

Aylesbury Vale Councillor Update

Economic Profile of Great Brickhill Ward



April 2014



**VALE BUSINESS FLOOR SPACE
GREW BY 43,000m²
FROM 2008-2012**



**VERY SMALL COMPANIES
IN VALE 76% EMPLOYING
FEWER THAN 5 PEOPLE**



**10% OF
VALE WORKERS
ARE HOME BASED**

1.0 Introduction

Great Brickhill is home to 3,042 people and provides 1,500 jobs in 204 businesses. Of these businesses, five (2.5 per cent) are Buckinghamshire Business First members.

There were 1,555 employed people aged 16-74 living in Great Brickhill ward at the 2011 Census, 64 more than the 1,491 recorded in 2001. Over that period the working age population rose 34 to 1,977 while the total population rose 12 to 3,042. The number of households rose by 45 (3.8 per cent) to 1,238. This was the 17th fastest increase in Aylesbury Vale and the 64th fastest of Buckinghamshire's 108 wards..

The largest companies in Great Brickhill include:

- The Grand Union At The Three Locks;
- M Holdom;
- Provide Developments Ltd;
- Anotronic Ltd;
- Bletchley Turf Co Ltd;
- Drayton Parslow Village School; and
- Fixright Scaffolding Ltd

There are 19 Job Seekers' Allowance claimants living in Great Brickhill, representing 0.9 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 5 per cent of premises in Great Brickhill ward, with commercial providers responsible for 4 per cent. The Connected Countiesⁱ project run by BBF will deliver the remaining one per cent through its interventions in the Great Brickhill, Milton Keynes, Mursley, Stewkley, Soulbury and Wing exchange areas. Although there are no current plans for fibre broadband rollout in the ward, as broadband speeds of at least 2Mbps broadband are already available, BBF are seeking to deliver extended superfast coverage through additional funding, adaptation of downstream technology and contact claw-back mechanisms.

At the time of the 2001 Censusⁱⁱ, of the 1,499 employed residents 436 lived and worked in the ward, with the most common places of work by local authority district being:

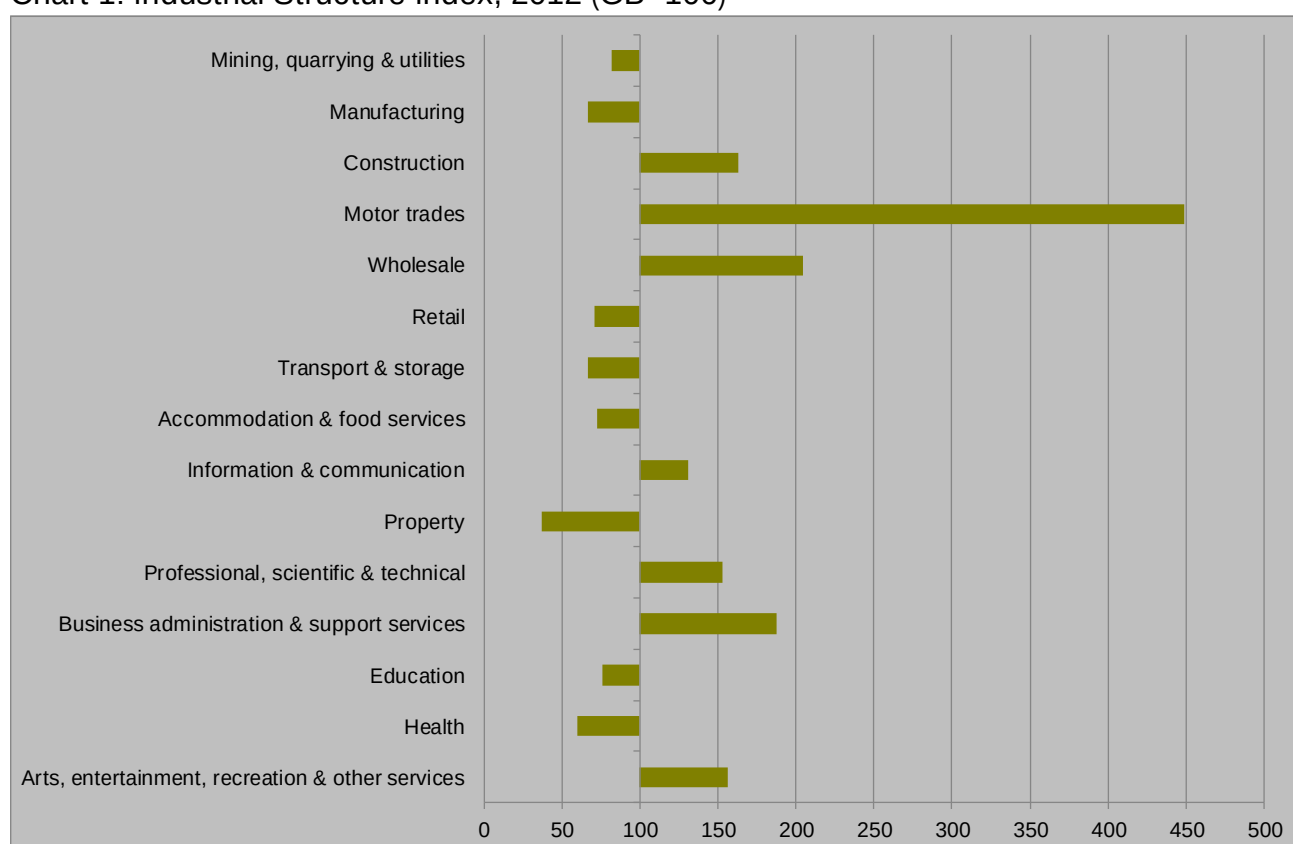
- Aylesbury Vale (592, 39.5 per cent)
- Milton Keynes (398, 26.6)
- Central Bedfordshire (165, 11.0)
- Westminster (42, 2.8)
- Dacorum (41, 2.7)
- City of London (33, 2.2)
- Wycombe (25, 1.7)

2.0 Industrial structure

There are 204 businesses located in Great Brickhill employing 1,500 people. Of these businesses, 170 are micro businesses, employing fewer than 10 people.

Great Brickhill has a much higher proportion of employment in motor trades than the rest of the country with 8.1 per cent of employment found in the sector. While this is not a particularly high proportion in comparison to other sectors in the ward, it is over 4 times higher than the national share of employment in the sector. Other well-represented sectors in the ward include the professional, scientific and technical sector at 11.8 per cent ranking Great Brickhill 1059th of all wards in the country; wholesale (8.2); and business administration and support services (15.2 per cent, 639th).

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



Source: BRES, ONS, 2013

Sectors that are under-represented in the ward compared to the country as a whole include: property; manufacturing; retail and health.

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

While Great Brickhill provides jobs in all of these sectors, the industrial strategy sector where the ward delivers the highest share of national employment is professional & business services, which accounts for 25.2 per cent of employment, ranking Great Brickhill 515th among the 7,707 English wards. The share of jobs in other Industrial Strategy sectors is presented Table 1 below. The ward is also over-represented in the information economy and construction sectors (ranking 1492nd and 2557th respectively).

Table 1: Employment in selected industrial strategy sectors, 2012

	Construction	Information economy	Education	Professional and business
Aylesbury Vale	5.4	2.7	10.1	16.3
Buckinghamshire	5.5	4.4	9.3	15.0
England	4.6	3.0	9.4	12.9
Great Brickhill	7.5	3.3	6.9	25.2

Source: BRES, ONS, 2013

3.0 Labour market

Great Brickhill's (16-74) employment rate of 68.5 per cent is among the highest in the country and includes high levels of self-employment and especially home working. The English wards most similar to Great Brickhill are presented in table 2 below, while the most similar wards in Aylesbury Vale are Great Horwood and Wingrave, both ranking among the top 10 most similar wards across the country, with Cheddington among the top 100 most similar and a further 17 Aylesbury Vale wards ranking among the 1,000 best matches.

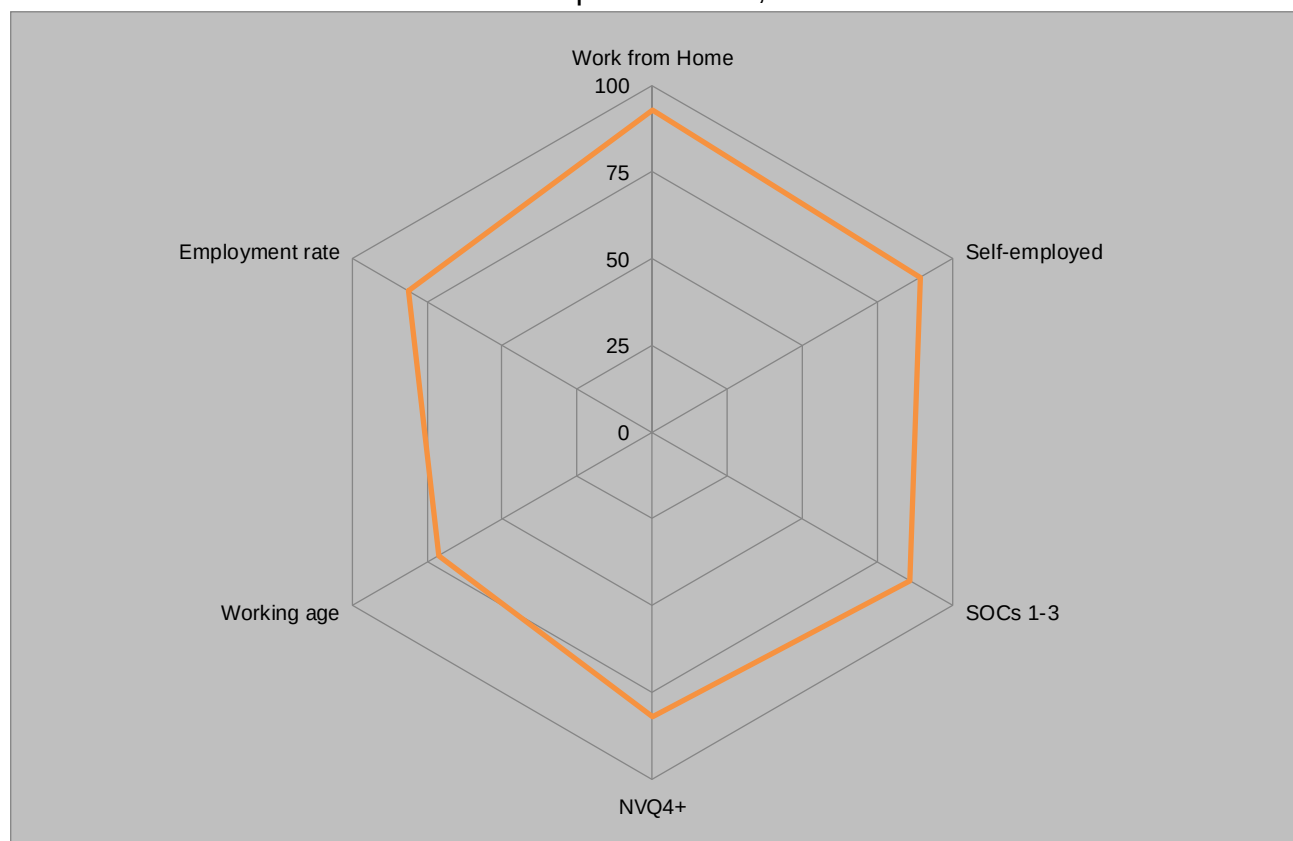
Table 2: Great Brickhill's labour market performance & nearest neighbours, 2011

Ward Name	Work from Home	Self-employed	SOCs 1-3	NVQ4+	Working age	Employment rate
Great Brickhill	9.3	17.1	53.1	36.6	65.0	68.5
Great Horwood	10.3	17.3	56.4	39.2	64.9	69.1
Wingrave	9.0	18.6	55.0	39.3	65.4	70.4
Cheddington	7.2	16.8	54.8	40.0	64.8	71.4
Marsh Gibbon	8.7	16.3	54.6	36.5	63.4	74.1
Pitstone	7.0	14.4	53.0	34.7	63.8	72.7
Edlesborough	8.3	16.6	55.9	36.7	62.8	67.3
Aston Clinton	7.1	15.0	55.3	36.6	62.7	68.9
Weedon	5.4	12.9	53.0	35.5	64.2	71.6
Steeple Claydon	6.7	14.8	46.5	31.5	66.8	73.8

Source: Census, 2011

Great Brickhill exhibits high level of employment, home working, self-employment, educational attainment and employment in managerial, professional and technical occupations (SOCs 1-3) as shown in chart 2 below. With 65.0 per cent of residents being of working age Great Brickhill ranks in the second quartile of English wards, ranking 13th among the 36 Aylesbury Vale wards and 28th of the 108 wards in Buckinghamshire.

Chart 2: Great Brickhill's labour market performance, 2011

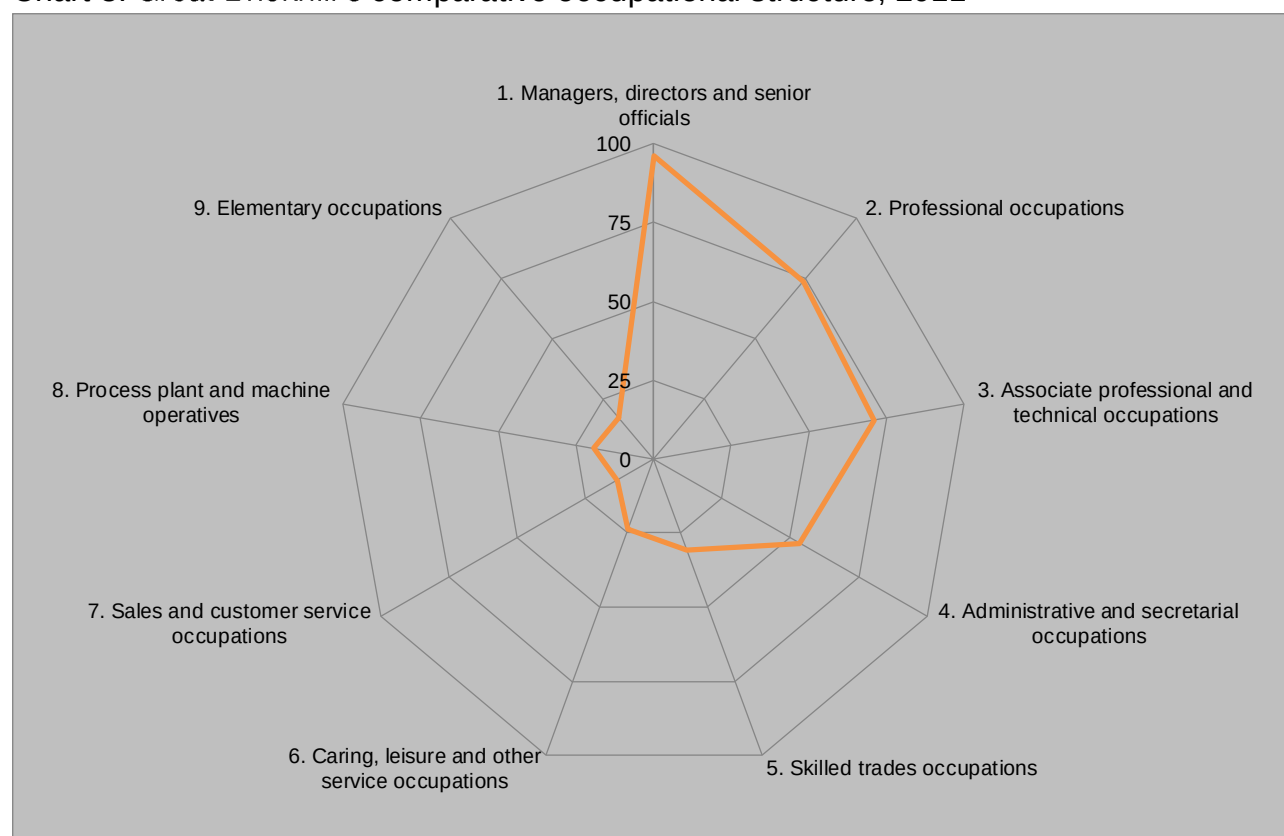


Source: Census, 2011

4.0 Occupational Structure

The occupational structure of Great Brickhill's residents is skewed towards the higher skilled and better remunerated occupations, with 53.1 per cent of working residents employed in managerial, professional and technical occupations, with 19.4 per cent employed by managerial occupations alone to ranks the ward 305th in England and 4th in Aylesbury Vale and 29th in Buckinghamshire. In contrast, Great Brickhill ranks in the bottom quartile for caring, sales, process, plant and machine operating and elementary occupations respectively employing only 7.9, 5.2, 4.4 and 7.2 per cent of working residents.

Chart 3: Great Brickhill's comparative occupational structure, 2011



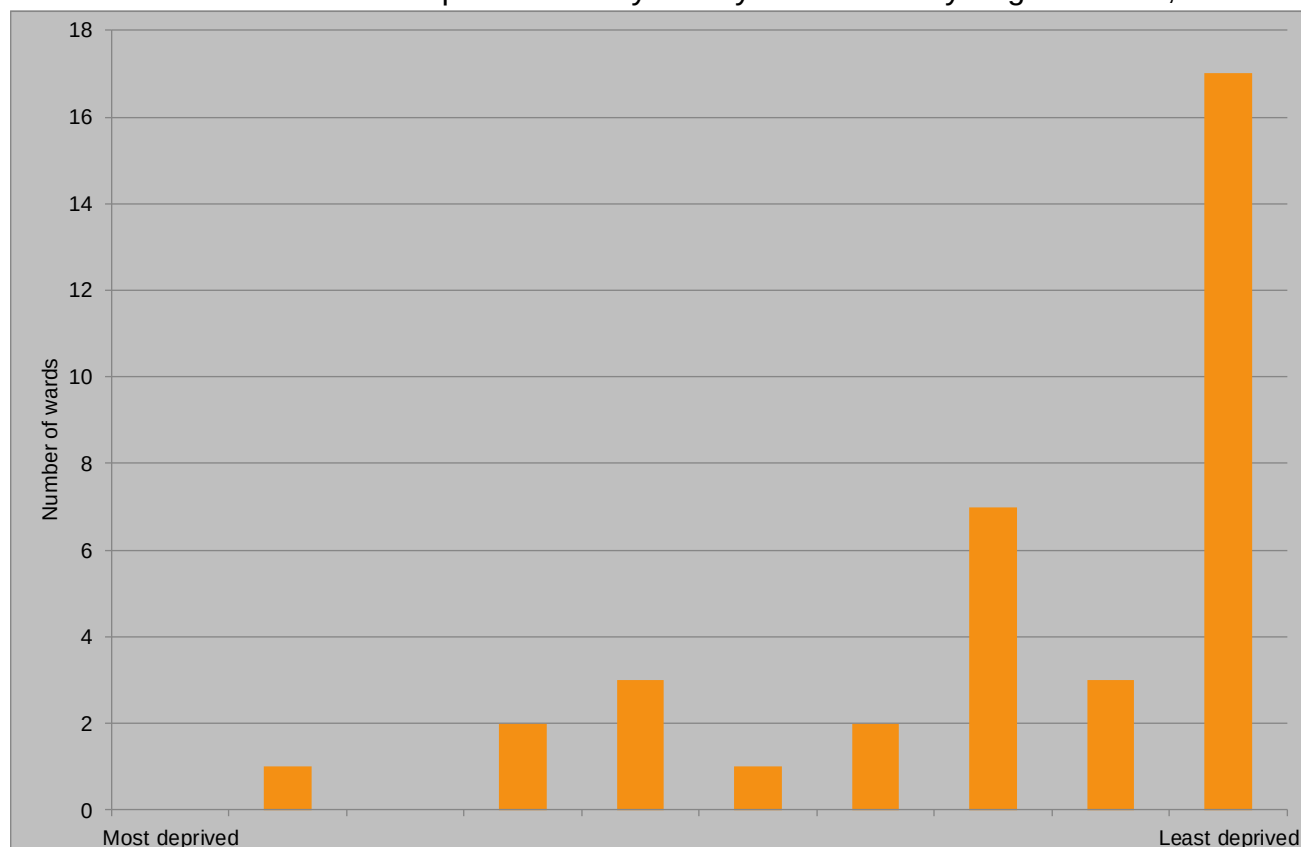
Source: Census, ONS, 2011

5.0 Deprivation

Buckinghamshire has the lowest level of economic deprivation of any Local Enterprise Partnership, with Aylesbury Vale having the 37th lowest economic deprivation of all 326 local authority districts in England, behind South Bucks (10th) and Chiltern (13th) but ahead of Wycombe (69th). Chart 4 demonstrates the concentration of Aylesbury Vale's wards among the least deprived in England with 17 of the 36 wards featuring among the least deprived 10 per cent of all wards in England and only six 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 Aylesbury Vale faces to attract resource tackle deprivation.

Great Brickhill has the 1720th lowest economic deprivation of all wards in England and the 23rd lowest of the 36 Aylesbury Vale wards. It is the 67th least economically deprived among the 108 wards in Buckinghamshire. The position of Aylesbury Vale's wards in England is shown in chart 4 below, with Great Brickhill one of the seven wards shown in England's third least deprived decile.

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



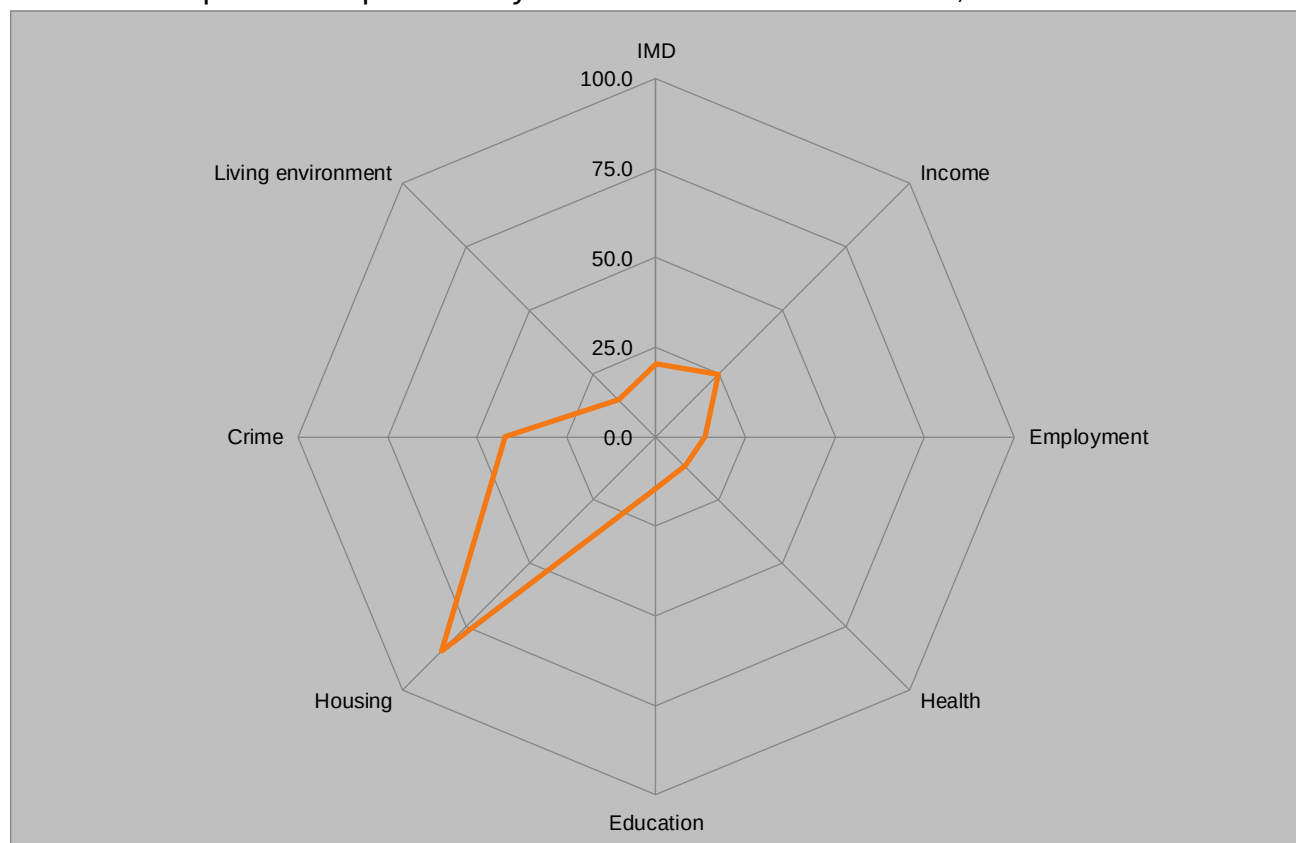
Source: DCLG, 2012

The 2010 index of multiple deprivationⁱⁱⁱ returns a similar result with Great Brickhill ranking as the 1,571st least deprived of England's wards, comfortably among the country's least deprived quartile.

Great Brickhill also ranks in England's least deprived quartile on the income, employment, health, education and living environment domains. The ward ranks in the second quartile for crime and in the last quartile for housing. High housing deprivation in the ward is driven high house prices reducing the ability of households aged under 35 to buy homes in the ward.

The wards most closely matching Great Brickhill's profile are presented in Table 3 with Blewbury & Upton in the Vale of White Horse (Oxfordshire), Datchworth and Upton (Hertfordshire), Silsoe and Shillington (Central Bedfordshire) and Cheddington (Aylesbury Vale) being the most similar. The next most similar wards in Aylesbury Vale are Bierton, Aston Clinton and Pitstone, all ranking among the 100 best matches, with 25 of the other 35 Aylesbury wards ranking in the top 1,000.

Chart 5: Comparative deprivation by IMD domain in Great Brickhill, 2010



Source: DCLG, 2010

Table 3: Deprivation nearest neighbours, 2010 (percentile in England)

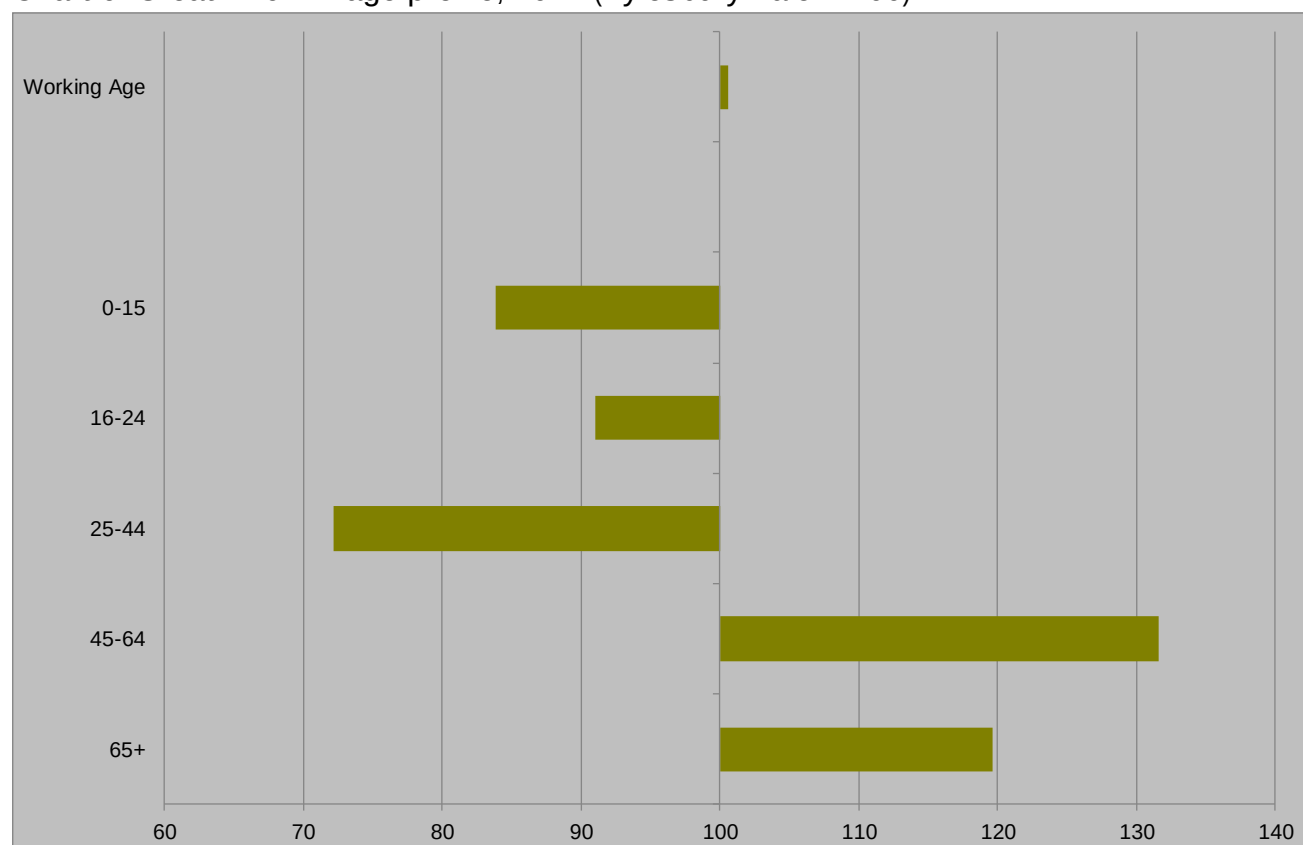
Ward	IMD	Income	Employment	Health	Education	Housing	Crime	Living environment
Great Brickhill	20.4	24.6	13.7	11.6	14.2	84.5	42.2	14.5
Cheddington	21.2	11.9	10.1	8.9	12.0	86.7	33.0	9.2
Wingrave	17.9	9.2	6.1	7.1	16.7	89.6	26.8	13.6
Weedon	13.6	22.8	2.8	1.8	7.0	85.9	33.6	32.8
Bierton	8.1	5.3	4.0	21.4	15.3	79.0	40.9	6.5
Aston Clinton	6.5	6.5	8.3	8.4	15.0	73.7	37.3	3.7
Pitstone	23.8	19.5	9.5	9.5	36.0	83.5	63.9	12.9
Brill	19.7	14.8	5.5	21.7	18.3	89.3	17.9	28.7
Buckingham South	5.0	11.0	2.1	1.2	18.2	65.4	44.2	3.9
Tingewick	33.9	15.7	9.7	12.6	21.8	91.8	64.4	36.1

Source: DCLG, 2010

6.0 Age profile

At 43.3 years, Great Brickhill has the 5th highest average age of residents in Aylesbury Vale and the 18th highest in Buckinghamshire, well above their respective averages of 39.1 and 39.8 years. Although, Great Brickhill's average age is well above the 39.3 per cent recorded across England it ranks only 2252nd on this measure, just inside the third decile. The ward's age profile compared to Aylesbury Vale overall is presented in Chart 6 below.

Chart 6: Great Brickhill age profile, 2011 (Aylesbury Vale = 100)



Source: Census, ONS, 2013

Great Brickhill has a higher proportion of working age residents (16-64) than Aylesbury Vale at 65.0 per cent, ranking 2,517th of all wards in England. However, despite its high average age with only 17.9 per cent of Great Brickhill residents being aged 65 or over the ward ranks only 3,948th of all wards in England, at the mid point of the distribution, suggesting the high average age results from an absence of young residents as well as comparatively high number of older people living in the ward.

Table 4: Aylesbury Vale's demography by ward

	0-15	16-64	65+
Aylesbury Vale	20.4	64.6	15.0
Aston Clinton	18.4	62.7	18.9
Aylesbury Central	16.2	71.5	12.3
Bedgrove	19.1	59.7	21.2
Bierton	16.3	59.8	23.9
Brill	18.3	61.8	19.9
Buckingham North	18.0	66.6	15.4
Buckingham South	20.8	66.4	12.8
Cheddington	20.0	64.8	15.2
Coldharbour	21.6	72.3	6.1
Edlesborough	19.2	62.8	18.1
Elmhurst and Watermead	22.0	66.6	11.4
Gatehouse	22.8	64.4	12.8
Great Brickhill	17.1	65.0	17.9
Great Horwood	20.6	64.9	14.5
Grendon Underwood	18.3	70.7	11.0
Haddenham	19.9	62.7	17.4
Long Crendon	19.1	61.0	19.9
Luffield Abbey	23.3	63.2	13.6
Mandeville and Elm Farm	19.4	68.6	12.0
Marsh Gibbon	23.6	63.4	13.0
Newton Longville	16.8	62.2	21.0
Oakfield	20.1	67.3	12.7
Pitstone	22.9	63.8	13.3
Quainton	20.9	61.7	17.4
Quarrendon	24.2	66.5	9.3
Southcourt	25.2	64.2	10.6
Steeple Claydon	18.8	66.8	14.4
Stewkley	20.6	60.7	18.7
Tingewick	20.4	62.1	17.5
Waddesdon	20.7	64.6	14.7
Walton Court and Hawkslade	23.9	69.2	6.9
Weedon	18.3	64.9	16.8
Wendover	21.8	58.8	19.4
Wing	18.3	64.0	17.6
Wingrave	18.4	65.4	16.2
Winslow	17.2	61.9	20.9

Source: Census, 2011

7.0 Educational attainment

Aylesbury Vale is one of the best qualified places in the country, with only 17.8 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 32.0 per cent hold degree level qualifications, well above the national level of 27.4 per cent.

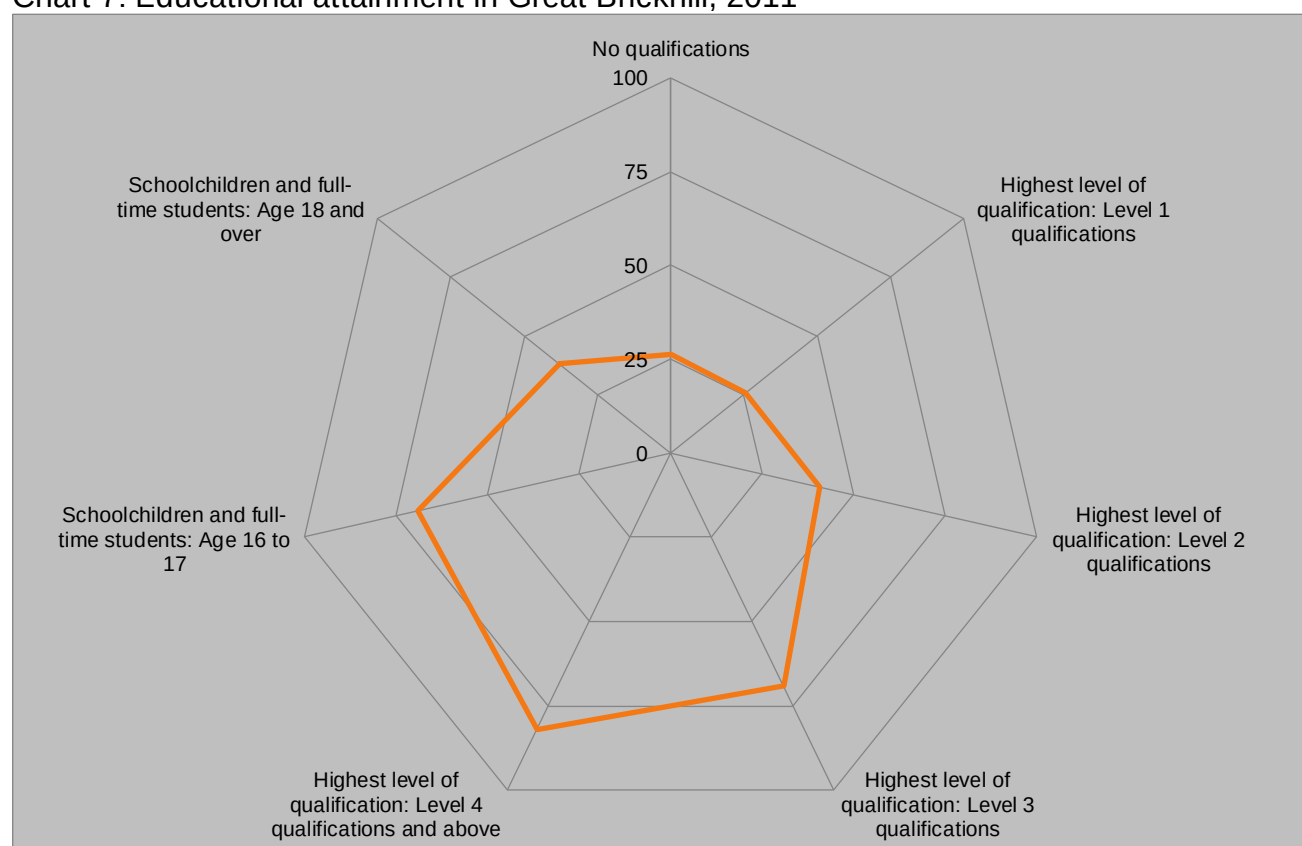
Great Brickhill's population has a higher educational attainment than the district's overall, with 17.5 per cent having no qualifications and 36.6 per cent educated to degree level or higher, placing Great Brickhill in England's top quartile on this measure.

Great Brickhill's levels of educational attainment and study compared to all wards in England are presented in Chart 7.

In terms of the proportion of those in full-time education, 3.0 per cent of the population are schoolchildren and full-time students aged 16 to 17. This is significantly lower than some of the other wards in Aylesbury Vale and demonstrates the elderly population as suggested earlier in the demographic study of Great Brickhill.

Stewkley and Bierton are the Aylesbury Vale wards with the most similar profiles ranking at Great Brickhill's 16th and 19th nearest neighbours, with 18 of the other 35 wards ranking among the top 1,000 matches.

Chart 7: Educational attainment in Great Brickhill, 2011



Source, Census, 2011

7.1 Great Brickhill **Schools' OFSTED reports**

Buckinghamshire has the strongest schools performance any LEP^{iv}, 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. Great Brickhill's schools make a full contribution to that performance as demonstrated by their most recent OFSTED reports, which are summarised below.

7.1.1 Drayton Parslow Village School (Key Stage 1)

In 2012, 100 per cent of pupils attained Level 2 or above in the Key Stage 1 reading assessment, this placed the school in the high quintile of all schools. In the same year, 79 per cent of pupils attained Level 2 or higher in the Key Stage 1 writing assessment which placed the school in the lowest quintile of all schools. In the same assessment for maths, 100 per cent of pupils attained level 2 or above which put the school in the highest quintile of all schools.

In 2012, the attendance rate for the school was 96.8 per cent, this is a decrease in 0.5 per cent on the previous year but still kept the school in the top quintile of all schools.

7.1.2 High Ash Church Of England Combined (Key Stage 2)

In 2012, 100 per cent of pupils attained Level 4 or above in the Key Stage 2 English test and assessment, this put the school in the top 20 per cent of all schools. In a similar fashion, 96 per cent of pupils attained Level 4 or above in the Key Stage 2 Reading test which once again placed the school in the highest quintile of all schools. With 92 per cent of pupils attaining Level 4 or higher in the Key Stage 2 writing assessment, the school placed in the top 40 per cent of schools nationally. In mathematics, however, only 84 per cent of pupils attained Level 4 or above in the Key Stage 2 mathematics test which placed the school in the fourth quintile of all schools.

In the same year, 100 per cent of pupils achieved their expected progress in English and 95 per cent of pupils achieved their expected progress in mathematics. For mathematics, this was an increase in 2 percentage points on the previous year and in both cases, the school was rated in the top 20 per cent of all schools. Attendance was high in the school in 2012 with a rate of 96.3 per cent placing the school in the second quintile of all schools.

8.0 Buckinghamshire Business First in Great Brickhill

Of the 204 businesses in Great Brickhill, five, or 2.5 per cent are Buckinghamshire Business First members. BBF members in the ward are presented below.

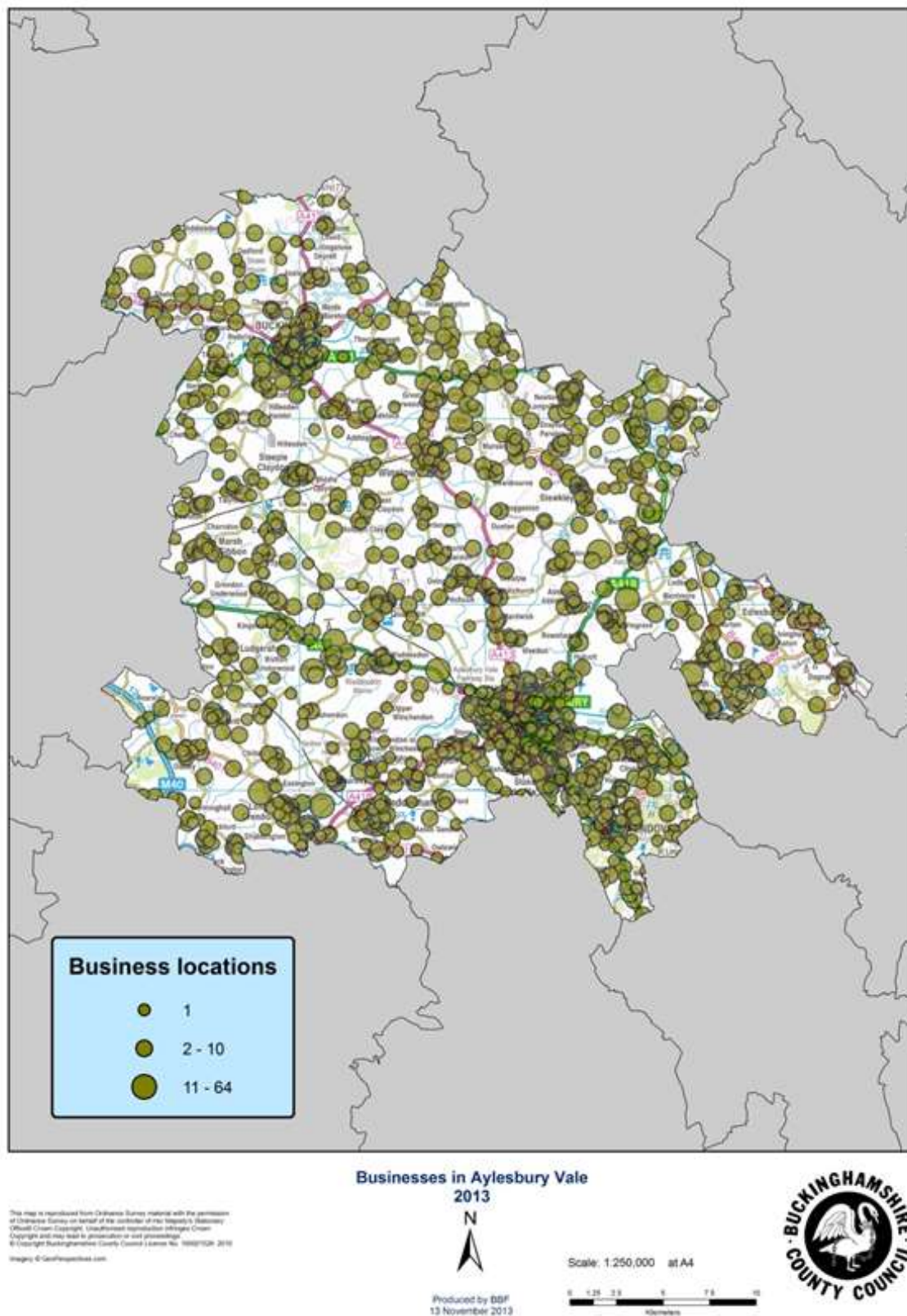
- Chase Technologies (1 to 5 employees)
- Greenlight Connexions (1 to 5 employees)
- Rails and Tunnels Ltd (1 to 5 employees)
- The Accountants4u (1 to 5 employees)
- Willowbridge Marina Ltd (1 to 5 employees)

Of these, a number have attended events held by Buckinghamshire Business First. Such events have been attended by a number of other businesses across the Aylesbury Vale district and serve as an excellent opportunity for networking and business development.

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 Aylesbury Vale

The distribution of businesses in Aylesbury Vale is shown in the map below. With 154 businesses, Great Brickhill has 2.3 per cent of the district's total, providing work for 2.1 per cent of the district's workforce.



ⁱ www.connectedcounties.org/news

ⁱⁱ Travel to work data from the 2011 Census are expected to be released in 2014.

ⁱⁱⁱ For more information see: <https://www.gov.uk/government/collections/english-indices-of-deprivation>

^{iv} 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>