

# Wirral Working Together

A Council Plan for 2023-2027

All Themes  
Performance

## Performance Report

### Welcome to our Council Plan Performance Report

The Council Plan is the Council's key plan and sets out our main priorities between 2023-27. The Council Plan translates our vision 'working together to promote fairness and opportunity for people and communities' into a deliverable plan to turn this vision into a reality for the people of Wirral.

This performance report provides information related to the effectiveness of the delivery of our Council Plan. It will be updated on a quarterly basis. The plan identifies six delivery themes. This report provides a dashboard to view progress on delivery of the whole plan and a summary dashboard for each key theme.

For each theme a quarterly narrative report provides context on how the plan is being delivered, it highlights key areas of success and identifies areas where we need to do more to keep performance on track. The dashboard also reports on progress using our key performance measures.

You can also view delivery by theme by clicking on the buttons below.

**Efficient, effective and  
accessible council**

**Early help for children and  
families**

**Promote independence and  
healthier lives**

**People focused regeneration**

**Protect our environment**

**Safe, resilient and engaged  
communities**

This report may not be suitable to view for people with disabilities, users of assistive technology or mobile phone devices. If you need the report in a different format please email [wisanalytics@wirral.gov.uk](mailto:wisanalytics@wirral.gov.uk)

## Areas of improvement

The latest figures for job density rate show improved performance by 4.8% from 62 to 65 jobs per 100 people in 2022. This shows a good recovery in our employment base post COVID as the only other authority with an increase in the Liverpool City Region was Liverpool, with all other areas seeing a decline over the same period. Median pay of employees in the workplace in Wirral has continued to improve, although figures are lower than North West and England benchmarks. The Council have invested a proportion of our UK Shared Prosperity Fund into business support available to all Wirral entrepreneurs, businesses and targeted interventions for high value Digital, Creative, Tech, and Music Industry businesses.

In the housing area, there are a set of measures for the number of new affordable homes, including shared ownership and rent to buy, affordable rent and social rent. Shared ownership figures have improved however for some there has been a reduction, this was expected due to the end of the funding programme. The latest, yet unpublished 2023/24 local figures do show improvement in the affordable homes area. The energy efficiency score of housing in Wirral has also improved and is now on a par with North West and England figures.

The percentage of major and non-major planning applications decided in time have both achieved national performance targets with the non-major planning applications performance greater than North West and England benchmarks.

In the business area business survival rates for both one and three years have improved compared to the previous period and are higher or on a par with North West and England benchmarks. Since 2022, Wirral's business support service has supported 1,450 businesses and 561 entrepreneurs.

Green

Equal to or better than previous period or target

Amber

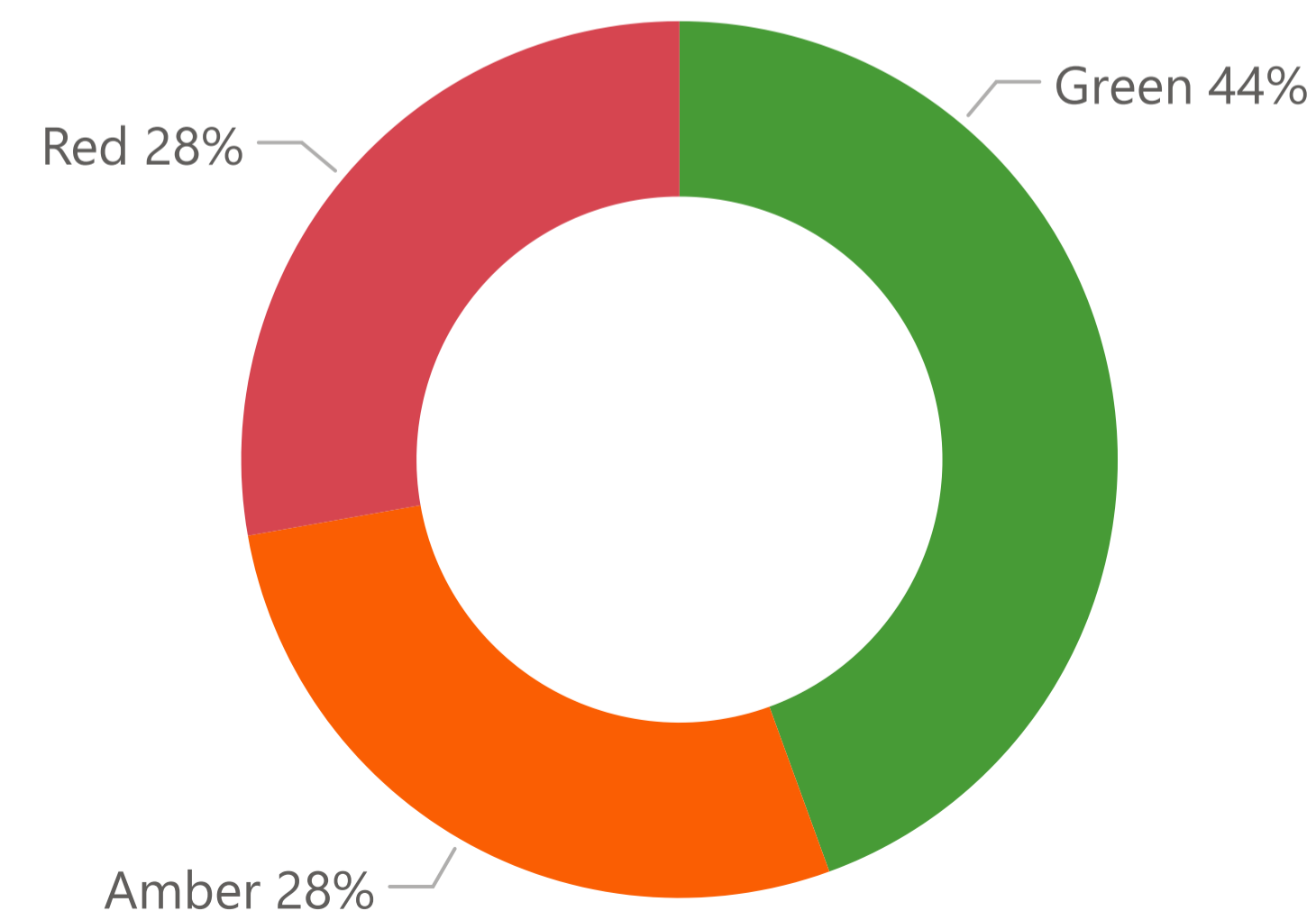
Within 5% or 5 percentage points of previous period or target

Red

Over 5% or 5 percentage points worse than previous period or target

Neutral

Information purposes - neither high or low is better



### Areas requiring improvement

In Wirral the employment rate is slightly lower than the previous year, although higher than the North West average. It currently stands at 73.7% to March 2024, this is a slight decrease on the previous year of 1.7%, however this trend has been replicated within four of the other LCR Authorities. In the first quarter of our new UKSPF Ways to Work Programme the Worklessness Support Service has engaged with 258 residents who are unemployed or economically inactive to offer personalised 1-2-1 mentorship and support, with 49 of those entering employment.

Latest figures related to percentage of jobs paying below the minimum wage has increased compared to the previous year and is higher than the North West and England figures. Real Living Wage (RLW) is currently set at £12 an hour across the UK (excluding London), a £1.10 increase on the previous rate. The Living Wage rates for 2024-25 will be announced in October, employers will then have 6 months to implement them and will be supported to do so locally by our Business Support Service. The latest Wirral Chamber survey returned 54 respondents confirming they pay RLW. Living Wage Foundation lists 9 Wirral businesses as accredited RLW employers.

In the housing area the number of new affordable homes completed, those completed with affordable rent are lower than in previous years and also lower than North West and England benchmarks. A range of work is underway to increase the number of affordable homes. Registered providers are continuing to identify opportunities for future delivery of affordable homes, with some already owning the land they want to develop. Once the government releases details of its future affordable homes programme, Registered Providers will start the process of submitting bids for funding to deliver these units. There are significant opportunities with future regeneration schemes for Wirral to address the shortfall in affordable homes. Wirral Council has secured funding through the government Local Authority Housing Fund which will see the acquisition of 25 new affordable homes to add to the council existing small stock base. The Council is also proposing to dispose of some of its assets for the specific delivery of affordable housing. The number of homeless cases prevented or relieved has reduced due to limited access to affordable housing which is recognised as a national issue. The Council have introduced a range of measures and tools to assist in reducing the number of people presenting as homeless and are working on options to relive homelessness.

In the businesses area the births of new enterprises and the number of active enterprises are below previous year figures and is also lower than North West and England benchmarks. However, Wirral represents the highest number of business start-ups in the region, after Liverpool, and over the past 12 months (July 23 to July 2024), the Business Support Service has helped 172 entrepreneurs to be enterprise ready and supported the creation of 72 new businesses. Business survival rates over five years has also reduced compared to previous figures although is higher than the national average. the rate in Liverpool (26.4%) and the rate of the whole LCR (31.5%) but is below the North West average of 39.6%. It should be noted, the 5-year rate survival is based on businesses incorporated in 2017 and operating to 2022, representing a turbulent period of economic shocks for new businesses. Intelligence from Wirral's Business Support Service suggests there are 15,667 businesses operating in Wirral as of 2024, and the turnover of these businesses has risen from £130m in 2022 to £157m in 2023.

## Legend - RAG rating

**Green**

Equal to or better than previous period or target

**Red**

Over 5% or 5 percentage points worse than previous period or target

**Amber**

Within 5% or 5 percentage points of previous period or target

**Neutral**

Information purposes - neither high or low is better

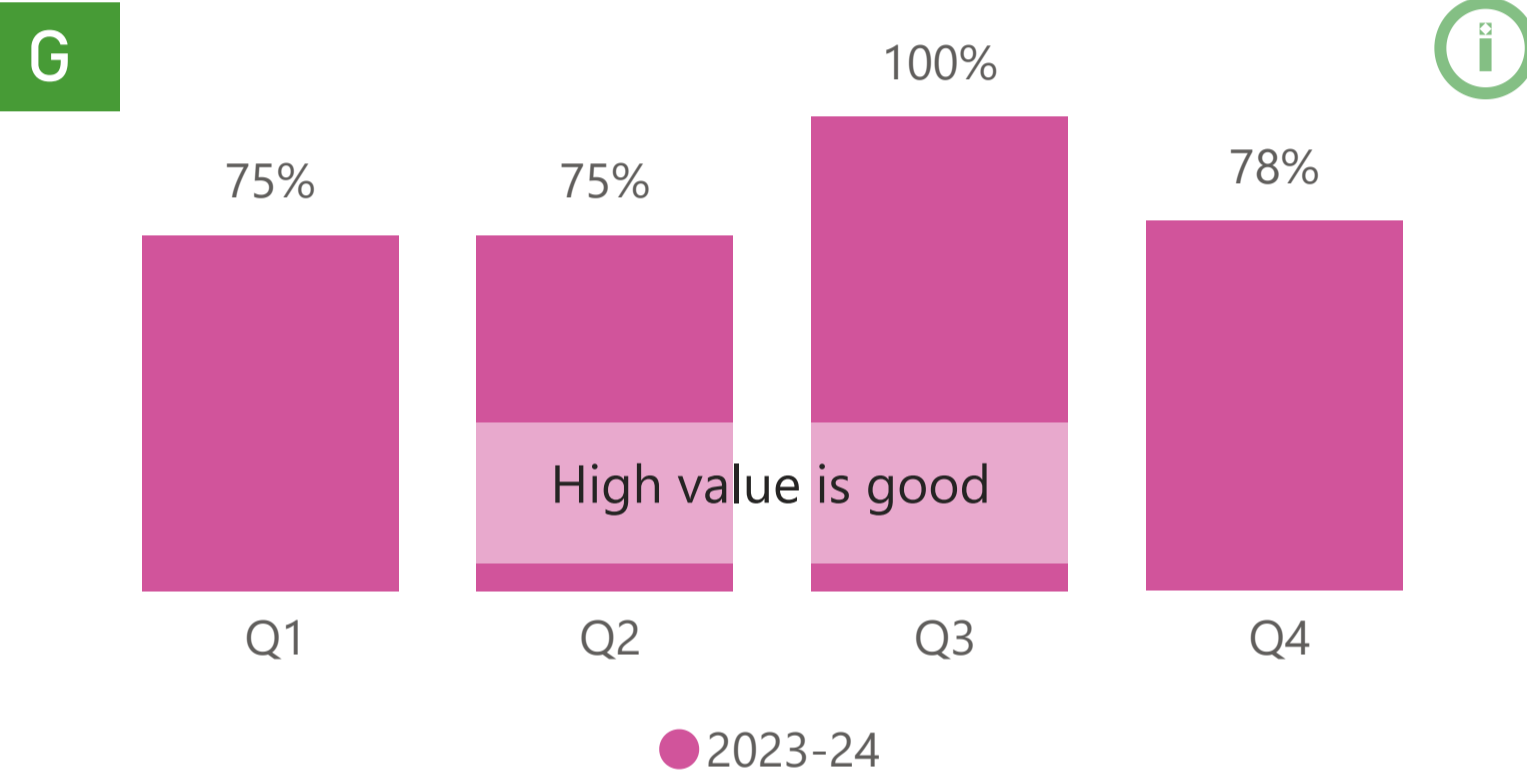
| Delivery Theme                      | Measures | Neutral | Green | Amber | Red |
|-------------------------------------|----------|---------|-------|-------|-----|
| Deliver People-Focused Regeneration | 18       |         | 8     | 5     | 5   |

| Outcome  | Measures | Neutral | Green | Amber | Red |
|--|----------|---------|-------|-------|-----|
| More investment secured and created to deliver regeneration in Wirral            | 2        |         | 2     |       |     |
| More jobs created and more people in good quality, sustainable work              | 4        |         | 2     | 1     | 1   |
| More quality, environmentally sustainable and affordable homes                   | 7        |         | 2     | 2     | 3   |
| More businesses (including community/ social enterprise) established and survive | 5        |         | 2     | 2     | 1   |

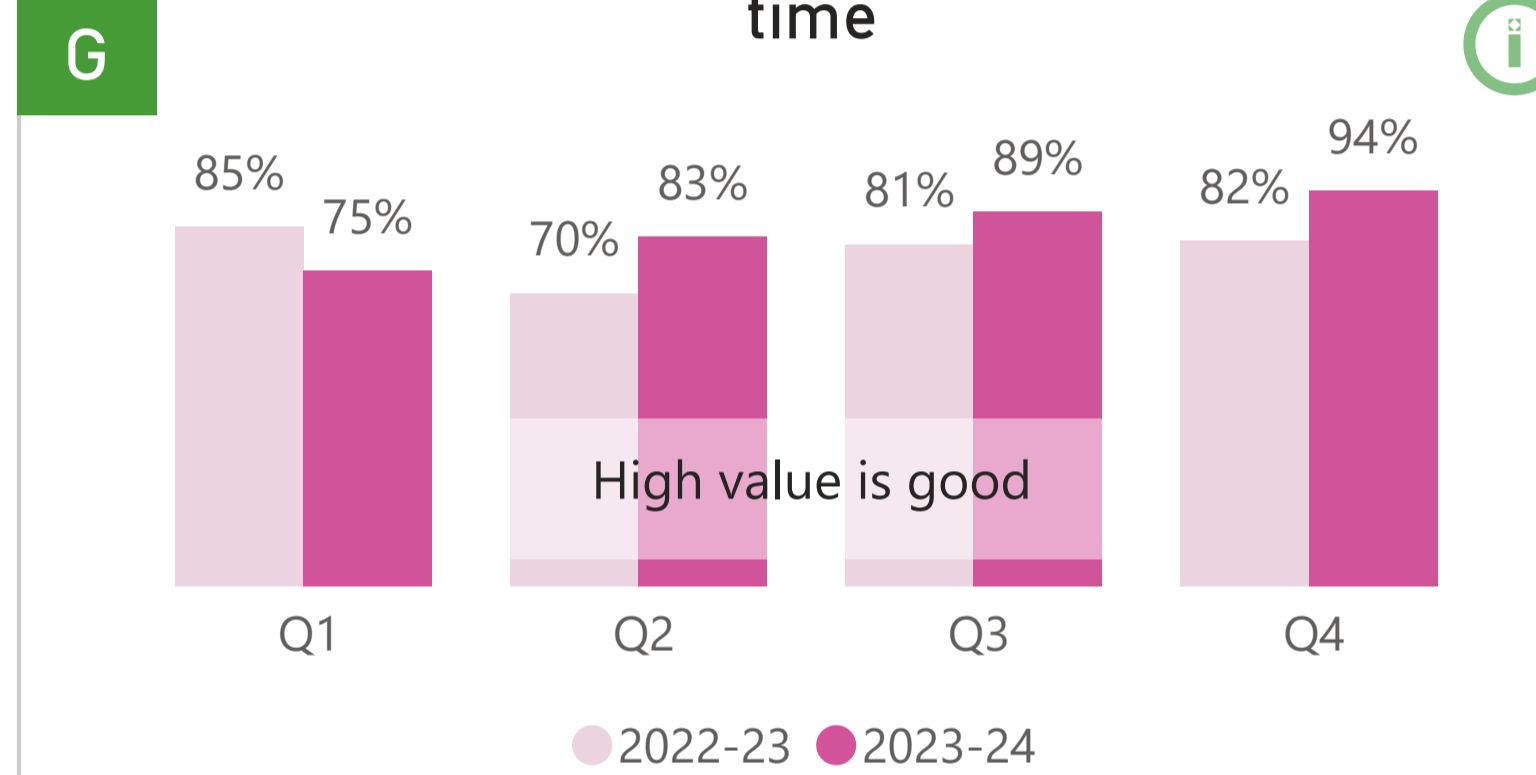
For more information on each metric, please click on its information symbol, which looks like this: 

## More investment secured and created to deliver regeneration in Wirral

### % of major planning applications decided in time

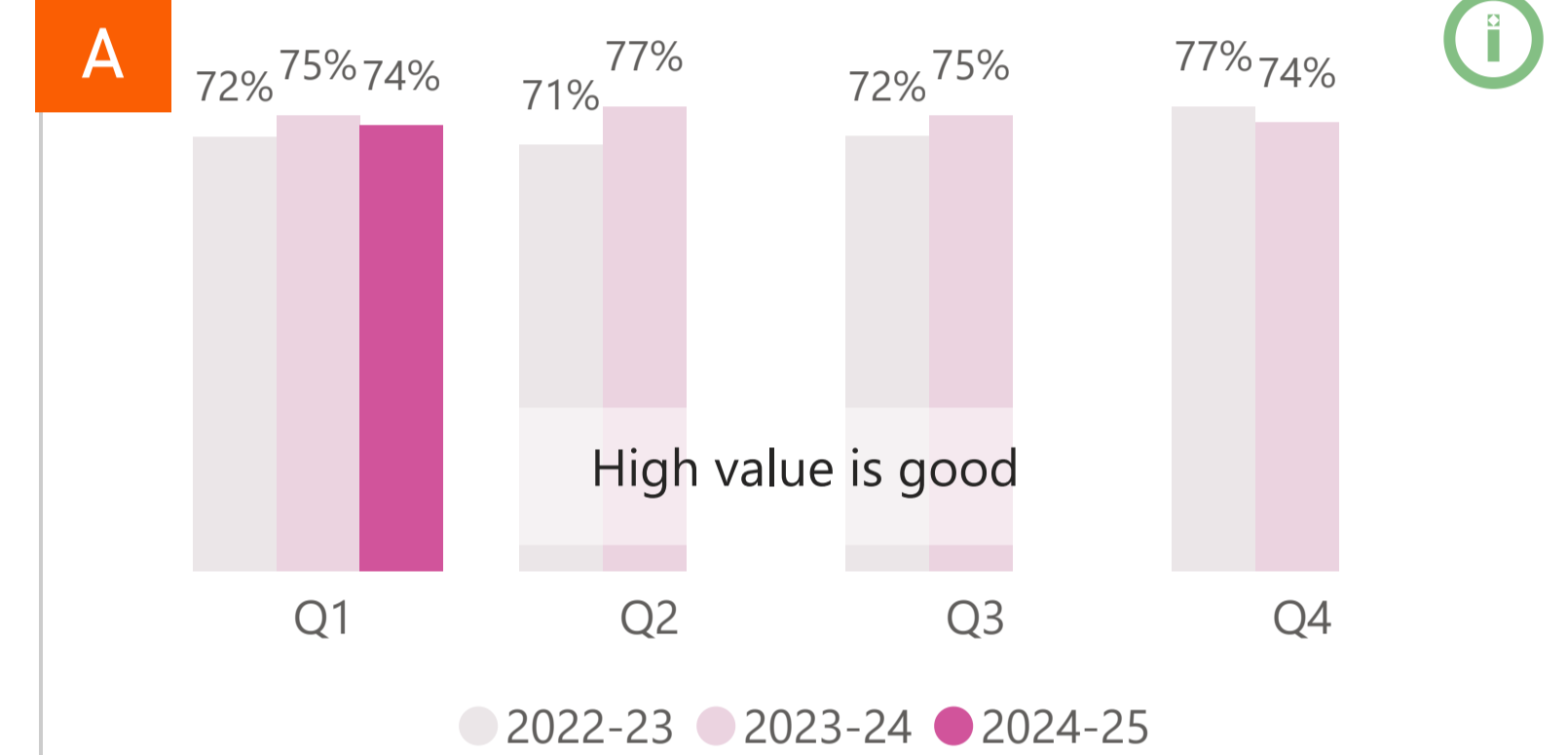


### % of non-major planning applications decided in time



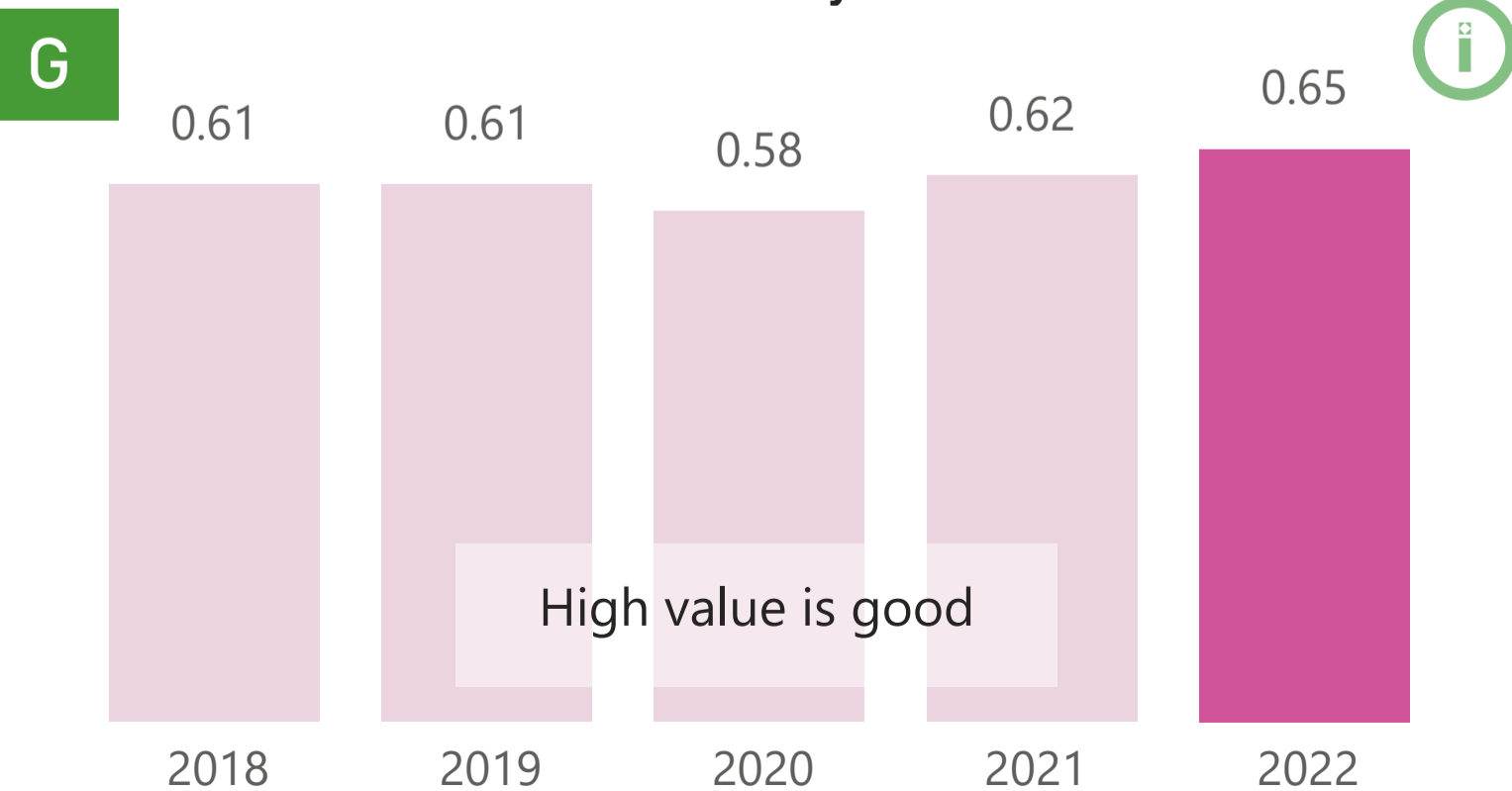
## More jobs created, more people in good quality work

### Employment rate (aged 16-64)

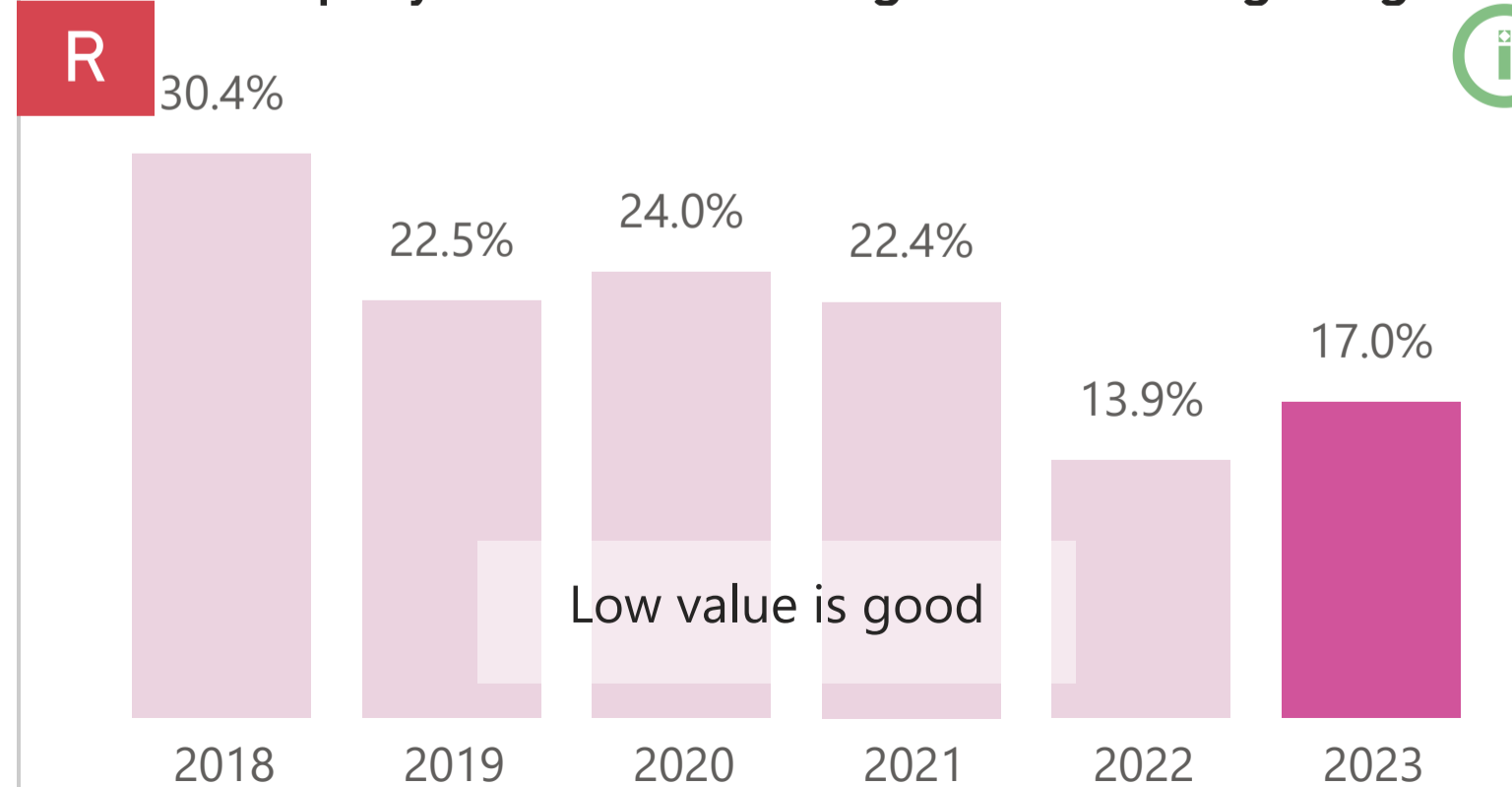


## More jobs created and more people in good quality, sustainable work

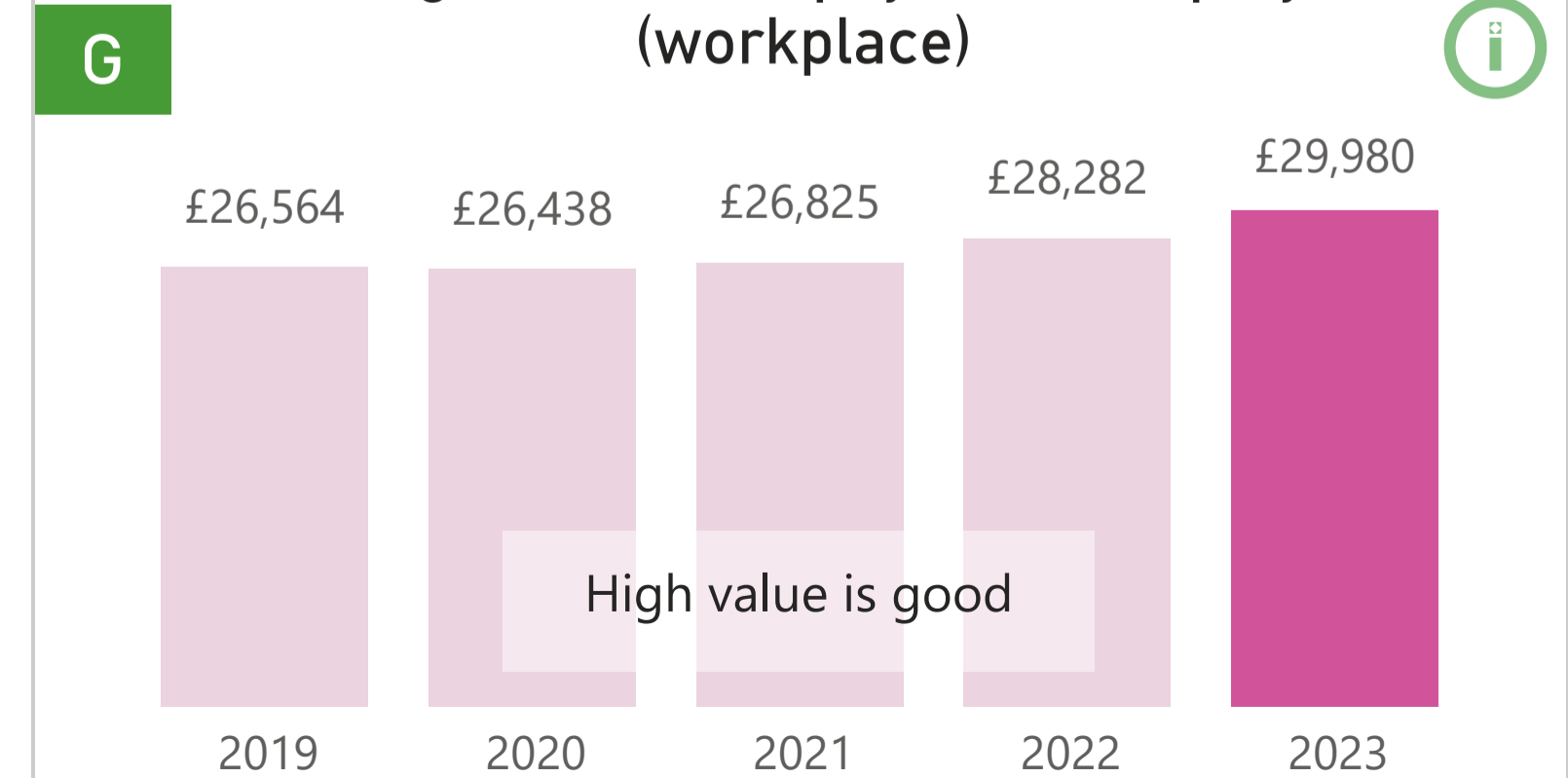
### Job Density Rate



### % Employee Jobs earning below living wage

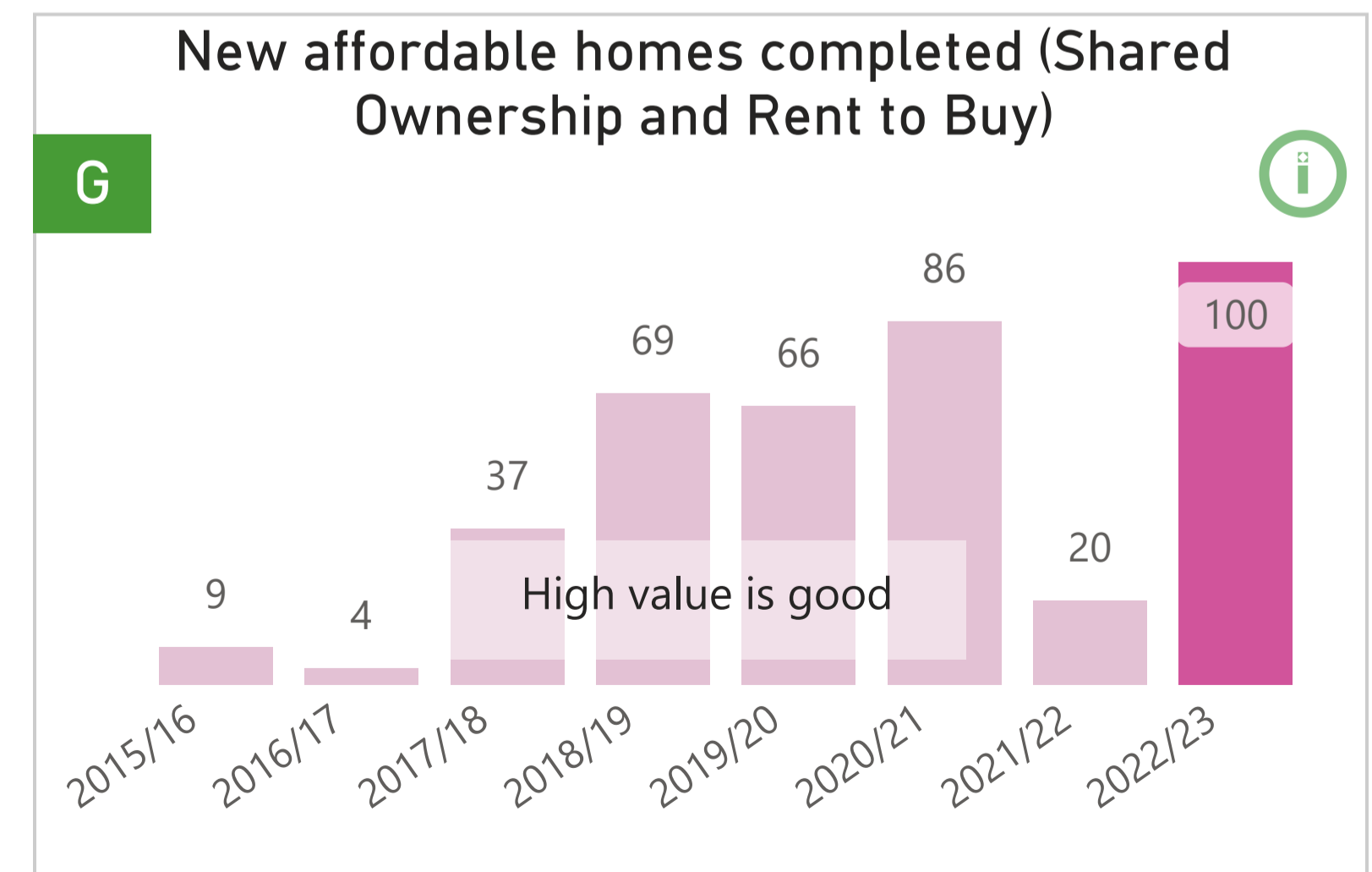
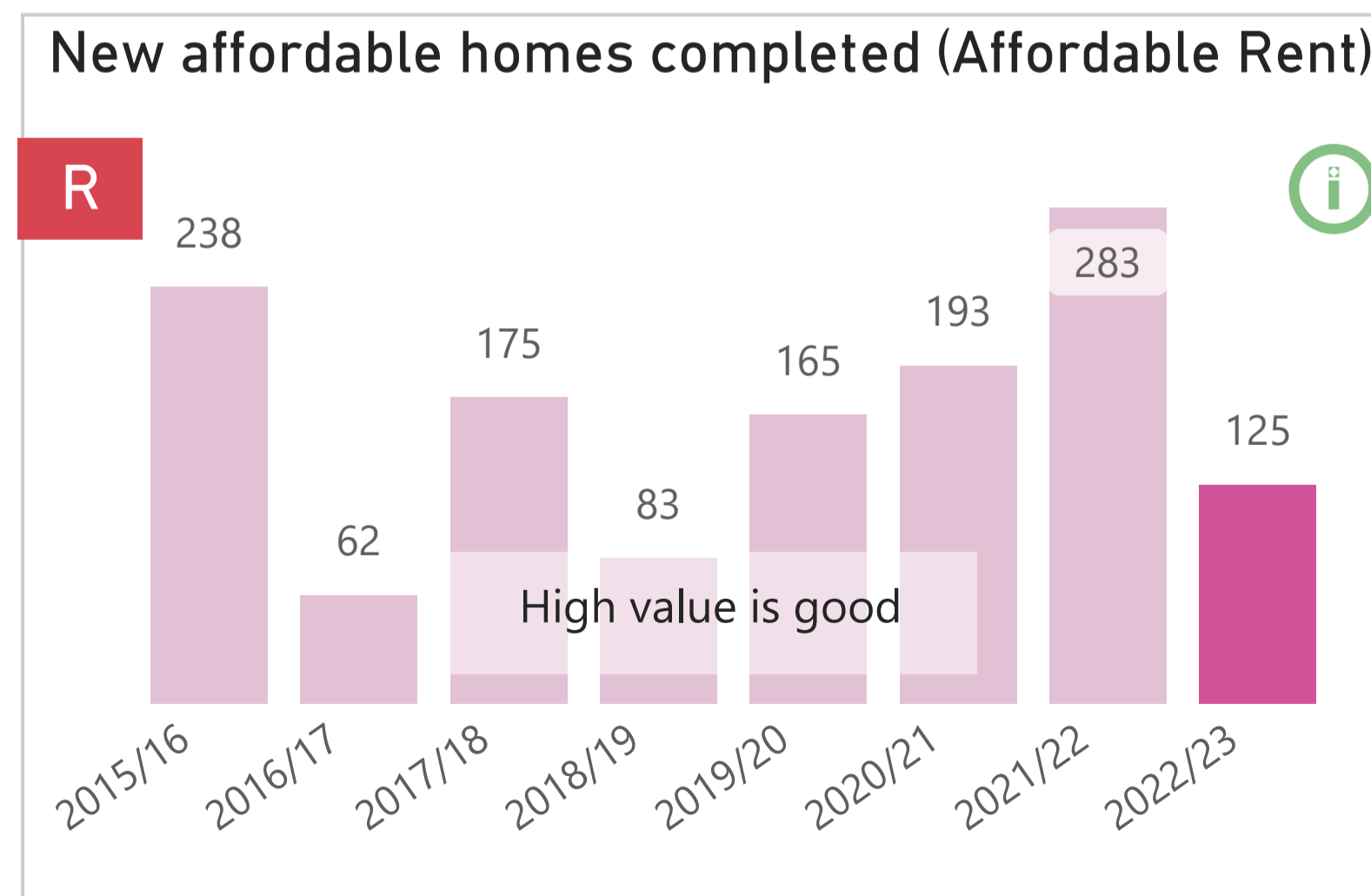
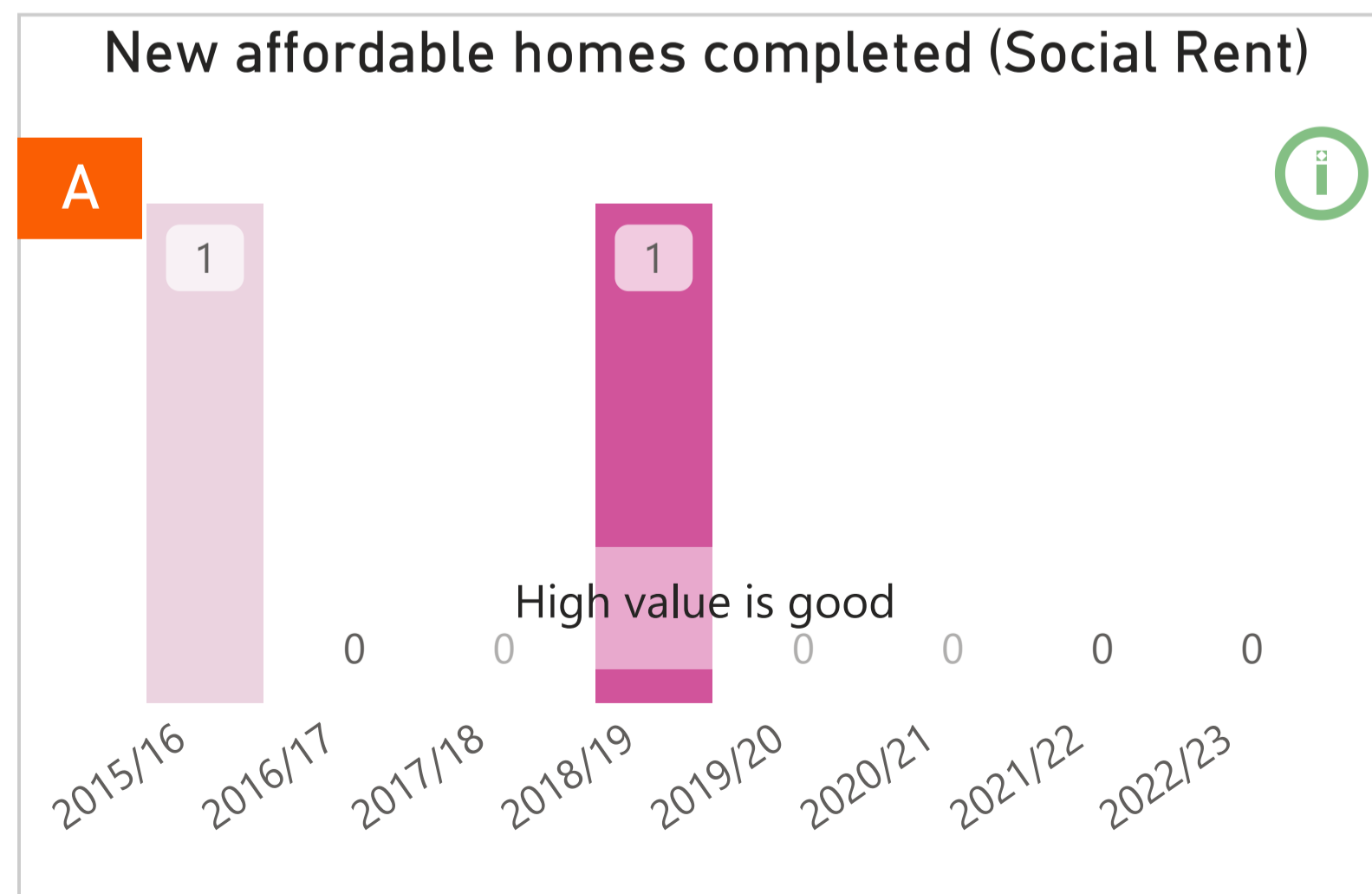
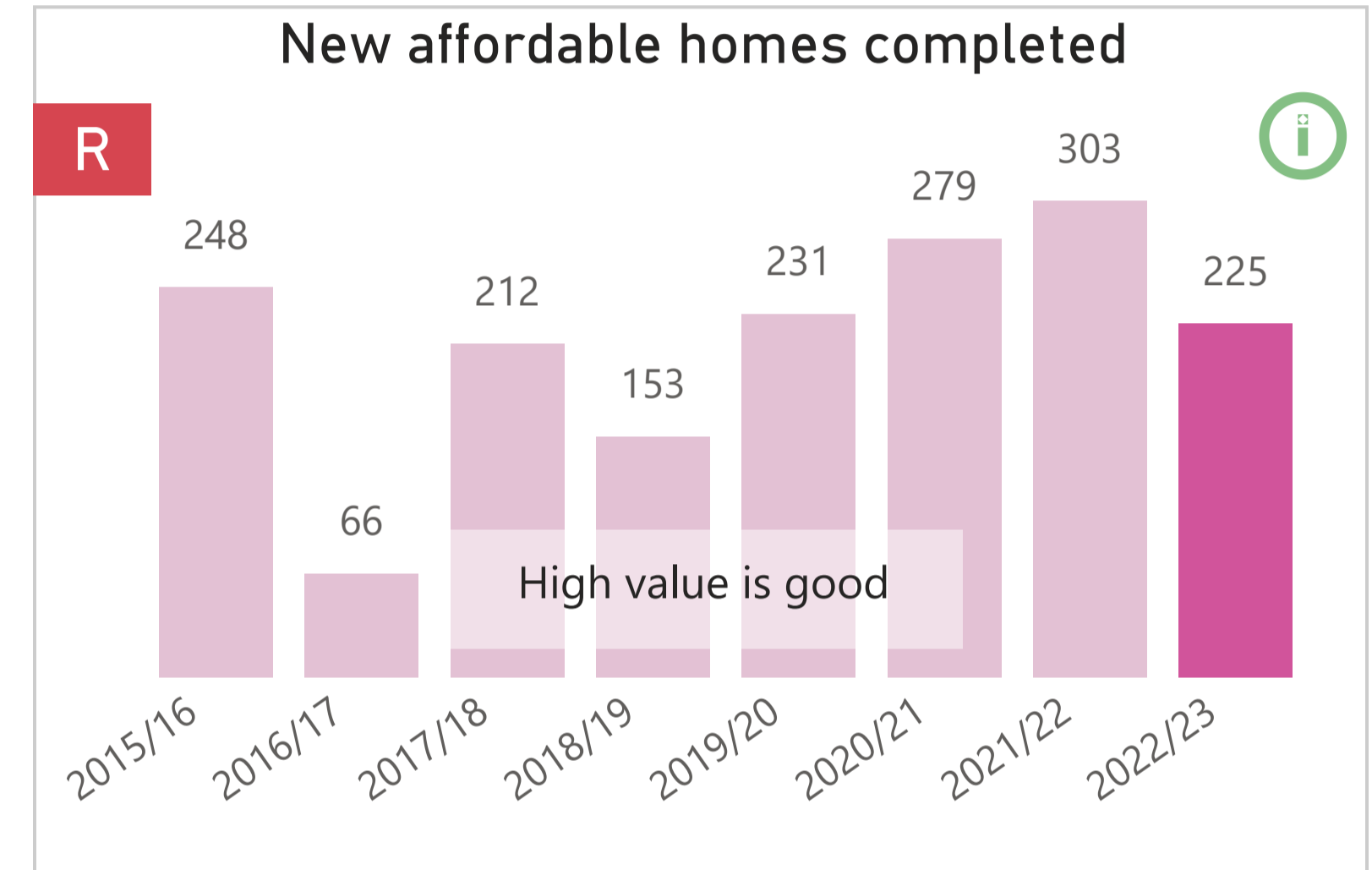
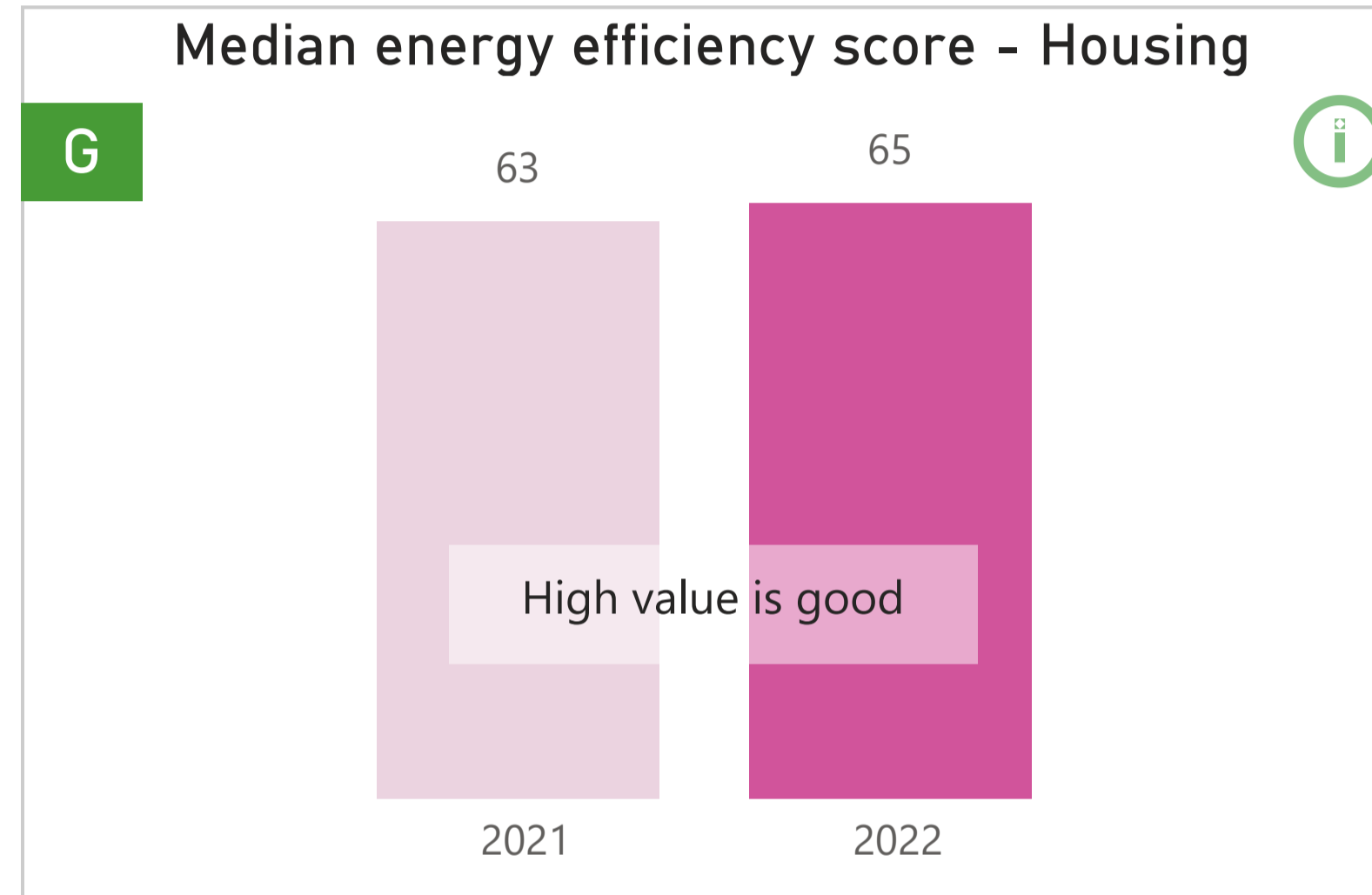
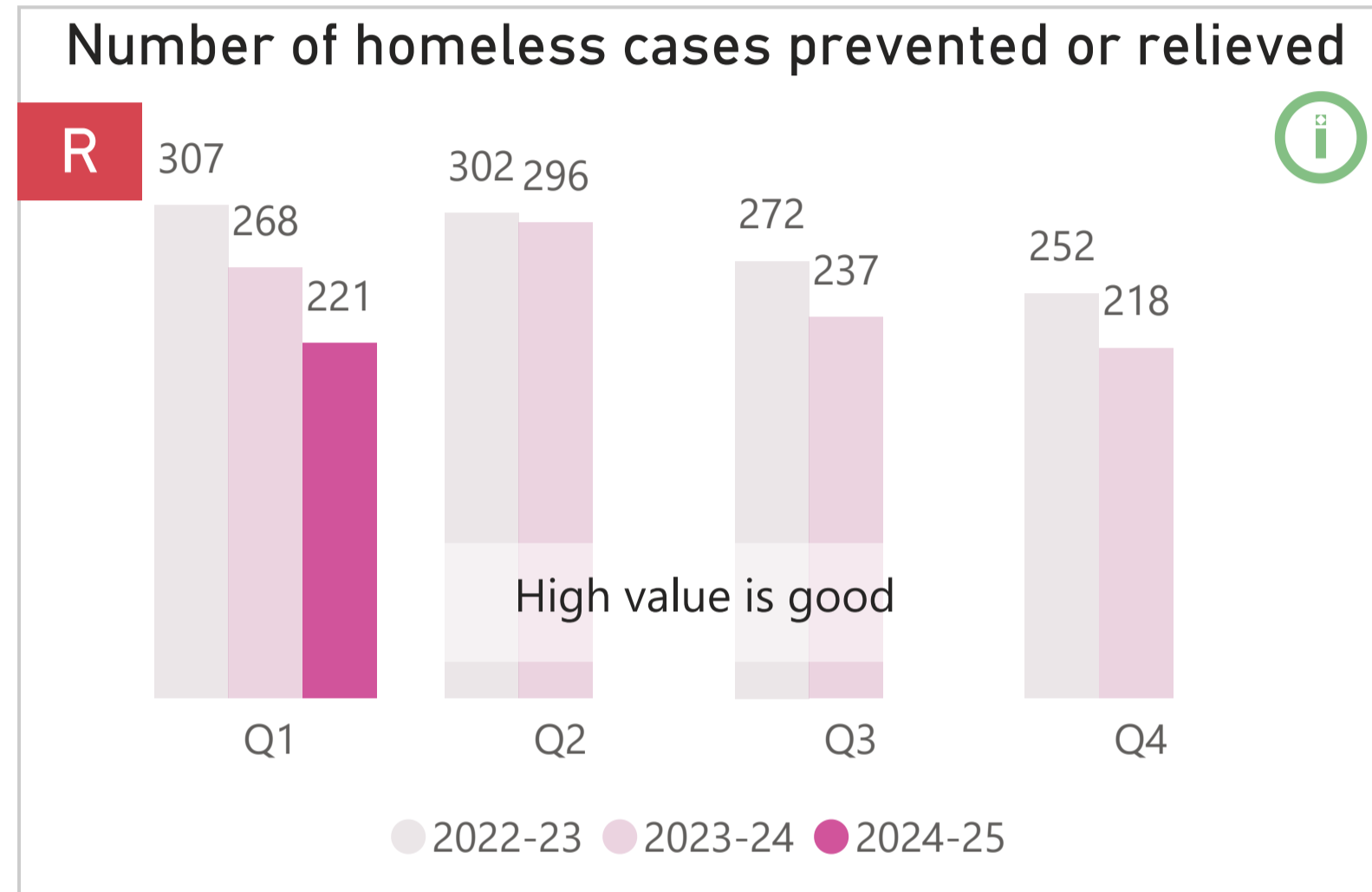


### Median gross annual pay of FT employees (workplace)



# Deliver People-Focused Regeneration. More quality, environmentally sustainable and affordable homes

For more information on each metric, please click on its information symbol, which looks like this: 



# Deliver People-Focused Regeneration.

## More businesses (including community/social enterprise) established and survive

For more information on each metric, please click on its information symbol, which looks like this: 

