

**CHESHIRE FULL TIME WORKERS SUFFER WORST DROP IN LIVING STANDARDS IN NORTH WEST AS REAL VALUE OF EARNINGS FALLS BY 16.6% DUE TO 'BANKERS RECESSION' AND STALLED RECOVERY**

**These figures show that the Government's strategy for an economic recovery is in tatters as living standards in the North West region drop by 9.1% says GMB**

Full time workers resident in Cheshire have suffered the worst drop in living standards in North West region. The real value of their average gross earnings have fallen by 16.6% between April 2007 and November 2011, due to 'bankers recession' and stalled recovery.

Trafford's full time workers suffered the next worst fall in living standards in the region with a drop of 14.5%, followed by Sefton with a drop of 13%, Cumbria with a drop of 12.5%, Blackburn and Salford with a drop of 12.3%. In Liverpool the real value of average earnings for full time workers is down by 12.2%, for Stockport the fall is 11%, for Blackpool the fall is 10.6% and for the City of Manchester it is 10.5%. Only 3 out of the 22 areas in the region have the movement in average earnings for fulltime workers kept pace with the rate of inflation over the same period. These are Bury, St Helens and Knowsley.

These figures are from a new analysis by GMB of official earnings data. The table below shows the change in living standards for all 22 areas in the region, between April 2007 and November 2011. For the North West region as a whole the living standards of full time workers have fallen by 9.1% in this period. The fall for the UK as a whole is 5.9% and for England is 6.2% during the same period.

In the analysis GMB looks at the figure for annual average gross earnings of full time workers in each area from official ASHE data for April 2007 from ONS before the recession kicked in. This figure is compared with the figure for annual average gross earnings for the same area from ASHE for April 2011. The changes shown in annual average earnings between these two periods, plus an uprating for wage increases to September 2011, are measured against inflation over the same period to calculate the real change in the value of these earnings. See Notes to Editors for sources and inflation details.

		Mean gross annual (£) - full-time			Drop in real value of earnings from April 2007 to November 2011*
		2007 £	2011 £	Change £	
	United Kingdom	30,015	32,837	2,822	-5.9
	England	30,852	33,661	2,809	-6.2
	North West	27,179	28,848	1,669	-9.1
<b>rank</b>					
1	Cheshire	32,921	32,487	-434	-16.6
2	Trafford	35,571	35,832	261	-14.5
3	Sefton	25,988	26,572	584	-13.0
4	Cumbria	26,031	26,764	733	-12.5
	Blackburn with				
5	Darwen	24,503	25,240	737	-12.3
6	Salford	25,585	26,360	775	-12.3
7	Liverpool	26,549	27,380	831	-12.2
8	Stockport	31,022	32,335	1,313	-11.0
9	Blackpool	20,460	21,428	968	-10.6

10	Manchester	24,935	26,120	1,185	-10.5
11	Tameside	23,698	25,118	1,420	-9.3
12	Bolton	25,876	27,442	1,566	-9.2
13	Oldham	25,268	27,086	1,818	-8.1
14	Warrington	30,249	33,080	2,831	-5.9
15	Wirral	28,555	31,278	2,723	-5.7
16	Halton	23,705	26,187	2,482	-4.8
17	Rochdale	24,734	27,336	2,602	-4.8
18	Lancashire	26,438	29,342	2,904	-4.3
19	Wigan	24,242	27,018	2,776	-3.8
20	Bury	25,945	29,961	4,016	0.2
21	St. Helens	24,741	28,651	3,910	0.5
22	Knowsley	23,800	27,596	3,796	0.7

Paul McCarthy GMB Regional Secretary for the North West said, **“These figures show that the Government’s strategy for an economic recovery is in tatters as living standards in the region drop by 9.1%.**

**George Osborne has the economic literacy of a stick of rhubarb.**

**Full time workers in Cheshire, Greater Manchester, Merseyside, Lancashire and Cumbria have seen the value of their earnings drop when they have a job. Things have got a lot worse in the past year as the recovery underway at the time of the election stalled and the region is mired in a new recession.**

**Two thirds of the economy is consumer driven and Osborne must be the only person who does not get it. Squeezing wages, pay freezes and cutting jobs will not restart the economy. Using the IMF measures his cuts will reduce real private consumption by 4% and GDP by 3.4% over the next few years.**

**I doubt if the electorate had any notion that a change of government would lead to a loss of 376,000 jobs across the UK and 44,000 in the North West, in the public sector, in the short time since the general election. When the ‘same old Tories’ were returned to power they brought with them the same old philosophy that “if it’s not hurting it’s not working.”**

**Ends**

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**Notes to Editors:**

1 **2007-2011 Annual Survey of Hours and Earnings - residence based** *Source: Table 7.7a, Annual Survey of Hours and Earnings, Office for National Statistics. Crown Copyright Reserved*

2 In the analysis GMB looks at the figure for annual average gross earnings of full time workers in each area from official ASHE data for April 2007 from ONS before the recession kicked in. This figure is compared with the figure for annual average gross earnings for the same area from ASHE for April 2011. The changes shown in annual average earnings between these two periods, plus an uprating for wage increases to September 2011, are measured against inflation over the same period to calculate the real change in the value of these earnings.

3 Between April 2007 and November 2011 inflation has been 16.1%, of which half (7.65%) has taken place since April 2010.