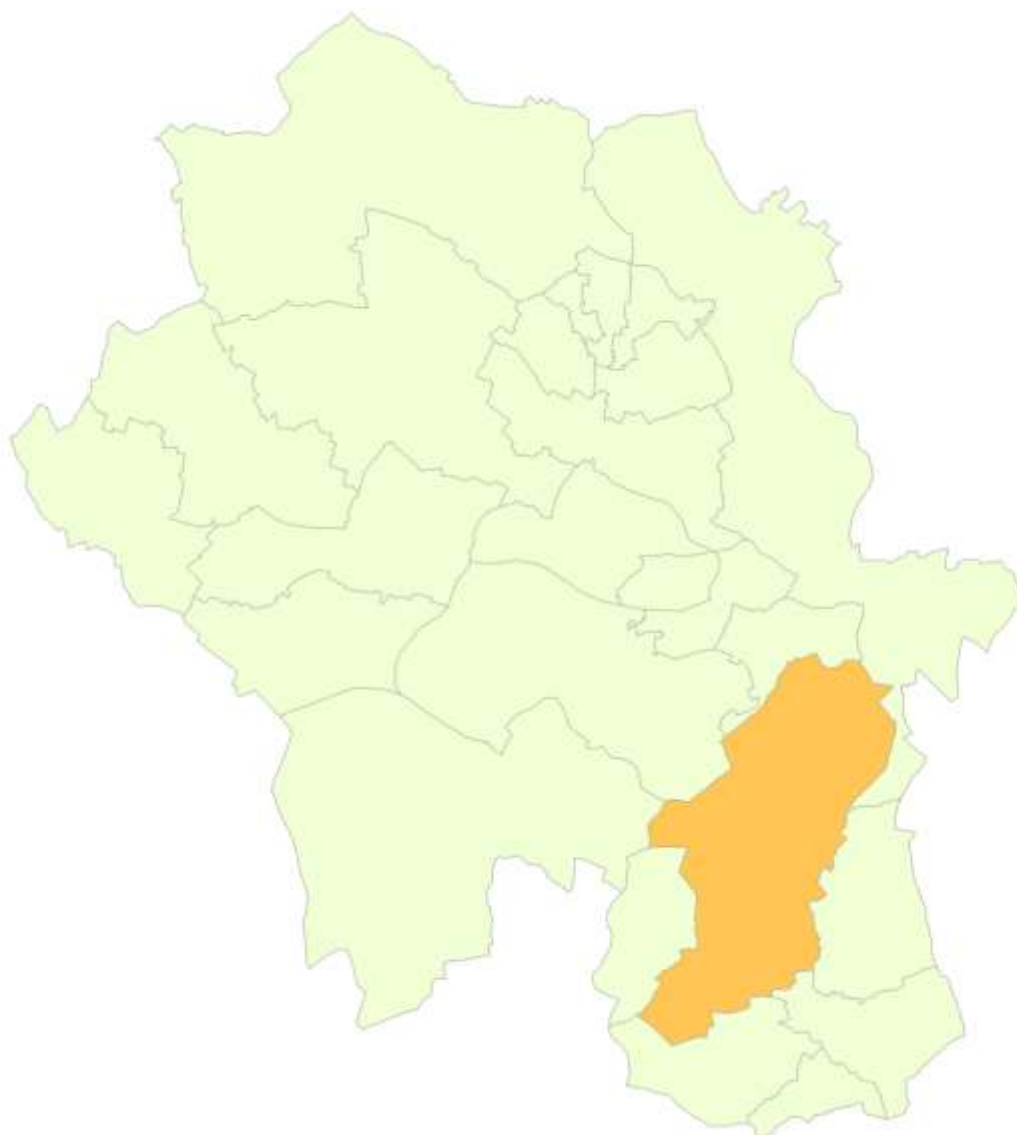


Chiltern Councillor Update

Economic Profile of Chalfont St Giles Ward



April 2014



86% OF CHILTERN COMPANIES EMPLOY FEWER THAN 10 PEOPLE

41% CHILTERN RESIDENTS QUALIFIED TO DEGREE LEVEL OR HIGHER

15% OF CHILTERN WORKERS ARE SELF-EMPLOYED



1.0 Introduction

Chalfont St Giles is home to 7,118 people and provides 1,700 jobs in 98 businesses. Of these businesses, 29 (29.6 per cent) are Buckinghamshire Business First members.

There were 4,848 employed people aged 16-74 living in Chalfont St Giles ward at the 2011 Census, 13 more than the 4,835 recorded in 2001. Over that period the working age population fell eight to 4,085 while the total population rose 127 to 2,118. The number of households rose by 119 (4.4 per cent) to 2,823. This is percentage increase places the ward 13th out of all wards in Chiltern. Based on the increase in number of households, the ward ranks 54th out of all wards in Buckinghamshire.

The largest companies in Chalfont St Giles include:

- Language Matters (UK) Ltd;
- Services Sound & Vision Corporation (SSVC);
- Jordan School;
- Orchard Motors;
- Road & Sea Express;
- Chalfont St Giles Infant School; and
- Chalfont St Giles County Middle School.

There are 21 **Job Seekers' Allowance claimants living in** Chalfont St Giles, representing 0.5 per cent of working age residents, including five claimants aged 18-24 and five who have been claiming for more than twelve months.

Superfast broadband is expected to be available to 93 per cent of premises in the Chalfont St Giles ward by March 2016 with commercial providers responsible for 81 per cent. The Connected Counties project, run by BBF, deliver the remaining 12 per cent through its interventions in Chalfont St Giles and Little Chalfont exchange areas. 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 3,217 employed residents, 907 people lived and worked in the ward, with the most common destinations by local authority district being:

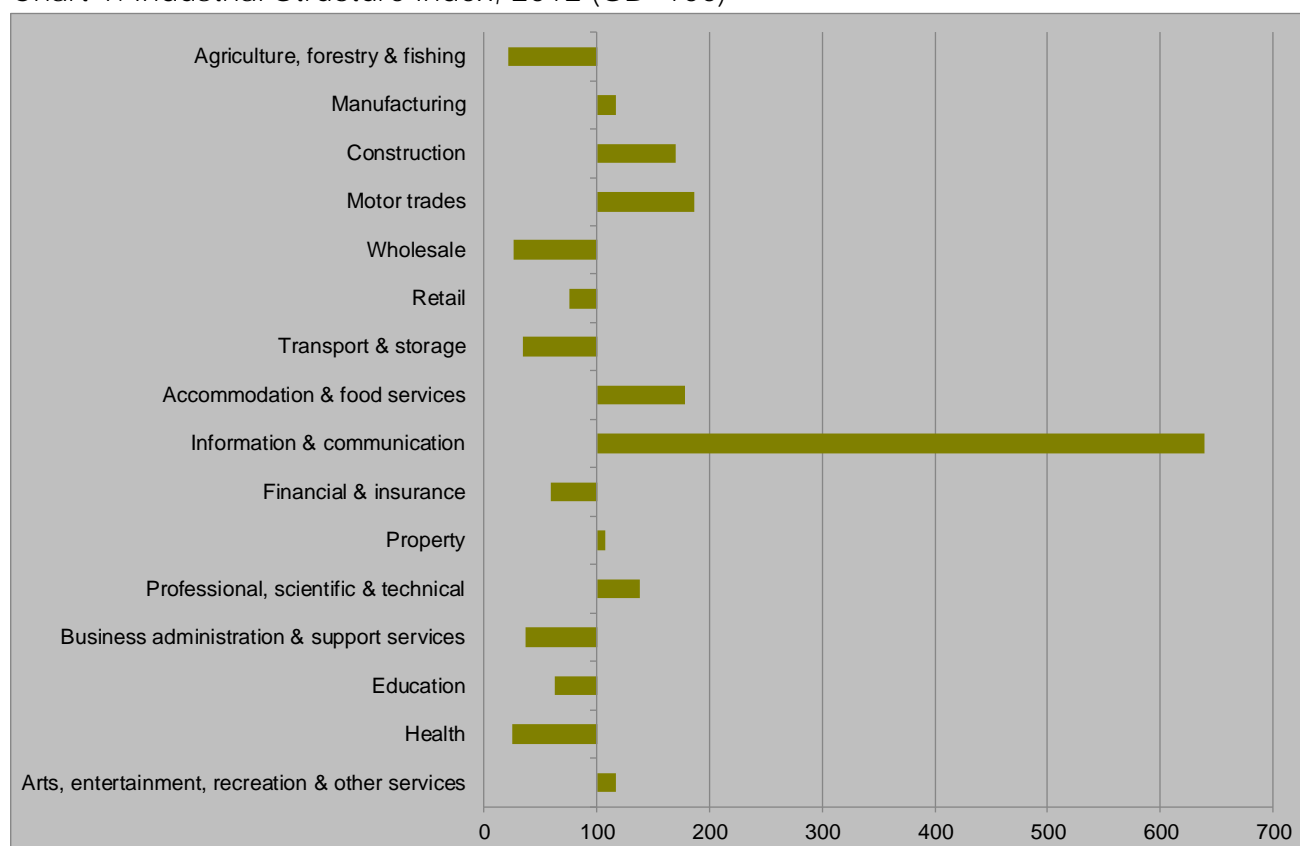
- Chiltern (1,374, 42.7)
- Hillingdon (250, 7.8)
- South Buckinghamshire (241, 7.5)
- Wycombe (180, 5.6)
- Westminster, City of (167, 5.2)
- Three Rivers (84, 2.6)
- Ealing (84, 2.6)
- City of London (78, 2.4)

2.0 Industrial structure

There are 98 businesses located in Chalfont St Giles employing 1,700 people. Of these businesses, 29 are micro businesses, employing fewer than 10 people.

Chalfont St Giles is over represented in Information & Communication which accounts for 24.1 per cent of employment. This ranks Chalfont St Giles 60th out of all wards based on proportion of employment in the sector. Others which are less over-represented include construction and motor trades. These sectors account for 7.9 per cent and 3.4 per cent of employment respectively. Based on this, the ward is ranked 2,679th out of all wards for employment in Construction and 1,838th out of all wards for employment in Motor Trades.

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



Source: BRES, ONS, 2013

Chalfont St Giles is under-represented in a number of sectors including Wholesale, Transport & Storage and Health. Wholesale accounts for only 1.0 per cent of employment in the ward ranking it 6,164th out of all wards. Transport & Storage accounts for 1.5 per cent of employment and is ranked 4,858th and Health accounts for 3.2 per cent of employment and is ranked 7,330th.

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. Chiltern's economy is well-represented in these sectors, particularly aerospace, the information economy and professional and business services.

While Chalfont St Giles provides jobs in these sectors, the industrial strategy sector where the ward delivers the highest share of national employment is the Information Economy which accounts for 14.0 per cent of employment, ranking Chalfont St Giles at 110th among English wards. The proportions of jobs in Chalfont St Giles 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 |
| Chalfont St Giles | 5.4 | 11.6 | 14.0 | 5.7 |

Source: BRES, ONS, 2013

At 11.6 per cent, the proportion of Chalfont St Giles's jobs in the construction sector is the 2,064th highest of all wards in England, the proportion is below that of both the country level and the district level.

3.0 Labour market

At 65.7 per cent of 16-74 year olds, Chalfont St Giles's employment rate is among the highest in the country. Chalfont St Giles has a proportion of 45.8 per cent of its residents qualified to degree level or higher. Furthermore, 62.2 per cent work in managerial, professional or technical occupations.

In Chiltern the wards most similar to Chalfont St Giles are Penn & Coleshill, Austenwood and Cholesbury, The Lee & Bellingdon with 17 of the other 24 wards among the top thousand closest matches. The least similar ward in the district is Ridgeway, one of two wards in Chiltern to rank lower than the 4,000th closest match along with Vale.

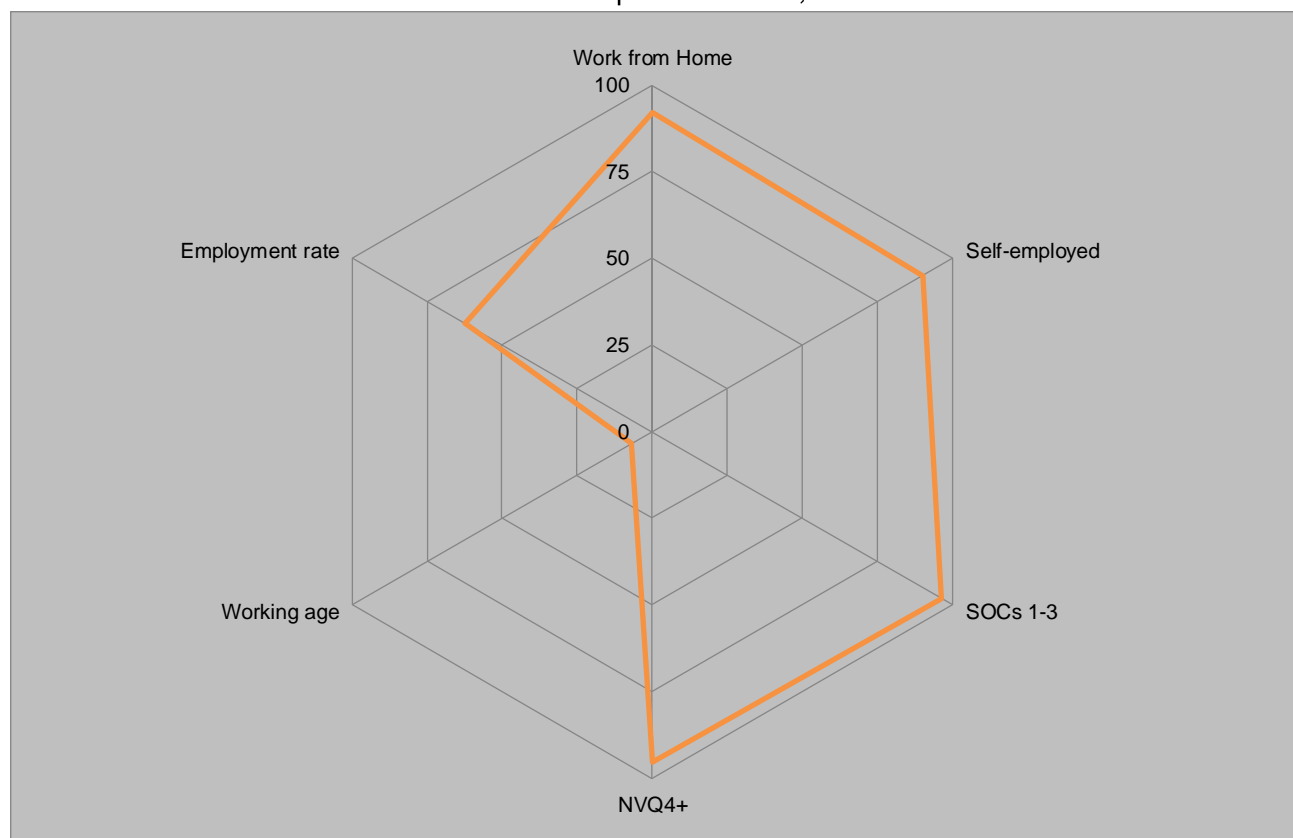
Table 2: Chalfont St Giles's labour market performance & nearest neighbours, 2011

| Ward Name | Work from Home | Self-employed | SOCs 1-3 | NVQ4+ | Working age | Employment rate |
|------------------------------------|----------------|---------------|----------|-------|-------------|-----------------|
| Chalfont St Giles | 9.2 | 17.5 | 62.2 | 45.8 | 57.4 | 65.7 |
| Penn and Coleshill | 9.1 | 17.2 | 66.8 | 50.1 | 59.3 | 65.0 |
| Austenwood | 9.1 | 15.1 | 70.7 | 53.9 | 58.0 | 64.4 |
| Cholesbury, The Lee and Bellingdon | 11.4 | 20.6 | 60.1 | 43.6 | 59.1 | 64.8 |
| Great Missenden | 9.8 | 17.0 | 62.8 | 46.4 | 54.3 | 67.4 |

Source: Census, 2011

Chalfont St Giles has a high level of those who work from home and 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. Chalfont St Giles looks to have an above average employment rate but low level of working age residents.

Chart 2: Chalfont St Giles's labour market performance, 2011

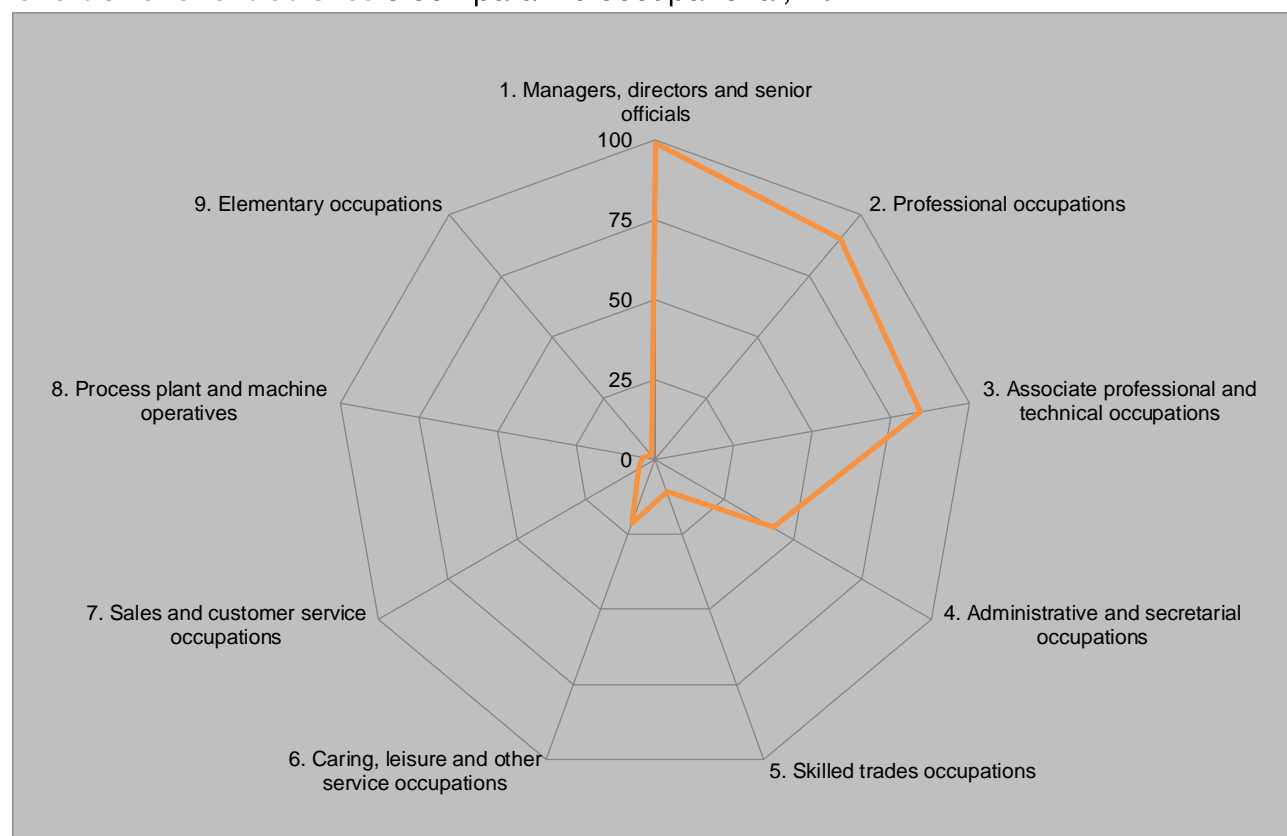


Source: Census, 2011

4.0 Occupational Structure

Chalfont St Giles's occupational structure is skewed towards the higher skilled and better remunerated occupations, with 62.2 per cent of working residents employed in managerial, professional and technical occupations, ranking in the top quartile nationally for each. In contrast Chalfont St Giles ranks in the bottom quartile for other occupations, with only 2.5 per cent and 4.3 per cent of working residents employed in process plant & machinery operative and elementary occupations respectively.

Chart 3: Chalfont St Giles's comparative occupational, 2011



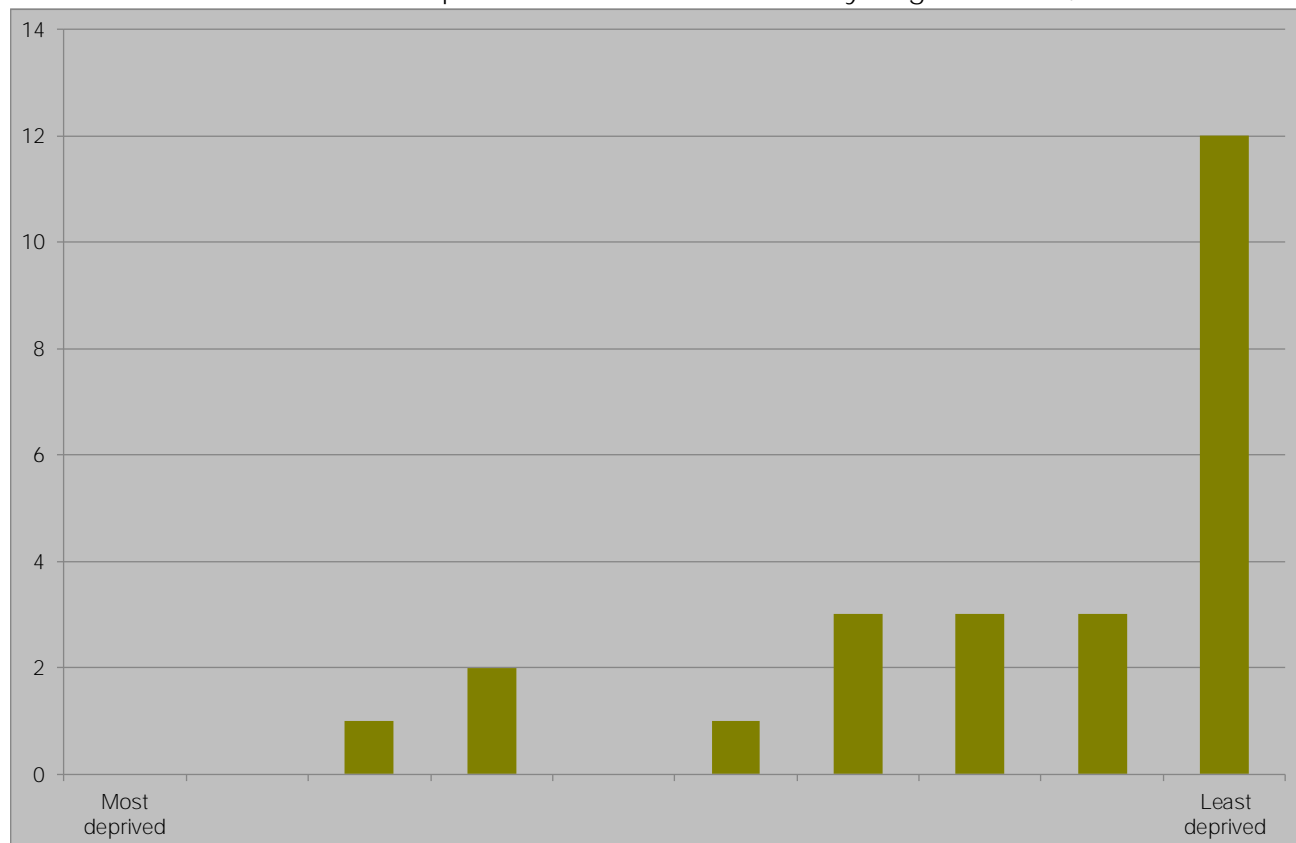
Source: Census, ONS, 2011

5.0 Deprivation

Buckinghamshire has the lowest level of economic deprivation of any Local Enterprise Partnership, with Chiltern 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 Chiltern'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 Chiltern faces to attract resources to tackle deprivation.

Chalfont St Giles has the 508th lowest economic deprivation of the 7,707 wards in England and the 11th least economically deprived of the 25 Chiltern wards. Chalfont St Giles is the 32nd least economically deprived among the 108 ward in Buckinghamshire. The position of Chiltern's wards in England is shown in below, with Chalfont St Giles one of the 12 wards shown in England's least deprived decile.

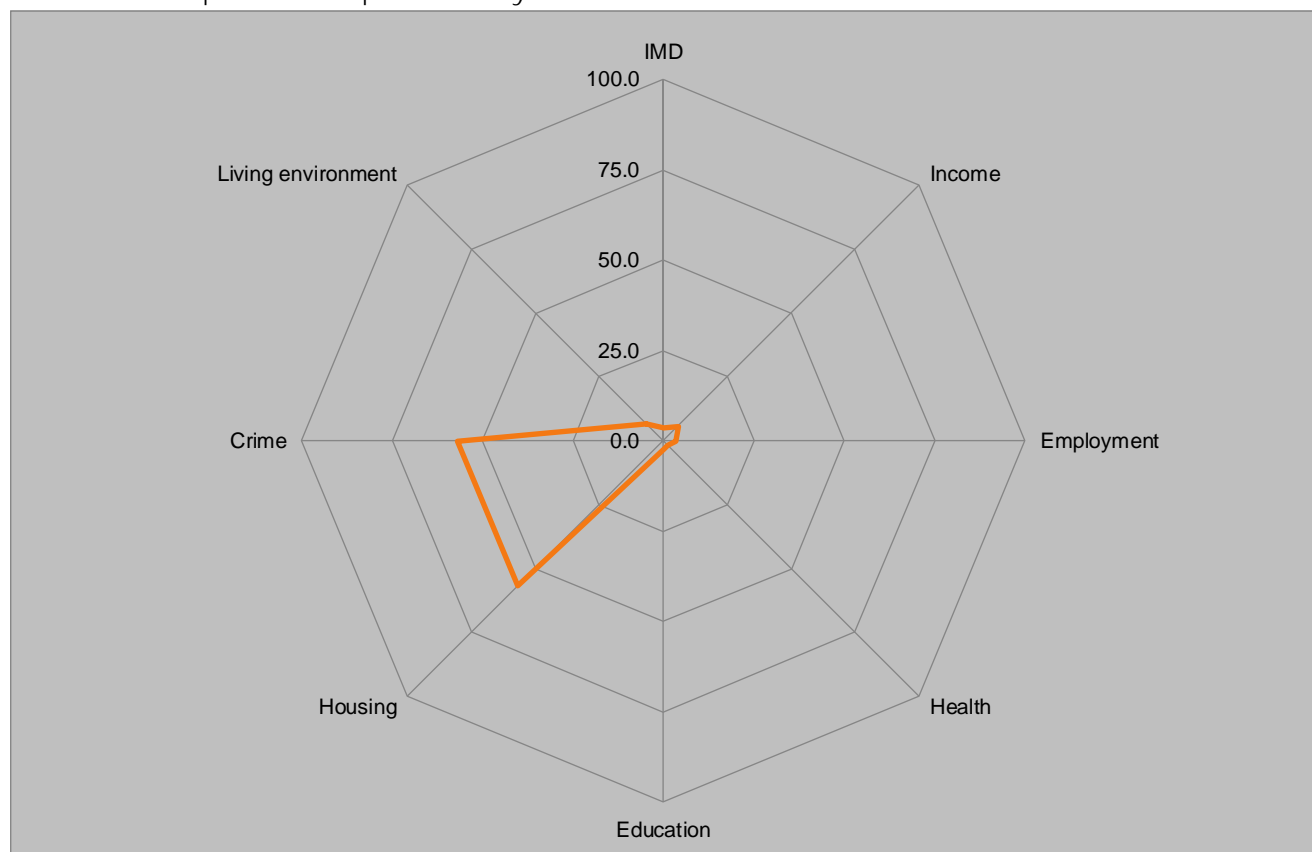
Chart 4: Relative economic deprivation of Chiltern wards by English decile, 2009



Source: DCLG, 2012

Chalfont St Giles ranks 7,649th out of all wards in England based on the Index of Multiple Deprivationⁱⁱ; this makes it among the least deprived decile in England, well above Chiltern's **average rank of 6532nd**, demonstrating that the ward is less deprived than the district as a whole.

Chart 5: Comparative deprivation by IMD domain in Chalfont St Giles



Source: DCLG, 2010

The wards in Chiltern most closely matching Chalfont St Giles's deprivation profile are presented in Table 3. Nationally, the closest matches are Oadby Grange (Oadby & Wigston), Mayford & Sutton Green (Woking) and Downley & Plomer Hill (Wycombe) while Seer Green and Austenwood are the most similar in Chiltern ranking as the 2nd and 5th most similar of all English wards. Of the 25 Chiltern wards 14 are among the 1,000 best matches, however Ridgeway is only the 4,557th closest match.

Table 3: Deprivation Nearest Neighbours

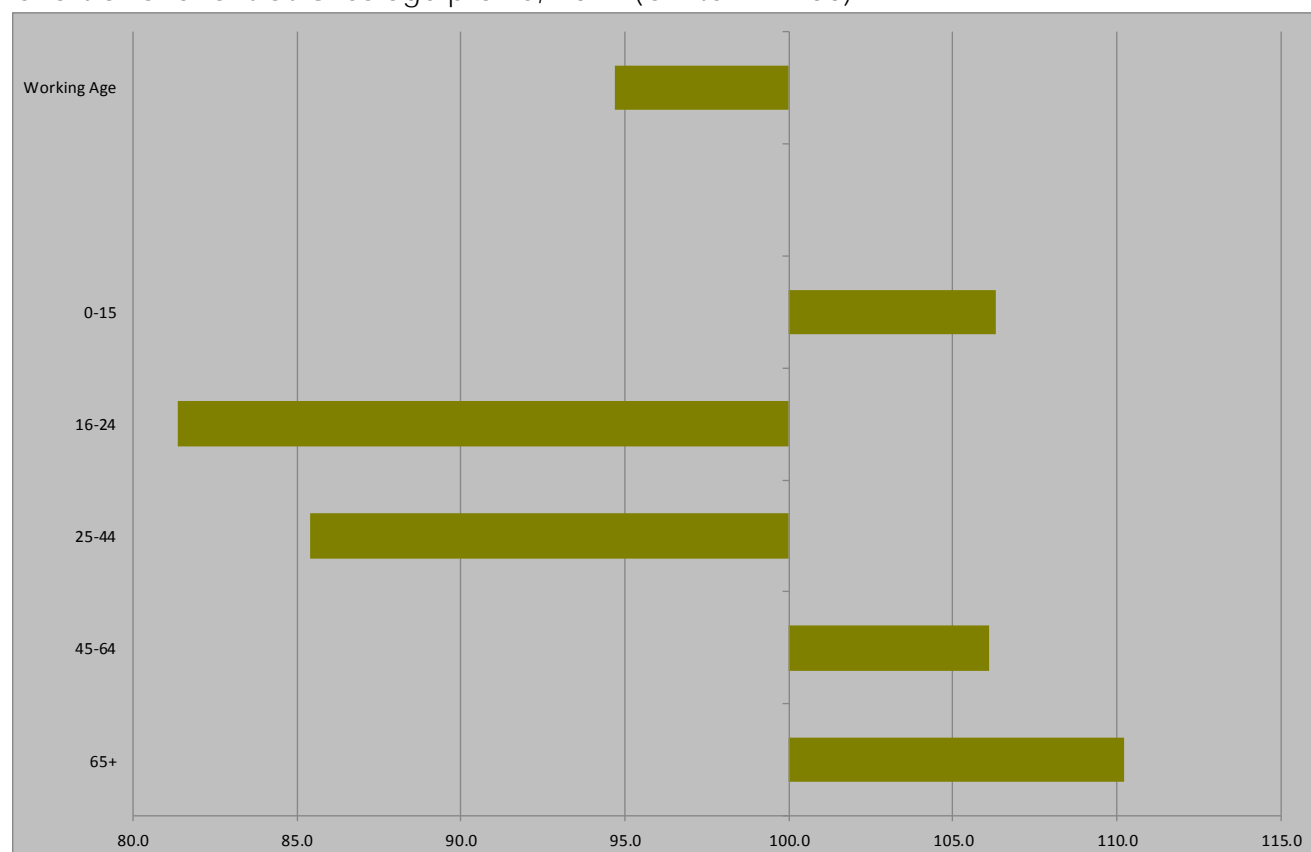
| Ward | IMD | Income | Employment | Health | Education | Housing | Crime | Living environment |
|-------------------------|------|--------|------------|--------|-----------|---------|-------|--------------------|
| Chalfont St Giles | 3.6 | 5.8 | 3.6 | 1.6 | 2.2 | 56.6 | 56.7 | 6.5 |
| Seer Green | 11.7 | 20.3 | 19.3 | 20.1 | 23.7 | 42.4 | 30.3 | 14.1 |
| Austenwood | 0.1 | 0.0 | 0.9 | 0.0 | 0.0 | 53.3 | 47.3 | 0.9 |
| Holmer Green | 30.7 | 2.4 | 2.3 | 2.5 | 11.7 | 97.5 | 28.6 | 58.8 |
| Amersham Town | 10.2 | 10.5 | 12.0 | 11.5 | 10.9 | 71.2 | 58.5 | 11.1 |
| Prestwood and Heath End | 9.2 | 15.9 | 10.3 | 19.4 | 21.3 | 45.7 | 26.5 | 10.4 |

Source: DCLG, 2010

6.0 Demography

At 42.6 years, Chalfont St Giles's **average age is** above the 41.3 recorded across Chiltern as well as the county average of 41.0. This makes Chalfont St Giles one of the older wards in England as suggested by the over-representation of 45+ year olds in Chart 6. In terms of age structure, two of the wards in Chiltern most similar to Chalfont St Giles are Austenwood and Ashley Green, Latimer & Chenies with average ages of 42.6 and 42.9 respectively.

Chart 6: Chalfont St Giles age profile, 2011 (Chiltern = 100)



Source: Census, ONS, 2013

Chalfont St Giles has a lower proportion of working age residents than Chiltern at 57.4 per cent. This ranks Chalfont St Giles at 7,162nd of all wards in England based on proportion of residents at working age. Chalfont St Giles has a fairly high proportion of those aged 0-15 at 21.7 per cent. This ranks Chalfont St Giles at 1,009th of all wards in England putting it among the top 20 per cent of all wards in England for this age bracket.

Table 4: Chiltern's demography by ward

| | 0-15 | 16-64 | 65+ |
|---------------------------------------|------|-------|------|
| Chiltern | 20.4 | 60.6 | 19.0 |
| Amersham Common | 21.4 | 64.7 | 13.9 |
| Amersham-on-the-Hill | 21.5 | 59.2 | 19.2 |
| Amersham Town | 20.0 | 61.3 | 18.7 |
| Asheridge Vale and Lowndes | 21.4 | 61.8 | 16.9 |
| Ashley Green, Latimer and Chenies | 18.6 | 62.7 | 18.7 |
| Austenwood | 21.1 | 58.0 | 20.9 |
| Ballinger, South Heath and Chartridge | 19.3 | 61.0 | 19.7 |
| Central | 16.3 | 67.9 | 15.8 |
| Chalfont Common | 20.4 | 58.6 | 21.1 |
| Chalfont St Giles | 21.7 | 57.4 | 20.9 |
| Chesham Bois and Weedon Hill | 22.5 | 55.6 | 21.9 |
| Cholesbury, The Lee and Bellingdon | 19.2 | 59.1 | 21.7 |
| Gold Hill | 21.1 | 58.5 | 20.4 |
| Great Missenden | 18.1 | 54.3 | 27.6 |
| Hilltop and Townsend | 18.1 | 63.7 | 18.2 |
| Holmer Green | 18.3 | 59.8 | 21.9 |
| Little Chalfont | 20.9 | 58.7 | 20.4 |
| Little Missenden | 21.1 | 57.9 | 21.1 |
| Newtown | 24.8 | 65.0 | 10.2 |
| Penn and Coleshill | 19.5 | 59.3 | 21.2 |
| Prestwood and Heath End | 19.8 | 60.3 | 19.8 |
| Ridgeway | 23.0 | 60.5 | 16.5 |
| St Mary's and Waterside | 18.5 | 63.2 | 18.3 |
| Seer Green | 22.0 | 61.1 | 16.8 |
| Vale | 22.0 | 65.8 | 12.2 |

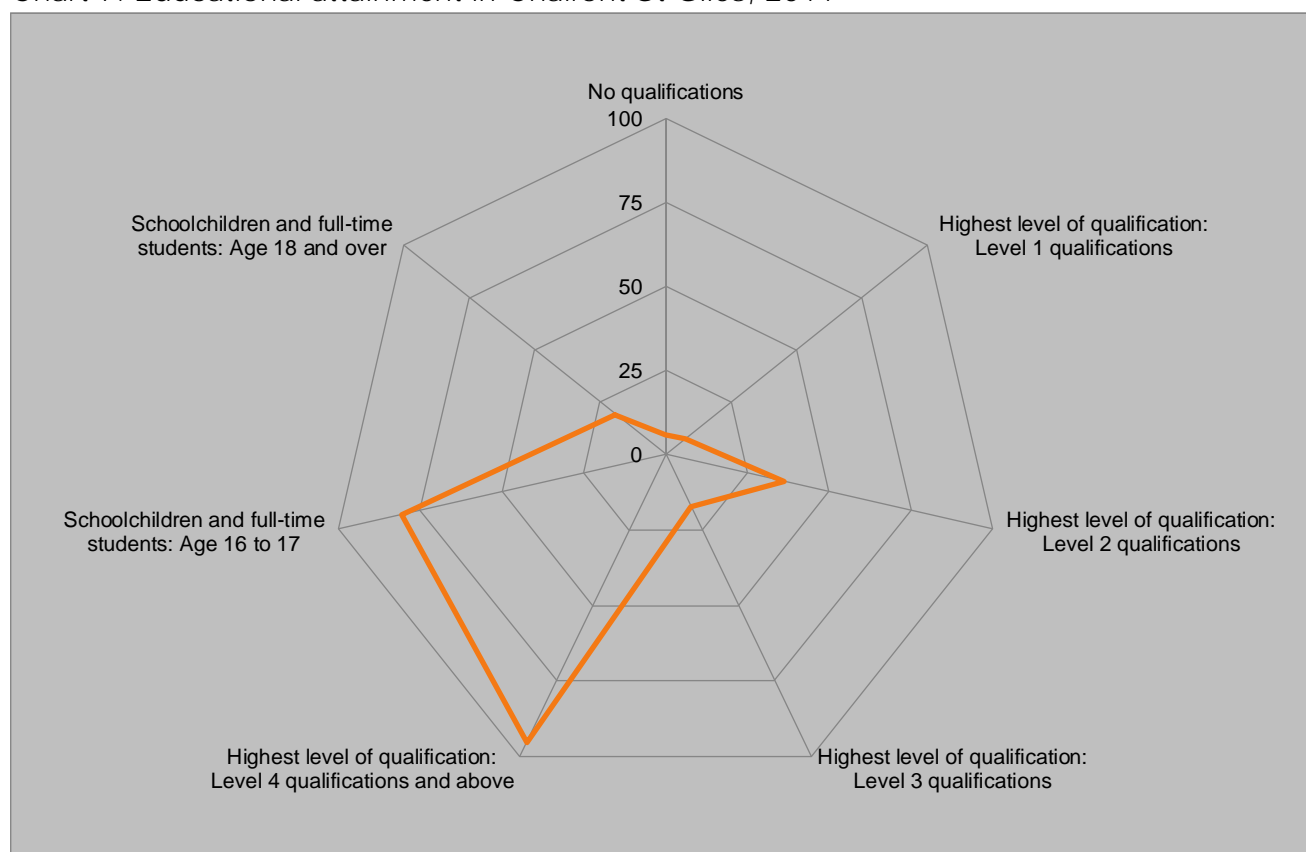
Source: Census, 2011

7.0 Educational attainment

Chiltern is one of the best qualified places in the country, with only 14.8 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 40.8 per cent hold degree level qualifications, well above the national level of 27.4 per cent.

Chalfont St Giles's population has a higher educational attainment than the district's overall, with only 12.2 per cent having no qualifications and 45.8 per cent educated to degree level or higher. Only 3.2 per cent of Chalfont St Giles residents are schoolchildren or full-time students aged 16 to 17. This is fairly average in comparison to other wards in Chiltern. The ward's performance compared to all wards in England is presented in Chart 7 below.

Chart 7: Educational attainment in Chalfont St Giles, 2011



Source, Census, 2011

Chalfont St Giles is most similar to Knowle (Solihull), Barcombe & Hamsey (Lewes) and Meadvale & St Johns (Reigate and Banstead) of all English wards with regard to educational attainment. In the district the most similar wards are Penn & Coleshill, Cholesbury, The Lee & Bellingdon and Amersham Common with 19 of the other 25 wards ranking inside the top 1000 matches but with Ridgeway 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 |
|------------------------------------|-------------------|--|--|--|--|---|--|
| Chalfont St Giles | 12.2 | 9.2 | 15.6 | 10.4 | 45.8 | 3.2 | 2.1 |
| Penn and Coleshill | 10.1 | 8.4 | 14.8 | 10.6 | 50.1 | 3.3 | 2.2 |
| Cholesbury, The Lee and Bellingdon | 13.3 | 9.6 | 16.3 | 11.5 | 43.6 | 3.4 | 2.3 |
| Amersham Common | 10.2 | 9.8 | 13.7 | 11.4 | 47.8 | 3.4 | 2.1 |
| Little Missenden | 12.0 | 9.1 | 14.5 | 10.5 | 47.6 | 3.4 | 2.7 |
| Chesham Bois and Weedon Hill | 8.4 | 6.2 | 14.2 | 9.2 | 57.7 | 4.0 | 2.5 |

Source: Census, ONS, 2011

7.1 Chalfont St Giles **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 NVO level 2 by 19. Chalfont St Giles's schools make a full contribution to that performance as demonstrated by their most recent OFSTED reports, which are summarised below.

7.2 Chalfont St Peter Infant School (Key Stage 1)

In 2012, 100 per cent of pupils attained Level 2 or above in the Key Stage 1 reading assessment. The result placed the school in the top 20 per cent of all schools. In the same year, 98 per cent of pupils attained Level 2 or higher in the Key Stage 1 writing assessment, this is a decrease of two percentage points on 2011. Finally, 100 per cent of pupils attained Level 2 or above in the Key Stage 1 maths test and assessment, this placed the school in the highest 20 per cent of all schools. The attendance rate for the school was 96.7 per cent in 2012, this increase by 0.5 per cent on the previous year placing the school, in the top 20 per cent of all schools.

7.3 Chalfont St Giles Junior School (Key Stage 2)

In 2012, 78 per cent of pupils attained Level 4 or higher in the Key Stage 2 English test and assessment. The result placed the school in the bottom 20 per cent of all schools. Of these, 88 per cent of pupils attained Level 4 or above in reading and 75 per cent of pupils attained Level 4 or above in writing. In 2012, 90% of pupils attained Level 4 or higher in the Key Stage 2 maths test, this was an increase of nine percentage points on 2011. The result placed the school in the top 40 per cent of all schools.

In 2012, 67 per cent of pupils attained expected progress in English, a result that placed the school in the lowest 20 per cent of all schools. In maths, 87 per cent of pupils attained expected progress ranking in the bottom 40 per cent of all schools. This was an increase of 13 per cent on the previous year. The attendance rate for the school in the year was 96.4 per cent, an increase of 0.9 percentage points since 2011. The attendance rate is in the top 40 per cent of all schools.

7.4 **Jordan's School** (Key Stage 1)

In 2012, 100 per cent of pupils attained Level 4 or above in the Key Stage 1 reading assessment, this has not changed since 2011 and places the school in the top 20 per cent. In 2012, 100 per cent of pupils attained Level 2 or above in the Key Stage 1 writing assessment. In this year, 100 per cent of pupils attained Level 2 or higher in the Key Stage 1 mathematics assessment, an increase of six percentage points since 2011. The result placed the school in the highest 20 per cent of all schools. The attendance rate for the school in the year was 95.8 per cent, this is a decrease of 0.3 percentage points since 2011, and this is in the middle 20 per cent of all schools.

8.0 Buckinghamshire Business First in Chalfont St Giles

Of the 98 businesses in Chalfont St Giles, 29, or 29.6 per cent are Buckinghamshire Business First members. BBF members in the ward are presented in Table 6 below.

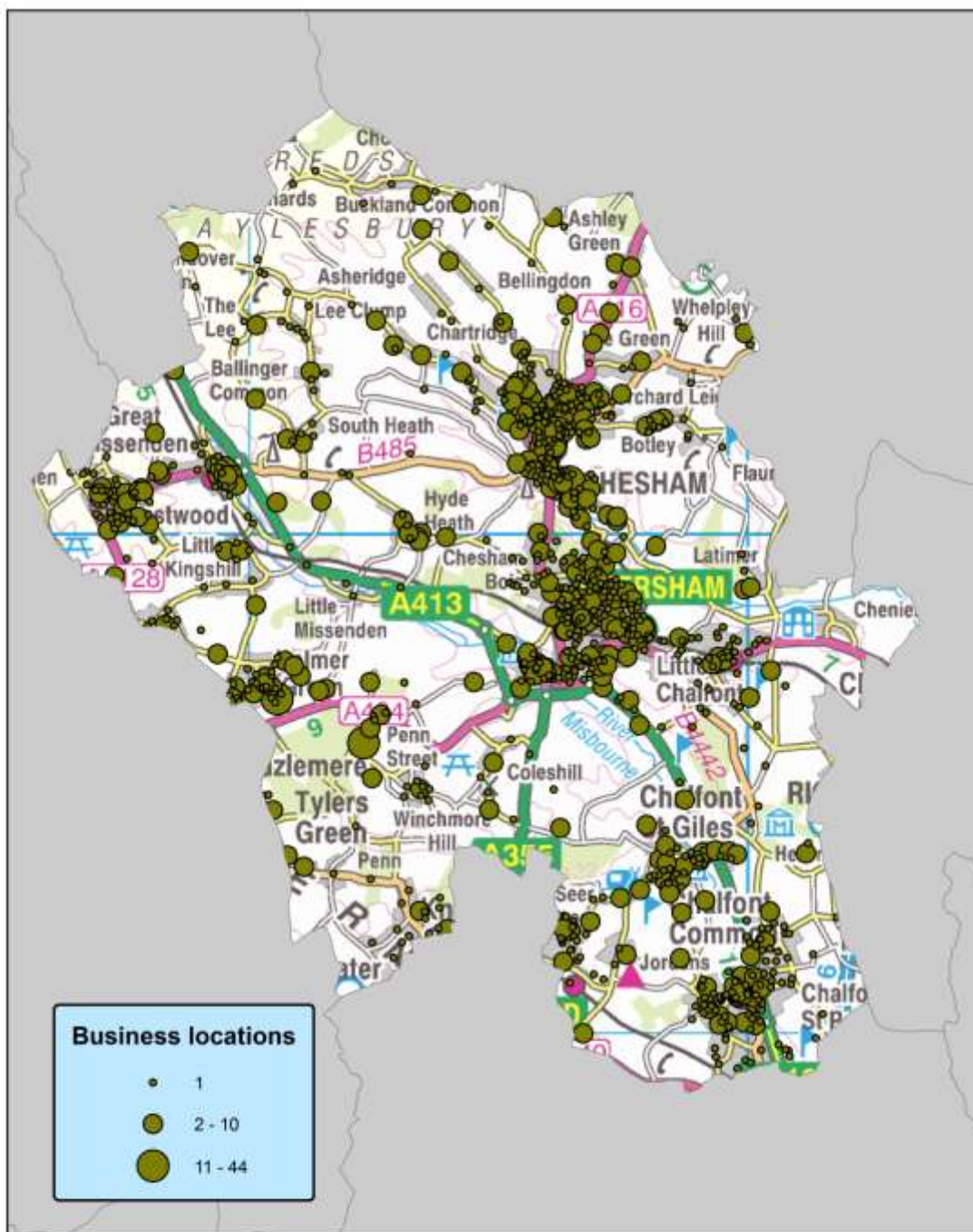
Table 6: BBF members in Chalfont St Giles, November 2013

| Business | Employee Size Band |
|-------------------------------------|---------------------------|
| Richard J Gower FCA | |
| Business Doctors | |
| Magiplus Software Ltd | |
| St. James's Place Wealth Management | |
| Language Matters (UK) Ltd | 101 to 250 |
| Cream Tea Events | 6 to 10 |
| Trust In UK Ltd | 6 to 10 |
| Chiltern Kitchens UK Ltd | 1 to 5 |
| Rex Artisan Bakery | 1 to 5 |
| Patro Consulting Limited | 1 to 5 |
| Penson Associates | 1 to 5 |
| Vroom with a View | 1 to 5 |
| Case Study Global | 1 to 5 |
| SoftSurfboards Limited | 1 to 5 |
| R S Yalden | 1 to 5 |
| Jaycee Facilities Services | 1 to 5 |
| Eastwood Financial Solutions | 1 to 5 |
| Petal | 1 to 5 |
| Advance Physiotherapy Ltd | 1 to 5 |
| GE Healthcare | 1 to 5 |
| PHW Solutions | Self only |
| Jan Foster Coaching | Self only |
| JD Business Development | Self only |
| Chiltern Beauty | Self only |
| Dr Lynda Shaw | Self only |
| Marie Redmond Tuition | Self only |
| Sims Tutoring | Self only |
| Emvelo Products Ltd | Self only |
| Flexmore Farm | 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 Chiltern

The distribution of businesses in Chiltern is shown in the map below. With 98 businesses, Chalfont St Giles has 4.9 per cent of the district's total, providing work for 5.4 per cent of the district's workforce.



Businesses in Chiltern 2013

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Scale: 1:100,000 at A4





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>