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)