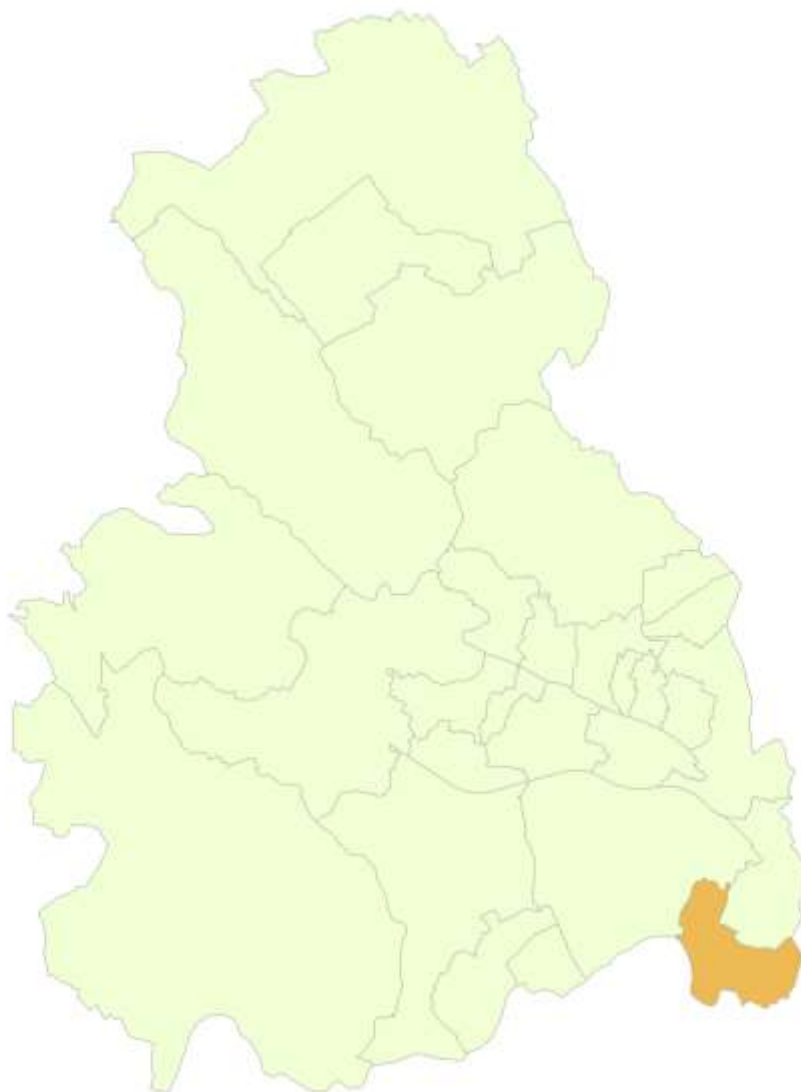



Wycombe Councillor Update

Economic Profile of Bourne End-cum-Hedsor 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

Bourne End-cum-Hedsor is home to 5,531 people and provides 3,200 jobs in 182 businesses. Of these businesses, 52 (28.6 per cent) are Buckinghamshire Business First members.

There were 2,654 employed people aged 16-74 living in Bourne End-cum-Hedsor ward at the 2011 Census, 48 fewer than the 2,702 recorded in 2001. Over that period the working age population fell 93 to 3,335 while the total population rose 126 to 5,531. The number of households rose by 62 (2.6 per cent) to 2,460. This isn't a significant percentage increase and places the ward 22nd out of all wards in Wycombe. Based on the increase in number of households, the ward ranks 75th out of all wards in Buckinghamshire.

The largest companies in Bourne End-cum-Hedsor include:

- Gartner;
- Comino PLC;
- Wye Valley School;
- Renesas Technology Europe Ltd;
- Psion Teklogix Ltd;
- Lane 4 Management Group Ltd; and
- Robert Stephens & Company Ltd.

There are 33 **Job Seekers' Allowance claimants living in** Bourne End-cum-Hedsor, representing 1.0 per cent of working age residents, including 20 claimants aged 25-49 and 25 who have been claiming for less than six months.'

Superfast broadband is expected to be available to 99 per cent of premises in the Bourne End-cum-Hedsor ward by March 2016 with commercial providers responsible for 92 per cent. The Connected Counties project, run by BBF, deliver the remaining 7 per cent through its interventions in Bourne End 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 2,839 employed residents, 748 people lived and worked in the ward, with the most common destinations by local authority district being:

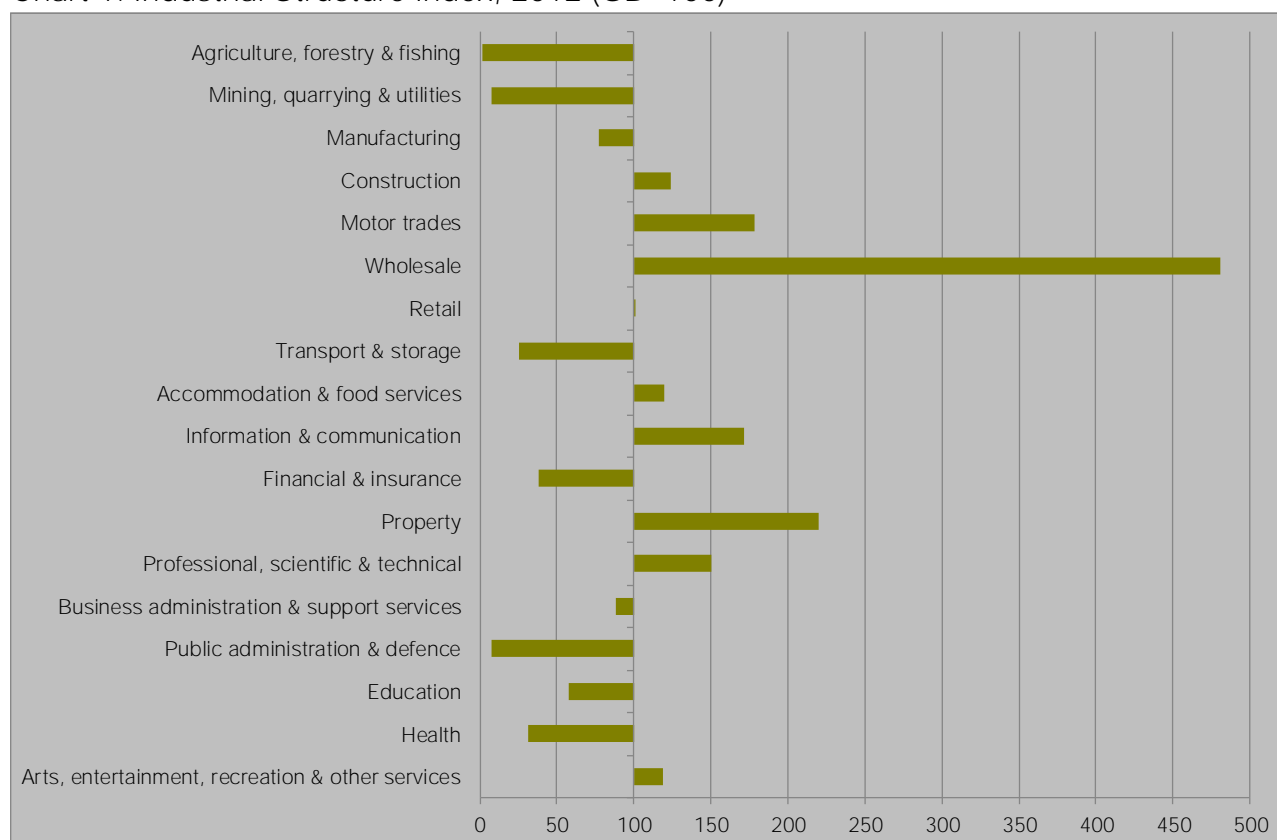
- Wycombe (1,356, 47.8)
- Windsor and Maidenhead (330, 11.6)
- Slough (168, 5.9)
- Hillingdon (141, 5.0)
- South Buckinghamshire (128, 4.5)
- Westminster, City of (88, 3.1)
- Chiltern (48, 1.7)

2.0 Industrial structure

There are 182 businesses located in Bourne End-cum-Hedsor employing 3,200 people. Of these businesses, 52 are micro businesses, employing fewer than 10 people.

Bourne End-cum-Hedsor is over-represented in Wholesale which accounts for 19.2 per cent of employment ranking the ward 163rd out of all wards. The next most over-represented sector of employment is property which accounts for 3.9 per cent of employment. Based on this proportion, the ward is ranked 918th out of all wards. Bourne End-cum-Hedsor is over-represented in motor-trades and information & communication which make up 3.2 per cent and 6.5 per cent of employment respectively. Based on this, the ward is ranked 1,955th out of all wards for employment in motor trades and 784th out of all wards for employment in information and communication.

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



Source: BRES, ONS, 2013

Bourne End-cum-Hedsor is under-represented in a number of sectors including; agriculture and forestry; mining, quarrying and utilities; transport and storage; financial and insurance; public administration and defence; education; and health. Mining, quarrying and utilities makes up only 0.1 per cent of employment ranking the ward 4,261st out of all wards. Public administration and defence covers only 0.4 per cent of employment ranking the ward 4,390th 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 Bourne End-cum-Hedsor 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 14.2 per cent of employment, ranking Bourne End-cum-Hedsor at 1,386th among English wards. The proportions of jobs in Bourne End-cum-Hedsor in Industrial Strategy sectors are presented in Table 1.

Table 1: Employment in selected industrial strategy sectors, 2012

	Construction	PBS	Information Economy	Education
Chiltern	5.2	15.2	4.8	12.7
Buckinghamshire	5.2	14.7	4.4	9.7
England	4.2	12.1	2.9	9.2
Bourne End-cum-Hedsor	5.4	14.2	6.4	5.3

Source: BRES, ONS, 2013

At 6.4 per cent, the proportion of Bourne End-cum-Hedsor's jobs in the information economy is the 465th 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 66.5 per cent of 16-74 year olds, Bourne End-cum-Hedsor's employment rate is among the lowest in the country. Bourne End-cum-Hedsor has a proportion of 37.3 per cent of its residents qualified to degree level or higher. Furthermore, 57.6 per cent work in managerial, professional or technical occupations.

In Wycombe the wards most similar to Bourne End-cum-Hedsor are Sonning (Wokingham), Harrod (Bedford) and Hartley Whitney (Hart) with 11 of the other 27 wards among the top thousand closest matches. The least similar ward in the district is Oakridge and Castlefield, the only ward in Wycombe to rank lower than the 7,000th closest match.

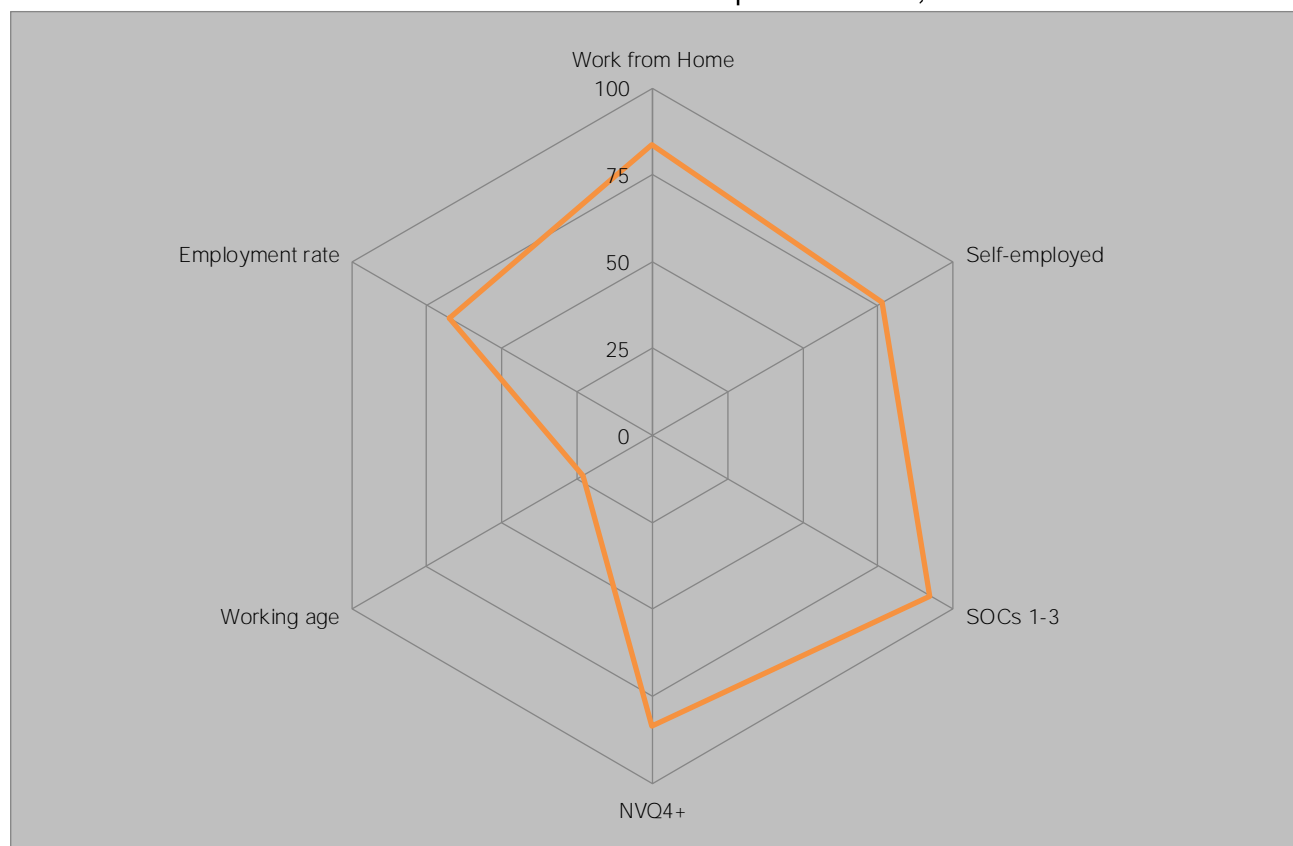
Table 2: Bourne End-cum-Hedsor's labour market performance & nearest neighbours, 2011

Ward Name	Work from Home	Self-employed	SOCs 1-3	NVQ4+	Working age	Employment rate
Bourne End-cum-Hedsor	7.1	13.7	57.6	37.3	60.3	66.5
Greater Hughenden	7.1	14.5	54.5	37.7	60.7	68.2
Flackwell Heath and Little Marlow	6.8	14.4	52.3	33.8	59.7	66.7
Marlow North and West	6.6	13.9	57.6	41.8	58.8	68.0
Greater Marlow	7.8	13.4	64.5	45.6	59.8	68.1
Icknield	10.6	17.7	58.8	41.3	59.2	66.4

Source: Census, 2011

Bourne End-cum-Hedsor has a high 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. Bourne End-cum-Hedsor looks to have a fairly high employment rate and a low level of working age residents.

Chart 2: Bourne End-cum-Hedsor's labour market performance, 2011

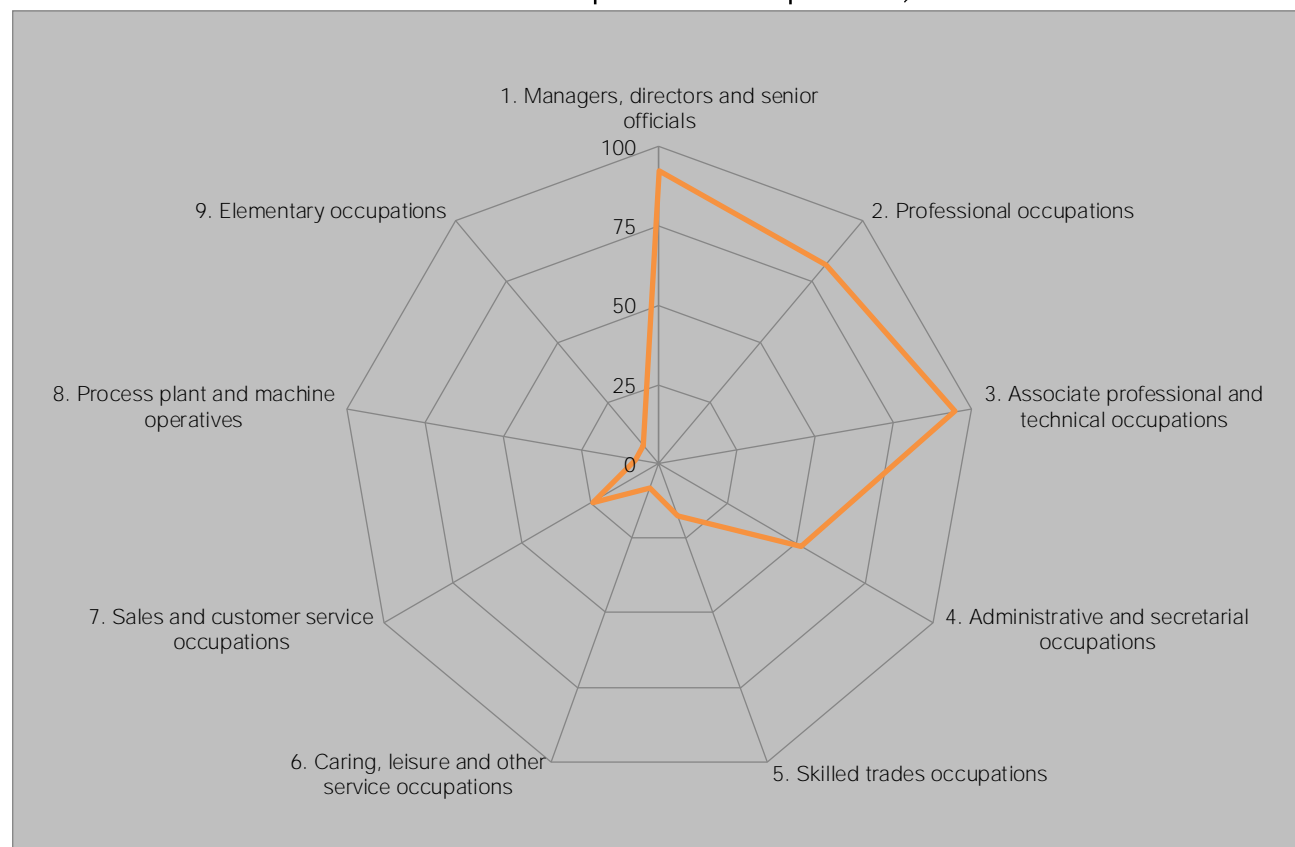


Source: Census, 2011

4.0 Occupational Structure

Bourne End-cum-Hedsor's occupational structure is skewed towards the higher skilled and better remunerated occupations, with 57.6 per cent of working residents employed in managerial, professional and technical occupations, ranking in the top quartile nationally for each. In contrast Bourne End-cum-Hedsor ranks in the bottom quartile for other occupations, with only 3.2 per cent and 6.0 per cent of working residents employed in process plant and machine operatives and elementary occupations respectively.

Chart 3: Bourne End-cum-Hedsor's comparative occupational, 2011



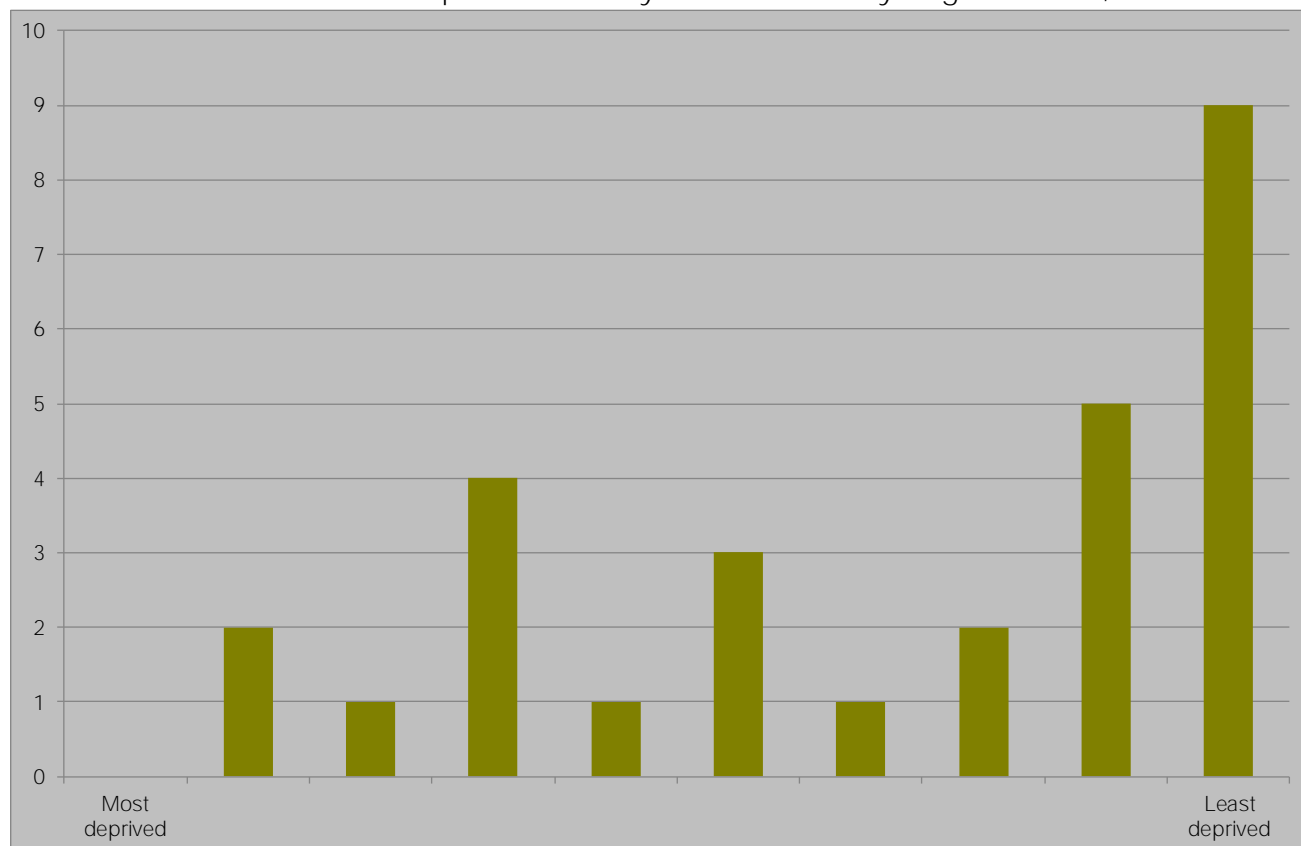
Source: Census, ONS, 2011

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.

Bourne End-cum-Hedsor has the 1,214th lowest economic deprivation of the 7,707 wards in England and the 13th least economically deprived of the 25 Wycombe wards. Bourne End-cum-Hedsor is the 58th least economically deprived among the 108 ward in Buckinghamshire. The position of Wycombe's wards in England is shown in Chart 4 below, with Bourne End-cum-Hedsor one of the five wards shown in England's second least deprived decile.

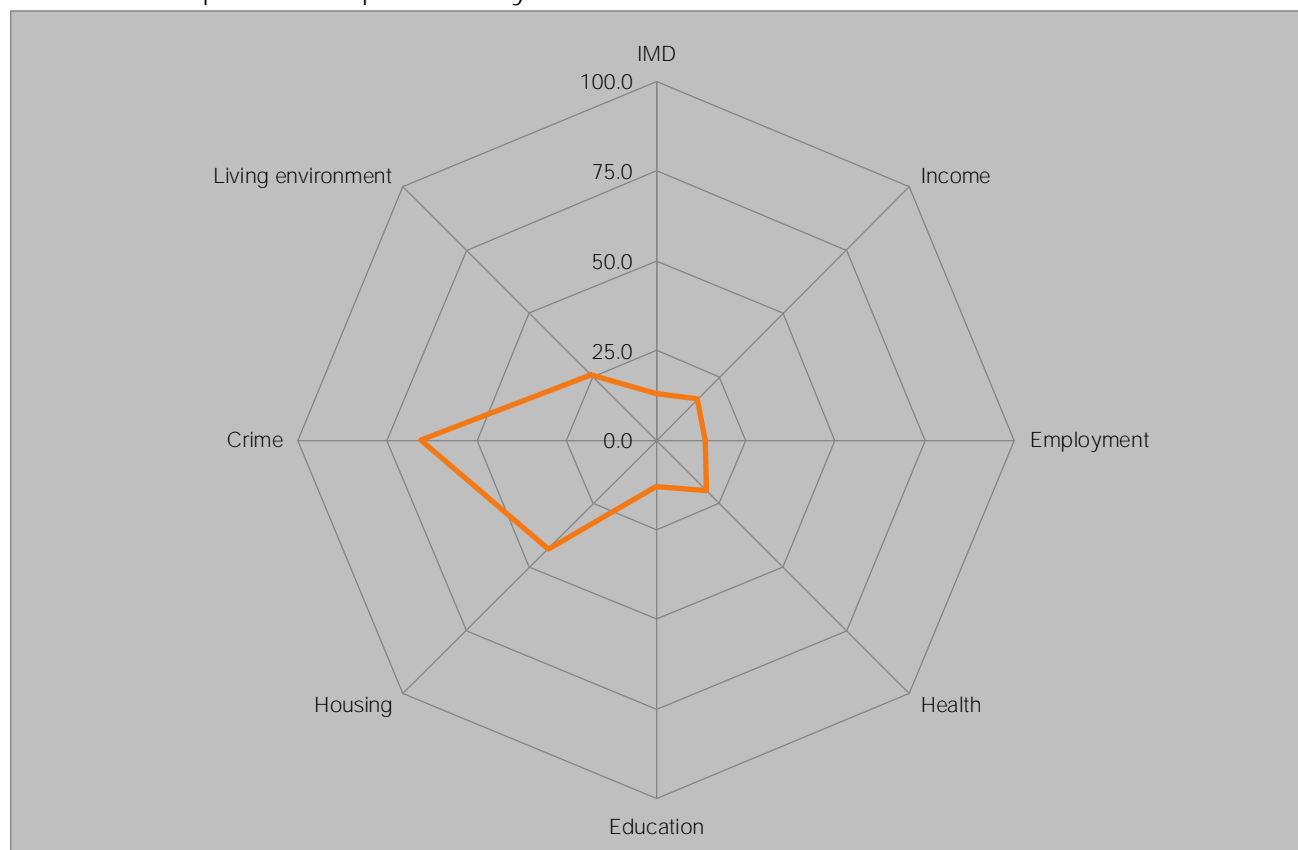
Chart 4: Relative economic deprivation of Wycombe wards by English decile, 2009



Source: DCLG, 2012

Bourne End-cum-Hedsor ranks 6,859th out of all wards in England based on the Index of Multiple Deprivationⁱⁱ; this makes it among the less 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 Bourne End-cum-Hedsor



Source: DCLG, 2010

The wards in Wycombe most closely matching Bourne End-cum-Hedsor's deprivation profile are presented Table 3. Nationally, the closest matches are Hilltop and Townsend (Chiltern), Danesborough (Milton Keynes) and Bishop's Stortford Meads (East Hertfordshire) while Flackwell Heath & Little Marlow and Marlow North and West are the most similar in Wycombe ranking as the third and 22nd most similar of all English wards. Of the 25 Wycombe wards nine are among the 1,000 best matches, however Micklefield is only the 5,997th closest match.

Table 3: Deprivation Nearest Neighbours

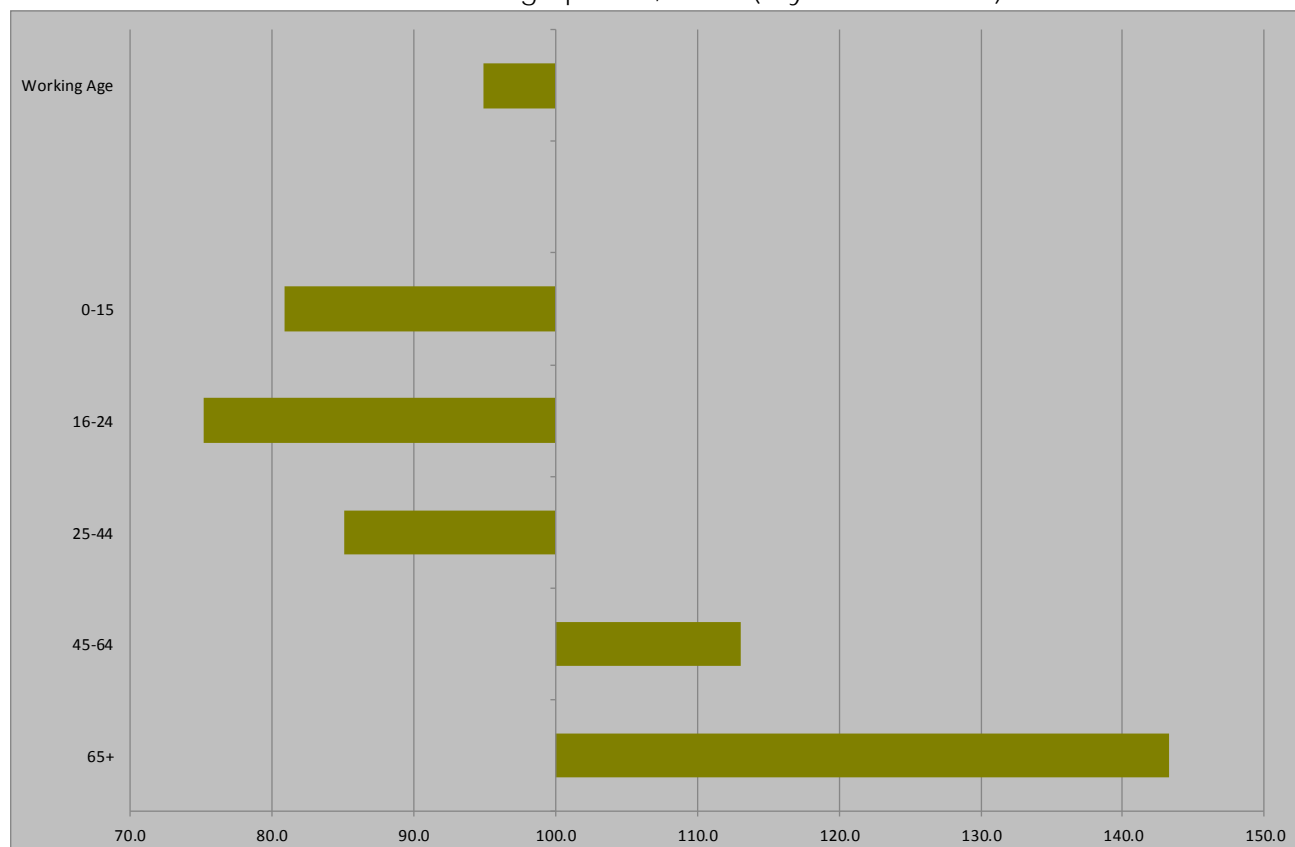
Ward	IMD	Income	Employment	Health	Education	Housing	Crime	Living environment
Bourne End-cum-Hedsor	13.1	16.3	13.7	19.9	12.9	42.8	65.5	25.8
Flackwell Heath and Little Marlow	12.6	11.6	9.4	11.8	14.4	42	70.9	25.5
Marlow North and West	8.8	17.1	7.4	14.7	11	40	52.4	9.5
Tylers Green and Loudwater	8.2	7.1	3.9	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

Source: DCLG, 2010

6.0 Demography

At 44.7 years, Bourne End-cum-Hedsor's **average age** is above the 39.4 recorded across Wycombe as well as the county average of 41.0. This makes Bourne End-cum-Hedsor one of the older wards in England as suggested by the over-representation of 65+ year olds in Chart 6. In terms of age structure, two of the wards in Wycombe most similar to Bourne End-cum-Hedsor are The Risboroughs and Marlow North & West with average ages of 45.3 and 43.1 respectively.

Chart 6: Bourne End-cum-Hedsor age profile, 2011 (Wycombe = 100)



Source: Census, ONS, 2013

Bourne End-cum-Hedsor has a lower proportion of working age residents than Wycombe at 60.3 per cent. This ranks Bourne End-cum-Hedsor at 6,000th of all wards in England based on proportion of residents at working age. Bourne End-cum-Hedsor has a fairly high proportion of those aged 65+ at 23.4 per cent. This ranks Bourne End-cum-Hedsor at 1,343rd 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

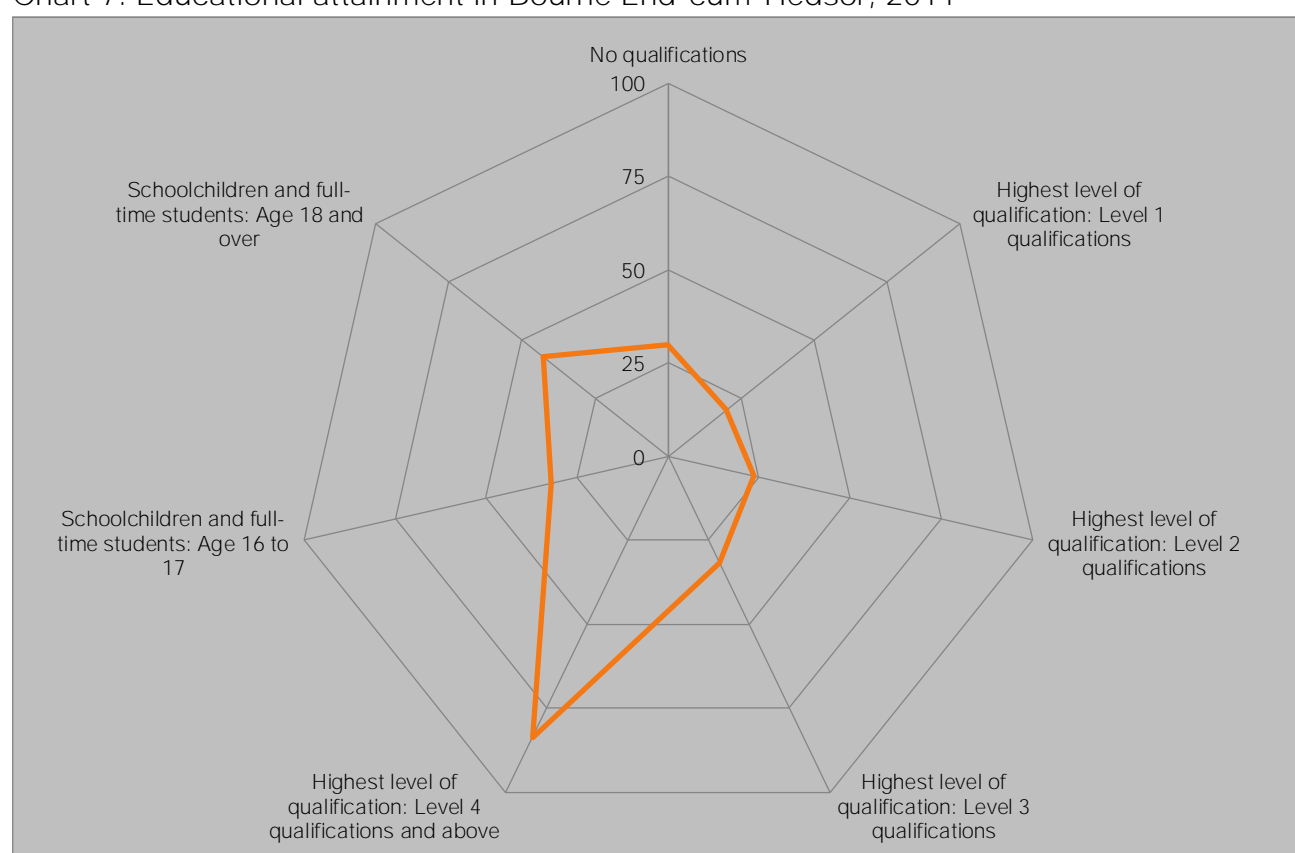
Source: Census, 2011

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.

Bourne End-cum-Hedsor's population has a higher educational attainment than the district's overall, with only 18.2 per cent having no qualifications and 37.3 per cent educated to degree level or higher. There is a total of 2.5 per cent of Bourne End-cum-Hedsor 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 Bourne End-cum-Hedsor, 2011



Source, Census, 2011

Bourne End-cum-Hedsor is most similar to Cubbington (Warwick), Brampton & Walton (North East Derbyshire) and Sunningwell & Wooton of all English wards with regard to educational attainment. In the district the most similar wards are Marlow South East, Marlow North & West and Hambledon Valley with four of the other 25 wards ranking inside the top 1000 matches but with Micklefield and Oakridge & Castlefield 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
Bourne End-cum-Hedsor	18.2	11.2	14.8	11.1	37.3	2.5	2.6
Marlow South East	15.3	11.2	15.5	10.9	39.7	2.3	2.3
Marlow North and West	15.9	10.5	13.9	11.0	41.8	2.5	2.1
Hambleden Valley	10.6	9.0	15.0	11.9	45.8	2.0	2.1
Icknield	13.5	10.8	14.6	12.0	41.3	2.8	1.9
Hazlemere North	16.5	13.5	16.8	11.1	32.7	2.8	2.3

Source: Census, ONS, 2011

7.1 Bourne End-cum-Hedsor **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. Bourne End-cum-Hedsor'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 Bourne End-cum-Hedsor

Of the 182 businesses in Bourne End-cum-Hedsor, 52, or 28.6 per cent are Buckinghamshire Business First members. BBF members in the ward are presented in Table 6 below.

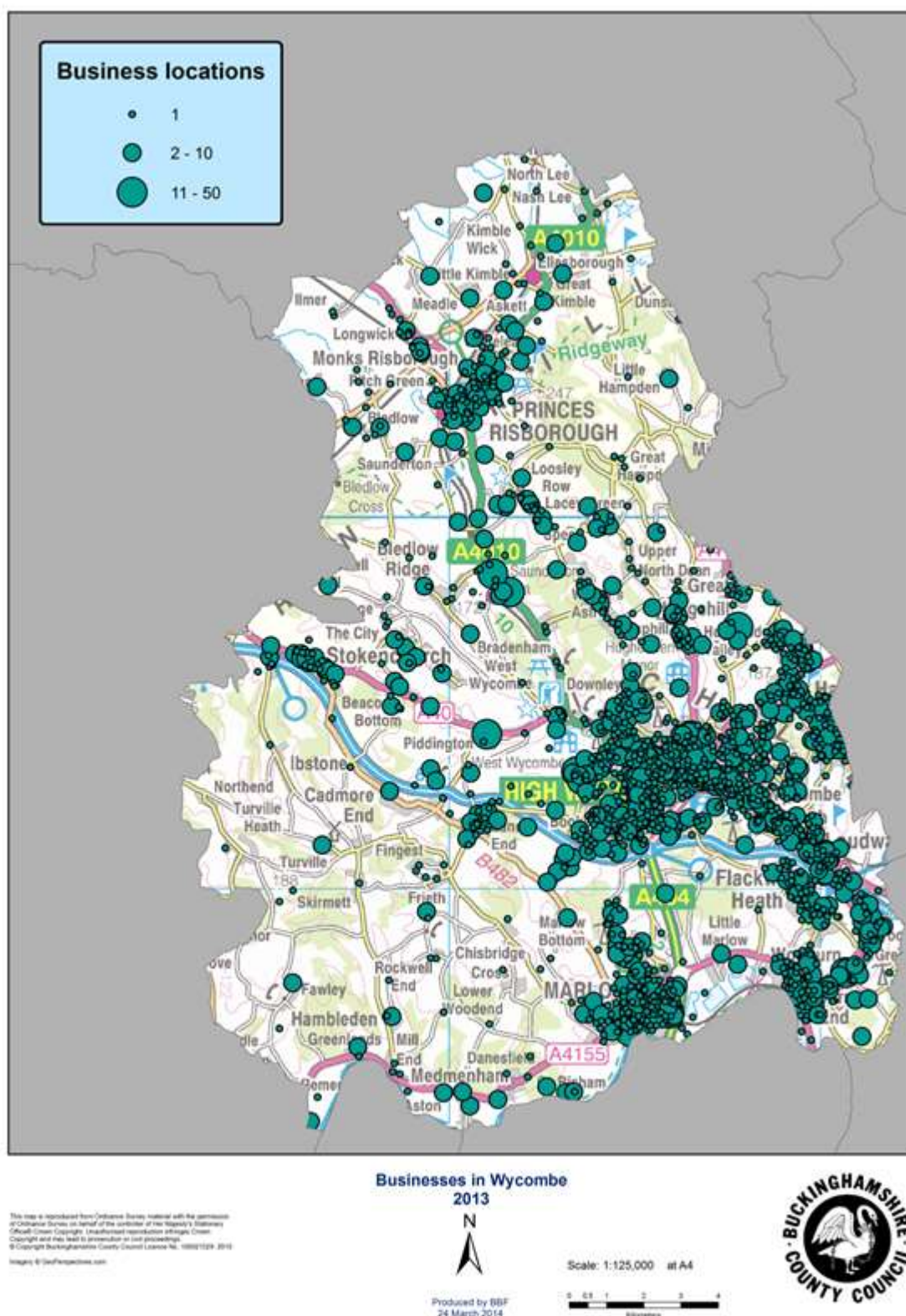
Table 6: BBF members in Bourne End-cum-Hedsor, November 2013

Business	Employee Size Band	Business	Employee Size Band
Carla Delaney Communications		The Garibaldi Pub Hedsor Ltd	1 to 5
Gartner	Over 5000	Birchwood Solicitors	1 to 5
Renasas Technology Europe Ltd	101 to 250	Sphere Finance	1 to 5
Lane4 Management Group Ltd	51 to 100	Brook Property	1 to 5
Colourpoint Litho Ltd	26 to 50	Carpet Cleaning Specialists	1 to 5
Hedsor Events LLP	11 to 25	Empowered Communications	1 to 5
Jungle Mania	11 to 25	Another Answer Ltd	1 to 5
R G Evans Plumbing & Heating Ltd	11 to 25	Bygillian Gallery	1 to 5
Lifecycle Marketing	11 to 25	All Square Legal	1 to 5
Kawasaki Motors UK	11 to 25	All Secure Homes	1 to 5
Maxteam Ltd	11 to 25	Stairway Consultancy Ltd	1 to 5
Bourne End Home Security Ltd	6 to 10	Bourne End Motor Company	1 to 5
Lavender & Stone Beauty Rooms	6 to 10	Fogarty Patchett Design Ltd	1 to 5
Baltimore Innovations	6 to 10	Executive Commercial Ltd	1 to 5
Hutchinson & Dibley Ltd	6 to 10	Sure One Solutions	1 to 5
Original Candy Co Ltd	6 to 10	Creative Spark Communications	Self only
Bourne End Auction Rooms	6 to 10	Florspace Ltd	Self only
Access Computing Solutions Ltd	6 to 10	Losttime Ltd	Self only
Bourne End Day Centre	6 to 10	The Maternitywear Exchange Ltd	Self only
Chatsworth Products International Ltd	1 to 5	RabyBuck	Self only
B E H Electrical	1 to 5	Blue Sky Vintage China & Bunting	Self only
Pink Whizz	1 to 5	Via Design and Communications	Self only
The Exercise Clinic	1 to 5	H J Accounting	Self only
A.L.S. Office & Computer Supplies	1 to 5	Wilkins & Co Accountants Ltd	Self only
Brown Sugar Design	1 to 5	Rare Designs Ltd	Self only
D J Webster Ltd	1 to 5	A.L.S. Presentation Ltd	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 Wycombe

The distribution of businesses in Wycombe is shown in the map below. With 182 businesses, Bourne End-cum-Hedsor has 5.2 per cent of the district's total, providing work for 4.0 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>