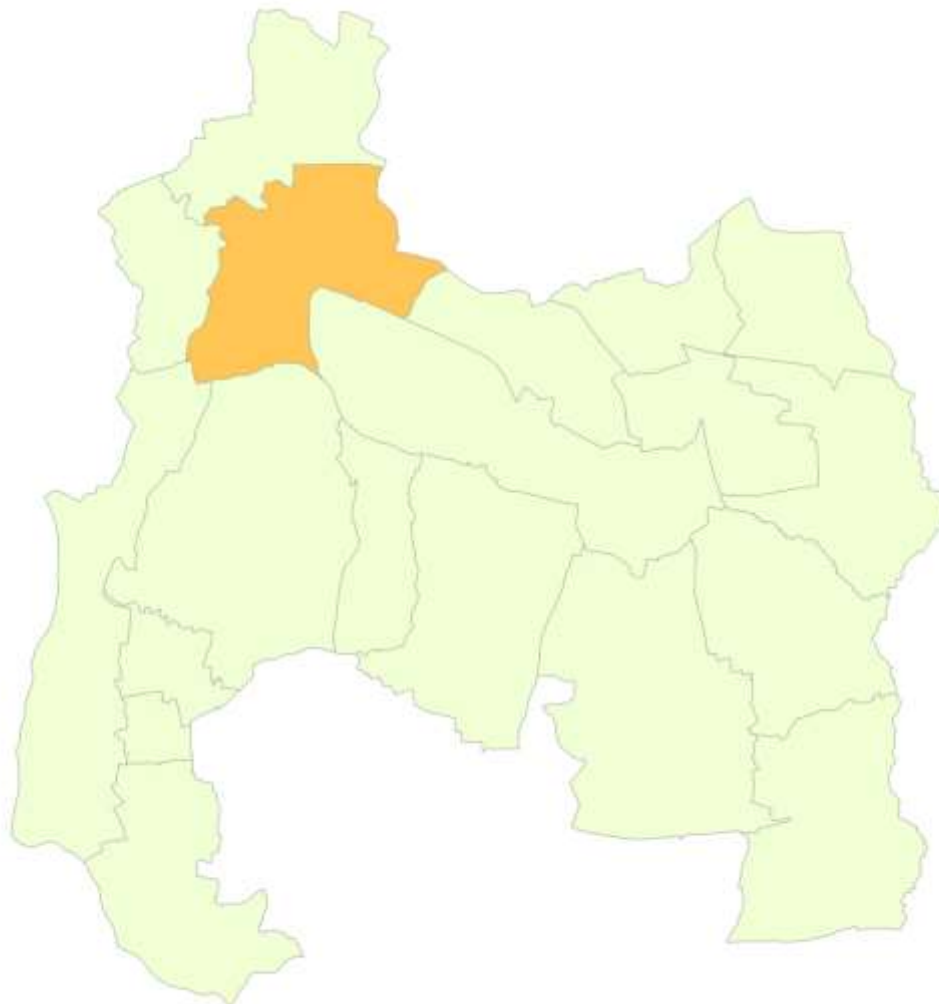


South Bucks Councillor Update

Economic Profile of Beaconsfield South Ward



April 2014



79% OF SOUTH BUCKS
COMPANIES EMPLOY
FEWER THAN 10 PEOPLE

20% OF SOUTH BUCKS
RESIDENTS EMPLOYED
IN MANAGERIAL OCCUPATIONS

15% SOUTH BUCKS
WORKERS ARE
SELF-EMPLOYED



1.0 Introduction

Beaconsfield South is home to 3,789 people and provides 3,000 jobs in 151 businesses. Of these businesses, 54 (35.8 per cent) are Buckinghamshire Business First members.

There were 2,604 employed people aged 16-74 living in Beaconsfield South ward at the 2011 Census, 391 more than the 2,213 recorded in 2001. Over that period the working age population rose 416 to 2,330 while the total population rose 651 to 3,789. The number of households rose by 173 (13.3 per cent) to 1,475. This is a significant percentage increase and places the ward fourth out of all wards in South Bucks. Based on the increase in number of households, the ward ranks 14th out of all wards in Buckinghamshire.

The largest companies in Beaconsfield South include:

- Sainsbury's PLC;
- Hughes of Beaconsfield;
- Chalfont Finance Ltd;
- Sunrise Senior Living;
- Waitrose Ltd;
- Lawrence Hamblin
- Davenies Boys Preparatory School.

There are 26 **Job Seekers' Allowance claimants** living in Beaconsfield South, representing 1.1 per cent of working age residents, including 20 claimants aged 25-49 and 15 who have been claiming for less than six months.

Superfast broadband is expected to be available to 99 per cent of premises in the Beaconsfield South ward by March 2016 with commercial providers responsible for 95 per cent. The Connected Counties project, run by BBF, deliver the remaining 4 per cent through its interventions in Beaconsfield 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 1,507 employed residents, 488 people lived and worked in the ward, with the most common destinations by local authority district being:

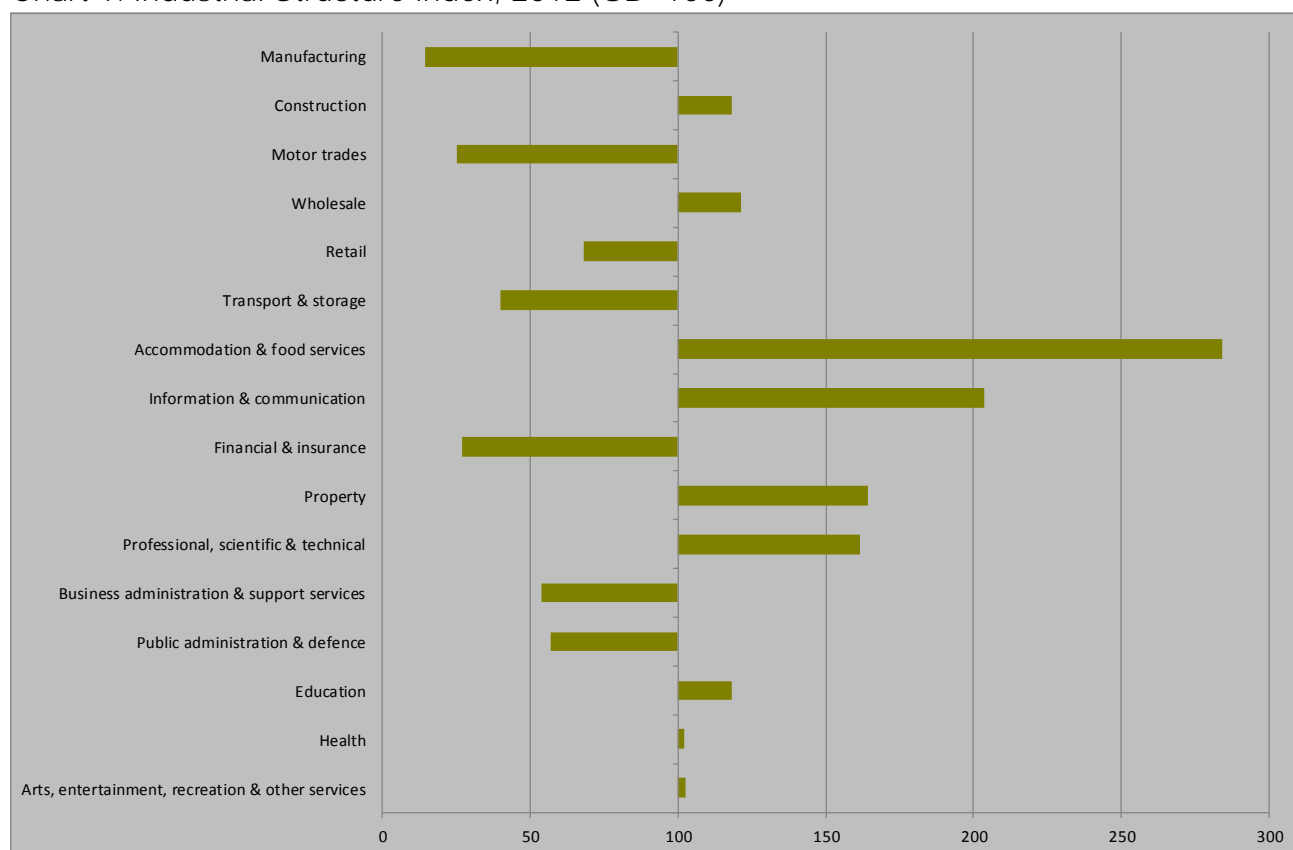
- South Bucks (683, 45.3)
- Wycombe (183, 12.1)
- Chiltern (101, 6.7)
- Slough (94, 6.2)
- Hillingdon (57, 3.8)
- Westminster, City of (52, 3.5)
- Windsor & Maidenhead (37, 2.5)
- Hounslow (22, 1.5)

2.0 Industrial structure

There are 151 businesses located in Beaconsfield South employing 3,000 people. Of these businesses, 113 are micro businesses, employing fewer than 10 people.

Beaconsfield South is over-represented in Accommodation & Food Services which accounts for 19.4 per cent of employment ranking the ward 724th out of all wards. The ward is also well-represented in information & communication which accounts for 7.7 per cent of employment ranking the ward 583rd out of all wards. Property accounts for 2.9 per cent of employment and professional, scientific & technical covers 12.5 per cent of employment. Based on this the ward is ranked 1,430th and 945th respectively.

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



Source: BRES, ONS, 2013

Beaconsfield South is under-represented in a number of sectors including; manufacturing; motor trades; retail; transport & storage; financial & insurance; business administration & support; and public administration & defence. Manufacturing covers only 1.2 per cent of employment ranking the ward 6,661st out of all wards. Motor trades makes up only 0.5 per cent of employment and as a result the ward is ranked 6,706th out of all wards. Finally, the ward is under-represented in retail which covers just 7.0 per cent of employment ranking the ward 4,506th 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. South Bucks's economy is well-represented in these sectors, particularly aerospace, the information economy and professional and business services.

While Beaconsfield South 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 13.9 per cent of employment, ranking Beaconsfield South at 1,460th among English wards. The proportions of jobs in Beaconsfield South in Industrial Strategy sectors are presented in Table 1.

Table 1: Employment in selected industrial strategy sectors, 2012

	Construction	PBS	Information Economy	Education
South Bucks	5.1	16.8	2.3	7.1
Buckinghamshire	5.2	14.7	4.4	9.7
England	4.2	12.1	2.9	9.2
Beaconsfield South	5.3	13.9	1.5	10.8

Source: BRES, ONS, 2013

At 10.8 per cent, the proportion of Beaconsfield South's jobs in the education sector is the 3,782nd highest of all wards in England, the proportion is above that of both the country level and the district level.

3.0 Labour market

At 72.3 per cent of 16-74 year olds, Beaconsfield South's employment rate is among the lowest in the country. Beaconsfield South has a proportion of 47.4 per cent of its residents qualified to degree level or higher. Furthermore, 65.0 per cent work in managerial, professional or technical occupations.

In South Bucks the wards most similar to Beaconsfield South are Gerrards Cross & Denham South, Stoke Poges, and Farnham with eight of the other 27 wards among the top thousand closest matches. The least similar ward in the district is Denham North, the only ward in South Bucks to rank lower than the 3,000th closest match.

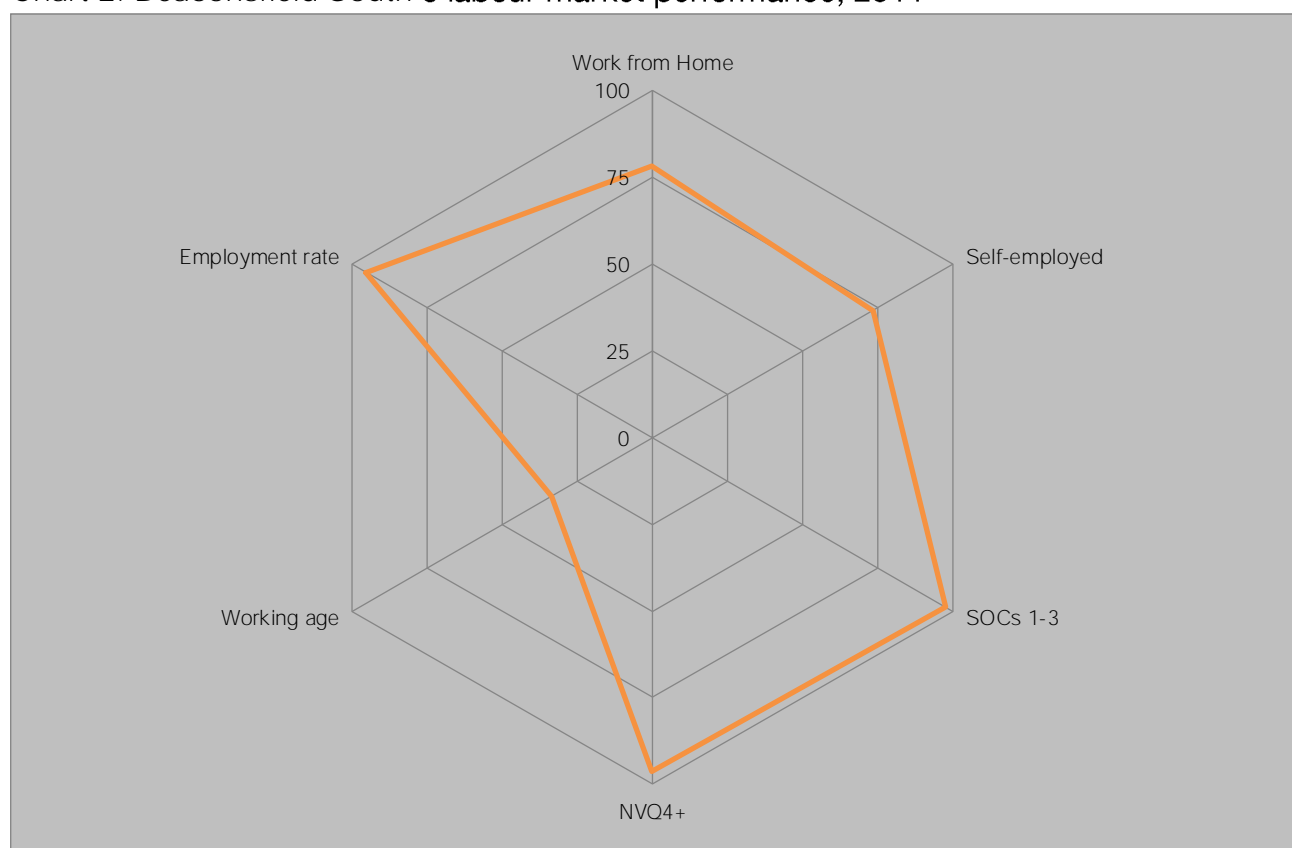
Table 2: Beaconsfield South's labour market performance & nearest neighbours, 2011

Ward Name	Work from Home	Self-employed	SOCs 1-3	NVQ4+	Working age	Employment rate
Beaconsfield South	6.3	13.2	65.0	47.4	61.5	72.3
Gerrards Cross East and Denham South	7.4	18.0	62.3	41.4	62.6	68.7
Stoke Poges	6.3	15.1	55.3	35.6	61.6	67.9
Farnham Royal	7.4	15.0	60.7	41.4	59.5	67.9
Beaconsfield West	7.2	14.9	58.3	41.8	59.9	66.7
Taplow	8.6	17.9	63.9	43.8	63.7	72.0

Source: Census, 2011

Beaconsfield South has a high level of those who work from home and 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. Beaconsfield South looks to have a high employment rate and a low level of working age residents.

Chart 2: Beaconsfield South's labour market performance, 2011

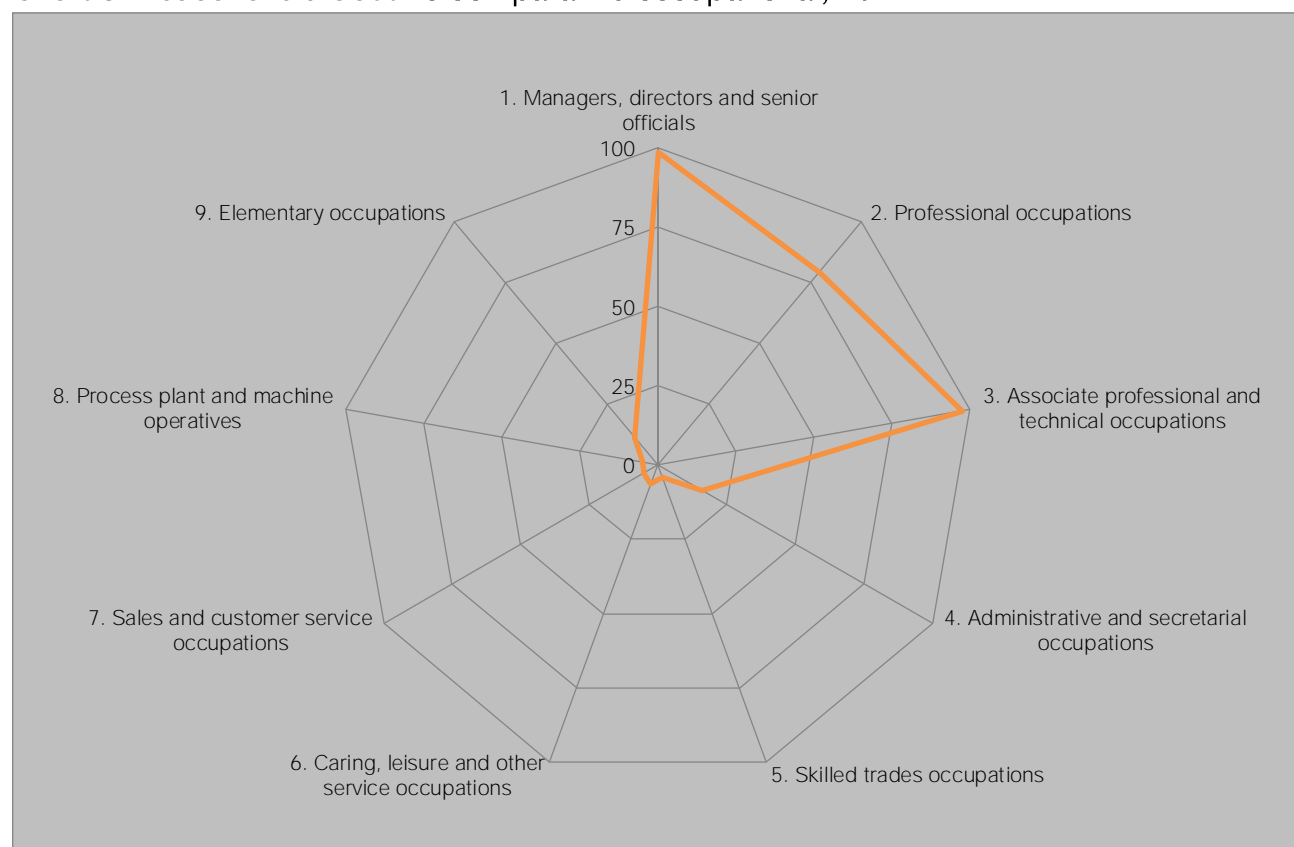


Source: Census, 2011

4.0 Occupational Structure

Beaconsfield South's **occupational structure is skewed towards the higher skilled and better remunerated occupations**, with 65.0 per cent of working residents employed in managerial, professional and technical occupations, ranking in the top quartile nationally for each. In contrast Beaconsfield South ranks in the bottom quartile for other occupations, with only 6.5 per cent of working residents employed in skilled trades occupations.

Chart 3: Beaconsfield South's **comparative occupational**, 2011



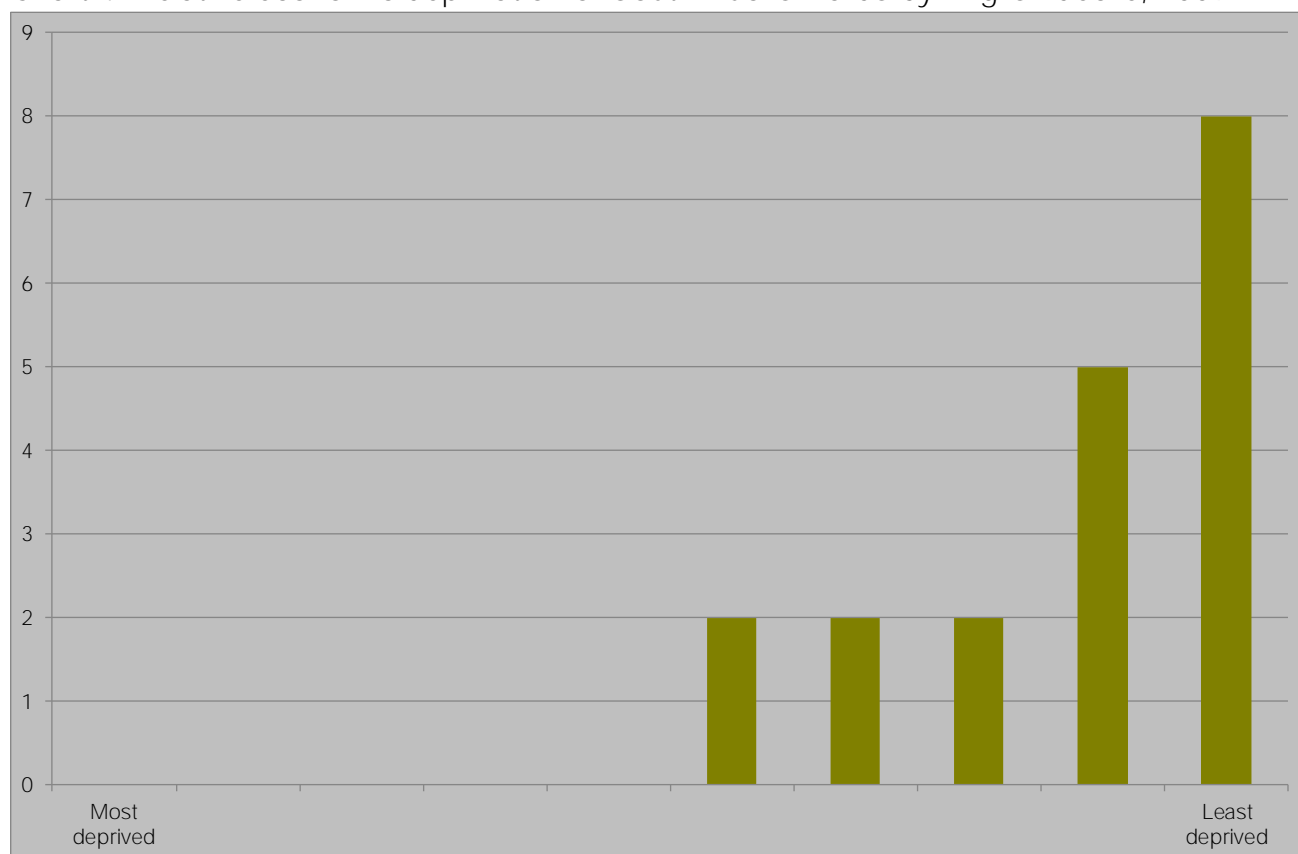
Source: Census, ONS, 2011

5.0 Deprivation

Buckinghamshire has the lowest level of economic deprivation of any Local Enterprise Partnership, with South Bucks 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 South Bucks's **wards among the least deprived** in England with 8 of the 19 wards featuring among the least deprived 10 per cent of all wards in England and none falling below the sixth most deprived 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 South Bucks faces to attract resources to tackle deprivation.

Beaconsfield South has the 1,921st lowest economic deprivation of the 7,707 wards in England and the 15th least economically deprived of the 19 South Bucks wards. Beaconsfield South is the 72nd least economically deprived among the 108 wards in Buckinghamshire. The position of South Bucks's wards in England is shown in Chart 4 below, with Beaconsfield South one of the two wards shown in England's third least deprived decile.

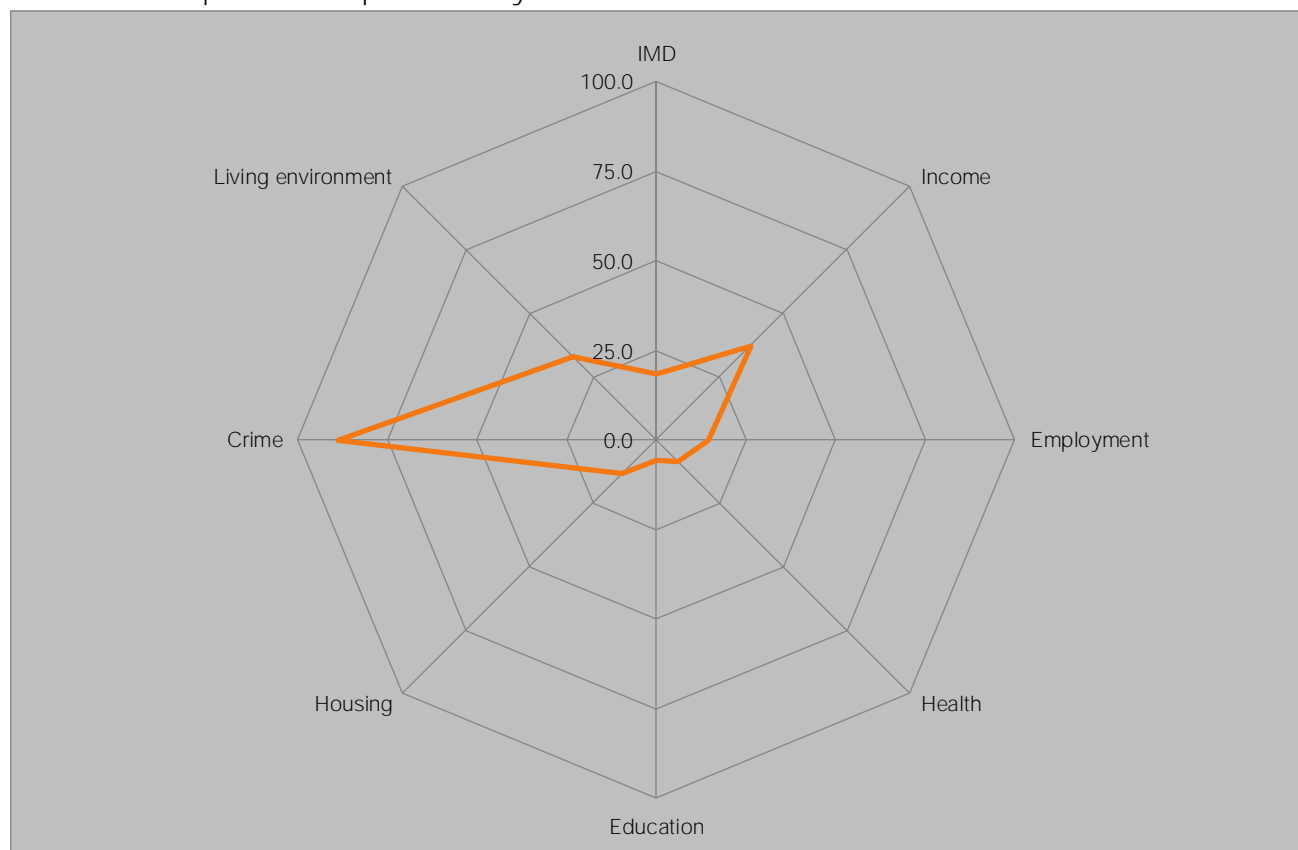
Chart 4: Relative economic deprivation of South Bucks wards by English decile, 2009



Source: DCLG, 2012

Beaconsfield South ranks 6,529th out of all wards in England based on the Index of Multiple Deprivationⁱⁱ; this makes it among the less deprived wards in England, above South Bucks's **average rank of 6,084th**, demonstrating that the ward is less deprived than the district as a whole.

Chart 5: Comparative deprivation by IMD domain in Beaconsfield South



Source: DCLG, 2010

The wards in South Bucks most closely matching Beaconsfield South's deprivation profile are presented in Table 3. Nationally, the closest matches are Clewer East (Windsor & Maidenhead), Central (Chiltern) and Maidenhead Riverside (Windsor & Maidenhead) while Beaconsfield West and Farnham Royal are the most similar in South Bucks ranking as the 12th and 16th most similar of all English wards. Of the 25 South Bucks wards 10 are among the 1,000 best matches, however Gerrards Cross South is only the 2,666th closest match.

Table 3: Deprivation Nearest Neighbours

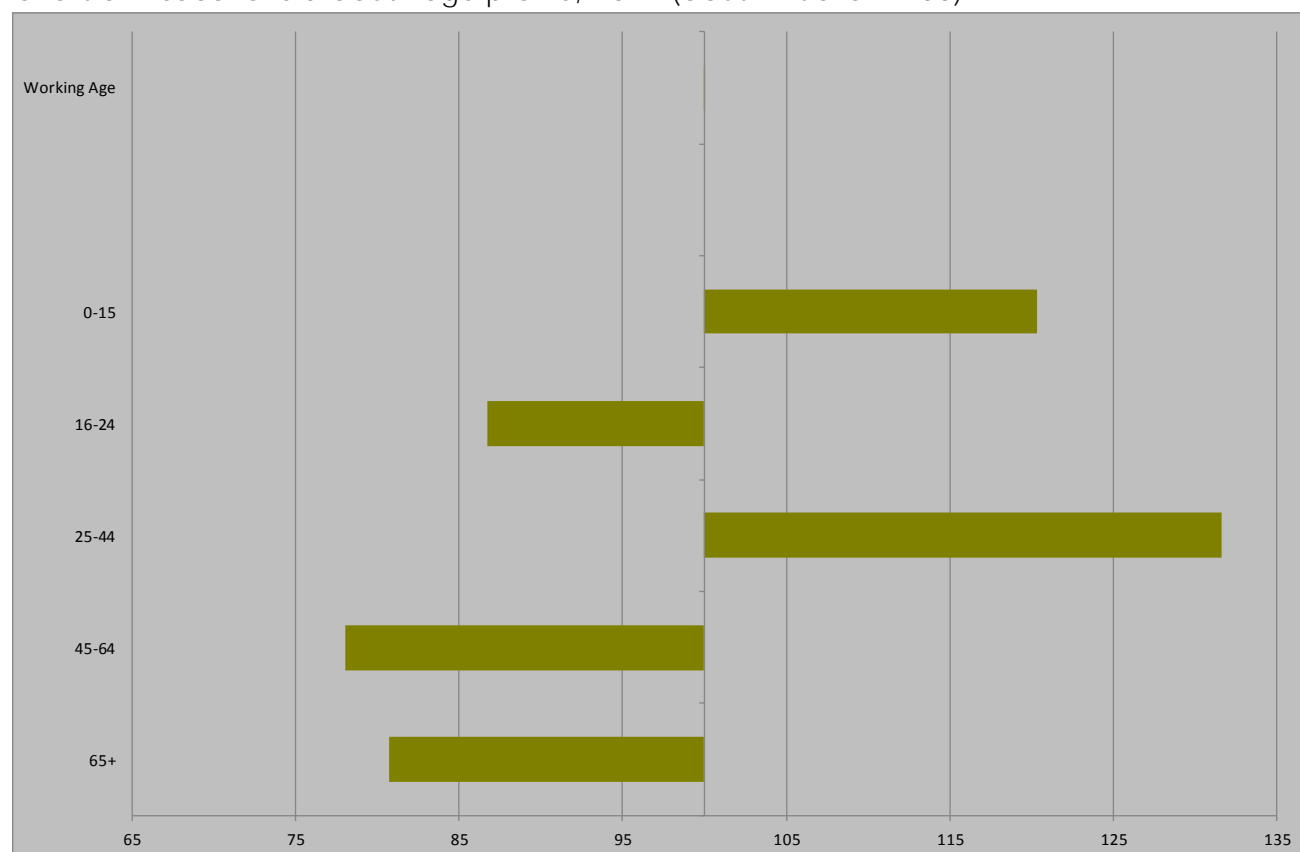
Ward	IMD	Income	Employment	Health	Education	Housing	Crime	Living environment
Beaconsfield South	18.3	37.2	14.5	8.4	5.8	13.3	88.7	32.8
Beaconsfield West	12	20.6	6.4	9.4	20.2	25.8	84.9	9.8
Farnham Royal	8	14.5	4.1	2.3	6.9	30.9	83	13.2
Burnham Church	30.2	36.3	23	19.6	21.1	42.1	92.3	18.8
Denham North	27.4	49.9	28	20.3	33.6	26.2	78.6	27.8

Source: DCLG, 2010

6.0 Demography

At 38.5 years, Beaconsfield South's **average age is** below the 42.2 recorded across South Bucks as well as the county average of 41.0. Beaconsfield South has an over-representation of 0-15 year olds and 25-44 year olds as suggested in Chart 6. In terms of age structure, two of the wards in South Bucks most similar to Beaconsfield South are Burnham Lent Rise and Gerrards Cross & Denham South West with average ages of 38.4 and 39.1 respectively.

Chart 6: Beaconsfield South age profile, 2011 (South Bucks = 100)



Source: Census, ONS, 2013

Beaconsfield South has a higher proportion of working age residents than South Bucks at 61.5 per cent. This ranks Beaconsfield South at 5,188th of all wards in England based on proportion of residents at working age. Beaconsfield South has a high proportion of those aged 0-15 at 22.5 per cent. This ranks Beaconsfield South at 734th of all wards in England putting it among the top 20 per cent of all wards in England for this age bracket.

Table 4: South Bucks's demography by ward

	0-15	16-64	65+
South Bucks	18.7	61.5	19.9
Beaconsfield North	19.3	57.0	23.7
Beaconsfield South	22.5	61.5	16.0
Beaconsfield West	22.4	59.9	17.7
Burnham Beeches	16.6	57.4	26.0
Burnham Church	18.8	62.7	18.5
Burnham Lent Rise	20.7	65.4	13.9
Denham North	13.1	55.2	31.8
Denham South	17.7	66.2	16.0
Dorney and Burnham South	16.8	63.0	20.2
Farnham Royal	20.6	59.5	19.9
Gerrards Cross East and Denham South West	22.7	62.6	14.7
Gerrards Cross North	19.3	55.4	25.3
Gerrards Cross South	20.9	62.0	17.1
Hedgerley and Fulmer	19.7	59.6	20.8
Iver Heath	18.8	64.6	16.7
Iver Village and Richings Park	18.0	65.3	16.7
Stoke Poges	17.6	61.6	20.8
Taplow	13.5	63.7	22.8
Wexham and Iver West	16.1	65.1	18.8

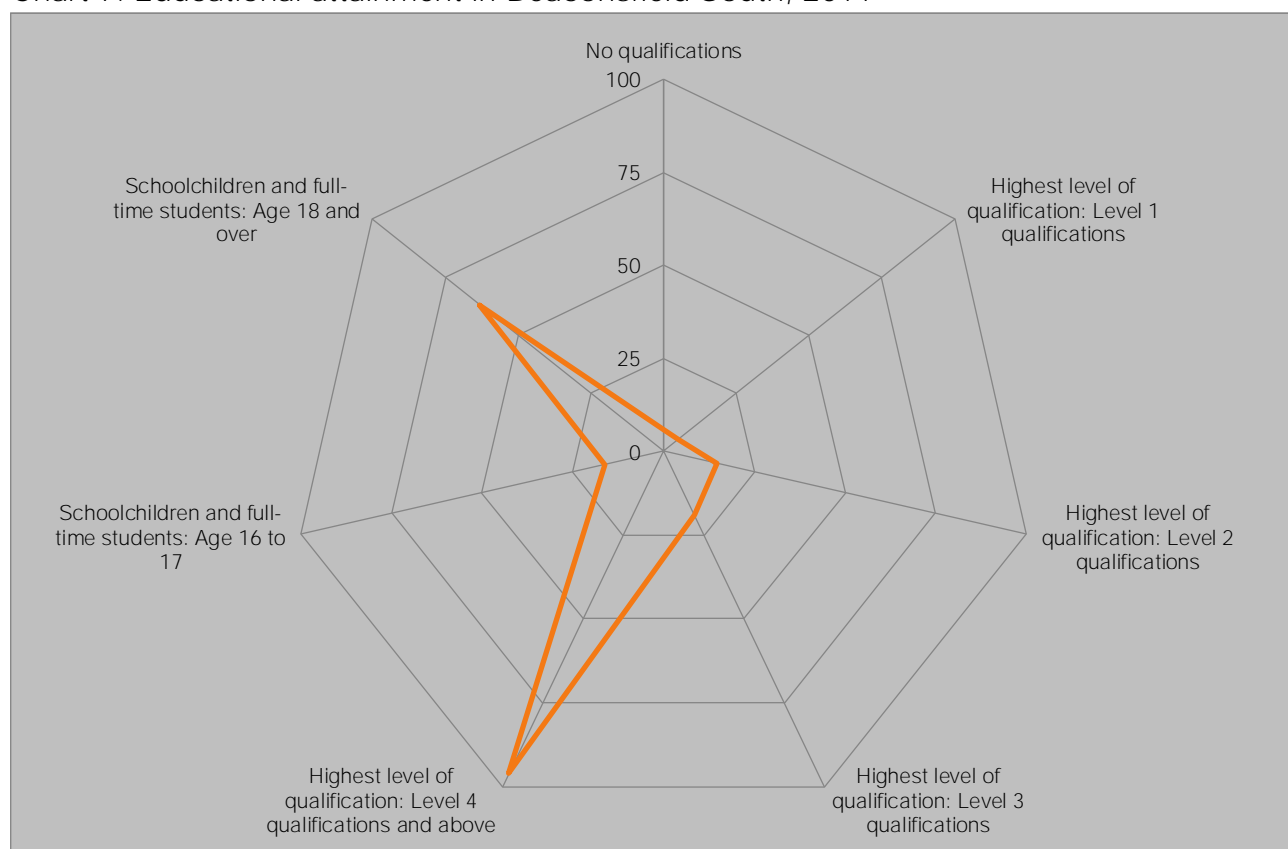
Source: Census, 2011

7.0 Educational attainment

South Bucks is one of the best qualified places in the country, with only 16.2 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 37.5 per cent hold degree level qualifications, well above the national level of 27.4 per cent.

Beaconsfield South's population has a higher educational attainment than the district's overall, with only 12.3 per cent having no qualifications and 47.4 per cent educated to degree level or higher. There is a total of 2.2 per cent of Beaconsfield South residents who are schoolchildren or full-time students aged 16 to 17. This is high in comparison to wards in South Bucks 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 Beaconsfield South, 2011



Source, Census, 2011

Beaconsfield South is most similar to Mayals (Swansea), Altincham (Trafford) and Nascot (Watford) of all English wards with regard to educational attainment. In the district the most similar wards are Beaconsfield North, Farnham Royal and Gerrards Cross North with six of the other 25 wards ranking inside the top 1000 matches but with Iver Heath ranking outside the top 5,000.

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
Beaconsfield South	12.3	8.5	14	10.5	47.4	2.2	3.1
Beaconsfield North	11.5	7.3	12.7	9.4	52.2	2.8	4.1
Farnham Royal	13.8	11.6	15.1	10.7	41.4	2.8	3.1
Gerrards Cross North	10.6	6.8	13.5	9.9	51.6	2.9	2.7
Dorney and Burnham South	16.5	12.8	15.1	11.4	33.9	2.4	2.5
Stoke Poges	18.2	11.1	14.5	11.8	35.6	2.8	2.6

Source: Census, ONS, 2011

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

7.2 Beaconsfield High School (Key Stage 4)

In 2012, 98 per cent of pupils attained GCSEs grade A*-C including English and Maths, this is a decrease of two percentage points on the previous year placing the school in the top 20 per cent of all schools. In English, 99 per cent of pupils attained grade A*-C, a decrease of one percentage point placing the school in the top 20 per cent of all schools. In maths, 99 per cent of pupils attained grade A*-C, a decrease of one percentage point placing the school in the highest 20 per cent of all schools. Finally, in science, 97 per cent of pupils attained grades A*-C, a decrease of two percentage points placing the school in the highest 20 per cent of all schools.

In English, 96 per cent of pupils attained expected progress placing the school in the top 20 per cent and in maths, 99 per cent of pupils attained expected progress. For English, this marked a decrease of three percentage points since 2011 and in both cases the school was placed in the highest 20 per cent of all schools. In 2012, the overall attendance rate was 96.2 per cent. This attendance rate has increase by one percentage point since 2011 placing the school in the top 20 per cent of all schools.

7.3 Butlers Court School (Key Stage 2)

In 2013, 88 per cent of pupils attained Level 4 or higher in the Key Stage 2 test and assessment placing the school in the highest 20 per cent of all schools. In reading, 95 per cent of pupils attained Level 4 or higher marking a decrease of two percentage points since 2012. In writing, 92 per cent of pupils attained Level 4 or above in the Key Stage 4 test and assessment, this is a decrease of one percentage point placing the school in the highest 40 per cent of all schools. In 2013, 93 per cent of pupils attained Level 4 or above in the Key Stage 2 maths test, this was a decrease of four percentage points on the previous year.

In reading, 96 per cent of pupils attained expected progress, this is an increase of five percentage points on the previous year placing the school in the top 20 per cent of all schools. In writing, 96 per cent of pupils attained expected progress placing the school in the middle 20 per cent of all schools. Finally, in maths, 91 per cent of pupils attained expected progress, a decrease of seven percentage points on 2012 placing the school in the middle 20 per cent of all schools. In 2013, the attendance rate at the school was 96.4 per cent, a decrease of 0.9 percentage points on the previous year placing the school in the top 20 per cent of all schools.

7.4 Beaconsfield High School (Key Stage 4)

In 2012, 54 per cent of pupils attained five GCSEs grade A*-C including English and Maths. This is an increase of 13 percentage points since 2011 placing the school in the middle 20 per cent of all schools. In 2012, 59 per cent of pupils attained grade A*-C in English, this is an increase of 22 percentage points placing the school in the highest 40 per cent of all schools. Details for exam results in Science are not yet available for the Beaconsfield School.

In 2012, 51 per cent of pupils attained expected progress, a decrease of 14 percentage points on the previous year placing the school in the bottom 40 per cent of all schools. In maths, 66 per cent of pupils attained expected progress, an increase of 16 percentage points placing the school in the middle 20 per cent of all schools. In 2012, the attendance rate was 91.9 per cent, this has increased by 0.7 percentage points since 2011 placing the school in the bottom 20 per cent of all schools.

8.0 Buckinghamshire Business First in Beaconsfield South

Of the 151 businesses in Beaconsfield South, 54, or 35.8 per cent are Buckinghamshire Business First members. BBF members in the ward are presented in Table 6 below.

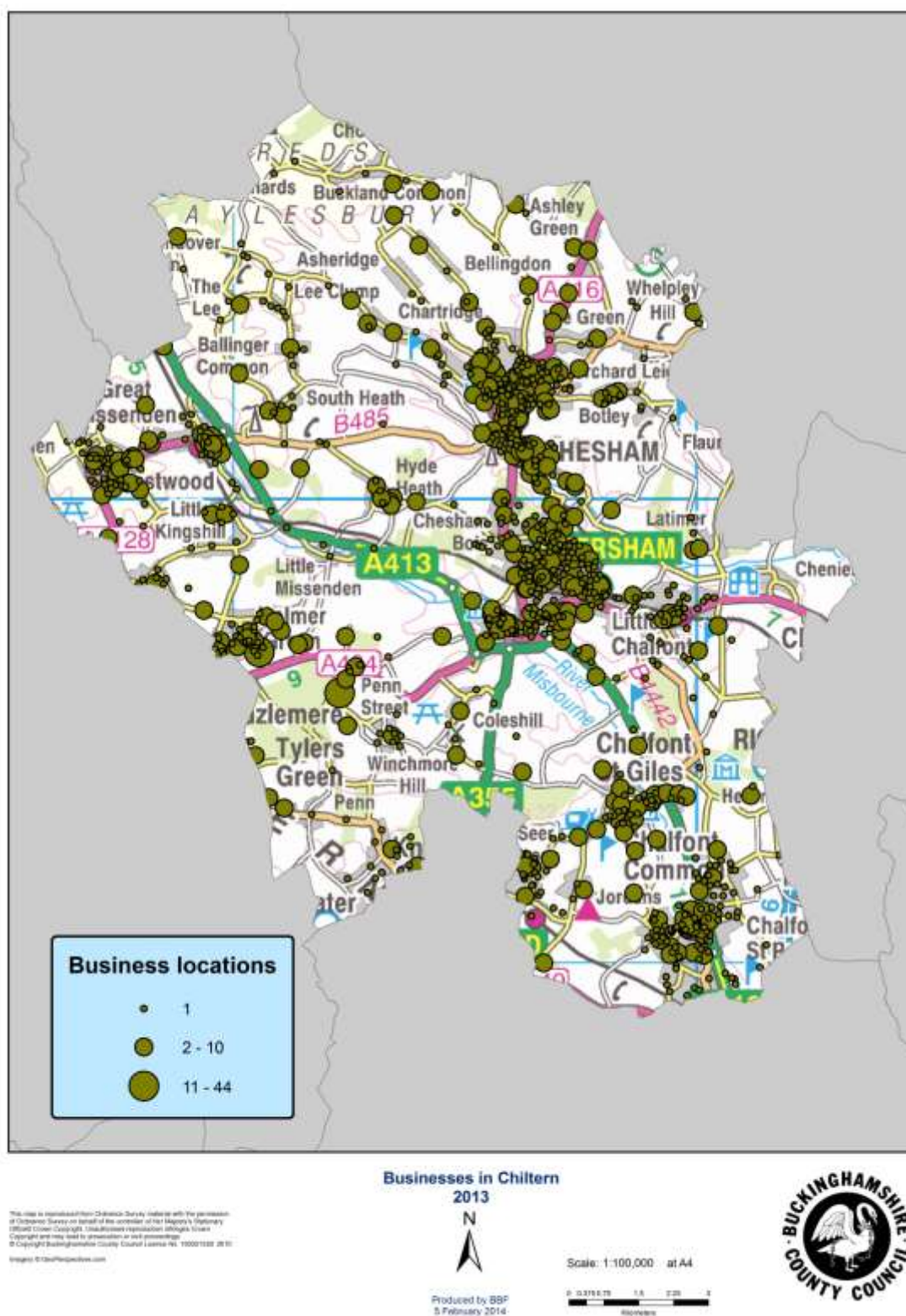
Table 6: BBF members in Beaconsfield South, November 2013

Business	Employee Size Band	Business	Employee Size Band
National Film & Television School		Serendipity	1 to 5
Elementum Evelor		Oasis	1 to 5
Artsmart School of Art		Chez Pain	1 to 5
Austyn James Consulting Ltd		Astus Financial Services	1 to 5
Philip Marsh Collins Deung		Beaconsfield Design Services Ltd	1 to 5
Universal Care	101 to 250	Carron Media	1 to 5
F.A.Bartlett Tree Expert Company Ltd	101 to 250	Flower Essense	1 to 5
Bellhouse Hotel	101 to 250	Links Life Sciences Ltd	1 to 5
Circle	26 to 50	Manage My Care Ltd	1 to 5
Harwood Hutton Ltd	26 to 50	Medic Now Recruitment Ltd	1 to 5
Turquoise Holidays	26 to 50	Morgan Keen Limited	1 to 5
A H Tripp & Son Limited	11 to 25	Old Beaconsfield Kingham Cooper Interiors	1 to 5
Busy Homes	11 to 25	Old Town Friar	1 to 5
DoctorNow	11 to 25	Storm Communications Limited	1 to 5
Busy Offices	6 to 10	Knights Of Beaconsfield	1 to 5
Stoke Ripley Creative Ltd	6 to 10	Dowling & Reed	1 to 5
BeSeen Marketing Ltd	6 to 10	Alpha Furnishing Ltd	1 to 5
WestWon Ltd	6 to 10	Red Kite Kitchens	1 to 5
Pure FX Ltd	6 to 10	Creighton's Chocolaterie	1 to 5
Inviro Solutions	1 to 5	White Oak Finance	1 to 5
SAS-Energy	1 to 5	Herongate	1 to 5
BlueChives.com	1 to 5	First Point Technology	1 to 5
Sesquey	1 to 5	Inspirial Hypnotherapy Training	Self only
National Short Course Training Programme	1 to 5	Racing Sardines	Self only
Mad Frog Design	1 to 5	Travel Counsellors plc	Self only
Nigel Briggs & Co Ltd	1 to 5	Fullserve Ltd	Self only
Wooster Dry Cleaners	1 to 5	REMINIS Studios	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.

9.0 Businesses in South Bucks

The distribution of businesses in South Bucks is shown in the map below. With 151 businesses, Beaconsfield South has 12.1 per cent of the district's total, providing work for 4.6 per cent of the district's workforce.



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>