WIRRAL ECONOMIC PROFILE

NOVEMBER 2014

Key Headlines

PEOPLE

- **Employment:** Wirral has the lowest rate of Job Seekers Allowance in the Liverpool City Region (LCR). Wirral's rate of 2.0% now below with the regional and national averages. The introduction of Universal Credit in Wirral means there are also 1,270 claimants on claiming this benefit.
- **Economic Inactivity:** Although performing well against the LCR authorities, Wirral continues to have a higher percentage of people claiming out-of-work benefits than the regional and national averages at 14.6%.
- **Young People:** 18-24 JSA is now lower than regional and national averages at 3.4%, however the introduction of Universal Credit in Wirral means there are also 800 claimants aged 16-24 claiming this benefit.
- **Young People:** There has been a slight reduction in the number of 16-18 year olds not in Education, Employment or Training (NEET) at 5.80%; and concentrations of NEET can reach up to 15% in some areas.
- **Skills Disparities:** Wirral continues to perform well in the percentage rates of qualified residents particularly NVQ Level 2 at 72.3%; rates of Level 4 attainments have not increased in line with regional and national averages Wirral is now 6.2pp behind the England average.
- **Apprenticeships:** Wirral has seen an 8.8% decrease in the number of apprenticeship starts in 2012/13; however achievements are up 6% for 2012/13.

PLACES

- **Population:** 2011 Census data states that the population of Wirral is now 320,300. This shows that the population has grown by over 8,000 residents since the 2001 census.
- **Index of Multiple Deprivation (IMD) 2010**: Wirral remains 60th most deprived nationally in the IMD 2010, even though 11% of all LSOA's in the borough are in the top 3% most deprived nationally. Wirral is ranked 10th in the Employment Domain, an improvement of 2 places since 2007.
- **Gross Value Added (GVA):** Wirral significantly lags behind other local areas in the growth of GVA, and has the lowest GVA per head in England at £11,599.
- **Job Density:** Wirral has the lowest job density ratio in the LCR with 56 jobs per 100 residents.
- **Average Household Income**: Wirral compares well against the rest of the LCR with the highest average household income at £33,598. This masks stark contrasts in the borough with a difference of £25,685 between the highest and lowest wards.
- **Child Poverty:** Wirral is the second least deprived authority in the City Region and has improved the percentage of all children in poverty but is still lags behind both regional and national averages at 23.8%.
- **Tourism:** The visitor economy in Wirral was estimated to be worth £327.9 million in 2013, up by 4.6% since 2012.

BUSINESS

- **Industry:** Wirral is heavily public sector dependant making up 39% of employee jobs in the borough; this is above the national average.
- **Enterprise**: In 2013 Wirral contributed 21.4% of the overall total increase in the number of enterprises across Merseyside since 2012.
- **Floorspace:** Significant yearly reduction in the amount of floorspace developed in 2014, with the overall trend being a loss of employment floorspace to other uses, including demolition.

1. Census Population Estimates

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 2013 was released earlier this year, and Wirral's population estimate for 2013 is 320,300. 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 2013 estimate is shown in figure 1a. Wirral's working age population stands at 196,300.

Figure 1a: Census Population estimates

Age band	Number	%
Aged under 1 year	3,600	1.1
Aged 1 - 4 years	15,300	4.8
Aged 5 - 9 years	18,500	5.8
Aged 10 - 14 years	18,000	5.6
Aged 15 - 19 years	19,200	6.0
Aged 20 - 24 years	17,600	5.5
Aged 25 - 29 years	18,400	5.8
Aged 30 - 34 years	17,700	5.5
Aged 35 - 39 years	17,300	5.4
Aged 40 - 44 years	21,800	6.8
Aged 45 - 49 years	23,700	7.4
Aged 50 - 54 years	23,500	7.3
Aged 55 - 59 years	20,600	6.4
Aged 60 - 64 years	20,300	6.3
Aged 65 - 69 years	19,700	6.1
Aged 70 - 74 years	14,700	4.6
Aged 75 - 79 years	12,100	3.8
Aged 80 - 84 years	9,500	3.0
Aged 85 and over	8,700	2.7
All ages	**320,300**	**100%**

Source: ONS, 2013 Mid-year population estimates

2. Index of Multiple Deprivation 2010

The Index of Multiple Deprivation (IMD) 2010 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 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 60th 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 average score (92) than Wirral and Liverpool is the most deprived local authority in England as shown by Figure 2a.

Figure 2a: IMD 2010 Rank of LCR Authorities

LA NAME	Rank of Average Score
Halton	27
Knowsley	5
Liverpool	1
Sefton	92
St. Helens	51
Wirral	**60**

Source: IMD 2010

Wirral has 207 Lower Super Output Areas (LSOA's); IMD data can be drawn down to this level to see spatial concentrations of deprivation across the borough. There are 23 LSOA's in Wirral which are amongst the top 3% most deprived in the whole of England. This is 11% of the total LSOA's in the borough.

Figure 2b shows that in the borough, there is significantly more LSOA's which fall in the 10% most deprived compared to those in the 10% least deprived nationally.

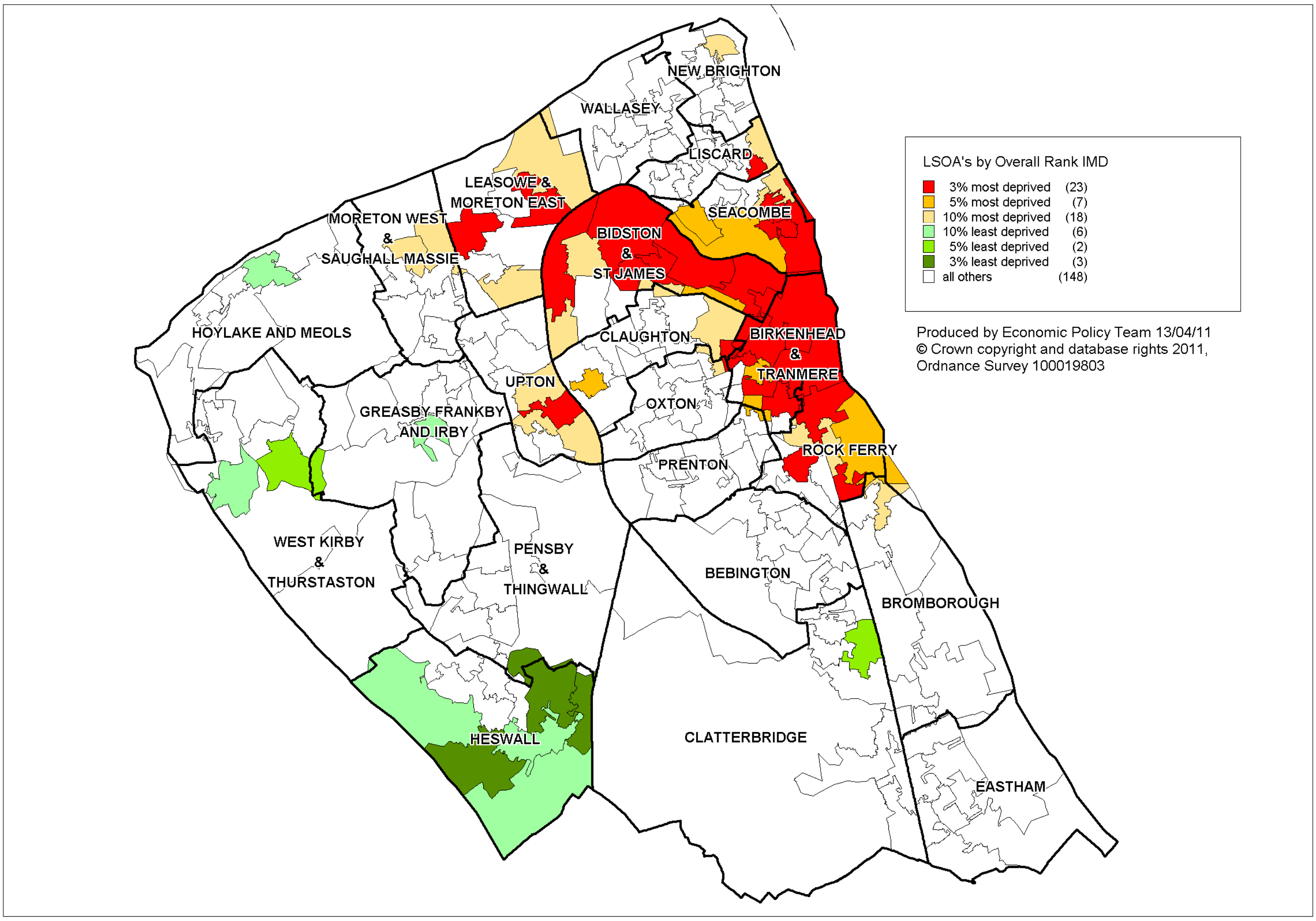
Figure 2b: LSOA change in deprivation 2007-10

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

The changes from 2007 show that even though Wirral has reduced the number of most deprived LSOA's, it has also increased the number of least deprived, meaning the deprivation gap in Wirral has not narrowed.

75% (155) of LSOA's in the borough have become less deprived since the IMD 2007, whilst 25% (51) of the LSOA's ranking have deteriorated since IMD 2007 and one LSOA has seen no change to its ranking. Map 1 shows those LSOA's in the borough which are ranked in the top and bottom 10% of deprived areas nationally.

Map 1:



In the 2007 IMD Wirral was ranked 8th worst nationally for employment deprivation; this has since improved to 10th in the 2010 update. However, Wirral now has the 4th and 5th most employment deprived LSOA's in the country, compared to the 5th and 8th in 2007. These LSOA's are 7126 which is the Morpeth Dock area of Birkenhead and 7133 which is located adjacent to Morpeth Dock and is the Birkenhead Park / East Float area.

Figure 2c shows that although Wirral has improved its national position for overall employment deprivation, there are now more LSOA's which fall in the 10% most deprived nationally. This suggests other local authorities have seen larger increases in the number of deprived LSOA's than Wirral. 53% of all LSOA's in the borough have become more employment deprived since 2007.

Figure 2c: LSOA change in deprivation for Employment Domain 2007-10

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

3. Gross Value Added (GVA)

3.1 Total GVA

In 2012 total GVA increased in 94 of the 139 NUTS3 local areas. Total GVA for the Liverpool City Region (LCR) increased by 2.3% from £24.7bn to £25.3bn. The LCR economy represents 1.8% of the total UK economic value. Wirral's GVA totaled £3.7bn in 2012 this represents 14.7% of the total LCR economic value.

Figure 3a: Contribution to LCR Total GVA

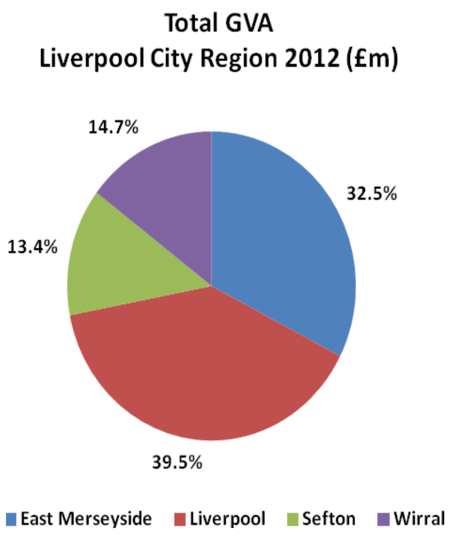


Figure 3b: Comparative GVA (£m)

NUTS3 Area	2011	2012
LCR average	24,760	25,319
○ East Merseyside	7,909	8,230
○ Liverpool	9,743	9,991
○ Sefton	3,412	3,384
○ Wirral	3,696	3,714

3.2 GVA Per Capita

The economy of the Liverpool City Region is estimated as being worth £16,753 per head. GVA per head in Wirral is £11,599. This is a 0.4% increase on 2011 figures (£44m). Wirral now has the lowest GVA per head in England increasing from the lowest in the UK in 2011. Figures 3 & 4 show how Wirral's GVA per head compares to the other local NUTS3 areas.

Figure 3c: LCR GVA Per Capita

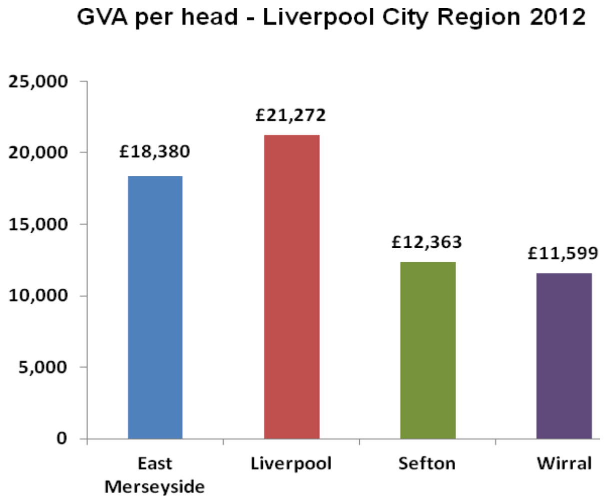


Figure 3d: Comparative GVA per capita (£)

NUTS3 Area	2011	2012
LCR average	16,435	16,753
○ East Merseyside	17,693	18,380
○ Liverpool	20,924	21,272
○ Sefton	12,453	12,363
○ Wirral	11,555	11,599

Most local NUTS3 areas have seen an increase in GVA per head in 2012. Sefton is the only authority to see a reduction in the LCR. East Merseyside had the largest increase at 3.9%[1], outperforming the North West average of 1.7%, Liverpool had the second highest at 1.7%.

3.3 Total GVA growth

Figures show that GVA growth in Wirral has increased over the last 10 years, however Wirral historically performs below the LCR average for percentage growth. In the City Region only Sefton performs lower than Wirral seeing a reduction in GVA over the last year and 5 years.

Figure 3e: GVA Growth

NUTS3 Area	Annual Growth (2011-2012)	5 Year Growth (2007-2012)	10 Year Change (2002-2012)
LCR average	+2.3%	+10.6%	+38.7%
○ East Merseyside	+4.1%	+15.6%	+48.3%
○ Liverpool	+2.5%	+12.7%	+49.5%
○ Sefton	-0.8%	-2.1%	+9.2%
○ Wirral	+0.5%	+7.7%	+26.8%

3.4 GVA per head growth

Figures show that GVA per head growth in Wirral has increased over the last 10 years; however Wirral historically performs below the LCR average for percentage growth. In the City Region only Sefton performs lower than Wirral seeing a reduction in GVA per head over the last year and 5 years.

Figure 3f: GVA per head growth

NUTS3 Area	Annual Growth (2011-2012)	5 Year Growth (2007-2012)	10 Year Change (2002-2012)
LCR average	+1.9%	+9.0%	+36.3%
○ East Merseyside	+3.9%	+15.0%	+47.6%
○ Liverpool	+1.7%	+8.8%	+41.2%
○ Sefton	-0.7%	-1.6%	+12.0%
○ Wirral	+0.4%	+6.2%	+24.8%

[1] This could be attributed to the addition of Halton into the ‘East Merseyside’ definition to reflect its position in the Liverpool City Region rather than being included with the Cheshire authorities.

3.5 Sectoral GVA

Sectoral GVA is only available for 2011. 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 with 27% of the total, with Agriculture, Forestry and Fishing the smallest GVA sector in Wirral only worth 0.3% of total Wirral economy.

Figure 5 shows the breakdown of GVA in Wirral by sector.

Figure 3g:

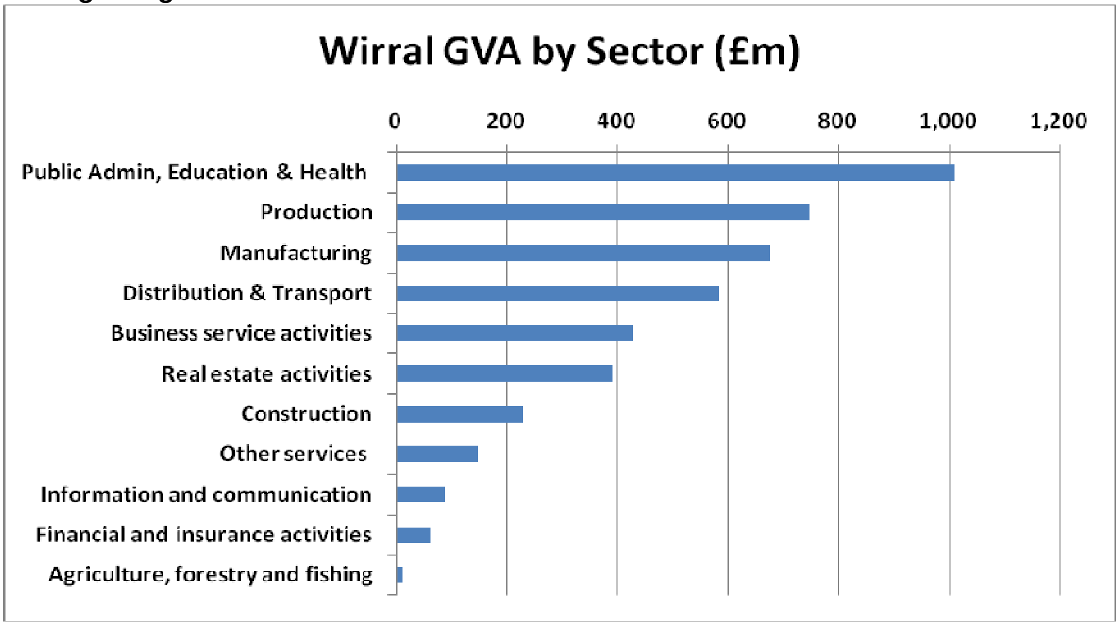


Figure 6 shows that 2 out of the 11 sectors in Wirral have seen a fall in GVA from 2010 to 2011. There has been some strong growth seen in Information & Communication sector for Wirral since 2010 at 44% compared to an overall growth in the LCR economy of 16%. The Financial & Insurance sector has seen the biggest drop in GVA with a reduction of -16.2%, Distribution has also declined at -4.4%.

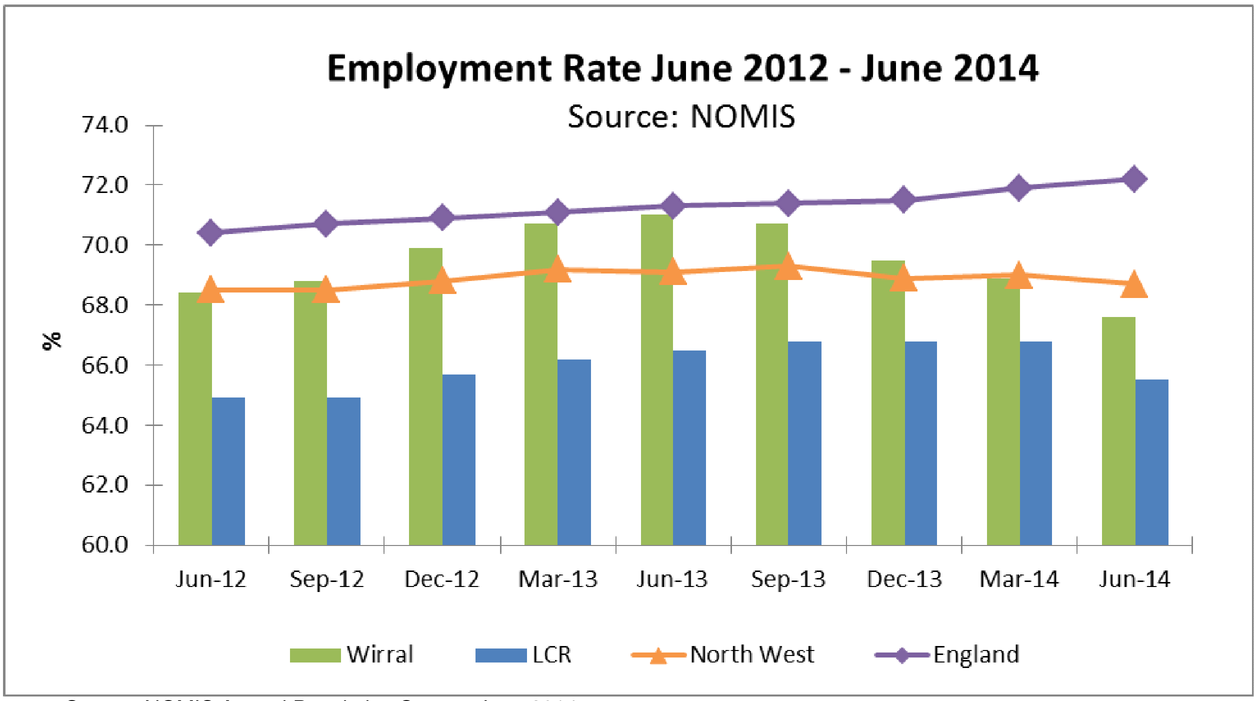
Figure 3h: Sectoral GVA at current basic prices £m

Sector	2010	2011	% Growth	% Share of GVA
Agriculture, forestry and fishing	12	12	0.0	0.3%
Production	651	747	14.7	20%
Manufacturing	587	676	15.2	18%
Construction	205	229	11.7	6%
Distribution; transport; accommodation and food	611	584	-4.4	16%
Information and communication	61	88	44.3	2%
Financial and insurance activities	74	62	-16.2	2%
Real estate activities	305	391	28.2	11%
Business service activities	420	428	1.9	12%
Public administration; education; health	989	1,009	2.0	27%
Other services and household activities	133	147	10.5	4%
Total GVA (£million)	**3,461**	**3,696**	**6.8%**	**100%**

4. Employment Rate

Wirral's employment rate is currently 67.6% to June 2014. Wirral's employment rate has declined by 1.3% points since the last quarter, and performance over the last 2 years can be seen in figure 4a which shows that historically Wirral performed poorly compared to regional and national trends; however over the last 2 years Wirral has steadily narrowed the gap with National and the North West averages. In September 2012, Wirral overtook the North West average and this trend continued to December 2013, for the last two quarters Wirral has fallen behind the North West average and the gap is currently 0.9%. Wirral outperforms the Liverpool City Region average which stands at 65.5% - which has decline by 1.3% since the last quarter.

Figure 4a: Employment Rate



Source: NOMIS Annual Population Survey, June 2014

5. Claimant Count

Wirral's JSA rate currently stands at 2.0% which is 3,986 claimants (October 2014). Wirral currently has the lowest rate of JSA in the Liverpool City Region (LCR) as shown by Figure 5a.

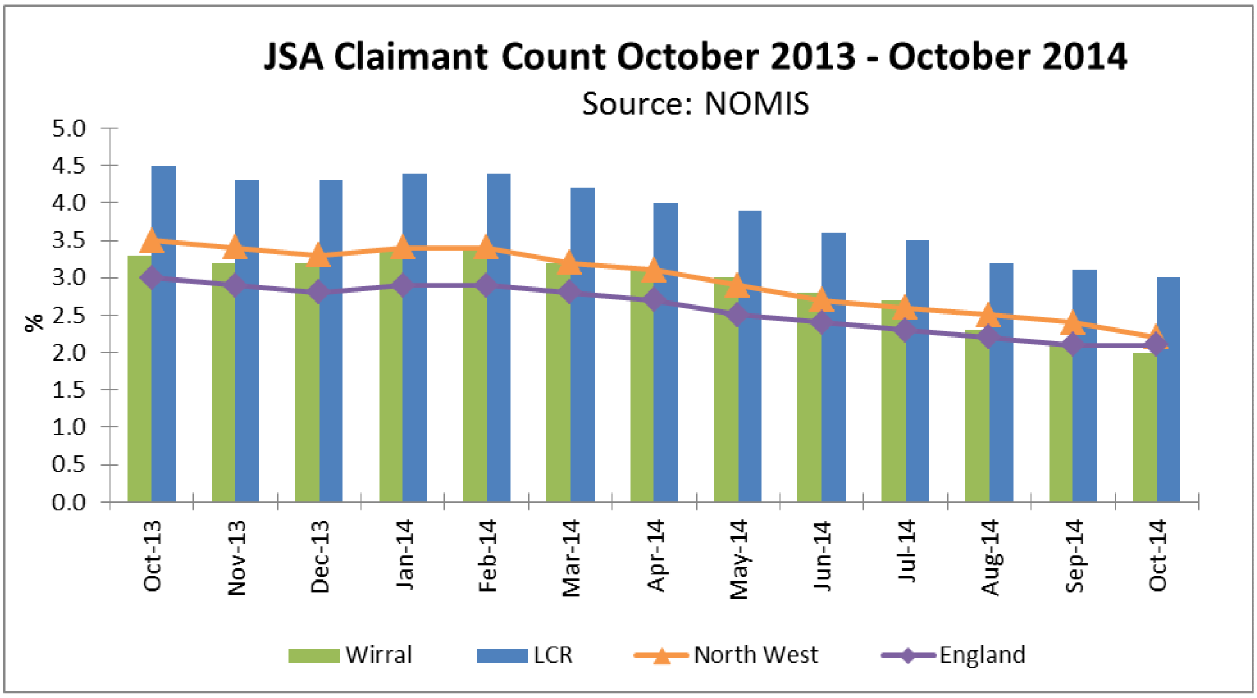
Figure 5a: LCR Claimant Count October 2014

Local Authority	Number	Rate
Halton	2,286	2.8%
Knowsley	2,920	3.1%
Liverpool	12,619	3.9%
Sefton	3,998	2.4%
St Helens	2,937	2.7%
Wirral	**3,986**	**2.0%**

Source: NOMIS, October 2014

Figure 5b below also shows the claimant count for Wirral over the last 12 months, figures have been falling since the Christmas period of 2013. The introduction of Universal Credit in xx has seen numbers fall dramatically over the last 3 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 5b: Claimant Count Rates



Source: NOMIS Claimant Count, October 2014

Wirral's 18-24 JSA rate currently stands at 3.4% which is 855 claimants (October 2014). Wirral currently has the lowest rate of 18-24 JSA in the Liverpool City Region (LCR).

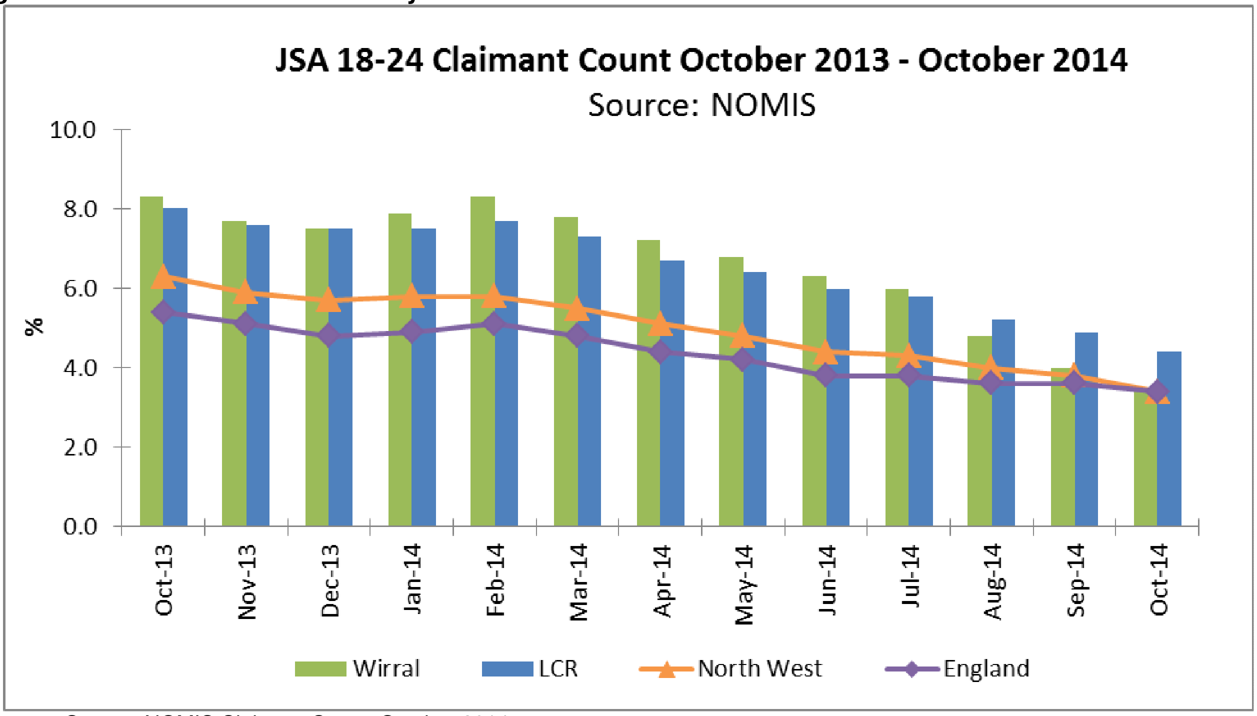
Figure 5c: LCR 18-24 Claimant Count October 2014

Local Authority	Number	Rate
Halton	660	6.2%
Knowsley	690	5.0%
Liverpool	3,165	4.6%
Sefton	835	3.8%
St Helens	615	4.3%
Wirral	**855**	**3.4%**

Source: NOMIS, October 2014

Figure 5d shows Wirral's performance in 18-24 JSA over the past 12 months. The introduction of Universal Credit in August 2014 has seen numbers fall dramatically over the last 3 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 5d: Claimant Count Rates by 18-24 October 2014



Source: NOMIS Claimant Count, October 2014

6. Universal Credit

Universal Credit statistics for October 2014 are provisional and will be finalised in the November data release scheduled for December 2014. Figure 6a shows the cumulative number of starters on to Universal Credit by Jobcentre Plus Office. Wirral currently has 1,270 Universal Credit claimants to date; this is 380 new claimants in October 2014.

Figure 6a: Cumulative starts by JCP office, October 14

JCP Office	Jul-14	Aug-14	Sep-14	Oct-14	Monthly change
Birkenhead	-	150	260	370	+110
Bromborough	-	90	160	240	+80
Hoylake	-	40	60	80	+20
Upton	-	90	180	260	+80
Wallasey	-	130	230	320	+90
Wirral Total	**-**	**500**	**890**	**1,270**	**+380**
Merseyside	**70**	**1,230**	**2,300**	**3,540**	**+1,240**

Source: DWP, Universal Credit April 2013 – October 2014 release
* Some figures do not total due to rounding

Figure 6b shows the total number of Universal Credit claimants by age band and Jobcentre Plus Office. Wirral currently has 1,270 Universal Credit claimants to date; 63% of which are aged 16-24.

Table 1: Total UC numbers by Age and JCP office, September 14

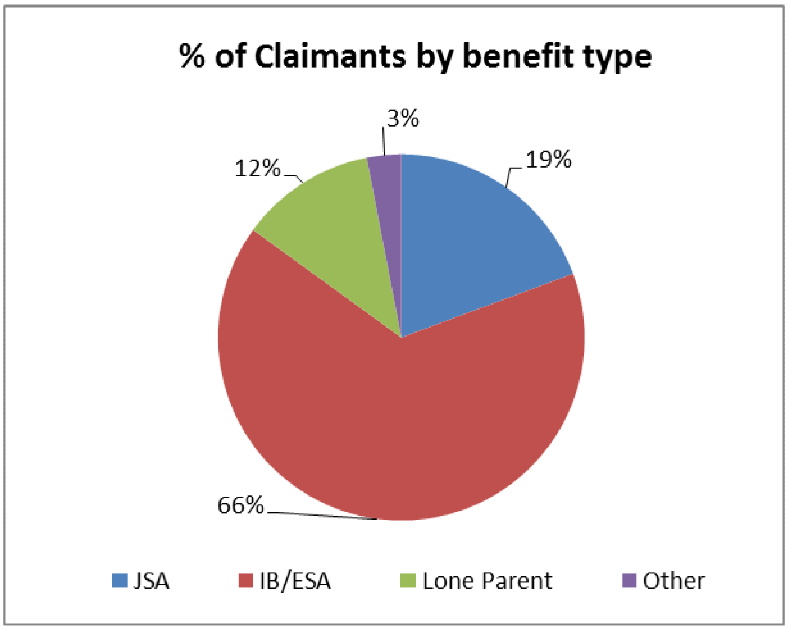
JCP Office	Age Band			
	Total	**16-24**	**25-49**	**50+**
Birkenhead	**370**	220	130	20
Bromborough	**240**	160	70	10
Hoylake	**80**	60	20	0
Upton	**260**	170	80	10
Wallasey	**320**	190	110	20
Wirral Total	**1,270**	**800**	**410**	**60**
Merseyside	**3,540**	**2,200**	**1,140**	**200**

Source: DWP, Universal Credit April 2013- October 2014 release
* Some figures do not total due to rounding

7. Worklessness

Wirral currently has 28,740 people claiming out-of-work benefits (May 2014); this includes Job Seekers, Incapacity Benefit/ESA, Lone parents and other income related benefits. This is approximately 14.6% of the working age population[2]. Of the 28,740 benefit claimants 52% are male and 48% female, with 42% of people also claiming over 5 years. This is mainly attributed to Incapacity Benefit/ESA claimants as this benefit type accounts for 66% of all claimants. A breakdown of this indicator by benefit type is shown in Figure 6a.

Figure 7a: Workless claimants by benefit type



Source: DWP Working Age Client Group, May 2014

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 7b.

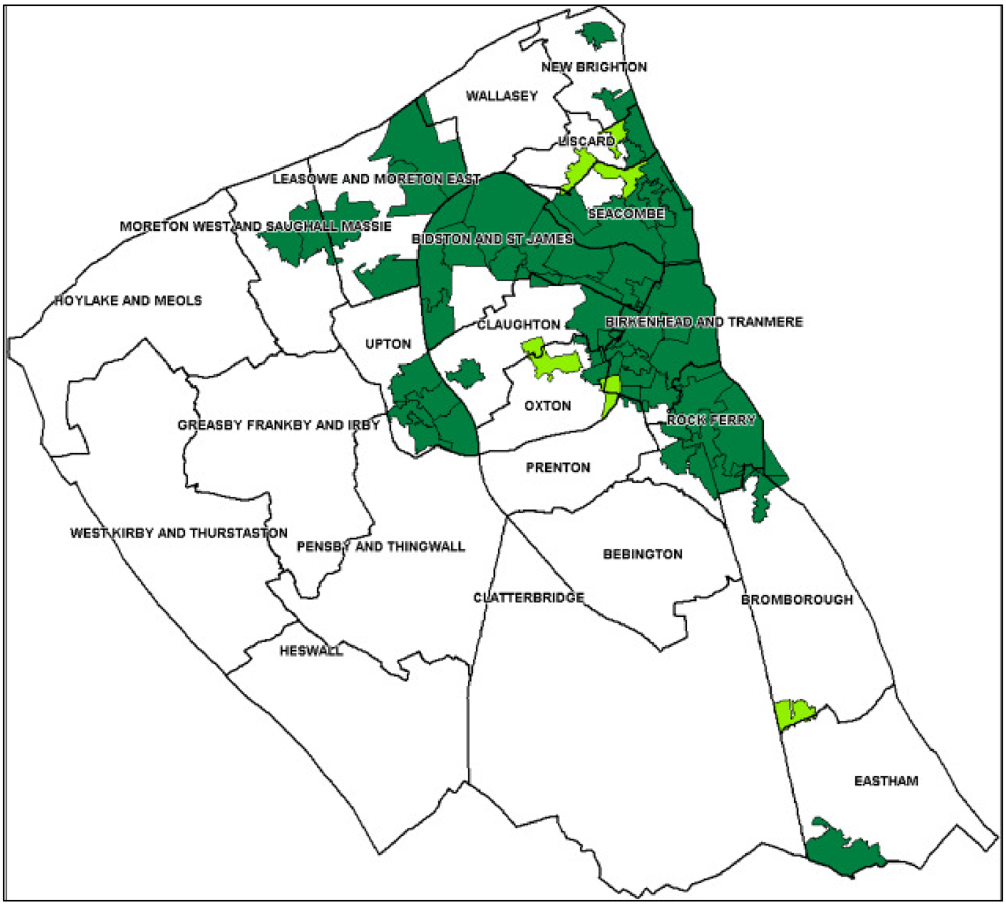
Figure 7b: Local authority comparison of worklessness rates

	Halton	Knowsley	Liverpool	Sefton	St Helens	Wirral	LCR Average	North West	England
% of working age population claiming out of work benefits	14.9%	19.5%	17.9%	13.6%	15.1%	**14.6%**	**16.1%**	**12.6%**	**9.8%**

Source: DWP Working Age Client Group, May 2014

In May 2007 Wirral defined its 'deprived areas' as those LSOA's which had a worklessness rate of over 25%. Since May 2007 there has been a large increase in workless benefit claimants due to the recession. To ensure Wirral continues to monitor those areas which are in the greatest need of support and intervention the 'deprived areas' have been refreshed using May 2010 data to show which LSOA's have a worklessness rate of 25% plus. Figure 7c shows those LSOA's which are now included in the 'deprived areas' definition.

Figure 7c: Map of Wirral's deprived areas



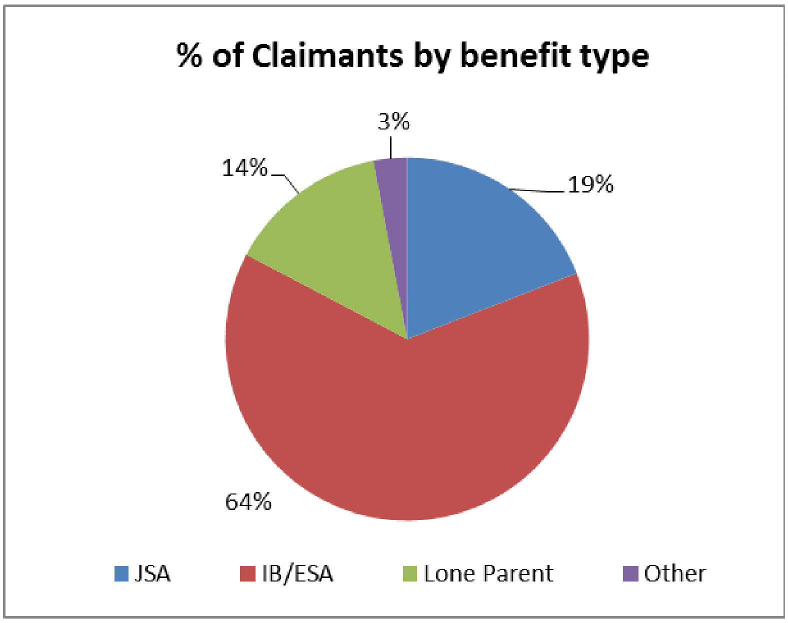
Source: DWP working age client group, May 2010

[2] This figure is not based on NI 152 which uses a 4-quarter rolling average but a static in-quarter figure to allow for comparisons with other

In May 2007 Wirral had 53 out of 207 LSOA's with a worklessness rate of 25% plus, using May 2010 data the number of LSOA's with a worklessness rate of over 25% is 59. The areas shaded dark green are the original 53 LSOA's and the areas shaded light green are the 6 LSOA's which now have a workless rate of over 25% and are now included in the 'deprived areas' definition.

In May 2014 Wirral had 16,340 people claiming out of work benefits in its most deprived areas, this is 28.1% of the working age population in this area which is nearly double the Wirral average. The cohort of claimants in this area is slightly different to the Wirral average; the deprived areas have a larger proportion of lone parent claimants at 14% compared to the Wirral average of 12%. In the deprived areas 62% of the total workless benefits claimants are attributable to IB/ESA this is in line with the Wirral average and is a significant number of claimants at just over 10,000 people.

Figure 7d: Workless claimants by benefit type, deprived areas



8. Not in Education Employment or Training (NEET)

The number of 16-18 year olds NEET in Wirral is 5.80% as at October 2014. Figure 7a shows the performance of NEET within the different cluster areas of Wirral.[3]

Figure 7a:

Area	Mar-14	Feb-14	Mar-13
Wirral	5.93%	5.71%	7.32%
Birkenhead North Cluster	7.13%	7.78%	9.51%
Birkenhead South Cluster	11.49%	9.74%	12.36%
South & West Wirral Cluster	2.60%	2.45%	3.66%
Wallasey Cluster	6.70%	6.48%	7.84%

Source: Connexions

local authorities.

[3] Please note that cluster data is only available to March 2014, new data will be available in January 2015.

Overall Wirral NEET has reduced from March 13 by 1.39%. All of Wirral's area clusters have seen their NEET reduced year on year with Birkenhead North Cluster seeing the greatest reduction at -2.38%. Wirral's NEET is up on last month by +0.22%. Wirral has the second lowest NEET within the Liverpool City Region.

The gap between the highest and lowest NEET ward is 14.96% with Greasby, Frankby & Irby Ward at 0.42% and Birkenhead & Tranmere Ward at 15.38%. In March 2013 the gap was 14.94% (-0.03%), which means that NEET inequality has increased slightly against the year on year performance indicator. Wirral continues to have the second highest NEET gap within the Liverpool City Region.

9. Child Poverty

National Indicator 116 measures the proportion of children living in families in receipt of out of work benefits or in receipt of tax credits where their reported income is less than 60% of median income. This indicator is 'equivalised' meaning that an adjustment is made to the figure to reflect the fact that a family of several people require a higher income than a single person in order for both households to enjoy a comparable standard of living. NI116 allows us to see the variation of children living in poverty that exists between Local Authorities. The least deprived authorities in England have child poverty rates of around 10%, with the most deprived having rates of over 40%. Figure 8a shows how Wirral compares to local, regional and national comparators.

Figure 9a: Child Poverty

LA NAME	% of under 16s 'in Poverty'	% of all children 'in Poverty'
Halton	26.7%	25.9%
Knowsley	31.8%	31.2%
Liverpool	33.0%	32.5%
Sefton	20.9%	20.2%
St. Helens	25.6%	24.6%
Wirral	**24.6%**	**23.8%**
North West	**22.5%**	**22.1%**
England	**20.6%**	**20.1%**

Source: HMRC, NI 116 2011 figures, released autumn 2013

Wirral is the second least deprived authority in the Liverpool City Region just behind Sefton, but Wirral is still behind both regional and national averages. Analysis at ward level shows distinct spatial differences across the borough. In Wirral there is a 45.7% point difference in the range of all children living in poverty with Heswall having the lowest rate of Child Poverty at 4.3% and Bidston St James has the highest rate of child poverty for all children at 50.0%. 68% of wards in the borough are below the Wirral average showing that there are severe concentrations of child poverty within just 7 wards. Figure 8b shows how the wards compare.

Figure 9b: Child Poverty by ward

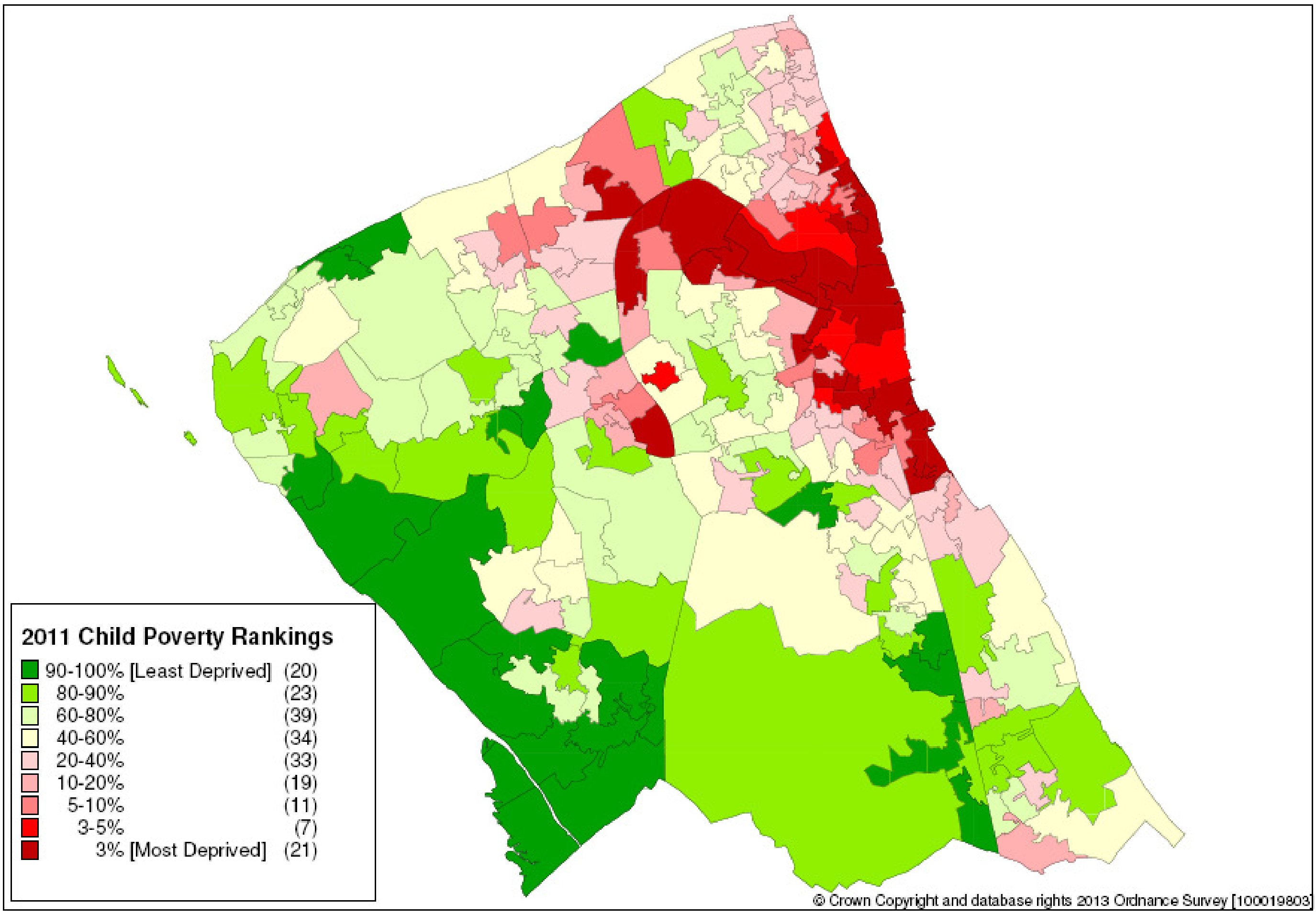
Ward Name	Under 16	All Children
Bebington	15.1%	14.6%
Bidston and St James	50.6%	50.0%
Birkenhead and Tranmere	47.6%	46.7%
Bromborough	23.2%	22.8%
Clatterbridge	5.9%	5.8%
Claughton	24.2%	23.1%
Eastham	12.5%	12.6%
Greasby, Frankby and Irby	6.5%	6.2%
Heswall	4.1%	4.3%
Hoylake and Meols	7.4%	8.3%
Leasowe and Moreton East	33.0%	32.3%
Liscard	32.1%	31.0%
Moreton West and Saughall Massie	17.9%	17.9%
New Brighton	22.6%	21.6%
Oxton	16.0%	15.7%
Pensby and Thingwall	11.7%	11.5%
Prenton	16.9%	16.2%
Rock Ferry	43.2%	41.9%
Seacombe	44.3%	43.2%
Upton	27.0%	26.1%
Wallasey	12.8%	12.4%
West Kirby and Thurstaston	8.3%	8.7%
Wirral Average	**25.3%**	**24.4%**

Source: HMRC, NI 116 2009 figures released Autumn 2013.

HMRC Child Poverty data is also provided for Wirral's 207 Lower Super Output Areas (LSOAs). 74 of these LSOAs (35.7% of the total) have Child Poverty levels that are above the Wirral average of 23.8% of children in poverty. Another illustration of how Child Poverty is concentrated into pockets of deprivation in Wirral that there are 3 LSOAs there are more than 60% of children are living in Child Poverty and there are 17 LSOAs where this figure is more than 50% of children.

The LSOA with the highest level of Child Poverty in Wirral is 63.8% in LSOA 7122 - a small area in Bidston & St James. The second highest level is 61.9% and is LSOA 7293 in Rock Ferry. The Third highest area is LSOA 7127 in Birkenhead, with a Child Poverty rate of 61.2%. These 3 LSOAs rank 12th, 31st and 38th respectively out of all 32,482 LSOAs in England.

Figure 9c: Spatial Concentrations of Child Poverty



Source: HMRC, NI 116 2011 figures released Autumn 2013.

10. Earnings

Earnings for full-time employees **living** in Wirral are higher than the North West with residents earning around £13.20 more on average than other North West residents and Wirral is now £25.80 below 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 improving by £8.30 since 2013. Performance is still lower than England, with Wirral around £38.00 behind the England average. The difference in performance between people living and working in Wirral can be seen in Figure10a. 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 10a: Median Earnings

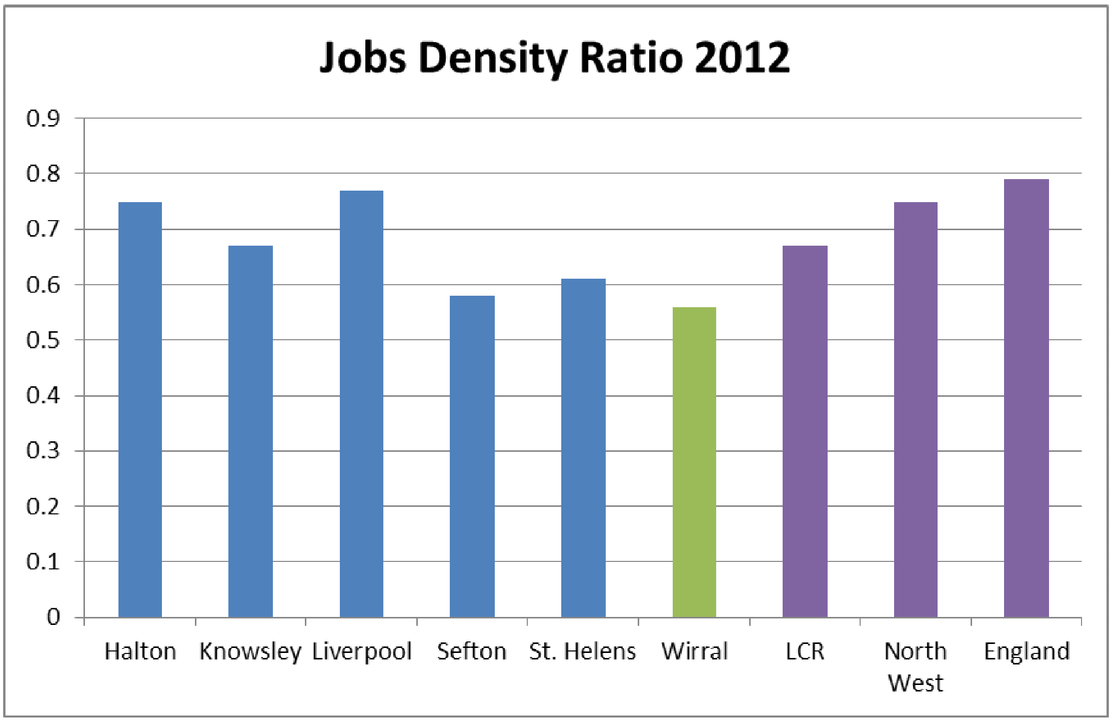
Indicator	Wirral	North West	England
Median earnings by employees	£497.80	£484.60	£523.60
Median earnings by workplace	£485.60	£482.50	£523.30

Source: ONS, ASHE Survey 2014

11. Job Density

Wirral has the lowest job density ratio in the Liverpool City Region with 56 jobs per 100 residents. Liverpool has the highest job density ratio in the city region at 77 jobs per 100 residents. Wirral is also performing behind regional and national averages as shown by Figure 10a. 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 11a: Job Density



Source: NOMIS Jobs Density 2012

12. 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 11a where Level 1 rates are higher than the North West and England, and Level 2 rates outperform the regional average.

Figure 12a: NVQ Level skills

2013 Data	No qualifications	NVQ Level 1 or above	NVQ Level 2 or above	NVQ Level 3 or above	NVQ Level 4 or above
England	9.1%	84.6%	72.5%	55.6%	35.0%
North West	11.0%	83.0%	70.2%	51.9%	31.0%
Wirral	9.9%	86.7%	72.3%	51.1%	28.8%

Source: Annual Population Survey, December 2013

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 2013 figures shows Wirral is now 6.2pp 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 high. 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 12b: 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.

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.

13. Apprenticeships

Figure 13a 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 2,720 increase in annual starts since 2005/06, and there has been a 178% 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 13a: Apprenticeships

Year	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Starts	1,700	1,620	1,950	1,810	2,210	4,140	4,870	4,510	2,380[4]
Achievements	860	1,000	980	1,250	1,280	1,600	2,240	2,390	-
Success Rates	46.1%	58.2%	65.7%	68.5%	72.4%	75.5%	75.0%	-	-

Source: The Data Service: SFR September 2014

Latest full year data shows that Wirral's overall numbers of starts decrease by 8.8% from 2011/2012 to 2012/13; all LCR authorities have seen a drop in Apprenticeship starts this year; Wirral has the second lowest reduction in the LCR behind Sefton who have seen a 1.8% drop. Halton & St Helens have both seen over a 20% drop in apprentice starts this year. Wirral's 49% increase in the number of achievements since 2010/11 is the 2nd highest of all the City Region authorities, and outperforms regional and national averages.

14. Enterprise

Figure 14a show that Wirral now has 7,400 enterprises and 9,285 local units. The percentage change in the number of enterprises since 2013 is 6.5% this equates to 450 businesses. This percentage increase is higher than both regional and national averages which have both only seen increases of 4.7%. The increase in the number of local units by 530 and could suggest that a number of existing enterprises have opened new secondary premises in the borough through expansion.

Figure 14a: Total Numbers of VAT/PAYE based enterprises/units

	2013	2014	Number Change	% change
Number of Enterprises	6,950	7,400	+450	+6.5%
Number of Local Units	8,755	9,285	+530	+6.1%

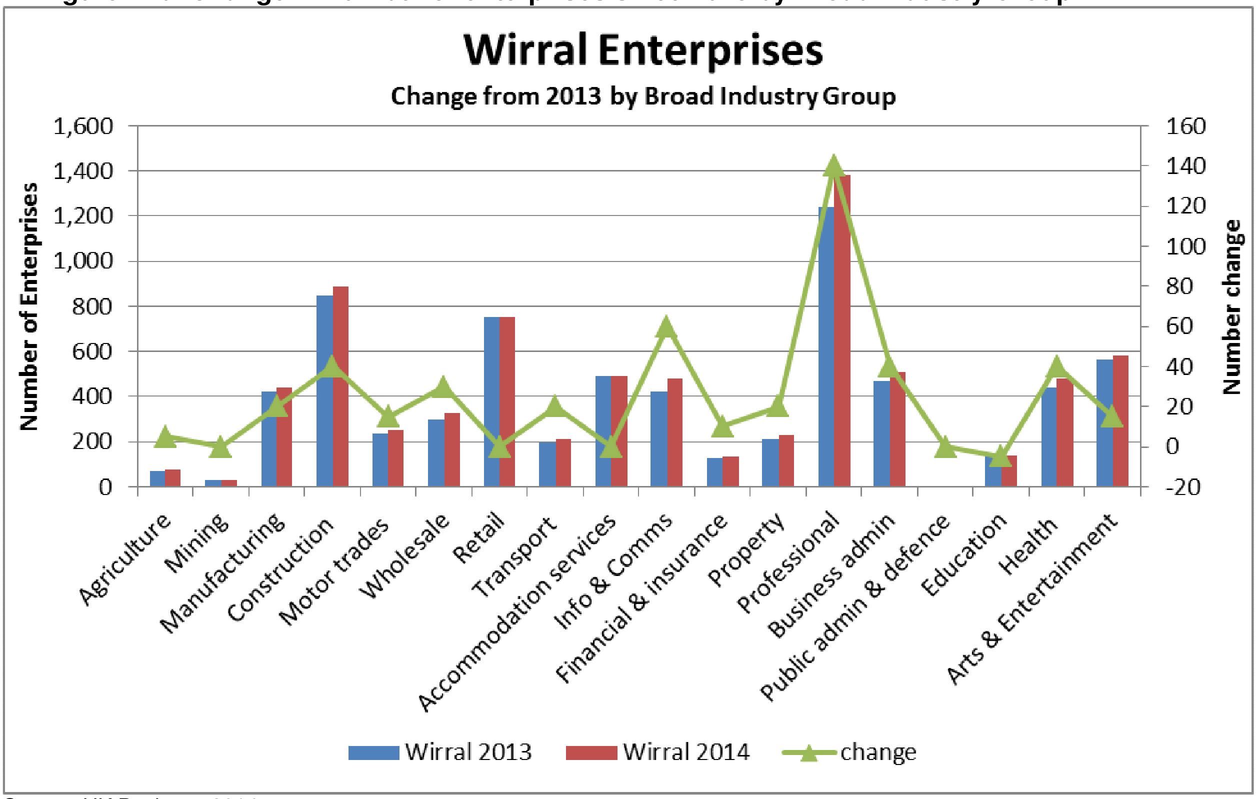
Source: UK Business 2014

4 August to April Provisional

Across Merseyside there has been a 0.3% increase in the number of enterprises since 2013 and out of all the Merseyside Local Authorities Liverpool has seen the largest percentage increase at 8.0%. Wirral has contributed 21.4% of the overall total increase in the number of enterprises across Merseyside. Sefton has seen the lowest percentage increase in Merseyside with only a 5% increase in the number of enterprises since 2013 – this is still higher than regional and national averages showing Merseyside as a whole has outperformed the North West and England since 2013.

Figure 14b shows the year on year performance of Wirral's enterprises from 2013-2014. 13 of Wirral's industry groups have seen an increase since 2013, with 1 sector seeing a decline and 4 remaining the same. In Wirral, the sector with most enterprises is the Professional, scientific & technical with 1,380 enterprises; this sector has seen an increase of 11.3% this year the biggest number increase of any sector with 140 new enterprises this year. Information and communication has seen the biggest percentage increase this year with a 14.1% improvement equating to 60 businesses.

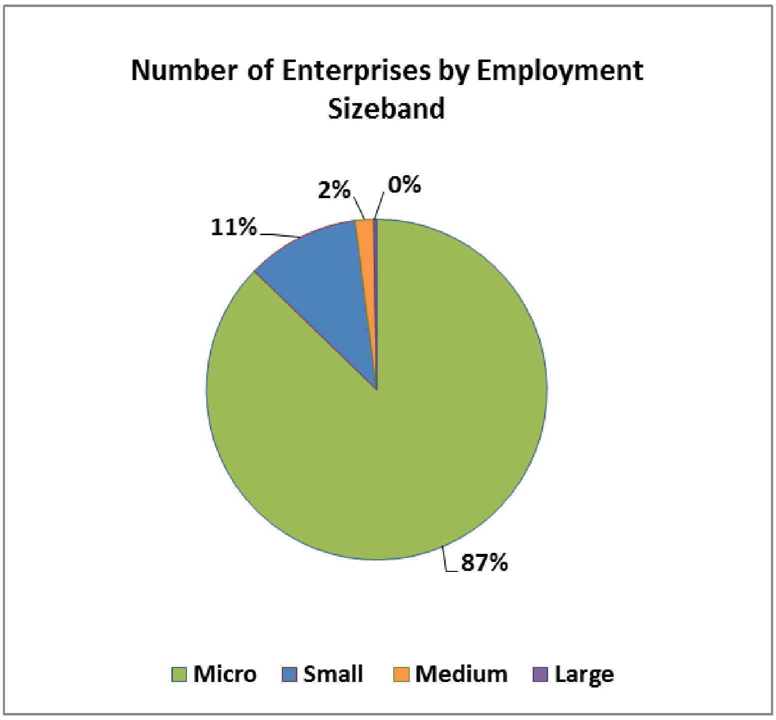
Figure 14b: Change in number of enterprises since 2013 by Broad Industry Group



Source: UK Business 2014

Figure 14c shows Wirral's enterprise base is predominantly made up of micro-businesses with 87% of Wirral's enterprise base having 0-4 employees. All size bands have seen an increase since 2013; the number of medium sized enterprises has increased by 8.3% this year and the number of large enterprises (250+ employees) has increased by 5.

Figure 14c: Enterprise by Employment Size Band 2014

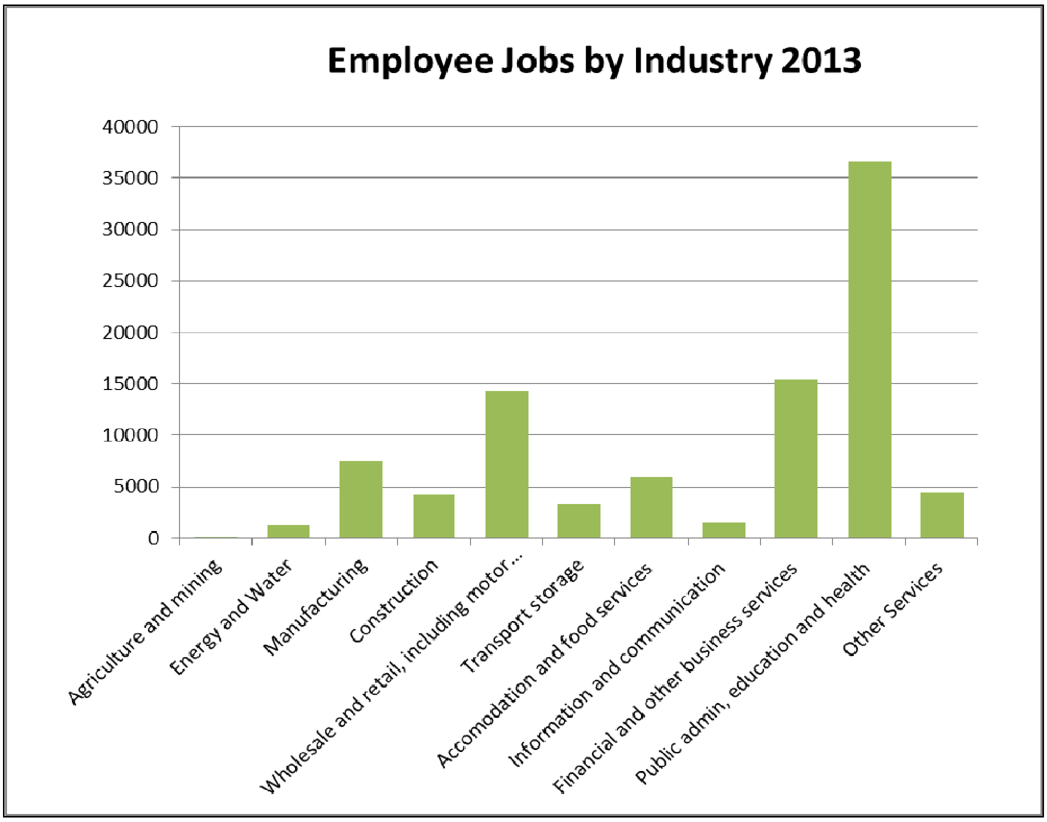


Source: UK Business 2014

15. 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 15a shows the industry split of employee jobs in Wirral. Figure 15a shows that Wirral is heavily public sector dependant with 39% of the employee jobs in Public Admin, Education or Health; this is 10% above the national average at 28%. Retail / Wholesale and Manufacturing are larger sectors in the borough taking a 15% and 8% share of the industry jobs; these figures are 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 and Finance & Communications.

Figure 15a: Employee Jobs by Industry



Source: NOMIS, Business Register & Employment Survey, 2013

16. Business Floorspace

The overall total of recorded business floorspace in Wirral has decreased since 2005, with industrial floorspace seeing the biggest decrease. Valuation Office Agency (VOA) reported data showed that industrial land values in Birkenhead ranged from £190k to £250k per hectare compared with Liverpool at £175k to £330k per hectare in 2009. Land values for Birkenhead and Liverpool both decreased by at least £15k between 2008 and 2009**.** A higher than average proportion of Wirral's factory, office and warehouse stock originates from between 1940 and 1970. The percentage of stock built since 1990 began to draw slightly ahead of national and regional averages.

Figure 16a: Business floorspace

Floorspace (thousand square metres)	April 2005	April 2006	April 2007	April 2008
Offices	275	281	283	283
Industrial	1,170	1,070	1,070	1,006
Warehousing	481	476	478	493
Total	**1,827**	**1,827**	**1,831**	**1,782**

Source: Valuation Office Agency, 2008

17. Business Development

In the year to April 2014 the amount of completed new office floorspace (Use Class B1) had increased slightly when compared to the previous year but new general industrial floorspace (Use Class B2) and storage and distribution floorspace (Use Class B8) were both lower than in 2012/13. The overall trend was for the loss of employment floorspace to demolition and to other uses.

Figure 17a: Completed floorspace

Completed floorspace (sqm)	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Use Class B1a	961	4857	8,542	3,801	8,803	275	1,426	91	1,008	560
Use Class B1b	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil
Use Class B1c	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	621
Use Class B2	23,497	24,407	13,576	12,797	19,099	1,948	11,919	7,571	159	Nil
Use Class B8	Nil	Nil	53	Nil	Nil	Nil	440	18,964	1,956	1,234
Total Floorspace	**24,458**	**29,264**	**22,171**	**16,598**	**27,902**	**2,223**	**13,785**	**26,626**	**3,123**	**2,415**

Source: Wirral Annual Monitoring Report 2014

Projects to provide up to 4,620 square meters of light industrial floorspace (Use Class B1c) and up to 1,862 square meters of new industrial floorspace (Use Class B2) were, however, registered as under construction at the end of the reporting period.

18. Tourism

The visitor economy in Wirral was estimated to be worth £327.9 million in 2013, up by 4.6% since 2012. The total number of visits to Wirral rose by 1.4% to 7 million during 2013, of which 778,000 were staying visits. Figure 17a shows Wirral's visitor spend by sector and the change between 2012 and 2013. All sectors have shown growth and shopping is Wirral's largest visitor spend sector worth £114 million, up 5.1% on 2012.

Figure 18a: Visitor Spend by Sector

Expenditure by Sector (£ million)	2012	2013	% Change
Accommodation	28.49	28.65	0.5%
Food & Drink	59.23	62.30	5.2%
Recreation	15.80	16.62	5.2%
Shopping	108.49	114.04	5.1%
Transport	23.85	25.08	5.1%
Total Direct Revenue	235.87	246.69	4.6%
Indirect Expenditure	77.54	81.16	4.7%
TOTAL	**313.42**	**327.85**	**4.6%**

Source: STEAM

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