

East Riding Oral Health Improvement Targeted Settings (3 to 5 year olds) Data Review

Background

On 7th March 2025, Ministers announced plans to implement a national targeted supervised toothbrushing programme for children aged 3 to 5 years old in the most deprived communities (<https://www.gov.uk/government/news/supervised-toothbrushing-for-children-to-prevent-tooth-decay>). Funding eligibility and allocations have been based on the number of 3 to 5 year old children living in the 20% most deprived Lower Super Output Areas (LSOA) according to the Indices of Multiple Deprivation (IMD). To allocate this, the Department of Health and Social Care (DHSC) used mid-2020 population estimates (using population figures prior to those that were eventually rebased from the 2021 Census findings) and this meant that, in 2020, the East Riding had 1,028 three to five year olds living in areas within the 20% most deprived in England. This represented 10.2% of 3 to 5 years olds within the East Riding (10,057 in total), and 0.2% of all 3 to 5 year olds in England that live within the 20% most deprived areas in England (505,454 in total).

East Riding LSOAs that are amongst the 20% most deprived nationally

Out of all of East Riding LSOAs, there are 17 LSOAs that are in the 20% most deprived areas in England, 13 of which that are in the 10% most deprived areas in England. All of these areas are within the 10% most deprived areas within the authority. 11 of these areas are in (or around) Bridlington, 3 are in Withernsea, 2 are in Goole, and 1 is in Beverley. **Table 1** shows the figures for the number of children this equated to in each area (IMD National Decile 1 represents an area in the 10% most deprived areas in the country and IMD 2 is in the 20% most deprived areas).

Table 1: Mid-2020 Population estimates for Lower Layer Super Output Areas within East Riding of Yorkshire in the 20% most deprived areas in England (pre-Census 2021 rebasing)

LSOA Code	LSOA Name	Total aged 3-5 years old	IMD National Decile (1 is most deprived)	Location
E01012928	East Riding of Yorkshire 003A	101	1	Bridlington
E01012931	East Riding of Yorkshire 003B	44	1	Bridlington
E01012946	East Riding of Yorkshire 003D	86	1	Bridlington
E01012949	East Riding of Yorkshire 003E	46	1	Bridlington
E01012945	East Riding of Yorkshire 004C	52	1	Bridlington
E01012952	East Riding of Yorkshire 004D	35	1	Bridlington
E01012944	East Riding of Yorkshire 005A	30	1	Bridlington
E01012948	East Riding of Yorkshire 005C	40	1	Bridlington
E01012951	East Riding of Yorkshire 005D	18	1	Bridlington
E01012932	East Riding of Yorkshire 003C	87	2	Bridlington
E01012992	East Riding of Yorkshire 006D	39	2	Burton Agnes (nr Bridlington)
E01013080	East Riding of Yorkshire 039B	57	1	Withernsea
E01013083	East Riding of Yorkshire 039C	61	1	Withernsea
E01013084	East Riding of Yorkshire 039D	55	1	Withernsea
E01013000	East Riding of Yorkshire 041C	98	1	Goole
E01013002	East Riding of Yorkshire 041D	107	2	Goole
E01013038	East Riding of Yorkshire 017A	72	2	Beverley
	Total	1,028		

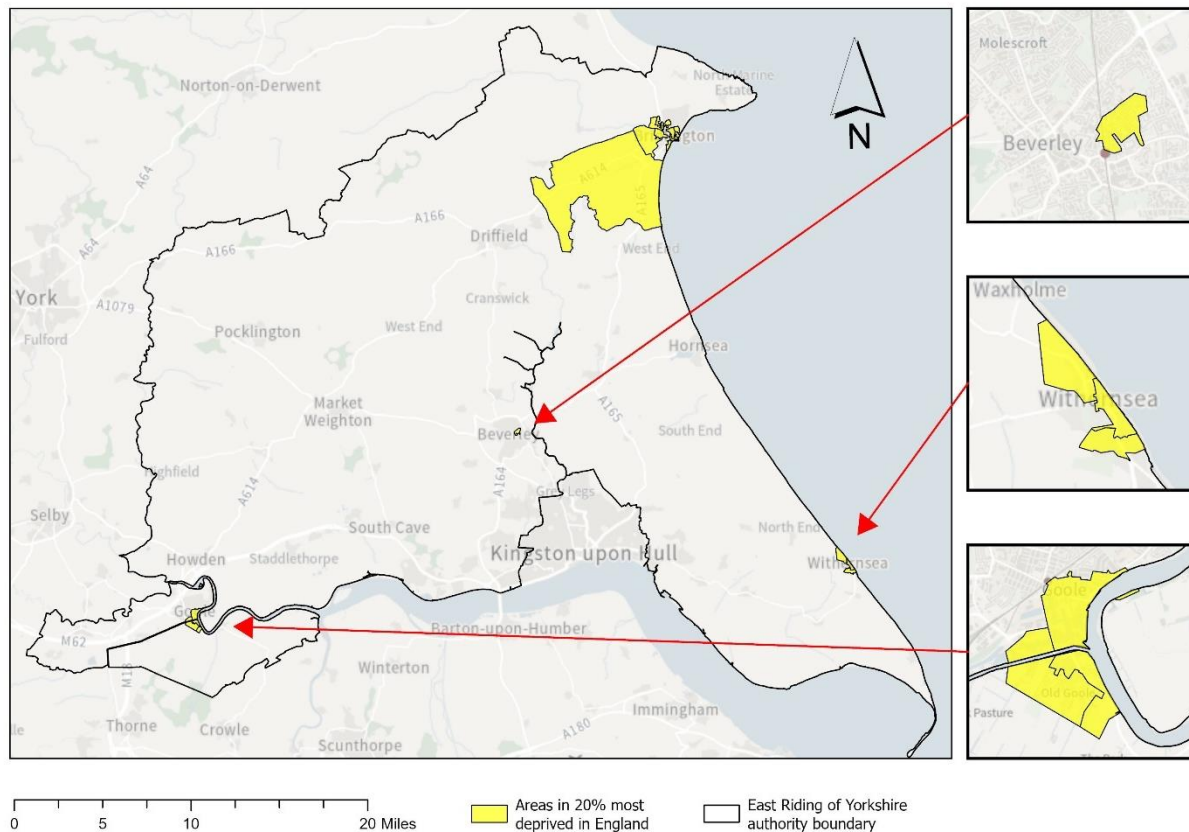
Population figures were rebased after the 2021 Census, where it showed that numbers in lower age groups had been over estimated, and the latest mid-2022 estimates show 861 three to five year olds living in areas in the authority that are within the 20% most deprived in England. In 2022, this represented 9.0% of our total 3 to 5 years olds in the authority (9,597 in total), and 0.2% of all 3 to 5 year olds in England that live within the 20% most deprived areas in England (469,524 in total).

Table 2: Mid-2022 Population estimates for Lower Layer Super Output Areas within East Riding of Yorkshire in the 20% most deprived areas in England

LSOA Code	LSOA Name	Total 3-5 years old	IMD National Decile (1 is most deprived)	Locality
E01012928	East Riding of Yorkshire 003A	80	1	Bridlington
E01012931	East Riding of Yorkshire 003B	41	1	Bridlington
E01012946	East Riding of Yorkshire 003D	71	1	Bridlington
E01012949	East Riding of Yorkshire 003E	41	1	Bridlington
E01012945	East Riding of Yorkshire 004C	59	1	Bridlington
E01012952	East Riding of Yorkshire 004D	39	1	Bridlington
E01012944	East Riding of Yorkshire 005A	30	1	Bridlington
E01012948	East Riding of Yorkshire 005C	39	1	Bridlington
E01012951	East Riding of Yorkshire 005D	27	1	Bridlington
E01012932	East Riding of Yorkshire 003C	68	2	Bridlington
E01012992	East Riding of Yorkshire 006D	39	2	Burton Agnes (nr Bridlington)
E01013080	East Riding of Yorkshire 039B	34	1	Withernsea
E01013083	East Riding of Yorkshire 039C	41	1	Withernsea
E01013084	East Riding of Yorkshire 039D	35	1	Withernsea
E01013000	East Riding of Yorkshire 041C	72	1	Goole
E01013002	East Riding of Yorkshire 041D	88	2	Goole
E01013038	East Riding of Yorkshire 017A	57	2	Beverley
	Total	861		

Figure 1 shows the whole of the East Riding and highlights the areas that are within the 20% most deprived nationally. The area to the south of Bridlington looks like it's covering a very large area, but these are based on LSOAs which have a standard population size of between 1,000 to 3000 residents and contain 400 to 1,200 households, and for this particular LSOA the majority of the population is centred around the village of Burton Agnes just south of Bridlington.

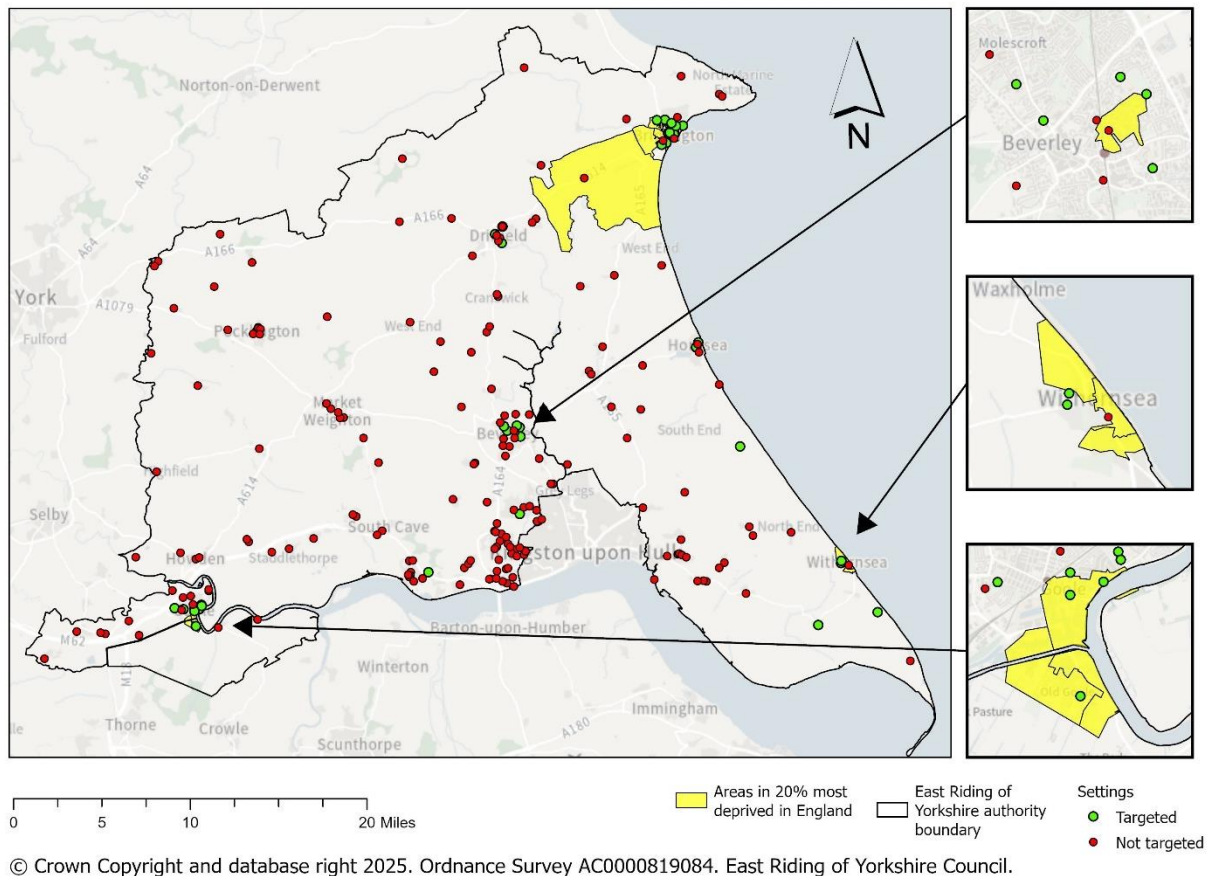
Figure 1: Areas that are within the 20% most deprived nationally



© Crown Copyright and database right 2025. Ordnance Survey AC0000819084. East Riding of Yorkshire Council.

Figure 2 displays (with green dots) the locations of the current supervised tooth brushing settings. These are at early years settings (schools and nurseries that contain aged 3 to 5 years) which were based off our more localised metrics such as localised deprivation rankings and free school meals percentages. Some of these already cover a substantial portion of the 20% most deprived in England targeted areas. The map also includes settings currently not targeted, shown by red dots.

Figure 2: Areas that are within the 20% most deprived nationally, showing targeted (green dots) and not targeted settings (red dots)



Settings that are geographically close to a ‘20% most deprived’ area

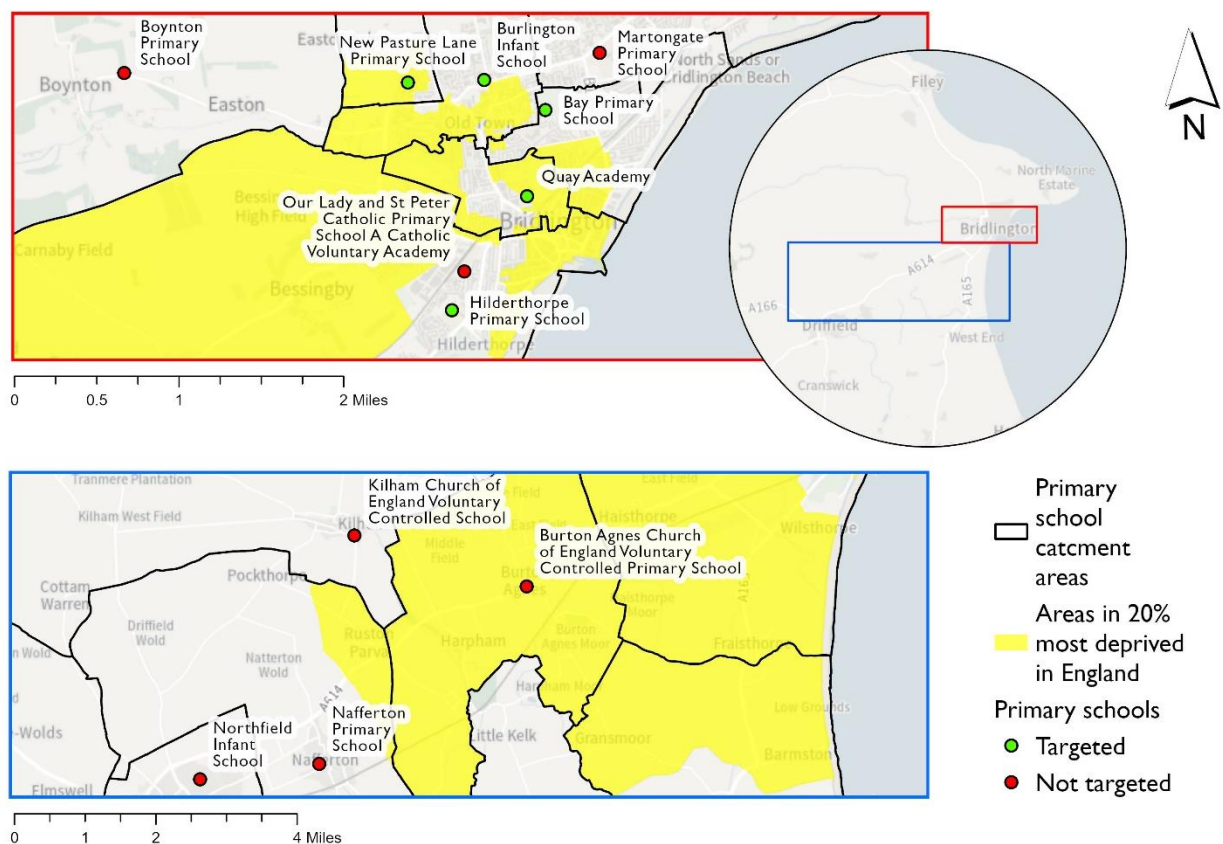
The 2025 additional funding documentation for supervised toothbrushing programmes states “Where existing schemes are already in place, the funding can be used to ensure that the manifesto commitment is being wholly met and that all 3 to 5 year olds living in the 20% most deprived areas are brushing daily”. These sections take a closer look at those settings geographically close to areas that fall within the 20% most deprived nationally and are not currently targeted as part of the existing programme.

For the Bridlington area (**Figure 3**), within our current programme, we already include relevant school settings that fall within the target areas. **Our Lady and St Peter Catholic Primary School** is not in a target area, but is only 0.3 miles from a target area, and, due to being a catholic school, will draw pupils from a larger catchment area than the other schools, so this could be added to the targeted settings. **Martongate Primary School’s** catchment area doesn’t include any of the target areas, but it is based only 0.7 miles from a target area, so it may still be pulling pupils from that area and could be added to the targeted settings.

Boynton Primary School is slightly further from a target area (1.7 miles) but is well connected by road to target areas via a 6 minute drive and, although out of the school's catchment area, may still draw pupils from these areas. It also resides within an area in the 20% most deprived in the authority and 30% most deprived in England, so this could be added to the targeted settings.

Further south, **Burton Agnes Church of England Primary School** is located within a target area so should be added to the targeted settings. The LSOA covering the Burton Agnes target area also extends into Nafferton Primary School's catchment area, however, this only comprises the hamlet of Ruston Parva with only a few households, and the majority of the population within the LSOA is centred around the village of Burton Agnes, which is 4.4 miles from Nafferton Primary School, so this probably doesn't need adding to targeted settings.

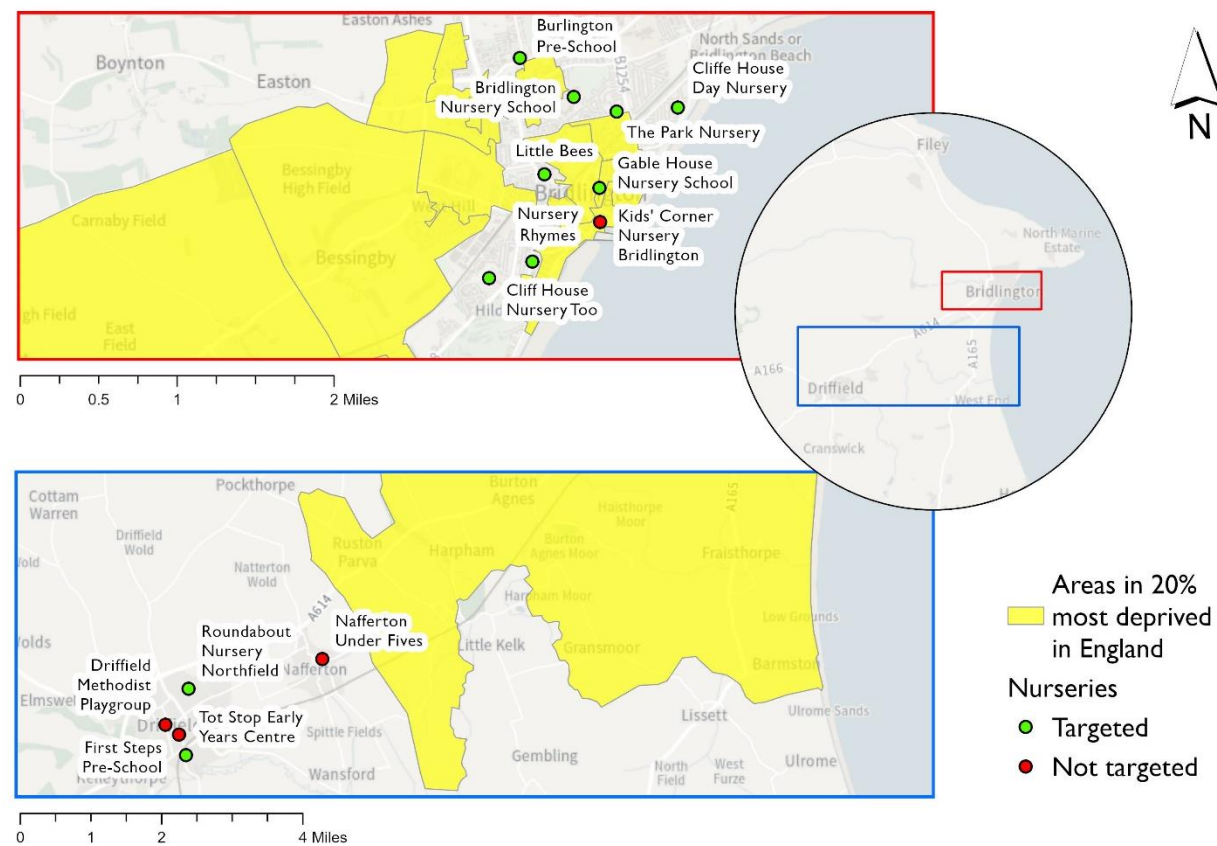
Figure 3: Bridlington area school settings extended to include Burton Agnes Primary



© Crown Copyright and database right 2025. Ordnance Survey AC0000819084. East Riding of Yorkshire Council.

All the nursery settings in Bridlington (**Figure 4**) are already targeted with the exceptions of **Kids' Corner Nursery**. This is in one of the 10% most deprived areas in England, so should also be added to the targeted settings.

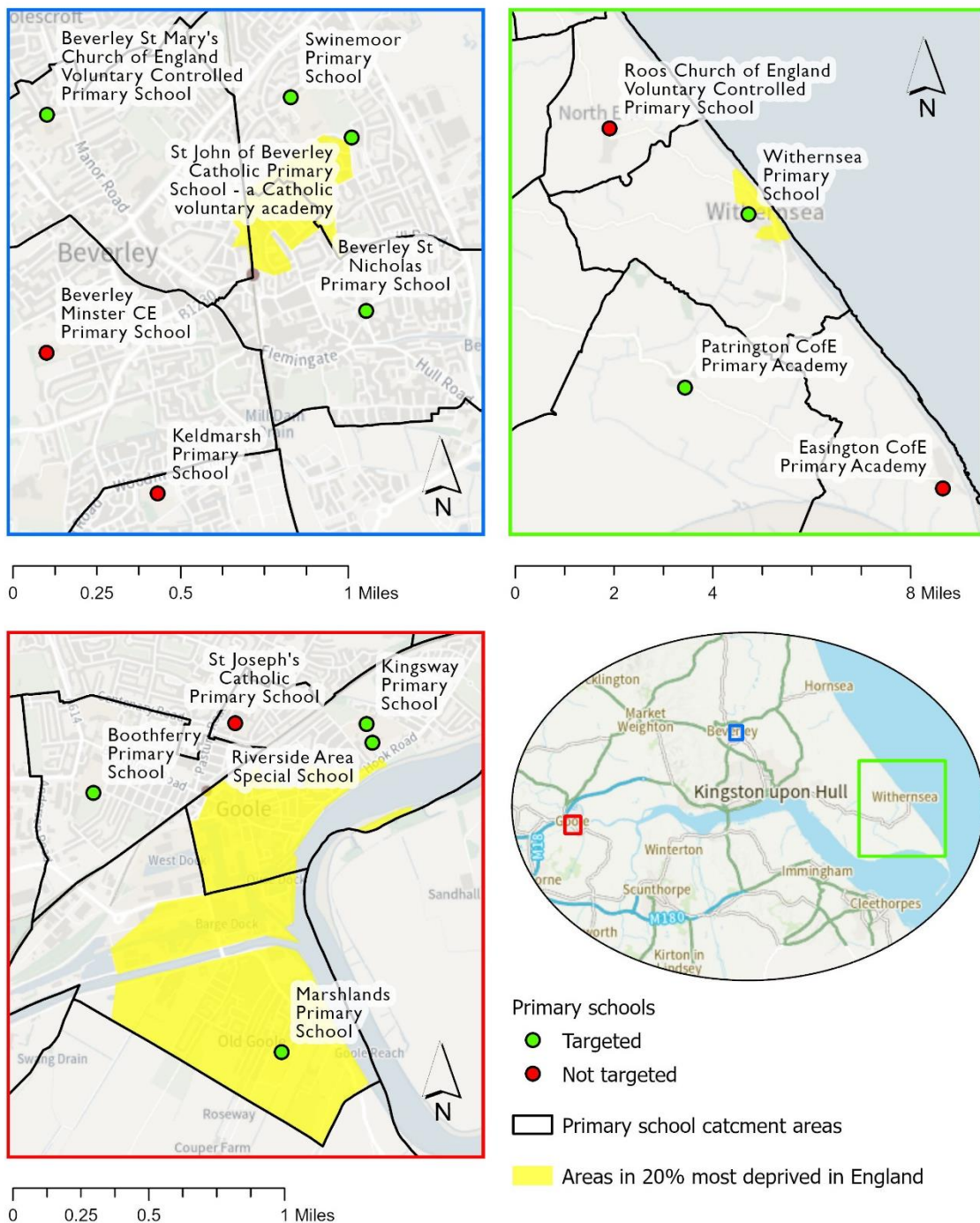
Figure 4: Bridlington area nursery settings extended to include Burton Agnes



© Crown Copyright and database right 2025. Ordnance Survey AC0000819084. East Riding of Yorkshire Council.

For the target areas in Goole, Withernsea, and Goole (**Figure 5**), primary schools whose catchments areas are in these areas are already targeted. However, in Goole, **St Joseph's Catholic Primary School** is only 0.4 miles from a target area and will be drawing from a wider catchment area than shown on the maps, which will include children in the target areas, so should be added to the targeted settings.

Figure 5: Target areas and school settings, Beverley, Withernsea, and Goole



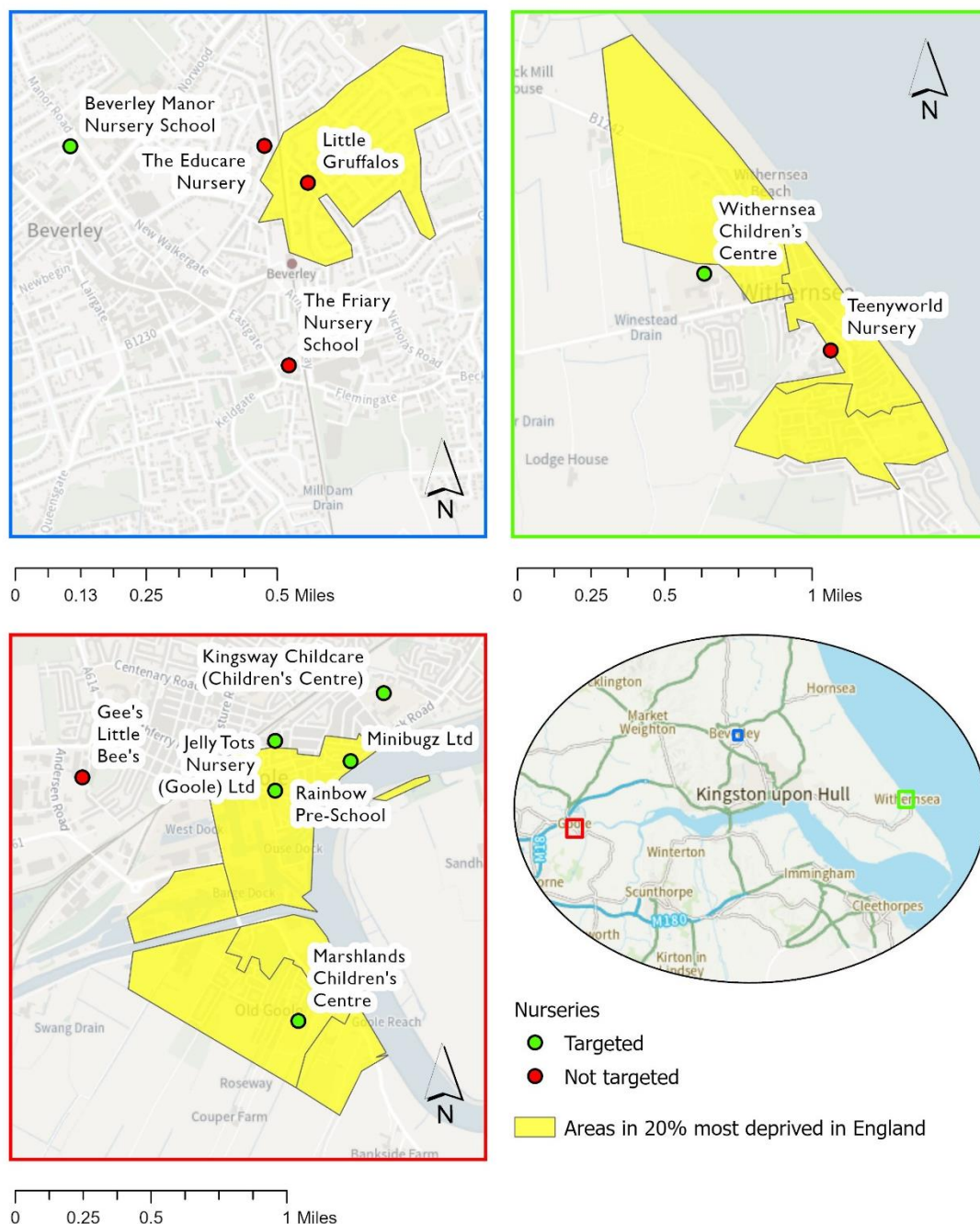
© Crown Copyright and database right 2025. Ordnance Survey AC0000819084.
East Riding of Yorkshire Council.

For nurseries (**Figure 6**), in Beverley, **Little Gruffalos** is within a target area so should be added to the targeted settings. **The Educare Nursery** and **The Friary Nursery** are close to a target area, being 0.2 miles and 0.4 miles away respectively, so could also be added to the targeted settings.

In Withernsea, **Teenyworld Nursery** isn't located in a target, but is right next to one being only 0.1 miles away, so should be added as a targeted setting.

In Goole, we already include all the nurseries in the targeted areas within our existing targeted settings. **Gee's Little Bee's** is only 0.8 miles from a targeted area, so may need adding to the targeted settings.

Figure 6: Target areas and nursery settings, Beverley, Withernsea, and Goole



© Crown Copyright and database right 2025. Ordnance Survey AC0000819084.
 East Riding of Yorkshire Council.

In the additional programme funding documentation (2025), it also says, *“There is also flexibility to provide additional provision beyond the priority population. This might include older or younger children, children in IMDs 3, 4, and 5, those with Special Educational Needs and Disabilities or those from “PLUS” groups, aligned with the CORE20PLUS5 framework and oral health needs assessments”*.

Special Educational Needs and Disabilities (SEND) settings are being included within current targeted settings.

Easington CofE Primary Academy and **Paull Primary School** are away from the targeted areas but are located in areas that are in the 10% most deprived areas within the authority, so these may be settings that could be added to the targeted settings.

Swinefleet Primary School and **Hornsea Burton Primary School** are in areas that are in the 20% most deprived areas in the authority and have 36% and 35% respectively of pupil’s receiving free school meals. **Northfield Infant School** is also in the 20% most deprived and has a considerable number of pupils receiving free school meals, so all these could be additional targeted settings.

Presently, 63% of targeted settings fall within the 20% most deprived areas in the authority, with 71% (15 out of 21) of current targeted nurseries within this. **Parkside Day Nursery** in Hornsea, **Farmyard Friends Day Nursery** in Mappleton, are also in areas that are in the 20% most deprived areas in the authority, as well as being coastal communities where we are already targeting settings, so these could be additional targeted settings.

All school settings that include 3 to 5 year olds and all the nursery settings are listed by their proximity to the nearest population weighted centroid of a target area (an LSOA ranked in the 20% most deprived areas in England) are included in the accompanying document, *School and Nursery settings*, and separated by suggested targeted settings, settings targeted already on the existing programme, and all other settings. Local deprivation rankings are also included as well as additional data for the schools around pupil’s receiving free school meals. Some of the data for nursery settings was obtained from [Nurseries UK - Day Nursery Reviews & Nursery School Reviews for Childcare](#) and suggested settings have been reviewed to make sure they are currently active.

Summary of the settings by area and relevant data for potential future inclusion in Supervised Toothbrushing programmes

Inclusion to be cross checked against involvement in the ICB Prevention, Access and Treatment Programme facilitated through NHS dental flexible commissioning

Bridlington

Burton Agnes Church of England Primary School - Located within target area (10% most deprived area in country)

Kid's Corner Nursery - Located within target area (10% most deprived area in country)

Our Lady and St Peter Primary School - 0.3 miles from target area (consider larger catholic school catchment)

Martongate Primary School - 0.7 miles from a target area

Boynnton Primary School - 20% most deprived area in authority/high free school meals percentage

Goole

St Joseph's Catholic Primary School - 0.4 miles from a target (consider larger catholic school catchment)

Gee's Little Bees - 0.8 miles from a target area

Swinefleet Primary - 20% most deprived area in authority/high free school meals percentage

Beverley

Little Gruffalos - Located within target area (10% most deprived area in country)

The Educare Nursery - 0.2 miles from a target area

Friary Nursery - 0.4 miles from a target area

Withernsea

Teenyworld Nursery - 0.1 miles from a target area

Others

Easington C of E Primary Academy - 10% most deprived area in authority

Paull Primary School - 10% most deprived area in authority

Hornsea Burton Primary - 20% most deprived area in authority/high free school meals percentage

Northfield Infant School - 20% most deprived area in authority/high free school meals number

Parkside Nursery Hornsea - 20% most deprived area in authority

Farmyard Friends Nursery Mappleton - 20% most deprived area in authority