

Appendix 1

Wirral Plan Business Theme 2018-19 Quarter 4 Reports



Growth Plan

Greater job opportunities in Wirral

Overview from Lead Cabinet Member

Delivery of the Growth Plan continues to progress well with year end indicators on track to meet 2020 targets, with a full schedule of planned activities to support growth

Key activity highlights for Quarter 4 include:

EMPLOYMENT: Locally commissioned employment support programmes continue to perform well, engaging the most disadvantaged communities across Wirral, tackling mental health issues, raising ambitions and supporting people back into education or work.

WORKFORCE SKILLS: The end of year key performance indicator for workforce skills in Wirral shows significant improvement, with the National Employer Skills Survey finding that Wirral businesses reported some of the lowest levels of skills gaps in the City Region.

INVESTMENT: Progress with Wirral Waters housing and industrial unit developments with Cabinet approval of Wirral Waters Investment Fund for MEA Park Phase II and legal negotiations close to conclusion for the Wirral Waters One Housing scheme.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
Increase the number of jobs created and safeguarded (via Wirral Chamber Data Reporting)	Quarterly Higher is better	970.0 (2014-15)		3,122.0 (2015-18)	Red Actual: 46.5 Target: 140.0 (Apr-Jun 2018)	Blue Actual: 419.5 Target: 280.0 (Apr-Sep 2018)	Blue Actual: 632.5 Target: 420.0 (Apr-Dec 2018)	Green Actual: 922.5 Target: 939.0 (Apr 18 - Mar 19)	Green Actual: 4,045.0 Target: 4,061.0 (2015-19)	Better	Across the year, performance has remained healthy with business support interventions capturing safeguarded jobs (50) and continued recruitment (873) of jobs as an indicator for growth. This indicator remains on track to meet the 2020 target to safeguard / create 5,000 jobs.
Increase the employment rate in Wirral	Quarterly Higher is better	66.7 (2014-15)	England: 75.4 (Jan-Dec 2018) North West: 73.8 (Jan-Dec 2018)	72.6 (Jan 17-Dec 17)	73.8 (Q1 2018-19)	74.8 (Q2 2018-19)	74.2 (Q3 2018-19)	74.5 (Q4 2018-19)	74.5 (Jan 18-Dec 18)	Better	Performance, as reported by National Survey Data, has increased 0.3 percentage points since the last quarter, and remains at an all time high above 74% at year end.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend	Comment
Percentage of working age people claiming out-of-work benefits (economic in-activity)	Quarterly Lower is better	(n/a)	North West: 10.10% (Nov 2016)		13.46% (Q1 2018-19)	13.10% (Q2 2018-19)	13.57%	13.48%	13.48% (2018-19)	Better	This proxy figure has been locally calculated using the latest benefit datasets available. Elements of this dataset are calculated using Universal Credit data - as Universal Credit Full Service is rolled out in particular areas, the number of people recorded as being on the Claimant Count is therefore likely to rise. The national indicator set is still subject to change. A new national methodology has been provisionally released this month; this data is classed as experimental and subject to revision for the first 3 months. Subject to confirmation of national roll-out, this new dataset will be adopted for the 2019-20 performance year to re-enable benchmarking.

Workforce skills match business needs

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
Reduce the Employer Skills Gap in Wirral	Annual Lower is better	15.0% (2015)							11.0% (2017)	Better	This indicator shows results from the bi-annual Skills Survey. 2017 outcome released with corrections in October 2018. The Employer Skills Survey 2017 found that 11% of Wirral establishments reported skills gaps within their workforce. Not only does this show a reduction and therefore improvement over each of the four Employer Skills Surveys since 2011, Wirral also has the lowest skills gap percentage across the Liverpool City Region bar St. Helens. No further information is forecast for future publications but it is likely that the next series will be due for release in 2020, referencing the 2019 data capture.

Increase inward investment

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
Total investment secured into Wirral developments	Annual Higher is better	£38,044,660 (2014-15)		£147,533,345 (2017-18)						n/a	2018/19 data will be available May 2019.
Gross Value Added per head of population	Annual Higher is better	£12,482 (Jan-Dec 2013)	England: £27,060 (Jan - Dec 2016) North West: £22,899 (Jan - Dec 2016)	£15,051 (Jan-Dec 2016)					£15,164 (Jan-Dec 2017)	Better	This annual indicator reveals a 0.8% improvement on last years outturn figure as reported in 2017..

Thriving small businesses

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
Deliver a net additional 250 new businesses over the life of this Plan	Annual Higher is better	7,400 (2014-15)		8,705 (2017-18)					8,550 (2018-19)	Worse	The national trend reveals a decreasing annual trend and the annual indicator for Wirral returns a 1.81% decrease in new businesses since the last reporting period in at year end 2017-18. The 2020 target remains on track; this years figure represents a 13.4% increase on the 2014-15 baseline figure of 7,400.

Vibrant tourism economy

Overview from Lead Cabinet Member

Through the delivery of the actions within the Wirral Visitor Economy Strategy with partners, progress has been made in Quarter 4 to achieve the Vibrant Tourism Economy pledge, which is a key element of the Wirral Growth Plan.

The development of a three-year Destination Marketing Strategy is now complete and has been approved by the WVEB (Wirral Visitor Economy Board). Work continues now to deliver the strategy, starting with digital, campaign and brand development. In order to make significant improvements to the user experience and traffic for visitwirral.com, a website refresh is underway to better promote major events, reflect new branding and enhance Wirral's destination profile. An outline business case has also been submitted by the LCR LEP (Liverpool City Region Local Enterprise Partnership) to the SIF (Single Investment Fund) for a city region Destination Marketing bid on behalf of city region partners. This would provide additional support to the delivery of the Wirral Destination Marketing Strategy.

The Wirral Visitor Economy Board (WVEB) is making significant progress in driving forward the key actions of the Wirral Visitor Economy Strategy, and is currently finalising its work programme.

The Borough of Culture event programme is underway this quarter with an estimated 10,000 people attending the first major event of this year, Animated Square at Hamilton Square in March, which was approximately three times the figure for last year's event. The success of Animated Square has made a significant contribution to the profile of Wirral as a visitor destination for outstanding arts and cultural events.

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
Increase visitor numbers each year based on the 2014 baseline (m)	Annual Higher is better	7.59 (Jan-Dec 2014)		8.50 (Jan-Dec 2016)					8.79 (Jan-Dec 2017)	Better	Performance for 2017 has confirmed that total visitor numbers have increased in Wirral by an average of 5.3% p.a. since 2014. This data comes from Global Tourism Solutions via the Local Enterprise Partnership. It is based on the STEAM model which quantifies the local economic impact of tourism, from both staying and day visitors using a range of visitor economy measures.
Increase value of tourism economy by at least 5% each year (£m).	Annual Higher is better	£355.00 (Jan-Dec 2014)		£402.40 (Jan-Dec 2016)					Green Actual: £426.35 Target: £411.49 (Jan-Dec 2017)	Better	Performance for 2017 has confirmed an average increase of 6.6% p.a. since 2014. This data comes from Global Tourism Solutions via the Local Enterprise Partnership. It is based on the STEAM model which quantifies the local economic impact of tourism, from both staying and day visitors using a range of visitor economy measures.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend	Comment
Increase overnight stays & hotel occupancy by 5% by 2020 based on the 2016 baseline	Annual Higher is better	77.75% (Jan-Dec 2016)		77.62% (2017)					80.60% (2018)	Better	Wirral hotel occupancy was 80.6% in 2018. This is an increase of 3.7% on the baseline of 77.75%, and therefore on track to achieve the increase of 5% by 2020.
Increase the numbers of Wirral Visitor Economy Network members	Annual Higher is better	85 (Jan-Dec 2016)		73 (2017)					88 (2018)	Better	The WVEN (Wirral Visitor Economy Network) now has 88 members, which is an increase of 3.5% on the baseline and an increase of 20% on last year.

Transport and technology infrastructure fit for the future

Overview from Lead Cabinet Member

"I am delighted to report that by working with our partners in the Combined Authority we have been able to secure significant investment in our transport infrastructure. In March 2019 Cabinet approved the acceptance of over £3.7 million of funding to bring about real improvements in our transport network. The quality of roads and footways is a big priority for our residents, and therefore I am delighted to report that this funding will support the delivery of the transport pledge and enable us to improve the condition of our roads and improve the safety and efficiency of our network. I am also pleased that this year we approved our first Wirral Road Safety Plan and by working with our partners have reduced the number of people killed and seriously injured on our roads from 127 to 99. Whilst I am a firm believer that Wirral should not have any road deaths we must be pragmatic in what we can control. Over the past year we have continued to develop a wide range of road safety initiatives - as well as engineering schemes we are delivering programmes such as Bikesafe workshops, and business engagement programmes such as Mind your Business. We continue with our important ethos of "Shared roads....Shared responsibility"

Other key highlights for the year include:

- A significant rise in cycling, especially commuter cycling, which has been delivered with the support of investment in new infrastructure such as shared cycle and pedestrian routes along the A41 and North Bank East.
- Approval by Cabinet of a £4.6 million investment programme to modernise and improve the borough's street lighting network which will mean that by 2021 all our street lights will be LED therefore improving energy efficiency and reliability.
- Works to complete a rail station platform/train interface programme to ensure that the new fleet of Merseyrail trains will have level access at all our stations to improve accessibility for all residents.

We do of course recognise that there are areas we still need to progress. We are continuing to develop plans to provide increased opportunity for residents to use electric vehicles through on street charging facilities and recently have sought views in a survey to ensure we will meet resident's needs. We are also very conscious that despite significant investment in the network the public perception of our highways maintenance service has reduced from last year. Despite Wirral being slightly higher than the national average I am keen to work hard to address this.

Whilst reflecting on progress to deliver this pledge over the past year I would like to emphasise the importance of the partnership. We are making real progress to deliver this pledge and this is only being made possible due to the commitment and enthusiasm of the partners who continue to the delivery of this pledge."

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
Increased the volume percentage of people cycling	Annual Higher is better	0% (index for 2013-14)		11% (2016-17)					59% (2017-18)	Better	Wirral Council has introduced more cycle counters within the borough which has enabled the council to widen the coverage of routes monitored. These sites have helped to develop a more holistic understanding of cycling on the network and growth in cycling. The increase recorded in cycle usage is constant with the growth demonstrated on a month by month basis in 2016 and 2017. However, the increase was most substantial during this year's hot summer months. This growth is in comparison to a decrease in usage across the city region, except in Knowsley..
Reduce the number of people killed or seriously injured in road traffic accidents	Quarterly Lower is better	140 (2014)	English Metropolitan Authorities: 107 (2013-15) North West: 90 (2013-15)	127 (2017)	22 (Jan-Mar 2018)	0 (Oct-Dec 2018)	69 (Jan-Sep 2018)	99 (Jan-Dec 2018)	99 (2018)	Better	The number of people killed or seriously injured in road traffic collisions has improved by 29% since the start of the plan in 2014-15 and by 22% compared to last year. We have continued to develop and implement a wide range of initiatives including the progression of safety engineering schemes together with educational/engagement events such as regular motorcycle safety engagements and Bikesafe workshops. Using an additional grant from the Road Safety Trust we are developing new road safety initiatives aimed at improving safety for taxi use and also aimed at small businesses that utilise vans. All KSI casualty totals are provisional until final verification with Merseyside Police during Q4. Further benchmarking data not yet available..
Maintain the condition of Wirral's strategic network – Principal Roads	Annual Lower is better	1.40% (2014-15)	English Metropolitan Authorities: 4.00% (2015-16) North West: 4.00% (2015-16)	1.30% (2016-17)					1.90% (2017-18)	Worse	Additional funding has been provided by the DfT and the Liverpool City Region to undertake repairs in the financial year 2019/20. Condition surveys to be undertaken by Merseytravel in 2019 for the Key Route Network in the summer of 2019 and by Wirral Council for the remainder of the principal road network with condition data and performance indicators data available at the latest November 2019..
Maintain the condition of Wirral's strategic network – Non-principal Roads	Annual Lower is better	2.20% (2014-15)	English Metropolitan Authorities: 5.00% (2015-16) North West: 6.00% (2015-16)	1.30% (2016-17)					1.65% (2017-18)	Worse	Additional funding from the DfT and Council maintenance funding will be used to undertake repairs from April 2019. Next available data November 2019. Condition surveys to be undertaken in Autumn 2019 following the completion of the structural maintenance programme with condition data and performance indicators available at the latest December 2019..

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend	Comment
% levels of satisfaction overall with transport and highway services.	Annual Higher is better	56.7% (2015)	National Highways and Transport Survey: 54.0% (2017)	56.0% (2017)					54.0% (2018)	Worse	Although the percentage has decreased from last year, satisfaction levels in Wirral are still slightly above the national average which is 53%. The NHT survey was sent to a sample of 3300 households with 770 responses (23%).
Increase levels of public satisfaction with public transport	Annual Higher is better	64% (2015)	National Highways and Transport Survey: 61% (2017)	63% (2017)					64% (2018)	Better	This indicator reflects all public transport modes; train, bus and ferry. Wirral has higher levels of public satisfaction than the national average of 61%.
Increase levels of public satisfaction with walking/cycling facilities	Annual Higher is better	56% (2015)	National Highways and Transport Survey: 55% (2017)	55% (2017)					52% (2018)	Worse	This percentage has decreased from last year and is lower than the national average of 54%. This is disappointing given that there has been significant investment in infrastructure to support active travel..
Travel Training – Number of successfully travel trained young people (Integrated Transport)	Annual Higher is better	26 (2014-15 Acad Year)		23 (2017-18 Acad Year)						n/a	Data available end of academic year.

Assets and buildings are fit for purpose for Wirral's businesses

Wirral Plan Indicator	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend (See Key)	Comment
£m Income generation from investment properties and underperforming space	Annual Higher is better	£1.6 (2015-16)		£1.6 (2017-18)					Amber Actual: £1.4 Target: £1.5 (2018-19)	Worse	Performance has been impacted by the sale of a number of income generating assets using an opportunity given by central government to utilise capital receipts to fund vital transformation projects. This is considered a corporate priority. The future direction of the investment portfolio will be driven in part by the activities of the Growth Company and more general strategic asset requirements including One Public Estate in respect of regeneration and commercial growth. A number of key strategic acquisitions were made in 2018/19 which will help shape the Birkenhead Commercial District and support the Councils Medium Term Financial Strategy. Until the BCD programme is determined the income streams have not been reflected as part of this performance indicator.
£m Capital Receipts generated by the disposal of Wirral Council's surplus assets	Annual Higher is better	£1.28 (2015-16)		£2.82 (2017-18)					Blue Actual: £5.60 Target: £4.50 (2018-19)	Better	A pipeline of surplus assets has continued to be disposed of in a consistent manner. These include those large development sites that had become protracted in previous reporting. We will work with finance colleagues over the coming months to determine the future requirements for capital receipts from the sale of assets.
Commercial asset space available for release (m2)	Annual Higher is better	5,711 (2015-16)		31,203 (2017-18)					Red Actual: 39,600 Target: 87,500 (2018-19)	Better	The monitoring process is now embedded in the corporate system, enabling users to report on the performance measure(s) associated to each property transaction. Two large sites have been released for residential development, which once completed will make a significant contribution to the socio-economic growth of Wirral.

Supporting Measure	Indicator	Wirral Plan Start	Benchmark Data	Year End 2017-18	2018-19 Q1	2018-19 Q2	2018-19 Q3	2018-19 Q4	Year End 2018-19	Trend	Comment
Reduction in Wirral Council's corporate emissions of carbon dioxide (CO2) due to energy use (tonnes)	Annual Lower is better	31,999 (2013-14)		28,106 (2016-17)					Green Actual: 26,463 Target: 30,173 (2017-18)	Better	Corporate performance over the 2017/18 financial year has exceeded the 2017/18 emissions target by 12.3%. To date, we have reduced emissions of CO2 by 19,018 tonnes from a 2008/09 baseline of 45,481 tonnes, a reduction of 41.8% over 8 operational years. The year-on-year reduction is 5.85%. Next annual update due September 2019.
Number of multi-use of assets through shared / alternative use	Annual Higher is better	4 (as at April 2016)		12 (as at March 2018)					15 (2018-19)	Better	Performance is calculated as a cumulative figure from the baseline data e.g. the number of new/additional assets brought into multi-use within each financial year (added to the baseline figure) to give a cumulative total over the life of the Plan. The monitoring process is now embedded in the corporate system, enabling users to report on the performance measure(s) associated to each property transaction. The number of multi-use assets continues to grow and will be further improved by the opportunities generated by the Wirral Growth Company and the Birkenhead Commercial District.

Report Key

Trend - Performance is shown as Better, Same or Worse compared with the last reporting period except for Increase the number of jobs created and safeguarded (via Wirral Chamber Data Reporting), Increase the employment rate in Wirral and Number of People Killed or Seriously Injured which is compared with same period the previous year.

Target - Where targets apply, these are shown as either Blue, Green, Amber, Red based on the agreed tolerance range for individual measures.

Action - These are shown as either:

Green (on track to deliver on time)

Amber (off track but action being taken to deliver on time)

Red (off track and won't deliver on time)