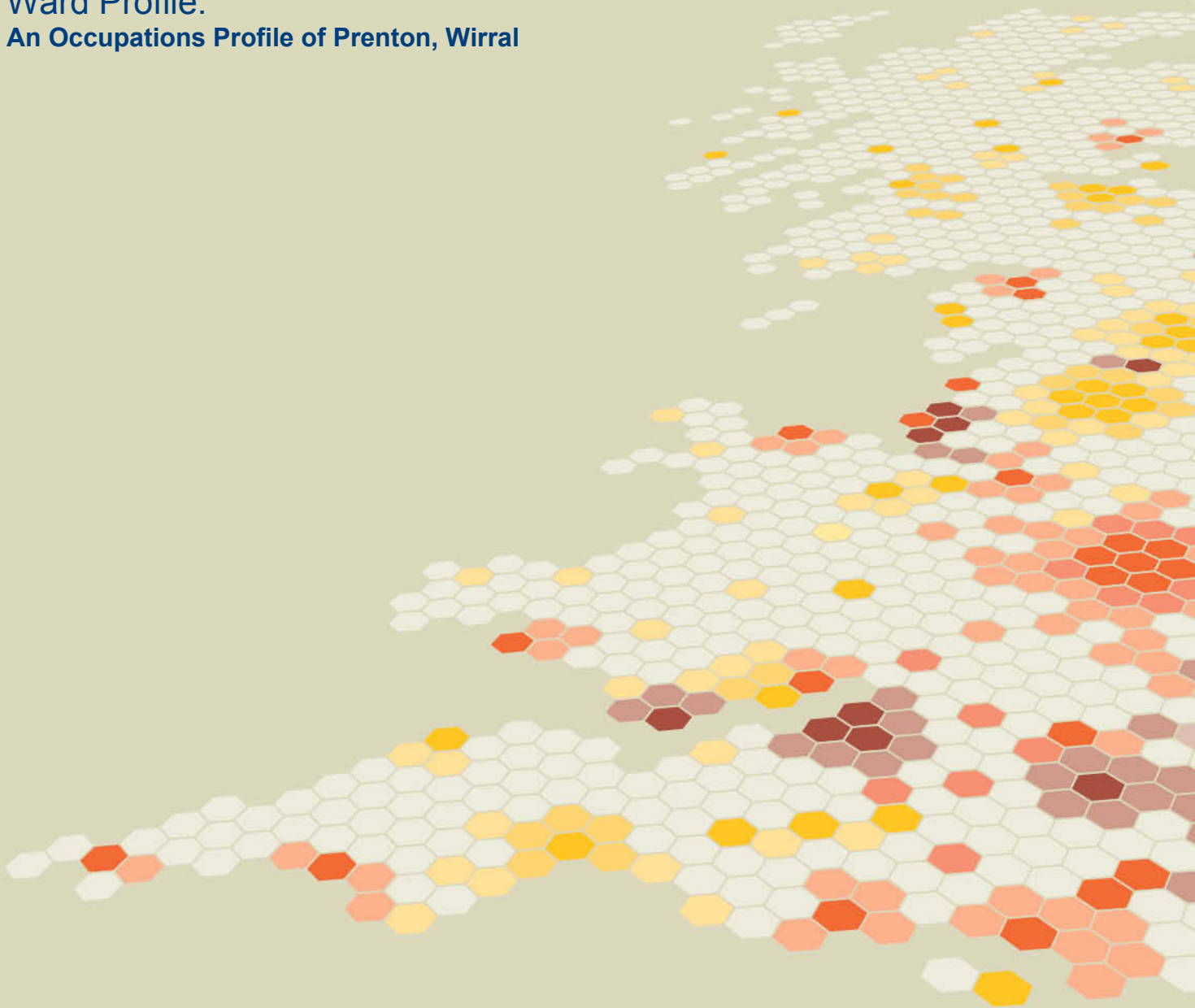


February 2009

Ward Profile:
An Occupations Profile of Prenton, Wirral



About Place Profiles

Place Profiles are a series of reports available from the Local Futures Group that provide an assessment of local conditions. Using the latest data at the time of creation, they are available for a range of economic, social and environmental themes at sub-region through to neighbourhood level. The reports present a range of graphical outputs, together with a summary analysis of performance that is set within a regional and national context.

More information about the profiles and how to purchase further copies is available at the end of this report.

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The Local Futures Group comprises a team of researchers and consultants with academic, corporate and policy backgrounds. We provide a geographical perspective on economic, social and environmental change. We introduce this perspective into public policy and corporate strategies, both in the UK and internationally. Our services include:

- **Benchmarking:** a family of benchmarking services that ensure future strategies are underpinned by a clear and shared understanding of current conditions. These provide a comprehensive analysis set within a regional and national context.
- **Strategy:** research and support services to identify future drivers of change and develop long-term strategies.
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Local Knowledge is regarded as a powerful web-based service for local strategies and marketing. Incorporating the latest thinking on competitiveness and sustainable development, it provides researchers and policy-makers with access to an unrivalled decision support tool that is interactive and easy to use.

To find out more about our services or to arrange a free trial of Local Knowledge please give us a call on 020 7440 7360 or email info@localfutures.com

Occupations Profile: Prenton

Introduction

The occupational structure of an area gives a useful indication of the progress being made towards developing a diverse, prosperous, knowledge-based economy. Knowledge-driven activities generate increased demand for 'higher end' occupations including managerial, professional and technical workers. In our assessment of the occupational profile of Prenton we have considered the proportion of the working population employed in the four main NVQ-linked occupational groups (based on the standardised competences and skills requirements of each occupation). Our overall score, however, is based on the number of professional managerial and technical workers - or 'knowledge workers'.

Prenton is ranked 4027 out of 8800 wards on our knowledge worker score, indicating a resident workforce that performs in the middle 20% of wards nationally.

With a knowledge worker score of 100.41, Prenton is around the national median. This is shown in the map, where areas with very dark shadings score highly and those with very light shadings score poorly.

The proportion of knowledge workers in Prenton is average by national standards, with 52.08% of the working population classified as professional, managerial or technical workers. By comparison, the Wirral figure is 49.86%, the Greater Merseyside figure is 45.88%, the North West figure is 48.63% and the national figure is 51.71%.

A glossary of the terms and definitions used in this profile are included at the end of the report.

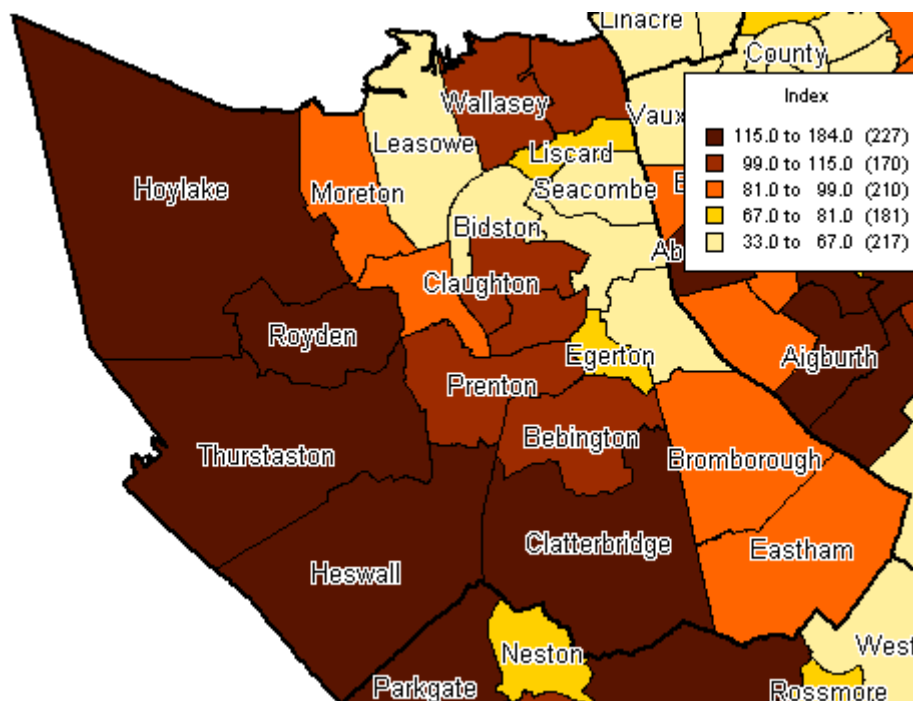
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Knowledge Workers Score, 2001

The map shows the performance of wards within Wirral on our knowledge worker score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 100.41, Prenton is in the middle 20% of wards and is in a district that is in the middle 20% of districts nationally.



Source: Census 2001

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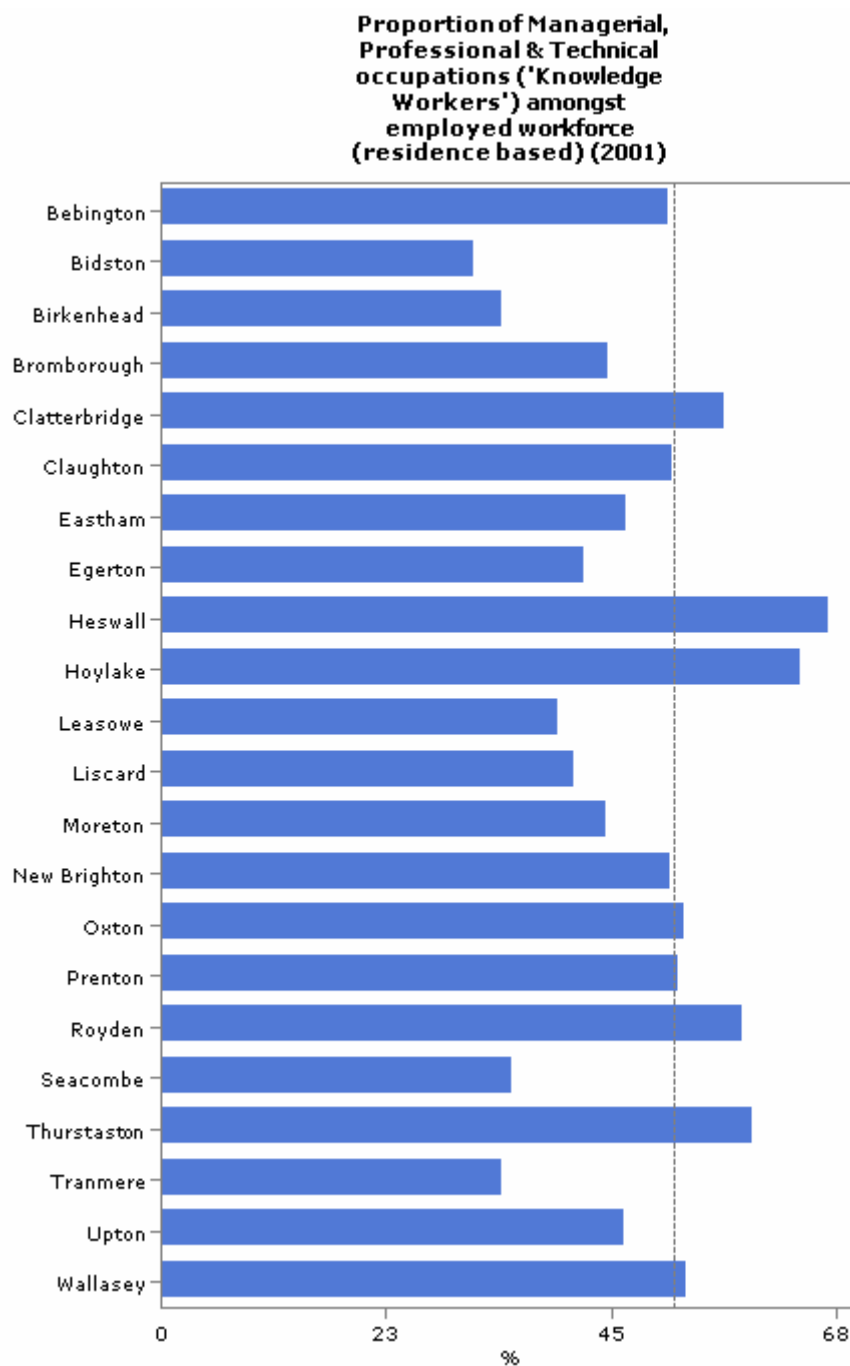
Proportion Of Managerial, Professional & Technical Occupations ('Knowledge Workers') Amongst Employed Workforce (Residence Based)

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The bar chart shows the proportion of knowledge workers within the workforce, for wards within Wirral.

The chart shows that at 52.08%, the proportion of knowledge workers in Prenton is around the national median, with the district ranking in the middle 20% of wards. By comparison the Great Britain average, shown by the dashed line, is 51.71%.



Source: Census 2001

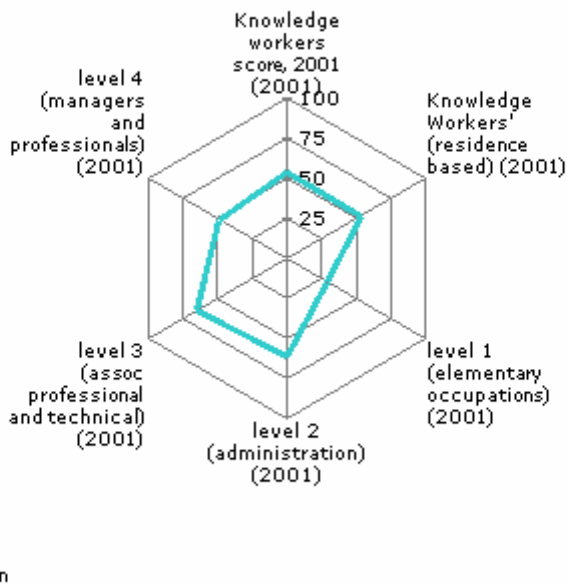
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Occupations Indicators

The spider chart is a way of showing how Prenton rates against the national median. Data for every ward in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.

The chart shows that Prenton scores around the average by national standards on our knowledge worker score. The chart also shows how Prenton performs on a range of related occupational measures.



Source: Census 2001

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Occupations Indicators

Areas	level 1 (elementary occupations) (%) 2001	level 2 (administration) (%) 2001	level 3 (assoc professional and technical) (%) 2001	level 4 (managers and professionals) (%) 2001	Knowledge Workers' (residence based) (%) 2001	Knowledge workers score, 2001 (Index) 2001	Rank
Heswall	5.14	27.76	24.23	42.88	67.11	149.09	410/8800
Hoylake	6.66	28.92	25.76	38.66	64.42	139.49	749/8800
Thurstaston	8.19	32.40	26.92	32.49	59.41	122.89	1806/8800
Royden	7.22	34.32	27.48	30.99	58.47	120.45	2054/8800
Clatterbridge	7.72	35.64	26.02	30.62	56.64	118.60	2217/8800
Wallasey	7.97	39.13	26.02	26.88	52.90	105.77	3466/8800
Oxton	8.45	38.84	25.48	27.22	52.71	105.48	3501/8800
Claughton	9.43	39.15	25.59	25.84	51.43	102.20	3837/8800
Bebington	9.26	39.68	26.16	24.90	51.06	101.06	3951/8800
Prenton	9.50	38.42	26.65	25.43	52.08	100.41	4027/8800
New Brighton	9.39	39.37	26.83	24.41	51.24	99.92	4086/8800
Upton	11.78	41.60	25.48	21.14	46.62	86.39	5596/8800
Eastham	11.28	41.88	25.98	20.87	46.84	85.76	5677/8800
Bromborough	13.14	41.86	24.55	20.45	45	84.88	5760/8800
Moreton	11.39	43.80	25.30	19.51	44.81	82.46	6025/8800
Egerton	12.93	44.52	26.16	16.39	42.55	73.85	6950/8800
Liscard	13.15	45.36	24.46	17.03	41.49	73.22	7003/8800
Leasowe	15.20	44.91	24.09	15.80	39.89	65.44	7723/8800
Tranmere	19.38	46.37	21.46	12.80	34.25	56.41	8324/8800
Seacombe	17.09	47.68	22.60	12.62	35.23	55.85	8346/8800
Birkenhead	19.05	46.68	20.79	13.48	34.27	55.12	8368/8800
Bidston	19.94	48.52	18.08	13.47	31.54	52.42	8486/8800
Wirral	10.72	39.43	25.21	24.65	49.86	97.16	170/376
Greater Merseyside	12.53	41.59	23.76	22.13	45.88	87.97	37/49
North West	12.52	38.85	24.45	24.18	48.63	92.20	5/10
Great Britain Average	11.87	36.42	25.43	26.28	51.71	100	

Source: Census 2001

The rankings in the table are based on the "Knowledge workers score, 2001" indicator

Occupations Indicators Summary

Looking at some of the indicators from the table we find that:

- The proportion of the working population who are in elementary occupations in Prenton is low by national standards, with 9.50% in Level 1 Occupations. By comparison, the Wirral figure is 10.72% and the national figure is 11.87%.
- The proportion of the working population who are in lower skilled occupations in Prenton is high by national standards, with 38.42% in Level 2 Occupations. By comparison, the Wirral figure is 39.43% and the national figure is 36.42%.
- The proportion of the working population who are in skilled occupations in Prenton is high by national standards, with 26.65% in Level 3 Occupations. By comparison, the Wirral figure is 25.21% and the national figure is 25.43%.
- The proportion of the working population who are in managerial occupations in Prenton is average by national standards, with 25.43% in Level 4 Occupations. By comparison, the Wirral figure is 24.65% and the national figure is 26.28%.

Source: Census 2001

Nearest Neighbours

For the indicators in the spider chart shown earlier, the areas in the country with the most similar profiles are shown opposite. These are statistically the nearest neighbours to Prenton, with North Downs East in Shepway being the most similar on the occupations indicators.

Rank	Place Name	Neighbourhood
1	North Downs East	Shepway
2	Littleborough	Rochdale
3	Taffs Well	Rhondda, Cynon, Taff
4	Preston	Torbay
5	Elm Tree	Stockton-on-Tees
6	Taunton Fairwater	Taunton Deane
7	Mapperley Plains	Gedling
8	Chaulden & Shrubhill	Dacorum
9	Kendal Strickland	South Lakeland
10	Hucclecote	Gloucester

Source: Census 2001

Glossary of terms

Managerial and professional occupations (level 4)	The proportion of the working age population who are employed in managerial and professional occupations, based on place of residence.
Skilled technical occupations (level 3)	The proportion of the working age population who are employed in skilled technical occupations, based on place of residence.
Lower skilled occupations (level 2)	The proportion of the working age population who are employed in lower skilled occupations, based on place of residence.
Elementary occupations (level 1)	The proportion of the working age population who are employed in elementary occupations, based on place of residence.
Proportion of managerial, professional & technical occupations ('knowledge workers')	The proportion of the working age population who are employed in knowledge occupations, based on place of residence.
Knowledge worker score	This residence based figure provides an index of the proportion of the working age population who are employed in knowledge occupations.

Data Sources and Definitions

Managerial and professional occupations (level 4)	The total in managerial and professional occupations as a proportion of total employees. Based on Standard Occupational Classification 2000 (SOC) groups (1) Managers and Senior Officials; and (2) Professional occupations, based on place of residence.
Skilled technical occupations (level 3)	The total in skilled occupations as a proportion of total employees. This is based on Standard Occupational Classification 2000 (SOC) groups Associate Professionals & Technical (3) and Skilled Trades (4).
Lower skilled occupations (level 2)	The total lower skilled occupations as a proportion of total employees. This is based on Standard Occupational Classification 2000 (SOC) groups Administrative & Secretarial (5), Personal Services, Care & Leisure (6), Sales & Customer Services (7), Process & Machine Operatives (8).
Elementary occupations (level 1)	The total employed in elementary occupations as a proportion of total employees, based on Standard Occupational Classification 2000 (SOC) code 9.
Proportion of managerial, professional & technical occupations ('knowledge workers')	The number of knowledge workers as a proportion of the working age population. Based on Standard Occupational Classification 2000 (SOC) groups (1) Managers and Senior Officials; (2) Professional occupations; (3) Associate Professional and Technical occupations, based on place of residence.
Knowledge worker score	The proportion of knowledge workers occupations as a proportion of the working age population, indexed to the national average. Based on Standard Occupational Classification 2000 (SOC) groups (1) Managers and Senior Officials; (2) Professional occupations; (3) Associate Professional and Technical occupations, based on place of residence.

Source: Local Knowledge; 2001 Census.

Occupations Profile

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