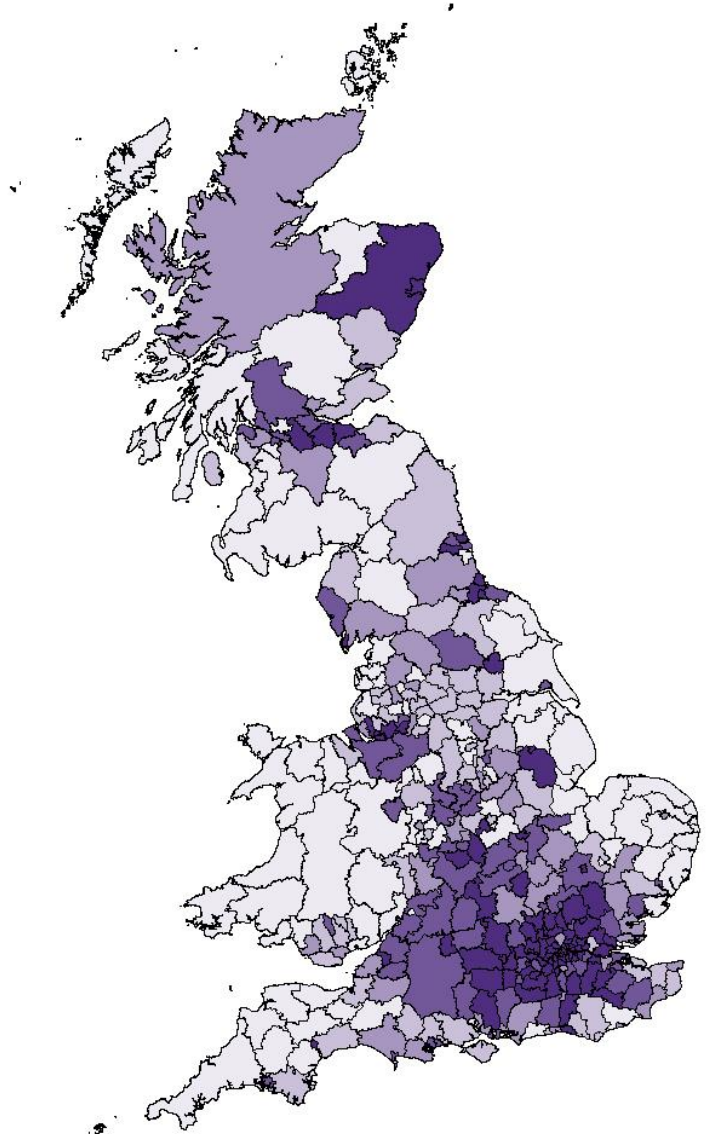


District Profile:
An Economic, Social and Environmental Summary Profile of
Wirral



About Place Profiles

Place Profiles are computer generated reports that provide a high-level analysis of an area, telling a 'story of place'. The reports can be created at a range of different spatial levels and on a number of different topics, with Summary Place Profiles providing an overall assessment of economic, social and environmental conditions. Place Profiles set an area within its wider context, comparing performance with neighbouring areas, as well as regional and national averages. They are illustrated with maps and charts and include all supporting data. Using the very latest data at the time of creation, Place Profiles have a wide range of research and policy applications.

More information about the profiles and how to purchase further copies is available at the end of this report.

About Place Analytics

Place Analytics is a research and analysis service that helps organisations to understand the economic, social and environmental characteristics of people and places.

Our data, toolkits and resources are available online, providing organisations with an unrivalled set of decision support tools. Through our Place Insight and Customer Insight services we help them achieve a better understanding of places, customers and communities. Through our Places Profiles service, we provide a comprehensive analysis of an area, telling a 'story of place'.

Summary Profile Introduction

The summary report looks at the performance of Wirral, according to how well the district scores on a range of selected benchmark indicators of economic, social and environmental well being. An important context for the analysis is the shift towards a more knowledge based economy in Britain. This concept, which is the Government's vision for spreading economic prosperity throughout the UK and for competing in the global economy, is reflected in regional economic strategies and local economic development strategies. One of the aims of this report is to relate thinking on the knowledge economy to wider social and environmental considerations; relating economic competitiveness to sustainable development and quality of life issues.

This summary profile can be used to inform policy development and to act it as a framework for monitoring and evaluating progress towards a district's various policy goals. The report can also be used as an evidence base to inform Total Place and the wider place shaping agenda. More detailed Place Profiles for each topic area are also available.

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Economy Introduction

This summary report assesses the present state of the local economy in Wirral in terms of its competitiveness at the sub-regional, regional and national levels. Strong economic foundations are critical to the future success of an area, creating quality employment opportunities for local people. This profile examines five aspects of economic development that need to be 'joined-up' in the context of strategy, partnership and practical initiatives:

- Economic performance
- Industrial Structure
- Business and Enterprise
- Skills and Qualifications
- Labour Market

The report starts by presenting the data for the main composite measures for each aspect of the economy in Wirral. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which sets out how Wirral rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of economic development is presented. This is based on the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Economy Summary Introduction

Areas	Economic scale: score (score) 2014	Productivity: score (score) 2014	Economic change: score (score) 2015	Industrial structure: score (score) 2015	Bus & enterprise: score (score) 2014	Skills and quals(res): score (score) January-December 2015	Labour market: score (score) Jun-16
Halton	81.86	117.79	78.31	117.94	109.26	90.38	100.68
Knowsley	84.48	100.79	145.9	62.44	115.83	85.15	92.82
Liverpool	297.86	87.44	80.75	81.2	100.72	90.68	84.82
Sefton	113.62	89.22	23.35	73.22	92.08	96.96	95.12
St Helens	79.1	91.5	69.8	71.13	97.49	91.4	93.36
Wirral	125.45	86.03	82.7	71.15	100.57	97.48	94.44
Greater Merseyside	107.75	92.7	59.94	78.71	100.09	92.67	91.86
North West	113.78	92.37	76.33	91.31	96.07	96.27	97.02
National Average	100	100	100	100	100	100	100

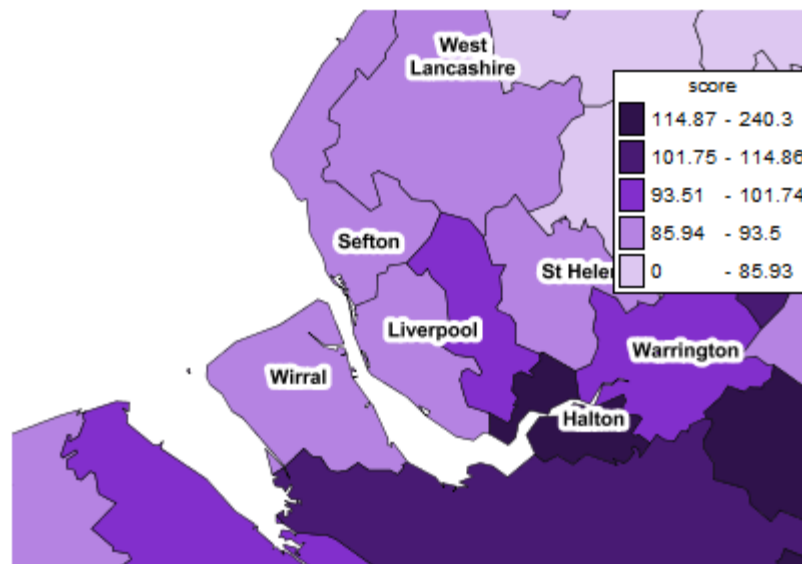
Economic Performance

Strong economic foundations are critical to the future success of an area, creating quality employment opportunities for local people. Our economic performance profile measures the productivity, scale and growth of the economy in Wirral. Productivity measures the relative performance of the economy in an area, by combining Gross Value Added (GVA) per job with workplace earnings. In contrast, economic scale examines the absolute size of the economy and is derived from an area's share of Great Britain's total GVA and employment base. Finally, economic growth is assessed by an area's change in total employment, giving an indication of the growth/decline of the local economy.

Wirral is ranked 302 out of 379 districts on our economic productivity score, placing it in the bottom 40% of districts nationally.

The map shows the performance of districts within Greater Merseyside on our overall productivity score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 86.03, Wirral is in the bottom 40% of districts and is in the sub region that is in the bottom 40% of sub regions nationally.



Source: Annual Survey of Hours and Earnings; GVA by NUTS 3

Looking in more detail at Wirral's economic performance we find that:

- Relative to other districts, the size of the economy in Wirral is above the national median, with an economic scale score of 125.45. By comparison, the Greater Merseyside score is 107.75 and the national average is 100.
- The average gross weekly earnings of those working in Wirral are low, with the district ranking in the bottom 40% of districts nationally. Average gross weekly earnings in Wirral are £430, compared with £465 in Greater Merseyside and £510 nationally.
- Gross value added (GVA) per job in Wirral is low, with the area ranking in the bottom 40% of districts nationally. GVA per job in Wirral is £44,485, compared with £49,104 in Greater Merseyside and £55,659 nationally.
- Wirral has a large sized employment base, with the area ranking in the top 40% of districts nationally. It accounted for 0.35% of all employees in Great Britain.
- The share of national GVA in Wirral is high by national standards, with the area ranking in the top 40% of districts nationally. It accounted for 0.28% of all GVA in Great Britain.
- Between 2014 and 2015, the total number of employees in Wirral changed by 2.77%. This reflects a relatively strong level of economic growth by national standards, placing Wirral in the top 40% of districts nationally.

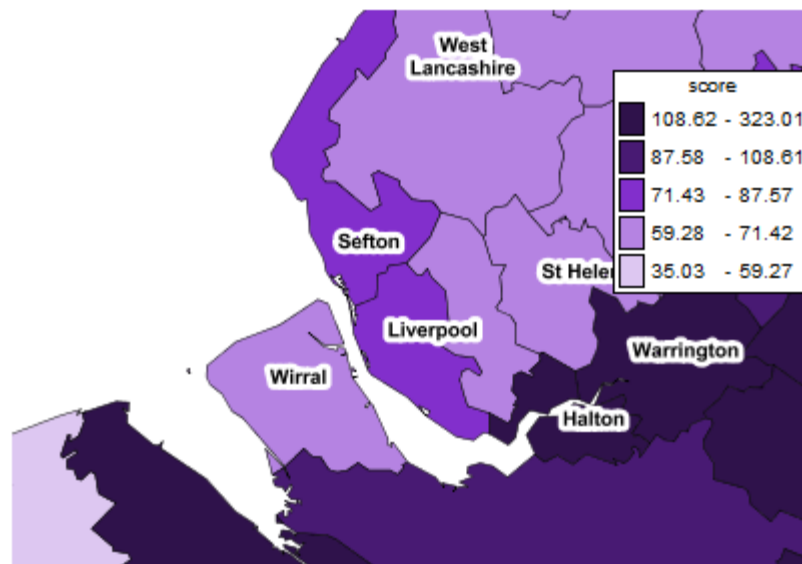
Industrial Structure

Throughout the global economy, the critical structural trend is the growth of the knowledge economy. Our industrial structure profile assesses Wirral from this knowledge economy perspective. We distinguish between knowledge-based production (aerospace, electrical machinery manufacture, printing and publishing, and chemicals and energy) and knowledge-based services (telecommunications, computing, R & D, finance and business services, and recreational and cultural services). These industrial groupings are based on European Commission and OECD definitions, where individual industries are classified as knowledge-based if graduates make up at least 25 per cent of their workforce.

Wirral is ranked 232 out of 380 districts on our industrial structure score, indicating a knowledge economy that performs in the bottom 40% of districts nationally.

The map shows the performance of districts within Greater Merseyside. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 71.15, Wirral is in the bottom 40% of districts and is in the sub region that is in the bottom 40% of sub regions nationally.



Source: The Business Register and Employment Survey (BRES)

Looking in more detail at Wirral's industrial structure we find that:

- Knowledge intensive sectors in Wirral accounted for 15.8% of total employment in 2015. By comparison, the Greater Merseyside figure was 17.48%, the North West figure was 20.28%, and the national figure was 22.21%.
- Employment in knowledge-driven production is above the national median, with the district ranking in the top 40% of districts. It has 2.6% of employment in this sector. This compares with 1.77% in Greater Merseyside and 2.4% nationally.
- Employment in knowledge-driven services is below the national median, with the district ranking in the bottom 40% of districts. It has 13.2% of employment in this sector. This compares with 15.71% in Greater Merseyside and 19.81% nationally.
- Wirral has a very large public sector, with 39.44% of employment in this sector. This compares with 34.02% in Greater Merseyside and 26.81% nationally.
- Between 2007 and 2015, employment in knowledge-driven sectors in Wirral changed by 0.7%. This places Wirral in the middle 20% of districts nationally. By comparison the sector changed nationally by -1.81%.

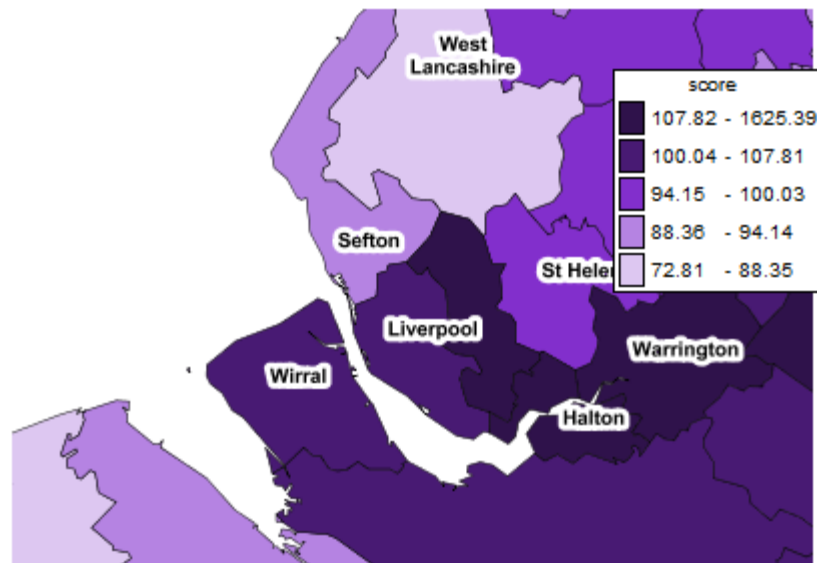
Business and Enterprise

A dynamic local enterprise culture is vital for the long-term competitiveness and overall success of any local economy. Our business and enterprise profile uses the Place Analytics Business and Enterprise Score to assess the extent of an enterprise culture in Wirral. The score is composed of the new business formation rate, the business survival rate and the growth in business stock over the last 5 years. This profile also references other measures including the number of businesses per head of population and average business size.

Wirral is ranked 146 out of 380 districts on our business and enterprise score, indicating an enterprise culture that performs in the top 40% of districts nationally.

The map shows the performance of districts within Greater Merseyside on our business and enterprise score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 100.57, Wirral is in the top 40% of districts and is in the sub region (Greater Merseyside) that is in the top 40% of sub regions nationally.



Source: Business Demography: Enterprise Births & Deaths, Local Units by Broad Industry Group: Urban/Rural

Looking in more detail at Wirral's business and enterprise performance we find that:

- The business density of Wirral is very low by national standards, with 38.03 businesses per 1000 head of population. By comparison, the Greater Merseyside score is 37.73 and the national average is 55.05.
- The new business formation rate in Wirral is high, with the area ranking in the top 40% of districts nationally. In 2014, 14.03% of all businesses registered for VAT compared with 14.86% in Greater Merseyside and 13.86% nationally.
- The 24 month business survival rate in Wirral is high by national standards, with the district ranking in the top 40% of districts nationally. Of all of the VAT registered businesses in 2009, 76.92% were still trading in 2014.
- The self-employment rate in Wirral is very low by national standards, with the district ranking in the bottom 20% of districts nationally. In 2016, the self-employment rate was 7.2%, compared with 7.29% in Greater Merseyside and 10.33% nationally.
- Between 1998 and 2015, the total business stock in Wirral changed by 100.8%. This change places the area in the top 20% of districts nationally. Over the same time period, the number of businesses in Greater Merseyside changed by 100.53%.

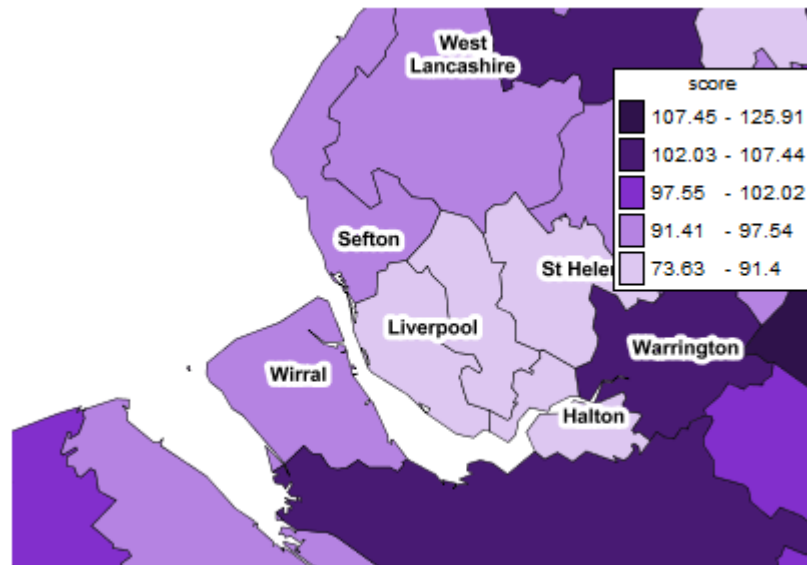
Skills and Qualifications

Human capital is a prerequisite of a successful knowledge economy. The resident workforce should ideally be characterised by a good blend of academic and vocational skills. In our overall assessment of skills and qualifications in Wirral, we have used a composite measure based on each of the four NVQ levels, with greater weighting attached to the higher levels. We also provide GCSE rates, as a precursor to the future potential workforce and a measure of the quality of local schools.

Wirral is ranked 229 out of 379 districts on our skills and qualifications score, indicating a resident workforce that performs in the bottom 40% of districts by national standards, in terms of human capital.

The map shows the performance of districts within Greater Merseyside on our skills and qualifications score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 97.48, Wirral is in the bottom 40% of districts and is in the sub region that is in the bottom 20% of sub regions nationally.



Source: Annual Population Survey

Looking in more detail at Wirral's skills and qualification's performance we find that:

- The proportion of the working age resident population qualified below NVQ level 2 in Wirral is average, with the area ranking in the middle 20% of districts nationally. In 2015, 14.7% of working age residents had either NVQ level 1 or no qualifications, compared with 15.15% in Greater Merseyside and 14.93% nationally.
- The proportion of the working age resident population qualified to NVQ level 2 in Wirral is high, with the area ranking in the top 40% of districts nationally. In 2015, 24.08% of working age residents were qualified to NVQ level 2, compared with 23.96% in Greater Merseyside and 20.09% nationally.
- The proportion of the working age resident population qualified to NVQ level 3 in Wirral is average, with the area ranking in the middle 20% of districts nationally. In 2015, 20.18% of the working age population held 2 A-Levels or equivalent, compared with 20.41% in Greater Merseyside and 19.34% nationally.
- The proportion of the working age resident population qualified to NVQ level 4 and above in Wirral is low, with the area ranking in the bottom 40% of districts nationally. In 2015, 32.11% held a degree or equivalent, compared with 29% in Greater Merseyside and 37.08% nationally.

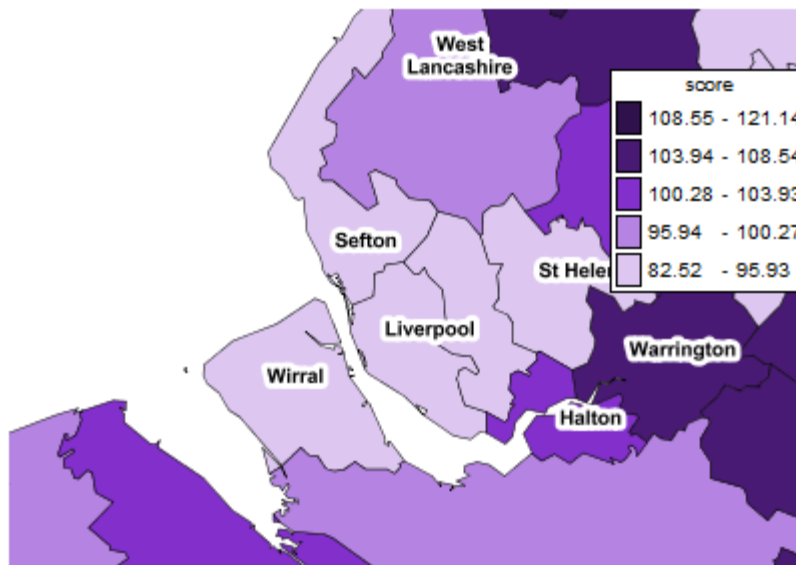
Labour Market

In this profile we use the employment rate as an overall measure of labour market performance in Wirral, but also present a range of other measures, such as unemployment, youth unemployment and long-term unemployment rates to provide a fuller analysis of labour market conditions.

Wirral is ranked 315 out of 379 districts on our labour market score, indicating participation rates within the resident working age population that are in the bottom 20% of districts nationally.

The map shows the performance of districts within Greater Merseyside. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 94.44, Wirral is in the bottom 20% of districts and is in the sub region that is in the bottom 20% of sub regions nationally.



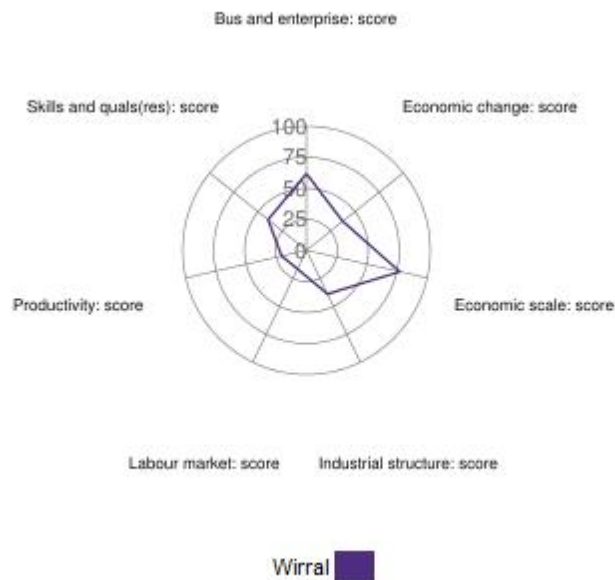
Source: Annual Population Survey

Looking in more detail at Wirral's labour market performance we find that:

- The proportion of the resident working age population who are in employment in Wirral is very low, with the area ranking in the bottom 20% of districts nationally. In Wirral, 69.7% of the resident working age population are in employment, compared with 67.79% in Greater Merseyside and 73.8% nationally.
- The proportion of the working age population who are unemployed in Wirral is average, with the district ranking in the middle 20% of districts nationally. In Wirral, 0.9% of people are claiming job seekers allowance in 2016, compared with 1.28% in Greater Merseyside and 1.3% nationally.
- The proportion of the working age population who are in long-term unemployment in Wirral is high, with the district ranking in the top 40% of districts nationally. In Wirral, 31.83% of people who are unemployed have been claiming job seekers allowance for at least 12 months, compared with 38.95% in Greater Merseyside and 29.77% nationally.
- Between June 2006 and June 2016, the employment rate in Wirral changed by -0.43%. This places Wirral in the bottom 40% of districts nationally. By comparison the employment rate changed nationally by 1.79%.

Economic Summary Indicators

The spider chart is a way of showing how Wirral rates against the national median on the summary economic indicators. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles area shown opposite. These are statistically the nearest neighbours to Wirral, with Gateshead in Tyne & Wear being the most similar on the summary economic indicators.

Rank	Place Name	Sub Region
1	Gateshead	Tyne & Wear
2	Doncaster	South Yorkshire
3	Liverpool	Greater Merseyside
4	North Lanarkshire	South Western Scotland
5	St Helens	Greater Merseyside
6	Kingston upon Hull	Humberside
7	Plymouth	Devon & Cornwall
8	West Lothian	Eastern Scotland
9	Rotherham	South Yorkshire
10	Dundee City	Eastern Scotland

Economic Scorecard

The economic 'scorecard', shows how Wirral stands nationally, within its region and sub-region. The 'scorecard' assesses the state of Wirral in terms of the composite economic development measures. The scores represent the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Composite measure	Sub-region score	Region score	National Score	Summary
Economic Scale An 'A' Represents areas with the largest economic scale	B	B	B	The share of national GVA in Wirral is high by national standards, with the area ranking in the top 40% of districts nationally. It accounted for 0.28% of all GVA in Great Britain.
Productivity An 'A' Represents areas with the highest levels of productivity	E	D	D	Wirral is ranked 302 out of 379 districts on our economic productivity score, placing it in the bottom 40% of districts nationally.
Economic change An 'A' Represents areas with the highest rates of growth	B	C	D	Between 2014 and 2015, the total number of employees in Wirral changed by 2.77%. This reflects a relatively strong level of economic growth by national standards, placing Wirral in the top 40% of districts nationally.
Industrial Structure An 'A' Represents areas with the highest proportion of knowledge intensive employment	D	C	D	Wirral is ranked 232 out of 380 districts on our industrial structure score, indicating a knowledge economy that performs in the bottom 40% of districts nationally.
Business & enterprise An 'A' Represents areas/ with the highest levels of business information, growth and survival	D	B	B	Wirral is ranked 146 out of 380 districts on our business and enterprise score, indicating an enterprise culture that performs in the top 40% of districts nationally.
Skills & qualifications An 'A' Represents areas with the most skilled population	A	C	D	Wirral is ranked 229 out of 379 districts on our skills and qualifications score, indicating a resident workforce that performs in the bottom 40% of districts by national standards, in terms of human capital.
Labour market An 'A' Represents areas with the highest employment rates	C	D	E	Wirral is ranked 315 out of 379 districts on our labour market score, indicating participation rates within the resident working age population that are in the bottom 20% of districts nationally.

Glossary of terms

Economic change score	This score provides an index of the percentage short term change in the total number of employees (by workplace) in relation to the national average
Economic scale	Economic Scale indicates the size of an areas economy. It is created by weighting the areas GVA (Gross Value Added) by the areas employment. These two indicators are then indexed to the Great Britain average
Productivity score	This indicator shows the productive capacity of an area. It is generated from average gross weekly earnings and GVA per head. Both these indicators are indexed to the GB value, and then summed and averaged
Knowledge-driven production	This refers to manufacturing industries such as aerospace, electrical machinery manufacture, printing and publishing, and chemicals and energy.
Proportion of employment in Knowledge-driven services	This workplace based figure provides the proportion of all employed persons working in the following "Knowledge-driven" services: Telecomms, computer & related services, R&D (61, 53.20, 62, 72), Finance, business services (64, 66, 69.10, 69.20, 73.20, 70.22, 64.20, 71.1, 71.2, 73.1, 78.1-78.3, 80.30, 80.10, 74.20, 82.11, 82.19, 74.30, 82.20), Air transport services (51), & Recreational & cultural services (90, 93, 91). All figures in brackets are 2007 Standard Industrial Classification (SIC) codes. SIC Codes group similar industries together in a nationally recognised coding system
Proportion of employment in Public Services sectors	This workplace based figure provides the proportion of all employed persons working in Public Services. The "Public services" sector can be defined as: Public admin/defence (84); Education (85); Health and social work (86), residential care activities (87) and other human health activities (88). All figures in brackets are 2007 Standard Industrial Classification (SIC) codes. SIC Codes group similar industries together in a nationally recognised coding system.
Business and enterprise score	This is an indicator of the enterprise of businesses within the locality. The higher the score, the more business enterprise in an area. Business enterprise takes into consideration an areas business formation rate, the change of in VAT registered business stock, and new business survival rates. Each one of these 3 indicators was indexed to the GB value (business formation rates and new business survival rates were treble weighted), and then all 3 indices were summed and averaged
Skills and qualifications score GB=100 (residence based)	This composite presents an index of the qualifications of an areas workforce, relative to the GB value. A higher score indicates a high level of local area qualifications amongst the labour market. Skills and qualifications scores are generated from summing the weighted percentages of an areas workforce qualified below NVQ2, at NVQ2, NVQ3 and NVQ4 and above, with each indicator indexed to the GB value. The sum of these indices are then divided by 4 to gain an overall composite
Labour market score	This residence based indicator provides the proportion of people aged 16-59/64 (men/women) in employment indexed to the national average to provide a comparable figure in relation to the national trend

Data Sources and Definitions

Economic change score	This score provides an index of the percentage short term change in the total number of employees (by workplace) in relation to the national average
Economic scale	Economic Scale indicates the size of an areas economy. It is created by weighting the areas GVA (Gross Value Added) by the areas employment. These two indicators are then indexed to the Great Britain average
Productivity score	This indicator shows the productive capacity of an area. It is generated from average gross weekly earnings and GVA per head. Both these indicators are indexed to the GB value, and then summed and averaged
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Labour market score	This residence based indicator provides the proportion of people aged 16-59/64 (men/women) in employment indexed to the national average to provide a comparable figure in relation to the national trend

Source: Place Insight; Annual Business Inquiry and Annual Survey of Hours and Earnings (National Statistics website (Nomis: www.nomisweb.co.uk) Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)); Business start-ups and closures: VAT registrations and de-registrations; GVA by NUTS3 (National Statistics website: www.statistics.gov.uk. Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)).

Society Introduction

This summary report provides a social profile of Wirral in terms of the demographic characteristics of its local communities and the issues which affect them most. The report examines nine aspects of Wirral's social profile:

- Age, Ethnicity, Households, and Migration and Change
- Occupational Structure
- Prosperity
- Deprivation and Inequality
- Health
- Crime

The report starts by presenting the data for the main composite measures for each aspect of the social profile of Wirral. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which sets out how Wirral rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of economic development is presented. This is based on the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Social Summary Introduction

Areas	C- Age: mean (years) 2011	C- Hhld size: average (number) 2011	C- Ethnicity: non-White (%) 2011	C- Population: change (1991-2011) (%) 2011	Occ (res): k-driven (score) (score) Jun-16	Prosperity: score (score) 2013/2014	IMD: Deprivation score (GB=100) (score) 2015	Health: score (score) 2012-2014	Crime: score (score) 2016
Halton	38.85	2.34	2.15	4.56	77.6	78.68	164.12	97.12	102.33
Knowsley	39.11	2.36	2.77	-1.08	69.31	74.22	212.64	96.93	101.22
Liverpool	37.67	2.18	11.09	7.69	91.51	79	211.3	96.54	152.89
Sefton	42.54	2.29	2.57	-1.49	101.73	85.69	132.21	98.77	93.26
St Helens	40.72	2.3	1.96	0.97	82.86	78.04	153.15	97.97	108.49
Wirral	41.36	2.25	3.01	1.08	96.97	85.69	138.17	98.64	100.7
Greater Merseyside	39.93	2.26	5.22	2.73	90.07	83.21	153.34	97.6	121.92
North West	39.5	2.3	9.79	8.41	94.44	92.23	161.22	98.5	113.27
National Average	39.4	2.36	14.03	15.12	100	100	100	100	100

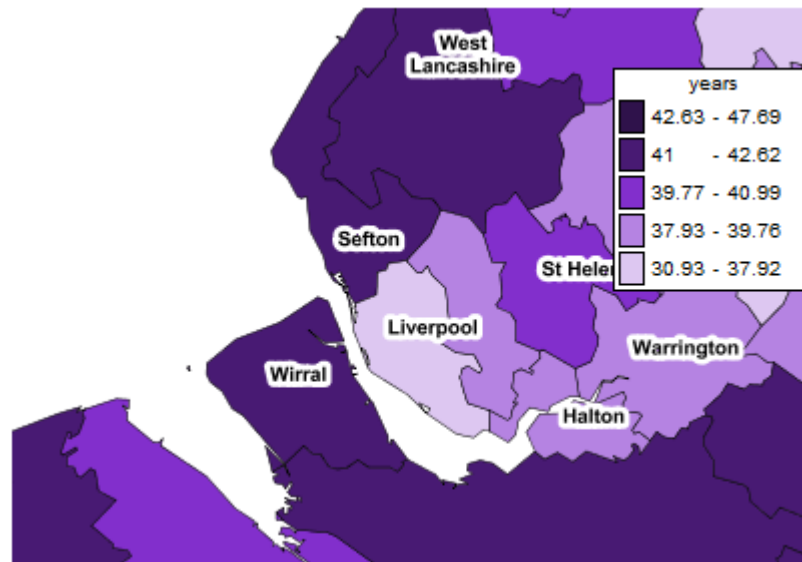
Age

Demographic characteristics have a fundamental influence on the social and economic development of an area. The age distribution of residents has implications for long-term economic activity rates and spending power (with a younger profile) or current and future social care resourcing (with an older or aging population). This age profile assesses Wirral according to a number of indicators, including the age breakdown of residents, dependency ratios and birth rates.

Wirral is ranked 123 out of 348 districts on the average age of residents, indicating an average age in the highest 40% of districts nationally.

The map shows the average age of residents in districts within Greater Merseyside. The areas with very dark shading have higher average ages and those with very light shading have lower average ages.

With an average age of 41.36 years, Wirral is in the highest 40% of districts nationally and is in a sub region that has an average age in the middle 20% of sub regions nationally.



Source: Census 2011

Looking in more detail at Wirral's age profile we find that:

- The proportion of the resident population aged 0-14 was estimated at 17.26% in 2011, which is average by national standards, with Wirral ranking in the middle 20% of districts. By comparison, the Greater Merseyside figure was 16.7% and the national average was 17.64%.
- The proportion of the resident population aged 15-24 was estimated at 11.86% in 2011, which is average by national standards, with Wirral ranking in the middle 20% of districts. By comparison, the Greater Merseyside figure was 14.15% and the national average was 13.1%.
- The proportion of the resident population aged 25-44 was estimated at 24.06% in 2011, which is low by national standards, with Wirral ranking in the bottom 40% of districts. By comparison, the Greater Merseyside figure was 25.6% and the national average was 27.38%.
- The proportion of the resident population aged 45-64 was estimated at 27.76% in 2011, which is high by national standards, with Wirral ranking in the top 40% of districts. By comparison, the Greater Merseyside figure was 26.54% and the national average was 25.44%.
- The proportion of the resident population aged 65 and over was estimated at 19.06% in 2011, which is high by national standards, with Wirral ranking in the top 40% of districts. By comparison, the Greater Merseyside figure was 17.01% and the national average was 16.45%.
- The number of live births per 1000 of the resident population was 12.21 in 2010, which is average by national standards. This placed Wirral in the middle 20% of districts. By comparison, the Greater Merseyside figure was 12.26 and the national figure was 12.93.
- The dependency ratio (the ratio of economically dependent people to those who are economically

active) in Wirral is 0.6. This is high by national standards. By comparison, the Greater Merseyside figure is 0.56 and the national figure is 0.52.

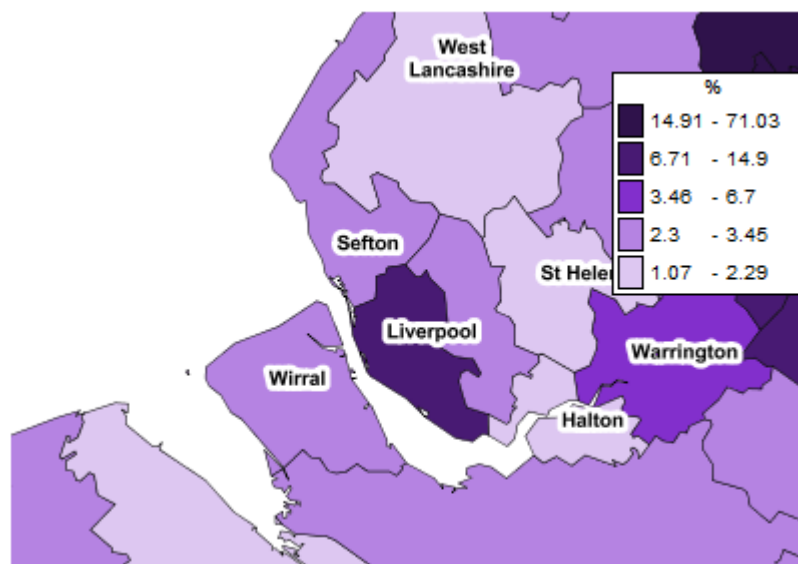
Ethnicity

Demographic characteristics have a fundamental influence on the social and economic development of an area. Understanding the extent of ethnic diversity is important both for being able to target policies at different communities and for the impact on community cohesion and involvement. This ethnicity profile assesses Wirral according to the proportions of different ethnic groups and the extent of ethnic fractionalisation (a measure of ethnic diversity).

Wirral is ranked 232 out of 348 districts on the proportion of its population classified as Non-White, placing the area in the lowest 40% of districts nationally.

The map shows the proportion of the population classified as Non-White in districts within Greater Merseyside. The areas with very dark shading have higher levels of Non-White residents and those with lighter shadings have lower levels.

With 3.01% of its residents classified as Non-White, Wirral is in the bottom 40% of districts and is in a sub region that is in the bottom 40% of sub regions nationally on the proportion of the population that is Non-White.



Source: Census 2011

Looking in more detail at Wirral's ethnicity profile we find that:

- The proportion of the population classified as White was 96.99%, which is high by national standards, with Wirral ranking in the top 40% of districts. By comparison, the Greater Merseyside average was 94.78% and the national figure was 85.97%.
- The proportion of the population classified as from a Mixed background was 1.03%, which is low by national standards, with Wirral ranking in the bottom 40% of districts. By comparison, the Greater Merseyside average was 1.48% and the national figure was 2.18%.
- The proportion of the population classified as Asian or British Asian was 1.08%, which is low by national standards, with Wirral ranking in the bottom 40% of districts. By comparison, the Greater Merseyside average was 1.29% and the national figure was 6.81%.
- The proportion of the population classified as Black or Black British was 0.22%, which is very low by national standards, with Wirral ranking in the bottom 20% of districts. By comparison, the Greater Merseyside average was 0.98% and the national figure was 3.33%.
- The proportion of the population classified as Chinese or any other ethnic background was 0.68%, which is average by national standards, with Wirral ranking in the middle 20% of districts. By comparison, the Greater Merseyside average was 1.46% and the national figure was 1.71%.

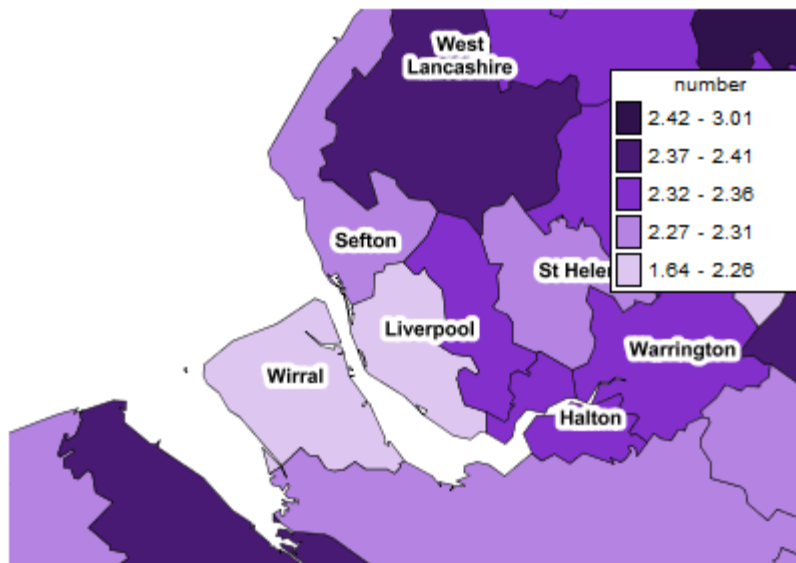
Household Structure

Demographic characteristics have a fundamental influence on the social and economic development of an area. The size and structure of households has implications for planning, housing demand and entitlement to benefits. This household structure profile assesses Wirral according to household composition and overall average household size.

Wirral is ranked 285 out of 348 districts on the average household size, placing the area in the lowest 20% of districts nationally.

The map shows the average household size in districts within Greater Merseyside. The areas with very dark shading have higher and those with very light shading have lower averages.

With an average household size of 2.25 people, Wirral is in the lowest 20% of districts and is in a sub region that has an average age in the lowest 20% of sub regions nationally.



Source: Census 2011

Looking in more detail at Wirral's household profile we find that:

- The proportion of one person households was 33.67% in 2011, which is very high by national standards, with Wirral ranking in the top 20% of districts. By comparison, the Greater Merseyside average was 34.13% and the national figure was 30.25%.
- The proportion of households with married couples but no dependent children was 21.93% in 2011, which is very low by national standards, with Wirral ranking in the bottom 20% of districts. By comparison, the Greater Merseyside average was 21.3% and the national figure was 23.75%.
- The proportion of households with married couples and dependent children was 17.01% in 2011, which is very low by national standards, with Wirral ranking in the bottom 20% of districts. By comparison, the Greater Merseyside average was 16.23% and the national figure was 19.29%.
- The proportion of lone parent households was 13.51% in 2011, which is very high by national standards, with Wirral ranking in the top 20% of districts. By comparison, the Greater Merseyside average was 14.41% and the national figure was 10.65%.

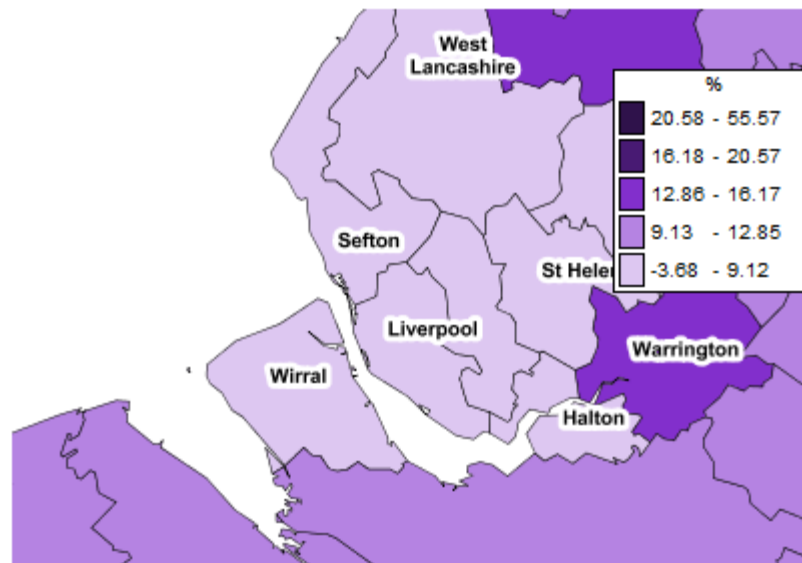
Migration and Change

Demographic characteristics have a fundamental influence on the social and economic development of an area. Population change has an impact on levels of economic growth through the size of the resident workforce and on the demand for services such as health, education and housing. This migration and change profile assesses Wirral according to the long-term level of population change (based on mid-year population estimates), measures of population churn and in-migration. New National Insurance registrations are also used as a proxy for overseas immigration.

Wirral is ranked 339 out of 348 districts on long-term change in its resident population, placing the area in the lowest 20% of districts nationally.

The map shows the change in population for districts within Greater Merseyside. The areas with very dark shading have higher levels of population change and those with very light shading have lower levels.

With a change in population of 1.08%, Wirral is in the bottom 20% of districts and is in the sub region that is in the bottom 20% of sub regions nationally.



Source: Census 1991, Census 2011

Looking in more detail at Wirral's migration and change profile we find that:

- The proportion of residents who had moved into Wirral from other parts of the UK was 1.75% in 2001, which was very low by national standards, with the area ranking in the bottom 20% of districts. By comparison, the Greater Merseyside average was 2.54% and the North West figure was 3.35%.
- According to the last Census, the proportion of residents who had moved into Wirral from outside the UK was 0.21% in 2001, which was very low by national standards, with the area ranking in the bottom 20% of districts. By comparison, the Greater Merseyside average was 0.3% and the North West figure was 0.39%.
- The proportion of residents who had moved out of Wirral at the last Census was 2.15%, which was very low by national standards, with the area ranking in the bottom 20% of districts. By comparison, the Greater Merseyside average was 2.86% and the North West figure was 3.44%.
- The proportion of the working age population who were overseas nationals registered for National Insurance in Wirral was 0.24% in 2012. This measure is a proxy for the proportion of the workforce who are economic migrants from overseas and provides a more recent figure on the level of in-migration from outside of the UK. For Wirral, this reflected a very low level of immigration by national standards, with the area ranking in the bottom 20% of districts. By comparison, the Greater Merseyside figure was 0.64%, the North West figure was 0.84% and the national figure was 1.46%.

- The net level of migration in Wirral in 2014 was 0.18%, which was average by national standards, with the area ranking in the middle 20% of districts. By comparison, the Greater Merseyside average was -0.09% and the North West figure was -0.06%.

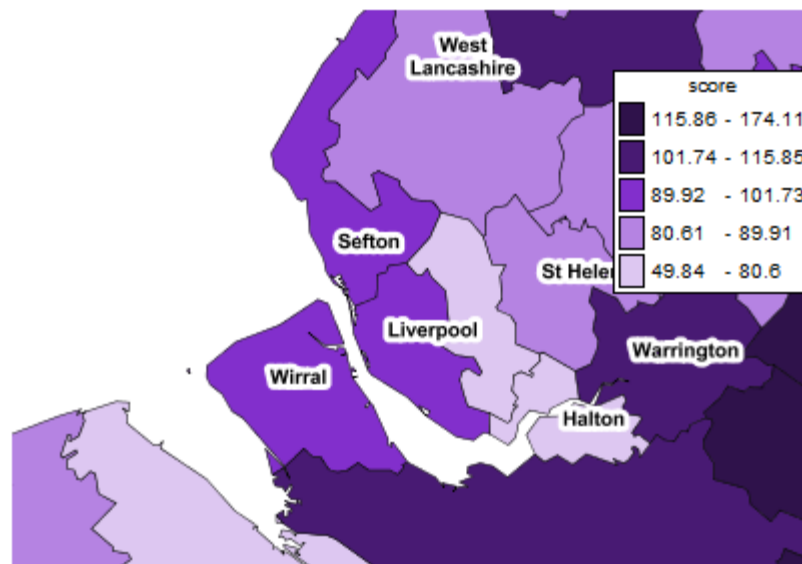
Occupations

The occupational structure of an area gives a useful indication of the progress being made towards developing a diverse, prosperous, knowledge-based economy. Knowledge-driven activities generate increased demand for 'higher end' occupations including managerial, professional and technical workers. In our assessment of the occupational profile of Wirral we have considered the proportion of the working population employed in the four main NVQ-linked occupational groups (based on the standardised competences and skills requirements of each occupation). Our overall score, however, is based on the number of professional managerial and technical workers - or 'knowledge workers'.

Wirral is ranked 172 out of 378 districts on our knowledge worker score, indicating a resident workforce that performs in the middle 20% of districts nationally.

The map shows the performance of districts within Greater Merseyside on our knowledge worker score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 96.97, Wirral is in the middle 20% of districts and is in the sub region that is in the bottom 40% of sub regions nationally.



Source: Annual Population Survey

Looking in more detail at Wirral's occupational profile we find that:

- The proportion of knowledge workers in Wirral is average by national standards, with 43.52% of the working population classified as professional, managerial or technical workers. By comparison, the Greater Merseyside figure is 40.42%, the North West figure is 42.38%, and the national figure is 44.88%.
- The proportion of the working population who are in elementary occupations in Wirral is average by national standards, with 10.26% in Level 1 Occupations. By comparison, the Greater Merseyside figure is 11.06% and the national figure is 10.75%.
- The proportion of the working population who are in lower skilled occupations in Wirral is high by national standards, with 37.82% in Level 2 Occupations. By comparison, the Greater Merseyside figure is 38.53% and the national figure is 33.79%.
- The proportion of the working population who are in skilled occupations in Wirral is very low by national standards, with 21.65% in Level 3 Occupations. By comparison, the Greater Merseyside figure is 22.71% and the national figure is 24.87%.
- The proportion of the working population who are in managerial occupations in Wirral is average by national standards, with 30.27% in Level 4 Occupations. By comparison, the Greater Merseyside figure is 27.71% and the national figure is 30.59%.

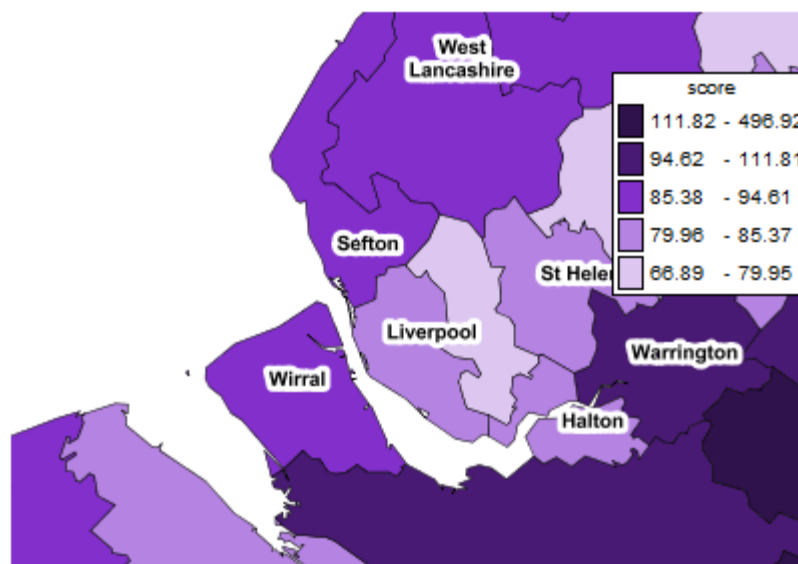
Prosperity

Nationally, there is a strong correlation between the presence of knowledge workers and levels of prosperity in the local population. This profile assesses levels of prosperity and wealth in Wirral by measuring the average total income of residents. There is also a strong correlation nationally between income and house prices, and we therefore present data on average house prices in relation to Wirral and its neighbours. The profile also looks at car ownership and the average number of rooms, although these are only proxy measures of wealth because they can also be affected by whether residents are in rural or urban locations.

Wirral is ranked 222 out of 379 districts on our prosperity score, indicating incomes amongst the resident population in the middle 20% of districts nationally.

The map shows the performance of districts within Greater Merseyside. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 85.69, Wirral is in the middle 20% of districts and is in the sub region that is in the bottom 20% of sub regions nationally.



Source: Survey of Personal Incomes(SPI)

Looking in more detail at Wirral's prosperity profile we find that:

- At £26,900, the average total income in Wirral is below the national median, with the area ranking in the bottom 40% of districts nationally. By comparison, the Greater Merseyside figure is £25,515 and the national figure is £31,363.
- At £174,781, the average house price in Wirral is low, with the area ranking in the bottom 40% of districts nationally. By comparison the Greater Merseyside figure is £157,031 and the national figure is £266,972.
- Average annual incomes have increased at a low rate between 2000 and 2010/2011. The growth of 46.99% in average incomes places the area in the bottom 40% of districts nationally. By comparison incomes grew nationally by 59.32%.
- The average number of rooms per household in Wirral was average, with the district ranking in the middle 20% of districts nationally. In 2011, the average number of rooms per household was 5.7, compared with 5.41 in Greater Merseyside and 5.4 nationally.
- The number of households with two or more cars in Wirral was low, with the district ranking in the bottom 40% of districts nationally. In 2011, 28.83% of households had access to two or more cars, compared with 24.28% in Greater Merseyside and 32.16% nationally.

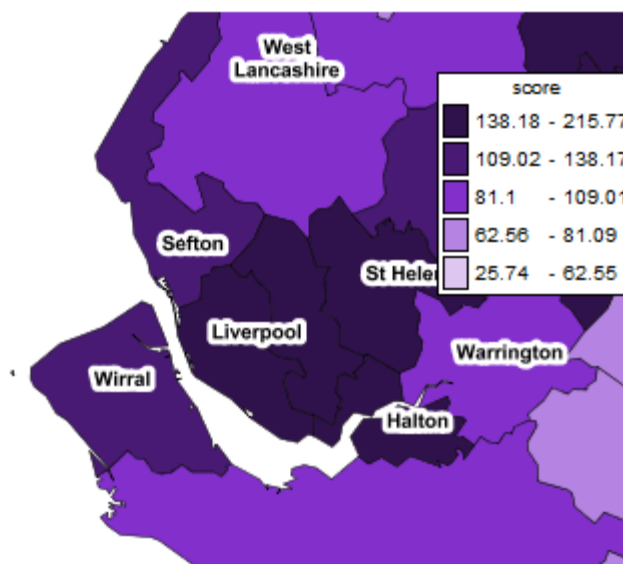
Deprivation

The Government's standard measure of deprivation and inequality in England is the Index of Multiple Deprivation (IMD). Our deprivation profile assesses conditions within Wirral according to a number of aspects of deprivation, including disadvantage in education; income; employment; health; and housing. The Place Analytics inequality indicator is designed to highlight any large differences in deprivation; this can illuminate pockets of deprivation at the small area level within the wider area. The inequality indicator is measured as the difference between the highest and lowest ranking super output area (SOA) at each geographical level.

Wirral is ranked 65 out of 326 districts on our deprivation score, putting it in the 20% most deprived districts nationally.

The map shows the performance of districts within Greater Merseyside. The areas with very dark shading have higher levels of deprivation and those with very light shading have lower levels.

With a score of 138.17, Wirral is in the 20% most deprived of districts and is in a sub region.



Source: LA Summaries IMD 2015

Looking in more detail at Wirral's deprivation profile we find that:

- The inequality score highlights pockets of deprivation by calculating the difference between the highest and lowest scoring SOAs within the district. A higher score indicates higher levels of inequality. The inequality score for Wirral is very high by national standards, with the district ranking in the 20% most deprived of districts on inequality.
- The employment domain score is very high by national standards, with the district ranking in the 20% most deprived districts.
- The education domain score is average by national standards, with the district ranking in the middle 20% of districts.
- For the income domain score, Wirral is ranked in the 20% most deprived districts.
- The housing domain score is very low by national standards, with the district ranking in the 20% least deprived districts.
- The crime domain score is average by national standards, with the district ranking in the middle 20% of districts.
- For the health domain score, Wirral is ranked in the 20% most deprived districts.

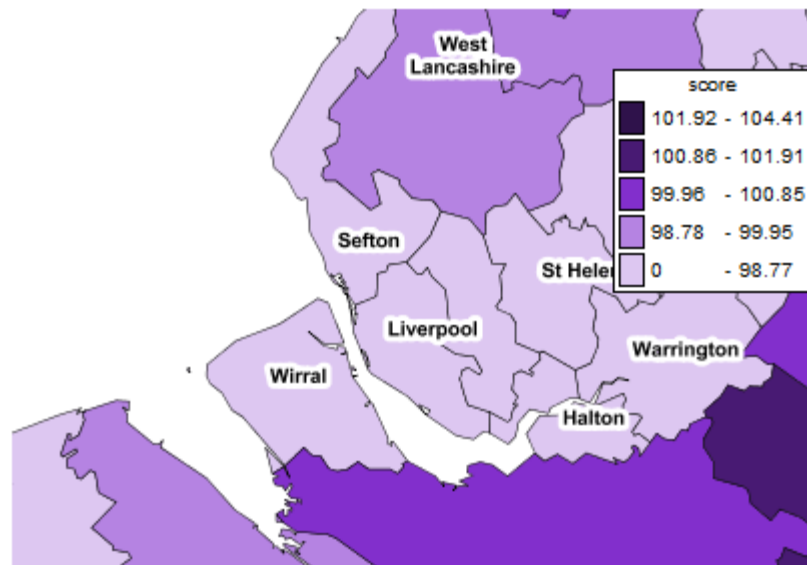
Health

Nationally, there have been major improvements in public health over the course of the last century, with big increases in life expectancy. However, this overall picture masks significant geographical variations and health inequality. Our health profile assesses Wirral according to a number of health indicators, including life expectancy, expected prevalence of smoking and obesity, infant mortality and standardised mortality ratios.

Wirral is ranked 285 out of 347 districts on our health score, indicating standards of health that are in the bottom 20% of districts nationally. Our health score indexes life expectancy at birth to the national average.

The map shows the performance of districts within Greater Merseyside on our health score (life expectancy indexed to the national average). The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 98.64, Wirral is in the bottom 20% of districts and is in the sub region that is in the bottom 20% of sub regions nationally.



Looking in more detail at Wirral's health profile we find that:

- At 4.03 per 1000 population, the infant mortality rate in Wirral is high, with the area ranking in the top 40% of districts nationally. By comparison, the Greater Merseyside figure is 4.04 and the national figure is 3.97.
- At 1096.9, the standardised mortality ratio in Wirral is very high, with the area ranking in the top 20% of districts nationally. By comparison, the Greater Merseyside figure is 1147.68 and the national figure is 1005.98.
- At 66.16%, the proportion of the population who are obese in Wirral is estimated to be average, with the area ranking in the middle 20% of districts nationally. By comparison, the Greater Merseyside figure is 67.78% and the national figure is 64.59%.
- At 18.36%, the proportion of the population who smoke in Wirral is estimated to be average, with the area ranking in the middle 20% of districts nationally. By comparison, the Greater Merseyside figure is 20.37% and the national figure is 18.45%.
- At 149.3 per 100,000 people, the cancer mortality rate in Wirral is high, with the area ranking in the top 40% of districts nationally. By comparison, the Greater Merseyside figure is 173.15 and the national figure is 144.36.

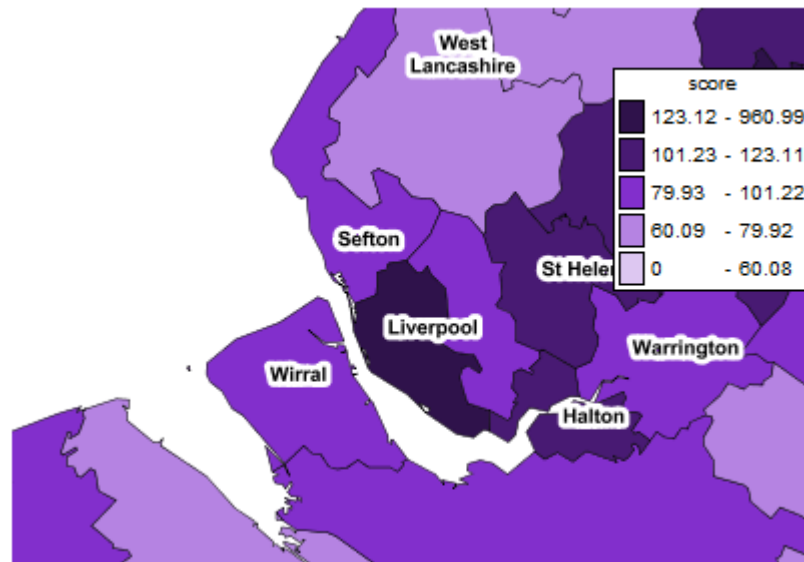
Crime

Crime levels affect an area's 'liveability', and reflect the socioeconomic conditions of the area and its surroundings. Nationally, there have been some reductions in crime over recent years, although the introduction of the National Crime Recording Standard in 2002 boosted national crime figures. This crime profile assesses Wirral according to a number of crime related indicators, including total offences per 1000 residents, vehicle crime, violent crime, burglaries and the change in total offences over time.

Wirral is ranked 141 out of 305 districts on our crime score, indicating levels of crime that are in the middle 20% of districts nationally.

The map shows the performance of districts within Greater Merseyside. The areas with very dark shading have higher crime levels and those with very light shading have lower crime levels.

With a score of 100.7, Wirral has crime levels that are in the middle 20% of districts and is in a sub region that has crime levels in the highest 40% of sub regions nationally.



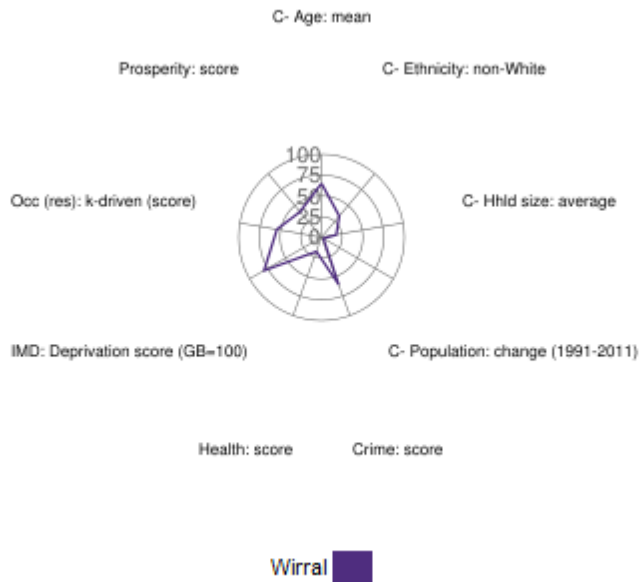
Source: Recorded crime for seven key offences and BCS comparator: Local Authorities

Looking in more detail at Wirral's crime profile we find that:

- There were 62.53 offences per 1,000 residents in 2016 in Wirral. By comparison the Greater Merseyside figure was 72.55, the North West figure was 70.09 and the national figure was 62.89.
- There were 15.84 violent crimes per 1,000 residents in 2016, which is average by national standards, with Wirral ranking in the middle 20% of districts. By comparison the Greater Merseyside figure was 17.51 and the national figure was 16.08.
- There were 6.67 vehicle crimes per 1,000 residents in 2016, which is high by national standards, with Wirral ranking in the highest 40% of districts. By comparison the Greater Merseyside figure was 6.72 and the national figure was 6.03.
- There were 3.57 dwelling burglaries per 1,000 residents in 2016, which is high by national standards, with Wirral ranking in the highest 40% of districts. By comparison the Greater Merseyside figure was 4.61 and the national figure was 3.22.
- Between 2003 and 2016, the total number of crimes in Wirral changed by -33.55%. Compared with the levels of change seen nationally, this is above the national average placing Wirral in the highest 40% of districts.

Society Summary Indicators

The spider chart is a way of showing how Wirral rates against the national median on the summary social indicators. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles area shown opposite. These are statistically the nearest neighbours to Wirral, with Sefton in Greater Merseyside being the most similar on the summary social indicators.

Rank	Place Name	Sub Region
1	Sefton	Greater Merseyside
2	County Durham	County Durham
3	Copeland	Cumbria
4	North Tyneside	Tyne & Wear
5	Darlington	Tees Valley
6	South Tyneside	Tyne & Wear
7	Gateshead	Tyne & Wear
8	St Helens	Greater Merseyside
9	Rossendale	Lancashire
10	Redcar and Cleveland	Tees Valley

Society Scorecard

The society 'scorecard', showing how Wirral stands nationally, within its region and sub-region. The 'scorecard' assesses the state of Wirral in terms of the composite social measures. The scores represent the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest). For demographic data a score has not been included but the overall ranking on the main composite measure is known.

Composite measure	Sub-region score	Region score	National Score	Summary
Age		-		Wirral is ranked 123 out of 348 districts on the average age of residents, indicating an average age in the highest 40% of districts nationally.
Ethnicity		-		Wirral is ranked 232 out of 348 districts on the proportion of its population classified as Non-White, placing the area in the lowest 40% of districts nationally.
Average household size		-		Wirral is ranked 285 out of 348 districts on the average household size, placing the area in the lowest 20% of districts nationally.
Population Change		-		Wirral is ranked 339 out of 348 districts on long-term change in its resident population, placing the area in the lowest 20% of districts nationally.
Occupations An 'A' Represents areas with the highest proportion of knowledge workers	B	B	C	Wirral is ranked 172 out of 378 districts on our knowledge worker score, indicating a resident workforce that performs in the middle 20% of districts nationally.
Prosperity An 'A' Represents areas with the highest average incomes	A	B	C	Wirral is ranked 222 out of 379 districts on our prosperity score, indicating incomes amongst the resident population in the middle 20% of districts nationally.
Deprivation An 'A' Represents areas with the lowest levels of deprivation	B	C	E	Wirral is ranked 65 out of 326 districts on our deprivation score, putting it in the 20% most deprived districts nationally.
Health An 'A' Represents areas with the highest score for life expectancy	B	B	E	Wirral is ranked 285 out of 347 districts on our health score, indicating standards of health that are in the bottom 20% of districts nationally. Our health score indexes life expectancy at birth to the national average.
Crime An 'A' Represents areas with the lowest crime rates	B	C	C	Wirral is ranked 141 out of 305 districts on our crime score, indicating levels of crime that are in the middle 20% of districts nationally.

Glossary of terms

Average age	The mean age of the resident population
Proportion of population classified as non-White	The percentage of people classified as White and Black Caribbean, White and Black African, White and Asian, Other Mixed, Caribbean, African, Other Black, Indian, Pakistani, Bangladeshi, Other Asian, Chinese or Other Ethnic Group. Classifications are based
Average household size	The mean number of people living within a household
Long-term change in resident population	Percentage change in the number of residents within the area, between 1991-2011
Knowledge worker score	This residence based figure provides an index of proportion of the working age population who are employed in Knowledge occupations based on SOC groups (1) Managers and Senior Officials; (2) Professional occupations; (3) Associate Professional and Technical occupations, based on place of residence. The figures in brackets are Standard Occupational Classification 2000 (SOC) codes. SOC codes are nationally recognised occupational groupings designed to capture type of work and the associated skills necessary for the job. These major SOC groups include the following occupations Corporate & Senior Officials, Production managers, Functional managers Quality and Customer Care, Financial Institutions and Office, Distribution Storage and Retail, Protective Service Officers, Health and Social Services, Farming, Horticulture, Forestry and associated fields, Hospitality & Leisure and Other Service Industries managers; Science Professionals; Engineering; Info & Communication Technology; Health; Teaching; Research; Legal; Business & Statistical; Architects; Town Planners; Surveyors Public Service Professionals; Librarians and Related Professionals; Science and Engineering Technicians; Draughtspersons & Building Inspectors and IT Service Delivery Occupations; Health Associate Professionals; Therapists; Social Welfare Associate Professionals; Protective Service Occupations; Artistic and Literary Occupations; Design Associate Professionals; Media Associate Professionals; Sports and Fitness Occupations; Transport Associate Professionals; Legal Associate Professionals; Business & Finance Associate Professionals; Sales & Related Associate Professionals; Conservation Associate Professionals and Public Service Associate Professionals. This is in relation to the national average, providing an indication of the level of knowledge sector employment relative to the national trend
Prosperity score	The mean average total income indexed to the national average. Total income figures are based on taxable income including all employees; pension recipients and self-employed people. The figures are defined by local authority area and are residence based
Deprivation score	The deprivation score provides an index of the overall deprivation score, indexed to the national average. This provides a measure of relative deprivation in relation to the national average. The Index of Multiple Deprivation; average SOA score provides a weighted average figure for the levels of deprivation in a given area. The Index of Multiple Deprivation (IMD) is an overall relative measure of deprivation constructed by combining seven domains of deprivation according to their respective weights, as described below. The larger the score, the more deprived the area (and the lower its rank). The domains were combined using the following weights to produce the overall Index of

	Multiple Deprivation: Income Deprivation (22.5%), Employment Deprivation (22.5%), Education, Skills and Training Deprivation (13.5%), Health Deprivation and Disability (13.5%), Crime (9.3%), Barriers to Housing and Services (9.3%), Living Environment Deprivation (9.3%)
Health score	The health score provides an index of the average life expectancy at birth, of all residents in relation to the national average. This provides a figure of relative life expectancy within the national context
Crime score	This indicator provides an index of the total number of offences per 1,000 resident population. Total offences include theft from vehicles; dwelling burglary; robberies and violent offences. The index is to the GB average, providing a figure which is relative to the national trend

Data Sources and Definitions

Average age	The mean age of the resident population
Proportion of population classified as non-White	The percentage of people classified as White and Black Caribbean, White and Black African, White and Asian, Other Mixed, Caribbean, African, Other Black, Indian, Pakistani, Bangladeshi, Other Asian, Chinese or Other Ethnic Group. Classifications are based
Average household size	The mean number of people living within a household
Long-term change in resident population	Percentage change in the number of residents within the area, between 1991-2011
Knowledge worker score	This residence based figure provides an index of proportion of the working age population who are employed in Knowledge occupations based on SOC groups (1) Managers and Senior Officials; (2) Professional occupations; (3) Associate Professional and Technical occupations, based on place of residence. The figures in brackets are Standard Occupational Classification 2000 (SOC) codes. SOC codes are nationally recognised occupational groupings designed to capture type of work and the associated skills necessary for the job. These major SOC groups include the following occupations Corporate & Senior Officials, Production managers, Functional managers Quality and Customer Care, Financial Institutions and Office, Distribution Storage and Retail, Protective Service Officers, Health and Social Services, Farming, Horticulture, Forestry and associated fields, Hospitality & Leisure and Other Service Industries managers; Science Professionals; Engineering; Info & Communication Technology; Health; Teaching; Research; Legal; Business & Statistical; Architects; Town Planners; Surveyors Public Service Professionals; Librarians and Related Professionals; Science and Engineering Technicians; Draughtspersons & Building Inspectors and IT Service Delivery Occupations; Health Associate Professionals; Therapists; Social Welfare Associate Professionals; Protective Service Occupations; Artistic and Literary Occupations; Design Associate Professionals; Media Associate Professionals; Sports and Fitness Occupations; Transport Associate Professionals; Legal Associate Professionals; Business & Finance Associate Professionals; Sales & Related Associate Professionals; Conservation Associate Professionals and Public Service Associate Professionals. This is in relation to the national average, providing an indication of the level of knowledge sector employment relative to the national trend

Prosperity score	The mean average total income indexed to the national average. Total income figures are based on taxable income including all employees; pension recipients and self-employed people. The figures are defined by local authority area and are residence based
Deprivation score	The deprivation score provides an index of the overall deprivation score, indexed to the national average. This provides a measure of relative deprivation in relation to the national average. The Index of Multiple Deprivation; average SOA score provides a weighted average figure for the levels of deprivation in a given area. The Index of Multiple Deprivation (IMD) is an overall relative measure of deprivation constructed by combining seven domains of deprivation according to their respective weights, as described below. The larger the score, the more deprived the area (and the lower its rank). The domains were combined using the following weights to produce the overall Index of Multiple Deprivation: Income Deprivation (22.5%), Employment Deprivation (22.5%), Education, Skills and Training Deprivation (13.5%), Health Deprivation and Disability (13.5%), Crime (9.3%), Barriers to Housing and Services (9.3%), Living Environment Deprivation (9.3%)
Health score	The health score provides an index of the average life expectancy at birth, of all residents in relation to the national average. This provides a figure of relative life expectancy within the national context
Crime score	This indicator provides an index of the total number of offences per 1,000 resident population. Total offences include theft from vehicles; dwelling burglary; robberies and violent offences. The index is to the GB average, providing a figure which is relative to the national trend

Source: Place Insight; Midyear population estimates; Sub-national Population projections by sex and quinary age groups; 2001 Census (National Statistics website: www.statistics.gov.uk. Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)).

Environment Introduction

This summary report looks at a number of aspects of the environment and equality of life in Wirral. In this profile, we consider the environment in terms of:

- Housing affordability
- Commercial and industrial property
- Transport and connectivity
- Amenities
- The natural environment

The report starts by presenting data for the main composite measures for each aspect of Wirral's environment. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which sets out how Wirral rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of economic development is presented. This is based on the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Environmental Summary Introduction

Areas	Affordability: score (score) 2016	Floorspace: change (score) (score) 2012	Connectivity: score (score) 2005	Amenities: score (score) 2013	Natural environment: score (score) 2013
Halton	118.97	101.36	60.41	195.56	35.31
Knowsley	120.8	102.83	106.36	124.34	34.15
Liverpool	119.32	102.27	104.75	1217.44	25.51
Sefton	110.72	96.43	64.98	251.8	177.54
St Helens	120.85	97.23	38.01	162.82	38.92
Wirral	114.74	92.4	77.26	285.15	35.21
Greater Merseyside	119.92	99.13	127.05	370.59	61.42
North West	114.08	96.02	69.73	100.03	100.98
National Average	100	100	100	100	100

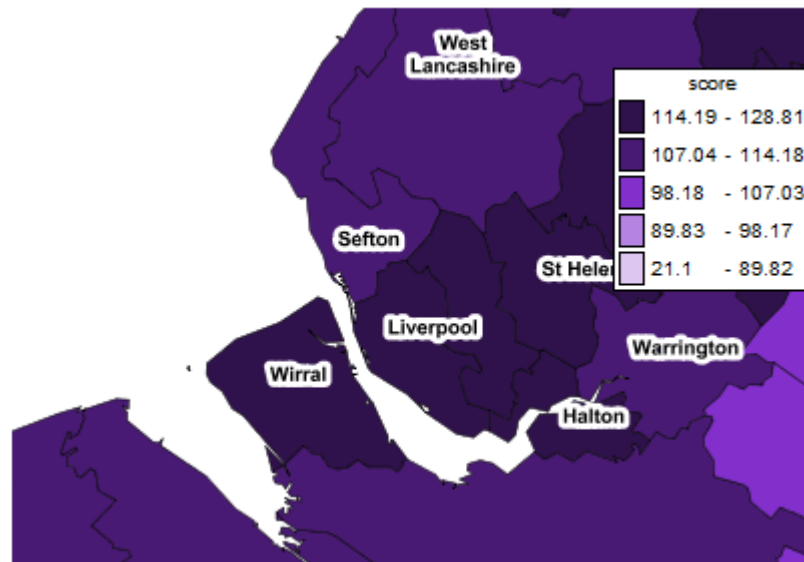
Housing

While housing affordability is a national problem, its impacts are not evenly spread. While the previous boom in house prices in London and the South East is well documented, some areas in the North and Midlands continued to suffer from persistent low demand. Within this housing profile, housing is considered in terms of affordability (assessed on the basis of the ratio between average earnings and average house prices), tenure and housing condition information.

Wirral is ranked 64 out of 346 districts on our affordability score, indicating that the area is in the top 20% of districts nationally in terms of affordability.

The map shows the affordability score for districts within Greater Merseyside. The areas with very dark shadings have greater housing affordability and those with very light shading are less affordable.

With a score of 114.74, Wirral is in the top 20% of districts and is in a sub region that is in the top 20% of sub regions nationally.



Source: Property Prices; Annual Survey of Hours and Earnings

Looking in more detail at Wirral's housing profile we find that:

- The proportion of households that were owner occupied within Wirral was 67.46% in 2011. This places Wirral in the middle 20% of districts nationally. By comparison, the Greater Merseyside figure was 60.66, the North West figure was 64.51, and the national figure was 63.57%.
- The proportion of households that were rented within Wirral was 31.02% in 2011. This places Wirral in the top 40% of districts nationally. By comparison, the Greater Merseyside figure was 37.62, the North West figure was 33.67, and the national figure was 34.32%.
- The proportion of total housing stock declared as non-decent in Wirral was 4.47% in . This places Wirral in the bottom 40% of districts nationally. By comparison, the Greater Merseyside figure was 6.1, the North West figure was 5.19 and the national average was 4.18%.
- Wirral has seen a low growth in average house prices between 2003 and 2013 of 15.44%. This places the area in the bottom 40% of districts nationally. By comparison, average prices changed nationally by 33.26%.

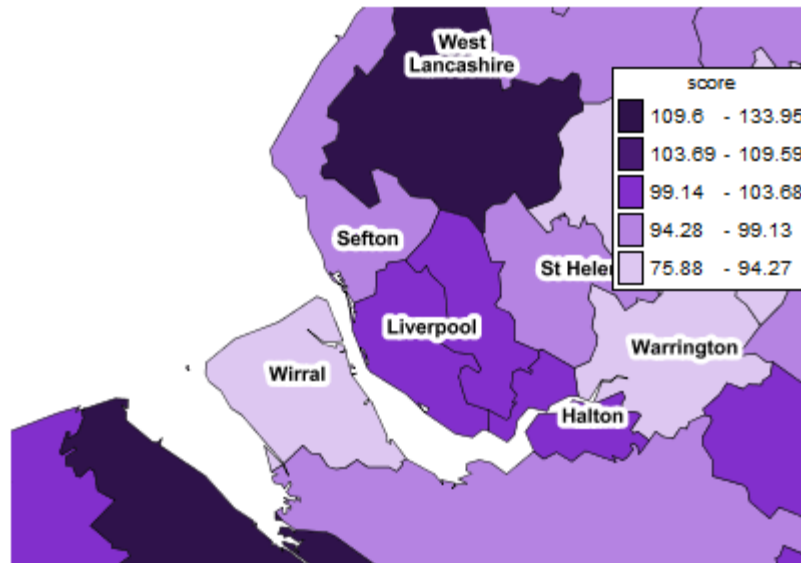
Commercial Floorspace

This commercial and industrial property profile assesses the type of floorspace within Wirral and the rate of change that has occurred over recent years. The overall score is based on the net change in the amount of commercial and industrial floorspace since 2004. It presents an overall picture of the type of floorspace within the district and the extent of growth/decline according to type of floorspace.

Wirral is ranked 302 out of 348 districts on our floorspace change score, indicating a level of growth in the bottom 20% of districts nationally.

The map shows the performance of districts within Greater Merseyside. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 92.4, Wirral is in the bottom 20% of districts and is in the sub region that is in the bottom 40% of sub regions nationally.



Source: Commercial and Industrial Floorspace and Rateable Value Statistics

Looking in more detail at Wirral's commercial property profile we find that:

- The proportion of floorspace that is in industrial use is low, with the area ranking in the bottom 40% of districts nationally. In 2012, 58.96% of total floorspace was in industrial use, compared with 61.69% in Greater Merseyside and 60.51% nationally.
- The proportion of floorspace that is in retail use is high, with the area ranking in the top 40% of districts nationally. In 2012, 30.14% of total floorspace was in retail use, compared with 23.63% in Greater Merseyside and 22.13% nationally.
- The proportion of floorspace that is in office use is average, with the area ranking in the middle 20% of districts nationally. In 2012, 10.9% of total floorspace was in office use, compared with 14.68% in Greater Merseyside and 17.36% nationally.
- Wirral has seen a growth of -13.6% in the amount of industrial floorspace between 2002 and 2012. This places it in the bottom 20% of districts nationally. By comparison the amount of industrial floorspace changed nationally by -4.86%.
- Wirral has seen a growth of 5.21% in the amount of office floorspace between 2002 and 2012. This places it in the bottom 40% of districts nationally. By comparison the amount of office floorspace changed nationally by 10.95%.
- Wirral has seen a growth of 0.66% in the amount of retail floorspace between 2002 and 2012. This places it in the bottom 40% of districts nationally. By comparison the amount of retail floorspace changed nationally by 5.17%.

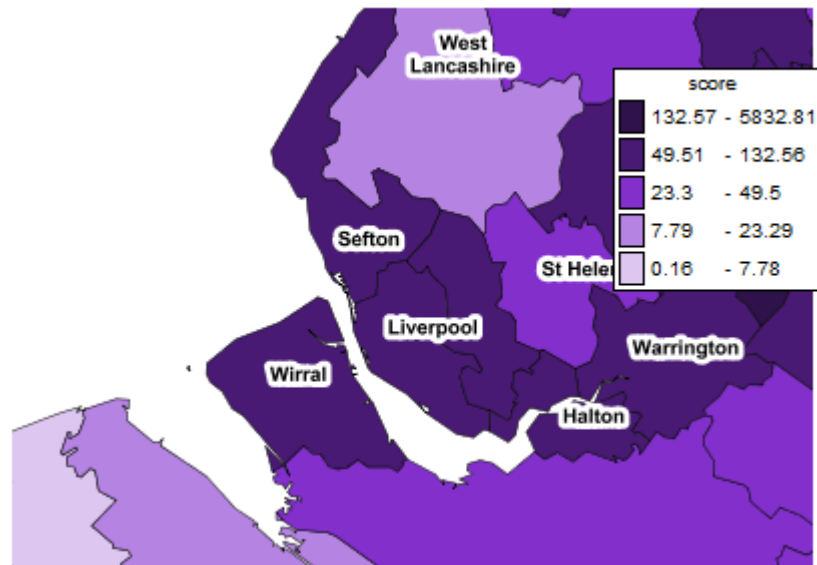
Transport and Connectivity

Accessibility and connectivity have a major influence on an area's ability to attract business and investment. This transport and connectivity profile assesses Wirral using a composite of measures, including distance from London, a 'Local Hub' Index (the concentration of transport hubs such as motorway junctions, airports, ports and mainline railway stations), and the 'Contiguity Index' (a score based on an area's proximity to transport hubs in neighbouring places).

Wirral is ranked 121 out of 379 districts for its overall connectivity score, indicating an area that performs in the top 40% of districts nationally on levels of connectivity to intercity rail, motorways and airports.

The map shows the performance of districts within Greater Merseyside. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 77.26, Wirral is in the top 40% of districts and is in a sub region that is in the top 20% of sub regions nationally.



Source: AA

Looking in more detail at Wirral's transport and connectivity profile we find that:

- The national average for the proportion of people who travelled to work by car was 62.66% in 2011. By comparison the Wirral figure of 69.04% placed it in the middle 20% of districts nationally.
- The proportion of residents who travelled to work within Wirral by public transport was 14.22% in 2011. This was high, placing the area in the top 40% of districts nationally. By comparison the national figure was 16.4%.
- The proportion of residents who travelled to work within Wirral by foot or bicycle was 10.2% in 2011. This was low, placing the area in the bottom 40% of districts nationally. By comparison the national figure was 13.61%.
- With a score of 69.69, net commuting in Wirral was very low in 2011, with the area ranking in the bottom 20% of districts. Net commuting reflects the relative levels of work being taken by residents in the area: a higher score implies that more workers coming into the area to work and a lower score implies that residents are travelling outside the area to work.
- The average travel to work time for residents in Wirral is average, with the area ranking in the middle 20% of districts nationally. The average travel to work time of 21 minutes compares with a Greater Merseyside average of 21.33 minutes and a national average of 20.32 minutes.
- The proportion of residents who work outside Wirral was 32.88% in 2011. This was low, placing the area in the bottom 40% of districts nationally.
- At 640.45, the number of journeys per sq km in Wirral is high, with the area ranking in the top 40% of districts nationally.

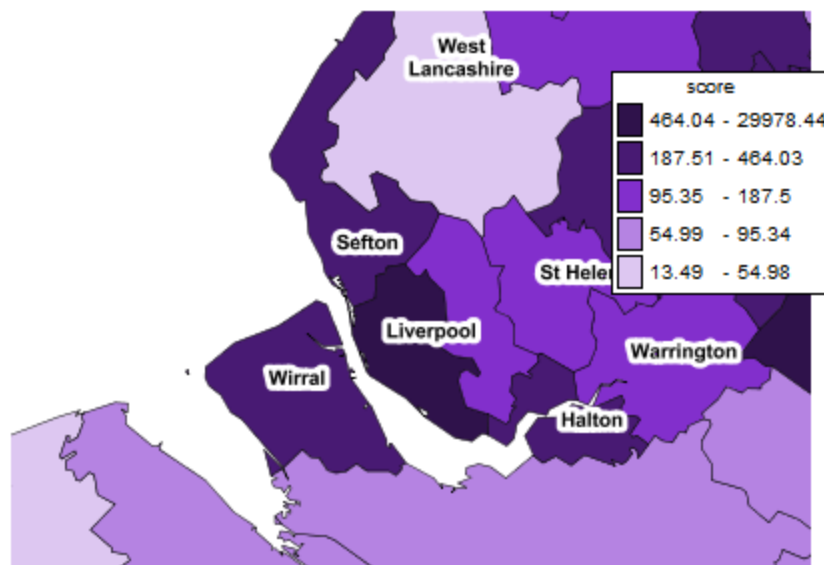
Amenities

The local amenities profile assesses Wirral in terms of a combination of indicators, including the density of national heritage sites and listed buildings, the availability of cultural amenities (such as cinemas, theatres and libraries), café culture, retail floorspace and employment in hotels and restaurants. The level of local amenities is important for a good quality of life for local residents, making an area an attractive place to live and for tourists to visit. It should also be borne in mind that the local and cultural amenities scores are heavily skewed towards large cities, particularly London.

Wirral is ranked 107 out of 348 districts on our overall score, indicating a standard of local amenities that is in the top 40% of districts nationally.

The map shows the local amenities score of districts within Greater Merseyside. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 285.15, Wirral is in the top 40% of districts and is in a sub region that is in the top 20% of sub regions nationally.



Source: Place Insight; Treasures of Britain; BFI Film & Television Handbook; UK Theatres Online; Michelin Guide to Hotels, Restaurants and Pubs; ArtGuide.co.uk; Annual Business Inquiry (National Statistics website (Nomis: www.nomisweb.co.uk)). Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI); Commercial and Industrial Floorspace and Rateable Value Statistics, Green Flag awards.

Looking in more detail at Wirral's amenities profile we find that:

- The cultural amenities score in Wirral was 274.26. This places Wirral in the top 40% of districts nationally. By comparison, the Greater Merseyside score was 375.21, the North West score was 110.51, and the national score was 100.
- The number of national heritage sites per 000 sq m in Wirral was 25.48. This places Wirral in the top 40% of districts nationally. By comparison, the Greater Merseyside average was 23.51, the North West average was 10.42, and the national average was 65.37.
- The number of listed buildings per 000 sq m in Wirral was 4.46. This places Wirral in the top 40% of districts nationally. By comparison, the Greater Merseyside average was 4.53, the North West average was 1.79 and the national average was 2.64.
- The proportion of employment in hotels and restaurants in Wirral is 6.39%. This places Wirral in the middle 20% of districts nationally on this measure. This compares with 6.97% in Greater Merseyside, 7.33% in North West and a national average of 7.15%.
- The amount of retail floorspace in Wirral was 614 (in 000 sq m). This places Wirral in the top 20% of districts nationally. By comparison, the amount of retail space in Greater Merseyside was 3333 (000 sq m) and the amount in North West was 16474 (000 sq m).

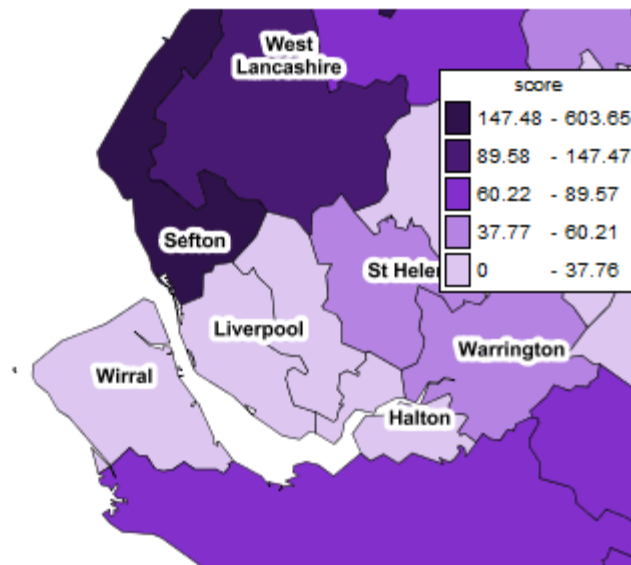
Environment

The natural environment is a subjective theme, which makes benchmarking problematic. This profile assesses the natural environment of Wirral in terms of areas of outstanding natural beauty, green space, green belt and heritage coast. We also consider tranquillity and weather. The quality of the natural environment has implications for a modern knowledge economy, which is associated with a decentralised geography of employment as workers try to find a good work-life balance. Indicators are heavily skewed, with towns, cities and urban areas scoring poorly and rural areas scoring well.

Wirral is ranked 268 out of 325 districts for its overall natural environment score, putting it in the bottom 20% of districts nationally.

The map shows the performance of districts within the Greater Merseyside area. The areas with very dark shading score highly on our natural environment score and those with very light shading score poorly.

With a score of 35.21, Wirral is in the bottom 20% of districts and is in a sub region that is in the bottom 40% of sub regions nationally.



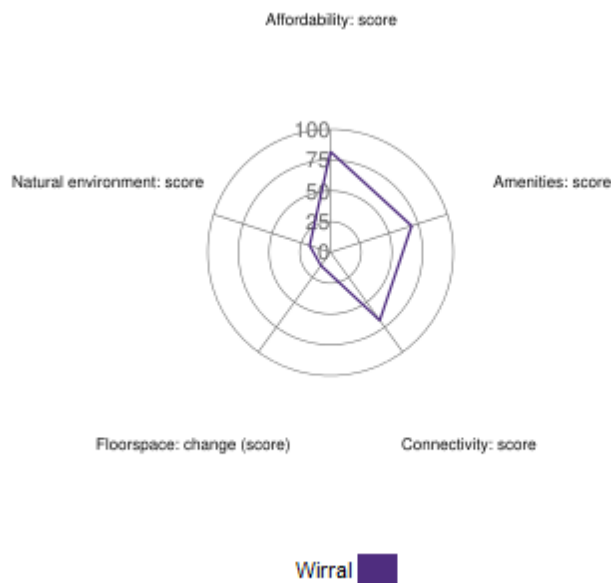
Source: Natural England; GreenFlag awards; Generalised Land Use Database; Indices of Deprivation; Met office average weather readings

Looking in more detail at Wirral's environment profile we find that:

- The natural beauty score - comprising Areas of Outstanding Natural Beauty, Blue Flag Beaches, heritage coastlines, ancient woodland, nature reserves, national parks and environmentally sensitive areas - in Wirral is 0. This places Wirral in the bottom 20% of districts nationally. By comparison, the Greater Merseyside score was 25.26, the North West score was 129.44 and the national score was 100.
- The air quality score, measured as part of the Index of Multiple Deprivation, in Wirral was 0.81. This placed Wirral in the bottom 40% of districts nationally. By comparison, the Greater Merseyside score was 0.94, the North West score was 0.9 and the national score was 0.97.
- The tranquillity score, as measured by population density, in Wirral was 13.25. This places Wirral in the bottom 40% of districts nationally. By comparison, the Greater Merseyside score was 12.95, the North West score was 53.95 and the national score was 100.
- The average weather score, as measured by average sunshine hours, average rainfall and average temperature in Wirral was 118.08. This placed Wirral in the top 20% of districts nationally. By comparison, the Greater Merseyside score was 118.08, the North West score was 101.68 and the national score was 100.

Environmental Summary Indicators

The spider chart is a way of showing how Wirral rates against the national median on the summary environmental indicators. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles area shown opposite. These are statistically the nearest neighbours to Wirral, with Bolton in Greater Manchester being the most similar on the summary environmental indicators.

Rank	Place Name	Sub Region
1	Bolton	Greater Manchester
2	Leeds	West Yorkshire
3	Tameside	Greater Manchester
4	Bury	Greater Manchester
5	Salford	Greater Manchester
6	Wigan	Greater Manchester
7	Warrington	Cheshire & Warrington
8	Rochdale	Greater Manchester
9	Middlesbrough	Tees Valley
10	Oldham	Greater Manchester

Environment Scorecard

The environment 'scorecard', showing how Wirral stands nationally, within its region and sub-region. The 'scorecard' assesses the state of Wirral in terms of the composite environmental and quality of life measures. The scores represent the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Composite measure	Sub-region score	Region score	National Score	Summary
Housing affordability An 'A' Represents areas with the most affordable residential property	E	C	A	Wirral is ranked 64 out of 346 districts on our affordability score, indicating that the area is in the top 20% of districts nationally in terms of affordability.
Commercial floorspace An 'A' Represents areas with the highest rate of growth in commercial and industrial property	E	D	E	Wirral is ranked 302 out of 348 districts on our floorspace change score, indicating a level of growth in the bottom 20% of districts nationally.
Transport & connectivity An 'A' Represents areas with the most rail, motorway and transport links	C	B	B	Wirral is ranked 121 out of 379 districts for its overall connectivity score, indicating an area that performs in the top 40% of districts nationally on levels of connectivity to intercity rail, motorways and airports.
Amenities An 'A' Represents areas with the highest access to local cultural and leisure amenities	B	A	B	Wirral is ranked 107 out of 348 districts on our overall score, indicating a standard of local amenities that is in the top 40% of districts nationally.
Natural environment An 'A' Represents areas with the highest natural environment score	D	D	E	Wirral is ranked 268 out of 325 districts for its overall natural environment score, putting it in the bottom 20% of districts nationally.

Glossary of terms

Affordability score	Property prices are an overall average of property prices covering detached; semi-detached; terraced and flats/maisonettes in a local authority area. The average house price is an average taken over four quarterly house price data releases. Earnings data is in the form of residence-based gross weekly. This indicator is an official Performance Indicator - QoL13 & ECR8b
Floorspace change score	This score provides an index of the percentage change in the area of floor space used in the commercial sector. Commercial floor space is defined as all floor space used for non-domestic purposes including retail, office and industrial activities. This provides a score showing the change in floor space in relation to the national floor space change
Connectivity Score GB=100	The connectivity index is based on proximity to and presence of airports; number of rail stations (excluding the underground); ports and motorway junctions. The resulting figure provides a indication of the areas connectivity, with figures over 100 indicating a higher than average level of connectivity
Local amenities score	This score measures the level of amenities provision in an area. A higher score indicates that an area has a greater level of provision.
Natural beauty score	This score measures how the beauty of an area's natural environment. A higher score indicates that an area has a more beautiful natural environment.

Data Sources and Definitions

Affordability score	Property prices are an overall average of property prices covering detached; semi-detached; terraced and flats/maisonettes in a local authority area. The average house price is an average taken over four quarterly house price data releases. The earnings data is workplace based and taken from the Survey of Hours and Earnings. Calculated by taking the ratio of average house price in the area to average gross weekly earnings as a proportion of the same ratio in England & Wales. All areas are then ranked and the score for each area reversed such that the area with the largest index score is attributed the lowest, and vice versa. This calculation was performed so that the most affordable areas would have the highest affordability score.
Floorspace change score	The difference between the total amount of commercial floorspace in most recent and start years as a proportion of that in the start year, indexed to the GB average. Commercial floor space is defined as all floor space used for non-domestic purposes including retail, office and industrial activities and 'other' bulk premises. This provides a score showing the change in floor space in relation to the national floor space change.
Connectivity Score GB=100	Based on proximity to and presence of airports; number of rail stations (excluding the underground); ports and motorway junctions. The number of these services in the area was calculated, weighted by proximity to major airports (Gatwick, Edinburgh, Glasgow, Bristol, Stansted, Birmingham) as a proportion of land area and indexed to the GB average (GB = 100).
Local amenities score	This indicator takes into consideration: cultural amenities (sports arenas; cinemas; zoos; theme parks; major event venues; Visit

	England attractions; Michelin starred restaurants; performing arts venues; cathedrals); national heritage sites; retail floorspace; employment in amenities-provision (as a proxy). Each are divided by the land area, then scored in relation to the national figure. The individual scores are then added, and scored again to give the overall figure.
Natural beauty score	The following datasets were all indexed to their component national average: Areas of Outstanding Natural Beauty; Blue Flag Beaches (denoting high quality beaches); heritage coastlines; ancient woodland; nature reserves; national park designations and designation as an environmentally sensitive area. The average of these indices is used to provide the final score.

Source: Place Insight; Commercial and Industrial Floorspace and Rateable Value Statistics; Previously Developed Land Survey.

Ordering further Place Profiles

Place Profiles are available at District and Ward level. The reports are produced using the latest information, with Summary Place Profiles providing a high level overview of local conditions. More detailed profiles are also available on the following topics:

Economy

Economic Performance
Industrial Structure
Business and Enterprise
Skills and Qualifications
Labour Market

Society

Age
Ethnicity
Households
Migration and Change
Occupations
Prosperity
Deprivation
Health
Crime

Environment

Housing
Commercial Property
Transport and Communications
Amenities
Natural Environment

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