Child Poverty Needs Assessment 2010

Part 1: The Extent & Distribution of Child Poverty in Warwickshire

**Commissioning
Support
Service**

Warwickshire
Observatory

Children, Young People & Families   Partnership & Performance Unit

Introduction

This paper aims to provide a clear and detailed understanding of the key issues linked to child poverty in Warwickshire. It includes an analysis of datasets to highlight the extent and geographical distribution of child poverty across Warwickshire.

Further work to investigate the key risk factors linked to child poverty has been published in Part 2 of the Needs Assessment in November 2010. This looks at a series of indirect factors which can potentially lead to children ending up living in poverty and includes the consultation conducted by the Commissioning Support Service with a wide range of people in Warwickshire.

Background

The Government originally set out its vision for tackling child poverty in 1999, when it announced its intention to eradicate child poverty by 2020. After years of decline, child poverty rates have started to rise again – with levels in the West Midlands Region among the highest in the country.

To help reverse this trend and achieve the 2020 aim, the previous Government created a Child Poverty Act which placed a statutory duty on local authorities and their partners to co-operate in undertaking an assessment of the needs of children living locally as the basis of a joint child poverty strategy. The Coalition Government is committed to ending child poverty by 2020 but it has decided that it will not now issue formal statutory guidance on the Child Poverty Act or lay regulations detailing the requirements of Local Child Poverty Assessments. However, local authorities and partners have an important role to play at the local level. The arrangements made by a responsible local authority must include plans to prepare and publish an assessment of the needs of children living in poverty in its area (a 'local child poverty needs assessment').

In order to meet our obligation to reduce and mitigate the effects of child poverty in Warwickshire, the Observatory has produced a detailed quantitative analysis on the extent and distribution of Child Poverty in the County. This aims to improve and develop understanding of the nature and characteristics of child poverty in Warwickshire and form part of a formal, visible and robust evidence base on which a child poverty strategy can be based.

The Child Poverty Needs Assessment is also a key component of the Local Economic Assessment and needs to link to other associated needs assessments and strategic documents. These include the Joint Strategic Needs Assessment, Childcare Sufficiency Assessment, Children and Young People's Plan and Sustainable Community Strategy.

Child Poverty Act 2010

The Child Poverty Bill was introduced to the House of Commons in 2009 and obtained Royal Assent on 25 March 2010. The Act requires the Secretary of State to meet four targets to eradicate child poverty by 2020. It requires a strategy every three years to meet these targets and report annually on progress. The Act conveys duties on local authorities and devolved administrations as well as providing for the establishment of a Child Poverty Commission. The Act is jointly sponsored by the (then) Department for Children, Schools and Families, the Department for Work and Pensions, and HM Treasury. The Child Poverty Act 2010 is available on the Office of Public Sector Information website.

The Extent & Distribution of Child Poverty in Warwickshire - Summary

- Although Warwickshire has low overall levels of child poverty, small localised pockets with relatively high levels exist. These areas show up on a multitude of indicators linked to different aspects of child poverty.

- Areas with the very highest levels of child poverty in Warwickshire's urban areas tend to be surrounded by, or are located near to other areas with above average levels. This is particularly the case in Central and West Nuneaton which highlights the concentrated nature of the issue.

- There are neighbourhoods in Nuneaton where over 50% of children are considered to be living in poverty.

- Nearly a third of all children living in 'poverty' in Warwickshire live in only 10% of the Super Output Areas (SOAs) across the County.

- More children in Warwickshire are likely to be living in poverty than the latest official statistics suggest as they do not reflect the impact of the economic downturn and recession.

- In Warwickshire, the distribution of child poverty is complicated. The largest concentrations are entrenched in the County's largest urban areas, particularly Nuneaton and to a lesser extent Rugby and Bedworth. However, these concentrations are combined with spatially dispersed pockets in the rural South and North.

- Whilst the levels of poverty in rural areas are not as concentrated as those in Warwickshire's towns, when aggregated the total numbers are not insignificant. An added complication is that households experiencing child poverty issues in more rural areas may encounter further difficulty in accessing support services due to their more isolated locations.

- Our analysis suggests there is some variation in the 'take-up rate' of Free School Meals (FSMs) across Warwickshire and that FSM 'take-up' could be improved in some of the areas of greatest need.

Context

In order to fully understand the complexities of child poverty in Warwickshire, it is important to provide some context in terms of the demographic and socio-economic make-up of the County.

Warwickshire lies to the south and east of the West Midlands conurbation, and has established links with Coventry, Birmingham and Solihull in the West Midlands region, but also with the South East. Despite the focus of population within the main towns of the County, a significant part of Warwickshire is rural in nature. Warwickshire lies at the heart of Britain's transport network and several key strategic routes pass through the County.

Warwickshire is a two-tier local authority and comprises five District/Borough areas:

- North Warwickshire Borough
- Nuneaton and Bedworth Borough
- Rugby Borough
- Stratford-on-Avon District
- Warwick District

Current Population

The latest estimates[1], for mid-year 2009, suggest Warwickshire is home to 535,100 people. Warwickshire's population has been growing for the past four decades and the County is now home to 77,000 (17%) more people than at the start of the 1970s. Growth has been particularly rapid in recent years, with continued in-migration from the urban areas of Coventry and Birmingham a key factor behind this trend.

However, growth has not been consistent across Warwickshire's five districts. From the 2009 mid-year population estimates, the combined population of Rugby Borough and South Warwickshire (Stratford-on-Avon and Warwick Districts) was estimated to have increased by 8% since the 2001 Census, compared with a less than 2% increase in North Warwickshire and Nuneaton and Bedworth Boroughs combined.

In recent years, migration rather than natural increase (births minus deaths) has been the primary factor behind the increase in Warwickshire's population. Since the opening up of the UK labour market to citizens of the new member states of the EU in May 2004, a significant number of migrant workers have come

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[1] Population is only measured at ten year intervals, by means of the Census. In intervening years, the Office for National Statistics makes estimations of population development.

to live and/or work in Warwickshire. However, population estimates for the past three years suggest the increase in the County's population as a result of migration is slowing, with a net increase of 700 migrants between 2008 and 2009, 2,100 less than between 2007 and 2008.

According to the mid-2009 estimates, there are just over 124,000 children and young people aged 0 to 19 years living in Warwickshire which equates to approximately 23% of the total population. This proportion is below the equivalent national and regional figures. Across Warwickshire's districts and boroughs, Nuneaton and Borough has the largest number of children aged 0 to 19 years, closely followed by Warwick District.

	Total Population	0-19 years old	% 0-19 years old
North Warwickshire	61,900	14,000	22.6%
Nuneaton & Bedworth	122,000	30,200	24.8%
Rugby	93,300	23,700	25.4%
Stratford-on-Avon	118,900	26,500	22.3%
Warwick	139,000	29,900	21.5%
Warwickshire	**535,100**	**124,400**	**23.2%**
Coventry	**312,800**	**79,500**	**25.4%**
Solihull	**205,200**	**50,400**	**24.6%**
West Midlands	**5,431,100**	**1,349,900**	**24.9%**
UK	**61,792,000**	**14,760,000**	**23.9%**

Table 1.1: Total Population Aged 0-19
Source: Mid-2009 Population Estimates, Office for National Statistics.

Rugby Borough has the largest proportion of its total population aged 0 to 19 with just over one in four falling into this particular age group. In contrast, in Warwick District, less than 22% of the total population are aged between 0 and 19.

Projected Population

The Office for National Statistics (ONS) publishes long-term sub-national population projections. The projections are trend-based and the current set use 2008 as the base year. They provide an indication of expected levels of population growth for the period 2008 to 2033 and are trend-based, making assumptions about future levels of fertility, mortality and migration based on levels observed over a five-year reference period. Therefore, they give an indication of what the future population, by age and sex structure, might be if recent trends continue, and take no account of policy or development aims in local authorities.

The population of Warwickshire is projected to reach a total of 634,900 by 2033 – an increase of 101,700 people or 19.1% on the 2008 ONS mid-year estimate. This increase over the 25 year period is higher than the projected regional and national population growth rates of 14% and 18% respectively.

Within Warwickshire, the south of the County is expected to experience the highest rates of population growth. Growth will

continue to be most rapid in Warwick District with an overall increase of 24.7% between 2008 and 2033, bringing the total population in the District to 172,400.

Across Warwickshire as a whole, the highest rates of projected population growth are in the groups aged 65 and over. The rate of growth increases with age, with the oldest age group (those aged 85 and over) projected to almost treble in size (from 12,000 to 35,000) by 2033. This trend is reflected across all the Districts and Boroughs.

In comparison, the total child/young people population in Warwickshire is projected to increase by a much lower rate. Between 2008 and 2033, numbers of 0 to 9 year olds and 10 to 19 year olds in the County are projected to increase by 7,200 and 4,800 respectively. In 2033, the total Warwickshire population for those up to the age of 19 is projected to be 136,600, an increase of 12,200, or 9.8% on the 2008 population of 124,400. However, this projected growth is not insignificant and has a range of future policy implications in terms of increased demand for those services provided for children and young people.
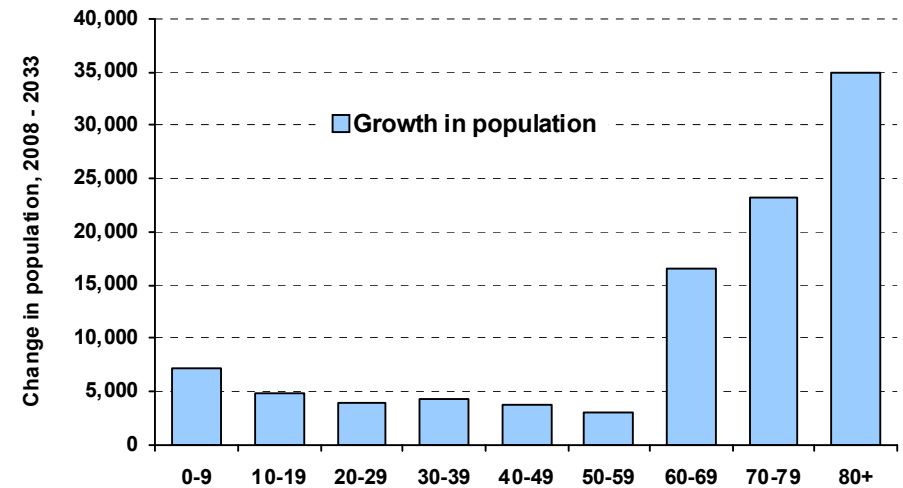

Figure 1.1: Projected population change in Warwickshire by age group, 2008-2033

Source: 2008-based Sub-National Population Projections, National Statistics (www.statistics.gov.uk) © Crown Copyright 2010.

The Economy

The extent of child poverty in Warwickshire needs to be considered in the context of what is happening in the wider economy as the availability of jobs and the level of household incomes will directly impinge on families' ability to provide for their children.

The current economic climate remains a focus of much attention both nationally and locally. From a peak in the summer of 2009 when numbers of people claiming Job Seekers' Allowance (JSA) in Warwickshire reached over 12,000 or 3.6% of the resident working-age population, all boroughs and districts have experienced a downward trend in claimant numbers. However, some areas have seen larger reductions than others, suggesting that parts of Warwickshire are recovering more quickly than others. It should also be recognised that the latest August 2010 County figure for total JSA claimants still remains around the 9,000 mark, well above levels experienced only 2 to 3 years ago.

Other economic indicators, including household income and earnings, do not currently show any notable decline at a county level and, while levels of those claiming worklessness benefits has increased, this is thought to have peaked and may be on the decline. Median gross annual earnings rose slightly between 2008 and 2009 at a county level, but this masks variations experienced more locally. The picture remains somewhat uncertain, but in light of the current weak economy, restrained consumer demand and need to reduce public spending, average earnings growth is expected to be weak. It is thought likely that the average Warwickshire resident will experience a slight fall in real household income levels.

Deprivation

The Indices of Deprivation 2007 show that Warwickshire is ranked 123rd out of the 149 County Councils and Unitary Authorities in England, according to the rank of average score measure of deprivation, where a rank of 1 indicates the most deprived authority. This compares with a ranking of 120th on the same measure from the Indices of Deprivation 2004. Out of the 34 English County Councils, Warwickshire is ranked 22nd compared with 20th on the 2004 Indices.

Whilst at a County level, it appears that Warwickshire is not particularly deprived, there is considerable variation across the Districts and Boroughs, and at a more localised level various distinct pockets of severe deprivation exist within the County.

Nuneaton & Bedworth has the highest levels of deprivation in the County, indicated by the highest average Super-Output Area[2] (SOA) score. The Borough ranks as the 112th most deprived Local Authority District (out of the 354 Local Authorities in England). In comparison, Stratford-on-Avon District is the least deprived in Warwickshire with a national rank of 307th.

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[2] Super Output Areas (SOAs) are a geographic hierarchy designed by the Office for National Statistics to improve the reporting of small area statistics in England and Wales. SOAs have a minimum population of 1,000 and a mean population of 1,500.

There are six SOAs in Warwickshire ranked within the top 10% most deprived SOAs nationally on the overall Index of Multiple Deprivation 2007. These are all located within Nuneaton & Bedworth Borough. This compares with only two SOAs in the IMD 2004.

The most deprived SOA in the County is the Bar Pool North and Crescents SOA in Nuneaton. This area is ranked 1,087th out of the 32,482 SOAs in England on the overall Index of Multiple Deprivation, placing it within the top 4% most deprived SOAs nationally. Within the West Midlands Region, it is ranked as the 179th most deprived area.

A total of 41 areas in Warwickshire are ranked in the top 20% most educationally deprived areas nationally. Furthermore, there are some pockets of severe deprivation linked to Education, Skills and Training, with a number of areas featuring within the top 1,000 most deprived SOAs nationally. These are all based in Nuneaton & Bedworth Borough. Camp Hill Village Centre fares particularly poorly in this respect and is ranked as the 125th most deprived area in England.

The Extent and Distribution of Child Poverty in Warwickshire

National Indicator 116: The Proportion of Children in Poverty

The key dataset used in the past to monitor the National Indicator on child poverty (NI116) is that provided by Her Majesty's Revenue and Customs (HRMC). This data is available at a wide range of different geographies, from a national level down to Super-Output Areas. However, the data is not up-to-date with the latest data relating to August 2008. This means that it does not fully reflect the impact of the large scale economic downturn, the subsequent recession and the current economic circumstances which families across the Country are facing. However, it does allow us to better understand the variation in the characteristics of child poverty between Warwickshire's Districts and Boroughs, and shows how they fit within the national picture.

The proportion of children in poverty is defined as the proportion of children living in families in receipt of out of work benefits or tax credits where their reported income is less than 60% median income.

The proportion of children in "poverty" is calculated as follows:

$$\frac{\text{Number of children in families in receipt of either out of work benefits, or tax credits where their reported income is less than 60\% median income}}{\text{Total number of children in the area}}$$

In Warwickshire, there were 14,760 children considered to be living in poverty in 2008[3]. This equates to 13.2% of all children. This proportion is considerably below the national and regional equivalent figures of 23.3% and 20.9% respectively. Figures for most areas show a fall in the proportions of children living in poverty from the previous year. However, it is reasonable to assume that these have now risen in the light of the deep nationwide recession experienced during 2009 and the associated worsening economic prospects for families.

> More children in Warwickshire are likely to be living in poverty than the latest official statistics show as they do not reflect the impact of the economic downturn and recession.

3 This is calculated by the number of children living in families in receipt of child tax credit whose reported income is less than 60 per cent of the median income, or in receipt of income support or (income-based) Job Seekers Allowance, divided by the total number of children in the area (determined by Child Benefit data). In 2008/09, the 60% threshold was worth: £119 per week for single adult with no dependent children; £206 per week for a couple with no dependent children; £202 per week for a single adult with two dependent children under 14; and £288 per week for a couple with two dependent children under 14. They represent what the household has available to spend on everything else it needs, from food and heating to travel and entertainment

	2006		2007		2008	
	Number	**%**	**Number**	**%**	**Number**	**%**
North Warwickshire	1,690	13.0%	1,715	13.2%	1,705	13.3%
Nuneaton & Bedworth	4,835	17.4%	5,155	18.4%	5,110	18.2%
Rugby	2,500	12.5%	2,700	13.2%	2,730	13.2%
Stratford-on-Avon	2,245	9.5%	2,320	9.6%	2,190	9.0%
Warwick	3,025	11.7%	3,050	11.7%	3,025	11.7%
Warwickshire	**14,295**	**13.0%**	**14,940**	**13.4%**	**14,760**	**13.2%**
West Midlands	**279,100**	**22.9%**	**293,655**	**24.0%**	**287,105**	**23.3%**
England	**2,298,385**	**20.8%**	**2,397,645**	**21.6%**	**2,341,975**	**20.9%**

Table 1.2: Numbers and Proportions of Children in "Poverty", 2006-2008.
Source: HM Revenue & Customs (snapshots as at 31st August 2006, 2007 & 2008).

Although the proportion of children considered to be living in poverty in Warwickshire is considerably lower than both the regional and national equivalent figures, this masks some notable 'hotspots' at a more local level. Concentrations of child poverty are most marked at the Super-Output Area (SOA) level. For instance, the latest 2008 dataset shows there are two neighbourhoods in Nuneaton and Bedworth Borough where over 50% of children are considered to be living in poverty. The

There are 2 neighbourhoods in Warwickshire, both in Nuneaton where over 50% of children are considered to be living in poverty.

list below details the top 5 SOAs in Warwickshire with the highest proportions of children living in "poverty":

- Camp Hill Village Centre SOA, Camp Hill Ward, Nuneaton & Bedworth - 220 (51.9% of all children)
- Middlemarch & Swimming Pool SOA, Wem Brook Ward, Nuneaton & Bedworth - 260 (50.2%)
- Bar Pool North & Crescents SOA, Bar Pool Ward, Nuneaton & Bedworth - 225 (47.5%)
- Kingswood Grove Farm & Rural SOA, Kingswood Ward, Nuneaton & Bedworth - 155 (38.9%)
- Hill Top SOA, Wem Brook Ward, Nuneaton & Bedworth Borough - 130 (37.5%)

Source: HM Revenue & Customs (snapshot at 31st August 2008).

The top 10% of Warwickshire's Super-Output Areas with the highest proportions of children living in poverty are included in Table 1.3. These 10% of SOAs alone account for nearly 30% of all children living in "poverty" across Warwickshire.

Nearly a third of all children living in 'poverty' in Warwickshire live in only 10% of the SOAs across the County.

It is again worth noting the poor timeliness associated with the child poverty data, which means that this analysis relates to the position in 2008. With the impact of the economic downturn and recession, it is highly likely that the situation will have deteriorated since then with

more families facing economic hardship. This suggests that larger numbers and proportions of Warwickshire's children are now likely to be living in relative poverty.

Table 1.3: Top 10% Super-Output Areas in Warwickshire with the highest proportions of children in "Poverty"

Super-Output Area (SOA) Name	District/ Borough	Total Children in "Poverty"	% of Children in "Poverty"
Camp Hill Village Centre	Nun & Bed	220	51.9%
Middlemarch & Swimming Pool	Nun & Bed	260	50.2%
Bar Pool North & Crescents	Nun & Bed	225	47.5%
Kingswood Grove Farm & Rural	Nun & Bed	155	38.9%
Hill Top	Nun & Bed	130	37.5%
Bede East	Nun & Bed	145	36.6%
Brownsover South Lake District North	Rugby	190	36.2%
Atherstone Central - Centre	N Warks	130	35.6%
Camp Hill West & Quarry	Nun & Bed	165	35.6%
Admirals East	Rugby	150	35.5%
Brunswick South & Cemetery	Warwick	105	35.5%
Mancetter South & Ridge Lane	N Warks	135	35.1%
Brunswick South East	Warwick	150	34.3%

Super-Output Area (SOA) Name	District/ Borough	Total Children in "Poverty"	% of Children in "Poverty"
Lillington East	Warwick	115	34.3%
Packmores West & The Cape	Warwick	140	33.6%
Wem Brook East	Nun & Bed	110	33.0%
Keresley North and Newlands	Nun & Bed	120	32.6%
Poplar Nicholas Chamberlain	Nun & Bed	95	31.8%
New Bilton West & Somers Rd	Rugby	160	31.7%
Brunswick NW & Foundry	Warwick	105	31.7%
Camp Hill South West & Brook	Nun & Bed	95	31.5%
Bede North	Nun & Bed	110	31.1%
Newbold on Avon	Rugby	115	31.0%
Overslade North	Rugby	125	31.0%
Abbey North	Nun & Bed	100	30.6%
Bar Pool W & Recreation Ground	Nun & Bed	90	29.8%
Poplar Coalpit Field	Nun & Bed	110	29.8%
Town Centre	Rugby	70	29.5%
Sydenham West	Warwick	90	28.9%
Kingswood Stockingford Schools	Nun & Bed	115	28.6%
Lillington West	Warwick	100	28.4%
Brunswick SW & Kingsway	Warwick	80	28.0%
Abbey Priory	Nun & Bed	115	27.8%

Source: HM Revenue & Customs, 2008 (snapshot as at 31st August 2008).

In light of recent changes in the state of the nation's economy and the lack of up-to-date data on child poverty at a local level, we decided to explore the use of other data sources and administrative sources.

Using Mosaic data to identify Households in Warwickshire most likely to be experiencing Child Poverty Issues

Mosaic is a commercial dataset produced by Experian that enables us to better understand our communities and add value to existing service and customer data. Mosaic allocates one of 69 categories to each individual household in the county, with each category (or Mosaic Type) having its own unique set of characteristics. For example, Mosaic can tell us about every household's propensity to use certain channel types, their likely demographics, economic status, household size, health, interests etc. It can add value to our own customer data, which is probably only likely to provide us with basic details such as service type accessed, channel used and address. These 69 Types are clustered into 15 broader Groups. By joining customer data to this information we can develop a strong understanding of our customers' behaviours, needs and preferences.

The Mosaic dataset was examined to identify a small number of specific household types that were most likely to exhibit elements of child poverty (for example, young families living in deprived areas, with low household income levels and/or claiming benefits). This identified the following household types:

Table 1.4: Mosaic Household Groups and Types with the Greatest Propensity to contain Children living in Poverty

Mosaic Group		Mosaic Type	
Group I	Lower income workers in urban terraces in often diverse areas	42	South Asian communities experiencing social deprivation
		43	Older town centres terraces with transient, single populations
Group K	Residents with sufficient incomes in right-to-buy social houses	49	Low income older couples long established in former council estates
		50	Older families in low value housing in traditional industrial areas
Group N	Young people renting flats in high density social housing	60	Tenants in social housing flats on estates at risk of serious social problems
		61	Tenants in social housing flats with modest social needs
Group O	Families in low-rise social housing with high levels of benefit need	67	Older tenants on low rise social housing estates where jobs are scarce
		68	Families with varied structures living on low rise social housing estates
		69	Vulnerable young parents needing substantial state support

Source: Mosaic Grand Index, Experian.

It is worth noting that **not** all the identified households will necessarily contain children living in poverty. The analysis just includes those households with the greatest likelihood or propensity to contain such children.

In Warwickshire, a total of 23,185 households with the greatest propensity to contain children living in poverty were identified from these Mosaic types. This equates to 9.8% of the total number of households in the County. However, there is considerable variation across the Districts and Boroughs. Almost one in four households in Nuneaton is categorised as a Mosaic type with a high propensity to contain children living in poverty compared to only just over 1% of households in Stratford-on-Avon District.

Furthermore, over half (55.9%) of all the households most likely to experience child poverty in Warwickshire are concentrated in Nuneaton and Bedworth Borough. This compares to less than 0.3% of the County total in Stratford-on-Avon District.

> Nearly 1 in 10 households in Warwickshire are from the Mosaic types most likely to be experiencing child poverty.

Table 1.5: Numbers and Proportions of Households 'most likely' to contain Children living in Poverty

	Number of Households with the Mosaic Types most likely to contain Children living in Poverty	Total Number of Households	% of Total Households
North Warwickshire	3,238	26,503	12.2%
Nuneaton & Bedworth	12,966	53,932	24.0%
Rugby	4,343	42,648	10.2%
Stratford-on-Avon	658	54,134	1.2%
Warwick	1,980	60,520	3.3%
Warwickshire	**23,185**	**237,737**	**9.8%**

Source: Mosaic Public Sector 2010, Experian.

The advantage of using Mosaic is that the underlying data is household-based. This enables the largest concentrations of households with child poverty issues to be clearly highlighted. However, it also means that much smaller, more localised, isolated pockets can also be recognised. Such pockets are often 'masked' by the relative affluence of surrounding areas when analysis is carried out at more traditional geographies such as wards and even super-output areas. It is especially important to highlight these clusters of households in the relatively more prosperous parts of Warwickshire.

The Mosaic Types identified in Table 1.4 have been mapped both in volume and as a proportion of total households on a 500m grid square basis.

Figure 1.2 shows the total numbers of households across Warwickshire with the greatest likelihood to contain children in poverty. The highest volumes are located in Nuneaton in parts of Camp Hill, Bar Pool, Kingswood and the immediate areas to the South and West of the town centre. In particular, in the 500m grid square to the West of the Ring Road either side of Queen's Road, Mosaic suggests there are 536 households likely to contain children living in poverty. All these areas also tend to be surrounded by neighbouring grid squares with similarly high numbers of 'target' households.

Elsewhere in the County, part of Heath ward in Bedworth, Central Atherstone and areas within Brownsover South, New Bilton and near to the train station in Rugby also feature as having high numbers of households with a propensity to contain children in poverty.

Whilst the highest numbers of households likely to face child poverty issues are found in Warwickshire's largest urban areas, significant pockets are dispersed across rural parts of the County

Whilst the majority of households experiencing child poverty are located within the urban towns of the County, there are some considerable isolated clusters of households in the more rural areas of North Warwickshire, Rugby and Stratford-on-Avon. In particular, the North Warwickshire villages of New Arley, Dordon, Baddesley Ensor, Hurley, Kingsbury and Wood End contain significant numbers of households likely to contain children living in poverty.

Furthermore, even in the traditionally more affluent Southern parts of the County, isolated clusters of households with a propensity to contain children in poverty still exist. These are more spatially dispersed across the rural settlements of Stratford-on-Avon District. Examples include clusters in the market towns of Alcester, Southam and Wellesbourne, in addition to those in smaller villages such as Kineton, Bearley and Lighthorne Heath. Although smaller in terms of total number of households, such clusters are often 'masked' when data is presented at larger geographies. This helps to illustrate the point that there are still pockets of households potentially experiencing child poverty in rural areas where it is not generally perceived to be an issue. There are often further implications for such households, who may not have good public transport links and who therefore have difficulty accessing support services due to their rural location.

Figure 1.2: Number of Households with the Greatest Propensity to contain Children living in Poverty - Warwickshire County

Selected Mosaic Types - Child Poverty*

Number of Households by 500m Grid Squares

	0 - 9
	10 - 34
	35 - 70
	71 - 121
	122 - 197
	198 - 284
	285 - 536

*The Mosaic dataset was examined to identify a small number of specific household types that were most likely to exhibit elements of child poverty.
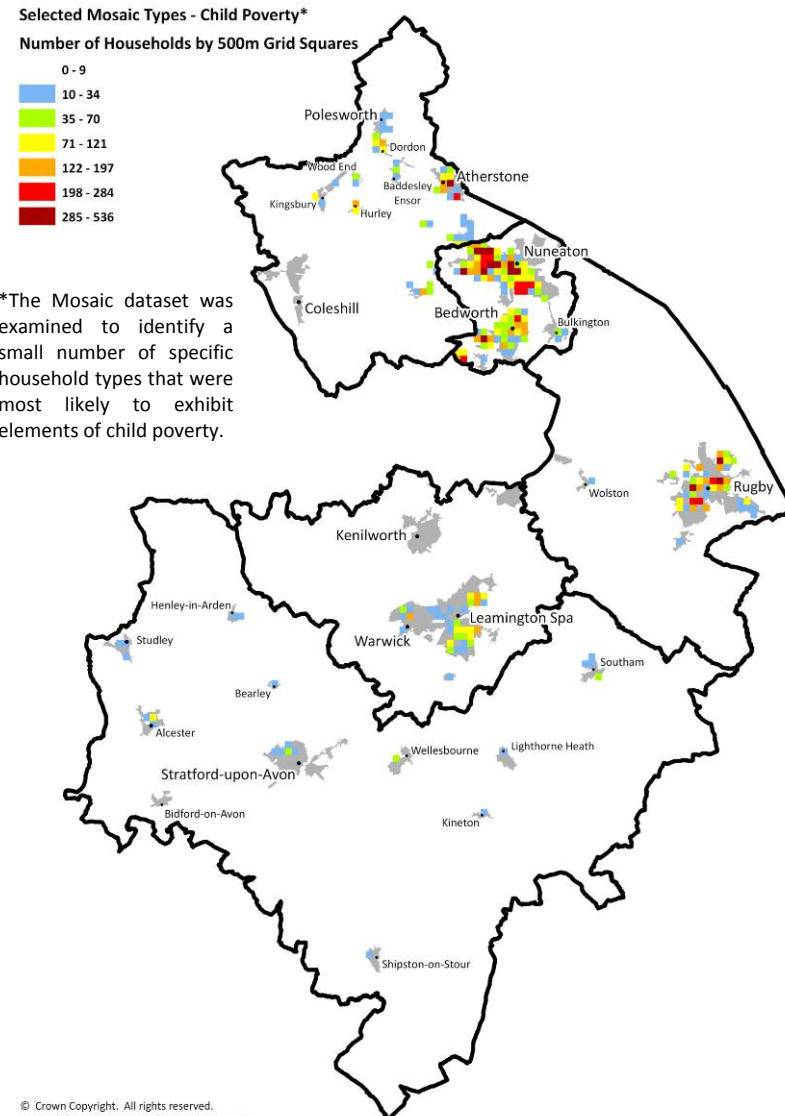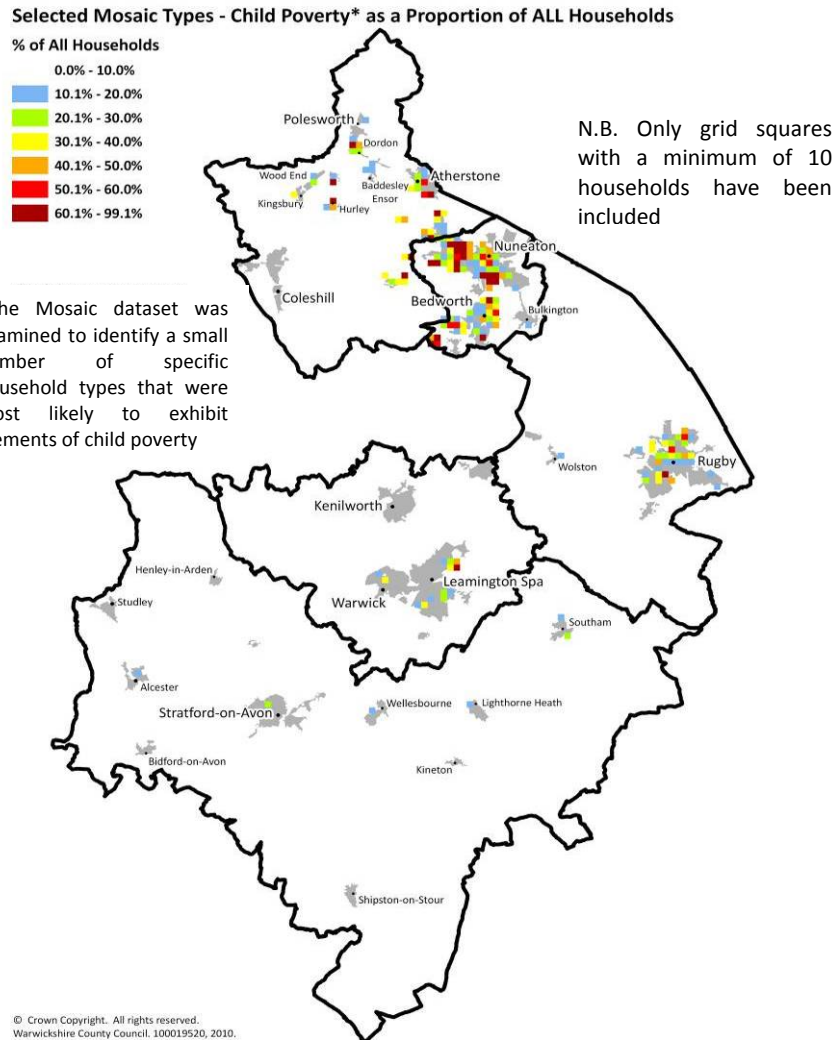
Figure 1.3 shows the number of households across Warwickshire with the greatest likelihood to contain children in poverty as a proportion of all households. Whilst the pattern is broadly similar to the previous map, this helps to further identify where the most significant concentrations of child poverty exist and the extent to which an area is likely to be experiencing such issues.

For instance, in some parts of central and west Nuneaton, almost all households within a 500m grid square are exclusively of the Mosaic types identified as being most likely to contain children living in poverty. Once again, these areas tend to be surrounded by neighbouring grid squares with similarly high proportions highlighting the concentrated nature of the problem at a local level.

> There are areas of the County where almost 100% of the total number of households are exclusively of the Mosaic types most likely to contain children living in poverty.

It should be noted that the previously identified clusters in the South of the County do not feature as prominently on this measure as the volumes become diluted by the relative affluence of other households in the area when expressed as a proportion.

Figure 1.3: Number of Households with the Greatest Propensity to contain Children living in Poverty as a Proportion of ALL Households - Warwickshire County

Selected Mosaic Types - Child Poverty* as a Proportion of ALL Households

% of All Households

- 0.0% - 10.0%
- 10.1% - 20.0%
- 20.1% - 30.0%
- 30.1% - 40.0%
- 40.1% - 50.0%
- 50.1% - 60.0%
- 60.1% - 99.1%

N.B. Only grid squares with a minimum of 10 households have been included

*The Mosaic dataset was examined to identify a small number of specific household types that were most likely to exhibit elements of child poverty

The Index of Child Well-Being 2009

The Index of Child Well-Being (ICWB), published in January 2009, is an index of some of the major areas - or domains - of a child's life that affect their well-being.

The Index of Child Well-Being (ICWB) represents the first attempt to create a small area index *exclusively* for children and is distinct from the Index of Multiple Deprivation. The ICWB is produced at the lower Super-Output Area (SOA) level and is made up of seven different domains. By combining a number of indicators covering a range of economic, social and housing issues, into a single wellbeing score, each area can be ranked relative to one another according to their level of child well-being.

According to the ICWB, in a national context, there are relatively few areas in Warwickshire which have a low level of child well-being. Only 4 of the 333 Lower-level Super Output Areas (SOAs) in Warwickshire are ranked within the worst 10% of areas in England. However, all these are located in Nuneaton and Bedworth Borough. This represents just over 1% of all areas in Warwickshire and equates to approximately 1,400 children aged 0-15 years old (1.5% of

Approximately 4,400 0-15 year olds in Warwickshire live in areas ranked within the 20% worst areas in terms of overall child well-being

children in Warwickshire aged 0-15). A further 3,000 children (3%) live within the 8 SOAs which fall in the next worst decile nationally (top 10% - 20% worst areas in terms of Child Well-Being).

One of the main purposes of the indices of child well-being is in highlighting those small localities which have low levels of different types of child well-being, especially within a generally prosperous area such as Warwickshire. Table 1.6 below summarises the number of SOAs in the worst 20% of SOAs nationally for each district, across all the different domains (types) of child well-being.

Table 1.6: Number of SOAs in the top 20% worst areas nationally (figure in brackets denote the number of SOAs in the top 10% worst areas nationally)

	Overall ICWB	Material Wellbeing	Health	Education	Crime	Housing	Environment	Children (at risk of being) in Need
North Warks	0 (0)	2 (0)	0 (0)	9 (2)	0 (0)	0 (0)	7 (4)	3 (1)
Nun & Bed	10 (4)	9 (3)	0 (0)	24 (9)	29 (11)	3 (1)	22 (6)	14 (5)
Rugby	2 (0)	2 (0)	1 (0)	3 (1)	9 (4)	0 (0)	7 (3)	2 (0)
Stratford	0 (0)	0 (0)	0 (0)	1 (0)	0 (0)	0 (0)	14 (9)	0 (0)
Warwick	0 (0)	2 (0)	2 (1)	5 (3)	0 (0)	0 (0)	14 (5)	5 (0)
County	12 (4)	15 (3)	3 (1)	42 (15)	38 (15)	3 (1)	64 (27)	24 (6)

Source: Local Index of Child Well-Being 2009, Communities & Local Government.

Table 1.6 shows that in Warwickshire, the highest number of areas ranked in the worst 20% nationally across all the different domains are in Nuneaton & Bedworth Borough.

The lowest levels of material well-being were found in the following SOAs in Nuneaton: Middlemarch and Swimming Pool SOA where 59% of the child population or approximately 250 children were living in households reliant on various means tested benefits, Bar Pool North & Crescents SOA (58% of the child population or approximately 230 children) and Camp Hill Village Centre (57% of the child population or approximately 200 children).

Across the different aspects of child well-being, the domain with the highest number of SOAs in the top 20% worst areas nationally is the environment where 64 SOAs in Warwickshire were ranked among the top 20% worst areas in England. This domain includes indicators looking at road safety for children, access to sport and leisure facilities and distances to school.

The lowest levels of health well-being among children were found in Brunswick South East SOA in Leamington Spa (containing a child population of approximately 380). This area ranks within the top 10% worst areas nationally in this respect.

The lowest levels of child education well-being were found in a Camp Hill Village Centre SOA. This area ranks within the top 1% worst areas nationally in this respect, placing it alongside very

deprived areas in the major urban conurbations of England. A further 14 SOAs across Warwickshire, 9 of which are in Nuneaton & Bedworth are ranked within the top decile worst areas nationally. This is especially important as educational attainment is clearly one of the most important factors in terms of being able to break the 'cycle' of poverty in the future.

Income Deprivation Affecting Children Index (IDACI)

This Income Deprivation Affecting Children Index (IDACI) represents the proportion of children aged 0-15 living in income deprived households. This was provided as a supplementary index to the 2007 Indices of Deprivation.

> 3 areas in close proximity in Nuneaton each have over 50% of 0-15 year olds living in income deprived households

Forty two SOAs in Warwickshire are ranked within the 30% most deprived SOAs in England experiencing income deprivation affecting children, compared to 41 in the 2004 indices. Of these 42 SOAs, 19 are in Nuneaton & Bedworth, ten in Warwick, seven in Rugby, four in North Warwickshire and two are in Stratford-on-Avon.

Three areas feature within the top 10% most deprived SOAs, compared to four on this measure in the ID 2004, all of which are located in Nuneaton & Bedworth. The top ranking area in Warwickshire is the Middlemarch and Swimming Pool locality in the Wem Brook ward located in Nuneaton & Bedworth, with 59% of children aged 0-15 living in income

deprived households, followed by 58% in the area Bar Pool North & Crescents, and 57% in Camp Hill Village Centre.

Figure 1.4: Income Deprivation Affecting Children Index (IDACI)

Income Deprivation Affecting Children Index
- Top 10% most deprived SOAs nationally
- Top 10-20% most deprived SOAs nationally
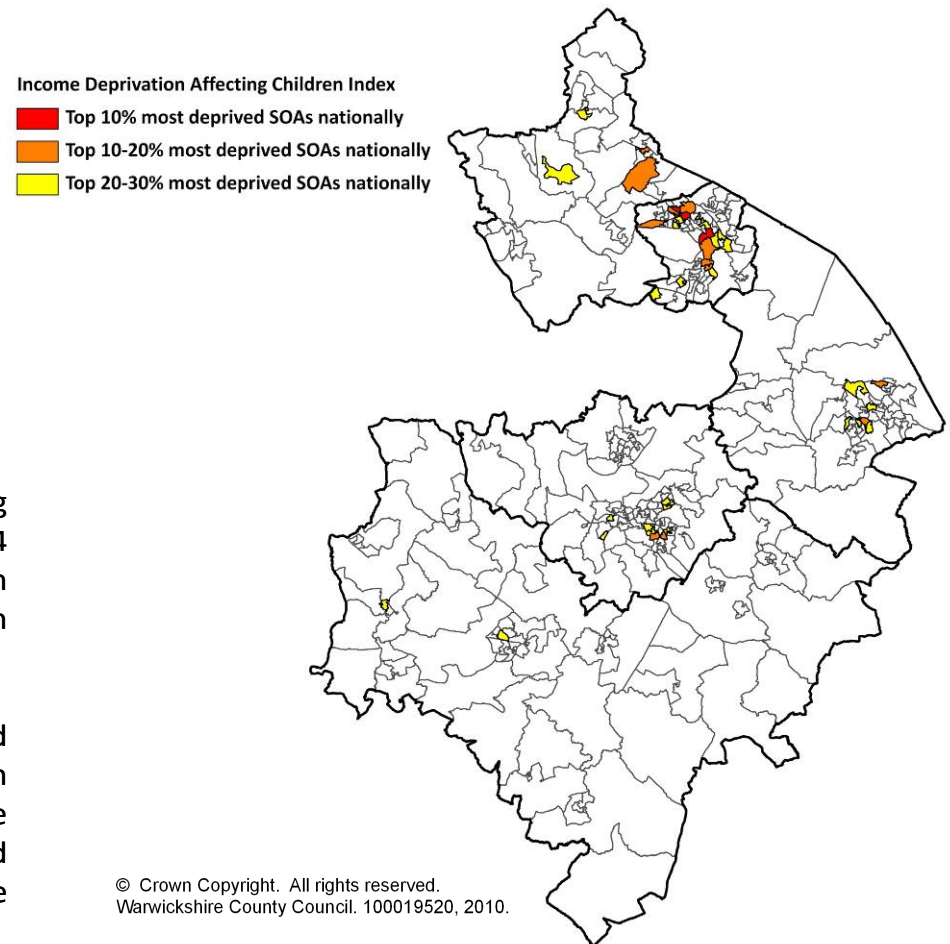- Top 20-30% most deprived SOAs nationally

Table 1.7: Income Deprivation Affecting Children Index – Super-Output Area Ranks

The IDACI score is the proportion of children in an SOA living in income deprived households.

SOA Name	District/ Borough	IDACI Score	IDACI Rank	Most Deprived X% Nationally
Middlemarch & Swimming Pool	Nun & Bed	0.59	1,353	4%
Bar Pool North & Crescents	Nun & Bed	0.58	1,449	4%
Camp Hill Village Centre	Nun & Bed	0.57	1,523	5%
Brunswick South East	Warwick	0.46	3,731	11%
Kingswood Grove Farm & Rural	Nun & Bed	0.43	4,327	13%
Brownsover South Lake District North	Rugby	0.43	4,424	14%
Camp Hill South West & Brook	Nun & Bed	0.42	4,728	15%
Camp Hill West & Quarry	Nun & Bed	0.41	4,834	15%
Atherstone Central - Centre	N Warks	0.41	4,866	15%
Bede East	Nun & Bed	0.41	4,988	15%
Mancetter South and Ridge Lane	N Warks	0.40	5,136	16%
Hill Top	Nun & Bed	0.38	5,591	17%
Bede North	Nun & Bed	0.37	6,181	19%
Brunswick South & Cemetery	Warwick	0.36	6,405	20%
Overslade North	Rugby	0.36	6,419	20%
Town Centre	Rugby	0.36	6,523	20%
Attleborough Central	Nun & Bed	0.34	6,922	21%
Packmores West & The Cape	Warwick	0.34	6,936	21%
Lillington South	Warwick	0.34	6,997	22%
Kingswood Stockingford Schools	Nun & Bed	0.34	7,081	22%
Keresley North and Newlands	Nun & Bed	0.34	7,201	22%
Brunswick South West & Kingsway	Warwick	0.33	7,361	23%
Lillington East	Warwick	0.33	7,401	23%
Warwick West East	Warwick	0.33	7,544	23%

SOA Name	District/ Borough	IDACI Score	IDACI Rank	Most Deprived X% Nationally
Abbey Priory	Nun & Bed	0.32	7,698	24%
Poplar Nicholas Chamberlain	Nun & Bed	0.31	8,000	25%
Admirals East	Rugby	0.31	8,026	25%
Hurley	N Warks	0.31	8,184	25%
Wem Brook East	Nun & Bed	0.31	8,270	25%
Overslade North West	Rugby	0.30	8,487	26%
Brunswick North West & Foundry	Warwick	0.30	8,625	27%
Caldecott Rokeby	Rugby	0.29	8,739	27%
Lillington West	Warwick	0.29	8,786	27%
Attleborough South East	Nun & Bed	0.29	8,842	27%
Sydenham West	Warwick	0.29	8,847	27%
Dordon Village	N Warks	0.29	8,862	27%
Heath Sports	Nun & Bed	0.28	9,272	29%
Bar Pool West & Recreation Ground	Nun & Bed	0.28	9,363	29%
Newbold on Avon	Rugby	0.28	9,373	29%
Riversley	Nun & Bed	0.28	9,460	29%
Stratford Mount Pleasant East	Stratford	0.27	9,489	29%
Alcester North & Conway	Stratford	0.27	9,625	30%

Key:

■ (red) Ranked within top 10% most deprived areas nationally

■ (orange) Ranked within top 10-20% most deprived areas nationally

■ (yellow) Ranked within top 20-30% most deprived areas nationally

N.B. Low ranks denote greater levels of relative deprivation.

1 = most deprived SOA and 32,482 = least deprived SOA nationally

Source: Department for Communities & Local Government, 2007

*Super Output Areas (SOAs) are a geographic hierarchy designed by the Office for National Statistics to improve the reporting of small area statistics in England and Wales. SOAs have a minimum population of 1,000 and a mean population of 1,500.

Current Free School Meal (FSM) Claimants

One of the key indicators used to highlights areas of child poverty is the number of children who are claiming Free School Meals (FSMs). The dataset provided by Warwickshire County Council's Pupil & Student Services team on current FSM claimants (dated January 2010) contained 4,525 records. A number of these records did not contain postcodes, an additional number did not contain accurate or valid postcodes and a notable number relate to pupils living outside Warwickshire who presumably attend school in Warwickshire. This meant the 'working' dataset was reduced to 4,265 records and can be defined as those FSM claimants that live in Warwickshire and can be accurately geographically mapped.

Table 1.8: Free School Meal Claimants in Warwickshire

Initial Dataset	4,525
Missing postcodes	23
Invalid/Inaccurate postcodes	7
Outside County	230
Valid Dataset	4,265

Source: Pupil & Student Services, Warwickshire County Council.

To begin with, it is worth examining the general distribution of FSM claimants across the County. In January 2010, Warwickshire had 4,265

Nuneaton and Borough has the highest proportion and number of FSM claimants in Warwickshire.

free school meal claimants. This accounts for 5.8% of all 5 to 16 year olds in the County. At a District/Borough level, both North Warwickshire and Rugby have similar rates to the County. The South of the County has lower proportions of FSM claimants – Stratford-on-Avon District has the lowest rate of claimants at 3.8%. However, Stratford-on-Avon does not have the lowest number of FSM claimants. In terms of volume, North Warwickshire has the lowest number of claimants of all the Districts/Boroughs in the County with 506 claimants. Nuneaton and Borough has the highest proportion of FSM claimants and the highest number of FSM claimants.

Table 1.9: Free School Meal Claimants in Warwickshire by District/Borough, January 2010.

District	FSM Claimants	Population Aged 5-16 years*	FSM Claimant Rate*
North Warwickshire	506	8,539	5.9%
Nuneaton & Bedworth	1,482	17,674	8.4%
Rugby	798	14,105	5.7%
Stratford-on-Avon	618	16,330	3.8%
Warwick	861	17,154	5.0%
Warwickshire	**4,265**	**73,802**	**5.8%**

* Estimated from mid-2009 population estimates

Source: Pupil & Student Services, Warwickshire County Council. Office for National Statistics.

Table 1.10 identifies the ten Super Output Areas (SOAs) in Warwickshire with the highest FSM claimant numbers. SOAs are a relatively standard size across the County in terms of population (usually averaging around 1,500 people) and are therefore useful for making valid comparisons.

Table 1.10: Super Output Areas (SOAs) in Warwickshire with the Highest Free School Meal Claimant Numbers

Super-Output Area (SOA)	District/ Borough	FSM Claimants	Population Aged 5-16 years*	Rate*
Camp Hill Village Centre	Nun & Bed	77	241	32.0%
Middlemarch & Swimming Pool	Nun & Bed	76	287	26.5%
Bar Pool North & Crescents	Nun & Bed	71	268	26.5%
Brownsover South Lake District North	Rugby	56	303	18.5%
Brunswick South East	Warwick	52	281	18.5%
Atherstone Central – Centre	N Warks	51	215	23.7%
Heath Sports	Nun & Bed	51	376	13.6%
Camp Hill West & Quarry	Nun & Bed	48	274	17.5%
Kingswood Grove Farm & Rural	Nun & Bed	47	247	19.0%
Hill Top	Nun & Bed	45	247	18.2%

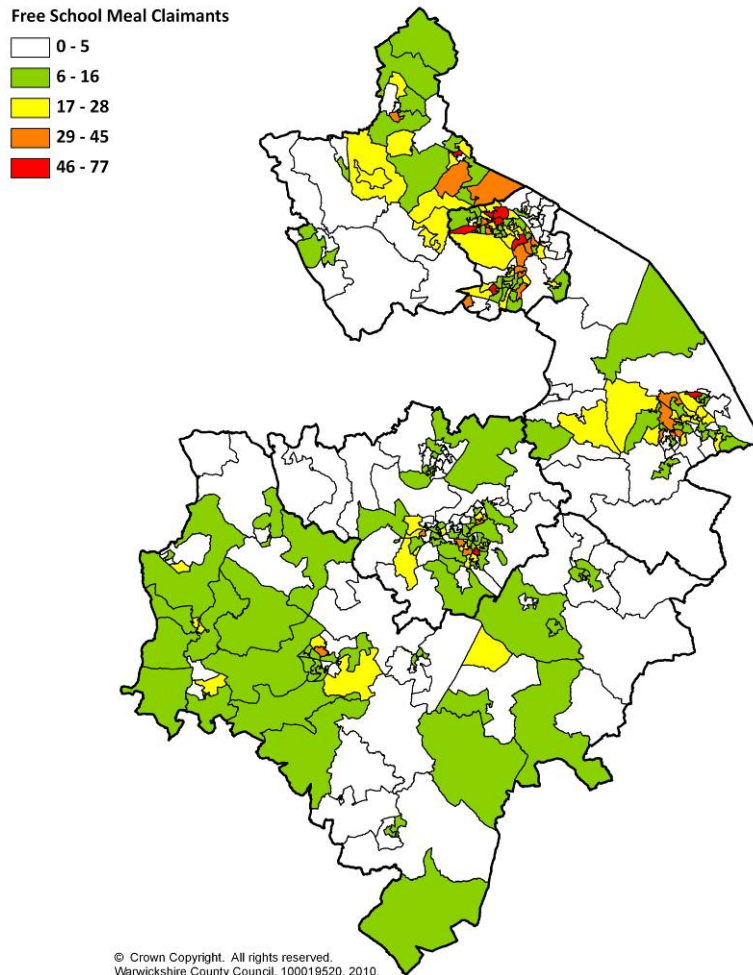*Estimated from revised mid-2008 small area population estimates*

Source: Pupil & Student Services, Warwickshire County Council. Office for National Statistics.

Seven out of the ten SOAs with the highest FSM claimant numbers fall in Nuneaton & Bedworth Borough, with the remaining three distributed across North Warwickshire Borough, Rugby Borough and Warwick District. No SOAs in Stratford-on-Avon District feature in the top ten highest SOAs in terms of FSM claimant numbers.

Figure 1.5 shows the distribution of FSM claimants by SOA across the County. The highest numbers of claimants are predominantly clustered around urban areas with the highest concentrations in the North of the County.

Approximately 1 in 3 school age children living in Camp Hill Village Centre claim free school meals

Figure 1.5: Free School Meal Claimants by Super Output Area in Warwickshire

Free School Meal Claimants

- 0 - 5
- 6 - 16
- 17 - 28
- 29 - 45
- 46 - 77

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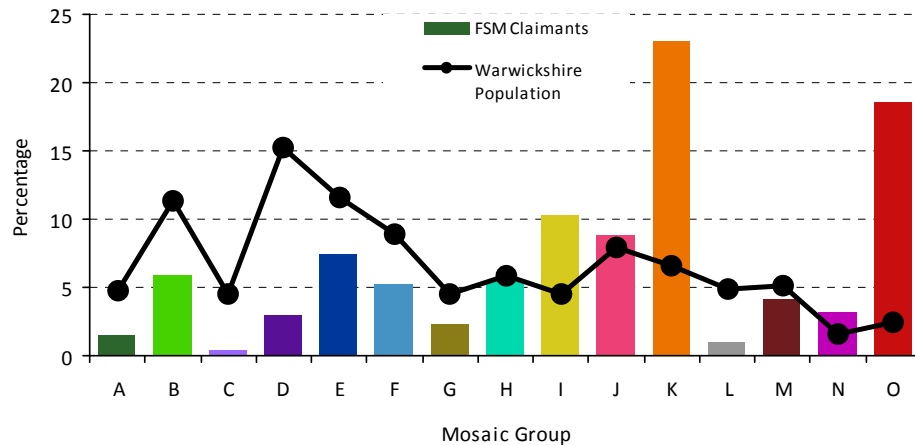Source: Pupil & Student Services, Warwickshire County Council.

The FSM claimants' records have been matched against Mosaic to develop a profile of FSM claimants in Warwickshire. Of the 4,265 records in the 'working' dataset, 57 were not matched to a Mosaic group and five records were unclassified, leaving the valid dataset for the Mosaic customer profiling at 4,203.

- Over 23% of FSM claimants are categorised as Mosaic Group K households - 'Residents with sufficient incomes in right-to-buy social houses'.

- Other significant groups are O, 'Families in low-rise social housing with high levels of benefit need' and I, 'Lower income workers in urban terraces in often diverse areas'. As we would expect, in general terms, the predominant Mosaic groups are those in the more 'deprived' categories.

- It is notable how few FSM Claimants come from Groups A, C, D, G, L and N. Generally speaking these are the groups that are considered to be either more 'affluent' or are less likely to have children due to their old or young age profile.

However, this analysis only provides information on the number or *volume* of those households claiming free school meals. We also need to know the likelihood or *propensity* of different resident types to claim the benefit. Without further analysis, it is unclear whether the proportions of FSM claimants across the Mosaic groups just reflect the profile of the overall population in the County.

Figure 1.6 addresses this issue by comparing the percentage of claimants in each Mosaic Group against the percentage of total residents in each Group. This provides us with the likelihood that a resident from a particular Mosaic Group will claim free school meals.

Figure 1.6: Comparison of FSM Claimants with the general Warwickshire Population

Source: Pupil & Student Services, Warwickshire County Council. Mosaic Public Sector 2010, Experian.

Mosaic Groups where the black line is above the coloured bar are groups that are under-represented in the Free School Meal Claimants dataset. In other words, if the FSM profile matched the overall profile of Warwickshire, we would have more claimants from these Mosaic Groups. Conversely, Mosaic Groups where the black line is below the coloured bar are groups that are over-represented in the FSM claimant dataset.

There are a number of notable differences:

- Groups A – G and Group L are heavily under-represented in the free school meal claimant profile. Although they each account for a small proportion of the overall Warwickshire population, they each account for an even smaller proportion of FSM Claimants.

- Groups K and O are significantly over-represented in the FSM Claimant profile. Group K accounts for 7% of Warwickshire's overall population but over 23% of FSM Claimants. Similarly, Group O accounts for 3% of Warwickshire's overall population but over 19% of FSM Claimants.

The figures presented above can be converted into *index values* to illustrate the propensity of each Mosaic Group to claim free school meals.

An index value above 100 means that the Mosaic Group is more likely than 'average' to claim free school meals, i.e. the percentage of customers in this Group is more than the percentage in the overall population. Conversely, a value below 100 means that this Mosaic Group is less likely than 'average' to claim free school meals.

Table 1.11: Propensity to claim Free School Meals

Mosaic Group	FSM Claimants	% FSM Claimants	% Warks Population	Index
A - Residents of isolated rural communities	63	1.5%	4.7%	32
B - Residents of small and mid-sized towns with strong local roots	247	5.9%	11.4%	52
C - Wealthy people living in the most sought after neighbourhoods	16	0.4%	4.5%	9
D - Successful professionals living in suburban or semi-rural homes	121	2.9%	15.3%	19
E - Middle income families living in moderate suburban semis	310	7.4%	11.6%	64
F - Couples with young children in comfortable modern housing	218	5.2%	8.9%	58
G - Young, well-educated city dwellers	96	2.3%	4.5%	51
H - Couples and young singles in small modern starter homes	230	5.5%	5.9%	93
I - Lower income workers in urban terraces in often diverse areas	434	10.3%	4.5%	229
J - Owner occupiers in older-style housing in ex-industrial areas	369	8.8%	7.9%	111
K - Residents with sufficient incomes in right-to-buy social houses	971	23.1%	6.6%	350

Mosaic Group	FSM Claimants	% FSM Claimants	% Warks Population	Index
L - Active elderly people living in pleasant retirement locations	42	1.0%	4.9%	20
M - Elderly people reliant on state support	175	4.2%	5.1%	82
N - Young people renting flats in high density social housing	133	3.2%	1.6%	200
O - Families in low-rise social housing with high levels of benefit need	778	18.5%	2.5%	740

Source: Pupil & Student Services, Warwickshire County Council. Mosaic Public Sector 2010, Experian.

- Group O clearly emerges as the Mosaic Group with an above average propensity to claim free school meals. While 2.5% of Warwickshire households are in this category, nearly 18.5% of free school meal claimants are in this Group. Residents in this category are nearly seven and a half times more likely than 'average' to claim free school meals.

- Groups K, I and N also emerge with an above average propensity to claim FSM. These three groups make up over 36% of all FSM Claimants while only representing 12.7% of the County. In contrast, Group C has an index value of only 9, compared to 740 for Group O. This means that, if we took two individual households from Groups C and O, the Group O household is 82 times more likely to claim free school meals.

Council Tax / Housing Benefit Claimants with Children

As another valuable indicator of child poverty to further supplement our localised analysis, the five District/Borough Councils were asked to supply postcode-level data for those households on their Revenues & Benefits system that claimed Council Tax Benefit (CTB) and/or Housing Benefit (HB) and contained children. The dataset excludes Child Tax Credit cases and includes those who are in receipt of Income Support/Jobseekers Allowance (income based), Pension Credit (Guarantee) or Employment Support Allowance (income based). The consolidated dataset for all Districts and Borough contains 6,317 households.

Table 1.12: Total Households with children claiming Council Tax Benefit and/or Housing Benefit

	Council Tax/Housing Benefit Claimants with children
North Warwickshire Borough	707
Nuneaton and Bedworth Borough	2,343
Rugby Borough	1,197
Stratford-on-Avon District	932
Warwick District	1,138
Warwickshire	**6,317**

Source: District/Borough Councils' Revenue & Benefits Systems.

It is worth reiterating that the Council Tax/Housing Benefit data only identifies that a household is claiming the appropriate benefit and contains children. The dataset is not based on individual children and does not identify *how many* children live in that household.

To begin with, it is worth examining the general distribution of Council Tax/ Housing Benefit claimants across the County. Table 1.13 identifies the ten Super Output Areas (SOAs) in Warwickshire that have the highest Council Tax/Housing Benefit claimant numbers. SOAs are a relatively standard size across the county in terms of population (usually around 1,500 – 1,600) so are therefore useful for making valid comparisons.

Table 1.13: Total Households with children claiming Council Tax Benefit and/or Housing Benefit by Super Output Area
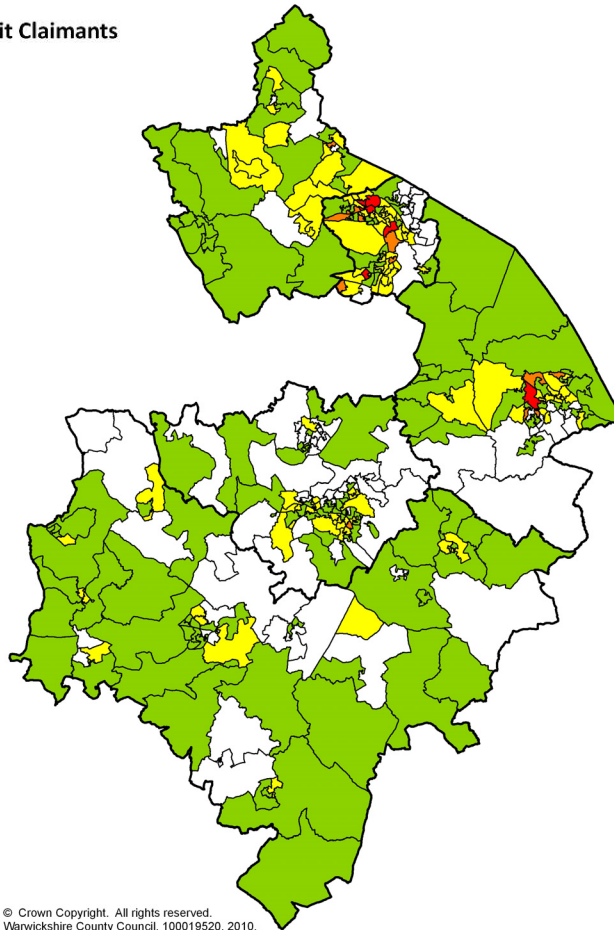
SOA	District/ Borough	CTB/HB Claimants with Children
Bar Pool North & Crescents	Nun & Bed	110
Middlemarch & Swimming Pool	Nun & Bed	104
Camp Hill Village Centre	Nun & Bed	94
Camp Hill West & Quarry	Nun & Bed	81
New Bilton West & Somers Rd	Rugby	78
Heath Sports	Nun & Bed	74
Kingswood Grove Farm & Rural	Nun & Bed	69
Atherstone Central - Centre	North Warks	67
Brownsover South Lake District North	Rugby	64
Hill Top	Nun & Bed	63

Source: District/Borough Councils' Revenue & Benefits Systems.

Figure 1.6: Total Households with children claiming Council Tax Benefit and/or Housing Benefit by Super Output Area

Council Tax/Housing Benefit Claimants
Households with Children

- 0 - 5
- 6 - 20
- 21 - 50
- 51 - 70
- 71 - 110

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Source: District/Borough Councils' Revenue & Benefits Systems.

Seven out of the ten SOAs with the highest Council Tax / Housing Benefit claimant households with children fall in Nuneaton & Bedworth Borough, two are in Rugby Borough and one is in North Warwickshire Borough. No SOAs in Stratford-on-Avon District or Warwick District feature in the top ten highest SOAs in terms of Council Tax and Housing Benefit Claimants.

The CTB/HB Claimants records have been matched against the Mosaic database to develop a profile of Council Tax and Housing Benefit Claimants in Warwickshire. Of the 6,317 records in the 'working' dataset, 115 were not matched to a Mosaic group and ten records were unclassified, leaving the valid dataset for the Mosaic customer profiling at 6,192. Summary figures are presented below.

> Seven out of the top ten SOAs with the highest Council Tax / Housing Benefit claimant households with children are in Nuneaton & Bedworth Borough

Table 1.14: Distribution of Households with children claiming Council Tax Benefit and/or Housing Benefit across Mosaic Groups
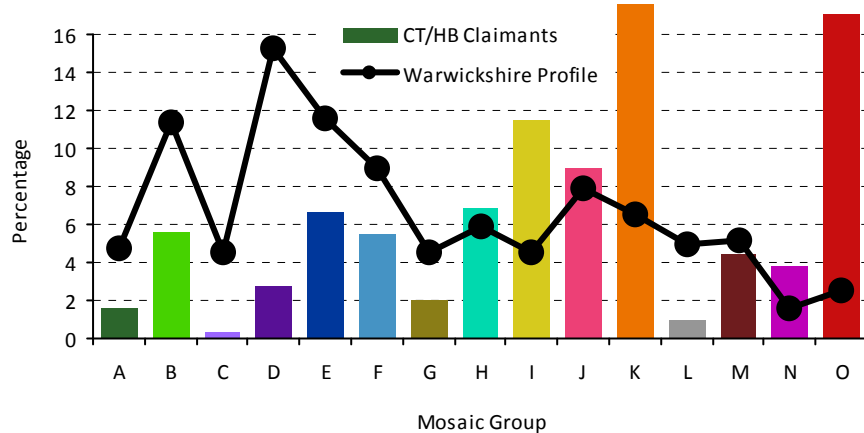
Mosaic Group	HB/CTB Claimants with Children	%
A - Residents of isolated rural communities	102	1.6%
B - Residents of small and mid-sized towns with strong local roots	349	5.6%
C - Wealthy people living in the most sought after neighbourhoods	19	0.3%
D - Successful professionals living in suburban or semi-rural homes	169	2.7%
E - Middle income families living in moderate suburban semis	409	6.6%
F - Couples with young children in comfortable modern housing	342	5.5%
G - Young, well-educated city dwellers	122	2.0%
H - Couples and young singles in small modern starter homes	420	6.8%
I - Lower income workers in urban terraces in often diverse areas	714	11.5%
J - Owner occupiers in older-style housing in ex-industrial areas	548	8.9%
K - Residents with sufficient incomes in right-to-buy social houses	1,371	22.1%
L - Active elderly people living in pleasant retirement locations	60	1.0%
M - Elderly people reliant on state support	274	4.4%
N - Young people renting flats in high density social housing	234	3.8%
O - Families in low-rise social housing with high levels of benefit need	1,059	17.1%

- Over one in five (22.1%) of CTB/HB claimants are in Mosaic Group K – Residents with sufficient incomes in right-to-buy social houses.

- Other significant groups are O and I. In general terms, the predominant Mosaic groups are those in the more 'deprived' categories, similar to the FSM dataset.

- It is notable how few CTB/HB claimants come from Groups A, C, D, G and L. To reiterate, these are the groups that are considered to be more 'affluent' and some are also less likely to have children due to their older age profile.

Figure 1.7 compares the percentage of claimants in each Mosaic Group against the percentage of total residents in each Group. This provides us with the likelihood that a resident from a particular Mosaic Group will claim Council Tax or Housing Benefit.

Source: District/Borough Councils' Revenue & Benefits Systems. Mosaic Public Sector, Experian.

Figure 1.7: Comparison of Households with children claiming Council Tax Benefit and/or Housing Benefit with the Warwickshire Population

Source: District/Borough Councils' Revenue & Benefits Systems. Mosaic Public Sector, Experian.

Mosaic Groups where the black line is above the coloured bar are groups that are under-represented in the CTB/HB dataset. In other words, if the CTB/HB profile matched the overall profile of Warwickshire, we would have more claimants from these Mosaic Groups. Conversely, Mosaic Groups where the black line is below the coloured bar are groups that are over-represented in the CTB/HB Claimant dataset.

There are a number of notable differences:

- Groups A - G are under-represented in the CTB/HB claimant profile. Although they each account for a small proportion of the overall Warwickshire population, they each account for an even smaller proportion of CTB/HB claimants.

- Groups O and K are significantly over-represented in the CTB/HB claimant profile. This group accounts for 9% of Warwickshire's overall population but nearly 40% of CTB/HB claimants.

The figures presented above can be converted into *index values* to illustrate the propensity of each Mosaic Group to claim Council Tax or Housing Benefit.

An index value above 100 means that the Mosaic Group is more likely than 'average' to claim Council Tax/Housing Benefit, i.e. the percentage of customers in this Group is more than the percentage in the overall population. Conversely, a value below 100 means that this Mosaic Group is less likely than 'average' to claim the benefits.

Table 1.15: Propensity to claim Council Tax/Housing Benefit by Mosaic Group

Mosaic Group	Index
A - Residents of isolated rural communities	34
B - Residents of small and mid-sized towns with strong local roots	49
C - Wealthy people living in the most sought after neighbourhoods	7
D - Successful professionals living in suburban or semi-rural homes	18
E - Middle income families living in moderate suburban semis	57
F - Couples with young children in comfortable modern housing	62
G - Young, well-educated city dwellers	44
H - Couples and young singles in small modern starter homes	114
I - Lower income workers in urban terraces in often diverse areas	255
J - Owner occupiers in older-style housing in ex-industrial areas	113
K - Residents with sufficient incomes in right-to-buy social houses	336
L - Active elderly people living in pleasant retirement locations	20
M - Elderly people reliant on state support	86
N - Young people renting flats in high density social housing	245
O - Families in low-rise social housing with high levels of benefit need	673

Source: Mosaic Public Sector, Experian.

- Group O clearly emerges as the Mosaic Group with the highest propensity to claim council tax/housing benefit. While 2.5% of Warwickshire households are in this category, 17.1% of Council Tax/Housing Benefit claimants are in this Group. Residents in this category are over six and a half times more likely than 'average' to claim Council Tax or Housing Benefit.

- Groups K, I and N also emerge with an above average propensity to claim Council Tax/Housing Benefit. These three groups make up over 37% of all CTB/HB claimants while only representing 12.6% of the County.

- In contrast, Group C has an index value of only 7 and Group D has an index value of 18. This means that, if we took an individual household from Groups C and compared it with a household from Group O, the Group O household is 96 times more likely to claim Council Tax/Housing Benefit.

Comparing the Two Datasets

We now have an understanding of FSM claimants as well as Council Tax and Housing Benefit claimants with children and how they are distributed across both the County in geographical terms and across the different Mosaic categories. We can now use this information to compare the FSM and Council Tax Benefit/Housing Benefit datasets.

When comparing the top ten SOAs with the highest number of FSM claimants and Council Tax/Housing Benefit claimants, they are remarkably similar. Nine out of ten SOAs feature in both datasets which suggests, at this geographical level, there are no significant differences between FSM claimants and FSM eligibility (using Council Tax/Housing Benefit claimants with children as a proxy measure).

Table 1.16: Top Ten Super-Output Areas (SOAs) with the highest numbers of Free School Meal Claimants and Households with children claiming Council Tax Benefit and/or Housing Benefit

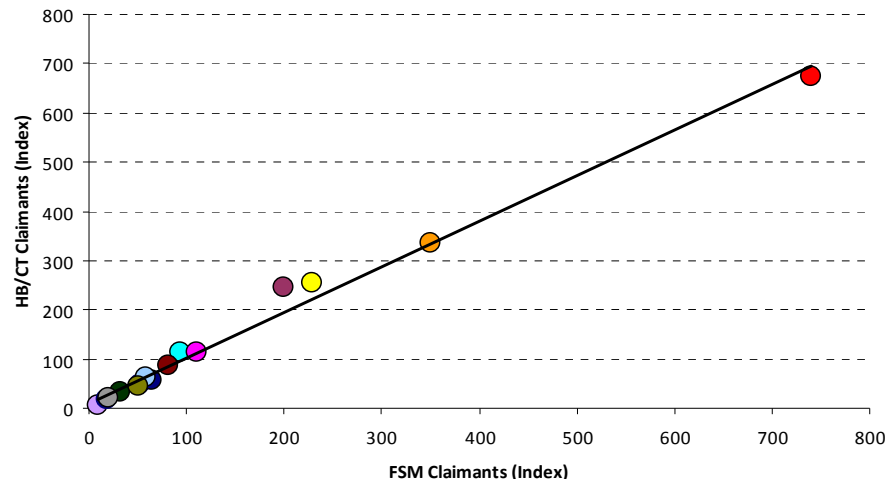| Top Ten SOAs (FSM Claimants)	Top Ten SOAs (CTB/HB Claimants)
1). Camp Hill Village Centre	1). Bar Pool North & Crescents
2). Middlemarch & Swimming Pool	2). Middlemarch & Swimming Pool
3). Bar Pool North & Crescents	3). Camp Hill Village Centre
4). Brownsover South Lake District North	4). Camp Hill West & Quarry
5). Brunswick South East	5). New Bilton West & Somers Rd
6). Atherstone Central – Centre	6). Heath Sports
7). Heath Sports	7). Kingswood Grove Farm & Rural
8). Camp Hill West & Quarry	8). Atherstone Central - Centre
9). Kingswood Grove Farm & Rural	9). Brownsover South Lake District North
10). Hill Top	10). Hill Top

Source: District/Borough Councils' Revenue & Benefits Systems. Pupil & Student Services, Warwickshire County Council.

Both datasets are similar in terms of their Mosaic profile. Group K (Residents with sufficient incomes in right-to-buy social houses) emerges as the dominant group in both datasets in terms of volume and Group O (Families in low-rise social housing with high levels of benefit need) is revealed as the Mosaic Group with the greatest propensity to claim both free school meals and council tax/housing benefit. This particular group is about seven times more likely than average to claim both FSM and CTB/HB.

The graph below highlights the strong relationship between both datasets with Mosaic Groups I, J, K, N and O having the highest propensity to claim FSMs and the greatest likelihood to claim CTB and HB. Index values greater than 100 reflect a greater than average propensity to claim.

Figure 1.8: Propensity to claim Free School Meals and Council Tax Benefit and/or Housing Benefit by Mosaic Group

Source: District/Borough Councils' Revenue & Benefits Systems. Pupil & Student Services, Warwickshire County Council. Mosaic Public Sector 2010, Experian.

The next step is to identify areas of low FSM 'take-up.' As previously mentioned this report does not refer to FSM take-up rates but instead considers the difference between CTH/HB claimants with children and FSM claimants in a given area.

This difference can be measured in one of two ways;

- The absolute difference between FSM claimants and FSM 'eligibility' in terms of numbers. This approach effectively highlights areas with existing high levels of free school meal and Council Tax/Housing Benefit claimants and therefore has larger material differences.

- A proxy 'take-up rate' can be measured. This is calculated using a simple ratio comparing the number of current FSM claimants and the number of estimated eligible households. The weakness in this approach is that this may identify areas with very small numbers and would therefore not be a genuine priority in terms of targeted activity to improve take up rates.

For this reason, we have chosen to adopt the first of these two methods; identifying areas where there is the largest difference (in volume) between households eligible for FSM (using our proxy measure) and current FSM claimants.

Six out of ten SOAs with the largest difference in take up feature in both the highest SOAs for FSM claimants and CTB/HB claimants, suggesting that although the SOAs already have a high existing number of FSM claimants, there is still potentially low FSM take up in these areas.

Table 1.17: Super-Output Areas with the largest absolute difference in 'take-up' numbers between those claiming Free School Meal and those claiming Council Tax Benefit and/or Housing Benefit

SOA	FSM Claimants	CTB/HB Claimants	Difference	FSM 'Take up Rate'
Bar Pool North & Crescents	71	110	39	64.5%
New Bilton West & Somers Rd	41	78	37	52.6%
Camp Hill West & Quarry	48	81	33	59.3%
Middlemarch & Swimming Pool	76	104	28	73.1%
Abbey Town Centre	14	39	25	35.9%
Camp Hill North & Pools	18	42	24	42.9%
Abbey Priory	25	48	23	52.1%
Keresley North & Newlands	31	54	23	57.4%
Heath Sports	51	74	23	68.9%
Newbold-on-Avon	33	56	23	58.9%

Source: District/Borough Councils' Revenue & Benefits Systems. Pupil & Student Services, Warwickshire County Council.

It is worth reiterating that the SOAs with the highest difference are not necessarily those SOAs with the lowest 'take up' rates. For example, Bar Pool North & Crescents has the highest absolute difference in terms of FSM 'Eligibility,' but its 'take up rate' is relatively high at 64.5%. This report will primarily focus on the
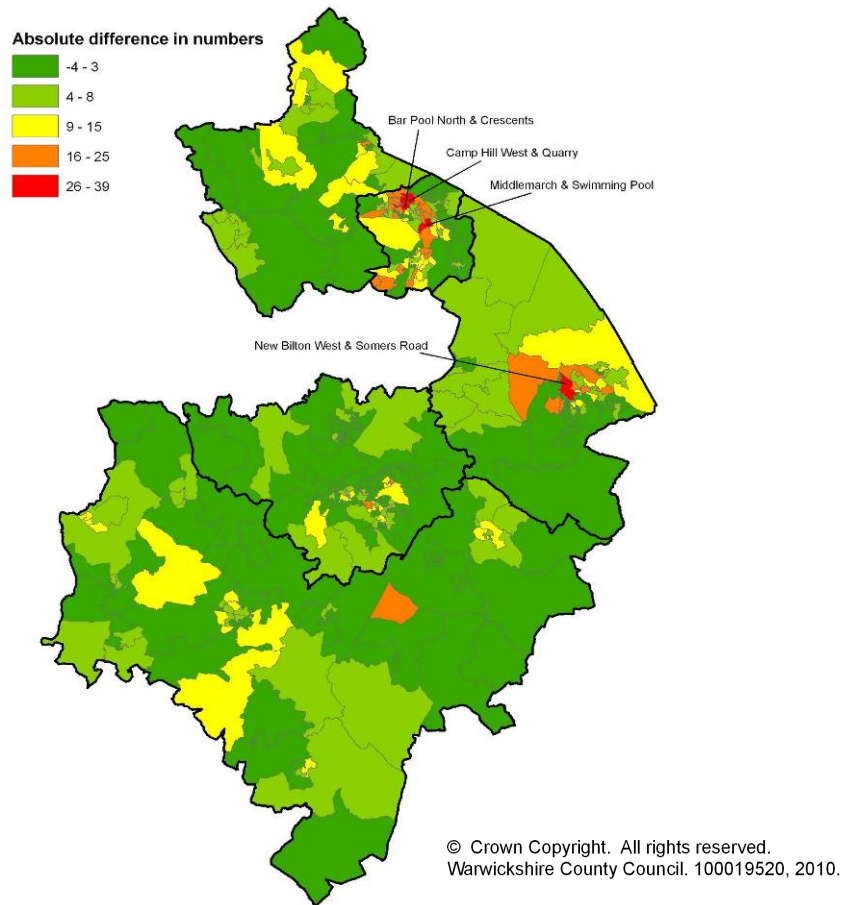
> Our analysis suggests there is some variation in the 'take-up rate' of FSMs across Warwickshire and this 'take-up' could be improved in some of the areas of greatest need.

absolute difference whilst having an appreciation of the equivalent 'take up' rate.

Although the FSM data includes numbers of children whereas the CTB/HB data is provided at a household level, we would expect the two datasets to be broadly similar in terms of their geographical pattern. However, Figure 1.9 suggests that there are considerable geographical differences between the two datasets which suggests there is some variation in the 'take-up rate' of FSMs across Warwickshire. The map shows the largest discrepancies tend to be found in the Rugby, Nuneaton and Bedworth urban areas. This contrasts with the South of the County where the two sets of data are matched more closely. In particular, some of the largest absolute differences in numbers of FSM and CTB/HB claimants are located in some of the areas which have been highlighted previously as experiencing the highest levels of child poverty. This implies that FSM 'take-up' could be improved in some of the areas of greatest need.

A recent Observatory report examines the Mosaic profile of areas with the largest difference in take up levels to better understand how channel preferences and engagement techniques vary between different customer types and how marketing activity can be targeted to achieve an increase in the take-up rates of free school meals. This report is available on request.

Figure 1.9: Absolute difference in FSM claimants and households claiming Council Tax/Housing Benefit

Source: District/Borough Councils' Revenue & Benefits Systems. Pupil & Student Services, Warwickshire County Council.

Conclusions

A clear North-South divide is still apparent across the range of different indicators directly associated with child poverty but the situation is far more complex than this at first suggests. Child poverty in Warwickshire is concentrated in relatively few areas where nearly a third of all children living in 'poverty' can be found in only 10% of the Super Output Areas (SOAs) across the County. The most concentrated levels of child poverty are entrenched in the traditionally most deprived areas of the County, primarily within the Central and Western areas of Nuneaton. At a local level in Nuneaton, neighbourhoods exhibiting the very highest levels of child poverty tend to be surrounded by areas with similarly high levels. This compounds the problem and leads to an even greater concentration of the issue.

In contrast, our detailed Mosaic analysis has helped uncover very localised and spatially dispersed pockets of households in rural areas which may be 'masked' within statistics at traditional geographies, but which are still likely to experience child poverty issues. These households are likely to face a very different set of challenges to those in urban areas, as they may not be able to access support services as easily due to their more isolated locations away from major public transport routes.

Our analysis suggests there is some variation in the 'take-up rate' of Free School Meals (FSMs) across Warwickshire and that FSM 'take-up' could be improved in some of the areas of greatest need.

There remains a clear need to seek and analyse more timely data on child poverty, to more accurately assess the impact of the economic downturn and the recession on families with children in Warwickshire. This also needs to be considered alongside future welfare reform, public spending cuts and the possibility of a 'double-dip' recession.

Next Steps

The analysis undertaken for this Part 1 Key Issues paper highlighted a number of areas and issues that would benefit from further research, analysis and investigation. This future research programme has been aggregated into key themes and is included in Part 2 of the Needs Assessment – Consultation with Vulnerable Groups and Analysis of Risk Factors

- This includes an assessment of the key drivers of child poverty and their impact within the local area. This involves a detailed appraisal of vulnerable groups most at risk of experiencing child poverty issues.

SWOT Analysis

- An assessment of the key strengths, weaknesses, opportunities and threats to tackling child poverty in Warwickshire.
- Case studies covering research into what might have worked elsewhere (to address the need of vulnerable groups) - Pilots/initiatives and other local projects, e.g. B.O.B. bus in North Warwickshire