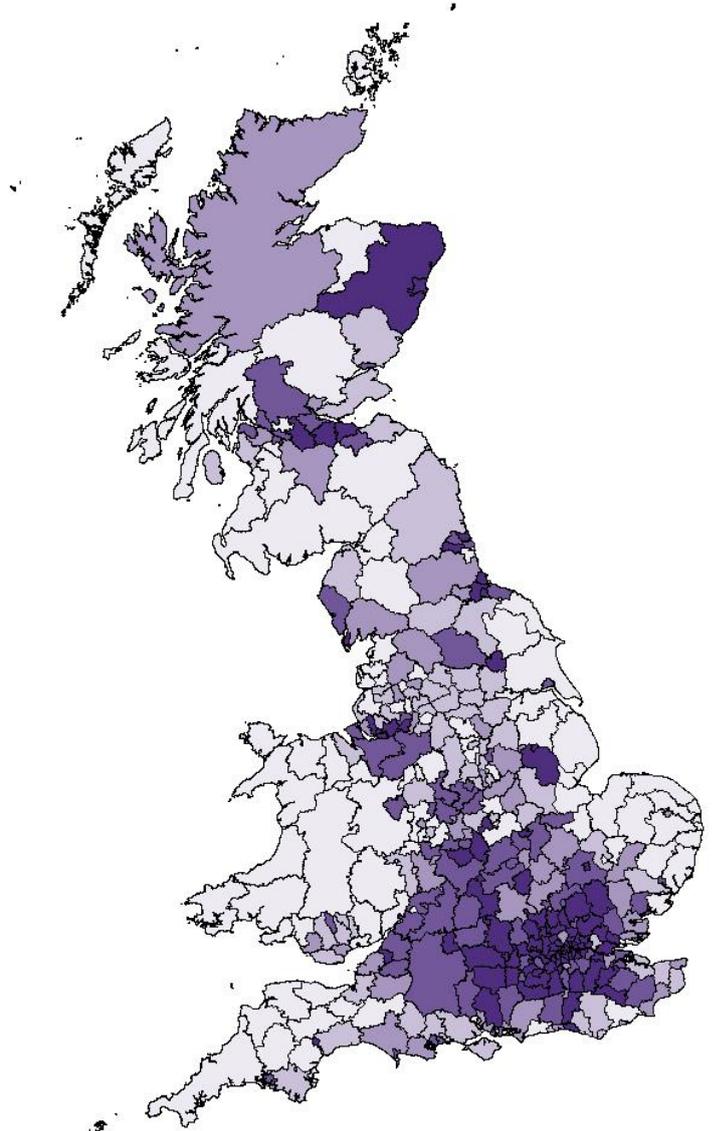


November 2016

District Place Profile:

An Economic Performance Profile of Wirral



About Place Profiles

Place Profiles are computer generated reports that provide a high-level analysis of an area, telling a 'story of place'. The reports can be created at a range of different spatial levels and on a number of different topics, with Summary Place Profiles providing an overall assessment of economic, social and environmental conditions. Place Profiles set an area within its wider context, comparing performance with neighbouring areas, as well as regional and national averages. They are illustrated with maps and charts and include all supporting data. Using the very latest data at the time of creation, Place Profiles have a wide range of research and policy applications.

More information about the profiles and how to purchase further copies is available at the end of this report.

Place Analytics is a research and analysis service that helps organisations to understand the economic, social and environmental characteristics of people and places.

Our data, toolkits and resources are available online, providing organisations with an unrivalled set of decision support tools. Through our Place Insight and Customer Insight services we help them achieve a better understanding of places, customers and communities. Through our Places Profiles service, we provide a comprehensive analysis of an area, telling a 'story of place'.

Economic Performance Profile: Wirral

Introduction

Strong economic foundations are critical to the future success of an area, creating quality employment opportunities for local people. Our economic performance profile measures the productivity, scale and growth of the economy in Wirral. Productivity measures the relative performance of the economy in an area, by combining Gross Value Added (GVA) per job with workplace earnings. In contrast, economic scale examines the absolute size of the economy and is derived from an area's share of Great Britain's total GVA and employment base. Finally, economic growth is assessed by an area's change in total employment, giving an indication of the growth/decline of the local economy.

Wirral is ranked 302 out of 379 districts on our economic productivity score, placing it in the bottom 40% of districts nationally.

With a productivity score of 86.03, Wirral is below the national median. This is shown in the map, where areas with very dark shadings score highly and those with very light shadings score poorly.

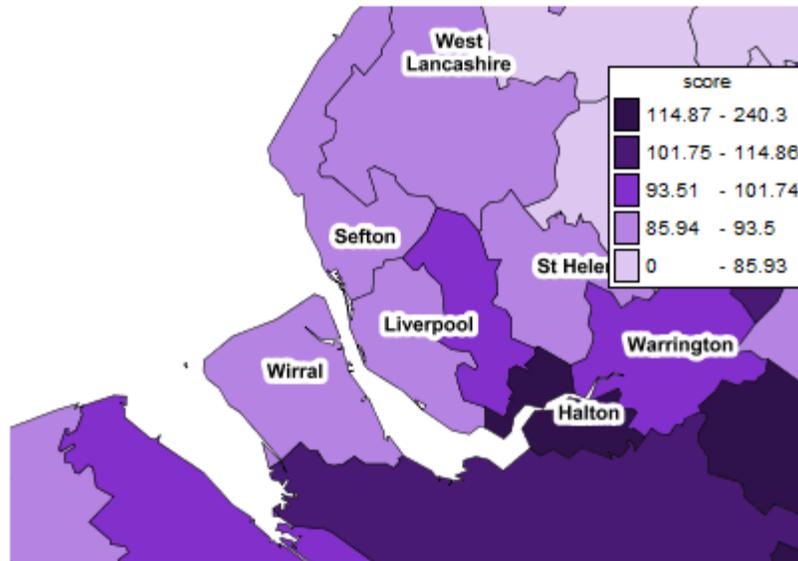
Relative to other districts, the size of the economy in Wirral is above the national median, with an economic scale score of 125.45. By comparison, the Greater Merseyside score is 107.75 and the national average is 100.

A glossary of the terms and definitions used in this profile are included at the end of the report.

Productivity Score

The map shows the performance of districts within Greater Merseyside on our overall productivity score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 86.03, Wirral is in the bottom 40% of districts and is in the sub region that is in the bottom 40% of sub regions nationally.



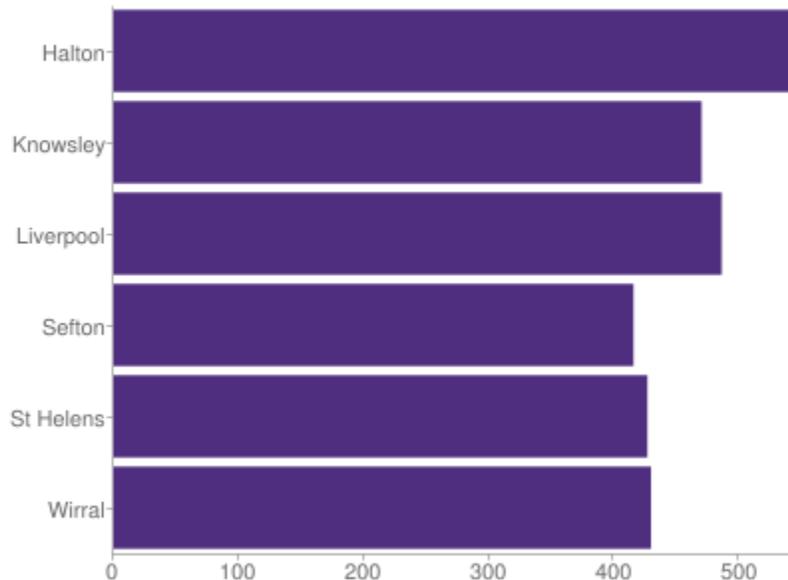
Source: Annual Survey of Hours and Earnings; GVA by NUTS 3

Average Workplace Based Gross Weekly Earnings

The bar chart shows average workplace based gross weekly earnings for districts in Greater Merseyside.

The chart shows that with a figure of £430, Wirral has earnings below the national median. By comparison, the Great Britain average is £510.

Average workplace based gross weekly earnings (2015)

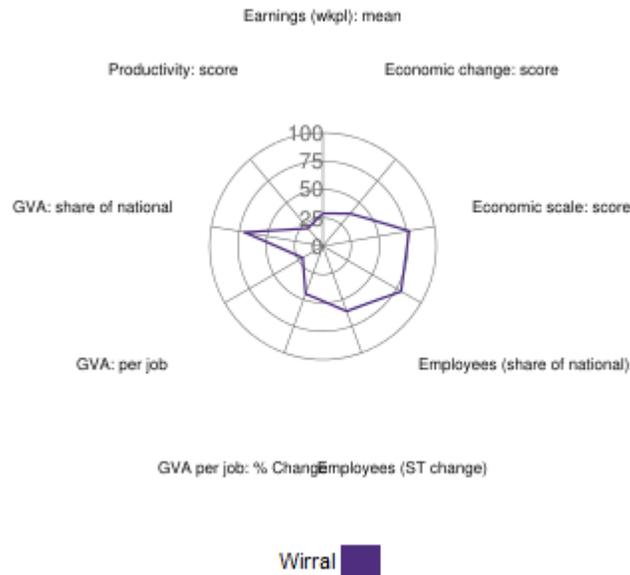


Source: Annual Survey of Hours and Earnings

Economic Performance Indicators

The spider chart is a way of showing how Wirral rates against the national median. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.

The chart shows that Wirral scores relatively poorly by national standards on our economic productivity score. The profile also shows how Wirral performs on a range of related labour market measures.



Source: Annual Survey of Hours and Earnings; GVA by NUTS 3

Economic Performance Indicators

Areas	Employees (share of national) (%) 2015	GVA: share of national (%) 2014	Earnings (wkpl): mean (GBP) 2015	GVA: per job (per head) 2014	GVA per job: % Change (%) 2001-2014	Employees (ST change) (%) 2014-2015	Economic scale: score (score) 2014	Economic change: score (score) 2015	Productivity: score (score) 2014	Rank
Halton	0.19	0.22	549.4	60909.67	121.99	0.2	81.86	78.31	117.79	68/380
Knowsley	0.22	0.21	470.1	52118.01	61.34	4.78	84.48	145.9	100.79	160/380
Liverpool	0.81	0.67	486.2	45217.17	53.43	-0.06	297.86	80.75	87.44	287/380
Sefton	0.31	0.26	415.7	46134.31	63.69	2.93	113.62	23.35	89.22	273/380
St Helens	0.21	0.18	426.8	47317.52	52.27	-1.49	79.1	69.8	91.5	254/380
Wirral	0.35	0.28	429.7	44485.02	57.23	2.77	125.45	82.7	86.03	302/380
Greater Merseyside	2.1	1.87	464.67	49104.21	67.55	1.23	107.75	59.94	92.7	33/53
North West	11.01	9.63	469.2	48494.77	57.45	1.77	113.78	76.33	92.37	7/11
National Average	100	100	510.2	55658.51	63.77	2.2	100	100	100	

Source: Annual Survey of Hours and Earnings; GVA by NUTS 3

Economic Performance Indicators Summary

Looking at some of the indicators from the table we find that:

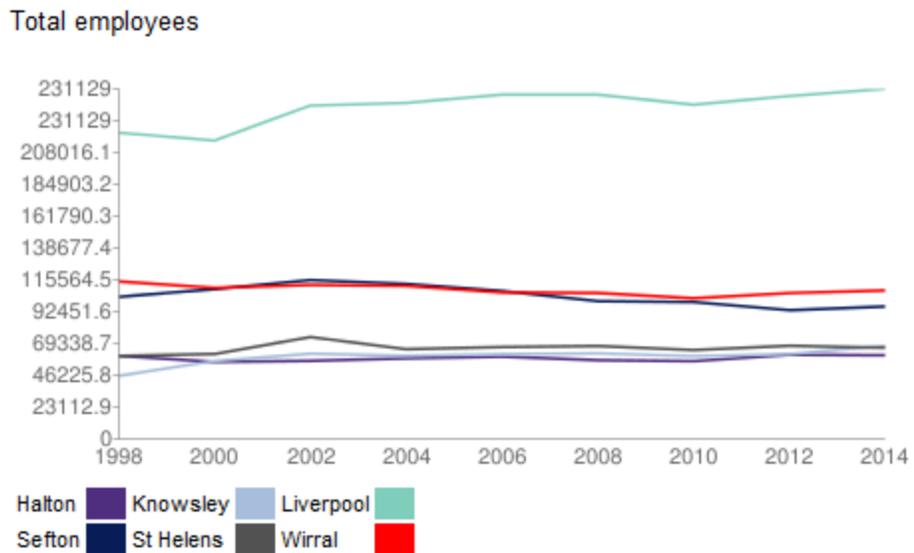
- The average gross weekly earnings of those working in Wirral are low, with the district ranking in the bottom 40% of districts nationally. Average gross weekly earnings in Wirral are £430, compared with £465 in Greater Merseyside and £510 nationally.
- Gross value added (GVA) per job in Wirral is low, with the area ranking in the bottom 40% of districts nationally. GVA per job in Wirral is £44,485, compared with £49,104 in Greater Merseyside and £55,659 nationally.
- Wirral has a large sized employment base, with the area ranking in the top 40% of districts nationally. It accounted for 0.35% of all employees in Great Britain.
- The share of national GVA in Wirral is high by national standards, with the area ranking in the top 40% of districts nationally. It accounted for 0.28% of all GVA in Great Britain.
- Between 2014 and 2015, the total number of employees in Wirral changed by 2.77%. This reflects a relatively strong level of economic growth by national standards, placing Wirral in the top 40% of districts nationally.

Source: Annual Survey of Hours and Earnings; GVA by NUTS 3

Change In Total Employees

The chart shows how the employment base has changed over recent years, for districts in Greater Merseyside.

For Wirral it shows that the employment base decreased from 103944 to 100395 between 1998 and 2015.



Source: Annual Business Inquiry

Nearest Neighbours

For the indicators in the spider chart shown earlier, the areas in the country with the most similar profiles are shown opposite. These are statistically the nearest neighbours to Wirral, with Wigan in Greater Manchester being the most similar on the economic performance indicators.

Rank	Place Name	Sub Region
1	Wigan	Greater Manchester
2	Stoke on Trent	Staffordshire
3	Kingston upon Hull	Humberside
4	Walsall	The Black Country
5	Oldham	Greater Manchester
6	Sandwell	The Black Country
7	Rotherham	South Yorkshire
8	Doncaster	South Yorkshire
9	Dudley	The Black Country
10	Leicester City	Leicestershire

Source: Annual Survey of Hours and Earnings; GVA by NUTS 3

Glossary of terms

Average workplace based gross weekly earnings	Average weekly earnings, gross of tax by place of work. Local Knowledge contains data for both mean and median averages. Mean figures are calculated by adding together the earnings of all workers and dividing the total by the number of workers. Median figures are those in the middle of the range of earnings, and therefore providing a better average earnings figure in areas where there are outlying (low or high) figures. For example, if 10 people in an area earned £200, £250, £250, £400, £400, £500, £600, £600, £1100 and £1500 the median earnings figure would be £450 and the mean earnings figure would be £580
Gross Value Added per job £000: % Change 10 years	The change in Gross Value Added (a measure of productivity) per job. This indicator is an official Performance Indicator - ECR6b
Change in total employment (short-term)	This workplace based figure provides the percentage short-term change in total employment.
Economic change score	This score provides an index of the percentage short term change in the total number of employees (by workplace) in relation to the national average
Economic scale	Economic Scale indicates the size of an areas economy. It is created by weighting the areas GVA (Gross Value Added) by the areas employment. These two indicators are then indexed to the Great Britain average
Gross Value Added per job £000	The level of Gross Value Added (which can provide an indication of the level of productivity) per job. Gross Value Added indicates the economic activity by measuring the production of goods and services. This indicator is an official Performance Indicator - ECR6a
Productivity score	This indicator shows the productive capacity of an area. It is generated from average gross weekly earnings and GVA per head. Both these indicators are indexed to the GB value, and then summed and averaged
Share of national Gross Value Added £m	An area's share of the total GB Gross Value Added (GVA)*, expressed as a percentage. *GVA provides an expression of productivity
Share of total national employment	An area's share of the total employment within Great Britain

Data Sources and Definitions

Average workplace based gross weekly earnings	The figures used for this indicator are mean figures, calculated by adding together the earnings of all workers and dividing the total by the number of workers.
Gross Value Added per job £000: % Change 10 years	GVA per job is formulated by taking in to account workplace gross weekly earnings, total employees and GVA. Care must be taken when interpreting the data as GVA is only released at NUTS3 and above, district figures are derived by calculating LAD earnings and employees for each district and NUTS3 area and aggregating down the GVA value.
Change in total employment (short-term)	The difference between total employment in start year and most recent year as a proportion of total employment in start year.
Economic change score	The difference between total employment in start year and most recent year as a proportion of total employment in start year, indexed to the

	Great Britain average.
Economic scale	This is created by weighting the area's GVA (Gross Value Added) by the area's employment. These two indicators are then indexed to the Great Britain average.
Gross Value Added per job £000	GVA per job is formulated by taking in to account workplace gross weekly earnings, total employees and GVA. Care must be taken when interpreting the data as GVA is only released at NUTS3 and above, district figures are derived by calculating LAD earnings and employees for each district and NUTS3 area and aggregating down the GVA value.
Productivity score	This indicator is generated from average gross weekly earnings and GVA per head. Both these indicators are indexed to the GB value, and then summed and averaged.
Share of national Gross Value Added £m	The area's GVA as a proportion of total national GVA.
Share of total national employment	The number of employees in an area, as a proportion of the total employees in the nation.

Source: Place Insight; Annual Business Inquiry and Annual Survey of Hours and Earnings (National Statistics website (Nomis: www.nomisweb.co.uk) Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)); Business start-ups and closures: VAT registrations and de-registrations; GVA by NUTS3 (National Statistics website: www.statistics.gov.uk. Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)).

Ordering further Place Profiles

Place Profiles are available at District and Ward level. The reports are produced using the latest information, with Summary Place Profiles providing a high level overview of local conditions. More detailed profiles are also available on the following topics:

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Skills and Qualifications
Labour Market

Society

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Ethnicity
Households
Migration and Change
Occupations
Prosperity
Deprivation
Health
Crime

Environment

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Commercial Property
Transport and Communications
Amenities
Natural Environment

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