

Early Help Data Pack

2024-25

April 2026

Final version



EAST RIDING
OF YORKSHIRE COUNCIL

Contents

Contents.....	2
1 Introduction.....	4
1.1 Aim of the document.....	4
1.2 Context: The East Riding of Yorkshire.....	4
1.3 Overview of children and young people in the East Riding.....	4
1.4 East Riding Family Help localities and children’s centres.....	6
2 Demographics.....	7
2.1 Ethnicity.....	7
2.2 Deprivation.....	8
2.2.1 Summary.....	8
2.2.2 Location of children’s centres in relation to the 30% most deprived areas.....	9
2.2.3 Proportion of children’s centres populations living within the 30% most deprived areas.....	9
2.3 Children in absolute low income families.....	10
3 Health and wellbeing and conditions of living.....	12
3.1 Under 18 conceptions.....	13
3.1.1 Rates of under 18 conceptions in the East Riding.....	13
3.1.2 Under 18 conception rates within the communities of the East Riding.....	14
3.2 Births.....	15
3.2.1 Birth rates.....	15
3.2.2 Location of birth.....	17
3.2.3 Low birth weight.....	17
3.3 Infant Feeding Rates.....	18
3.3.1 10-14 days.....	18
3.3.2 6-8 weeks.....	19
3.4 Prevalence of smoking around children and young people.....	21
3.4.1 Smoking status at time of delivery.....	21
3.4.2 Newborn babies living in households with smokers.....	21
3.5 Childhood vaccinations.....	22
3.6 Body Mass Index categories (National Child Measurement Programme).....	23
3.6.1 Reception Year.....	24
3.6.2 Year 6.....	25
3.7 Education.....	26
3.7.1 Types of schools.....	26
3.7.2 Progress check at age 2.....	26
3.7.3 Achieving a good level of development at the end of reception year.....	27
3.8 Special Educational Needs and Disability (SEND).....	29

3.9	East Riding Mental Health Support Team.....	31
3.10	Emergency hospital admissions due to injuries.....	31
3.11	Domestic Violence.....	32
3.11.1	East Riding Domestic Abuse Strategy.....	34
4	Access.....	35
4.1	Early Help: number of contacts, new episodes and assessments.....	35
4.1.1	Contacts.....	35
4.1.2	New Episodes.....	35
4.1.3	Early Help Assessments (EHA).....	36
4.2	Registered populations of children’s centres.....	36
4.3	Children’s Centre: volume and reach by deprivation band.....	38
4.4	Quality and Impact.....	39
5	Appendices.....	40
5.1	Appendix 1 – Low Income families (IDACI).....	40
5.2	Appendix 2 – MSOA level under 18 conception rates.....	40

I Introduction

I.1 Aim of the document

This document aims to collate data which is relevant to all services which support Early Intervention across the East Riding of Yorkshire. This will enable Family Help services to develop, target and evaluate levels of need, support and service development.

I.2 Context: The East Riding of Yorkshire

The East Riding of Yorkshire is one of England's largest unitary authorities located in the north of England, with a predominantly rural population spread across 333 settlements, including major towns like Bridlington, Beverley, and Goole. The area is generally affluent with high home ownership, though some pockets of deprivation exist, and its population is ageing, in part, due to retirees moving, especially to coastal resorts.

The East Riding of Yorkshire comprises of 26 Wards, 171 Parishes, 213 Lower Super Output Areas (LSOAs) and 1,143 Output Areas (OAs), covering an area of approximately 240,768 hectares (or 930 square miles) with 53 miles of coastline stretching from Bempton to Spurn Point. The 2021 Census stated that the population density of the East Riding was approximately 142.4 people per square kilometre, around 1 person per football pitch-sized piece of land. In 2023, ONS classified East Riding in 'global cluster A'. Local authorities in this cluster have high well-being scores, a high proportion of workers in the manufacturing sector, low ethnic diversity, a low working age population and low CO2 emissions.

According to 2024 ONS mid-year population estimates, the East Riding population is estimated to be 355,884, with a median average age of 49.6 years. Residents aged 65 years and over make up 27.1%, significantly higher than the England and Wales average of 18.9%. By 2032, the total population is estimated to reach 369,673 people, with the biggest factor affecting this population change expected to be net internal migration.

Further information about the demographics of the East Riding can be found on the Council's Intel Hub and JSNA websites: <https://intel-hub.eastriding.gov.uk/> and <https://eastridingjsna.com/>.

I.3 Overview of children and young people in the East Riding

This section provides a highlight summary of the information featured within the Early Help Data Pack 2024-25 document. In addition to the content created here, the OHID (Office for Health Improvement and Disparities) 'Fingertips' tool provides a wider collection of indicators and analysis via its Child Health Profile pages, accessible from [this link](#).

Fingertips shows that the health and wellbeing outcomes for children and young people in the East Riding are generally 'better or similar' to the England average, with only a few significantly worse. However, as is demonstrated within this document, these outcomes vary considerably within the local authority area and it is the East Riding's most deprived communities which largely report poorer health and wellbeing outcomes for children and young people.

Key points from the document:

- **Population estimates:** Mid-year population estimates for 2024 by the Office for National Statistics (ONS), estimate that in the East Riding there are 14,742 residents aged 0-4 years; 63,023 aged 0-17 and 83,081 aged 0-24.
- **Deprivation:**
 - Overall, East Riding is less deprived than the national average but contains pockets of significant deprivation, particularly in coastal areas like Bridlington and Withernsea.

- 17 lower super output areas (LSOAs) within the East Riding (spread over 6 children's centre catchment areas) fall within the 20% most deprived nationally (IMD 2019).
- **Low income:**
 - In 2023/24, 17.4% of children under 16 in East Riding lived in 'absolute low income' families, lower than the England average (19.1%). However, there is significant variation: Bridlington I has the highest proportion (44.4%), over five times higher than Brough (8.6%).
- **Under 18 conceptions:**
 - In 2022, the under-18 conception rate in East Riding was 12.1 per 1,000 females aged 15-17, below the national average. Rates vary locally, with Bridlington Hilderthorpe MSOA (middle super output area) showing significantly higher conception rates.
 - Approximately half of under-18 conceptions result in abortion.
- **Births and infant health:**
 - Live births have declined from about 3,000 to approximately 2,500 annually over the past decade.
 - The East Riding general fertility rate (GFR) is lower than the national average, with local variation (highest in Beeford, lowest in Hornsea).
 - Low birth weight prevalence is lower than the national average but varies by area, with Marshlands showing higher rates (4.5%).
 - Breastfeeding rates at 10-14 days and 6-8 weeks vary significantly across children's centres, with lower rates in more deprived areas.
 - Smoking in households with newborn babies remain a concern, with household smoking at new birth visits higher in more deprived areas. The highest rate was in Withernsea (43.2%) and lowest in Brough (6.8%).
- **Childhood vaccinations and obesity:**
 - Vaccination rates in East Riding generally exceed national averages, with particularly high MMR coverage.
 - Childhood obesity affects about one-third of Year 6 children, with higher rates in more deprived communities.
- **Education and development:**
 - Early years development indicators show East Riding children generally perform better than national averages at ages 2-2.5 years.
 - Disparities exist with good level at the end of reception year, especially among children eligible for free school meals, males (compared to females), SEND support and EHCPs (compared to no SEN), service children (compared to non-service children), first language other than English (compared to English as first language) and summer term babies (compared to non-summer term born children).
 - The number of Education, Health and Care Plans (EHCPs) has risen significantly, with higher rates in deprived and coastal areas. Communication and Interaction is the most common primary need.
- **Injuries and domestic violence**
 - Emergency admissions due to injuries in children are declining but remain higher than the national average in recent years, especially in Withernsea and Cottingham.
 - East Riding has a higher rate of domestic abuse-related incidents than the national average, with Bridlington I having the highest rate among children's centres.
- **Early Help: contacts, episodes, and assessments**
 - Early Help contacts nearly doubled from 2022/23 to 2023/24, then fell slightly in 2024/25. New episodes and assessments have also increased, with a notable rise in Early Help Assessments (EHAs) in 2024/25.

1.4 East Riding Family Help localities and children's centres

There are 16 children's centres across the East Riding of Yorkshire on a range of different sites, some of which are co-located with schools, some with nurseries or PVIs and some with community hubs such as Hornsea. The children's centres were originally Sure Start Centres and co-locate a range of teams such as social care, health visiting and midwifery to offer a 'one stop shop' for families.

The teams are split into a) universal teams offering a range of groups and activities for 0-5s and holiday activities, b) School and Community Teams who liaise with schools and community groups, offering early intervention for families and preventing escalation of need and c) family support who undertake whole family assessment and plans working with families to support them improve their families lives.

Figure 1.1 Family Help locality areas with location of children's centres. Source: ERYC Childrens Directorate/BI Team



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

Produced by
INTELLIGENCE HUB

2 Demographics

2.1 Ethnicity

The 2021 Census recorded the ethnicity of all residents within England and Wales and Table 2.1 presents the proportions that each ethnic group made up of the total East Riding population, aged 0-24 years.

The vast majority (92.5%) of children and young people aged 0 to 24 in all children's centre areas were 'White British', reflecting a similar proportion reported for the total East Riding population (of all ages).

Children and young people belonging to other White backgrounds (including White Gypsy or Irish Traveller, or White Other) made up 2.8% of the East Riding 0-24 population, the local authorities second highest ethnic group. Kingsway reported the highest proportion of this ethnic group at 15.1%, higher than any other children's centre, with the next highest (Marshlands) recording 3.4%.

Those from Mixed or Multiple ethnic backgrounds were the third largest minority group among the 0–24 age range in East Riding, at 2.4%. This category includes children with parents from different ethnic backgrounds, such as White and Asian, White and Black Caribbean, White and Black African, and other combinations. Brough and Hornsea reported the highest proportion of residents in this ethnic group, at 3%.

Further breakdowns from the Census are available by more specific age groups, including 0-4 years, 5-15 years, 16-20 years and 20-24 years.

Table 2.1 Ethnicity of children (i.e. 0-24 years) by Childrens Centre, 2021 Census via [NOMIS](#)

Children's Centre & Locality	Asian, Asian British or Asian Welsh	Black, Black British, Black Welsh, Caribbean or African	Mixed or Multiple ethnic groups	Other ethnic group	White: English, Welsh, Scottish, Northern Irish or British	White: Gypsy or Irish Traveller, Roma or Other White	White: Irish	Grand Total
Anlaby	2.0%	0.4%	2.9%	0.8%	92.3%	1.3%	0.2%	100%
Brough	2.1%	0.4%	3.0%	0.5%	92.1%	1.6%	0.2%	100%
Cottingham	2.7%	0.7%	2.6%	0.9%	90.5%	2.3%	0.1%	100%
Hessle	3.0%	0.3%	2.9%	1.0%	91.4%	1.3%	0.2%	100%
Howden	0.4%	0.0%	1.8%	0.1%	96.0%	1.8%	0.0%	100%
Kingsway	0.6%	0.3%	2.3%	0.9%	80.7%	15.1%	0.1%	100%
Marshlands	0.6%	0.1%	2.2%	0.1%	93.5%	3.4%	0.1%	100%
West	1.7%	0.4%	2.6%	0.7%	90.4%	4.1%	0.1%	100%
Bridlington 1	1.5%	0.1%	2.0%	0.6%	93.4%	2.2%	0.2%	100%
Bridlington 2	1.7%	0.4%	2.0%	0.3%	93.7%	1.7%	0.2%	100%
Driffield (incl. Pocklington)	0.8%	0.3%	2.1%	0.2%	94.5%	2.0%	0.1%	100%
Market Weighton	0.3%	0.1%	2.0%	0.3%	95.0%	2.1%	0.2%	100%
North	1.0%	0.2%	2.1%	0.3%	94.2%	2.0%	0.2%	100%
Beeford	0.4%	0.2%	2.2%	0.3%	96.3%	0.7%	0.0%	100%
Beverley	1.7%	0.5%	2.6%	0.6%	92.6%	2.0%	0.1%	100%
Hedon	0.9%	0.0%	1.5%	0.1%	96.6%	0.8%	0.2%	100%
Hornsea	0.8%	0.2%	3.0%	0.4%	94.7%	0.9%	0.0%	100%
Withernsea	0.7%	0.2%	1.7%	0.1%	96.3%	0.9%	0.1%	100%
East	1.2%	0.3%	2.3%	0.4%	94.2%	1.4%	0.1%	100%
ERY UA	1.4%	0.3%	2.4%	0.5%	92.5%	2.8%	0.1%	100%

2.2 Deprivation

2.2.1 Summary

The Index of Multiple Deprivation (IMD) is the official measure of relative deprivation for small areas in England. It is widely used by policymakers and researchers to identify pockets of disadvantage, allocate resources, and inform strategies to tackle inequality. The IMD combines data across seven distinct domains to produce an overall deprivation score for each Lower-layer Super Output Area (LSOA), which are small geographic units that on average have a population of around 1,500 people (but can vary in size from 1,000 to 3,000).

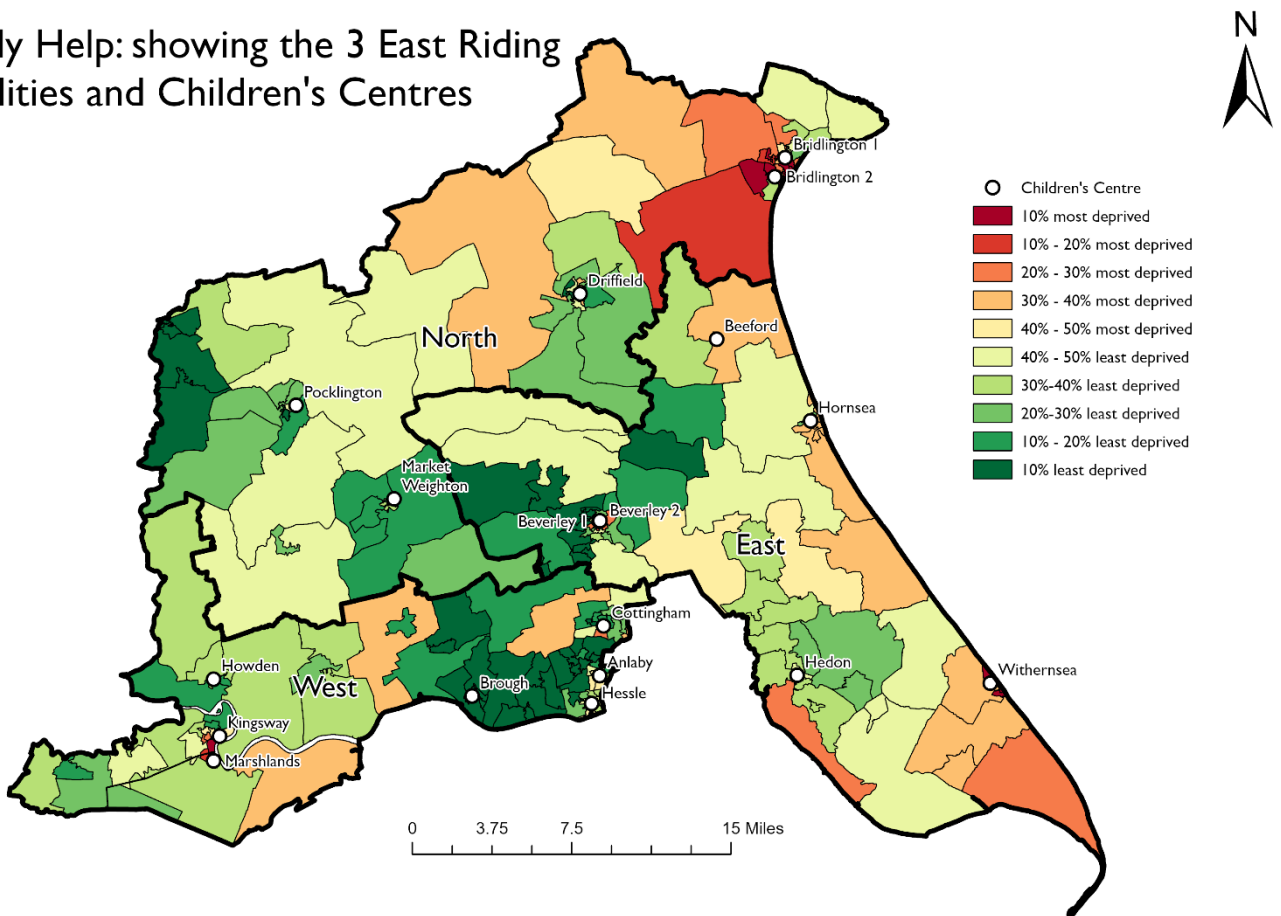
Part way through production of this document, IMD 2025 was released (in November 2025). As much of the work had already been completed using IMD 2019 it was decided to leave that portion of the work as it was, with newer material using the updated IMD2025. All occurrences of deprivation analysis featured in this document will specify if it is IMD 2019 or 2025 that has been used.

The East Riding of Yorkshire, overall, is considered to be less deprived than the national average, ranked 202 out of 317 (where '1' is the most deprived) based on average IMD2019 score. However, the East Riding does still contain areas of significant deprivation, concentrated in small, specific neighbourhoods rather than being widespread. Examples include coastal areas (e.g. Bridlington and Withernsea) and within urban areas such as Goole and Beverley.

Figure 2.1 below, illustrates how the different levels of deprivation exist within the local authority, with darker red colours indicating more deprived areas and darker green areas showing the least deprived areas. A larger map can be accessed from the [East Riding Intel Hub](#).

Figure 2.1 Map showing how the East Riding is divided into deprivation deciles (IMD 2019). Source: Ministry of Housing, Communities & Local Government (MHCLG), map by ERYC Business Intelligence Team

Family Help: showing the 3 East Riding Localities and Children's Centres



2.2.2 Location of children’s centres in relation to the 30% most deprived areas

The location of a children’s centre in relation to areas of deprivation is referred to in the DfE publication December 2025 ‘[Best Start Family Hubs and Healthy Babies – Preparing for implementation April 2026](#)’. The document (page 14) states that:

“Local authorities should make location decisions on the basis of achieving the following ambition – that 70% of hubs are located in the most deprived 30% areas nationally”.

Deprivation in this instance is defined as the ‘Income Deprivation Affecting Children Index’ (IDACI) component of the English indices of deprivation (2025), which measures the proportion of all children aged 0 to 15 living in income deprived families. A definition for income deprived families is available to view in ‘Appendix I – Low Income families’ in the last section of this document.

Currently 13% of the 16 East Riding children’s centres are located within an area that is classified as being within the 30% most IDACI deprived areas nationally, using IMD 2025. However, it should be noted that only 14% of the East Riding’s LSOAs fall within this category to begin with, as the East Riding is generally not deprived compared to the England average.

Alternatively, if local deprivation deciles are used (which divides the 213 LSOAs of the East Riding alone into deciles) the proportion of children’s centres in the ‘most deprived 30%’ rises to 69%. Using local deprivation deciles removes the issue of the East Riding not having many areas that are within the 30% most deprived nationally.

Table 2.2 displays the numbers behind these proportions.

Table 2.2 Counts of all East Riding Childrens Centres and LSOAs compared to those that are within the 30% most IDACI deprived (IMD 2025). Source: Ministry of Housing, Communities and Local Government

	Total	National IDACI 2025 deciles		Local IDACI 2025 deciles	
		Count: within 30% of most deprived areas	#: within 30% of most deprived areas	Count: within 30% of most deprived areas	#: within 30% of most deprived areas
Childrens Centres	16	2	13%	11	69%
All East Riding LSOAs (2021 version)	213	29	14%	64	30%

2.2.3 Proportion of children’s centres populations living within the 30% most deprived areas

The proportion of children and young people living within the 30% most IDACI (IMD 2025) deprived LSOAs are presented in Table 2.3, by children’s centre and locality. Areas with higher proportions are indicated by the darker green colours.

Bridlington 1 has the highest proportion of children living within the 30% most deprived areas in each of the age groups shown in the table, for example this applies to 90.9% of 4 year olds (living within the Bridlington 1 catchment area) and 88% of the overall 0-4 years age group. Other Children’s Centres with higher proportions (compared to other areas) include Withernsea, Kingsway and Marshlands.

There are 6 Children’s Centres whose catchment areas do not fall within the 30% most deprived IDACI LSOAs, shown in the table as 0%. This applies to Market Weighton in the North and 5 of the West locality children’s centres.

Table 2.3 Proportion of East Riding children by age group who live within the 30% most IDACI deprived LSOAs (nationally), using ONS 2024 population estimates. IDACI is part of the income domain of IMD 2025. Colours do not indicate statistical significance. Source: ONS and Ministry of Housing, Communities and Local Government

Area	0yrs	1yr	2yrs	3yrs	4yrs	0-2yrs	0-4yrs	5-10yrs	11-19yrs	20-25yrs
Beeford	11.9%	15.1%	14.7%	10.2%	10.9%	13.8%	12.5%	9.3%	10.1%	9.5%
Beverley	13.7%	11.0%	10.8%	14.8%	14.3%	11.8%	13.0%	13.9%	13.2%	11.4%
Hedon	11.6%	11.9%	7.3%	9.6%	7.7%	10.2%	9.5%	6.2%	7.4%	7.1%
Hornsea	16.7%	16.4%	15.3%	22.1%	19.3%	16.0%	18.1%	17.8%	17.6%	18.1%
Withernsea	40.9%	54.3%	50.0%	39.3%	44.3%	48.0%	45.0%	46.1%	45.0%	49.3%
East	16.6%	16.5%	15.6%	17.3%	17.2%	16.2%	16.7%	16.2%	16.3%	15.5%
Bridlington 1	88.3%	87.5%	86.9%	86.3%	90.9%	87.5%	88.0%	87.1%	88.2%	87.0%
Bridlington 2	15.0%	17.9%	16.0%	12.5%	16.2%	16.3%	15.6%	17.7%	17.9%	21.9%
Drifffield (incl. Pocklington)	2.4%	2.9%	1.8%	2.3%	3.4%	2.3%	2.6%	3.6%	3.4%	3.0%
Market Weighton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North	21.8%	22.1%	20.1%	18.7%	21.8%	21.3%	20.9%	21.8%	22.2%	24.5%
Anlaby	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Brough	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cottingham	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Hessle	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Howden	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Kingsway	40.3%	49.2%	42.0%	46.4%	47.9%	43.8%	45.3%	42.6%	38.0%	47.6%
Marshlands	22.2%	32.0%	19.3%	26.4%	25.4%	24.2%	24.9%	24.2%	16.8%	17.0%
West	9.0%	10.6%	8.1%	9.1%	10.5%	9.2%	9.5%	9.5%	7.5%	10.1%
ERY	14.9%	15.7%	13.8%	14.3%	15.8%	14.8%	14.9%	15.1%	14.4%	15.8%

2.3 Children in absolute low income families

OHID Fingertips uses a number of indicators to measure poverty, for reasons of simplicity this section uses only one of them, which is the proportion of children (under 16 years of age) living in ‘absolute low income families’. This indicator is based on households either in receipt of out-of-work benefits or in receipt of tax credits with a reported income which is less than 60% of the national median income.

Within England overall, this applied to almost a fifth (19.1%) of children under the age of 16 during 2023/24. In the same period, the East Riding had a significantly lower proportion at 17.4%.

Figure 2.2. Children aged 0-15 in absolute low income families as a % of all children aged 0-15. ERY compared to England. Source: OHID Fingertips

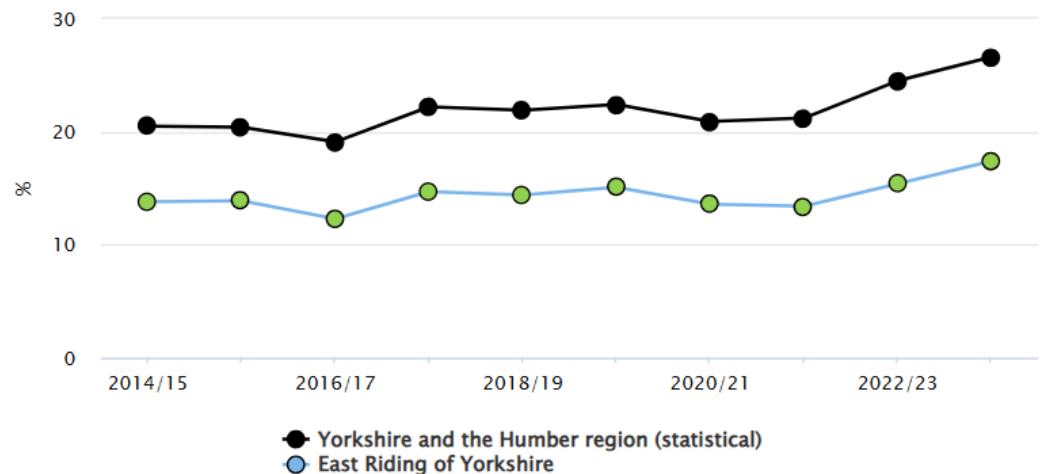


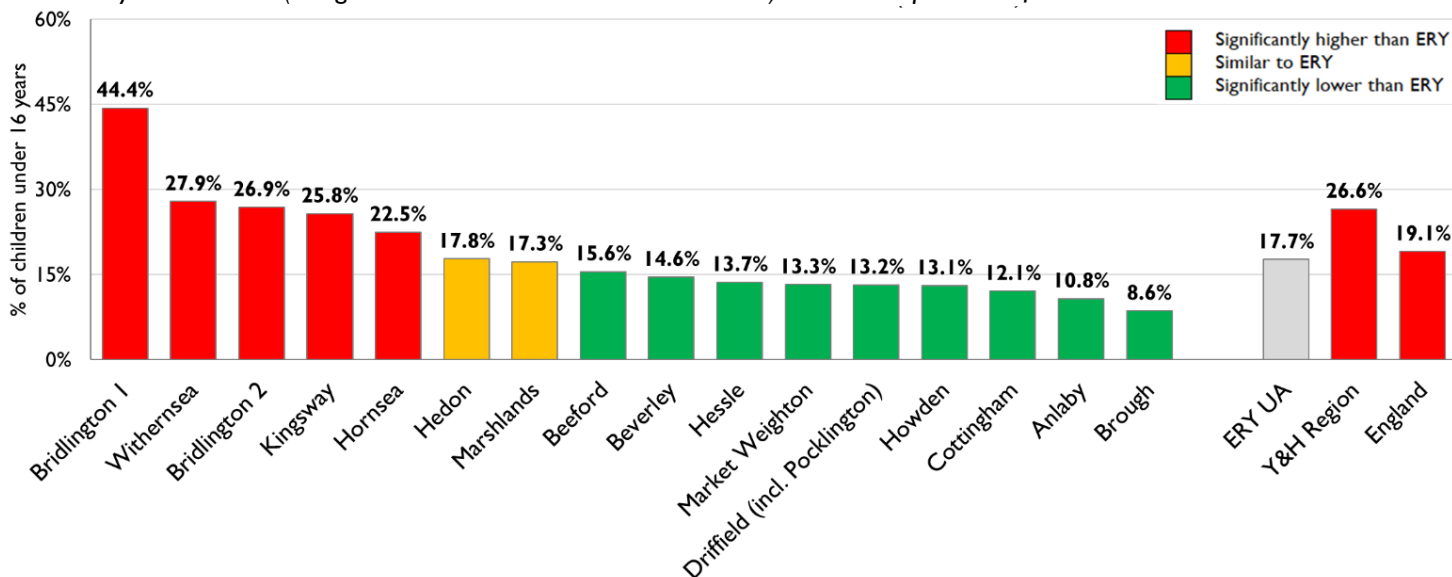
Figure 2.2 shows the East Riding to have had a significantly lower proportion since 2014/15, as signified by the green dots. The East Riding has experienced an increase in the percentage of children living in absolute low income families over the last 2 years, a trend also recorded nationally.

In 2023/24 there were 9,627 East Riding children (under 16 years) living in ‘absolute low income’ families with numbers varying considerably by children’s centre area of the East Riding. Bridlington I recorded the highest count of children to which this applied (1,504 which represented 16% of the East Riding total).

Figure 2.3 displays the percentage of children (under 16 years) living in ‘absolute low income’ families by children’s centre, with values ranging from 8.6% in Brough through to 44.4% in Bridlington I (which was over 5 times higher than the former). Bridlington I (which recorded over twice the proportion of both the East Riding and England averages) was one of 5 children’s centres areas significantly higher than the East Riding average, these are shown as red bars on the chart. The areas with higher proportions are amongst the East Riding’s most deprived communities.

Please note that the data for Figure 2.3 has come from a different source compared to Figure 2.2 and so there is a slight difference in the overall East Riding percentage.

Figure 2.3 Children aged 0-15 in absolute low-income families as a % of all children aged 0-15 in the year 2023/24 (using ONS 2022 estimates as denominator). Source: Department for Work and Pensions / ONS

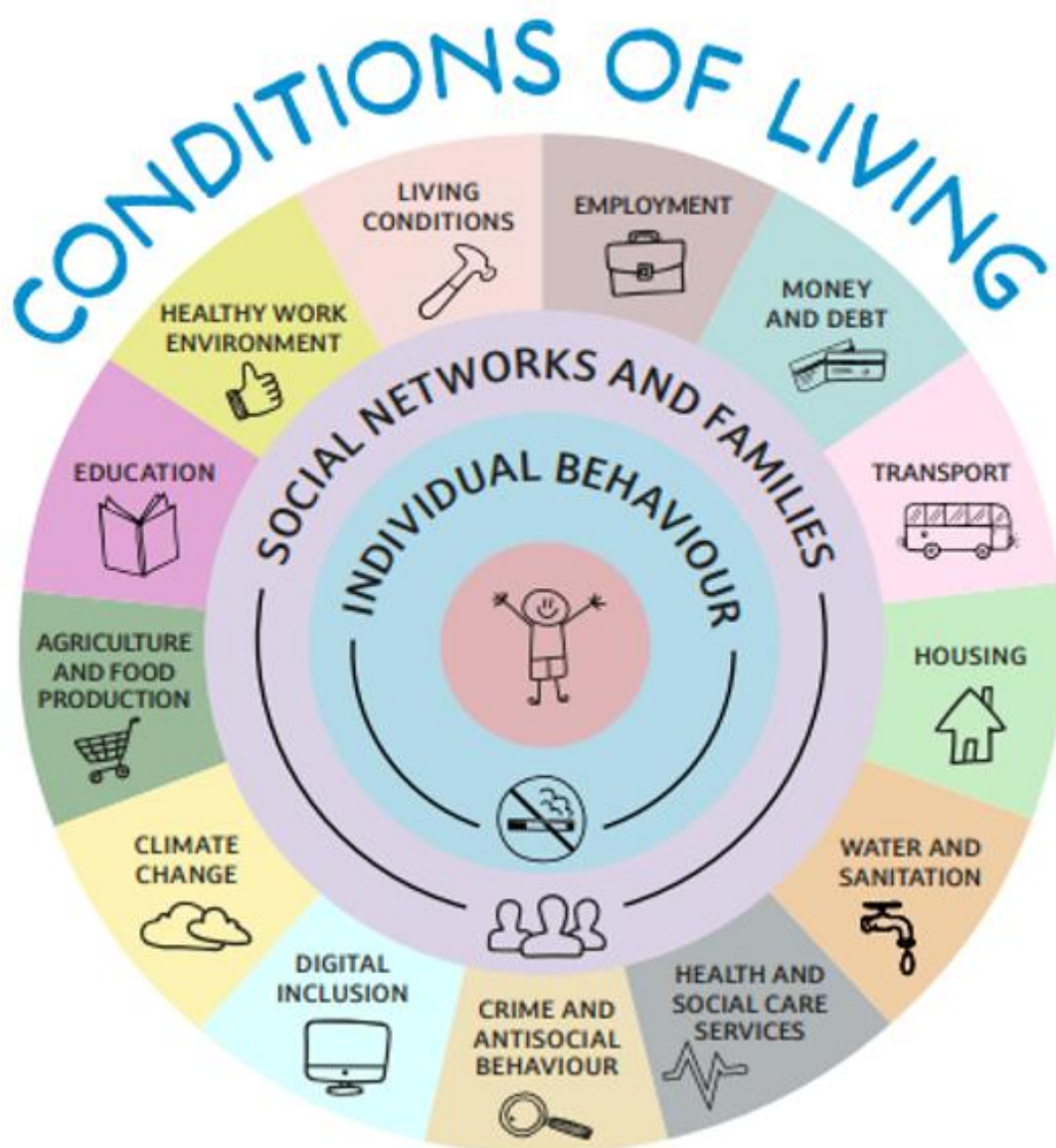


3 Health and wellbeing and conditions of living

What influences healthy outcomes for our population?

- The conditions of living model, shown below, maps the relationship between the individual, their environment and health; demonstrating that health and wellbeing is influenced much more than access to health and wellbeing services.
- Individuals are placed at the centre and surrounding them are the various layers of influences on health – such as individual lifestyle factors, community influences, living and working conditions, and more general social conditions.
- Medical care is estimated to account for only 10-20% of the modifiable contributors to healthy outcomes for a population, the rest is related to conditions of living. These conditions of living are highlighted within the model, which are influenced by councils, NHS and partners.
- If as a system we can improve these aspects, then we give people the protective factors to live longer and healthier lives and we remove the risk factors that create the burden of illness and disease.

Figure 3.1 Conditions of living wheel. Source: East Riding Health and Wellbeing Strategy



3.1 Under 18 conceptions

Teenage pregnancy, defined as pregnancy under age 18, is an important public health issue as most are unplanned and around half end in abortion. Early parenthood can be challenging despite many young people being capable parents. It is associated with poorer outcomes for both mother and child, including lower educational attainment, reduced earnings, increased risks of poverty, mental health problems, and long-term impacts on children’s development and wellbeing.

3.1.1 Rates of under 18 conceptions in the East Riding

In 2022, 65 East Riding female residents, under the age of 18 years, conceived, this was a higher number than the previous year but lower than the average over the latest 5 years (71 conceptions).

The East Riding under 18 conception rate in 2022, was reported at 12.1 per 1,000 females (aged 15-17), lower than the national average of 13.9. Figure 3.2 displays the rates of the local authorities within England, with lower values represented by light green colours and darker colours displaying higher rates. The green colour of the East Riding area in the map indicates that its conception rate is amongst the lower values within England. Neighbouring local authority, Hull, is much darker in colour on the map with its rate of 29.2 per 1,000 nearly 2.5 times higher than the rate of the East Riding.

Figure 3.2 Conception rates for women aged under 18 years, by local authority, England and Wales, 2022. Source: Office for National Statistics (ONS)

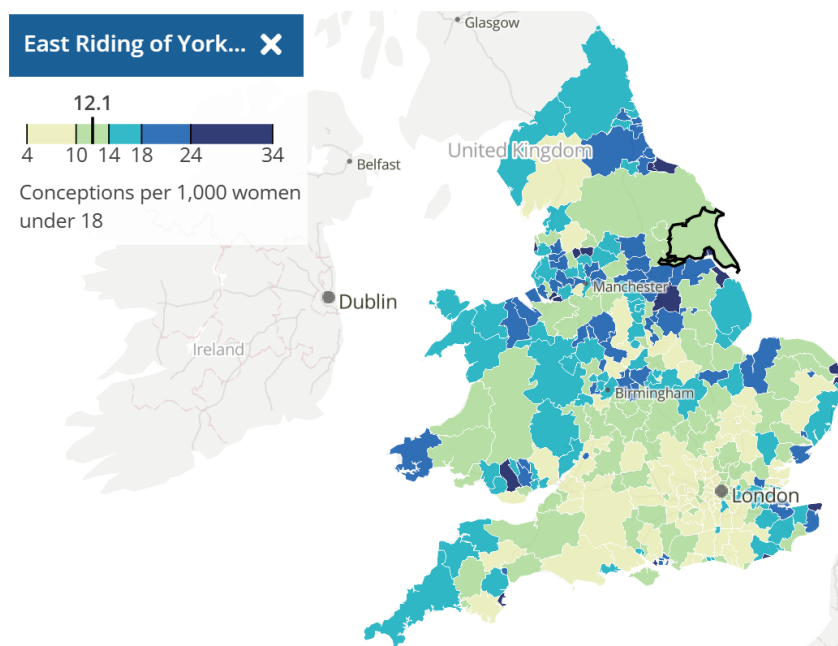


Figure 3.3 illustrates the East Riding conception rate over time compared to that of England, between 1998 and 2022. In all but one period the East Riding rate has been lower than England (in most years it was significantly lower, as indicated by the green dots) but the reduction in rate has slowed in recent years with the orange circles indicating that the East Riding rate has become statistically similar to England.

Under 18s conception rate per 1,000 female population aged 15-17

Figure 3.3 Source: OHID Fingertips & ONS

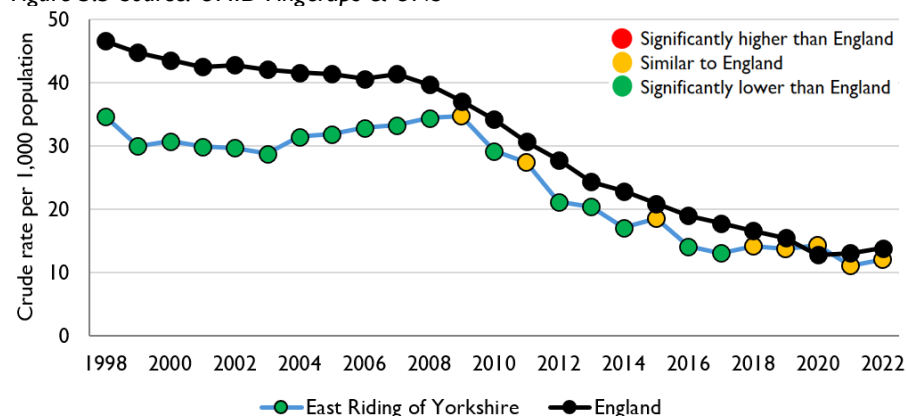


Table 3.1 Source: OHID Fingertips & ONS

Period	ERY count	ERY rate	England rate
2011	164	27.4	30.7
2012	125	21.2	27.8
2013	121	20.4	24.4
2014	100	17.1	22.9
2015	106	18.6	20.9
2016	79	14.2	19.0
2017	72	13.1	17.8
2018	77	14.2	16.6
2019	74	13.8	15.5
2020	77	14.3	12.8
2021	60	11.1	13.1
2022	65	12.1	13.9

ONS have yet to release data for 2022 about the number of under 18 conceptions that were aborted, but in 2021 of the 60 East Riding conceptions recorded, 31 were aborted (51.7%). This proportion was higher than the England average of 53% but not significantly. Figure 3.4 shows that since 1998 the proportion of

conceptions aborted has been slowly increasing in both the East Riding and nationally, with the East Riding proportion not differing significantly from England in any of the periods. The counts of under 18 years abortions since 2011, are provided in Table 3.2.

Under 18s conceptions leading to abortion (%)

Figure 3.4 Source: OHID Fingertips

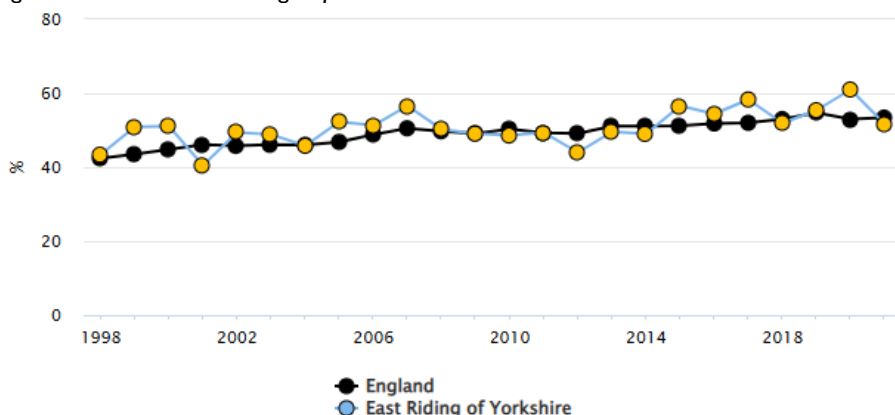


Table 3.2 Source: OHID Fingertips

Period	ERY count	ERY %	England %
2011	81	49.4%	49.3%
2012	55	44.0%	49.1%
2013	60	49.6%	51.1%
2014	49	49.0%	51.1%
2015	60	56.6%	51.2%
2016	43	54.4%	51.8%
2017	42	58.3%	52.0%
2018	40	51.9%	53.0%
2019	40	55.4%	54.7%
2020	46	61.0%	53.0%
2021	31	51.7%	53.4%

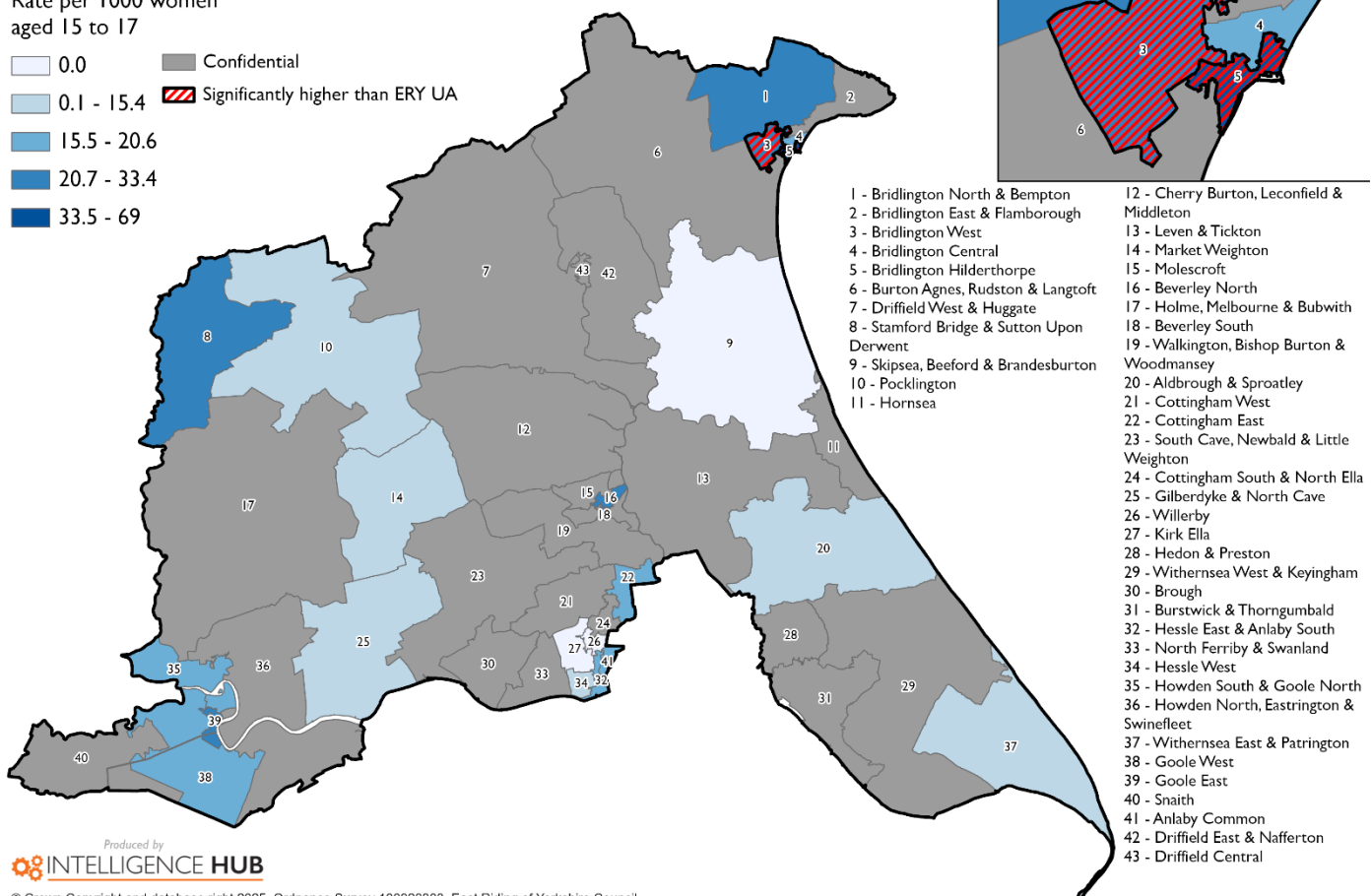
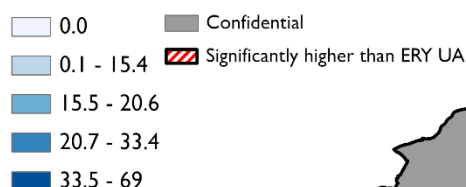
3.1.2 Under 18 conception rates within the communities of the East Riding

The rates of under 18 conceptions by East Riding middle super output area (MSOA) can be viewed in Figure 3.5 for the 3 year pooled period 2020-22 in which there were 202 East Riding conceptions under the age of 18 years. Please note a larger version of this map can be viewed in 5.2 'Appendix 2 – MSOA level under 18 conception rates'.

Figure 3.5 Conception rate by MSOA in the East Riding, 2020-22 (3 years pooled). Source: ONS/ERY Intelligence Hub

Conception rate (conceptions per 1,000 women aged 15 to 17) - 2020-22

Rate per 1000 women aged 15 to 17



Due to the small numbers involved at this geography, over half of the rates have been withheld by the ONS so as not to risk identifying individuals. These particular MSOAs recorded less than 5 under 18 conceptions each, within the 3 year period and are coloured dark grey on the map.

The rest of the map displays the rates by MSOA from a white colour indicating zero conceptions (applicable to 3 MSOAs: Kirk Ella, Willerby, and Skipsea, Beeford and Brandesburton) through to different shadings of blue (the darker the colour, the higher the rate). The MSOAs with the highest rates were located within some of the East Riding's most deprived communities.

There were 2 MSOAs with significantly higher rates of under 18 conceptions than the East Riding average rate (12.5 per 1,000 population) and are shown in a darker purple colour. These MSOAs were Bridlington Hilderthorpe (a rate of 69.0/1,000 population based on 18 conceptions) and Bridlington West (33.4/1,000 population based on 13 conceptions). Goole East recorded the third highest rate at 24.8/1,000 population (13 conceptions) but was not significantly higher than the East Riding average.

Bridlington Hilderthorpe's rate of 69/1000 population was 5.5 times higher than the East Riding average and the MSOA rate has increased in rate year on year between 2018-20 and 2020-22, overtaking Bridlington West to become the MSOA with the highest rate over the most recent two periods. When compared to other MSOAs within England and Wales, the Bridlington Hilderthorpe rate was 5th highest out of a total of 7,264.

3.2 Births

3.2.1 Birth rates

The number of live births (and respective birth rates) have been slowly falling in the East Riding, particularly since 2017. In more recent years the number of East Riding live births have numbered approximately 2,500 per year, in contrast to 10 years previously then the numbers were closer to 3,000. The count of births and the three main types of birth rates are presented in Table 3.3, comparing the East Riding to England overall, between 2021 and 2024.

Table 3.3 Numbers of live births in ERY and comparison of birth rates to England. Source: NOMIS

Year	East Riding of Yorkshire				England		
	Live births	Crude birth rate (CBR)	General fertility rate (GFR)	Total fertility rate (TFR)	Crude birth rate (CBR)	General fertility rate (GFR)	Total fertility rate (TFR)
2021	2,618	7.6	51.0	1.52	10.5	54.2	1.55
2022	2,566	7.4	49.2	1.47	10.1	51.7	1.49
2023	2,591	7.4	48.5	1.46	9.7	49.4	1.42
2024	2,527	7.1	46.4	1.38	9.7	49.0	1.42

Further detail on the types of birth rates are presented below, but the following pages will concentrate solely on the second one (general fertility rate).

- **Crude Birth Rate (CBR):** is the number of live births per 1,000 people in a population per year. It provides a general overview but doesn't account for the age or sex structure of the population.
- **General Fertility Rate (GFR):** This rate calculates the number of live births per 1,000 women aged 15-44 years. It gives a more accurate picture of fertility than the crude birth rate.
- **Total Fertility Rate (TFR):** This rate estimates the average number of children a woman would have in her lifetime if she experienced the current age-specific fertility rates.

Table 3.4 provides the GFR for the localities and each of the children’s centre areas for 4 calendar years. Whilst this number of years does not provide a particularly long trend to observe, it is possible to get an idea of recent general fertility rates.

At this level of geography it is expected that there will be a reasonable degree of fluctuation in the rates, of children’s centres year on year. However some areas have seen consistent increases in recent years, for example Beeford, Beverley and Brough. In 2024, the highest GFR was in Beeford, whilst Hornsea had the lowest.

Table 3.4

General fertility rate: birth rate per 1,000 females aged 15 to 44 years.

East Riding locality and children’s centre, calendar years 2021 to 2024.

Source: NHS England

Locality & Children's Centre	2021	2022	2023	2024	Trend
Beeford	44.0	42.6	52.9	59.0	
Beverley	39.8	40.1	42.7	45.6	
Hedon	51.2	39.6	45.4	43.4	
Hornsea	49.4	38.6	40.4	32.7	
Withernsea	49.9	40.5	47.2	46.6	
East	44.9	40.2	44.7	45.4	
Bridlington 1	57.9	62.7	59.5	48.8	
Bridlington 2	42.7	43.5	44.3	40.0	
Driffield (incl. Pocklington)	42.5	39.2	40.8	38.6	
Market Weighton	34.5	33.8	35.4	35.4	
North	44.4	43.7	44.3	40.3	
Anlaby	51.1	50.0	47.5	46.9	
Brough	41.5	40.2	43.7	49.1	
Cottingham	57.0	49.0	52.1	51.5	
Hessle	50.0	58.0	49.7	48.3	
Howden	49.4	46.2	51.0	48.8	
Kingsway	45.0	44.3	50.2	41.8	
Marshlands	46.6	53.2	40.1	36.0	
West	48.5	48.4	48.1	46.5	

3.2.2 Location of birth

The location of births between 2022 and 2024 are shown within

Table 3.5, divided by locality and Children’s Centre.

The darker green areas indicate those locations with a larger proportion of births. The Children’s Centres within the East and West localities show Hull and East Yorkshire Women and Children’s hospital as the main location for births in those areas.

Exceptions include Kingsway and Marshland, which feature a higher proportion of births at Scunthorpe Hospital. In the North locality, there was a substantial number of births with a location classified as ‘elsewhere or unknown’, upon further analysis most of these (over 95%) were actually ‘unknown’.

Table 3.5 Location of births within 2022-2024 (3 years pooled) by locality and Children’s Centre. Colours in table do not indicate statistical significance. Source: NHS England

Locality / Children’s Centre	The Hull & East Yorkshire Women & Children’s Hospital	Scunthorpe General Hospital	Scarborough Hospital	The York Hospital	Diana Princess Of Wales Hospital, Goole	Doncaster Royal Infirmary	Home	Elsewhere or unknown	Total
Beeford	85.0%	3.7%	3.9%	0.4%	0.2%	1.2%	0.0%	5.5%	100%
Beverley	91.8%	1.8%	0.4%	0.4%	0.8%	0.4%	0.5%	3.9%	100%
Hedon	93.8%	1.6%	0.1%	0.0%	1.6%	0.4%	0.1%	2.2%	100%
Hornsea	91.3%	0.0%	1.7%	0.0%	0.3%	0.0%	0.3%	6.3%	100%
Withernsea	89.8%	3.2%	0.2%	0.2%	1.5%	0.0%	0.5%	4.6%	100%
East	91.2%	2.1%	1.0%	0.3%	0.9%	0.4%	0.0%	4.1%	100%
Bridlington 1	2.8%	0.0%	55.5%	3.0%	0.4%	0.0%	0.5%	37.9%	100%
Bridlington 2	6.4%	0.0%	51.8%	2.4%	0.0%	0.0%	0.0%	39.5%	100%
Driffield (incl. Pocklington)	36.9%	0.4%	9.3%	26.0%	0.5%	0.0%	0.2%	26.8%	100%
Market Weighton	63.7%	2.1%	0.5%	16.6%	0.0%	0.0%	0.5%	16.8%	100%
North	26.8%	0.4%	26.9%	15.1%	0.3%	0.0%	0.0%	30.5%	100%
Anlaby	93.5%	2.4%	0.1%	0.3%	0.5%	0.0%	0.1%	3.0%	100%
Brough	92.3%	3.9%	0.0%	0.5%	0.9%	0.0%	0.2%	2.2%	100%
Cottingham	92.6%	2.7%	0.1%	0.2%	0.6%	0.1%	0.3%	3.4%	100%
Hessle	94.0%	2.2%	0.4%	0.0%	0.8%	0.0%	0.1%	2.5%	100%
Howden	56.9%	14.9%	0.2%	10.1%	3.0%	0.7%	0.9%	13.3%	100%
Kingsway	22.2%	62.5%	0.0%	2.3%	2.7%	3.1%	0.1%	7.2%	100%
Marshlands	13.4%	44.0%	0.2%	9.0%	2.0%	9.5%	0.2%	21.6%	100%
West	71.9%	17.0%	0.1%	2.3%	1.4%	1.3%	0.0%	6.0%	100%
East Riding UA	64.8%	8.2%	7.8%	5.2%	0.8%	0.7%	0.3%	12.2%	100%

3.2.3 Low birth weight

Low birth weight (LBW), defined by the World Health Organisation as a birth weight of less than 2,500 grams (approximately 5.5 pounds), remains a significant public health concern in the despite advances in perinatal care and broader improvements in maternal health.

The impact of LBW is wide-ranging, affecting not only the immediate health and wellbeing of infants but also their long-term physical, cognitive, and social development.

The prevalence of LBW in the East Riding overall has historically recorded a lower rate when compared to the national average, as shown in Figure 3.6, in which all years but 1 the East Riding was significantly lower.

In the latest calendar year (2022) displayed on OHID Fingertips the East Riding LBW was 2.2% compared with England average of 2.9%. Compared to other local authorities, the East Riding prevalence was 2nd lowest in region and within the bottom half (better outcomes) of nearest NHS England statistical neighbours.

Figure 3.6 Low birth weight of term babies. East Riding compared to England, 2006-2022. Source: OHID Fingertips

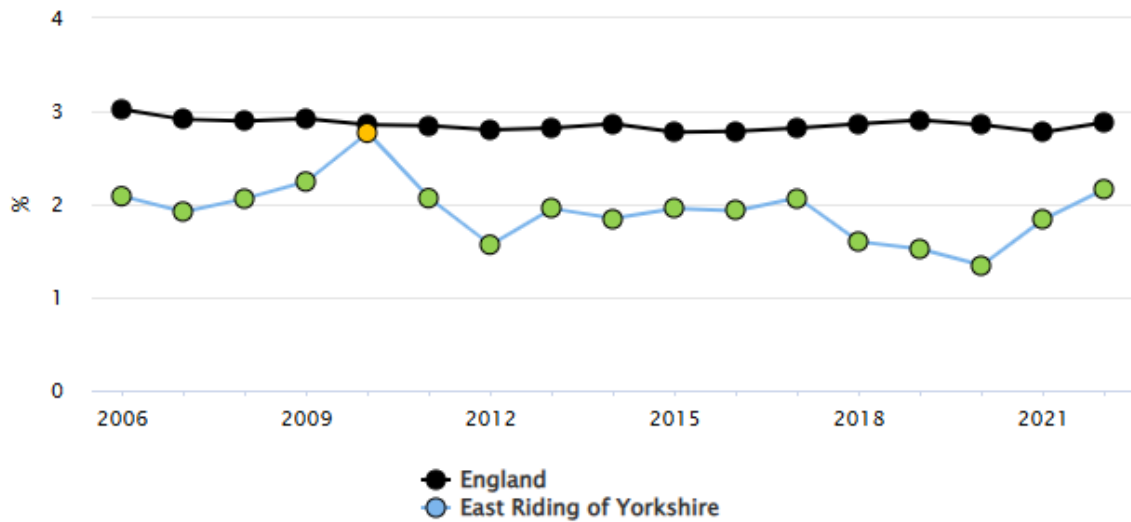
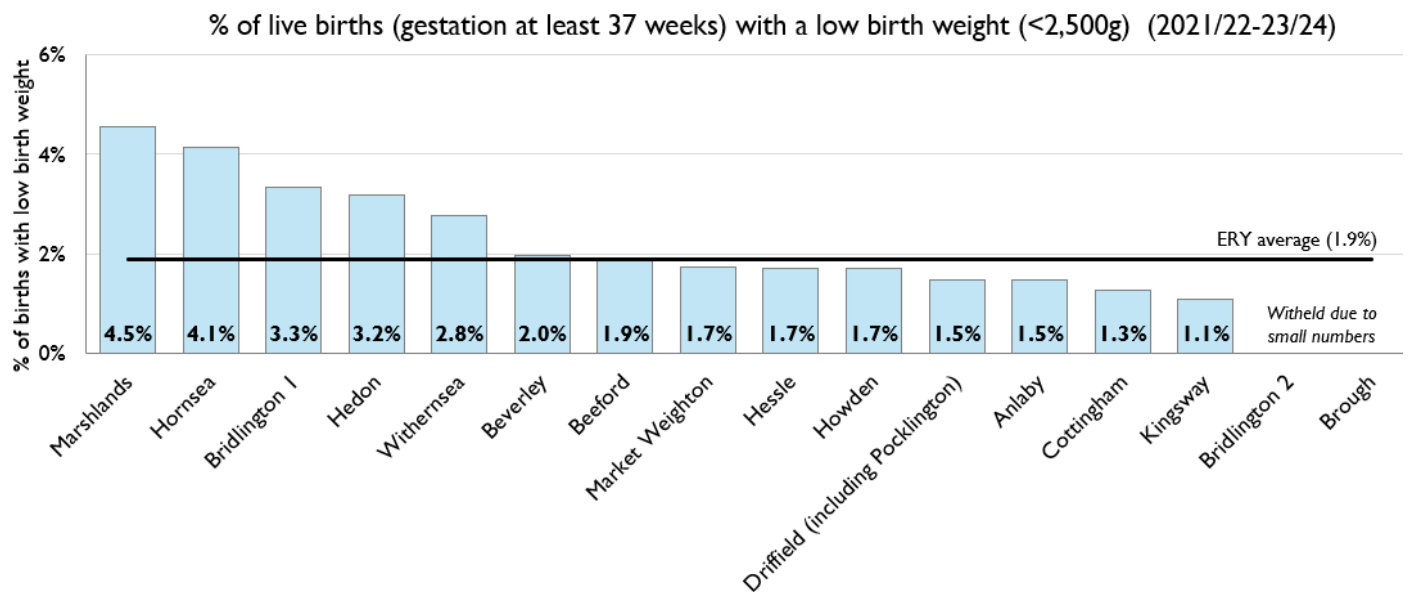


Figure 3.7 provides LBW by children’s area for the 3 year pooled period 2021/22-23/24, which was the minimum number of years required to be able to obtain useable numbers. Low birth weight varied from 1.1% in Kingsway to 4.5% in Marshlands.

Statistically all children’s centres recorded a similar prevalence to the East Riding average of 1.9%, except Marshlands, which was significantly higher.

Figure 3.7 Low birth weight (<2500g) of term babies (at least 37 weeks). By children’s centre 2021/22-23/24 (3 yrs pooled). Source: NHS England/ERYC PHI Team



3.3 Infant Feeding Rates

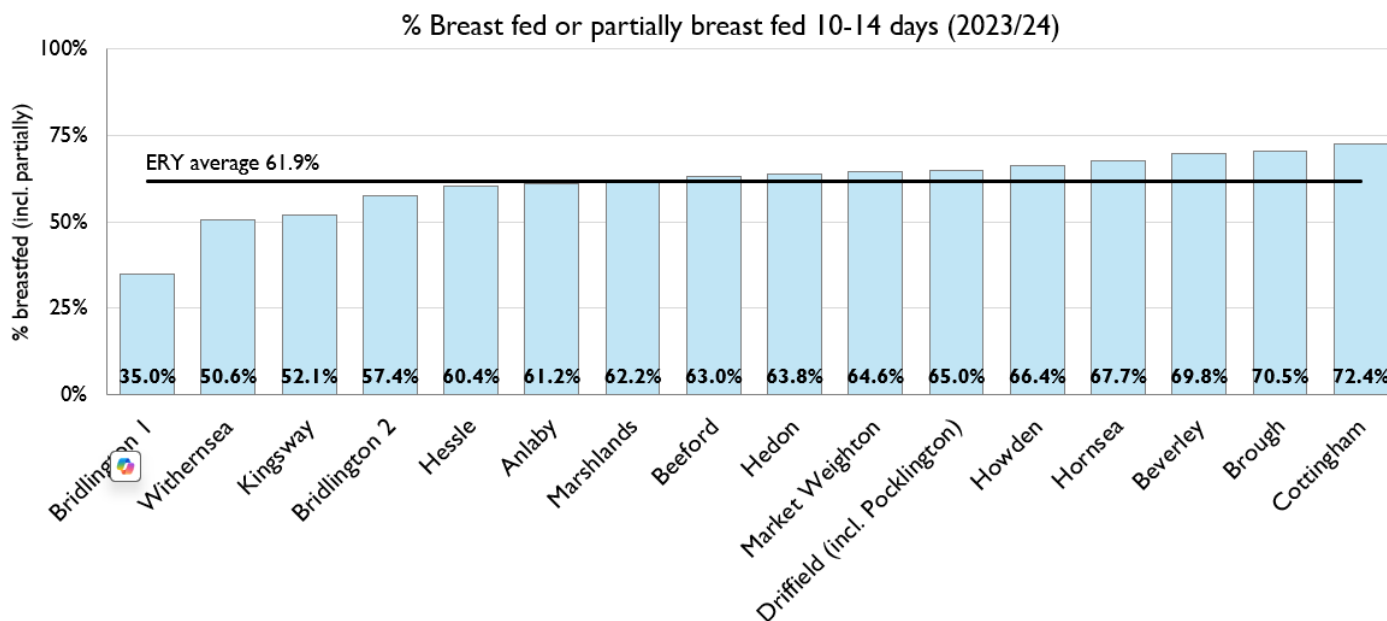
Breastfeeding is crucial for both babies and mothers, providing a range of health benefits. Breast milk is uniquely tailored to the baby's needs, offering optimal nutrition, immune support, and protection against various illnesses. For mothers, breastfeeding can help with post pregnancy recovery and lower the risk of certain diseases.

3.3.1 10-14 days

The percentage of children who were ‘breast fed’ or ‘breast and supplement fed’ (i.e. partially breastfed) at 10-14 days during 2023/24, is displayed by East Riding Children’s Centre in Figure 3.8. Breastfeeding rates ranged from 35% in Bridlington 1 to 72% (over double) in Cottingham.

Statistically, there were 2 Children’s Centres significantly lower than the East Riding average rate (62%) which were Bridlington 1 and Kingsway. Note that whilst Withernsea has a lower proportion than Kingsway, Withernsea has wider confidence intervals (not shown on the chart) and so is not significantly lower than the East Riding overall). Of the 180 babies recorded with a breastfeeding status at 10-14 days in Bridlington 1, 117 of them (65%) were bottle fed.

Figure 3.8 Breastfeeding prevalence at 10-14 days, by East Riding Children’s Centre. Source: NHS Humber FT / ISPHNs



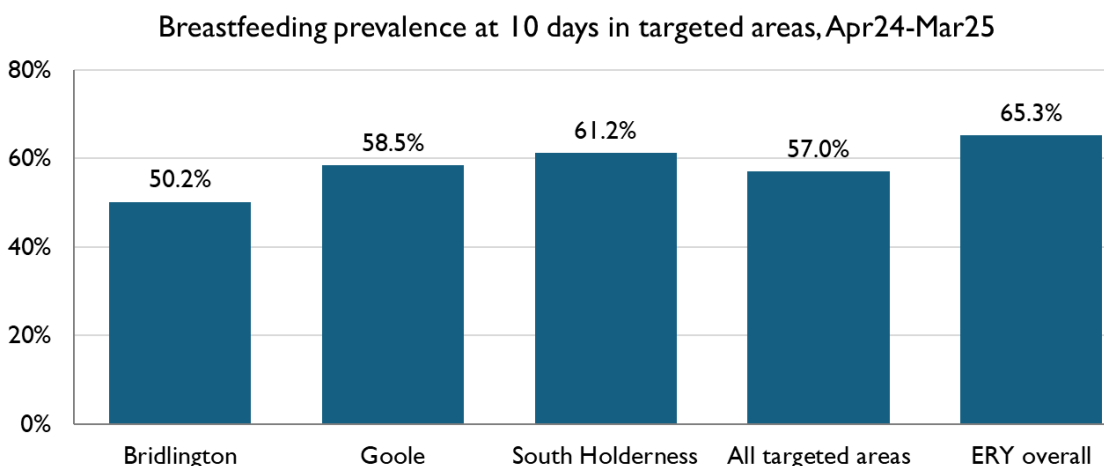
It has not been possible to update the prevalence of breastfeeding at 10-14 days by children’s centre area for 2024/25, due to the data no longer being accessible to East Riding of Yorkshire Council. However, monthly prevalence figures are still provided for the targeted areas of Bridlington, Goole and South Holderness (Withernsea and surrounding areas). Please note these are not children’s centre areas.

Figure 3.9 presents an estimated prevalence breastfeeding prevalence at 10-14 days for 2024/25 overall, by averaging the 12 individual month prevalence figures between April 2024 and March 2025. The prevalence ranges from 50.2% in Bridlington to 61.2% in South Holderness, with all 3 targeted areas reporting a lower percentage than East Riding overall (65.3%).

Figure 3.9 Breastfeeding prevalence* at 10-14 days, by targeted area within the East Riding, 2024/25

* estimated percentages based on averaging monthly prevalence figures

Source: NHS Humber FT / ISPHNs



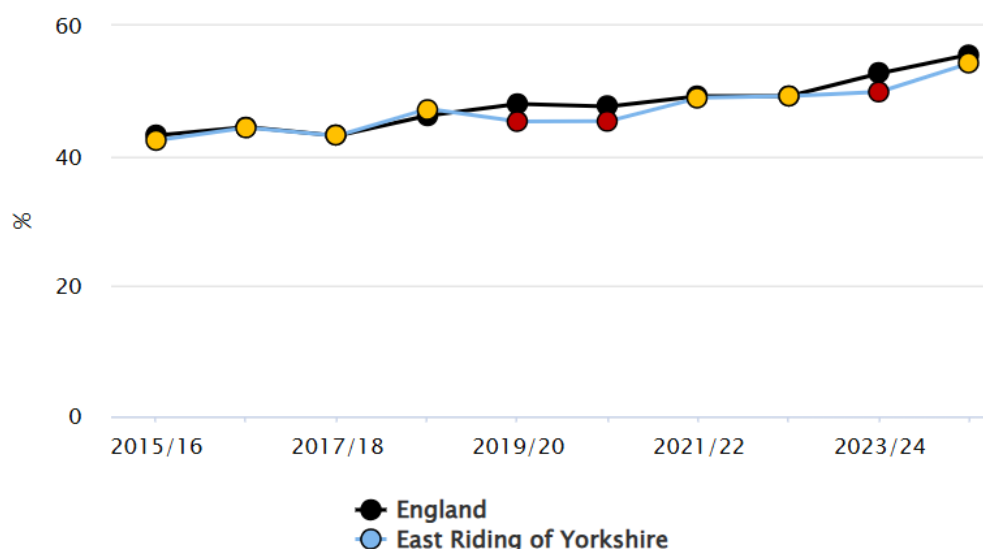
3.3.2 6-8 weeks

The trend of breastfeeding at 6-8 weeks within the East Riding and England overall (shown in Figure 3.10), has shown an increasing prevalence for both areas between 2015/16 and 2024/25. Between those years, the East Riding prevalence has increased from 42.4% to 54.3%, recording statistically similar results to the England average (as denoted by the orange dots on the chart) in all but 3 periods, which were significantly lower (red

dots). In the latest year (2024/25) the East Riding achieved a lower breastfeeding prevalence compared to England (54.3% and 55.6% respectively) but this was not a statistically significant difference.

Figure 3.10 Breastfeeding prevalence at 6 to 8 weeks, East Riding compared to England.

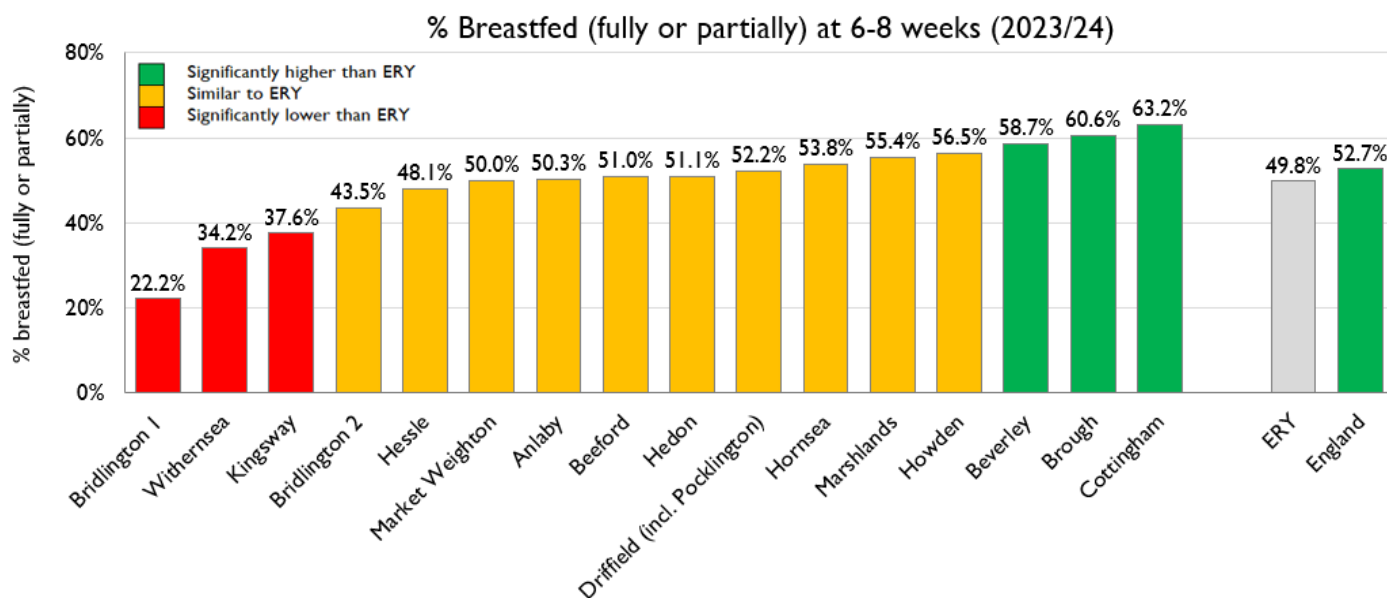
Source: OHID Fingertips



At East Riding children’s centre level, Figure 3.11 illustrates the contrasting rates of breastfeeding at 6-8 weeks, during 2023/24. There were significantly lower than East Riding average (49.8%) rates within some of the local authority’s most deprived areas including Bridlington I (22.2%), Withernsea (34.2%) and Kingsway (37.6%).

In comparison, children’s centre areas with a generally lower proportion of deprived areas achieved significantly higher rates. For example, Beverley, Brough and Cottingham reported breastfeeding prevalence of 58.7%, 60.6% and 62.2% respectively. The contrast between Bridlington I and Cottingham is particularly stark, with the latter recording a prevalence almost 3 times that of Bridlington I (the children’s centre with the lowest rate).

Figure 3.11. Breastfeeding prevalence at 6 to 8 weeks, East Riding Children’s Centres. Source: NHS Humber FT / ISPHNs



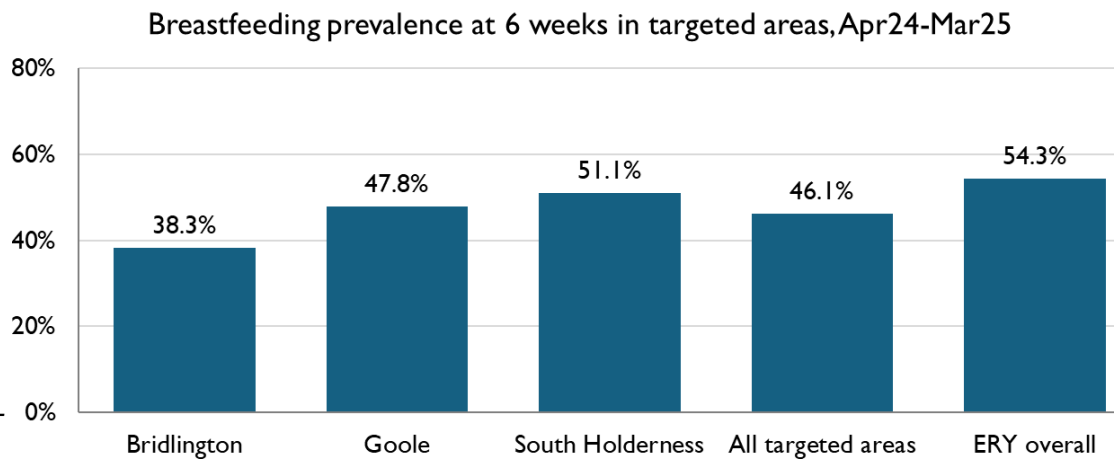
As already explained in the previous section, it has not been possible to obtain updated children’s centres figures for 2024/25, so an estimated prevalence for breastfeeding at 6-8 weeks (again for targeted areas) is provided in Figure 3.12.

A similar pattern is presented as it was in the last section, with Bridlington reporting the lowest prevalence of the 3 targeted areas (at 38.3%), Goole the second highest (47.8%) and South Holderness highest (51.1%). Again all 3 areas reported a lower prevalence than the East Riding overall (54.3%).

Figure 3.12
Breastfeeding prevalence* at 6 to 8 weeks, by targeted area within the East Riding, 2024/25

* estimated percentages based on averaging monthly prevalence figures

Source: NHS Humber FT / ISPHNs



3.4 Prevalence of smoking around children and young people

3.4.1 Smoking status at time of delivery

Smoking in pregnancy carries significant risks for both parent and child, ranging from miscarriage and birth defects to long-term health and developmental problems. Despite widespread awareness campaigns, a proportion of people continue to smoke while pregnant.

The smoking status at time of delivery indicator calculates the number of mothers known to be smokers at the time of delivery as a percentage of all maternities with known smoking status. In the East Riding there were 170 pregnant women smoking at time of delivery in 2023/24, resulting in a prevalence of 8.2%, statistically similar to the England average of 7.4% (see Table 3.6).

Table 3.6 Smoking status at time of delivery. East Riding compared to England. Source: OHID Fingertips

Year	Count of smokers	ERY %	England %	ERY statistical comparison to England
2020/21	288	12.3%	9.6%	Significantly higher
2021/22	264	10.9%	9.1%	Significantly higher
2022/23	237	10.6%	8.8%	Significantly higher
2023/24	170	8.2%	7.4%	Similar

The table provides figures for the past 4 financial years and over this time smoking prevalence at time of delivery has decreased year on year for both the East Riding and England overall.

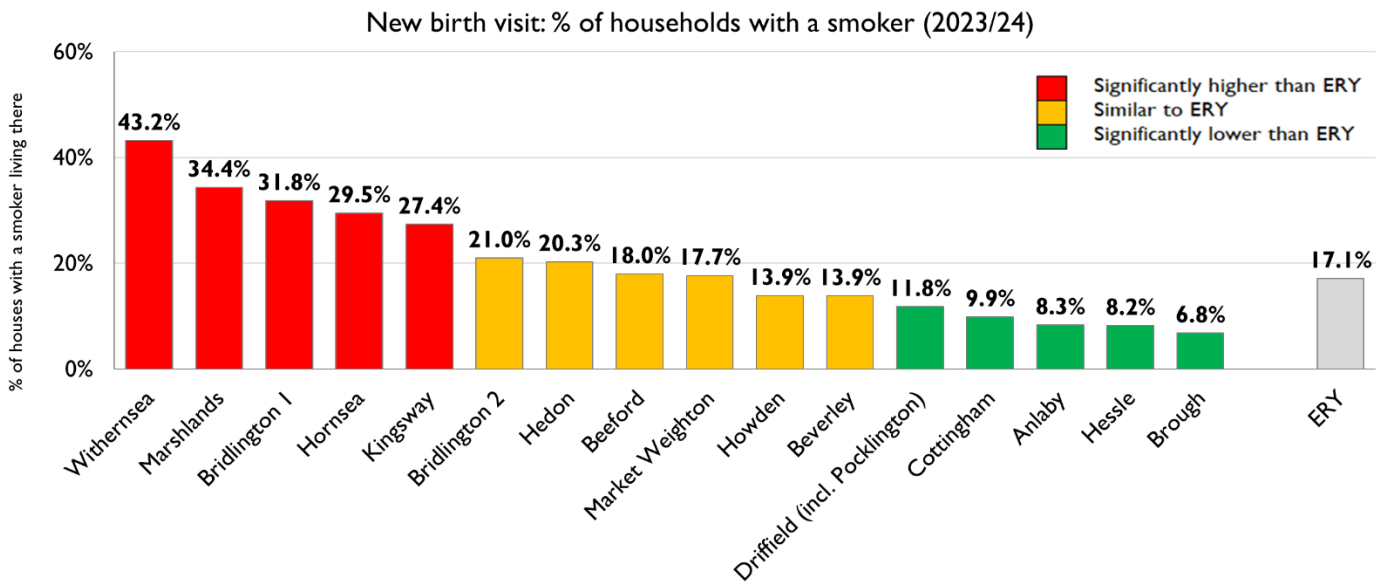
Please note that has not been possible to obtain sub-local authority level data from the hospital trusts which would enable reporting by locality and children’ centre area, this information is however still being sought.

3.4.2 Newborn babies living in households with smokers

Second-hand smoke exposure can lead to a range of health problems, including sudden infant death syndrome (SIDS), respiratory infections, asthma, and impaired lung development. Babies and young children are particularly vulnerable due to their smaller airways and developing immune systems. Creating a smoke-free home environment at an early stage reduces the risks associated with second-hand smoke exposure but also sets the foundation for a healthier future for the entire family.

Figure 3.13 highlights the prevalence of smokers in a household during a new birth visit by children’s centre during 2023/24.

Figure 3.13 Smokers in the household at new birth visit by children’s centre area, 2023/24. Source: NHS Humber FT



Those children’s centre areas recording a significantly higher prevalence of smoking in households at a new birth visit (NBV) than the East Riding average (17.1%) are shown in red. These included Hornsea (29%), Withernsea (42.7%), Bridlington I (30.3%), Kingsway (26.1%) and Marshland (31.4%). Smoking in households ranged from 6.8% in Brough to over 43% in Withernsea.

Please note that this is not necessarily the mother who is the smoker in the household and it is also a completely different indicator to the more widely referenced ‘Smoking at the time of delivery’ indicator available on OHID Fingertips.

3.5 Childhood vaccinations

Vaccination has long been recognised as one of the most effective interventions in public health, providing protection to the individual vaccinated against certain diseases and also helping to prevent the spread of disease to more vulnerable members in the population, who cannot be vaccinated.

It is not currently possible to get childhood vaccinations at a granular level, e.g. Children’s Centre area, so Table 3.7 provides a summary of relevant indicators (as displayed on OHID Fingertips) comparing the East Riding with the national average. Some of the indicators are for older children but have been left in the table for information.

On the whole, the East Riding attains higher vaccination rates than the England average and is statistically similar to most specific indicator goals (as highlighted by the green and orange circles in the table), such as a $\geq 95\%$ coverage of Dtap IPV Hib HepB. East Riding MMR vaccination rates were the highest in the country in 2023/24 for 5 year olds and have historically always been high. Only one indicator (HPV for 2 doses in females) was significantly lower than the indicator benchmark of $\geq 90\%$.

Further detail on some of the vaccinations in Table 3.7, are provided below.

- **DTaP IPV Hib HepB** is the first in a course of vaccines offered to babies to protect them against diphtheria, pertussis (whooping cough), tetanus, Haemophilus influenzae type b (an important cause of childhood meningitis and pneumonia), polio (IPV is inactivated polio vaccine) and from 2019, Hepatitis B.
- **Hib and MenC booster** increases the protection a child gets from the first course of Hib vaccine when they are 8, 12 and 16 weeks old, and the MenC vaccine when they are 12 and 16 weeks.
- **HPV:** The national HPV vaccination programme was introduced in 2008 to protect adolescents from HPV-related cancers.

- **MMR** is the combined vaccine that protects against measles, mumps and rubella.
- **PCV**: this vaccine protects against pneumococcal infections that can cause pneumonia, septicaemia or meningitis.

Table 3.7 Childhood vaccinations. Source: OHID Fingertips

Population vaccination coverage indicator	East Riding					England
	Period	Count	Value	Recent Trend	Comparison to England or indicator goal	Value
Children in care immunisations (Persons, <18 yrs)	2023/24	202	86.0%	↓	●	82.0%
Dtap IPV Hib HepB (1 year old) (Persons, 1 yr)	2023/24	2,435	95.9%	→	●	91.2%
Dtap IPV Hib HepB (2 years old) (Persons, 2 yrs)	2023/24	2,643	97.8%	→	●	92.4%
Flu (2 to 3 years old) (Persons, 2-3 yrs)	2023/24	3,092	55.7%	→	●	44.4%
Hib and MenC booster (2 years old) (Persons, 2 yrs)	2023/24	2,583	95.6%	→	●	88.6%
HPV vaccination coverage for one dose (F: 12 to 13 yrs)	2023/24	1,587	85.6%	→	●	72.9%
HPV vaccination coverage for two doses (F: 13 to 14 yrs)	2022/23	1,470	76.0%	→	●	62.9%
MMR for one dose (2 years old) (Persons, 2 yrs)	2023/24	2,575	95.3%	→	●	88.9%
MMR for one dose (5 years old) (Persons, 5 yrs)	2023/24	2,919	97.1%	→	●	91.9%
MMR for two doses (5 years old) (Persons, 5 yrs)	2023/24	2,839	94.5%	→	●	83.9%
PCV (Persons, 1 yr)	2023/24	2,466	97.1%	→	●	93.2%
PCV booster (Persons, 2 yrs)	2023/24	2,586	95.7%	→	●	88.2%

Key:

Recent trends: – Could not be calculated → No significant change ↑ Increasing & getting worse ↑ Increasing & getting better ↓ Decreasing & getting worse ↓ Decreasing & getting better

Comparison to England or indicator goal (e.g. a set %) ● Signif. higher ● Similar ● Signif. lower

3.6 Body Mass Index categories (National Child Measurement Programme)

In 2023/24 around a third of East Riding Year 6 children were either overweight or obese, a proportion that was also recorded nationally. Childhood obesity is a major concern due to its direct impact on physical health and risk of disease, both during childhood and (if not addressed) in adulthood too.

Every year the National Child Measurement Programme (NCMP) measures the height and weight of children in Reception (aged 4–5 years) and Year 6 (aged 10–11 years) at state-maintained schools within England.

Figure 3.14 and Figure 3.15 (on the following pages) show the BMI categories of reception year and year 6 children respectively, by East Riding Children’s Centre area. The charts are sorted in ascending order by the healthy weight category (green bars). Please note that the prevalence of underweight is not shown, due to the small numbers involved and as such the bars may not add up to 100%.

Reception Year

In reception year (Figure 3.14), Bridlington 1 reported the lowest rate of healthy weight (66%) and the highest rate of overweight and obesity combined (33%), in contrast, Bridlington 2 recorded the highest healthy weight prevalence at 79%.

Year 6

For Year 6 (Figure 3.15), children in the Marshlands area recorded the lowest healthy weight prevalence (54%) and the highest rate of obesity (28%) than any other area. In contrast, children in the Beverley area reported the highest healthy weight prevalence of 70% and one of the lowest obesity rates at 17%.

Separate analysis has shown that obesity has a higher prevalence amongst the East Ridings most deprived communities in Year 6 and this partly mirrored by the Children’s Centre prevalence.

3.6.1 Reception Year

Figure 3.14. Note underweight is not shown, so categories will not add up to 100%. Source: NHS England NCMP Team

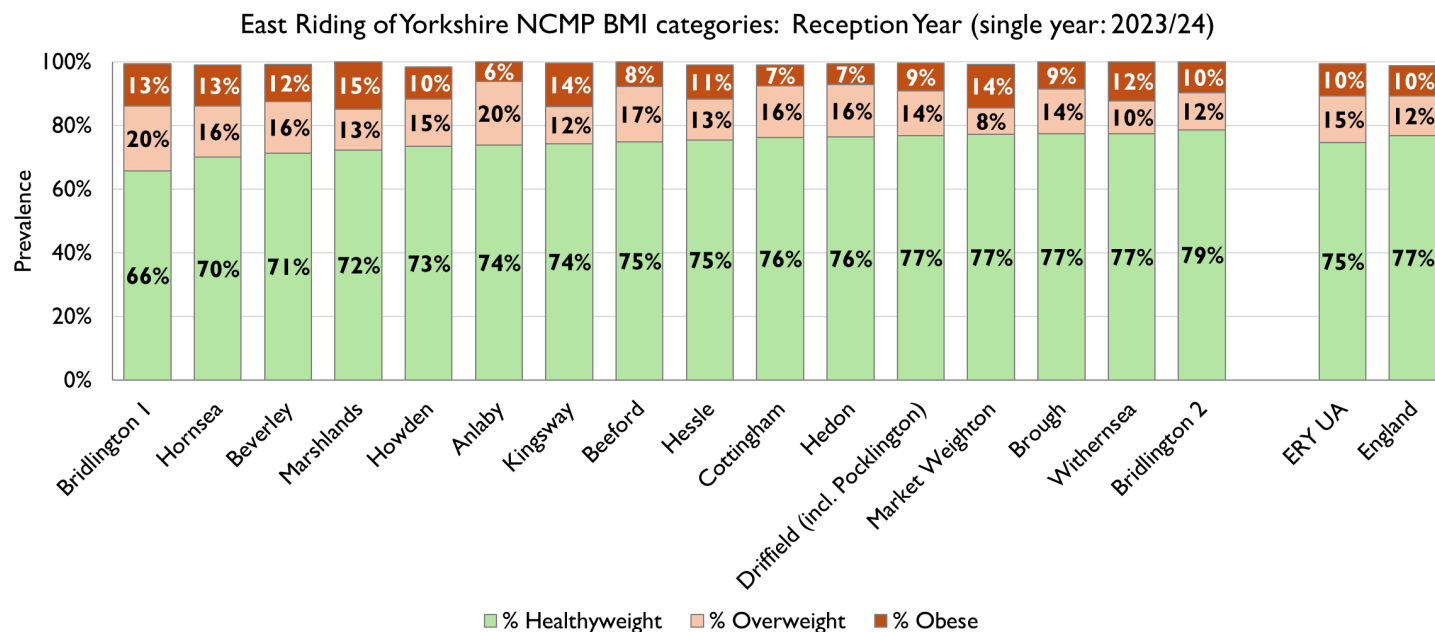


Table 3.8 Note underweight is not shown due to small numbers, therefore categories will not add up to 100%. Source: NHS England NCMP Team

Reception Year	2021/22			2022/23			2023/24		
	% Healthy weight	% Overweight	% Obese	% Healthy weight	% Overweight	% Obese	% Healthy weight	% Overweight	% Obese
Beeford	80.2%	12.9%	6.9%	73.9%	15.3%	9.9%	74.8%	17.4%	7.8%
Beverley	79.0%	12.4%	8.6%	80.6%	10.5%	8.3%	71.3%	16.1%	11.6%
Hedon	77.2%	14.6%	7.6%	74.8%	17.2%	7.9%	76.3%	16.4%	6.6%
Hornsea	75.7%	12.2%	12.2%	70.3%	14.3%	15.4%	70.0%	16.0%	13.0%
Withernsea	74.1%	12.1%	13.8%	67.8%	21.8%	10.3%	77.4%	10.4%	12.3%
East	77.7%	12.8%	9.4%	76.0%	14.1%	9.5%	73.4%	15.6%	10.4%
Bridlington 1	70.6%	17.3%	12.2%	75.9%	11.1%	12.1%	65.7%	20.3%	13.4%
Bridlington 2	73.5%	15.4%	10.5%	73.0%	17.6%	9.5%	78.7%	11.6%	9.8%
Driffield (incl. Pocklington)	75.3%	15.2%	9.1%	79.1%	11.6%	8.7%	76.9%	14.0%	8.7%
Market Weighton	73.1%	17.9%	9.0%	67.9%	21.9%	10.2%	77.1%	8.4%	13.7%
North	73.7%	16.1%	9.9%	75.9%	13.9%	9.7%	75.1%	13.9%	10.5%
Anlaby	75.7%	14.8%	9.0%	79.8%	11.1%	6.6%	73.7%	20.1%	6.1%
Brough	82.2%	11.7%	6.1%	82.3%	11.3%	5.9%	77.3%	14.1%	8.6%
Cottingham	78.9%	12.4%	8.6%	74.5%	14.0%	10.5%	76.3%	16.2%	6.6%
Hessle	72.3%	12.7%	13.6%	74.4%	13.1%	11.9%	75.5%	12.7%	10.8%
Howden	72.4%	14.7%	12.9%	76.9%	14.0%	8.3%	73.3%	15.0%	10.0%
Kingsway	69.1%	14.7%	14.7%	74.5%	14.3%	10.2%	74.3%	11.7%	13.6%
Marshlands	84.4%	8.3%	7.3%	81.1%	13.5%	5.4%	72.3%	12.9%	14.9%
West	76.1%	12.9%	10.4%	77.5%	12.9%	8.5%	74.9%	14.7%	9.9%
ERY UA	75.8%	13.9%	10.0%	76.6%	13.6%	9.2%	74.5%	14.7%	10.2%
England	76.5%	12.1%	10.1%	77.5%	12.2%	9.2%	76.8%	12.4%	9.6%

3.6.2 Year 6

Figure 3.15 Note underweight is not shown, so categories will not add up to 100%. Source: NHS England NCMP Team

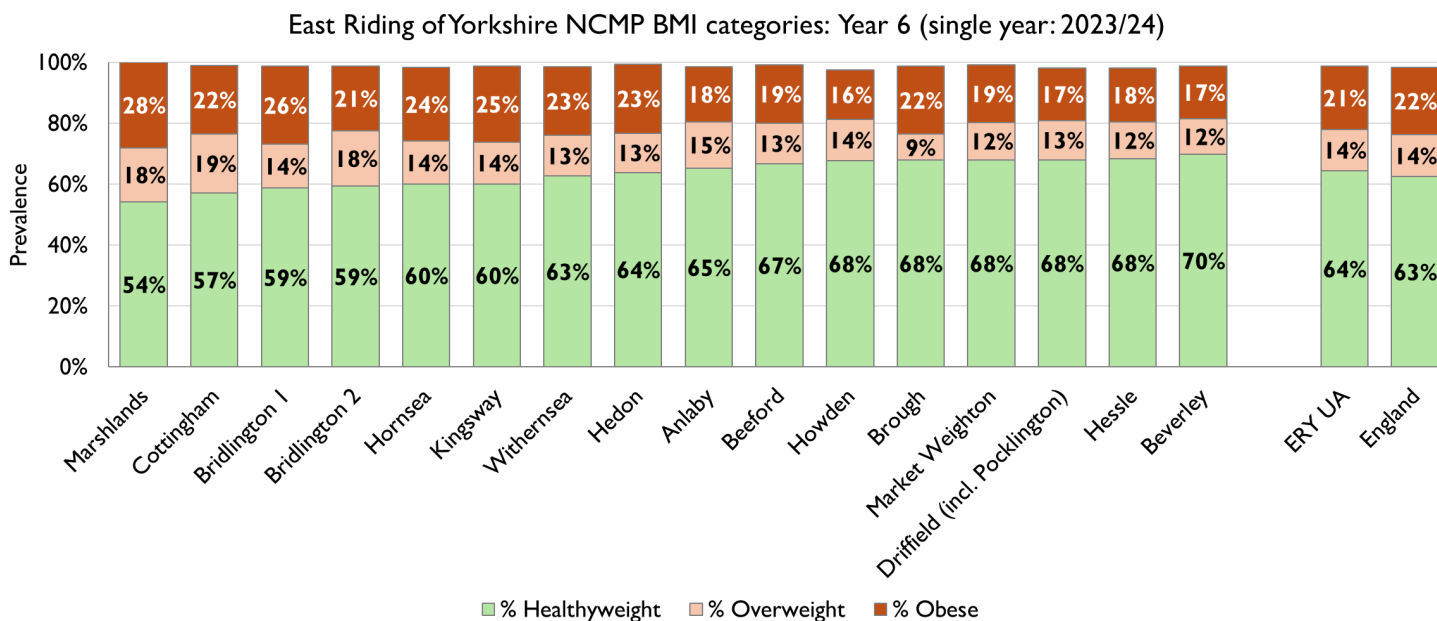


Table 3.9 Note underweight is not shown, so categories will not add up to 100%. Source: NHS England NCMP Team

Year 6	2021/22			2022/23			2023/24		
	% Healthy weight	% Overweight	% Obese	% Healthy weight	% Overweight	% Obese	% Healthy weight	% Overweight	% Obese
Beeford	64.7%	10.8%	23.7%	65.7%	17.9%	15.7%	66.7%	13.5%	19.0%
Beverley	66.3%	13.3%	19.1%	67.1%	12.0%	19.2%	69.8%	11.8%	17.2%
Hedon	60.2%	15.7%	24.1%	66.1%	16.4%	16.4%	63.9%	12.9%	22.7%
Hornsea	54.3%	19.0%	26.7%	61.7%	13.5%	24.1%	60.0%	14.2%	24.2%
Withernsea	52.9%	17.4%	28.9%	62.8%	13.1%	22.8%	62.7%	13.4%	22.5%
East	61.8%	14.6%	22.9%	65.4%	13.9%	19.4%	66.0%	12.7%	20.1%
Bridlington 1	55.5%	14.0%	30.6%	52.9%	12.2%	33.5%	58.8%	14.3%	25.6%
Bridlington 2	58.2%	14.1%	24.7%	64.1%	12.0%	24.0%	59.4%	18.2%	21.2%
Driffield (incl. Pocklington)	63.3%	14.2%	21.7%	62.8%	14.4%	21.9%	68.1%	12.9%	17.1%
Market Weighton	62.9%	11.9%	24.5%	68.6%	14.6%	14.6%	68.0%	12.3%	18.9%
North	60.6%	13.8%	24.6%	61.7%	13.5%	23.8%	64.2%	14.1%	20.2%
Anlaby	67.5%	13.0%	17.5%	71.1%	12.2%	15.6%	65.3%	15.1%	18.2%
Brough	65.7%	13.8%	19.3%	56.2%	21.9%	19.5%	67.9%	8.5%	22.4%
Cottingham	60.6%	17.2%	21.2%	66.4%	13.0%	19.3%	57.1%	19.4%	22.4%
Hessle	58.2%	19.8%	22.0%	60.9%	17.3%	20.3%	68.4%	12.1%	17.7%
Howden	65.7%	13.4%	20.9%	63.1%	14.8%	21.5%	67.8%	13.6%	16.1%
Kingsway	58.3%	15.7%	24.2%	63.3%	10.2%	24.2%	60.2%	13.7%	24.9%
Marshlands	52.9%	21.5%	24.0%	50.9%	16.1%	33.0%	54.2%	17.8%	28.0%
West	61.7%	16.0%	21.1%	62.6%	14.9%	21.0%	63.4%	13.9%	21.3%
ERY UA	61.4%	14.9%	22.7%	63.2%	14.2%	21.3%	64.4%	13.6%	20.6%
England	60.8%	14.3%	23.4%	61.9%	13.9%	22.7%	62.5%	13.8%	22.1%

3.7 Education

3.7.1 Types of schools

Table 3.10 Number of academies and non-academies within the East Riding, June 2025. Source: East Riding Children’s Performance Team provides a breakdown of the number of educational establishments (including Academies) within the localities of the East Riding.

Table 3.10 Number of academies and non-academies within the East Riding, June 2025.
Source: East Riding Children’s Performance Team

Type of education establishment	East			North			West			Grand Total
	Non-Academies	Academies	Total	Non-Academies	Academies	Total	Non-Academies	Academies	Total	
Nursery	3		3	1		1				4
PVI Nurseries	66		66	73		73	12		12	151
Infant				5		5		2	2	7
Junior				3	1	4		2	2	6
Primary	26	13	39	24	9	33	30	8	38	110
Secondary	4	2	6	3	2	5		7	7	18
Special				1		1	2		2	3
Alternative Provision								1	1	1
Grand Total	99	15	114	110	12	122	44	20	64	300

Education is also a prominent feature of the East Riding 2025-2028 Sufficiency Strategy, which was designed to bring together all the essential information about local provisions in the area, including education, Special Education Needs and Disabilities (SEND), post-16 education, children looked after and care leavers, alternative provision, and community services. A copy of the strategy can be accessed from [this link](#).

3.7.2 Progress check at age 2

Developmental differences can be identified in the second year of life and will impact children by the time they start school. One crucial checkpoint is the assessment of children at ages 2 to 2½, a period marked by rapid and transformative growth.

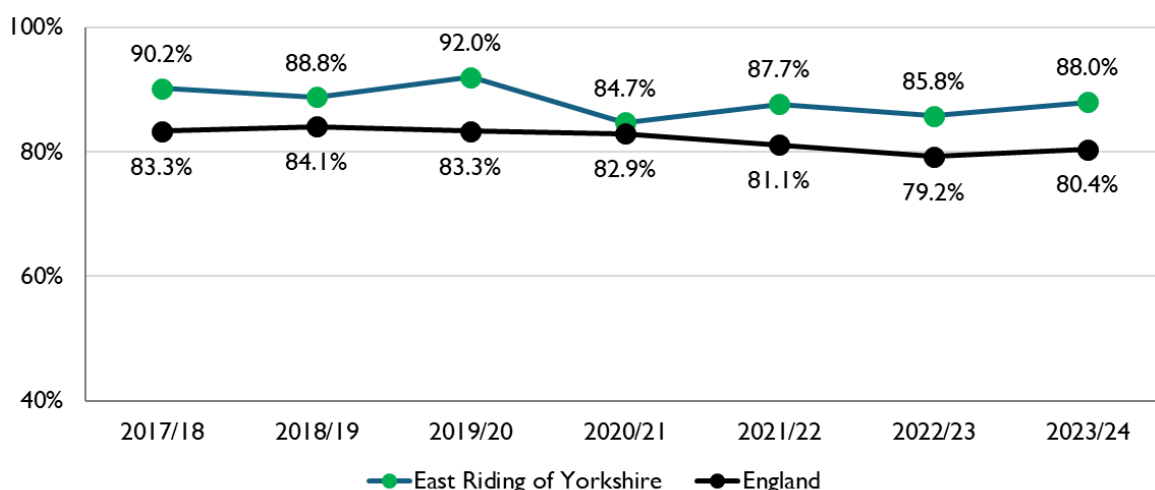
The Ages and Stages Questionnaire 3 (ASQ 3) questionnaire is completed by parents prior to the child’s 2-2.5 year health and development review and is based around 5 domains (communication, gross motor skills, fine motor skills, problem solving and personal-social development).

Figure 3.16 shows the percentage of children who received a 2 to 2½ year review, who were at or above the expected level in all five Ages and Stages Questionnaire 3 (ASQ 3) domains.

Figure 3.16

% of children who received a 2 to 2.5 year review, who were at or above the expected level in all 5 ASQ 3 domains.

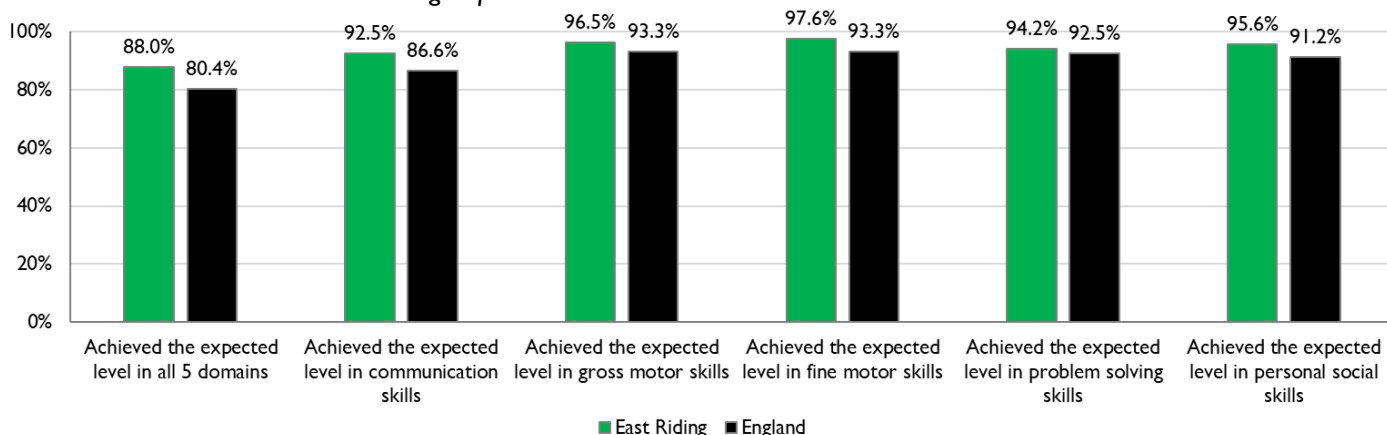
Source: OHID Fingertips



In all periods shown, the East Riding recorded a significantly higher percentage of children at or above the expected level in all 5 ASQ 3 domains compared to the England average. The latest year is 2023/24, in which

the East Riding recorded 88% compared to 80.4% in England. Figure 3.17 again compares the East Riding against England during 2023/24 then breaks it down into each of the 5 domains that make up achieving a GLD. In all 5 domains the East Riding records a significantly higher percentage of children were at or above the expected level.

Figure 3.17 Percentage of children who received a 2 to 2.5 year review, who were at or above the expected level in each ASQ 3 domain. 2023/24. Source: OHID Fingertips



3.7.3 Achieving a good level of development at the end of reception year

3.7.3.1 East Riding compared to England

The Early Years Foundation Stage is comprised of 17 early learning goals, covering 7 areas of learning. However, it is only the first 12 goals (within the first 5 areas of learning) which contribute to achieving a ‘Good Level of Development’ (GLD).

GLD is only achieved if a child reaches the expected level in all 12 goals. The first 5 areas of learning relate to: communication and language; personal, social and emotional development; physical development; literacy; and mathematics.

In the latest year (2024/25) the East Riding attainment of a good level of development was 68.5%, higher than the previous year’s result of 67.3%. The East Riding’s 2024/25 result was also higher than the England average of 68.3% in the same year.

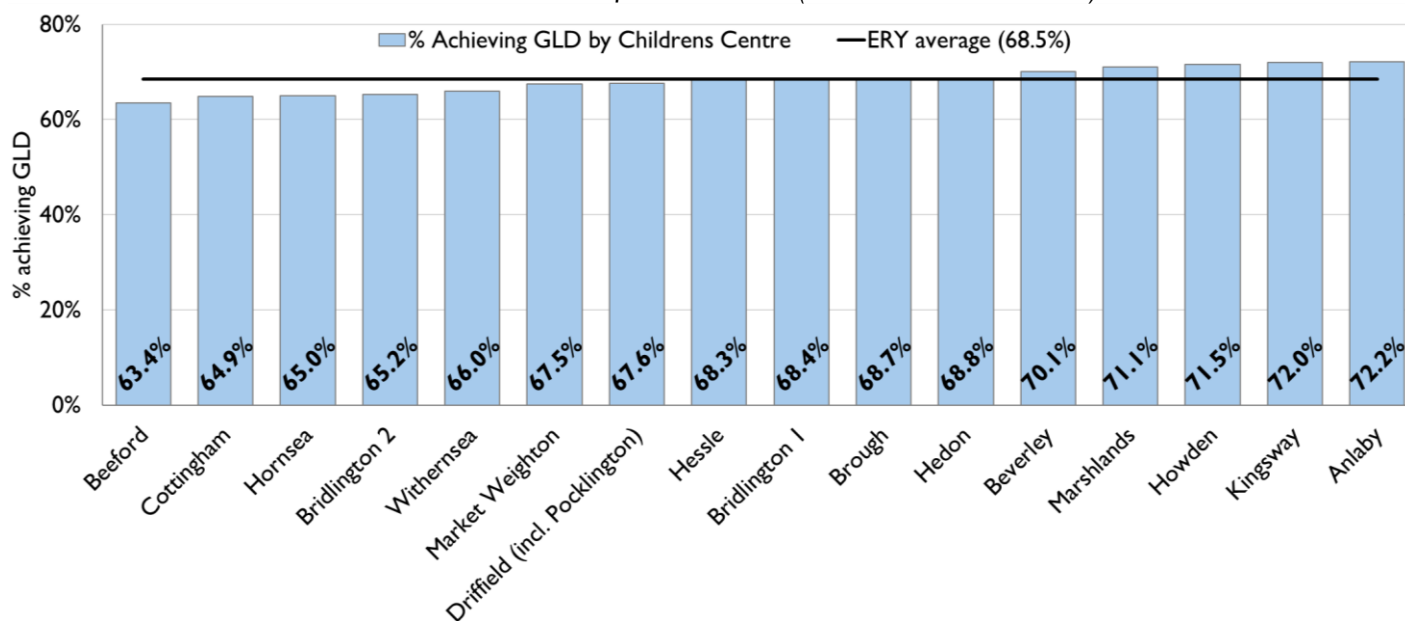
Table 3.11 Early Years Foundation Stage (count & % achieving a good level of development at end of reception year). Source: OHID Fingertips & ERYC Childrens Performance Team

Period	East Riding of Yorkshire		England	Comment: East Riding compared to England
	Count	%	%	
2021/22	2,185	65.2%	65.2%	Same result
2022/23	2,269	68.7%	67.2%	Higher %, but statistically similar
2023/24	2,172	67.3%	67.7%	Lower %, but statistically similar
2024/25	2,138	68.5%	68.3%	Higher %, (not yet statistically compared)

3.7.3.2 East Riding Localities and Children’s Centres

Figure 3.18 illustrates, by children’s centre area, the proportion of children achieving a GLD at the end of reception, for the school year 2024/25 which ended May/June 2025. Attainment levels ranged from 63.4% in Beeford to 72.2% in Anlaby.

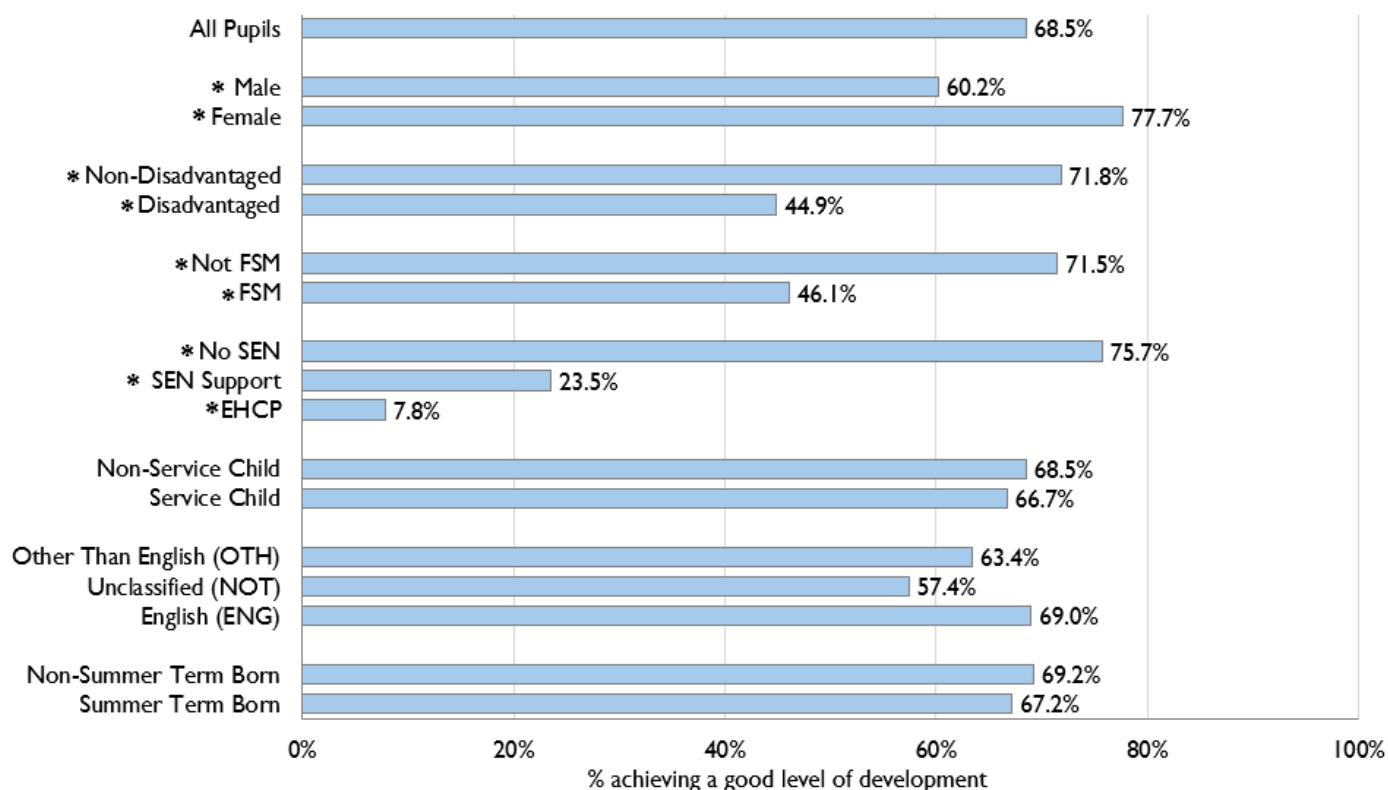
Figure 3.18 Early Years Foundation Stage (achieving a good level of development at end of reception) 2024/25
Source: ERYC Childrens Performance Team (2025 EYFS LA Data Pack)



3.7.3.3 A good level of development attainment at the end of reception year by pupil group

Pupils achieving, or not achieving, a good level of development can be broken down into smaller cohorts to see where inequalities might exist; this is displayed within Figure 3.19.

Figure 3.19 Percentage achieving a good level of development by pupil group in 2024/25
*indicates significantly different from one another (within each cohort)
Source: ERYC Childrens Performance Team (2025 EYFS LA Data Pack)



In summary the chart shows that there was a lower attainment of a GLD within the following cohorts:

- Males (compared to females)*
- Disadvantaged children (compared to non-disadvantaged)*
(disadvantaged children are generally defined as those who: are eligible for FSM at any point in the last 6 years; are looked-after children (in care); are previously looked-after children; may also include children eligible for Early Years Pupil Premium)
- Free School Meals (FSM) compared to non-FSM*
- SEND support and EHCPs (compared to no SEN*)
- Service children (compared to non-service children)
- First language other than English (compared to English as first language)
- Summer term babies (compared to non-summer term born children)

* indicates groups within each cohort are significantly different from each other. E.g. percentage of males achieving a GLD is 'significantly' lower than females.

Nationally, there is a concern that children from more deprived backgrounds are more at risk of poorer development and this apparent within the results of achieving a GLD at the end of reception year within the East Riding. Children who were eligible for FSM in 2024/25 lagged non-FSM pupils by a 25% point difference (46.1% versus 71.5% respectively). From a locality perspective, the proportion of FSM eligible children achieving a GLD was lower than non FSM eligible children in all 3 East Riding locality areas.

In the previous year (2023/24), nationally the percentage of children eligible for FSM achieving a GLD, was significantly lower than children not eligible for free school meals (51.5% and 68.8% respectively). In the same year, East Riding pupils eligible for FSM achieving a GLD was reported at 47.3% (statistically similar to the national average of 51.5%).

3.8 Special Educational Needs and Disability (SEND)

This page features information specifically about children and young people in the East Riding who have an Education, Health and Care Plan (EHCP) that is maintained by East Riding of Yorkshire Council. An EHCP is a legal document, maintained by a local authority (LA), that identifies and sets out the additional support a child or young person needs to meet their special educational, health, and social care needs.

- As of January 2024, the East Riding maintained 3,410 EHCPs, reflecting an 11.5% increase from the previous year and a 116% rise since 2017. The East Riding had a higher crude rate of EHCPs for the 0-25 and 5-15 age cohorts than regional and England averages.
- Males constituted 71% of EHCPs and over half of EHCPs were placed in mainstream schools, more than the national and regional averages.
- Communication and Interaction (C&I) was the most common primary need, followed by Social, Emotional, and Mental Health (SEMH), with nearly half of the children having a secondary need. There were higher rates of maintained EHCPs in deprived and coastal areas.

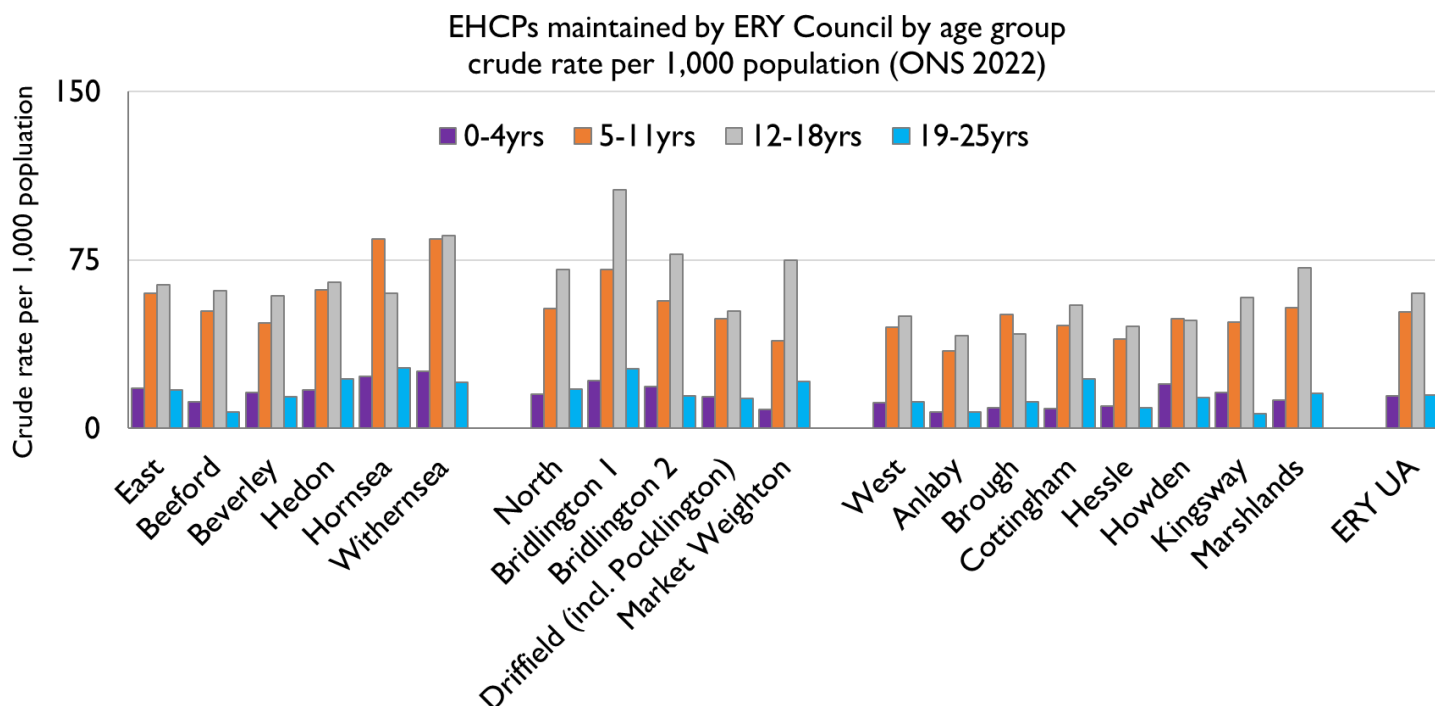
Table 3.12 provides the counts and rates per 1,000 population of EHCPs held by different ages of children and young people. by locality and Children's Centre area. The Childrens Centres with the highest rates of ECHPs for all ages (0-25 year olds) included Hornsea, Bridlington 1 and Withernsea, all 3 were significantly higher than the East Riding average rate of 40.8 per 1,000 population.

The rates are also illustrated in Figure 3.20.

Table 3.12 Count and rate of EHCPs maintained by ERY Council, January 2024 SEND Census, by locality and children's centre. Source: ERY Children's Performance Team

Locality/Children's Centre	Count by age group					Crude rate/1,000 population (ONS 2022)				
	0-4yrs	5-11yrs	12-18yrs	19-25yrs	0-25yrs	0-4yrs	5-11yrs	12-18yrs	19-25yrs	0-25yrs
East	69	425	508	103	1,105	17.8	60.2	63.9	17.2	47.1
Beeford	6	47	55	5	113	12.0	52.4	61.2	7.2	45.4
Beverley	27	138	214	39	418	16.1	47.1	59.0	14.3	42.0
Hedon	13	87	97	26	223	17.2	61.6	64.9	22.0	52.5
Hornsea	10	71	56	19	156	23.2	84.4	60.2	26.9	62.8
Withernsea	13	82	86	14	195	25.4	84.4	86.0	20.6	70.9
North	72	395	531	100	1,098	15.5	53.2	70.7	17.4	46.0
Bridlington 1	21	110	159	33	323	21.5	70.6	106.3	26.7	68.4
Bridlington 2	13	67	99	14	193	18.8	56.8	77.4	14.3	53.8
Driffeld (incl. Pocklington)	32	174	189	36	431	14.1	49.0	52.3	13.2	38.9
Market Weighton	6	44	84	17	151	8.4	39.0	75.0	21.1	47.0
West	70	473	522	95	1,160	11.5	45.2	50.0	11.7	35.0
Anlaby	7	61	72	9	149	7.2	34.6	41.2	7.2	30.5
Brough	8	94	82	16	200	9.0	50.9	42.0	11.8	38.1
Cottingham	8	68	83	24	183	8.8	45.9	54.8	22.0	42.4
Hessle	11	66	72	12	161	10.1	39.8	45.7	9.3	33.5
Howden	12	48	53	12	125	19.8	48.9	48.1	13.7	41.7
Kingsway	17	84	94	10	205	16.0	47.2	58.2	6.7	39.5
Marshlands	7	52	66	12	137	12.5	53.8	71.4	15.8	50.5
ERY UA	211	1,293	1,561	298	3,363	14.4	51.8	60.3	15.0	40.8

Figure 3.20 EHCPs maintained by ERY Council by age group. Source: ERYC Children's Performance Team



The East Riding JSNA website features a core set of pages dedicated to SEND, accessible from here: <https://eastridingsjna.com/special-educational-needs-and-disability-send/>, whilst a comprehensive document on SEND in the East Riding can be viewed by clicking [this link](#).

3.9 East Riding Mental Health Support Team

East Riding of Yorkshire Council is working with NHS Humber and North Yorkshire Integrated Care Board (ICB) to deliver Mental Health Support Teams (MHST) who provide early intervention mental health support for children and young people aged 5-18 within schools and colleges.

The MHSTs work across education, health and care and provide consultation to support schools and colleges to identify and manage issues relating to mental health and wellbeing. This work is completed in collaboration with existing early intervention provision. They also deliver high quality evidence-based interventions for children, young people and families who experience mild and moderate needs and requesting specialist support as necessary. The teams also integrate and enhance the early help and intervention offer.

The MHSTs have three functions:

- Delivering evidence-based interventions for mild to moderate mental health issues to Children, Young People and Families.
- In partnership with education settings, Mental Health Leads will further develop and deliver their whole school approach and providing timely advice and support.
- Liaising with external specialist services to help children and young people get the rights support and stay in education.

Humber NHS Teaching Trust currently provide three MHSTs in the East Riding with approval having just been agreed for a fourth team, to be established in early 2026. Further information about the Mental Health Support Team East Riding can be accessed here: <https://connect.humber.nhs.uk/service/my-mental-health-support-team-mymhst/east-riding-mhst/>.

3.10 Emergency hospital admissions due to injuries

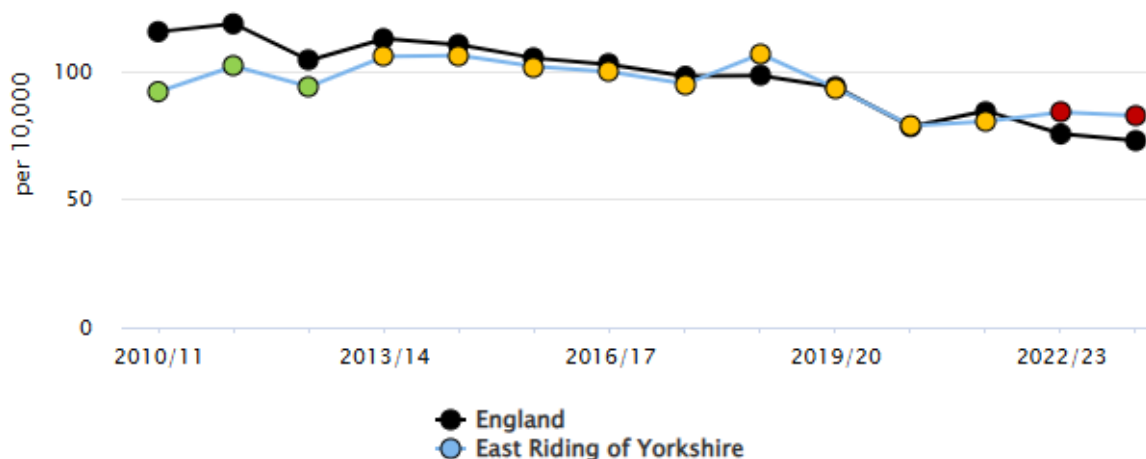
Injuries significantly affect children and young people, often leading to hospital admissions, prolonged treatment, discomfort and sometimes permanent disability or disfigurement. This in turn can also impact their social and emotional wellbeing, potentially creating mental health challenges. There are two main types of injuries:

- **Unintentional injuries** encompass those that occur without intent to harm, such as falls, burns, drowning, poisoning, and road traffic accidents. Many of these incidents are considered preventable.
- **Deliberate injuries** (which are less frequent than unintentional injuries) include self-inflicted harm and those resulting from interpersonal violence, abuse, or neglect.

Nationally, the rate of emergency hospital admissions due to injuries (involving children 0-14) has been on the decline, as highlighted in Figure 3.21, which also shows a declining trend within the East Riding too.

Figure 3.21

Emergency hospital admissions caused by unintentional & deliberate injuries in children (aged 0 to 14 years)



East Riding compared to England. Source: OHID Fingertips

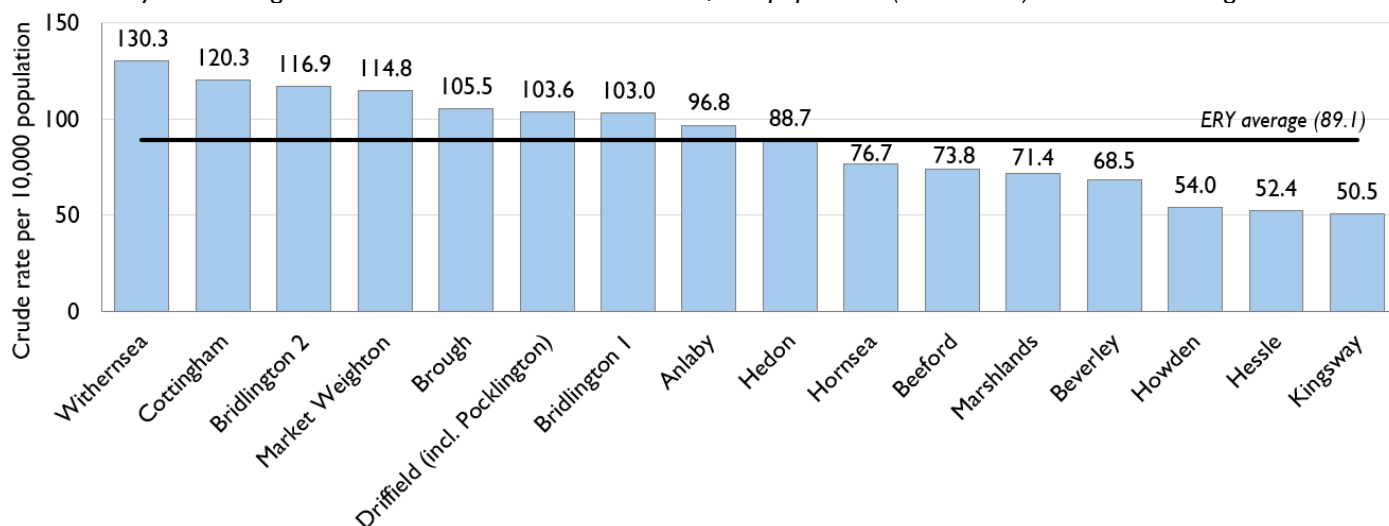
Despite this, the chart shows in the latest 2 periods (2022/23 and 2023/24) that the East Riding recorded a significantly higher rate of admissions due to injuries than England (as signified by the 2 red dots).

The same indicator has been replicated in Figure 3.22, for East Riding Children’s Centres, but uses the more recent data of 2024/25. Withernsea was calculated to have the highest rate of admissions per head of population (130 per 10,000 population, based on a total of 25 admissions for the year) followed by Cottingham (120 per 10,000, based on 37 admissions). Driffield (including Pocklington) was the area with the highest count of admissions (a total of 77) in 2024/25 but as it has a larger population its rate per population is lower than some of the other Children’s Centres.

From a statistical perspective all but one Childrens Centre area was similar to the East Riding average, the exception was Kingsway which had a significantly lower rate of unintentional and deliberate injuries. Withernsea and Cottingham both had a significantly higher rate compared to Hessle and Kingsway, but all other Childrens Centres were statistically similar in rate to one another.

When all Children’s Centres were combined, the most common injuries resulting in an emergency admission during 2024/25 were fracture of the forearm (59 admissions), open wound of the head (40 admissions) and open wound of the wrist, hand, and fingers (31 admissions).

Figure 3.22 Emergency hospital admissions caused by unintentional & deliberate injuries (children aged 0-14 years), 2024/25 by East Riding Children’s Centre area. Crude rate/10,000 population (ONS 2022). Source: NHS England



3.11 Domestic Violence

Domestic violence can have significant and lasting repercussions not only for its direct victims but also for children who witness or are exposed to abuse within the home. The psychological, emotional, and developmental wounds suffered by children can be profound, enduring, and sometimes overlooked.

In recent years, growing evidence has highlighted the critical importance of recognising and addressing the needs of children affected by domestic violence, both for their immediate safety and their long-term wellbeing.

OHID Fingertips has one indicator on this subject, titled ‘Domestic abuse related incidents and crimes’. It reports the rate of offences and incidents related to domestic abuse between people aged 16 and over. For this indicator domestic abuse related offences and incidents have been defined by [OHID](#) as:

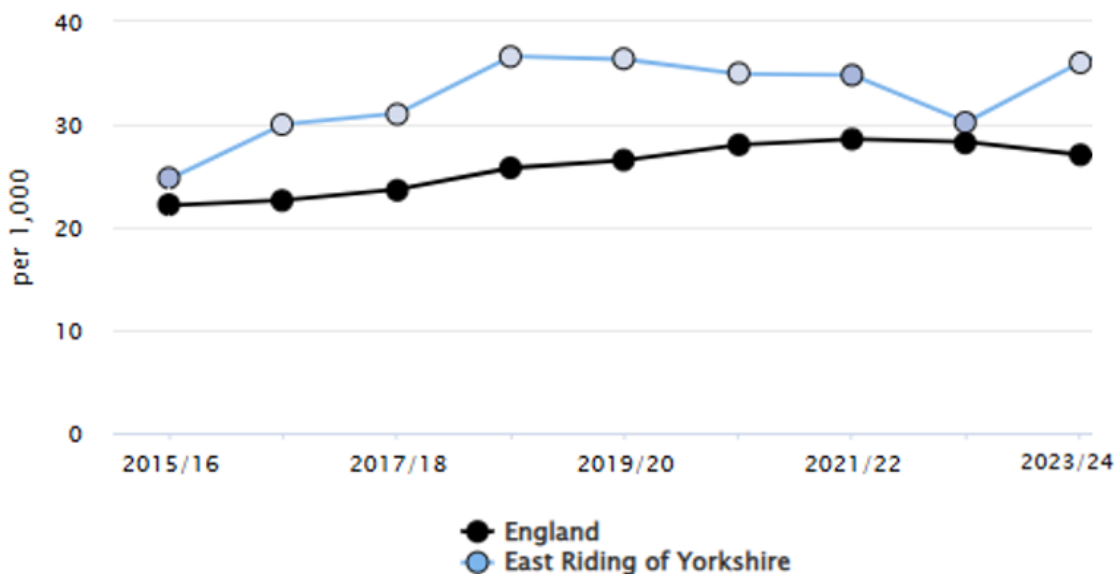
“threatening behaviour, violence or abuse (psychological, physical, sexual, financial or emotional) between people aged 16 and over, who are or have been intimate partners or family members, regardless of gender or sexuality. Offences have been recorded as a crime, whereas the number of incidents refers to those that were not recorded as a crime and the two categories are mutually exclusive.”

The annual rate of domestic abuse related incidents and crimes in the East Riding is presented in Figure 3.23, with a comparison against the England average. In all data points shown, the East Riding reported a higher rate of these crimes, in comparison against England overall, with a noticeable increase between 2015/16 and 2018/19. In the latest period (2023/24) the East Riding rate was 36.1 per 1,000 population compared to the England average of 27.1 per 1,000 population.

Figure 3.23

Emergency hospital admissions caused by unintentional & deliberate injuries in children (aged 0 to 14 years)

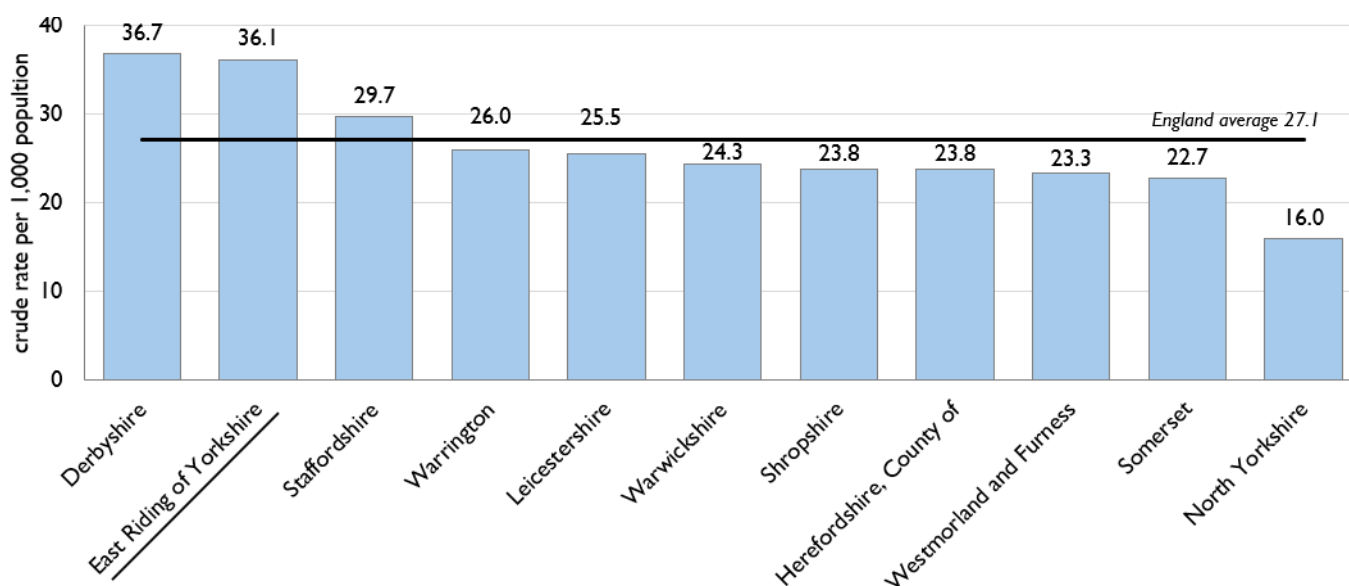
East Riding compared to England. Source: OHID Fingertips



During the recent pandemic, the [ONS](#) reported that whilst police-recorded domestic abuse and demand for support services increased nationally during lockdowns, it was largely linked to a greater severity of abuse rather than a short-term rise in incidents. In the same report it was also noted that the police have improved their recording of these types of offences in recent years, which will have an impact on the numbers recorded and the ability to compare to previous periods.

The East Riding, its 10 nearest children’s services statistical neighbours and the England average for 2023/24 are shown in Figure 3.24. The East Riding domestic abuse rate was the second highest amongst this group and when ranked against all 153 local authorities nationally, the East Riding recorded the 30th highest rate.

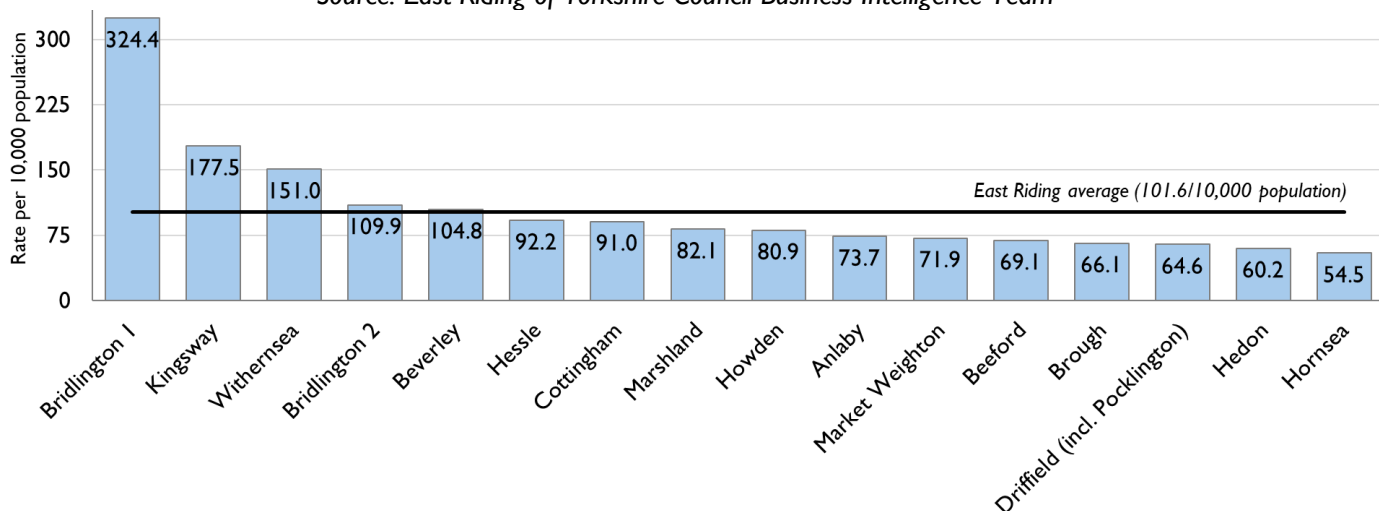
Figure 3.24 Domestic abuse related incidents & crimes between people aged 16+ years (2023/24). Crude rate per 1,000 population. East Riding local authority & Children’s Services statistical neighbours. Source: OHID Fingertips



Police data held by East Riding of Yorkshire Council’s Intelligence Hub is able to report on the number of criminal related incidents within the East Riding, which have also been linked to domestic abuse. However,

the data does not include the age of the victim or the perpetrator nor is it likely to be using the exact same methodology for the indicator. Therefore Figure 3.25 below (which calculates the rate per 10,000 population of all ages by children’s centre area) is not comparable with the rates presented in the previous chart.

Figure 3.25 All reported incidents with a domestic abuse flag, 2024. Rate per 10,000 population (all ages, ONS 2022)
Source: East Riding of Yorkshire Council Business Intelligence Team



Bridlington 1 reported the both the highest count (602 incidents) and rate (324 per 10,000 population) of incidents flagged with domestic abuse in 2024. This was a significantly higher rate than any other Children’s Centre. Bridlington 2, Kingsway and Withernsea were the 3 next highest in rate and all were significantly higher than the rest of the children’s centre areas (with the exception of Bridlington 1).

3.1.1.1 East Riding Domestic Abuse Strategy

The East Riding Domestic Abuse Strategy 2024-2027 outlined some key domestic abuse characteristics of the East Riding and are highlighted in Figure 3.26.

Figure 3.26. The current picture of domestic abuse in the East Riding.
Source: [East Riding Domestic Abuse Strategy 2024-2027](#)

DA REFERRALS FOR SUPPORT HAVE INCREASED BY 18%	MALE VICTIMS REMAIN AT 12% OF ALL REFERRALS	10% OF REFERRALS ARE FROM BLACK AND MINORITY ETHNIC GROUPS	TOP WARD AREA REFERRALS ARE: BRIDLINGTON (ALL), GOOLE SOUTH, MINSTER AND WOODMANSEY
MOST REFERRED AGE GROUP IS 25 - 44, FOLLOWED BY 45 - 64	85% OF REFERRALS ARE FOR INTIMATE PARTNER VIOLENCE AND ABUSE	REFERRAL SOURCES INCLUDE: 73% POLICE INCIDENTS 12% SELF-REFERRALS 15% OTHER AGENCY	97% HIGH RISK VICTIMS CONTACTED IN 48 HOURS AND 99% IN SEVEN DAYS
RISK LEVEL OF REFERRALS ARE 75% MEDIUM, 16% HIGH AND 9% STANDARD	MARAC CASES HAVE INCREASED BY 22%	DA POLICE INCIDENTS HAVE DECREASED BY 13%	23% POLICE DA INCIDENTS ARE MALE VICTIMS
72% OF CHILDREN HAVE DA IDENTIFIED ON CHILD PROTECTION PLANS	33% OF ALL CHILDREN'S SOCIAL CARE INITIAL ASSESSMENTS HAVE DA IDENTIFIED	27% OF DA ADULTS SAFEGUARDING CONCERNS ARE FROM THOSE AGE 75+	22% OF DA ADULT SAFEGUARDING CONCERNS ARE FROM MALE VICTIMS
87% OF DA ADULTS SAFEGUARDING CONCERNS WERE IN INDIVIDUALS OWN HOMES	88% OF PROBATION PERPETRATOR CASE LOADS ARE MALE	55% OF PROBATION PERPETRATORS REPORT DISABILITY, INCLUDING MENTAL HEALTH	80% OF VICTIMS ON PROBATION RECORDED A DISABILITY, INCLUDING MENTAL HEALTH

4 Access

4.1 Early Help: number of contacts, new episodes and assessments

Early Help is an approach adopted by the East Riding to provide timely support to children, young people, and families before issues escalate to require statutory intervention. The aim is to address needs holistically, enabling families to access support and develop resilience at the earliest opportunity. The Early Help process usually begins with an initial contact or referral made via the ‘front door’ (please refer to this [web page link](#)), which can be made by anyone concerned about a child or family.

4.1.1 Contacts

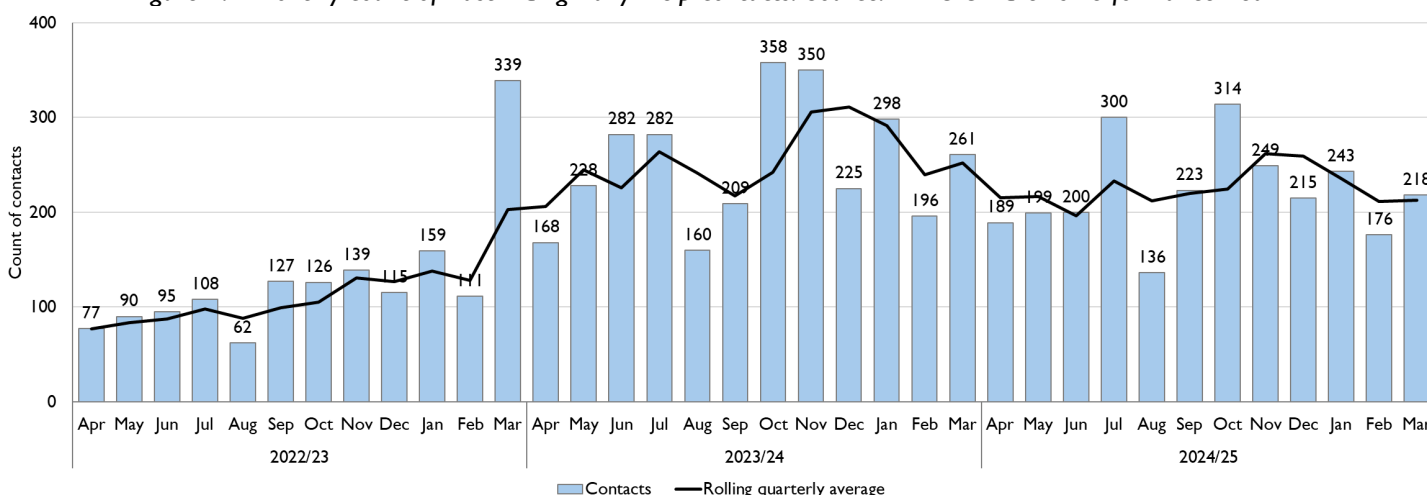
The number of Early Help contacts in the East Riding increased between 2022/23 and 2023/24 from 1,548 to 3,017 (as displayed in Table 4.1) which was a 95% increase. During the following year (2024/25) numbers decreased by 12% to 2,662.

Table 4.1 Total number of East Riding Early Help contacts per year and average per month. Source: ERYC Children’s Performance Team

Year	Total in year	Average per year over 3 yrs	Average per month
2022/23	1,548	2,409	129
2023/24	3,017		251
2024/25	2,662		222

The number of monthly contacts relating to Early Help are illustrated in Figure 4.1. The chart features 3 complete financial years and also includes a line showing the rolling quarterly average. There were noticeable peaks over the 3 year period, the 3 highest were in March 2023, October 2023 and November 2023.

Figure 4.1 Monthly count of East Riding Early Help contacts. Source: ERYC Children’s Performance Team



4.1.2 New Episodes

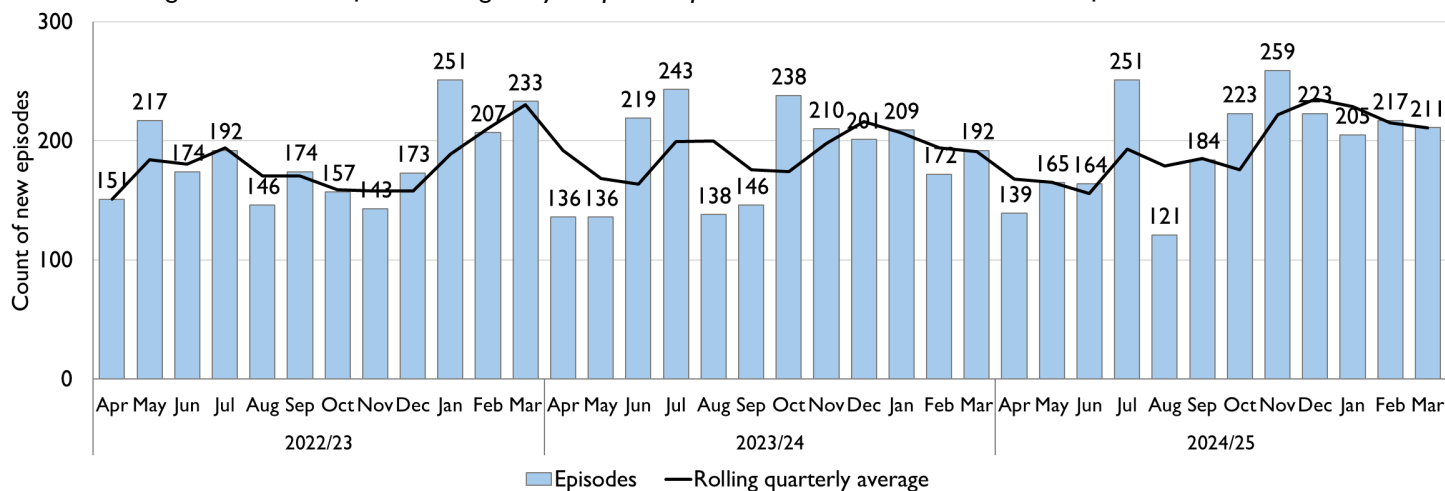
If the screening process identifies that Early Help is appropriate, a new episode is created in the local authority’s case management system. This marks the formal start of Early Help involvement with the child or family. Table 4.2 provides the annual number of new episodes and average number per month. Numbers over the 3 financial years haven’t varied greatly (there was an average of 2,273 per year) and increased by 6% between 2022/23 and 2024/25 (from 2,218 to 2,362).

Table 4.2 Total number of East Riding Early Help new episodes per year and average per month. Source: ERYC Children’s Performance Team

Year	Total in year	Average per year over 3 yrs	Average per month
2022/23	2,218	2,273	185
2023/24	2,240		187
2024/25	2,362		197

Figure 4.2 presents the count of new episodes within the East Riding each month between 2022/23 and 2024/25.

Figure 4.2 Count of East Riding Early Help new episodes. Source: ERYC Children’s Performance Team



4.1.3 Early Help Assessments (EHA)

The Early Help Assessment (EHA) is a holistic assessment tool used to identify a family's strengths and needs. It aims to provide support at the earliest opportunity to prevent issues from escalating. The EHA facilitates multi-agency collaboration, allowing different services to share information and coordinate support for children and families. It is essential for assessing the situation of a child or young person and planning the right support to address their needs effectively. Based on the assessment, a support plan is developed, outlining the interventions and support to be provided, with clear goals and timescales.

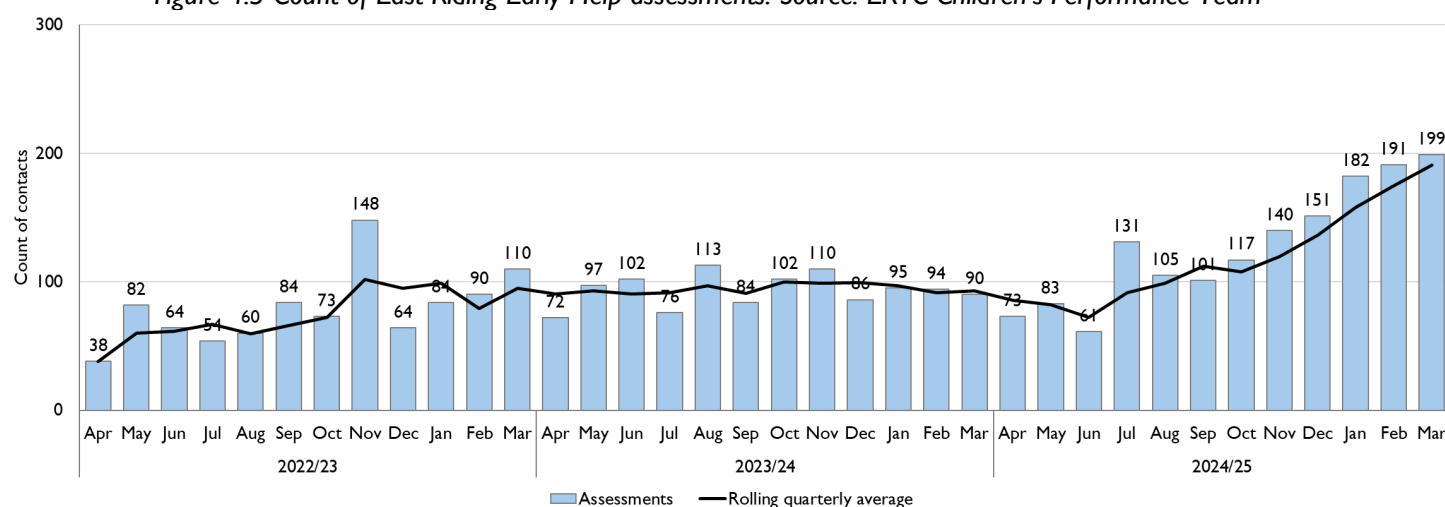
In the East Riding, the number of EHAs increased by 18% between 2022/23 and 2023/24 from 951 to 1,121 and increased again the following year by 37% (1,121 to 1,534). See Table 4.3.

Table 4.3
Total number of East Riding Early Help assessments per year and average per month.
Source: ERYC Children’s Performance Team

Year	Total in year	Average per year over 3 yrs	Average per month
2022/23	951	1,202	79
2023/24	1,121		93
2024/25	1,534		128

Figure 4.3 highlights when numbers started to increase during 2024/35, showing a consistent monthly increase in the number of EHAs between October 2024 and March 2025 (increasing from 117 per month to 199).

Figure 4.3 Count of East Riding Early Help assessments. Source: ERYC Children’s Performance Team



4.2 Registered populations of children’s centres

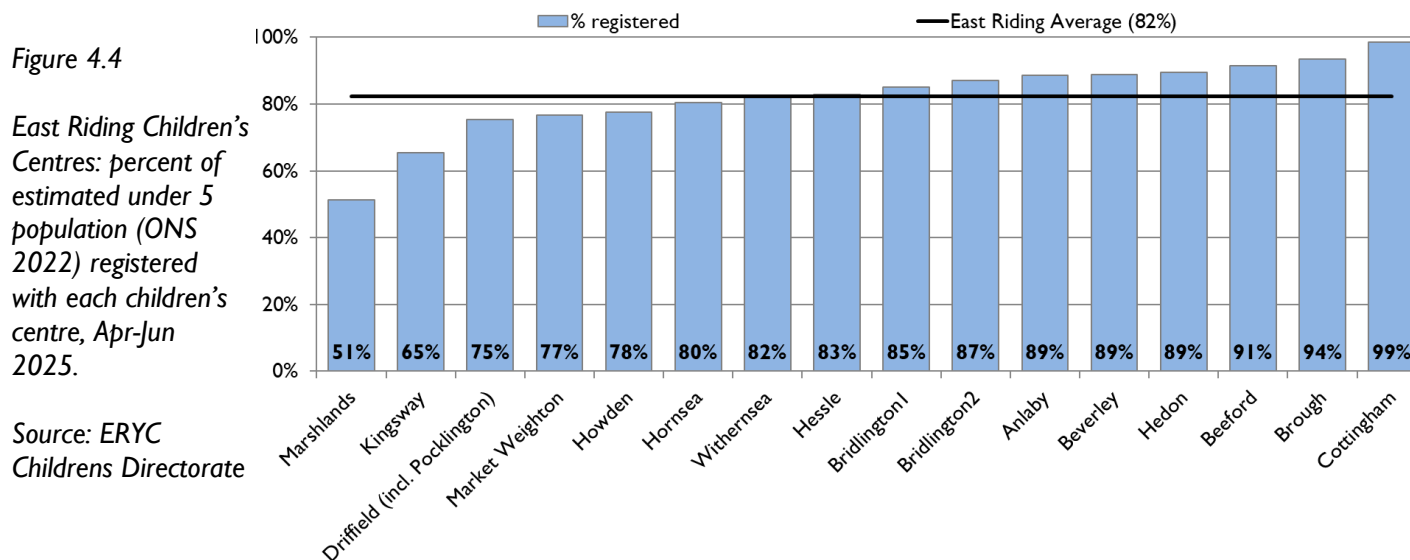
Reaching the total population ensures that all children and families, regardless of background, have access to the support and opportunities children’s centres offer. This approach helps to reduce inequalities in early

childhood development by making services available to those who might otherwise be excluded due to social, economic, or cultural barriers. Table 4.2 shows the registered count and the percentage that each count makes up of the total estimated population for all East Riding children’s centres, by individual year of age.

Table 4.4 Childrens Centre by locality area, showing registered counts and % of estimated population (ONS 2022) Q1 2025/26 Apr-Jun 2025. Source: ERYC Childrens Directorate

Area	Childrens Centre	0 years old		1 year old		2 years old		3 years old		4 years old		0-4 years	
		Registered count	% registered of total est. pop	Registered count	% registered	Registered count	% registered of total est. pop	Registered count	% registered of total est. pop	Registered count	% registered of total est. pop	Registered count	% registered of total est. pop
West	Anlaby	131	72%	177	95%	188	98%	202	102%	165	77%	863	89%
West	Brough	150	102%	149	84%	174	104%	154	87%	193	94%	820	94%
West	Cottingham	169	92%	182	109%	194	103%	207	97%	188	93%	940	99%
West	Hessle	157	76%	174	82%	203	89%	195	89%	168	78%	897	83%
West	Howden	79	66%	95	81%	106	83%	98	80%	92	77%	470	78%
West	Kingsway	118	65%	141	85%	155	63%	143	58%	142	62%	699	65%
West	Marshlands	51	48%	45	44%	66	56%	68	60%	56	48%	286	51%
West	Total	855	76%	963	85%	1,086	86%	1,067	83%	1,004	77%	4,975	81%
North	Bridlington 1	145	87%	169	90%	182	88%	172	87%	167	74%	835	85%
North	Bridlington 2	135	122%	107	93%	111	76%	116	76%	131	80%	600	87%
North	Driffield (incl. Pocklington)	293	74%	345	80%	365	79%	371	77%	335	67%	1,709	75%
North	Market Weighton	86	77%	109	69%	91	69%	119	80%	121	90%	526	77%
North	Total	659	84%	730	82%	749	79%	778	79%	754	74%	3,670	79%
East	Beeford	73	81%	102	116%	80	83%	103	90%	90	89%	448	91%
East	Beverley	281	97%	285	84%	303	89%	299	92%	327	84%	1,495	89%
East	Hedon	113	86%	135	95%	136	80%	143	93%	148	95%	675	89%
East	Hornsea	44	59%	62	72%	73	96%	79	80%	86	92%	344	80%
East	Withernsea	63	75%	87	78%	76	72%	82	92%	105	91%	413	82%
East	Total	574	86%	671	88%	668	85%	706	90%	756	89%	3,375	87%
ERY overall		2,088	81%	2,364	85%	2,503	83%	2,551	83%	2,514	79%	12,020	82%

Figure 4.4 provides an overall summary of the levels of registration of children (aged 0-4 years) within their children’s centre area, during quarter 1 of 2025. The proportion of children registered ranged from 51% in Marshlands to 99% in Cottingham, with an average across the East Riding of 82%.



4.3 Children's Centre: volume and reach by deprivation band

Table 4.5 provides counts of volume and reach for each Children's Centre by attendee deprivation band. This work will be developed further and expanded in future versions of this document.

Table 4.5 Children's Centre: volume and reach by deprivation band (MD 2019). Source: East Riding of Yorkshire Council

Childrens Centre	0-10% Most Deprived		10-20% Most Deprived		20-30% Most Deprived		30-40% Most Deprived		40-50% Most Deprived	
	Reach	Volume	Reach	Volume	Reach	Volume	Reach	Volume	Reach	Volume
Anlaby			1	1	6	6	70	80	30	33
Beeford	10	10	6	7	4	4	51	64	12	13
Beverley	3	3	56	64	1	1	55	65	29	34
Bridlington	274	318	133	159	19	22	150	180	97	115
Bridlington2	155	172	81	92	22	27	112	125	73	85
Brough	1	1			2	2	3	3	16	18
Cottingham			1	1	34	38	8	8	31	36
Driffield	11	12	10	12	3	3	90	106	38	44
Hedon	1	1	2	2	35	45	4	4	26	33
Hessle					1	1	26	26	62	71
Hornsea	4	4	2	2	2	2	110	135	72	91
Howden	2	2	3	3	2	2	5	5	9	9
Kingsway	31	38	1	1	89	103	70	84	36	40
Market Weighton/Pocklington	0	0	3	4	2	3	1	1	35	36
Marshlands	20	27	44	59	36	40	33	41	30	32
Withernsea	47	60	84	98	48	57	4	4	112	137
Total	559	648	427	505	306	356	792	931	708	827

4.4 Quality and Impact

Quality assurance is collated in various ways across the Early Help teams, and compiled into quarterly reports. Through 2024 – 2025:

Portfolios: Early Help and Prevention (Q1) & Family Help (Q2 and Q3)

Total Feedback:

- **Q1:** 552 pieces (Family Work 6%, Sessions 94%)
- **Q2:** 463 pieces (Family Work 6%, Sessions 94%)

Key Insights:

1. Relational Practice Strengths

- Families consistently report feeling listened to, understood, and supported.
- Workers praised for empathy, responsiveness, and whole-family approach.

2. Impact of Support

- Q1: Average improvement (“distance travelled”) was **5.2 points** (Children’s Centre) and **6.3 points** (EHAP).
- Q2: Dropped to **3.5 points** and **2.3 points** respectively, indicating reduced perceived impact.

3. Sessions Performance

- High satisfaction across antenatal, infant massage, early days, baby days, breastfeeding, and themed groups.
- Peer support and social interaction remain major benefits.
- Infant Massage consistently rated highly (Q1: 9.3/10; Q2: 9/10).

4. Concerns & Challenges

- **Declining feedback volumes** across both quarters.
- **Reduced session frequency** negatively affecting attendance and peer support.
- Isolated cases of poor communication and inconsistent support reported in Q1.

5. Workforce Feedback

- Positive recognition of relational skills and impact on families in both quarters.

5 Appendices

5.1 Appendix 1 – Low Income families (IDACI)

For the Income Deprivation Affecting Children Index part of the Index of Multiple Deprivation (IMD), income deprived families are defined as families that were either:

- receiving Income Support or income-based Jobseekers Allowance or income-based Employment and Support Allowance or Pension Credit (Guarantee) or Universal Credit (in the ‘Searching for work’, ‘No work requirements’, ‘Planning for work’, ‘Working – with requirements’ and ‘Preparing for work’ conditionality groups);

or

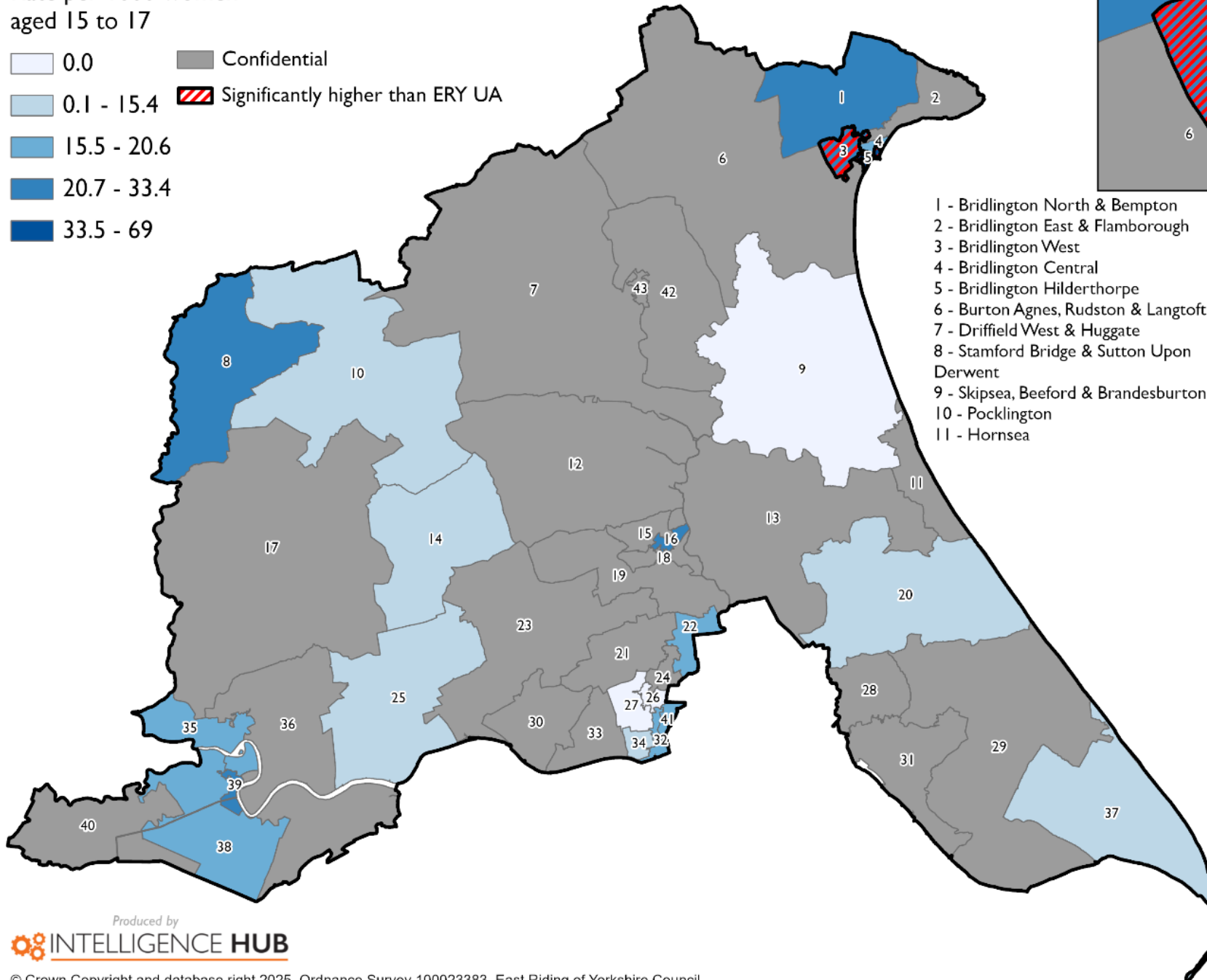
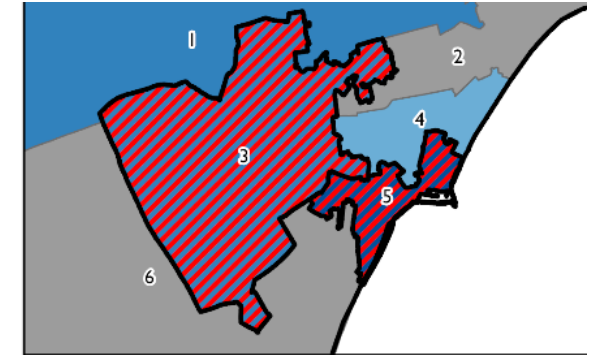
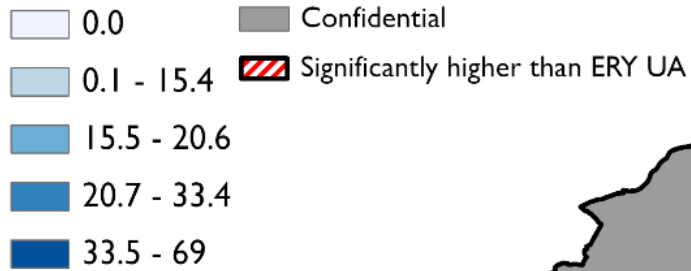
- families not in receipt of these benefits but in receipt of Working Tax Credit or Child Tax Credit with an equivalised income (excluding housing benefit) below 60 per cent of the national median before housing costs.

5.2 Appendix 2 – MSOA level under 18 conception rates

Please see the next page for a landscape view of the map that was originally shown in section 3.1.2.

Conception rate (conceptions per 1,000 women aged 15 to 17) - 2020-22

Rate per 1000 women aged 15 to 17



- | | |
|---|---|
| 1 - Bridlington North & Bempton | 12 - Cherry Burton, Leconfield & Middleton |
| 2 - Bridlington East & Flamborough | 13 - Leven & Tickton |
| 3 - Bridlington West | 14 - Market Weighton |
| 4 - Bridlington Central | 15 - Molescroft |
| 5 - Bridlington Hilderthorpe | 16 - Beverley North |
| 6 - Burton Agnes, Rudston & Langtoft | 17 - Holme, Melbourne & Bubwith |
| 7 - Driffield West & Huggate | 18 - Beverley South |
| 8 - Stamford Bridge & Sutton Upon Derwent | 19 - Walkington, Bishop Burton & Woodmansey |
| 9 - Skipsea, Beeford & Brandesburton | 20 - Aldbrough & Sproatley |
| 10 - Pocklington | 21 - Cottingham West |
| 11 - Hornsea | 22 - Cottingham East |
| | 23 - South Cave, Newbald & Little Weighton |
| | 24 - Cottingham South & North Ella |
| | 25 - Gilberdyke & North Cave |
| | 26 - Willerby |
| | 27 - Kirk Ella |
| | 28 - Hedon & Preston |
| | 29 - Withernsea West & Keyingham |
| | 30 - Brough |
| | 31 - Burstwick & Thorngumbald |
| | 32 - Hesse East & Anlaby South |
| | 33 - North Ferriby & Swanland |
| | 34 - Hesse West |
| | 35 - Howden South & Goole North |
| | 36 - Howden North, Eastington & Swinefleet |
| | 37 - Withernsea East & Patrington |
| | 38 - Goole West |
| | 39 - Goole East |
| | 40 - Snaith |
| | 41 - Anlaby Common |
| | 42 - Driffield East & Nafferton |
| | 43 - Driffield Central |