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)

Lower birth rate than Wirral overall (42 per 1,000 compared to 46 per 1,000 in Wirral)
Lowest rate of children in poverty of all Wirral Constituencies (12% vs. 24% in Wirral)
Highest GCSE attainment (69% of pupils achieved 5+ A*-C incl. Eng & Maths vs. 59% in Wirral)
Lower rate of people on workless benefits (10% of people aged 18-64 vs. 16% in Wirral)
Higher life expectancy than Wirral (79 for men and 83 for women, vs. 76 and 81 in Wirral overall)

- 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

The Constituency has an older profile than both England and Wirral overall. One in four of the population is aged 65 or over, compared to one in six in England overall. There is a slightly lower proportion of working age and younger people aged 0-15.

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