


Wycombe Councillor Update

Economic Profile of Ryemead Ward



April 2014

64% 
OF WYCOMBE COMPANIES EMPLOY
FEWER THAN 5 PEOPLE

 **6%**
OF WYCOMBE WORKERS
ARE HOME BASED

13% 
OF WYCOMBE
WORKERS ARE
SELF-EMPLOYED

1.0 Introduction

Ryemead is home to 7,088 people and provides 3,600 jobs in 158 businesses. Of these businesses, 49 (31.0 per cent) are Buckinghamshire Business First members.

There were 3,890 employed people aged 16-74 living in Ryemead ward at the 2011 Census, 1,310 more than the 2,580 recorded in 2001. Over that period the working age population rose 1,650 to 4,979 while the total population rose 2,108 to 7,088. The number of households rose by 1,012 (46.7 per cent) to 3,177. This is a significant percentage increase and places the ward first out of all wards in Wycombe. Based on the increase in number of households, the ward ranks second out of all wards in Buckinghamshire.

The largest companies in Ryemead include:

- Wycombe Cleaning Services Ltd;
- Blaser Mills;
- Sytner BMW High Wycombe;
- Hyundai Motor UK Ltd;
- IFS (UK) Ltd;
- Harlow House Day Hospital; and
- World Challenge Expedition.

There are 121 **Job Seekers' Allowance claimants living in Ryemead**, representing 3.0 per cent of working age residents, including 75 claimants aged 25-49 and 70 who have been claiming for less than six months.

Superfast broadband is expected to be available to 99 per cent of premises in the Ryemead ward by March 2016 with commercial providers responsible for 87 per cent. The Connected Counties project, run by BBF, deliver the remaining 12 per cent through its interventions in High Wycombe exchange area. BBF is seeking to deliver an extended superfast footprint via additional funding, adaptation of downstream technology and contract claw-back mechanism.

At the time of the 2001 Census¹, of the 2,723 employed residents, 616 people lived and worked in the ward, with the most common destinations by local authority district being:

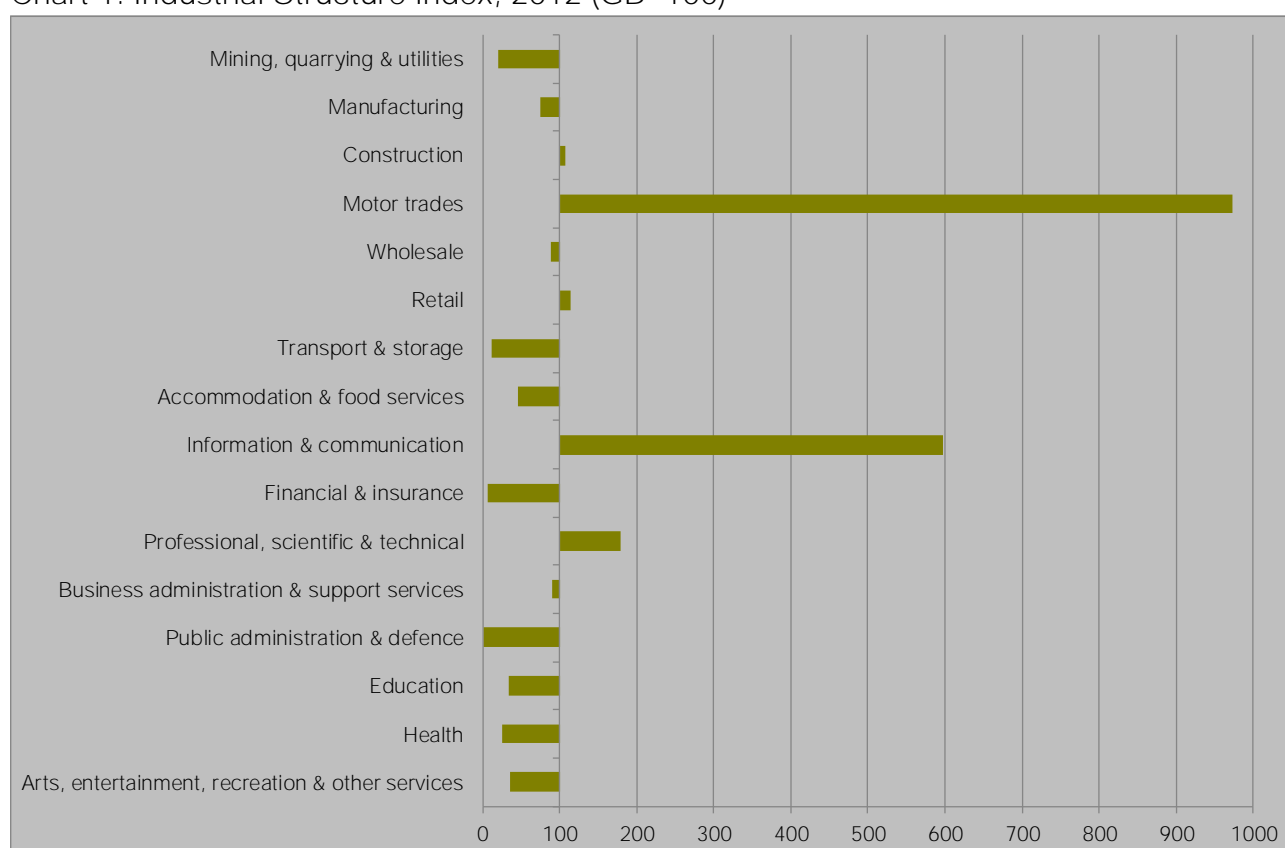
- Wycombe (1,719, 63.1)
- South Buckinghamshire (142, 5.2)
- Chiltern (112, 4.1)
- Windsor & Maidenhead (98, 3.6)
- Slough (85, 3.1)
- Hillingdon (83, 3.0)
- Westminster, City of (55, 2.0)
- Aylesbury Vale (43, 1.6)

2.0 Industrial structure

There are 158 businesses located in Ryemead employing 3,600 people. Of these businesses, 106 are micro businesses, employing fewer than 10 people.

Ryemead is over-represented in Motor trades which accounts for 17.5 per cent of employment in the ward. This is a very significant proportion compared to other wards across England and ranks Ryemead 126th out of all wards. The ward is also over-represented in information & communication which accounts for 22.5 per cent of employment ranking the ward 68th out of all wards. The professional, scientific and technical sector covers 13.8 per cent of employment ranking the ward 733rd out of all wards.

Chart 1: Industrial Structure Index, 2012 (GB=100)



Source: BRES, ONS, 2013

Ryemead is under-represented in a number of sectors including; mining, quarrying & utilities; transport & storage; financial & insurance; public administration & defence; education; health; and arts, entertainment, recreation and other services. Transport & storage makes up only 0.6 per cent of employment ranking the ward 6,647th out of all wards. Financial & insurance accounts for only 0.3 per cent of employment ranking the ward 4,914th out of all wards. Finally, public administration & defence accounts for just 0.1 per cent of employment ranking the ward 5,212th out of all wards.

2.1 The Industrial Strategy and the Plan for Growth

The Government's economic objective is to secure sustainable economic growth. The Plan for Growth and the Industrial Strategy set out policies to realise this objective and to rebalance the economy, which include focusing on sectors expected to deliver strong growth. Wycombe's economy is well-represented in these sectors, particularly aerospace, the information economy and professional and business services.

While Ryemead provides jobs in these sectors, the industrial strategy sector where the ward delivers the highest share of national employment is professional & business services which accounts for 16.5 per cent of employment, ranking Ryemead at 1,004th among English wards. The proportions of jobs in Ryemead in Industrial Strategy sectors are presented in Table 1.

Table 1: Employment in selected industrial strategy sectors, 2012

	Construction	PBS	Information Economy	Education
Wycombe	5.4	12.4	6.6	8.9
Buckinghamshire	5.2	14.7	4.4	9.7
England	4.2	12.1	2.9	9.2
Ryemead	4.5	16.5	5.2	3.1

Source: BRES, ONS, 2013

At 5.2 per cent, the proportion of Ryemead's jobs in the information economy sector is the 681st highest of all wards in England, the proportion is above that of the country level but below that of the district level.

3.0 Labour market

At 72.8 per cent of 16-74 year olds, Ryemead's employment rate is among the highest in the country. Ryemead has a proportion of 35.6 per cent of its residents qualified to degree level or higher. Furthermore, 51.0 per cent work in managerial, professional or technical occupations.

In Wycombe the wards most similar to Ryemead are Terriers & Amersham Hill, The Wooburns and Tylers Green & Loudwater with five of the other 27 wards among the top thousand closest matches. The least similar ward in the district is Oakridge & Castlefield, the only ward in Wycombe to rank lower than the 6,000th closest match.

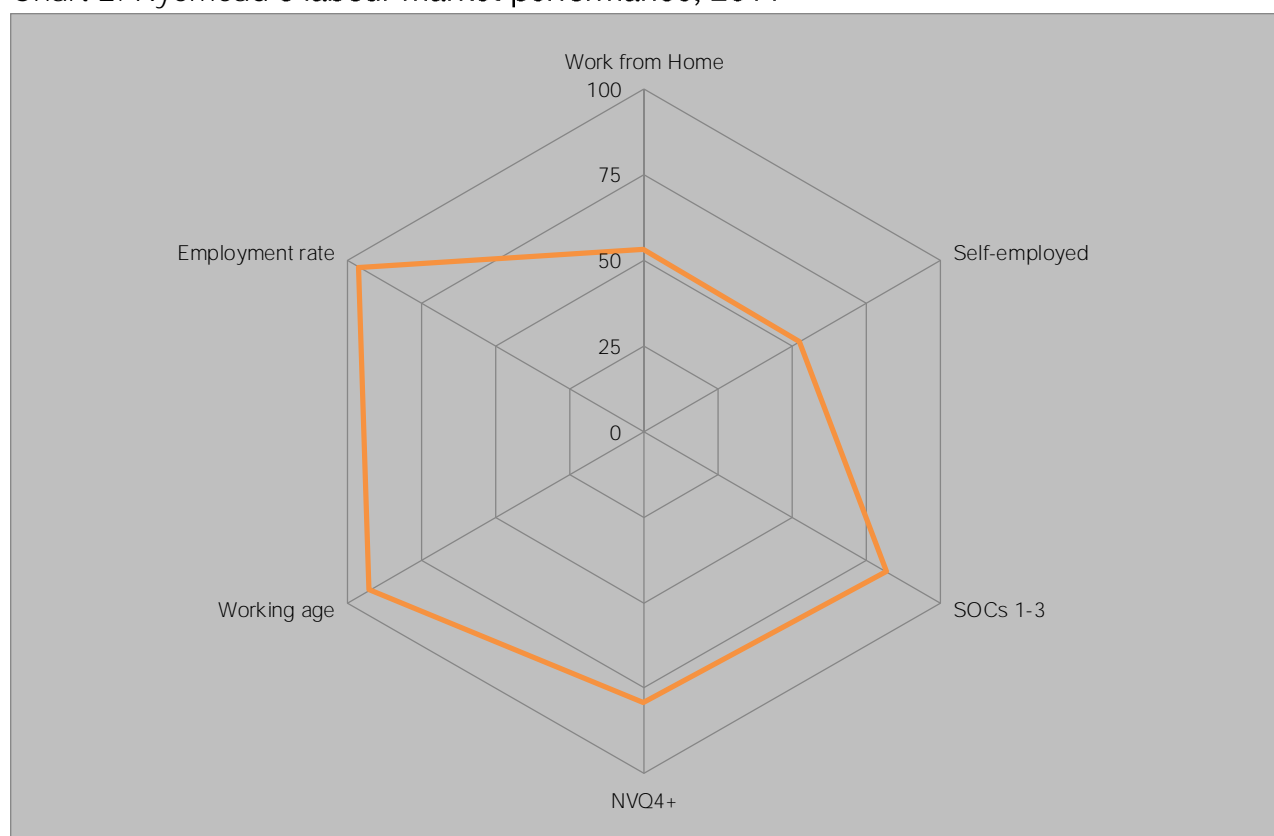
Table 2: Ryemead's labour market performance & nearest neighbours, 2011

	Work from Home	Self-employed	SOCs 1-3	NVQ4+	Working age	Employment rate
Chiltern Rise						
Ryemead	3.7	10.3	51.0	35.6	70.2	72.8
Terriers and Amersham Hill	4.2	9.8	51.6	39.7	68.6	65.4
The Wooburns	5.7	14.0	50.9	32.4	65.5	70.9
Tylers Green and Loudwater	6.4	13.9	49.7	34.5	65.6	71.1
Sands	3.2	11.2	39.2	26.7	68.9	69.6
Stokenchurch and Radnage	6.2	14.3	45.5	30.4	64.4	71.0

Source: Census, 2011

Ryemead has an above average level of those who work from home and those who are self-employed. Furthermore, as stated previously, the ward has a high level of those educated to degree level or higher and those working in managerial, professional and technical roles ranking in the top quartile for both. Ryemead looks to have a high employment rate and a high level of working age residents.

Chart 2: Ryemead's labour market performance, 2011

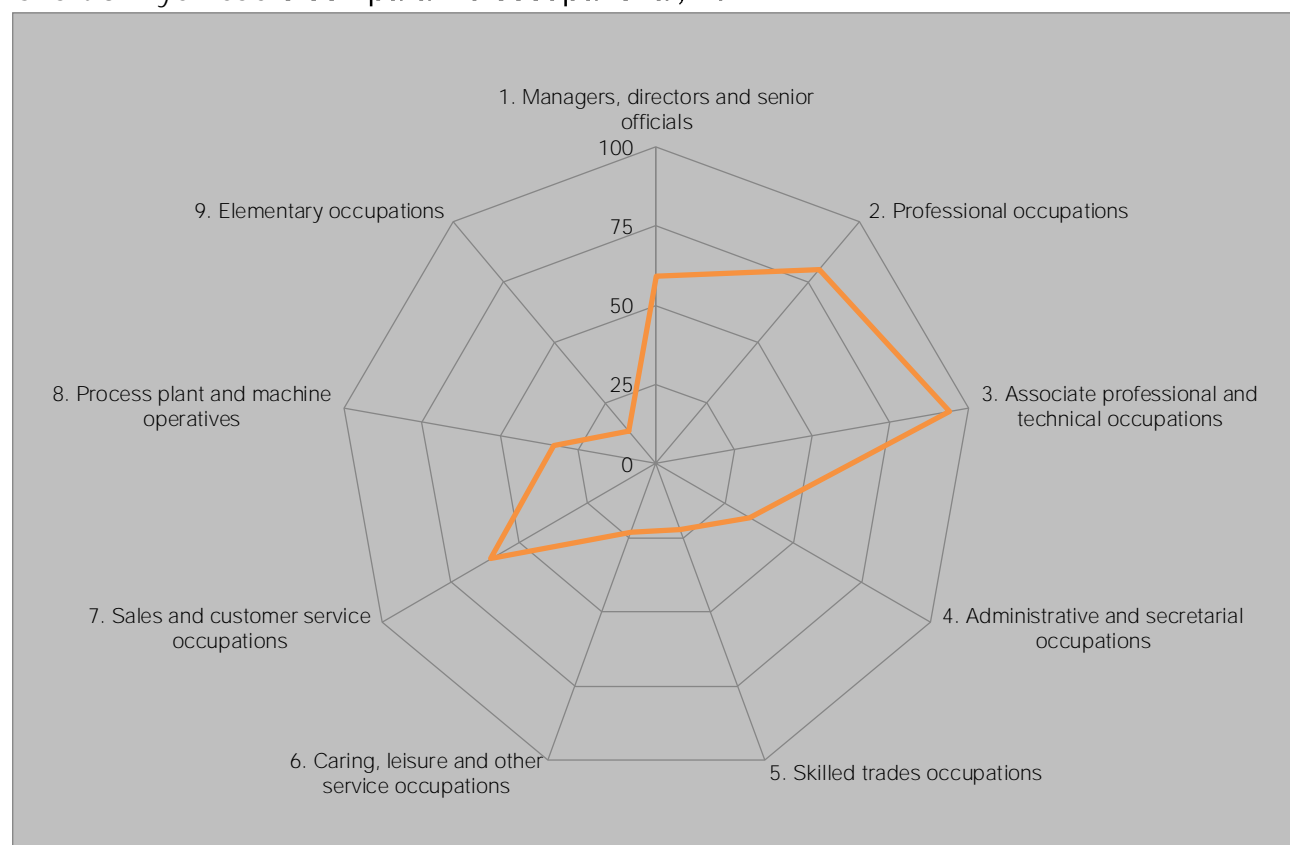


Source: Census, 2011

4.0 Occupational Structure

Ryemead's occupational structure is skewed towards the higher skilled and better remunerated occupations, with 51.0 per cent of working residents employed in managerial, professional and technical occupations, ranking in the top quartile nationally for professional and technical occupations. In contrast Ryemead ranks in the bottom quartile for other occupations, with only 6.8 per cent of working residents employed in elementary occupations.

Chart 3: Ryemead's comparative occupational, 2011



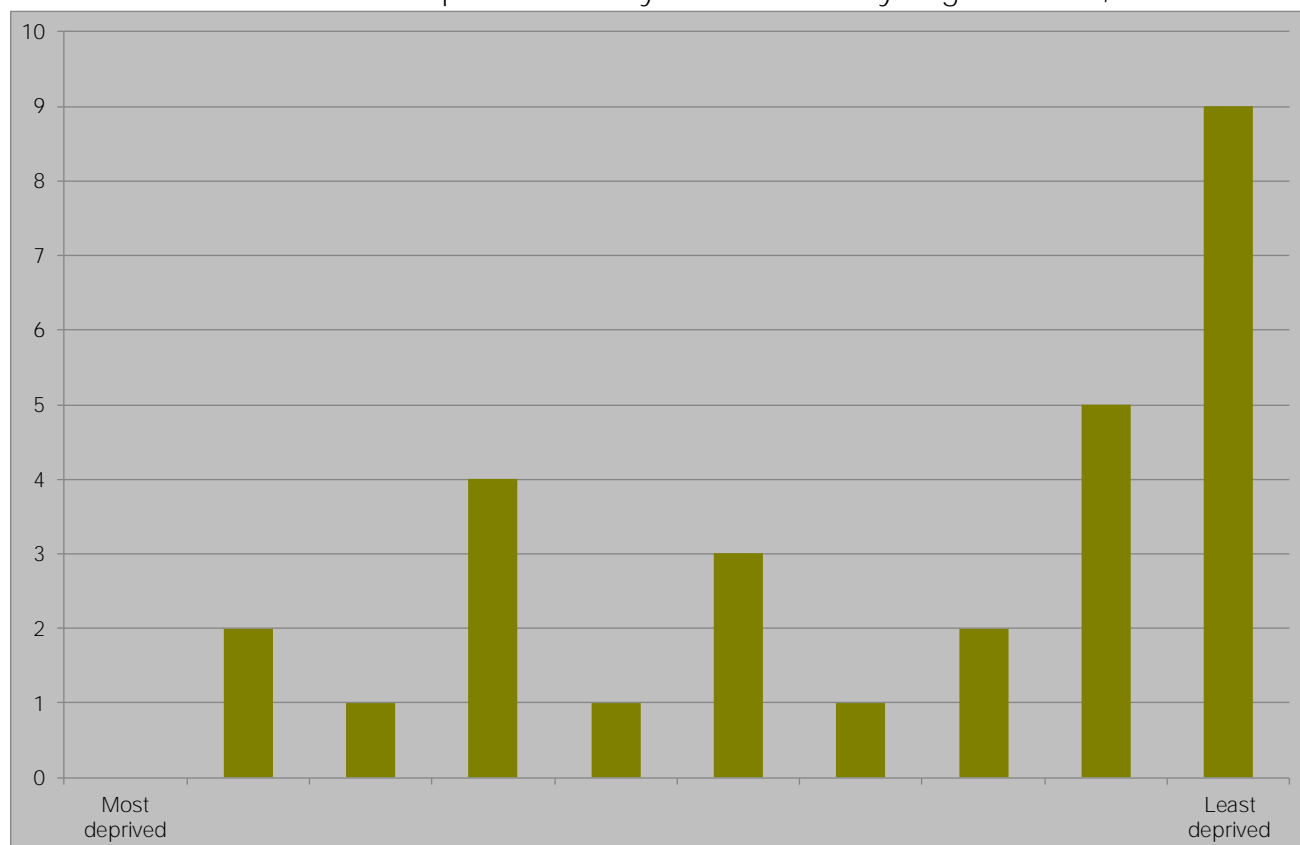
Source: Census, ONS, 2011

5.0 Deprivation

Buckinghamshire has the lowest level of economic deprivation of any Local Enterprise Partnership, with Wycombe having the 13th lowest economic deprivation of all 326 local authority districts in England, behind South Bucks (10th) but ahead of Aylesbury (37th) and Wycombe (69th). Chart 4 demonstrates the concentration of Wycombe's wards among the least deprived in England with 12 of the 25 wards featuring among the least deprived 10 per cent of all wards in England and only three ranking among the most deprived half of English wards, a stark contrast to the London Borough of Newham where no ward ranks above halfway, highlighting the challenge Wycombe faces to attract resources to tackle deprivation.

Ryemead has the 4,621st lowest economic deprivation of the 7,707 wards in England and the 22nd least economically deprived of the 28 Wycombe wards. Ryemead is the 96th least economically deprived among the 108 ward in Buckinghamshire. The position of Wycombe's wards in England is shown in Chart 4 below, with Ryemead one of the four wards shown in England's seventh least deprived decile.

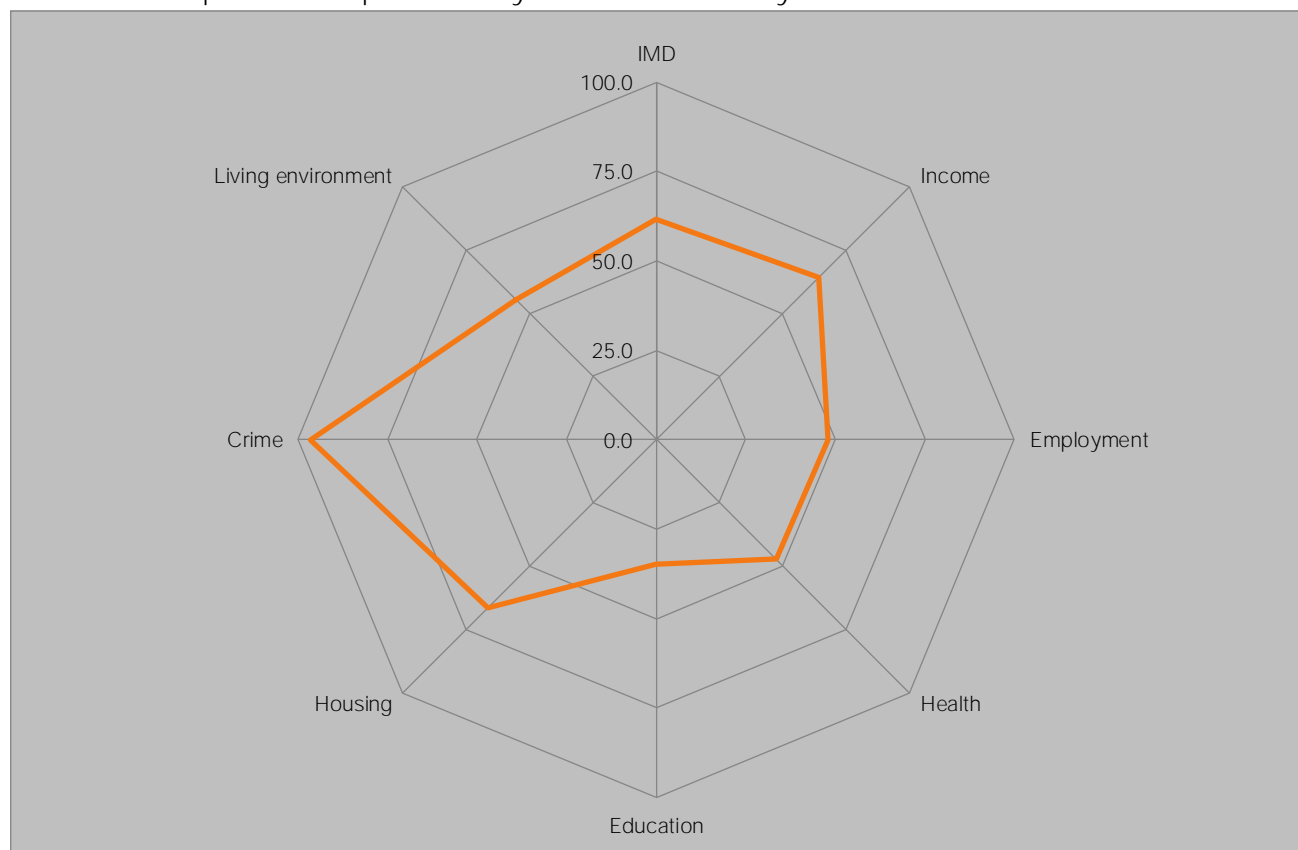
Chart 4: Relative economic deprivation of Wycombe wards by English decile, 2009



Source: DCLG, 2012

Ryemead ranks 3,171st out of all wards in England based on the Index of Multiple Deprivationⁱⁱ; this makes it among more deprived wards in England, below Wycombe's average rank of 5,471st, demonstrating that the ward is more deprived than the district as a whole.

Chart 5: Comparative deprivation by IMD domain in Ryemead



Source: DCLG, 2010

The wards in Wycombe most closely matching Ryemead's deprivation profile are presented in Table 3. Nationally, the closest matches are Lewes Castle (Lewes), South Ruislip (Hillingdon) Plaistow & Sundridge (Bromley) while Abbey and Sands are the most similar in Wycombe ranking as the 42nd 50th most similar of all English wards. Of the 25 Wycombe wards nine are among the 1,000 best matches, however Lacey Green, Speen & the Hampdens is only the 6,632nd closest match.

Table 3: Deprivation Nearest Neighbours

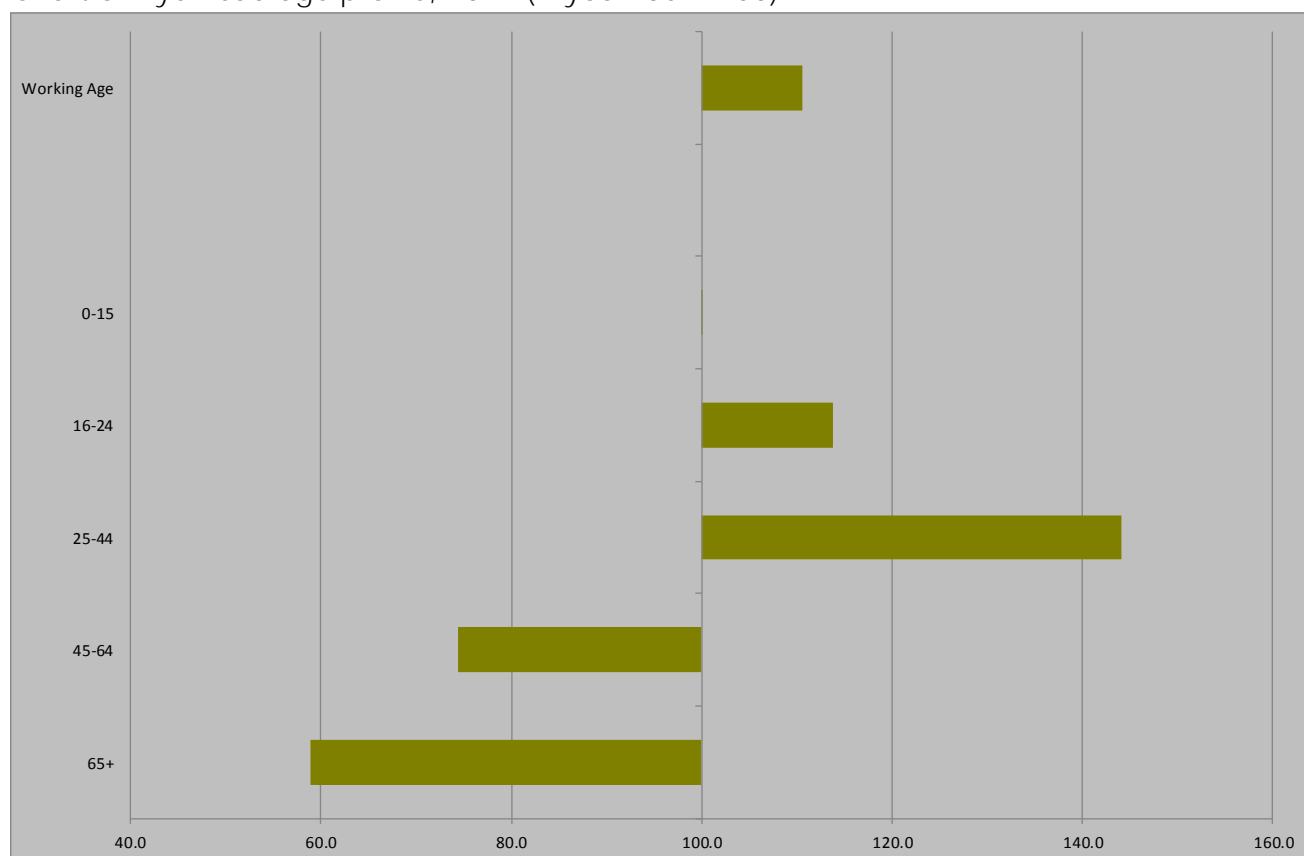
Ward	IMD	Income	Employment	Health	Education	Housing	Crime	Living environment
Ryemead	61.7	64.2	48	47.3	34.6	66.6	96.5	55.2
Sands	54.1	61.8	46.9	45.5	62.2	62.1	78.5	39.1
Abbey	44.8	46.9	38.1	34.5	20.6	68.6	80.2	41
Terriers and Amersham Hill	41.9	46.2	31.5	42.9	15.6	66.2	81.6	43.1
Disraeli	62.3	69.7	58.1	49.3	72.5	61.8	83.1	23.9

Source: DCLG, 2010

6.0 Demography

At 34.3 years, Ryemead's **average age** is below the 39.4 recorded across Wycombe as well as the county average of 41.0. This makes Ryemead one of the younger wards in England as suggested by the over-representation of 16-44 year olds in Chart 6. In terms of age structure, two of the wards in Wycombe most similar to Ryemead are Abbey and Disraeli with average ages of 34.1 and 34.0 respectively.

Chart 6: Ryemead age profile, 2011 (Wycombe = 100)



Source: Census, ONS, 2013

Ryemead has a higher proportion of working age residents than Wycombe at 70.2 per cent. This ranks Ryemead at 576th of all wards in England based on proportion of residents at working age. Ryemead has a fairly high proportion of those aged 0-15 at 20.1 per cent. This ranks Ryemead at 1,944th of all wards in England putting it among the top 40 per cent of all wards in England for this age bracket.

Table 4: Wycombe's demography by ward

	0-15	16-64	65+
Wycombe	20.1	63.5	16.4
Abbey	16.6	72.5	10.9
Bledlow and Bradenham	18.2	64.9	16.9
Booker and Cressex	16.3	62.1	21.6
Bourne End-cum-Hedsor	16.3	60.3	23.4
Bowerdean	24.1	67.6	8.4
Chiltern Rise	20.6	63.4	16.0
Disraeli	20.9	69.2	9.9
Downley and Plomer Hill	22.0	61.6	16.5
Flackwell Heath and Little Marlow	18.7	59.7	21.5
Greater Hughenden	18.7	60.7	20.6
Greater Marlow	23.7	59.8	16.4
Hambleden Valley	19.9	60.7	19.4
Hazlemere North	20.1	58.3	21.6
Hazlemere South	21.4	61.4	17.2
Icknield	18.5	58.6	22.9
Lacey Green, Speen and the Hampdens	22.6	60.1	17.2
Marlow North and West	18.9	58.8	22.3
Marlow South East	19.3	63.6	17.1
Micklefield	24.4	64.5	11.1
Oakridge and Castlefield	25.5	67.1	7.5
Ryemead	20.1	70.2	9.6
Sands	21.7	68.9	9.4
Stokenchurch and Radnage	18.7	64.4	16.9
Terriers and Amersham Hill	19.3	68.6	12.1
Totteridge	20.1	63.1	16.8
The Risboroughs	16.9	57.8	25.2
The Wooburns	19.5	65.5	15.0
Tylers Green and Loudwater	19.7	65.6	14.8

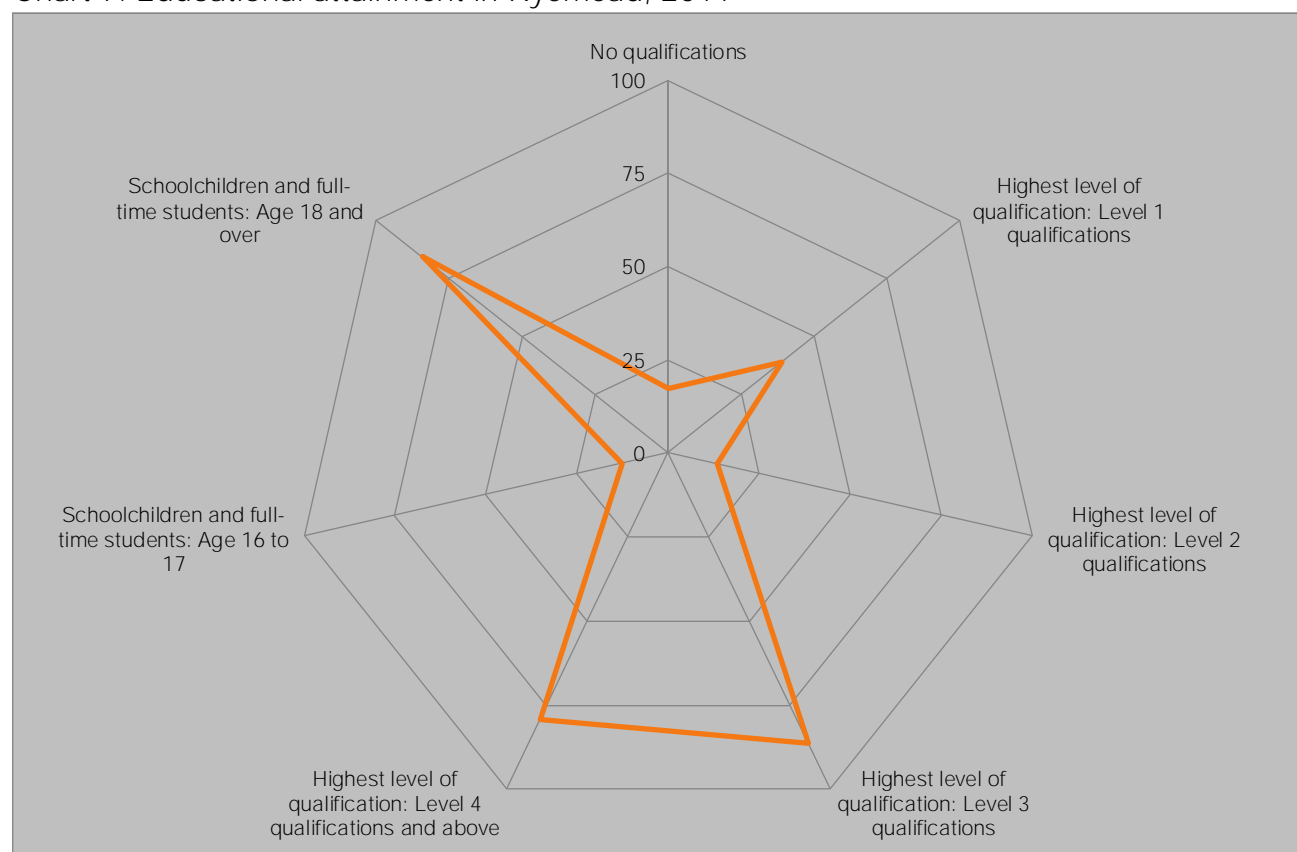
Source: Census, 2011

7.0 Educational attainment

Wycombe is one of the best qualified places in the country, with only 17.0 per cent of residents aged 16 and over holding no qualifications, well below the 22.5 per cent recorded across the country as a whole, while 34.2 per cent hold degree level qualifications, well above the national level of 27.4 per cent.

Ryemead's population has a higher educational attainment than the district's overall, with only 15.7 per cent having no qualifications and 35.6 per cent educated to degree level or higher. There is a total of 2.1 per cent of Ryemead residents who are schoolchildren or full-time students aged 16 to 17. This is low in comparison to other wards in Wycombe as well as other wards across England. The ward's performance compared to all wards in England is presented in Chart 7 below.

Chart 7: Educational attainment in Ryemead, 2011



Source, Census, 2011

Ryemead is most similar to Thorpe Hamlet (Norwich), Castle (Colchester) and Abington (Northampton) of all English wards with regard to educational attainment. In the district the most similar wards are Sands, Terriers & Amersham Hill and Disraeli with three of the other 25 wards ranking inside the top 1000 matches but with Booker & Cressex ranking outside the top 6,000.

Table 5: Educational attainment nearest neighbours, 2011

	No qualifications	Highest level of qualification: Level 1 qualifications	Highest level of qualification: Level 2 qualifications	Highest level of qualification: Level 3 qualifications	Highest level of qualification: Level 4 qualifications and above	Schoolchildren and full-time students: Age 16 to 17	Schoolchildren and full-time students: Age 18 and over
Ryemead	15.7	12.8	13.8	13.5	35.6	2.1	4.5
Sands	18.5	15.2	14.7	12.7	26.7	2.7	4.6
Terriers and Amersham Hill	12.5	10.7	14.1	14.0	39.7	3.0	9.3
Disraeli	17.8	14.5	16.1	16.1	25.1	2.8	11.4
Bourne End-cum-Hedsor	18.2	11.2	14.8	11.1	37.3	2.5	2.6
Totteridge	22.5	13.7	15.1	11.5	27.2	2.8	5.0

Source: Census, ONS, 2011

7.1 Ryemead **Schools' OFSTED reports**

Buckinghamshire has the strongest schools performance any LEPⁱⁱⁱ, with over a quarter of **school leavers' going on to a Russell Group university, including 3.7 per cent to Oxbridge**, and 88.0 per cent of young people in the county achieving at least NVQ level 2 by 19. Ryemead's schools make a full contribution to that performance as demonstrated by their most recent OFSTED reports, which are summarised below.

7.2 Beechview School (Key Stage 2)

In 2012, 57 per cent of pupils attained Level 4 or above in the Key Stage 2 English test and assessment. The result places the school in the lowest 20 per cent of all schools. In reading, 65 per cent of pupils attained Level 4 or higher in the Key Stage 4 test. This is a decrease of six percentage points since 2011 placing the school in the lowest 20 per cent of all schools. In writing, 53 per cent of pupils attained Level 4 or higher placing the school in the lowest 20 per cent of all schools. Finally, in maths, 67 per cent of pupils attained level 4 or above in the Key Stage 2 test and assessment, an increase of four percentage points placing the school in the lowest 20 per cent of all schools.

In the same year, 71 per cent of pupils attained expected progress in English and 70 per cent of pupils attained expected progress in maths. For the latter, this was an increase of one percentage point on the previous year and in both cases the result placed the school in the lowest 20 per cent of all schools. In 2012, the attendance rate for the school was 94.7 per cent, an increase of 1.2 percentage points on the previous year placing the school in the lowest 20 per cent of all schools.

8.0 Buckinghamshire Business First in Ryemead

Of the 158 businesses in Ryemead, 49, or 31.0 per cent are Buckinghamshire Business First members. BBF members in the ward are presented in Table 6 below.

Table 6: BBF members in Ryemead, November 2013

Business	Employee Size Band
Provensa Consulting	
CSC Imports t/a Neviti	
Blaser Mills	101 to 250
Allparts Automotive Ltd	51 to 100
Seymour Taylor	26 to 50
First Move Direct Marketing	26 to 50
Spot On Print	26 to 50
UHS Group	11 to 25
Frank Hudson Ltd	11 to 25
Adcal Labels Ltd	11 to 25
Case Design Ltd	11 to 25
New Business Intelligence Ltd	6 to 10
Epoq IT Limited	6 to 10
Chiltern Designs	6 to 10
Multisense Communications Ltd	6 to 10
Handelsbanken	6 to 10
NBB Energy Ltd	6 to 10
Barton Reynolds	6 to 10
Cater For You Ltd	1 to 5
Cerub PR	1 to 5
Captions Embroiderers	1 to 5
Polmac UK Ltd	1 to 5
Mercury Safety & Security Group	1 to 5
Yellow Interiors	1 to 5
3d Plastic Centres Ltd	1 to 5
C F T Partnership	1 to 5
Justmots	1 to 5
MGRS Ltd	1 to 5
Unique Integration Ltd	1 to 5
Bradbury Tracks Ltd	1 to 5
Richard Clark Chartered Architects	1 to 5
Mill Consultants	1 to 5
Heat Industrial Limited	1 to 5
Springwater Print Solutions Ltd	1 to 5
Cashtrak	1 to 5
Chiltern Rangers CIC	1 to 5
Wycombe Homeless Connection	1 to 5
Up Front Engineering Simulation Ltd	1 to 5
Bees Knees Sandwich Bar	1 to 5
OK Kids	Self only
Wycombe Hypnotherapy	Self only
Adage Music Ltd	Self only
Geoffrey Fisher Design	Self only
Legacy Activation	Self only
Dawn Ajarie	Self only
Sue Aperghis Design	Self only
Andrew Lilley Sculptur,Painting,Design	Self only
Elite Pond Covers	Self only
Telegesis	None

BBF managed the consultants' report that estimated HS2's cost to Buckinghamshire at £44m per annum during construction and will continue to lead on socio-economic work for Buckinghamshire as mitigation work progresses, having drafted the relevant section in the Buckinghamshire Blueprint document.

ⁱ Travel to work data from the 2011 Census are expected to be released in 2014.

ⁱⁱ See <https://www.gov.uk/government/publications/english-indices-of-deprivation-2010>

ⁱⁱⁱ See for example BBF's analysis of school leavers' destinations and educational attainment aged 19: <http://www.bbf.uk.com/download/226> and <http://www.bbf.uk.com/download/228>