

Birkenhead Constituency: Key Messages & Priorities

- A total of 89,430 people live in Birkenhead Constituency
- Over half of Birkenhead Constituency's population (55%) are classed as living in the most deprived areas in England. In comparison, in England overall, only 20% of people live in the most deprived quintile of areas (IMD, 2015)



Highest birth rate of Wirral Constituencies (53 per 1,000 compared to 46 per 1,000 in Wirral)



Highest rate of children in poverty of all Wirral Constituencies (34% vs. 24% in Wirral)



Lower GCSE attainment (52% of pupils achieved 5+ A*-C incl. Eng & Maths vs. 59% in Wirral)



Higher rate of people on workless benefits (22% of people aged 18-64 vs. 16% in Wirral)



Lower life expectancy than Wirral (74 for men and 80 for women, vs. 76 and 81 in Wirral overall)

- Highest % of BAME residents of all Wirral Constituencies (6.5% vs 5% in Wirral overall)
- Highest % of residents renting their home of all Wirral Constituencies (46% vs. 32% in Wirral overall)
- Highest rate of premature death (deaths before the age of 75) of all Wirral Constituencies (142 per 100,000 vs 114 in Wirral overall)

Figure 1: Age breakdown of Birkenhead Constituency, Wirral & England, 2015



The Constituency has a slightly younger age profile than England and Wirral overall. There is a slightly higher proportion of 0-15s, and slightly lower proportion of older people.

Insight & consultation (from Wirral Residents Survey)

- When asked what was most important in making somewhere a good area to live, the top response in Birkenhead was 'low levels of crime and anti-social behaviour' (56%) and 51% said crime and ASB was the issue that most needed improving
- When asked what made most difference to their quality of life, the top factor in Birkenhead was 'Feeling safe' (68%), followed by 'secure job prospects (52%)
- A larger proportion of residents felt unsafe after dark (53% vs. 29% in Wirral overall) and problems with drugs were mentioned by 60% of Birkenhead residents vs. 37% in Wirral
- A smaller proportion of Birkenhead residents were satisfied with their area as a place to live compared to Wirral overall (70% vs. 78% in Wirral)