

St Helens – Our Borough



Introduction

St Helens – Our Borough

Our borough is situated in Merseyside and is proud to be part of the Liverpool City Region. It covers an area of 136 square kilometres and is home to over 180,000 people with 4,800 businesses based in the borough. It is a place with a strong identity and cultural history, rooted in our world-famous industrial heritage.

It is also a place of great potential with many strengths and opportunities. Our strategic position at the heart the North West provides excellent connections to and from our borough. Its semi-rural nature, with over 65% of the area green belt, makes for a very attractive place to live, with strong growth in new housing and increasing numbers of people choosing to live here.

Our greatest asset is the spirit and strength of our close-knit community, never more evident than in the way it has come together during the Covid-19 pandemic to support our most vulnerable residents. Over 1,700 community volunteers have offered 8,688 hours of their time to support over 32,000 people.

This report seeks to provide a more detailed picture of St Helens Borough. It is set out by themes, including population, economy and employment, health and social care. Each section presents key facts and figures, supported by charts and/or pictures. Where relevant, the data is considered in light of the current ongoing Covid-19 pandemic and its impact on St Helens.

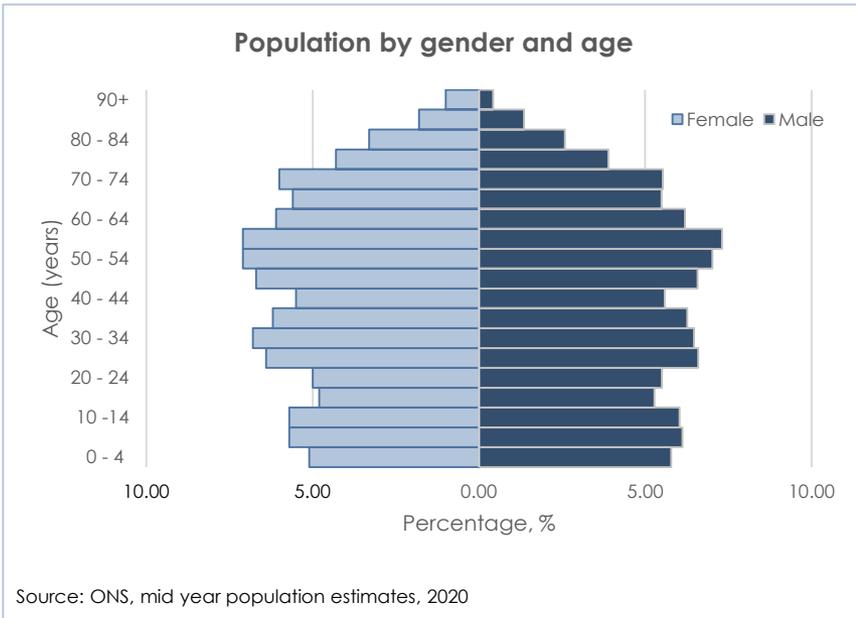


Population



Population – understanding the population better

The indicators below provide an insight into the size and profile of St Helens population and how it is changing. Understanding the population of St Helens is key in helping to design and deliver the services local people need when and where they need them



181,095 people in St Helens



33,108 children and young people



110,667 working age (16-64 years)

- 61% of people in St Helens are working age, less than nationally (62%). If the trend continues this represents challenges for the local economy in terms of the availability of people of working age, retention of skills as older workers retire and the ability of businesses to grow utilising a local workforce.



37,320 aged 65 years and older.

- This represents almost 21% of the population. In comparison 18% of the population nationally is aged 65+.

49.2% of St Helens population is male and **50.8%** is female, similar to the England average
ONS, 2020



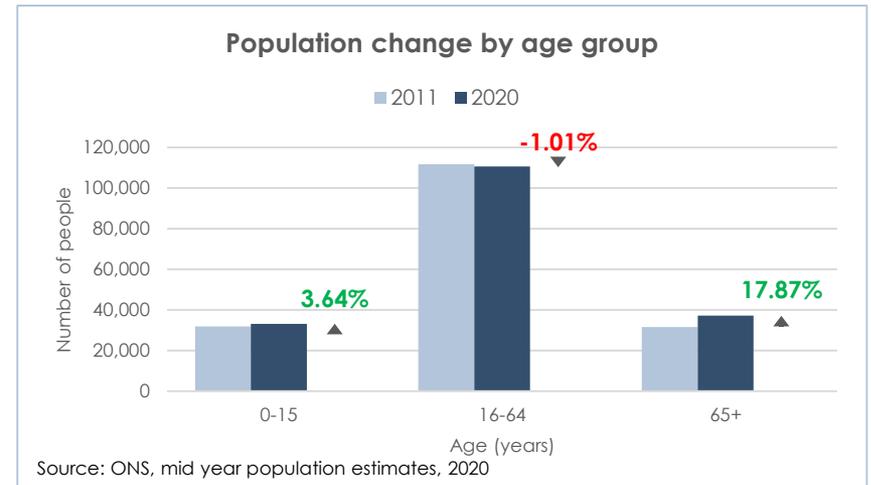
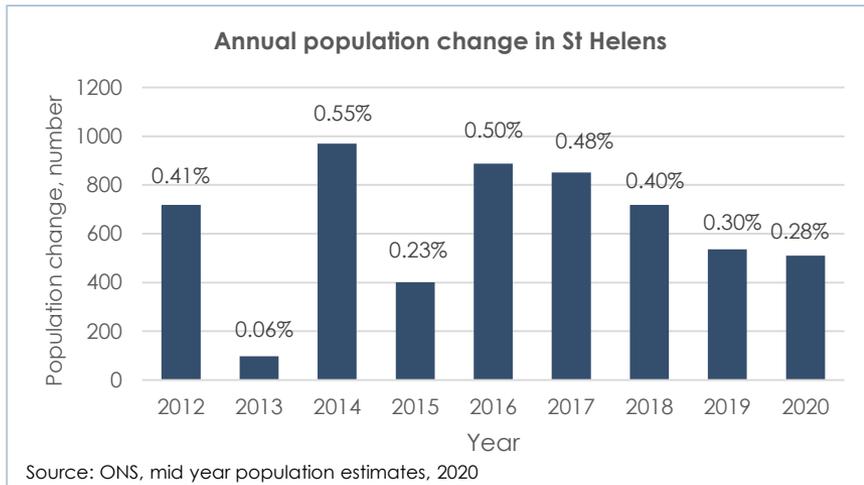
98 % of St Helens residents consider themselves to be White British. St Helens ethnic diversity is lower than the England average (85%).
Census 2011



79% of St Helens residents state their religion as Christian, compared to 59% nationally.
Census 2011

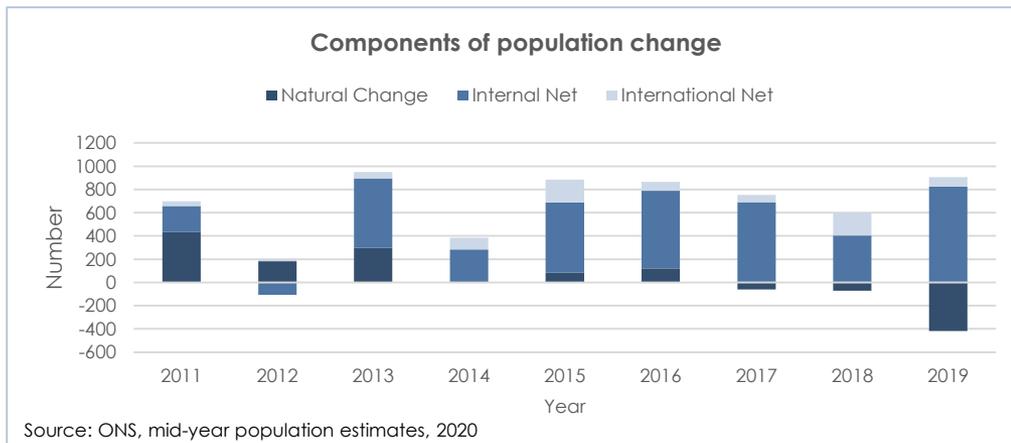


Population – components of population change



Since 2011, St Helens population overall has increased by **5,690 (3%)**, compared to a 6% increase nationally (ONS mid year population estimates, 2020).

We have seen an almost **18% increase in the over 65 population** in less than 10 years with the potential for increased demand for health and social care services associated with an ageing population.

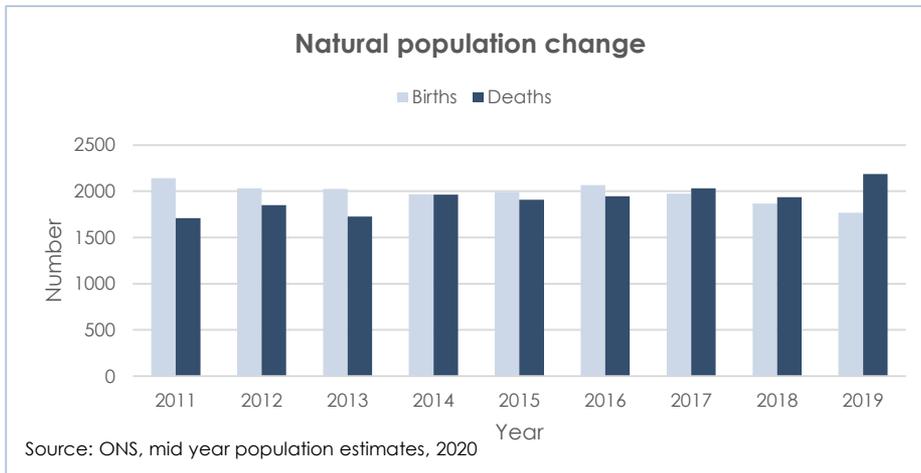


In 2019, there were 418 more deaths than births, and therefore the natural change component was greater than previous years.



Population – components of population change

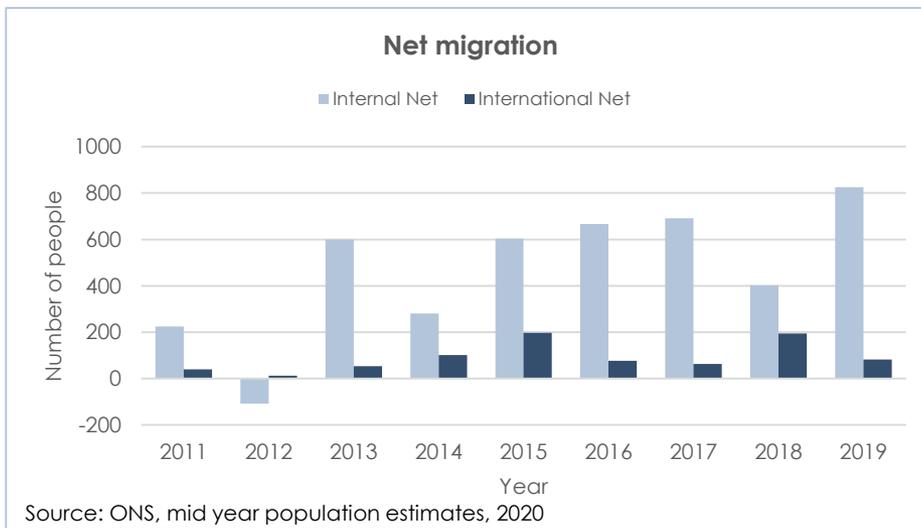
Population change is driven by two main factors: Natural change and Migration



Natural change is the balance between births and deaths.

It measures the excess of births over deaths and is estimated through the Civil Registration System (records all live births and deaths)

Since 2011 there have been 17,831 births and 17,529 deaths in St. Helens, a net of 572.

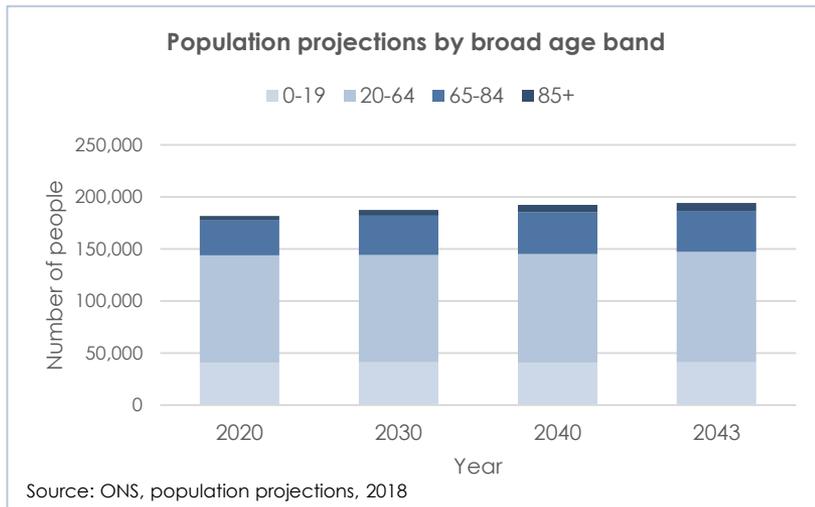


Migration measures the net flow into and out of the borough from elsewhere in the UK and abroad.

- Since 2011, there were 51,215 internal in-migrants and 47,029 internal out-migrants in St. Helens, a net internal migration of 4,186.
- Since 2011, there were 3,244 international in-migrants and 2,422 international out-migrants in St. Helens. This makes net international migration of 822.



Population – predicting population change

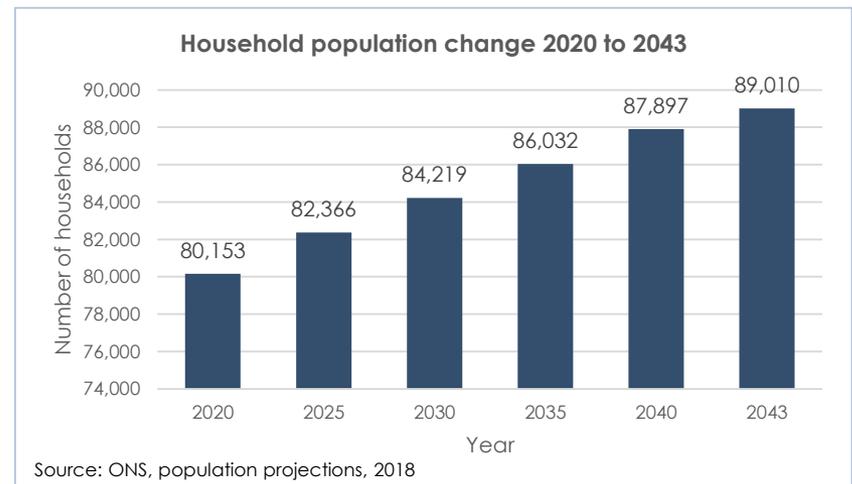
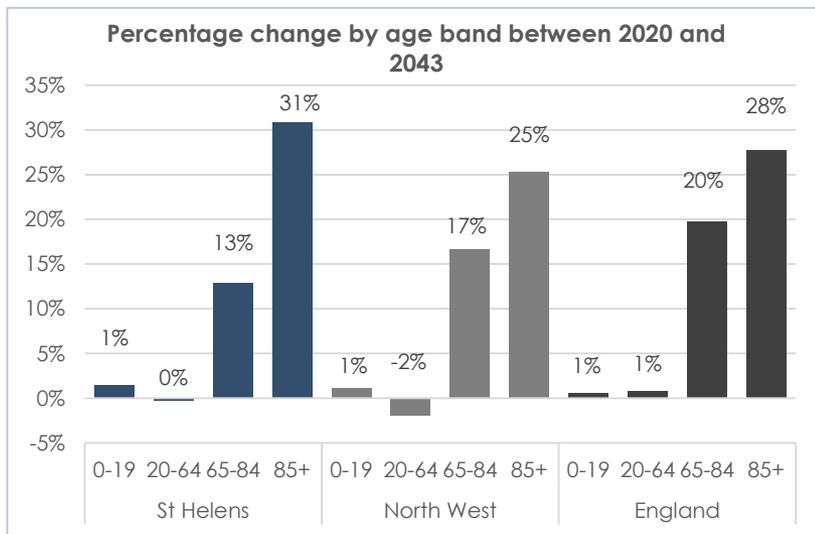


2018 based subnational population projections (ONS) show St Helens 85+ population will almost double by 2043.

The proportion of children and young people and people of working age is projected to remain relatively static, highlighting that St Helens has an older population profile compared to nationally.

The household projections data predicts an increase of 9,000 households in St Helens in the next 20 years.

The data also shows that there will be a 19% increase in single person households over the next 10 years, suggesting there will likely be a greater number of frail elderly people living alone potentially needing to access health and social care support.



Source: ONS, population projections, 2018

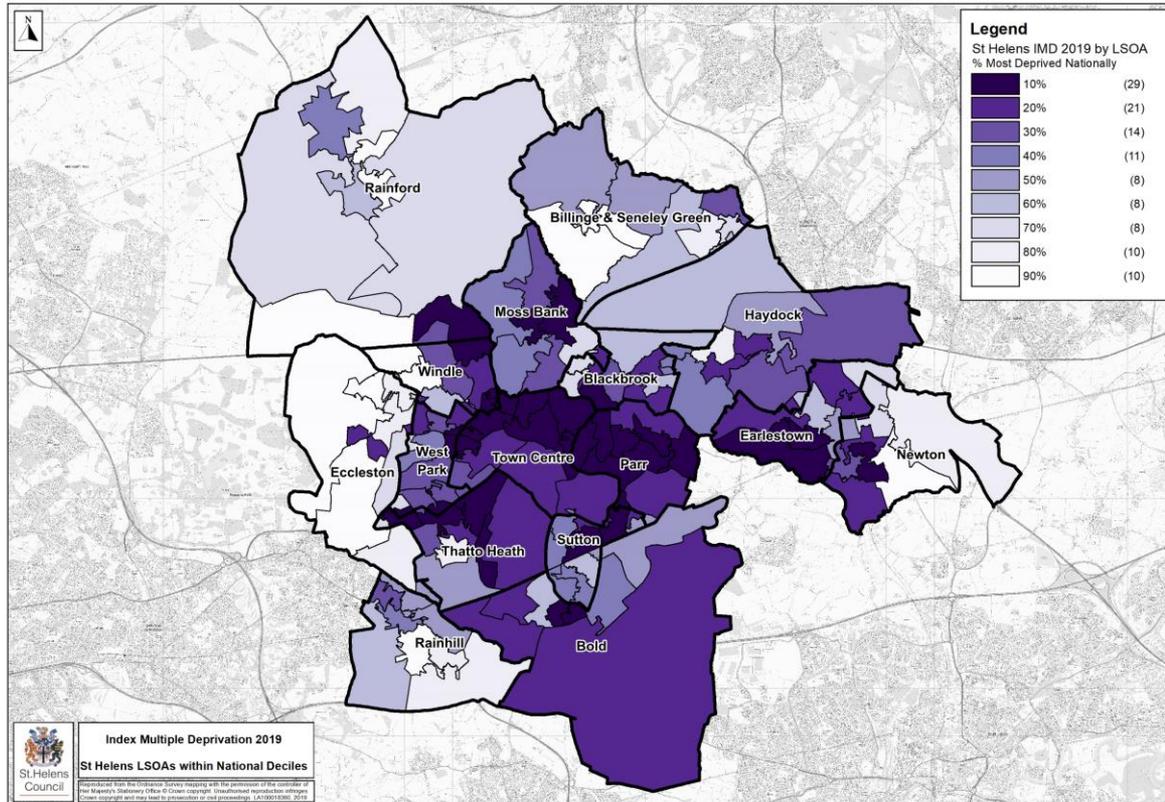


Deprivation



Deprivation – understanding deprivation and poverty

The concept of deprivation is a wide one, covering a broad range of issues. Deprivation refers to unmet needs caused by a lack of resources and opportunities of all kinds, not just financial. It can be defined through issues such as poor housing, homelessness, low educational attainment, lack of employment, worklessness, poor health and high levels of morbidity.



Health Deprivation and Disability, Employment Deprivation and Income Deprivation are the areas of greatest concern locally.



The highest levels of income deprivation affecting children are found in Parr, Town Centre and Bold Wards.



The areas with the highest levels of income deprivation affecting older people are to be found in Parr, Bold, the Town Centre and Earlestown.

In the 2019 Index of Multiple Deprivation (IMD), St Helens is ranked as the 26th most deprived local authority in England out of 317. Its relative position has deteriorated since the 2015 IMD.



A total of **29** lower super output areas (neighbourhoods) are within the 10% most deprived small areas in England.



Almost **1/4** of St Helens residents live in the 10% most deprived neighbourhoods in the country



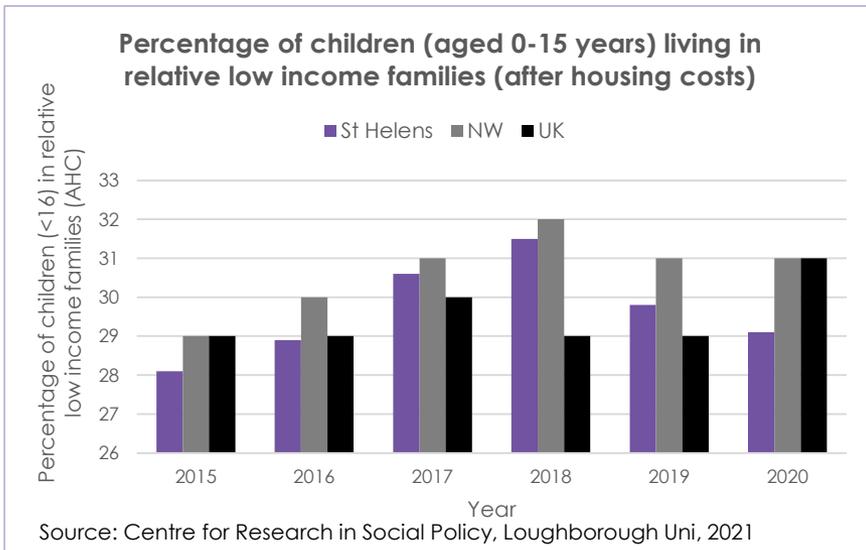
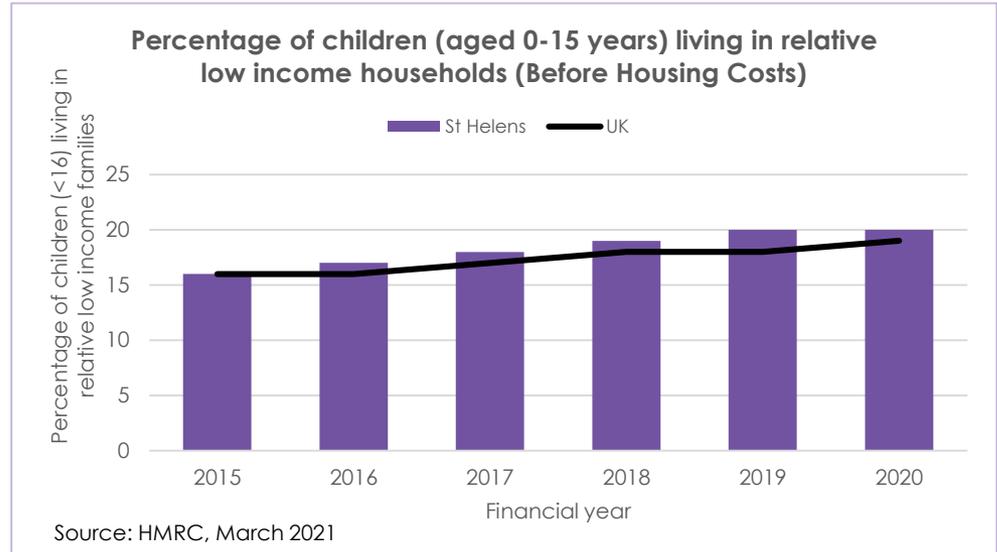
Deprivation – understanding deprivation and poverty

Child poverty - Each year, the Government publishes a survey of income poverty in the UK called Households Below Average income (HBAI). This survey sets the poverty line in the UK at 60 per cent of the median UK household income.

The chart opposite shows the proportion of children (aged <16 years) living in relative low-income households **before housing costs** (BHC).

Relative low income is defined as a family in low income Before Housing Costs (BHC) in the reference year.

Absolute low income is defined as a family in low income Before Housing Costs (BHC) in the reference year in comparison with incomes in financial year ending 2011.



It is also possible to calculate poverty **after housing costs**. 'After Housing Costs' shows the income available to a household once rent, water rates, mortgage interest payments, buildings insurance payments, ground rent and service charges are paid. This enables a more accurate comparison of what households across the UK have available to spend on food, utilities, clothing and leisure, than looking at income alone, given the disparity of rents in different parts of the UK.

The chart to the left shows the proportion of children living in relative low-income families **after housing costs** (AHC). Almost, **29%** of children in St Helens live in relative low income AHC.



Deprivation – understanding deprivation and poverty

Fuel poverty



Source: DBEIS, 2019

Workless households



Source: ONS, APS, Dec 2020

The proportion of workless households in St Helens has reduced from a high of 27% in 2008 but remains some way from the England average.

Social Mobility

The Social Mobility Index ranks 324 local authorities in England in terms of their social mobility prospects for someone from a disadvantaged background. It uses 16 indicators, grouped into life stages: early years, school, youth and working lives.



220
St Helens rank
relative to 324 English
Local Authorities

Source: Social Mobility Commission, 2017



Economy & Employment



Economy & Employment – developing a thriving and resilient economy



326

St Helens



344

LCR



434

North West



492

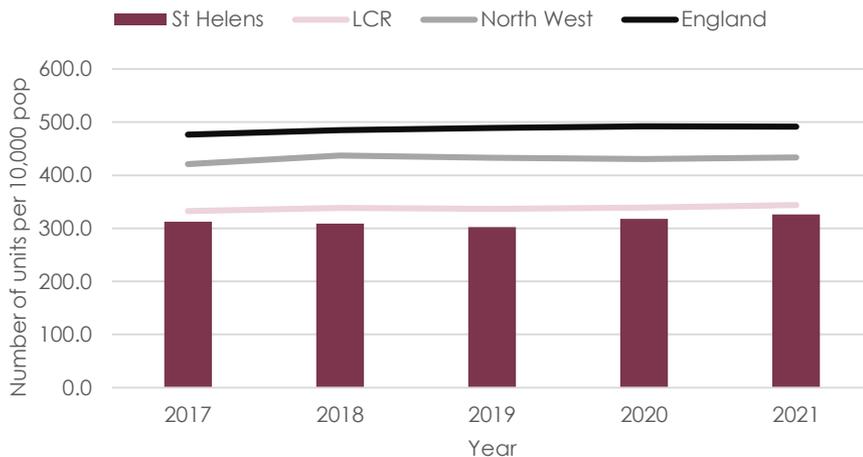
England

Business density - Total businesses per 10,000 population

Source: ONS, IDBR, 2021

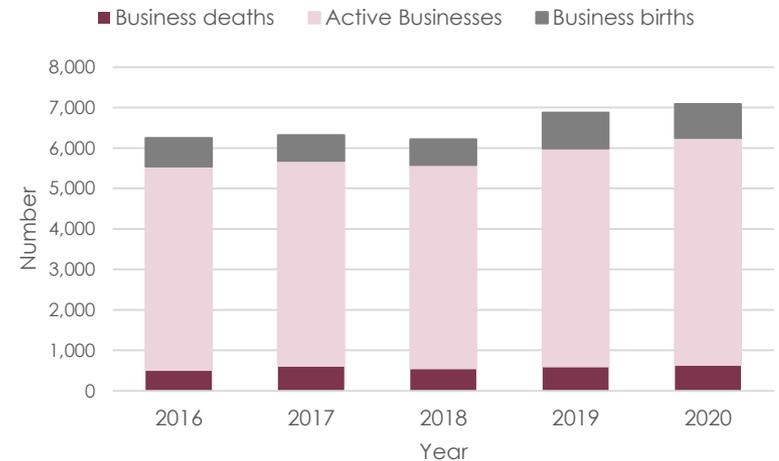
The number of businesses in 2021 increased by 2.8% to 5,905 units, which is encouraging. However, the number per 10,000 population remains at some distance from regional and national levels.

Number of local business units, per 10,000 population



Source: ONS, IDBR, 2021

Business demography

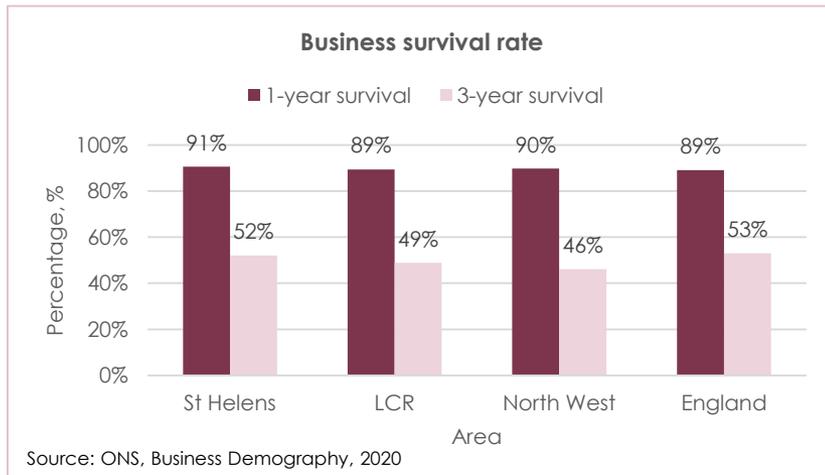


Source: ONS, Business Demography, 2020

The number of new businesses created in St Helens in 2020 is 840, fewer than the previous year, although not unexpected given the difficult economic conditions due to the COVID-19 pandemic. The number of business deaths is slightly higher than previous years. However, the overall number of active businesses has still increased by 215 compared to the previous year.



Economy & Employment – developing a thriving and resilient economy



Despite national and local efforts to support businesses throughout the pandemic, not all businesses will survive. However, St Helens business survival rate at 1 and 3 years (for businesses established in 2017) is better than the LCR and North West averages suggesting that once businesses are established in St Helens, they have a good opportunity to succeed.

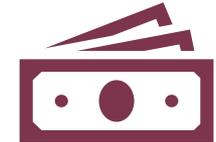
Newly formed small and medium sized enterprises (SMEs) are an important driver of the economy's job creation and productivity growth. We must ensure that the business environment continues to support these businesses.



£576
St Helens



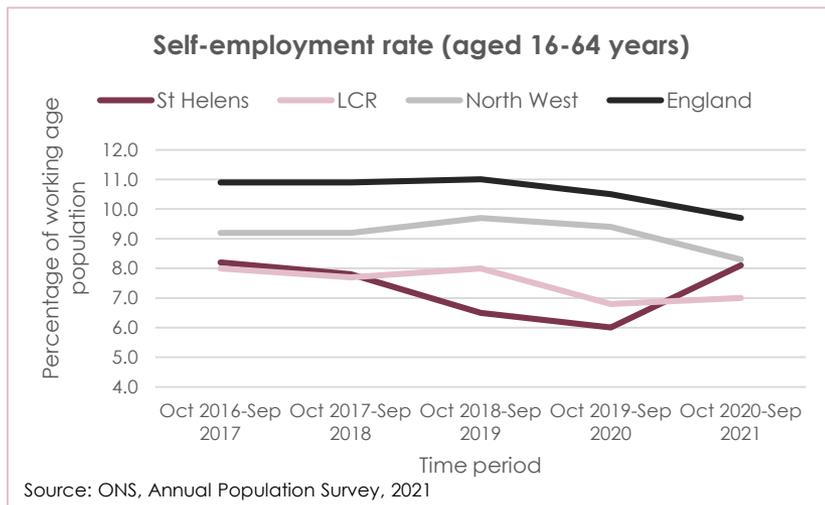
£578
North West



£613
England

St Helens median weekly wage (residence) for full-time workers is lower than the England average, potentially making St Helens a less attractive prospect for work.

Source: ONS annual survey of hours and earnings - workplace analysis, 2021



0.63
St Helens



0.82
North West



0.86
England

The number of jobs per 100 people in St Helens is considerably lower than the regional and national averages.

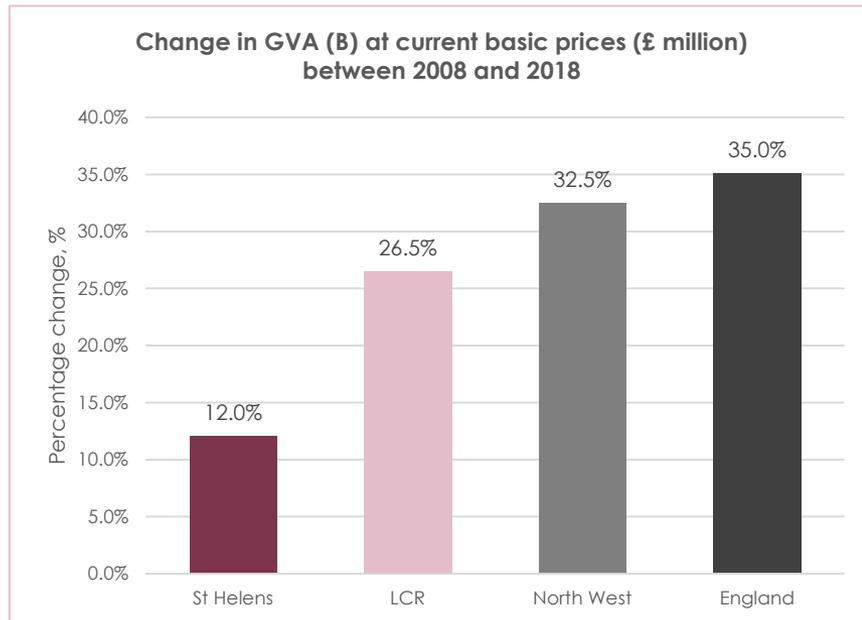
Source: ONS, Job density, 2020. The density figures represent the ratio of total jobs to population aged 16-64.

Self-employment can be a useful indicator of the level of entrepreneurial nature of an area. St Helens self-employment rate is lower than regional and national averages, but it is increasing.

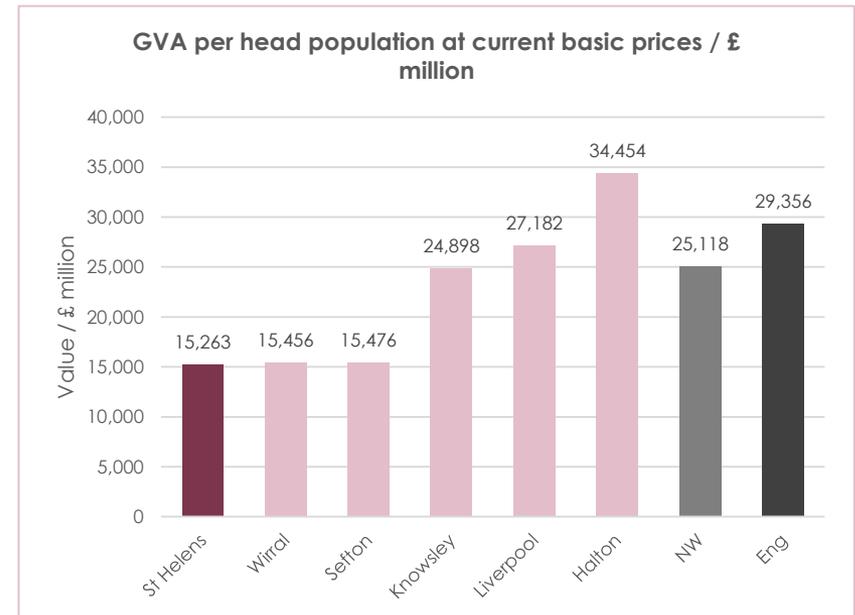


Economy & Employment – developing a thriving and resilient economy

Gross value added (GVA) is a measure of the increase in the value of the economy due to the production of goods and services. For the balanced measure, GVA(B), it is measured at current basic prices (value in £ million), which include the effect of inflation, and in “real” terms in chained volume measures (CVM), with the effect of inflation removed.



Source: ONS, Regional economic activity by Gross Value Added(Balanced), 2018



Source: ONS, Regional economic activity by Gross Value Added(Balanced), 2018

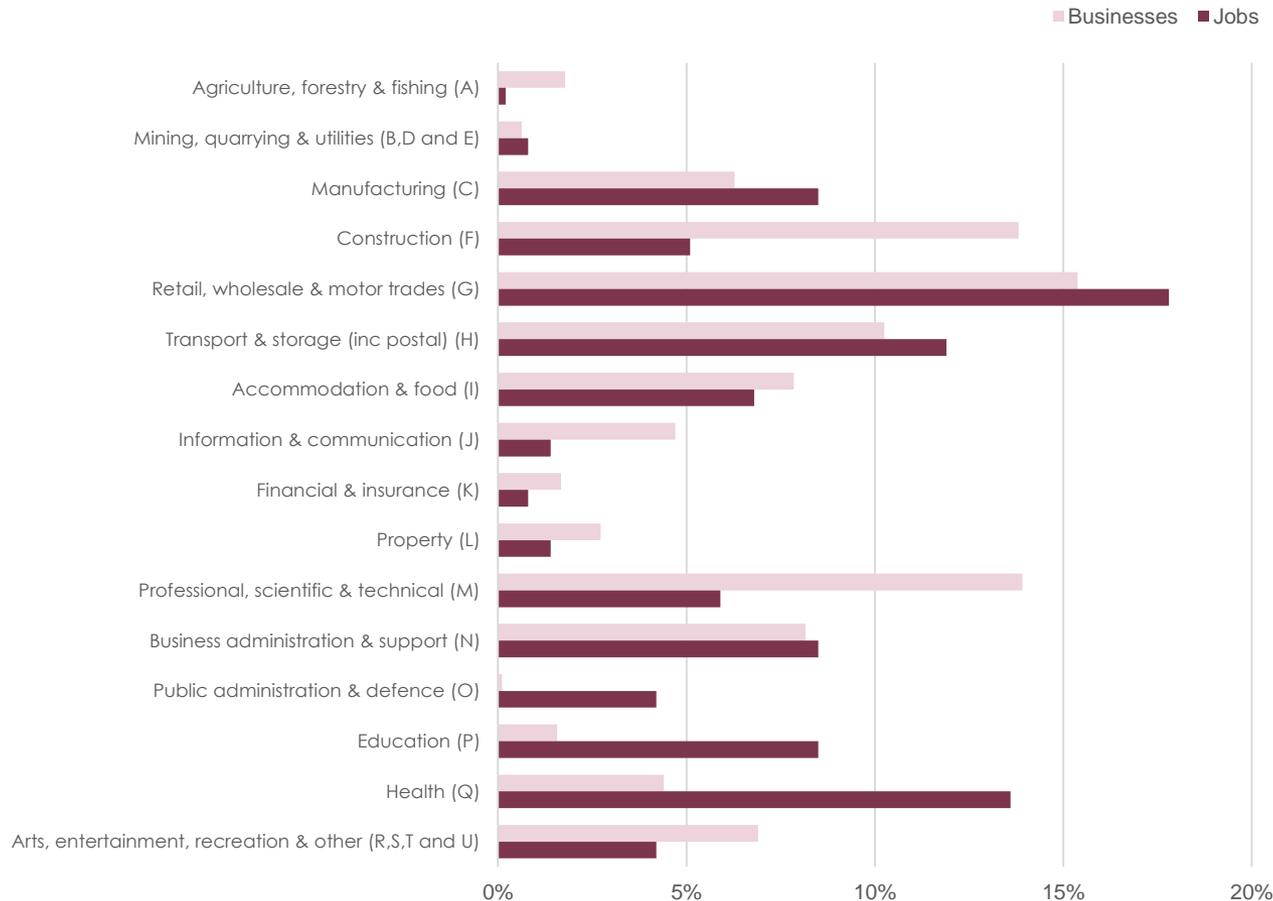
St Helens GVA has increased by 12% between 2008 and 2018, at current basic prices (£ million). However, growth is half the Liverpool City Region (LCR) rate and one third of the national rate.

Notwithstanding the need to apply caution when interpreting GVA per head of population at LA level due to the effects of commuting flows within the region, St Helens GVA per head of population is the lowest in the LCR.



Economy & Employment – developing a thriving and resilient economy

Businesses and jobs by industry type



Retail, wholesale & motor trades account for 18% of jobs in St Helens, followed by business administration & support services and health.

Although the highly skilled professional, scientific and technical sectors account for almost **14 %** of businesses in St Helens, **only 6%** of people are employed in these fields, compared to 9% nationally.

Source: ONS, NOMIS, Business Register and Employment Survey, 2020 & UK Business Counts, IDBR, 2020



Economy & Employment – developing a thriving and resilient economy

Employment rate



74.1%
St Helens



74.9%
England



73.3%
North West

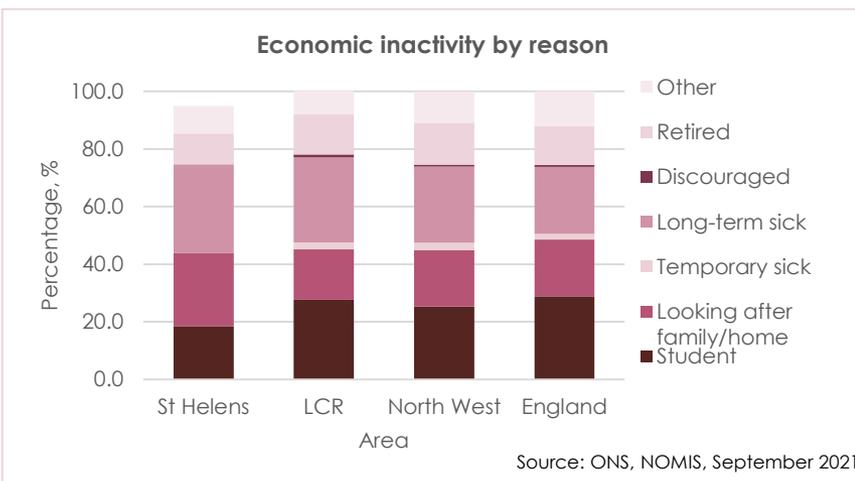
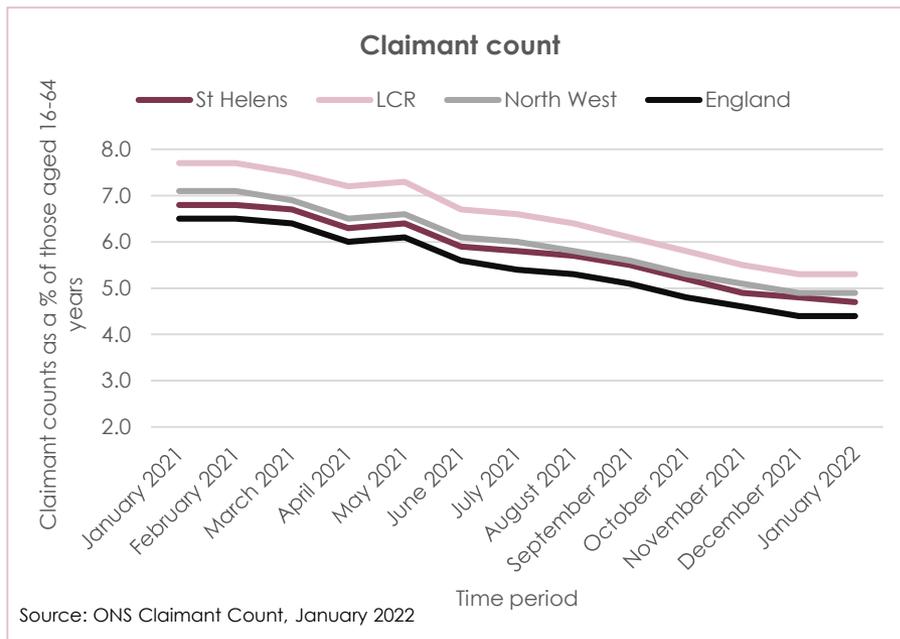


73.6%
LCR

Source: ONS, NOMIS, September 2021

St Helens employment rate has dropped again and is now lower than the North West England averages, suggesting the effects of the pandemic are beginning to be seen in the labour market. The ONS claimant count clearly demonstrates the effect of the pandemic and lockdown measures on the local and national economy.

NB. Claimant Count is the number of people claiming benefit principally for the reason of being unemployed. It combines the number of people claiming Jobseeker's Allowance (JSA) and National Insurance credits with the number of people receiving Universal Credit principally for the reason of being unemployed.



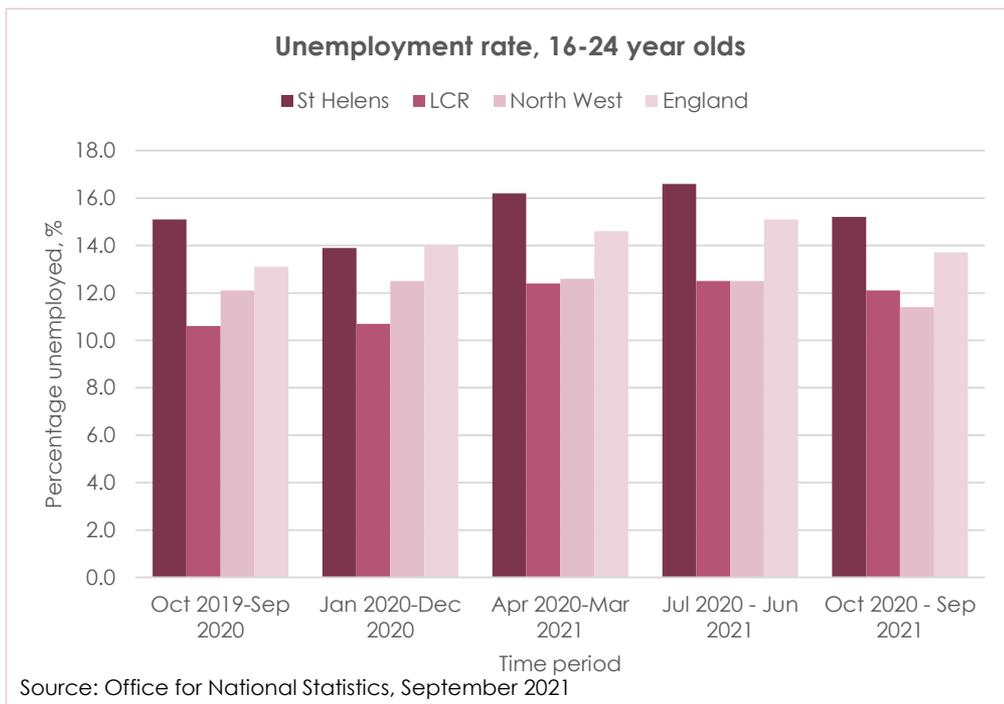
Almost 22% people in St Helens are economically inactive, i.e., neither in employment or unemployed. This group includes people who are looking after the home or retired. This is a deterioration of recent performance.

The proportion of people who are long-term sick in St Helens has reduced to 31%, which is 8 percentage points higher than the England average. This presents ongoing challenges in developing the local economy and the recovery post-Covid.

*St Helen estimate and confidence interval for temporary group is unreliable since the group sample size is small (3-9).



Economy & Employment – developing a thriving and resilient economy



St Helens unemployment rate for 16-24 year-olds increased to almost **19%** in June 2020, corresponding with the pandemic lockdown and furlough of many individuals.

The unemployment rate has reduced to **15%** by September 2021, slightly higher than regional and national rates.

Schemes such as Ways to Work are supporting local people at risk of redundancy to find work. The Kickstart programme, a Government funded initiative in response to Covid-19 and the impact on employment for 16-24 year olds will be delivered via the Ways to Work programme in conjunction with the job centre and partners to help support more young people into employment.

In St Helens the proportion of 16-17 year olds who are **NEET** (not in employment, education or training) or status not known is similar to national / regional figures, but this still places St Helens in the 3rd quartile for its statistical nearest neighbour peer group.



4.3%

St Helens



5.3%

North West



5.5%

England

Source: DfE, 2021 (average of December 2020, January 2021 and February 2021)

The proportion of young people whose employment, education or training status is not known to the authority is low compared to other local authorities, reflecting the effective tracking, engagement with and follow-up of young people aged 16-17 years.

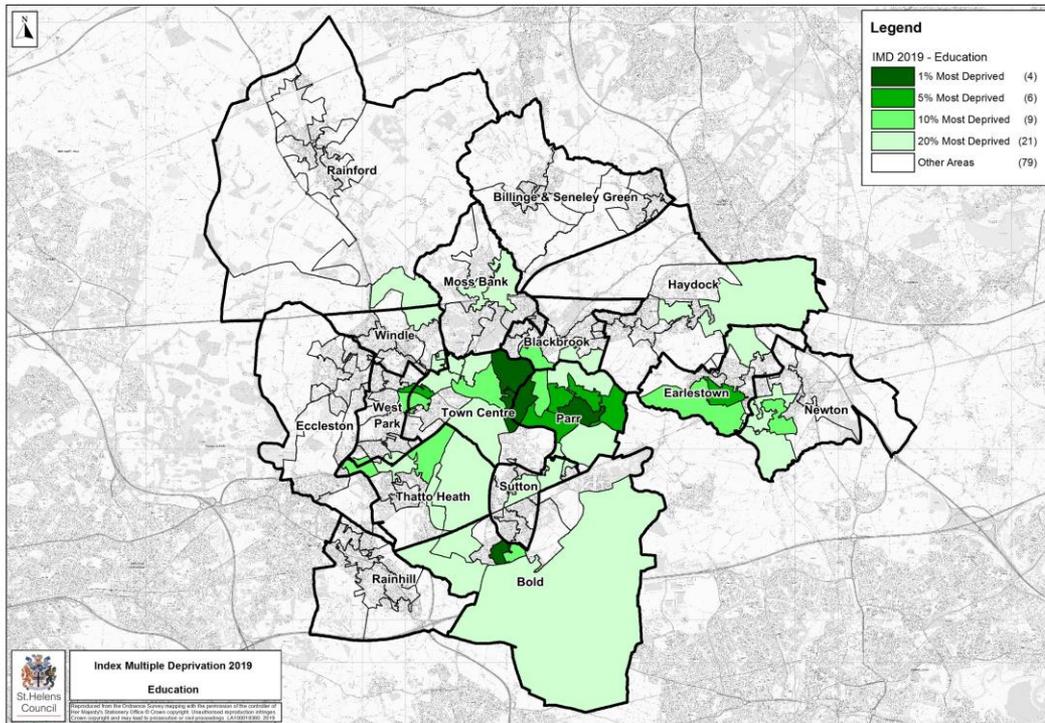
Partners are working together to offer information, advice, and guidance (virtual and some face to face) support to young people to progress into education, employment or training.



Education & Skills



Education & Skills – learning, growing and achieving



St Helens is ranked the 72nd most deprived authority (out of 317 authorities) nationally for the Rank of Average Score, in the Education and Skills Domain (IMD, 2019). 40 of the LSOAs (neighbourhood areas) fall in the most deprived 20% nationally.

Key Stage 4 – Attainment 8 score



Performance at Key Stage 4 (GCSE and equivalent) improved in 2018 compared to the previous year, but further improvement is still required to meet regional and national averages.

School Readiness



Source: DfE, academic year 2018/19

Achieving a good level of development in the early learning goals has improved in St Helens in recent years and is now better than the regional average.

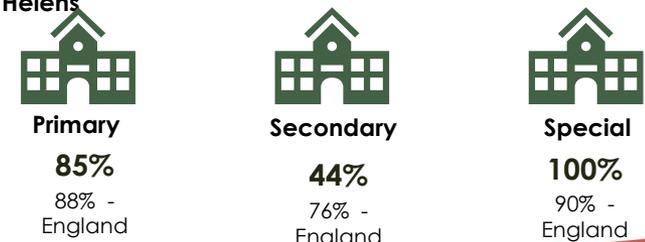
Key Stage 2



Source: DfE, academic year 2018/19

Pupils in St Helens achieving the expected standard in reading, writing and mathematics at Key Stage 2 has increased in recent years from a previous position below comparable national averages to one that is, in 2019, above the national average.

Schools rated by Ofsted as Good or Outstanding in St Helens

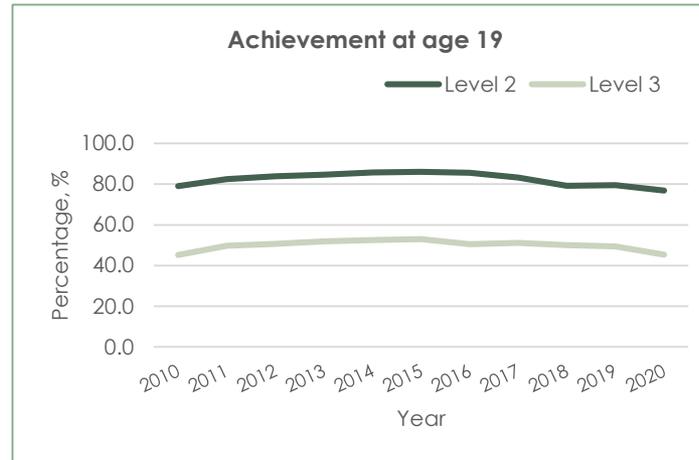


Education & Skills – learning, growing and achieving

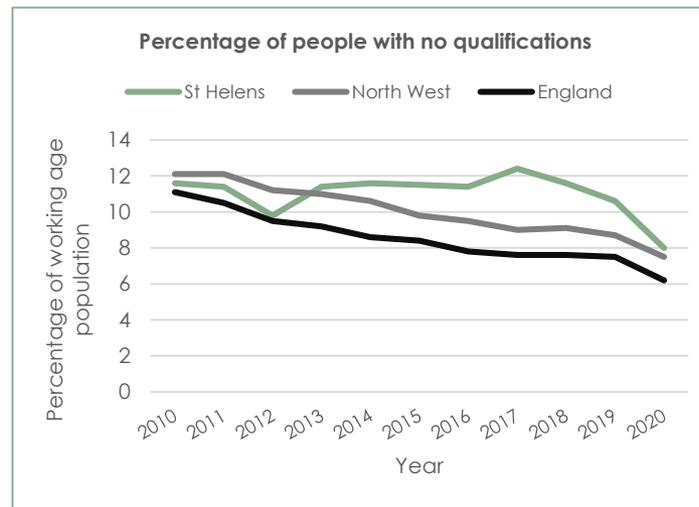
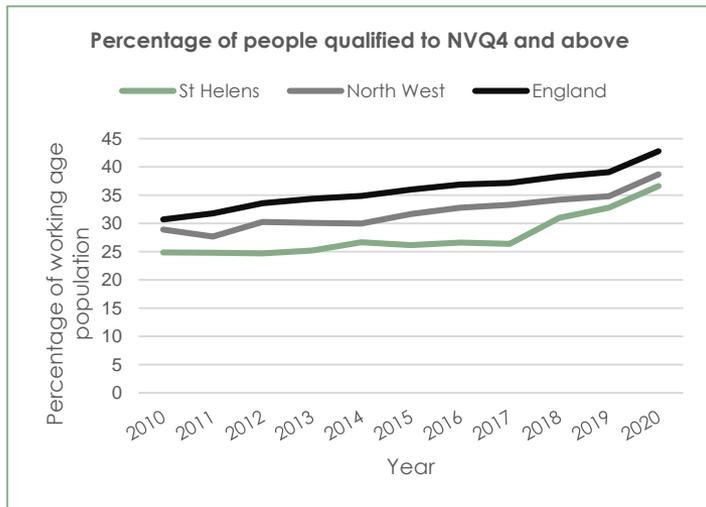
Achievement at age 19



Source: DfE, academic year 2019/20



Young people achieving a level 2 qualification (GCSE or equivalent) at age 19 has increased in recent years. However, there is still some way to go to improve level 2 and 3 to match national levels.



Much progress has been made in recent years to increase the number of people with level 4 or degree level qualifications and reduce the number of people with no qualifications. St Helens is slowly closing the gap with the North West and England averages.

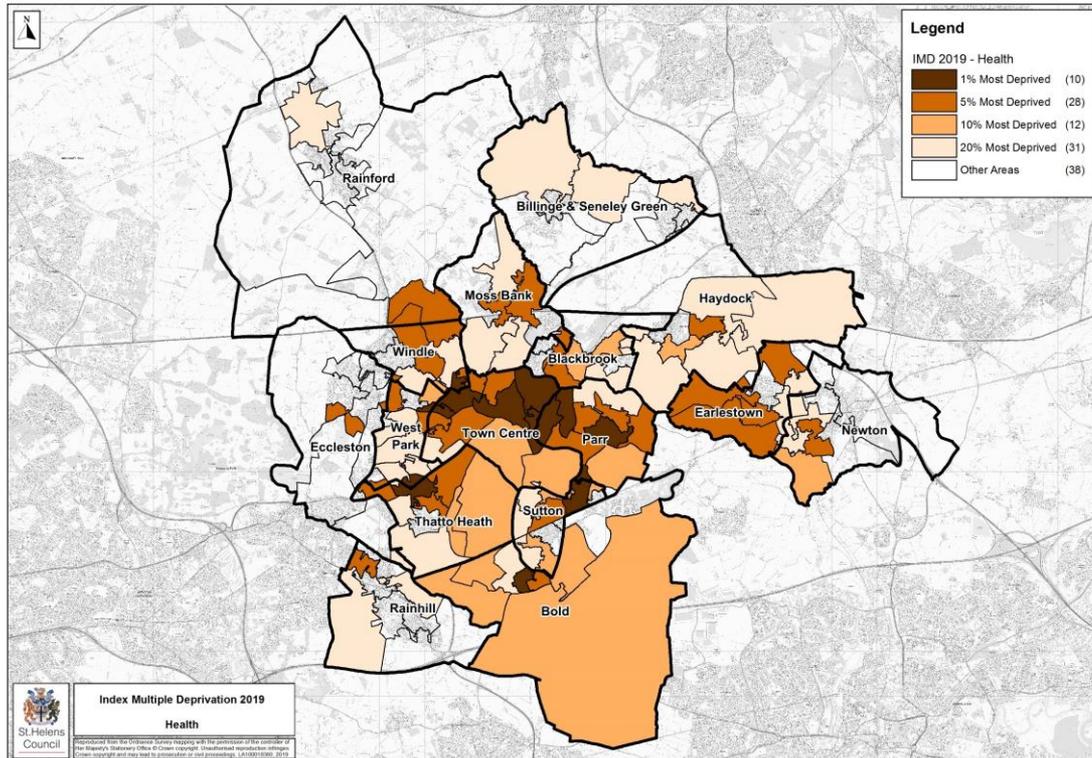
Source: ONS, NOMIS, Dec 2020



Health & Social Care



Health & Social Care – healthy, caring and independent



The Health Deprivation and Disability domain measures the risk of premature death and the impairment of quality of life through poor health. St Helens ranks as the 8th most deprived authority nationally for the Rank of Average Score.

Levels of health deprivation are widespread, with the highest relative levels found in the Town Centre, Parr, Bold, West Park and Thatto Heath Wards.



Male life expectancy at birth

77.5 years 79.4 years

St Helens England

PHE, 2018-20



Female life expectancy at birth

81.0 years 83.1 years

St Helens England

PHE, 2018-20

For both men and women in St Helens, life expectancy correlates with deprivation, with a lower life expectancy seen in more deprived areas than the least deprived .

Male

10 years

72 years
Town
Centre

82 years
Eccleston

Female

8 years

77 years
Parr

PHE, 2015-19

85 years
Billinge &
Seneley
Green



58.3 years

Male healthy life expectancy at birth

58.4 years

Female healthy life expectancy at birth

PHE, 2017-19



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Health & Social Care – Adults physical and mental health

Premature death – the main causes of death in under 75s in 2019 were:



26%
(552 deaths)
Cancers



24%
(508 deaths)
Circulatory Diseases



16%
(336 deaths)
Respiratory Diseases

Source: Public Health Intelligence, Primary Care Mortality Dataset, 2019

Risk factors for premature death in St Helens



Admissions to hospital for alcohol harm is **8th** highest in the NW



13% of adults smoke



More **than 2 in 3** adults are overweight or obese

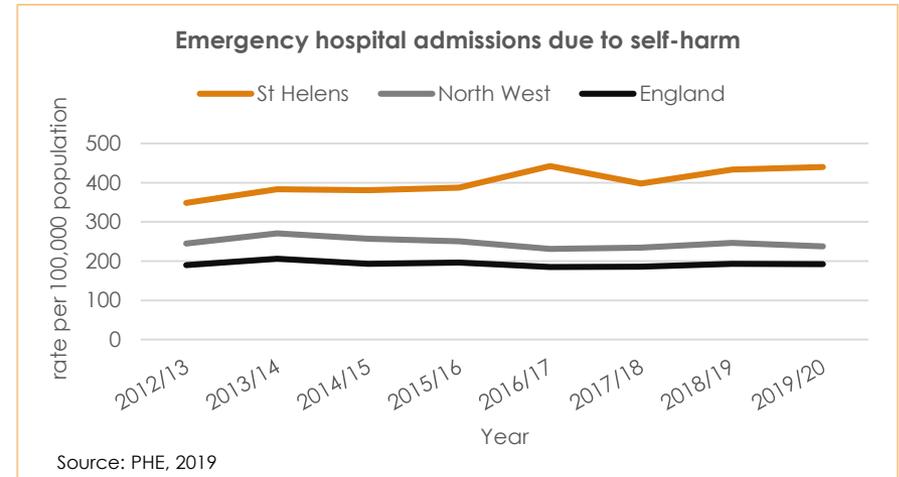
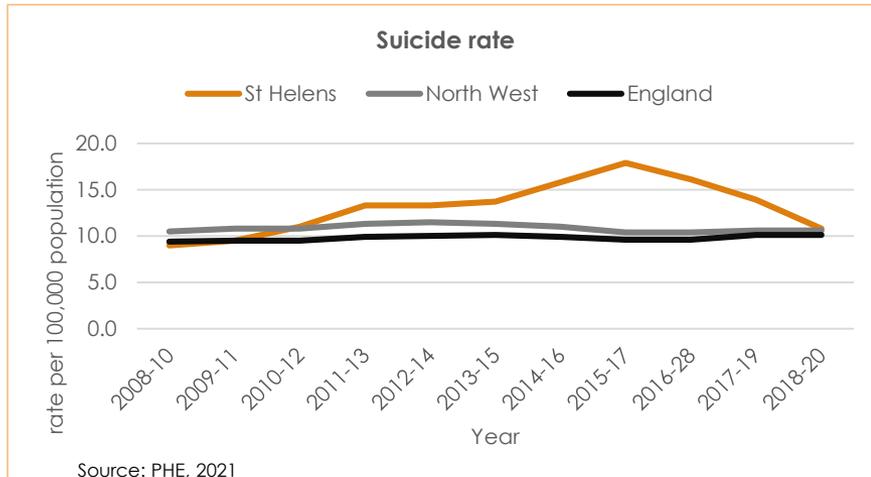


1 in 5 adults is physically inactive (<30 mins activity per week)



<50% adults eat recommended '5 a day'

Mental Health



The suicide rate in St Helens has decreased in recent years and is now close to the North West and England averages.

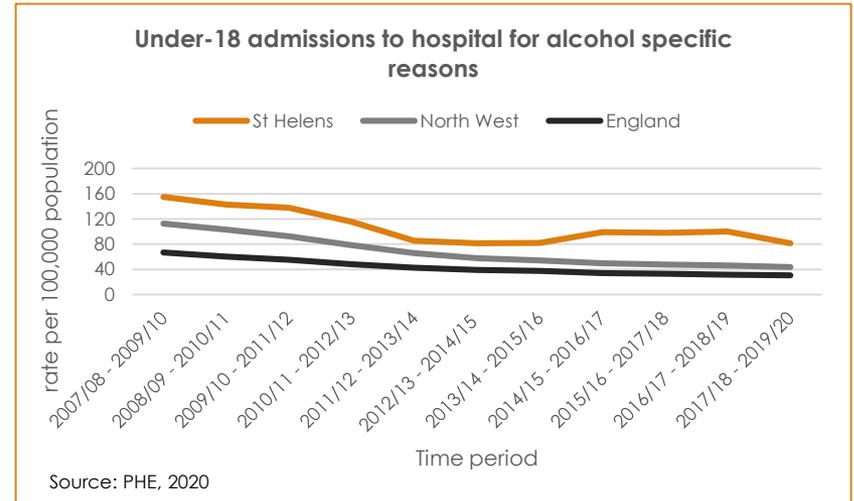
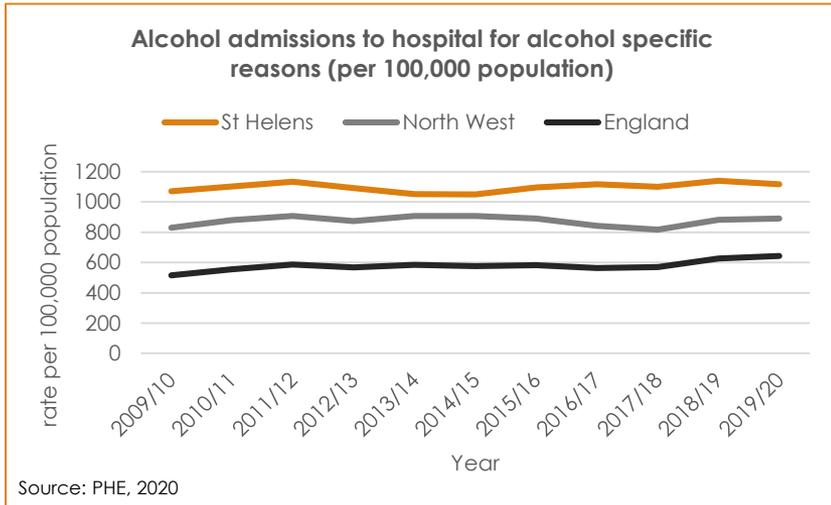
By 2040, it is projected that almost 20,500 people will have a common mental health disorder (depression or anxiety) in St Helens. Source: PANSI, 2020

St Helens has the **highest** rate of admissions due to self-harm in England

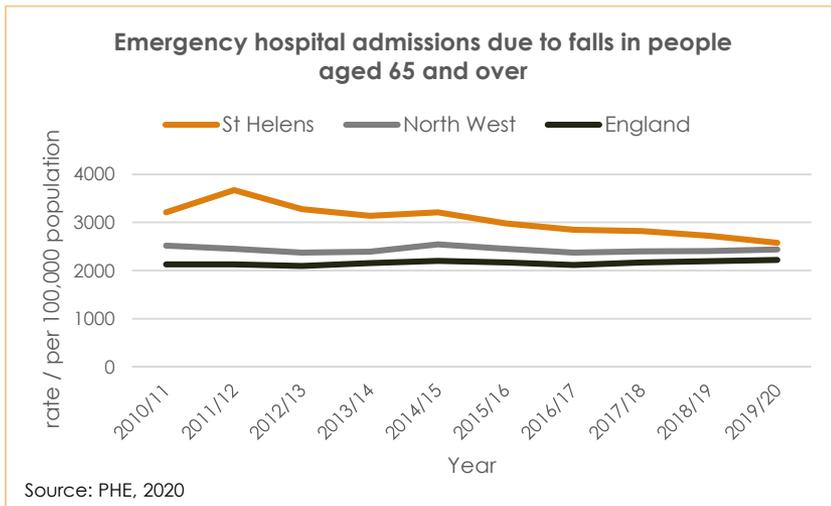


Health & Social Care – Adults physical and mental health

Alcohol



Falls



Wellbeing scores



Happiness Score
7.5 St Helens
(7.5 England)



Life Satisfaction Score
6.7 St Helens
(7.7 England)



Anxiety Score
2.9 St Helens
(3.1 England)



Worthwhile Score
7.8 St Helens
(7.9 England)

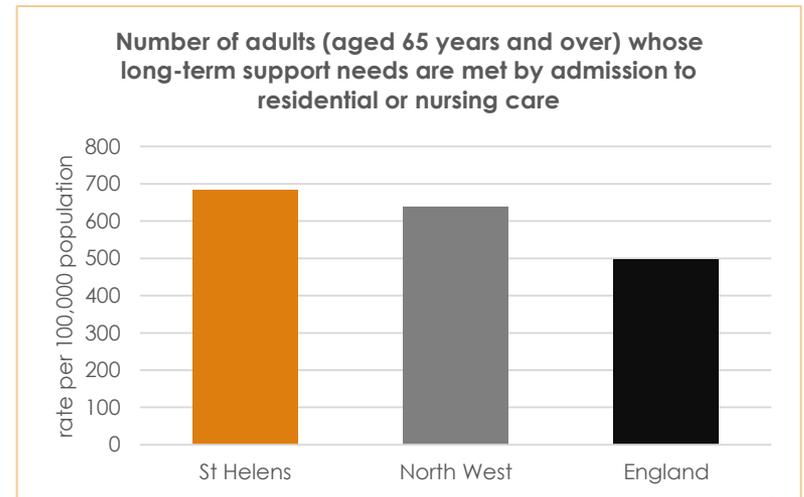
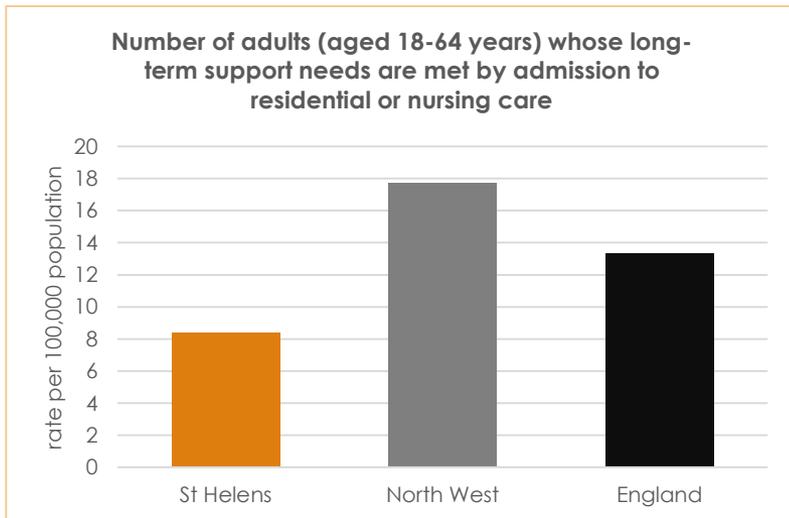
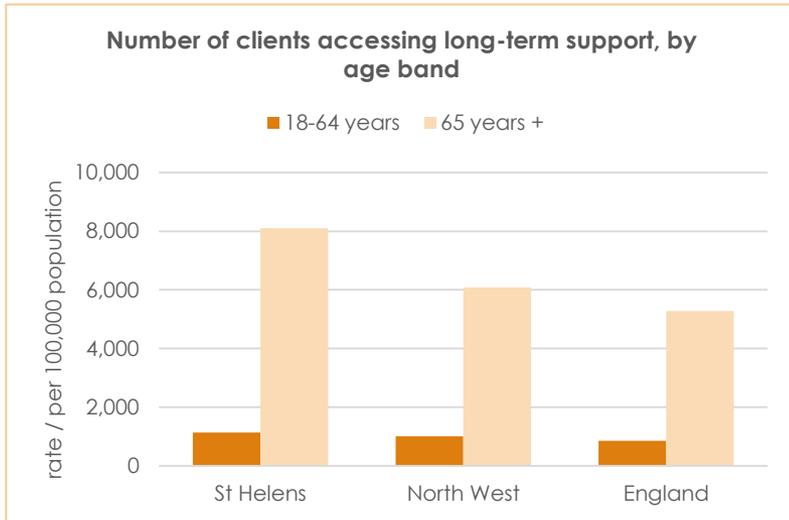
Key: A score of 0 is 'not at all' and 10 is 'completely', e.g., 0 is not at all anxious.

Source: ONS, Annual Population Survey 2020



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Health & Social Care – Adult Social Care



Source: ASCOF, 2021



Health & Social Care – Adult Social Care

Proportion of adults (aged 18-64 years) with a learning disability who live in their own home or with family



95.9%
St Helens



87.0%
North West



78.3%
England

Source: ASCOF, 2021

It is predicted that there are 2,588 people living in St Helens with a learning disability, with a 2.6% increase projected over the next 20 years, greater than the projected increased in the North West (2.0%).

Source: PANSI, 2020

Proportion of older adults discharged from hospital who are still at their place of residence 91 days after discharge



89.5%
St Helens



82.2%
North West

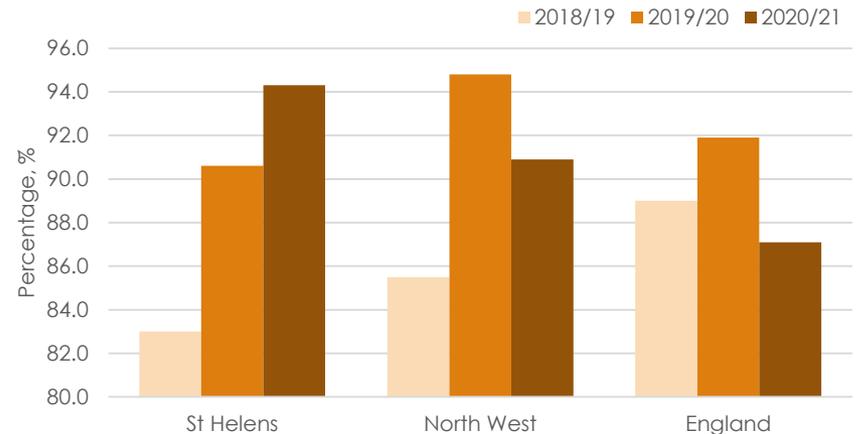


82.0%
England

St Helens reablement team supports adults to return and remain at home after a hospital stay. The high percentage of people remaining at home compared to the national average demonstrates the success of the service.

Source: ASCOF, 2020

Proportion of people who use services who receive self-directed support



Source: ASCOF, 2021

To be counted as receiving self-directed support, the person (adult, older person or carer) must either:

- be in receipt of a direct payment; or
- have in place a personal budget, which meets all the following criteria:
 - The person (or their representative) has been informed about a clear, upfront allocation of funding, enabling them to plan their support arrangements; and
 - There is an agreed support plan making clear what outcomes are to be achieved with the funding; and
 - The person (or their representative) can use the funding in ways and at times of their choosing.



Health & Social Care – Adult Social Care

Overall satisfaction with social care services



68.5%
St Helens



65.3%
North West



64.2%
England

Source: Adult Social Care Survey, 2020

Although St Helens performance has dropped slightly compared to the previous year, performance remains top quartile for the comparator group of authorities.

Carer satisfaction with social care services



56.1%
St Helens



38.4%
North West



38.6%
England

St Helens performance remains top quartile for the group of comparator authorities. This measure looks at if carers are satisfied with their experience of care and support.

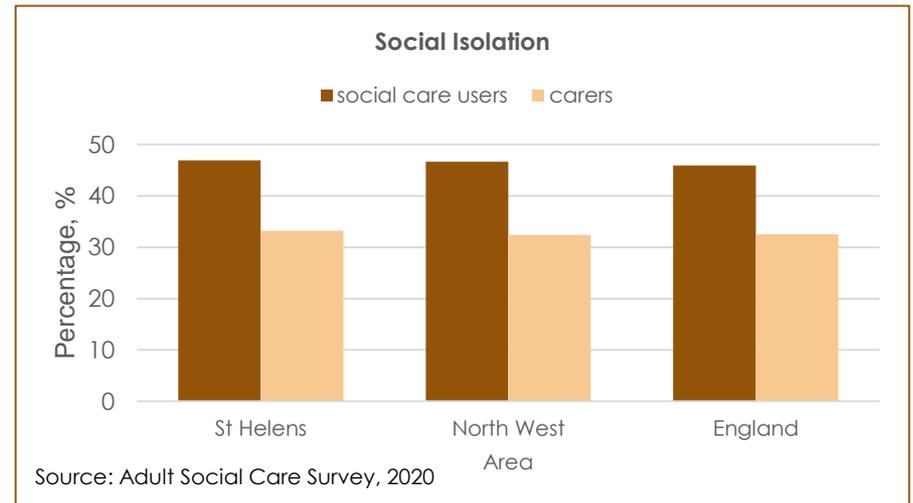
Source: ASCOF, 2019 (biennial survey)

Social isolation, particularly during the current pandemic and lockdown situation is a very real issue for many people locally. It is a problem that is likely to increase in future years because St Helens has a higher proportion of people aged over 65 years than the national average.

In 20 years, almost 10,000 people aged 75 and over, and 5,500 people aged 65-74 are predicted to be living alone in St Helens.

In the same time frame, almost 14,000 people aged over 65 years are projected to need support with at least one self-care activity, such as washing, dressing or getting up and down stairs.

Source: POPPI, 2020

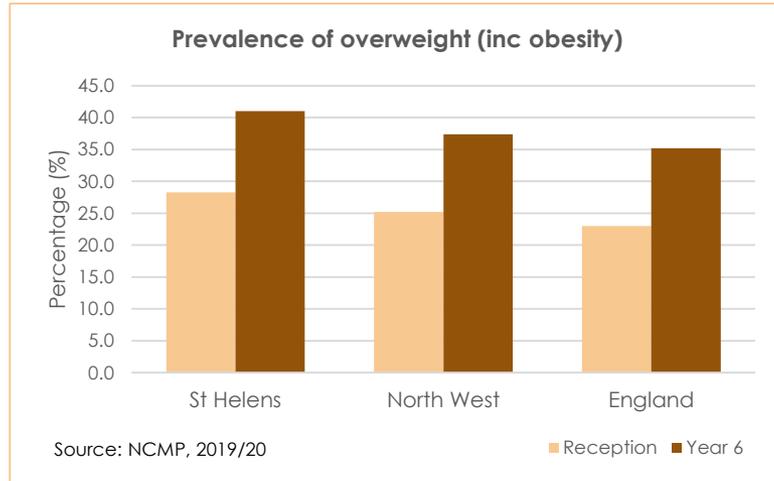


The chart above shows the proportion of people who have contact with social care services and reported they had as much social contact as they would like.

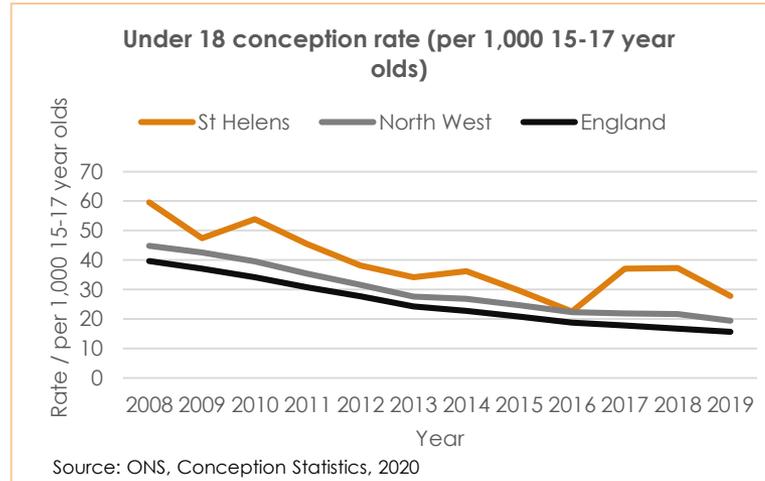


Health & Social Care – Children's physical and mental health

Overweight (including obese)

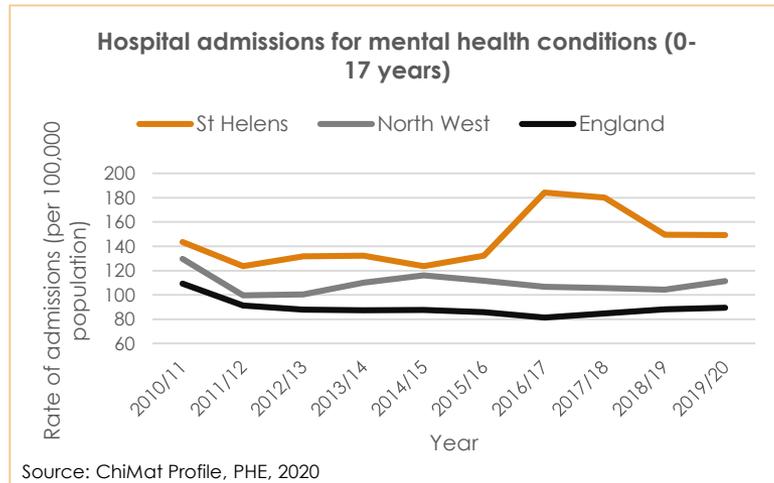


Under 18 conceptions

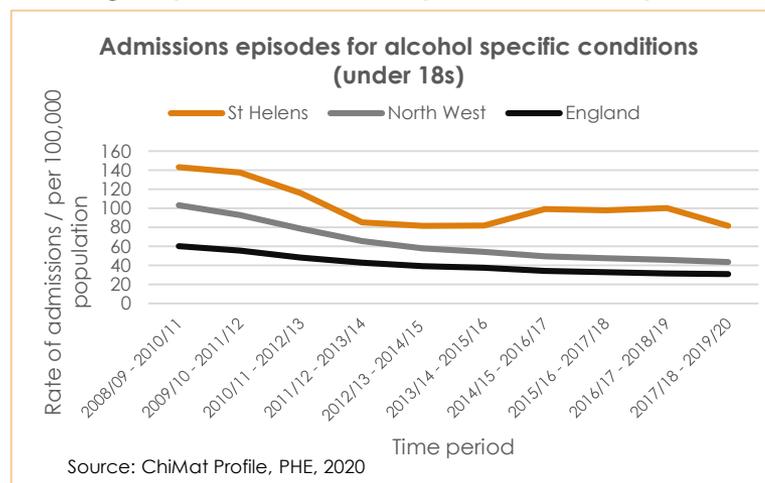


St Helens has the **4th** highest <18 conception rate in the North West, showing a small improvement on the previous year.

Mental health



Emergency admissions to hospital for alcohol specific reasons



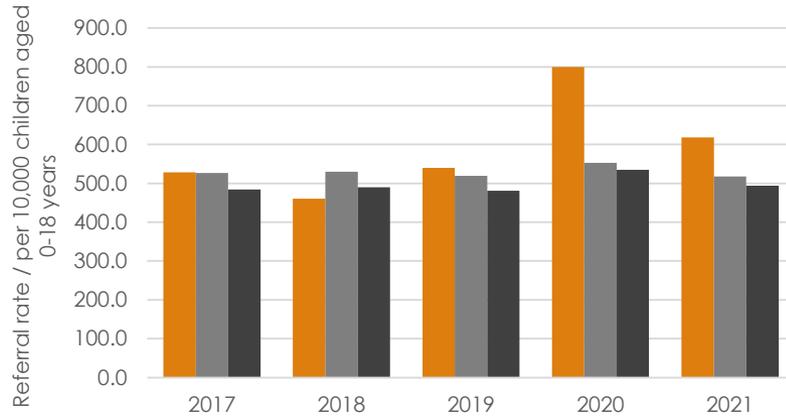
St Helens has the **highest** rate of admissions for alcohol specific conditions (0-17 years) in the North West.

St Helens has the **4th** highest rate of admissions for mental health conditions (0-17 years) in the North West.



Health & Social Care – Children's social care

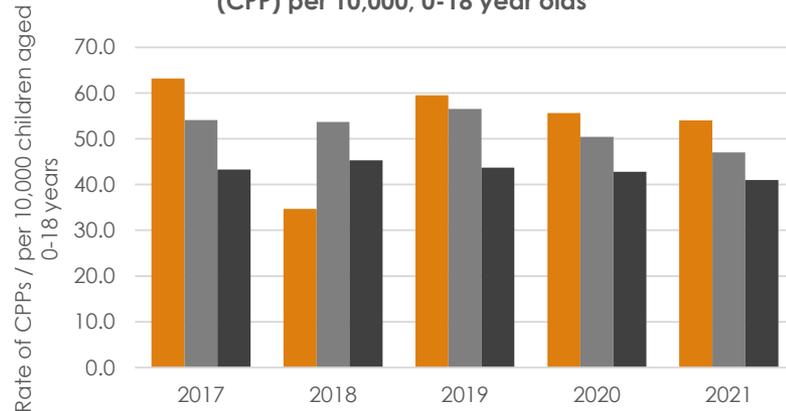
Rate of referrals to children's social care



Source: DfE, 2021

■ St Helens ■ North West ■ England

Number of children subject to a child protection plan (CPP) per 10,000, 0-18 year olds



Source: DfE, 2021

■ St Helens ■ North West ■ England

Looked after children rate



135
St Helens



97
North West

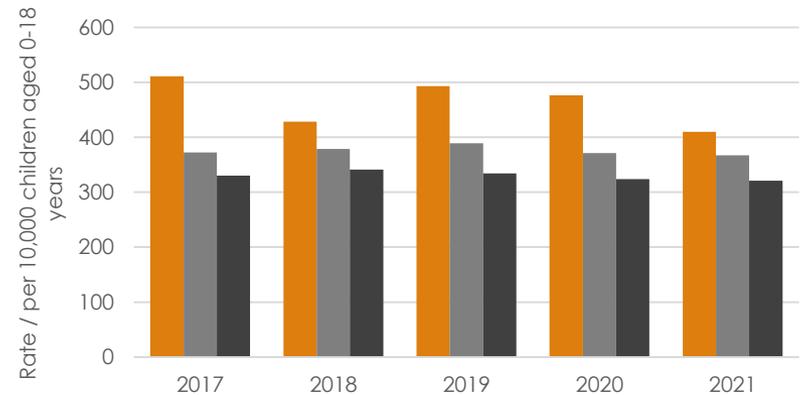


67
England

Source: DfE, 2020

St Helens looked after children rate (per 10,000, 0-18-year-olds) remains well above the national average. However, in the first three quarters of 2020/21 there has been a **50%** reduction in the number of children entering care compared to the previous year.

Children in Need rate (per 10,000, 0-18 year olds)



Source: DfE, 2021

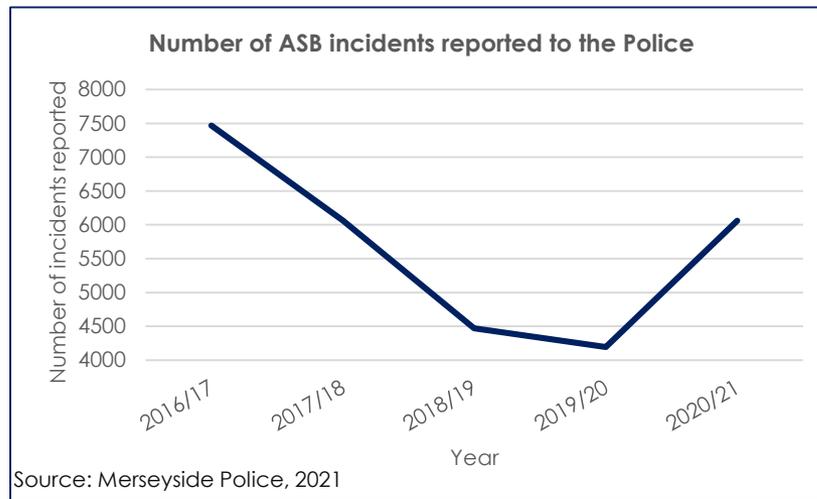
■ St Helens ■ North West ■ England



Community & Neighbourhoods



Community & Neighbourhoods



Merseyside Police estimate that 50-60% of calls for ASB during Q1 and Q4- 2020/21 relate to breaches of the Covid-19 regulations and would not normally be regarded as "true" ASB.



Average House Prices



£160,209
St Helens

Source: Land Registry, November 2021



£197,797
North West



£288,130
England

Future Housing Developments

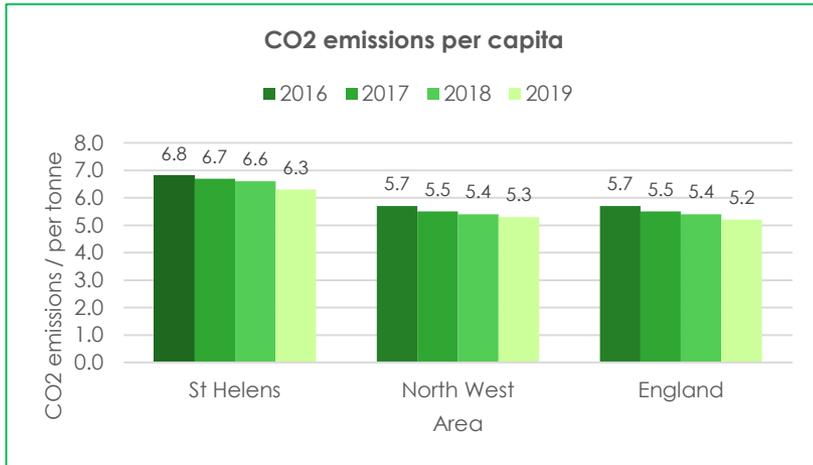
The Local Plan is predicted to add 7,335 houses between 2020 – 2035.



Environment



Environment – climate change, waste and recycling



Source: Dept for Business, Energy & Industrial Strategy, Aug 2021

Overall St. Helens Council GHG emissions have reduced by 51% compared to the baseline year of 2009/10.

Household recycling rates



31.4% St Helens



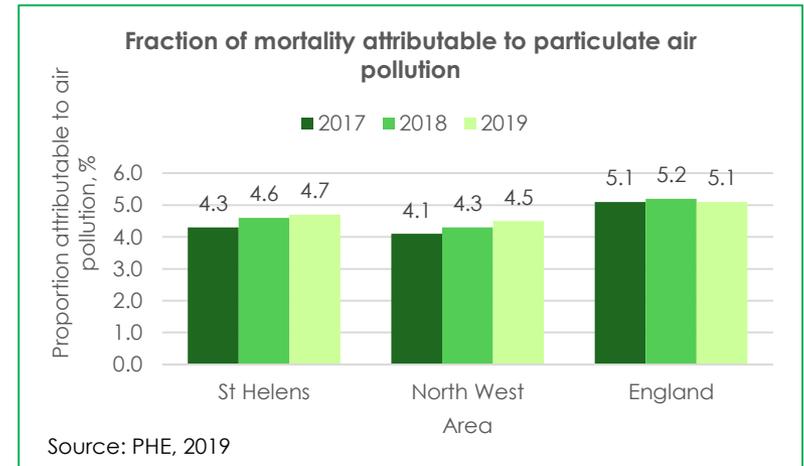
42.3% England



44.7% North West

Source: LG Inform, 2021

NB. The total waste recycled in St Helens does not include waste recycled at Merseyside Waste and Recycling Authority Household Waste Recycling Centres. If these tonnages were included the total would be closer to the North West position.



Source: PHE, 2019

Residual household waste



584.1 Kg per household
St Helens



558.5 Kg per household
England



552.9 Kg per household
North West

Source: LG Inform, 2021

