



GOVERNMENT OFFICE  
FOR THE WEST MIDLANDS



# Early Years A Government Office Perspective

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# Outline

- Government Office role
- What is happening in the West Midlands – the regional picture
- Outcomes for children in the West Midlands



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# GOWM Role

GOWM is one of 9 GOs across England

- Strengthening National Policies
  - Ensuring policy is delivery friendly
  - Providing local intelligence
  - Reflecting local priorities, experience and concerns
- Integrating regional strategies
  - Connect Whitehall to key regional players
  - Connect national policies, regional strategy and local delivery
  - Build shared vision for stakeholders with different politics and priorities



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# West Midlands Picture (1)

- Local Area Agreements
  - What are LAAs?
  - What difference will they make?
  - Eight out of 14 WM LSPs have included NI 116 (child poverty indicator) in their LAAs
  - All WM LSPs have included NI 55 or 56 (obesity indicators)
  - All LAAs include NIs 72 and 92 (Foundation Stage Profile statutory indicators)



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## West Midlands Picture (2)

**Work focused services for parents in Children's Centres - Sandwell**

**Child Development Grants** - payable where parents take up their childcare and have contact with their local **children's centre** - **Dudley, Telford, Worcestershire** shortlisted

**Support for Teenage Parents** - New approaches to supporting the children of teenage parents - **Sandwell, Worcestershire** shortlisted

**Free Entitlement for 2 year olds** – access to free early years education for the most disadvantaged 2 year olds – **Telford & Wrekin, Worcestershire, Sandwell, Birmingham**



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## West Midlands Picture (3)

**3 and 4 year old pathfinder** – Flexible, extended hours of free early years education for 3 and 4 year olds –  
Telford & Wrekin, Wolverhampton and Worcestershire

**0-7 partnership programme** – exploring ways to improve the links between early years provision and schools.

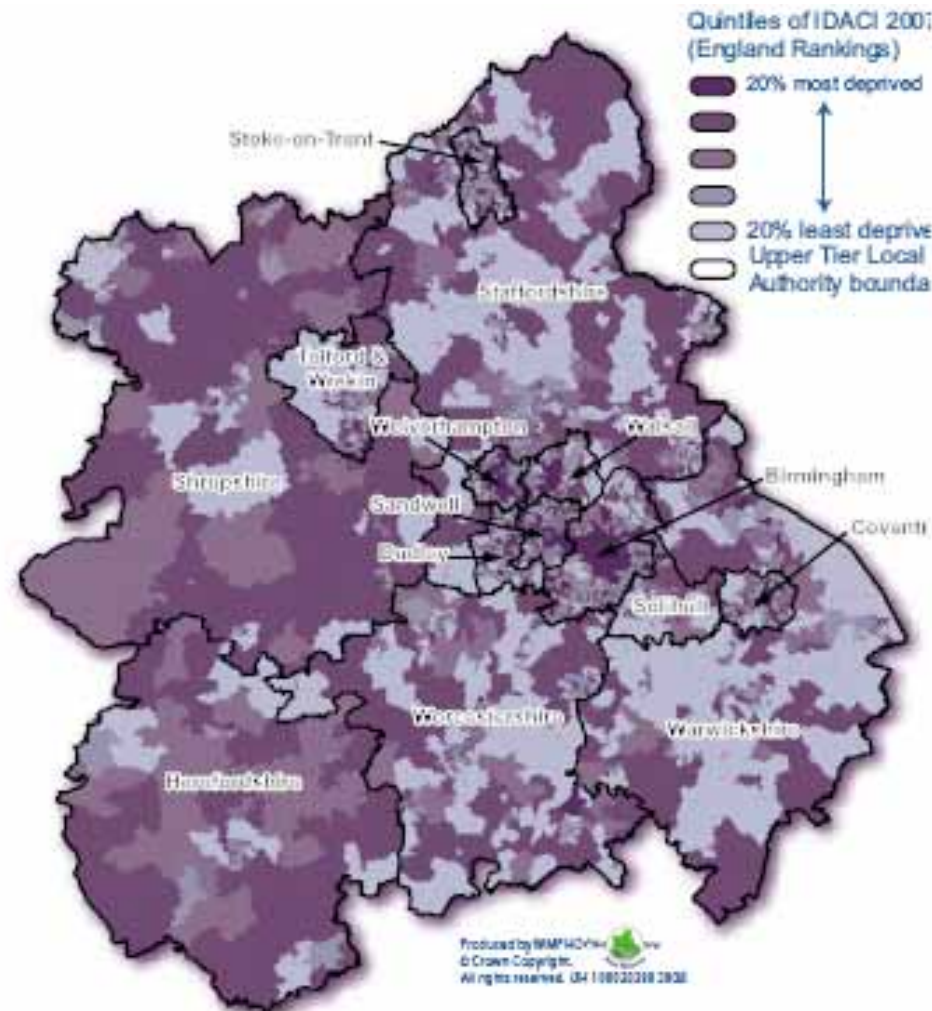
**Disabled children's access to childcare** – Solihull

**Family Nurse partnerships** – Intensive nurse delivered support for single teenage mothers – Walsall,  
Birmingham and Coventry



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# Income Deprivation Affecting Children Index (IDACI 2007) in the West Midlands





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# West Midlands Picture – be Healthy

## Key Messages:

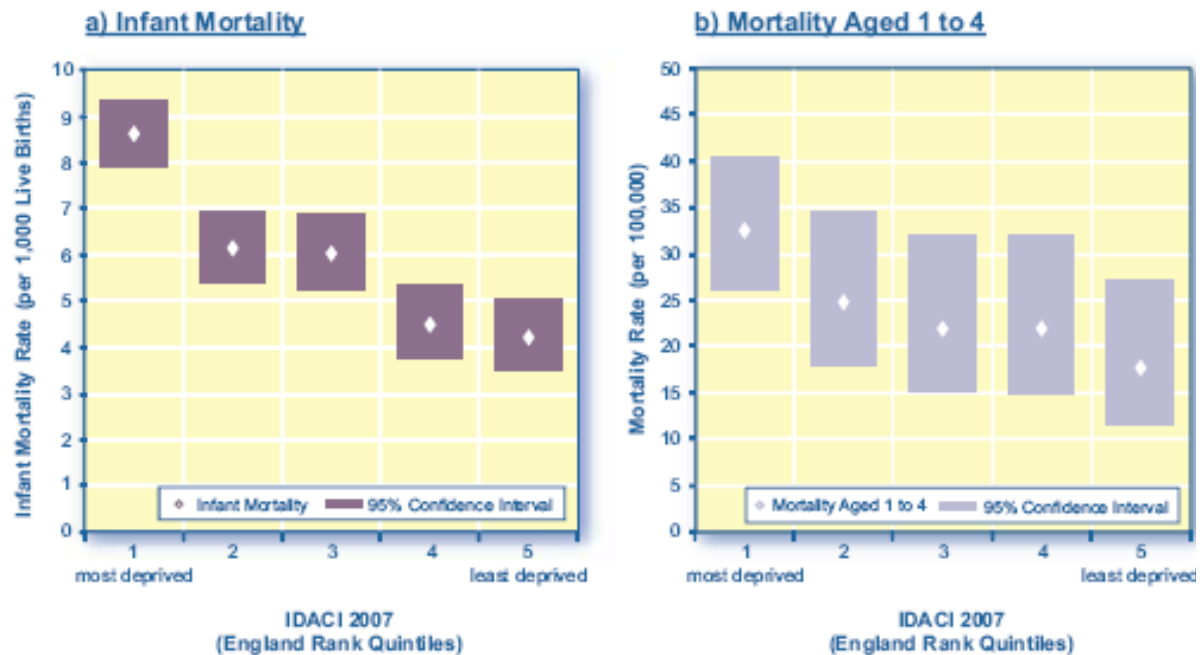
- There are approximately 320,000 children aged under 5 in the West Midlands. More children than average live in areas ranked amongst the 20% most deprived in England for income deprivation affecting children.
- Life expectancy at birth in the West Midlands is lower than the England average.
- Birmingham has the highest rates of perinatal and infant mortality and second highest mortality rates for 1 to 4 year old children in the region.
- Factors influencing high mortality rates include: deprivation, smoking during pregnancy, low birth weight, maternal age, high body mass and ethnicity.
- Nearly half of hospital admissions for children under 5 are within the 1st year of life, the majority of which are emergency admissions.
- There are large differences in breastfeeding initiation rates in the region, from only 4 in 10 in Stoke-on-Trent to 7 in 10 mothers in Herefordshire.



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# West Midlands Picture – Stay safe

## Mortality of Children Under 5 in the West Midlands by Deprivation, 2004-2006



# West Midlands Picture – Enjoy and Achieve

## Foundation Stage Profile - Percentage of children achieving good level of overall achievement

|                      | 2006      | 2007      | 2008      |
|----------------------|-----------|-----------|-----------|
| <b>West Midlands</b> | <b>43</b> | <b>43</b> | <b>48</b> |
| Birmingham           | 42        | 40        | 44        |
| Coventry             | 45        | 41        | 49        |
| Dudley               | 42        | 35        | 38        |
| Herefordshire        | 43        | 48        | 42        |
| Sandwell             | 41        | 41        | 45        |
| Shropshire           | 38        | 43        | 57        |
| Solihull             | 52        | 64        | 65        |
| Staffordshire        | 53        | 57        | 59        |
| Stoke-on-Trent       | 46        | 43        | 43        |
| Telford & Wrekin     | 34        | 37        | 46        |
| Walsall              | 33        | 39        | 42        |
| Warwickshire         | 50        | 49        | 54        |
| Wolverhampton        | 32        | 30        | 40        |
| Worcestershire       | 36        | 36        | 40        |



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# West Midlands Picture – economic wellbeing

- **Some facts and figures**
- In West Mids **186,250** children depend on workless benefits, but not all these are living in poverty
- **40%** of poor children live in families where at least one parent is working, but earning low wages
- Estimated that **240,000** children are living in poverty in the West Midlands
  
- **What are we doing?**
- Reduce proportion of children living in poverty.
- *Economic Inclusion Panel*
- *Regional Children and Young People's Forum*
- Childcare Sufficiency Audit
- Extension of the free entitlement offer, also to 2 year olds