



# Appendix 2 – Baseline Data

Destination Kirkby  
April 2008



## 1.0 Demographics

Table 3.1: Population (1991-2006)

1991				
Age	Great Britain	North West	Knowsley	Merseyside
Under 40 years	30,862,700	3,786,300	94,200	875,700
40–44 years	4,040,600	489,600	9,200	105,100
45–49 years	3,422,100	411,600	7,400	87,300
50–54 years	2,992,000	372,600	8,000	83,200
55–59 years	2,845,200	352,600	8,500	83,200
60–64 years	2,818,000	350,200	8,500	83,500
65–69 years	2,721,700	337,200	7,100	76,800
70–74 years	2,225,800	272,100	4,900	62,000
75–79 years	1,823,400	221,900	3,600	50,500
80–84 years	1,225,700	148,600	2,200	32,800
85 and over	854,100	100,400	1,300	22,700
<b>Total</b>	<b>55,831,300</b>	<b>6,843,100</b>	<b>155,100</b>	<b>1,562,800</b>
2006				
Age	Great Britain	North West	Knowsley	Merseyside
Under 40 years	30,283,300	3,508,500	80,300	748,600
40–44 years	4,533,500	523,600	12,000	110,100
45–49 years	4,033,200	471,000	11,200	104,400
50–54 years	3,581,000	420,700	9,200	92,600
55–59 years	3,813,000	453,300	8,800	96,200
60–64 years	3,153,200	368,500	6,700	75,600
65–69 years	2,620,800	316,300	6,700	69,200
70–74 years	2,278,800	271,300	6,200	62,000
75–79 years	1,910,600	223,500	5,100	51,600
80–84 years	1,421,600	162,100	3,000	34,900
85 and over	1,216,800	134,400	2,000	27,900
<b>Total</b>	<b>58,845,800</b>	<b>6,853,200</b>	<b>151,300</b>	<b>1,473,100</b>

Source: NOMIS

## 2.0 Unemployment and worklessness

**Table 3.2: Economic Activity (July 2006–June 2007)**

	Economic Activity Rate (%)
Great Britain	78.5
North West	76.7
Knowsley	72.4
Merseyside	73.5

Source: NOMIS

**Table 3.3: Claimant Count (February 2008)**

	Total Claimants	Working-age Population	%
Great Britain	824,298	39,013,600	2.1%
North West	112,475	4,519,300	2.5%
Knowsley	4,003	99,100	4.0%
Merseyside	36,688	968,900	3.8%

Source: NOMIS

**Table 3.4: Worklessness (2006/07)**

		Kirkby	Knowsley	Merseyside	Great Britain
Worklessness % Rate	7,240	29.5	23.6	19.9	7.1
Jobs Density per Person	16,232	0.67	0.61	0.66	0.71

Source: DWP and ABI (2006/07)

**Table 3.5: Employment Change (2000–06)**

	Great Britain	North West	Knowsley	Merseyside
2000	25,214,647	2,834,954	51,413	553,886
2001	25,490,315	2,894,711	53,689	578,600
2002	25,593,747	2,968,418	56,241	601,646
2003	25,710,646	2,973,060	54,580	588,740
2004	26,067,531	3,035,690	54,886	592,489
2005	26,496,642	2,987,830	54,525	594,475
2006	26,320,590	3,010,728	55,506	590,287
% Change	4.4%	6.2%	8.0%	6.6%

Source: Annual Business Inquiry (ABI)

**Table 3.6: Employment Rate (2006)**

	Great Britain	North West	Knowsley	Merseyside
Employment	26,320,590	3,010,728	55,506	590,287
WAP	39,013,600	4,519,300	99,100	968,900
Employment Rate	67.5%	66.6%	56.0%	60.9%

Source: ABI and NOMIS

### 3.0 Occupational classifications

**Table 3.7: Occupational Classifications (% Working Age Population July 2006–June 2007)**

	Great Britain	North West	Knowsley	Merseyside
Managers and senior officials	15.2	14.0	8.8	11.9
Professional occupations	13.0	12.0	6.9	11.3
Associate prof & tech occupations	14.3	13.7	12.3	13.4
Administrative and secretarial occupations	12.0	12.7	13.3	13.2
Skilled trades occupations	10.9	10.6	13.3	9.5
Personal service occupations	8.1	8.7	10.5	9.6
Sales and customer service occupations	7.7	8.5	10.2	9.7
Process, plant and machine operatives	7.2	8.0	11.7	8.2
Elementary occupations	11.4	11.5	12.6	12.8

Source: Annual Population Survey

### 4.0 Industrial structure

**Table 3.8: Industrial Structure (2006)**

	Great Britain	North West	Knowsley	Merseyside
Agriculture and fishing	1%	0%	0%	0%
Energy and water	1%	0%	0%	0%
Manufacturing	11%	13%	22%	10%
Construction	5%	5%	4%	4%
Distribution, hotels and restaurants	24%	24%	18%	22%
Transport and communications	6%	6%	4%	6%
Banking, finance and insurance, etc	21%	19%	15%	18%
Public administration, education & health	27%	28%	33%	35%
Other services	5%	5%	3%	5%

Source: ABI

**Table 3.9: BETA Model Data – Businesses**

	Kirkby	Knowsley	North West	England
Beta Model Businesses	1,072	3,200	263,204	2,097,179
16+ Population	32,912	120,000	5,531,000	41,089,000
Rate per 1,000 Population	32.6	26.7	47.6	51.0

Source: Beta Model 2007, ONS Mid Year Estimates 2006 and LSOA Estimates 2004

## 5.0 Socio-economic Deprivation

- Full data for the SOAs within Kirkby and Knowsley is too extensive to detail in this appendix, however summary data for the IMD is available online from the DCLG website.
- For a comprehensive breakdown of IMD (2004) data please refer to:

<http://www.communities.gov.uk/archived/general-content/communities/indicesofdeprivation/216309/>

- For a comprehensive breakdown of IMD (2007) data please refer to:

<http://www.communities.gov.uk/communities/neighbourhoodrenewal/deprivation/deprivation07/>

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