

APPENDIX 2 – BASELINE REVIEW

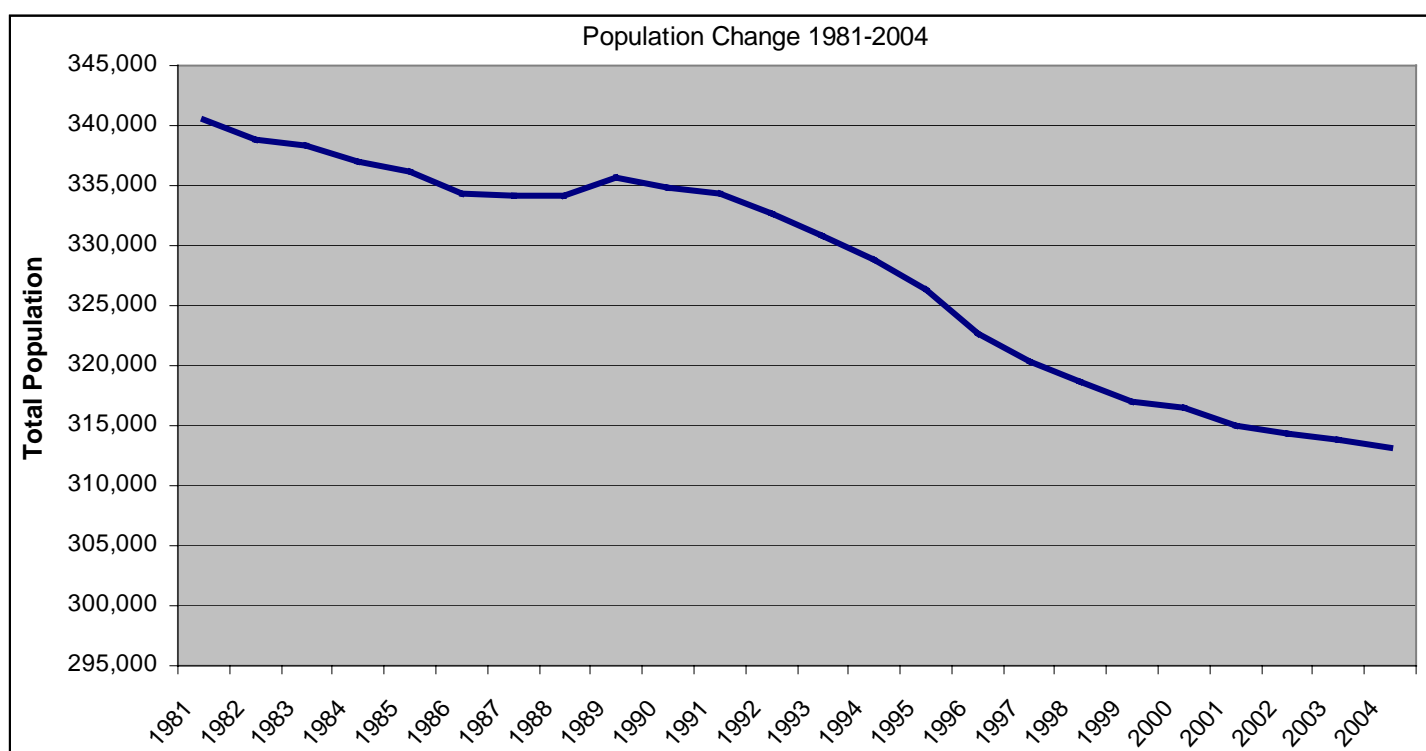
SOCIAL INCLUSION

SA Objective 1: To promote a balanced population structure

Indicator: Population Change

Using mid 2004 estimates Wirral's population was estimated to be 313,100 persons. Since 1981 the borough's total population has fallen significantly based on corrected census midyear estimates.

- Between 1981- 2004 the population of Wirral has decreased by 27,400 persons (8% of the total population).

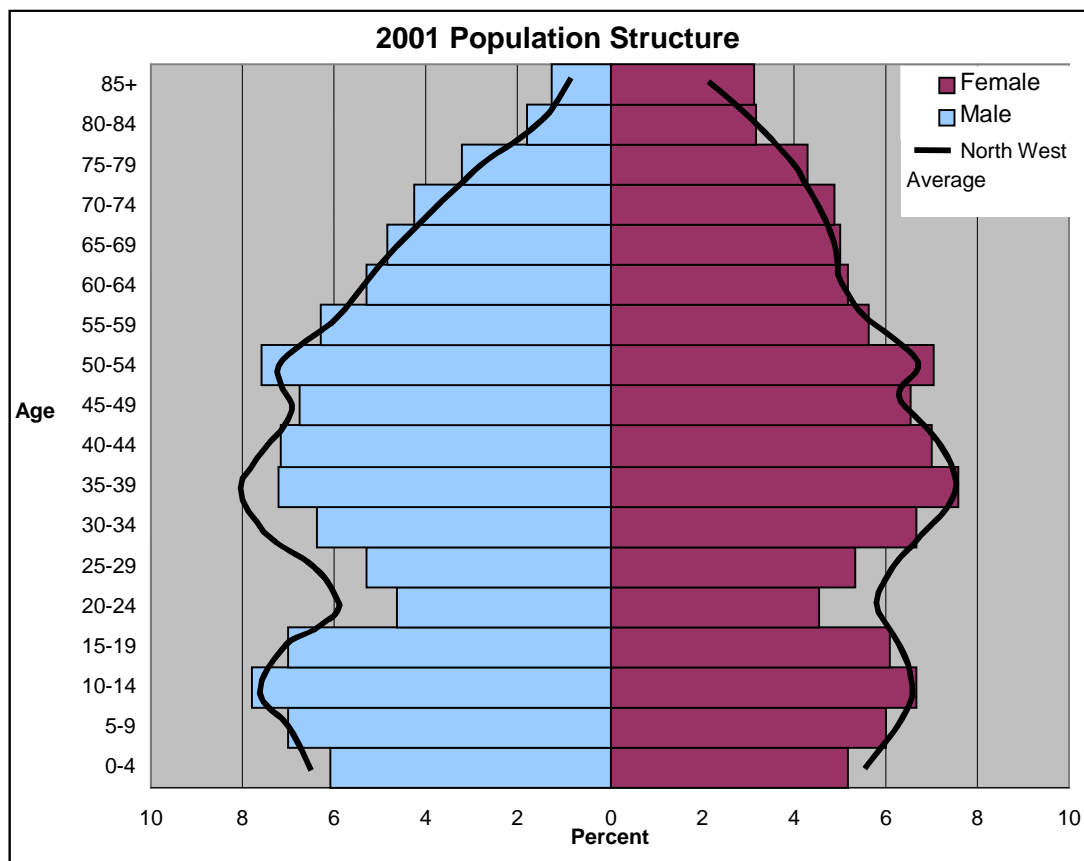


Source: ONS Midyear Population Estimates

Indicator: Population Structure

Wirral's population structure based on the 2001 Census results show a trend towards the older age ranges and is estimated that by 2020 the population is predicted to "increase by 8.5% in people aged 65 years and over and by 9.4% in people aged 85 years and over".

The borough therefore has a lower proportion of persons of core working age (18-44) compared with the North West regional average. This indicates significant outward migration of working age persons (16-64).

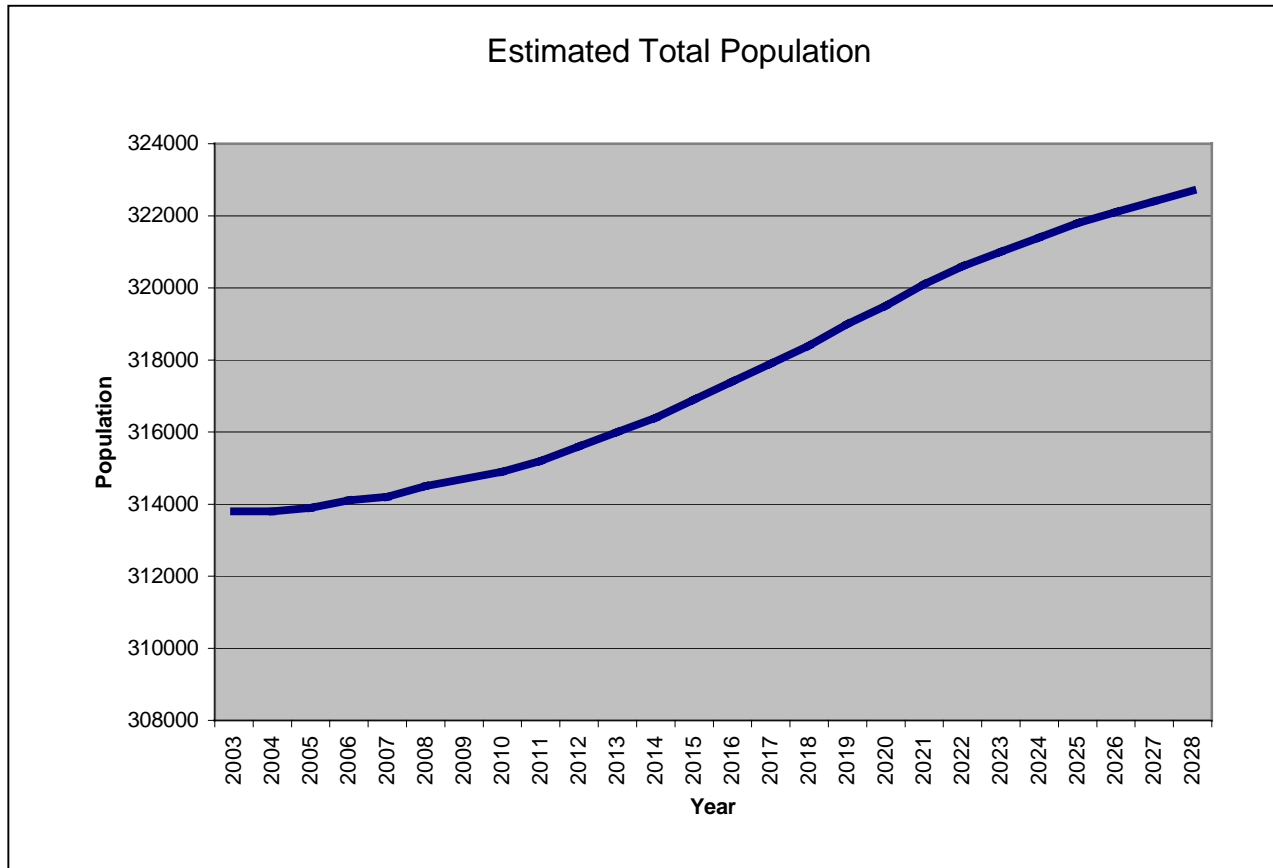


Source: ONS 2001 Census

* Wirral Public Health Annual Report 2003/2004.

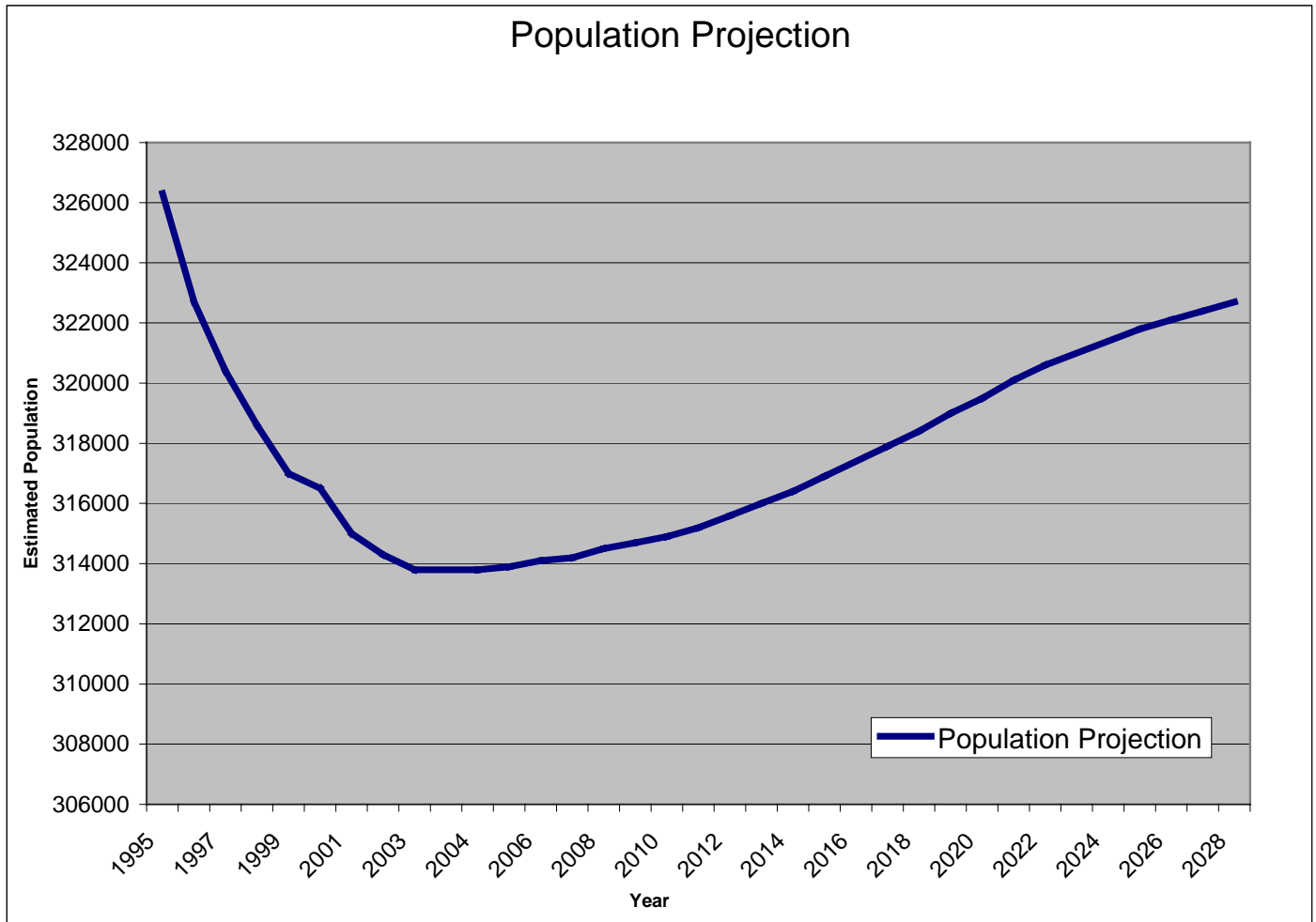
Indicator: Population Forecasts

Based on 2003 ONS population projections Wirral's population is expected to rise by 2.8% by 2028. This is lower than the expected rise regionally (4.4%) and nationally (11.1%), but larger than the projected Merseyside increase of 1.5%.



Source: ONS Subnational Population Projections

This graph shows Wirral's estimated population recovery over the next 25 years. From the ONS 2003 Sub-national population estimates, the population of Wirral is expected to rise by 2.8%, from the lowest figure of 313,800 (2003-2004) reaching 322,700 by 2028 (equalling Wirral's 1996 population figure).



Source: ONS Subnational Population Projections

Indicator: Migration Rates

Net Migration (thousands)

In recent years NHS migration records have shown a reversal in the long-term trend of net out-migration from Wirral. Since 2001 the borough has gained over 1000 residents through migration per annum.

Year	97-98	98-99	99-00	00-01	01-02	02-03	03-04
Wirral	-0.9	-0.5	-0.2	-0.2	0.4	0.4	0.3

Source: NHS Central Health Register

More up to date data temporarily unavailable (NHSCR Migration data withdrawn 17/07/06)

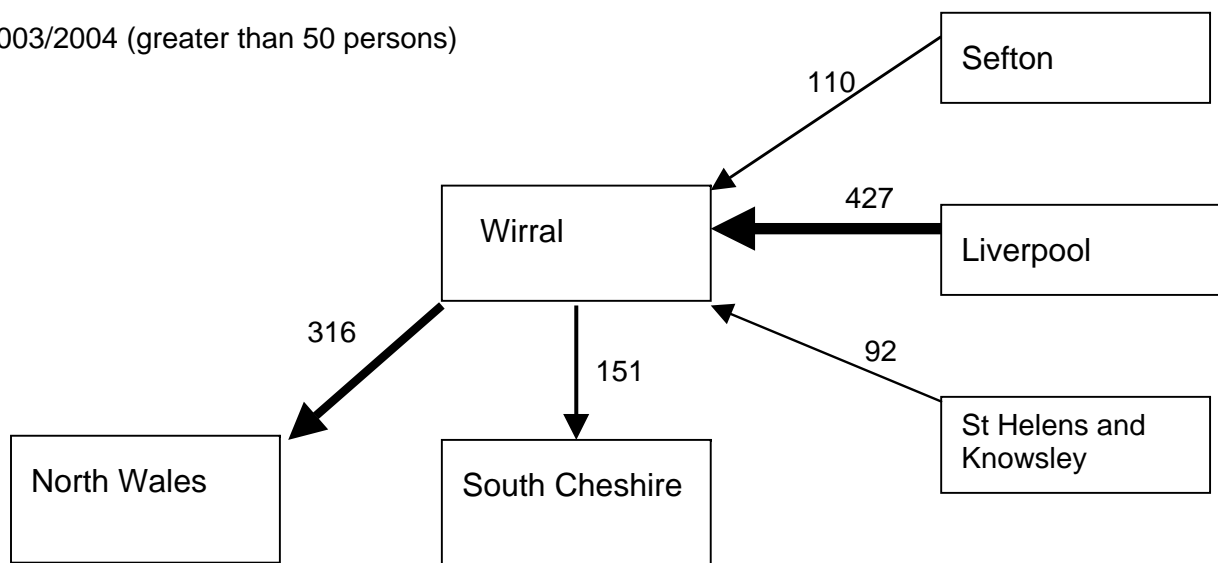
Net Migration Flows 2003/2004 (greater than 50 persons)

Since 2001 to 2004 there has been a trend towards net in-migration flows into Wirral from Merseyside authorities (especially Liverpool), and net migration out-flows to West Cheshire (Chester) and North Wales (Flintshire and Denbighshire).

Top Five Migration Origins/Destinations	2001/2002			2002/2003			2003/2004		
	Total Inflow	Total Outflow	Net Migration	Total Inflow	Total Outflow	Net Migration	Total Inflow	Total Outflow	Net Migration
Liverpool	1184	681	503	1285	758	527	1188	761	427
Sefton	309	192	117	299	220	79	316	206	110
West Cheshire	1110	1156	-46	1019	1055	-36	997	1148	-151
St Helens & Knowsley	267	136	131	217	156	61	261	169	92
North Wales	416	604	-188	412	613	-201	406	722	-316
Total	3286	2769	517	3232	2802	430	3168	3006	162

Source: NHS Central Register

Net Migration Flows 2003/2004 (greater than 50 persons)



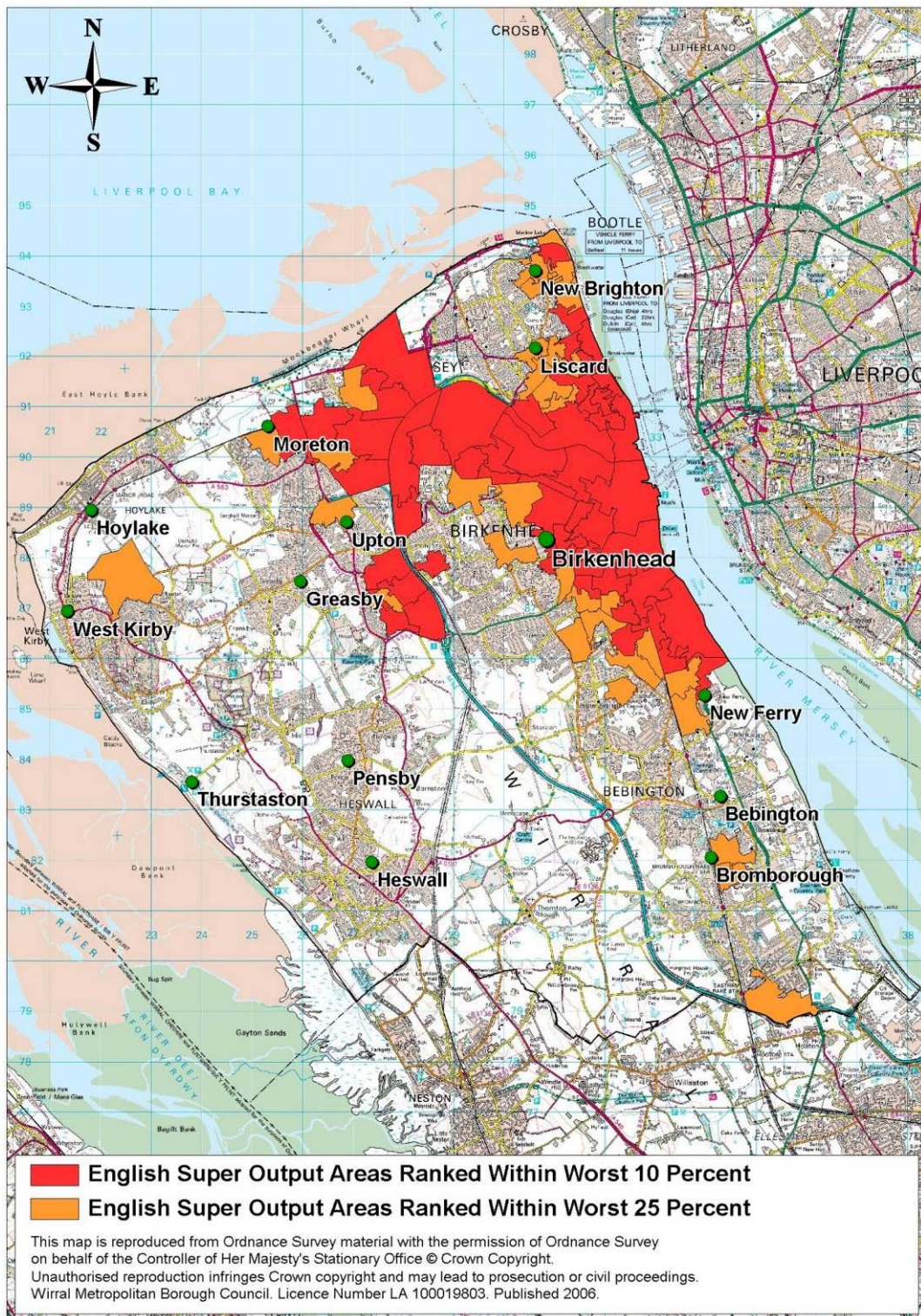
SA Objective 2: To reduce the incidence of multiple deprivation

Indicator: Number of Super Output Areas (SOAs) and percentage of Wirral population that rank within the most deprived 10% of SOAs nationally and the most 25% of SOAs nationally.

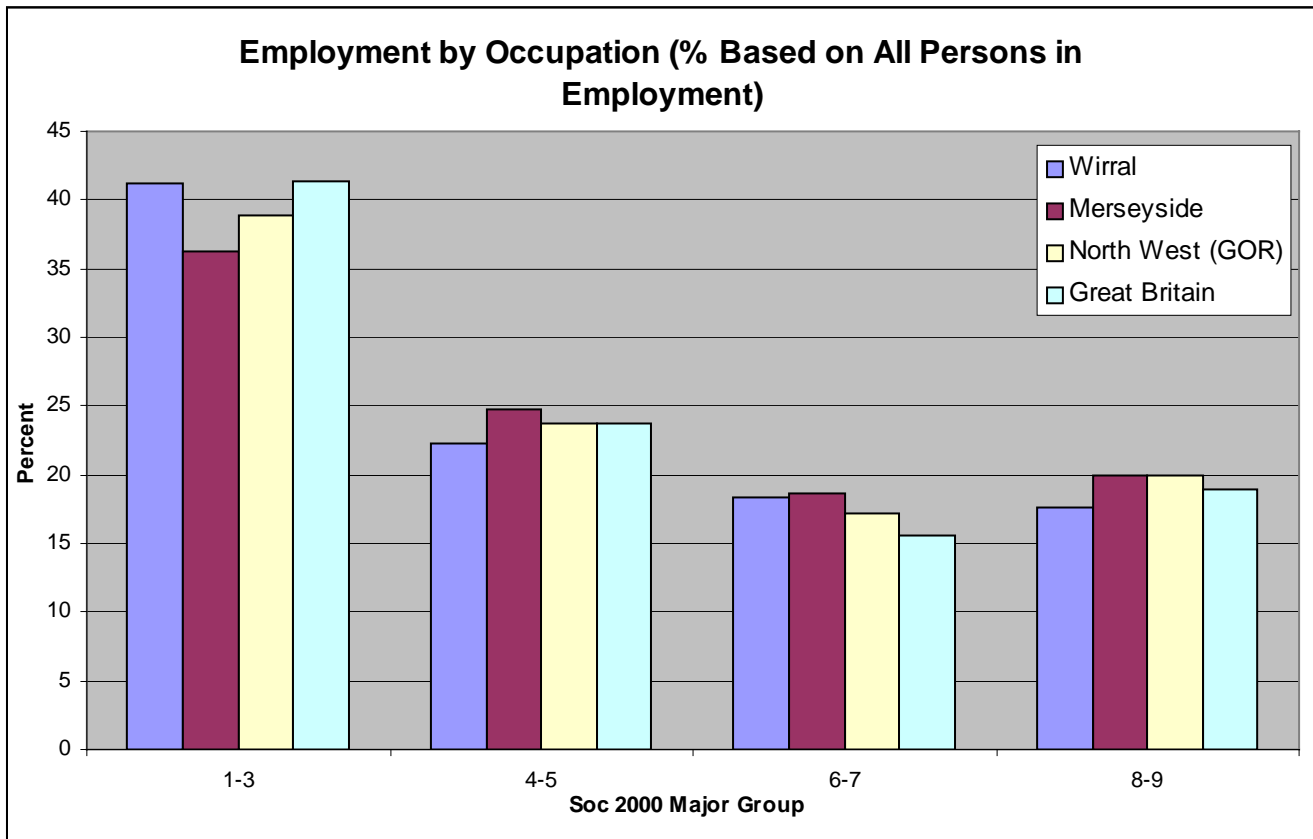
Number of SOAs ranked with worst:		Wirral population in SOAs ranked within worst:		Percentage of total population in SOAs ranked within worst:	
10% Nationally	20% Nationally	10% Nationally	20% Nationally	10% Nationally	20% Nationally
52	75	77,081	117,477	24.7%	37.6%
* Total Wirral SOAs 207		Total population 312,226 (Census 2001 rounded figures)			

Wirral is ranked the 48th most deprived local authority area in England (where 1 is the most deprived and 354 least deprived). 36% of the borough's super output areas (SOAs) are within the top 20% most deprived in England, and just over a quarter of the borough's SOA are ranked within the top 10% for deprivation nationally. The major areas of deprivation lie on the eastern side of the borough along the banks of the river Mersey. These areas, which include the wards Birkenhead & Tranmere, Bidston & St James, Seacombe and Rock Ferry are traditionally more densely developed in terms of housing and industry, have suffered dramatically from the economic decline (especially manufacturing) over the past three decades.

Index of Multiple Deprivation 2004



Indicator: Population by socio-economic grouping.

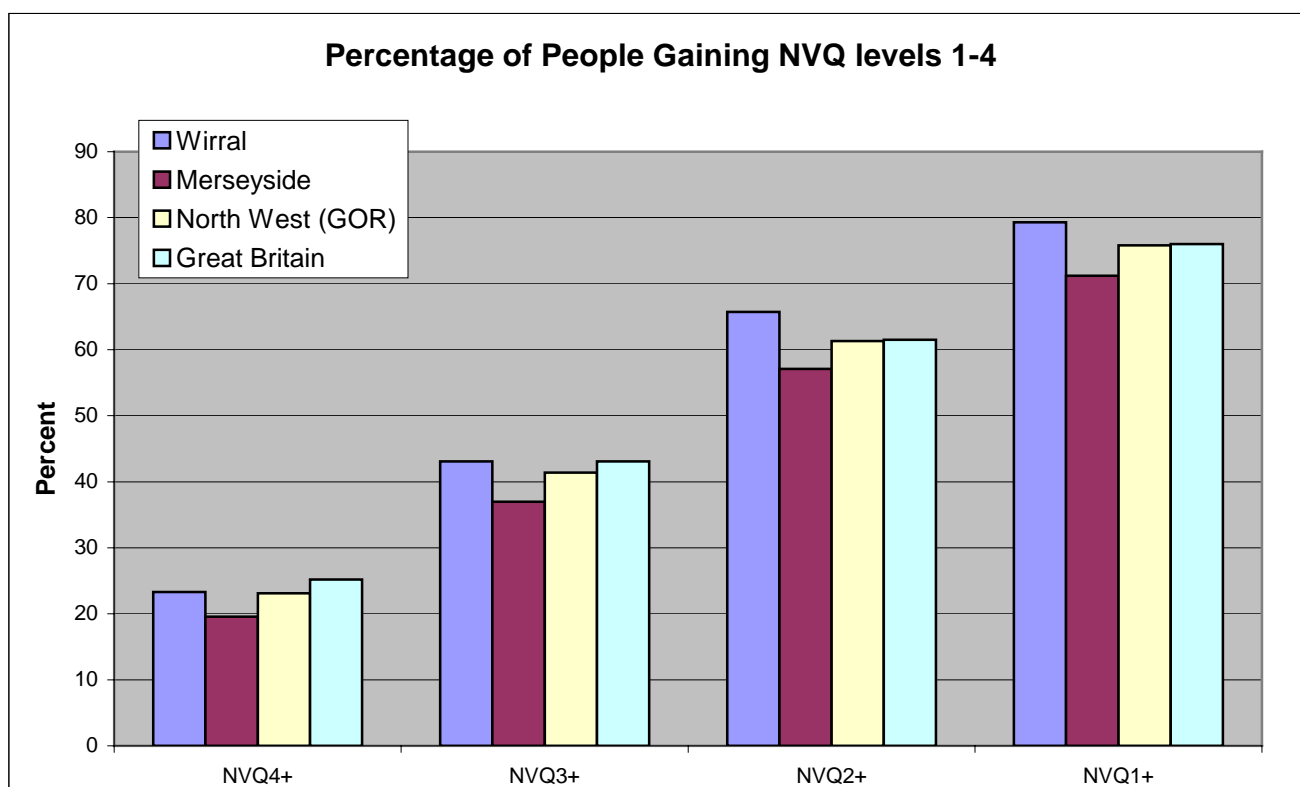


Source: annual population survey (Oct 2004-Sep 2005)

Wirral has 41.2% of all persons in employment in higher management and professional positions (scale 1-3). This is higher than the sub regional (36.3%), regional (38.9%), but slightly below the national (41.4%) figures. At the other end of the social scale 8-9 (Manual Operative and Elementary Occupations) the borough has lower than average number of persons in employment in this scale. This suggests a higher than average educational attainment and working qualification level.

Indicator: Percentage of people gaining NVQ levels 1-4.

The chart below shows the qualification level of people within Wirral. The borough as a whole has a strong skills base, with just under a quarter (23.3%) attaining a qualification of NVQ level 4 or above (see below for definitions). This level of attainment is broadly similar to the regional (23.1%) and national averages (25.2%), but much higher than the sub-regional (Merseyside) average (19.6%). Wirral also has a higher proportion of people attaining NVQ levels 2+ and 3+ than the National averages.



Source: local area labour force survey (Mar 2003-Feb 2004)

Definitions

Further processing is needed before qualifications data can be published from the APS. Until this is completed, the qualifications data will continue to be taken from the 2003 annual Labour Force Survey.

No qualifications: No formal qualifications held

Other qualifications: includes foreign qualifications and some professional qualifications

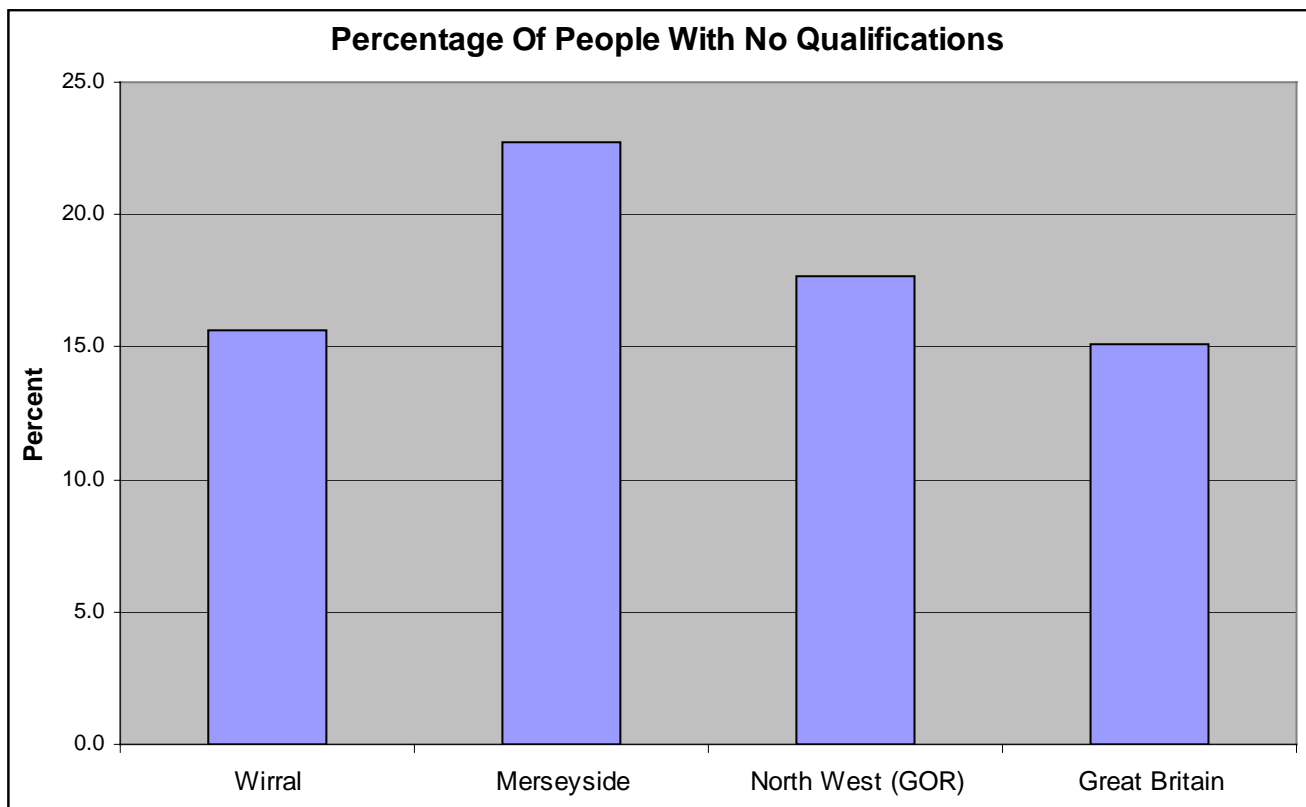
NVQ 1 equivalent: e.g. fewer than 5 GCSEs at grades A-C, foundation GNVQ, NVQ 1, intermediate 1 national qualification (Scotland) or equivalent

NVQ 2 equivalent: e.g. 5 or more GCSEs at grades A-C, intermediate GNVQ, NVQ 2, intermediate 2 national qualification (Scotland) or equivalent

NVQ 3 equivalent: e.g. 2 or more A levels, advanced GNVQ, NVQ 3, 2 or more higher or advanced higher national qualifications (Scotland) or equivalent

NVQ 4 equivalent and above: e.g. HND, Degree and Higher Degree level qualifications or equivalent

Indicator: Percentage of people with no qualifications.



Source: local area labour force survey (Mar 2003-Feb 2004)

The percentage of persons with no qualifications (15.6%) is marginally higher than the national average (15.1%), but significantly lower than the Merseyside average (22.7%).