

Appendix 2

Latest Economic Update – January 2010

This section provides an up-to-date picture of the impact of the recession in Wirral, based on the following labour market indicators:

1. Employment rate

Latest data to March 2009 shows that Wirral's Employment Rate is 68.6%. This represents 132,000 people.

Trend analysis shows that, although Wirral's Employment Rate has gone down since the previous period (December 2008) by 0.1% point, this was a slower decline than both the regional and national declines. **It should however be noted that this survey based measure has significant +/- variations in accuracy due to the relatively small sample measure base used.**

Table 1: Employment Rate

Date	Wirral	North West	Great Britain
Apr 2006-Mar 2007	70.1	72.3	74.3
Apr 2007-Mar 2008	69.6	72.3	74.5
Apr 2008-Mar 2009	68.6	71.1	73.9

Source: ONS annual population survey

2. Worklessness

Latest data for December 2009 shows that the proportion of Wirral's working age population claiming Job Seekers Allowance (JSA) has stayed the same as the November rate, at 5.4%. This compares to a North West rate of 4.6% and the England rate of 4.1%; both rates also stayed the same since November.

Up to November, it was encouraging to note that Wirral's JSA rate continued to decrease for the third consecutive month (see Table 2 below). Between September and October 2009, Wirral's actual numbers decreased by 285. Since October 2009, Wirral's actual numbers have decreased by a further 221. This was the biggest reduction within the Liverpool City Region and equates to an improvement of 0.1% points. Wirral's JSA reduction is in line with the North West rate and is falling faster than the National rate which has stayed the same.

Furthermore, **Wirral's rate of 18-24 year olds claiming JSA has been decreasing.** Since October 2009 Wirral's actual numbers have decreased by 80. This equates to an improvement of 0.3% points. Wirral's rate is decreasing at a faster rate than Liverpool City Region, North West and England improvements. Since November 2009, Wirral's actual numbers have stayed exactly the same.

The rate of Wirral's 18-24 year olds claiming JSA in December 09 now stands at 11.1% (3070) compared to a regional rate of 9.1% (61,985) and an England rate of 7.9% (385,380).

Table 2 – Total JSA (Lower Figures are better)

Local Authority	December 09		November 09		October 09		December 08		Yearly change	
	No	rate	No	rate	No	rate	No	rate	% change	No
Halton	4,601	6.1	4,570	6.1	4,440	5.9	3,530	4.7	1.4	+ 1,071
Knowsley	6,216	6.6	6,261	6.7	6,382	6.8	5,093	5.4	1.2	+ 1,123
Liverpool	21,198	7.4	21,241	7.5	21,401	7.5	17,796	6.2	1.2	+ 3,402
Sefton	8,440	5.2	8,465	5.2	8,546	5.3	6,560	4.1	1.1	+ 1,880
St Helens	5,512	5.1	5,569	5.1	5,564	5.1	4,475	4.1	1.0	+ 1,037
Wirral	9,929	5.4	9,847	5.4	10,068	5.5	7,822	4.3	1.1	+ 2,107
Liverpool City Region	55,896	6.2	55,953	6.2	56,401	6.2	45,276	5.0	1.2	+ 10,620
North West	194,777	4.6	195,741	4.6	197,344	4.7	149,439	3.5	1.1	+ 45,338
England	1,302,099	4.1	1,307,139	4.1	1,322,077	4.1	959,419	3.0	1.1	+ 342,680

Source: NOMIS - JSA Claimant Count (November 2008 – November 2009)

3. Job Vacancies

Data from Job Centre Plus to October 2009 shows some positive trends, with numbers of notified vacancies across the Liverpool City Region (LCR) continuing to increase.

Vacancies across the LCR increased from 7,225 in September 2009 to 10,225 in October 2009 – an increase of 3,000. This is similar to the increase seen across the LCR between August and September 2009 (2,996).

It is encouraging to note that the City Region increase in vacancies between the last two months is more than double that seen nationally over the same period.

4. VAT Registrations

Recent datasets demonstrate that Wirral has considerably improved its business performance over the last few years. In 2007, the number of VAT registrations in Wirral was 720. This was up from the previous year's registrations of 590 in 2006 and the same number in 2005.

VAT Business stock in 2007 was 6,140 which had increased from 5,880 in 2006 and 5,755 in 2005. Wirral also had the second highest number of Enterprise “births” in 2007 within the Liverpool City Region. This is an indication of the success of the Wirralbiz programme.

Additionally, the 2007 survival rate of businesses operating for more than twelve months in Wirral is 96.9. This is the best within the Liverpool City Region and higher than that of the Northwest (96.6) and National (96.5) rates.

Table 3: VAT registered businesses (2007)

	Wirral (numbers)	Wirral (%)	North West (%)	Great Britain (%)
Registrations	715	11.6	10.6	10.2
Deregistrations	460	7.5	7.5	7.3
Stock (at end of year)	6,140	-	-	-

Source: BERR - vat registrations/deregistrations by industry

Note: % is a proportion of stock (at end of year)

5. Levels of self employment

Latest data on levels of self enterprise released from ONS in January 2010 show some very positive trends for Wirral. Data to June 2009 indicates that Wirral's rate of self employment now stands at 7.2%. This represents 13,000 actuals.

Wirral's rate has increased by 0.7% points since 2008. **This compares very favourably with regional and national performance for the same period.** Wirral's rate is higher than the North West increase of 0.2% for the same period. The national rate actually declined by 0.3%.

6. Occupational Structure

The table below provides some information about occupational breakdown in Wirral compared to regional and national rates.

Table 4: Occupational structure March 2009

Occupation	Wirral (numbers)	Wirral %	North West %	Great Britain %
Managers and senior officials	21,600	16.4	14.9	15.6
Professional occupations	17,200	13	11.7	13.1
Associate professional & technical	20,900	15.8	13.9	14.6
Administrative & secretarial	19,900	15.1	12.1	11.4
Skilled trades occupations	14,200	10.8	10.8	10.7
Personal service occupations	10,400	7.9	8.5	8.3
Sales and customer service	6,700	5.1	8.0	7.5
Process plant & machine operatives	7,500	5.6	8.2	7.0
Elementary occupations	12,600	9.6	11.5	11.3

Source: ONS annual population survey

This information indicates that the activities designed for supporting residents and businesses in Wirral are having an impact, and help to make the prospects of economic recovery good.