
Profile of Looked After Children in Wirral

Population profile using
Mosaic Public Sector

Produced by:

Sarah Kinsella

Performance & Public Health
Intelligence Team

Wirral Council

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Table of contents	Page
Key Messages	1
Introduction	2
Overview of Looked After Children (LAC) in Wirral	2
Most common Mosaic Groups in Wirral profiled in more detail:	
- Group L – Transient Renters	6
- Group M (Family Basics)	7
- Group O – Municipal Challenge	8
Communication preferences	9
Glossary	11
Appendix	11

Key Messages

- Three out of four (75%) of all Looked After Children (LAC) in Wirral are classified as belonging to just three out of the 15 Mosaic groups, Group M - Family Basics, Group L – Transient Renters and Group O – Municipal Challenge
- These three Mosaic groups are the most deprived groups in the Mosaic classification system
- These three Mosaic groups only make up 33% of the total number of children and young people aged 0-17 in Wirral, but 75% of all LAC
- This is a large over-representation by just three Mosaic groups is useful information for services which aim to target those families where children are most at risk of becoming LAC
- These Mosaic groups are almost exclusively found in the east of Wirral in the wards of Bidston & St. James, Birkenhead & Tranmere, Seacombe, Rock Ferry and to a lesser extent, Upton (see map in Appendix)
- Communication preferences vary slightly between the Mosaic groups, but overall, the groups highlighted here are more likely to make use of mobiles and Facebook than the UK average and the preferred method of communication is e-mail

Introduction

Mosaic is a geo-demographic population classification tool used to segment the population according to the type of neighbourhood in which they live. It is constructed from a range of sources including the Census, consumer behaviour, financial data, hospital episode statistics (HES) and lifestyle factor data. It is a useful tool for gaining more in-depth insight into the behaviour and beliefs of the population.

It was first used in the private sector to target goods and services at the consumers most likely to purchase them. It is now also widely used in the public sector to target services at those most in need of them, produce profiles of areas and communicate with people in the way they are most likely to respond to.

It does this by providing information on the communication methods likely to be preferred and responded to, by different groups of the population.

Mosaic segments the population into 15 Groups (A-O) and 66 Types based on postcode (see **Table 1** below for a list of the main 15 groups, their colour-coding and a short description).

Table 1: Short description of Mosaic groups

Mosaic Group	Short description
A Country Living	Well-off owners in rural locations enjoying the benefits of country life
B Prestige Positions	Established families in large detached homes living upmarket lifestyles
C City Prosperity	High status city dwellers pursuing careers with high rewards
D Domestic Success	Thriving families who are busy bringing up children and following careers
E Suburban Stability	Mature suburban owners living settled lives in mid-range housing
F Senior Security	Older people with assets who are enjoying a comfortable retirement
G Rural Reality	Householders living in inexpensive homes in village communities
H Aspiring Homemakers	Younger households settling down in housing priced within their means
I Urban Cohesion	Residents of settled urban communities with a strong sense of identity
J Rental Hubs	Educated young people privately renting in urban neighbourhoods
K Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles
L Transient Renters	Single people privately renting low cost homes for the short term
M Family Basics	Families with limited resources who have to budget to make ends meet
N Vintage Value	Older people reliant on support to meet financial or practical needs
O Municipal Challenge	Urban renters of social housing facing an array of challenges

Four Mosaic groups exist in such small numbers in Wirral, they can mainly be disregarded in analysis concerned with the Wirral population. These are: Group C – City Prosperity; Group G – Rural Reality; Group I – Urban Cohesion and Group A – Country Living. Together these four Mosaic groups make up less than 2% of the Wirral population (around 4,000 people).

Overview of Looked After Children (LAC) in Wirral using Mosaic

The total population of Looked After Children (LAC) in Wirral was 686 (as of September 2014). Postcodes were missing for 110 children, and there were an additional three where a postcode was listed, but Mosaic was unable to match it. This means that this Mosaic analysis only relates to 74% of the total population of LAC in Wirral. This introduces some uncertainty into the results, e.g

we have no way of knowing if children for which no postcode was recorded may differ in some way from children for which a postcode was recorded. The balance of probability is that there is no difference, and the lack of postcode is merely an administrative lapse, but it should still be noted.

The postcode used to assign children to Mosaic group was the postcode of their family home before they became looked after, NOT their current residence whilst in local authority care. The pie-chart below shows how the remaining 573 postcodes were broken down into the 15 Mosaic groups.

Figure 1: Breakdown of the population of Looked After Children (LAC) in Wirral by Mosaic (2014)

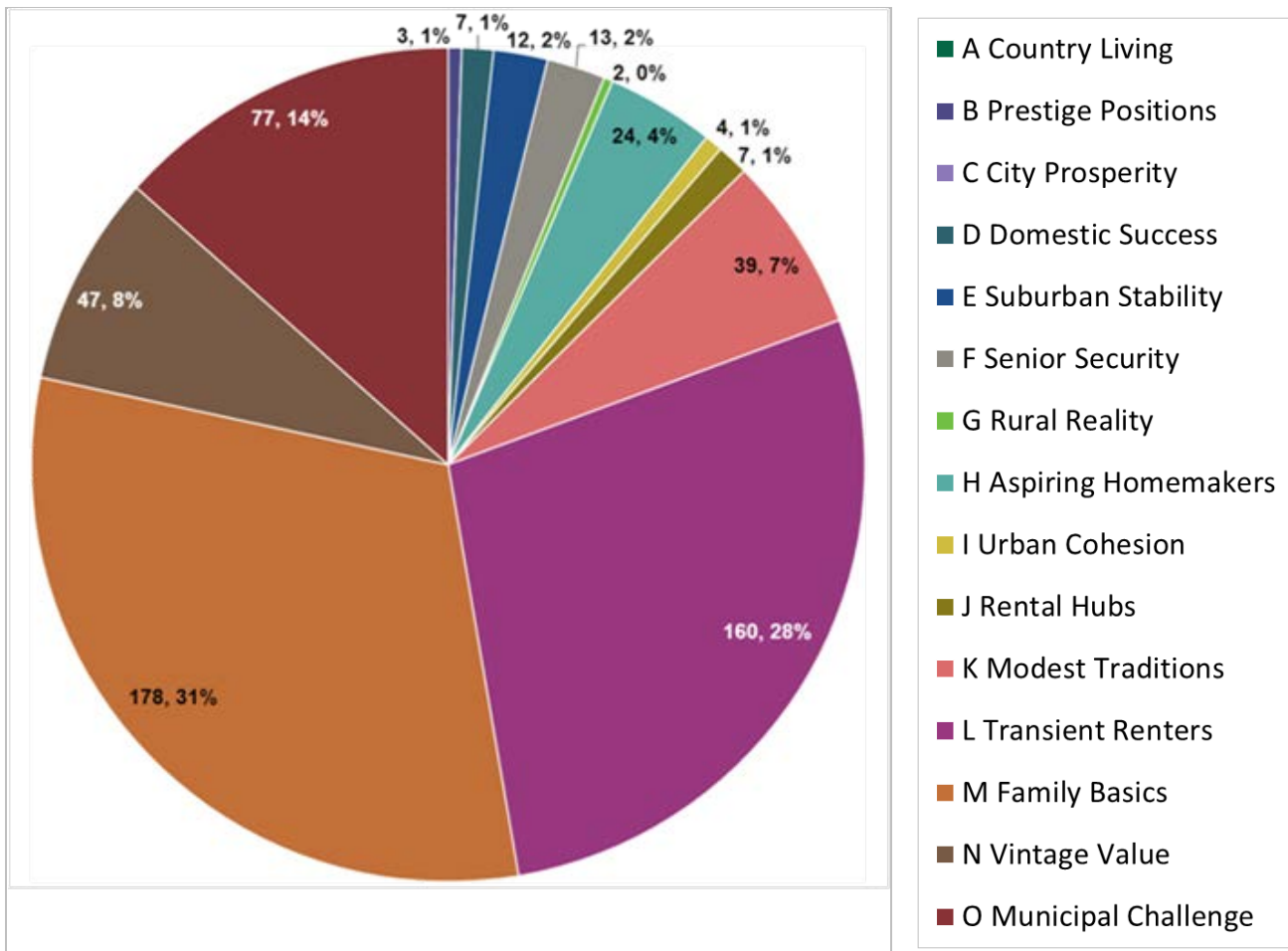


Figure 1 shows that three-quarters of the population of Looked After Children (LAC) in Wirral are classified as belonging to just 3 Mosaic groups - Group M (Family Basics), Group L – Transient Renters and Group O – Municipal Challenge.

This is very different picture to the overall population of Wirral, where for example, the most common Mosaic group is Group E – Suburban Stability.

The three dominant groups shown in the pie-chart above are the three most deprived groups in the Mosaic classification system. More in-depth information on these three groups is provided later in this briefing.

Table 2 (over page) shows how the distribution of LAC in Wirral compares to the distribution of *all* children aged 0-17 in Wirral.

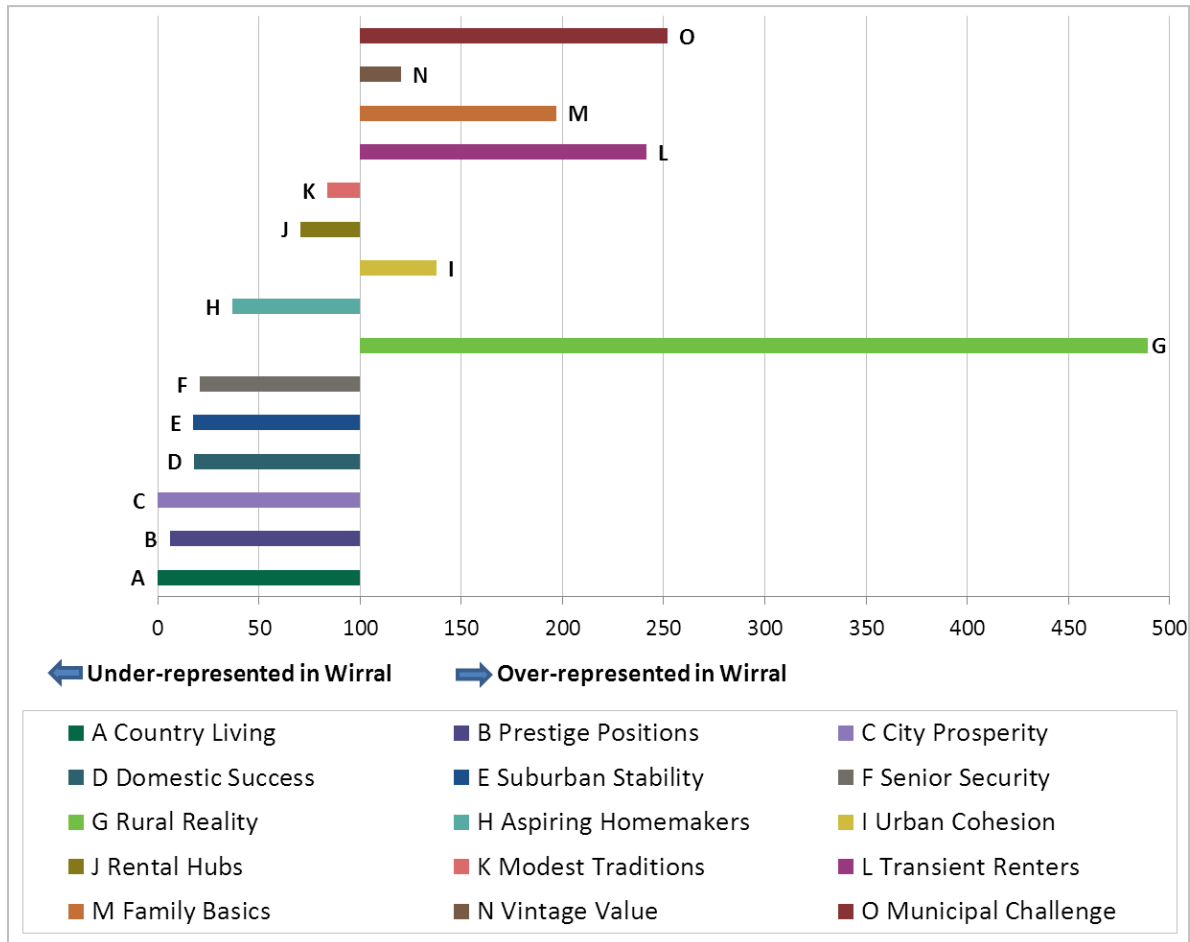
Table 2: Distribution of LAC in Wirral compared to all children aged 0-17 in Wirral by Mosaic group

Mosaic Group	LAC (Number)	LAC (%)	0-17s (Number)	0-17s (%)
A Country Living	0	0%	155	0.2%
B Prestige Positions	3	0.5%	5,928	8.8%
C City Prosperity	0	0%	0	0%
D Domestic Success	7	1.2%	4,546	6.8%
E Suburban Stability	12	2.1%	7,991	11.9%
F Senior Security	13	2.3%	7,430	11.0%
G Rural Reality	2	0.3%	48	0.1%
H Aspiring Homemakers	24	4.2%	7,654	11.4%
I Urban Cohesion	4	0.7%	341	0.5%
J Rental Hubs	7	1.2%	1,163	1.7%
K Modest Traditions	39	6.8%	5,465	8.1%
L Transient Renters	160	27.9%	7,773	11.6%
M Family Basics	178	31.1%	10,618	15.8%
N Vintage Value	47	8.2%	4,581	6.8%
O Municipal Challenge	77	13.4%	3,587	5.3%
Grand Total	573	100%	67,280	100%

Note: 113 LAC children with no reported postcode not included in these figures

Figure 2 below shows the same information, but visually (how distribution of LAC compares to the population of 0-17s in Wirral overall).

Figure 2: Distribution of LAC in Wirral compared to 0-17s in Wirral overall



In **Figure 2**, the middle line (100) represents the Wirral average in terms of numbers of 0-17 year olds. In other words, the further away from the centre line a group is, the more different the proportion of LAC children in that particular Mosaic group is, to the proportion of all children aged 0-17 in Wirral.

Groups to the right of the central 100 line (e.g Groups O, L and G) show LAC are found in *larger* proportions in this group than you would expect. Groups to the left of the central 100 line show LAC are found in smaller proportions in this group than you would expect (e.g Groups A, B, and C).

As the chart shows, the most *over*-represented group in LAC in Wirral is Group G (Rural Reality), but as mentioned earlier, this group is found in such small numbers in Wirral, it can be disregarded (this over-representation only relates to 2 children, which is more than would be expected for a group who only make up 0.1% of the Wirral population, but it is still only 2 children, so along with Groups I, C and A, this group can be disregarded).

What Figures 1 and 2 show is that not only do Groups O, L and M make up a large proportion of the total population of LAC, the numbers are also far in excess of what would be expected given the number of 0-17s in these groups in the Wirral population. In other words, Group M – Family Basics is the largest group amongst 0-17s in Wirral, making up 15.8% of all children and young people in Wirral. However, children classified as this group make up 31.1% of all LAC children. This is a very large over-representation.

This is a trend repeated for both Group L – Transient Renters and Group O – Municipal Challenge. Group L makes up 11.6% of all 0-17s in Wirral, but 27.9% of LAC children. Amongst Group O the figures are 5.3% of all 0-17s, but 13.4% of LAC children.

Conversely, 8.8% of all Wirral children aged 0-17 are classified as coming from households classified as Group B - Prestige Positions, but only 0.2% of LAC children originate from this Mosaic Group.

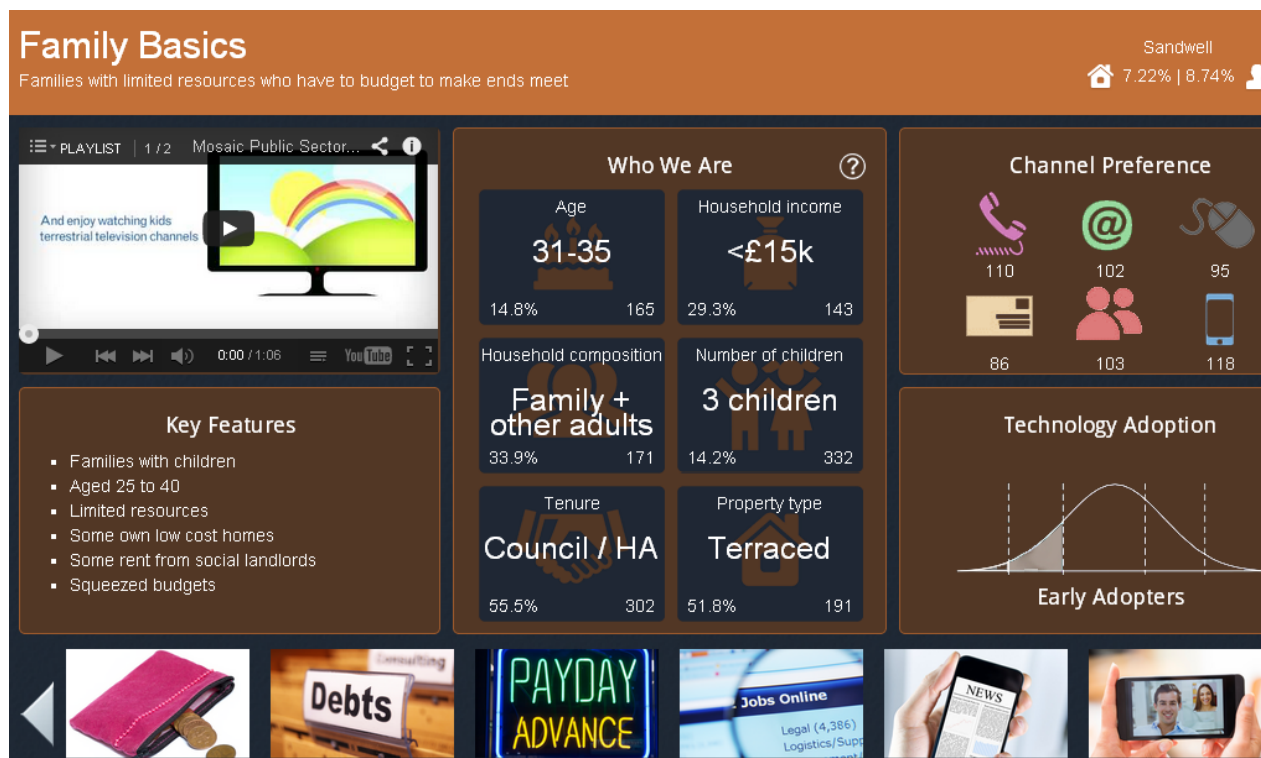
This information supports the overwhelming body of evidence which shows that children becoming looked after is strongly associated with deprivation, as the three most over-represented groups for LAC in Wirral are also the three most deprived groups in the Mosaic classification system.

More information on the four most common Mosaic groups in Wirral is given on the following few pages, namely:

- Group M (Family Basics): 31% of the LAC population of Wirral
- Group L (Transient Renters): 27.9% of the LAC population of Wirral
- Group O (Municipal Challenge): 13.4% of the LAC population of Wirral

See Appendix at end of this briefing for a map which shows the geographical spread of Mosaic groups in Wirral and how Wirral compares to the UK overall (in terms of the distribution of Mosaic groups)

Group M (Family Basics): 31.1% of LAC in Wirral



Family Basics are typically **families with school-aged children** who have **limited budgets** and **struggle to make ends meet**. Their homes are low cost and are often found in areas with **few employment options**.

Typically aged in their 30s and 40s, limited opportunities, **low incomes** and the costs of raising their children mean finances are a struggle for families in these areas. In addition to younger children, some families will still be supporting grown up offspring and a sizeable proportion of these households are likely to be headed by a **lone parent**.

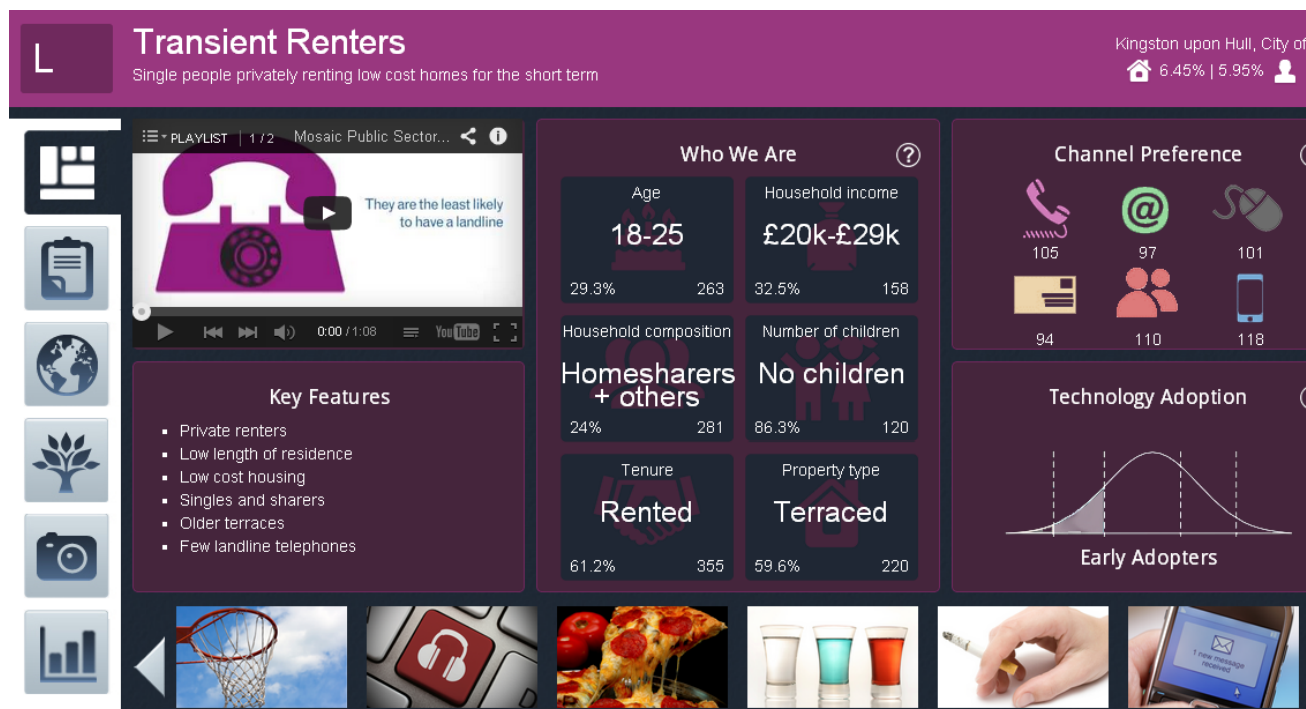
Homes are typically low value, located on estates or in pockets of low cost housing in the suburbs of large cities and towns and more than half are **rented from social landlords**.

Limited qualifications mean that people in these areas struggle to compete in the jobs market, and **rates of unemployment are above average**. Employment is often in low wage, routine and semi-routine jobs. As a result many families are eligible for tax credits and there are significant levels of **financial stress**. Living on tight budgets, the often overstretched families in Family Basics depend on **higher than average levels of financial assistance from the state**.

The method of communication most likely to be preferred by this group is their **mobile phone**. They are slightly less likely than average to respond to either letters sent in the post or online information. Red top newspapers are popular sources of information and people here are likely to send large number of **texts** every day and be **keen social networkers**.

The Wirral wards with the highest number of Group M people are **Seacombe** (almost 7,000 residents) and **Birkenhead & Tranmere** (over 5,000 residents). In contrast, Heswall, Hoylake & Meols, Pensby & Thingwall and Greasby, Frankby & Irby wards have **no** residents classified as belonging to this group at all.

Group L (Transient Renters): 27.9% of all LAC in Wirral



Households in this group are typically aged in their 20s and 30s and are either living alone or sharing a house. Properties are often older, terraced properties, primarily rented from private landlords and include some of the lowest value housing stock. With tenants moving on quickly and paying low rents, private landlords are often not inclined to invest in improvements and housing can be poor quality.

A very high percentage of this group are likely to have no children at all (86.3%), so the fact that so many LAC in Wirral originate from this group, is very interesting. This is also the case for Group O (see next profile).

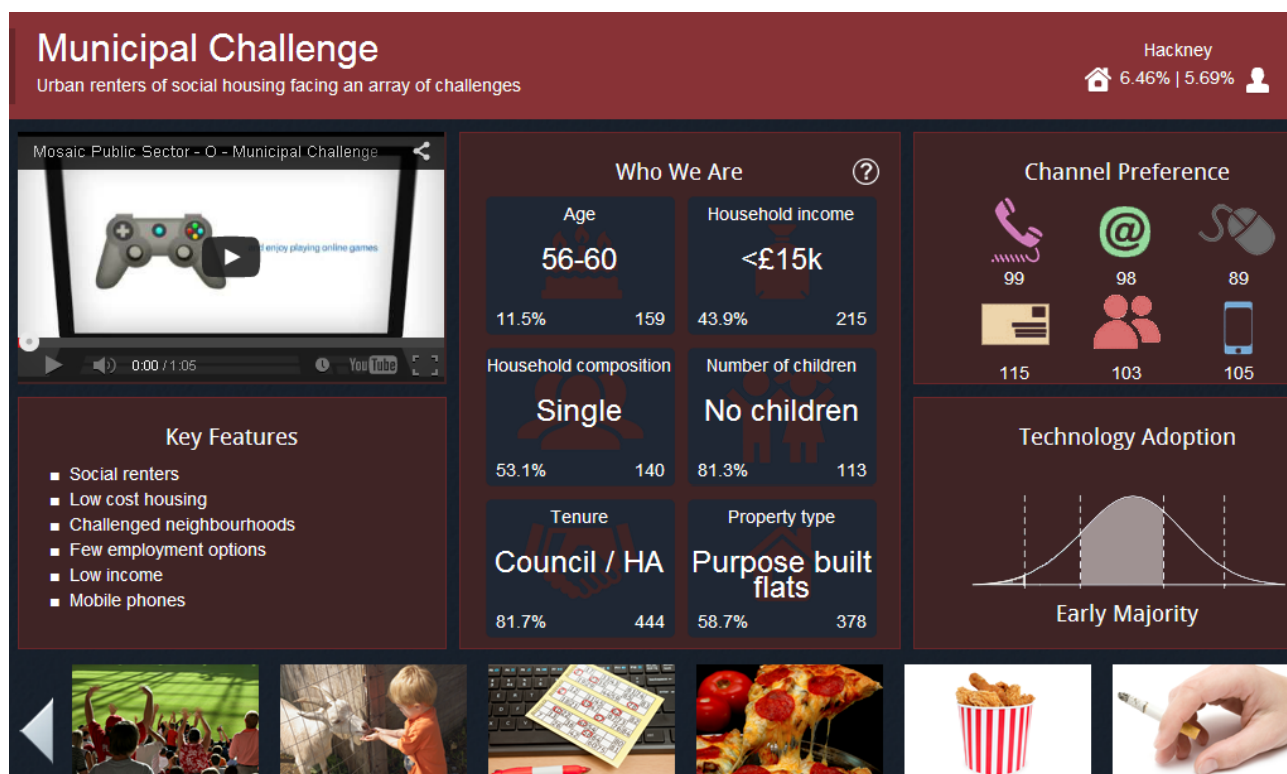
Many work full-time, however **lower skilled jobs** mean that incomes for Transient Renters are often limited. Many will be trying to improve their situation by studying for additional qualifications.

This group are the most **reliant on their mobile phones**, saying they couldn't manage without them. They are the most prolific texters, frequently check social networks and download music and have the lowest use of landlines.

There are high levels of **dependency on the state** for support, in particular with benefits to help them find employment or to supplement their low incomes (e.g tax-credits). Levels of poor health are higher than average, and this group contains the **highest proportion of people who smoke**. They enjoy a drink, although they are by no means the most regular drinkers. However, they are the least likely of all to follow health advice around eating enough fruit and vegetables and are not especially active either.

The largest numbers (and concentrations) of this Mosaic groups in Wirral are found in **Birkenhead & Tranmere, Rock Ferry, Liscard and Seacombe** wards. There are around 32,000 people classified as this Mosaic group in Wirral and more than half - almost 17,000 - live in just these four wards).

Group O (Municipal Challenge): 13.4% of all LAC in Wirral



Municipal Challenge are typically long-term **social renters** living in low-value, multi-storey flats in urban locations, or small terraces on outlying estates. More than four out of five homes are rented from social landlords. These are **challenged neighbourhoods** with **limited employment** options and low household incomes. As with Group L, a large percentage (81.3%) are likely to have no children at all, so it is very interesting that such a large number of LAC in Wirral originate from this group.

People living in areas classified as Municipal Challenge are typically of working age. There are high levels of benefit claimants and those in work tend to be in **low-paid jobs** and so receive **top-up/in-work benefits** such as tax credits. These are areas where people are most likely to be finding it difficult to cope on their incomes and Municipal Challenge contains the highest proportion of people without bank accounts. Consequently, use of short term finance is not unusual.

Car ownership is very low, which can have implications for accessing services, shopping and participating in social activities which are not close by. Likelihood of participating in hobbies and social groups, e.g charitable, religious, sports, is much lower than the national average. Ownership of technology is not high, except for **mobile phones**, which are important and the preferred means of contact. On average, more time is spent watching television than browsing the internet and making purchases in local shops is preferred over buying online.

Around 5% of the Wirral population are classified as Group O – very similar to the proportion in the overall UK population. The group is not distributed evenly across Wirral however. The largest numbers and concentrations of this Mosaic group are found in **Bidston & St. James, Upton and Rock Ferry** wards. There are just under 16,000 people classified as this Mosaic group in Wirral and more than half of them (9,000) of them live in just these three wards. Conversely, there are no people classed as belonging to this Mosaic group in Heswall, Pensby & Thingwall or Clatterbridge at all.

Communication preferences

People differ on the levels of access they have to various forms of communication (such as smartphones, or internet), as well as having different preferences for one form of communication over another. The following information shows how the Mosaic groups profiled here vary on their access and preferences for various methods of communication.

Table 3: Access to phone and/or mobile phone by Mosaic group

Mosaic Group	Home landline	Access to a mobile		Type of mobile phone	
		No mobile	Got a mobile	'Pay as you go'	Contract
L Transient Renters	73	5	95	37	58
M Family Basics	82	6	94	41	52
O Municipal Challenge	80	6	94	48	46
National Average	85	6	94	43	51

As **Table 3** shows, likelihood of having a landline in the UK is now 85% overall, but this varies widely, with only 73% of Group L - Transient Renters having a landline.

Table 3 also shows that access to a mobile is now more common than having a landline, with 94% of the overall population of the UK having a mobile. The type of mobile (either contract, or pre-paid 'pay as you go' however, varies widely. Generally speaking the Mosaic groups most likely to have contract phones tend to be those who are either affluent or young, such as Group L (Transient Renters – 58%). These are also the groups most likely to access the internet from their phones (as it tends to be included in contract mobile deals), and so tend to be the most prolific users of social networking sites like Facebook.

See **Tables 4 and 5** below for more information on how regularly (if at all) people in different Mosaic groups access the internet, e-mail or social networking sites like Facebook and Twitter.

Table 4: Frequency of internet and e-mail usage by Mosaic group

Mosaic Group	Internet usage (%)			E-mail access (%)		
	Several times a day	Roughly every day	Less than every day	Every or most days	Weekly or monthly	Not at all
L Transient Renters	73%	22%	5%	93%	5%	2%
M Family Basics	69%	26%	5%	92%	6%	2%
O Municipal Challenge	67%	26%	6%	91%	7%	2%
National average	70%	25%	5%	94%	5%	1%

Table 4 shows that regular usage of the internet is now the norm, with more than 2 out of 3 people in the UK (70%) using the internet 'several times a day'. Broadly speaking, the Mosaic groups with the oldest age profiles are the lightest users of the internet (e.g Group F – Senior Security, whilst more affluent Mosaic groups (e.g Group B Prestige Positions) are heavier users. The three target Mosaic groups highlighted here are around the national average with regard to e-mail and internet usage.

Table 5: Frequency of social networking site usage by Mosaic group

Mosaic Group	Facebook			Twitter		
	Every or most days	Weekly or monthly	Not at all	Every or most days	Weekly or monthly	Not at all
L Transient Renters	74%	10%	17%	29%	15%	56%
M Family Basics	70%	10%	19%	26%	15%	59%
O Municipal Challenge	63%	15%	22%	24%	13%	63%
National average	58%	14%	28%	23%	12%	65%

Table 5 shows that whilst the use of Facebook is now common, with over half of UK adults saying the use it 'every' or 'most' days (58%), the use of Twitter is less common.

Use of Facebook is highest amongst the Mosaic groups with the youngest age profiles (Group L – Transient Renters is one of these), meaning it is a medium probably best used when attempting to reach a younger and/or more affluent audience. The same applies to Twitter, where for example, only 9% of Group F (Senior Security) use Twitter regularly (every or most days), compared to 29% of Group L (Transient Renters).

Table 6 below shows which communication methods are preferred when people want to contact organisations.

Table 6: Communication preference when wishing to contact organisations

Mosaic Group	Phone	Email	Online	Post	Shop / branch	Other
L Transient Renters	22	28	22	13	9	5
M Family Basics	24	29	21	12	9	6
O Municipal Challenge	21	28	19	16	9	7
National average	21	29	22	14	9	6

As **Table 6** shows, the preferred way for people to contact organisations in the UK today is via e-mail (although even this is an average of 29%, so less than one in three people). The next highest method people prefer is online (via the organisations website for example). Phone is only just behind online, followed by post and then using shops/branches comes last.

As with the other communication, there is considerable variation between groups however and it should also be noted that although a face to face contact in a shop or branch was the least preferred option, it was still the preference of around one in ten people in the UK overall (9%).

When people are being contacted by organisations (or prefer for organisations not to contact them at all), again there are differences between the Mosaic groups. See **Table 6**.

Table 7: Communication preferences when being contacted by organisations

Mosaic Group	Mobile call	Text	Email	Post	Landline	Prefer not to be contacted
L Transient Renters	1	3	58	13	2	22
M Family Basics	1	3	59	15	2	19
O Municipal Challenge	2	1	56	18	3	19
National average	1	2	58	15	2	22

As **Table 7** shows, very few people prefer being called on either their mobile or landline, with the most preferred option being e-mail (58% of the UK population preferred this method). The three Mosaic groups highlighted are no exception, with e-mail being the preferred option for all three. A substantial proportion of the population (over one in five, or 22% of the UK population) prefer not to be contacted at all and again, the three target Mosaic groups are similar to the UK average.

Glossary

LSOA or Lower Super Output Area	Small areas which contain on average, 1,500 people. Used to identify trends at a local area level (e.g smaller than wards). There are 206 LSOAs in Wirral.
IMD	Index of Multiple Deprivation. Last calculated in 2010 (at LSOA level)
ONS	Office for National Statistics
BME	Black and Minority Ethnic Groups

Appendix

Table 8: Distribution of Mosaic groups in Wirral (number and %) compared to UK (%)

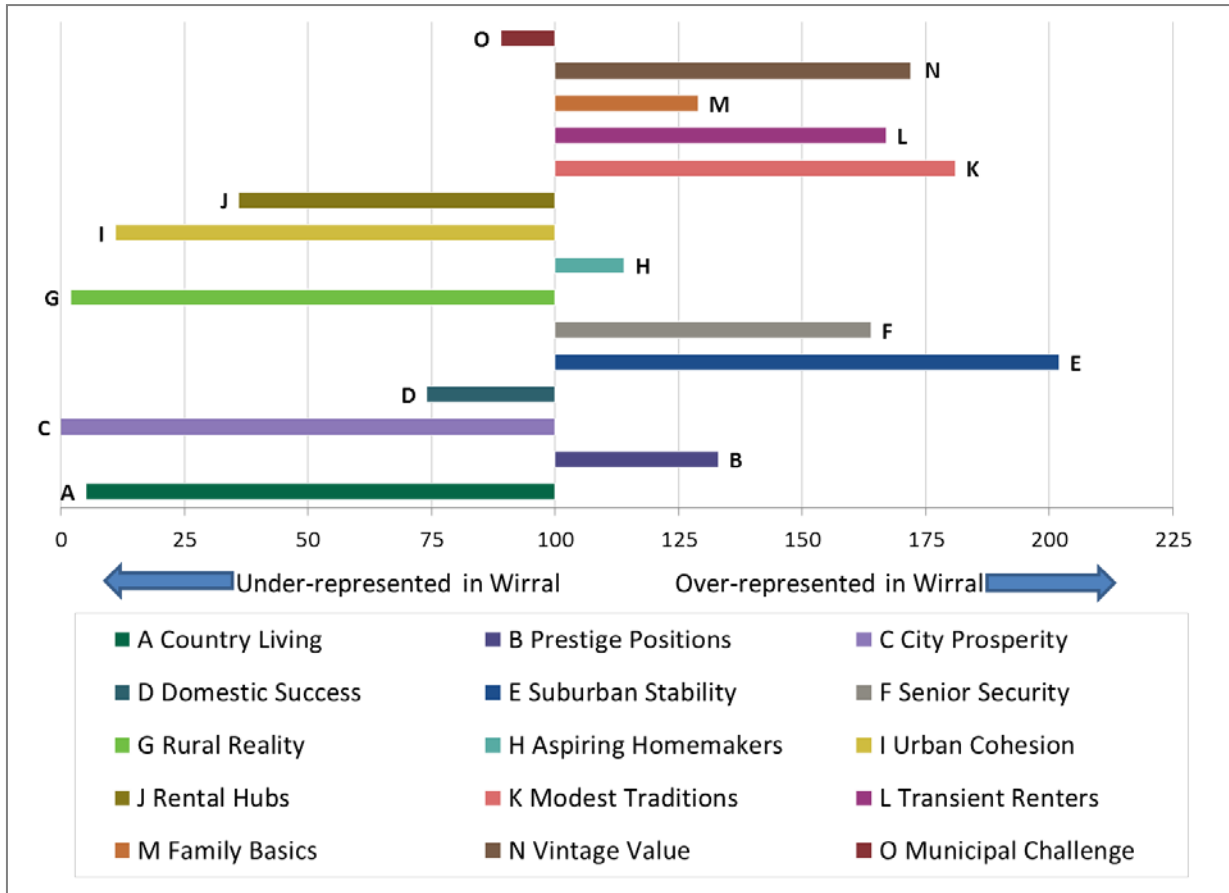
Mosaic Group	Wirral (Number)	Wirral (%)	UK (%)
A Country Living	1,046	0.3%	6.0%
B Prestige Positions	32,720	10.2%	7.7%
C City Prosperity	1	0%	4.5%
D Domestic Success	21,386	6.7%	9.0%
E Suburban Stability	40,480	12.6%	6.3%
F Senior Security	41,501	12.9%	7.9%
G Rural Reality	337	0.1%	5.3%
H Aspiring Homemakers	36,614	11.4%	10.1%
I Urban Cohesion	2,294	0.7%	6.8%
J Rental Hubs	7,944	2.5%	7.0%
K Modest Traditions	25,105	7.8%	4.3%
L Transient Renters	32,299	10.1%	6.0%
M Family Basics	36,665	11.4%	8.9%
N Vintage Value	26,176	8.2%	4.8%
O Municipal Challenge	15,696	4.9%	5.5%
U Unclassified	360	0.1%	0%
Grand Total	320,624	100%	100%

Figure 3 (below) shows the same information that is contained in **Table 7** above, but in a visual format, i.e how Wirral differs to the UK overall in the proportions of the population classified as each Mosaic group.

The middle line (100) represents the UK average. So **Figure 3** is showing that Wirral is similar to the UK overall in the percentage of the population classified as groups H and O for example (they are fairly close to the central 100 line).

Groups to the right of the central 100 line are found in larger proportions in Wirral compared to the UK overall. Groups to the left of the central 100 line are found in smaller proportions in Wirral than is the case nationally.

Figure 3: Distribution of Mosaic groups in Wirral compared to UK overall



As the chart shows, the most *over-represented* group in Wirral is Group E (Suburban Stability). So not only is Group E the 2nd largest group in Wirral (in terms of raw numbers), there is also a higher percentage of the Wirral population classified as this group compared to the UK (e.g Group E makes up 10% of the UK population, but 13% of the Wirral population).

The chart also shows that Wirral has (compared to England) a predominance of groups with an older age profile, namely groups F (Senior Security, 13% of the Wirral population, compared to only 7% of the UK population) and Group N (Vintage Values – 8% of the Wirral population compared to just 5% of the UK population). Given that England overall has an ageing population, Mosaic only underlines that this may be an even more of an issue for Wirral than it is nationally.

Groups which are *under-represented* in Wirral compared to England are Groups G (Rural Reality, 0.1% of the Wirral population, compared to 5.5% of the UK population) and I (Urban Cohesion – 0.7% of the Wirral population, compared to 5.4% of the UK population). The most under-represented group in Wirral however, is Group C (City Prosperity). This group makes up 4% of the UK population, but 0% of the Wirral population. This is not altogether surprising, as individuals classified as belonging to this group are the global super-wealthy, who mostly live in the most expensive suburbs of London and Surrey.

Geographical spread of Mosaic groups in Wirral

Map 1 below shows the geographic distribution of the different Mosaic groups in Wirral very clearly, with the east of Wirral is dominated by Groups L (Transient Renters), Group M (Family Basics) and Group O (Municipal Challenge).

The West of Wirral on the other hand, is dominated by Group B (Prestige Positions) and Group F (Senior Security). The exception to the overall pattern of more affluent groups being more common in the West, is the Woodchurch estate and some small pockets in Moreton West & Saughall Massive, where Group O dominates.

Likewise, the east of Wirral has some clusters of affluent Mosaic groups, notably in the Noctorum area of Cloughton ward, in Prenton ward (area just to the north of Prenton Golf Course) and in the very eastern part of Clatterbridge ward (around Dibbinsdale). All of these areas have significant pockets of Group B (Prestige Positions).

Map 1: Geographical distribution of Mosaic groups in Wirral

