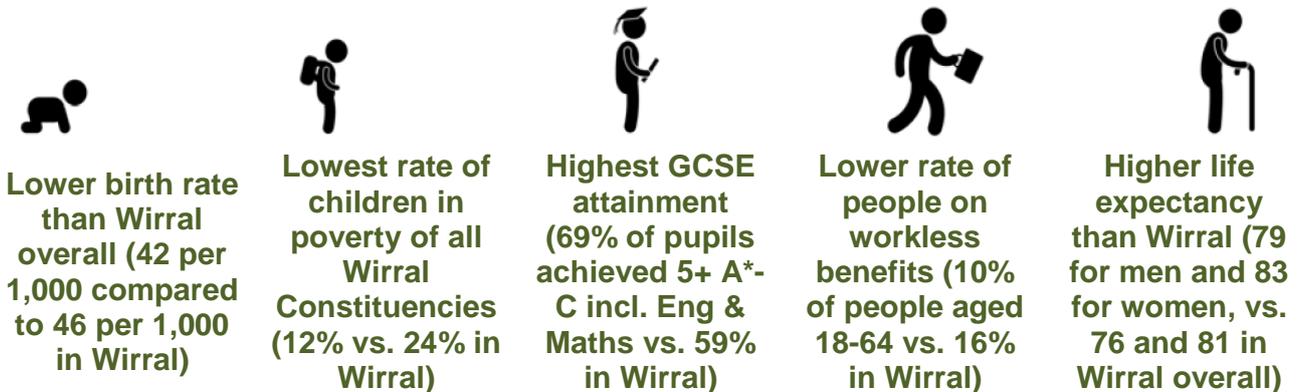


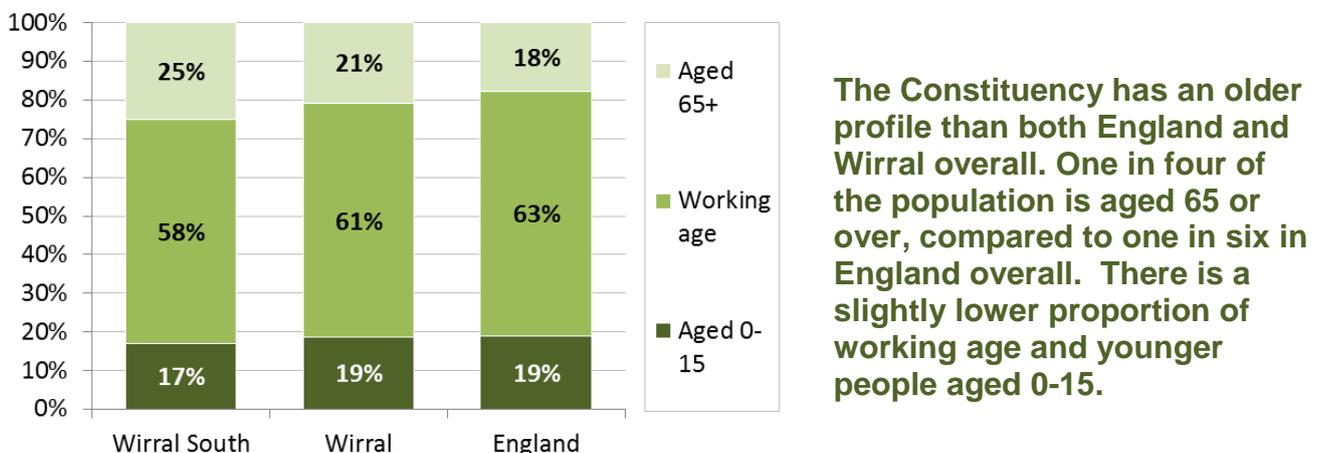
Wirral South Constituency: Key Messages & Priorities

- A total of 69,660 people live in Wirral South Constituency
- Just 8% of the population are classed as living in deprivation, the majority in Bromborough ward. In comparison, 31% of the Wirral population and 20% of the England population live in deprivation (IMD, 2015)



- One in 25 residents (4%) are from BAME groups, compared 5% in Wirral and 20% in England overall
- One in five (19%) of residents rent their home, compared to 32% in Wirral overall
- Lowest rate of premature death (deaths before the age of 75) of all Wirral Constituencies (91 per 100,000 vs 114 in Wirral overall)

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



Insight & consultation (from Wirral Residents Survey)

- When asked what was most important in making somewhere a good area to live, the top responses from Wirral South residents were 'Education standards are high and schools are good' (57%) and 'Health services are accessible and provide good care' (also 57%)
- When asked what made most difference to their quality of life, the top factor in Wirral South was 'Feeling healthy' (68%)
- Residents also highlighted road and pavement repairs completed quickly and efficiently as being a top area for improvement (64% vs. 56% in Wirral overall)
- 85% of Wirral South residents were satisfied with their area as a place to live vs. 78% in Wirral overall