

HOYLAKE VILLAGE LIFE ANALYSIS OF 2011 CENSUS WITH RECOMMENDATIONS

The following highlights from the 2011 census can be gleaned; as well as some comparisons with 2001, and subsequent trends emerging. Comparative Census data prior to 2001 is not freely available in a format that we can easily use alongside this data, so emerging patterns and trends are best considered alongside anecdotal evidence or other measures of change.

One thing is clear: an ageing demographic brings with it socio-economic challenges that many towns, especially in a rural coastal environment, will struggle with; reduction in retail viability; fewer vital services and strain on support services eg health and social care. Balance needs to be re-introduced where this has been allowed to happen.

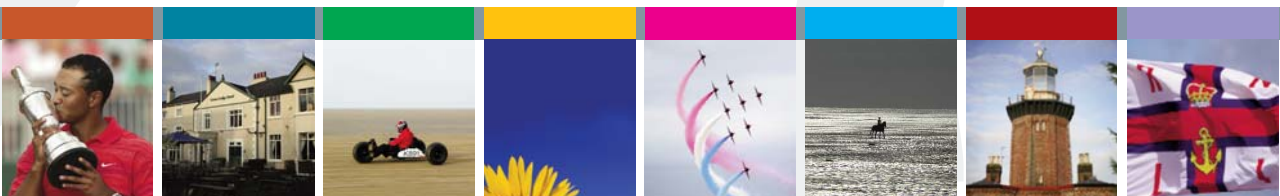
There has been clear historical evidence of this pattern in Hoylake; however the following data shows a number of hopeful signs and some balance appears to be returning.

Age ranges:

- 0-15: 19.1% (2001); 17.2% (2011)
- 16-29: 12.6% (2001); 14% (2011)
- 30-64: 45.8% (2001); 46.6% (2011)
- 65+: 22.5% (2001); 22.4% (2011)

Some basic observations:

- There is an overall increase in population of 1.98%
- There is a slight decrease in the number of retired age people
- There is a slight decrease in the number of those aged 10-19
- There is an increase in the number of those aged 20-29 of 1.23%
- There is an increase in the working age population (18-65) of 2.2%.



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Comparisons with national averages:

- Hoylake has 0.3% higher than national average number of teenagers aged 10-19 (12.4% compared to 12.1%)
- Hoylake has 4.7% lower than national average number of people aged 20-29 (9% compared to 13.7%)
- Hoylake has 0.6% lower than national average number of people aged 30-59 (39.4% compared to 40%)
- Hoylake has 4.1% higher than national average number of people aged 45-64 (29.5% compared to 25.4%)
- Hoylake has 6% higher than national average number of people aged 65+ (22.4% compared to 16.4%)

Some trends:

- In 2001, 11.02% of the population were aged 0-9. Ten years later, people aged 10-19 represented 12.4% of the population. This is hard evidence of an increase in families with children and teenagers moving in to Hoylake from outside.
- In 2001, 12.93% of the population were aged 10-19. Ten years later, people aged 20-29 represented 9% of the population. This is likely evidence of a post-education migration out of Hoylake
- In 2001, 7.7% of the population were aged 20-29. Ten years later people aged 20-29 represented 9% of the population. This is likely evidence of a combination of a reduction in post-education migration out of Hoylake and an influx of people moving in to Hoylake.
- The disparity between Hoylake average and national averages at all age groups appears to be reducing.

Some predictions:

- An increase in the number of births in the next 10 years as the existing resident 16-29 age group has increased by 1.4%
- An increase in the number of working age families with children coming in to Hoylake from outside is evidenced and likely to continue
- A reduction in the % of retired age people towards national averages (from 6% to 4.1%) is evidenced and likely to continue
- As a consequence, the mean and median ages will move towards national averages.

Compared to West Kirby:

- In Hoylake there has been a slight reduction in the number of people aged 65+. By contrast, the number of people aged 65+ in West Kirby/Thurstaston has risen by 2.55% from 22.15% to 24.7%.
- The % of people aged 30-59 in Hoylake (i.e. parents of children and teenagers), is now only 0.6% lower than national average. By contrast, the same age group in West Kirby has dropped and is now 2.1% lower than national average.

Socio-economic data

Some analysis of the socio economic balance is also needed. A comparison with West Kirby also offers some insight into the subtle differences (perhaps more subtle than expected) between the two populations.

	WK (%)	Hoylake (%)
EMPLOYMENT		
Managers, Directors, Senior Officials and Professional Occupations	44.8	41.4
Associate Professional and Technical Occupations	13.7	15
Administrative and Secretarial Occupations	11.6	11.6
Skilled Trades Occupations	7.8	8.8
Caring, Leisure and Other Service Occupations	7	7.8
Sales and Customer Service Occupations	5.9	6.3
Process, Plant and Machine Operatives, Elementary Occupations	9.2	9.2
ECONOMIC ACTIVITY		
Economically Active Employee Part-Time	14.4	13.7
Economically Active Employee Full-Time	34.2	38.3
Economically Active Self-Employed	11.5	11.7
Economically Active Unemployed	3.2	3.4
Economically Active Full-Time Student	2.5	2.6
Economically Inactive Retired	21.7	17.4
Economically Inactive Student (Inc Full-Time Students)	5	5.3
Economically Inactive Looking After Home or Family	3.6	3
Economically Inactive Long-Term Sick or Disabled	2.7	3.1
Economically Inactive Other	1.3	1.4
Unemployed Age 16 to 24	0.8	0.9
Unemployed Age 50 to 74	0.8	1.1
Unemployed Never Worked	0.4	0.4
Long-Term Unemployed	1.1	1.3

Conclusion:

This data looks positive for Hoylake. It challenges a number of commonly preconceived notions Hoylake as a retirement town; boosts the image of Hoylake as a place for families and young people and certainly presents a direct statistical challenge to the Roger Tym Core Strategy conclusion that Hoylake is in “ongoing decline” with “no signs of recovery”.

It reinforces HVLs assertion that Hoylake’s offer was, in 2009, wholly inadequate and without vision; at the same time it endorses our broadly positive analysis of Hoylake’s potential and supports our aims.

Combined with the results of the “What’s Your Vision” survey it appears to lend further support to our approach to the promotion of Hoylake and does not in any way contradict our overall aims.

In order to continue to sustainably realign the imbalanced demographic, it is important to simultaneously cater to the existing population, and to continue to attract new families; this requires a three-pronged approach:

- 1 the retention of the indigenous population, especially after school or further education
- 2 attracting those who left the area after education but now have young families to return to Hoylake
- 3 attracting new families and businesses to Hoylake

It appears from the census data that the target groups and required emphases are:

- **20-29 year old residents.** A significant % of this age group are probably leaving Hoylake after school or further education, however there has been a reduction in the % of those leaving. We need to emphasise employment, quality of life and leisure opportunities, and the improving conditions and facilities for younger people generally. Night time economy is important to this group as is our proximity to Liverpool.
- **20-29 year old newcomers.** Ditto above, although significantly more difficult to attract at present.
- **30-59 year old ‘ex-pats’;** those who left Hoylake or Wirral after school or further education and are now starting families or already have children or teenagers. Emphasis on quality of life and leisure opportunities plus the improvement in eg restaurant offer and proximity to Liverpool.
- **30-59 year old newcomers;** those who are looking for somewhere ‘by the sea’ to bring up a family. Ditto above, plus particular emphasis on value for money in property, quality of education and healthcare, low crime etc.
- **Small to medium businesses,** emphasising that Hoylake is a great place to work from, whether from home, a retail/office unit, or industrial unit, and with a well qualified workforce; proximity to Liverpool and good transport links.

There is a clear need for a campaign aimed at the above target groups to stay in, or to move to Hoylake.

