

## Wirral West Constituency: Key Messages & Priorities

- A total of 69,325 people live in Wirral West Constituency
- Around 13% of Wirral West Constituency's population are classed as living in deprivation, the majority in Upton ward (Woodchurch estate). This compares to 31% in Wirral and 20% in England (IMD, 2015)



**Lowest birth rate of Wirral Constituencies (40 per 1,000 compared to 46 per 1,000 in Wirral)**



**Lower rate of children in poverty than Wirral overall (14% vs. 24% in Wirral)**



**Higher 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)**



**Highest life expectancy than Wirral (79 for men and 83 for women, vs. 76 and 81 in Wirral overall)**

- Around one in 20 (5%) of Wirral West residents are from BAME groups, this is the same as in Wirral overall (5%) and lower than England (20%)
- A lower % of residents rent their home than in Wirral overall (21% vs 32%)
- Lower rate of premature death (deaths before the age of 75) of all Wirral Constituencies (92 per 100,000 vs 114 in Wirral overall)

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



**The Constituency has an older age profile than England and Wirral overall. One in four of the population (25%) are aged 65+ an only 58% are of working age. There is a lower proportion of people aged 0-15 and those who are working age.**

## Insight & consultation (from Wirral Residents Survey)

- When asked what was most important in making somewhere a good area to live, the top response was 'Low levels of crime and ASB (61% vs 57% in Wirral overall) and 53% felt that this issue should be Wirral Council's top priority (53% vs 60% in Wirral overall)
- When asked what made most difference to their quality of life, the top factor in Wirral West was 'Feeling healthy' (77%)
- Residents in Wirral West highlighted 'Quick and efficient road/pavement repairs' as being the issue most in need of improvement (52% vs. 56% in Wirral overall)
- 90% of Wirral West residents were satisfied with their area as a place to live, vs. 78% in Wirral overall