

## Wirral JSNA: Child Poverty

### Summary

- The published data (up to November 2013) suggests that 14,945 children in Wirral are living in poverty (up to age of 20 years) which is a reduction from 15,620 in 2012 and 17,615 in 2009. (HMRC, 2015)
- This is 21.5% of all children in Wirral, a reduction from 22.4% in 2012 and 23.8% in 2011 (HMRC, 2015)
- For England, the 2013 average is 18.0%, a reduction from 18.6% in 2012 and 20.1% in 2011 (HMRC, 2015)
- There are very high concentrations of people living in poverty within Bidston, Birkenhead and Tranmere and Rock Ferry. These areas correlate strongly with other known deprivation markers.
- Heswall, Clatterbridge and Greasby, Frankby and Irby all have figures below 5%, or less than 1 in 20 children living in low income families in 2013. This compares to around 40%, or 8 in 20 children in Bidston and St. James, Birkenhead and Tranmere, Seacombe. (HMRC, 2015)
- Alternate calculations highlight potential impact of in-work poverty happening to Wirral families
- The key driver for child and family poverty is lack of sufficient income from parental employment, which restricts the amount of earnings a household has. This is not just about worklessness, but also working insufficient hours and/or low pay (HM Government, 2014)
- For poor children growing up to be poor adults, the main driver is poor child educational outcomes, primarily through the influence on future employment outcomes and earnings.(HM Government, 2014)
- 2013 data sees that number of Lower Super Output Areas fall to only 8 above the 50% mark of children in low income families this still equates to 1 in 2 living in childhood poverty in some of the most disadvantaged areas. . (HMRC, 2015)
- The highest ranked 10 Wirral Lower Super Output Areas have 5 areas within Bidston and St. James ward. . (HMRC, 2015)
- Birkenhead East Float is the number 1 most employment deprived Lower Super Output Area in England in 2015, out of 32,844 Lower Super Output Areas (IMD, 2015)
- Only 7 Wirral Wards have an average household income above the England average (Mosaic Public Sector, 2014)
- Heswall has an average household income twice that of Bidston St. James. (Mosaic Public Sector, 2014)
- Part time employment accounts for a higher proportion of residents in Bidston St. James, Rock Ferry, Seacombe and Birkenhead and Tranmere (Census, 2011)
- Wirral has a long term worklessness rate of 13.1% which is below the Liverpool City Region average but higher than North West at 11.2% and substantially higher than England at 9.4% (DWP, 2015)
- In terms of Wirral residents with no formal qualifications then data suggests that Wirral continues to improve since 2004 with an almost 50% drop from 33,900 with no qualification to 17,500 in 2014 and Wirral compares very favourably with 9.0% as this is below North West (10.6%) and only slightly above Great Britain at 8.8%.

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## What do we know?

### Overview

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It is recognised that poverty is damaging to children, families and entire communities and that actions should be addressed through a clear strategy and targeted intervention. Tackling child and family poverty is critical to wider efforts with partners to deliver long-term objectives for prosperity and a better quality of life for all in Wirral.

In order to address child and family poverty it is important to understand the extent and nature of Wirral needs, also what resources are available to tackle poverty issues.

The 2014 Government Review, [\*An evidence review of the drivers of child poverty for families in poverty now and for poor children growing up to be poor adults\*](#), highlights the key considerations both for those experiencing poverty now and those who might experience poverty as adults. The main factors now are:

- The main factor is **lack of sufficient income from parental employment**, which restricts the amount of earnings a household has. This is not just about worklessness, but also **working insufficient hours and/or low pay**. This in turn is often caused by:
  - **Long-term worklessness**, increasing difficulties in returning to work, including skill loss, employer bias and changes in attitudes to work.
  - **Low parental qualifications** limiting an adult's level of wages.
  - **Parental ill health** or family instability which can both reduce the number of parents whose earnings contribute to income, and may also mean the remaining parent is more restricted in terms of employment due to caring responsibilities either for the child or the disabled family member.

- **Family size**, with larger families requiring higher levels of income to avoid poverty. It can also restrict parental employment due to caring responsibilities.
- **Drug & alcohol dependency**, although only a small number of children are affected, the effects for these parents and children are profound.
- Research also shows that **the experience of poverty** in itself affects your chances of being poor in the future, with those who are poor for longer being less likely to exit poverty.

For those poor children growing up to be poor adults, the factors making some poor children more likely to become poor adults are:

- The main driver for future poverty is **poor child educational outcomes**, primarily through the influence on future employment outcomes and earnings.
- **Childhood poverty** itself also appears to have an effect on future poverty largely through its impact on educational attainment.

There are a range of other factors that influence the child's educational attainment, mainly involving parental characteristics. Primary amongst these are:

- **Parental qualifications**,
- **Parental health**,
- **Child health**,
- **The home environment** (made up of the home learning environment and parental behaviours), and
- **Child non-cognitive skills** (including aspirations).

The review suggests that not all children who are affected by the factors illustrated will be in poverty as adults. Equally some children who are not in poverty in childhood will be in poverty as adults. However the risks of adult poverty are much higher for children affected by these factors.

Equally [\*Child poverty outcomes models: An international review\*](#) (National Children's Bureau, 2012) recognised that even after taking account for country and regional differences, there is a core set of factors that underlie child poverty in developed countries. These are the various circumstances and stressors experienced by children or their family members that tend to co-occur with or exacerbate existing child poverty. The factors include:

- Unemployment and economic inactivity
- In-work poverty
- Lone parenthood
- Low parental educational attainment
- Teenage parenthood
- Lack of affordable and accessible childcare
- Lack of qualifications among young people
- Poor health
- Problem behaviour
- Abuse and neglect
- Residence in deprived neighbourhoods or in substandard housing.

Organisation for Economic Co-Operation and Development (OECD) (2012) suggest that joblessness is the most important cause of family poverty in developed countries: the incidence of poverty is six times higher among workless families than families with someone in employment.

The 2014 Government Review also concludes there are a number of underpinning aspects seen time and time again. They focused on thirteen family and child characteristics as can be seen in Figure 1 and Figure 2 below. These factors play key roles in causing longer spells of poverty, have high influence over the effects seen and add to a fairly complex picture, consisting of a number of inter-related factors (see review [here](#)).

**Figure 1: Poverty: Key Factors from HM Government Evidence Review, 2014**

<b>How? Evidence</b>		<b>Poverty: Key factors</b>		
<i>Table 1: Relative influence of factors on length of child poverty spell</i>				
Factor	Certainty	Strength	Coverage	
Long-term Worklessness & Low Earnings	High	High	High	
Parental Qualifications	High	High	High	
Family Instability	High	Medium	Medium	
Family Size	High	Medium	Medium	
Parental Ill Health and Disability	Medium	Medium	Medium	
Drug & Alcohol Dependency	High	High	Low	
Child Ill Health	Medium	Low	Low	
Housing	Low	Low	Medium	
Debt	Low	Low	Medium	
Neighbourhood	Low	Low	Medium	
Educational Attainment	N/A	N/A	N/A	
Non-Cognitive Development	N/A	N/A	N/A	
Home Learning Environment	N/A	N/A	N/A	

HM Government (2014) An evidence review of the drivers of child poverty for families in poverty now and for poor children growing up to be poor adults. Secretary of State for Work and Pensions.

Source and Notes: see below

**Figure 2: Poverty: Key Factors from HM Government Evidence Review, 2014**

<b>How? Evidence</b>		<b>Poor children growing up to be poor adults</b>		
<i>Table 2: Relative influence of factors on future poverty</i>				
Factor	Certainty	Strength	Coverage	
Educational Attainment	High	High	High	
Parental Qualifications	High	Medium	High	
Childhood Poverty	Medium	Medium	High	
Home Learning Environment	Medium	Medium	High	
Non-Cognitive Development	Medium	Medium	High	
Parental Ill Health and Disability	Medium	Medium	Medium	
Child Ill Health	High	Medium	Low	
Long-term Worklessness & Low Earnings	Medium	Low	High	
Family Size	Medium	Low	Medium	
Neighbourhood	Medium	Low	Medium	
Family Instability	Medium	Low	Medium	
Drug & Alcohol Dependency	Low	High	Low	
Housing	Low	Low	Medium	
Debt	Low	Low	Medium	

HM Government (2014) An evidence review of the drivers of child poverty for families in poverty now and for poor children growing up to be poor adults. Secretary of State for Work and Pensions.

Source: [HM Government \(2014\)](#)

Notes: Definitions for figure 1 & 2

**Certainty** – DOES IT HAVE AN EFFECT? Does the analysis identify a significant relationship between the factor and the risk of staying in poverty as a child or becoming a poor adult? Is there a causal relationship and a clear consensus in the literature?

**Strength** – HOW BIG IS THE EFFECT? How strongly is the factor related to poverty and how direct is the influence?

**Coverage** – HOW MANY ARE AFFECTED? A certain and strongly influential factor may only affect

When thinking about these factors, it is important to note that they may come before poverty, co-occur with poverty or come after poverty. So they could be 'causes', 'correlate to' or be 'effects' of poverty. It is generally not helpful only to frame these factors only as 'causes' of poverty, suggesting that by reducing the numbers of say lone parenthood then child poverty rates would subsequently reduce. While lone parenthood, as a 'cause' may make individuals particularly vulnerable to poverty (i.e. due to high unemployment and low educational attainment), it also could be an 'effect' in that poverty undermines people's marriage prospects so predicates them to not marrying.

Further, the strong link between poverty and family structure may due to an outside factor that drives both likelihood of marrying and the likelihood being in poverty, such as poor health. It seems more helpful to think about these factors in so far as they help to frame the policy responses to reducing child poverty.

An effective approach to child poverty needs to demonstrate an understanding of the various economic, social and demographic factors related to child poverty and what policies and programmes can influence these factors.

From the range of academic and institutional evidence the review suggests that looking at children likely to be stuck in poverty for longer is important as those children affected suffer the worst outcomes and are at greatest risk of becoming poor adults.

- The key factor for child poverty now is **parental worklessness** and **low earnings**.
- The other main factors include **low parental qualifications, parental ill health, family instability** and **family size**.

There are a range of factors increasing the risk of a poor child growing up as a poor adult.

- The most influential factor is child **educational attainment**.
- Other main factors (all of which act to some extent through educational attainment) are: **low parental qualifications, parental ill health, child ill health, the home environment, children's non-cognitive skills** and **childhood poverty** itself.

This JSNA section goes onto to consider our local story of need in relation to some of these factors and how local partners continue to develop joint approaches to tackling both causes and consequences of childhood poverty and its legacy. The 2014 Government review can be accessed [here](#)

## Facts, Figures and Trends

### Measuring Child Poverty

There is extensive debate about the way in which child poverty is, or should be, measured. However, the use of household income to measure poverty, as in the Children in Low-Income Families Local Measure, is the most universally accepted method and provides us with statistics about levels of child poverty in England, Liverpool City Region and Wirral.

### Children in Low-Income Families Local Measure

This shows the proportion of children living in families in receipt of out-of-work (means-tested) benefits or in receipt of tax credits where their reported income is less than 60 per cent of UK median income. This information is compiled annually on the basis of a snapshot of data taken on August 31<sup>st</sup> each year. The data is always provided with a lag of 2 years.

The data is provided by Her Majesty's Revenue and Customs (HMRC) and can be found here: (now at <https://www.gov.uk/government/publications/personal-tax-credits-children-in-low-income-families-local-measure>)

On 30 September 2015, HMRC released the 2013 data for the "Children in Low-Income Families Local Measure". This is the formal title of the revised Child Poverty measure which was previously National Indicator 116. The proportion of children in poverty is calculated as:

*Number of children in families in receipt of either out of work benefits, or tax credits where their reported income is less than 60% median income*

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*Total number of children in the area*

For consistency, the figures cited within this briefing are for 'All Children' in the borough. HMRC also provides figures for the number and percentage of children under 16.

### **Use of Indices of Multiple Deprivation (IMD) and Income Deprivation Affecting Children Index (IDACI) 2015**

An alternative to the HMRC data is the use of the Income Deprivation Affecting Children Index (IDACI) which is provided as part of the Indices of Multiple Deprivation. IDACI and Child Poverty data correlate significantly. However, there are some notable differences between the two:

- Whilst both measures are based on parental income and the receipt of welfare benefits and tax credits, the IDACI measure only observes a 0-16 age range compared to 0-19 for the relative Child Poverty measure.
- Furthermore IDACI is published every 3 years in line with the IMD whilst the Child Poverty measure is produced annually. IDACI figures were updated in 2015.
- A map outlining the relative values of the last published IDACI (2015) can be found [here](#). (IDACI maps for 2010 can be seen [here](#))

### **Households Below Average Income (HBAI)**

The latest [Households Below Average Income \(HBAI\) report](#) (for 2013/14 data) presents information on living standards in the United Kingdom. It provides annual estimates on the number and percentage of people living in low-income households. Figures are also provided for children, pensioners, working-age adults and individuals living in a family where someone is disabled.

Most of the figures in the report come from the Family Resources Survey (FRS), a representative survey of around 20,000 households in the United Kingdom. Surveys gather information from a sample rather than from the whole population. The sample is designed carefully to allow for this, and to be as accurate as possible given practical limitations such as time and cost constraints. Unless otherwise stated, the changes in low-income measures over time that are discussed in the text are statistically significant. The latest report (to July 2015 for data for 2013/14) is available [here](#). Please note - 2014/15 data is expected after July 2016.

The 2015 report (based on data to 2013/14) intimates that nationally: The average (median) real terms household income Before Housing Costs (BHC), at £453 per week, has not changed from 2012/13 and has been very stable over the past few years. The average household income After Housing Costs (AHC) is similarly unchanged from 2012/13 at £386 per week. Income inequality increased between 2012/13 and

2013/14 but this increase was not statistically significant

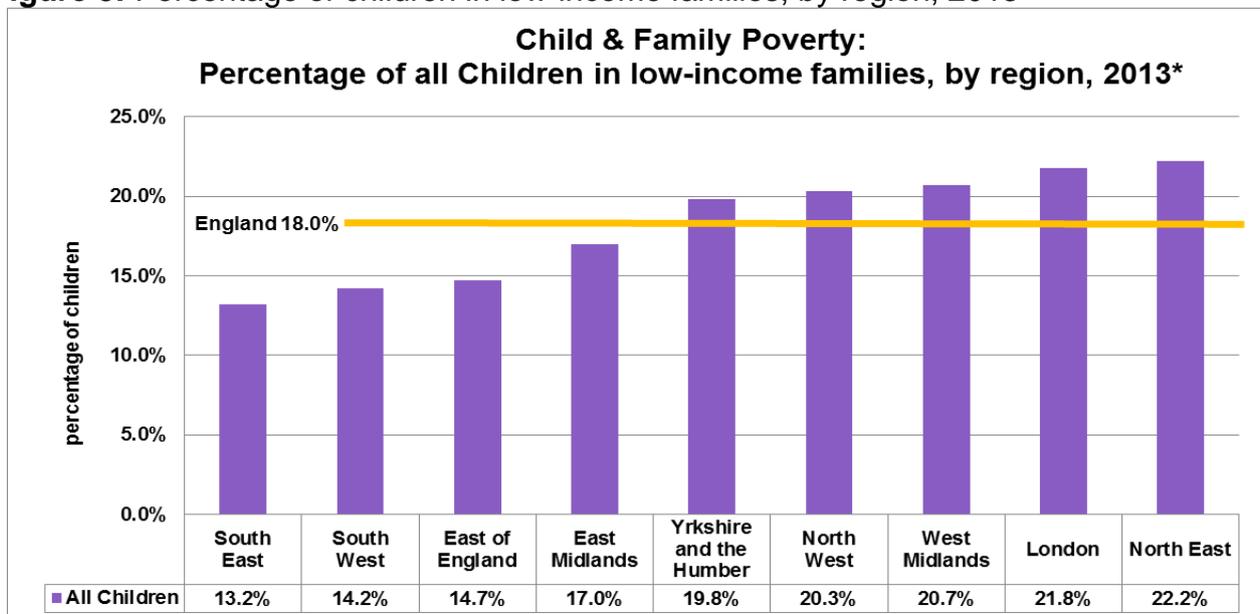
- The percentage of individuals in relative low income has been decreasing gradually since 2008/09, and is at its lowest level since the 1980s
- The percentage of children in relative and absolute low-income households remained flat in 2013/14, as did the combined low income and material deprivation and severe low income and material deprivation figures for children
- here has been little change in the percentage of working-age adults in low-income households in 2013/14

## Comparing Local, Regional and National data

### North West Region

Using the Government measure of *children in low-income families*, we can see from figure 3 below, that at 20.3% the North West region is already above the national average of 18.0% alongside four other regions of Yorkshire and Humber, West Midlands, London and the North East. Wirral's average (at 21.5% in 2013) is still above all but London and North East in comparison. With some Wirral wards being two-half times greater than this rate.

**Figure 3:** Percentage of children in low-income families, by region, 2013



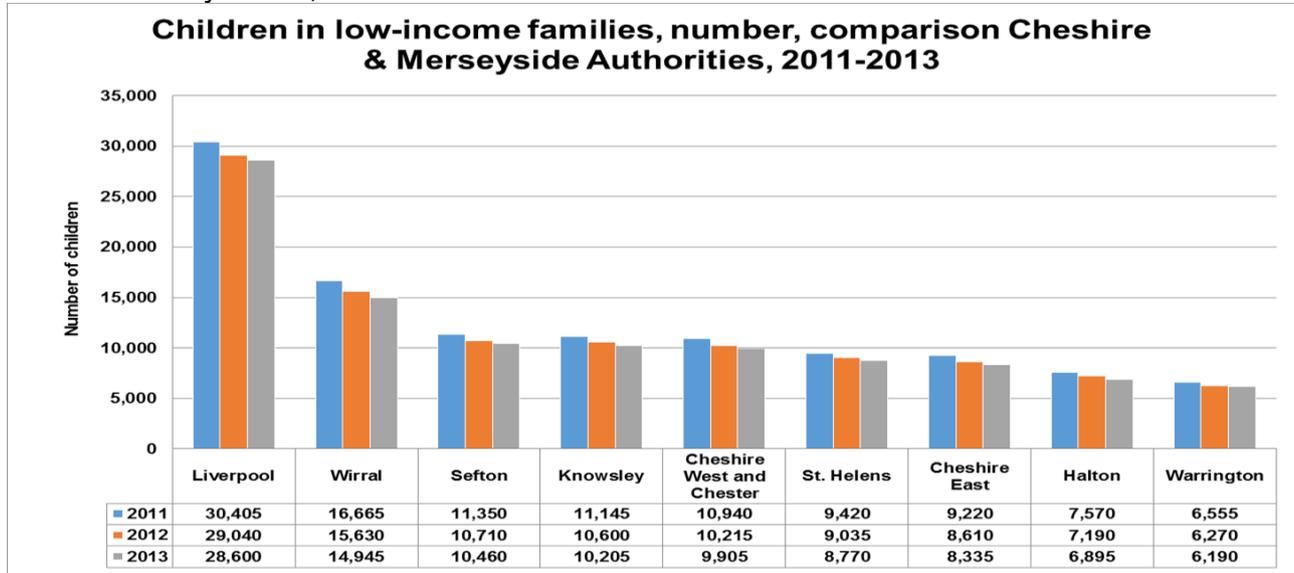
**Source:** HMRC 2015 (and previous years)

In figure 4 and figure 5 below is the North West Local Authority comparative results for children in poverty low-income families. There are two age bands, up to 16 and up to 20. In the former Wirral is at 22.4% of under 16s in poverty and this is above both North West and England figures of 21% and 18.6% respectively.

## Cheshire and Merseyside area

In figure 4 below is the overview for the Cheshire and Merseyside Local Authority areas which highlights Wirral's relative high numbers of children in low income families compared to the other areas other than Liverpool. However all areas continue to see a year on year reduction in the numbers.

**Figure 4:** Percentage of children in low-income families, by Cheshire and Merseyside Local Authority areas, 2013\*

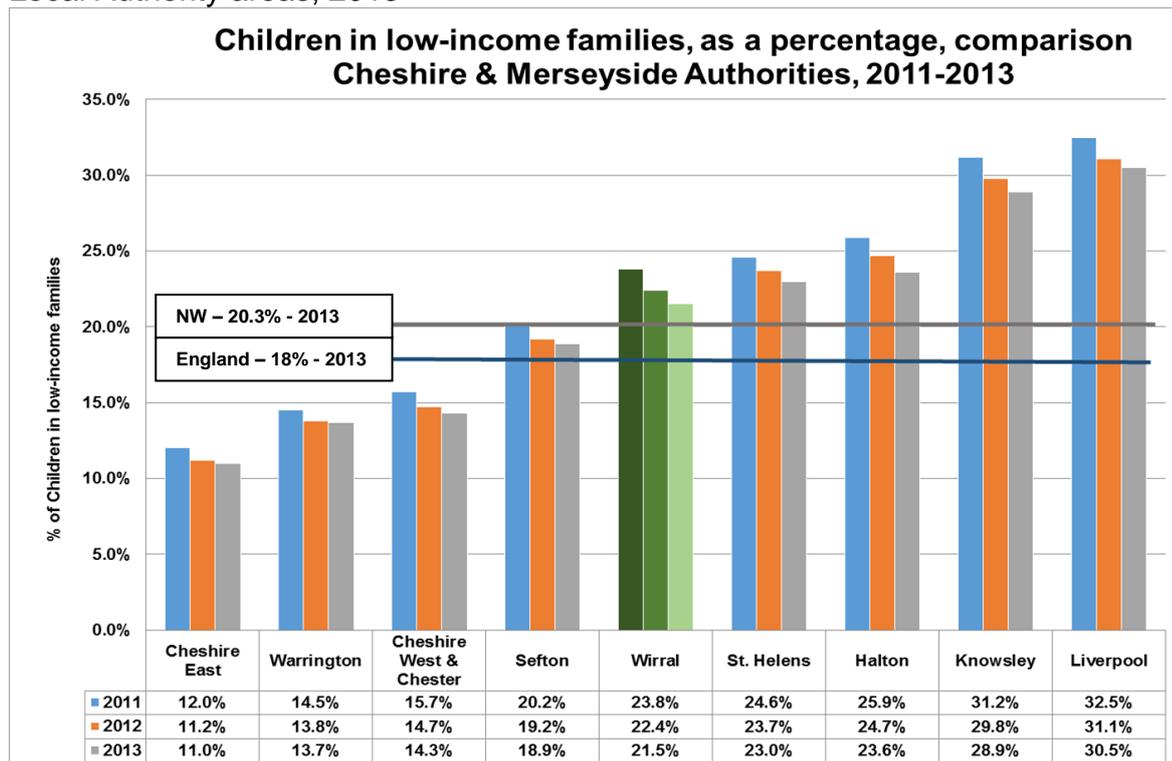


Source: [HMRC 2015 \(and previous years\)](#)

Notes: \* Latest available data

In figure 5 below is Wirral's last 3 years percentage of children in low income families compared to other Cheshire and Merseyside local authority areas and England and North West region. This is positive to see a reducing figure but it remains above North West and England average.

**Figure 5: Percentage of children in low-income families, by Cheshire and Merseyside Local Authority areas, 2013\***



Source: [HMRC 2015 \(and previous years\)](#)

Notes: \* Latest available data

### Liverpool City Region

In table 1 below we see that Wirral has had the largest percentage reduction in numbers of children in low income families across 2011 – 2013 in the Liverpool City Region, a 10.3% drop since 2011 or a reduction of 1,720 in numbers.

**Table 1: Number of children in low-income families, by Liverpool City Region Authority areas, 2011 - 2013\***

Children in low-income families, Liverpool City Region Local Authorities, 2011 - 2013					
Area	2011	2012	2013	Difference (No.) (2011 - 2013)	Difference (%) (2011 - 2013)
Wirral	16,665	15,630	14,945	-1,720	-10.3%
Halton	7,570	7,190	6,895	-675	-8.9%
Knowsley	11,145	10,600	10,205	-940	-8.4%
Sefton	11,350	10,710	10,460	-890	-7.8%
St. Helens	9,420	9,035	8,770	-650	-6.9%
Liverpool	30,405	29,040	28,600	-1,805	-5.9%
North West	341,855	320,870	315,205	-26,650	-7.8%
England	2,319,450	2,156,285	2,097,005	-222,445	-9.6%

Source: [HMRC 2015 \(and previous years\)](#)

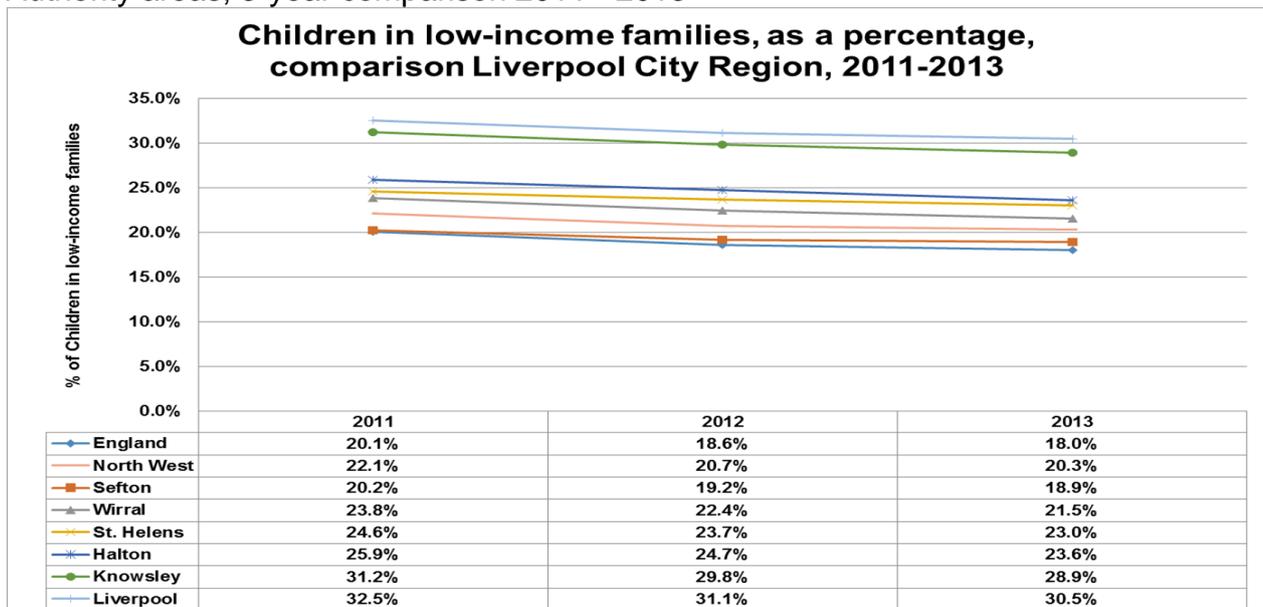
Notes: \* Latest available data

Table 1 above shows that Wirral has the highest rate reduction (2011 – 2013) for child poverty in the Liverpool City Region. However, in terms of numbers, Wirral has more children living in poverty than any of the neighbouring authorities with the exception of

Liverpool. Child Poverty is usually discussed in terms of the 'rate' or 'percent' of children living in poverty and as figure 8 below suggests Wirral's child poverty rate remains 1.2% higher than the North West average and now 3.5% higher than the England rate (was 3.8% in 2012). However, it should continue to be highlighted, as in table 1, that an estimated total of 14,945 (2012 it was 15,620) children in the borough continue to live in poverty.

In figure 6 below the percentage change is noted in children in low income families across Liverpool City Region, over the last 3 years (recorded). It highlights the downward trend, although other than Sefton, all other Local Authorities have higher rates of children in low income families above both North West and England average.

**Figure 6:** Percentage of children in low-income families, by Liverpool City Region Authority areas, 3-year comparison 2011 - 2013\*



Source: [HMRC 2015 \(and previous years\)](#)

Notes: \* Latest available data

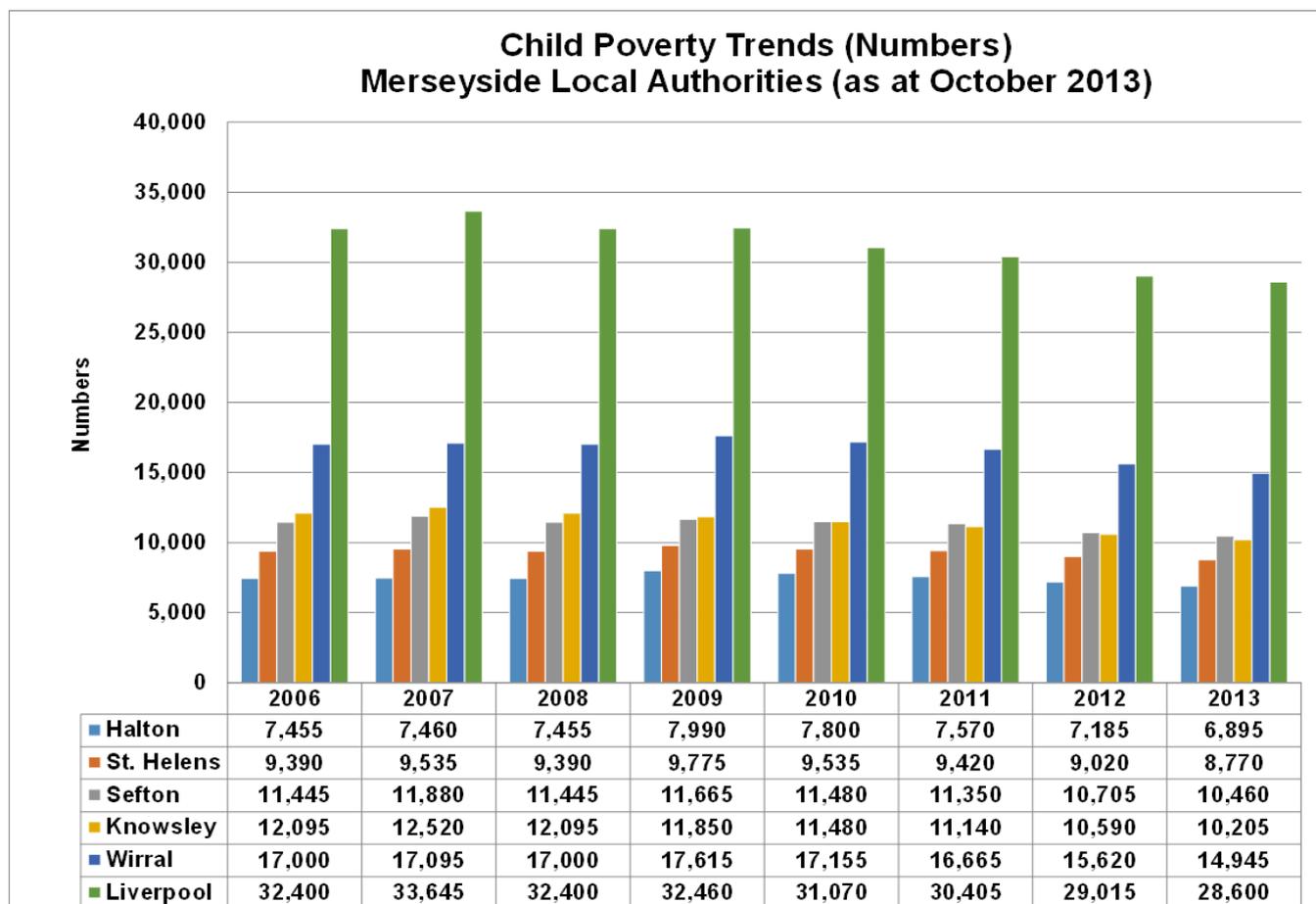
This ongoing reduction in terms of the overall percentage of children in low income families is a positive situation but does highlight that Wirral still has slightly more than 1 in 5 children living in poverty.

### Trends since 2006

There is now comparative data available from HMRC starting from 2006 that enables us to identify trends over a longer period as seen in figure 9 and table 2 below.

Figure 7 below highlights the changing numbers of children in low income families as measured by HMRC. Again over the 8 years noted there has been an overall reduction across Merseyside and in turn for Wirral but the area continues to be higher than both North West and England with the relative number reducing from 17,000 in 2006 to 14,495 in 2013.

**Figure 7: Child Poverty Trends - numbers of children in low-income families, Merseyside Local Authority values as at August 31 2013\* (HMRC data)**



Source: [HMRC 2015 \(and previous years\)](#)

Notes: \* Latest available data

Table 2 below provides the percentage reduction in numbers over those eight years of children living in low income families for each Liverpool City Region authority which does illustrate the continuing reduction across the area. Wirral has the second highest percentage and numeric reduction of all local authorities in that area but we remain with almost 15,000 children living in families on low income or more than 1 in 5 children (up to age of 20) living in poverty.

**Table 2: Child Poverty Trends - numbers of children in low-income families with overall % reduction 2006-2013, Merseyside LAs (as at August 31 2013 - HMRC data)**

Year	Halton	St. Helens	Sefton	Knowsley	Wirral	Liverpool	Merseyside
2006	7,455	9,390	11,445	12,095	17,000	32,400	89,785
2007	7,460	9,535	11,880	12,520	17,095	33,645	92,135
2008	7,455	9,390	11,445	12,095	17,000	32,400	89,785
2009	7,990	9,775	11,665	11,850	17,615	32,460	91,355
2010	7,800	9,535	11,480	11,480	17,155	31,070	88,520
2011	7,570	9,420	11,350	11,140	16,665	30,405	86,550
2012	7,185	9,020	10,705	10,590	15,620	29,015	82,135
2013	6,895	8,770	10,460	10,205	14,945	28,600	79,875
% change (2006 to 2013)	-8.10%	-7.10%	-9.40%	-18.50%	-13.80%	-13.30%	-12.40%

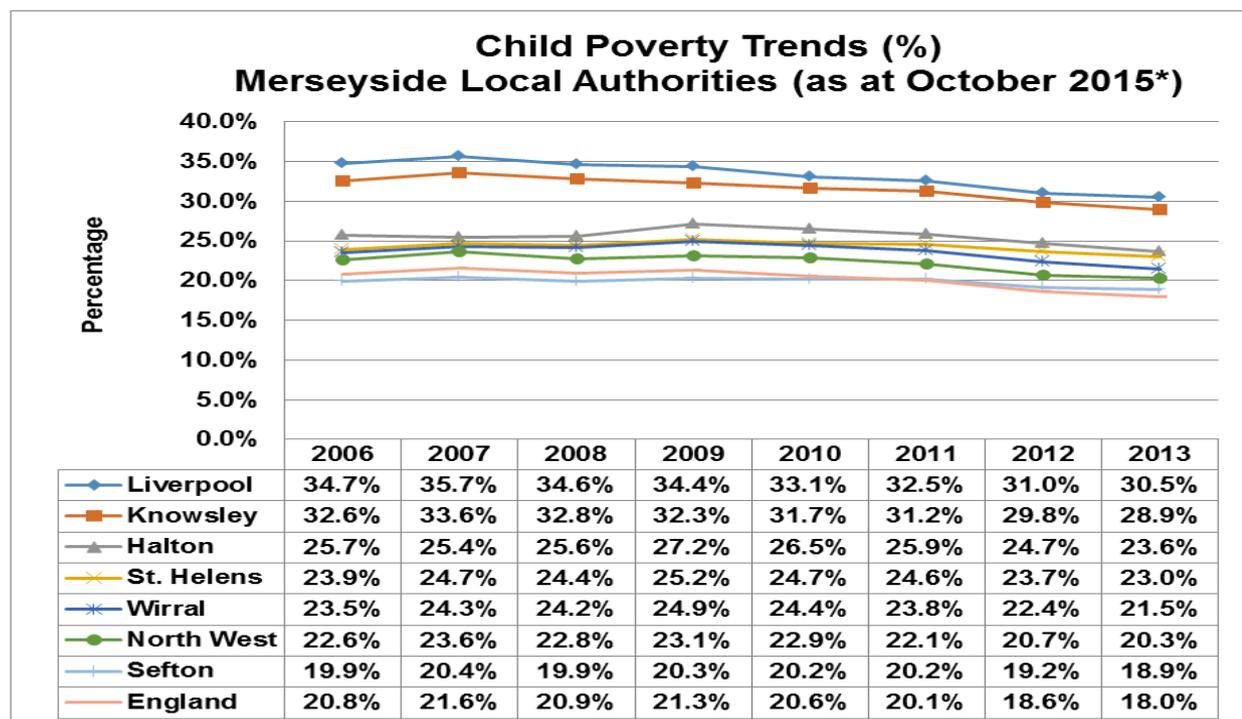
Source: [HMRC 2015 \(and previous years\)](#)

Notes: \* Latest available data

It also highlights Wirral's latest published number of children in low income families as being 14,945 which is a reduction of 675 from the previous year total of 15,620 and from a high in 2009 of 17,615. This is a 13.8% reduction in those 8 years.

Figure 8 below highlights the changing percentage of children in low income families as measured by HMRC. Over the 8 years noted there has been an overall reduction across Merseyside, and for Wirral, though Wirral still remains higher than both North West and England. Wirral continues to have more than 1 in 5 children (up to age of 20) living in poverty.

**Figure 8:** Child Poverty Trends (%) percentage of children in low-income families, Merseyside Local Authority values as at August 31 2013 (HMRC data)



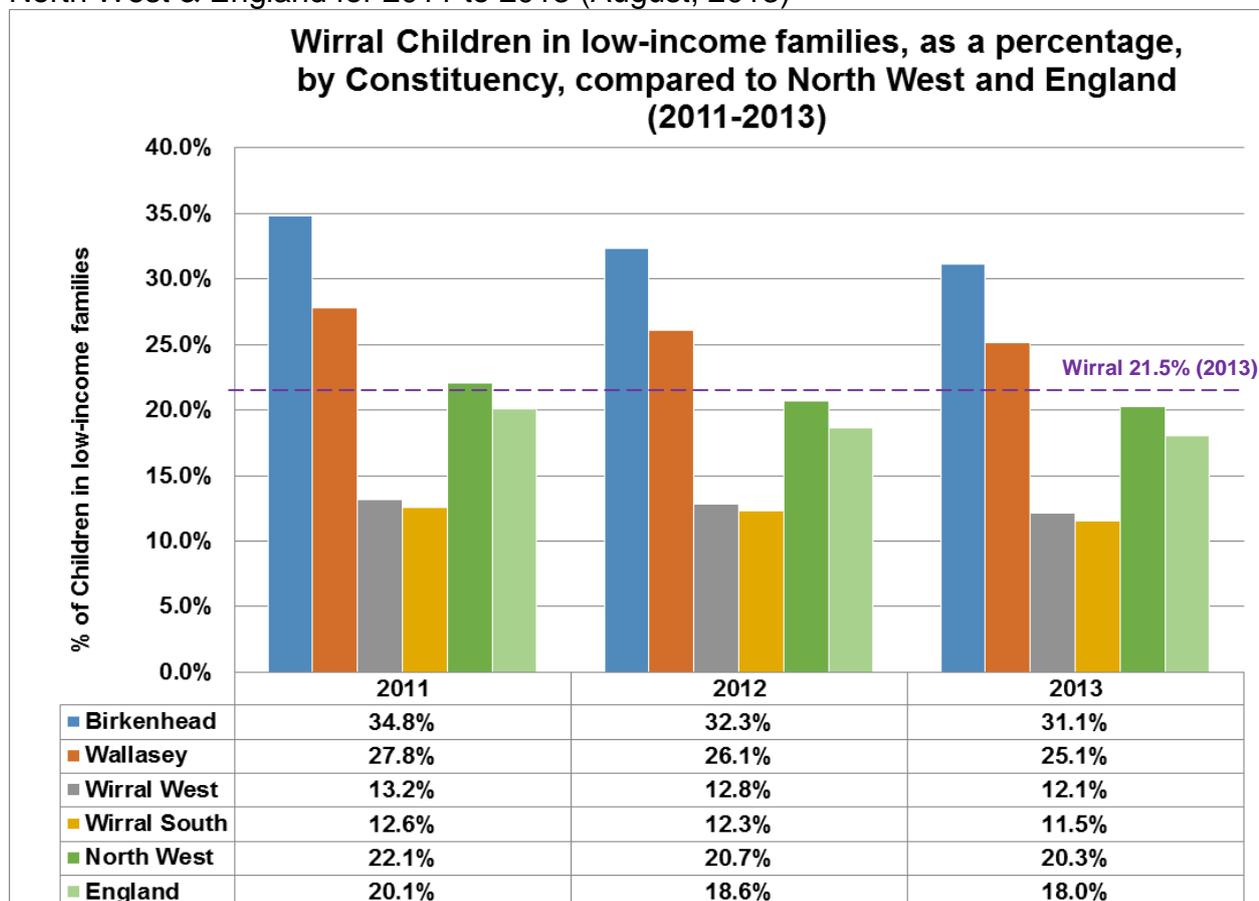
Source: [HMRC 2015 \(and previous years\)](#)

Notes: \* Latest available data

## Parliamentary Constituency

There are significant variations in child poverty when considered by Wirral parliamentary constituency as described in figure 9 below

**Figure 9:** Child Poverty as comparison of Wirral Parliamentary Constituencies, Wirral, North West & England for 2011 to 2013 (August, 2013)



Source: [HMRC 2013](#) [HMRC 2014](#) and [HMRC 2015](#)

## Alternate Parliamentary based figures

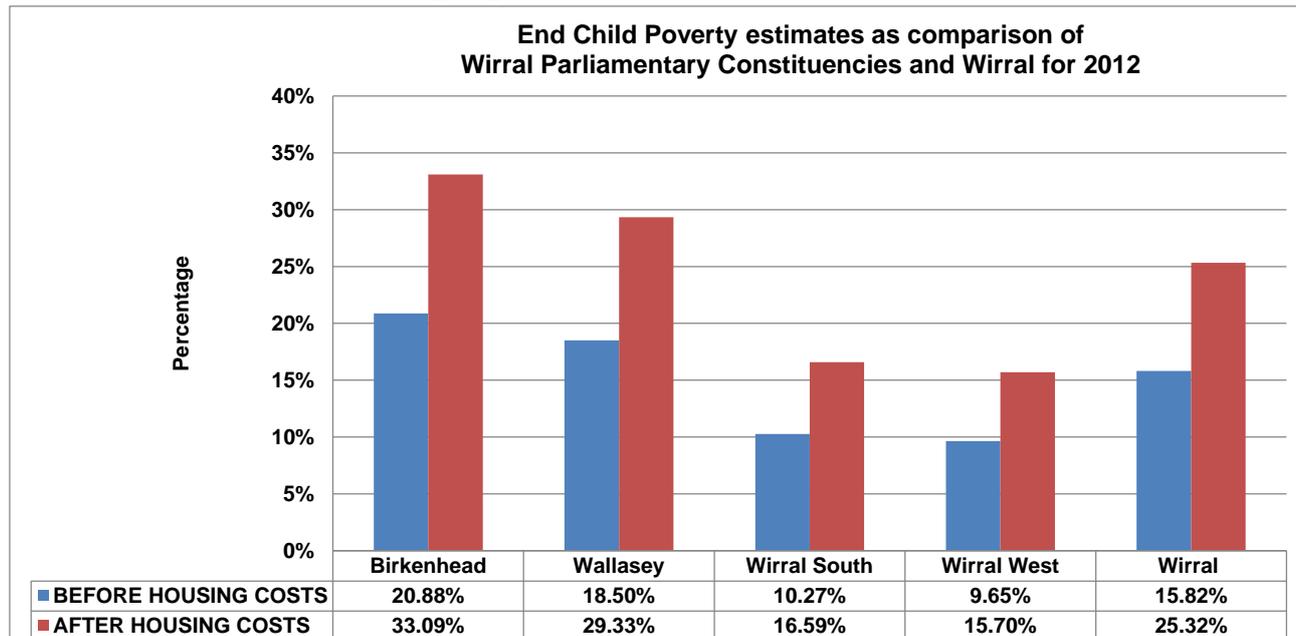
The [Campaign to End Child Poverty](#) has released (October 2014) a Child Poverty Map of the UK, it suggests that 1 in 4 households across the country now live on a weekly income of less than £204 per week after housing costs.

The figures, compiled by Loughborough University, are based on official benefit and HMRC tax credit data. The difference to official HMRC figures is that this approach attempts to take account of adjustments to reflect unemployment rates and the risks of child poverty for families both in and out of work. Child poverty levels for Wirral and other areas using their approach can be viewed here: <http://www.endchildpoverty.org.uk/why-end-child-poverty/poverty-in-your-area>.

Using this methodology (viewed [here](#)) highlights potential discrepancies to using just the children in low-income families local measure. The differences highlight an increased number of living in poverty with parent(s) in work.

In figure 10 and figure 11 below provides this alternate calculation for children living in poverty locally.

**Figure 10: End Child Poverty estimates as comparison of Wirral Parliamentary Constituencies and Wirral for 2012**

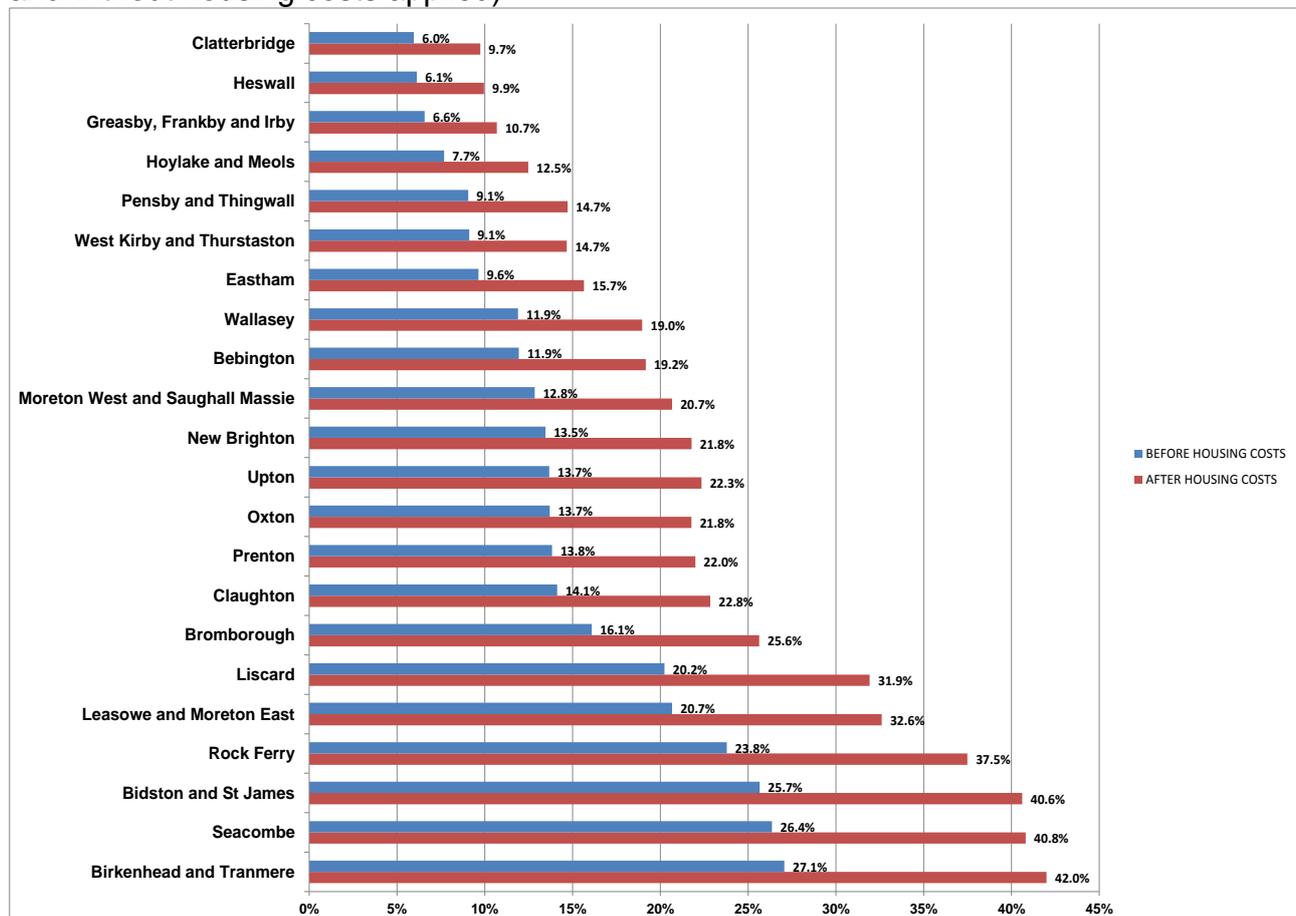


Source: End Child Poverty Data (2014)

Notes: methodology can be viewed [here](#) – also this is the latest available data

The figures when calculated with housing costs applied rise significantly. This is repeated when looking at ward based data in figure 11 below.

**Figure 11: End Child Poverty estimates: Comparison of Wirral Wards for 2012 data (with and without housing costs applied)**



Source: End Child Poverty Data (2014)

Notes: methodology can be viewed [here](#) – also this is the latest available data

## Wirral

Wirral Council completed an initial Child Poverty Needs Analysis in 2011 and has contributed to a refreshed version compiled for the Liverpool City Region. Wirral continues to participate in various working groups with colleagues from across the City Region to deliver the aims and objectives of the Child Poverty and Life Chances Strategy. More recently the [Wirral Plan: A 2020 Vision](#) has created the opportunity for local partners to move their collective and collaborative work efforts forward.

### Ward Analysis using HMRC data

When considering the borough and region-wide averages, the Child Poverty rate differs marginally from the national rate. However when the data is examined at Ward-level and below, relative concentrations of poverty and deprivation become more apparent.

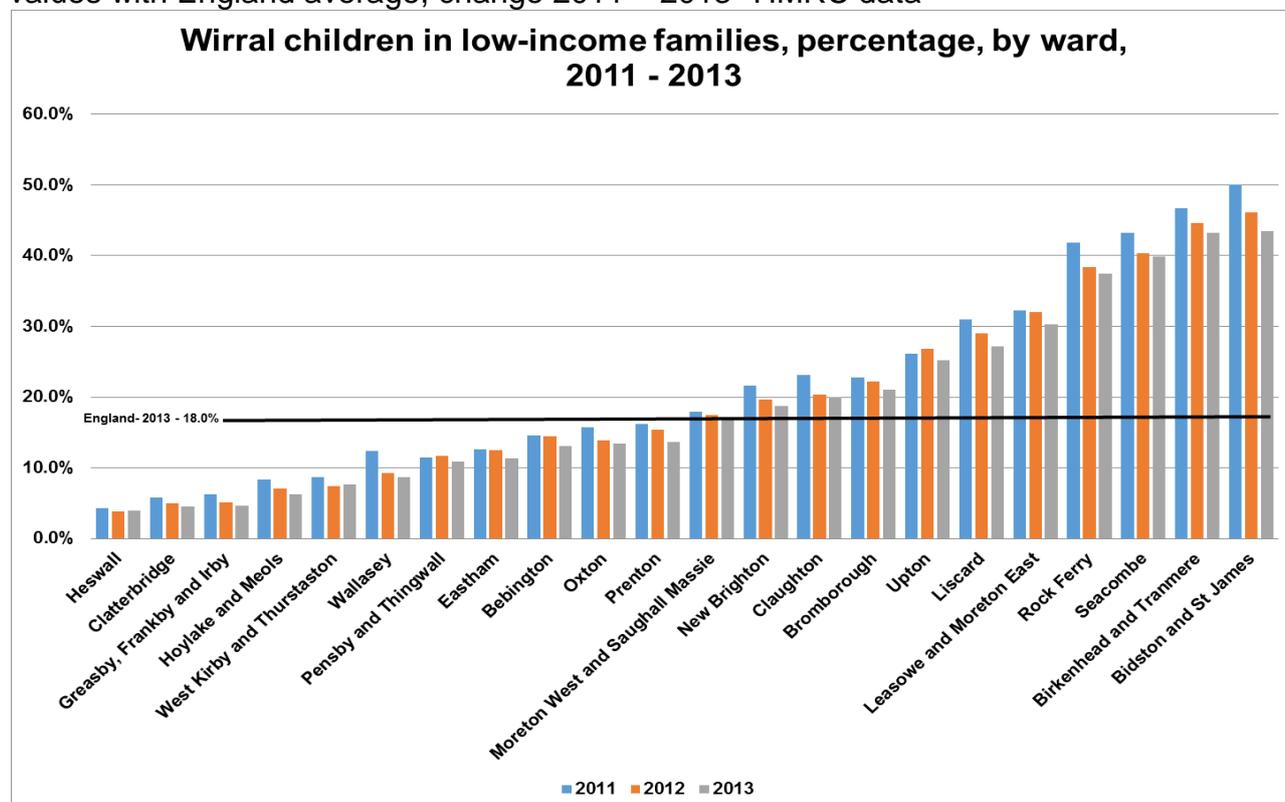
As figure 13 below shows there remains seven Wirral Wards with Child Poverty levels above the borough's average despite that average now being 21.5% in 2013, a reduction from 22.4% in 2012 and from 24.9% in 2009.

However there are significant higher concentrations of poverty within seven Wards (*Bidston and St James, Birkenhead and Tranmere, Seacombe, Rock Ferry, Leasowe and Moreton East, Liscard and Upton*) above the 2013 Wirral average of 21.5%. These concentrations follow established patterns of deprivation with higher levels of poverty experienced in the Birkenhead and Wallasey Parliamentary Constituencies and less in the more affluent areas of Wirral South and Wirral West.

### Wirral Wards

In figure 12 below we see the three year trend data, by Ward (percentage), for children in low income families. Positively there is a reduction over this period for all wards to some degree. However nine wards remain above the England average.

**Figure 12:** Percentage of Children in Low-Income Families Local Measure, Wirral Ward values with England average, change 2011 – 2013\* HMRC data



Source: [HMRC 2015 \(and previous years\)](#)

Notes: \* Latest available data

Wirral children in low-income families, as a percentage, comparison by ward, 2011-2013				
Ward	2011	2012	2013	Diff (2011 - 2013)
Bidston and St James	50.0%	46.1%	43.5%	-6.5%
Birkenhead and Tranmere	46.7%	44.6%	43.2%	-3.5%
Seacombe	43.2%	40.4%	39.9%	-3.3%
Rock Ferry	41.9%	38.4%	37.5%	-4.4%
Leasowe and Moreton East	32.3%	32.0%	30.3%	-2.0%
Liscard	31.0%	29.0%	27.2%	-3.8%
Upton	26.1%	26.8%	25.2%	-0.9%
Bromborough	22.8%	22.2%	21.0%	-1.8%
Claughton	23.1%	20.3%	20.0%	-3.1%
New Brighton	21.6%	19.7%	18.7%	-2.9%
Moreton West and Saughall Massie	17.9%	17.5%	17.1%	-0.8%
Prenton	16.2%	15.4%	13.7%	-2.5%
Oxton	15.7%	13.9%	13.4%	-2.3%
Bebington	14.6%	14.5%	13.1%	-1.5%
Eastham	12.6%	12.5%	11.3%	-1.3%
Pensby and Thingwall	11.5%	11.7%	10.9%	-0.6%
Wallasey	12.4%	9.3%	8.7%	-3.7%
West Kirby and Thurstaston	8.7%	7.4%	7.6%	-1.1%
Hoylake and Meols	8.3%	7.1%	6.2%	-2.1%
Greasby, Frankby and Irby	6.2%	5.1%	4.6%	-1.6%
Clatterbridge	5.8%	5.0%	4.5%	-1.3%
Heswall	4.3%	3.8%	3.9%	-0.4%

Source: [HMRC 2015 \(and previous years\)](#)

Notes: \* Latest available data

Table 3 opposite provides the three year change in percentages for each ward between 2011 and 2013. This again highlights the reduction with the percentage difference (end column). The highest percentage of children living in low income families are found to be in the wards of Bidston and St. James, Birkenhead and Tranmere, Seacombe and Rock Ferry. Positively Bidston & St. James shows the largest reduction in that 3 period of 6.5%.

Wirral children in low-income families, as a percentage, comparison by ward, 2011-2013				
Ward	2011	2012	2013	Diff (2011 - 2013)
Heswall	4.3%	3.8%	3.9%	-0.4%
Clatterbridge	5.8%	5.0%	4.5%	-1.3%
Greasby, Frankby and Irby	6.2%	5.1%	4.6%	-1.6%
Hoylake and Meols	8.3%	7.1%	6.2%	-2.1%
West Kirby and Thurstaston	8.7%	7.4%	7.6%	-1.1%
Wallasey	12.4%	9.3%	8.7%	-3.7%
Pensby and Thingwall	11.5%	11.7%	10.9%	-0.6%
Eastham	12.6%	12.5%	11.3%	-1.3%
Bebington	14.6%	14.5%	13.1%	-1.5%
Oxton	15.7%	13.9%	13.4%	-2.3%
Prenton	16.2%	15.4%	13.7%	-2.5%
Moreton West and Saughall Massie	17.9%	17.5%	17.1%	-0.8%
New Brighton	21.6%	19.7%	18.7%	-2.9%
Claughton	23.1%	20.3%	20.0%	-3.1%
Bromborough	22.8%	22.2%	21.0%	-1.8%
Upton	26.1%	26.8%	25.2%	-0.9%
Liscard	31.0%	29.0%	27.2%	-3.8%
Leasowe and Moreton East	32.3%	32.0%	30.3%	-2.0%
Rock Ferry	41.9%	38.4%	37.5%	-4.4%
Seacombe	43.2%	40.4%	39.9%	-3.3%
Birkenhead and Tranmere	46.7%	44.6%	43.2%	-3.5%
Bidston and St James	50.0%	46.1%	43.5%	-6.5%

Source: [HMRC 2015 \(and previous years\)](#)

Notes: \* Latest available data

Table 4 opposite describes the lowest wards (percentage) for children in low income families. In this case Heswall, Clatterbridge and Greasby, Frankby and Irby all have figures below 5%, or less than 1 in 20 children living in low income families in 2013. This compares to around 40%, or 8 in 20 children in Bidston and St. James, Birkenhead and Tranmere, Seacombe.

## **Lower Super Output Area Analysis**

Her Majesty's Revenue and Customs (HMRC) Child Poverty data is also provided for Wirral's 206 Lower Super Output Areas (LSOAs) [\[Click here for an explanation of Lower Super Output Areas\]](#). Overall 74 of 206 LSOAs (35.7% of the total) have Child Poverty levels that are above the Wirral average of 21.5% of children in poverty.

Another illustration of how Child Poverty is concentrated into pockets of deprivation in Wirral is to consider where the highest levels of child poverty are apparent.

In 2012 data suggests that 14 LSOAs had more than 50% of children living in low-income families. This was a reduction from 2011 figures where there was 3 LSOAs above 60% and 17 above 50% with children in that area living in poverty.

This year's 2013 data for children in low-income families sees that number of LSOAs fall to only 8 above the 50% mark though still too many as this still equates to 1 in 2 living in childhood poverty in some of the most disadvantaged areas.

Table 5 below provides a list of 20 of 206 Wirral LSOAs ranked highest for children living in poverty using 2013 figures and compared to 2012 data. The highest ranked 10 Wirral LSOAs have 5 areas within Bidston and St. James ward. [View the full list here](#)

**Table 5:** Children in Low-Income Families Measure for Wirral Lower Super Output Areas (LSOAs) with comparison of 2012 and 2013 for Local and England rank and percentage change (as at 15<sup>th</sup> November 2015) using HMRC data\*

LSOA New Name	Wirral Ward	2012 Child Poverty %	2012 Local Rank	2013 Child Poverty %	2013 Local Rank	England 2013 Rank
Birkenhead East Float	Bidston and St James	58.0%	3	60.3%	1	10
Birkenhead West	Bidston and St James	60.7%	1	59.0%	2	19
Egremont Central	Liscard	57.8%	4	55.1%	3	54
Bidston St James East	Bidston and St James	59.0%	2	54.3%	4	65
Bidston Moss	Bidston and St James	51.8%	9	54.0%	5	73
Tranmere Woodward	Rock Ferry	50.3%	13	53.6%	6	87
Seacombe St Pauls	Seacombe	47.8%	18	51.3%	7	165
Birkenhead South	Birkenhead and Tranmere	43.2%	27	50.6%	8	193
Bidston St James West	Bidston and St James	54.5%	7	49.8%	9	226
Seacombe Ferry	Seacombe	50.8%	11	49.6%	10	239
Lower Tranmere	Rock Ferry	53.0%	8	49.0%	11	282
Hamilton Square	Birkenhead and Tranmere	50.7%	12	47.4%	12	422
Beechwood North	Bidston and St James	51.6%	10	47.0%	13	467
Higher Tranmere	Birkenhead and Tranmere	50.2%	14	46.8%	14	485
Leasowe Central	Leasowe and Moreton East	55.6%	6	46.7%	15	495
Town Hall	Seacombe	43.6%	26	46.0%	16	582
West Tranmere	Birkenhead and Tranmere	49.7%	15	45.9%	17	592
Tranmere Esplanade	Rock Ferry	49.4%	16	45.7%	18	612
Tranmere Lairds	Birkenhead and Tranmere	45.8%	22	45.6%	19	622
Seacombe Library	Seacombe	38.8%	39	45.1%	20	676

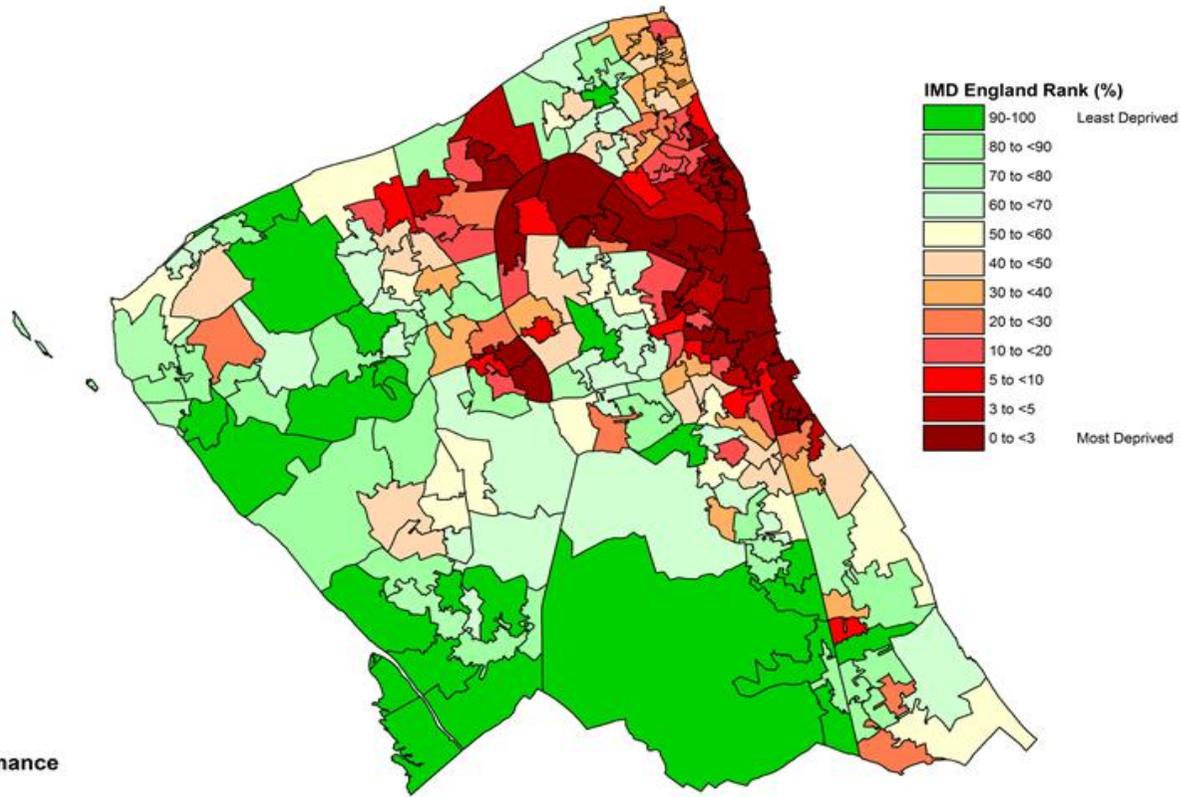
Source: [HMRC 2015](#) and [HMRC, 2014](#) and [HMRC 2013](#)

Notes: Full list for 2013 data can be viewed [here](#) Full list for 2012 data can be viewed [here](#)

Map 1 below highlights the concentrations of Child Poverty and relative affluence in Wirral. The ranges correspond to each LSOA's 2013 position in the England ranking.

# Map 1: Wirral lower super output areas (LSOAs) in relation to their England Percentage rank for Child Poverty, 2013 data

## Wirral LSOAs in relation to their England Percentage rank for Child Poverty, 2013 data



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Wirral Council

## Targets and Performance

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### Targets

The previous Child Poverty Act (2010) was the Government's approach to eradicating child poverty by 2020. The provisions of the act placed a duty on the Secretary of State to ensure less than 10% of children nationally are considered to live in relative poverty by 2020, as per the 'Children in Low-Income Families' measure.

There were no intermediate targets or milestones. However, the Liverpool City Region Child Poverty and Life Chances Strategy outlined two strategic aims to addressing and alleviating Poverty in the sub region:

Aim 1 - Ensure the best possible start in life for children/young people to improve their life chances

Aim 2 - Maximise Family Income

The new [Child Poverty Strategy \(2014 – 2017\)](#) sets out the next ambitious targets through the Government commitment to the goal of ending child poverty in the UK by 2020. This Strategy meets our requirements under section 9 of the Child Poverty Act 2010.

This Strategy sets out the action we will take from 2014-17 to tackle child poverty through:

- Supporting families into work and increasing their earnings;
- Improving living standards; and
- Preventing poor children becoming poor adults through raising their educational attainment.

More recently Wirral Councils Plan: A 2020 Vision was published in June 2015 and it sets out a series of 20 pledges which the council and its partners will work to achieve by 2020, focusing on three key themes:

- protecting the most vulnerable
- driving economic growth
- improving the local environment

Within these key themes there is a priority to reduce child and family poverty. The strategy that outlines the underpinning issues and approach to this need can be accessed [here](#). An action plan will be available, with accompanying performance plan, will be available Summer 2016.

The plan sets out what areas the council and partners will prioritise over the next five years. The plan, and the story so far as the [Annual Report](#), can be viewed on the [council website](#).

Wirral Plan: A 2020 Vision [here](#) and first year Annual Report 2015 [here](#)

Child and Family Poverty Strategy [here](#) (to follow)

### Performance

Child poverty is an important issue for public health. Inclusion of this indicator emphasises its importance. The Marmot Review (2010) suggested there is evidence that childhood poverty leads to premature mortality and poor health outcomes for adults. Reducing the numbers of children who experience poverty should improve these adult health outcomes and increase healthy life expectancy. ["A New Approach to Child Poverty: Tackling the Causes of Disadvantage and Transforming Families Lives"](#) set out the Government's approach to tackling poverty from the 2010 Parliament and up to 2020. This strategy met the requirements set out in the Child Poverty Act 2010, focused on improving the life chances of the most disadvantaged children.

Children in poverty are reported at both under 16 and under 20 within the Public Health Outcomes Framework (PHOF) for England. The PHOF can be accessed [here](#). The indicators are based upon the percentage of dependent children aged under 16 or 20 in relative poverty (living in

households where income is less than 60 per cent of median household income before housing costs) in Wirral and in comparison to other areas.

In figure 13 and figure 14 below are the North West Local Authority comparative results for children in poverty low-income families. In 22.4% of under 16s in poverty and this is above both North West and England figures of 21% and 18.6% respectively.

**Figure 13: Children in poverty (Under 16s) up to 2013\***

**1.01ii - Children in poverty (under 16s) 2013**



Source: HM Revenue and Customs (Personal Tax Credits: Related Statistics - Child Poverty Statistics)

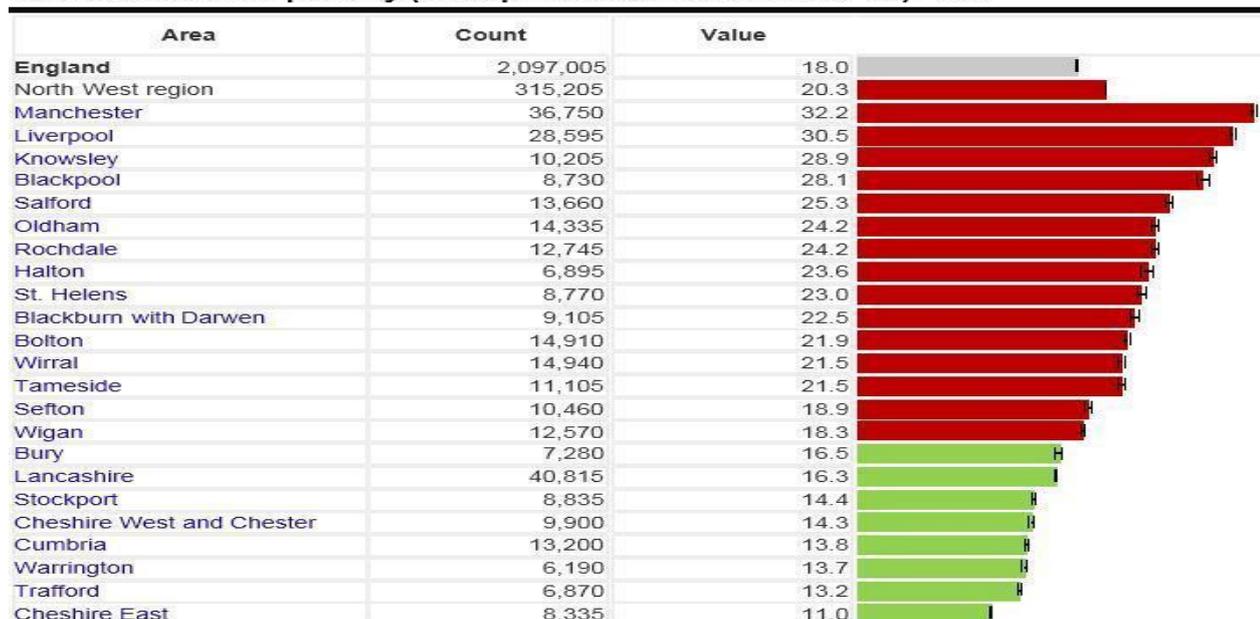
Source: [Public Health Outcomes Framework, 2015](#)

Notes: \* Latest available data. Definition - The percentage of dependent children aged under 20 in relative poverty (living in households where income is less than 60 per cent of median household income before housing costs) Full definition details [here](#)

The details for Under 20s children in poverty show a slight improvement with Wirral at 21.5%, closer to North West at 20.3 but with England lower again at 18.0%. In both cases Wirral's performance is amongst the worst in the region and country.

**Figure 14: Children in poverty (Under 20s) up to 2013\***

**1.01i - Children in poverty (all dependent children under 20) 2013**



Source: HM Revenue and Customs (Personal Tax Credits: Related Statistics - Child Poverty Statistics)

Source: [Public Health Outcomes Framework, 2015](#)

Notes: \* Latest available data – more notes see figure 13 notes

### Introduction

In order to consider local impacts of childhood poverty and children living in low income families the following section highlights information in relation to those main factors highlighted on pages two and three as having the greatest bearing on child and subsequent adult poverty.

### Income deprivation - Indices of Deprivation

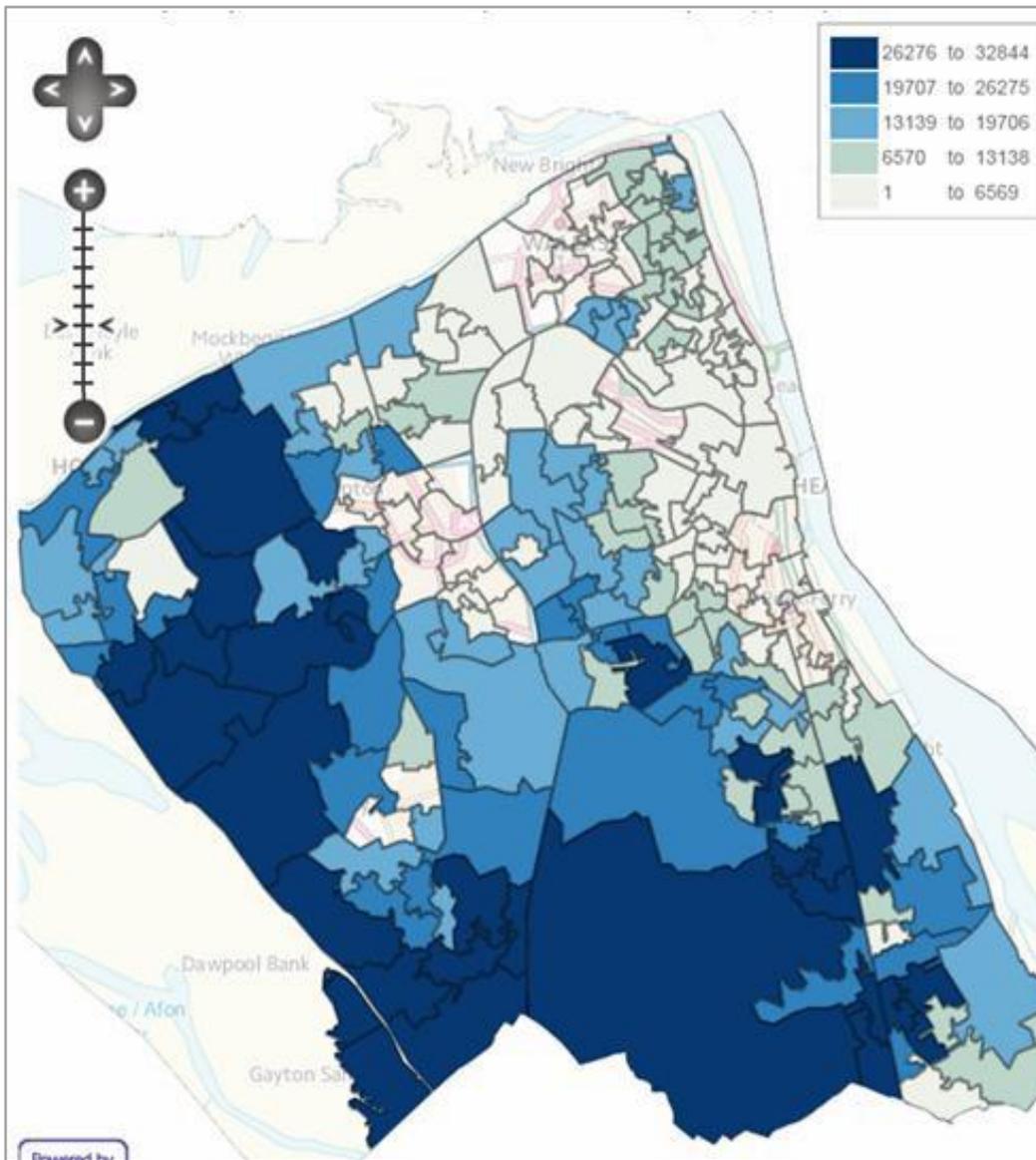
Income deprivation is a measure of families being on very low incomes whether they are in or out-of-work. The score in the Income (and Employment) Domains is actually a rate. So for example, a score of 0.59 in Birkenhead East Float indicates that 59% of residents in that LSOA are income deprived.

Wirral had 60 (out of a total of 206) LSOAs ranked as being amongst the 20% most Income deprived areas in England on the 2015 IMD (see Map 3 below which shows Wirral LSOAs ranked in National Quintiles or five equal bands of 20%).

There were 109 LSOAs in England in 2015 where more than half the population (50%) of the area was classed as living in income deprivation. Wirral had 7 LSOAs where more than 50% of residents were classed as being income deprived (see right of map for list of these LSOAs).

Those LSOAs that are classified as being the most deprived 20% of areas in England are shown in the lightest colour, the least deprived – or most affluent – areas are shown in the darkest colours (Most deprived = 1, Least Deprived = 32,844).

**Map 2:** Income deprivation domain: LSOAs by Rank in Wirral (1= Most Deprived)



**Notes:** This domain is calculated using families who fall into the following categories: Income based ESA claimants; Jobseeker’s Allowance claimants; Pension Credits claimants; Child or Working Tax Credits claimants (not already claiming one of the above benefits) whose income (excluding housing benefit) is below 60% of the median before housing costs and Asylum seekers in receipt of subsistence support, accommodation or both. Performance on this domain is so poor, it negatively affects the overall performance of Wirral on the whole IMD

**Table 6:** Ten most deprived LSOAs in Wirral on the Income domain of the IMD (2015)

LSOA code	LSOA name	Overall IMD Rank (1 = most deprived)	Income Score (rate)	Income Rank (1 = most deprived)
E01007133	Birkenhead East Float	133	59%	9
E01007122	Bidston St James East	36	58%	10
E01007274	Seacombe Ferry	100	56%	21
E01007293	Lower Tranmere	108	54%	36
E01007127	Birkenhead West	56	51%	87
E01007124	Beechwood North	346	50%	102
E01007289	Tranmere Woodward	270	50%	107
E01007123	Bidston St James West	460	49%	128
E01007220	Egremont Central	288	48%	137
E01007128	Birkenhead Central	94	48%	153

## Low pay – Parental employment

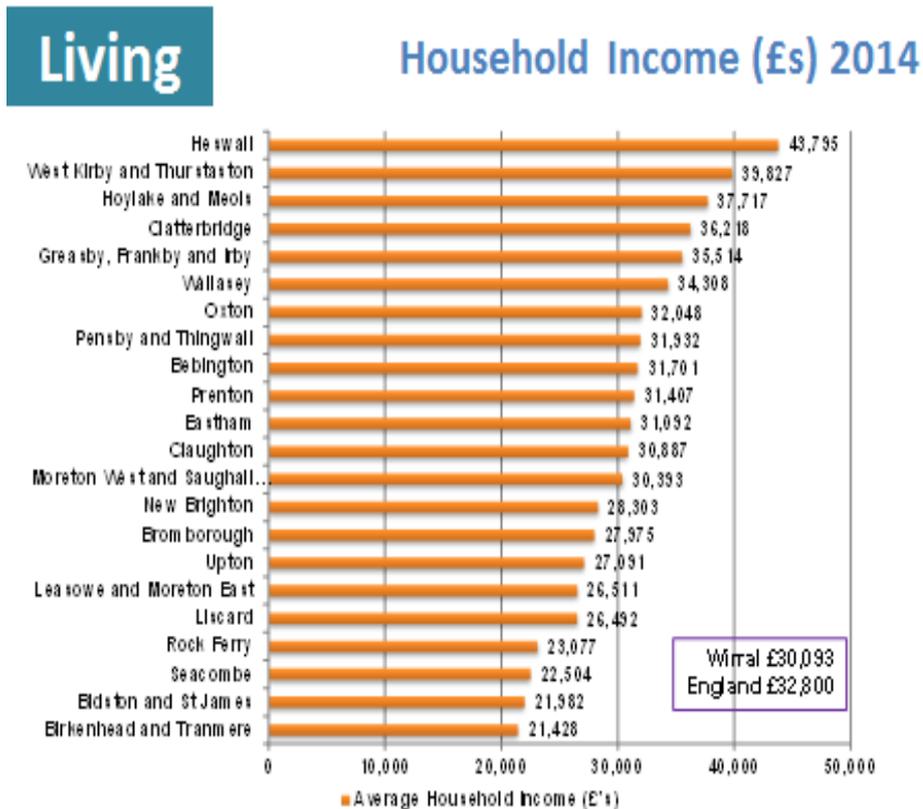


Figure 15 opposite provides insight into the average household income residents receive, noted at Ward level for 2014. Here there is a large difference between Heswall as the highest and Birkenhead and Tranmere as the lowest by almost double the average household income. This has ramifications for adults and children in the home. Although supplemented in some cases by Universal Credit or other benefit a number of families will be experiencing 'in-work poverty'.

Source: Mosaic Public Sector, 2014

## Employment - Indices of Deprivation

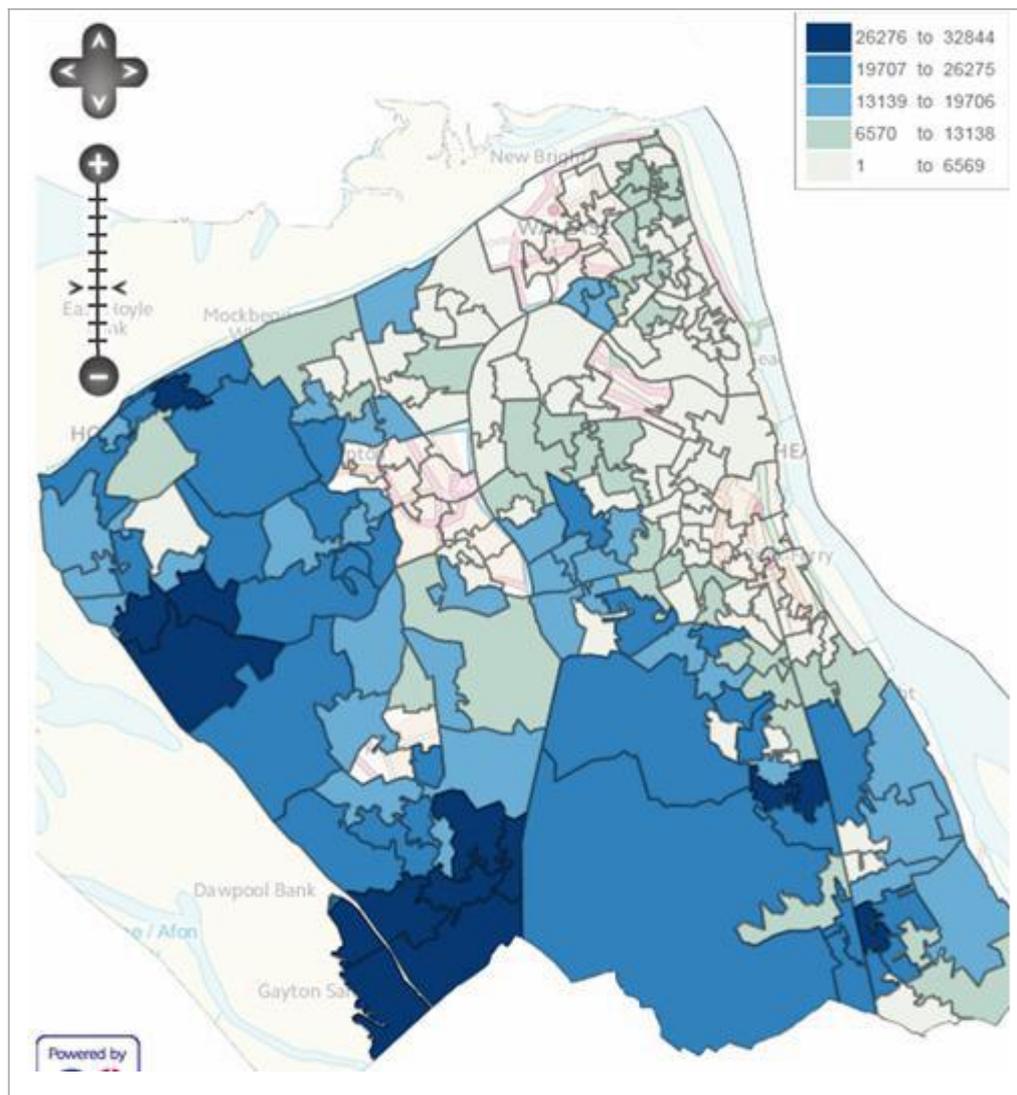
The Employment domain of the Indices of Deprivation (IMD) measures involuntary exclusion of working age people from the labour market, i.e. those who would like to work but are unable to do so. Worklessness is regarded as a deprivation in its own right and not simply a driver of low income, because participation in the labour market brings a number of other social and psychological benefits.

Like the Income domain, the Employment Domain Score is actually a rate or proportion. So for example, in Birkenhead East Float, 59% of residents in these areas are employment deprived. This LSOA was also the most deprived area in Wirral on the previous (2010) IMD and has actually worsened (its score was 0.51 meaning 51% of residents were Employment Deprived). Birkenhead East Float was actually the number 1 most employment deprived LSOA in England in 2015, out of 32,844 LSOAs

Map 3 below shows the distribution of this domain (by England rank) in Wirral. The lightest coloured areas are the 20% most deprived of areas nationally for this measure.

Wirral has 75 LSOAs which fall into this category (ranked 0 to 6,569), so almost one in three of all LSOAs in the borough are classed as being employment deprived. Performance on this domain is so poor, it negatively affects the overall performance of Wirral on the whole IMD.

**Map 3:** Employment deprivation domain: LSOAs by Rank in Wirral (1= Most Deprived)



**Notes:** This domain is calculated by summing the following seven indicators: Jobseeker's Allowance claimants (both contribution-based and income based); Incapacity Benefit claimants aged 18-59/64; Severe Disablement Allowance claimants aged 18-59/64; Employment & Support Allowance claimants aged 18-59/64 and Carers Allowance claimants. Map 4 indicates that Wirral performs poorly on this domain, with only 12 LSOAs classed as belonging to the least deprived 20% of areas nationally (darkest blue colour on the key).

**Table 7:** Ten most deprived LSOAs in Wirral on the Employment domain of the IMD (2015)

LSOA code	LSOA name	Overall IMD Rank (1 = most)	Employment Score (rate)	Employment Rank (1 = most)
E01007133	Birkenhead East Float	133	58%	1
E01007122	Bidston St James East	36	46%	28
E01007293	Lower Tranmere	108	46%	29
E01007274	Seacombe Ferry	100	45%	35
E01007129	Birkenhead South	96	44%	45
E01007128	Birkenhead Central	94	44%	53
E01007126	Hamilton Square	294	42%	73
E01007207	Moreton North	410	40%	109
E01007289	Tranmere Woodward	270	40%	111
E01007127	Birkenhead West	56	40%	135

### Part time work/low hours

There are a substantial number of residents both in and out of work. Table 7, albeit based on previous ward boundary's and Census 2011 data still suggests, as other data, that the same areas and communities are adversely affected by worklessness and in turn as are the children and families with higher numbers of residents in part time employment.

**Table 7:** Wirral residents (working age population) in Part time in employment by ward, based upon 2011 Census

2011 Ward	Numbers	%
Bidston and St James	1,891	35.9
Rock Ferry	1,789	33.1
Seacombe	1,962	33.1
Birkenhead and Tranmere	1,940	32.5
Upton	2,178	32.3
West Kirby and Thurstaston	1,805	32.2
Heswall	1,880	32.2
Greasby, Frankby and Irby	2,115	31.8
Prenton	2,143	31.6
Liscard	2,141	31.6
Pensby and Thingwall	1,827	31.6
Leasowe and Moreton East	1,903	31.1
Clatterbridge	2,039	30.6
Bebington	2,226	30.3
Claughton	1,976	30.0
Wallasey	2,188	29.9
Bromborough	2,030	29.7
Hoylake and Meols	1,835	29.5
New Brighton	1,969	29.4
Eastham	1,918	29.3
Moreton West and Saughall Massie	1,907	29.0
Oxton	1,936	27.7

Source: [ONS DC6107EW - Economic Activity by sex by age 2014](#)

Note: All figures are for persons aged 16 to 64 - See Link to Part Time Employment Numbers [here](#)

As we see in table 8 for figures up to May 2015 Wirral has a long term worklessness rate of 13.1% which is below the Liverpool City Region average but higher than North West at 11.2% and substantially higher than England at 9.4%

**Table 8:** Comparison of Merseyside LAs and the percentage of long term worklessness (2015)

	Halton	Knowsley	Liverpool	Sefton	St Helens	Wirral	LCR Average	North West	England
% of working age population claiming out of work benefits	13.3%	17.1%	15.8%	12.1%	13.3%	13.1%	14.3%	11.2%	9.4%

Source: DWP Working Age Client Group, May 2015

The main groups who are economically inactive are noted in table 9 below. Wirral has lower percentage of student inactivity when compared to North West and England but higher stay at home parents and long term sick again when compared to North West and England. Other groups are similar.

**Table 9:** Comparison for economic inactivity, Wirral, North West and Great Britain between October 2014 and September 2015

All People	Wirral (Level)	Wirral (%)	North West (%)	Great Britain (%)
Student	9,400	18.7	23.7	26.2
Looking After Family/Home	15,000	29.7	24.2	25.3
Temporary Sick	#	#	2.4	2.2
Long-Term Sick	13,900	27.5	26.7	21.8
Discouraged	!	!	0.4	0.4
Retired	7,700	15.2	14.0	14.0
Other	2,900	5.8	8.7	10.0
<b>Total</b>	<b>50,500</b>	<b>25.8</b>	<b>24.9</b>	<b>22.3</b>

Source: [ONS annual population survey 2014](#)

# Sample size too small for reliable estimate. Estimate is not available since sample size is disclosive

Notes: numbers are for those aged 16-64. % is a proportion of those economically inactive, except total, which is a proportion of those aged 16-64. Local authority profile for Wirral [here](#) and Wirral Ward [here](#)

Table 10 makes a comparison between working age client group and the main out of work benefits. Wirral has higher numbers of claimants overall and of carers and disabled residents.

**Table 10:** Comparison of working-age client group, by main benefit claimants, Wirral, North West and Great Britain as at August 2015

	Wirral (Numbers)	Wirral (%)	North West (%)	Great Britain (%)
Total Claimants	33,080	16.9	14.3	12.0
<b>By Statistical Group</b>				
<b>Main out-of-work benefits† (Total)</b>	24,740	12.7	10.9	9.2
ESA And Incapacity Benefits	18,550	9.5	8.0	6.3
Job Seekers	2,460	1.3	1.4	1.6
Lone Parents	3,070	1.6	1.3	1.1
Others on income related benefits	660	0.3	0.3	0.3
Carers	4,850	2.5	2.0	1.6
Disabled	3,110	1.6	1.2	1.0
Bereaved	380	0.2	0.2	0.2

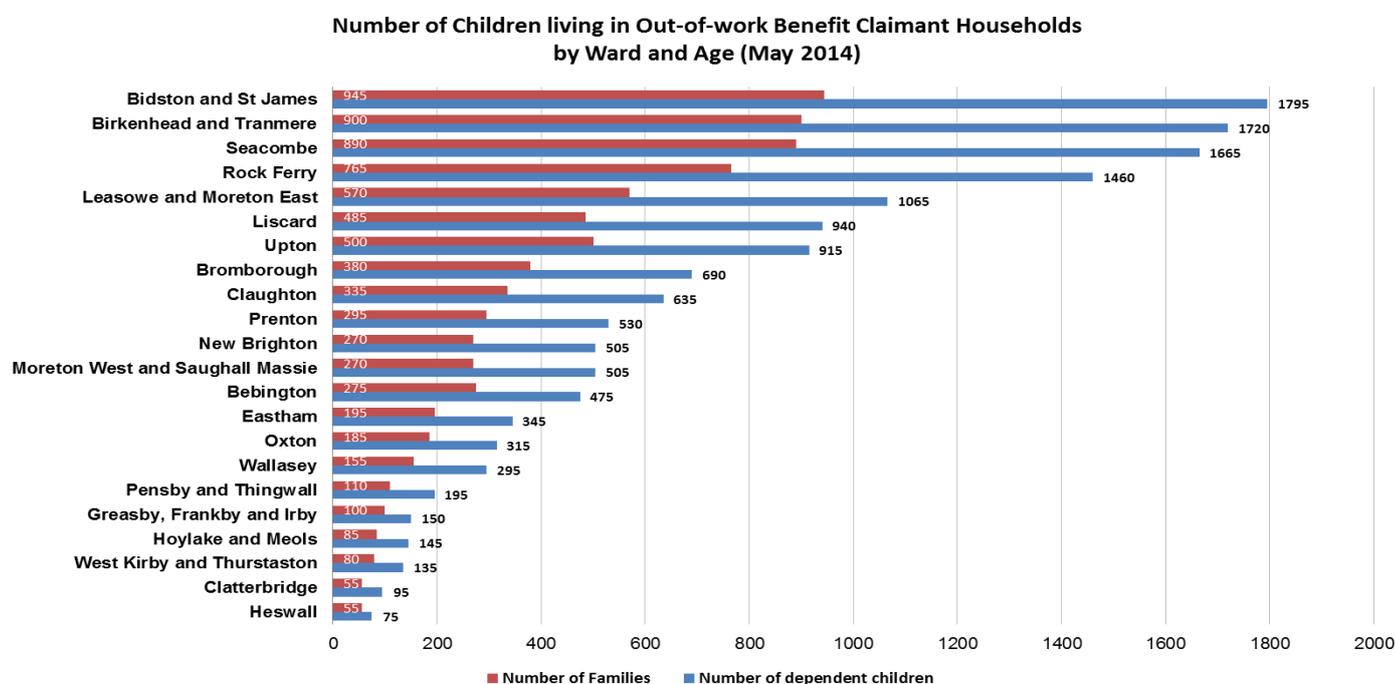
Source: [DWP benefit claimants - working age client group \(February 2016\)](#) – LA Profile for Wirral [here](#) and Wirral Ward [here](#)

Note: % is a proportion of resident population of area aged 16-64

† Main out-of-work benefits include the groups: job seekers, ESA and incapacity benefits, lone parents and others on income related benefits. See the Definitions and Explanations below for details [www.nomisweb.co.uk](http://www.nomisweb.co.uk) - 22/02/2016 (page 4 of 10)

Figure 16 below describes the number of Wirral children, by ward, living in households claiming out of work benefits (DWP data). This highlights the vast number of dependent children and families living in Bidston and St. James, Birkenhead and Tranmere, Seacombe and Rock Ferry wards accessing these benefits. These 4 wards (of 22) account for 45% of the number of dependent children and families.

**Figure 16:** Number of children living in out of work benefit claimant households, by Ward and age 2014 DWP data



Source: DWP WPLS 100% data and HMRC Child Benefit administrative data [here](#)

Notes: See supplementary documents for additional housing data [here](#)

### Low Parental Qualifications

A key consideration for both child and adult poverty relates to both parental and child qualifications in both cases being prime indicators to future child and family poverty issues. Based on 2014 data in table 11 then Wirral compares favourably to both North West and in this case Great Britain with only 'other qualifications' showing any significant difference with North West and Great Britain

**Table 11:** Wirral residents and level of qualifications, based on 2011 Wards with Annual Population Survey 2014

Qualifications (Jan 2014-Dec 2014)				
	Wirral (Level)	Wirral (%)	North West (%)	Great Britain (%)
Individual Levels				
NVQ4 and above	61,700	31.6	30.9	36.0
NVQ3 and above	105,100	53.9	52.7	56.7
NVQ2 and above	144,200	74.0	71.4	73.3
NVQ1 and above	171,400	88.0	83.4	85.0
Other Qualifications	6,000	3.1	6.0	6.2
No Qualifications	17,500	9.0	10.6	8.8

Source: [ONS annual population survey 2014](#)

Notes: For an explanation of the qualification levels see the definitions section. Numbers and % are for those of aged 16-64 and % is a proportion of resident population of area aged 16-64. Qualifications data are only available for Jan-Dec periods.

The timeline from 2004 to 2014 in terms of Wirral residents with no formal qualifications suggests that Wirral continues to improve since 2004 with an almost 50% drop from 33,900 with no qualification to 17,500 in 2014. Although a similar reduction has occurred for North West and Great Britain, Wirral compares very favourably at 9.0% being below North West (10.6%) and only slightly above Great Britain at 8.8%.

**Table 12:** Wirral residents with no qualifications, timeline from 2004 – 2014 based on 2011 Wards with Annual Population Survey 2014

Date	Wirral	Wirral (%)	North West (%)	Great Britain (%)
Jan 04-Dec 04	33,900	18.1	17.9	15.1
Jan 05-Dec 05	34,000	18.1	17.2	14.3
Jan 06-Dec 06	31,000	16.3	16.0	13.9
Jan 07-Dec 07	26,500	13.8	15.2	13.3
Jan 08-Dec 08	23,200	11.9	15.9	13.5
Jan 09-Dec 09	22,700	11.5	13.8	12.4
Jan 10-Dec 10	22,900	11.6	12.1	11.3
Jan 11-Dec 11	20,000	10.2	12.1	10.7
Jan 12-Dec 12	18,300	9.4	11.2	9.7
Jan 13-Dec 13	19,600	10.1	11.0	9.4
Jan 14-Dec 14	17,500	9.0	10.6	8.8

**Source:** [ONS annual population survey 2014](#)

**Notes:** For an explanation of the qualification levels see the definitions section. Numbers and % are for those of aged 16-64 and % is a proportion of resident population of area aged 16-64. Qualifications data are only available for Jan-Dec periods.

Table 13 provides ward level analysis for residents with no qualifications. Those wards already experiencing higher levels of deprivation and poorer outcomes have higher numbers of residents with no qualifications as Bidston and St. James, Birkenhead and Tranmere, Rock Ferry, Seacombe and Leasowe and Moreton East. There is between one-fifth (Leasowe/Moreton East) and almost one-third (Bidston and St. James) of working-age residents with no qualifications.

**Table 13:** Wirral residents with No Qualifications, by Ward and Census based (2011) on Annual Population Survey 2014

2011 ward	numbers	%
Bidston and St James	2,996	31.1
Birkenhead and Tranmere	2,613	24.7
Rock Ferry	2,197	24.0
Seacombe	2,283	23.0
Leasowe and Moreton East	1,950	21.1
Upton	1,837	18.6
Liscard	1,802	18.1
Bromborough	1,550	16.2
Claughton	1,479	16.0
Moreton West and Saughall Massie	1,422	15.8
Prenton	1,315	14.2
New Brighton	1,299	13.6
Oxton	1,129	12.2
Eastham	979	11.5
Bebington	1,079	11.2
Pensby and Thingwall	759	10.0
Wallasey	876	9.2
Clatterbridge	693	8.1
Greasby, Frankby and Irby	658	7.7
West Kirby and Thurstaston	565	7.6
Hoylake and Meols	572	7.1
Heswall	411	5.6

**Source:** [ONS annual population survey 2014](#)

**Notes:** For an explanation of the qualification levels see the definitions section. Numbers and % are for those of aged 16-64 and % is a proportion of resident population of area aged 16-64. Qualifications data are only available for Jan-Dec periods.

This dataset provides 2011 Census estimates that classify usual residents aged 16 to 64 in England and Wales by highest level of qualification and by economic activity. The estimates are as at census day, 27 March 2011

### Parental ill health

A key aspect related to household poverty relates to parental ill-health. In table 14 we see again those 5 wards noted as having the highest percentage of residents as long term sick or disabled. These factors collectively will add to the burden of low income and poverty in these families.

**Table 14:** Wirral residents who are economically inactive due to long-term sick or disabled Wirral, based on ONS 2011 Census data for Wirral

2011 ward	numbers	%
Bidston and St James	1,343	13.9
Birkenhead and Tranmere	1,303	12.3
Rock Ferry	1,106	12.1
Seacombe	1,103	11.1
Leasowe and Moreton East	879	9.5
Upton	837	8.5
Liscard	837	8.4
New Brighton	774	8.1
Bromborough	706	7.4
Claughton	668	7.2
Prenton	616	6.7
Moreton West and Saughall Massie	564	6.3
Oxton	541	5.8
Eastham	423	5.0
Pensby and Thingwall	372	4.9
Bebington	471	4.9
Wallasey	368	3.9
Clatterbridge	305	3.6
Hoylake and Meols	281	3.5
West Kirby and Thurstaston	233	3.1
Greasby, Frankby and Irby	260	3.1
Heswall	145	2.0

Source: [ONS annual population survey 2014](#)

### Experience of Poverty

Research by Smith and Middleton (2007) and Jenkins (2011) suggests that the experience of poverty in itself affects your chances of being poor in the future, with those who are poor for longer being less likely to exit poverty. Below in table 15 the 2013 summary of those families and children affected by low income and poverty. It is notable the number of lone parent families in Wirral that are living with low income as over 11,250.

**Table 15:** Children in low income families – Wirral – 2013\*

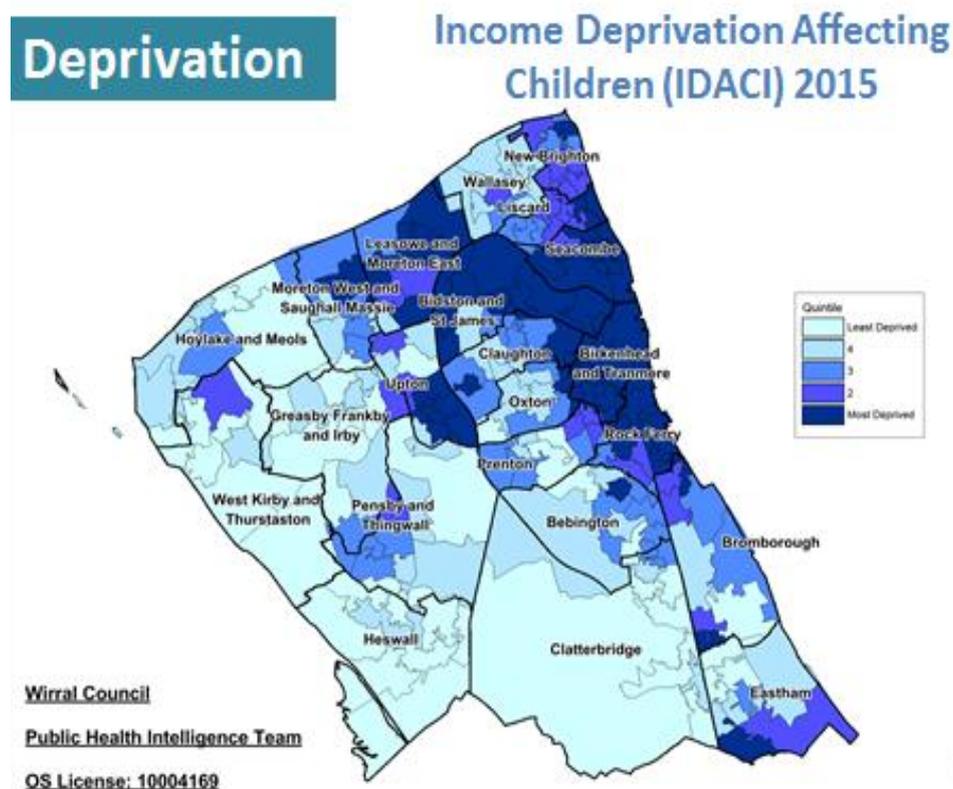
Area	Group	Detail
Children in IS/JSA families	Couple	2,890
	Lone parent	9,990
Children in families receiving WTC and CTC, and income <60% median income	Couple	295
	Lone parent	130
Children in families receiving CTC only, and income <60% median income	Couple	520
	Lone parent	1,120
<b>Children in families in receipt of CTC (&lt;60% median income) or IS/JSA</b>	<b>Couple</b>	<b>3,700</b>
	<b>Lone parent</b>	<b>11,255</b>
<b>% of Children in low-income families (below age 20)</b>	<b>All Families</b>	<b>21.5%</b>

Source: [HMRC 2015 \(and previous years\)](#)

Notes: \* Latest available data

WTC – Working Tax Credit, CTC – Child Tax Credit, IS – Income Support and JSA Job Seekers Allowance

**Map 4:** Wirral Indices of Multiple Deprivation (2015) – in particular affecting children (IDACI)



Map 4 provides possibly the best, and most recent indicator to illustrate child poverty for Wirral, is the Income Deprivation Affecting Children (2015) profile. As we can see from figure 2a opposite it highlights the areas in darker shades where the highest numbers of children are facing income deprivation. This continues to highlight Bidston and St. James, Birkenhead and Tranmere and Rock Ferry as having the highest concentration but the map does also show other areas of need

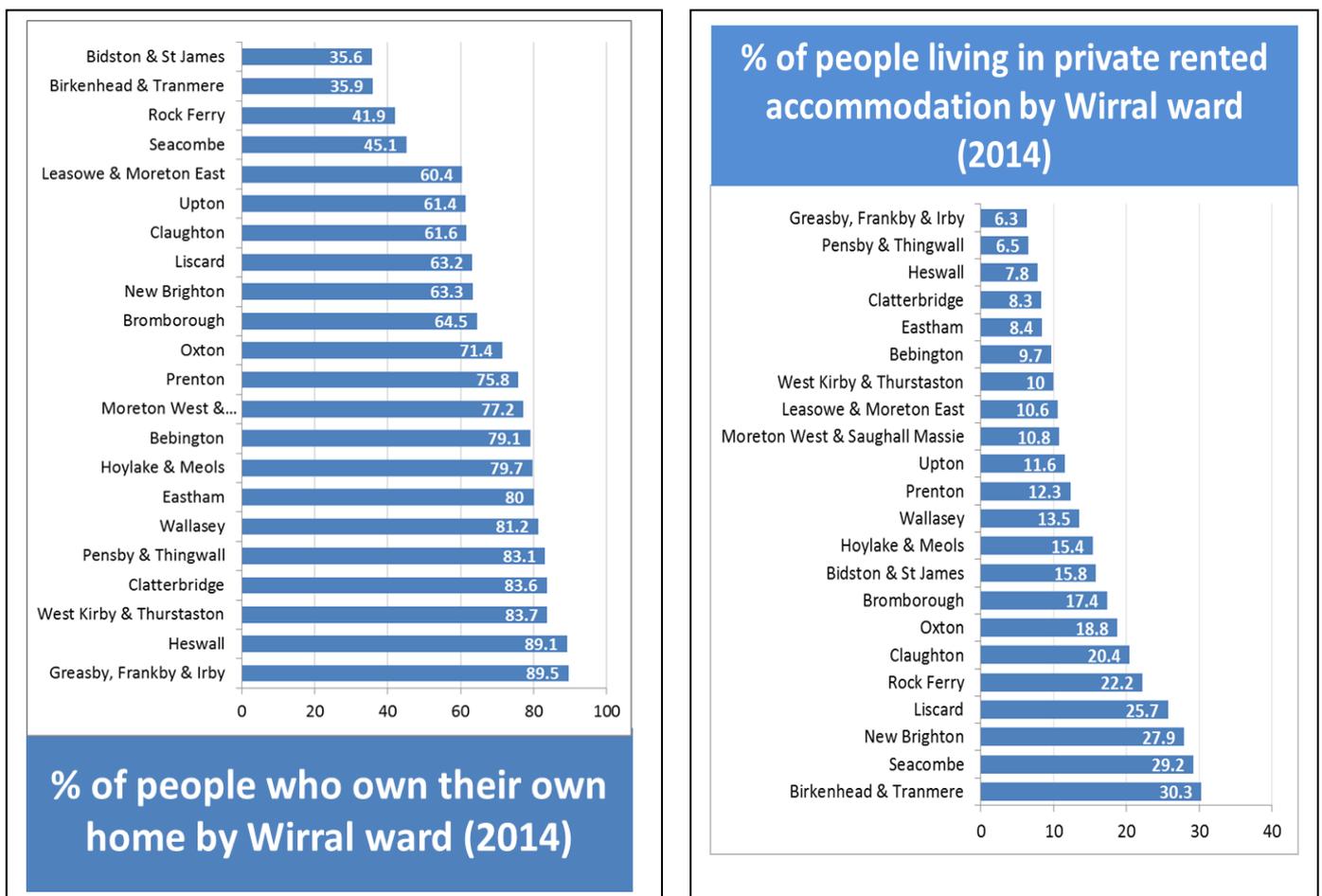
### Home environment (learning and parental behaviours)

The Home Learning Environment manifests as parental behaviours and aspirations and mainly works through children’s educational attainment by influencing a range of children’s outcomes: cognitive and non-cognitive abilities and health. The Home Learning Environment manifests as parental behaviours and aspirations and mainly works through children’s educational attainment by influencing a range of children’s outcomes: cognitive and non-cognitive abilities and health.

The importance of the Home Learning Environment is highlighted by Sylva et al (2004) who claim that what parents do with their children is more important than who parents are and Feinstein (1999) suggesting that Parental interest in their child’s education has four times more influence on attainment by the age of 16 than socio-economic background.

At this point in time it is difficult to gather data on those aspects key within a positive home environment. Figure 17 below looks at home ownership is compared in private and social rented sectors with the stability of the home address possibly playing a part in the home environment outcomes. We see lowest levels of home ownership in Bidston and St. James, Birkenhead and Tranmere and Rock Ferry with the highest in Greasby, Frankby Irby, Heswall and West Kirby and Thurstaston.

**Figure 17:** Home ownership and rented accommodation levels by Ward for Wirral, 2014



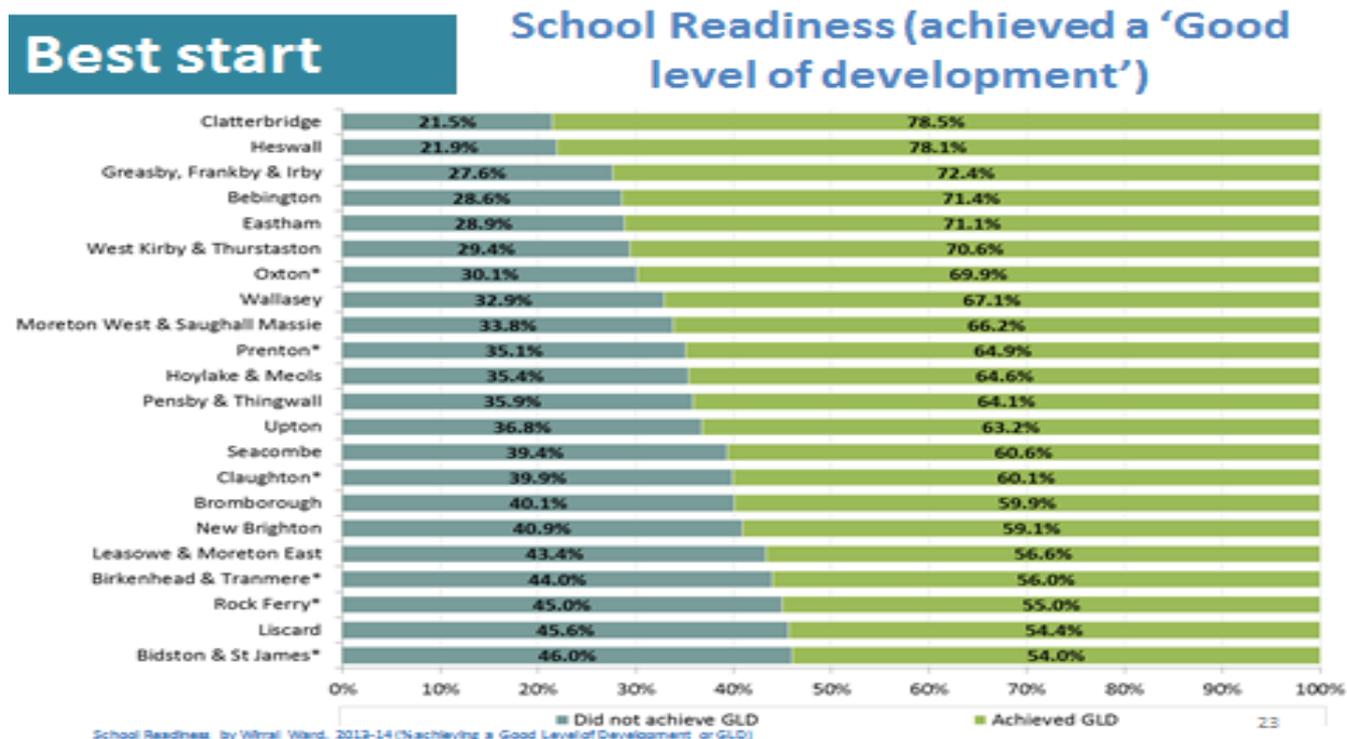
**Source:** [ONS annual population survey 2014](#)

**Notes:** See supplementary documents for additional housing data [here](#)

Zhan (2006) says that parents with higher expectations for their children are more likely to set higher standards for their children’s schooling and social functioning than parents with lower expectations. They are also more likely to transmit the values of doing well in school and of getting along well with teachers and peers. Empirical literature provides consistent support for the positive relationship between parent expectations or aspirations toward their children and their children’s educational achievement (Axinn et al (1997); Furstenberg & Hughes, (1995); Hanson, McLanahan, & Thomson (1997); Reynolds & Gill (1994); Smith, Beaulieu, & Seraphine (1995), all cited in Zhan (2006)).



**Figure 18: School Readiness by Wirral Ward (achieved a 'good' level of development) 2013/14**

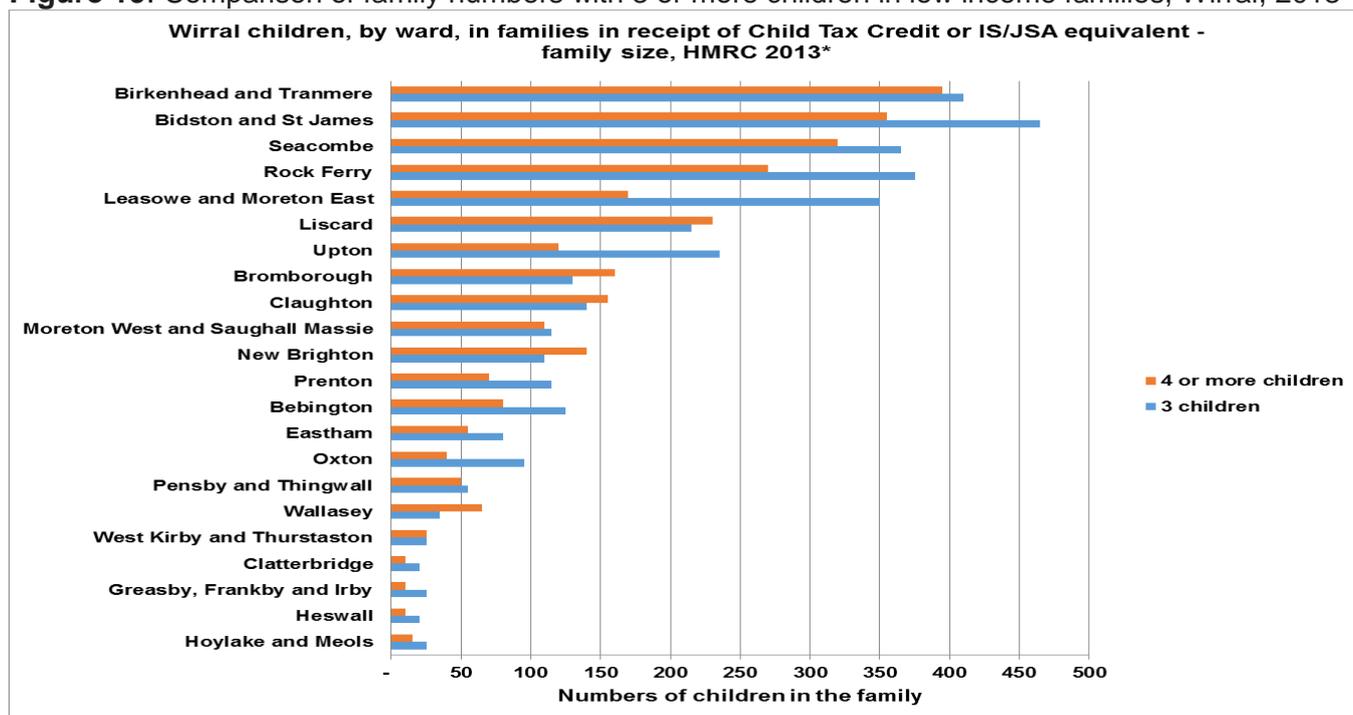


Source: DWP WPLS 100% data and HMRC Child Benefit administrative data [here](#)

### Family size

Smith and Middleton cite research by Adelman et al (2003, BHPS 1991–99) which found that the greater the number of children in a household, the greater their chances of experiencing persistent poverty. Compared with an only child, a child living in a household with three or more children is over three times more likely to experience persistent poverty. See figure 19 below.

**Figure 19: Comparison of family numbers with 3 or more children in low income families, Wirral, 2013\***

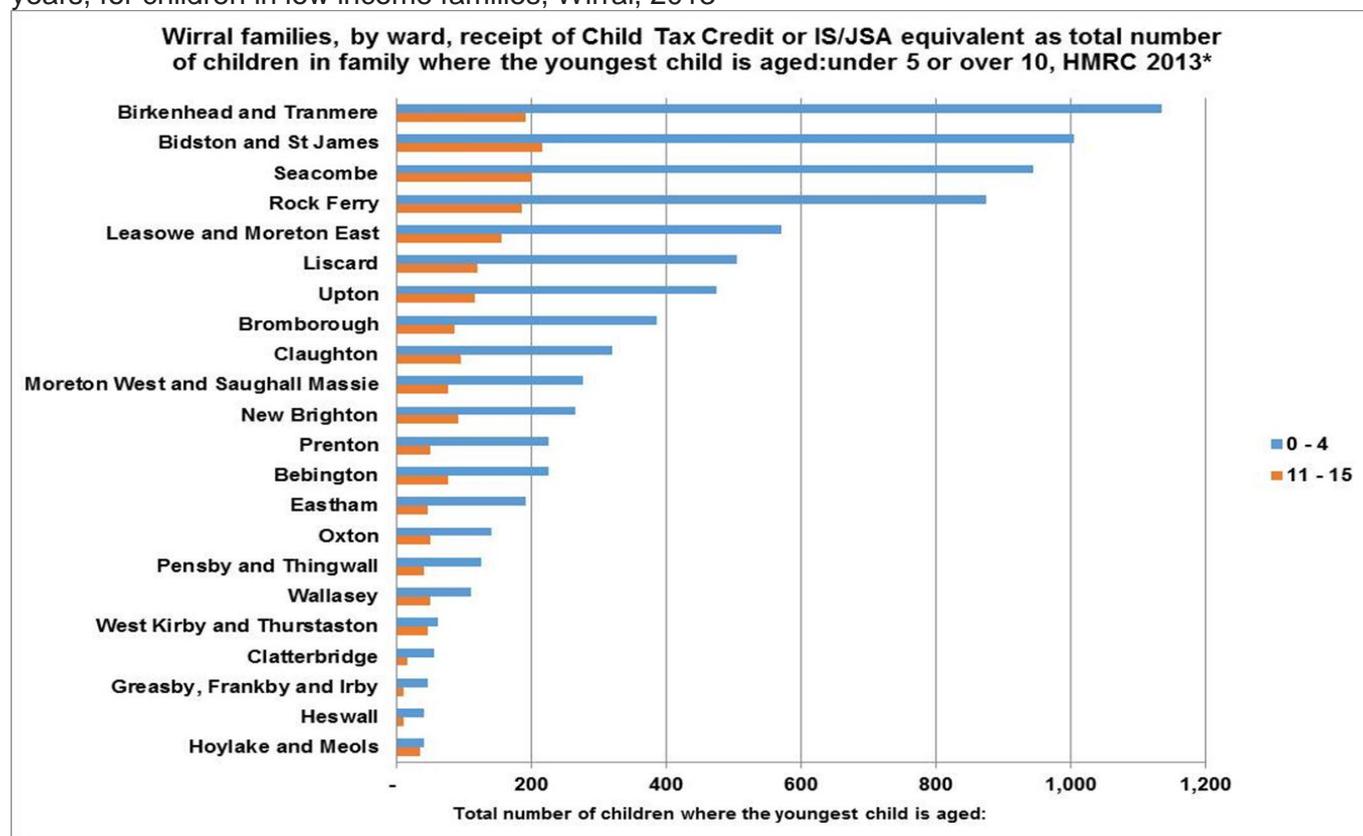


Source: [HMRC 2015 \(and previous years\)](#)

Notes: \* Latest available data

Adelman et al (2003) further report that of all children in persistent and severe poverty, 65 per cent were in a household with a child aged under five years, while only 14 per cent were in a household where the youngest child was aged ten or older. See figure 19 below.

**Figure 20:** Comparison of total number of family members where youngest child is under 5 or over 10 years, for children in low income families, Wirral, 2013\*



Source: [HMRC 2015 \(and previous years\)](#)

Notes: \* Latest available data

## Additional supplementary information

- For Lower Super Output Area
  - [Sorted by Ward name, smallest and largest difference between lowest and highest ranked LSOAs within each Ward](#)
  - [Sorted by local rank of LSOAs with national comparison](#)
  - [Sorted with all LSOAs within each ward including local and national LSOA rank](#)
- Additional information on this section - Local impacts of child poverty
  - [More content](#)

## What is this telling us?

### Overview

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In isolation, the data suggests that the level of child poverty within the borough and nationally is falling. However, poverty is complex. The use of household income to measure poverty is the most universally accepted method, however it still only provides insight into one factor.

The key driver for child and family poverty is lack of sufficient income from parental employment, which restricts the amount of earnings a household has. This is not just about worklessness, but also working insufficient hours and/or low pay (HM Government, 2014).

For poor children growing up to be poor adults, the main driver is poor child educational outcomes, primarily through the influence on future employment outcomes and earnings (HM Government, 2014).

In both cases Wirral has both overt and underlying issues relating to employment, family income and areas of low educational attainment for both children and adults that must be addressed if the borough, the ward and the output area performance is to be improved.

Poverty is multi factorial with some aspects preceding poverty existing, other factors co-occurring with poverty or in other cases coming after poverty has been experienced or in other words 'causes of', 'correlate to' or be 'effects of' poverty. By developing strategies, plans and actions that consider all three aspects together then improved local outcomes could be achieved.

### The Wirral Plan

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The Wirral Plan, published in June 2015, sets out a series of 20 pledges which the council and its partners will work to achieve by 2020, one of which is tackling child poverty. A strategy has been developed to take key priority areas forward and the strategy is entitled 'Improving Life Chances'. It was informed through insight work with local families and a stakeholder event.

Wirral's Improving Life Chances Steering Group is responsible for the implementation of this strategy with the key priority areas in the strategy are:

- Supporting people into sustainable employment
- Improving life chances for children and young people
- Helping families to become financially resilient
- Tackling the immediate impacts of poverty

Case studies and outcomes for this pledge will be update regularly and added to the JSNA and the outcomes from a forthcoming event to raise awareness of child poverty, good practice and to provide a networking opportunity is to be held in October 2016. Access Wirral pledge strategy [here](#)

### National and local strategies

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The Liverpool City Region Child Poverty and Life Chances Commission has been re-launched (on Friday, 29 January 2016) alongside a new strategy setting out how it will address this issue over the next three years.

The Commission, chaired by Frank Field MP, with representatives from the local authorities across the Liverpool City Region, police, health, private and public sectors, education and transport, advise City Region Leaders and the Mayor on approaches to tackling child poverty. Access the latest strategy [here](#)

Previous Liverpool City Region strategy: [www.liverpoollep.org/docs/Child-Poverty-and-Life-Chances-Strategy.pdf](http://www.liverpoollep.org/docs/Child-Poverty-and-Life-Chances-Strategy.pdf)

Liverpool City Region Child Poverty and Life Chances Commission (LCR)  
LCR response to Child Poverty Strategy 2014-2017 Consultation can be accessed [here](#)

In January 2016, David Cameron announced that the tackling poverty should not be focused on economics, whilst ignoring the social aspects poverty and a national strategy for improving life chances strategy would be developed. This is currently on hold due to changes in government.

Previous National Strategy (2011 onwards) [here](#)

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