WIRRAL ECONOMIC PROFILE: NOVEMBER 2015

Contents

Economic Overview:

- **Declining Working-age Population –** Wirral's working age population is forecasted to decline by 19,000 over the next 25 years, whilst the number of young people in the borough will remain the same.
- **Spatial disparities in deprivation –** Wirral is ranked as the 66th most deprived Local Authority out of 326 Local Authorities in England. Wirral also has several LSOAs in the top and bottom 10% of the most / least deprived LSOAs nationally.
- **High employment deprivation –** Wirral now has the most employment deprived LSOA in the country, this is LSOA 7133 which is located adjacent to Morpeth Dock and is the Birkenhead Park / East Float area.
- **Low productivity –** GVA per head in Wirral is £12,482, this is a 7% increase on 2012 figures but is still the lowest GVA per head in England. Wirral's total annual GVA growth of 7% has outperformed all other city region NUTS3 areas and regional and national averages.
- **Below average employment rate –** Wirral's employment rate is currently 67.4% to June 2015. Wirral's employment rate has increased by 0.7% points since the last quarter, however that Wirral is now performing poorly compared to regional and national trends after previously narrowing the gap in December 13.
- **High number of benefit claimants –** Wirral currently has 25,530 people claiming out-of-work benefits (May 2015); this includes Job Seekers, Incapacity Benefit/ESA, Lone parents and other income related benefits. This is approximately 13.1% of the working age population.
- **Low Job Density Ratio -** Wirral has the lowest job density ratio in the Liverpool City Region with 58 jobs per 100 residents.
- **Good level of skills for residents -** Wirral performs well in adult skills compared to regional and national figures, particularly in those residents gaining Levels 1, 2 and above.
- **Higher than average resident earnings -** Earnings for full-time employees living in Wirral are higher than the North West with residents earning around £26.20 more on average.
- **Good business environment –** 8,200 enterprises in Wirral with an 11% increase in 2014 - this equates to 820 new businesses.
- **Vibrant Tourism Economy –** Wirral's visitor economy is the fastest growing in the city region, estimated to be worth over £355 million in 2014.

1. Population

The Office of National Statistics (ONS) released the first set of Census based population data on 16th July 2012: Age and sex, and occupied households estimates for England and for Wales. The 2011 Census data showed that the population of Wirral stood at 319,800 on Census day 2011. This shows that the population of Wirral had grown by 2.4% (7,507 residents) since the 2001 census. By contrast, between the 1991 and the 2001 Census', Wirral's population fell by 22,000.

The ONS had consistently been forecasting a continuing trend of a declining population in Wirral. ONS 2010 Mid-year estimate, published June 2011, suggested that Wirral's population would be 308,800. Census data showed there was a difference of 11,000 – a 3.6% increase on the Mid Year estimate.

The ONS have used the Census statistics as a base for re-profiling the mid-year estimates released in November 2011 and for future releases. The mid-year estimate for 2014 was released earlier this year, and Wirral's population estimate for 2013 is 320,900. ONS will continue to use these re-profiled mid-year population estimates to forecast population projections for future years. The age-structure of Wirral's mid-year 2014 estimate is shown in figure 1a. Wirral's working age population stands at 195,300.

Figure 1a: Census Population estimates

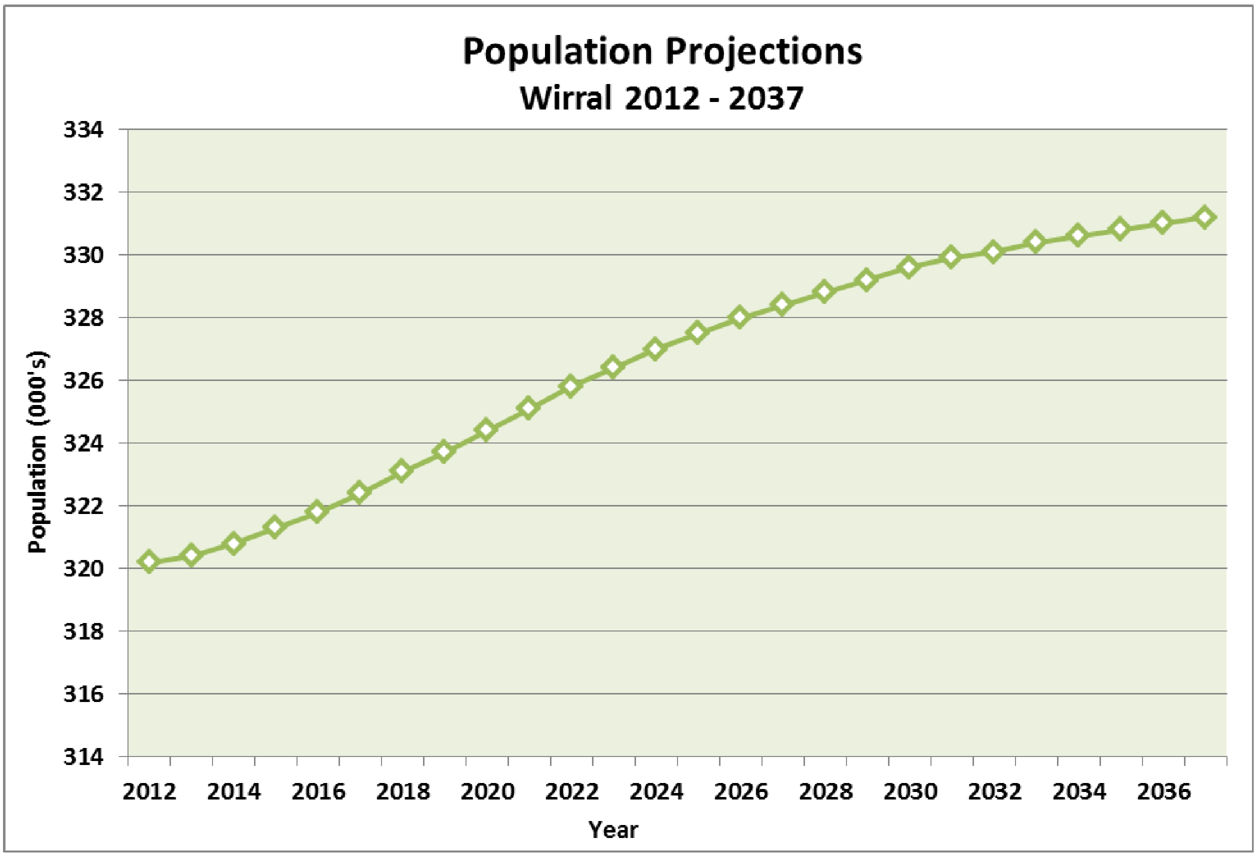
Age band	Number	%
Aged under 1 year	3,600	1.1
Aged 1 - 4 years	15,500	4.8
Aged 5 - 9 years	18,800	5.9
Aged 10 - 14 years	18,000	5.6
Aged 15 - 19 years	18,900	5.9
Aged 20 - 24 years	17,200	5.3
Aged 25 - 29 years	18,600	5.8
Aged 30 - 34 years	18,000	5.6
Aged 35 - 39 years	17,400	5.4
Aged 40 - 44 years	20,900	6.5
Aged 45 - 49 years	23,400	7.3
Aged 50 - 54 years	23,900	7.5
Aged 55 - 59 years	21,000	6.5
Aged 60 - 64 years	20,000	6.2
Aged 65 - 69 years	20,200	6.3
Aged 70 - 74 years	15,200	4.7
Aged 75 - 79 years	12,200	3.8
Aged 80 - 84 years	9,400	2.9
Aged 85 and over	9,000	2.8
All ages	**320,900**	**100%**

Source: ONS, 2014 Mid-year population estimates

Population Projections

The Office of National Statistics (ONS) has produced population projections based on the 2012 mid-year estimates; these estimates are an indication of the future trends in population over the next 25 years as shown in Figure 1b.

Figure 1b: Population Projections



Source: ONS, Population Projections 2012-2037

The population projections show that by 2037 Wirral's total population will stand at 331,200. This is a 3.4% increase over 25 years. The projections also show that the age bands with the highest increases in population are those aged 65 and over, with an increase of 30,000 older people by 3037. Wirral's working age population is forecasted to decline by 19,000 over the next 25 years, whilst the number of young people in the borough will remain the same.

2. Index of Multiple Deprivation 2015

The Index of Multiple Deprivation (IMD) 2015 combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows us to analyse each LSOA area within Wirral in relation to one another according to their level of deprivation.

Wirral is the 2nd least deprived authority in the Liverpool City Region (LCR). Wirral is ranked as the 66th most deprived Local Authority (out of 326 Local Authorities in England) when ranked by average score. Sefton is the only LCR authority with a better ranking than Wirral at 76th and Knowsley and Liverpool are ranked the 2nd and 4th the most deprived local authorities in England as shown by Figure 2a.

Figure 2a: IMD 2010 Rank of LCR Authorities

LA NAME	Rank of Average Score
Halton	27
Knowsley	2
Liverpool	4
Sefton	76
St. Helens	36
Wirral	**66**

Source: IMD 2015

There are 206 LSOA's in Wirral, 44 of which are ranked in the top 10% nationally this is 21% of Wirral's total LSOAs, this is 4 fewer LSOAs than in 2010. Wirral's most deprived LSOA is 7122 which is the St James's church area of Birkenhead and ranks 36th most deprived nationally (previously 24th in 2010). Wirral has 20 LSOA's ranked in the 3% most deprived nationally, this equates to 10% of the total LSOA's in the borough. Table 2 shows that in the borough, there are significantly more LSOA's which fall in the 10% most deprived compared to those in the 10% least deprived nationally, the increase of LSOAs in the least deprived 10% in 2015 highlights the continuing stark contrasts within the borough.

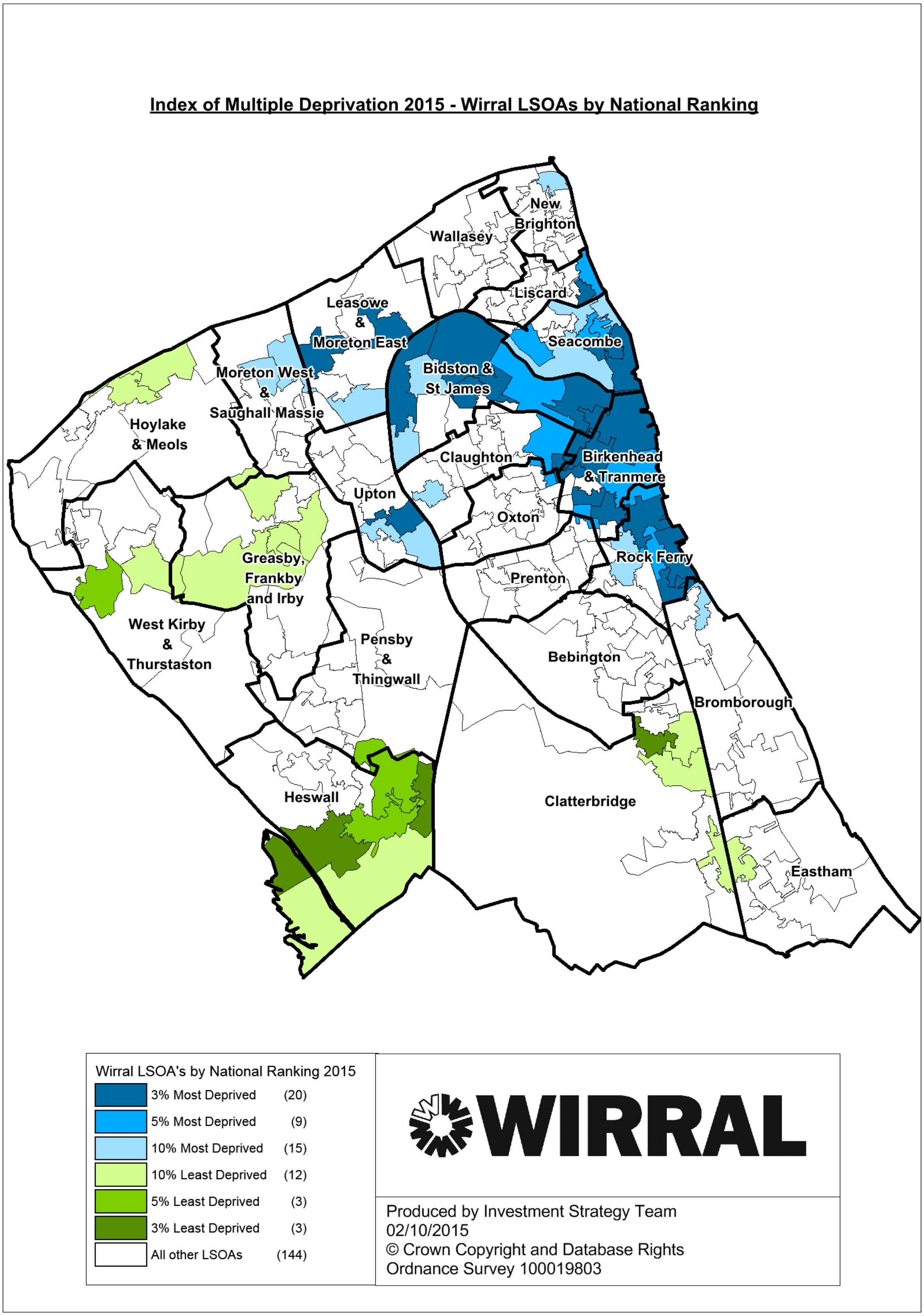
Figure 2b: Overall Deprivation of LSOAs 2007-2015

Number of LSOA's in Wirral	Most Deprived			Least Deprived		
	3%	5%	10%	3%	5%	10%
2007	22	32	50	1	2	9
2010	23	30	48	3	5	11
2015	20	29	44	3	12	18

NB: LSOA boundary changes resulted in Wirral having one less LSOA than in 2010; figures for the new LSOA have been averaged from to give a 2010 baseline position.

60% (124) of LSOA's in Wirral have improved their ranking position since the IMD 2010, whilst 40% (82) of the LSOA's have deteriorated in their ranking since 2010. Map 1 shows those LSOA's in the borough which are ranked in the top and bottom 10% of deprived areas nationally.

Map 1: Overall Deprivation by LSOA



Employment Domain

Wirral currently ranks 25th nationally for employment deprivation; this has improved to 15 places in the 2015 update as previously Wirral was ranked 10th nationally. However, Wirral now has **the most employment deprived LSOA in the country**, this is LSOA 7133 which is located adjacent to Morpeth Dock and is the Birkenhead Park / East Float area. In the 2010 IMD this LSOA was ranked 5th nationally and has therefore slipped 4 places. LSOA 7126 which is the Morpeth Dock area of Birkenhead was ranked as 4th most deprived nationally in 2010 – this has now moved to a ranking of 73rd nationally, with 5 other Wirral LSOAs now falling below this ranking.

Figure 2c shows that alongside Wirral improving its national position for overall employment deprivation, there are also now fewer LSOA's which fall in the 10% most deprived nationally. In 2010 Wirral had 63 LSOAs in the 10% most deprived nationally; in 2015 Wirral has 53%, this is a 16% reduction. 83% of all LSOA's in the borough have seen an improvement in their LSOA employment deprivation ranking since 2010.

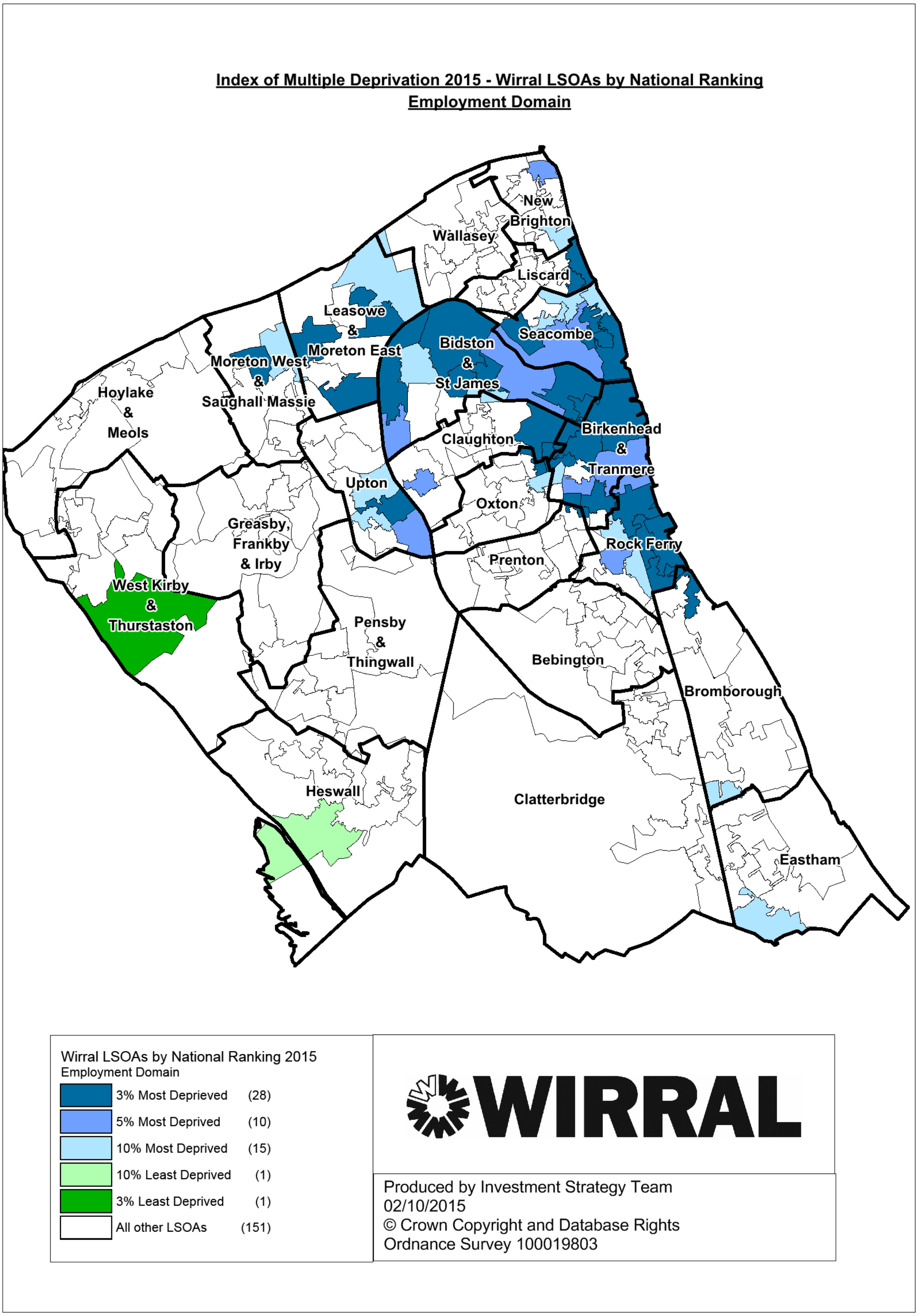
Table 2c: Employment Deprivation of LSOAs 2007-2015

LSOA's for Employment Domain	Most Deprived			Least Deprived		
	3%	5%	10%	3%	5%	10%
2007	35	43	60	0	0	1
2010	39	51	63	0	0	2
2015	28	38	53	1	0	2

NB: LSOA boundary changes resulted in Wirral having one less LSOA than in 2010; figures for the new LSOA have been averaged from to give a 2010 baseline position.

Map 2 shows those LSOA's in the borough which are ranked in the top and bottom 10% for employment deprivation nationally.

Map 2: Employment Deprivation by LSOA



Income Domain

In the 2010 IMD Wirral was ranked 22nd nationally for income deprivation; this has since improved to 51st in the 2015 update, a ranking improvement of 29 places. However, Wirral now has **the 9th and 10th most income deprived LSOAs in the country**, again this LSOA is 7133 which is located adjacent to Morpeth Dock and is the Birkenhead Park / East Float area. In the 2010 IMD this LSOA was ranked 42nd nationally and has therefore slipped 33 places. LSOA 7122 which is the St James area of Birkenhead was ranked as 12th most deprived nationally in 2010 – this has now moved to a ranking of 10th nationally, so whilst this LSOA has not seen a significant change in ranking there has been a further decline in an already deprived area.

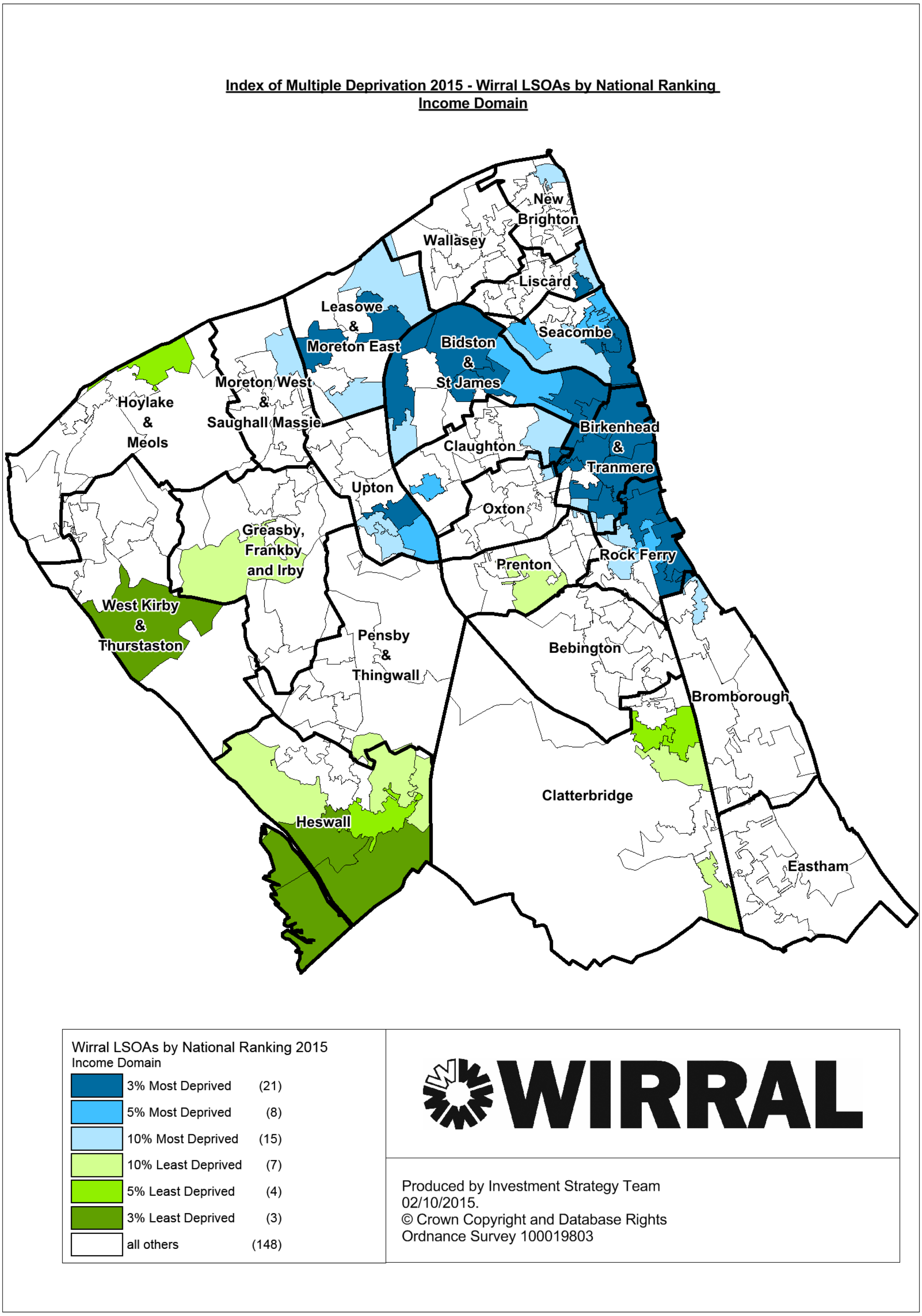
Table 3 shows as well as Wirral improving its national position for overall income deprivation, there are also now fewer LSOA's which fall in the 3% and 5% most deprived LSOAs nationally. The number in the 10% most deprived nationally has stayed the same since 2010 at 44 LSOAs. Wirral also now has 4 more LSOAs which are in the 10% least deprived LSOAs nationally. 58% of all LSOA's in the borough have seen an improvement in their LSOA income deprivation ranking since 2010.

Table 2d: Income Deprivation for LSOAs 2007-2015

LSOA's for Income Domain	Most Deprived			Least Deprived		
	3%	5%	10%	3%	5%	10%
2007	17	26	41	4	6	10
2010	24	32	44	2	5	10
2015	21	29	44	3	7	14

Map 3 shows those LSOA's in the borough which are ranked in the top and bottom 10% for income deprivation nationally.

Map 3: Income Deprivation by LSOA



3. Gross Value Added (GVA)

Total GVA

In 2013 Total GVA for the Liverpool City Region (LCR) increased by 2.3% from £26.3 to £27.0bn. The LCR economy represents 1.8% of the total UK economic value. Wirral's GVA totaled £3.9bn in 2013 this represents 14.8% of the total LCR economic value.

Figure 3a: Contribution to LCR Total GVA

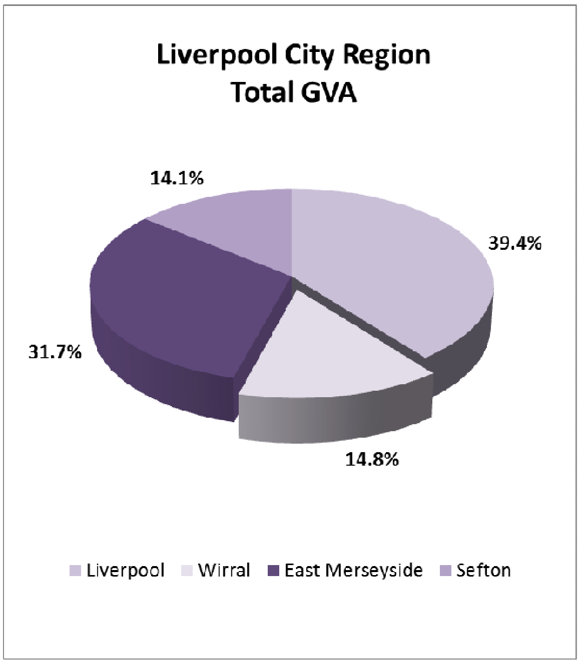


Figure 3b: Comparative GVA (£m)

NUTS3 Area	2012	2013
United Kingdom	1,475,948	1,525,304
North West	136,641	141,620
LCR average	26,315	27,002
○ East Merseyside	8,498	8,560
○ Liverpool	10,512	10,646
○ Sefton	3,569	3,797
○ Wirral	3,736	3,998

GVA Per Capita

The economy of the Liverpool City Region is estimated as being worth £17,852 per head. GVA per head in Wirral is £12,482. This is a 7% increase on 2012 figures (£814). Wirral now has the lowest GVA per head in England and has improved its position from the lowest in England and Wales. Figures 3 & 4 show how Wirral's GVA per head compares to the other local NUTS3 areas.

Figure 3c: LCR GVA Per Capita

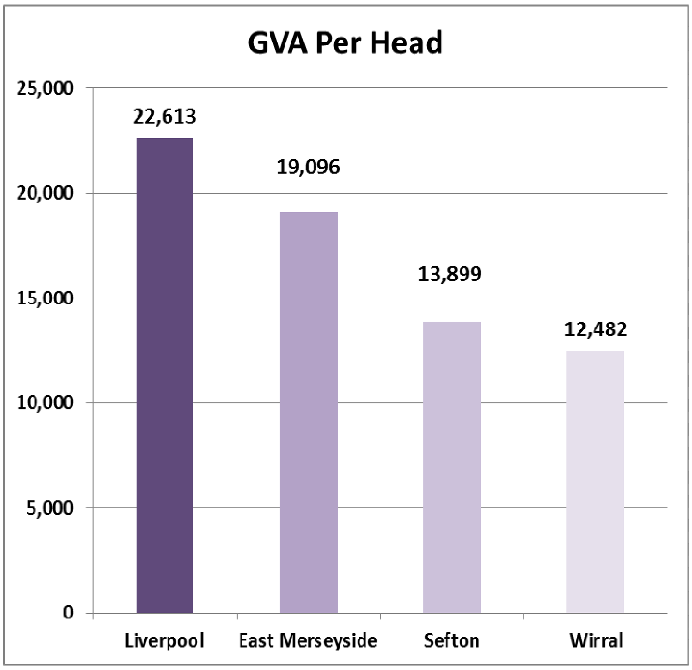


Figure 3d: Comparative GVA per capita (£)

NUTS3 Area	2012	2013
United Kingdom	23,168	23,755
North West	19,288	19,937
LCR average	17,412	17,852
○ East Merseyside	18,980	19,096
○ Liverpool	22,380	22,613
○ Sefton	13,041	13,899
○ Wirral	11,668	12,482

Overall GVA growth

All local NUTS3 areas have seen an increase in GVA in 2013. Wirral's total annual GVA growth of 7% has outperformed all other city region NUTS3 areas and regional and national averages. Wirral's good performance over the last couple of years follows a sustained period poor growth which is reflected in the 5 and 10 year growth figures compared to other areas as shown in figure 3e.

Figure 3e: Overall GVA Growth

NUTS3 Area	Annual Growth (2012-2013)	5 Year Growth (2008-2013)	10 Year Change (2003-2013)
United Kingdom	**3.3%**	**11.4%**	**43.0%**
North West	**3.6%**	**8.6%**	**36.5%**
LCR average	**2.6%**	**7.5%**	**33.4%**
○ East Merseyside	0.7%	7.3%	40.8%
○ Liverpool	1.3%	10.6%	41.0%
○ Sefton	6.4%	4.4%	18.3%
○ Wirral	7.0%	3.2%	17.5%

Source: Regional Gross Value Added 2013

GVA per head growth

All local NUTS3 areas have seen an increase in GVA per head in 2013. Figures show Wirral's annual increase of 7% is the second highest increase nationally out of all NUTS3 areas. GVA growth in Wirral has also increased over the last 10 years; however Wirral historically performs below the LCR average for percentage growth. Wirral has the lowest 5-year and 10-year percentage growth in the city region and also performs significantly behind regional and national averages as shown by figure 3f.

Figure 3f: GVA per head growth

NUTS3 Area	Annual Growth (2012-2013)	5 Year Growth (2008-2013)	10 Year Change (2003-2013)
United Kingdom	**2.5%**	**7.3%**	**32.9%**
North West	**3.4%**	**6.4%**	**31.0%**
LCR average	**2.5%**	**6.0%**	**31.0%**
○ East Merseyside	0.6%	6.7%	39.8%
○ Liverpool	1.0%	6.7%	33.3%
○ Sefton	6.6%	5.0%	21.2%
○ Wirral	7.0%	2.1%	15.7%

Source: Regional Gross Value Added 2013

Sectoral GVA

Sectoral GVA is only available for 2012. Within the LCR the GVA contributed by most sectors have experienced a drop during the recession with some subsequent recovery. Public administration, education, and health, contributes the largest amount of GVA to the Wirral economy with 27% of the overall total, with Agriculture, Forestry and Fishing the smallest GVA sector in Wirral only worth 0.1% of total Wirral economy.

Figure 3g shows that 8 out of the 11 sectors in Wirral have seen a fall in GVA from 2011 to 2012. There has been some strong growth seen in the Distribution, Transport & Accommodation and Finance & Insurance Sectors with 17% and 15% increases respectively in 2012. The Manufacturing sector has seen the biggest drop in GVA with a reduction of 26.2%, Production sector has also declined with a 20.2% reduction since 2011.

Figure 3g: Sectoral GVA at current basic prices £m

Sector	2011	2012	% Growth	% Share of GVA
Agriculture, forestry and fishing	11	11	0	0.0%
Production	737	577	-160	15%
Manufacturing	667	492	-175	13%
Construction	236	229	-7	6%
Distribution; transport; accommodation and food	612	629	17	17%
Information and communication	84	83	-1	2%
Financial and insurance activities	74	89	15	2%
Real estate activities	432	371	-61	10%
Business service activities	554	548	-6	15%
Public administration; education; health	1,049	1,010	-39	27%
Other services and household activities	202	189	-13	5%
Total GVA (£million)	**3,991**	**3,736**	**-255**	**100%**

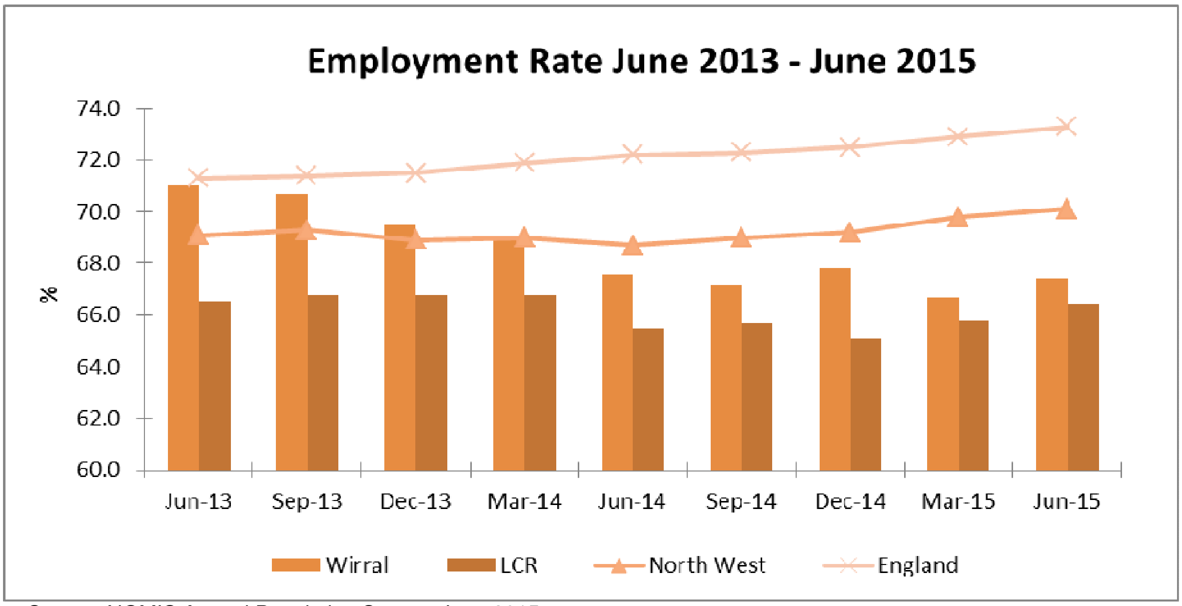
Source: Regional Gross Value Added 2013

4. Employment

Employment Rate

Wirral's employment rate is currently 67.4% to June 2015. Wirral's employment rate has increased by 0.7% points since the last quarter, and performance over the last 2 years can be seen in figure 4a which shows that Wirral is now performing poorly compared to regional and national trends after previously narrowing the gap at the beginning of the period. Until December 2013, Wirral outperformed the North West average and for the last five quarters Wirral has fallen behind the North West average and the gap is currently 2.7%. Wirral outperforms the Liverpool City Region average which stands at 66.4% - this has improved by 0.6% since the last quarter.

Figure 4a: Employment Rate



Source: NOMIS Annual Population Survey, June 2015

Figure 4b shows how Wirral's employment rate compares to the other LCR authorities and the change since the previous quarter.

Figure 4b: Employment Rate

Area	Apr 2014-Mar 2015	Jul 2014-Jun 2015	% Change from previous quarter
Halton	71.0%	72.1%	+1.1%
Knowsley	65.6%	66.2%	+0.6%
Liverpool	60.0%	59.7%	-0.3%
Sefton	72.7%	73.7%	+1.0%
St. Helens	67.2%	69.0%	+1.8%
Wirral	66.7%	67.4%	+0.7%

Source: NOMIS Annual Population Survey, June 2015

Claimant Count

Claimant Count figures are currently an experimental statistic produced by ONS which combines the number of Jobseekers Allowance Claimants (JSA) with the number of claimants claiming the 'not in work' element of Universal Credit (UC). This is to give an overall picture of unemployment in the borough; these benefits are also broken down in further sections below.

Figure 4c: LCR Claimant Count October 2015

Local Authority	Number	Rate
Halton	2,315	2.9%
Knowsley	3,485	3.7%
Liverpool	11,980	3.7%
Sefton	5,005	3.0%
St Helens	3,605	3.3%
Wirral	4,930	2.5%

Source: NOMIS, October 2015

The claimant count shows that there are 4,930 residents out of employment as at October 2015, this is 2.5% of the working age population and is the lowest rate in the Liverpool City Region. Wirral is in line with the regional average, but performs behind the national average of 1.8%. Recent trends show that Wirral's numbers are slowly increasing with an additional 40 claimants this month, and 75 since October 2014, this is in contrast to some other city region authorities, regional and national trends who have seen a reduction in the number of claimants.

Job Seekers Allowance

Wirral's JSA rate currently stands at 1.2% which is 2,399 claimants (October 15). Wirral currently has the lowest rate of JSA in the Liverpool City Region (LCR) as shown by Figure 4c.

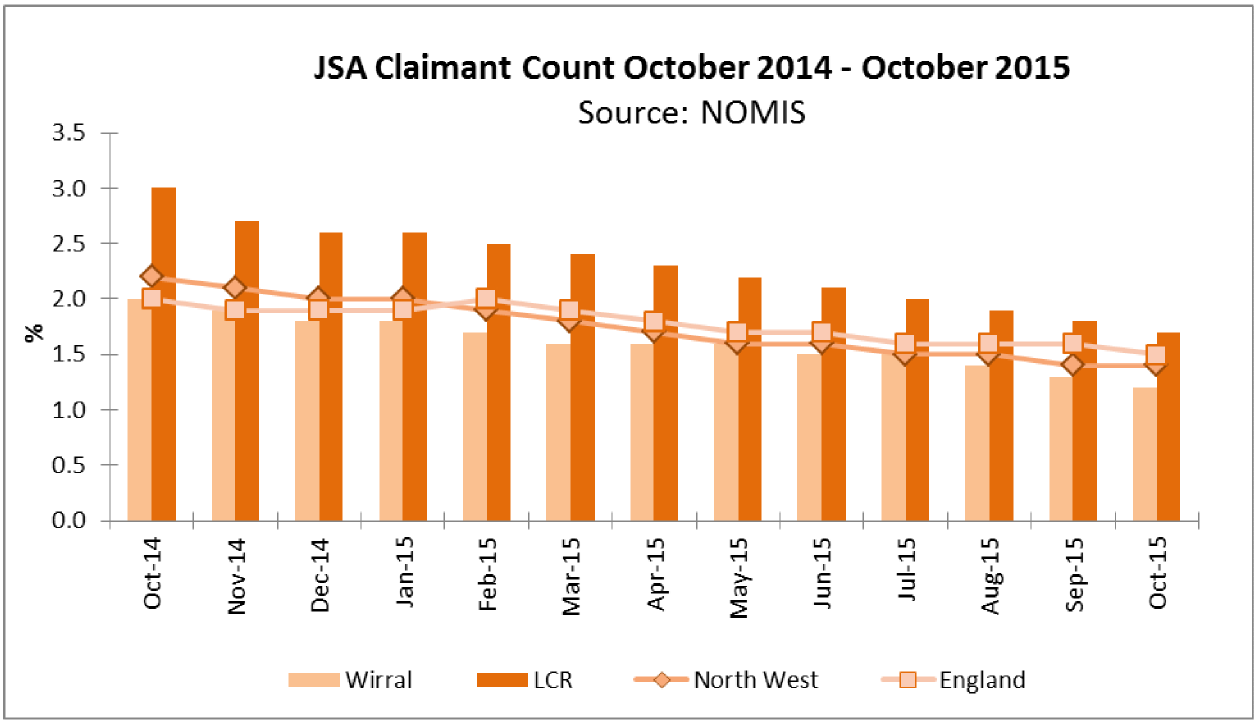
Figure 4c: LCR JSA Count October 2015

Local Authority	Number	Rate
Halton	1,242	1.5%
Knowsley	1,750	1.9%
Liverpool	6,903	2.1%
Sefton	2,570	1.6%
St Helens	1,817	1.6%
Wirral	2,399	1.2%

Source: NOMIS, October 2015

Figure 4d shows the trend of JSA figures for Wirral over the last 12 months. The introduction of Universal Credit in August 2014 has seen numbers fall dramatically over the last 12 months and Wirral's claimant count rate is now below the regional and national averages which could suggest Universal Credit has not been rolled out as fast across the country. Data for Universal Credit can be found later in this section.

Figure 4d: Job Seekers Allowance Rates



Source: NOMIS Claimant Count, October 2015

Wirral's 18-24 JSA rate currently stands at 1.3% which is 315 claimants (October 2015). Wirral currently has the lowest rate of 18-24 JSA in the Liverpool City Region (LCR).

Figure 4e: LCR 18-24 JSA October 2015

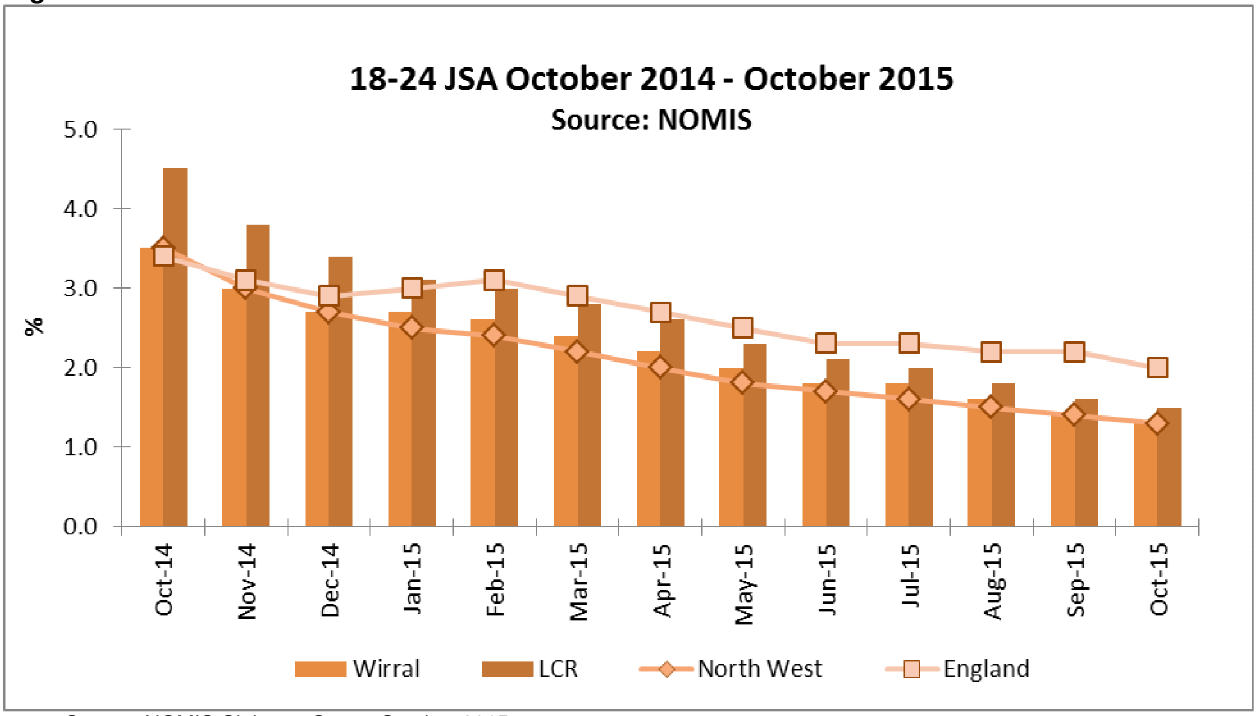
Local Authority	Number	Rate
Halton	170	1.6%
Knowsley	240	1.8%
Liverpool	925	1.4%
Sefton	325	1.5%
St Helens	240	1.7%
Wirral	315	1.3%

Source: NOMIS, October 2015

Figure 4f shows Wirral's performance in 18-24 JSA over the previous 12 months. The introduction of Universal Credit in August 2014 has seen numbers fall dramatically over the last 12 months and

Wirral's claimant count rate is now below the National average. Data for Universal Credit can be found later in this section.

Figure 4f: 18-24 JSA October 2015



Source: NOMIS Claimant Count, October 2015

Universal Credit

Universal Credit statistics for October 2015 are provisional and will be finalised in the November data release scheduled for December 2014. Figure 4g shows the cumulative number of starters on to Universal Credit by Local Authority Area. Wirral currently has 4,065 Universal Credit claimants to date; this is 181 new claimants in October 2015. Wirral's Universal Credit claimants make up 19% of the Liverpool City Region total and 62% of Wirral's claimants are not in employment.

Figure 4g: Cumulative starts by JCP office, October 15

Local Authority Area	September 15			*October 15*		
	Total	In employment	Not In employment	*Total*	*In employment*	*Not In employment*
Halton	1,596	623	977	1,688	614	1,069
Knowsley	2,466	826	1,639	*2,598*	*866*	*1,735*
Liverpool	6,847	2,285	4,565	*7,378*	*2,304*	*5,072*
Sefton	3,301	1,053	2,247	*3,469*	*1,034*	*2,435*
St. Helens	2,621	912	1,710	*2,711*	*918*	*1,793*
Wirral	3,884	1,507	2,381	*4,065*	*1,534*	*2,530*
Liverpool City Region	**20,715**	**7,206**	**13,519**	**21,909**	**7,270**	**14,634**

Source: DWP, Universal Credit April 2013 – October 2015 release
* Some figures do not total due to rounding

Figure 4h shows the total number of Universal Credit claimants by age band and Jobcentre Plus Office. Wirral currently has nearly 4,000 Universal Credit claimants to date; 45% of which are aged 16-24, the largest number of claimants are in the Birkenhead Job Centre Plus office with 28% of claimants claiming at this jobcentre.

Figure 4h: Total UC numbers by Age and JCP office, September 15

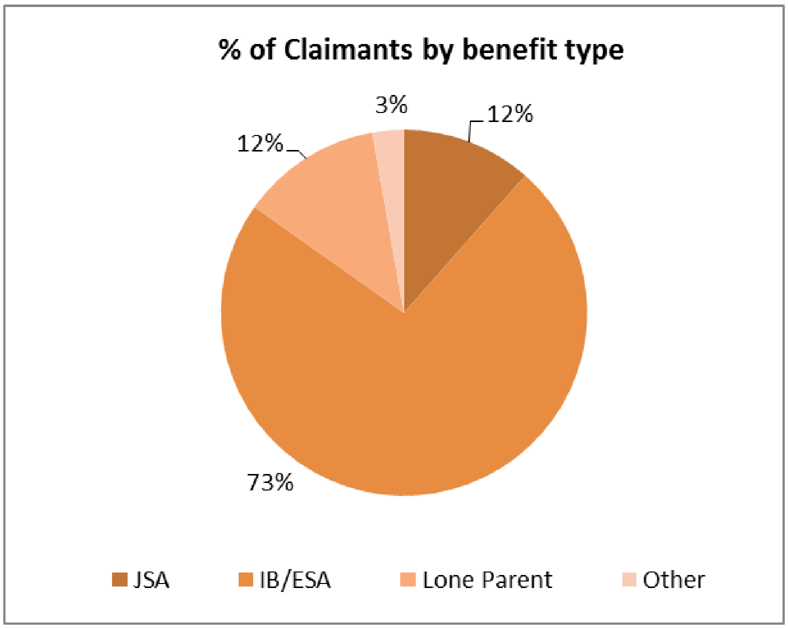
JCP Office	Age Band			
	Total	16-24	25-49	50+
Birkenhead	1,103	448	551	99
Bromborough	847	380	381	69
Hoylake	233	135	72	17
Upton	864	403	406	54
Wallasey	925	409	441	71
Wirral Total	**3,965**	**1,782**	**1,869**	**318**

Source: DWP, Universal Credit April 2013- October 2015 release
* Some figures do not total due to rounding

Worklessness

Wirral currently has 25,530 people claiming out-of-work benefits (May 2015); this includes Job Seekers, Incapacity Benefit/ESA, Lone parents and other income related benefits. This is approximately 13.1% of the working age population[1]. Of the 25,530 benefit claimants 50.2% are male and 49.8% female, with 46% of people also claiming over 5 years. This is mainly attributed to Incapacity Benefit/ESA claimants as this benefit type accounts for 73% of all claimants. This figure has increased since the introduction of Universal Credit in August 2014. A breakdown of this indicator by benefit type is shown in Figure 4i.

Figure 4i: Workless claimants by benefit type



Source: DWP Working Age Client Group, May 2015

Wirral is performing well in the percentage of people claiming out of working benefits when compared to Liverpool City Region authorities. However, Wirral continues to perform behind the Regional and National averages as shown in Figure 4j.

Figure 4j: Local authority comparison of worklessness rates

	Halton	Knowsley	Liverpool	Sefton	St Helens	Wirral	LCR Average	North West	England
% of working age population claiming out of work benefits	13.3%	17.1%	15.8%	12.1%	13.3%	**13.1%**	**14.3%**	**11.2%**	**9.4%**

Source: DWP Working Age Client Group, May 2015

Not in Education Employment or Training (NEET)

Official adjusted figures show that the number of 16-18 year olds NEET in Wirral is 6.10% as at October 2015. This equates to 645 young people, this figure is up 0.3% points since the same period last year. Latest provisional figures to November 15 show that the NEET figures have reduced from October 2015. Figure 4k shows the latest figures also split into focused geographical areas.

Figure 4k: NEET numbers as a % of cohorts

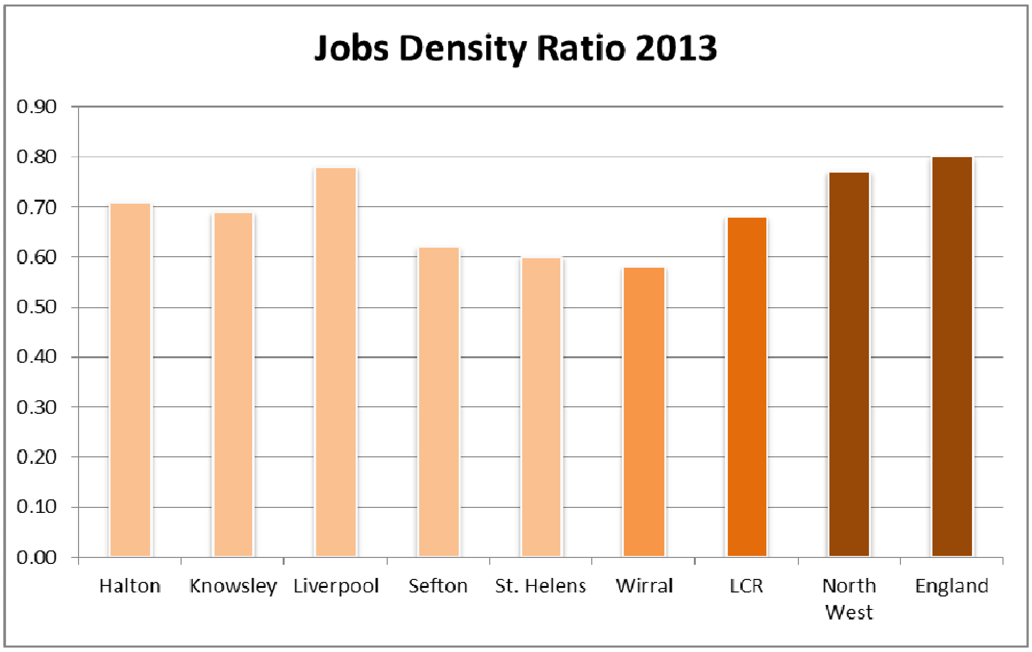
	NEET Count	Actual NEET as % of Wirral cohort	District Cohort	Actual NEET as a % of District cohort
Birkenhead Area	336	3.01%	3,429	9.80%
Wallasey Area	124	1.11%	2,661	4.66%
West & South Wirral Area	108	0.97%	5,157	2.09%
TOTAL	568	5.10%	11,247	5.05%

Source: Wirral NEET data December 2015

Job Density

Wirral has the lowest job density ratio in the Liverpool City Region with 58 jobs per 100 residents. Liverpool has the highest job density ratio in the city region at 78 jobs per 100 residents. Wirral is also performing behind regional and national averages as shown by Figure 4L. Wirral is the second largest authority in the LCR. This highlights the significant shortage of jobs in Wirral and although our business start-up performance is performing well, job creation is the key to boosting the local economy.

Figure 4L: Job Density



Source: NOMIS Jobs Density 2013

5. Earnings and Skills

Median Earnings

Earnings for full-time employees **living** in Wirral are higher than the North West with residents earning around £26.20 more on average than other North West residents and Wirral is now only £14.40 behind the England average. Wirral has the highest earnings for employees living in the area in the Liverpool City Region. Earnings for full-time employees **working** in Wirral are now higher than the North West average by £11.10. Performance is still lower than England, with Wirral around £32.50 behind the England average; this has improved from £38.00 in 2014. The difference in performance between people living and working in Wirral can be seen in Figure 5a. This data implies that people living in Wirral are accessing higher value employment outside of the borough and people working in Wirral are not in as highly paid employment.

Figure 5a: Median Earnings

Indicator	Wirral	North West	England
Median earnings by employees	£518.20	£492.0	£532.60
Median earnings by workplace	£499.90	£488.80	£532.40

Source: ONS, ASHE Survey 2015

Adult Skills

Latest data shows that Wirral performs well in adult skills compared to regional and national figures, particularly in those residents gaining Levels 1, 2 and above. This can be seen by Figure 5b where both Level 1 and 2 rates are higher than the North West and England averages.

Figure 5b: NVQ Level skills

2014 Data	No qualifications	NVQ Level 1 or above	NVQ Level 2 or above	NVQ Level 3 or above	NVQ Level 4 or above
Wirral	9.0%	88.0%	74.0%	53.9%	31.6%
North West	10.6%	83.4%	71.4%	52.7%	30.9%
England	8.6%	85.1%	73.2%	56.5%	35.7%

Source: Annual Population Survey, December 2014

The trends in Wirral residents achieving a Level 4 and above have not increased at the same rate as both the Regional and National average. In 2008 Wirral outperformed both the North West and England, and was ahead of the national average by 1.5pp but 2014 figures shows Wirral is now 4.1% behind the England average.

Although Wirral performs well in adult skills and has low levels of residents with no qualifications there does not seem to be a direct correlation between the level of skills in the area and worklessness rates, as shown by section 5. Wirral has larger than average numbers of residents who are workless but skills levels are higher than average. We can assume that residents in Wirral who have qualifications may be travelling outside of the borough to access high value employment; or residents are taking jobs in the borough below their skill capability. This is further evidenced by the disparities between median resident and workplace earnings in section 7.

Figure 5c: National Employer Skills Survey

	Vacancies and skill-shortage vacancies (SSVs)				Skills Gaps	
	At least 1 vacancy	At least 1 hard-to-fill vacancy	Have a Skills Shortage Vacancy	% of all vacancies which are SSVs*	Any staff not fully proficient	Any training given to staff in past 12 months
LCR	14%	4%	3%	25%	4.94%	66%
Wirral	13%	4%	3%	25%	7.96%	67%
Halton	16%	2%	2%	12%	4.44%	67%
Knowsley	11%	2%	2%	-	2.44%	72%
Liverpool	14%	4%	4%	25%	4.99%	69%
Sefton	13%	3%	2%	10%	2.77%	59%
St Helens	7%	2%	1%	47%	5.97%	64%

Source: UKCES, Employer Skills Survey 2013*Unprompted response

The UKCES Employer Skills Survey 2013 is the second nationwide employer skills survey and one of the largest of its kind in the world, interviewing around 75,255 employers in the UK. The survey looks at a host of measures to provide a comprehensive and robust picture of the UK economy and detailed results broken down by Local Enterprise Partnership areas and Local Authorities as shown by Figure 5c.

13% of Wirral employers in the 2013 survey reported available vacancies in the preceding 12 months which is just below the LCR average, and is the same as in 2011. 4% of employers have at least 1 vacancy which is hard to fill, and 3% have at least one Skills Shortage Vacancy (SSV).

25% of all vacancies in Wirral are skill shortage vacancies this in line with the LCR average of 25%. Wirral also ranks the highest for the percentage of staff regarded as not fully proficient at 7.96%; the occupational sectors with the largest numbers of not fully proficient staff are professional and skilled trade occupations. Wirral has improved the number of employers who have given staff any form of training in the last 12 months at 67% compared to 63% in 2011.

Apprenticeships

Figure 5d shows Wirral's performance in apprenticeships starts, achievements and success rates since 2005/6. The improvements in the number of people starting an apprenticeship can be seen in the 2,150 increase in annual starts since 2005/06, and there has been a 149% increase in the number of annual apprentice achievements since 2005/6. Success rates in Wirral have also significantly improved as in 2005/6 just under half of all starters were achieving an apprenticeship, now three quarters are achieving.

Figure 5d: Apprenticeships

Year	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
Starts	1,700	1,620	1,950	1,810	2,210	4,140	4,870	4,510	3,530	3,850
Achievements	860	1,000	980	1,250	1,280	1,600	2,240	2,390	2,140	-
Success Rates	**46.1%**	**58.2%**	**65.7%**	**68.5%**	**72.4%**	**75.5%**	**75.0%**	**-**	**-**	**-**

Source: The Data Service: SFR November 2015

Latest full year data shows that Wirral's overall numbers of starts have increased by 9.1% from 2013/14 to 2014/15; most LCR authorities have seen an increase in Apprenticeship starts this year; Wirral has the second highest increase behind Liverpool who have seen an increase of 10.4%. Halton has seen no change in the number of starts this year. Wirral has seen a decrease in the number of achievements this year by 250, which equates to 10.5%. All LCR authorities apart from Sefton have seen a decrease in the number of achievements between 2012/13 - 2013/14, Wirral's decrease is the largest drop in the city region, followed by Halton on 8.9% and Liverpool on 8%. Sefton are the only authority to see an increase in achievements this year with an improvement of 4.9%.

The success rates methodology has now changed and data is no longer available at a local authority level.

6. Business

Enterprises

Figure 6a show that Wirral now has 8,220 enterprises and 10,065 local units. The percentage change in the number of enterprises since 2014 is 11.1% - this equates to 820 businesses. This percentage increase is higher than both regional and national averages which have both only seen increases of 8.9% and 8.5% respectively. The increase in the number of local units by 780 and could suggest that a number of existing enterprises have opened new secondary premises in the borough through expansion.

Figure 6a: Total Numbers of VAT/PAYE based enterprises/units

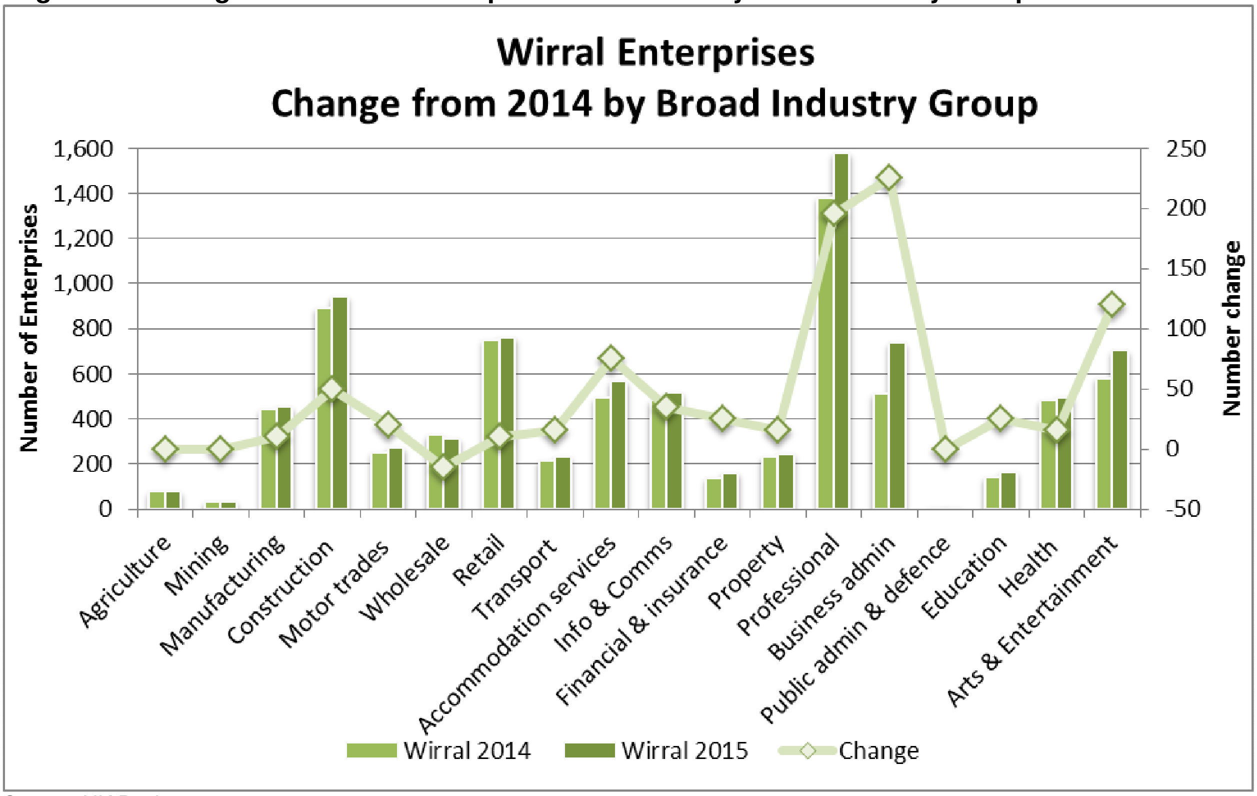
	2014	2015	Number Change	% change
Number of Enterprises	7,400	8,220	820	11.1%
Number of Local Units	9,285	10,065	780	8.4%

Source: UK Business 2015

Across Merseyside there has been an 11.3% increase in the number of enterprises since 2013 and out of all the Merseyside Local Authorities Knowsley has seen the largest percentage increase at 19.4%. Wirral has contributed 22% of the overall total increase in the number of enterprises across Merseyside. Sefton has seen the lowest percentage increase in Merseyside with only a 9.8% increase in the number of enterprises since 2014 – this is still higher than regional and national averages showing Merseyside as a whole has outperformed the North West and England since 2014.

Figure 6b shows the year on year performance of Wirral's enterprises from 2014-15. 14 of Wirral's industry groups have seen an increase since 2014, with 1 sector seeing a decline and 3 remaining the same. In Wirral, the sector with most enterprises is the Professional, scientific & technical with 1,575 enterprises; this sector has seen an increase of 14.1% this year. The sector with the biggest number increase of any sector with 225 new enterprises this year is the Business Administration & Support Services sector – a 44.1% improvement since 2014. Wholesale is the only sector to see a decline since 2014, with a reduction of 15 enterprises this year equating to a 4.6% loss.

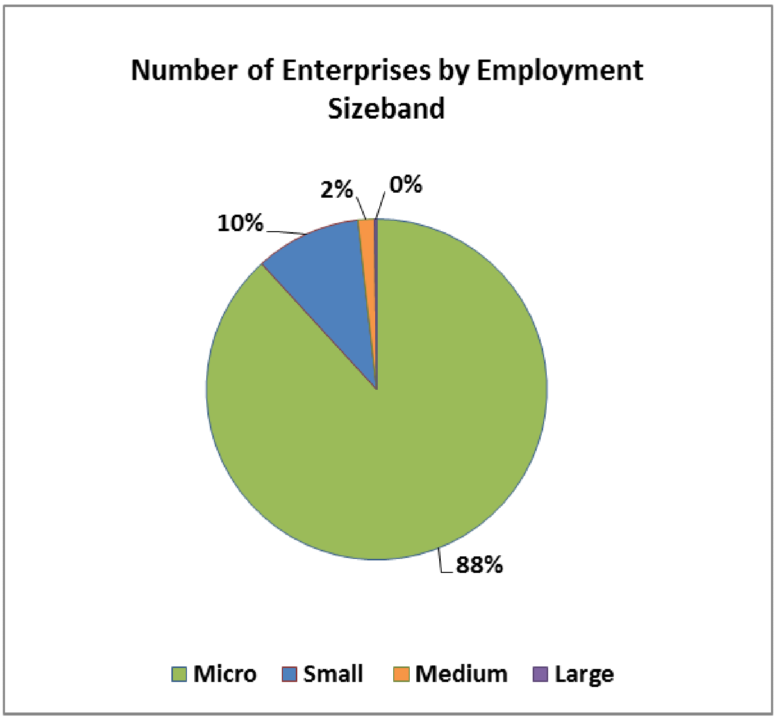
Figure 6b: Change in number of enterprises since 2014 by Broad Industry Group



Source: UK Business 2015

Figure 6c shows Wirral's enterprise base is predominantly made up of micro-businesses with 88% of Wirral's enterprise base having 0-9 employees. The smaller size bands have seen an increase since 2014; the number of micro sized enterprises has increased by 12.2% this year however the number of large enterprises (250+ employees) has decreased by 5.

Figure 6c: Enterprise by Employment Size Band 2015

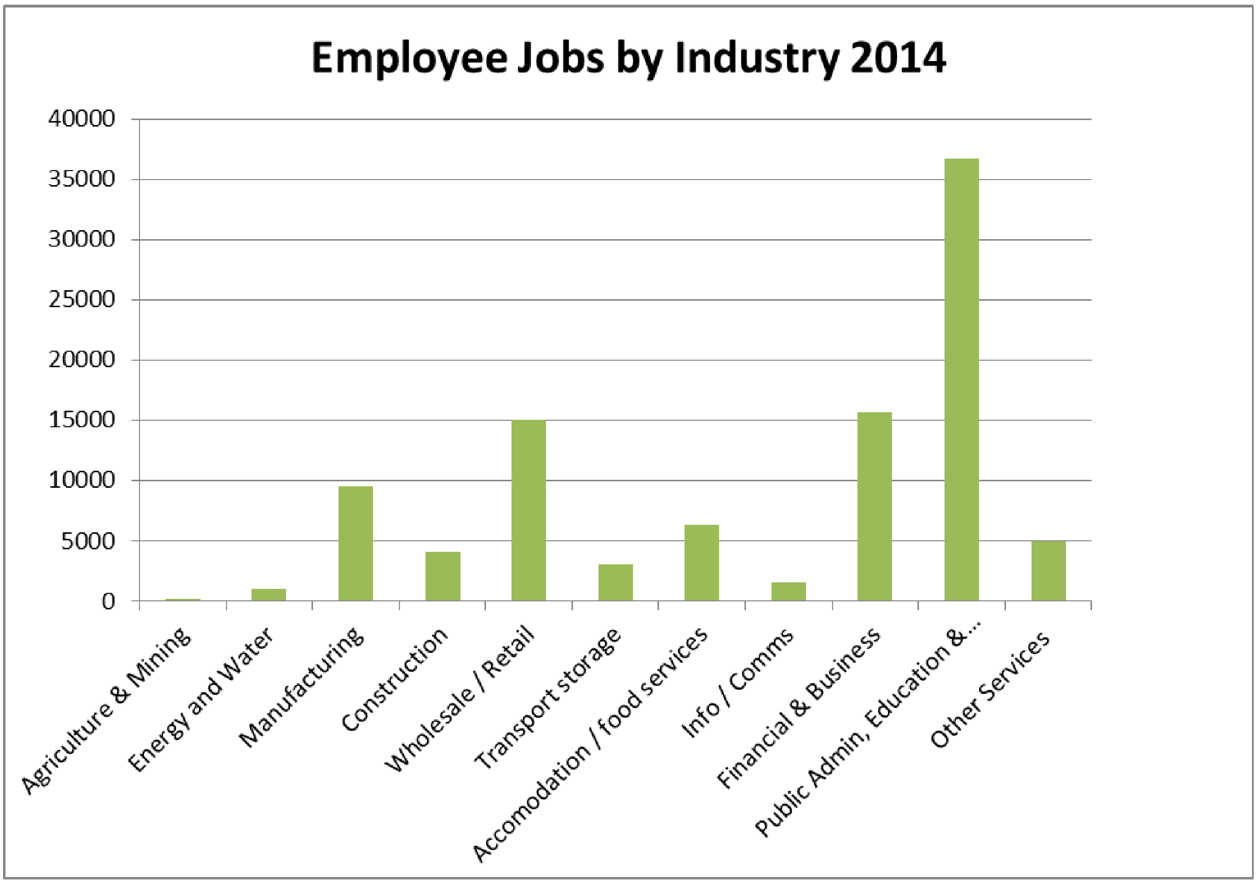


Source: UK Business 2015

Industry

Employee jobs by industry gives an indicative picture of what sectors have employment opportunities in Wirral and shows if any sectors are under-represented in the borough. Figure 6d shows the industry split of employee jobs in Wirral. Wirral is heavily public sector dependant with 37.5% of the employee jobs in Public Admin, Education or Health; this is 10% above the national average at 27.4%. Financial & Business Services and Retail & Wholesale are larger sectors in the borough taking a 16% and 15% share of the industry jobs; these figures are still lower than the regional and national averages, which has not been the case over recent years meaning Wirral's industry base is starting to change with more people being employed in newer sectors such as Professional & Scientific.

Figure 6d: Employee Jobs by Industry



Source: NOMIS, Business Register & Employment Survey, 2014

The employee jobs total shows that there are now 97,800 jobs in Wirral compared to 96,400 in 2013, an increase of 1,400 jobs. This improvement between 2013 - 2014 means that Wirral's employee jobs total is at the highest point for 5 years.

Business Development

The year to April 2015 saw a large increase in the amount of new employment floorspace completed, compared with the previous financial year, with a significant increase in new general industrial floorspace (Use Class B2) as shown by Figure 6e. The amount of completed new office (Use Class B1) and new storage and distribution floorspace (Use Class B8) nevertheless continued to reduce, the overall trend was, however, positive compared to the previous financial year, when demolitions and other losses led to a net loss of employment floorspace overall.

Figure 6e: Completed floorspace

Completed floorspace (sqm)	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
Use Class B1a	4857	8,542	3,801	8,803	275	1,426	91	1,008	560	**178**
Use Class B1b	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	**0**
Use Class B1c	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	621	**0**
Use Class B2	24,407	13,576	12,797	19,099	1,948	11,919	7,571	159	Nil	**10,432**
Use Class B8	Nil	53	Nil	Nil	Nil	440	18,964	1,956	1,234	**290**
Total Floorspace	**29,264**	**22,171**	**16,598**	**27,902**	**2,223**	**13,785**	**26,626**	**3,123**	**2,415**	**10,900**

Source: Wirral Annual Monitoring Report 2015

Projects to provide up to 8,804 square meters of new office floorspace (Use Class B1a) and 2,209 square meters of new industrial floorspace (Use Class B2) were also registered as under construction at the end of the reporting period. An additional 3,512 square meters of education floorspace for the construction industry (Use Class D1) was also being developed.

7. Housing

Housing Completions

Gross and net completions reached a peak in 2007/08 prior to the onset of the economic downturn. Gross completions have slowly started to recover but have been affected by high rates of demolition relating to the Housing Market Renewal Initiative and the programme to remove poor quality, obsolete stock owned by Magenta Living (formerly Wirral Partnership Homes). These programmes are nearing completion therefore demolitions are projected to reduce over the next five years. Table 7a below sets out housing completions since 2003.

Figure 7a: House completions 2003/04 – 2014/15

	03/04	04/05	05/06	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14	14/15	Total	Median Average
Gross Completions	686	531	511	736	820	599	340	272	268	640	500	563	6466	547
Demolitions	212	419	277	215	230	242	131	175	242	355	181	16	2695	223
Net Completions[2]	443	102	220	506	564	334	200	97	22	252	302	537	3579	277

Source: Council Annual Monitoring Report

Housing Supply

The Council records the number of dwellings with planning permission each year and regularly identifies land with potential for new housing development as part of a Strategic Housing Land Availability Assessment (SHLAA). The SHLAA considers land in terms of its suitability for housing, including planning policy, physical and environmental constraints; its availability for development now or in the near future; and whether housing development is currently economically viable. The Borough's gross housing land supply with planning permission at 31 March 2015 was 1,771 units, with an additional outline consent for 13,521 units at Wirral Waters. The proportion of units with planning permission on previously developed land stood at 85 per cent.

Figure 7b below sets out the total potential capacity without planning permission identified in the Council's SHLAA 2015. A number of sites in Category 2 and Category 3 are currently constrained by planning policy, physical, environmental or viability constraints.

Figure 7b: Source of Supply

Source of Supply	No. of Dwellings
Category 1 Sites - Deliverable within 5 years	1093
Category 2 Sites - Developable within 10 years	1490
Category 3 Sites - Not currently developable	2911
Total	**5494**

Source: Council Annual Monitoring Report

[2] Also includes net change through conversion

Housing Tenure and Type

The total number of residential properties at April 2015 stood at 149,198. Of these, 84 per cent were private housing and 16 per cent were affordable. In terms of vacant properties, the proportion of long-term vacant properties stood at 3.4 per cent of all properties. This represents a reduction since 2011, supported by Council programmes to bring empty properties back into use. Figure 7c shows the breakdown of housing stock in Wirral.

Figure 7c: Housing Stock 2005 - 2015

Housing Stock	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Private	120,708	121,139	121,725	122,524	122,957	123,276	122,679	123,301	121,376	123,746	125,857
Registered Provider	22,432	22,258	22,275	22,193	22,461	22,837	23,074	23,037	25,027	23,030	23,341
Other Public	81	25	23	9	9	2	-	-	-	-	-
Total Stock	143,221	143,422	144,023	144,726	145,427	146,115	145,753	146,338	146,403	146,776	149,198
% Vacant	4.1%	4.2%	4.3%	5.0%	3.5%	4.2%	4.4%	4.1%	4.0%	3.6%	3.4%

Source: Council Annual Monitoring Report

In terms of property types, analysis of property types at April 2015 highlights that the predominant property type within the urban areas in and around Wallasey and suburban Birkenhead are semi-detached and terraced properties. There is a large proportion of flatted development within the commercial core of Birkenhead and Rock Ferry. In areas west of the M53 there is a larger proportion of detached properties, with the majority located in and around Heswall. There is also a significant proportion of bungalow developments in Heswall, Moreton West and Saughall Massie and Greasby.

House Prices

The average house price in Wirral at April 2015 stood at £168,940. Figure 7d below sets out the change in average house type between 1995 and 2014 for the Merseyside authorities.

Figure 7d: House completions 2003/04 – 2014/15

Local Authority	1995	2000	2005	2010	2014	% change 1995 - 2014
Knowsley	£45,450	£51,998	£115,000	£109,000	£112,000	146%
Liverpool	£38,495	£47,500	£105,000	£112,000	£117,500	205%
St. Helens	£43,950	£49,995	£112,000	£117,250	£120,000	173%
Sefton	£50,000	£60,000	£137,500	£148,000	£146,125	192%
Wirral	£44,000	£56,000	£123,000	£134,000	£140,000	218%

Source: House Price Statistics for Small Areas, 1995 to 2014 (ONS, 2015)

While house prices have increased significantly across the whole of Merseyside since 1995, the largest percentage increase has been in Wirral. Prices increased most dramatically between 2000 and 2005 and have increased at a much slower rate in Wirral since 2010.

8. Tourism

Wirral's visitor economy is the fastest growing in the city region. It was estimated to be worth over £355 million in 2014, up by 8% (£27 million) since 2013. The total visitor numbers to Wirral rose by 7.2% to 7.6 million during 2014, of which 788,000 were staying visits. Figure 8a shows Wirral's visitor spend by sector and the change between 2013 and 2014.

Figure 8a: Visitor Spend by Sector

Expenditure by Sector (£ million)	2013	2014	% Change
Accommodation	28.65	28.61	-0.1%
Food & Drink	62.30	68.10	9.3%
Recreation	16.62	18.12	9.0%
Shopping	114.04	125.00	9.6%
Transport	25.08	27.48	9.5%
Total Direct Revenue	246.69	267.30	8.4%
Indirect Expenditure	81.16	88.17	8.6%
TOTAL	**327.85**	**355.47**	**8.4%**

Source: STEAM

Author:	**Sarah Dodd** Economic Monitoring Officer Investment Strategy Team Regeneration & Environment Directorate Wirral Council **Tel:** 0151 691 8205 **E:** sarahdodd@wirral.gov.uk
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