HALTON BOROUGH COUNCIL

Local Economic Assessment Dashboard

Population (2015)	Number of households (2011)	Housing Affordability (2015)	Employment rate (2015)
126,500	53,300	6 x Avg. earnings	75%

Employee Jobs (2014)*	Businesses (2015)	Business Births (2014)	Business Deaths (2014)
55,200	4,130	510	330

Average Earnings- Residents (2015)	Average Earnings- Workplace (2015)	Employed in Private Sector (2015)	Employed in Public Sector (2015)
£485	£532	80%	20%

Adults with no formal Qualifications (2015)	Adults with High Level Qualifications (2014)	Unemployment Rate (JSA Claimants)(June 2016)	Apprenticeships starts (2014/15)
9%	22%	1.2%	1,420

*(excludes self-employed, government-supported trainees and HM Forces)

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Context and Place

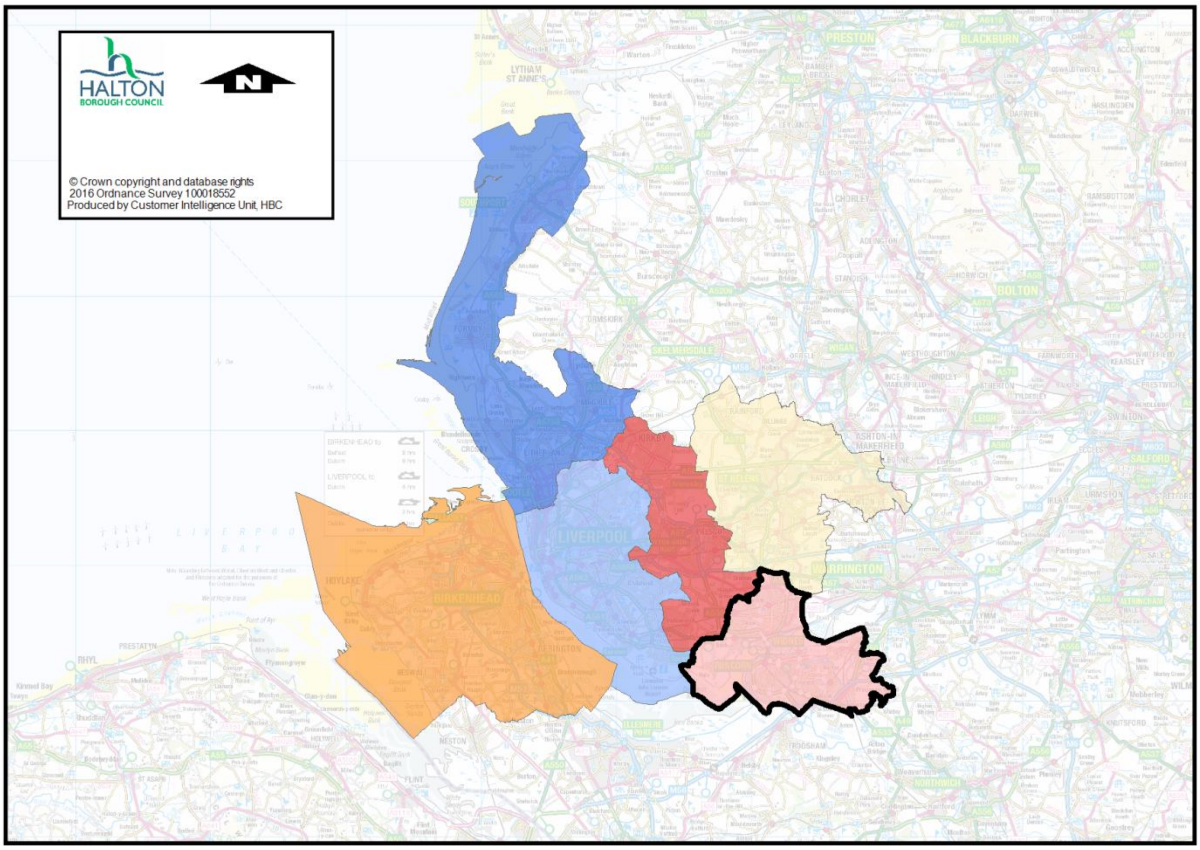
To make Halton a better place for its residents, employers and employees, a strong emphasis on economic prosperity is required. For Halton 'place-making' extends beyond the development of capital schemes in isolation but leads us to an approach which connects our capital assets to Halton's communities, so that local people benefit from these opportunities.

If we are to drive future economic growth and prosperity in the borough effectively, it will require the alignment of activities, development of new approaches and vehicles to regeneration and pooling resources accordingly.

The current economic climate requires the delivery of services in a different way; they need to become more focused; and there is a need to develop new ways of working, particularly with the private sector & the Liverpool City Region.

The Halton Economic Assessment will comprise a robust evidence base about the Halton economy and a clear functional analysis of economic activity across the borough. This will then feed into the development of a local strategy and a rigorous assessment of key policy issues, trends and future scenarios.

Map of Halton & Liverpool City Region



Economic Value (GVA) and Growth

City Region Economy

28bn

is the value of the Liverpool City Region (LCR) economy (2014)

GVA Per Head

£18,621

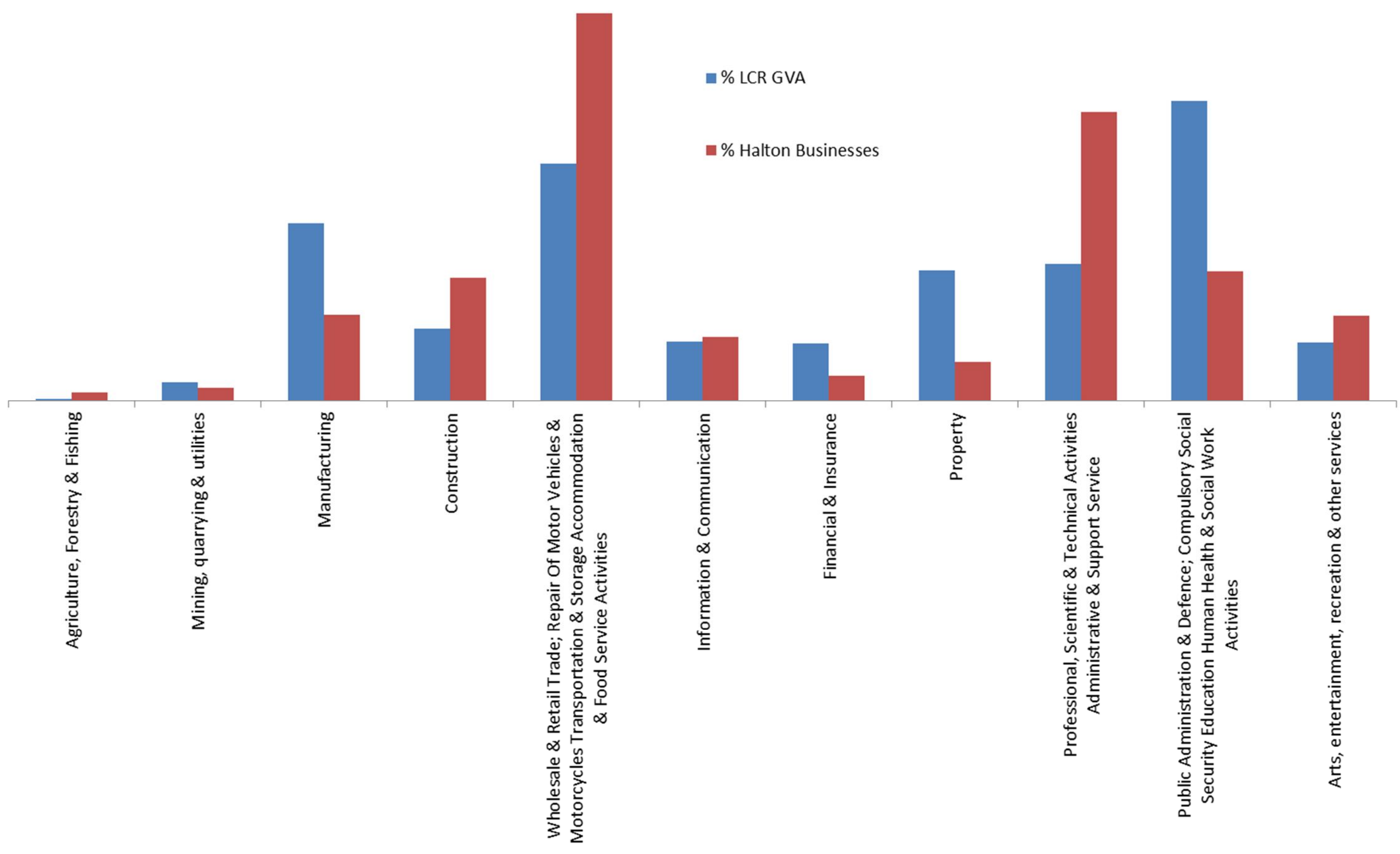
is the value per head of population in the City Region (2014)

GVA change

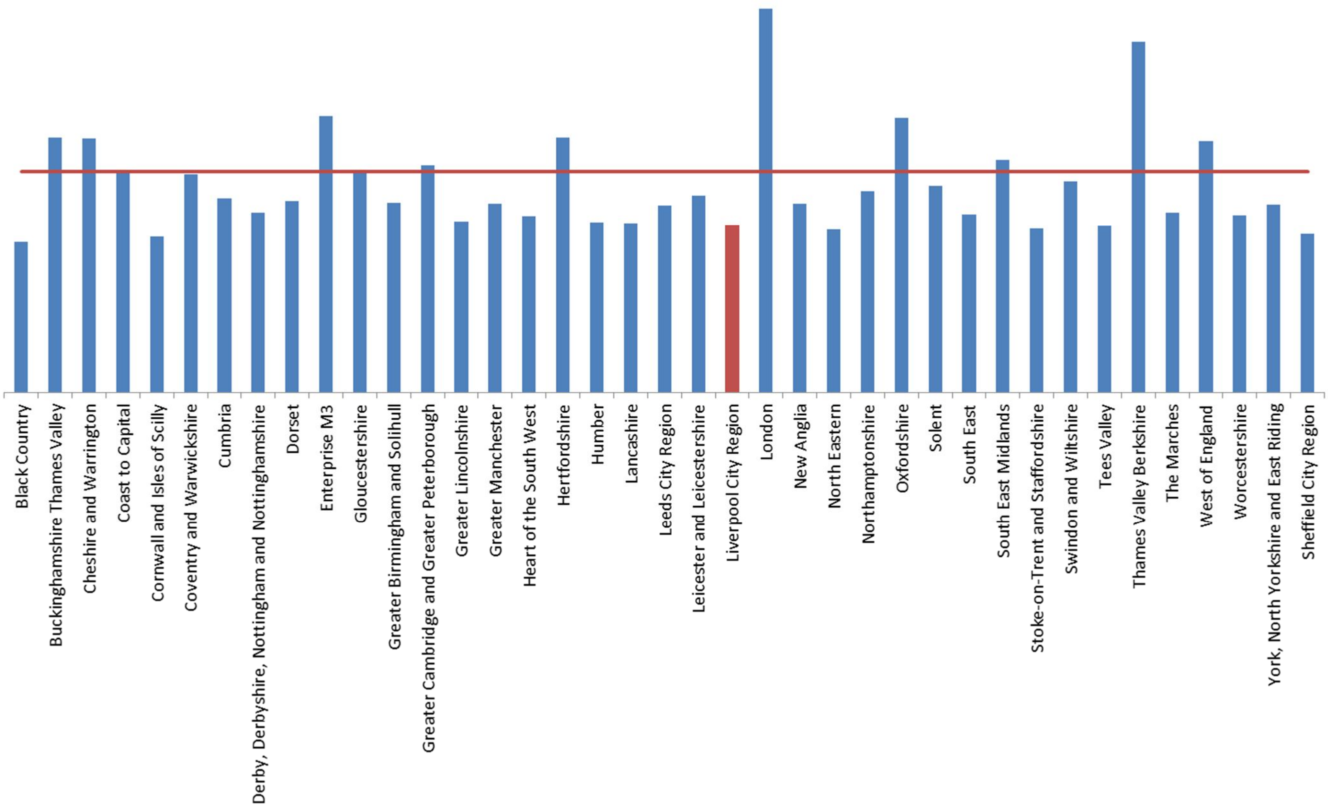
5%

increase in GVA per Head, for the City Region (2010-14).

GVA: Gross value added (GVA) is a measure in economics of the value of goods and services produced in an area, industry or sector of an economy. The chart below shows GVA per head for Liverpool City Region (2014). Across the LCR the greatest proportion of GVA is made from the "Public Administration & Defence; Compulsory Social Security/Education/Human Health And Social Work Activities" industry.



LCR V UK GVA per head: When compared to the UK GVA for Liverpool falls below the UK Index for GVA per head and ranks 33 out of 39 LEPs (2014).



City Region priorities: The LCR LEP has identified the following growth sectors:

- Advanced Manufacturing
- Digital and Creative
- Financial and Professional Services
- Health and Life Sciences
- Low Carbon Energy
- Maritime and Logistics
- Visitor Economy

Further detail can be found in the LEP growth strategy: https://www.liverpoollep.org/articles/liverpool-city-region-works-together-brighter-future/

Employment and Economic Activity

Number of Workers

59,000

people work in Halton. Halton has a higher proportion of people working in full-time jobs when compared regionally and nationally (2015)

Wages

£532

is the average weekly wage for a worker in Halton (2015). This is higher than the North West (£489) and the same as England (£532).
The average weekly wage for a resident in Halton (£492) is lower than the North West (£485) and England (£533).

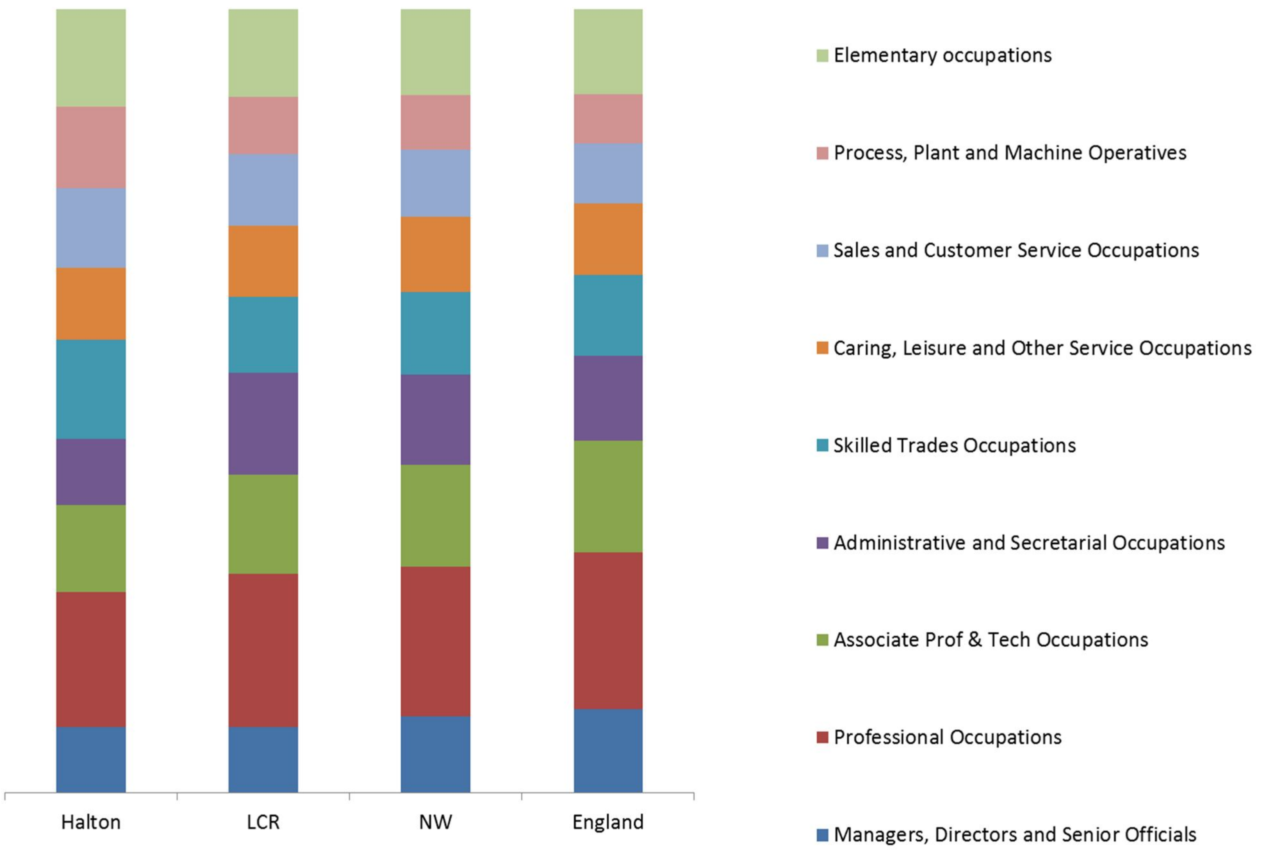
SMEs

99%

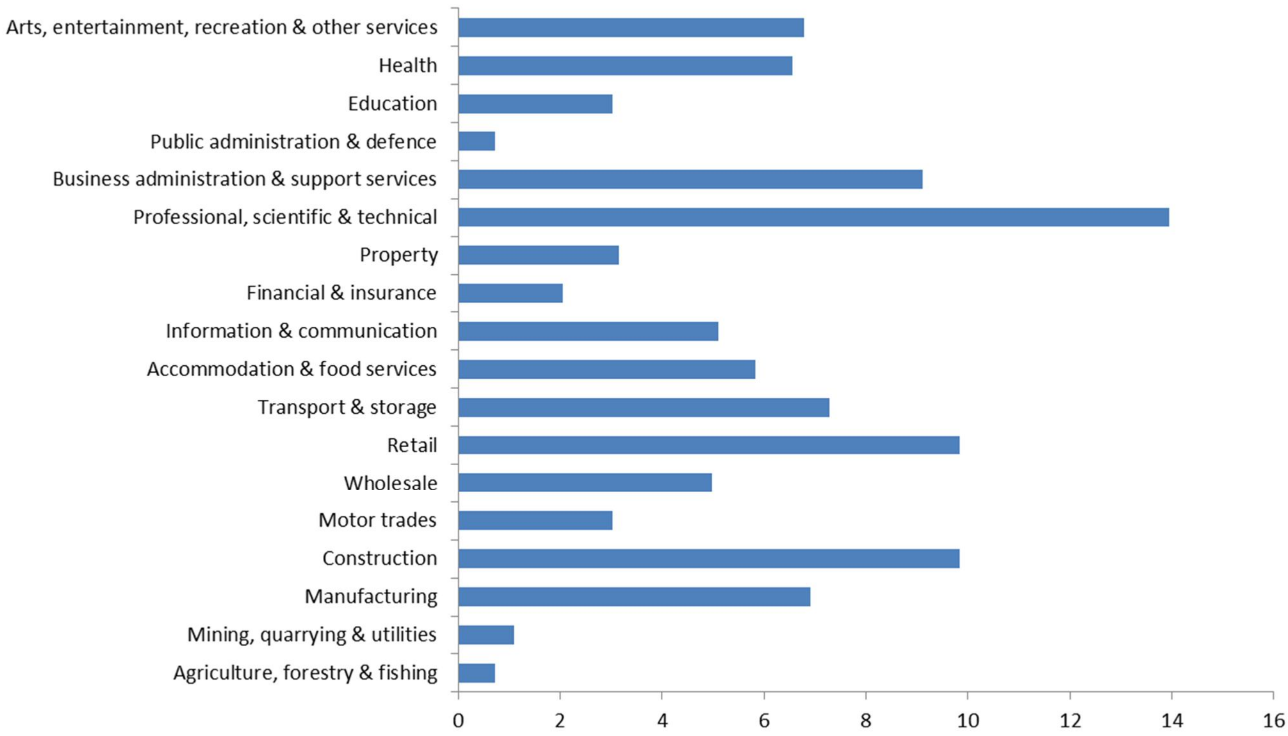
of businesses in Halton are Small and Medium Enterprises (SME's)
The proportion of SME's (less than 250 employees) in Halton is in line with the North West and England proportions (2015).

Workers & Businesses in Halton

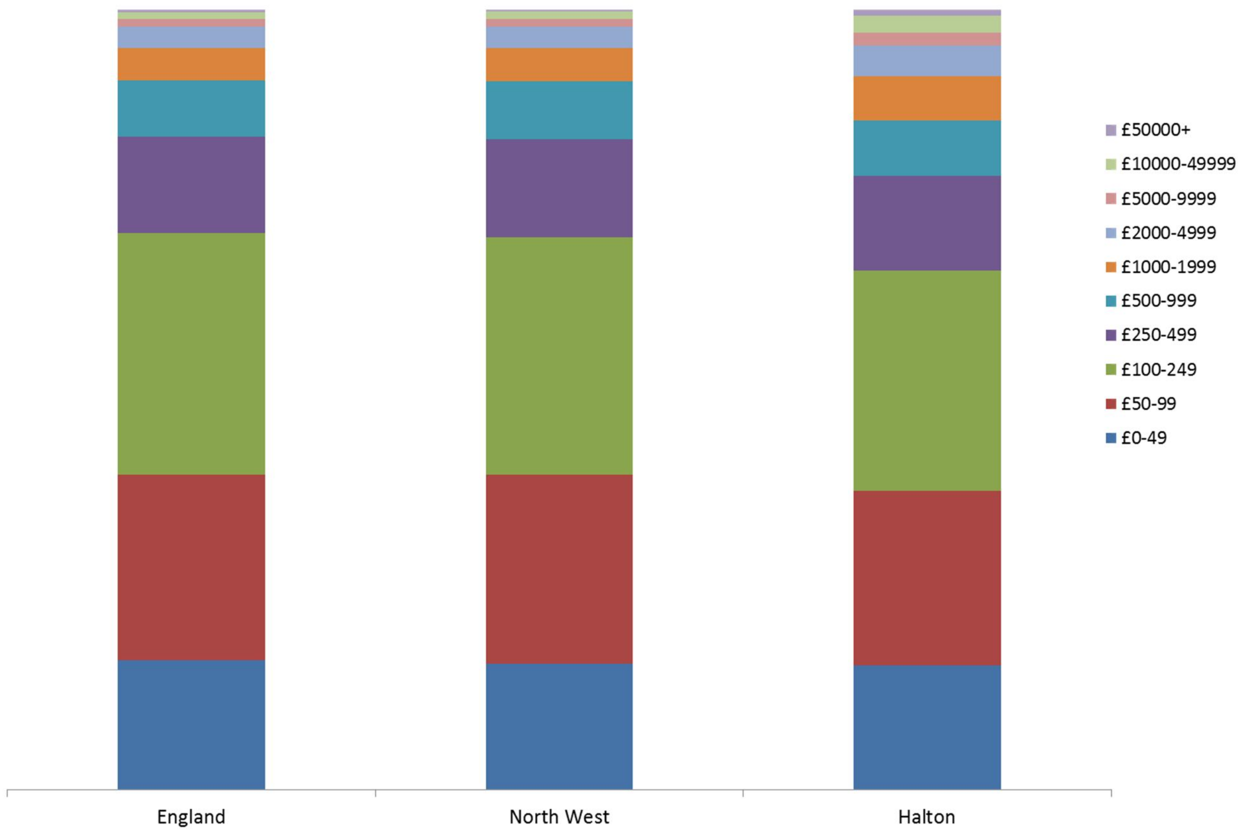
Occupation types: Halton's workforce is similar when compared nationally and regionally (2015). Halton does have a lower level of Managers and a higher level of Machine Operatives.



Types of business: Halton has 4,130 "business units" (2015). In line with the LCR priorities the greatest % are classed as "Professional, Scientific & Technical".

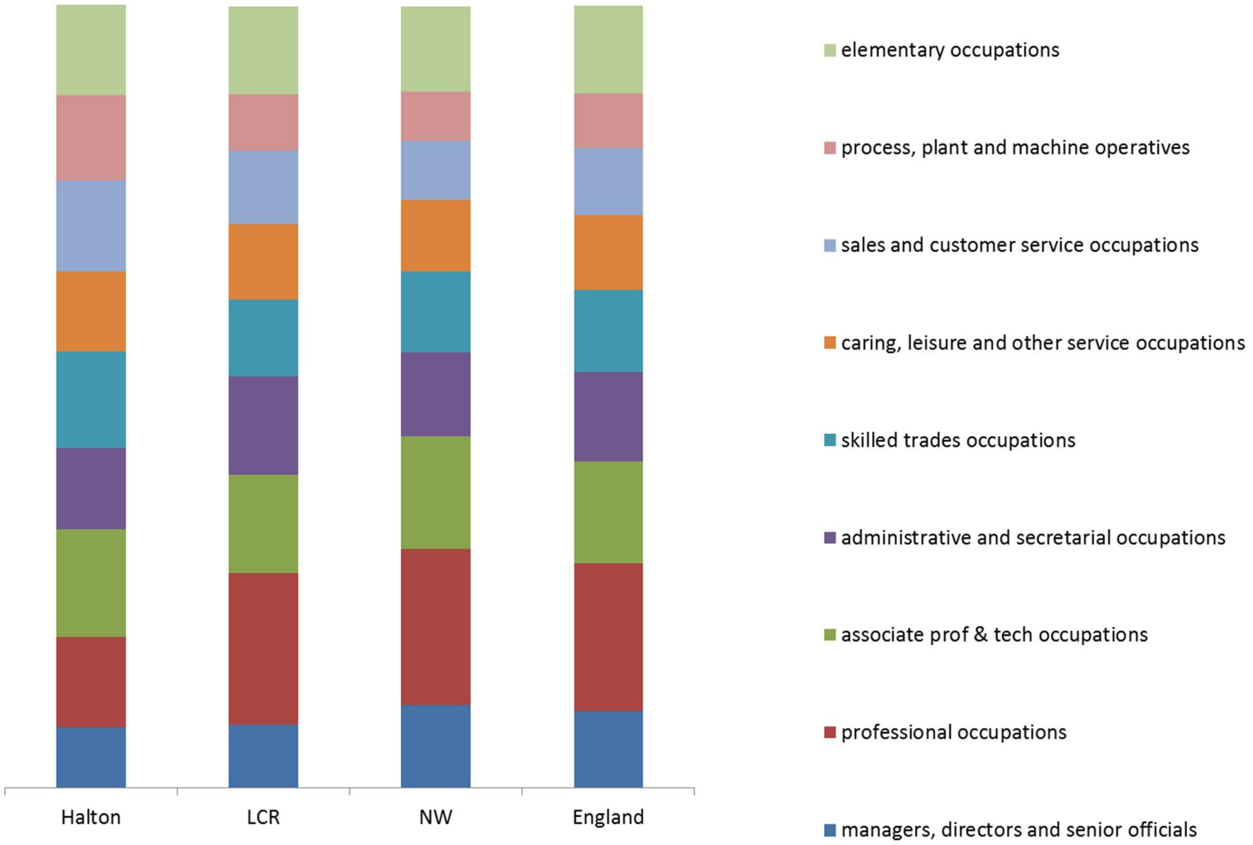


Turnover: Halton has a higher proportion of businesses who turnover £1million plus (2015) when compared to England and the North West (turnover size – thousands).



Workers from Halton

Occupation types: Halton has a lower proportion of residents in professional occupations (2015) when compared regionally and nationally. However the borough does have a higher proportion of residents working in machine operative occupations.

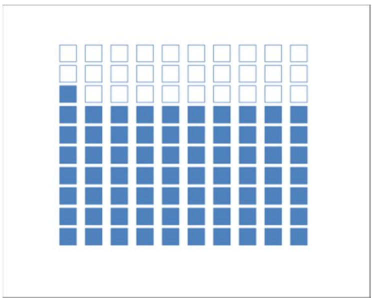


Employment: 8% of Halton's working age residents are self-employed (2015). This is similar to the LCR (8%), the North West (9%) and England (10%). Below are Halton's employment rates:

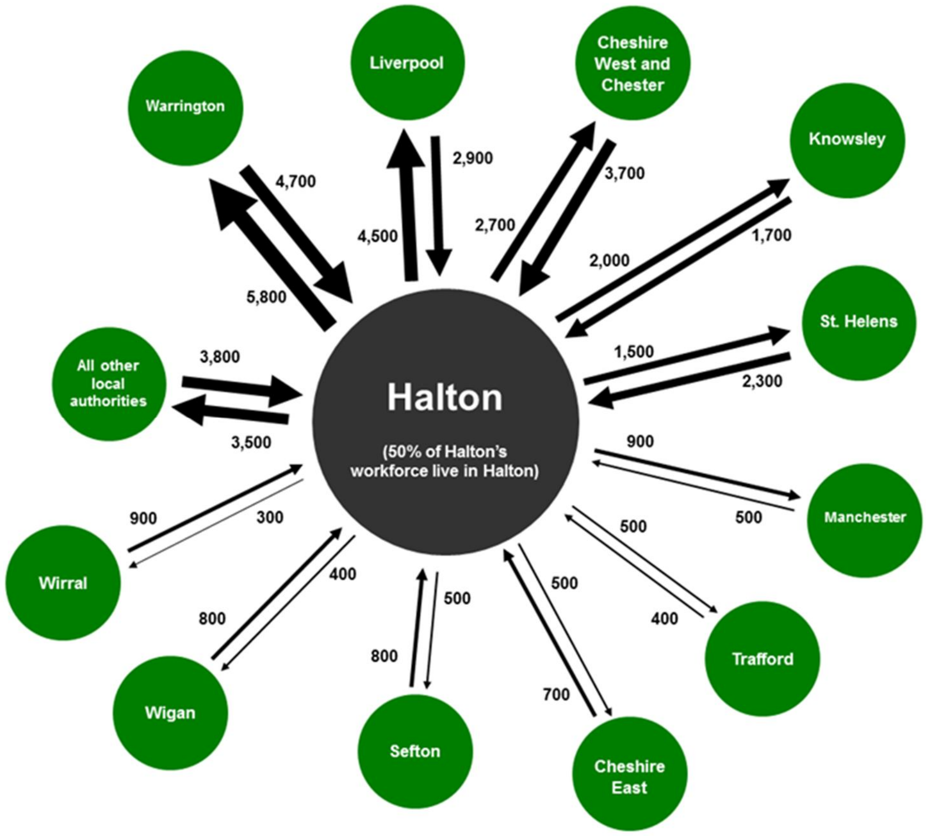
Halton's employment rate (75%)

Male employment Rate (80%)

Female employment rate (71%)



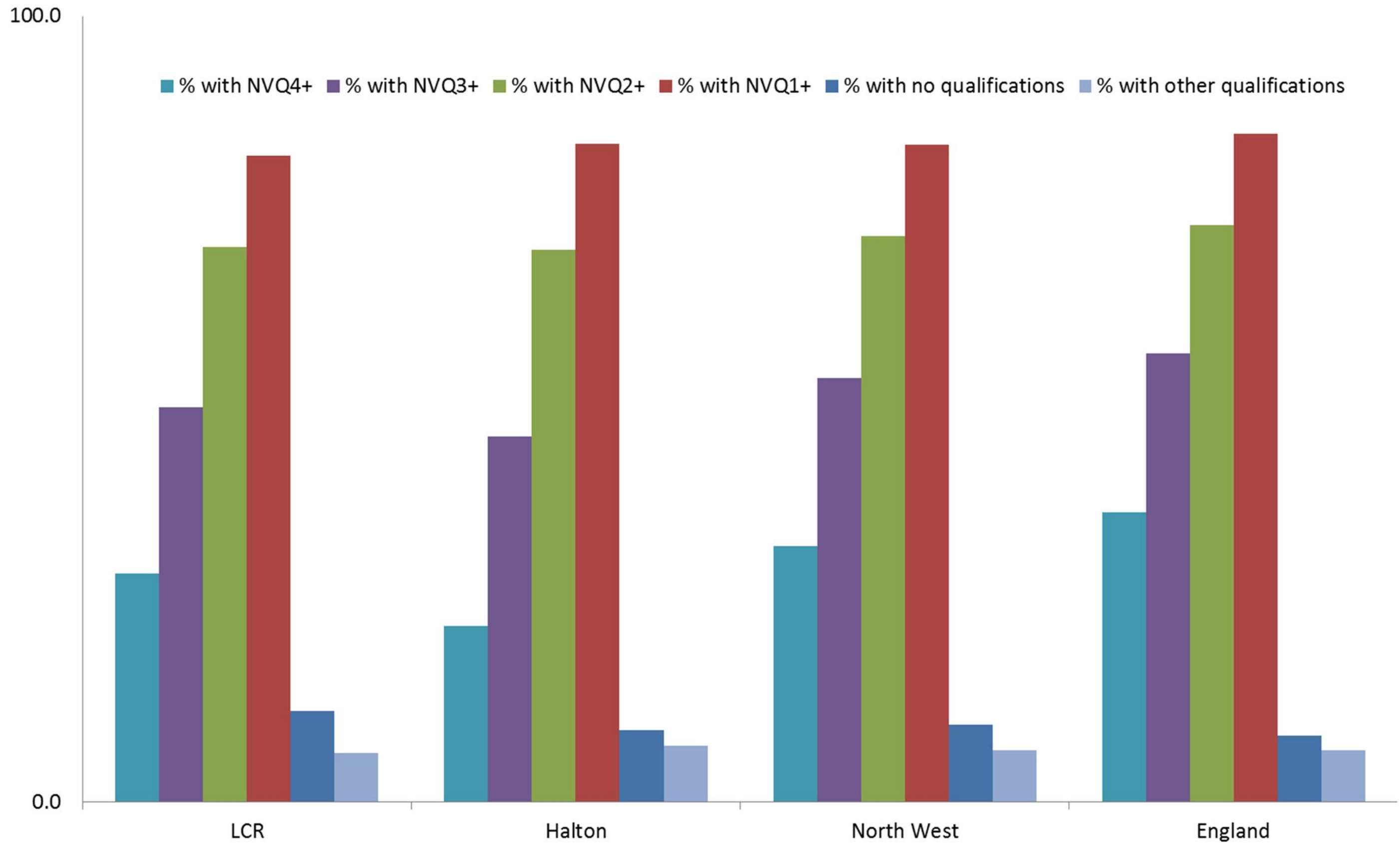
Travel to work: 50% of Halton's workforce live in Halton (2011 census).



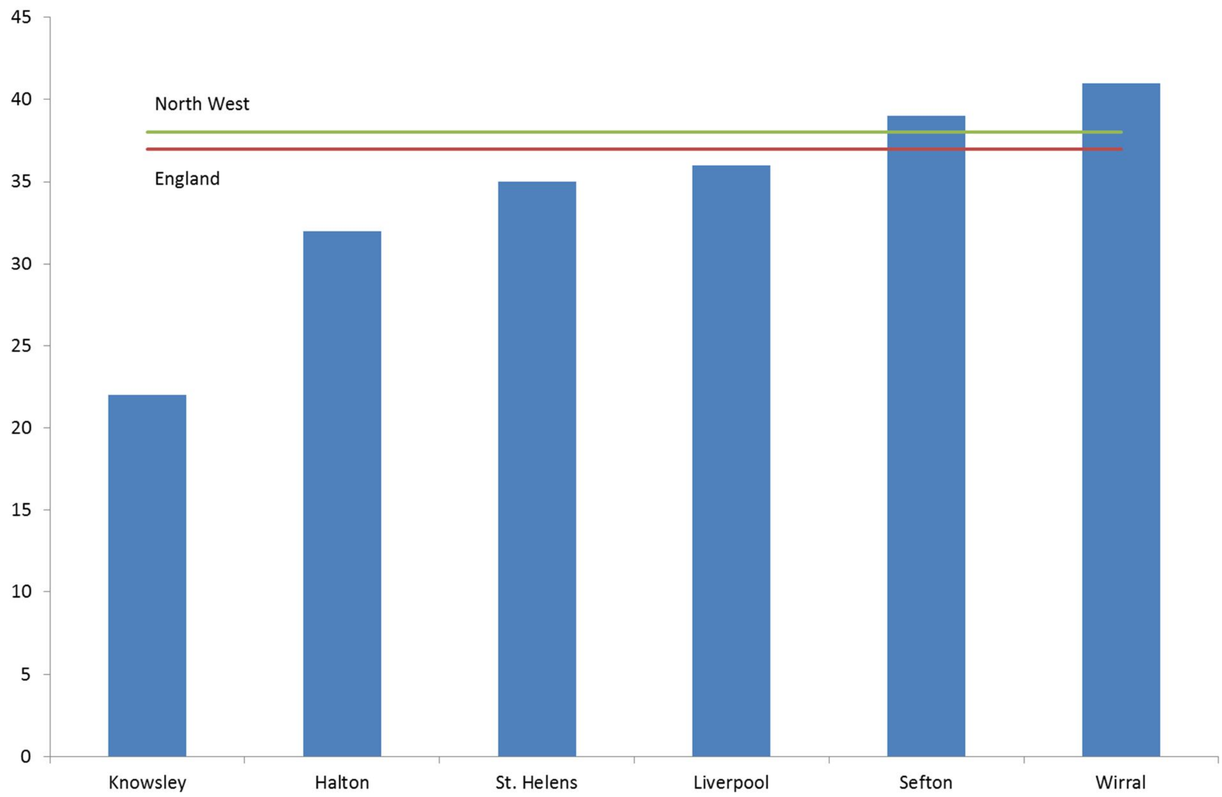
Skills

Adult Qualifications	GCSE	Apprenticeships
9%	57%	1,420
of Halton's working age population have no qualifications(2015).	of pupils achieving 5+ GCSE's A*-C including English and Math (14/15). Halton's attainment rate is higher than the North West and England rates.	Programme starts in Halton (14/15). This is the same as the previous year, however nationally and regionally apprenticeships have increased.

Adult Qualifications: Similar to the City Region, Halton resident's qualification levels are lower than those of the North West and England.



Accessing Higher Education: Nationally, Halton has amongst the lowest proportions of pupils entering Higher Education. The chart below shows estimated percentage of pupils from state-funded schools aged 15 in 2009/10 by Free School Meal status who entered HE in 2012/13 at age 18 or 2013/14 at age 19 by Local Authority. UK Higher Education Institutions and English Further Education colleges.



Economic Inactivity and Unemployment

Economically Inactive

16,200

of Halton's population are economically inactive in 2015. 64% of these are female (includes: student, looking after home/family, temporary/long term sick, discouraged, retired)

Out of work Benefits

13%

of Halton's working age population are claiming out of work benefits (Nov 2015)

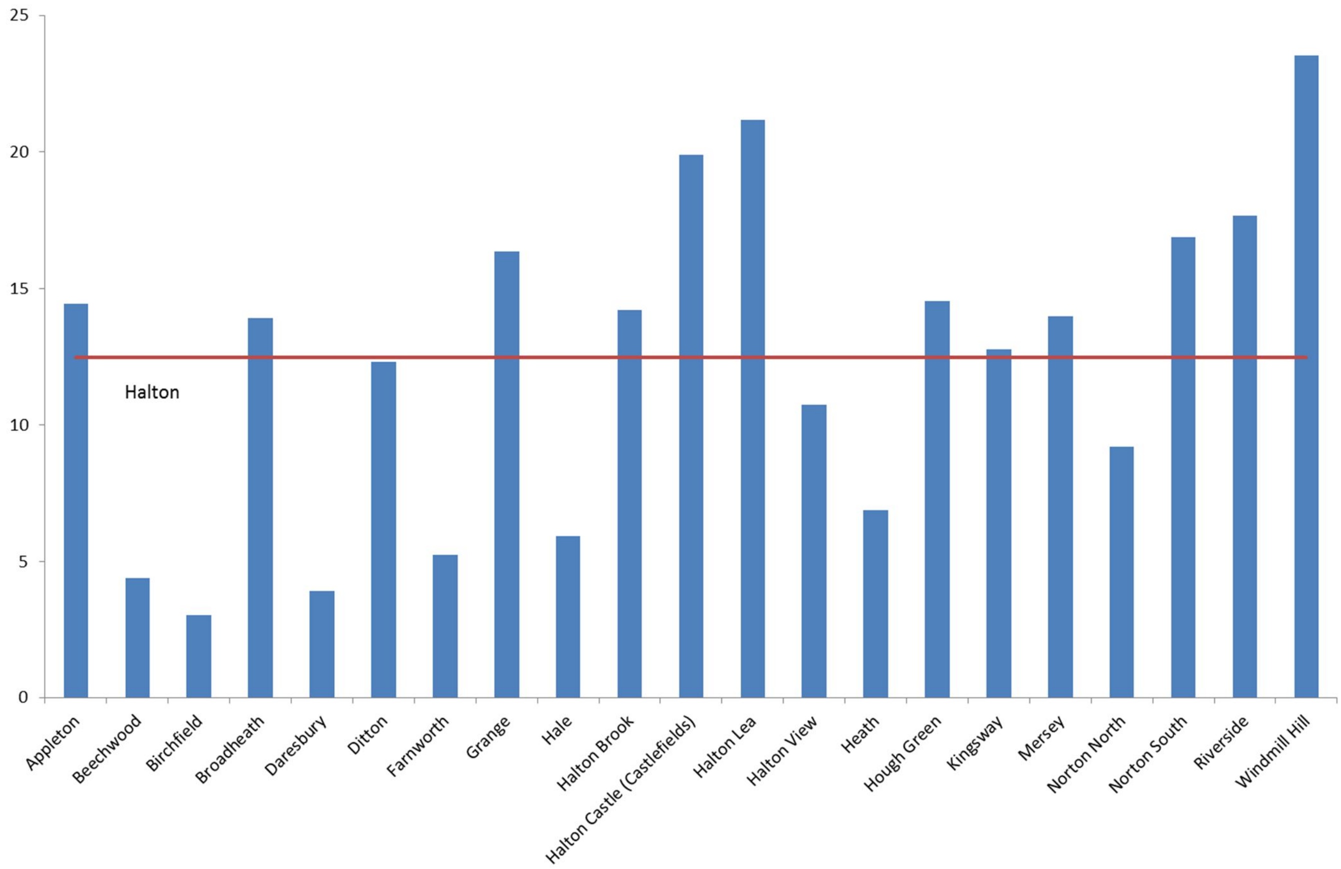
Long Term Job Seekers

39%

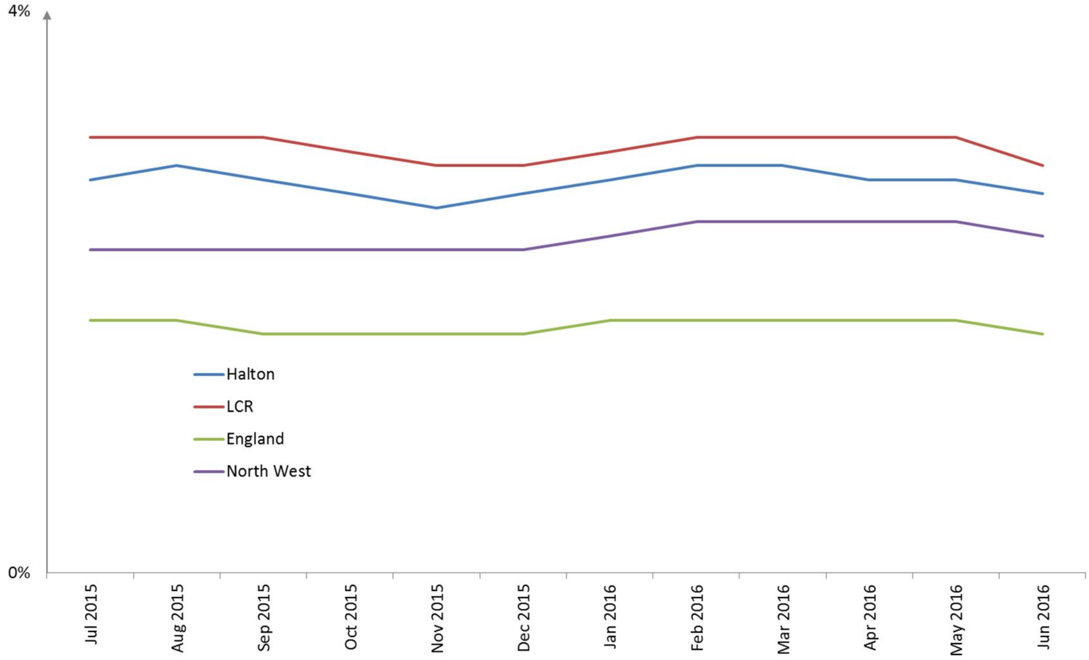
of Job Seeker Allowance Claimants (JSA) have been claiming for over 12 months (June-2016).

Do not want a job: 12,000 of the economically inactive state that they do not want a job, leaving around 4,200 of the economically active population who do want a job – 65% of these are female.

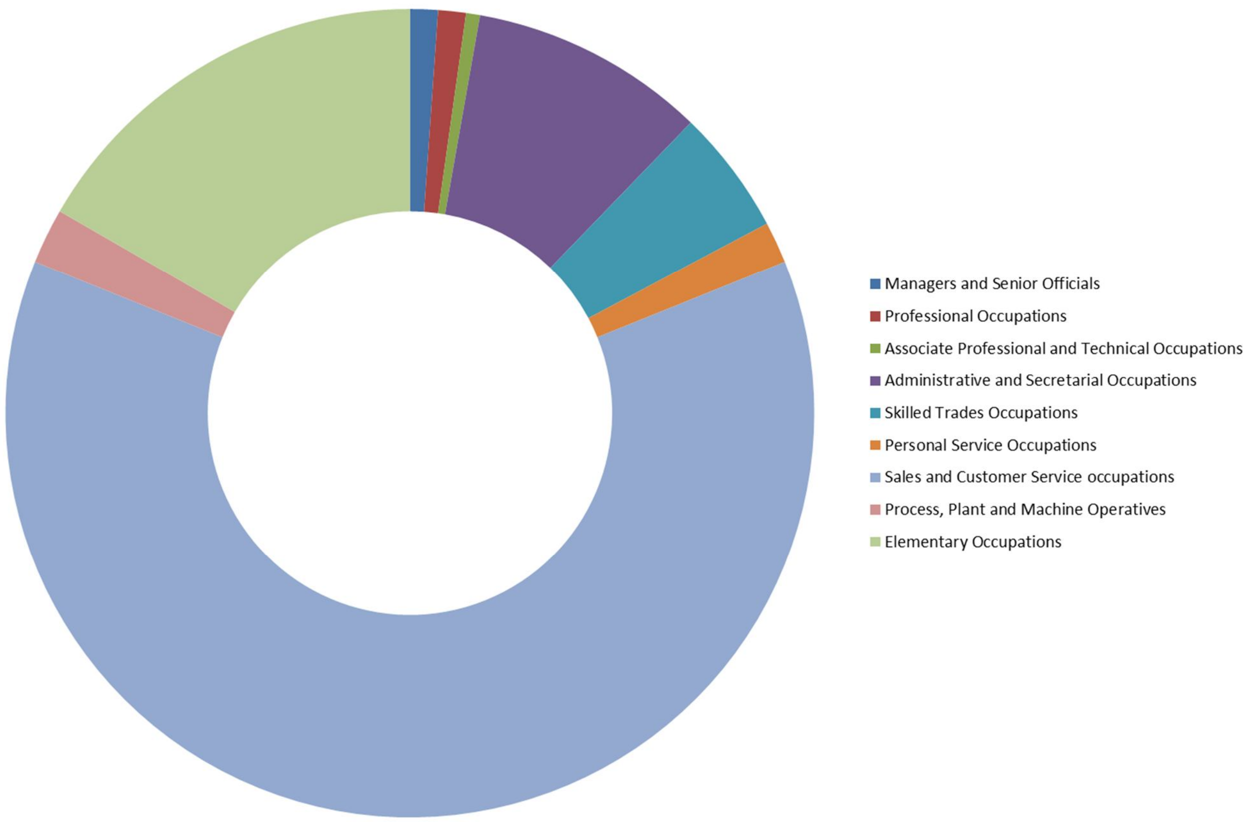
Out of work benefits: The out of work benefit with the largest number of claimants is ESA/incapacity benefits. The chart below shows the out of work claimant rate at ward level. Windmill Hill has the highest proportion, with over 20% of the working age population claiming a key out of work benefit.



Claimant Count (the number of people claiming Jobseeker's Allowance plus those who claim Universal Credit who are out of work): Halton's claimant count is 2.7%. This is line with the City Region and North West rates.



Sought Occupations: In contrast to the LCR priorities, people claiming JSA are more likely to be seeking employment in "Sales and Customer Service" jobs (Jan – Dec 2015).



Youth Unemployment: At 1.1%, Halton's youth (18-24 year olds) unemployment rate is in line with regional and national rates.

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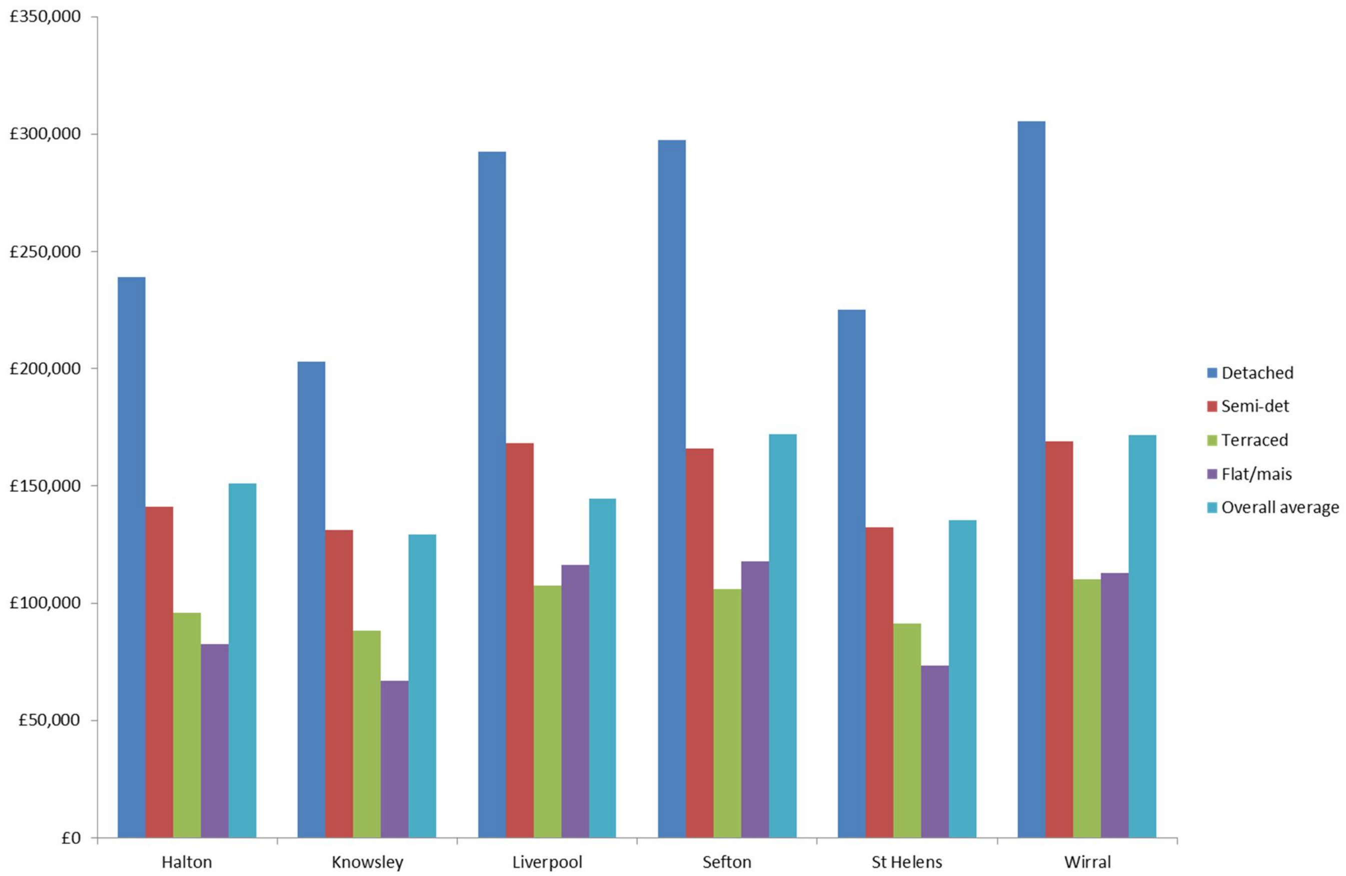
Housing

Average House Price	Affordability	Houses owned
£151,232	6	63%
In 2015. This is below the North West average of £172,842 and the England & Wales average £271,981	times the average wage. This is lower than the region and Nationally (2015)	of Halton homes owned. This is higher than the City region, however 27% are owned outright which is lower than the City Region (2011 Census)

Number of Sales: 25% of households are socially rented. The ward with the highest % is Windmill Hill where 74% are socially rented (2011 census).

Sales by property type: There were 1,535 sales in Halton during 2015. The largest type being semi-detached. Halton's average house price is higher than Knowsley, Liverpool & St Helens but lower than Sefton and the Wirral.

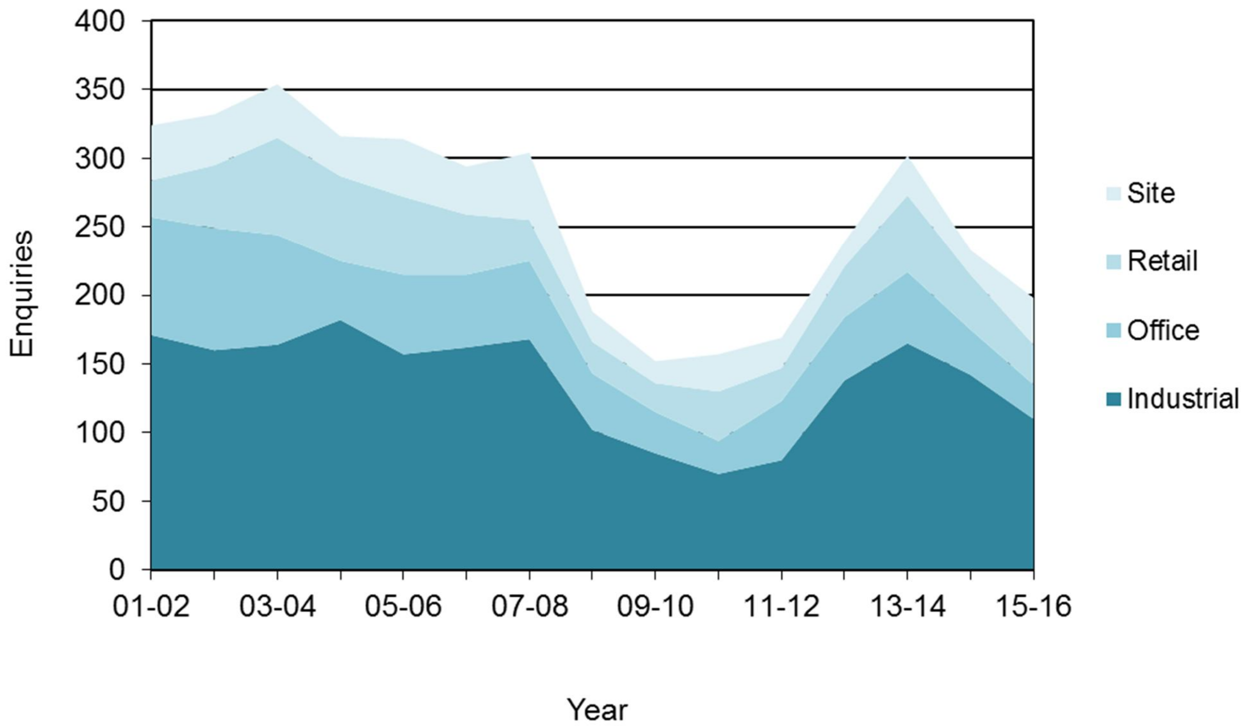


Land & Property Markets

Overall, enquiries for commercial property received by the Business Improvement & Growth Team have fallen since 2014-15, though this rate has lessened in the previous 2015-2016 period (fell by 15% in 2015-16 compared to -23% in 2014-15). This recent downward trend reflects the recent downward trend in UK Commercial Property demand (evidenced by the RICS UK Commercial Property Market Survey: http://www.rics.org/Global/RICS%20UK%20Commercial%20Property%20Market%20Survey%20-%20Q2%202016.pdf).

Site enquiries increased in 2015-16 compared to the previous period, with 36 enquiries for sites being the highest since 2007-08.

Demand for Retail and Office and Industrial units has continued to fall since 2014-15, though overall numbers are still higher than those seen post- Global Economic Recession. The chart below shows the total number of enquiries broken down by type:



Sources:

Data	Source
Access to Higher Education	Dept Business, Innovation & Skills
Adult Skills	Annual Population Survey
Apprenticeships	Dept Business, Innovation & Skills and Skills Funding Agency
Business births & deaths	ONS business demography
Business data	Business Registration and Employment Survey & Inter Departmental Business Register (IDBR)
Earnings	ONS Annual Survey of Hours and Earnings
Employment, Economic Activity & Inactivity	Annual Population Survey
GCSE	Department of Education
GVA	ONS Regional Economic Analysis, GVA for Local Enterprise Partnerships
Households	2011 Census
Housing	Land Registry Price Paid data
Land and Property	Halton Borough Council's Business Improvement and Growth (BIG) Team
Out of Work Benefits	DWP benefit claimants - working age client group
Population	ONS Mid Year Population Estimates
Travel to work	2011 Census
Turnover	ONS Business activity, size and location
Unemployment	NOMIS

For further information and clarification around data sources please contact the Customer Intelligence Unit at research@halton.gov.uk