

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

Performance Overview - All Themes

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

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

All Themes	Measures	Neutral	Green	Amber	Red
Total Performance of all 6 Themes	98	10	45	14	29

Delivery Theme	Measures	Neutral	Green	Amber	Red
Create A More Efficient, Effective & Accessible Council	18	3	10		5
Improve Early Help for Children and Families	23	1	7	3	12
Promote Independence & Healthier Lives	17	6	4	3	4
Deliver People-Focused Regeneration	17		9	3	5
Protect Our Environment	15		8	4	3
Create Safe, Resilient And Engaged Communities	8		7	1	

Deliver People-Focused Regeneration

Quarter 3: October - December 2024. The narrative is related to measures that have changed in this quarter compared to the last available data

In Quarter 3 new data is available for 13 measures for this theme, information about their performance is included below.

Areas of improvement

The latest figures available for the percentage of major and non-major planning applications decided in time (Quarter 2) have improved compared to the previous year at the same time. They have also achieved national performance targets with the major planning applications at 100% and with performance greater than North West and England benchmarks. Non-major planning applications performance is also greater than the England benchmarks. Work continues to improve workflow and culture of approach in the planning service which is showing in improved performance. There is further work to be undertaken and as officers and applicants transition through future Local and National policy changes there may be a slight reduction in performance.

The median gross annual pay of full-time employees on a workplace basis in Wirral has increased in 2024 to £32,898 compared to £29,980 in the previous year. While the value is below both England and North West benchmarks the rate of increase remains consistent and broadly at the same pace as the North West and England. Since July 2021, prices have risen by 20%, energy by 55%, and food by 32%, an increase in the cost of living, with the lowest incomes being hit the worst as they spend a higher proportion of their total budget on essentials such as energy and food. Council services such as Involve North West are increasingly necessary to support some of our most vulnerable and financially unstable households with access to grants and support into employment.

The business 5-year survival measure latest data shows an improvement (37.7%) compared to the previous year (36.4%) and is now higher than the North West benchmark (36.1%). Wirral Business Support Service exceeded 2024 targets for support for new enterprises in 2024, and Wirral is one of the only boroughs in the city region that has consistently invested in start-up support since 2017 which is potentially a contributing factor to the relative longevity experienced by Wirral start-ups compared to other regions.

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Home

Green

Equal to or better than previous period or target

Amber

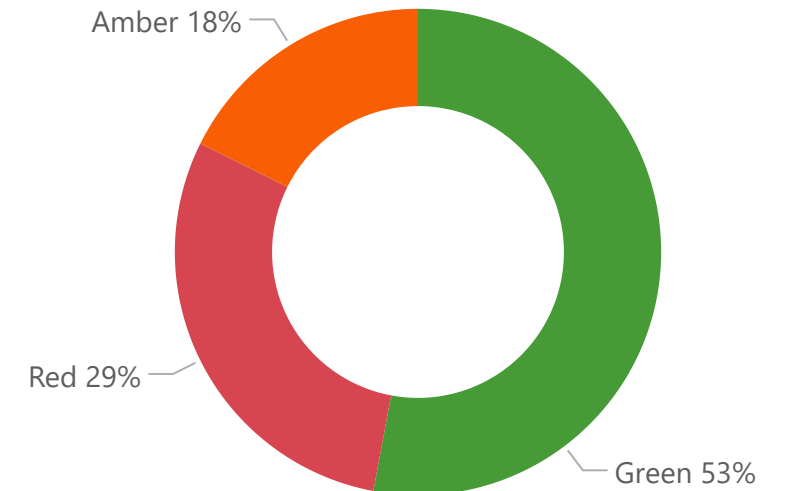
Within 5% or 5 percentage points of previous period or target

Red

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

Neutral

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Quarter 3: October - December 2024. The narrative is related to measures that have changed in this quarter compared to the last available data

Areas of improvement continued



The number of new affordable homes completed in Wirral has increased in 2023/24 to 257 compared to 225 for the previous year. This is positive progress for Wirral however when viewing the rate per 10,000 residents for benchmarking purposes Wirral (8.0) is below both England (10.9) and North West (9.5) rates. The measures for new affordable homes completed (Social Rent) and New affordable homes completed (affordable rent) have both increased in 2023/24 compared to the previous year figure. Social rent housing has a figure of 34, compared to 0 for the previous 4 years, this figure of zero is due to housing associations being required by Homes England to report delivery of Social Rent properties as Affordable Rent prior to 2023/24. Social Rent properties have been delivered in previous years, as recorded on the Council's own monitoring, but not captured in the national statistics which are used for reporting on the Council Plan.

Affordable rent housing is at 191 in 2023/24 compared to 125 in 2022/23 with the Wirral benchmarkable rate per 10,000 residents at 5.9 performing higher than both North West (4.6) and England (4.2) rates. Affordable housing for rent has shown higher figures year-on-year due to a switch in Homes England funding priorities, favouring rented homes. This switch helps meet Wirral's current high need for social housing for rent.

Areas requiring improvement



Employee jobs earning below the living wage has increased on Wirral in 2024 at 18.3% compared to 17.0% in the previous year. For this measure Wirral is also above the North West (16.8%) and England (15.9%) benchmarks. In October 2024 the Living Wage Foundation announced an increase in the Real Living Wage to £12.60 from the previous figure of £12.00. This is a voluntary wage rate that is calculated based on the cost of living and is intended to provide a decent standard of living; employers will be supported to implement this locally by Wirral Business Support Service. Latest research conducted by National Living Wage Foundation states that over a third (39%) of low paid workers have used a food bank in the last year, and almost one in three (32%) have skipped meals for financial reasons. While still below RLW, the national minimum wage will rise by 6.7% from April 2025 for workers aged 21 and over from £11.44 an hour to £12.21 an hour. UK Government plans to make minimum wage the same for everyone regardless of age by increasing rates by a larger percentage for 18- to 20-year-olds.

When viewing the business measures in the theme, the number of active enterprises in Wirral has reduced in the latest data release to 9,735 in 2023 compared to 10,135 in 2022. The rate of active enterprises per 10,000 residents is lower (302) than North West (379) and England (443) benchmarks. The reduction in business base is reflected across all other boroughs in the city region but felt most sharply in Wirral. Wirral's business base remains within a 280 +/- threshold in the past 4 years. On a positive note, the number of active enterprises and scale-up potential businesses in Wirral is higher than all other borough's in the city region, excluding Liverpool.

Quarter 3: October - December 2024. The narrative is related to measures that have changed in this quarter compared to the last available data

Areas requiring improvement continued

▲
To support growth and resilience of our business base, Wirral continues to apply recognised growth strategies through business support initiatives, including market penetration (capturing more same customers), market development (existing offer to new customers/markets) and product development (new offers to existing and new customers). In addition, support for sector development and clustering, localisation of supply chains, and inward investment is crucial to ensure the success of Wirral's regeneration programme and to mitigate further losses to our business base.

The births of new enterprises has also reduced in 2023 to 1,100 compared to 1,315 in 2022, which as a rate of 34 residents per 10,000 is also below North West (44) and England (49) benchmarks. Despite this, Wirral's business base is starting to grow, with start-ups outstripping business closures. A drop in business births is reflected nationally, with the business birth rate falling from 11.5% (337,000 in 2022) to 11% (316,000), representing a challenging period of economic instability and business uncertainty. Business survival rates at both 1 year (91.6%) and 3 years (45.7%) have reduced compared to the previous year figures and both are below national and regional benchmarks. However, the 1-year survival rate in Wirral is second highest in the city region, with Sefton the only borough outperforming Wirral in the city-region.

Whilst affordable homes in other categories have shown improvement in performance compared to the previous year, the new affordable homes with shared ownership and rent to buy has reduced to 32 in 2023/24 compared to 100 in 2022/23. Wirral is also well below the national and regional benchmarking rates. Affordable home ownership has shown lower figures year-on-year due to a switch in Homes England funding priorities, favouring rented homes. This switch helps meet Wirral's current high need for social housing for rent.

Legend - RAG rating

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Delivery Theme	Measures	Neutral	Green	Amber	Red
Deliver People-Focused Regeneration	17		9	3	5

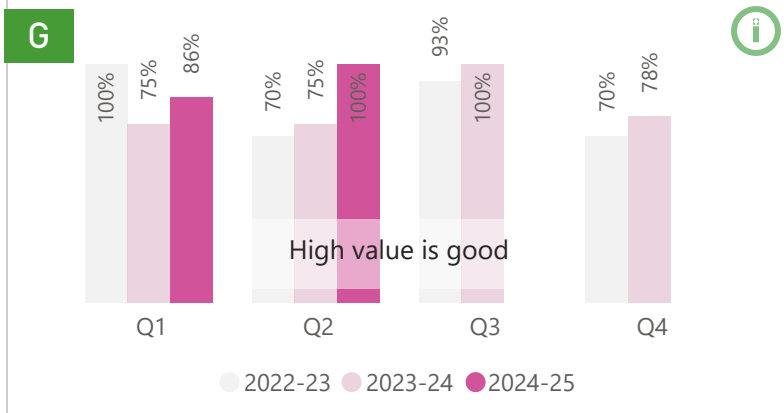
Outcome	Measures	Neutral	Green	Amber	Red
More investment secured and created to deliver regeneration in Wirral	2		2		
More jobs created and more people in good quality, sustainable work	4		2	1	1
More quality, environmentally sustainable and affordable homes	6		4		2
More businesses (including community/ social enterprise) established and survive	5		1	2	2

Deliver People Focused Regeneration. More investment secured and created to deliver regeneration in Wirral / More jobs created and more people in good quality, sustainable work

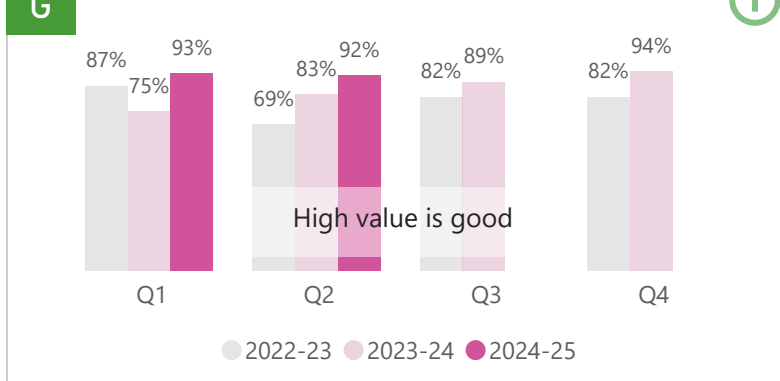
For more information on each metric, please click on its information symbol, which looks like this: 

More investment secured and created to deliver regeneration in Wirral

% of major planning applications decided in time

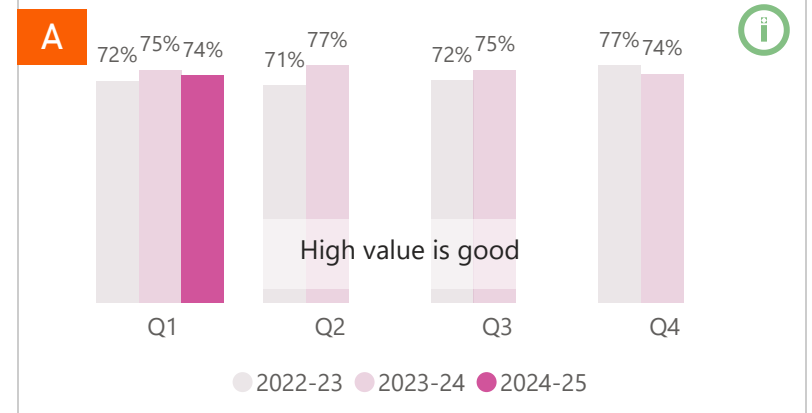


% of non-major planning applications decided in time



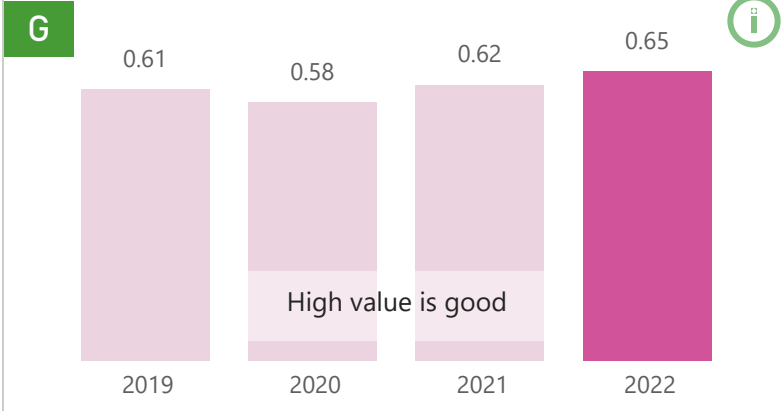
More jobs created, more people in good quality work

Employment rate (aged 16-64)

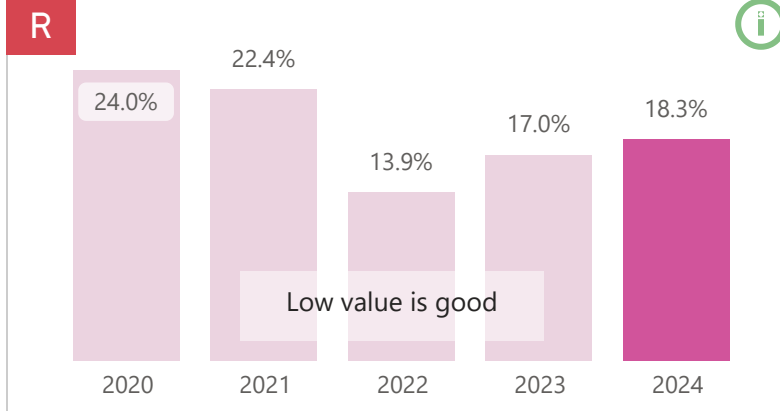


More jobs created and more people in good quality, sustainable work

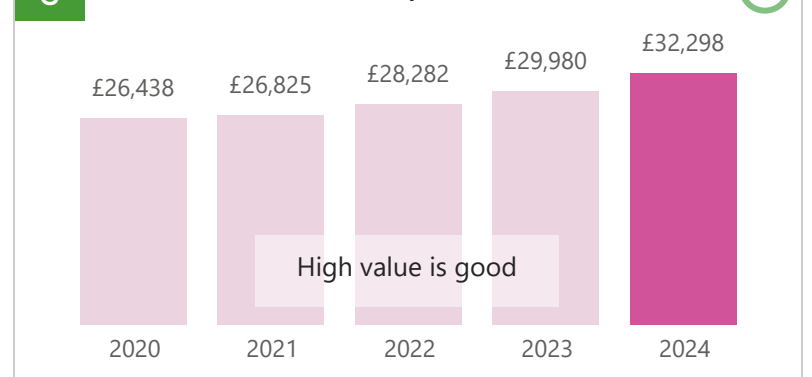
Job Density Rate




% Employee Jobs earning below living wage

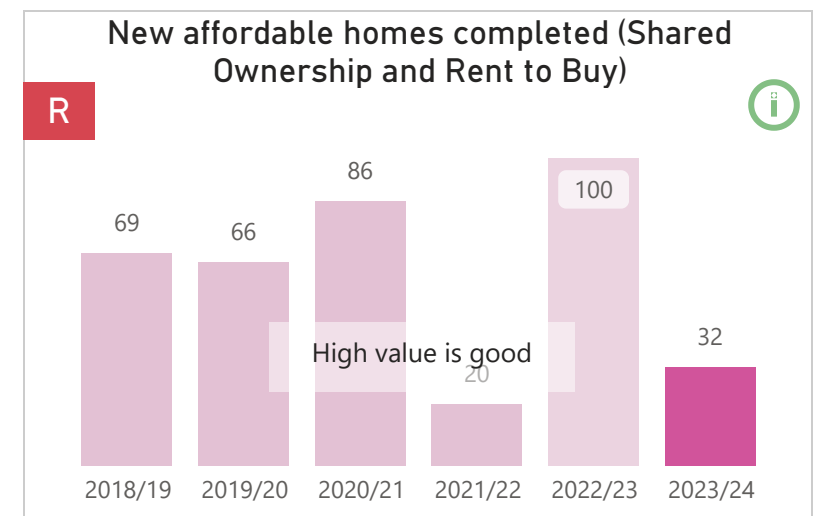
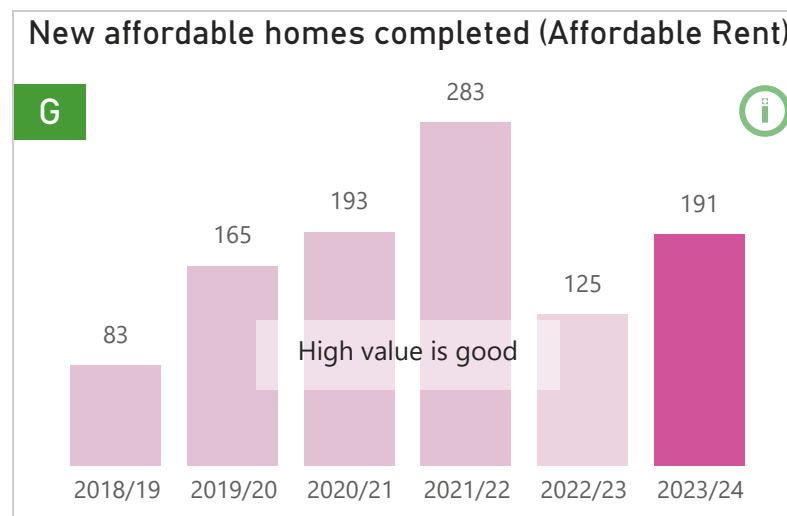
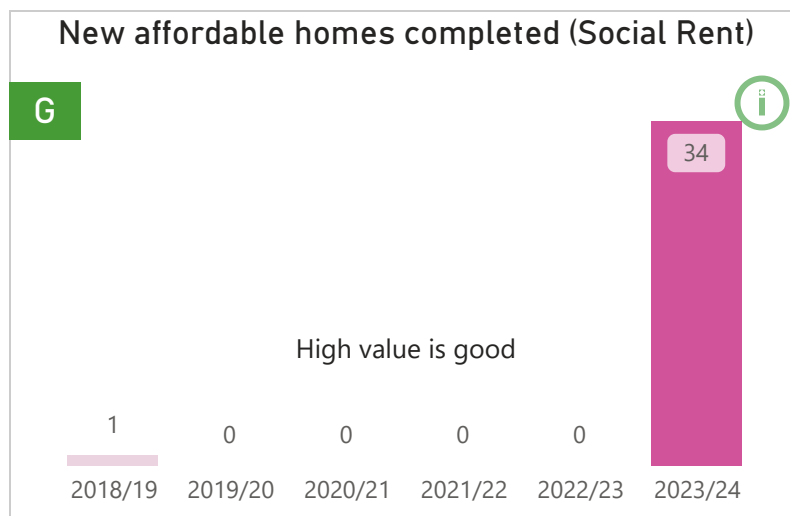
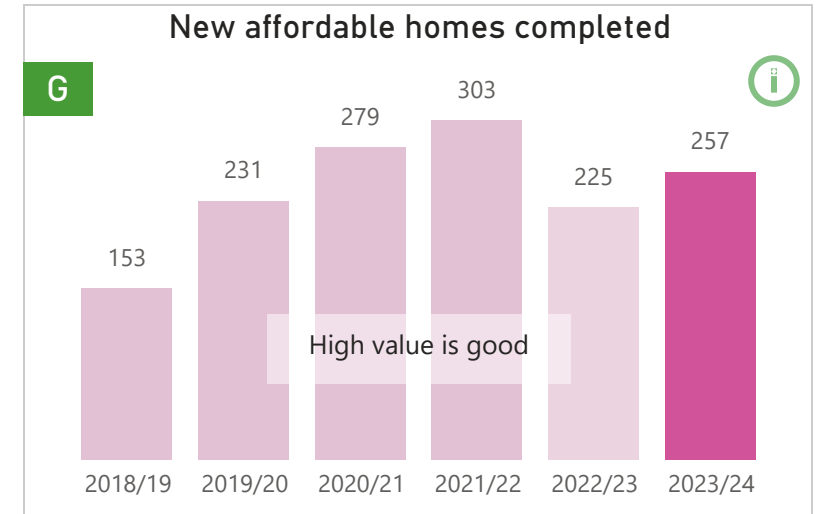
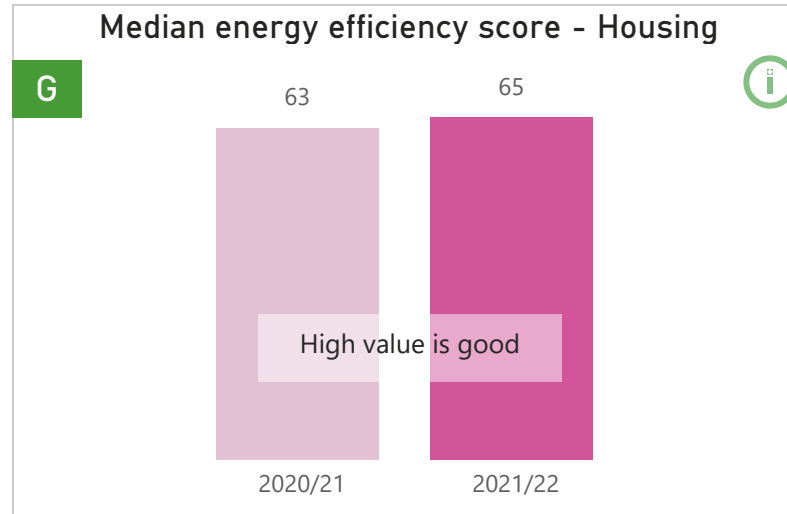
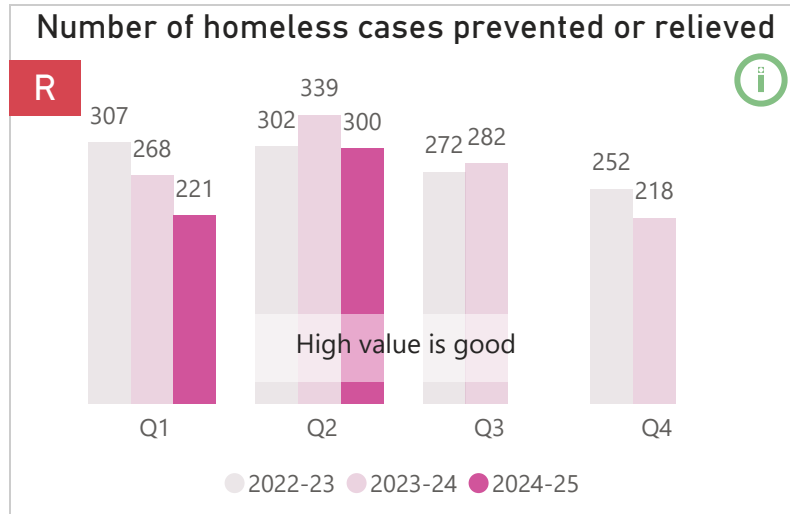


Median gross annual pay of FT employees (workplace)



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: 