

Chiltern Councillor Update

Economic Profile of Gold Hill 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

Gold Hill is home to 2,304 people and provides 500 jobs in 27 businesses. Of these businesses, seven (25.9 per cent) are Buckinghamshire Business First members.

There were 1,497 employed people aged 16-74 living in Gold Hill ward at the 2011 Census, 78 more than the 1,419 recorded in 2001. Over that period the working age population rose 162 to 1,362 while the total population rose 215 to 2,304. The number of households rose by 13 (1.5 per cent) to 879. This is not a significant percentage increase and places the ward 22nd out of all wards in Chiltern. Based on the increase in number of households, the ward ranks 86th out of all wards in Buckinghamshire.

The largest companies in Gold Hill include:

- Rock House;
- Village Hall Pub;
- Gold Team Home Care;
- Chiltern Funerals;
- Chalfont Leisure Centre;
- Delta Synergistics Security Systems; and
- Chalfont Chiropractic Clinic.

There are 15 Job Seekers' Allowance claimants living in Gold Hill, representing 1.2 per cent of working age residents, including 10 claimants aged 25-49 and five who have been claiming for more than twelve months.

Superfast broadband is expected to be available to 99 per cent of premises in the Gold Hill ward by March 2016 with commercial providers responsible for 99 per cent. The Connected Counties project, run by BBF, deliver the remaining 1 per cent through its interventions in Gerrards Cross 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 943 employed residents, 220 people lived and worked in the ward, with the most common destinations by local authority district being:

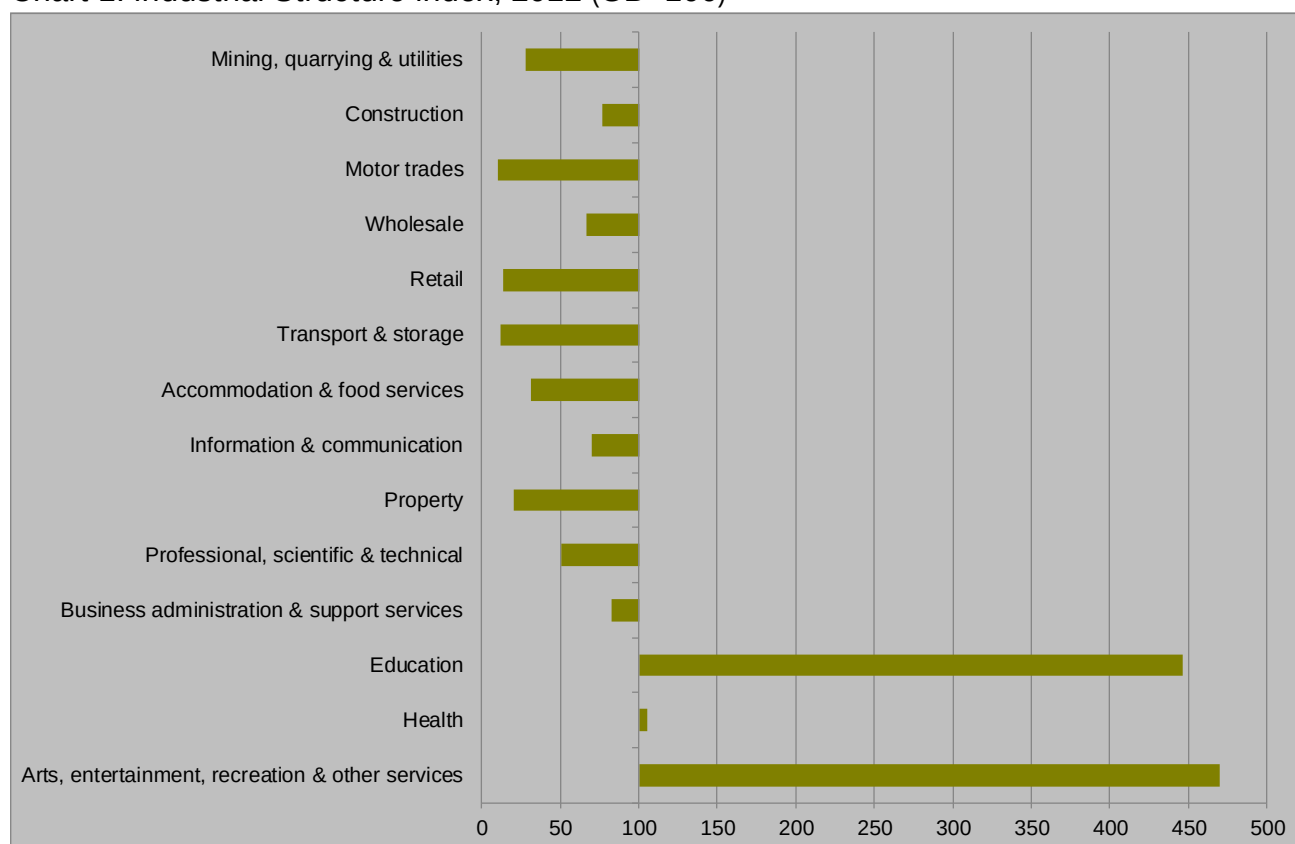
- Chiltern (392, 41.6 per cent)
- South Buckinghamshire (145, 15.4)
- Hillingdon (89, 9.4)
- Westminster, City of (41, 4.3)
- Wycombe (38, 4.0)
- Slough (34, 3.6)
- Three Rivers (27, 2.9)
- Windsor & Maidenhead (21, 2.2)

2.0 Industrial structure

There are 27 businesses located in Gold Hill employing 600 people. Of these businesses, 19 are micro businesses, employing fewer than 10 people.

Gold Hill is over represented in Arts, Entertainment & Other Services which accounts for 21.1 per cent of employment. This ranks the ward 142nd out of all wards based on proportion of employment in the sector. Another over-represented sector is Education which accounts for 40.7 per cent of employment ranking the ward 347th out of all wards. The third over-representation is Health which accounts for 13.8 per cent of employment. Based on this, the ward is ranked 3,076th out of all wards.

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



Source: BRES, ONS, 2013

Gold Hill is under-represented in a number of sectors including Motor Trades, Retail and Transport & Storage. Motor Trades accounts for only 0.2 per cent of employment ranking the ward 7,504th out of all wards based on proportion of employment in the sector. Retail accounts for only 1.4 per cent of employment ranking the ward 8,047th of all wards for employment in the sector. Finally, Transport & Storage accounts for only 0.5 per cent of employment in the ward, ranking 6,719th 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. Chiltern's economy is well-represented in these sectors, particularly aerospace, the information economy and professional and business services.

While Gold Hill provides jobs in these sectors, the industrial strategy sector where the ward delivers the highest share of national employment is education which accounts for 40.7 per cent of employment, ranking Gold Hill at 344th among English wards. The proportions of jobs in Gold Hill 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
Gold Hill	3.0	5.1	1.8	40.7

Source: BRES, ONS, 2013

At 5.1 per cent, the proportion of Gold Hill's jobs in the construction sector is the 5,342nd 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 69.3 per cent of 16-74 year olds, Gold Hill's employment rate is among the highest in the country. Gold Hill has a proportion of 35.9 per cent of its residents qualified to degree level or higher. Furthermore, 50.1 per cent work in managerial, professional or technical occupations.

In Chiltern the wards most similar to Gold Hill are Prestwood & Heath End and Amersham-on-the-hill with 13 of the other 24 wards among the top thousand closest matches. The least similar ward in the district is Ridgeway, the only ward in Chiltern to rank lower than the 4,000th closest match.

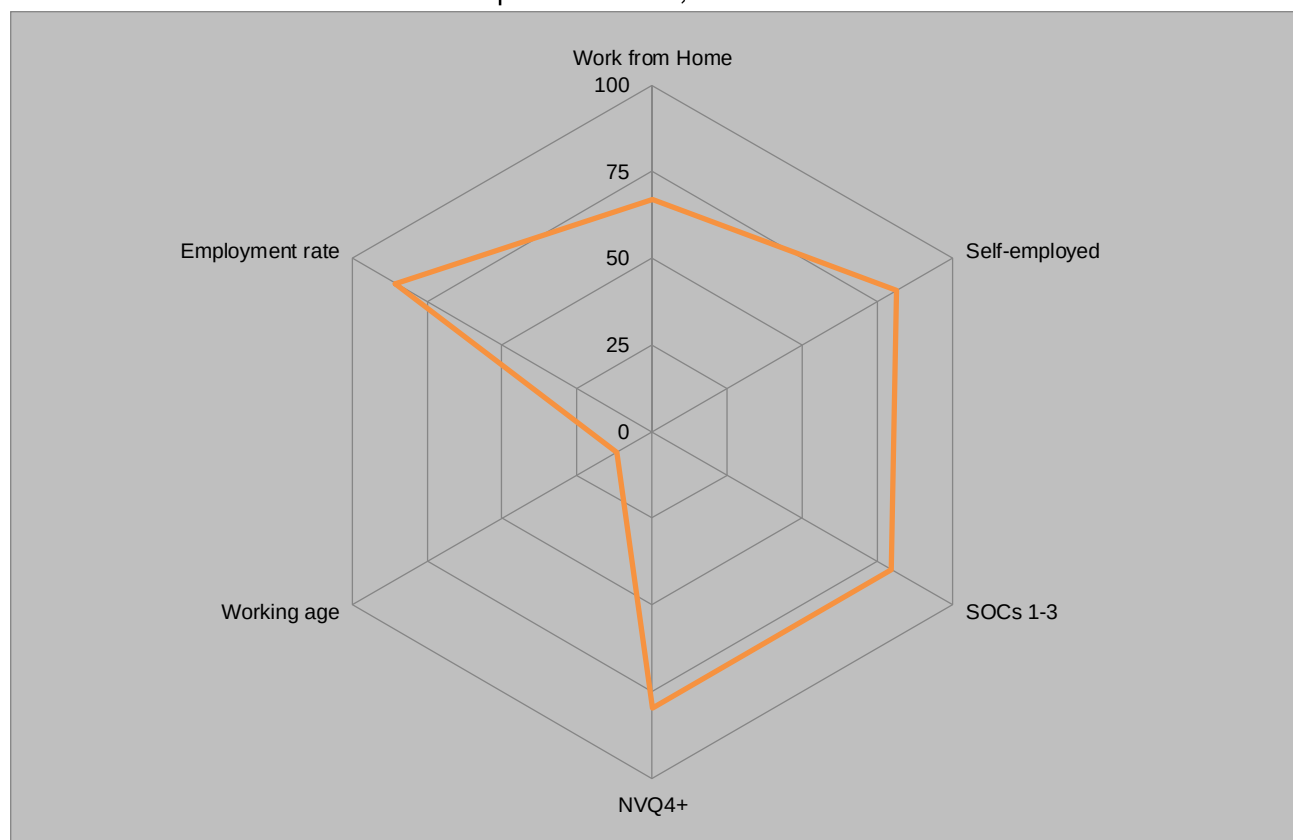
Table 2: Gold Hill's labour market performance & nearest neighbours, 2011

Ward Name	Work from Home	Self-employed	SOCs 1-3	NVQ4+	Working age	Employment rate
Gold Hill	4.9	14.7	50.1	35.9	58.5	69.3
Prestwood and Heath End	7.1	14.6	50.3	37.0	60.3	67.2
Amersham-on-the-Hill	5.6	11.6	55.0	40.5	59.2	67.9
Central	7.2	15.6	56.1	38.7	60.4	67.9
Holmer Green	6.1	12.5	48.9	31.8	59.8	66.0

Source: Census, 2011

Gold Hill has a fairly 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. Gold Hill looks to have a high employment rate but a low level of working age residents.

Chart 2: Gold Hill's labour market performance, 2011

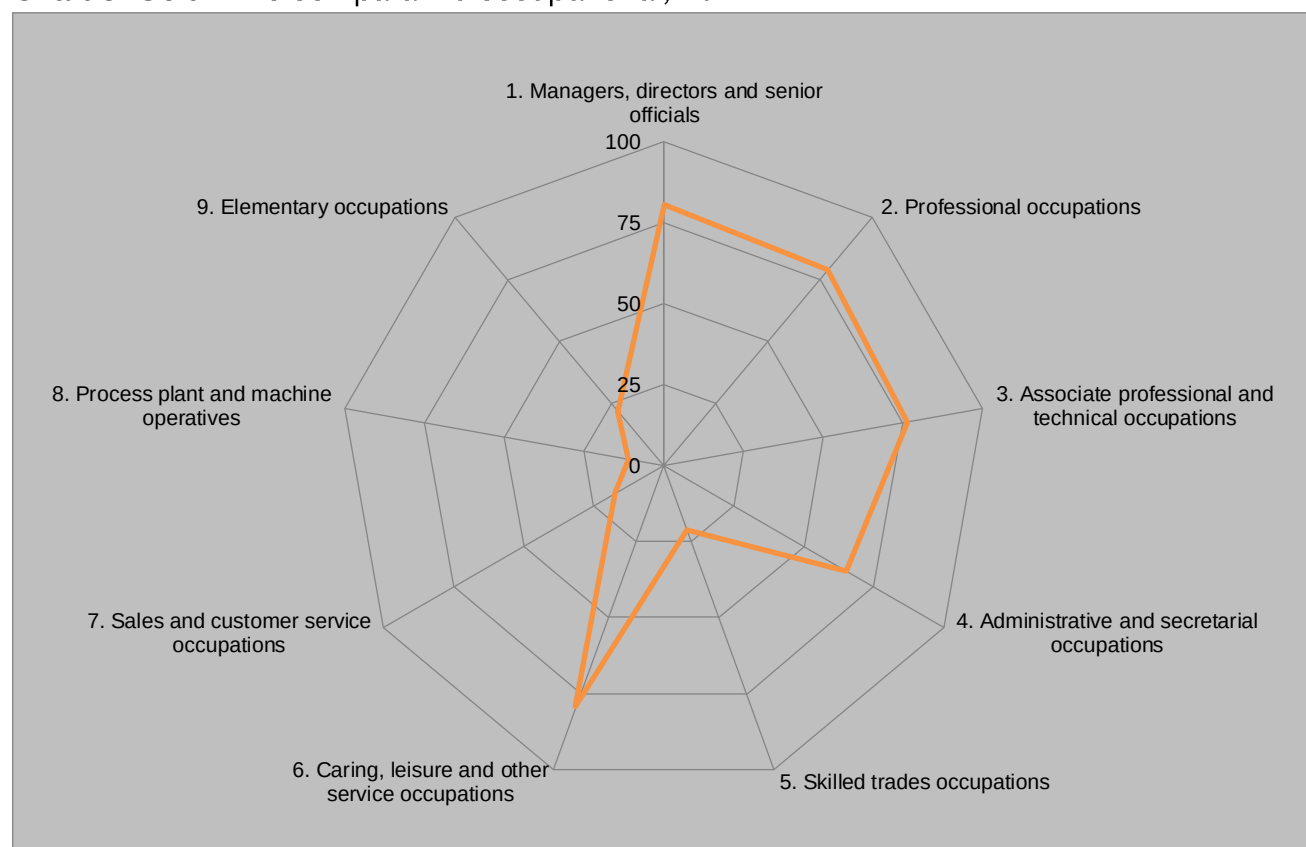


Source: Census, 2011

4.0 Occupational Structure

Gold Hill's occupational structure is skewed towards the higher skilled and better remunerated occupations, with 50.1 per cent of working residents employed in managerial, professional and technical occupations, ranking in the top quartile nationally for each. In contrast Gold Hill ranks in the bottom quartile for other occupations, with only 3.6 per cent and 7.7 per cent of working residents employed in process plant & machinery operative and elementary occupations respectively.

Chart 3: Gold Hill's comparative occupational, 2011



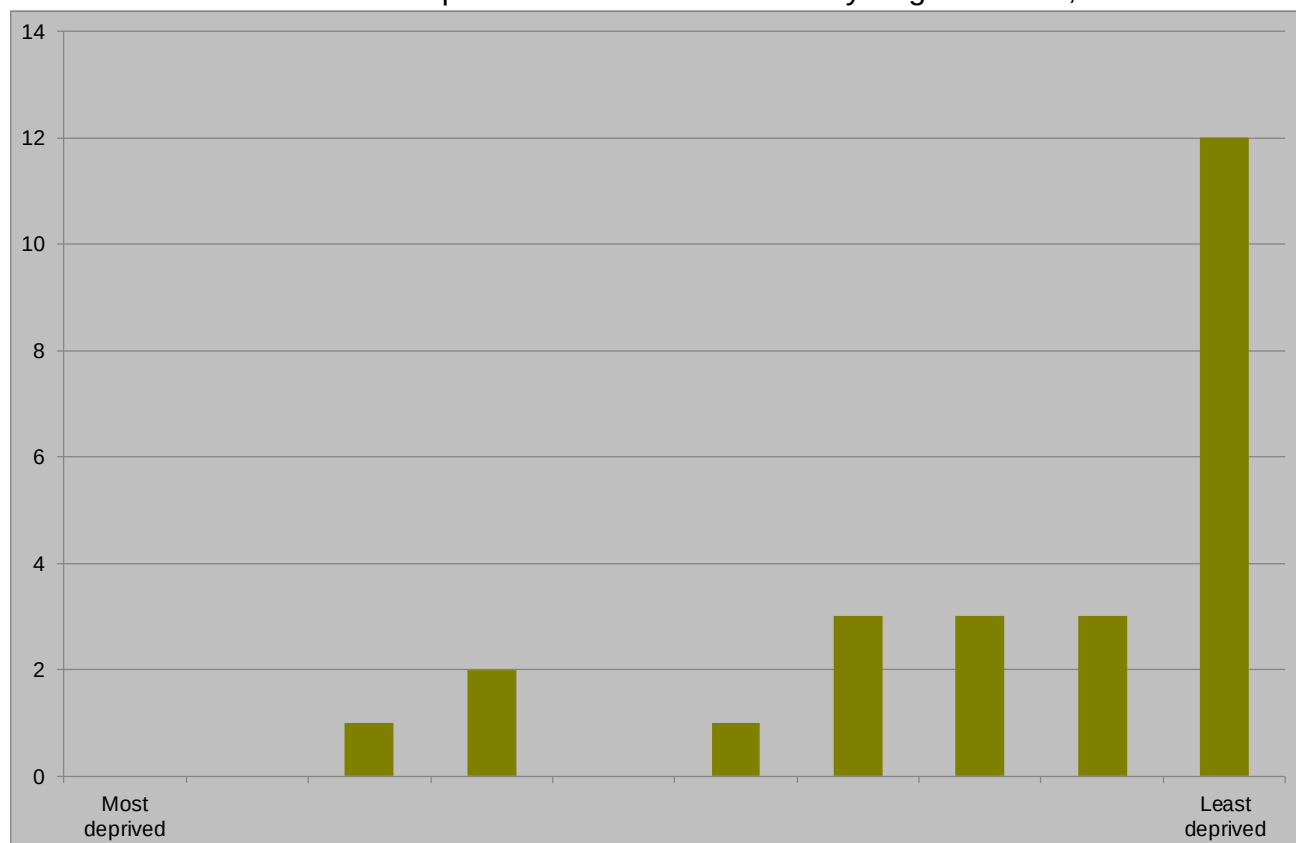
Source: Census, ONS, 2011

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.

Gold Hill has the 2,588th lowest economic deprivation of the 7,707 wards in England and the 19th least economically deprived of the 25 Chiltern wards. Gold Hill is the 79th least economically deprived among the 108 ward in Buckinghamshire. The position of Chiltern's wards in England is shown in below, with Gold Hill one of the three wards shown in England's fourth least deprived decile.

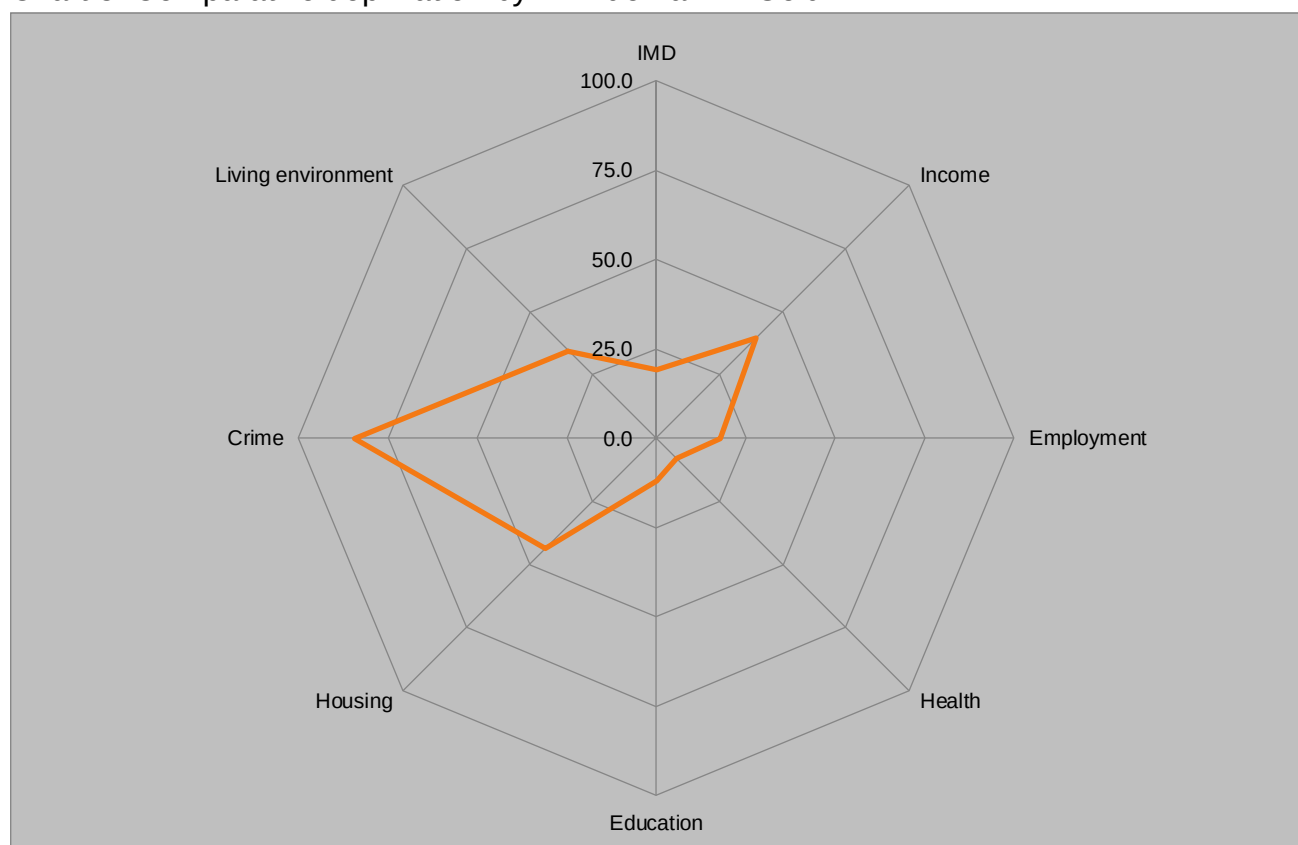
Chart 4: Relative economic deprivation of Chiltern wards by English decile, 2009



Source: DCLG, 2012

Gold Hill ranks 6,393rd out of all wards in England based on the Index of Multiple Deprivationⁱⁱ; this makes it among the least deprived decile in England, just below Chiltern's average rank of 6532nd, demonstrating that the ward is more deprived than the district as a whole.

Chart 5: Comparative deprivation by IMD domain in Gold Hill



Source: DCLG, 2010

The wards in Chiltern most closely matching Gold Hill's deprivation profile are presented in Table 3. Nationally, the closest matches are Mortimer (West Berkshire), Redbourn (St Alban's) and Maidenhead Riverside (Windsor & Maidenhead) while Hilltop & Townsend and Amersham-on-the-Hill are the most similar in Chiltern ranking as the 21st and 23rd most similar of all English wards. Of the 25 Chiltern wards 13 are among the 1,000 best matches, however Ballinger, South Heath & Chartridge is only the 4,013th closest match.

Table 3: Deprivation Nearest Neighbours

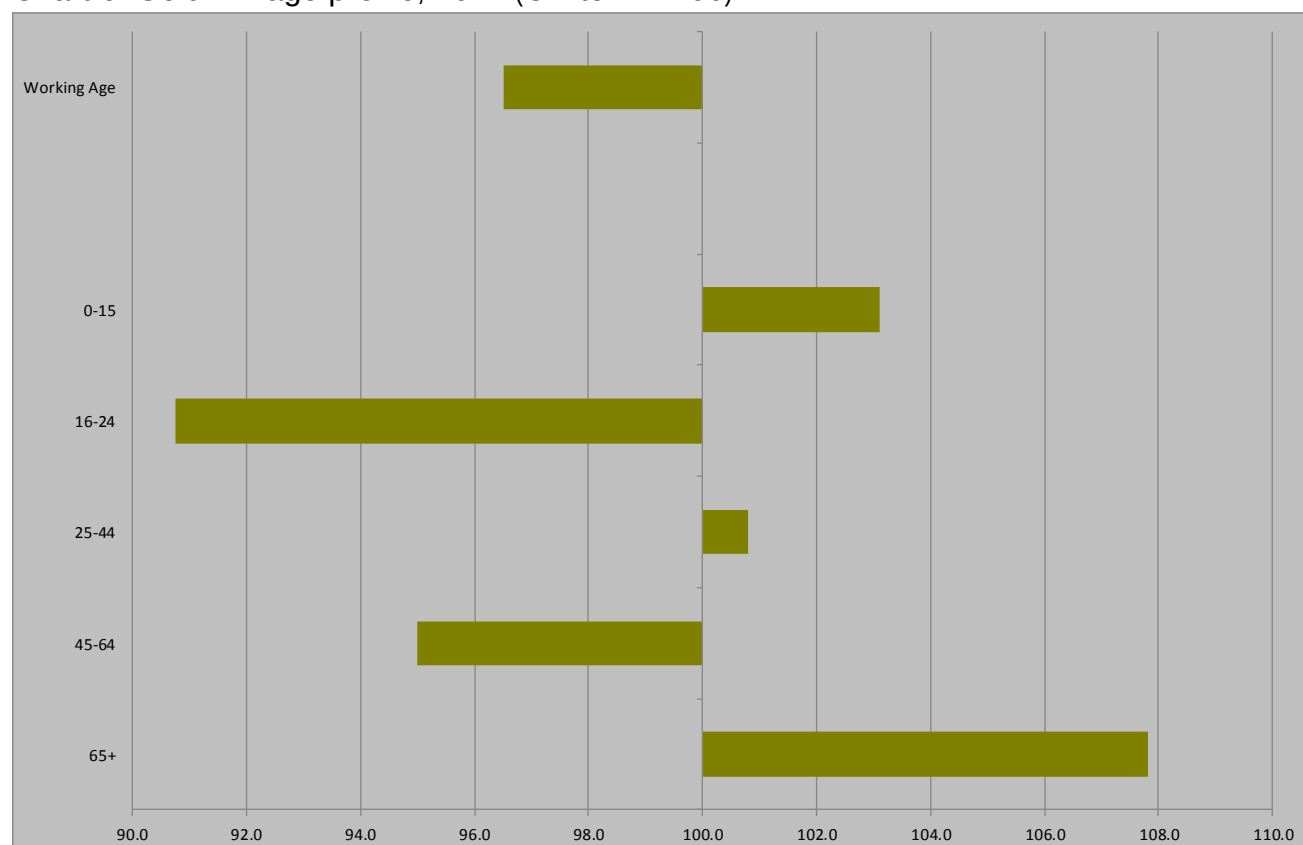
Ward	IMD	Income	Employment	Health	Education	Housing	Crime	Living environment
Gold Hill	8.1	5.3	4.0	21.4	15.3	79.0	40.9	6.5
Hilltop and Townsend	6.5	6.5	8.3	8.4	15.0	73.7	37.3	3.7
Amersham-on-the-Hill	21.5	47.5	27.7	20.1	17.3	37.1	52.5	34.3
Little Chalfont	12.9	11.9	3.6	13.5	48.0	72.2	23.9	4.7
Asheridge Vale and Lowndes	32.5	44.8	31.1	29.6	28.7	45.9	70.2	18.7
Central	12.5	20.2	21.5	17.1	8.5	8.4	83.5	23.9

Source: DCLG, 2010

6.0 Demography

At 42.0 years, Gold Hill's average age is above the 41.3 recorded across Chiltern as well as the county average of 41.0. This makes Gold Hill 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 Chiltern most similar to Gold Hill are Chesham Bois & Weedon Hill and Prestwood & Heath End both with average ages of 42.2.

Chart 6: Gold Hill age profile, 2011 (Chiltern = 100)



Source: Census, ONS, 2013

Gold Hill has a higher proportion of working age residents than Chiltern at 58.5 per cent. This ranks Gold Hill at 6,833rd of all wards in England based on proportion of residents at working age. Gold Hill has a fairly high proportion of those aged 0-15 at 21.1 per cent. This ranks Gold Hill at 1,311th of all wards in England putting it among the top 40 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

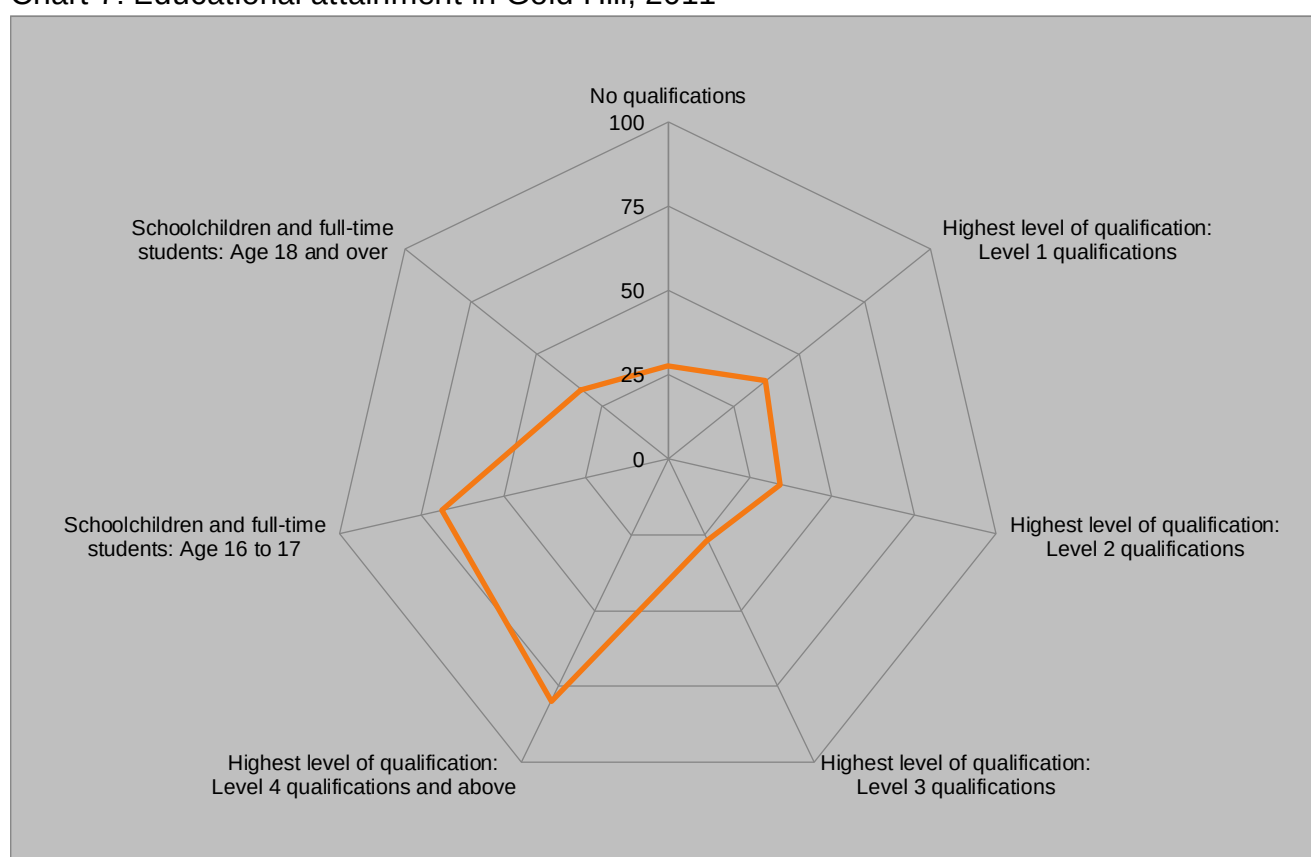
Source: Census, 2011

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.

Gold Hill's population has a lower educational attainment than the district's overall, with 17.8 per cent having no qualifications and 35.9 per cent educated to degree level or higher. Only 3.0 per cent of Gold Hill 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 Gold Hill, 2011



Source, Census, 2011

Gold Hill is most similar to Danesborough (Milton Keynes), Market Harborough-Logan (Harborough) and Ulgham (Northumberland) of all English wards with regard to educational attainment. In the district the most similar wards are Hilltop & Townsend, Central and Amersham-on-the-Hill with 17 of the other 25 wards ranking inside the top 1000 matches but with Ridgeway ranking outside the top 4,000.

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
Gold Hill	17.8	12.7	15.5	10.9	35.9	3.0	2.4
Hilltop and Townsend	16.0	11.8	14.9	11.5	36.2	3.0	2.7
Central	14.9	10.8	16.4	11.4	38.7	2.7	2.5
Amersham-on-the-Hill	17.7	10.0	13.6	10.1	40.5	2.9	2.8
Asheridge Vale and Lowndes	18.7	14.1	14.5	10.8	33.9	3.5	3.0
Chalfont Common	13.8	10.0	15.3	11.1	42.8	3.4	2.8

Source: Census, ONS, 2011

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

7.2 The Chalfonts Community College

In 2012, 64 per cent of pupils attained five GCSEs grade A*-C including English & Mathematics. This is a decrease of one percentage point on the previous year and places the school in the top 40 per cent of all schools. Of these, 70 per cent attained the grades in English, 85 per cent in Mathematics and 64 per cent in Science. The results placed the school in the top 40 per cent, top 20 per cent and bottom 40 per cent respectively. For Mathematics, the result marked a drop in 10 per cent on the previous year.

In this year, 77 per cent of pupils attained their expected grade in English, this is an increase of six percentage points which placed the school in the top 40 per cent of all schools. In maths, 85 per cent of pupils attained expected progress, this is an increase of 10 percentage points which placed the school in the top 20 per cent of all schools. The attendance rate for the school in 2012 was 94.1 per cent, an increase of one percentage point on 2011. The attendance rate is in the middle 20 per cent of all schools.

8.0 Buckinghamshire Business First in Gold Hill

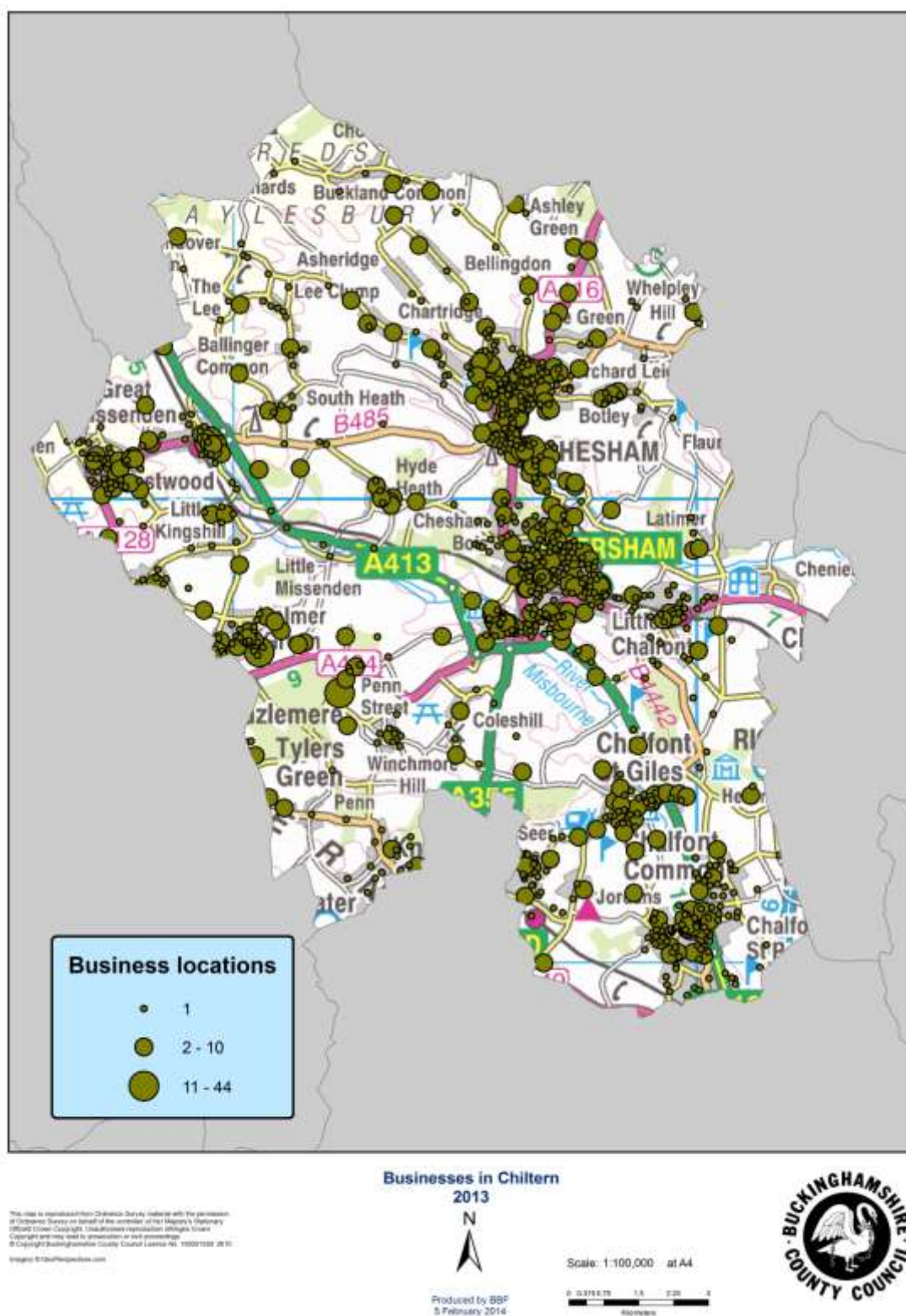
Of the 27 businesses in Gold Hill, seven, or 36.4 per cent are Buckinghamshire Business First members. BBF members in the ward are presented below.

- Chiltern Chiropractic Clinic (6 to 10)
- Chilterns Woodlands Burials (1 to 5)
- Myco Systems Ltd (1 to 5)
- AGL Building Ltd (1 to 5)
- Auditel (Self)
- Clockwork Creative Company Ltd (Self)
- Corner Star Aluminium Ltd (Self)

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 27 businesses, Gold Hill has 1.4 per cent of the district's total, providing work for 1.9 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>