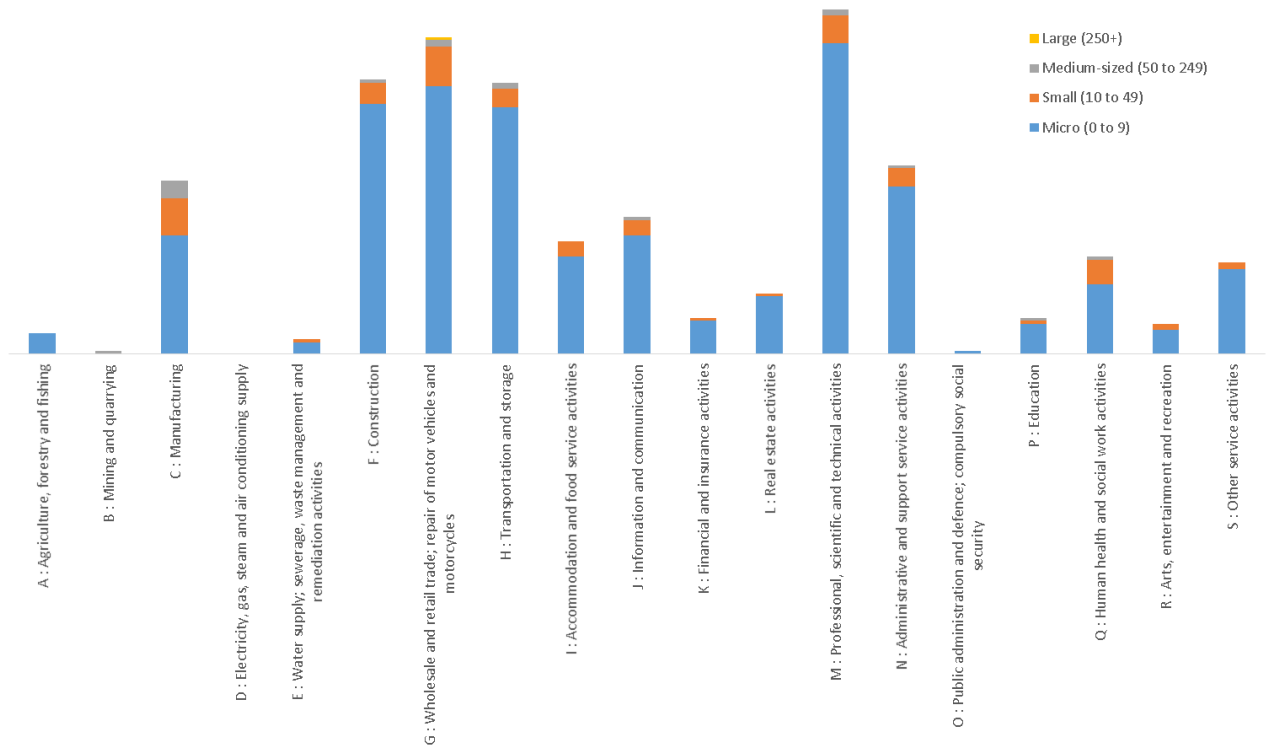


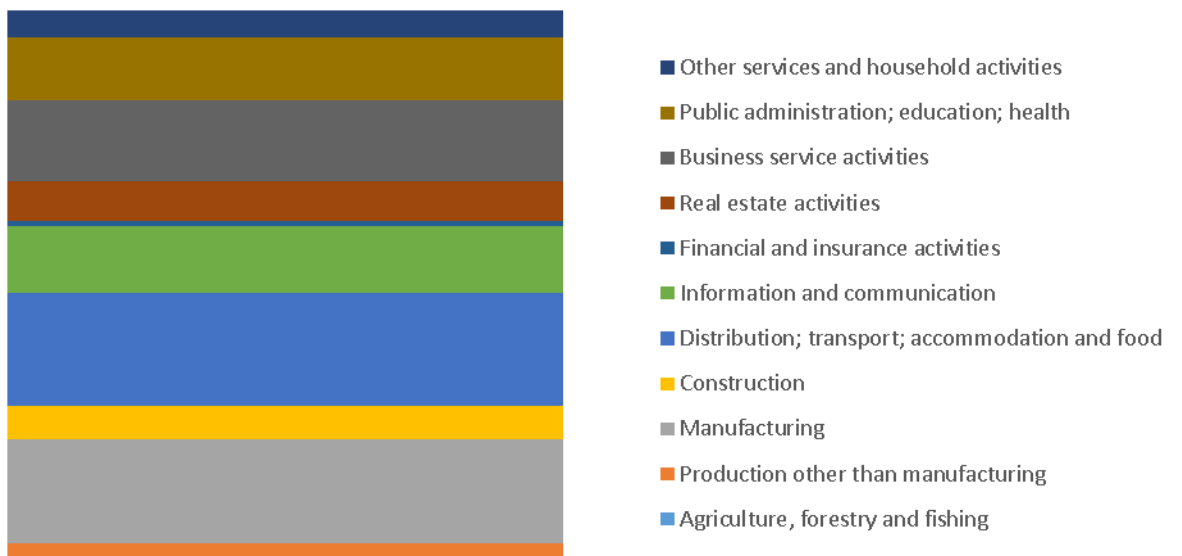
Data Analysis

Our Business Profile

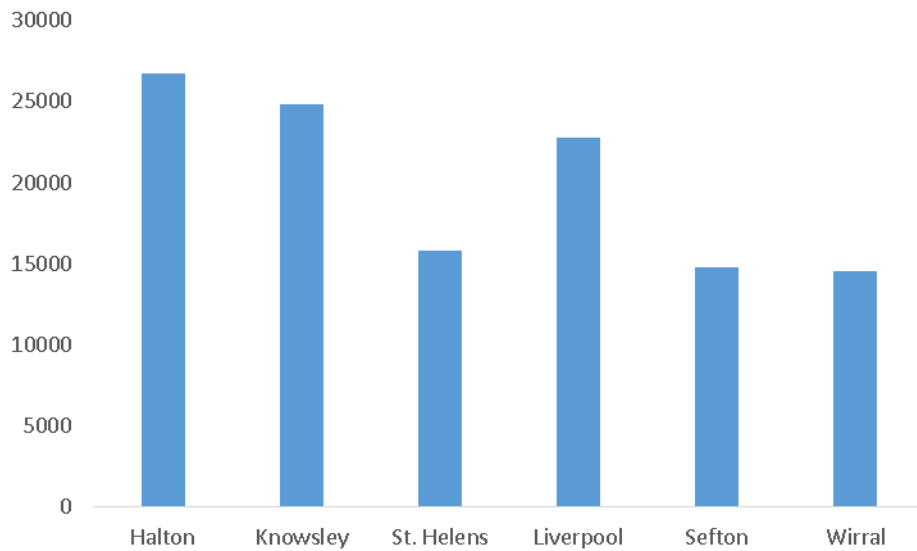
Halton has a large number of businesses in the higher sector: “Professional, scientific and technical activities”. Most businesses are micro or small businesses.



Within Halton, businesses in the “Distribution; transport; accommodation and food” sector have the largest increase in the value of the economy due to the production of goods and services.

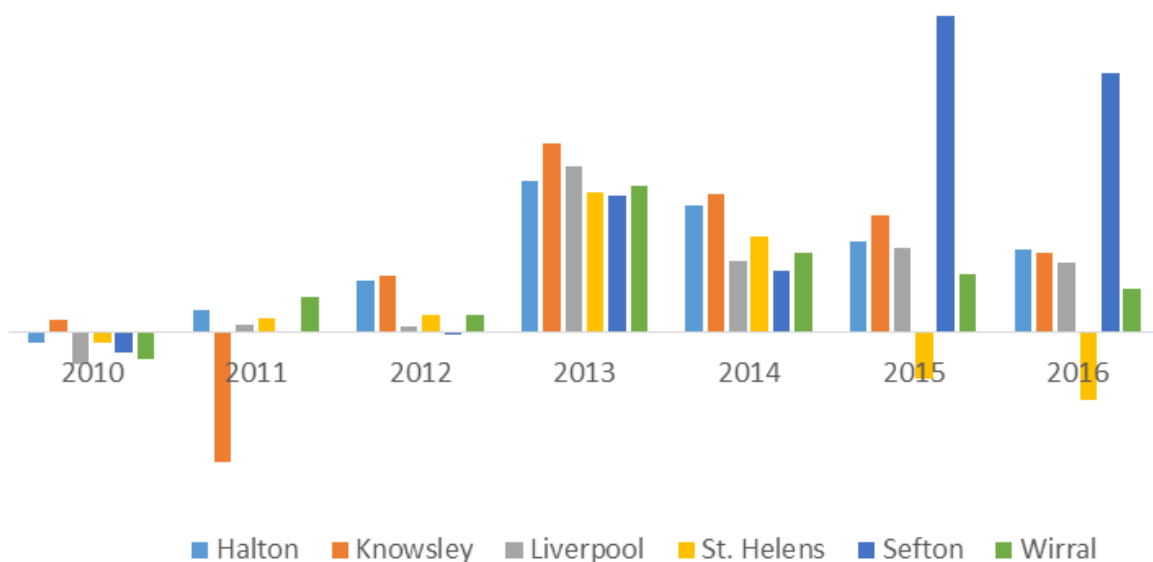


Halton performs well when compared to the rest of the City Region for GVA per head of population (2015).



Since 2010, business births (start-ups) have outweighed business deaths – with births increasing from 305 in 2010 to 645 in 2016.

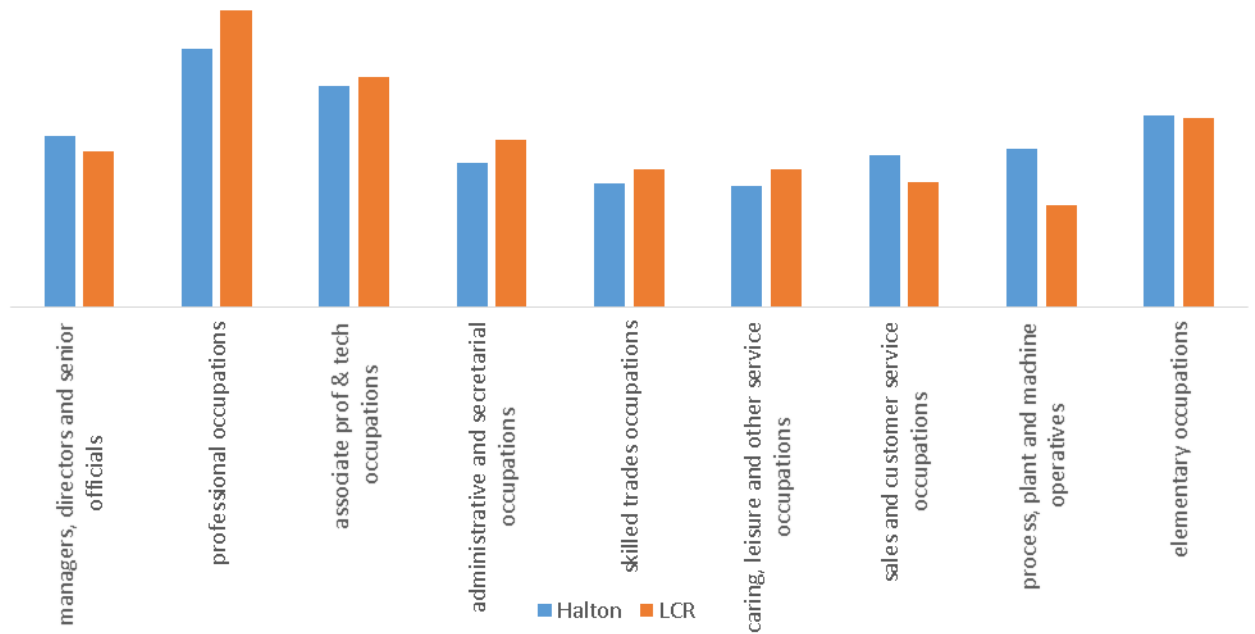
The chart below shows the Births to Deaths ratio since 2010 (negative = deaths outweighing births):



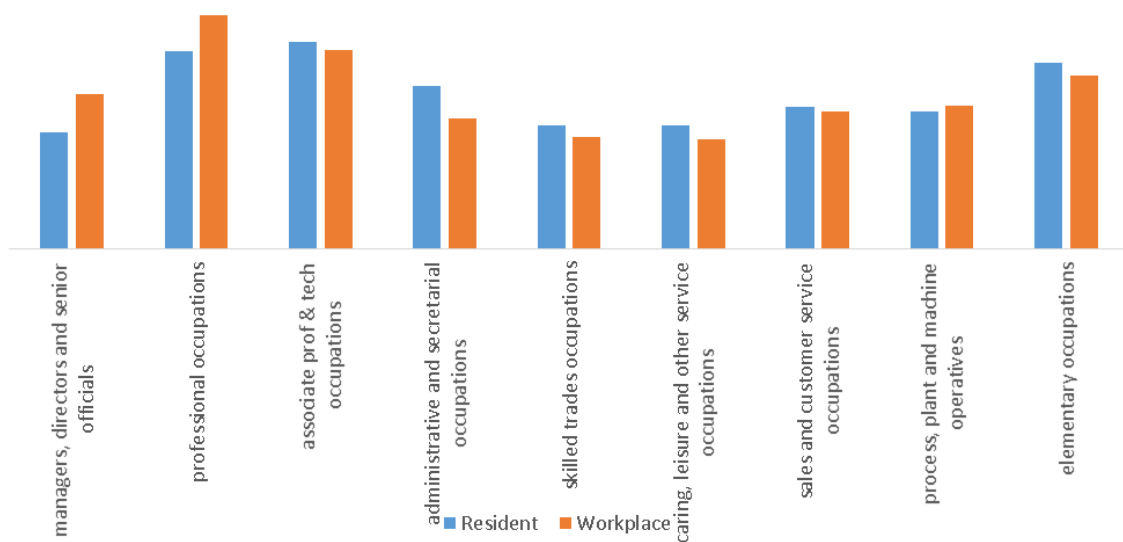
- An Employer Skills Survey conducted by Wavehill highlighted the large average number of vacancies in Halton (more than double) compared to the rest of the Liverpool City Region.
- Halton also has the largest number of companies reporting having 'Hard to Fill' vacancies (HTFV).

Workforce

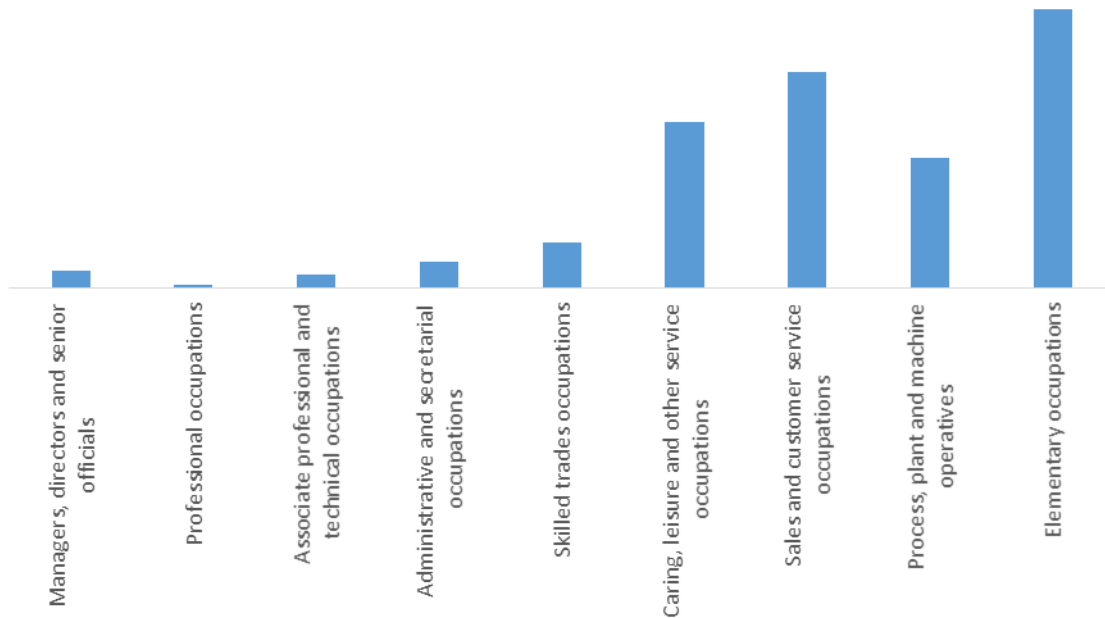
Similar to the rest of the LCR, Halton's workforce consists of people working in the "higher" classification sectors. However Halton also has a larger proportion working in the "lower" sectors such as "process, plant and machine operatives".



However, it looks like Halton residents are more likely to be employed in the lower skilled occupations:

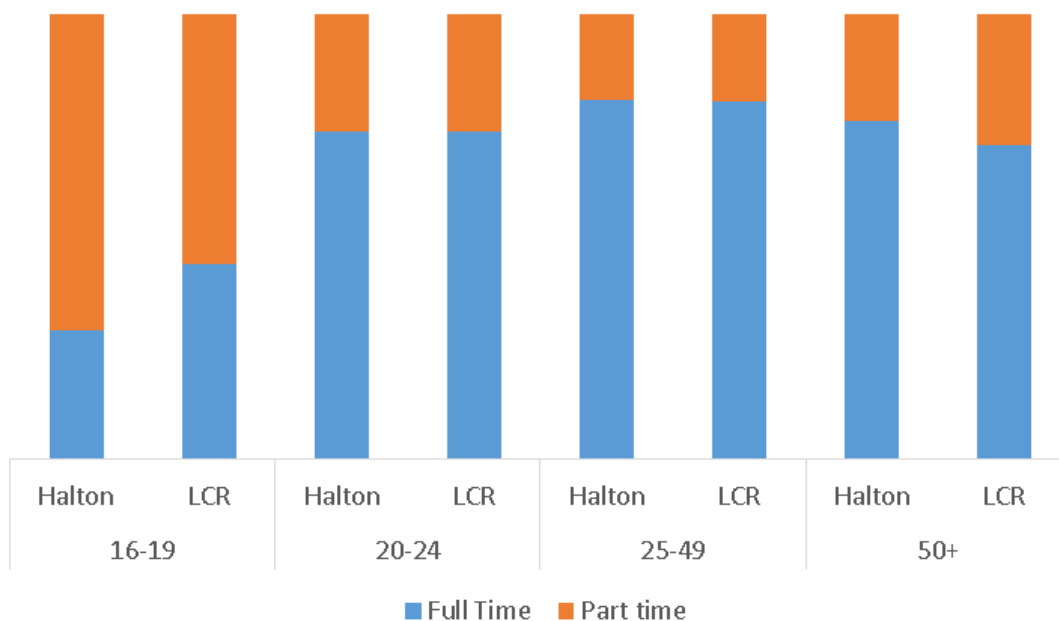


This could possibly be a contributor to low pay for Halton residents. The chart below shows the proportion of jobs nationally below or within 2% of national minimum wage/national living wage. The highest proportion is the elementary sector – which a large proportion of Halton residents work in (as the previous chart shows).



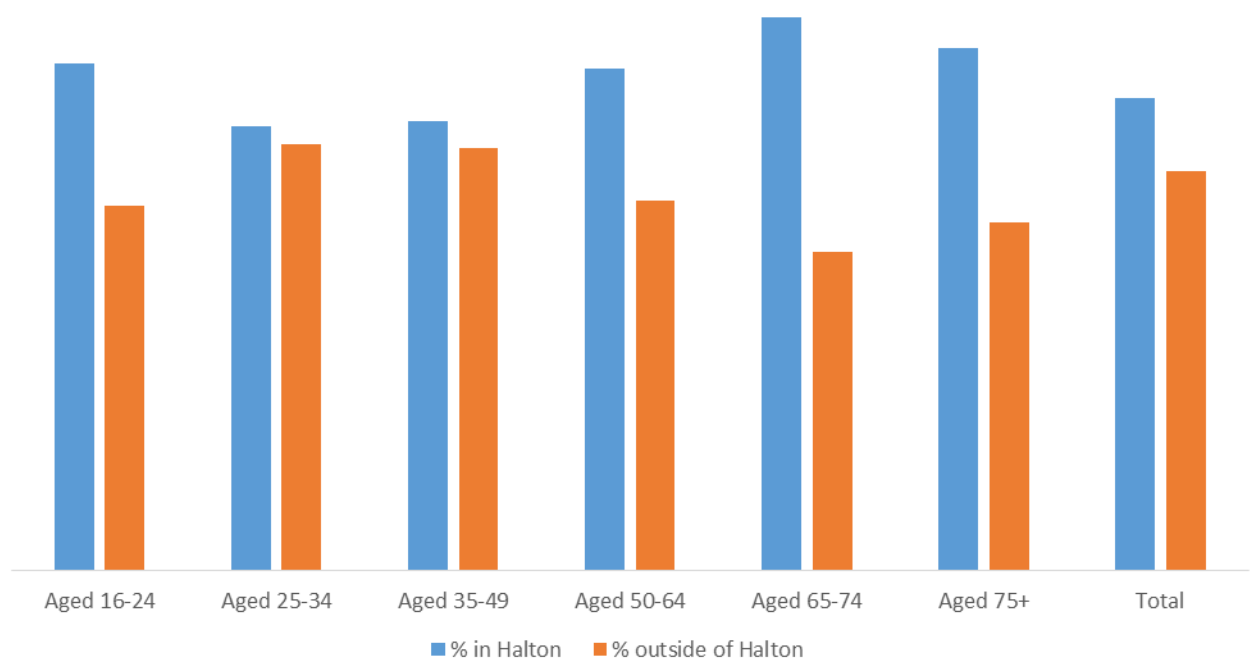
This is reflected in earnings statistics that shows Halton residents earn **£497.1** per week whilst people working in Halton earn **£562.0**.

The pattern for part time work for Halton residents follows the City Region pattern.



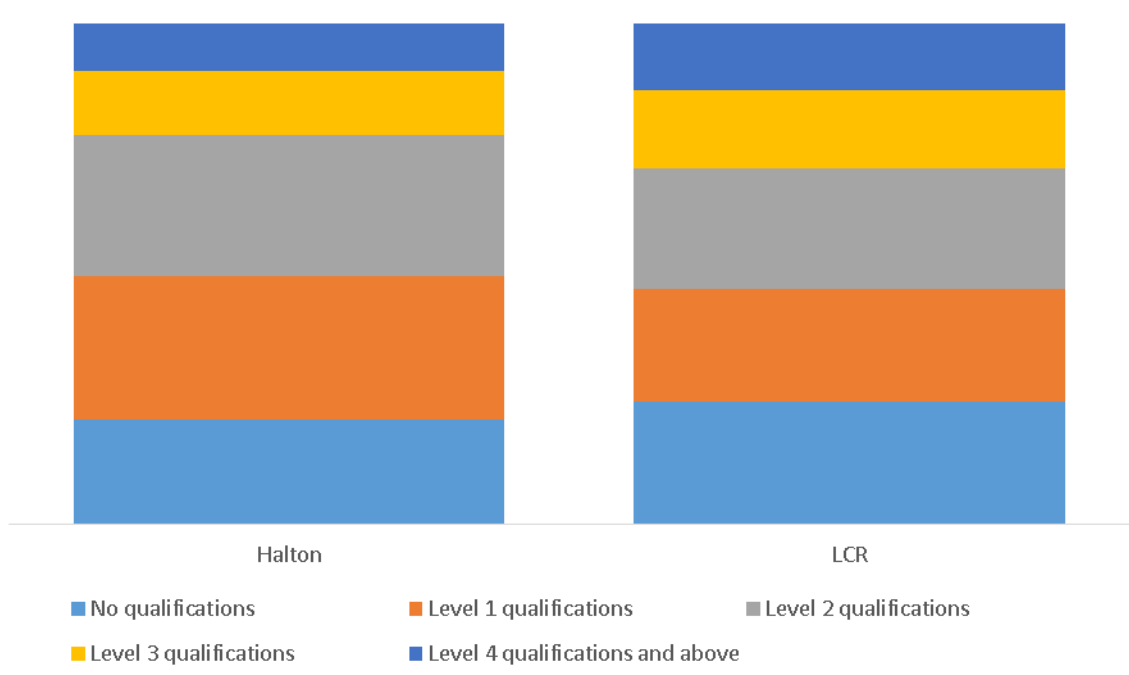
Halton's resident working age population is forecast to decline over the next 20 years. A similar pattern occurs across the rest of the City Region with the exception of Liverpool.

Travel to work data from 2011 shows that the older resident age groups are more likely to work within the borough than travel out of the borough. However, for the younger age groups the difference is a lot smaller.



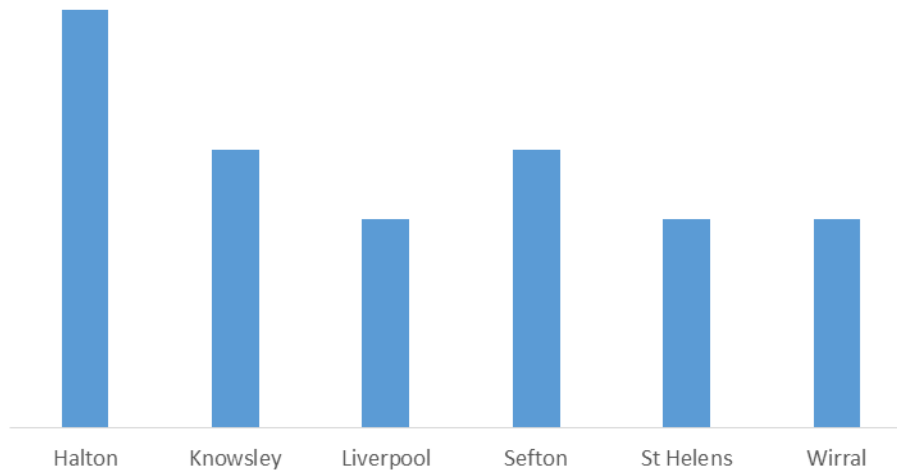
People who are not working & Skills

The 2011 Census showed that those classed as unemployed are more likely to have lower qualifications.



- Halton currently has the joint second highest average Attainment 8 score per pupil in the Liverpool City Region.
- Halton also has the second highest percentage of pupils achieving all components of the English Bacalaureate indicator.

The 2015 skills survey shows that employees in Halton identified a larger skills gap (6%) than other areas in the City Region:

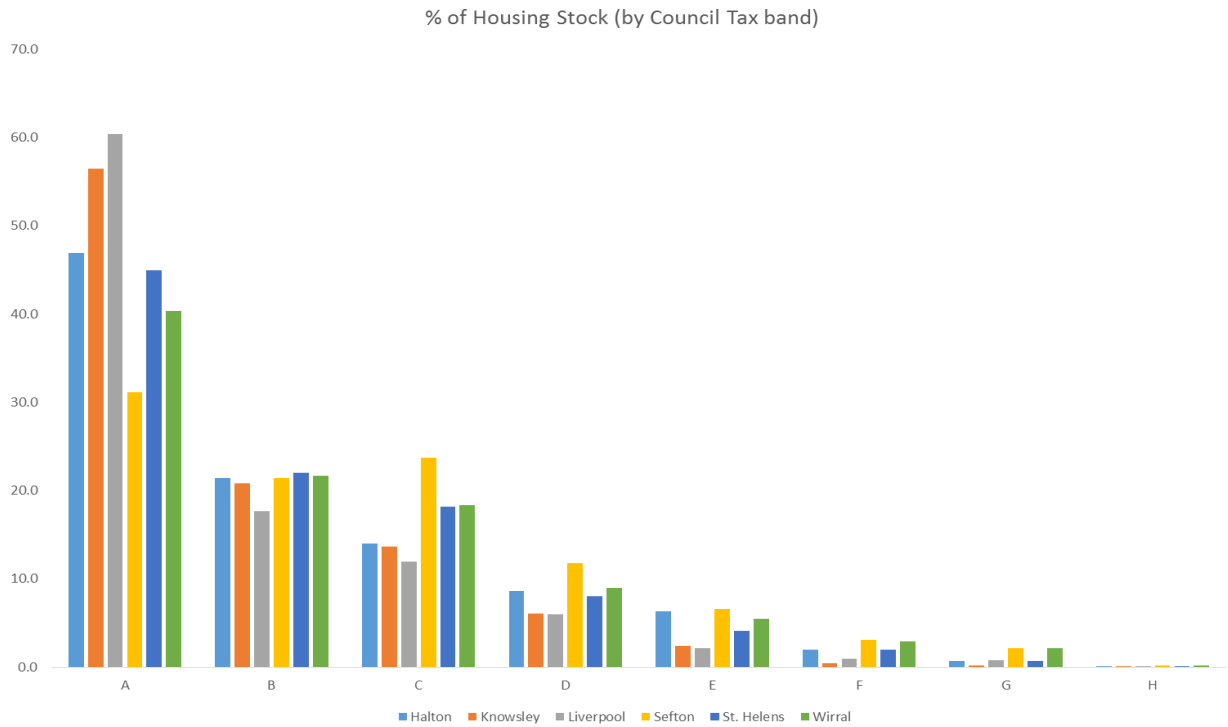


- The Employer Skills Survey conducted by Wavehill highlights that Halton has a higher proportion of employers citing shortages in technical skills and the second highest proportion for lack of general employability

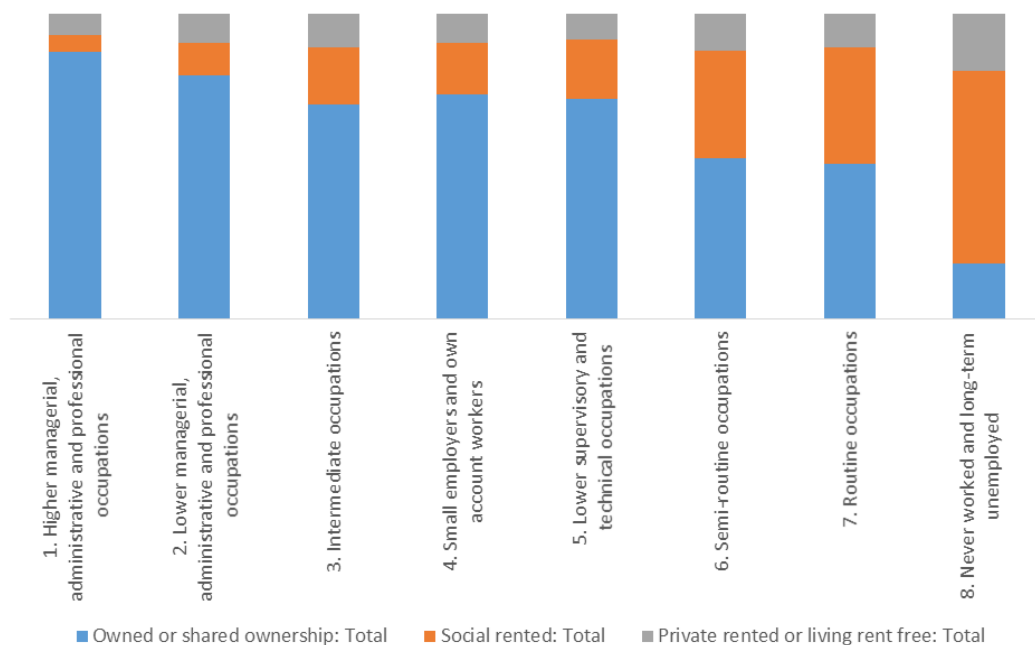
Housing

Housing in Halton is affordable when compared to other areas. Halton's affordability ratio is 5.1 (ie housing costs 5.1 times earnings) whilst nationally the ratio is 7.7. Alongside this Halton has one of the lowest Council Tax rates in the Country.

Around a quarter of Halton's housing is Social Housing (again higher than national/regional figures). Halton also has the 3rd highest proportion of Band 'A' properties in the Liverpool City Region. This is higher than the regional average and considerably higher than the national average. Halton has the 3rd lowest proportion of Band 'F-H' properties in the Liverpool City region. This is lower than both the regional and national average.

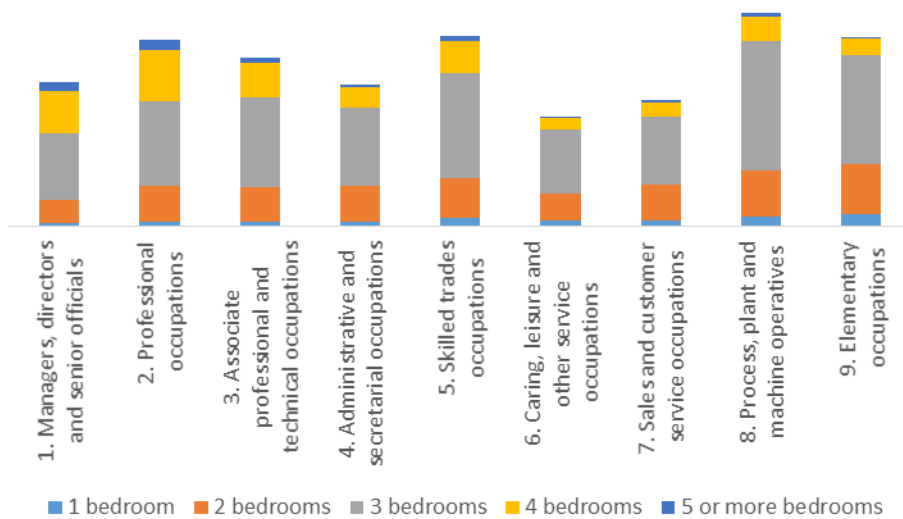


However, this may be one of the barriers to attracting people who are working in the higher occupations in Halton. The chart below shows tenure type by occupation type for Halton (as at the 2011 census).



COUNCIL TAX BANDS AND CAN YOU DO OCCUPATION LEVEL BY NUMBER OF ROOMS

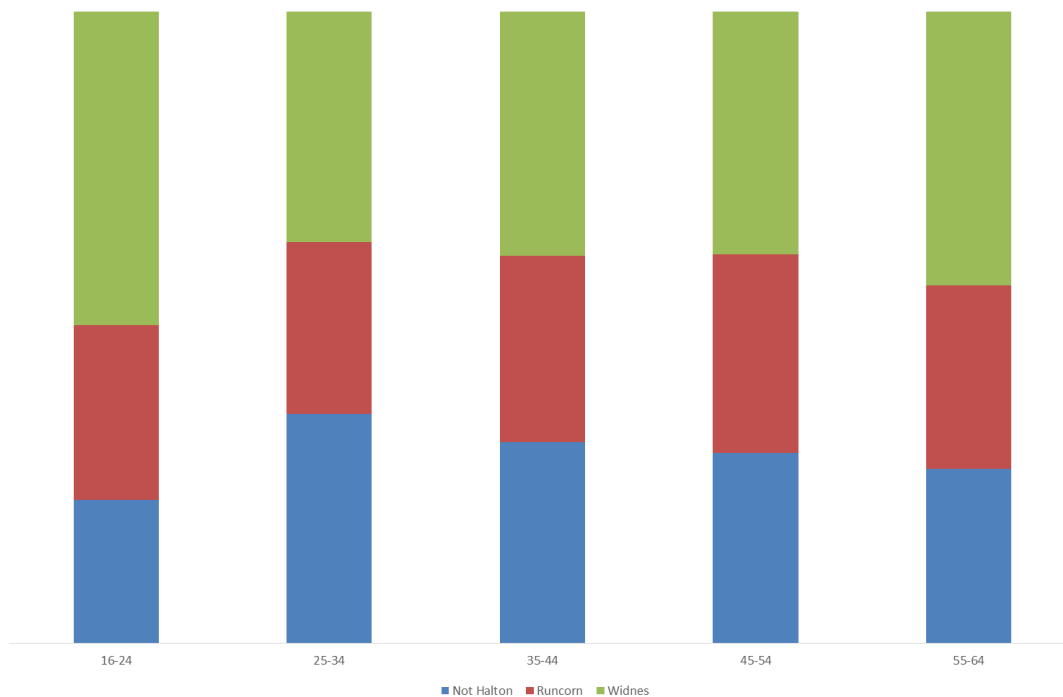
2011 Census data also shows properties with a higher number of bedrooms are more likely to contain residents employed in the higher occupation levels.



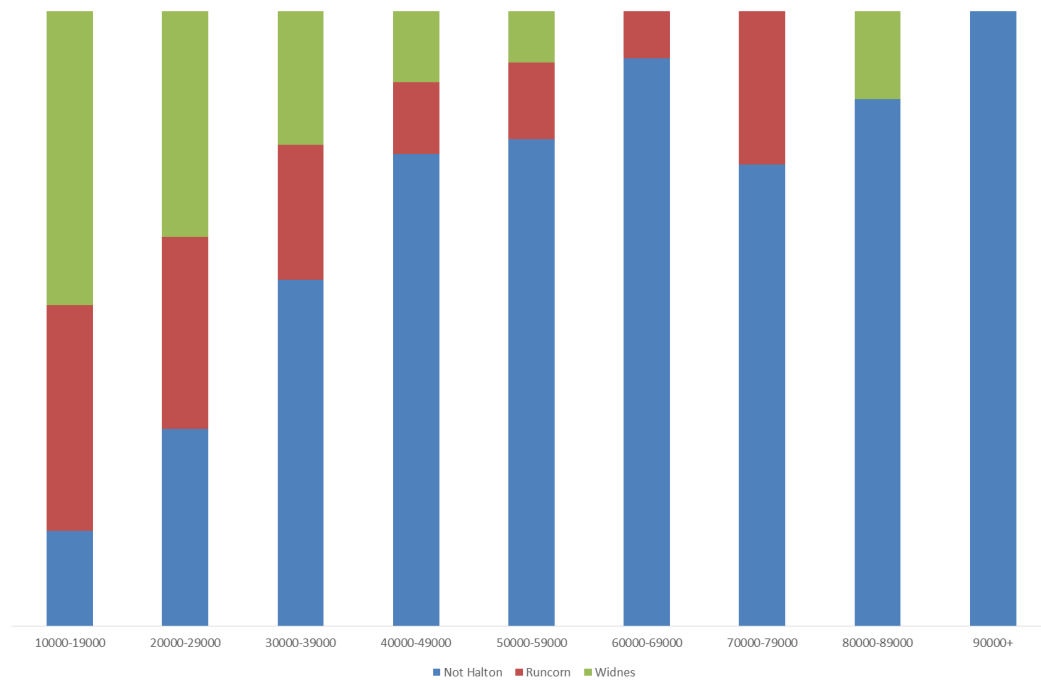
Halton Borough Council Case Study

Halton Borough Council is one of the Borough's largest employers. Therefore an analysis of its workforce may highlight some of the issues across the whole of the Borough.

The workforce data corroborates some of the Borough wide analysis. The older the age group the more likely they are to be residents of the Borough.



The more you earn the less likely you are to reside in the Borough:



Cost Benefit Analysis

Halton People into Jobs: possible opportunity to carry out a Social Return on Investment analysis.

Getting people into work has a wider impact across all services, some examples:

- https://www.octaviafoundation.org.uk/assets/0000/1500/SROI_Report_Guardian_Version.pdf
- <http://www.socialvalueuk.org/app/uploads/2016/03/MillRace%20IT%20SROI%20case%20study%202005.pdf>