fulford	49	52	53	54	60
Gnosall & Woodseaves	46	59	54	60	65
Haywood & Hixon	43	47	48	54	63
Highfields & Western Downs	82	105	71	85	84
Holmcroft	57	63	53	63	74
Littleworth	42	60	49	46	73
Manor	75	74	66	81	89
Milford	11	17	20	21	22
Milwich	81	71	71	90	81
Penkside	52	56	41	51	47
Rowley	29	29	30	31	30
Seighford & Church Eaton	50	42	50	41	46
St Michael's & Stonefield	71	88	89	105	93
Swynnerton & Oulton	55	62	56	71	72
Walton	80	80	89	84	89
Weeping Cross & Wildwood	51	51	56	56	59
<b>Stafford</b>	<b>1,227</b>	<b>1,370</b>	<b>1,329</b>	<b>1,372</b>	<b>1,457</b>

**In 2023 1,158 babies were born in Stafford.**

# Early Education and Childcare District Profile 2024

Stafford

## Population

Indicator	Time period	Stafford	Staffordshire	West Midlands	England
Life expectancy at birth - males (years)	2018-2020	80	79.3	78.5	79.4
Life expectancy at birth - females (years)	2018-2020	84	83.1	82.5	83.1
Percentage under five	Census 2021	4.90%	5.00%	5.60%	5.40%
Percentage of population from ethnic minority group (excluding white minorities)	Census 2021	6.60%	6.40%	23.00%	19.00%
Percentage of residents aged 3 and over who state English as their main language	Census 2021	96.50%	96.50%	91.00%	90.80%
% children aged 3-4 in 20% most deprived postcodes	2023	8.00%	13.71%	29.90%	19.90%
% children aged 3-4 in 20% least deprived postcodes	2023	42.00%	23.10%		
Lone parent households	Census 2021	9.00%	9.60%	11.80%	11.10%
Average house price	2021	£225,000	£220,000	£225,000	£285,000
Average gross annual residence-based earnings	2021	£31,356	£30,533	£29,799	£31,490
Owner occupied households	Census 2021	70.00%	70.50%	62.80%	61.30%
Privately rented households	Census 2021	15.50%	14.60%	17.90%	20.50%
Socially rented households	Census 2021	13.60%	14.10%	18.20%	17.10%
Access to private transport - households with no cars or vans	Census 2021	14.90%	15.70%	21.50%	23.50%

- ⇒ Life expectancy higher for men and woman in Stafford.
- ⇒ More than 93% of Stafford residents are white.
- ⇒ House prices are lower than the England average but broadly similar to Staffordshire.
- ⇒ Household income is higher in Stafford than overall in Staffordshire.
- ⇒ Similar households in Stafford own their own home compared to Staffordshire.
- ⇒ More families have access to a car than in Staffordshire but more than in England overall.
- ⇒ Only 8% of children under five years live in the 20% most deprived postcodes in the UK. 42% live in the 20% least deprived postcodes.

### Education and Attainment

#### EYFSP results for Stafford 2023 by percentage

	Stafford						Staffordshire						
	All	FSM	Non FSM	Autumn Born	Spring Born	Summer Born	All	Boys	Girls	All SEN	EHCP	SEN Support	No SEN
All prime areas	78	56	81	85	77	75	77	69	84	22	3	27	82
All specific areas	71	42	75	80	71	64	69	62	76	19	2	24	74
Communication and language	84	64	87	88	82	81	82	76	87	30	4	37	87
Personal, social and emotional development	86	67	88	90	83	84	85	79	91	32	4	40	90
Physical development	87	72	89	92	85	84	86	80	92	39	5	48	91
Literacy	73	44	77	81	72	66	71	65	78	22	2	28	77
Mathematics	79	50	83	86	81	72	79	76	82	35	4	43	83
Understanding the world	83	61	86	88	82	81	82	78	86	35	6	43	88
Expressive arts and design	87	69	89	91	85	85	86	80	92	40	5	49	91
<b>Good level of development</b>	<b>70</b>	<b>41</b>	<b>75</b>	<b>79</b>	<b>69</b>	<b>64</b>	<b>69</b>	<b>62</b>	<b>76</b>	<b>18</b>	<b>2</b>	<b>22</b>	<b>74</b>

The table opposite shows the percentage of children achieving a GLD based on where they live in terms of the most to least deprived areas. 60% of children living in the 10% most deprived postcode areas achieved a good level of development (GLD) compared to 70% of those living in Stafford overall. There were too few children living in the 10% most deprived area to be statistically robust.

In the 20% most deprived area only 47% of boys achieved a GLD compared to 75% in the least deprived area.

In total there was a 18 percentage point difference between the least and most deprived areas.

IMD (1 being the most deprived)	Boys	Girls	Total
1	59	60	60
2	47	64	55
3	69	72	71
4	53	55	54
5	46	78	64
6	74	75	75
7	61	77	69
8	51	83	68
9	67	88	77
10	75	81	78
All	63	77	70

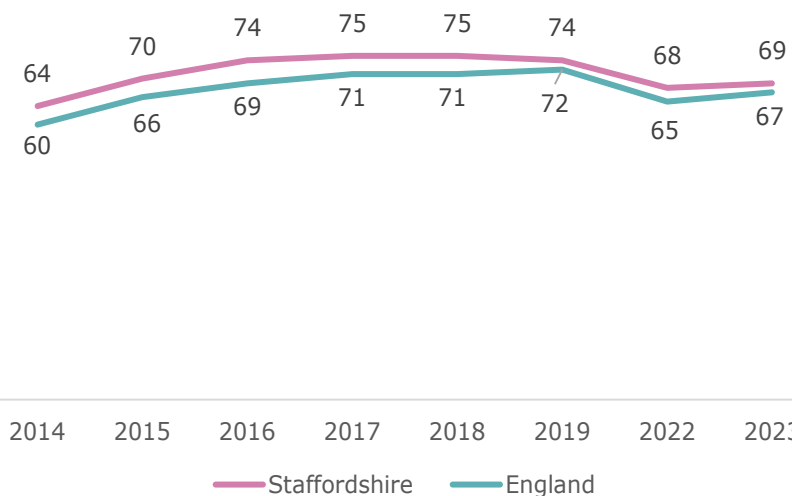
# Early Education and Childcare District Profile 2024

Stafford

## Education and Attainment

Indicator	Time period	Stafford	Staffordshire	West Midlands	England
School readiness (Early Years Foundation Stage)	2022	71.10%	67.50%	63.70%	65.20%
% of children aged 3-4 in receipt of EYPP	2023	15.00%	16.41%		
Percentage Free School Meal Primary	2019-2021	16	18		
Percentage Receiving Pupil Premium	2019-2021	16	16		
SEN Support Primary	2019-2021	12	12		

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 higher in Stafford than overall in county.
- Lower % of children eligible in Stafford for FSM.
- Lower % of children in Stafford receiving EYPP and PP.

# Early Education and Childcare District Profile 2024

Stafford

## 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
Barlaston	3	2	67%	0	0%
Baswich	1	1	100%	0	0%
Common	16	12	75%	16	100%
Coton	23	17	74%	30	130%
Doxey & Castletown	11	15	136%	9	82%
Eccleshall	3	7	233%	4	133%
Forebridge	13	7	54%	19	146%
Fulford	9	6	67%	4	44%
Gnosall & Woodseaves	6	5	83%	6	100%
Haywood & Hixon	19	13	68%	11	58%
Highfields & Western Downs	25	16	64%	1	4%
Holmcroft	19	18	95%	9	47%
Littleworth	10	12	120%	28	280%
Manor	24	21	88%	20	83%
Milford	3	1	33%	4	133%
Milwich	10	9	90%	4	40%
Penkside	17	17	100%	13	76%
Rowley	7	9	129%	8	114%
Seighford & Church Eaton	8	9	113%	2	25%
St Michael's & Stonefield	15	12	80%	15	100%
Swynnerton & Oulton	3	1	33%	3	100%
Walton	14	15	107%	16	114%
Weeping Cross & Wildwood	4	4	100%	3	75%
Stafford	263	229	87%	225	86%

### 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.

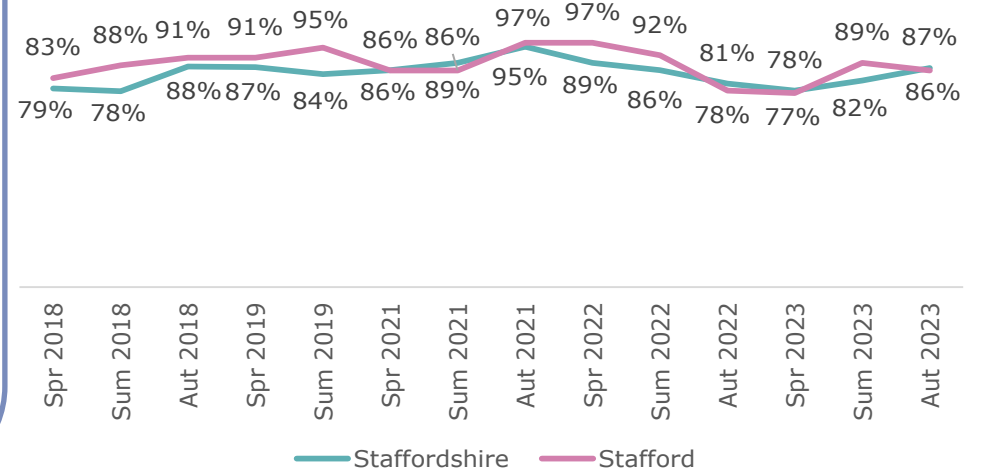
Take up by provider address - this is any child who is attending a Think2 place in that ward. This may not be a child who lives in the ward or even from the county. This is where the provider is based.

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.

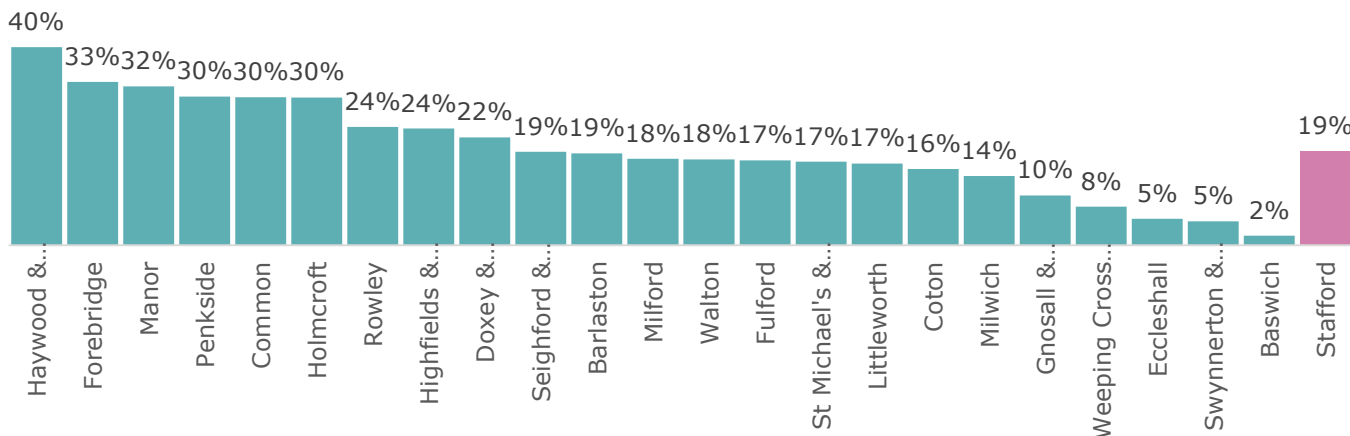
### Think2 Take Up

- ⇒ Take up in Stafford has generally been below the target of 80%.
- ⇒ In autumn 2023 229 children living in Stafford attended a Staffordshire setting to access Think2.
- ⇒ Overall in Staffordshire 24% of all two year olds are eligible for Think2. In Stafford this is lower at 19%.
- ⇒ Eligibility among two year olds ranges from 40% in Haywood and Hixon down to 2% in Baswich.

Think2 take up for Stafford



Percentage of 2 year olds eligible for Think2



Take up in autumn 2023 for Stafford was 87%

# Early Education and Childcare District Profile 2024

Stafford

## Health

Indicator	Time period	Stafford	Staffordshire	West Midlands	England
Low birthweight babies - full term babies (under 2,500 grams)	2021	2.70%	2.40%	3.00%	2.80%
Excess weight - overweight and obese (children aged four to five)	2021/22	23.80%	25.00%	23.70%	22.30%
Year 6 obesity percentage	2021/23	18.4		23.9	21
Hospital admissions caused by unintentional and deliberate injuries in children under 15 (rate per 10,000)	2021/22	84.8	88	83.7	84.3
Infant mortality rate per 1,000 live births	2019-2021	4.3	5.2	5.6	3.9
Breastfeeding	2019-2021	n/k	58.7	68.9	74.5
MMR vaccinations	2019-2021		93.9		90.3
Dip/Polio/Tetanus vaccinations	2019-2021		96.3		93.8
Smoking in pregnancy (%)	2019-2021	8.7	10.1	10.6	9.6
Percentage of children with tooth decay	2019-2021	19.9	14.2		23.4
Percentage of children with extracted teeth	2019-2021	1.8	1.2		2.2

- ⇒ A lower number of children are admitted to hospital in Stafford than elsewhere in the county.
- ⇒ Fewer children in Stafford are overweight at four years old compared to Staffordshire.
- ⇒ A smaller number of babies are stillborn compared to the county average.
- ⇒ Less mothers smoke in pregnancy in Stafford than overall in Staffordshire.
- ⇒ Less children have tooth decay or have had teeth extracted than nationally.





# Early Education and Childcare District Profile 2024

Stafford



## Contact Details

For further information please contact:

**Vicki Green, Early Education and Childcare Sufficiency Data Officer**

Staffordshire County Council

Staffordshire Place 1, Tipping Street, Stafford St16 2DH

Email [vicki.green@staffordshire.gov.uk](mailto:vicki.green@staffordshire.gov.uk) or  
[eeac@staffordshire.gov.uk](mailto:eeac@staffordshire.gov.uk)

Go to our website to find out all the latest information:

[www.staffordshire.gov.uk/eeac](http://www.staffordshire.gov.uk/eeac)

Or visit us on Facebook

[www.facebook.com/earlyeducationstaffordshire](https://www.facebook.com/earlyeducationstaffordshire)

**Early Education  
& Childcare  
Staffordshire**



[www.staffordshire.gov.uk/eeac](http://www.staffordshire.gov.uk/eeac) | [www.facebook.com/earlyeducationstaffordshire](https://www.facebook.com/earlyeducationstaffordshire)

**Next update: April 2025**