Department for Education

Evaluation of Children's Centres in England (ECCE)

The extent to which centres 'reach' eligible families, their neighbourhood characteristics and levels of use

Research Report

June 2014

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Glossary

Child Poverty This study uses the Children in Low-Income Families Local Measure - the proportion of children living in families either in receipt of out-of-work benefits or in receipt of tax credits with a reported income which is less than 60 per cent of national median income. This measure provides a broad proxy for relative low-income child poverty as set out in the Child Poverty Act 2010 and enables analysis at a local level.

LLSOAS/SOAs Lower Level Super Output Areas were developed from the 2001 census to create a local 'statistical geography'. They were created by forming 2001 census Output Areas (OAs – the lowest level for which national census data is released with populations around 120 households) into socio-economically homogeneous and contiguous areas with populations around 1,500 people. Typically SOAs cover about 4-5 OAs. There are 32,432 SOAs in England.

Reach Area This a defined geographical area served by a children's centre, though families can use any centre they choose.

Registration Covers the initial contact with the children's centre. In some areas this is closely linked to birth registration; in others a result of outreach work or parents approaching a centre. In some areas parents can register at more than one centre; in others any use of a centre is linked to the centre in whose reach area the families live.

Usage This term is employed to cover the total number of 'uses' or 'events' over the year recorded for the child aged 0-4.

Use services. Covers any use by an eligible child or family of a centre or its

Users aged 0-4 These are children who recorded some 'use' of a children's centre or its services. As the data from children's centres is typically held in a relational database that contains both information on children and their parents/carers, 'use' here may well be made by the adult carer rather than the child, or in combination.

Summary and Conclusions

Background

This report forms part of the national Evaluation of Children's Centres in England (ECCE) research study. The overall research focuses on national samples of children's centres set up in the first two phases of the national programme, which particularly focused on the 30% most disadvantaged areas in England. The evaluation as a whole studies the management, organisation and programmes offered in the centres; it includes a longitudinal study of families and children who used these children's centres, and a cost-benefit analysis of the programme.

A key objective of the Sure Start Children's Centre programme was that centres should serve areas, families and children with high social needs. This report addresses three main questions:

1. How were the local areas, served or 'reached' by each centre, defined?

2. What were the principal characteristics of these areas and how were they changing over time?

3. How well were centres serving these areas in terms of take-up or 'reach' and levels of use?

This study draws on three sets of data, which in combination address these three main questions:-

1. A survey of local authorities that contained one or more of the 128 centres from the national sample (Stage 1) (see Appendix A for the sampling process)

2. An analysis of a wide range of relevant national neighbourhood data for each centre (Stage 2)

3. A follow-up survey of the local authorities that processed children's centre data centrally, to estimate take-up and usage (Stage 3)

The aim was to provide new and up-to-date information on the areas served by the children's centres and how well these were covered. The data collected will also contribute to the impact evaluation by providing robust information on the local context for each centre in the study.

Stage 1: 'Reach Areas' and Children's Centres

- **Almost all local authorities surveyed had a defined 'reach area' for each of their centres** mainly using LLSOA (local areas with populations around 1,500, see Glossary) or electoral ward boundaries.

- A few local authorities were moving to a 'locality' model where a group of centres served a larger area rather than a standalone model of a single centre and its neighbourhood.

- Almost all local authorities had a data collection system to record and centrally analyse data collected at the centre level, covering individual users and families. **However, apart from ethnicity and lone parenthood, background data on users was not always fully filled in. This has implications for assessing how well centres target 'high need' groups.**

- Drawing on the local authority specifications of 'reach areas', reach areas were mapped for 117 out of 128 centres in the national sample.

- **A sample of user postcodes demonstrated that the large majority of registered users at each centre came from its reach area (average 82%).** Ofsted now uses local 'access' by families as one of the three key judgements on a centre's overall effectiveness.

Stage 2: The Nature of the Areas Served by the Centres

- **Analysis of the neighbourhood data for the reach areas supports previous findings that local authorities are indeed targeting children's centres towards more deprived local areas.** Of the 117 defined reach areas, more than half (52%) of all LLSOAs lie within the most deprived 30% on the national IDACI measure, and less than one-tenth lie within the *least* deprived 30%.

- However, levels of deprivation vary widely between different reach areas. For one large metropolitan centre area, nearly two-thirds of all children aged 0-4 were living in areas classified amongst the most deprived 30% on IDACI. At the other end of the scale, in one rural centre area, less than one-tenth of children were living in areas classified amongst the most deprived 30%.

- **Analysis of socio-economic indicators of poverty and low income, unemployment, education, health, housing, crime and transport shows an overall picture where the children's centre reach areas are on average more deprived than both the national average and the local authorities in which they are located.** However the overall picture conceals significant variation across the reach areas. Although the majority are highly deprived, individual areas vary widely across all the indicators explored. For example, the proportion of young children living in poverty varies from 12.7% to 51.2% across the 117 reach areas.

- The reach areas have seen a marked fall in child poverty levels in recent years, with the proportion of children in poverty falling from 30.6% in 2006 to 27.3% in 2011, the most recent year for which data is available. This improvement was also seen nationally. However children's centre areas on average showed a larger improvement than the corresponding local authorities and England as a whole over the same period (3.3% percentage points fall, compared with a 1.1% percentage point fall across England). Comparisons between child poverty levels and changes over time show that those areas starting off with the highest levels of child poverty, were also those areas that showed the biggest reductions in child poverty levels. There is also a sense that reach areas were being 'pulled up' by improvements in the local district; reach areas with large reductions in child poverty are located in local authorities which also saw large reductions in child poverty.

- Comparison of deprivation levels based on IDACI 2004 and 2010, shows that there is a good deal of movement in terms of deprivation levels for reach neighbourhoods. More than half (56%) of all LLSOAs in the reach areas moved to a different deprivation 'decile' (10% band) between 2004 and 2010. Of these, 198 (15% of all areas) moved by more than one decile. In other words, deprivation levels should not be viewed as static and fixed for all time - some children's centre areas show marked improvement over time relative to other areas, while others are slipping back.

- Data on children achieving a 'good' level of development at the Early Years Foundation Stage showed, as with the child poverty measures, a general improvement in the reach areas, with a steady year on year increase between 2008/09 and 2011/12. Again, there is wide variation within the individual reach areas, with the greatest improvement seen in the areas with the worst starting position. The most improved reach area saw a 29% increase in the proportion of children achieving a good level of development at Early Years Foundation Stage between 2008/09 and 2011/12, and indeed the majority of reach areas saw improvements. At the other end of the scale, seven reach areas saw a *fall* in the level of children reaching the target EYFS, with one reach area seeing a 14% fall.

Stage 3: Measuring Children's Centre Reach

- Data for this stage is thus provided from different local authority systems based on information on users and their families recorded at centre level. There is therefore likely to be variability in quality and completeness, with some authorities unable to provide some of the data requested, either because their systems did not record this information or it was not analysed. Also data *was,* in almost all cases, entered at centre level as part of the record on users, their families and the programme. There is therefore likely to be variability in how well such data was collected or recorded at source. The 2011 census was used to provide benchmarks for each local reach area against which registration and use could be assessed.

- **Centres typically had very large registration and user numbers. The average size of the user group in a year was 770 children aged 0-4, ranging from 250 to well over 1,000 users.** One centre had a registration base of over 2,000 children aged 0-4.

- Initial registration by families turned out to be a more variable process than had been expected. Most registered at their local centre but in other cases registration at *any* centre was automatically linked back to the reach area of their local centre (even though the family might not be a user of the local centre). In some areas there were possibly some multiple registrations as families used more than one centre.

- In a few cases registration was closely linked to the health visitor programme of contacts around the birth period. These areas tended to have registrations that were close to or above 100%, judged against the population aged 0-4 in the 2011 census.

- **In almost all areas the proportion of registrations in a single year, judged against the average 2011 census population aged 0-4 in a year was very high (median 93%), though in a few centres it was much lower (around 60-65%).** This could be affected by local authority boundaries if users registered and used centres in a neighbouring authority.

- **The high registration levels (over 90% on average) mean that most eligible families have the option to engage with services and the data indicates that the majority of families do choose to take-up services with over half (55%) of the 0-4 age group in the reach area using centres over one year**; for the core of centres this figure ranged from 42% to 66%.

- Attempts to gather data on specific groups of users largely failed as many local authorities did not collect or analyse this data or considered it to be unreliable.

- The exception was data on ethnic group, though this was affected by the large number of families for which this data was 'not given' by parents/carers –15% overall.

- Comparing the main ethnic groups from the 2011 census for children aged 0-4 living in each reach area against the numbers of users aged 0-4 suggests that **overall the proportions in the main ethnic groups using the centres closely matched the expected levels; that is, no major ethnic group appeared to be significantly under-represented.**

- **The age distribution of users demonstrated that the largest age group of users was under one year (27% of all users)** tailing off to the 4+ age group (11%) when other early years facilities take over.

- Data on the levels of use ('usage') was provided for 60 centres. This is use recorded by centres and may well undercount the true figure. **Results consistently showed that more than half of the users (60%) made relatively**

light use over the year (five or less contacts) and on average around 13% had 20 or more contacts. The heavy users (20+ contacts) were typically concentrated among something under 17% of all users, with a few centres recording around one third of their users making 20+ uses over the year. These patterns varied by centres and may reflect the type of service offered. For example centres offering childcare will have more heavy users.

1   Assessing Children's Centre 'Reach', their Neighbourhoods and Patterns of Use

1.1   Background

This report covers one aspect of the much larger Evaluation of Children's Centres in England (ECCE) research project. The full study focuses on samples of children's centres set up in the first two phases of the national programme. The samples of centres and their users were aimed at centres serving the 30% most disadvantaged neighbourhoods in England. The research covers the management, organisation and programmes offered in the centres (Strands 1 and 3). It includes a major longitudinal study of families and children who have used these children's centres (Strand 2), to assess the impact of participation on children's development (Strand 4). The study also includes a cost-benefit analysis of the programme (Strand 5)[1].

One of the key objectives of the first two phases of the Sure Start Children's Centre programme was that they should serve areas, families and children with high social needs. To achieve this objective, centres in the first two phases of the programme were intended to concentrate on local areas that fell into the most disadvantaged 30 per cent of areas on the Income Deprivation Affecting Children Index (IDACI). IDACI, part of the national Indices of Deprivation, is a measure of the proportion of children living in households on a low income. The measure is available in standard form across England at a very local level (technically at Lower Level Super Output Areas - LLSOAs - with populations of 1500 on average).

In a preliminary analysis of areas served by children's centres, published in July 2013[2], the national sample of 128 children's centres selected for more detailed study, and of their users/potential users, was assessed against the latest (2010) IDACI scores. This showed that 76% of the centres were physically located in the 30% most disadvantaged areas on the IDACI measure, and the majority (59%) of their users/potential users came from these areas. Analysis of the 'crow flies' distance between home and centre showed that 78% of users/potential users lived within 1.5kms, indicating that most centres were serving a relatively local area.

This report takes the earlier analysis forward. It addresses three main questions:-

4. How were the local areas, served or 'reached' by each centre, defined?

5. What were the principal characteristics of these areas and how were they changing over time?

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[1] See published reports on the DfE website:

Tanner, E *et al.* (2012) *Evaluation of Children's Centres in England: Strand 1: First Survey of Children's Centre Leaders in the Most Deprived Areas.* DfE RR230.

Briggs, N *et al.* (2012) *Strand 5: Case Studies on the Costs of Centres in the Most Deprived Areas.* DfE RR256.

Maisey, R *et al.* (2013) *Evaluation of Children's Centres in England: Strand 2: Baseline Survey of Families using Children's Centres in the Most Deprived Areas.* DfE RR260.

Goff, J *et al.* (2013) *Evaluation of Children's Centres in England: Strand 3: Delivery of Family Services by Children's Centres.* DfE RR297.

[2] See Goff *et al., op. cit.* Section 6.1.

6. How well were the centres serving these areas in terms of take-up or 'reach', the now widely used term among children's centres? This was extended to include not just initial 'registration' but patterns of use where data was available.

This new analysis goes beyond the centres and their users to look in more detail at the local neighbourhoods and 'reach areas' they served.

This report draws on data from three main sources:

7. A survey of local authorities that contained one or more of the national sample of 128 centres, to ascertain their policy on defining centre areas and their methods of data analysis for the children's centres in their area

8. Analysis of a wide range of relevant national neighbourhood data that covered local areas

9. A follow-up survey of the local authorities that processed children's centre data centrally, to estimate take-up and usage patterns. 'Usage' here is employed to cover not just 'use' but the level of use.

Throughout this report, which relies heavily on data provided by local authorities for overall headcounts, no reference is made to any named authority (unless this is information already in the public domain), or to any individual centre or user. Further details of the research are provided in each section and as Appendices.

1.2 The Idea of 'Centre Reach'

'Reach' and 'reach area' have become one of the more widely used terms in children's centre policy and practice to cover the link between a centre and its local area. Ofsted, in *The framework for children's centre inspection* published in March 2013, uses 'access' by families as one of the three key judgements on a centre's overall effectiveness (paras 5, 24, 27-28). A 'reach area' is defined as 'a designated geographical area within the local community which is the centre's catchment area' (p 24).

The term 'reach' was perhaps first employed in this sense in the 1970s and 1980s to refer to the take-up of welfare benefits of different kinds, and to calculate the percentage of the eligible population receiving a particular benefit. That is, take-up was measured by benefit recipients compared with the total eligible population. The children's centre programme developed initially as an area based strategy where the first two phases were focused initially on the 20% most disadvantaged wards in England – later becoming the 30% most disadvantaged lower level super output areas (LLSOAs) when this finer grain locality measure first became available in 2004. The switch from 20% of wards to 30% of LLSOAs in principle targeted a similar proportion of children in England. The reason for the switch is that electoral wards vary very substantially in size (ranging from approximately 1,000 population in some rural areas to more than 25,000 in some city areas); and many very large urban wards contain sizeable numbers of children living in low income households. The new LLSOA measure produced a more uniform sized area with an average population of 1,500. The measure consistently used for both wards and LLSOAs has been the Income Deprivation Affecting Children (IDACI).

In the early stages of the children's centre programme, 'reach' and 'reach area' would have been relatively straightforward – simply the number of families and children in contact with the centre compared with the eligible population in the designated area. At least three developments have complicated this pattern. First, the shift from wards to LLSOAs potentially generates a much more variegated pattern. Thus a large urban ward that is highly disadvantaged *overall* may contain some advantaged neighbourhoods, and conversely some better-off areas may contain 'pockets of deprivation'. The much more fine grain LLSOA boundaries are specifically designed to pick these out. Second, as the children's centre programme was rolled out on a national basis, centres that might have been the only one in the locality now had others in reasonable proximity. No area operates a rigid zoning or catchment area policy. Parents are free to select any centre they choose, or indeed to use more than one. Third, the emphasis in the programme has increasingly been on reaching 'high need' or 'hard to reach' groups of families and children which might cut across a simple area focus, however carefully designed the area might be[3].

Finally, a further change taking place in some areas during the course of the present research has been a move away from individual centres and their 'reach area' to a 'cluster' or 'locality model' where a group of centres serve a larger segment of a town or city. Ofsted now recognises this development (see *The framework for children's centre inspection,* March 2013, paras 6 and 33, and pp 22 and 24) in its inspection procedures, where groups of centres can be covered in a single inspection. While a cluster or locality model is clearly a growing pattern, most local authorities still operate with the model of a single 'standalone' centre and its reach area, or at least still collect and analyse their centre data on this basis.

1.3   Data and Methods

This study draws on a number of different data sources and methods. At its centre is the national sample of 128 children's centres and their users which forms a key part of the overall research study[4]. For this study the research has been extended to cover the 72 local authorities that contain one or more of the 128 sampled centres and the local areas from which their users were drawn.

The research also makes use of the locational data from 14,000 users/potential users of the 128 centres that were collected as part of the longitudinal user survey. These data provide estimates of the overall distribution of users/potential users, and the proportion which came from each centre's 'reach area'. Preliminary analysis of this dataset was reported in the recent report, *Delivery of Family Services by Children's Centres,* published in July 2013[5].

Additional data were collected by on-line questionnaire in Summer 2013 from the 72 local authorities. This covered the nature and definition of their centres' 'reach areas', and how data on these centres were collected and analysed. This stage provided the basis for assembling relevant data on 'reach areas' by tapping into the very large volume of administrative and census data that is now released nationally at a very local level. For the final stage, a follow up on-line

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[3] See DfE (2012) *Core Purpose of Sure Start Children's Centres*; DfE (2013) *Sure Start children's centres statutory guidance.*
[4] See Appendix A for the sampling stages to generate these 128 centres and their users/potential users
[5] See Goff *et al., op.cit.* Section 6.1.

questionnaire was sent in Autumn 2013 to local authorities which had stated they analysed data from their children's centres centrally. This follow-up collected overall headcount data on users of each centre and their location in terms of reach area, as well as data on centre usage, and distribution by age and social group (see Appendix B for the proformas used and overall numbers and response rates). Thus in addition to survey data the research makes use of administrative data from national sources as well as directly from local authorities. More details on each of these aspects of the study are included in the relevant section of the report and in Appendices.

The way the sample of 128 centres was originally drawn to give a nationally representative sample, meant that sampled centres were distributed very widely[6]. Many local authorities had just one sampled centre, with a few large authorities up to five centres. Also adjacent local authorities were not necessarily included in the sample. As several local authorities pointed out, users are free to cross local authority boundaries to centres in neighbouring districts and vice versa. This study can take account of the inflow, but not of users who may live in the reach area of the sampled centre but use a centre in another local authority which was not part of the research.

1.4   Structure of this Report

Section 2 addresses the way local authorities identified reach areas, how they analysed children's centre data and how far they collected data on high needs groups. Section 3 examines the neighbourhood and trend data. Section 4 assesses the question of how well the defined reach areas were served, in some cases extending this to specific groups within the local population, where data were available. It also includes some information on usage patterns (that is, levels or patterns of use) which complements data emerging from the national children centre's user survey and from the detailed study of programmes run by the centres[7].

In the course of the research a set of issues emerged that could only be partly addressed. These centred on 'reach', registration and 'usage'. Simple contact or formal registration at a centre by the family could in one sense constitute 'reach' (some contact has been established). Families are required to fill out a registration form. In some areas this may be closely linked to birth registration, particularly in those areas where the health visitor programme is linked to or delivered through the local children's centre. However, in another sense actual use of a service would appear to be a more significant form of contact than simple registration, though there are issues about how fully use is recorded and, for example, how referrals to other agencies are treated in the user record. Finally the move in some areas away from a single centre and its reach area to a 'cluster model' or 'locality model' where children's centres in an area are grouped into a single 'reach area' is likely to have an impact on the links between reach, registration and usage, but had not developed in enough areas to be included in this part of the research.

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[6] See Tanner, E *op.cit.* Section 1.3.1. and Figure 1.1 for sampling procedure for the ECCE research.

[7] See Maisey *et al., op.cit.,* and Goff *et al., op.cit.*

2 Stage 1: Local Authorities, 'Reach Areas' and Children's Centres

2.1 Stage 1: Data Collection

A brief on-line self-completion survey (see Appendix B for response rates and survey forms) was sent to the 72 local authorities that contained one or more (up to five) of the children's centres in the national sample of 128 centres. Responses were finally achieved from 67 (93%) authorities, covering 123 (96%) of the 128 centres. In the case of five local authorities no contact was established, despite emails and in some cases phone calls. Several other authorities were in the process of reorganising their administration, or the children's centre programme was under review.

The survey collected information on local authority policy on 'reach areas', and how these were defined. Local authorities were asked to provide the details and these came back as a mix of local maps, lists of wards or LLSOAs or Excel postcode lookup tables. They also provided information on the way information from centres was analysed. The survey also set up the basis for the second stage survey (reported in Section 4 below) by establishing whether they could distinguish users of *other* children's centres who lived in the reach area of the centre in the national sample.

Use is also made in this section of the locational data from the 14,000 users/potential users of the 128 centres collected for the national user survey[8].

2.2 Children's Centre 'Reach Areas'

Almost all local authorities (96% of those that responded to the survey) stated that they had a formal catchment policy for their children's centres, that is, a defined 'reach area' for each centre. Of the three authorities that claimed not to have such a policy, one had moved to a 'locality model' which divided the authority into four major segments served by eight children's centres; other authorities noted that they were in the process of shifting to such a model. In the third case it turned out that this local authority did have a defined 'reach area' for each centre but was reluctant to describe these as 'catchments' because of the possible connotation with compulsion to use only that centre.

Defining these 'reach areas' was most commonly done (63%) by using the LLSOA boundaries that have now increasingly become the standard local 'statistical geography'. A few authorities outside major urban areas still used local electoral wards (13%), and others (15%) drew on local information to draw their own boundaries or used a combination of different boundaries. Only a few local authorities were unable to provide these boundaries in the shape of maps, lists of LLSOAs or wards, or look-up tables. In some cases this information was *fully* in the public domain. Thus Cumbria, for example, links to a public website (the Cumbria Data Observatory as linked here) that gives details of all children's centres and their 'reach areas'. In a few cases the information on 'reach area' specification appeared to be restricted within the local authority and had to be specially released to the research team. Finally, precise boundaries for children's

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[8] Maisey *et al, op.cit.*

centres that allowed links to national administrative data were achieved for 117 of the 128 centres in the national sample. This provided the essential basis for the analysis in Sections 3 and 4 of this report.

2.3   Analysis of Children's Centre Data by Local Authorities

All local authorities that responded stated that they used a uniform program to collect and analyse data on children's centres in their area, though in a few cases (3%) this was changing from one system to another. 63% used the Capita eStart program. 34% used a range of other programs, including their own custom built systems, or other commercial products (e.g. Tribal Synergy Connect, CACI/SoftSmart, etc). Typically these systems require each centre to enter information on registrations and users, keeping an updated record at individual family and child level. Virtually all (96%) local authorities stated that they then processed this information centrally, based on the data entered by each centre. In a very few cases this was done by a separate agency or at centre level; in some cases this might be the software company that would provide analysis support as part of the overall package. The resulting analyses would be fed back to individual centres, for example for Ofsted inspections or annual reports, or were used by the local authority in its presentations and reports.

94% of the local authorities stated that by using their systems they could distinguish between users of different centres living in the 'reach area' of any centre in their authority – this was information needed for the research to estimate the overall take-up of the programme in a given area. To make the estimates used in Section 4 required data on users of the sampled centre who lived in its 'reach area' to be supplemented by data on users of *other* centres in the same area; otherwise the overall programme take-up would be underestimated. Only two authorities stated they were unable to make this distinction as data was held and analysed only at individual centre level, though (see below Section 4) other authorities had difficulty in providing this data in practice.

Unfortunately, information on registration procedures was not collected from local authorities at this point as significant variations in procedure only emerged as an issue during the research. The most common arrangement appears to be registration at the local centre in whose reach area the family lives; this may be linked to outreach work using information from birth lists or it may be simply through contact with the local centre. Families and children are then registered and their details entered into the system. This method potentially allows multiple registrations as families may register at more than one centre. Also some users may register only with centres other than the one in whose reach area they reside.

Another standard approach is to register families and children *only* at the centre in whose reach area they live. This may be done automatically once their postcode details are entered into the system, and does not prevent the family using any centre they choose. This method avoids multiple registrations. Some local authorities which used this approach seemed to think it was the only one possible and were surprised to hear that other authorities allowed registrations at any centre. In a very few areas close links with the health service meant that the Health Visitor programme of contact before and after birth was conducted through children's centres. This meant

that all families using the Health Visitor service were registered at their local centre – whether or not they made use of any other service.

These different methods of initial contact and registration almost certainly influence the overall 'reach' of a local centre and may also affect the extent to which a centre gets 'credited' with users from its reach area who in fact use other centres. There are in effect two different possible measures of 'reach' here: first, the extent to which the individual centre covers its target area; and second, how well the authority wide children's programme overall covers eligible children and families in a defined reach area.

Registration forms typically collect information on families and children including information such as ethnicity, lone parenthood, employment and benefit status and information on disabilities among parents and children. However, apart from ethnicity and lone parenthood, other background data is not always completely filled in by parents/carers or kept up to date, and many local authorities appeared not to make very much use of this data in their analysis as they were doubtful of its quality. Some systems did not cover all the information collected. Many authorities had very limited research capacity or it was heavily stretched to meet other requirements such as Ofsted inspections. This is relevant to the shift in the overall focus of the children's centre programme nationally from targeting high need areas to focusing on high need groups. While there is clear overlap between these two concerns, data on the latter may not yet be collected in a consistent way across areas.

2.4   Centre Users and Centre Reach

This is more fully analysed in Section 4. At this point the extent to which users/potential users of the sampled centre actually came from the centre's reach area is presented. This ignores users of other centres who also lived in these areas. This analysis draws only on those centres for which a precise reach area could be obtained (91% of the 128 centres). As can be seen from Figure 2.1, users/potential users in most of these centres came from their reach area. The average was 82%, with several at 100%, though a few had much lower proportions. These could be explained by the location of some centres which were not necessarily close to the centre of their reach area or the proximity of other centres. There could also be data error in specifying 'reach areas'.

Figure 2.1: Per cent of users/potential users living in each centre's reach area (117 Centres)
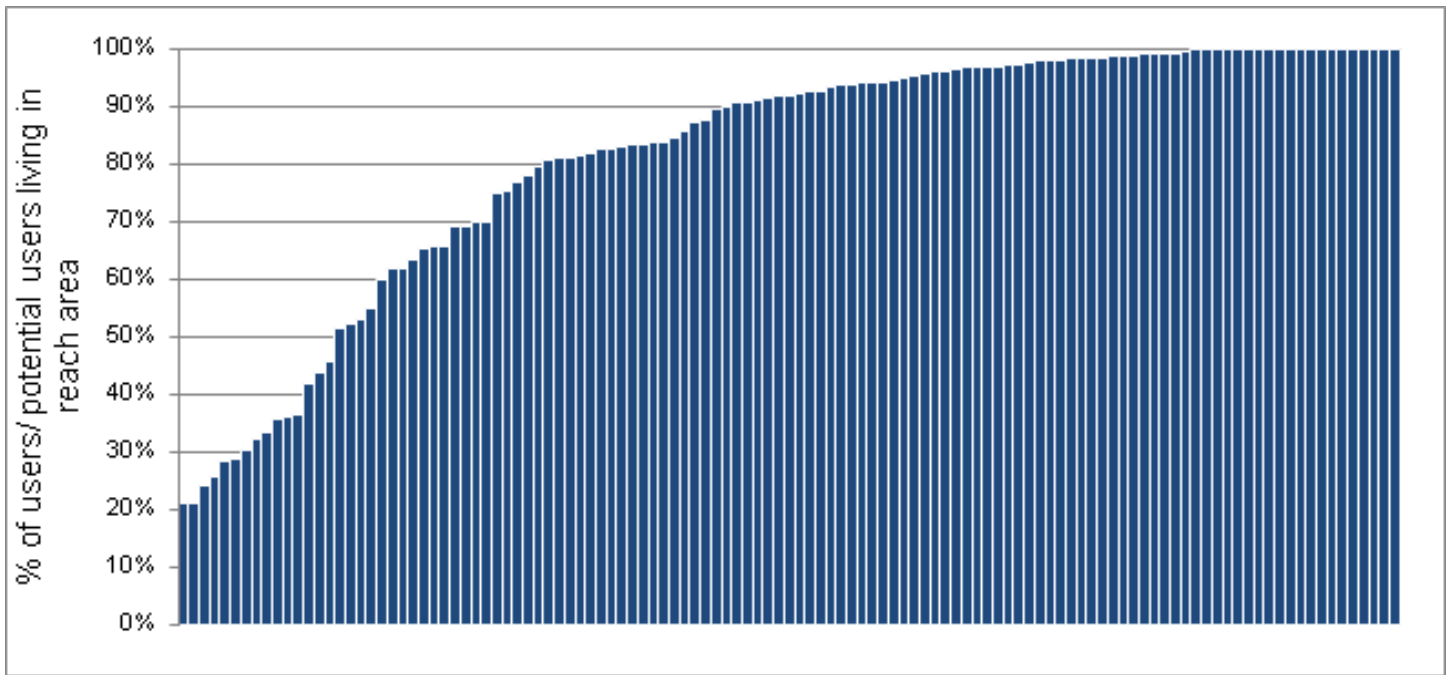
3   Stage 2: The Nature of the Areas Served by the Centres

3.1   Data Sources

The analysis in this section is based on demographic and socio-economic data for local areas, made available through 'open data' sources published by government. See Appendix C for a complete list of datasets and sources used.

Based on this published data at LLSOA level, a set of indicators was constructed for each of the 117 centre 'reach areas' defined in Stage 1 above (91% of the 128 centres in the study). Data was also constructed for three additional areas, used as comparisons in this section:

10. 'All reach areas', based on combining data for each of the defined reach areas;

11. 'IDACI Local 30%'. Centres in the first two phases of the Sure Start programme were intended to be targeted at those areas in the most deprived 30% on the Income Deprivation Affecting Children Index (IDACI). A composite area was created by combining data from those areas in the most 30% deprived on IDACI, that lie within the local authorities with defined reach areas;

12. England. A national comparator, covering all neighbourhoods in England.

A fourth comparator area was also created by combining data across all 65 local authorities containing a defined reach area. In practice, the average across these local authorities was extremely close to the England average for all indicators (highlighting the effectiveness of the sampling methodology for selecting the areas used in the study) so this indicator is not shown in the comparison tables and figures.

Appendix D provides data tables for the four comparison areas above, for the key indicators assessed in this stage of the project. As agreed with the study steering group and local authorities and children's centres, data has not been provided for named reach areas or named local authorities.

It is worth highlighting that the data used in this section is taken from 'complete' data sources such as the national census and administrative data on child poverty levels. Therefore neither confidence intervals for data values, nor whether differences are significant, have been reported[9].

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[9] It is possible to derive measures of precision for complete datasets, on the basis that the complete dataset is a sample of a theoretical 'superpopulation'; this is perhaps most widely applied in the health field. For example, standardised mortality rates are usually provided as ranges - even though such rates are based on all deaths in an area.

3.2 Findings 1: Nature of the areas served by the centres

3.2.1 Size and population of the reach areas

Taken together, the 117 defined reach areas cover a significant sample of the country; 1,345 LLSOAs is some 4% of all such areas in England. The resident population of the combined area is 2.2 million, including 158 thousand children aged 0-4 (4.8% of the total in England).

The average children's centre reach area covers 11 LLSOAs, with an average of 1,350 children aged 0-4 living within the area. However, the average conceals a good deal of variation, with the reach areas varying in size from 3 to 30 LLSOAs, and a resident population ranging from 200 to 4,700 children aged 0-4 (see Figure 3.1).

The reach areas also vary widely in terms of physical size, with the smallest centre area covering 62 hectares, to 49,000 hectares for the largest (rural) area.

Figure 3.1. Number of children aged 0-4 across children's centre reach areas
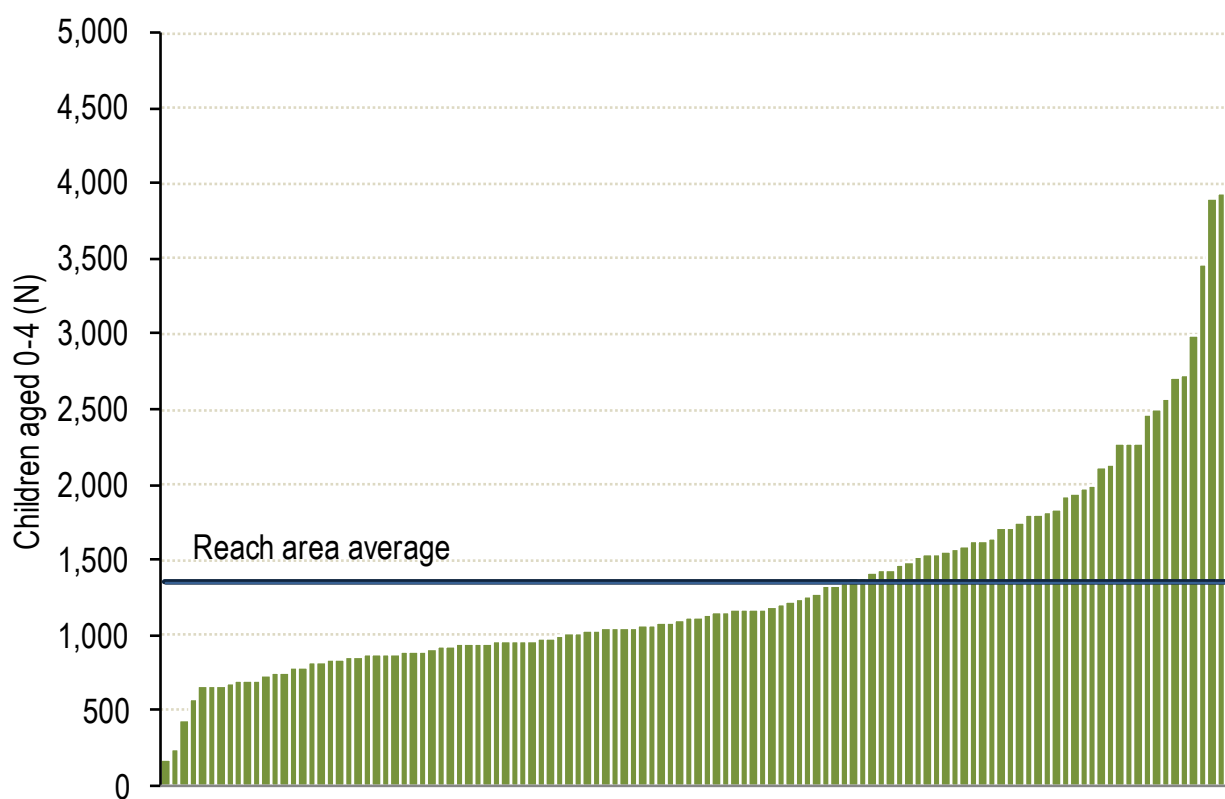
Each bar shows data for a single centre. The line shows the Reach area average.

3.2.2 Levels of deprivation in the reach areas

Local authorities are clearly targeting children's centres towards more deprived local areas. Analysis of the location of the 128 children's centres in the study, showed that 76% of the centres were physically located in the 30% most disadvantaged areas on the IDACI measure, and the majority (59%) of their users/potential users came from these areas (published on the DfE website pp77-86, July 2013).

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Analysis of the reach areas supports this finding (see Table 3.1). Of the 117 defined reach areas, more than half (52%) of all LLSOAs lie within the most deprived 30% on the national IDACI measure, and less than one-tenth lie within the *least* deprived 30%. This finding is even clearer for resident children; across the combined reach area more than 60% of children aged 0-4 live in the most deprived 30% of areas based on the IDACI measure.

Table 3.1. Centre reach areas and resident children against deprivation levels based on the Income Deprivation Affecting Children Index (IDACI).

Income Deprivation Affecting Children Index (2004)	LLSOAs	Children aged 0-4
	N (%)	N (%)
Most deprived 10% of areas	223 (16.6)	33,012 (20.9)
10-20%	257 (19.1)	35,364 (22.4)
20-30%	219 (16.3)	27,647 (17.5)
30-40%	148 (11.0)	17,331 (11.0)
40-50%	138 (10.3)	13,921 (8.8)
50-60%	96 (7.1)	8,884 (5.6)
60-70%	81 (6.0)	6,802 (4.3)
70-80%	74 (5.5)	5,942 (3.8)
80-90%	65 (4.8)	4,863 (3.1)
Least deprived 10% of areas	44 (3.3)	4,013 (2.5)
All areas	**1,345 (100)**	**157,779 (100)**

As with the population size, there is large variation in levels of area deprivation across the different children's centres reach areas. For one large metropolitan centre area, nearly two-thirds of all children aged 0-4 were living in areas classified amongst the most deprived 30% on IDACI. At the other end of the scale, in one rural centre area, less than one-tenth of children were living in areas classified amongst the most deprived 30%. Analysis of the centre reach areas compared with the local authority in which they are based (section 3.3 below) shows that the reach areas tend to be more deprived than the authorities in which they are based, and that the more deprived reach areas in the sample tend to be located in more deprived authorities.

3.2.3 Area classifications

Based on classifications of whether areas are urban or rural, the 117 children's centres predominantly serve urban areas. 95% of the combined reach area was classified as urban, with just 5% classified as rural. The combined reach area is more urban than England as a whole (where 82% of areas are classified as urban), likely to be driven by the higher average levels of deprivation in urban rather than rural areas.

Table 3.2. Centre reach areas by urban and rural classification (ONS 2013)

Urban and rural classification	Number of LSOAs	% of LSOAs	England %
Urban major conurbation	616	45.8	33.2
Urban city and town	567	42.2	45.2
Urban minor conurbation	89	6.6	3.5
Urban city and town in a sparse setting	0	0	0.3
Rural town and fringe	40	3.0	9.2
Rural village and dispersed	33	2.5	7.2
Rural town and fringe in a sparse setting	0	0	0.6
Rural village and dispersed in a sparse setting	0	0	0.9
All reach areas	**1,345**	**100**	**100**

A different way of analysing what types of area are served by the centres is by using an area classification, or 'typology'. These typically classify areas into a series of different groups, based on a set of underlying characteristics. Open data examples of such a typology include the Office for National Statistics Output Area Classification (OAC), based on census data. Commercial examples include Mosaic and Acorn.

Each of the children's centre reach areas were classified using the Output Area Classification (see Table 3.3). The reach areas cover the full range of neighbourhood 'types'. However comparison against the average across England shows a relatively large number of neighbourhoods classified as multi-cultural. This is likely to be related to the above-average number of reach areas that lie in London and other major conurbations, where ethnic and cultural diversity will be greater.

Table 3.3. Centre reach areas by Office for National Statistics Output Area Classification (OAC)

OAC Super group name	Primary features	Reach area neighbourhoods %	England %
"Multicultural"	Mostly found in larger cities concentrated around London. High levels of people in ethnic minority groups.	26.2	12.9
"Typical Traits"	These areas have similar characteristics to the national average.	18.6	20.7
"Blue Collar Communities"	Mostly in post-industrial areas. High levels of terraced housing and social housing. Low levels of people living in flats and higher education qualifications.	17.3	14.8
"Constrained Circumstances"	Mostly on the fringe of the UK's city areas. High levels of flats and social housing. Low levels of detached housing, car ownership and higher education qualifications.	13.7	10.6
"Prospering Suburbs"	High levels of detached housing and car ownership. Low levels of people living in flats or terraced housing, rented accommodation and houses lacking central heating.	12.8	21.7
"City Living"	Typically in large cities and university towns. High levels of flats, people living alone, higher education qualifications, people born abroad and people renting privately. Low levels of detached housing and levels of children.	6.9	7.0
"Countryside"	Likely in rural areas. Higher levels of detached housing, employment in agriculture, home working and households with more than one car. Low population densities, flats and levels of public transport use.	4.6	12.2
All areas		**100**	**100**

3.3 Findings 2: Socio-economic characteristics of the areas served by the centres

The previous section (3.2) explored the nature of the reach areas, based on classifications such as the Income Deprivation Affecting Children Index (IDACI). This section further examines the characteristics of the reach areas, based on socio-economic indicators of the local population, economy, and other aspects. The next section (3.4) goes on to investigate how the reach areas are changing over time.

As with the previous section, the analysis in this section is based on the characteristics of the reach areas, rather than the characteristics of actual centre users, although, of course, there will be overlap between the population resident in each reach area, and the users of the local centre.

3.3.1 Overall

The overall picture is one where the children's centre reach areas are more deprived than both the national average and the local authorities in which they are located, faring worse on a range of socio-economic indicators of poverty and low income, unemployment, education, health, housing, crime and transport. This supports the findings from analysis of centre users, that local authorities are targeting centres towards the more deprived local areas.

A key question is to what extent the reach areas simply reflect the characteristics of the local district in which they were located. Figure 3.2 shows the relationship between the level of child poverty in the reach area, and the local authority, for each of the children's centres for which reach area definitions were obtained. Areas that lie on the line have equal levels of child poverty levels for both their reach area and local authority area. Centres below the line (83 centres, or 71%) are those where the reach area shows higher poverty levels than the local authority. By contrast, those centres above the line are those where reach area poverty levels are *lower* than that for the local authority.

Figure 3.2. Child poverty rate (2011) across reach areas and local authorities
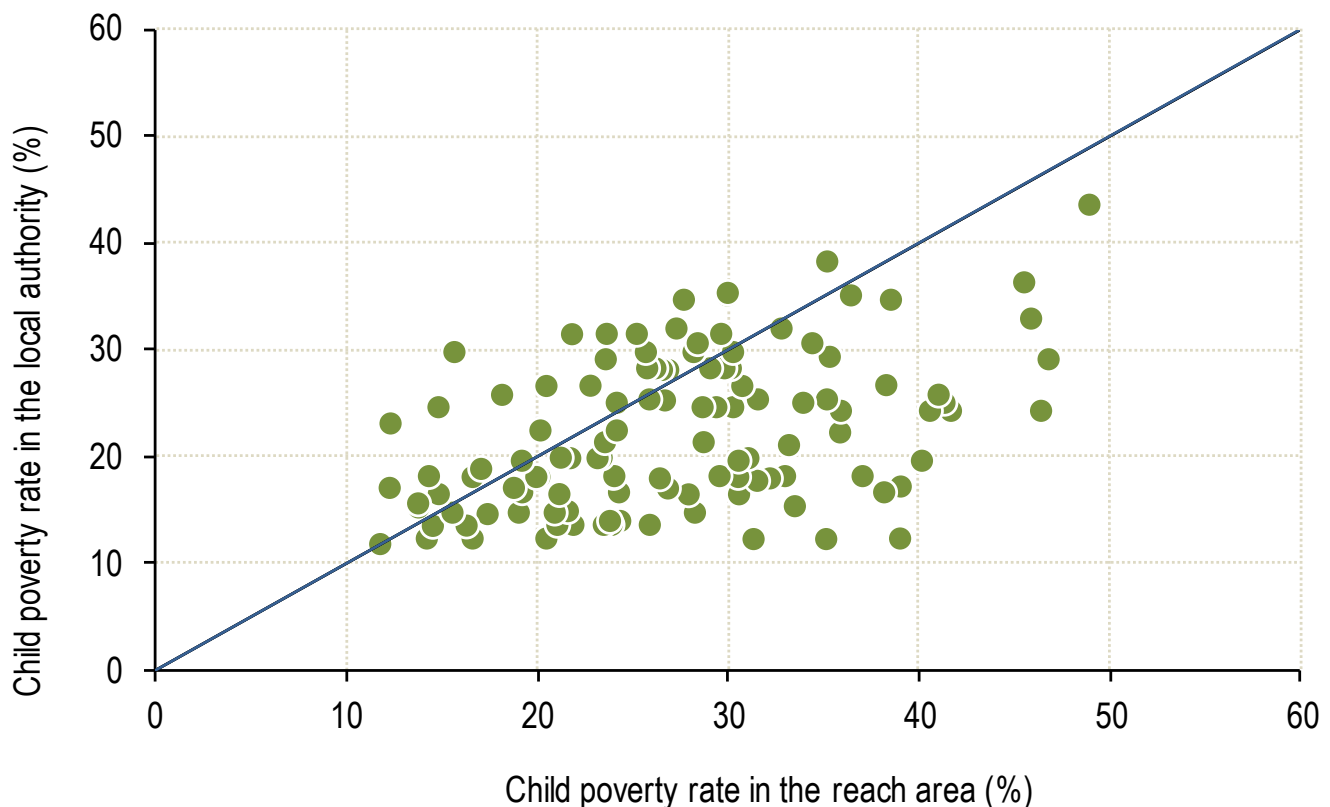
Each point shows data for a single centre.
Areas that lie on the line have equal levels of child poverty levels for both their reach area and local authority area.

The general trend is that the most deprived reach areas tend to be located in more deprived local authority areas; but the children's centre reach areas in the study are not always based in the most deprived areas in the local area. This is as would be expected given the sampling procedure, where centres were randomly selected from a national sample. This is seen with the centre reach areas faring slightly better than the 'IDACI Local 30%' area (a composite based on those local LLSOAs based in the most deprived 30% of areas nationally).

There is also a significant subset of 34 centres (29%) with reach areas that are *less* deprived than the average across their local authority - those areas which lie above the line in figure 3.2. This is explained in the majority of cases (22 centres) by being located in local authorities where a large proportion of areas are highly deprived (ranked among the most deprived 20% in England on the Index of Multiple Deprivation 2010 Extent measure), so it is less surprising that a randomly selected centre reach area is less deprived than other areas in the local authority.

3.3.2 Analysis by theme

The overall picture is consistently repeated across each of the themes in the study, explored further below. See Appendix D for detailed data tables and key findings under each of these themes.

Population

The children's centre reach areas contain a slightly higher proportion of households with dependent children than the national average; 31% of households in reach areas contain families with dependent children, compared with 29% across England as a whole.

The children's centre reach areas are younger on average than both their parent local authorities and the national average (6.9% of reach area residents aged 0-4, compared with 6.2% in reach area LAs and 6.3% in England as a whole).

Children living in the reach areas are more likely to be in lone parent households (33.0% of all children), than across their parent local authorities and England as a whole (both 27.5%). And conversely, less than half the households with dependent children are married couple households (45.5%), compared with 53% across England as a whole.

Poverty and low income

Children in reach areas are also more likely to be living in poverty (28% of all children aged 0-4) than in the reach area local authorities and England as a whole (both 20%). Similarly, reach area children are more likely to be in families where no adult works, with roughly one-in-four of children in reach areas compared with 19% across England and the reach area local authorities. And for those in families with at least one adult in work, a higher proportion in the reach areas (33%, compared with 28% across England) receive work and tax credits.

Figure 3.3 shows the proportion of children aged 0-4 living in poverty across each of the reach areas, the reach area average and comparator areas. There is wide variation across the reach areas in terms of the proportion of young children living in poverty, from 12.7% to more than half (51.2%) in two children's centres.

Figure 3.3. Child poverty rate (2011) across each of the reach areas
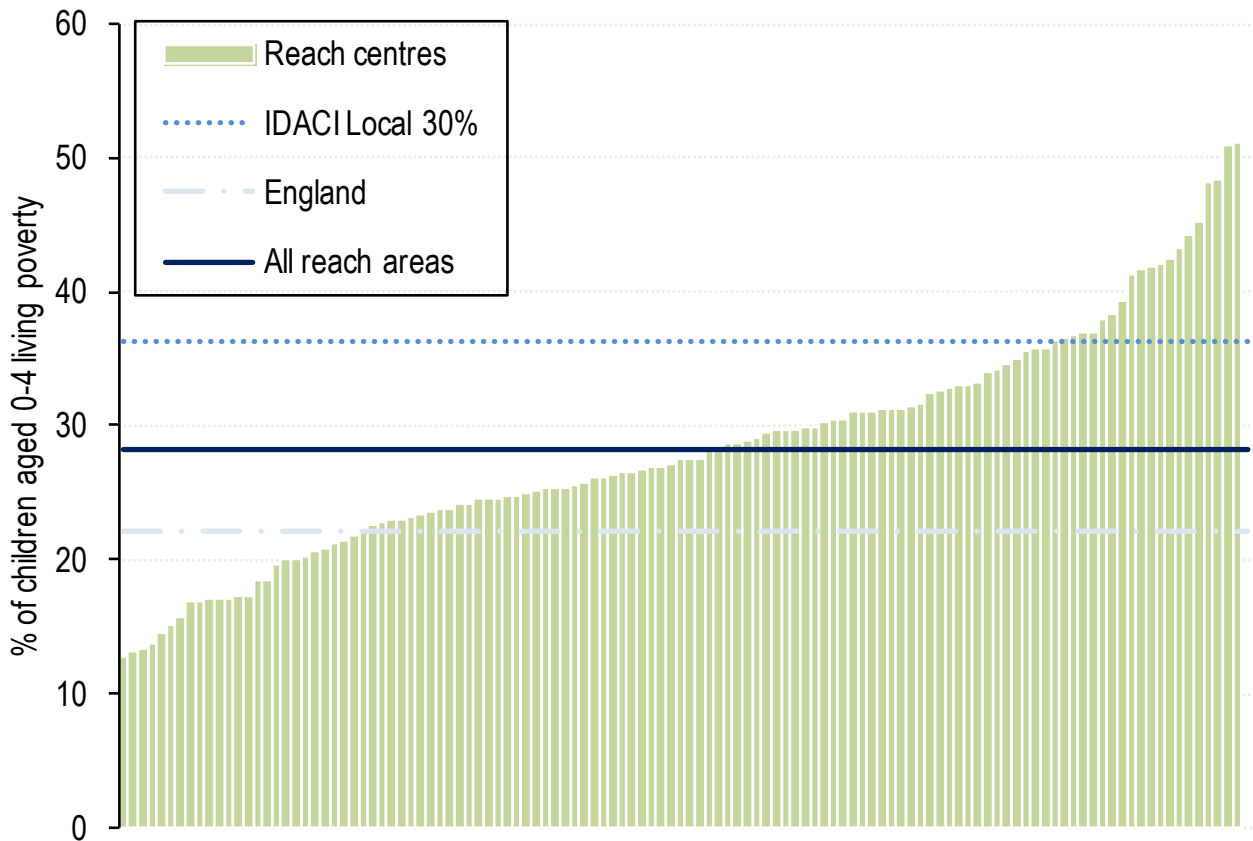
Each bar shows data for a single centre.
The lines show the Reach area average, England and IDACI30% local area values.

Economy and employment

Children in reach areas are more likely to be living in households where no adult is in work (one-in-four children, compared with 19% across England and the reach local authorities), with lone parents also less likely to be in employment in the reach areas.

Of those working, parents of children aged 0-4 in the reach areas are more likely to be employed in semi-skilled or unskilled occupations, and less likely to be employed in professional occupations than their counterparts nationally and across their local authority area.

Education and emotional development

On emotional development and pupil attainment, children living in the reach areas score below their counterparts in the local authority, and nationally. These differences are seen at early years, and later Key Stage results. 61% of children living in the reach areas reach the target 78 points on the Early Years Foundation Profile scales, compared with an average of 64% across the reach area local authorities (and England as a whole).

Pupil attainment in the reach areas for Key Stages exams also lags behind that of England and the reach area local authorities. Average point scores at Key Stage 4 (471 in the reach area) are somewhat below that of England (481); however the individual reach areas show large variation, from 369 to 609.

Health

Children in the reach areas are slightly more likely to be in poor health than across their local authorities, with 3.3% of children aged 0-15 receiving Disability Living Allowance, compared to 3.1% in the centre local authorities. Similarly, a higher percentage in the reach areas than in the corresponding local authorities report themselves as having a limiting long-term illness (4.8% aged 0 to 15 in the reach areas, compared with 4.2% across England), or not in good health (1.3 aged 0 to 15, compared with 1.1% across England).

As with many of the indicators, values vary widely across the individual reach areas. Figure 3.4 shows the proportion of children aged 0-15 receiving Disability Living Allowance, ranging from 1.6% to 6.6% for the reach areas.

Figure 3.4. Per cent of children receiving Disability Living Allowance across each of the reach areas
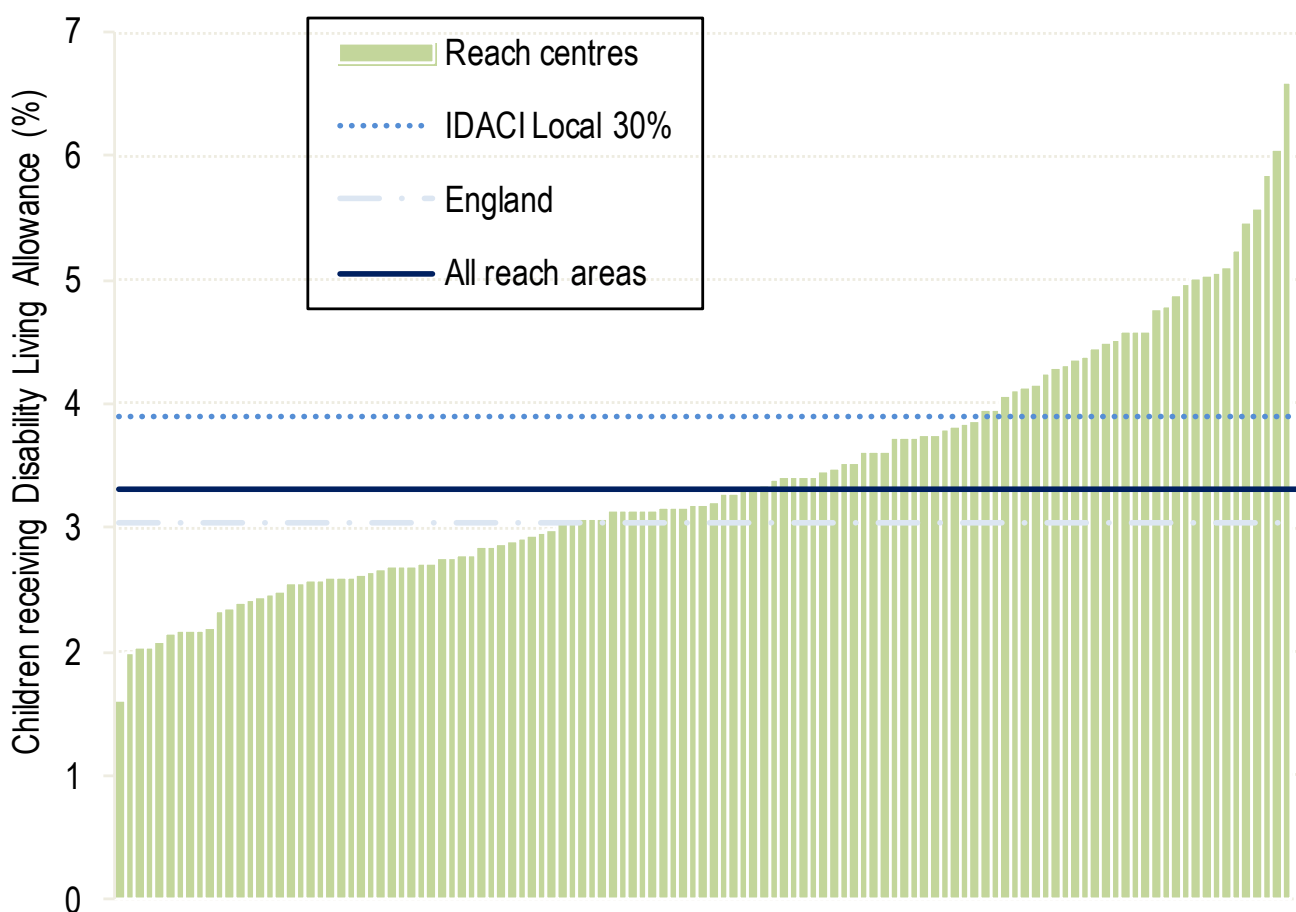
Each bar shows data for a single centre.
The lines show the Reach area average, England and IDACI30% local area values.

Housing

Families living in the reach areas are also more likely to live in overcrowded housing (17% of children aged 0-4, and 16% aged 0-15) than their local authority (11% for both measures). Overcrowding levels vary widely for individual reach areas, from 0% to 52% for children aged 0-4.

Children in the 117 reach areas are also slightly more likely to live in housing lacking central heating (6.9% aged 0-4 in reach areas, compared to 6.0% across England), or without sole access to bathrooms or toilets (0.4% and 0.3% respectively for 0-4 year olds).

Crime

Although data for reach areas is not available on crimes involving children, crime rates in the reach areas are above their corresponding local authorities and England as a whole. This is the case for overall crime rates, as well as specific crime types such as anti-social behaviour, violent crime and burglaries.

In reach areas on average, anti-social behaviour crime rates are 4.4 per 1,000 residents (and range from 0.7 to 17.2 across individual reach areas), compared with the national average of 3.4 per 1,000 residents. Similarly, violent crime rates are higher in reach areas (1.3 per 1,000 residents) than England (1.0), as are burglaries (1.7 per 1,000 households in reach areas, compared with 1.5 in England).

Transport

The proportion of children aged 0-4 living in households with no access to a car or van (27%) is well above that of England as a whole (19%), and also the local authority areas in which the reach areas are located. This in part reflects the more urban nature of the reach areas than England as a whole, with access to private transport typically lower in city areas.

3.4 Findings 3: How the areas served by the centres are changing over time

This section explores how the reach areas are changing, using socio-economic indicators available over trend series.

3.4.1 Change in child poverty levels

The children's centre reach areas have seen a marked fall in child poverty levels (see Figure 3.5), with the proportion of children in poverty falling from 30.6% in 2006 to 27.3% in 2011, the most recent year for which data is available. This is a faster improvement than the corresponding local authorities and England as a whole over the same period (3.3% percentage points fall, compared with a 1.1% percentage point fall across England). However, the most deprived areas improved even faster, with child poverty levels falling from 40.5% to 35.5% (5% percentage points) over the same period. Although there is some sense in which the areas doing worst have the most room for improvement, the change in proportional terms is still bigger in the reach areas than England on average, and bigger again in the most deprived areas across the country.

The fall in child poverty levels over the period to 2011 mirrors that seen in other analysis. Stewart (2013) identifies that the proportion of UK children officially living in poor households (measured from national survey data) fell from 27% in 1996-7 to 20% in 2009-10 (before taking account of housing costs) and from 34% to 29 % (after deducting housing costs). It is difficult to attribute these changes directly to policies and programmes; they are likely to be the cumulative impact of improvements in the economy, policies for disadvantaged areas, and benefit changes.

Across the individual reach areas, the change over time varied widely (Figure 3.6). The best faring areas saw child poverty levels fall by 17 percentage points over the period 2006-11, with increases

of 4% points at the other end of the scale. As would be expected, the majority of centres saw a reduction in child poverty between 2006 and 2011 with 73 centres seeing child poverty rates fall, compared with 45 seeing an increase.

Figure 3.5. Change in children living in poverty 2006-2011
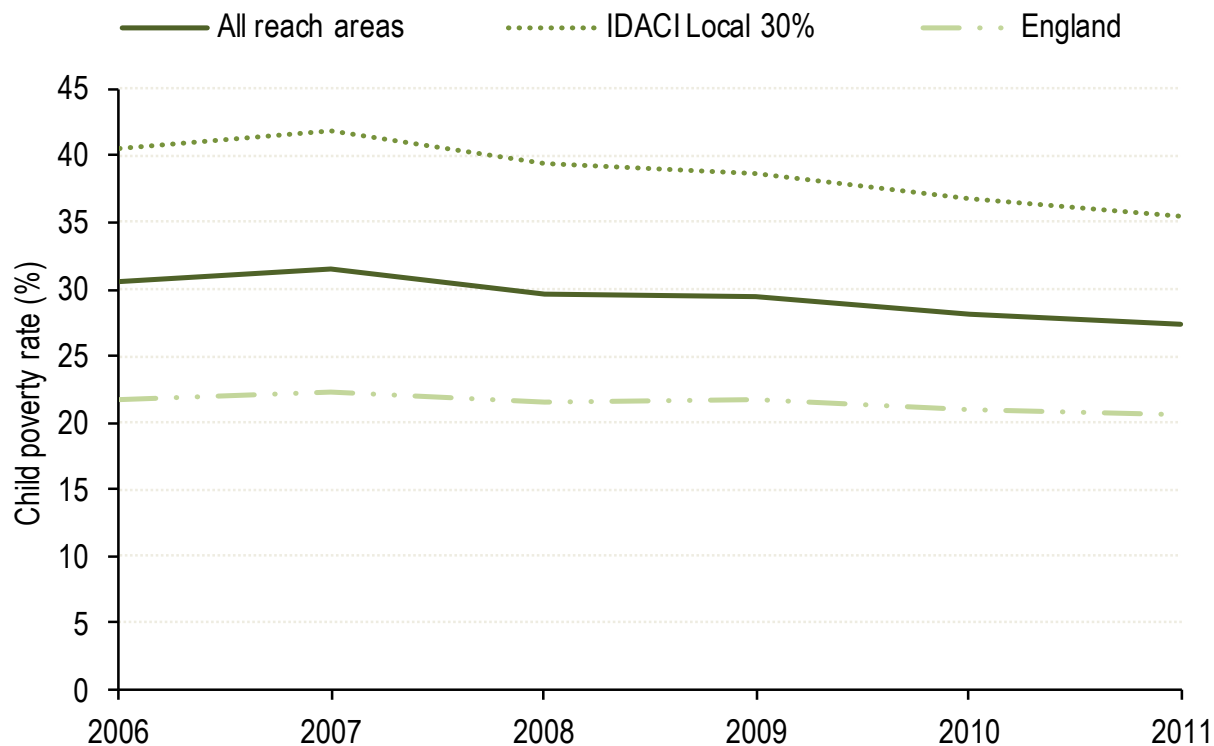
Figure 3.6. Percentage point change in child poverty (2006-2011) across individual reach areas
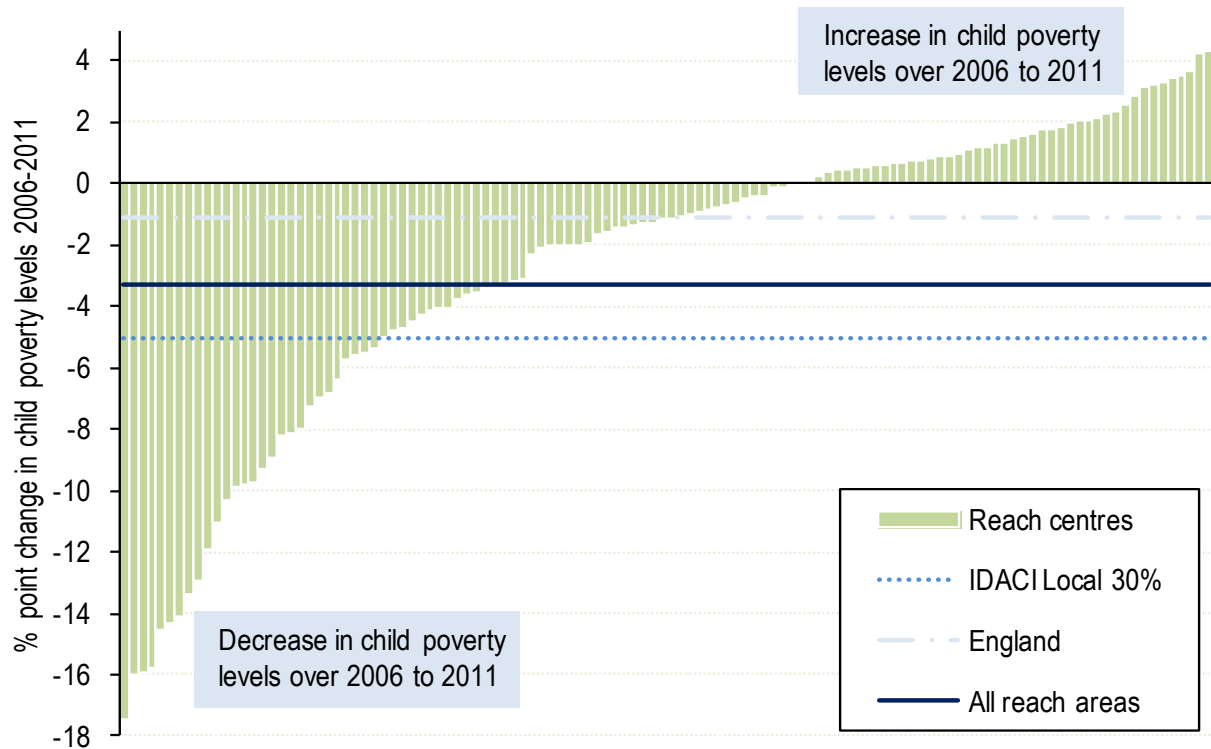
Each bar shows data for a single centre. Bars lying below the axis show a decrease over time, bars above the axis an increase. The lines show the Reach area average, England and IDACI30% local area values.

A key question is to what extent does performance of the reach areas in terms of changing poverty levels relate to the starting point. In other words, have the most deprived reach areas improved the most?

Figure 3.7 shows the relationship between child poverty levels, and changes in child poverty levels, for each of the reach areas. The vertical axis shows the child poverty national average of 21.7%. The majority of areas lie to the right of this axis and had higher levels of child poverty than the national average in 2006, while the smaller group to the left of the axis are those which started with below (national) average low levels of child poverty. Those areas above the horizontal axis saw an increase in child poverty levels between 2006 and 2011, while those below the axis saw an improvement over the period.

The figure shows a clear relationship between overall levels of child poverty and performance between 2006 and 2011. Those areas starting off with the highest levels of child poverty were also those areas that showed the biggest reductions in child poverty levels. Of the 85 reach areas with higher than average levels of child poverty, 62 (or 73%) showed a reduction in child poverty over the period 2006 to 2011.

Figure 3.7. Percentage point change in child poverty (2006-2011) against child poverty rate, for all reach areas
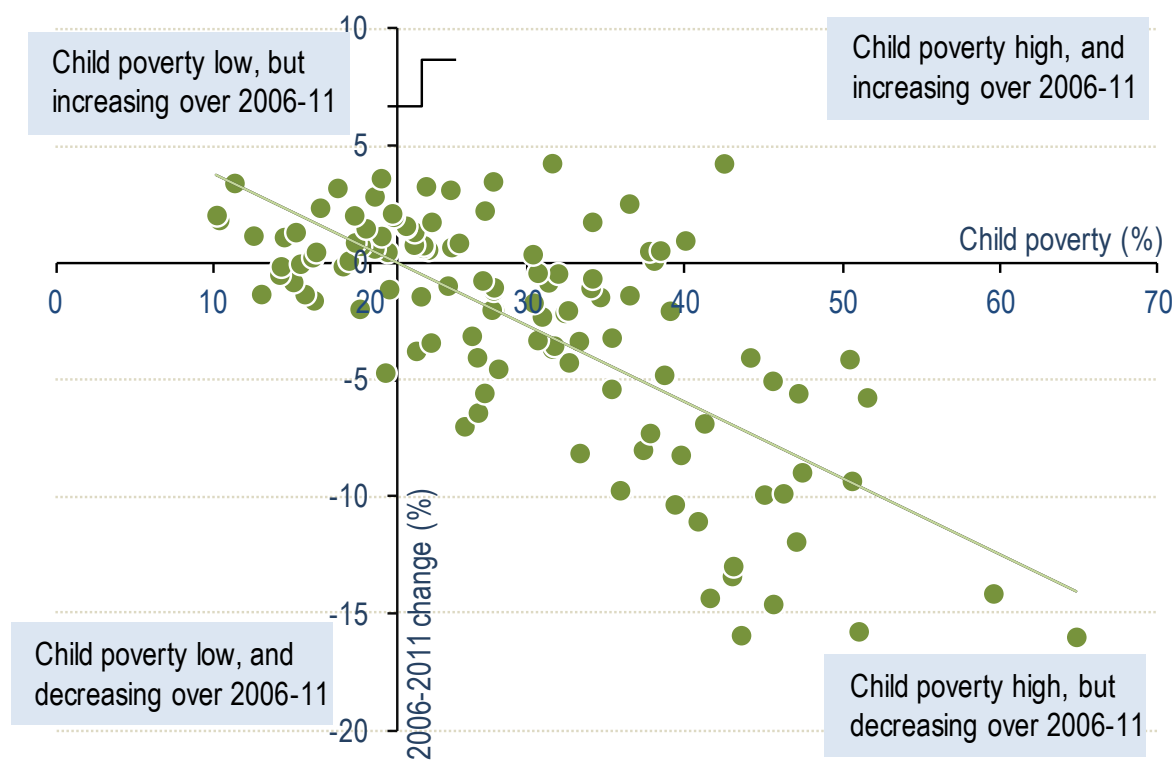
Each point shows data for a single centre. The best-fit line is shown.

A related question is to what extent did changes in child poverty levels across the reach areas reflect changes in the local authority area. In other words, are the reach areas being 'pulled up' by improvements in the local area?

Figure 3.8 shows a clear relationship between improvements in reach areas and in the corresponding local authority. Those areas above the horizontal axis saw an increase in child

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poverty levels in the *local authority area* over the period, while those areas below the axis saw an improvement (decrease) in poverty levels. Areas to the left of the vertical axis saw an improvement (decrease) in poverty levels in the *reach areas*, while areas to the right of the axis saw an increase over the same period.

The figure shows that, in general, reach areas with large reductions in child poverty are located in local authorities which also saw large reductions in child poverty. In total, 55 reach areas saw a reduction in child poverty in the reach area and the parent area alike, while in 27 there was a (small) increase in child poverty in the reach area and parent area alike. The remaining 36 cases saw a different trend between the reach area and local authority area. However in the majority of these, the changes were small (particularly at the local authority level).

Figure 3.8. Change in child poverty across reach areas and local authorities (2006-2011)
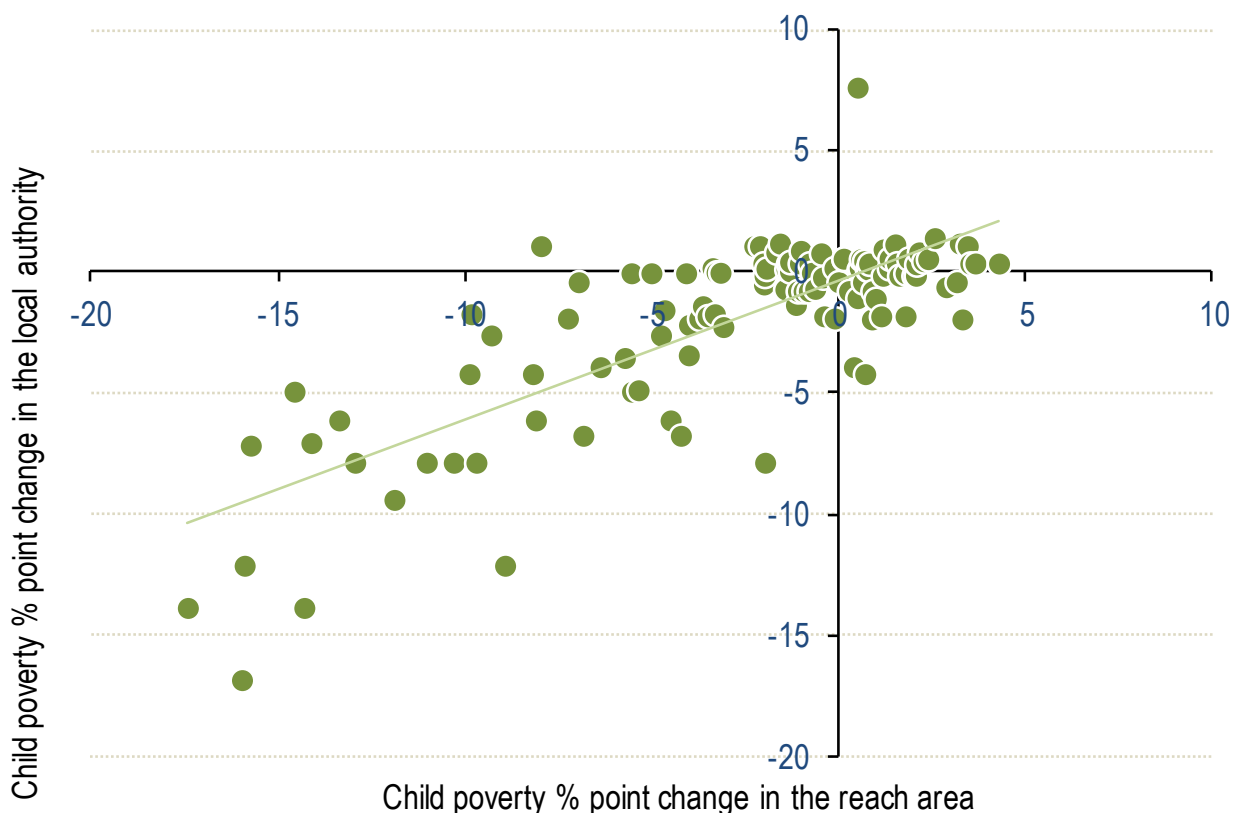
Each point shows data for a single centre. The best-fit line is shown

Further exploration adds a regional dimension to the picture (see figure 3.9). 23 of the 24 London centres in the study showed improvement in child poverty levels for the reach areas over the period, while a greater number of centres in the North East, West Midlands and East of England saw an *increase* over the period. This reflects general regional trends, with child poverty rates falling by 6.1% in London between 2006 and 2011, compared with an average fall of only 0.2% across the other eight regions over the same period.

Figure 3.9. Change in child poverty across the children's centre reach areas, by region

Legend: □ Child poverty falling ■ Child poverty increasing

(Y-axis: Number of reach areas, 0 to 25)

Regions (X-axis): North East, North West, Yorkshire Humber, East Midlands, West Midlands, East of England, London, South East, South West

3.4.2 Change in relative child poverty levels from 2004 to 2010

A final question examined here is the extent to which there was major change in relative deprivation levels between IDACI 2004 and IDACI 2010. Table 3.4 shows the 1,345 LLSOAs in the reach areas, identifying in which 10% band (or 'decile') each area was placed in the 2004 and 2010 versions of IDACI.

If there was no change in relative deprivation levels between the two time points, all areas would lie on the diagonal (shaded black). However more than half (56%) of all LLSOAs in the reach areas moved to a different deprivation decile between 2004 and 2010. Of these, 198 (15% of all areas across the 117 reach areas) moved by more than one decile. Of the movers, 359 moved to a relatively less deprived decile (shaded light green) while 393 moved to a more deprived decile (shaded red).

In total, 64 reach area neighbourhoods which were ranked in the most deprived 30% in IDACI 2004 had moved out of the most deprived 30% by IDACI 2010. However in turn, 57 LSOAs in reach area neighbourhoods that were not previously ranked among the most deprived 30% in IDACI 2004 had moved in to the most deprived 30% in IDACI 2010.

The clear implication from this analysis is that there is a good deal of movement in terms of deprivation levels for reach neighbourhoods. In other words, deprivation levels should not be viewed as static and fixed for all time - some children's centre areas show marked improvement over time relative to other areas, while others are slipping back.

Table 3.4. Change in deprivation levels between IDACI 2004 and IDACI 2010

IDACI 2004 \ IDACI 2010	Least deprived 10%	80-90%	70-80%	60-70%	50-60%	40-50%	30-40%	20-30%	10-20%	Most deprived 10%
Least deprived 10%	22	9	9	3	0	1	0	0	0	0
80-90%	19	14	21	7	2	2	0	0	0	0
70-80%	12	10	19	14	12	4	2	0	0	0
60-70%	1	18	21	17	15	4	6	0	0	0
50-60%	0	2	7	21	30	22	12	2	0	0
40-50%	0	1	2	8	31	42	35	19	0	0
30-40%	0	0	0	0	8	27	60	36	15	2
20-30%	0	0	0	0	2	11	39	93	65	9
10-20%	0	0	0	0	0	2	8	53	129	65
Most deprived 10%	0	0	0	0	0	0	2	3	51	167

3.4.3 Change in Early Years Foundation Stage development over time

This analysis explores how early years development levels in the reach and comparator areas is changing over time. In particular, a key question is whether the patterns seen with other indicators such as poverty and deprivation levels are also seen here.

Figure 3.10 shows the change in the proportion of children achieving a good level of development (78 points) at the Early Years Foundation Stage profile across the 117 reach areas and comparators. As with the child poverty measures, there has been general improvement in the reach areas, with a steady year on year increase between 2008/09 and 2011/12.

In contrast with the child poverty measure, the level of improvement is similar in the reach and comparator areas. The all reach areas measure saw a 13.4% increase in the proportion of children achieving a good level of development (from 47.8% in 2008/09 to 61.2% in 2011/12), while each of the comparator areas similarly saw increases of between 11.3 and 13.5%.

Figure 3.10. Percentage of children achieving a good level of development (Early Years Foundation Stage) 2008/09 to 2011/12
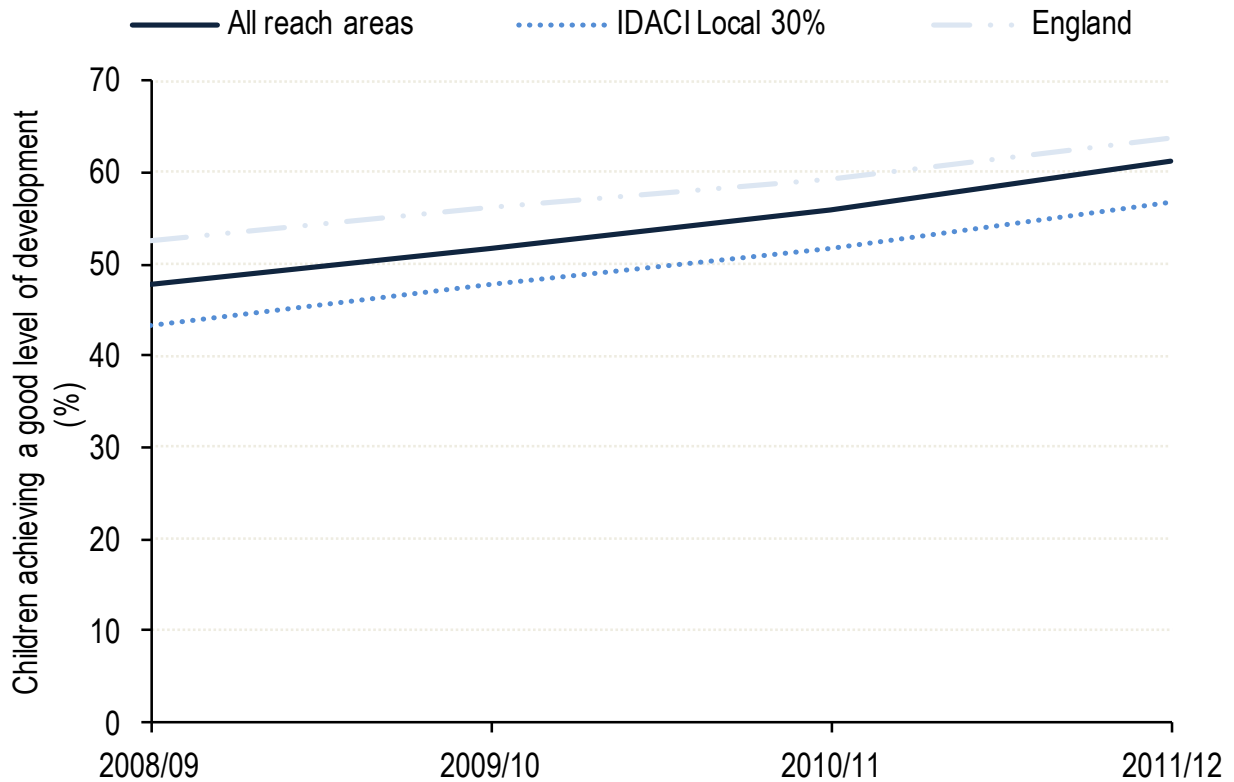
However, as with the child poverty indicator, there is wide variation within the individual reach areas. The most improved reach area saw a 29% increase in the proportion of children achieving a good level of development at Early Years Foundation Stage between 2008/09 and 2011/12, and indeed the majority of reach areas saw improvements. At the other end of the scale, seven reach areas saw a *fall* in the level of children reaching the target EYFS, with one reach area seeing a 14% fall.

Figure 3.11. Percentage point change in children achieving a good level of development (2009-2012) across individual reach areas
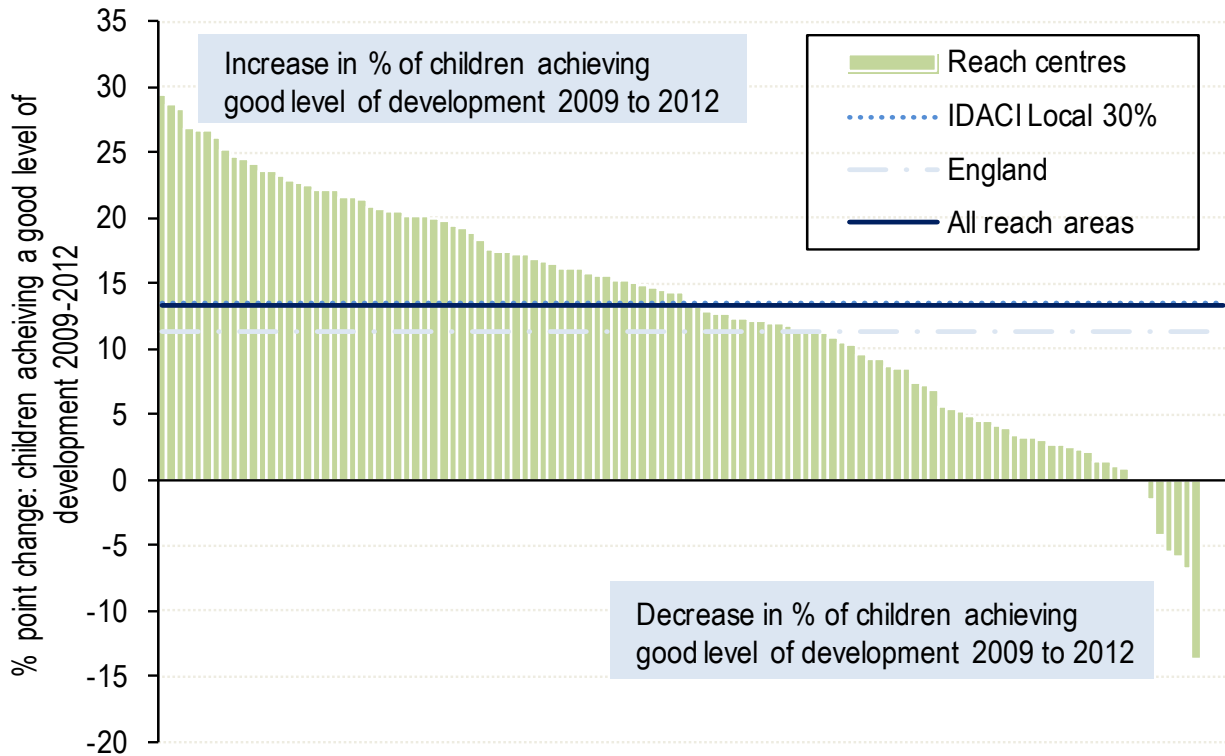
Each bar shows data for a single centre. Bars lying below the axis show a decrease over time, bars above the axis an increase. The lines show the Reach area average, England and IDACI30% local area values.

As with the child poverty indicator, the greatest improvement was seen in the areas with the worst starting position. 110 reach areas showed some improvement between 2008/09 and 2009/10, including 71 improving at a faster rate than the national average.

Also, as with the child poverty indicator, there was some evidence of a relationship between the improvement (in terms of early years performance) of the reach area and of their parent local authority (Figure 3.12). Reach areas seeing good performance were generally located in local authorities also seeing good performance.

However, unlike the child poverty analysis, there was no real variation in performance seen across the regions, with the most improving children's centres coming from each of the regions.
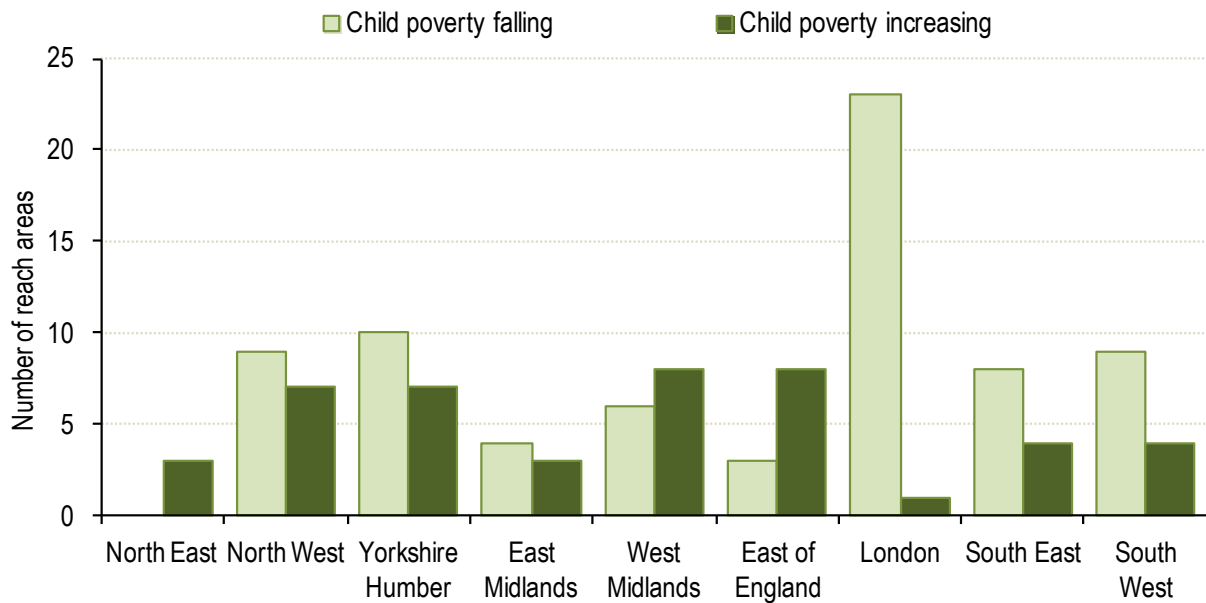
Figure 3.12. Change in performance at Early Years Foundation stage across reach areas and Local Authorities (2009-2012)
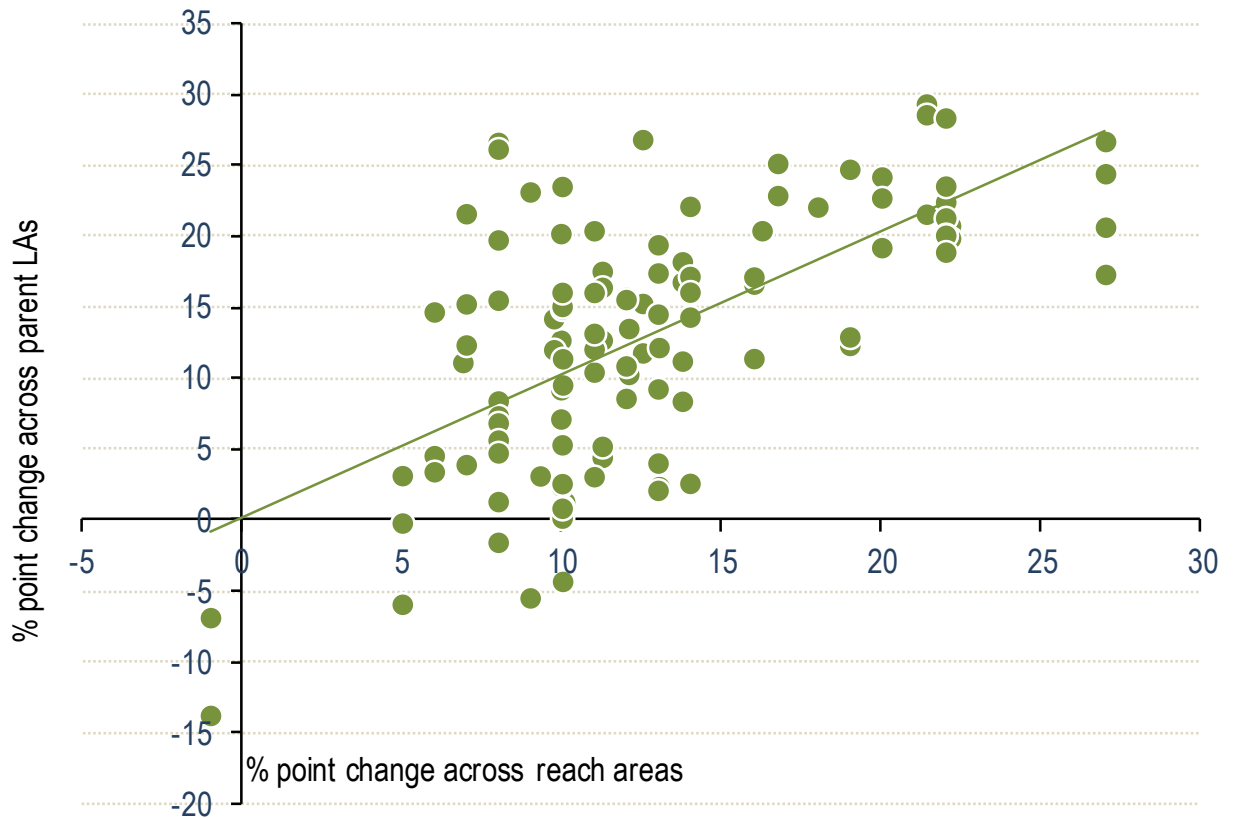
Each point shows data for a single centre. The best-fit line is shown

3.5   Conclusions

This section has explored the nature and characteristics of the reach areas, based on socio-economic indicators of the local population, economy, and other aspects.

The overall picture is one where the children's centre reach areas are more deprived than both the national average and the local authorities in which they are located. However, levels of deprivation vary widely between different reach areas. For one large metropolitan centre area, nearly two-thirds of all children aged 0-4 were living in areas classified amongst the most deprived 30% on IDACI. At the other end of the scale, in one rural centre area, less than one-tenth of children were living in areas classified amongst the most deprived 30%.

Analysis of socio-economic indicators of poverty and low income, unemployment, education, health, housing, crime and transport consistently shows this picture, with the children's centre reach areas on average more deprived than both the national average and the local authorities in which they are located. However this overall picture conceals significant variation across the reach areas. Although the majority are highly deprived, individual areas vary widely across all the indicators explored. For example, the proportion of young children living in poverty varies from 12.7% to 51.2% across the 117 reach areas.

Analysis of trend data showed that the reach areas have seen a marked fall in child poverty levels in recent years, with the proportion of children in poverty falling from 30.6% in 2006 to 27.3% in

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2011, the most recent year for which data is available. This improvement was also seen nationally. However children's centre areas on average showed a larger improvement than the corresponding local authorities and England as a whole over the same period. Similarly, data on children achieving a 'good' level of development at the Early Years Foundation Stage showed a general improvement in the reach areas, with a steady year on year increase between 2008/09 and 2011/12.

The next section goes on to assess the children's centre 'reach' and usage levels.

4 Stage 3: Measuring Children's Centre 'Reach'

4.1 Estimating Children's Centre Reach and Usage

The first designs for the ECCE research project in 2009 proposed a large scale survey of families with children aged 0-4 in the catchment areas of children's centres sampled for the national study. This was in addition to the longitudinal study of users and their families. This survey would have picked up both users and non-users and thus in principle have generated estimates of the overall take-up or reach of the children's centre programme in each area. It would also have generated information on 'non-users' and patterns of use of other early education and childcare facilities in each area. However this element was dropped from the design at an early stage on the grounds of overall cost.

The fall-back position was to use nationally available administrative data which covered local neighbourhoods, and supplement this with data collected from local authorities and children's centres on take-up and usage. Administrative data can be broadly classified into two types. First, almost all national administrative data (of the kind reported in Section 3) are extracts from databases such as the welfare benefits system that are the primary record (rather than a copy of a paper file) and are used to calculate and pay benefits or store information on examination results etc. These may contain errors or even fraud, but until this is corrected it is what counts in the real world. In the past many administrative data systems were at best imperfect copies of other records locally and nationally, but this is less and less the case as systems become fully computerised. They are in effect the only complete record. Administrative data of this type has two main advantages – first, it is broadly uniform across the country and second, it will have very high coverage in any area of the country – unlike even the largest national surveys.

The second type of administrative data is still a copy (possibly imperfect) of the underlying record. Much of the data collected for this study from local authorities and centres is likely to be of this second type. As set out in Sections 1 and 2, children's centre data is normally entered on-line into the software program provided through the local authority and in most cases centrally analysed. While there are clear incentives for centres to complete this data on users and usage as fully as possible so that they can demonstrate effective take up and provision, for example for Ofsted reports etc, it is not known how comprehensive this recording may be – for example, are casual 'drop-ins' or attendance at big events all recorded? As part of the registration process families complete information on their children and also on their own status at that point in terms of family type and ethnic group; the record may also include employment and benefit status as well as disabilities and special needs. However in many cases this information is not fully entered or recorded, or may not be in a consistent form or regularly updated; and centre managers may well be reluctant to press for this type of potentially sensitive information.

In terms of usage, some data systems in principle collect each individual 'event' in which a family or child takes part and these can be analysed to show the pattern of use over time. Other systems record usage by month and can give the number of months in the year that a child or family has made some use of the services provided by the centre. Even if this data is recorded by the centre, it may not be analysed by the local authority though it may be used at centre level. It is clear that

collecting, but not using, data in administrative records is one clear reason for their lack of quality as it reduces the incentive to complete these records fully. Also making the results available tends to act as a stimulus for improvement as errors and anomalies can be identified.

The longitudinal user survey *(Maisey et al. 2013)* asked families about their use of services. This complements the information provided by the local authority administrative data though the two measures are not directly comparable (nor were they designed to be so). This is because the two data sources capture families' take up of services over different periods of time and subject to different sources of error (local authority data is sometimes incomplete whereas the survey data is subject to errors of recall).

4.2   Stage 3: Data Collection

Of the 67 local authorities that had responded to the Stage 1 survey (Section 2), 65 were deemed to hold the data for their children's centres in a way that could provide the required information to assess reach. They were invited to fill in a self-completion schedule (see Appendix B) for each of the centres in the national sample in their area. This recorded data on registrations and usage over the last complete year (April 2012-March 2013, or a near equivalent 12 months) for both the sampled centre and its reach area to pick up users of other centres. It also sought information on the age distribution of users aged 0-4, patterns of usage over the year, and ethnic group of user, as well as information on family status, benefit status and disabilities and special needs.

The schedule had been designed with reference to the way information was collected in the eStart system (used by 63% of local authorities in the study). Unfortunately, as there was no other system that was used by very many local authorities, and some used their own setup, it was not possible to take account of these variations. This exercise was also much more demanding than Stage 1 for local authorities; they had to extract the data from their systems to the required specification, and this proved harder for those using some of the software packages. But overall some 72% of local authorities (47 out of a possible 65 authorities) returned completed schedules for 86 out of the possible 121 centres (71%). While some of these authorities were unable to complete *all* the information requested, most provided data for the key topics. The exception was data on family structure, benefit status and disability, where very few provided full information and many commented that they either did not collect this data or did not believe it to be reliable. There was only one outright refusal by a local authority; others stated they were in the process of either reorganising their centres or the local authority management end, or were switching from one software package to another. Some areas were in the process of changing from the 'standalone' model of an individual centre and its reach area to a locality or cluster model. While the schedule could in principle cope with this, these authorities were not able to provide the data over time for the new arrangement.

To supplement this administrative data collected from local authority record systems, the research drew on recently released 2011 census data to give population figures for the 0-4 population for each centre reach area, which has been released at LLSOA level. Data on ethnic group from the 2011 census was also used but in this case it has not been released at the lowest level (e.g.

LLSOA). So Middle Level Super Output (MSOA) data were drawn on and modelled down to centre reach area to give a population estimate for the main ethnic groups[10].

4.3 Registration, Use and Reach

Local authorities were asked to supply data on the number of registrations and users for both the sampled centre and also the sampled centre's reach area (which would include many users of the sampled centres but also users of other centres). The time window for this data was the last complete financial year (April 2012-March 2013) or a near equivalent. A few authorities were not able to provide centre specific data as it was recorded by reach area rather than by centre.

As already noted, registration turned out to be a more varied procedure than had been assumed. Some local authorities allowed potential users to register at any centre; other authorities, while allowing use at any centre, formally registered the user at the centre in whose area they lived (whether or not they used this centre). Others seemed to have a very close link between residence and registration, which sometimes resulted in very high numbers of registered families.

The central focus in this section is on the results for *reach areas* rather than *centres*. However a few basic parameters give an indication of the range and variety at centre level. The average number of users over the complete year for the 84 centres for which this information was provided was 770 different children aged 0-4, but the range was from about 250 in the smallest centre to well over 1,000 different users in the largest; in one centre more than 2,000 users aged 0-4 were registered. The number of *first* registrations in the same year was on average around 200 children aged 0-4 with a range from just over 50 new registrations at the smallest centre to more than 500 in the largest; this was on average approximately 25% of the total number of users. The pattern of usage over the year (see Section 4.6) suggests that some of these users had quite limited contact with the centre or its services over the year. However, this is a count of *children* and does not include their parents/carers who might also be involved or in some cases would be the main service user maybe for another of their children. These figures give some indication of the overall scale of these centres. But users of centres did not necessarily all come from the centre's reach area, while others who lived in the reach area did not use this local centre.

The remainder of this section concentrates on the reach area of each children's centre in the national sample to assess 'reach' on a simple population basis. It takes account as far as possible of both users of the sampled centre and users of others centres who lived in the reach area of the sampled centre.

4.3.1 Reach and Registration

For the registered numbers of children aged 0-4, local authorities were asked to complete the proforma for the latest year *only*. This was to reduce the possibility of inflated lists through 'defunct' cases from previous years. However, those registered in the year could be aged between

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[10] At the time of writing, population counts from the Census 2011 were available at LLSOA level for ethnic groups and age separately, and at MSOA level for ethnic groups *by* age. To provide LLSOA estimates of ethnic groups by age, the MSOA census population data on ethnic groups for 0-4 year olds was drawn on to provide the ethnic group distribution for the LLSOA data for 0-4 year olds.

0-4 years. Some respondents were unable to distinguish registrations by year or to distinguish registrations by reach area and did not complete this information. A few (5) also provided registration data that seemed impossibly high for a single year and may have been for all registrations. For the remaining 65 centres for which data was provided, the numbers registered in the last complete year who lived in the defined 'reach area' of the sampled centre, combined with those registered at other centres who lived in the reach area of the sampled centre, were used as the estimate of the total number of children aged 0-4 'reached' by the programme purely in terms of registration. The denominator used was the most recent census 2011 figures for the reach area using a single year average for those aged 0-4. As noted by some local authorities, there could be some double counting here by users registered at more than one centre (possible in some systems, though not in others).

The results suggest a very high level of registration based on the information provided. As Table 4.1 shows, the average for all areas was around 90.5% (with a median value of 92.6%), if the average age group in a year (0-4 census 2011) is used as the denominator. Several centres were credited with more registrations than the number of children in their reach area in a single year even after the extreme five cases were excluded. Registrations above 100% are perfectly possible if these are areas with high population turnover or there has been a registration drive in that year. It could in part be explained by changing population levels since the 2011 census. But it might also reflect double counting or data error at some point in the process, including misattribution to a reach area or failure to subtract local centre users who did *not* live in the reach area. It may also be that the denominator of an average number of children (aged 0-4) in a year group is not the best to use for a single year of registrations, though it is not clear what other denominator would be more appropriate.

It was noticeable that authorities that automatically credit registrations to the centre in whose reach area the families live (whichever centre they use), tended to have higher registration rates. It should also be underlined that registration may be interpreted in different ways – at one end close to an eligible population count for example if a doorstep form was completed by the parent/carer, in others involving more activity by the potential users to register for example visiting the local centre to register for a specific programme. As Table 4.1 shows, centres in counties had particularly high registrations; several of these used automatic registration to the local centre. There is clearly some significant over-estimation in this data, but even if it is deflated, for example, by using a different denominator, the results still remain high. The conclusion to be drawn is that judged against the reach area population aged 0-4, registration numbers are very high, though in a few areas, it appears that registration numbers could be rather lower at 60% or less. The inter-quartile range in Table 4.1 perhaps gives the best handle on the likely range.

Table 4.1 Estimated Percent of Population Aged 0-4 Registered in a Single Year to a Children's Centre Reach Area by Local Authority Type

Local Authority Type	Mean Percent Registered	Median	Inter-quartile range (25th-75th percentile)
London Borough 10 centres	86.4	79.2	66.9 – 106.6
Other Metro District 19 centres	80.5	76.4	70.6 – 93.0
Other Unitary 9 centres	93.6	93.3	66.4 – 126.9
County 27 centres	98.0	108.1	64.1-124.3
Total 65 centres	90.5	92.6	68.2- 113.4

4.3.2 Use and Reach

Local authorities provided data on the number of children aged 0-4 living in the reach area of the sampled centre and in the last complete year using either that centre or another centre in the same authority. 'Use' in the sense of attendance or using a service (in some cases by their carers rather than the children) may be more consistently applied across areas than 'registration'. Also using the full 0-4 age range gives a more robust denominator than for registration, where data for a single year was collected, though those registered could be anywhere between 0-4 years old. However there are the same issues of under-counting and double counting (where children may attend more than one centre), and potential boundary issues where families might register at or use children's centres in a neighbouring authority (which would not be recorded by their local authority). This could be more of a problem in London boroughs as the nature of their boundaries could mean close proximity to provision in another authority. The way the national sample of centres was drawn meant that adjacent authorities were not necessarily selected.

With these caveats in mind, data on the level of 'reach' in terms of use was analysed using the 0-4 population drawn from the 2011 census for the defined reach area. Again at the highest end there were a few cases where population 'reach' was over 100% of the potential 0-4 user base in the reach area. Some of these appear to have submitted the total user data for the local centre rather than just its reach area, though in some areas where use was allocated to the 'home' children's centre, whether or not the family used this centre, this would be the correct procedure. A few just over 100% may be correct, as in at least one of these cases all routine contacts with the health visitor programme were routed through the children's centre and credited to the centre. This was also an area with a rising birth rate in recent years. Four cases where the proportion of users was calculated to be over 110% of the population aged 0-4 were dropped from the analysis. At the lower end there may be substantial under-recording of use, particularly in identifying users of other children's centres who lived in the reach area of the sampled centre. For these reasons the results are presented for the average, median and inter-quartile range (25th -75th percentile) of use data for the year 2012-2013, with the 2011 census population aged 0-4 as the denominator. The mean and median values for the 77 centres analysed were approximately 55% of the potential user

base. This only rises marginally if the four centres with well over 100% rates are put back into the analysis. The breakdown by type of authority does not suggest dramatically different patterns to this overall picture – the breakdown is presented to give more detail rather than for any significant difference.

Table 4.2 Estimated Percent of Population Aged 0-4 Using any Children's Centre and Living in the Reach Area of a Sampled Centre, by Local Authority Type

Local Authority Type	Mean Percent Users	Median	Inter-quartile range (25th-75th percentile)
London Boroughs 11 centres	58.5	53.8	39.1 – 74.0
Other Metro Districts 24 centres	55.2	56.5	42.9 – 64.2
Other Unitaries 12 centres	57.0	48.4	38-5 – 68.3
Counties 30 centres	52.1	54.0	45.4 – 61.6
Total 77 centres	54.8	54.6	42.0 – 65.8

4.4 User Groups

The children's centre programme nationally has increasingly focused on 'high need' and 'hard to reach' groups of young children and their families (DfE 2012 and 2013), rather than simply high need areas, though there is significant overlap between these two criteria. To make some assessment of how well centres were reaching particular groups in the local population, local authorities were asked to provide data on the number of users aged 0-4 for particular categories of children and families. These included ethnic group of users aged 0-4, and for families/carers the number of single/lone parent households, and the numbers on low income means-tested benefits or on a disability related benefit. Numbers of children in receipt of a disability benefit or in special needs were also requested.

This part of the exercise proved problematic. Data on benefits and disability were returned only by a small minority of local authorities; and many of these expressed reservations about the validity of the information, as it was often not completed by families/carers when registering. Many authorities commented that they did not collect this information, or it was not analysed. Often recording of special needs and disabilities at child level was thought to be based on specific criteria set in the local area and not necessarily compatible across other areas. Several of the systems used to analyse data from children's centres either did not include this information or the modules to analyse this data were not available. As one respondent commented on the lack of such data, systems 'have not kept up with the changing government agenda, with its increasing focus on hard to reach families…'. Hence no data were available. No attempt has been made to analyse the limited data provided in these categories.

A partial exception was headcounts of lone/single parents, where (sometimes patchy) data for up to 60 centres was returned. This would have been recorded as part of the registration form in most authorities, though whether it is kept up to date at centre level is not known.

However, ethnic group data on children aged 0-4 using a children's centre and living in the reach area was much more fully returned for 80 centres in the national sample. One problem here with some of these returns was that in many centres some families/carers had not completed this question on their registration forms. These were then returned by the centre as ethnic group 'not known', 'not given' or 'refused'. This applied to about 15% of the overall user base of the 80 centres for which ethnic group data was received, but this was very varied, with many providing complete information and a few as high as 40-50% in the 'not given' category. While there is some association with the proportion of users from white ethnic groups, there are several areas with large numbers of BME users, where the 'not given' was also high.

Ethnic group data for all children aged 0-4 in the 2011 census was extracted for the reach area of each centre. As this was not available at LLSOA level the MSOA data was modelled down to give an estimate for the centre reach area.

Centres for which ethnic group information was provided for their users ranged from 100% of their users from white ethnic groups to just over 10% in some of the urban conurbations. When the reach area census data is compared with the distribution at centre level, there is a very high correlation (> 0.9) if users where ethnic group was 'not given' are excluded. Figure 4.1 shows this pattern with the proportion of white users clearly reflecting the proportions in the underlying population.

Figure 4.1 Percent of Children's Centre Users aged 0-4 and Reach Population aged 0-4 in all White Ethnic Groups for Centre Reach Areas for 75 centres
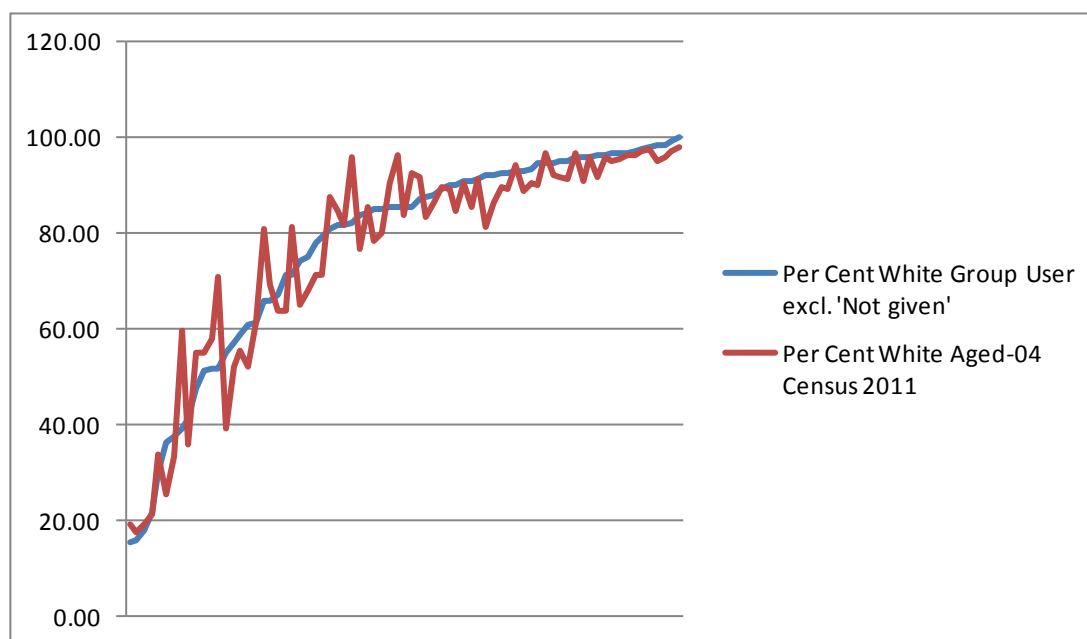
Overall in the 75 centres for which data was available for different ethnic groups, if the 'not given' group is excluded, about 5% of users are from black ethnic groups (census 2011 gives 5.6% in the reach areas of these centres); about 12% are from Asian ethnic groups (census 13.5%); about 5% have mixed ethnic background (census 6.2%) and 79% are from white ethnic groups (census 75%), but these estimates may be affected by the group of users for which ethnic group is 'not given'. Cutting back to the centres which provided ethnic group data for almost all their users suggests a very similar picture, with limited variation between expected proportions based on

census data for the reach area and the overall user base with very small percentage differences at any point.

These figures suggest that there is no very significant under-representation by any of the main non-white ethnic groups, given their proportion in the local population aged 0-4. It should be remembered that the average centre 'user reach' was estimated to cover more than 55% of the relevant population and in many cases much more, reducing the scope for any significant under-representation by *any* group.

4.5   Age Distribution

Local authorities were asked to give the age distribution of all users of children's centres who lived in the reach area of the centre in the national sample during the most recent completed year. Age may have been recorded at the point of use rather than a fixed time point in some cases, which would potentially skew the age distribution to a slightly younger one than if a single time point was used.

As might be expected there were fewer users aged 3 plus and 4 plus as other facilities including full-time schooling would have come into the picture. The age group under one year was the largest as Table 4.3 shows, though this varied markedly by centre with some having very few children in this age group and others a very large group. There was some variation by area, with children's centres in London having rather fewer under one year (23%) while for counties it was 30%. This may reflect other provision in the area and also different needs, for example for full early education/ day-care in some areas where mothers may be working full-time or non-standard hours.

Table 4.3 Age Distribution of Children's Centre Users Aged 0-4 by Local Authority Type

Local Authority Type	Age under 1	1 up to 2	2 up to 3	3 up to 4	4 plus	Total
London Boroughs **12 centres**	22.9	24.3	24.2	17.3	11.4	100
Other Metro Districts **26 centres**	27.6	22.2	21.6	16.9	11.7	100
Other Unitaries **14 centres**	23.9	23.5	20.5	19.2	12.9	100
Counties **32 centres**	30.4	22.2	21.2	15.8	10.4	100
Total 84 centres	27.3	22.7	21.2	16.9	11.3	100

4.6   Children's Centre Usage

Local authorities were asked to provide information on usage (that is, levels of use) at each of their children's centres over the last complete year (2012-2013). In principle some of the software packages include this information by logging attendance or use of a service as an 'event'; others can generate use by individual families or children each month as a guide to usage. It is not known

how fully this usage is logged, as it requires the centre to fill in this data for each user or family over the year to build up the record. Where it is recorded as an event each contact or attendance would in principle be logged as a separate 'event'. Over a year this could provide a total of such events for each user. It does not appear that this facility is widely used by local authorities and some were not able to provide this information as their system was not geared up to generate this data. However data was provided for 60 centres (that is 70% of the total that replied to the Stage 3 survey). A few others provided some information on patterns of use, reported below.

As this data is not widely used, local feedback may be missing – which is often one of the mechanisms for improving administrative data quality, as anomalies are likely to be pointed out, providing an incentive to record more fully and accurately. As one LA analyst pointed out, setting a benchmark or 'local target' meant that recording at source improved as records were more fully 'populated'. For these reasons this usage data has to be treated with caution. There may be strong incentives to record usage to demonstrate effectiveness, and certainly to provide information on individual cases or groups of users for local use. But it must also be a major chore to complete filling in this data, for example for casual 'drop-ins' or other passing contacts, though regular users at repeated sessions would be more likely to be included. It is worth noting that Ofsted requires robust data on usage, with the expectation that centres will collect it and their local authorities develop systems capable of analysing such data and feeding it back.

This has to be a very preliminary analysis with many caveats, where the data is only a guide to possible patterns. However, despite all these caveats there does appear to be a clear and consistent pattern across children's centres (and different IT systems) that may broadly reflect the underlying patterns of usage. A small number of authorities commented that information was not collected on usage and a breakdown of levels of usage could therefore not be provided. Those who completed the returns were invited to comment on the quality and accuracy of the data supplied and many did so in some detail, but no concern was expressed about the usage data, possibly because it had not been widely used.

Local authorities were asked to provide data on usage over the year by those registered at children's centres, on a simple scale running from no recorded use to 20+ uses. The scale format was based on the patterns of usage found across a substantial number of children's centres not part of the national sample.

First, there was a significant number of registered users at some centres who made *no* recorded use of the centre or its service in the year. At the other end virtually all those registered had some recorded use in the year. These tended to be centres which were either integrated into the standard health visiting programme or were linked to it in ways that meant health visitor contacts were recorded as part of the local centre's 'events'. Some of the centres where there were large numbers of non contacts might be ones where usage was under-recorded, or possibly there were problems in extracting the data. Several authorities pointed to the problem of 'defunct' cases among their registrations, for example families who may have left the area or ceased to use the children's centre as their children grew up. As already noted in Table 4.3, older children 3+ and 4+ tended to be a lower proportion of recorded users overall. Using the inter-quartile range gives some indication of the most common patterns. While the median figure for 'no recorded use' was about 33% of the registered numbers, this rose to 48% at the 25th percentile and fell to as low as

15% at the 75th percentile. That is, the bulk of centres had one or more contacts over the year with between 50% and 85% of their registered users.

Looking simply at numbers with one or more recorded uses cuts out possible variations in the nature of registration (noted above) and the problem of 'defunct' cases. Data was provided for 60 centres, with the following results shown in Table 4.4.

Table 4.4 Levels of Use by those Aged 0-4 Over a Year for 60 centres

Recorded Uses/Contact 2012-2013	Average per cent of users	Inter-quartile range of centres (25th-75th percentile)
With one recorded event	28.5	21.5% - 32.1%
With two to five recorded events	33.9	30.6% - 38.7%
With 6-19 recorded events	24.6	22.0% -28.4%
With 20 or more recorded events	13.0	7.6% - 17.0%
Number of Centres	60	60

Even allowing for substantial under-recording of use or contacts, the data provided for 60 centres suggests that more than half those using the centre's services were light users (with fewer than six recorded uses over the year). The heavy users with 20 or more recorded uses over the year were concentrated into the top 10-17% of users, with a few centres recording around one third of their users making 20+ uses over the year. These may be centres where there are more services with regular attendance, such as nursery provision or day-care, or it might reflect users with high levels of need.

Authorities that returned data from systems that recorded monthly contacts over the year (rather than events) suggested a very similar pattern, with few users in contact with the centre every month, and the largest groups typically had from one month to six months in which attendance was recorded. These could also reflect substantial under-recording, as with the centres that recorded individual contacts rather than by month, or it could reflect the underlying pattern of contacts even though the true numbers might be higher for example if there was more than one use in a month.

To put these findings in context: many of the centres had extremely large user bases. The average number of users aged 0-4 was 770; 13 centres recorded registration bases of over 1,000 children aged 0-4, and two recorded well over 1,000 actual users in the year. These numbers are more like those for secondary schools. Clearly it would not be easy for this number of children or their parents to be physically using the centre or its services on a very frequent basis.

Finally it is important to underline that this data is simply recording a contact and not its significance. One contact alone might make an impact for example by triggering a referral to another service. This must also depend on the nature of the service received. A child regularly attending a nursery or care facility might clock up many contacts, easily 100+ per year. Other services might involve a monthly or a fixed number of contacts. But whichever way these figures are interpreted, the picture that emerges is of a service that has some contact with a very large number of families and children in its neighbourhood, but more intensive contacts with a relatively

small proportion of this very large user base. The pattern of usage at different centres is likely to reflect the mix of services the centre offers.

4.7   Conclusions

In conclusion it is important to underline the caveats throughout this section on the nature of the data analysed. This was collected from local authorities which used different programs and procedures to collect and analyse data from their children's centres. They in turn rely on centres to complete the information fully and accurately, some of which is provided by parents/carers . It was also clear in the process that some local authorities had difficulty extracting the information from their systems in the way requested. Also as noted some of the information included in the registration form is not completed by the parent or carer or is not processed.

Despite these caveats, however, a consistent picture emerges from the analysis of this data. First registration judged against relevant population numbers is very high; in some cases at or above 100%. This may in part be explained by the registration procedures which in some areas may virtually capture the complete birth cohort. The proportion of children aged 0-4 (or their parents/carers) using a children's centre over the complete year is lower but still high in many areas. Judged against the ethnic composition of the local reach area, proportions of users from the main ethnic groups reflected very closely their proportions in the local population based on the 2011 census. The age profile for these users suggested that they bunched around children aged 0 and up to 3 years with a steady fall after that point as other facilities came into play. In terms of usage the consistent picture was that the majority of users had a light pattern of use over a complete year. Typically 60%+ had fewer than six recorded uses over the year. A minority (around 13%) had 20+ uses. These figures may well understate actual usage if recording was not complete. However the underlying pattern is likely to follow the same trend, that is heavy users were typically concentrated among something under 17% of all users. There was in addition a number of children registered at each centre who apparently made no use of the centre or its services over a full year, though these may well have been users in previous years. These patterns of use may have dropped back in recent times if the range of services and facilities at any one centre have been reduced, or centres have moved to a cluster or locality model where some services are provided by another centre. However data on usage was only collected for 2012-2013.

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Appendix A: Sampling of children's centres for the ECCE research programme

The ECCE project is based on a nested design, with centres participating in Strands 2-5 being selected from the larger national sample of centres taking part in the centre manager survey in Strand 1. Further detail on the evaluation sampling strategy can be found in the first evaluation report published by Tanner et al. (2012), and also in Figure A.1. This strategy is briefly described below:

13. A random stratified sample of 850 centres was selected for the Strand 1 "*Survey of children's centre leaders*". Eligibility criteria for this sample were – a Phase 1 or 2 centre; intended to be located in a 30 per cent most deprived area; designated for a minimum of two years before fieldwork; running the Full Core Offer for three or more months before fieldwork. Centres were stratified to provide a representative sample of lead organisation; catchment size; urban/rural mix; and catchment number.

14. 300 centres were selected to take part in the Strand 2 survey. These centres were stratified by lead organisation, cuts to services in 2010/2011 and whether or not the centre was running at least one evidence-based parenting programme. 128 of the 300 selected centres took part in the Strand 2 fieldwork. For further information on the sampling for the 128 children's centres, see Maisey et al. (2012).

15. All 128 centres that took part in the Strand 2 fieldwork were invited to take part in Strand 3 fieldwork. Of the 128 centres that were approached, 121 centres agreed to take part in the centre visits.

16. For the reach study all 72 local authorities (LAs) in England which contained one or more of the 128 centres sampled in Strands 2 and 3, were contacted to complete a short questionnaire on the children's centres in their area. 93% of the LAs (67) responded covering 96% of the centres (123).

17. A follow up survey was sent out to the 65 LAs that had responded and met the criteria for the follow up. Of these 46 (71%) responded covering 86 centres (71%) but in some cases the information requested was only partially completed. Figure A.1 provides further information on the sampling process.

Figure A.1 Sampling Procedures for Children's Centres in the ECCE Research Project

1,721 eligible children's centres nationally

73 children's centres used for piloting

To be eligible: *Phase 1 or 2 centre; intended to be located in a 30% most deprived areas; designated for min. Two years before fieldwork; running Full Core Offer for 3+ months before fieldwork*

1,648 eligible children's centres post piloting

Sub-sample

850 issued for children's centre manager survey

Stratified by: *Lead Organisation; Catchment size quintile; Urban/rural; Catchment number*

60% eligibility rate

21 achieved but quite incomplete
5 achieved too late

509 achieved and eligible from children's centre manager survey **(Tanner et al., 2012)**

Stratified by: *Lead Organisation; 2010/11 cuts to children's services; Runs 1+ Evidence-Based Programme*

300 issued for user sampling

+ selected all 28 NHS led centres (either solely or in combination)

56% eligibility rate

14 achieved but too small
8 achieved too late

167 achieved and eligible from user sampling

+ 8 extras[1] for Strands 2, 3, 4 & 5
+ 22 extras[1] for strand 5

Sub-sample

A core 120 that form the basis of strands 2, 3 & 4

12 centres achieved for Strand 5 **(Briggs et al., 2012)**

128 centres issued for Strand 3 users

10,187 users issued for user survey[2]

128 centres issued for Strand 3 users

95% completion rate

93% response rate

121 centres achieved for 1st Strand 3 visits **(Goff et al., 2013)**

5,717 users achieved from first wave of user survey[2] **(Maisey et al., 2013)**

72 Local Authorities (LAs) containing one or more of the 128 centres surveyed for *Reach Study.*

97% completion rate

72% response rate

117 centres achieved for 2nd Strand 3 visits (in press)

3,600 users achieved from follow-up wave of user survey

Follow-up survey of 65 eligible LAs **(Smith et al, current report)**

[1] Note: Extra centres were allocated to allow for potential attrition.
[2] Users were drawn from the same 128 centres allocated to Strand 3 fieldwork.

Appendix B: On-Line Surveys Used in Stage 1 and Stage 3

Table B.1 Details and Response Rates for LA On-line Surveys

Survey	Number LAs Eligible	Children's Centres Covered	LAs Positive Return (%)	Centres for which Some Data Given (%)	LAs No response (%)	Centres No response (%)	LAs Refused (%)
Initial LA Survey Summer 2013	72	128	67 (93)	123 (96)	5 (7)	5 (4)	0
Follow-Up LA Survey Autumn 2013	65	121	46 (71)	86 (71)	18 (28)	34 (28)	1 (2)

(ii) Stage 1 Survey

Evaluation of Children's Centres in England (ECCE)

Name of Local Authority:

Click the box that applies to your authority, or write in (greyed-out boxes should expand to fit)
Don't forget to fill in your contact details on Page 2

1) Does your local authority have a formal catchment area policy for Children's Centres in the authority? (that is, areas that are designated as being the 'catchment area' or 'target area' of a particular Children's Centre) *(check one box only)*

>   **A) YES**   **B) NO** (*go to question 4*)   **C) OTHER** (*write in*)

(Note: we are aware that parents are free to use any centre they may choose, irrespective of where they live)

2) (*If YES to 1*) **How are the boundaries of such areas defined?** *(check one box only)*

>   **A) Lower Level Super Output Areas (LLSOA)**
>   **B) Wards**
>   **C) Other geographical boundaries** (write in what these are briefly):

3) (*If YES to 1*) If your LA has a document setting out these boundaries/catchments for each Children's Centre in your LA, could you attach this in *soft form* (e.g. Word.doc or Excel Spreadsheet etc) with this questionnaire? *(check one box only)*

>   **A) Document attached to my reply**
>   **B) Document on web** (*give location*):
>   **C) Information not available**

4) *(All)* **Do Children's Centres in your authority use E-Start (eStart) or other program to record users of their services?** *(check one box only)*

      A) Use E-Start (Estart)
      B) Use another program *(please specify)*
      C) No uniform program used across the LA
      D) Other *(please specify)*

5) *(If a uniform program is used across the LA)* **Is some central analysis conducted by/for the local authority to give local authority-wide information?** *(check one box only)*

      A) YES by the local authority in-house
      B) YES by another organisation for the Local Authority
      C) NO data only processed at individual Children's Centre level

6) *(If data processed centrally)* **Is it possible to identify users who live in the catchment area of one of your Children's Centre but who use a different Children's Centre?** *(check one box only)*

      A) YES   **B) NO**

7) *(If yes to question 6)* **Would it be possible to get a simple headcount of the numbers of users of different Children's Centres who live in the target/catchment area of the centre(s) we have sampled in your authority?** *(This is to help us make an estimate of the overall 'reach')* *(check one box only)*

      A) YES, in principle
      B) NO, not possible
      C) OTHER *(write in …)*

8) Any Further Comments or Observations? *(write in)*

Please fill in your contact details in case we have any queries
      Local Authority:
      Name of person completing this form:
      Email:
      Phone:

That's All! Very many thanks for your help.
All information will be kept confidential and in a secure form. No information about any specific Local Authority, Children's Centre or individual will be used in any report in a way that allows identification. All information will be processed to give only national or regional or other broad categories of information about the Children's Centre programme.

Please now SAVE the completed document and return the completed form to

(iii) Stage 3 Survey

Evaluation of Children's Centres in England (ECCE) - Estimating Children's Centre 'Reach'

Please note: if *any values* are 5 cases or less, please round to 0 or 5 (i.e. 5, 4, 3 =5; 0, 1, 2 =0)
Any issues over quality/accuracy or completeness of data entered please note at Q10 below.
Where children may be enrolled at more than one centre, please avoid double counting if possible.

Centre Number and Name:
(Please delete centre name, leaving the 8 digit number only before returning)

Q1 Children Aged 0-4 Using this Children's Centre

a) How many children aged 0-4 were first registered at this centre in the year April 1 2012-March 31 2013? *(if it is not possible to select this year range, use a recent 12 month period and note at Q8 below)*
(to select aged 0-4 at registration, in eStart extend age range to 5 to include those aged 4 at first registration but may now be aged 5)

 Number aged 0-4 first registered at this centre in year 2012-2013:

b) And how many children aged 0-4 were users of this centre or its services (*count any use*) in year April 2012-March 2013? *(include all users, not just first registered in 2012-2013)*

 Number of users of this centre aged 0-4 in year 2012-2013:

Q2 Children Aged 0-4 Using this Centre and Living in its Reach Area

a) How many children aged 0-4, first registered at this centre in the year April 2012-March 2013, lived in the 'reach area' (catchment/target area) of this centre?

 Number first registered at this centre aged 0-4 living in 'reach area' of this centre:

b) And how many children aged 0-4 were users of this centre or its services (*count any use*) and lived in the 'reach area' of this centre in April 2012-March 2013?

 Number of users aged 0-4 of this centre who lived in 'reach area' of this centre:

Q3 Children 0-4 Using Other Children's Centres but Living in Reach Area of this Centre
a) How many children aged 0-4, first registered at other children's centres in the year April 2012-March 2013, lived in the 'reach area' (catchment/target area) of this centre? *(if possible, don't count users of other centres who also used this centre as we need to estimate the overall take-up in the 'reach area' without 'double counting')*

 Number aged 0-4 first registered at other centres living in 'reach area' of this centre:

b) How many users aged 0-4 of other children's centres in the year April 2012-March 2013, lived in the 'reach area' (catchment/target area) of this centre? *(if possible, don't count users*

of other centres who also used this centre as we need to estimate the overall take-up in the 'reach area' without 'double counting)

Number of users aged 0-4 of other centres who lived in 'reach area' of this centre:

Q4 What was the age distribution of all users of any children's centre aged 0-4 who lived in the 'reach area' of this centre? *(if possible, please avoid double counting where children are use more than one centre)*

Number aged up to 1 year:
Aged 1 and up to 2 years:
Aged 2 and up to 3 years:
Aged 3 and up to 4 years:
Aged 4 and up to 5 years:

Q5 Of the total number of users aged 0-4 of any children's centre, living in the reach area of this centre, how many were from different ethnic backgrounds?

Living in the Reach Area of this Centre
Using this Centre Using Another Centre

White British or White Irish:
Other White Background:
Travellers/Gypsy/Roma :
Black African/Black Caribbean/ Black Other:
Bangladeshi/Indian/Pakistani/Other Asian:
Mixed Ethnic Background:
Chinese/Other Ethnic Background:
Not recorded/Not known/Refused:

Q6 Of all children aged 0-4 registered at this centre over the full year *(include all, not just first registrations in the year)*, how many:-

Were registered at the centre but had made no use of its services in the year:

Had recorded uses, activities, events at this centre in the year:
Number recording ONE use in year
Number recording 2-5 uses in year
Number recording 6-19 uses in year
Number recording 20+ uses in year

Q7 Do the numbers in Q6 include the standard check-ups by Health Visitors/Midwives in the pre-natal and post-natal periods?

YES   NO, not included   Don't Know

Q8 Where you have used a 12 month range, was this for April 1 2012-March 31 2013 or another date?

April 2012-March 2013:
Other (specify):

Q9 Of the total number of families/carers with child(ren) aged 0-4 <u>living in the reach area of this centre</u> in the year April 2012-March 2013 and using <u>any children's centre</u>, how many were:

	Living in the Reach Area of this Centre	
	Using this Centre	**Using Other Centre**
Single/Lone parents		
On Income Support, Jobseeker's Allowance or Working Tax Credit (WTC)		
On a Disability Related Benefit (e.g. DLA, SDA, IB, ESA)		
With Child(ren) in receipt of a Disability Benefit or in Special Need		

Q10: Any Comments or Notes on the Data Entered/Data Quality etc? write in

Please fill in your contact details in case we have any queries

Local Authority:
Name of person completing this form:
Email:
Phone:

That's All! Very many thanks for your help.

All information will be kept confidential and in a secure form. No information about any specific Local Authority, Children's Centre or individual will be used in any report in a way that allows identification. All information will be processed to give only national or regional or other broad categories of information about the Children's Centre programme.

Please now SAVE the completed document. This should be automatically password protected when saved.

Please use the original password (see cover letter).

Please return the completed form to

Appendix C: Datasets and sources used in this analysis

Table C.1. Datasets and sources used in this analysis

Indicator	Date	Source
Population (age, household composition, area)	--	--
Age groups: 0 to 4; 5 to 7; 8 to 9; 10 to 14; 15	2011	Census 2011
Married or same-sex civil partnership households with dependent children	2011	Census 2011
Cohabiting couple households with dependent children	2011	Census 2011
Lone parent households with dependent children	2011	Census 2011
Other household types: With dependent children	2011	Census 2011
Children in lone parent families	2005 to 2010	HMRC/DWP
Children aged 0 to 4 living in a lone parent family, 0 to 4	2001	Census 2001
Female lone parent	2011	Census 2011
Male lone parent	2011	Census 2011
Area (sq km)	2011	Census 2011
Population density (people per square km)	2011	Census 2011
Deprivation and poverty	--	--
% of children in income deprived households (Economic Deprivation Index)	1999 to 2009	CLG
Children aged 0 to 4, in poverty (in families in receipt of IS/JSA or whose income is <60% of median income)	2006 to 2010	HMRC/DWP
Children aged 0 to 15 in poverty (in families in receipt of IS/JSA or whose income is <60% of median income)	2006 to 2010	HMRC/DWP
Children aged 0 to 15 in families receiving Income Support or Jobseekers Allowance	2006 to 2010	HMRC/DWP
Children aged 0 to 15 in families receiving WTC and CTC, and income <60% median income	2009 to 2010	HMRC/DWP
Children aged 0 to 15 in families receiving CTC only, and income <60% median income	2009 to 2010	HMRC/DWP
Children in families receiving Tax Credit	2007 to 2009	HMRC/DWP
Children in families in work receiving Tax Credit	2007 to 2009	HMRC/DWP
Children in families in work receiving Child Tax Credit and Working Tax Credit	2007 to 2009	HMRC/DWP
Children in families in work receiving Child Tax Credit above the family element	2007 to 2009	HMRC/DWP
Children in families in work receiving Child Tax Credit family element and below	2007 to 2009	HMRC/DWP
Children in families out of work receiving Child Tax Credit	2007 to 2009	HMRC/DWP
Children of lone-parent families in work receiving Tax Credit	2007 to 2009	HMRC/DWP
Children in lone-parent families out of work receiving Child Tax Credit	2007 to 2009	HMRC/DWP
Children in couple families out of work receiving Child Tax Credit	2007 to 2009	HMRC/DWP
Children in out of work families	2005 to 2011	HMRC/DWP
Economy/family occupation group/family employment status	--	--
People with dependent children aged 0 to 4 in occupation grade: AB; Higher & intermediate managerial/ administrative/ professional	2001	Census 2001

Indicator	Date	Source
People with dependent children aged 0 to 4 in occupation grade: C1; Supervisory; clerical; junior managerial/ administrative	2001	Census 2001
People with dependent children aged 0 to 4 in occupation grade: C2; Skilled manual workers	2001	Census 2001
People with dependent children aged 0 to 4 in occupation grade: D; Semi-skilled and unskilled manual workers	2001	Census 2001
People with dependent children aged 0 to 4 in occupation grade: E; ON state benefit; unemployed; lowest grade workers	2001	Census 2001
Households with no adults in employment, with dependent children	2011	Census 2011
Lone parent in part-time employment	2011	Census 2011
Lone parent in full-time employment	2011	Census 2011
Lone parent not in employment	2011	Census 2011
Male lone parent: In part-time employment	2011	Census 2011
Male lone parent: In full-time employment	2011	Census 2011
Male lone parent: Not in employment	2011	Census 2011
Female lone parent: In part-time employment	2011	Census 2011
Female lone parent: In full-time employment	2011	Census 2011
Female lone parent: Not in employment	2011	Census 2011
Jobseekers Allowance claimants	2004 to 2013	DWP
Jobseekers Allowance claimants (male)	2004 to 2013	DWP
Jobseekers Allowance claimants (female)	2004 to 2013	DWP
Education/emotional development/language	--	--
Early Years Foundation Profile: Pupils achieving 6 or more points in each of the 7 Scales of PSE and CLL	2009 to 2012	DfE
Early Years Foundation Profile: Pupils achieving a good level of development	2009 to 2012	DfE
Early Years Foundation Profile: Pupils achieving 78 or more points across all scales	2009 to 2012	DfE
No people aged 16 and over in household but at least one person aged 3 to 15 has English as a main language	2011	Census 2011
No people in household have English as a main language	2011	Census 2011
Pupil attainment at Key Stage 1: Average point score	2009 to 2012	DfE
Pupil attainment at Key Stage 4: Average point score	2009 to 2012	DfE
Pupil overall absences	2009 to 2012	DfE
Pupil authorised absences	2009 to 2012	DfE
Pupil unauthorised absences	2009 to 2012	DfE
Pupil persistent absentees	2009 to 2012	DfE
Health/disability	--	--
Disability Living Allowance claimants aged under 16	2002 to 2012	DWP
People aged 0 to 15, with a Limiting long-term illness	2001	Census 2001
People aged 0 to 15 in not good health	2001	Census 2001
People aged 0 to 4 in not good health	2001	Census 2001
One person in household with a long-term health problem or disability: With dependent children	2011	Census 2011
Housing	--	--
People aged 0 to 4 in overcrowded households	2001	Census 2001
People aged 5 to 15 in overcrowded households	2001	Census 2001
People aged 0 to 4 in households lacking central heating	2001	Census 2001
People aged 5 to 15 in households lacking central heating	2001	Census 2001

Indicator	Date	Source
People aged 0 to 4 in households without sole access to bathrooms or toilets	2001	Census 2001
Crime	--	--
Anti-social behaviour	2010 to 2013	Police UK
Violent Crime	2010 to 2013	Police UK
Burglaries	2010 to 2013	Police UK
Transport	--	--
People aged 0 to 4 in households with no car or van	2001	Census 2001
Pupil unauthorised absences	2009 to 2012	DfE
Pupil persistent absentees	2009 to 2012	DfE
Output Area Classification	2001	OAC

Appendix D: Socio-economic indicators for reach areas

The following sections present key indicators under eight themes: population; poverty and low income; economy; education and emotional development; health; housing; crime; and transport. In each of the sections, data is presented for the following areas:

18. 'All reach areas', based on combining data for each of the defined reach areas. Data is shown for the average score, as well as the smallest and largest values to illustrate the range of values across the 117 defined reach areas.

19. 'IDACI Local 30%'. Centres in the first two phases of the Sure Start programme were intended to be targeted at those areas in the most deprived 30% on the Income Deprivation Affecting Children Index (IDACI). A composite area was created by combining data from those areas in the most 30% deprived on IDACI, that lie within the local authorities with defined reach areas;

20. England. A national comparator, covering all neighbourhoods in England.

Population

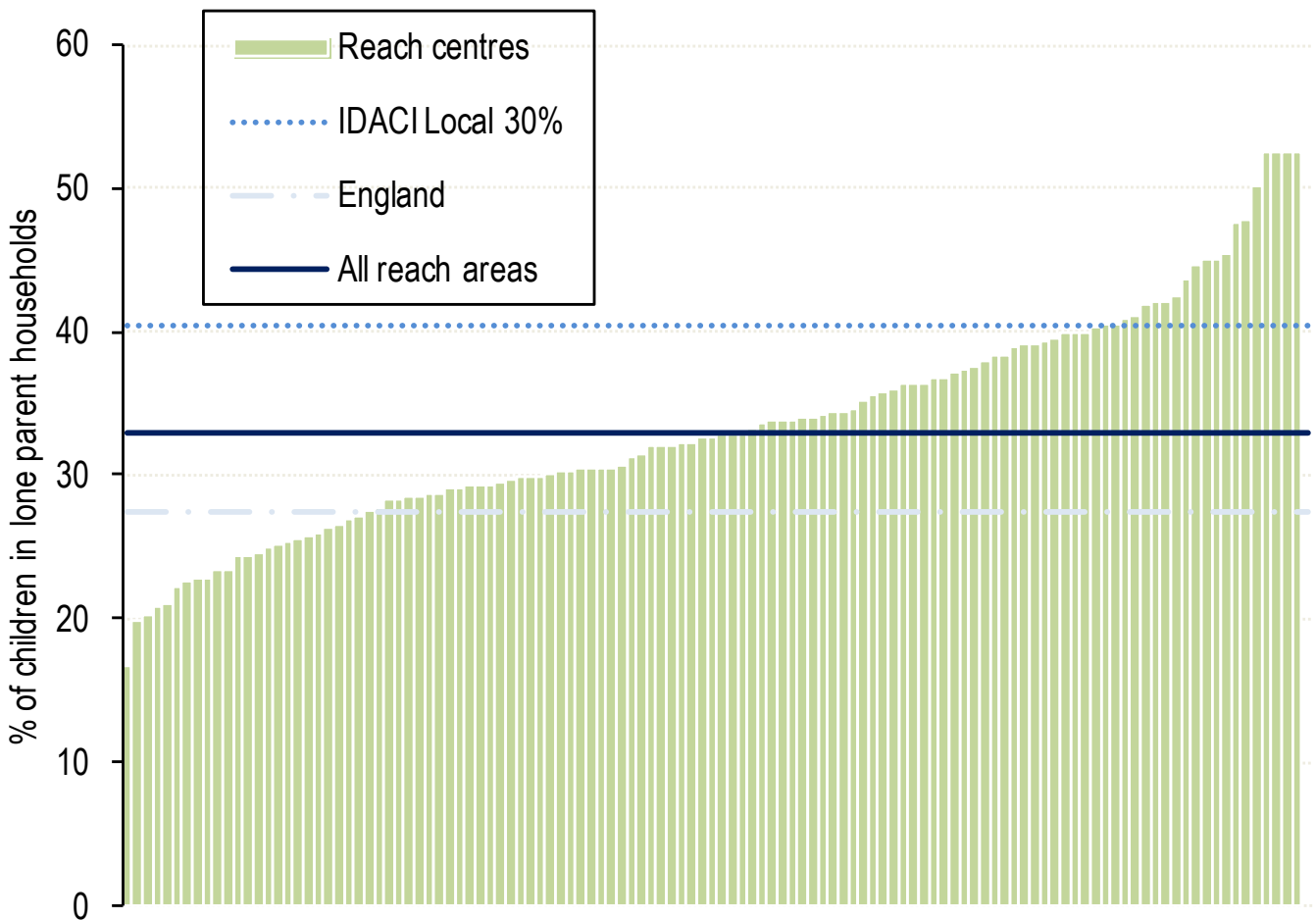**Table D.1. Population indicators for reach areas and comparators**

Theme	Indicator	Reach area average	Lowest reach area value	Highest reach area value	IDACI Local 30%	England
Age	Age 0 to 4 (%)	6.9	3.7	11.9	7.6	6.3
Age	Age 5 to 7 (%)	3.7	1.8	6.5	3.9	3.4
Age	Age 8 to 9 (%)	2.3	1.1	3.9	2.4	2.2
Age	Age 10 to 14 (%)	5.9	3.1	8.9	6.2	5.8
Age	Age 15 (%)	1.3	0.5	1.9	1.3	1.2
Household composition	Married or civil partnership households with dependent children (%)	13.9	5.5	21.4	11.7	15.3
Household composition	Cohabiting couple households with dependent children (%)	4.4	1.0	9.2	4.7	4.0
Household composition	Lone parent households with dependent children (%)	8.8	3.9	23.9	10.9	7.1
Household composition	Other household types: With dependent children (%)	3.4	1.4	13.9	3.7	2.6
Household composition	Children in lone parent families (%)	33.0	16.1	52.5	40.3	27.4
Household composition	Male lone parent (% of all lone parents)	9.2	2.9	16.1	8.6	9.7
Household composition	Female lone parent (% of all lone parents)	90.8	83.9	97.1	91.4	90.3
Area	Population density (people per square km)	10.5	0.6	162.9	26.8	4.1

50

Key findings:

- Children's centre reach areas on average have younger populations than their parent local authorities and the national average, with 6.9% of people living in reach areas aged 0-4 (compared with 6.2% in reach area LAs and 6.3% in England as a whole). However, deprived areas as whole have a slightly higher proportion of children than then the reach areas (with 7.6% of people living in the most deprived 30% of neighbourhoods in England aged 0 to 4).

- Children living in the reach areas are more likely to be living in lone parent households (330% of all children), than across their parent local authorities ((27.4%) and England as a whole (27.5%). However, a higher proportion of children in the most deprived 30% of areas in England live in lone parent households (40%) than across the reach areas.

Figure D.1 shows the proportion of children living in lone parent households across each of the reach areas, the reach area average and comparator areas. The figure shows that there is a wide variation within reach areas in terms of the proportion of children living in lone parent households, from 16.7% in the centre with the lowest proportion of children, to more than half of all children in four centre reach areas (52.5%).

Figure D.1. The proportion of children living in lone parent households across each of the reach areas

Poverty and low income

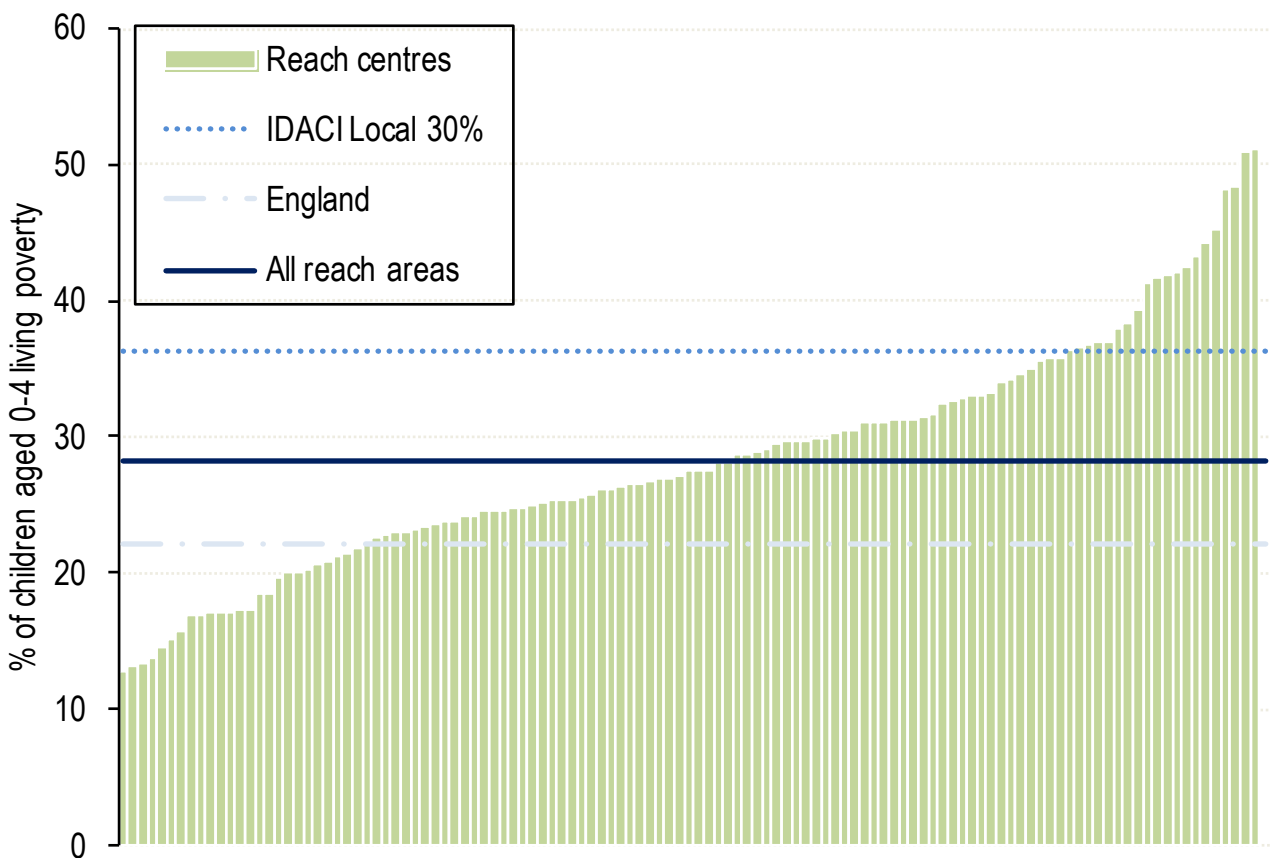**Table D.2. Poverty and low income indicators for reach areas and comparators**

Theme	Indicator	Reach area average	Lowest reach area value	Highest reach area value	IDACI Local 30%	England
Child poverty	% of children in income deprived households (Economic Deprivation Index)	28.3	9.9	55.5	39.0	20.3
Child poverty	Children aged 0 to 4, in poverty (in families in receipt of IS/JSA or whose income is <60% of median income) (%)	28.2	12.7	51.2	36.2	22.1
Child poverty	Children aged 0 to 15 in poverty (in families in receipt of IS/JSA or whose income is <60% of median income) (%)	27.3	11.7	48.9	35.5	20.6
Child poverty	Children aged 0 to 15 in families receiving Income Support or Jobseekers Allowance (%)	22.1	7.7	40.9	29.5	16.4
Child poverty	Children aged 0 to 15 in families receiving WTC and CTC, and income <60% median income (%)	1.9	0.4	6.7	2.1	1.4
Child poverty	Children aged 0 to 15 in families receiving CTC only, and income <60% median income (%)	3.3	0.6	5.5	3.9	2.7
Child poverty	Children in families in work receiving Tax Credit (%)	62.7	31.1	85.6	59.1	62.1
Child poverty	Children in families in work receiving Child Tax Credit and Working Tax Credit (%)	33.1	17.7	56.6	37.0	28.0
Child poverty	Children in families out of work receiving Child Tax Credit (%)	31.7	13.9	62.0	42.3	24.0
Child poverty	Children of lone-parent families in work receiving Tax Credit (%)	16.3	7.7	28.9	17.8	14.9
Child poverty	Children in lone-parent families out of work receiving Child Tax Credit (%)	22.3	8.8	42.4	29.9	16.9
Child poverty	Children in couple families out of work receiving Child Tax Credit (%)	9.4	2.6	26.1	12.4	7.1
Child poverty	Children in out of work families (%)	25.4	9.5	43.6	33.7	19.2

Key findings:

- A higher proportion of children aged 0-4 live in poverty in children's centre reach areas (28%) than in the reach area local authorities and England as a whole (both 20%). However, a higher proportion of children are in poverty in the 30% most deprived neighbourhoods (39%) than across reach areas.

- Child poverty rates in reach areas are slightly higher for those aged 0-4 (28%) than for those aged 0-15 (27%).

- Approximately one in four children in reach areas live in families where no adult is in employment, above the average across reach local authority areas and England as a whole (19%), but below the average across the deprived 30% (34%).

- A further 33% of children in reach areas are in families receiving work and tax credits (payable to people on lower incomes). This is higher than the average across reach local authority areas and England as a whole (28%) and lower than across the most deprived areas (34%).

Figure D.2 below shows the proportion of children aged 0-4 living in poverty across each of the reach areas, the reach area average and comparator areas. There is wide variation across the reach areas in terms of the proportion of young children living in poverty, from 12.7% to more than half (51.2%) in two children's centres.

Figure D.2. The proportion of children aged 0-4 living in poverty across each of the reach areas

Economy and employment

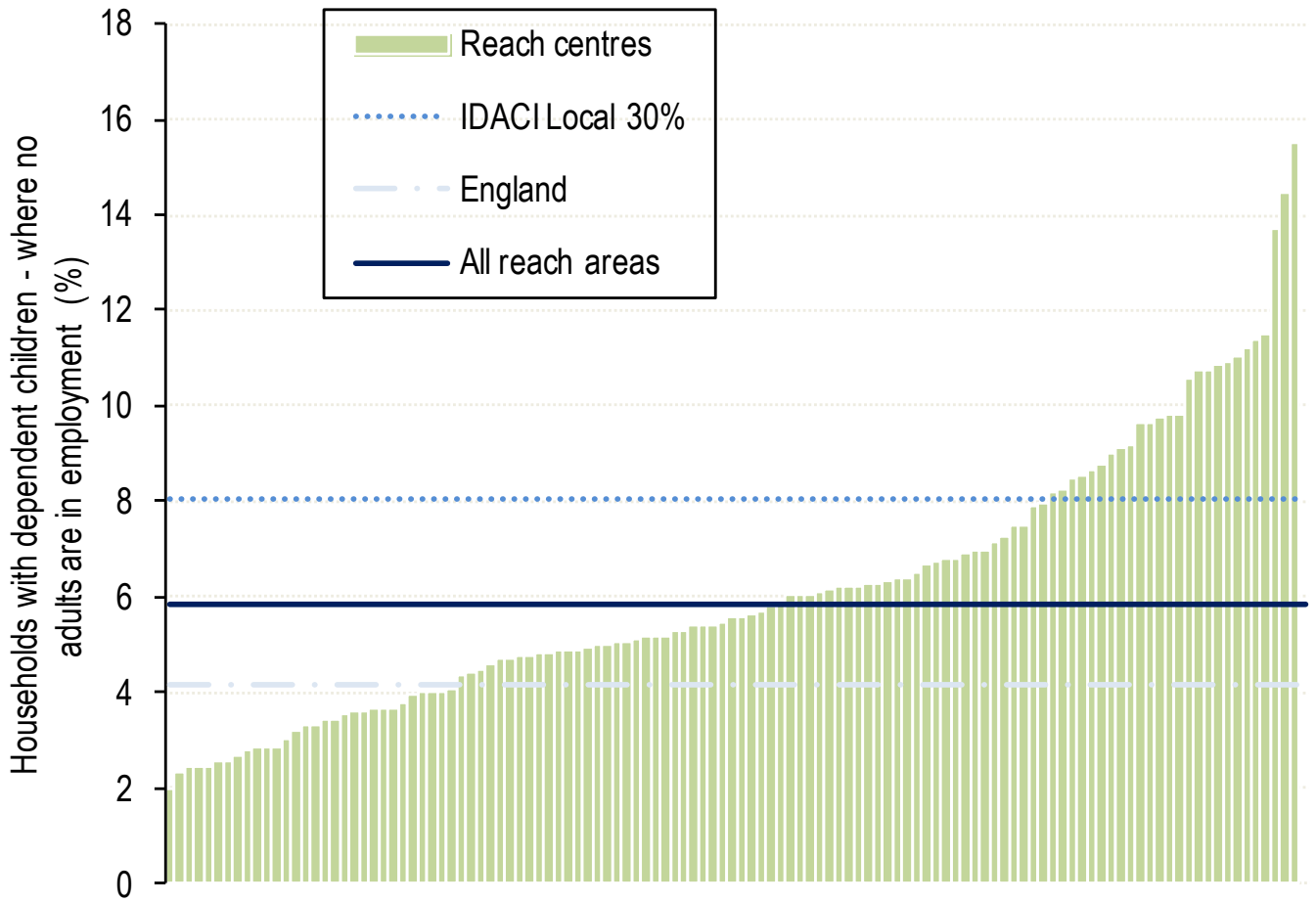| Theme	Indicator	Reach area average	Lowest reach area value	Highest reach area value	IDACI Local 30%	England
Occupation group	People with dependent children aged 0 to 4 in occupation grade: AB; Higher & intermediate managerial/administrative/professional (%)	19.4	6.8	36.8	12.9	26.3
Occupation group	People with dependent children aged 0 to 4 in occupation grade: C1; Supervisory; clerical; junior managerial/administrative (%)	25.7	12.7	36.5	22.7	26.6
Occupation group	People with dependent children aged 0 to 4 in occupation grade: C2; Skilled manual workers (%)	18.6	7.0	33.3	17.5	18.4
Occupation group	People with dependent children aged 0 to 4 in occupation grade: D; Semi-skilled and unskilled manual workers (%)	25.3	10.1	41.7	31.5	21.3
Occupation group	People with dependent children aged 0 to 4 in occupation grade: E; ON state benefit; unemployed; lowest grade workers (%)	10.9	1.8	30.7	15.4	7.4
Employment status	Households with no adults in employment, with dependent children (%)	5.9	2.0	15.5	8.1	4.2
Employment status	Lone parent in part-time employment (%)	30.7	20.8	44.6	29.6	33.4
Employment status	Lone parent in full-time employment (%)	23.5	12.4	38.6	19.6	26.1
Employment status	Lone parent not in employment (%)	45.8	27.8	64.2	50.9	40.5

Theme	Indicator	Reach area average	Lowest reach area value	Highest reach area value	IDACI Local 30%	England
Employment status	Male lone parent: In part-time employment (%)	15.3	0	40.6	15.3	14.6
Employment status	Male lone parent: In full-time employment (%)	46.6	25	84.4	39.0	52.8
Employment status	Male lone parent: Not in employment (%)	38.1	9.5	75	45.7	32.6
Employment status	Female lone parent: In part-time employment (%)	32.2	21.1	47.2	30.9	35.4
Employment status	Female lone parent: In full-time employment (%)	21.2	9.5	35.7	17.8	23.2
Employment status	Female lone parent: Not in employment (%)	53.6	32.3	89.8	56.4	49.2
Unemployment	Jobseekers Allowance claimants (%)	4.3	1.5	10.3	5.6	3.1
Unemployment	Jobseekers Allowance claimants (male) (%)	5.4	1.9	14.0	7.1	4.0
Unemployment	Jobseekers Allowance claimants (female) (%)	3.2	1.2	6.6	4.2	2.3

Key findings:

- Occupational groups for parents and guardians of children living in reach areas are broadly similar to the national profile. The most common occupation groups are 'C1; Supervisory; clerical; junior managerial/administrative' and 'D; Semi-skilled and unskilled manual workers' with these groups accounting for just over half of all occupations of parents/guardians living in reach areas. The exception to the national pattern is that parents/ guardians in reach areas are slightly more likely to be employed in low grade occupations, and less likely to be employed in professional occupations than the national average.

- Lone parents are slightly less likely to be in employment in reach areas than their counterparts across England as a whole, with 46% of lone parents not in employment in children's centre reach areas, compared with 40.5% across England as a whole.

Figure D.3 shows the proportion of households with dependent children where no adults are in employment across each of the reach areas, the reach area average and comparator areas.

Figure D.3. The proportion of households with dependent children where no adults are in employment across each of the reach areas

Education and emotional development

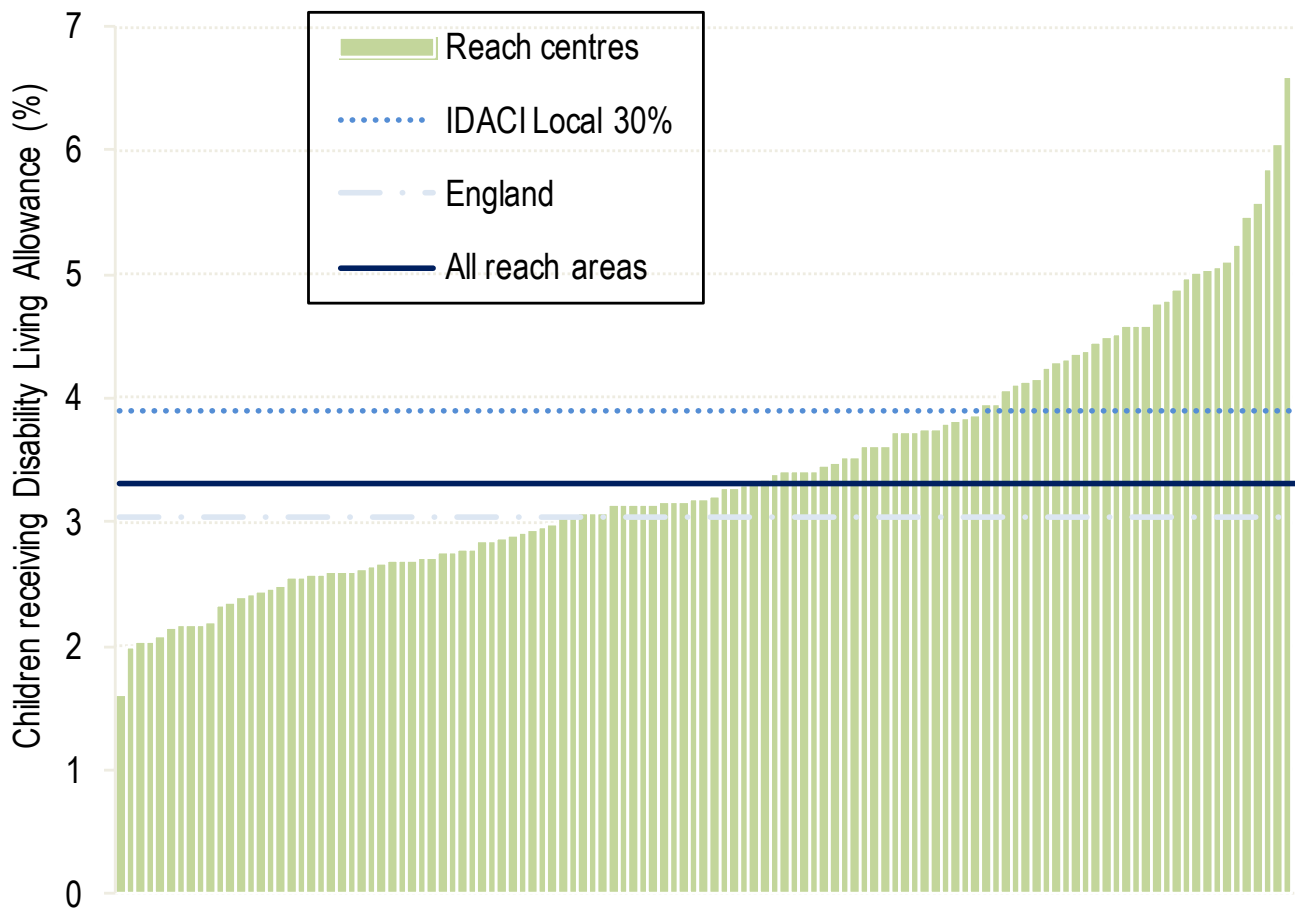**Table D.4. Education and emotional development indicators for reach areas and comparators**

Theme	Indicator	Reach area average	Lowest reach area value	Highest reach area value	IDACI Local 30%	England
Emotional development	Early Years Foundation Profile: Pupils achieving a good level of development (%)	61.2	39.8	80.5	56.8	64
Language	No people in household have English as a main language (%)	6.7	0.3	29.0	8.2	4.4
Language	No people aged 16 and over in household but at least one person aged 3 to 15 has English as a main language (%)	1.3	0.03	6.7	1.6	0.8
Pupil attainment	Pupil attainment at Key Stage 1: average point score	15.2	13.23	16.45	14.8	15.5
Pupil attainment	Pupil attainment at Key Stage 4: average point score	471.1	369.2	609.1	450.7	481.2
Absence	Pupil overall absences	5.3	4.0	7.0	5.9	5.1
Absence	Pupil authorised absences	4.2	3.2	5.8	4.4	4.1
Absence	Pupil unauthorised absences	1.1	0.3	2.5	1.5	1.0
Absence	Pupil persistent absentees	5.3	1.3	11.8	6.9	5.2

Health

Table D.5. Health indicators for reach areas and comparators

Theme	Indicator	Reach area average	Lowest reach area value	Highest reach area value	IDACI Local 30%	England
Disability	Children aged 0-15 receiving Disability Living Allowance claimants (%)	3.3	1.6	6.6	3.9	3.1
General health	People aged 0 to 15, with a Limiting long-term illness (%)	4.8	3.1%	7.5	5.5	4.2
General health	People aged 0 to 15 in not good health (%)	1.3	0.0	2.9	1.6	1.1
General health	People aged 0 to 4 in not good health (%)	1.4	0.0	4.1	1.7	1.3
General health	Households with at least one person with a long-term health problem or disability (with dependent children)	5.3	2.2	10.4	6.1	4.6

Figure D.4. The proportion of children aged 0-15 who have a disability and are receiving Disability Living Allowance across the reach areas
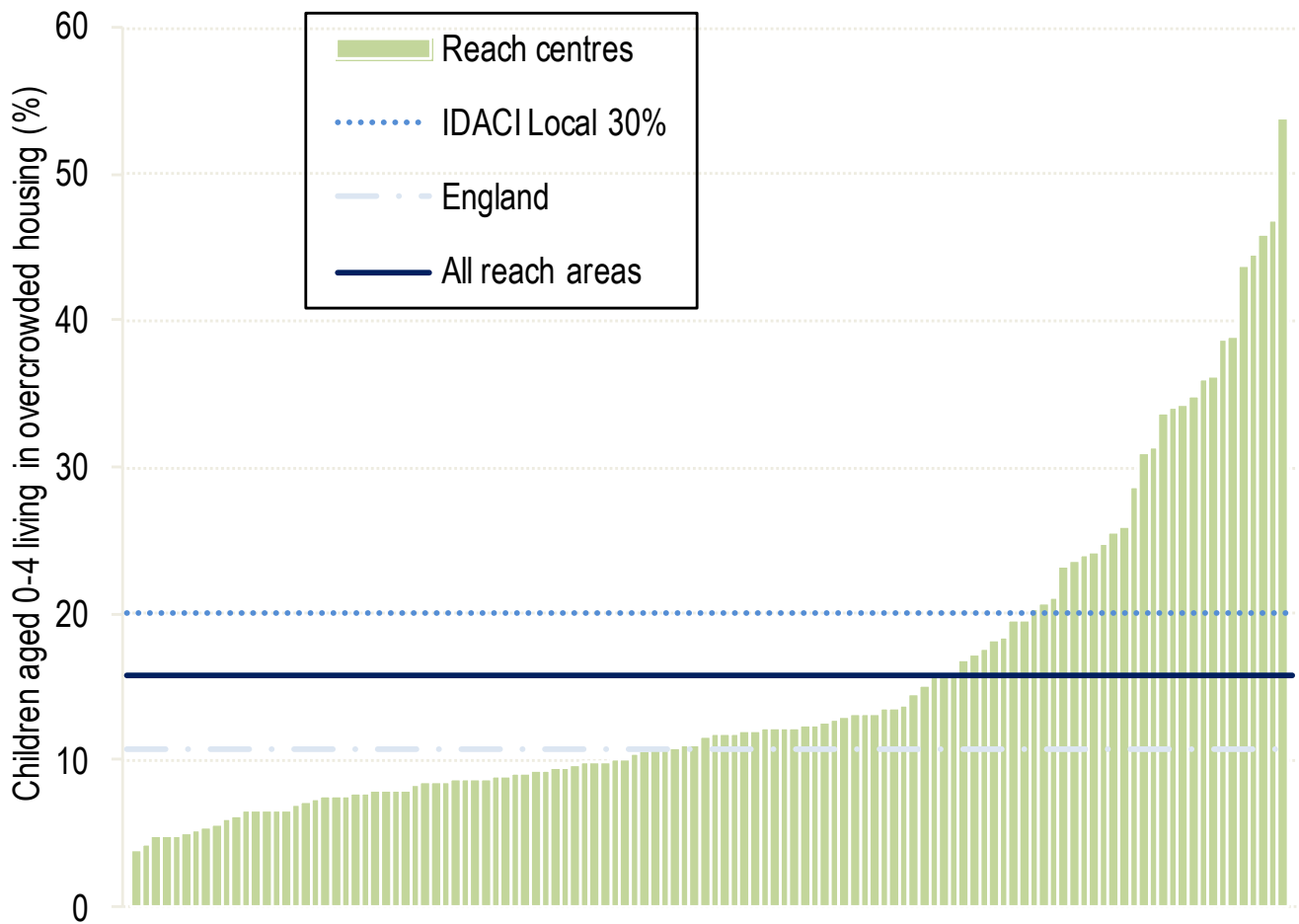

Housing

Table D.6. Housing indicators for reach areas and comparators

Theme	Indicator	Reach area average	Lowest reach area value	Highest reach area value	IDACI Local 30%	England
Housing	People aged 0 to 4 in overcrowded households (%)	16.6	0.0	51.8	19.9	10.6
Housing	People aged 5 to 15 in overcrowded households (%)	15.8	0.0	53.8	20.0	10.7
Housing	People aged 0 to 4 in households lacking central heating (%)	6.9	0.0	29.2	9.3	6.0
Housing	People aged 5 to 15 in households lacking central heating (%)	6.5	0.0	30.8	9.2	5.9
Housing	People aged 0 to 4 in households without sole access to bathrooms or toilets (%)	0.4	0.0	2.0	0.5	0.3

Figure D.5 shows the proportion of children aged 0-4 living in overcrowded housing across each of the reach areas, the reach area average and comparator areas.

Figure D.5. The proportion of children aged 0-4 living in overcrowded housing across each of the reach areas

Crime

Table D.7. Crime indicators for reach areas and comparators

| Theme	Indicator	Reach area average	Lowest reach area value	Highest reach area value	IDACI Local 30%	England
Crime	Anti-social behaviour (rate per 1,000 population)	4.4	0.7	17.2	5.7	3.4
Crime	Violent crime (rate per 1,000 population)	1.3	0.3	4.9	1.7	1.0
Crime	Burglaries (rate per 1,000 households)	1.7	0.0	6.9	2.0	1.5

Table D.8. Transport indicators for reach areas and comparators

Theme	Indicator	Reach area average	Lowest reach area value	Highest reach area value	IDACI Local 30%	England
Transport	People aged 0 to 4 in households with no car or van (%)	27.4	4.3	60.1	38.0	18.8

Figure D.6 shows the proportion of children aged 0-4 living households with no car or van across each of the reach areas, the reach area average and comparator areas.

Figure D.6. The proportion of children aged 0-4 living households with no car or van across each of the reach areas
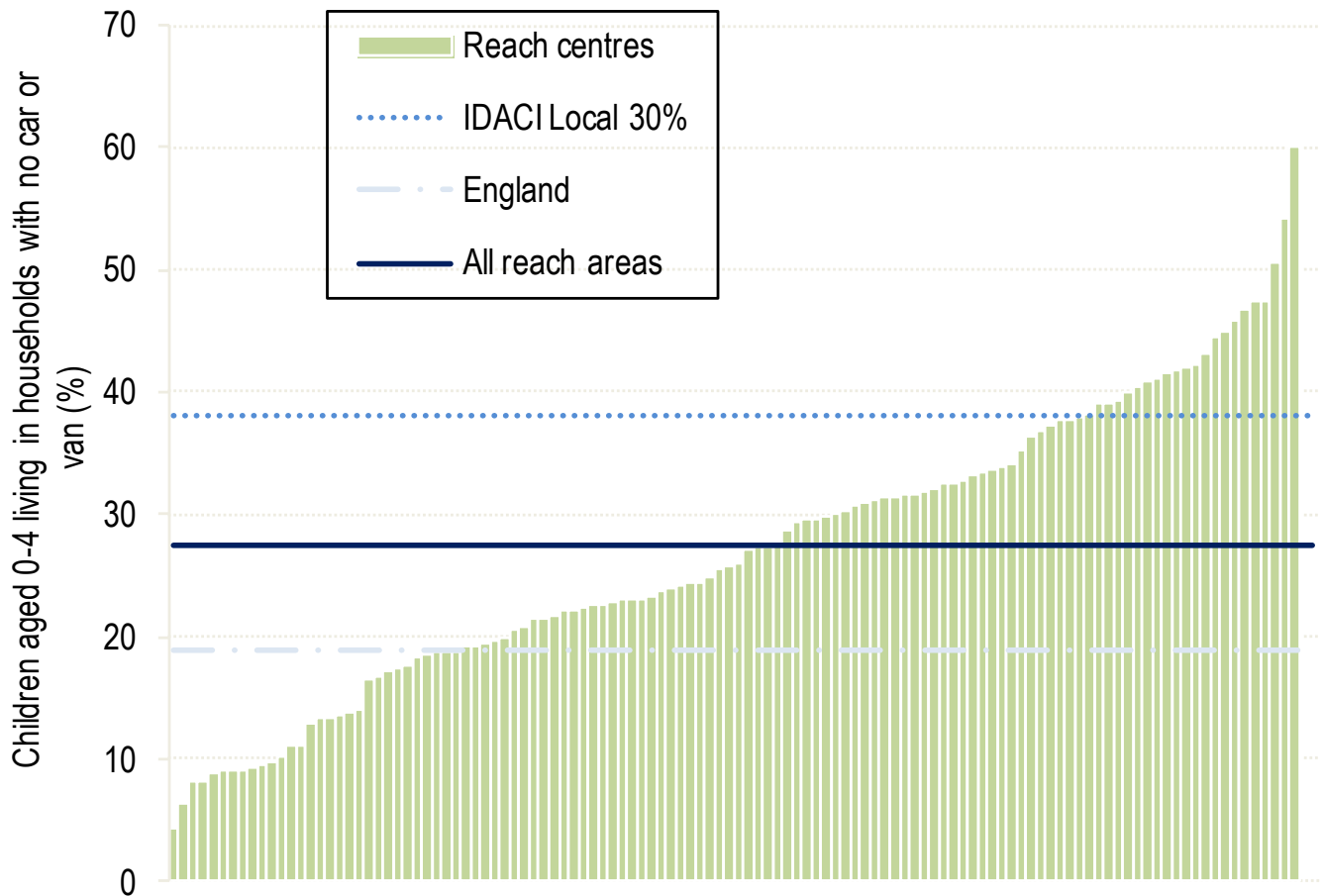
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