

Early Education and Childcare District Profile 2024

Staffordshire Moorlands

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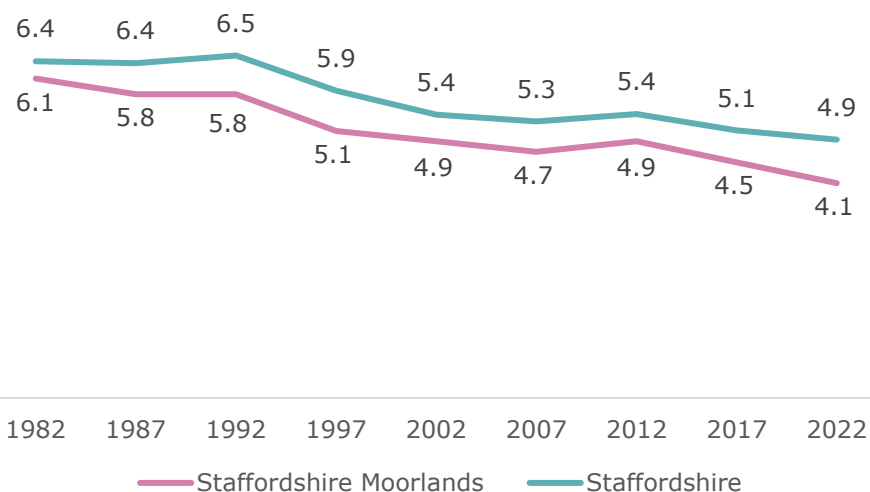
Population

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 Staffordshire Moorlands the overall population has grown from 95,700 to 95,900.

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 Staffordshire Moorlands there has been a fall from 5,800 children aged 0-4 to 4,000 in 2022 compared to 1982. So now 4.1% 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
Alton	5	10	5	5	12
Bagnall and Stanley	9	4	5	7	12
Biddulph East	65	62	63	79	85
Biddulph Moor	2	10	7	10	6
Biddulph North	29	41	41	52	40
Biddulph South	7	7	9	10	10
Biddulph West	34	43	46	50	43
Brown Edge and Endon	34	33	39	46	44
Caverswall	10	8	14	12	15
Cellarhead	23	26	21	23	33
Cheadle North East	28	33	29	27	30
Cheadle South East	30	30	24	44	29
Cheadle West	39	50	48	54	54
Checkley	45	36	49	40	51
Cheddleton	52	47	48	38	44
Churnet	24	13	23	23	30
Dane	13	9	16	16	12
Forsbrook	39	41	40	47	42
Hamps Valley	13	9	13	12	13
Horton	13	7	18	8	14
Ipstones	10	14	15	17	17
Leek East	35	40	48	41	43
Leek North	57	51	57	70	73
Leek South	58	55	51	66	75
Leek West	39	37	35	45	39
Manifold	18	11	30	13	19
Werrington	28	24	29	35	25
Staffordshire Moorlands	759	751	823	890	910

In 2023 720 babies were born in Staffordshire Moorlands

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Population

Indicator	Time period	Staffordshire Moorlands	Staffordshire	West Midlands	England
Life expectancy at birth - males (years)	2018-2020	80.1	79.3	78.5	79.4
Life expectancy at birth - females (years)	2018-2020	83.2	83.1	82.5	83.1
Percentage under five	Census 2021	4.20%	5.00%	5.60%	5.40%
Percentage of population from ethnic minority group (excluding white minorities)	Census 2021	2.00%	6.40%	23.00%	19.00%
Percentage of residents aged 3 and over who state English as their main language	Census 2021	99.10%	96.50%	91.00%	90.80%
% children aged 3-4 in 20% most deprived postcodes	2023	5.00%	13.71%	29.90%	19.90%
% children aged 3-4 in 20% least deprived postcodes	2023	29.00%	23.10%		
Lone parent households	Census 2021	8.20%	9.60%	11.80%	11.10%
Average house price	2021	£199,950	£220,000	£225,000	£285,000
Average gross annual residence-based earnings	2021	£31,220	£30,533	£29,799	£31,490
Owner occupied households	Census 2021	78.20%	70.50%	62.80%	61.30%
Privately rented households	Census 2021	12.70%	14.60%	17.90%	20.50%
Socially rented households	Census 2021	8.60%	14.10%	18.20%	17.10%

- ⇒ Life expectancy higher for men and woman in Staffordshire Moorlands.
- ⇒ 98% of Staffordshire Moorlands residents are white.
- ⇒ House prices are a third lower than the England average.
- ⇒ Household income is higher in Staffordshire Moorlands than overall in Staffordshire.
- ⇒ More households in Staffordshire Moorlands own their own home compared to Staffordshire.
- ⇒ More families have access to a car than in Staffordshire and more than in England overall.
- ⇒ Only 5% of children under five years live in the 20% most deprived postcodes in the UK. Nearly a third live in the 20% least deprived postcodes.

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Education and Attainment

EYFSP results for Staffordshire Moorlands 2023 by percentage

	Staffordshire Moorlands						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	66	80	84	81	73	77	69	84	22	3	27	82
All specific areas	68	49	71	76	73	58	69	62	76	19	2	24	74
Communication and language	84	70	86	87	88	79	82	76	87	30	4	37	87
Personal, social and emotional development	87	77	88	89	87	84	85	79	91	32	4	40	90
Physical development	87	74	89	91	90	83	86	80	92	39	5	48	91
Literacy	72	52	75	80	75	64	71	65	78	22	2	28	77
Mathematics	79	64	82	86	84	71	79	76	82	35	4	43	83
Understanding the world	82	64	84	86	87	75	82	78	86	35	6	43	88
Expressive arts and design	85	76	87	88	87	81	86	80	92	40	5	49	91
Good level of development	70	51	72	77	72	61	69	62	76	18	2	22	74

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. 59% of children living in the 10% most deprived postcode areas achieved a good level of development (GLD) compared to 69% of those living in Staffordshire Moorlands overall.

In total there was a 16 percentage point difference between the least and most deprived areas.

IMD (1 being the most deprived)	Boys	Girls	Total
1	0	0	0
2	53	66	59
3	39	65	53
4	58	64	61
5	63	71	68
6	72	78	75
7	51	80	68
8	63	85	74
9	65	81	73
10	65	86	75
All	61	77	69

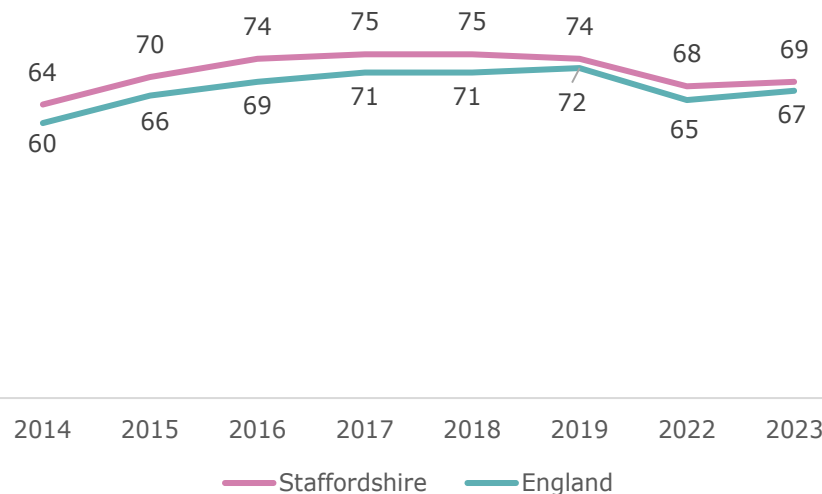
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Education and Attainment

Indicator	Time period	Staffordshire Moorlands	Staffordshire	West Midlands	England
School readiness (Early Years Foundation Stage)	2022	70.20%	67.50%	63.70%	65.20%
% of children aged 3-4 in receipt of EYPP	2023	13.00%	16.41%		
Percentage Free School Meal Primary	2023	14	18		
Percentage Receiving Pupil Premium	2023	12	16		
SEN Support Primary	2023	10	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 Staffordshire Moorlands than overall in county.
- Lower % of children eligible in Staffordshire Moorlands for FSM, EYPP and PP.

* No data collection in 2020 or 2021 due to COVID

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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
Bagnall and Stanley	1	0	0%	1	100%
Biddulph East	19	16	84%	17	89%
Biddulph North	6	5	83%	0	0%
Biddulph South	1	1	100%	7	700%
Biddulph West	6	7	117%	10	167%
Brown Edge and Endon	7	4	57%	3	43%
Caverswall	1	2	200%	0	0%
Cellarhead	5	2	40%	0	0%
Cheadle North East	8	8	100%	0	0%
Cheadle South East	6	4	67%	4	67%
Cheadle West	11	12	109%	22	200%
Checkley	7	6	86%	7	100%
Cheddleton	3	3	100%	8	267%
Churnet	1	0	0%	0	0%
Dane	4	3	75%	0	0%
Forsbrook	6	9	150%	18	300%
Hamps Valley	3	4	133%	3	100%
Horton	1	0	0%	0	0%
Ipstones	2	0	0%	1	50%
Leek East	10	7	70%	22	220%
Leek North	18	17	94%	11	61%
Leek South	12	12	100%	0	0%
Leek West	1	0	0%	5	500%
Manifold	2	2	100%	2	100%
Werrington	2	0	0%	5	250%
Staffordshire Moorlands	143	124	87%	146	102%

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.

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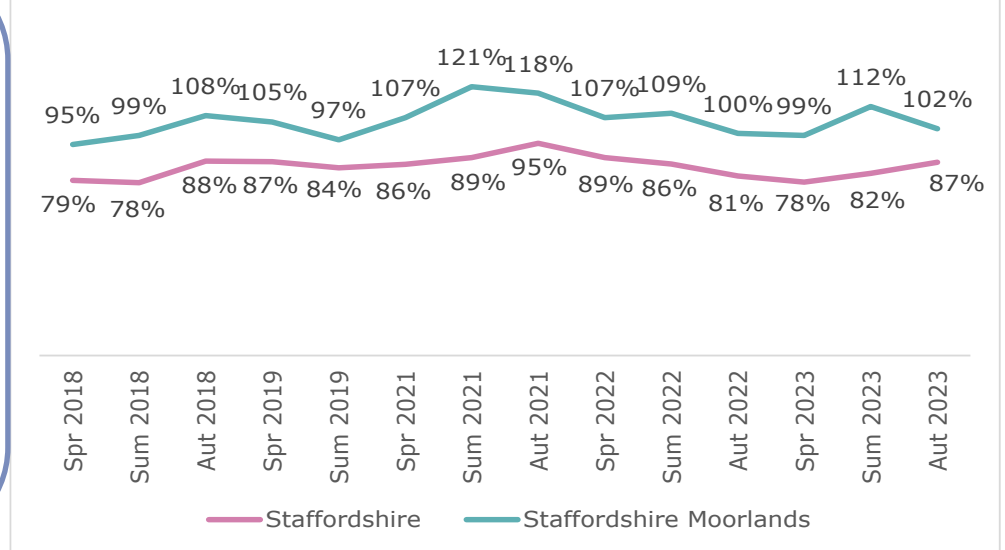
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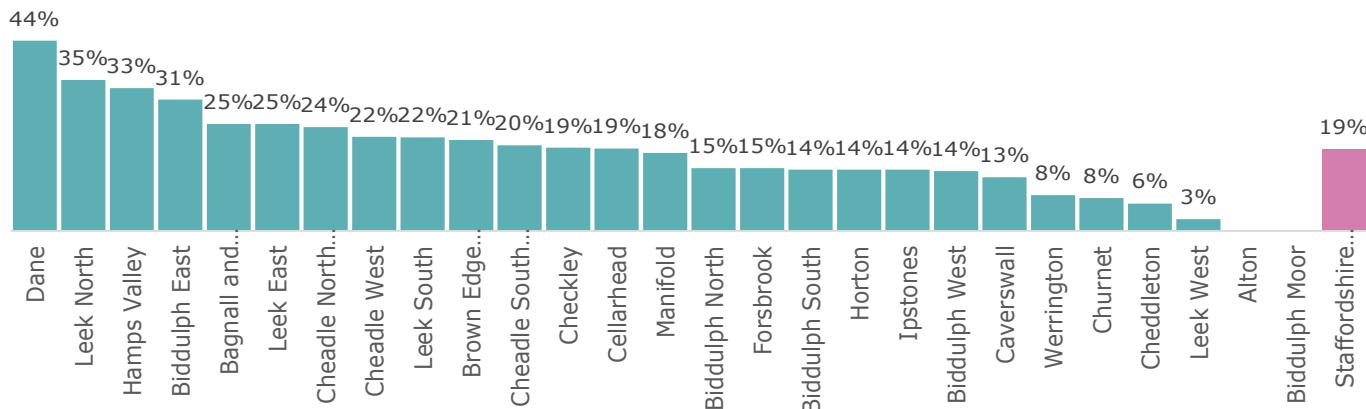
Think2 Take Up

- ⇒ Take up in Staffordshire Moorlands has generally been above the target of 80%.
- ⇒ In autumn 2023 124 children living in Staffordshire Moorlands attended a Staffordshire setting to access Think2.
- ⇒ Overall in Staffordshire 24% of all two year olds are eligible for Think2. In Staffordshire Moorlands this is lower at 19%.
- ⇒ Eligibility among two year olds ranges from 44% in Dane down to 0% in Alton and Biddulph Moorlands.

Think2 take up for Staffordshire Moorlands



Percentage of 2 year olds eligible for Think2



Take up in autumn 2023 for Staffordshire Moorlands was 102%

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Health

Indicator	Time period	Staffordshire Moorlands	Staffordshire	West Midlands	England
Low birthweight babies - full term babies (under 2,500 grams)	2021	2.40%	2.40%	3.00%	2.80%
Excess weight - overweight and obese (children aged four to five)	2021/22	24.00%	25.00%	23.70%	22.30%
Year 6 obesity percentage		17.4		23.9	21
Under-18 conception rates per 1,000 girls aged 15-17	2020	13.1	12.9	15.1	13
Hospital admissions caused by unintentional and deliberate injuries in children under 15 (rate per 10,000)	2021/22	89.2	88	83.7	84.3
Infant mortality rate per 1,000 live births	2019-2021	3.1	5.2	5.6	3.9
Breastfeeding	2019-2021	70.7	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	10.7	10.1	10.6	9.6
Percentage of children with tooth decay	2019-2021	14.4	14.2		23.4
Percentage of children with extracted teeth	2019-2021	3.2	1.2		2.2

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

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Contact Details

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