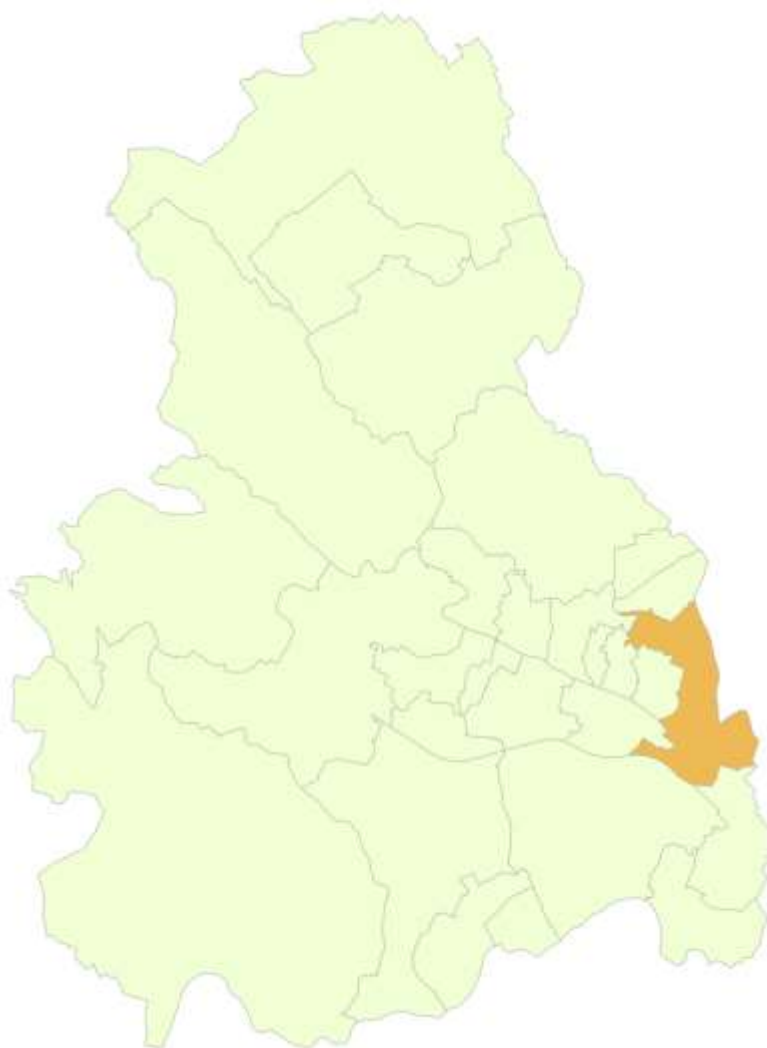




Wycombe Councillor Update

Economic Profile of Tylers Green and Loudwater 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

Tylers Green and Loudwater is home to 8,683 people and provides 6,100 jobs in 166 businesses. Of these businesses, 54 (32.5 per cent) are Buckinghamshire Business First members.

There were 4,592 employed people aged 16-74 living in Tylers Green and Loudwater ward at the 2011 Census, 160 more than the 4,569 recorded in 2001. Over that period the working age population fell 51 to 5,692 while the total population rose 101 to 8,683. The number of households rose by 165 (4.9 per cent) to 3,559. This percentage increase and places the ward 12th out of all wards in Wycombe. Based on the increase in number of households, the ward ranks 43rd out of all wards in Buckinghamshire.

The largest companies in Tylers Green and Loudwater include:

- Biffa Waste Services Ltd;
- Busy Bee Cleaning Services;
- Tesco Superstore;
- Ultra Electronics Ltd;
- Beckman Coulter UK Ltd;
- Red Kite Community Housing; and
- Emerson & Cuming.

There are 62 **Job Seekers' Allowance claimants living in** Tylers Green and Loudwater, representing 1.1 per cent of working age residents, including 25 claimants aged 25-49 and 40 who have been claiming for less than six months.

Superfast broadband is expected to be available to 98 per cent of premises in the Tylers Green and Loudwater ward by March 2016 with commercial providers responsible for 95 per cent. The Connected Counties project, run by BBF, deliver the remaining 3 per cent through its interventions in Marlow 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 Censusⁱ, of the 4,592 employed residents, 1, 072 people lived and worked in the ward, with the most common destinations by local authority district being:

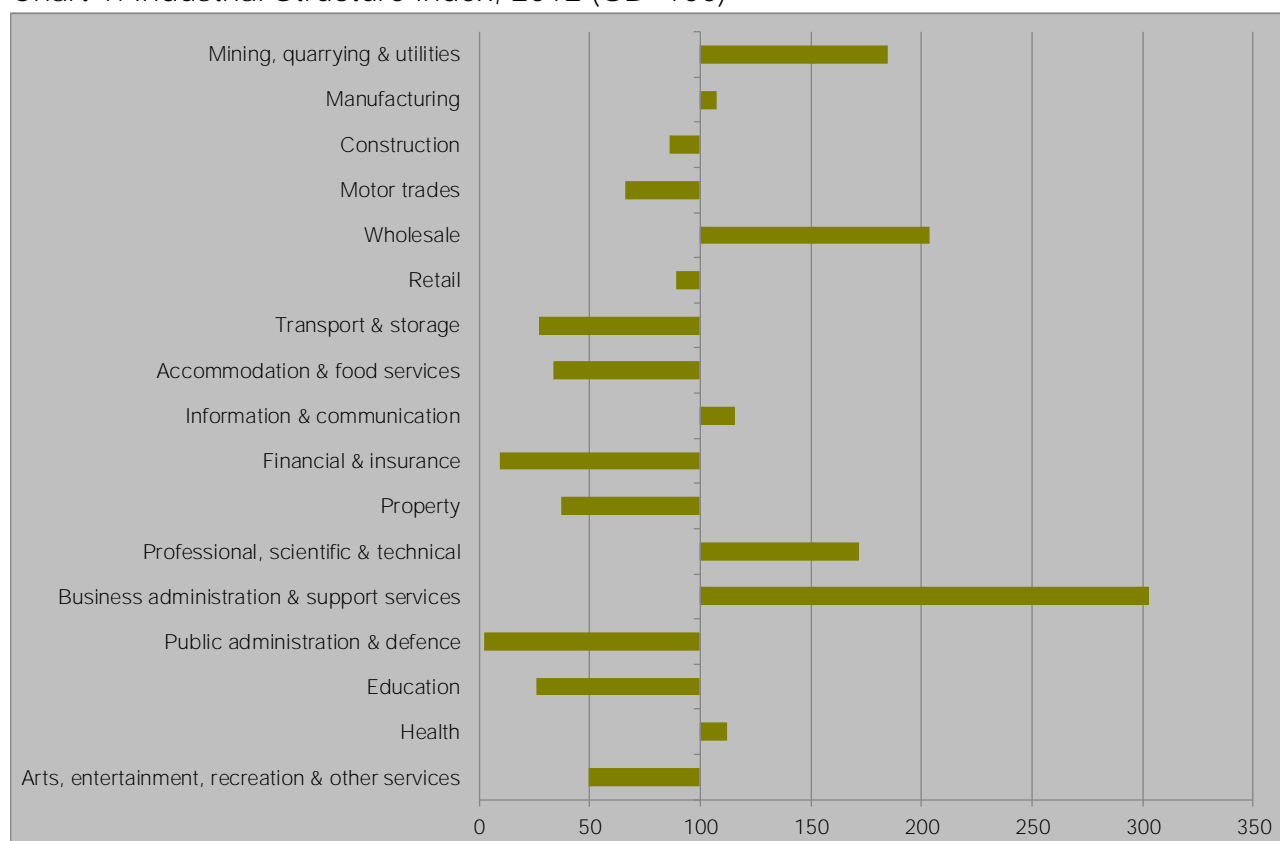
- Wycombe (2,468, 53.7)
- South Buckinghamshire (348, 7.6)
- Hillingdon (268, 5.8)
- Chiltern (269, 5.6)
- Windsor & Maidenhead (163, 3.5)
- Slough (154, 3.4)
- Westminster, City of (108, 2.4)

2.0 Industrial structure

There are 166 businesses located in Tylers Green and Loudwater employing 6,100 people. Of these businesses, 114 are micro businesses, employing fewer than 10 people.

Tylers Green and Loudwater is over-represented in business administration and support services which accounts for 24.6 per cent of employment ranking the ward 209th out of all wards. Wholesale is also a well-represented sector of employment accounting for 8.2 per cent ranking the ward 1,186th out of all wards. Professional, scientific and technical covers just 13.3 per cent of employment ranking the ward 814th out of all wards.

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



Source: BRES, ONS, 2013

Tylers Green and Loudwater is under-represented in a number of sectors including; transport & storage; accommodation & food services; finance & insurance; property; and education. Transport & storage covers just 1.2 per cent of employment ranking 5,354th out of all wards. Accommodation & food services makes up only 2.3 per cent of employment ranking the ward 7,384th out of all wards. Finance & insurance represents just 0.4 per cent of employment and as a result, the ward is ranked 4,549th 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 Tylers Green and Loudwater 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 14.6 per cent of employment, ranking Tylers Green and Loudwater at 1,299th among English wards. The proportions of jobs in Tylers Green and Loudwater 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 |
| Tylers Green and Loudwater | 3.5 | 14.6 | 4.1 | 2.3 |

Source: BRES, ONS, 2013

At 8.5 per cent, the proportion of Tylers Green and Loudwater's jobs in the information economy sector is the 1,028th highest of all wards in England, the proportion is above that of the country level but below the district level.

3.0 Labour market

At 71.1 per cent of 16-74 year olds, Tylers Green and Loudwater's employment rate is among the lowest in the country. Tylers Green and Loudwater has a proportion of 34.5 per cent of its residents qualified to degree level or higher. Furthermore, 49.7 per cent work in managerial, professional or technical occupations.

In Wycombe the wards most similar to Tylers Green and Loudwater are The Wooburns, Stokenchurch & Radnage and Chiltern Rise with eight 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.

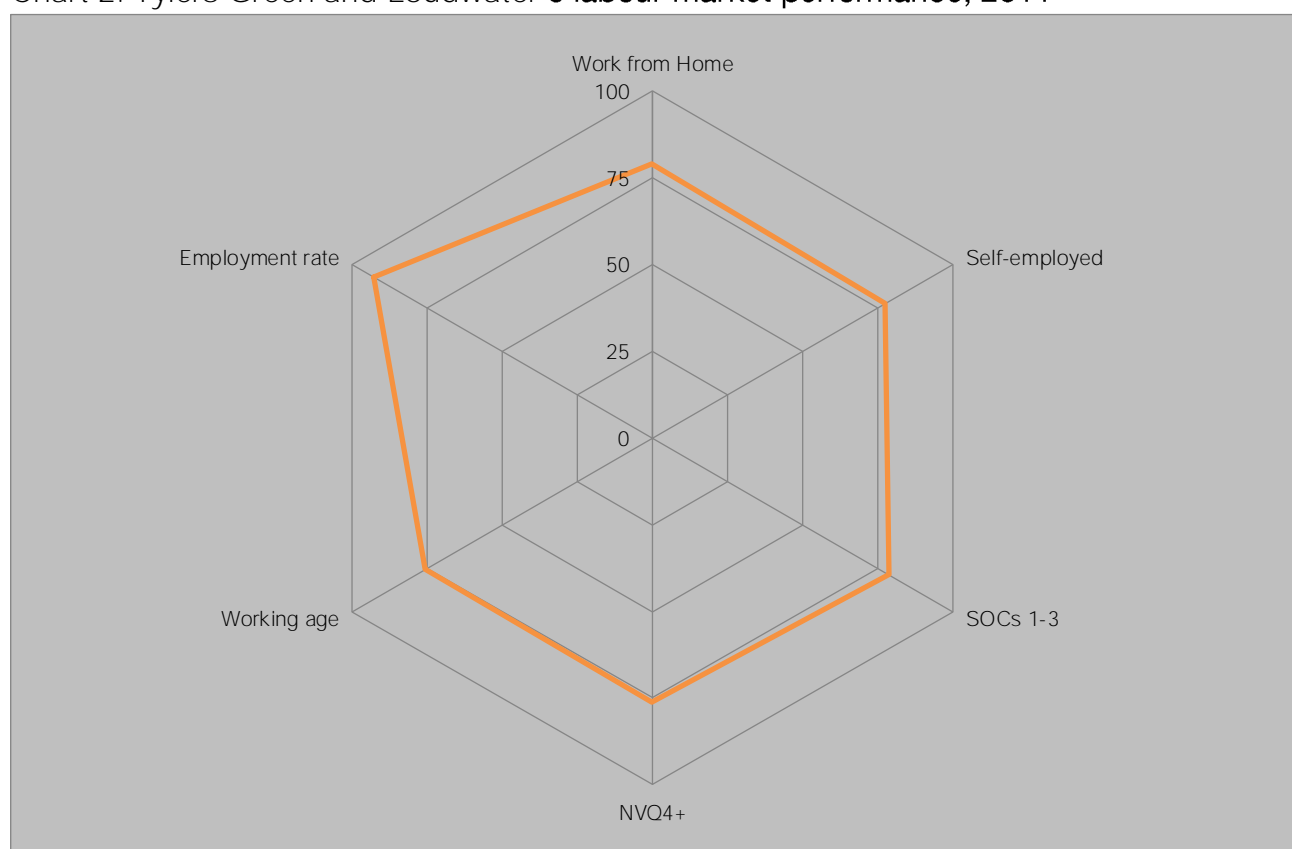
Table 2: Tylers Green and Loudwater's labour market performance & nearest neighbours, 2011

| | Work from Home | Self-employed | SOCs 1-3 | NVQ4+ | Working age | Employment rate |
|----------------------------|----------------|---------------|----------|-------|-------------|-----------------|
| Chiltern Rise | | | | | | |
| Tylers Green and Loudwater | 6.4 | 13.9 | 49.7 | 34.5 | 65.6 | 71.1 |
| The Wooburns | 5.7 | 14.0 | 50.9 | 32.4 | 65.5 | 70.9 |
| Stokenchurch and Radnage | 6.2 | 14.3 | 45.5 | 30.4 | 64.4 | 71.0 |
| Chiltern Rise | 6.6 | 15.7 | 46.7 | 31.4 | 63.4 | 70.1 |
| Marlow South East | 7.0 | 14.8 | 56.6 | 39.7 | 63.6 | 71.7 |
| Bledlow and Bradenham | 8.2 | 15.6 | 63.2 | 42.7 | 64.9 | 72.7 |

Source: Census, 2011

Tylers Green and Loudwater has a high level of those who work from home and a high level of 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. Tylers Green and Loudwater looks to have a high employment rate and a high level of working age residents.

Chart 2: Tylers Green and Loudwater's labour market performance, 2011

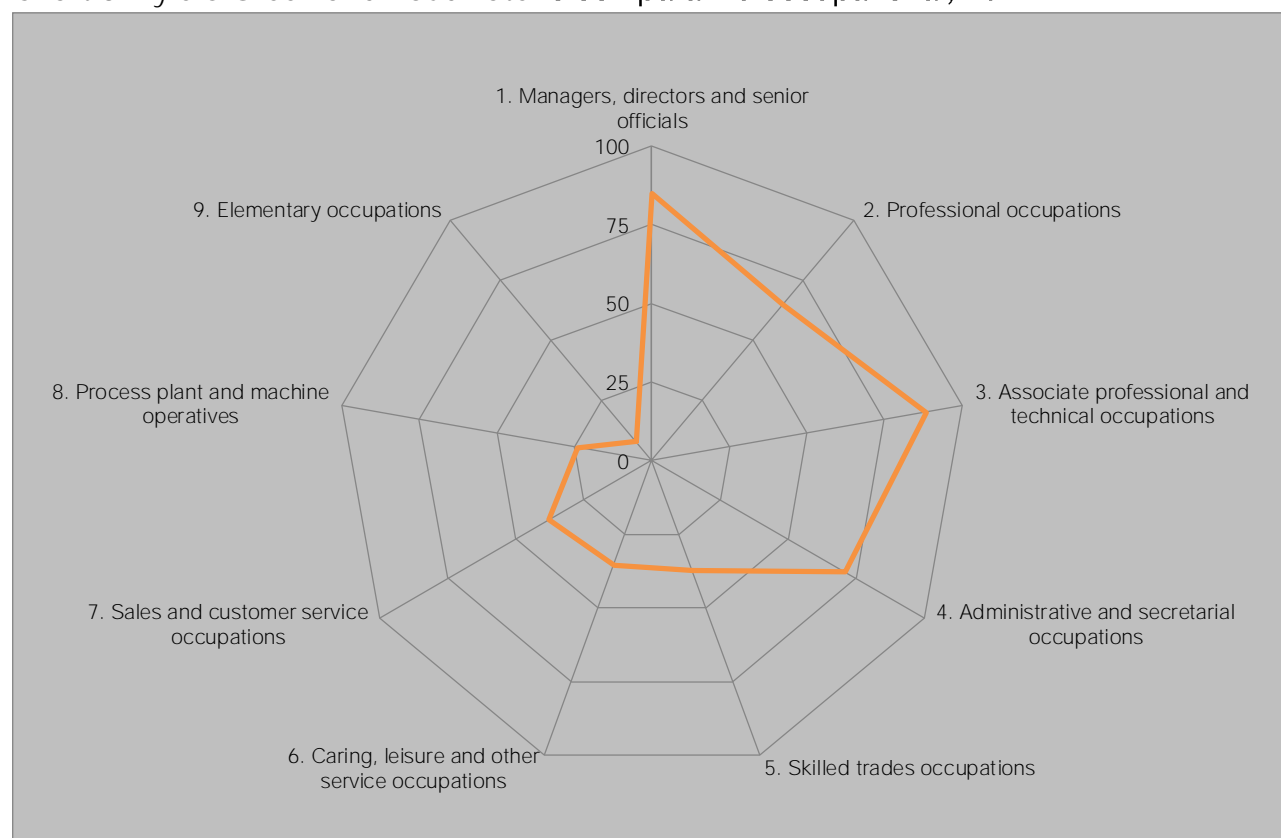


Source: Census, 2011

4.0 Occupational Structure

Tylers Green and Loudwater's **occupational structure is skewed towards the higher skilled and better remunerated occupations**, with 49.7 per cent of working residents employed in managerial, professional and technical occupations, ranking in the top quartile nationally for managerial and technical occupations. In contrast Tylers Green and Loudwater ranks in the bottom quartile for other occupations, with only 6.0 per cent of working residents employed in skilled trades occupations.

Chart 3: Tylers Green and Loudwater's comparative occupational, 2011



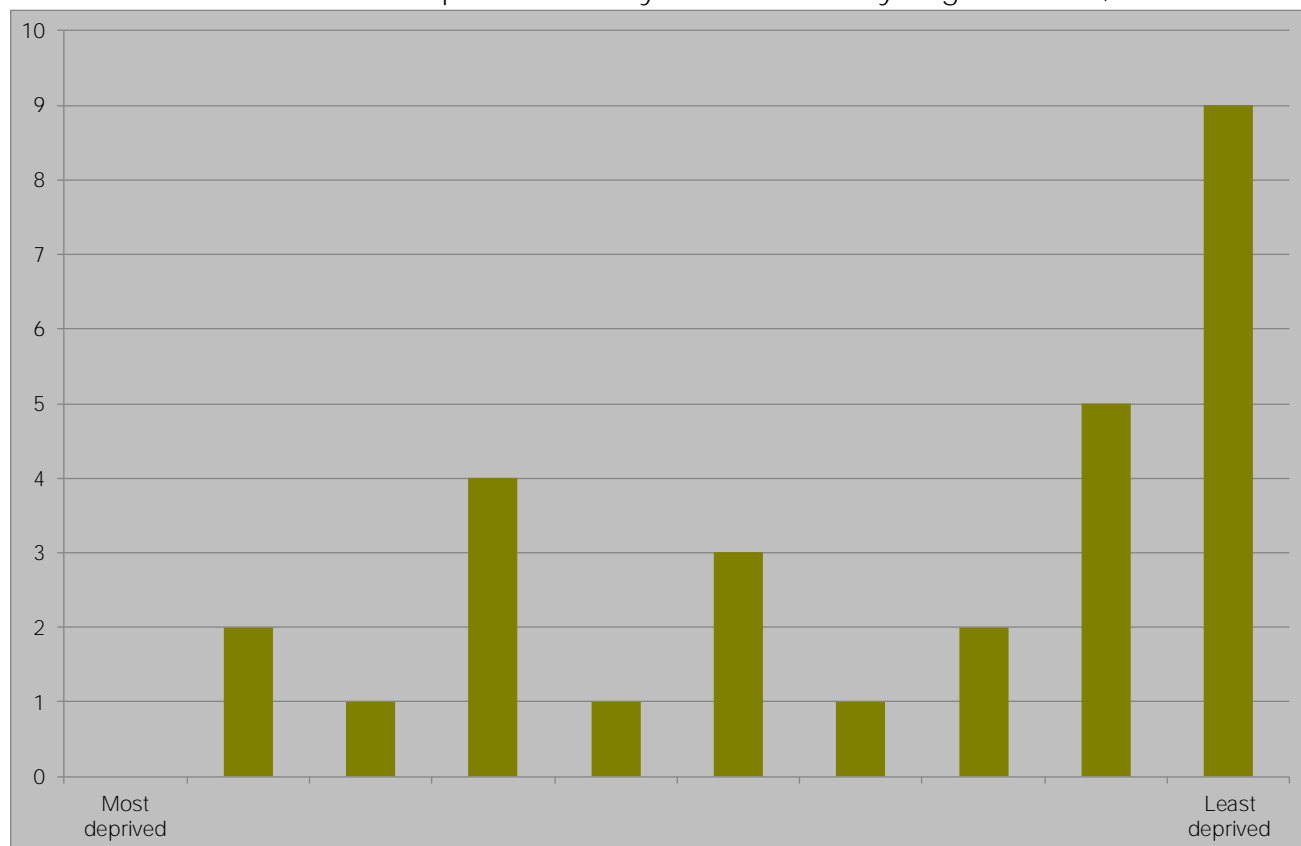
Source: Census, ONS, 2011

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.

Tylers Green and Loudwater has the 789th lowest economic deprivation of the 7,707 wards in England and the 10th least economically deprived of the 28 Wycombe wards. Tylers Green and Loudwater is the 49th least economically deprived among the 108 ward in Buckinghamshire. The position of Wycombe's wards in England is shown in Chart 4 below, with Tylers Green and Loudwater one of the five wards shown in England's second least deprived decile.

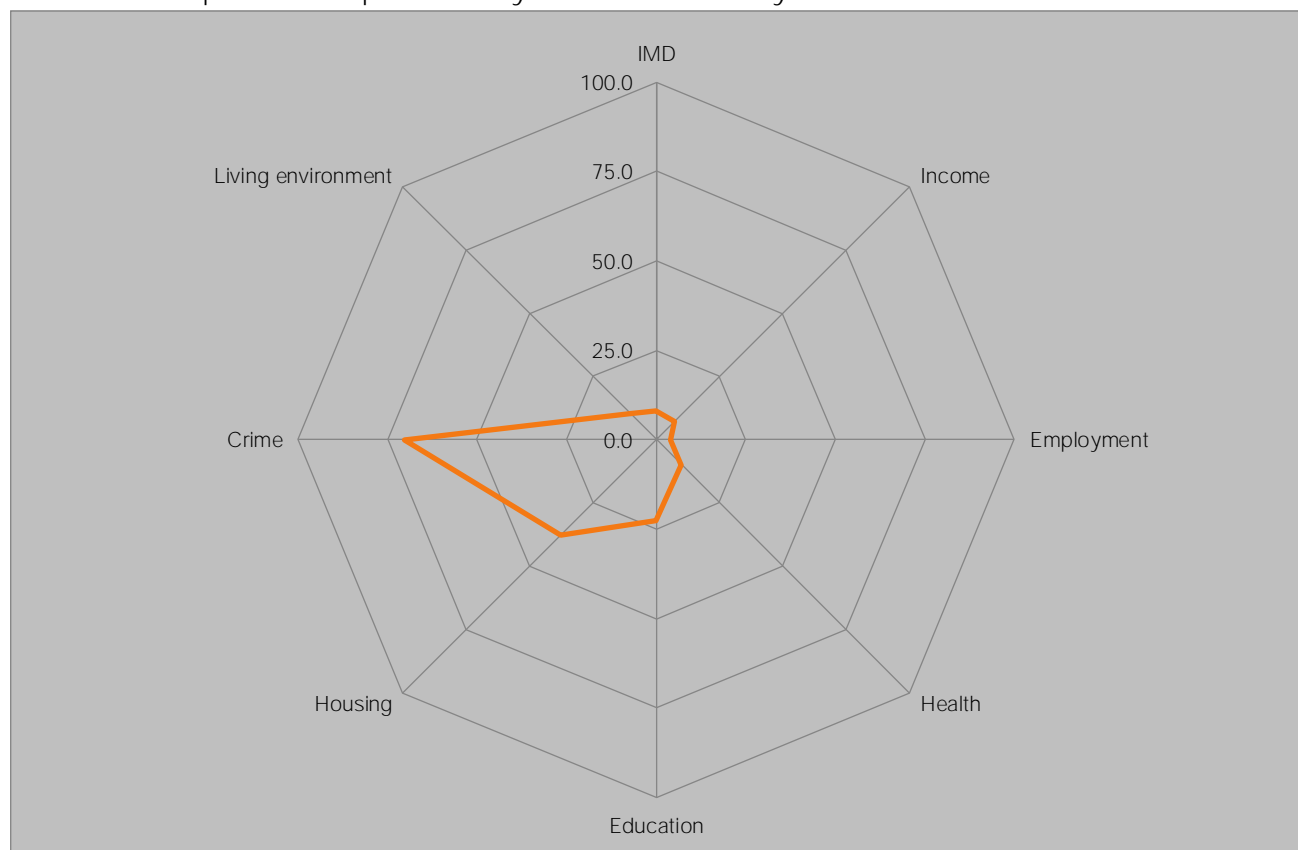
Chart 4: Relative economic deprivation of Wycombe wards by English decile, 2009



Source: DCLG, 2012

Tylers Green and Loudwater ranks 7,323th out of all wards in England based on the Index of Multiple Deprivationⁱⁱ; this makes it among the less deprived wards in England, above Wycombe's **average rank of 5,471st**, demonstrating that the ward is less deprived than the district as a whole.

Chart 5: Comparative deprivation by IMD domain in Tylers Green and Loudwater



Source: DCLG, 2010

The wards in Wycombe most closely matching Tylers Green and Loudwater's deprivation profile are presented in Table 3. Nationally, the closest matches are Burghfield (West Berkshire), Chilworth, Nursling and Rownhams (Test Valley) and while Hazlemere South and Flackwell Heath & Little Marlow are the most similar in Wycombe ranking as the fourth and fifth most similar of all English wards. Of the 25 Wycombe wards 10 are among the 1,000 best matches, however Micklefield is only the 5,868th closest match.

Table 3: Deprivation Nearest Neighbours

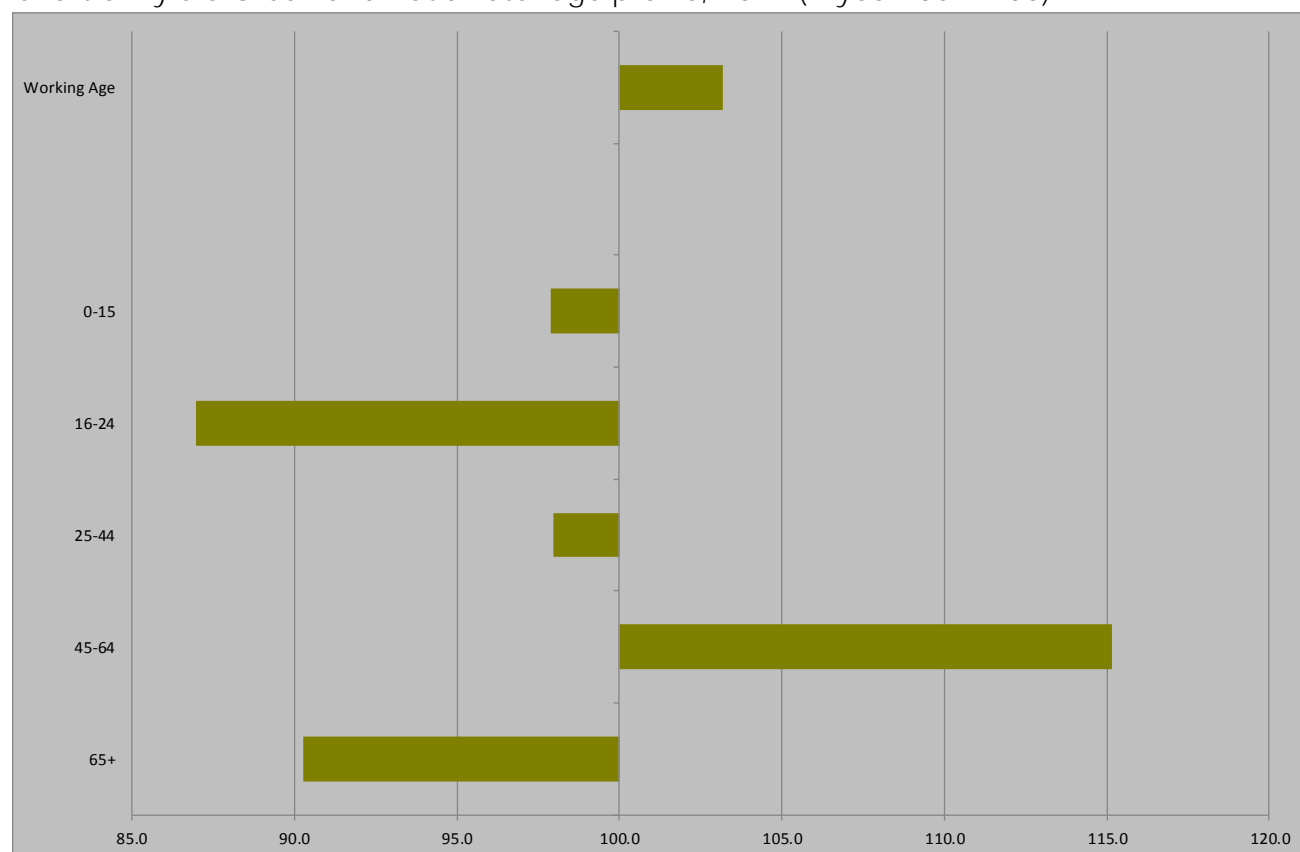
| Ward | IMD | Income | Employment | Health | Education | Housing | Crime | Living environment |
|-----------------------------------|------|--------|------------|--------|-----------|---------|-------|--------------------|
| Tylers Green and Loudwater | 8.2 | 7.1 | 3.9 | 9.9 | 22.6 | 37.5 | 70.1 | 10.1 |
| Hazlemere South | 3.3 | 11.9 | 2.3 | 11.8 | 16.2 | 32 | 59.2 | 4.9 |
| Flackwell Heath and Little Marlow | 12.6 | 11.6 | 9.4 | 11.8 | 14.4 | 42 | 70.9 | 25.5 |
| Marlow North and West | 8.8 | 17.1 | 7.4 | 14.7 | 11 | 40 | 52.4 | 9.5 |
| Bourne End-cum-Hedsor | 13.1 | 16.3 | 13.7 | 19.9 | 12.9 | 42.8 | 65.5 | 25.8 |

Source: DCLG, 2010

6.0 Demography

At 39.8 years, Tylers Green and Loudwater's **average age** is above the 39.4 recorded across Wycombe but below the county average of 41.0. This makes Tylers Green and Loudwater fairly middle-aged as suggested by the over-representation of 45-64 year olds in Chart 6. In terms of age structure, two of the wards in Wycombe most similar to Tylers Green and Loudwater are Chiltern Rise and Greater Marlow with average ages of 39.8 and 40.0 respectively.

Chart 6: Tylers Green and Loudwater age profile, 2011 (Wycombe = 100)



Source: Census, ONS, 2013

Tylers Green and Loudwater has a higher proportion of working age residents than Wycombe at 65.6 per cent. This ranks Tylers Green and Loudwater at 2,007th of all wards in England based on proportion of residents at working age. Tylers Green and Loudwater has a fairly high proportion of those aged 0-15 at 19.7 per cent. This ranks Tylers Green and Loudwater at 2,303rd of all wards in England putting it among the top 20 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 |

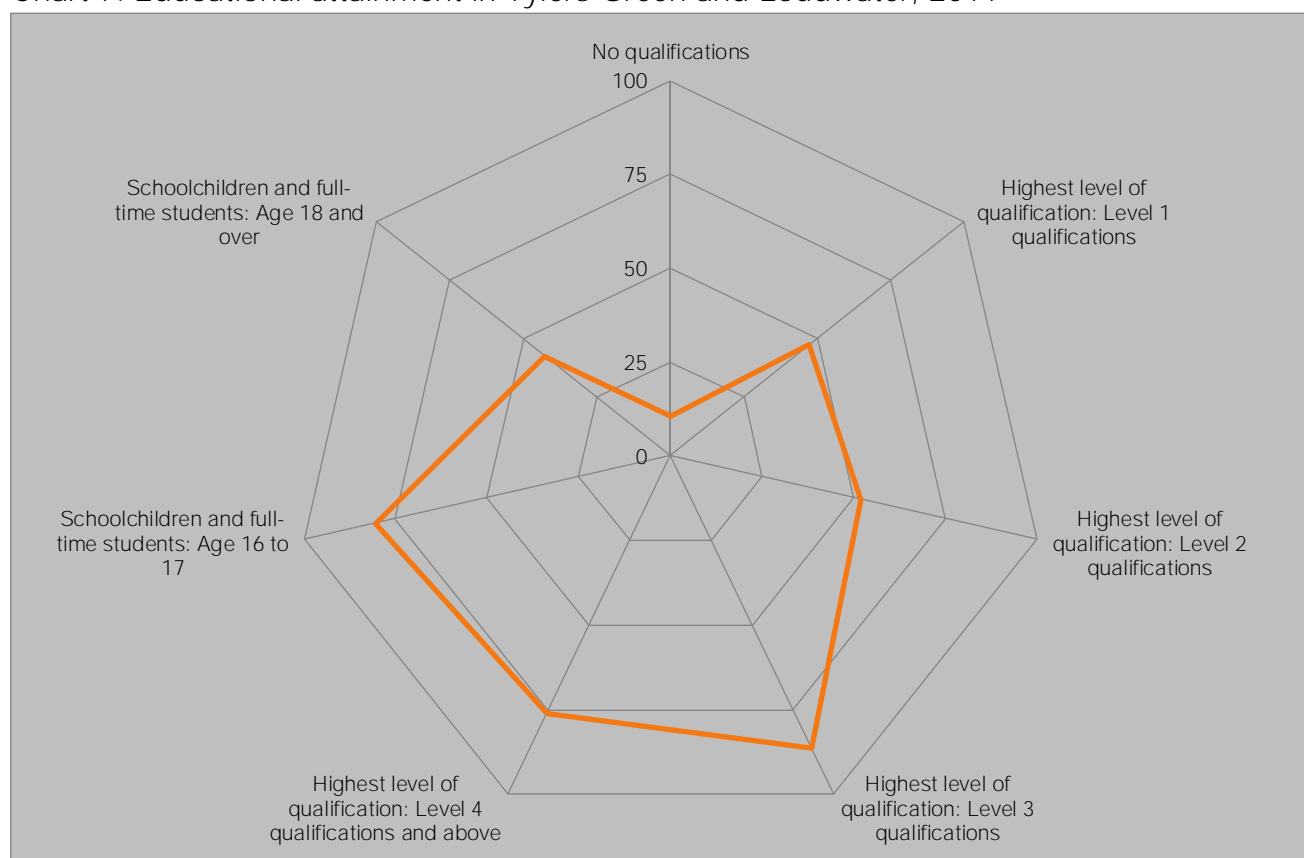
Source: Census, 2011

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.

Tylers Green and Loudwater's population has a higher educational attainment than the district's overall, with only 14.1 per cent having no qualifications and 34.5 per cent educated to degree level or higher. There is a total of 3.2 per cent of Tylers Green and Loudwater residents who are schoolchildren or full-time students aged 16 to 17. This is high 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 Tylers Green and Loudwater, 2011



Source, Census, 2011

Tylers Green and Loudwater is most similar to Detling and Thurnham (Maidstone), Norton (Bromsgrove) and Huntingdon West (Huntingdonshire) of all English wards with regard to educational attainment. In the district the most similar wards are Hazlemere South, Downley & Plomer Hill and Greater Hughenden with seven of the other 25 wards ranking inside the top 1000 matches but with The Risboroughs ranking outside the top 4,000 along with Hambledon Valley.

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 |
|----------------------------|-------------------|---|---|---|---|--|---|
| Tylers Green and Loudwater | 14.1 | 13.4 | 16.3 | 13.5 | 34.5 | 3.2 | 2.6 |
| Hazlemere South | 14.6 | 13.9 | 17.3 | 12.4 | 33.6 | 3.1 | 2.6 |
| Downley and Plomer Hill | 16.7 | 10.9 | 16.3 | 13 | 34.3 | 3.2 | 2.5 |
| Greater Hughenden | 13.7 | 10.8 | 16.7 | 13.1 | 37.7 | 3.3 | 2.6 |
| Chiltern Rise | 18.5 | 13.3 | 16.3 | 12.3 | 31.4 | 3.1 | 2 |
| Greater Marlow | 9.6 | 9.7 | 15.7 | 12.4 | 45.6 | 3.1 | 2.6 |

Source: Census, ONS, 2011

7.1 Tylers Green and Loudwater **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. Tylers Green and Loudwater's schools **make a full contribution** to that performance as demonstrated by their most recent OFSTED reports, which are summarised below.

8.0 Buckinghamshire Business First in Tylers Green and Loudwater

Of the 166 businesses in Tylers Green and Loudwater, 54, or 32.5 per cent are Buckinghamshire Business First members. BBF members in the ward are presented in Table 6 below.

Table 6: BBF members in Tylers Green and Loudwater, November 2013

| Business | Employee Size Band |
|------------------------------------|--------------------|
| Digonline Ltd | |
| The Best of High Wycombe | |
| Monk Marketing | |
| Beckman Coulter UK Ltd | 101 to 250 |
| Red Kite Community Housing | 101 to 250 |
| Zenopa Recruitment Ltd | 26 to 50 |
| Agropharm Ltd | 26 to 50 |
| O-Bit Telecom Ltd | 26 to 50 |
| TJ Systems | 11 to 25 |
| Bowyers Office Equipment | 11 to 25 |
| Fish Partnership LLP | 11 to 25 |
| Antares TD | 11 to 25 |
| Q Logistics (HW) Ltd | 11 to 25 |
| Clarity Copiers High Wycombe Ltd | 11 to 25 |
| Hartgraph Ltd | 11 to 25 |
| B L R Financial Solutions | 1 to 5 |
| Rocket Associates UK Ltd | 1 to 5 |
| RKM Nushine Ltd | 1 to 5 |
| Piper Controls Ltd | 1 to 5 |
| Peter-Davey.com - Visual Solutions | 1 to 5 |
| WTC Consulting | 1 to 5 |
| Beauty Room | 1 to 5 |
| Securicare Medical Ltd | 1 to 5 |
| Any Steel Fabrication Ltd | 1 to 5 |
| Universal Catering Equipment | 1 to 5 |
| Briggs Rock & Pop Memorabilia | 1 to 5 |
| Solid Bubble Ltd | 1 to 5 |
| Fridge UK Ltd | 1 to 5 |
| Fletchers Bodyshop | 1 to 5 |
| Halo Home Improvements Ltd | 1 to 5 |
| Maintain A Drain Ltd | 1 to 5 |
| Domestic Goddess | 1 to 5 |
| Maranda Ti Ltd | 1 to 5 |
| Barrels Accounting Ltd | 1 to 5 |
| BoardVantage (UK) Limited | 1 to 5 |
| Doxdirect Limited | 1 to 5 |
| Eurocom Research Ltd | 1 to 5 |
| Fitness Focus Magazine Ltd | 1 to 5 |
| Sako Technologies Ltd | 1 to 5 |
| The Best of Gerrards Cross | 1 to 5 |
| The Regus Group | 1 to 5 |
| Red Leopard | 1 to 5 |
| Aqua Pura Cleaning | 1 to 5 |
| Mission First Ltd | Self only |
| Charisma Cutz Hair Studio | Self only |
| Nutritional Consultant | Self only |
| Grange Bookkeeping | Self only |
| Virtual Contact Ltd | Self only |
| SOS Total Business Solutions | Self only |
| Escape Beauty | Self only |
| Le Mans Vehicle Leasing | Self only |
| TourismUnitedKingdom.com | Self only |
| Gaia HR Consultancy Ltd | Self only |
| Nerd Cow | Self only |

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>