

# WIRRAL ECONOMIC PROFILE JUNE 2011



## Key Headlines

### PEOPLE

- **Employment:** Wirral has the second lowest rate of Job Seekers Allowance in the Liverpool City Region (LCR). The gap between the regional, national and local employment rates has reduced, but Wirral's employment rate remains lower than average at 65.9%.
- **Economic Inactivity:** Although performing well in comparison to the LCR authorities, Wirral continues to have a higher percentage of people claiming out of work benefits than the regional and national averages at 17.7%. Wirral also has high concentrations in deprived areas at 36.0%.
- **Young People:** 18-24 JSA remains high at 10.1% compared to local, regional and national figures but improvements have been made over the last 12 months.
- **Young People:** 16-18 year olds not in Education, Employment or Training (NEET) remains higher than regional and national figures at 9.0% with concentrations of NEET in deprived areas reaching up to 16% in some areas.
- **Skills Disparities:** Wirral continues to perform well in the percentage rates of qualified residents particularly NVQ Level 2 at 70.6%, however this does not correlate into reductions in worklessness or increased workplace earnings.
- **Skills Deficiencies:** Wirral performs on a par with the national average for the number of employers reporting skills gaps. However, across all occupational groups, the percentage of vacancies reported as hard to fill due to 'low number of applicants with the required skills' is significantly high.

### PLACES

- **Population:** Wirral's population has declined by 2.6%, over the last ten years and is also ageing.
- **Index of Multiple Deprivation (IMD) 2010:** Wirral remains 60<sup>th</sup> 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 10<sup>th</sup> 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 £11,478.
- **Job Density:** Wirral has the lowest job density ratio in the LCR with 57 jobs per 100 residents.
- **Average Household Income:** Wirral compares well against the rest of the LCR with the highest average household income at £34,452. This masks stark contrasts in the borough with a difference of £53,692 between the highest and lowest wards.
- **Child Poverty:** Wirral is the second least deprived authority in the LCR but is still behind both regional and national averages with 24.2% of all children in the borough in poverty.

### BUSINESS

- **Industry:** Wirral is heavily public sector dependant making up 38% of employee jobs in the borough; this is 9% above the national average.
- **Enterprise:** Wirral has increased its enterprise base by 39% since 2005 this is faster than local, regional and national averages.
- **Floorspace:** Business floorspace in Wirral has decreased since 2005, with industrial floorspace seeing the biggest decrease, land values for both Wirral and Liverpool have also decreased over this period.

## 1. Population Estimates

Latest population estimates are for Mid-2009. These figures were released by the Office for National Statistics in August 2010. All key datasets have now been amended to take into account changes in working age population and the addition of females aged 59-64.<sup>1</sup>

**Figure 1a: Population estimates**

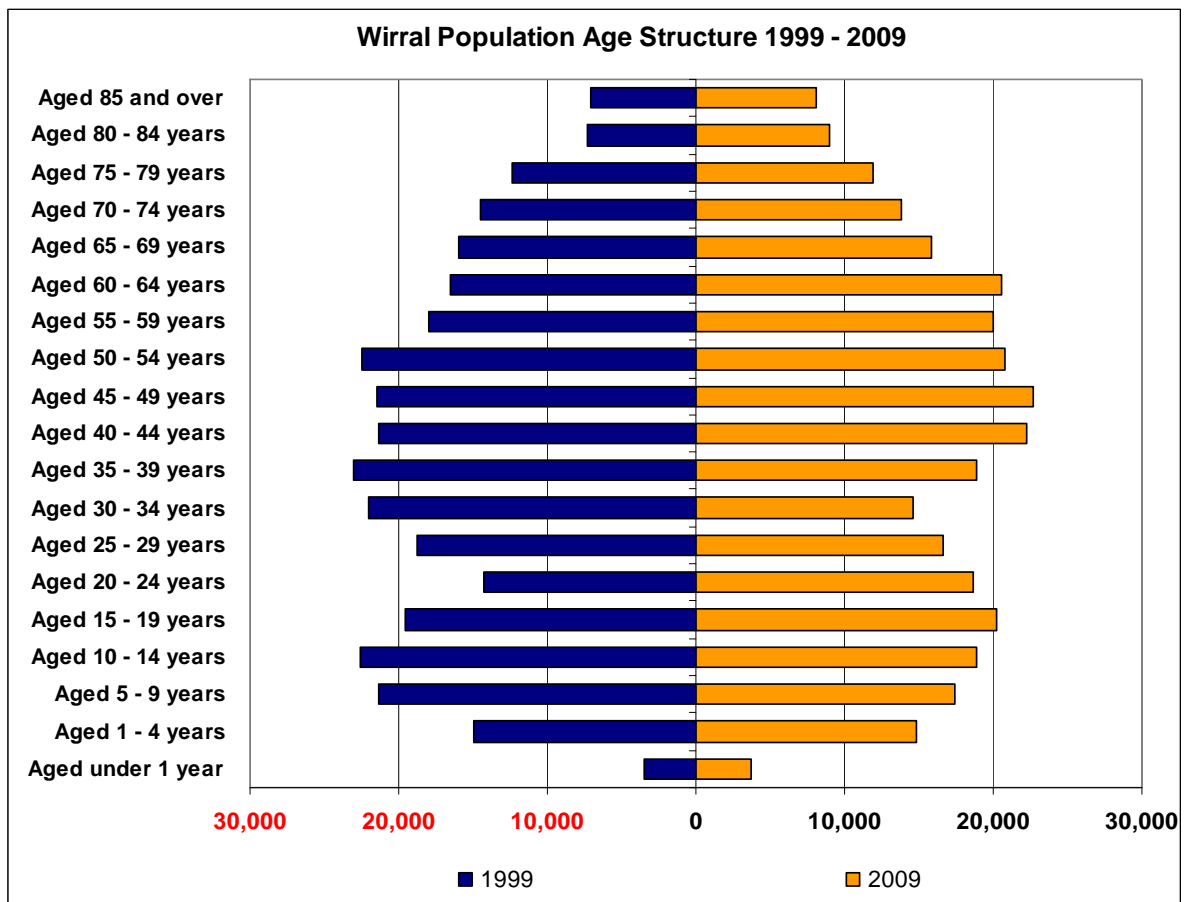
Category	2008	2009	Change
<b>Total Population</b>	308,500	308,500	- 0
<b>Working-age population</b>	191,400	191,100	- 300

Source: ONS Mid-year Population Estimates, 2009

Over the last ten years Wirral's population has declined by 2.6%, and this trend is set to continue. ONS population projections suggest that by 2033 Wirral's population will sit at 303,700. Wirral's population is slightly disproportionate with the current split at 52% Female and 48% Male.

Wirral's population is also ageing; the proportion of residents aged 65+ has increased by 2.4% in the last ten years. Figure 1b shows the changing trends of Wirral's population over the last 10 years.

**Figure 1b: Wirral Population age structure**



Source: ONS Population Projections

<sup>1</sup> These changes affect all historical datasets and therefore no comparisons can be made to any previous figures quoted in any other economic profiles.

Declining and ageing population trends will have a huge impact on the working age population of Wirral with ONS population projections suggesting that by 2033 the number of residents aged 16-64 will be 164,400, a reduction of nearly 14%.

## 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.

**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
<b>Wirral</b>	<b>60</b>

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.

Table 2 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.

**Table 2**

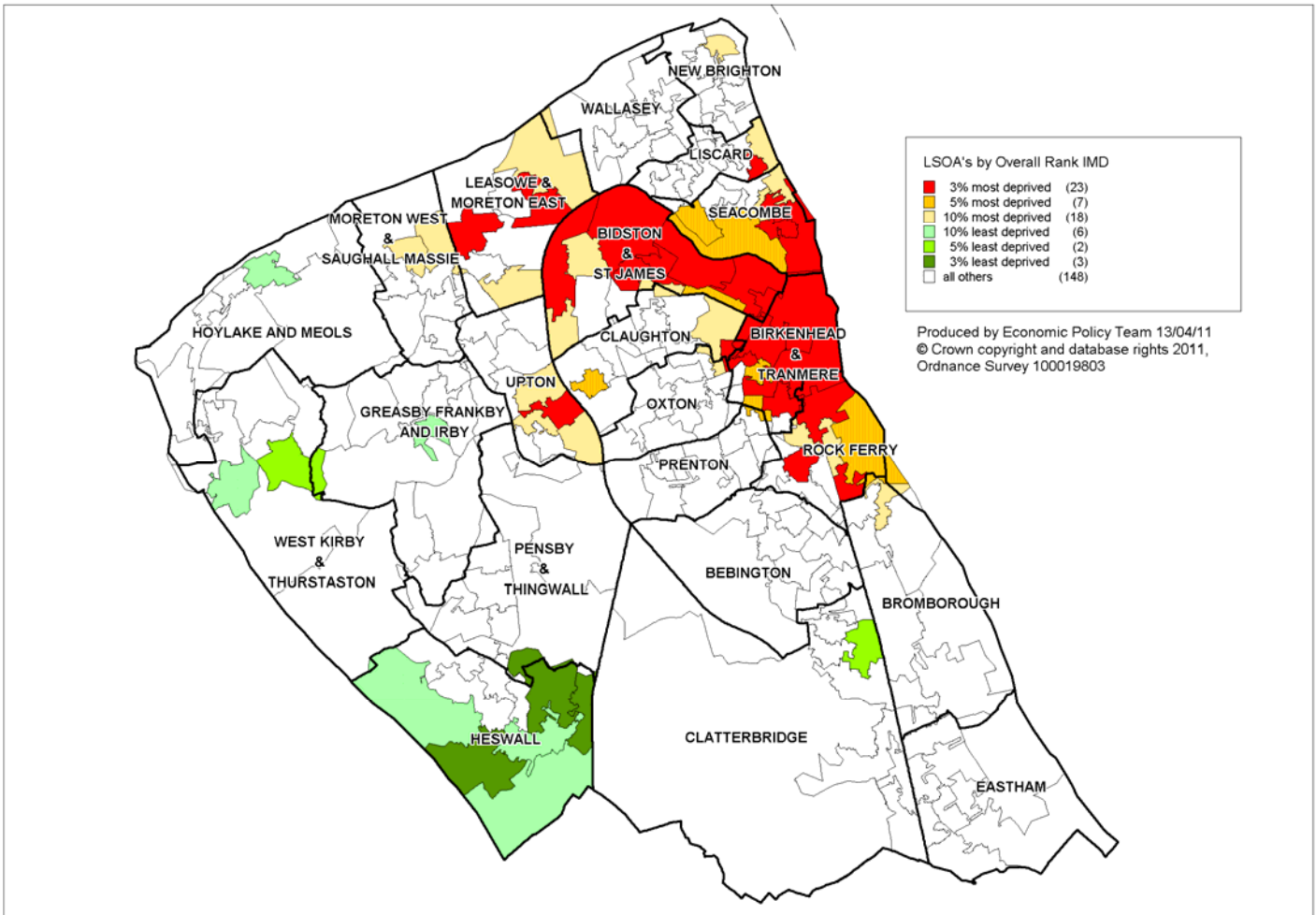
Number of LSOA's in Wirral	Most Deprived			Least Deprived		
	3%	5%	10%	3%	5%	10%
<b>2007</b>	22	32	50	1	2	9
<b>2010</b>	23	30	48	3	5	11

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 8<sup>th</sup> worst nationally for employment deprivation; this has since improved to 10<sup>th</sup> in the 2010 update. However, Wirral now has the 4<sup>th</sup> and 5<sup>th</sup> most employment deprived LSOA's in the country, compared to the 5<sup>th</sup> and 8<sup>th</sup> 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.

Table 3 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.

**Table 3**

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)

Wirral's GVA totaled £3,541bn in 2008 this was a 1.4% improvement on 2007 figures. Figure 3a shows how Wirral compares to other local NUTS3 areas<sup>2</sup>. Wirral significantly lags behind other local areas in the growth of GVA, currently 1.7 percentage points behind the Merseyside average.

**Figure 3a: Headline GVA at current basic prices (£m)**

NUTS3 Area	2007	2008	% increase
<b>Merseyside average</b>	19 246	19 846	3.1%
○ <b>East Merseyside</b>	4 243	4 380	3.2%
○ <b>Liverpool</b>	8 288	8 667	4.5%
○ <b>Sefton</b>	3 226	3 259	1.0%
○ <b>Wirral</b>	3 489	3 541	1.4%

Source: Office for National Statistics

Wirral has the lowest GVA per head in England at £11,478. The latest data for 2008 shows Wirral is performing behind all local NUTS3 areas and has been since 2003. Although Wirral has seen economic growth in this period increasing GVA per head by 13% it is at a much slower rate than other areas, with the Merseyside average increase being 21% over the same time period. Wirral has narrowed the gap with Sefton who have not seen the same levels of growth as the rest of the LCR with only an 8% increase over the same period.

**Figure 3b: GVA per head**

NUTS3 Area	2003	2008	% increase
<b>England</b>	17 160	21 049	22.7%
<b>North West</b>	14 526	17 604	21.2%
<b>Merseyside</b>	12 107	14 698	21.4%
<b>Liverpool</b>	15 024	19 647	30.8%
<b>East Merseyside</b>	10 985	13 418	22.1%
<b>Sefton</b>	11 015	11 886	7.9%
<b>Wirral</b>	10 153	11 478	13.1%

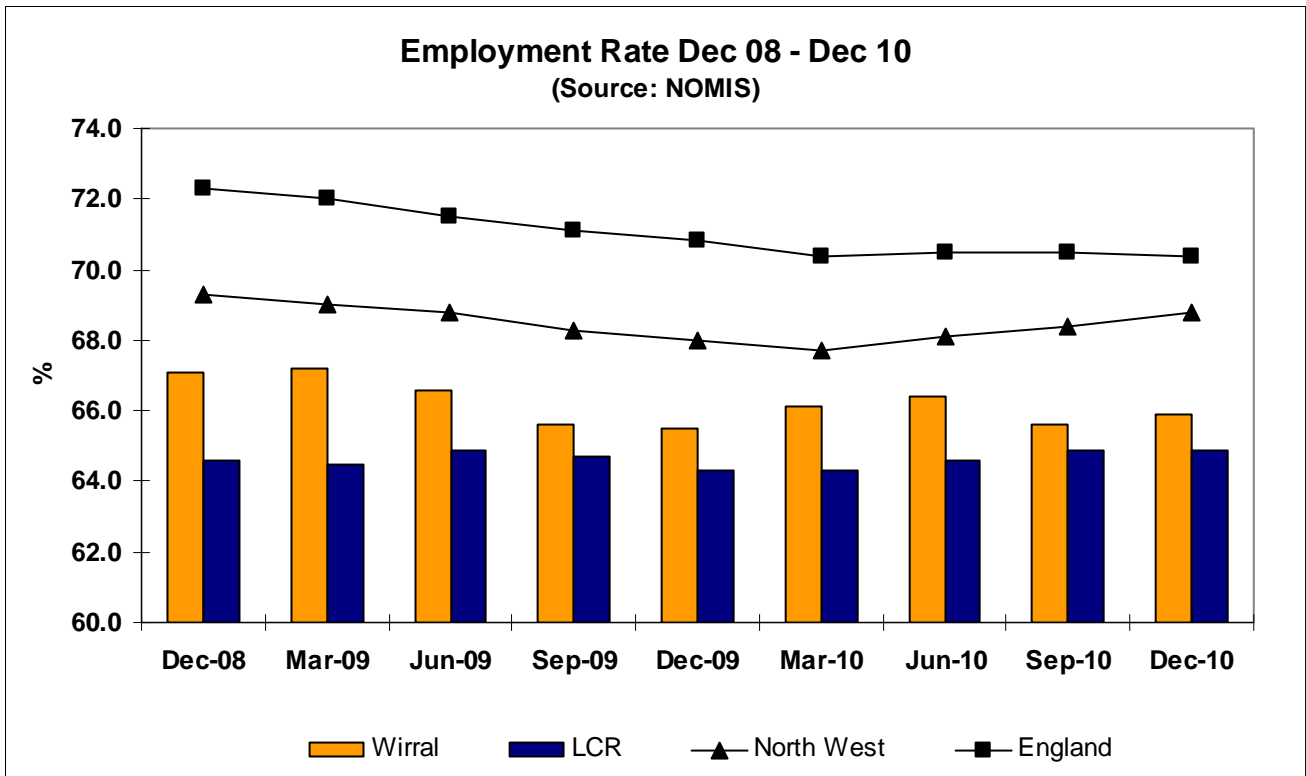
Source: Office for National Statistics

#### 4. Employment Rate

Wirral's employment rate is currently 65.9% to December 2010. Wirral's employment rate has increased since the last quarter. Wirral's employment rate performance over the last 2 years can be seen in figure 4a which shows that historically Wirral performs poorly compared to regional and national trends, although Wirral has closed the gap over recent quarters and Wirral still outperforms the Liverpool City Region average which stands at 64.9%.

**Figure 4a: Employment Rate**

<sup>2</sup> Nomenclature of Units for Territorial Statistics. A hierarchical classification of administrative boundaries developed by Eurostat, according to population size. NUTS3 = Counties or groups of unitary authorities.



### 5. Job Seekers Allowance (JSA) Claimant Count

Wirral's JSA rate currently stands at 4.6% which is 8,865 claimants (May 2011). Wirral currently has the second lowest rate of JSA in the Liverpool City Region (LCR) second only behind St Helens as shown by figure 5a.

**Figure 5a: LCR Claimant Count May 2011**

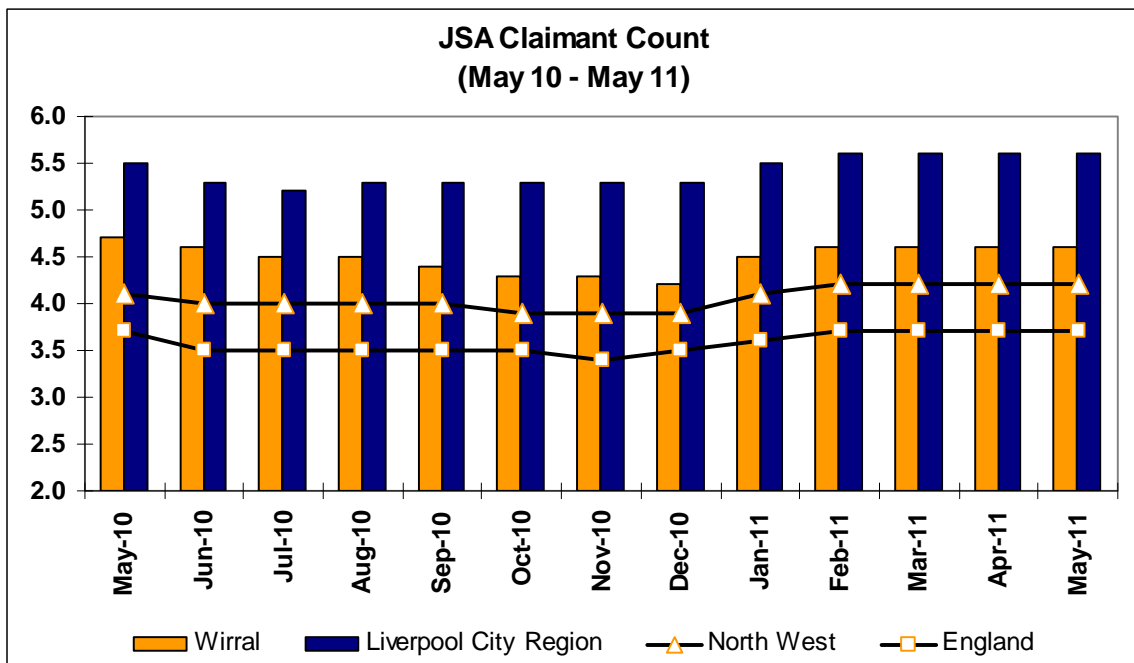
Local Authority	Number	Rate
Halton	4,059	5.2%
Knowsley	6,112	6.3%
Liverpool	20,749	6.8%
Sefton	8,388	4.9%
St Helens	5,179	4.5%
<b>Wirral</b>	<b>8,865</b>	<b>4.6%</b>

Source: NOMIS, May 2011

Figure 5b below also shows that Wirral consistently performs above LCR average rates but performs below regional and national figures. The performance gap has narrowed over the last 12 months, between Wirral and the North West & England demonstrating that recent economic conditions have seen a greater impact on other areas of the country than Wirral.



**Figure 5b: Claimant Count Rates**



Source: NOMIS Claimant Count, May 2011

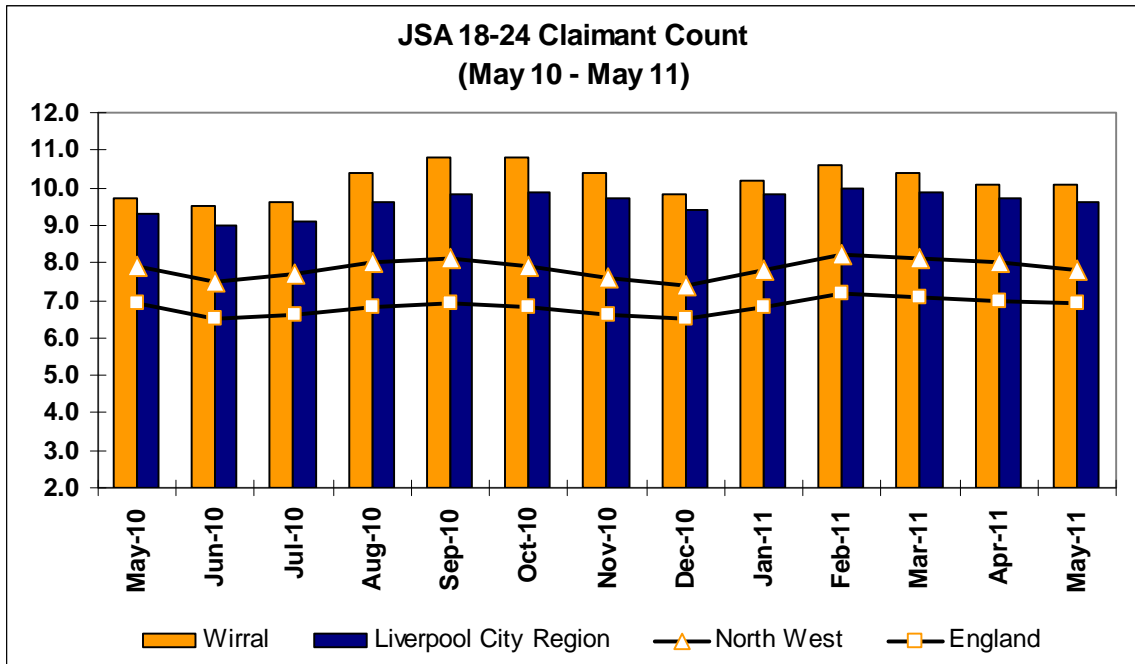
Wirral's 18-24 JSA rate currently stands at 10.1% which is 2,665 claimants (May 2011). Wirral currently has the third highest rate of 18-24 JSA in the Liverpool City Region (LCR) behind Halton and Knowsley as shown by figure 5c.

**Figure 5c: LCR 18-24 Claimant Count May 2011**

Local Authority	Number	Rate
Halton	1,260	11.4%
Knowsley	1,690	11.0%
Liverpool	5,845	8.6%
Sefton	2,375	9.9%
St Helens	1,510	10.0%
<b>Wirral</b>	<b>2,665</b>	<b>10.1%</b>

Figure 5d shows Wirral's performance in 18-24 JSA from May 2010 to May 2011. Wirral historically performs behind LCR, Regional and National rates seeing fluctuating performance over the last year with some periods of good performance but an overall percentage increase of 4% since May 10; an increase of 115 claimants. The performance gap between Wirral and the LCR, North West and England has also widened over the last year, the gap between Wirral and England rates is now 3.2pp compared to 2.8pp in May 2010.

Figure 5d: Claimant Count Rates by 18-24

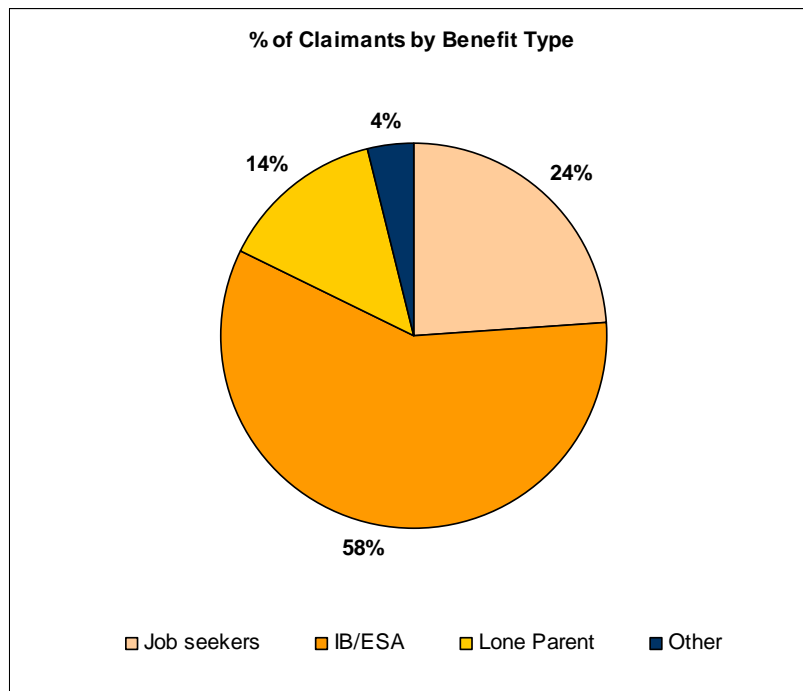


Source: NOMIS Claimant Count, May 2011

### 6. Worklessness

Wirral currently has 33,090 people claiming out-of-work benefits (November 2010); this includes Job Seekers, Incapacity Benefit/ESA, Lone parents and other income related benefits. This is approximately 17.3% of the working age population<sup>3</sup>. Of the 33,090 benefit claimants 55% are male and 45% female, with 42% of people also claiming over 5 years. This is wholly attributable to Incapacity Benefit/ESA claimants as this benefit type accounts for 58% of all claimants. A breakdown of this indicator by benefit type is shown in Figure 6a.

Figure 6a: Workless claimants by benefit type



Source: DWP Working Age Client Group, November 2010

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 6b.

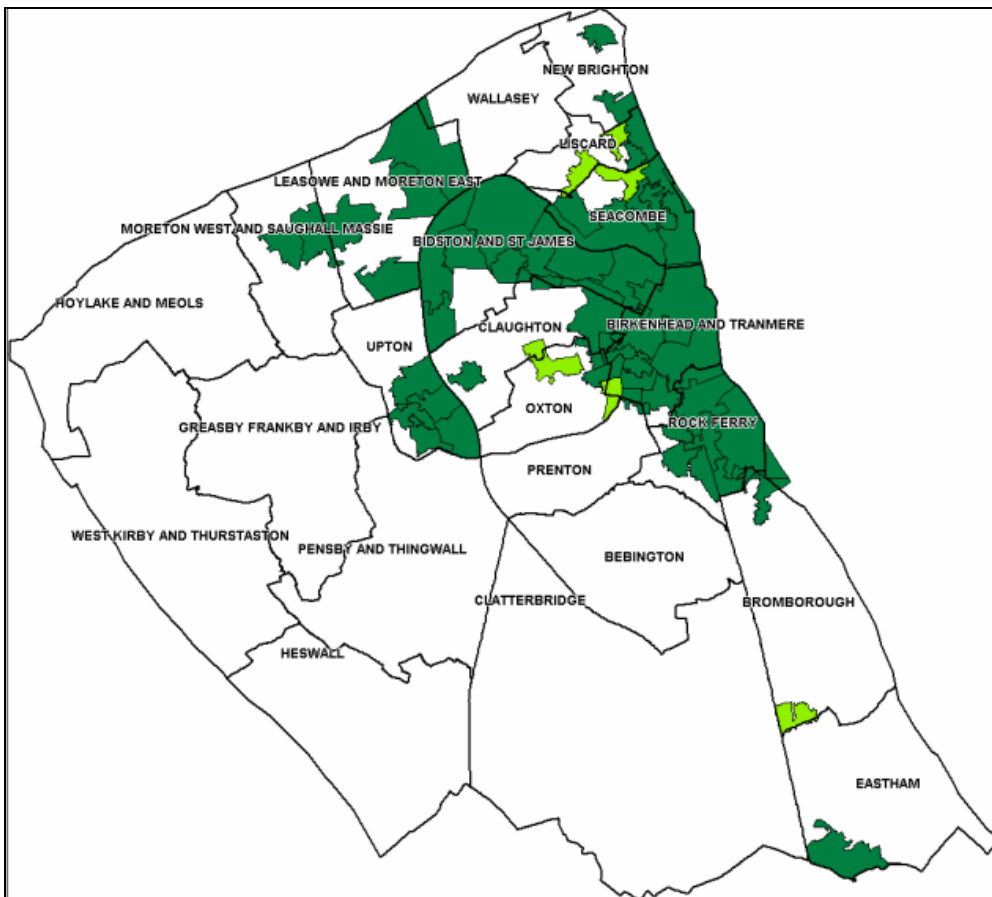
**Figure 6b: Local authority comparison of worklessness rates**

	Halton	Knowsley	Liverpool	Sefton	St Helens	Wirral	LCR Average	North West	England
<b>% of working age population claiming out of work benefits</b>	18.9%	22.2%	21.8%	15.8%	17.1%	<b>17.3%</b>	<b>19.1%</b>	<b>14.9%</b>	<b>11.8%</b>

Source: DWP Working Age Client Group, May 2010

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 6c shows those LSOA's which are now included in the 'deprived areas' definition.

**Figure 6c: Map of Wirral's deprived areas**



Source: DWP working age client group, May 2010

<sup>3</sup> 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 November 2010 Wirral had 18,175 people claiming out of work benefits in its most deprived areas, this is 36.0% of the working age population in this area which is 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 17% compared to the Wirral average of 14%. In the deprived areas 56% of the total workless benefits claimants in attributable to IB/ESA even though this is lower than the Wirral average (57%) it is still a significant number of claimants around 10,165 people.

## 7. Not in Education Employment or Training

Wirral has 9% of 16-18 year olds not in Education, Employment or Training (NEET). Figure 7a shows how this compares to other local statistical neighbours, regional and national averages. Wirral is performing behind both regional and national trends, with only Halton performing worse out of the local statistical neighbours.

**Figure 7a: NEET Statistics**

Area	% NEET
England	5.9%
North West	6.7%
Wirral	9.0%
Halton	9.3%
Sefton	5.8%
St Helens	6.9%

Source: Connexions, Jan 2011

When looking at NEET figures by ward there is a sharp contrast between the east and west of the borough with areas of Birkenhead, Tranmere and Bidston having rates over 16% NEET, which is 7% above the Wirral average. Areas such as West Wirral, Heswall and Clatterbridge have NEET rates under 4% which is significantly lower than the Wirral average.

## 8. 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. NI 116 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.

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local authorities.

**Figure 8a: Child Poverty**

LA NAME	% of under 16s 'in Poverty'	% of all children 'in Poverty'
Halton	26.4%	25.6%
Knowsley	33.8%	32.8%
Liverpool	35.6%	34.6%
Sefton	20.7%	19.9%
St. Helens	25.4%	24.4%
<b>Wirral</b>	<b>25.2%</b>	<b>24.2%</b>
<b>North West</b>	<b>23.5%</b>	<b>22.8%</b>
<b>England</b>	<b>21.6%</b>	<b>20.9%</b>

Source: HMRC, NI 116 2008 figures released Autumn 2010.

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 50% percentage point difference in the range of all children living in poverty with Heswall having the lowest rate of Child Poverty at 5.1% and Bidston St James has the highest rate of child poverty for all children at 54.8%. 63% of wards in the borough are below the Wirral average showing that there are severe concentrations of child poverty within just 8 wards. Figure 8b shows how the wards compare.

**Figure 8b: Child Poverty by ward**

Ward Name	Under 16	All Children
Bebington	14.3%	13.6%
Bidston and St James	56.2%	54.8%
Birkenhead and Tranmere	51.7%	50.9%
Bromborough	26.1%	25.9%
Clatterbridge	6.2%	6.1%
Cloughton	22.5%	21.8%
Eastham	12.8%	12.4%
Greasby, Frankby and Irby	6.8%	6.6%
Heswall	4.9%	5.1%
Hoylake and Meols	8.1%	8.1%
Leasowe and Moreton East	34.6%	33.6%
Liscard	30.4%	28.7%
Moreton West and Saughall Massie	18.4%	18.1%
New Brighton	22.7%	22.2%
Oxton	15.8%	15.3%
Pensby and Thingwall	9.6%	9.3%
Prenton	16.5%	16.1%
Rock Ferry	44.6%	43.5%
Seacombe	44.1%	42.7%
Upton	28.0%	27.1%
Wallasey	10.5%	10.1%
West Kirby and Thurstaston	11.9%	11.5%
<b>Wirral Average</b>	<b>25.2%</b>	<b>24.2%</b>

Source: HMRC, NI 116 2008 figures released Autumn 2010.

## 9. Earnings

Earnings for full-time employees **living** in Wirral are higher than the North West with residents earning around £36.60 more on average than other North West residents and Wirral is now £1.80 above the England average and Wirral has the highest earnings for employees in the Liverpool City Region.

Earnings for full-time employees **working** in Wirral are significantly lower than the North West and England, with Wirral around £89 behind the England average. Wirral has the lowest median earnings by workplace in the Liverpool City Region.

The difference in performance between people living and working in Wirral can be seen in Figure 9a. This data implies that people living in Wirral are accessing high value employment outside of the borough and people working in Wirral are not in as highly paid employment.

**Figure 9a: Median Earnings**

Indicator	Wirral	North West	England
Median earnings by employees	£507.8	£471.2	£506.0
Median earnings by workplace	£414.8	£467.1	£504.5

Source: ONS ASHE Survey 2010

This point is further emphasised by Average Household Income Statistics. Wirral compares well against the rest of the Liverpool City Region with the highest average household income at £34,452. This is followed closely by both Sefton and St Helens (£30k) and Halton (£29k). Liverpool has the lowest average income at just £26,380.

**Figure 9b: Average Income**

District	Average Household Income (£)
Halton	£29,916
Knowsley	£28,143
Liverpool	£26,380
Sefton	£30,659
St Helens	£30,223
<b>Wirral</b>	<b>£34,452</b>

Source: CACI Income Data, 2009

Even though Wirral performs well at sub-regional level this distorts the local picture, ward level data shows the stark difference between incomes in the borough with a difference of £53,692 between highest and lowest wards. The ward with the lowest income is Bidston and St James which is £17,753 below the Wirral average, the highest income ward is Pensby and Thingwall ward which is £35,939 above the Wirral average. Figure 9c shows how the Wirral wards compare.

**Figure 9c: Household Income by ward**

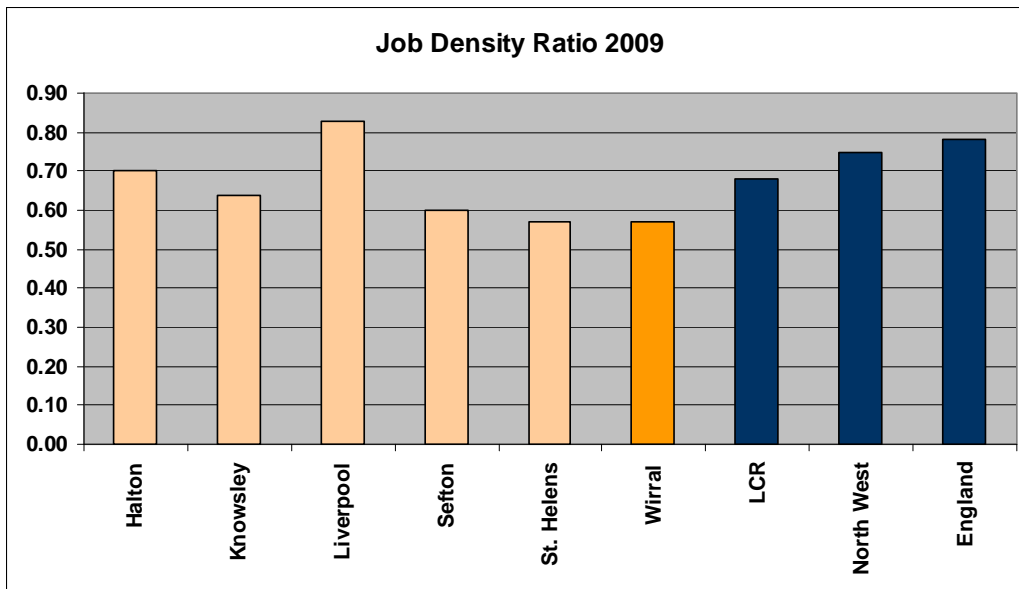
<b>Wirral Ward</b>	<b>Average Household Income (£)</b>
Bidston and St. James Ward	£16,699
Birkenhead and Tranmere Ward	£18,779
Rock Ferry Ward	£19,297
Seacombe Ward	£22,808
Leasowe and Moreton East Ward	£24,398
Bromborough Ward	£28,403
Upton Ward	£29,899
Prenton Ward	£31,297
Liscard Ward	£32,500
Moreton West and Saughall Massie Ward	£32,797
New Brighton Ward	£32,797
Wallasey Ward	£33,399
Oxton Ward	£34,500
Hoylake and Meols Ward	£35,608
Bebington Ward	£36,500
Greasby, Frankby and Irby Ward	£40,797
Cloughton Ward	£40,898
Eastham Ward	£41,695
Clatterbridge Ward	£42,500
Heswall Ward	£44,500
West Kirby and Thurstaston Ward	£47,500
Pensby and Thingwall Ward	£70,391
<b>WIRRAL</b>	<b>£34,452</b>

Source: CACI Income data 2009

## 10. Job Density

Wirral has the lowest job density ratio in the Liverpool City Region with 57 jobs per 100 residents. Liverpool has the highest job density ratio in the city region at 83 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 10a: Job Density**



Source: NOMIS Jobs Density 2009

## 11. Adult skills

Latest data shows that Wirral performs well in adult skills compared to regional and national figures, particularly in those residents gaining level 2 and above. This can be seen by Figure 11a where Level 2 rates are higher than the North West and England.

**Figure 11a: NVQ Level skills**

2009 Data	No qualifications	NVQ Level 1 or above	NVQ Level 2 or above	NVQ Level 3 or above	NVQ Level 4 or above
England	11.1%	80.3%	67.0%	50.7%	31.1%
North West	12.1%	80.6%	66.8%	49.6%	28.7%
Wirral	11.5%	85.3%	70.6%	49.9%	27.6%

Source: Annual Population Survey, 2010

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 11b: National Employer Skills Survey**

	Vacancies and skill-shortage vacancies (SSVs)					Skills Gaps	
	Any vacancies	Any hard-to-fill vacancies	Any SSVs	% of all vacancies which are SSVs	Number of SSVs per 1,000 employees	Any staff not fully proficient	Number of staff not fully proficient as a % of employment
<b>England</b>	12%	3%	3%	16%	3	19%	7%
<b>North West</b>	11%	3%	2%	14%	2	19%	7%
<b>Wirral</b>	11%	3%	3%	28%	3	19%	11%
<b>Halton</b>	9%	1%	1%	2%	0	17%	4%
<b>Knowsley</b>	9%	0%	0%	3%	0	12%	3%
<b>Liverpool</b>	13%	3%	2%	17%	2	20%	9%
<b>Sefton</b>	9%	2%	1%	9%	1	16%	4%
<b>St Helens</b>	10%	5%	4%	29%	3	15%	3%

Source: UKCES, NESS 2009

The UKCES released the 2009 National Employer Skills Survey in March 2010 on survey results conducted between March and June 2009. The aim of this survey is to provide information direct from approximately 79,000 employers across England on skills deficiencies and workforce development activities. Figure 10b shows Wirral's National Employer Skills Survey Results for 2009 and shows this compares locally and nationally.

11% of Wirral employers in the 2009 survey reported available vacancies in the preceding 12 months which is on a par with the England percentage. Almost a third of these vacancies were reported as hard to fill with notable numbers in the occupational areas: process, plant & machine operatives; personal service occupations; skilled trades' occupations; and administrative & secretarial occupations.

The proportion of Wirral employers in the 2009 survey experiencing skills gaps within their organisation has risen to 19% from the reported position of 11.5% in 2007 and 14.3% in 2005. Wirral is on a par with England which has seen a rise in the skills gap from 15% to 19% from 2007 to 2009. The occupational areas in Wirral with the highest percentage of staff not regarded as fully proficient are skilled trades' occupations, administrative & secretarial occupations, and professional occupations.

## 12. Apprenticeships

Figure 12a shows Wirral's performance in apprenticeships starts, achievements and success rates since 2004/05. The improvements in the number of people starting an apprenticeship can be seen in the 1250 extra starts since 2005/06. There is also a significant increase in success rates in Wirral with over a 100% increase since 2004/05.

**Figure 12a: Apprenticeships**

Year	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11 <sup>4</sup>
<b>Starts</b>	-	1,700	1,620	1,950	1,810	2,210	2950
<b>Achievements</b>	-	860	1,000	980	1,250	1,280	1020
<b>Success Rates</b>	35.7%	46.1%	58.2%	65.7%	68.5%	72.4%	-

Source: FE Data Service: SFR June 2011

There has also been a significant increase in the take up of people aged 25+ starting and achieving apprenticeships, this cohort has seen an increase in starts of 46% since the over 25 apprenticeships started in 2007/08.

## 13. Enterprise

In 2010 Wirral had 6,760 VAT/PAYE based enterprises, equating to 8,600 local units. Since 2005 Wirral has increased its enterprise base by 39% (1880 enterprises) this is faster than local, regional and national averages as shown by Figure 13a. Wirral has contributed 25% of Merseyside's total enterprise growth for this same period.

**Figure 13a: Number of VAT/PAYE based enterprises 2005 - 2010**

Area	2005	2010	% change
<b>Wirral</b>	4,880	6,760	<b>39% increase</b>
<b>Merseyside</b>	21,225	28,685	<b>35% increase</b>
<b>North West</b>	153,725	204,990	<b>33% increase</b>
<b>England</b>	1,386,240	1,797,910	<b>30% increase</b>

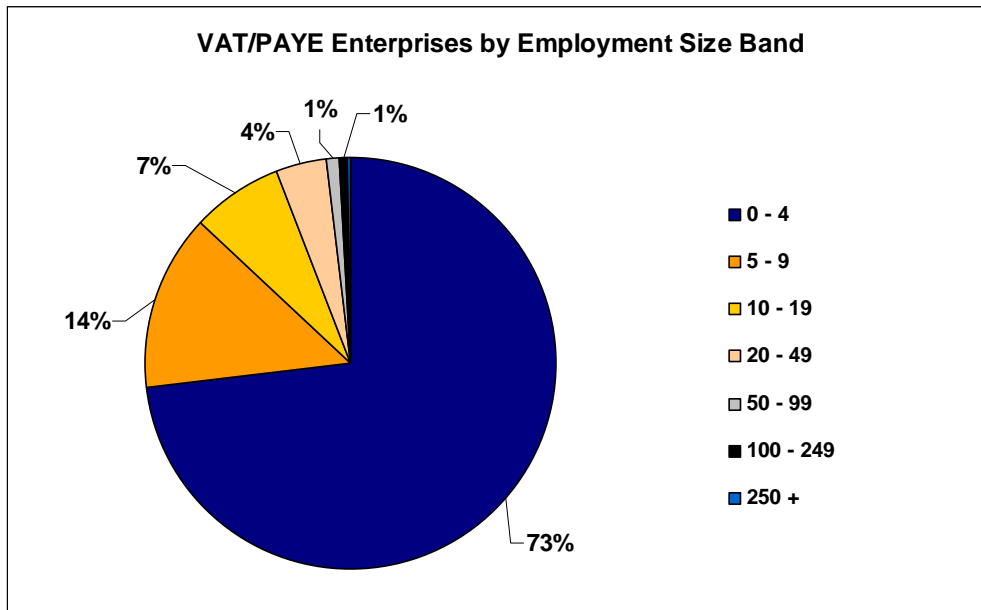
Source: UK Business 2010

<sup>4</sup> August to April provisional data.

All industries in Wirral have been affected by the economic climate, with all sectors seeing a reduction in the number of enterprises from 2009. The Finance and Insurance sector seems to have been the hardest hit with a 19% reduction in enterprises over the last year.<sup>5</sup>

The fastest growing enterprises in Wirral are micro-businesses (0-4 employees) which have seen an increase of 40% since 2006. Figure 13b shows micro-businesses make up the largest share of enterprises in Wirral at 73%. To boost its enterprise base Wirral could target efforts on increasing the share of other employment bands by assisting businesses to grow and increasing the number of jobs created.

**Figure 13b: Enterprise by Employment Size Band**



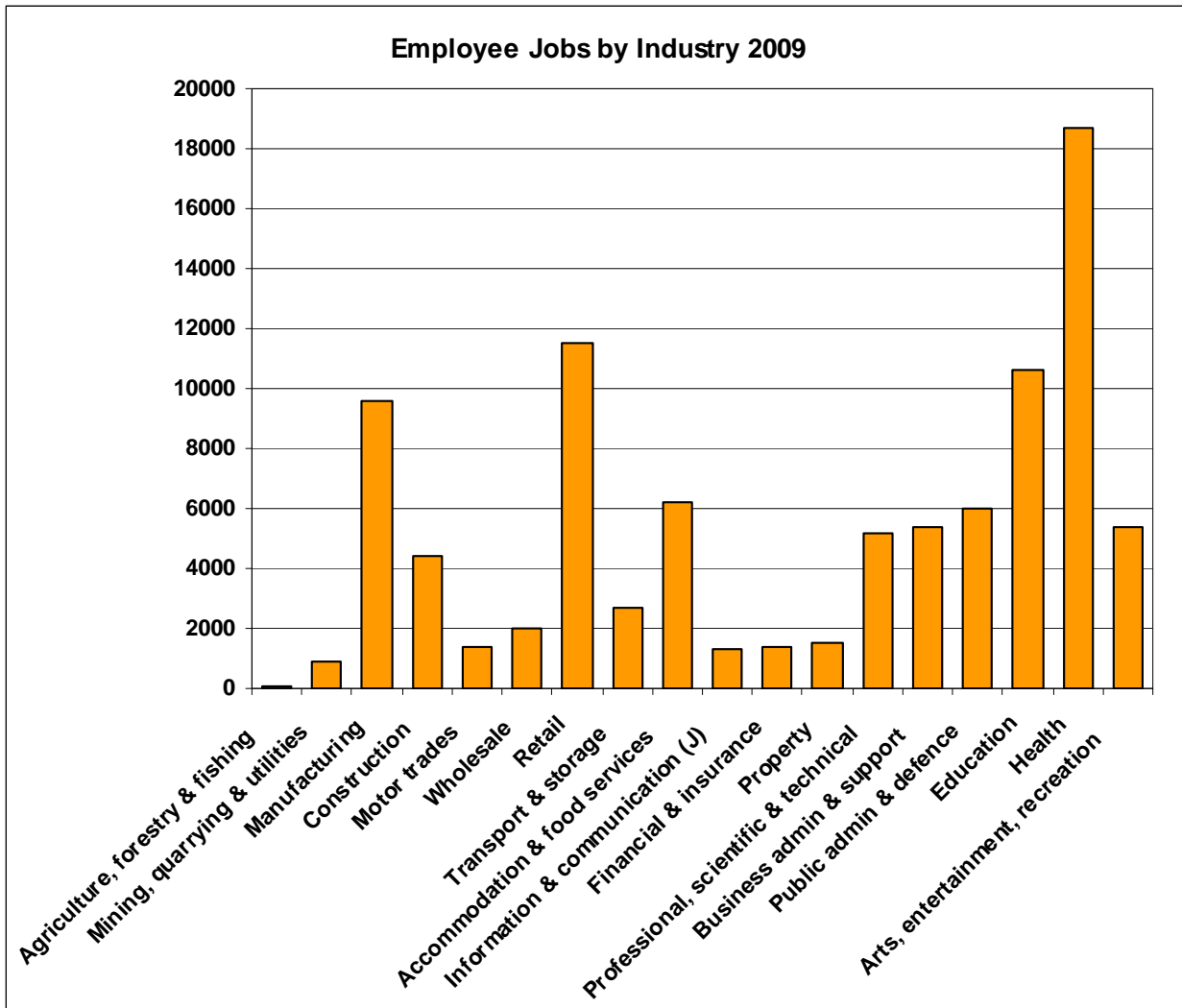
Source: UK Business 2010

## 14. 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 14a shows the industry split of employee jobs in Wirral. Figure 14a shows that Wirral is heavily public sector dependant with 38% of the employee jobs in Public Admin, Education or Health; this is 9% above the national average at 28%. Retail and manufacturing are larger sectors in the borough taking a 10% and 12% share of the industry jobs; this is also above the national average. This highlights that Wirral's workforce is not as diverse as the national picture and needs to attract more employment opportunities in high value service based sectors, whilst still maintaining its retail and manufacturing base.

<sup>5</sup> Earlier years are not comparable for industry data as they use different Standard Industrial Codes (SIC).

Figure 14a: Employee Jobs by Industry



Source: NOMIS, Business Register & Employment Survey, 2009

### 15. 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 15a: Business floorspace**

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

Source: Valuation Office Agency, 2008

## 16. Business Development

While the year to April 2009 had seen a significant increase in new employment floorspace, the year to April 2010 shows the impact of the wider economic recession. The total amount of new employment floorspace completed in Wirral during 2009/10 was 92% lower than in 2008/09. Figure 16a shows the changing trend over time. All use classes have been affected but in particular Class B1a and B2 (Business use – office and General Industry).

**Figure 16a: Completed floorspace**

Completed floorspace (square metres)	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
<b>Use Class B1a</b>	961	4857	8,542	3,801	8,803	275
<b>Use Class B1b</b>	Nil	Nil	Nil	Nil	Nil	Nil
<b>Use Class B1c</b>	Nil	Nil	Nil	Nil	Nil	Nil
<b>Use Class B2</b>	23,497	24,407	13,576	12,797	19,099	1,948
<b>Use Class B8</b>	Nil	Nil	53	Nil	Nil	Nil
<b>Total Floorspace</b>	<b>24,458</b>	<b>29,264</b>	<b>22,171</b>	<b>16,598</b>	<b>27,902</b>	<b>2,223</b>

Source: Wirral Annual Monitoring Report 2010