

# Wirral - Industry Strengths

## **Manufacturing (Making, building)**

Wirral is at the heart of the UK's manufacturing.

Major engineering companies making products from offshore wind turbine components to the next generation of cars, trains and ships. Thousands of new jobs are being created as local firms collaborate with global companies such as JLR, GM and Airbus.

Manufacturing employment is a strong part of the Wirral workforce, with proportionately more residents working in engineering and related manufacturing activities than in the wider region or across England as a whole.

**The majority of Wirral's manufacturing jobs are in higher skilled areas of machine manufacture and engineering, particularly in aerospace, pharmaceutical and automotive sectors.**

## **Automotive (Cars)**

Wirral is ready to be the preferred home for car suppliers.

For companies that supply the car industry, we've got three major car plants on our doorstep. **GM, Jaguar Land Rover and Toyota** are within 15 miles; Bentley Motors and Leyland Trucks are within an hour's drive. More than 95% of UK car production can be reached within 3 hours of Wirral.

The GM plant at Ellesmere Part is the home of the Astra. Jaguar Land Rover's Halewood factory employs 4,500 people assembling the Range Rover Evoque and Freelander2 models.

Toyota's Deeside engine plant exports components to South Africa, Turkey, Brazil and Japan and was the first overseas plant to produce Toyota's class leading hybrid engines.

## **Offshore Wind (Renewable Energy)**

Wirral is ready to be a hub for offshore energy.

With existing wind farms off the Wirral coast and thousands of turbines planned for the Irish Sea, the opportunities to create a significant hub of activity is clear. The Liverpool City Region has been designated as a Centre for Offshore Renewable Engineering, the only such designation on the west coast of England.

The world famous Cammell Laird has already secured significant offshore wind contracts and Denmark's DONG Energy and Germany's RWE are investing in the region. Wirral offers the renewable industry an excellent range of opportunities for both manufacturing and pre-assembly as well as operation and maintenance bases for wind farms.

## **Science & Research**

Wirral is ready to push the boundaries of knowledge.

For more than a century, Wirral has been known as a place where innovators and scientists have created new products and treatments that have changed the world.

Wirral is a key location for Unilever's operations. Port Sunlight is home to its largest European manufacturing site, producing well-known laundry and homecare. Wirral is also home to one of Unilever's six global research and development centres, driving innovation in household brands.

Bristol-Myers Squibb, a global leader in medical innovations, has a major research and development plant at Moreton. The site has a successful track record including the first ever human clinical trial of an inhibitor for high blood pressure, and creating innovative technologies for the delivery of diabetes treatments.

Wirral's workforce includes a high proportion of high-technology manufacturing activities including aerospace, pharmaceutical and chemical roles. More than **230,000 students attend the 13 universities within Wirral's catchment area, with around a third studying science-based subjects – much higher than the national average.**