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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

South Staffordshire



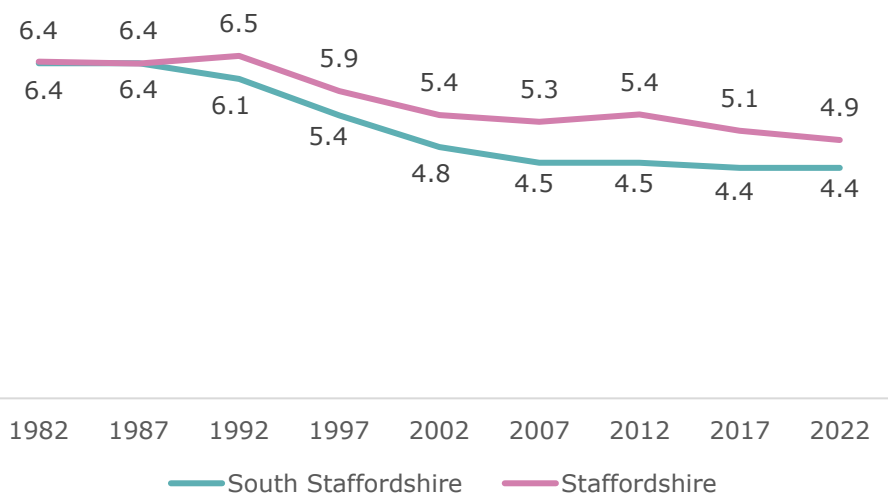
Population

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 South Staffordshire the overall population has grown from 96,700 to 111,500.

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 South Staffordshire there has been a fall from 6,100 children aged 0-4 to 5,400 in 2022 compared to 1982. So now 4.4% of the population in the district is under 5 compared to 6.4% previously.

Percentage of children aged 0-4



	Age 0	Age 1	Age 2	Age 3	Age 4
Billbrook	43	36	52	44	47
Brewood and Coven	42	42	53	59	68
Cheslyn Hay North and Saredon	40	38	58	47	62
Cheslyn Hay South	29	17	24	36	35
Codsall North	42	48	48	59	53
Codsall South	24	31	21	34	41
Essington	45	45	56	44	63
Featherstone and Shareshill	63	28	53	58	54
Great Wyrley Landywood	39	37	48	31	40
Great Wyrley Town	61	69	79	74	73
Himley and Swindon	18	18	25	22	19
Huntington and Hatherton	68	75	70	73	77
Kinver	51	41	43	42	68
Pattingham and Patshull	15	22	15	22	19
Penkridge North East and Acton	29	22	21	35	27
Penkridge South East	50	49	56	45	54
Penkridge West	17	16	15	21	14
Perton Dippons	19	12	20	21	22
Perton East	14	10	23	20	21
Perton Lakeside	69	82	73	71	76
Trysull and Seisdon	10	13	10	13	15
Wheaton Aston, Bishopswood a	22	23	26	33	33
Wombourne North & Lower Pen	54	50	73	70	45
Wombourne South East	26	26	40	32	37
Wombourne South West	45	47	51	54	52
South Staffordshire	935	897	1,053	1,060	1,115

In 2023 831 babies were born in South Staffordshire.

Early Education and Childcare District Profile 2024

South Staffordshire

Population

Indicator	Time period	South Staffordshire	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	84.1	83.1	82.5	83.1
Percentage under five	Census 2021	4.50%	5.00%	5.60%	5.40%
Percentage of population from ethnic minority group (excluding white minorities)	Census 2021	6.30%	6.40%	23.00%	19.00%
Percentage of residents aged 3 and over who state English as their main language	Census 2021	98.80%	96.50%	91.00%	90.80%
% children aged 3-4 in 20% most deprived postcodes	2023	11.00%	13.71%	29.90%	19.90%
% children aged 3-4 in 20% least deprived postcodes	2023	20.00%	23.10%		
Lone parent households	Census 2021	8.70%	9.60%	11.80%	11.10%
Average house price	2021	£265,000	£220,000	£225,000	£285,000
Average gross annual residence-based earnings	2021	£33,075	£30,533	£29,799	£31,490
Owner occupied households	Census 2021	74.50%	70.50%	62.80%	61.30%
Privately rented households	Census 2021	10.60%	14.60%	17.90%	20.50%
Socially rented households	Census 2021	14.00%	14.10%	18.20%	17.10%
Access to private transport - households with no cars or vans	Census 2021	12.20%	15.70%	21.50%	23.50%

- ⇒ Life expectancy higher for men and woman in South Staffordshire.
- ⇒ More than 93% of South Staffordshire residents are white.
- ⇒ House prices are similar to the England average and higher than Staffordshire.
- ⇒ Household income is higher in South Staffordshire than overall in Staffordshire.
- ⇒ More households in South Staffordshire own their own home compared to Staffordshire.
- ⇒ More families have access to a car than in Staffordshire and many areas are classed as rural
- ⇒ Only one in 10 children under five years live in the 20% most deprived postcodes in the UK. A fifth live in the 20% least deprived postcodes.

Early Education and Childcare District Profile 2024

South Staffordshire

Education and Attainment

EYFSP results for South Staffordshire 2023 by percentage

	South 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	79	54	82	84	77	76	77	69	84	22	3	27	82
All specific areas	72	47	76	80	67	68	69	62	76	19	2	24	74
Communication and language	84	58	87	89	81	81	82	76	87	30	4	37	87
Personal, social and emotional development	86	69	88	89	85	85	85	79	91	32	4	40	90
Physical development	86	69	89	91	85	84	86	80	92	39	5	48	91
Literacy	75	49	78	83	70	71	71	65	78	22	2	28	77
Mathematics	81	61	84	89	77	77	79	76	82	35	4	43	83
Understanding the world	84	60	87	89	82	82	82	78	86	35	6	43	88
Expressive arts and design	87	67	89	91	86	84	86	80	92	40	5	49	91
Good level of development	72	47	76	79	69	68	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. 57% of children living in the 20% most deprived postcode areas achieved a good level of development (GLD) compared to 71% of those living in South Staffordshire overall. There were too few children living in the 10% most deprived area to be statistically robust.

In the 20% most deprived area only 35% of boys achieved a GLD compared to 62% in the least deprived area.

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	65	80	70
2	35	82	57
3	49	75	62
4	65	75	70
5	58	71	64
6	65	76	71
7	62	82	73
8	79	77	78
9	65	84	75
10	62	82	73
All	62	79	71

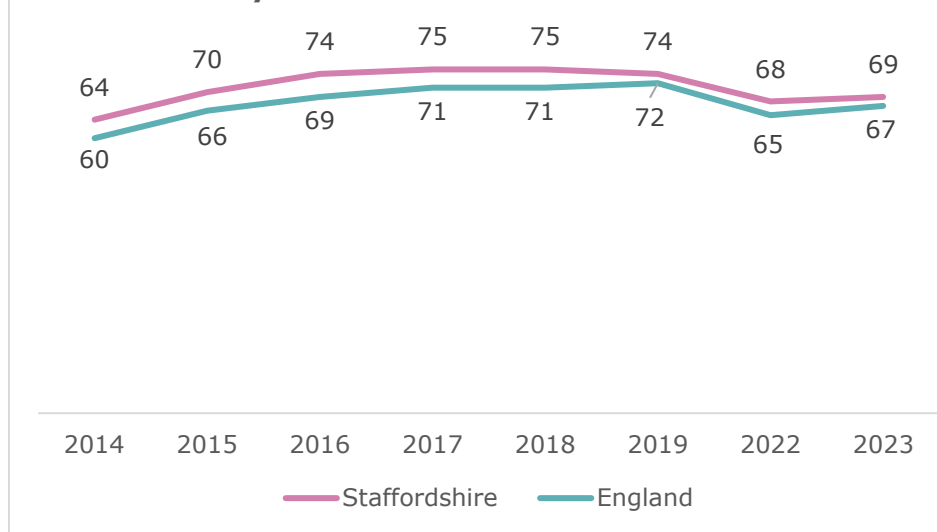
Early Education and Childcare District Profile 2024

South Staffordshire

Education and Attainment

Indicator	Time period	South Staffordshire	Staffordshire	West Midlands	England
School readiness (Early Years Foundation Stage)	2022	70.00%	67.50%	63.70%	65.20%
% of children aged 3-4 in receipt of EYPP	2023	13.00%	16.41%		
Free School Meal Primary percentage	2022	14	18		
Receiving Pupil Premium percentage	2022	12	16		
SEN Support Primary	2022	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

* No data collection in 2020 or 2021 due to COVID

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

Early Education and Childcare District Profile 2024

South 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
Bilbrook	16	10	63%	11	69%
Brewood, Coven & Blymhill	13	9	69%	7	54%
Cheslyn Hay Village	15	9	60%	5	33%
Codsall	9	2	22%	10	111%
Essington	16	10	63%	11	69%
Featherstone, Sharehill & Saredon	20	14	70%	15	75%
Great Wyrley Landywood	12	13	108%	15	125%
Great Wyrley Town	13	6	46%	10	77%
Himley & Swindon	3	4	133%	1	33%
Huntington & Hatherton	19	17	89%	20	105%
Kinver & Enville	8	11	138%	13	163%
Lapley, Stretton & Wheaton Aston	3	4	133%	6	200%
Pattingham, Trysull, Bobbington & Lov	8	3	38%	3	38%
Penkridge North & Acton Trussell	16	14	88%	13	81%
Penkridge South & Gailey	11	9	82%	8	73%
Perton East	2	1	50%	1	50%
Perton Lakeside	23	14	61%	17	74%
Perton Wrottesley	1	3	300%	7	700%
Wombourne North	9	6	67%	18	200%
Wombourne South	26	15	58%	12	46%
South Staffordshire	243	174	72%	203	84%

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

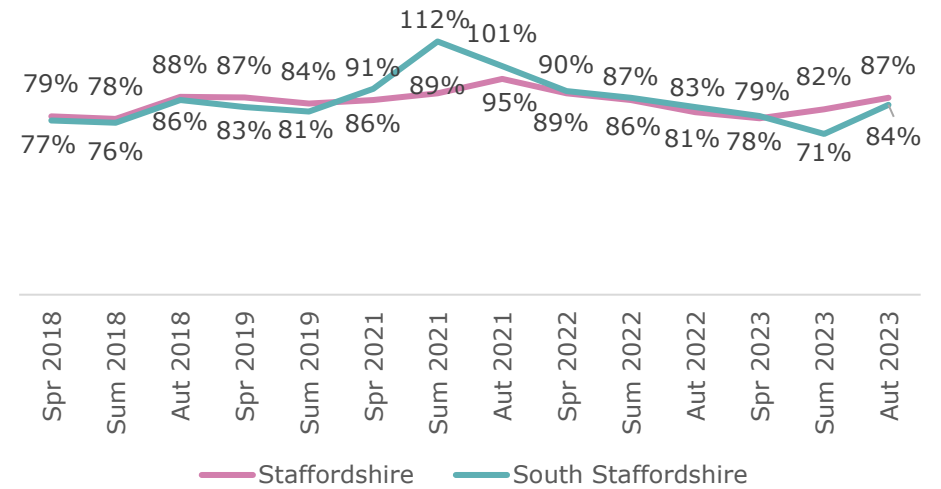
South Staffordshire



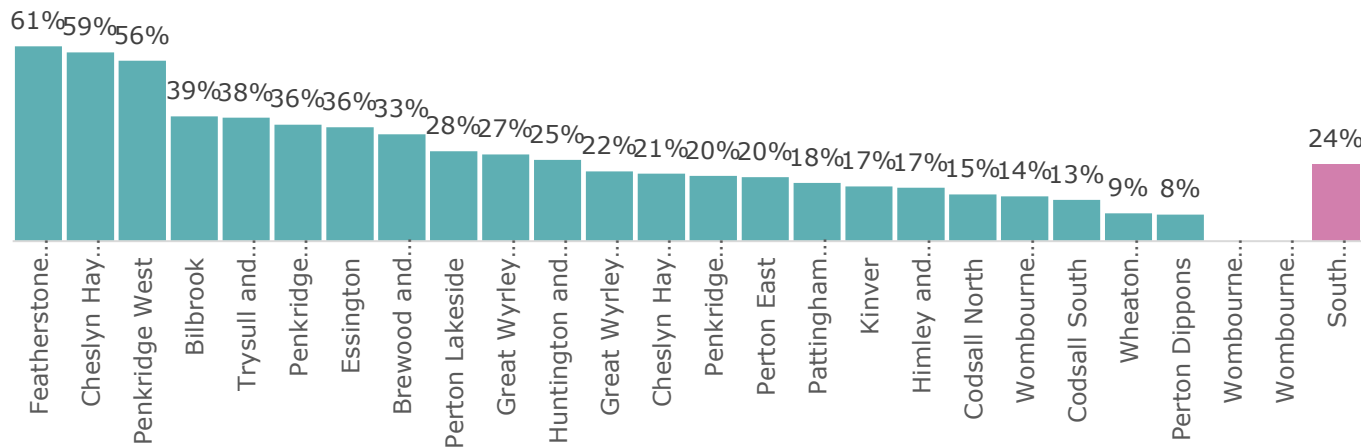
Think2 Take Up

- ⇒ Take up in South Staffordshire has generally been above the target of 80%.
- ⇒ In autumn 2023 174 children living in South Staffordshire attended a Staffordshire setting to access Think2.
- ⇒ Overall in Staffordshire 24% of all two year olds are eligible for Think2. In South Staffordshire this is lower at 24%.
- ⇒ Eligibility among two year olds ranges from 61% in Featherstone down to 0% in Wombourne.

Think2 take up for South Staffordshire



Percentage of 2 year olds eligible for Think2



Take up in autumn 2023 for South Staffordshire was 84%

Early Education and Childcare District Profile 2024

South Staffordshire

Health

Indicator	Time period	South Staffordshire	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	22.30%	25.00%	23.70%	22.30%
Under-18 conception rates per 1,000 girls aged 15-17	2020	11.4	12.9	15.1	13
Hospital admissions caused by unintentional and deliberate injuries in children under 15 (rate per 10,000)	2021/22	71.7	88	83.7	84.3
Infant mortality rate per 1,000 live births	2019-2021	4.9	5.2	5.6	3.9
Breastfeeding		65.6	58.7	68.9	74.5
MMR vaccinations			93.9		90.3
Dip/Polio/Tetanus vaccinations			96.3		93.8
Smoking in pregnancy (%)		10.3	10.1	10.6	9.6
Year 6 obesity percentage		20.3		23.9	21
Percentage of children with tooth decay		15.3	14.2		23.4
Percentage of children with extracted teeth		0	1.2		2.2

- ⇒ A lower number of children are admitted to hospital in South Staffordshire than elsewhere in the county.
- ⇒ Less children in South Staffordshire 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 South Staffordshire than overall in Staffordshire.
- ⇒ A higher percentage of mothers breastfeed their babies in South Staffordshire compared to Staffordshire.
- ⇒ Less children have tooth decay or have had teeth extracted than nationally.

Early Education and Childcare District Profile 2024

South Staffordshire



Contact Details

For further information please contact:

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