


## Wycombe Councillor Update

### Economic Profile of Hazlemere North 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

Hazlemere North is home to 4,923 people and provides 1,000 jobs in 64 businesses. Of these businesses, 23 (35.9 per cent) are Buckinghamshire Business First members.

There were 2,356 employed people aged 16-74 living in Hazlemere North ward at the 2011 Census, 165 fewer than the 2,521 recorded in 2001. Over that period the working age population fell 358 to 2,871 while the total population rose 104 to 4,923. The number of households rose by 79 (4.5 per cent) to 1,872. This percentage increase places the ward 15<sup>th</sup> out of all wards in Wycombe. Based on the increase in number of households, the ward ranks 48<sup>th</sup> out of all wards in Buckinghamshire.

The largest companies in Hazlemere North include:

- Hazlemere Lodge;
- Hazlemere Food Hall;
- Bible Lands;
- South Bucks Hospice;
- British Flora;
- N T Gough Plumbing & Heating Ltd; and
- Hazlemere Pharmacy Ltd.

There are 17 **Job Seekers' Allowance claimants living in** Hazlemere North, representing 0.6 per cent of working age residents, including 10 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 Hazlemere North ward by March 2016 with commercial providers responsible for 94 per cent. The Connected Counties project, run by BBF, deliver the remaining 5 per cent through its interventions in Holmer Green 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 Census<sup>1</sup>, of the 2,635 employed residents, 581 people lived and worked in the ward, with the most common destinations by local authority district being:

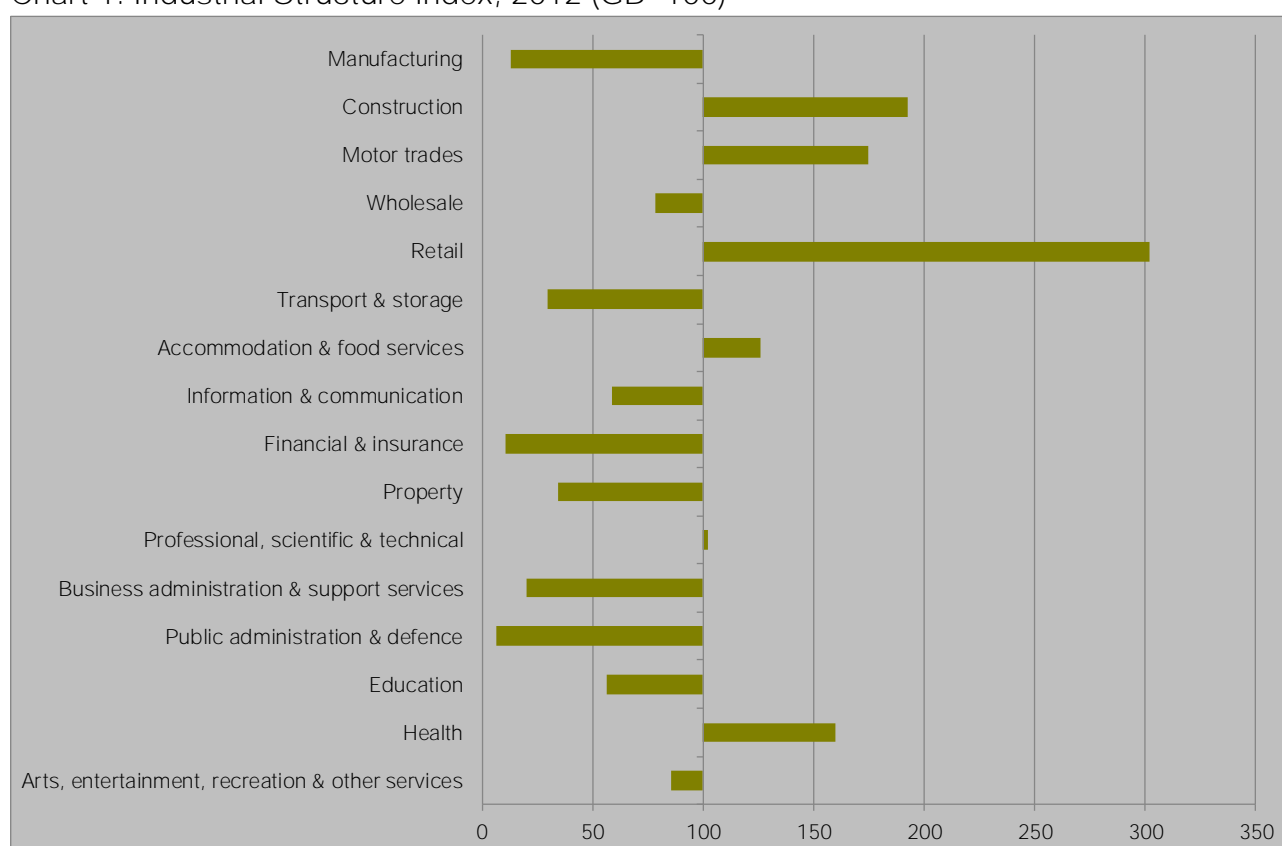
- Wycombe (1,432, 54.3)
- Chiltern (321, 12.2)
- South Buckinghamshire (125, 4.7)
- Hillingdon (103, 3.9)
- Slough (65, 2.5)
- Windsor and Maidenhead (61, 2.3)
- Aylesbury Vale (56, 2.1)
- Ealing (44, 1.7)

## 2.0 Industrial structure

There are 64 businesses located in Hazlemere North employing 1,000 people. Of these businesses, 53 are micro businesses, employing fewer than 10 people.

Hazlemere North is over-represented in Retail which accounts for 30.8 per cent of employment ranking the ward 289<sup>th</sup> out of all wards. Construction covers 8.9 per cent of employment ranking the ward 2,153<sup>rd</sup> out of all wards. Motor trades and Health are also both over-represented accounting for 3.1 per cent and 20.9 per cent respectively. Based on the proportion of employment in Motor Trades, the ward is ranked 2,004<sup>th</sup> out of all wards and based on the proportion of employment in health, the ward is ranked 1,562<sup>nd</sup> out of all wards.

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



Source: BRES, ONS, 2013

Hazlemere North is under-represented in a number of sectors including; manufacturing; wholesale; transport & storage; information & communication; financial & insurance; property; business administration & support; public administration & defence; education; and arts, entertainment & other services. Manufacturing covers only 1.1 per cent of employment ranking the ward 6,774<sup>th</sup> out of all wards. Financial & Insurance makes up only 0.4 per cent of employment ranking 4,388<sup>th</sup> out of all wards. Finally, public administration & defence accounts for only 0.3 per cent of employment ranking the ward 4,573<sup>rd</sup> 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 Hazlemere North provides jobs in these sectors, the industrial strategy sector where the ward delivers the highest share of national employment is construction which accounts for 7.2 per cent of employment, ranking Hazlemere North at 2,492<sup>nd</sup> among English wards. The proportions of jobs in Hazlemere North in Industrial Strategy sectors are presented in Table 1.

Table 1: Employment in selected industrial strategy sectors, 2012

	Construction	PBS	Information Economy	Education
Wycombe	5.4	12.4	6.6	8.9
Buckinghamshire	5.2	14.7	4.4	9.7
England	4.2	12.1	2.9	9.2
Hazlemere North	7.2	6.3	2.0	5.2

Source: BRES, ONS, 2013

At 6.3 per cent, the proportion of Hazlemere North's jobs in the professional, business services sector is the 4,569<sup>th</sup> 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 67.8 per cent of 16-74 year olds, Hazlemere North's employment rate is among the lowest in the country. Hazlemere North has a proportion of 32.7 per cent of its residents qualified to degree level or higher. Furthermore, 50.5 per cent work in managerial, professional or technical occupations.

In Wycombe the wards most similar to Hazlemere North are The Risboroughs, Flackwell Heath & Little Marlow and Marlow North & West with nine of the other 27 wards among the top thousand closest matches. The least similar ward in the district is Oakridge & Castlefield, the only ward in Wycombe to rank lower than the 7,000<sup>th</sup> closest match.

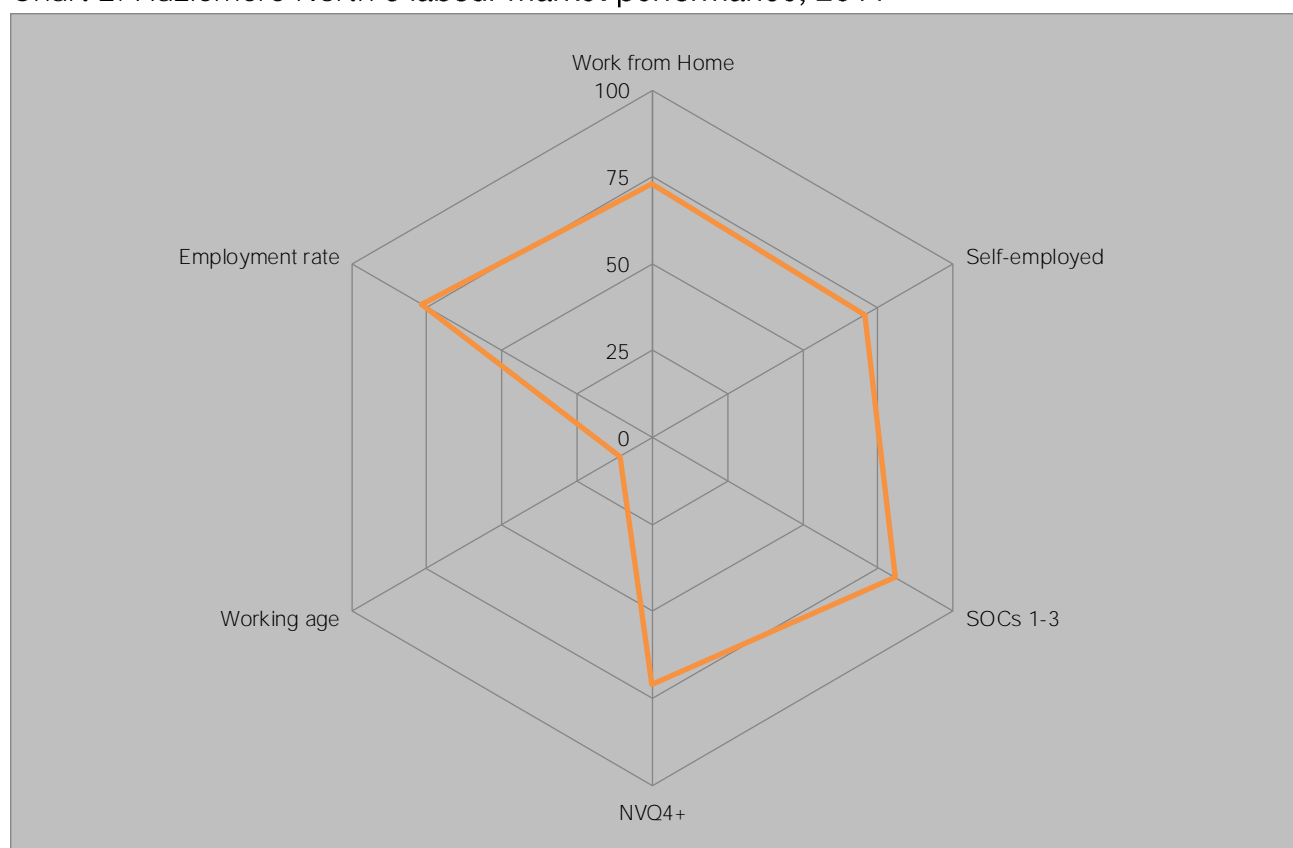
Table 2: Hazlemere North's labour market performance &amp; nearest neighbours, 2011

	Work from Home	Self-employed	SOCs 1-3	NVQ4+	Working age	Employment rate
Chiltern Rise						
Hazlemere North	5.6	12.7	50.5	32.7	58.3	67.8
The Risboroughs	5.5	12.1	48.8	33.4	57.8	65.5
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
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

Source: Census, 2011

Hazlemere North 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 the latter. Hazlemere North looks to have a high employment rate and a low level of working age residents.

Chart 2: Hazlemere North's labour market performance, 2011

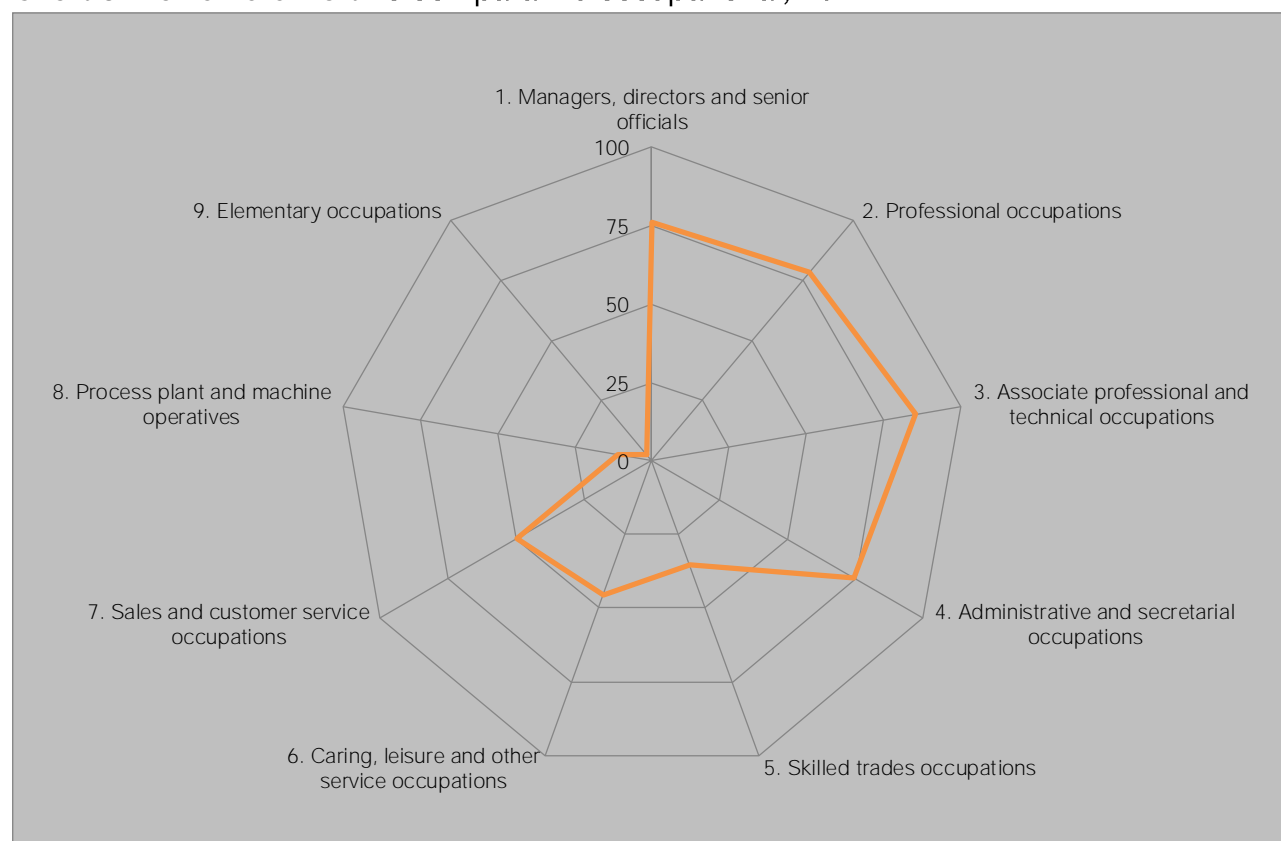


Source: Census, 2011

## 4.0 Occupational Structure

Hazlemere North's occupational structure is skewed towards the higher skilled and better remunerated occupations, with 50.5 per cent of working residents employed in managerial, professional and technical occupations, ranking in the top quartile nationally for each. In contrast Hazlemere North ranks in the bottom quartile for other occupations, with only 4.8 per cent of working residents employed in elementary occupations.

Chart 3: Hazlemere North's comparative occupational, 2011



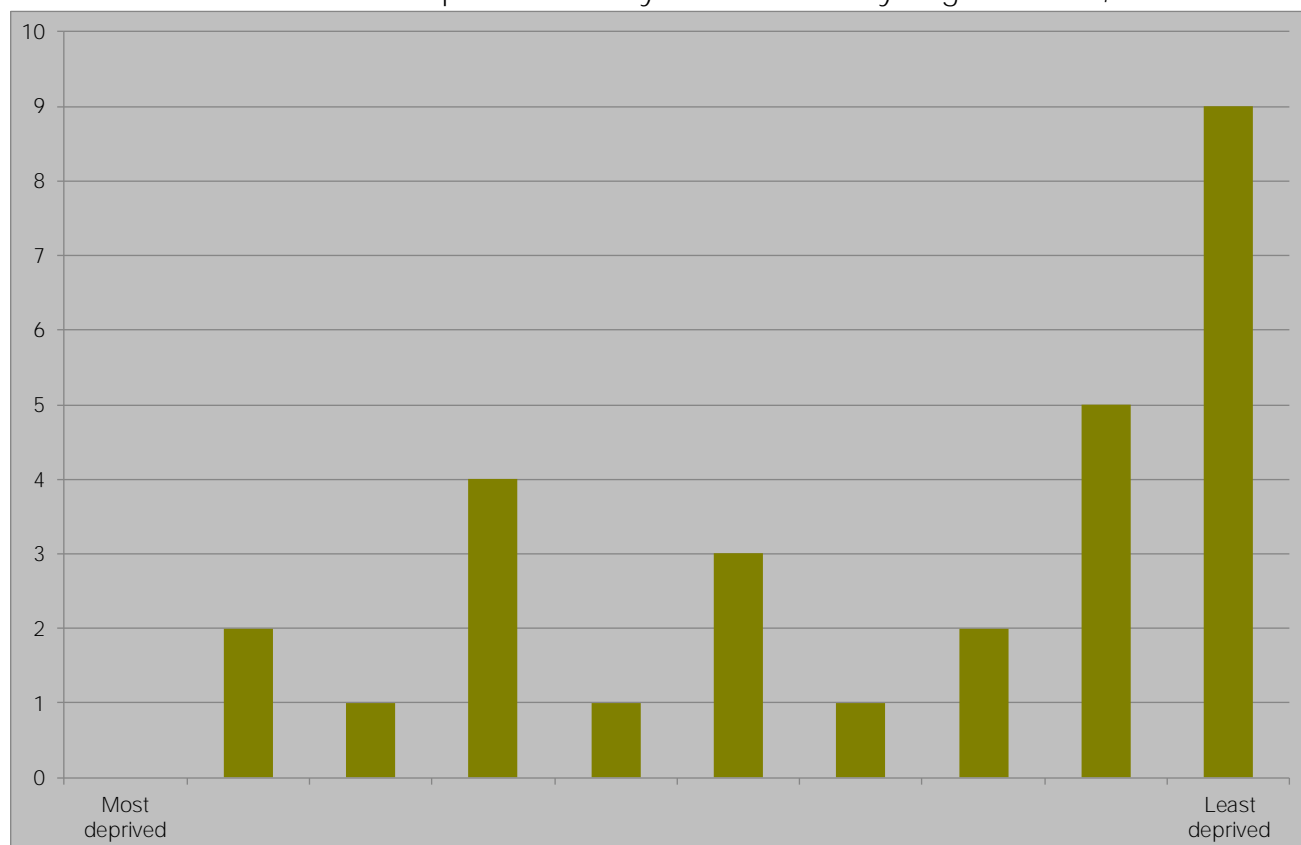
Source: Census, ONS, 2011

## 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.

Hazlemere North has the 394<sup>th</sup> lowest economic deprivation of the 7,707 wards in England and is the fifth least economically deprived of the 28 Wycombe wards. Hazlemere North is the 25<sup>th</sup> least economically deprived among the 108 ward in Buckinghamshire. The position of Wycombe's wards in England is shown in Chart 4 below, with Hazlemere North one of the nine **wards shown in England's** least deprived decile.

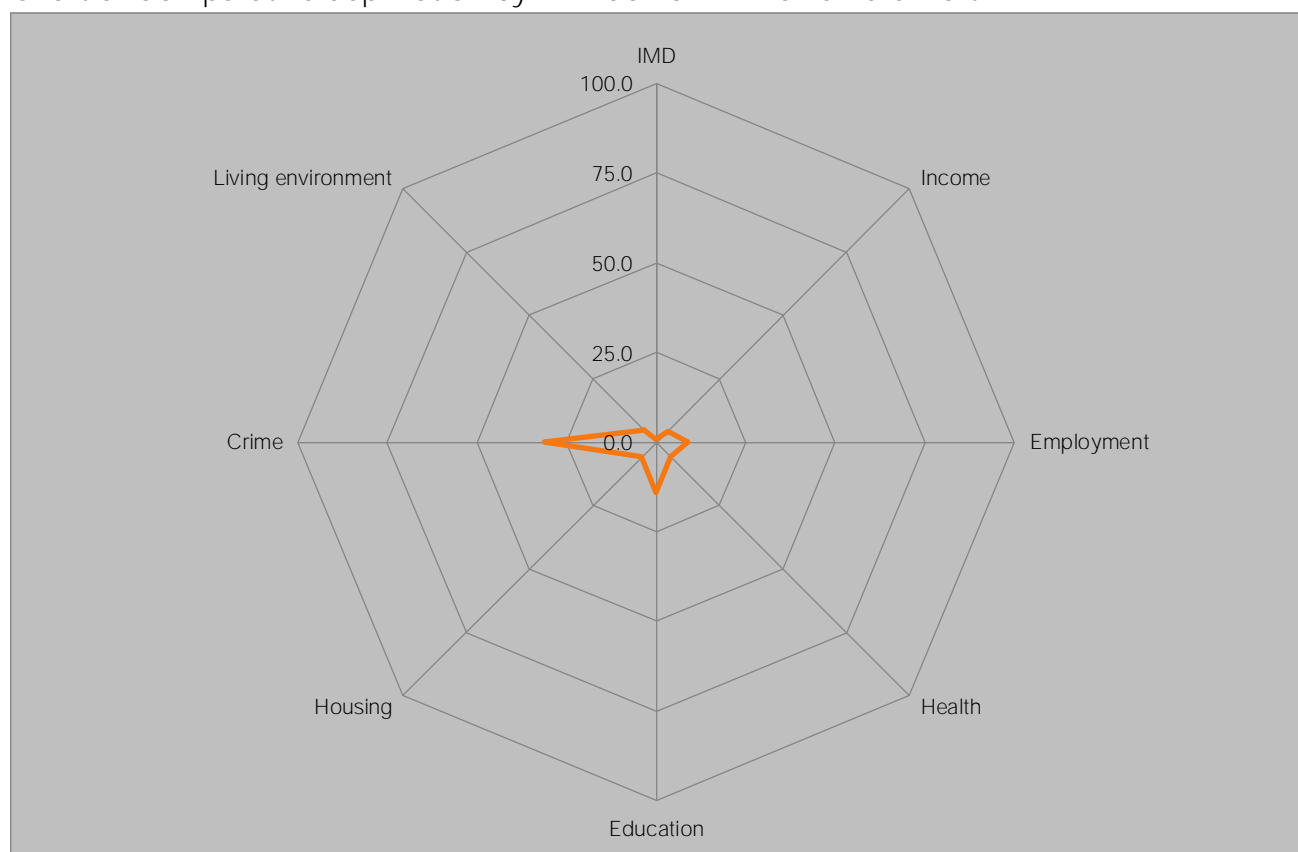
Chart 4: Relative economic deprivation of Wycombe wards by English decile, 2009



Source: DCLG, 2012

Hazlemere North ranks 7,883<sup>rd</sup> out of all wards in England based on the Index of Multiple Deprivation<sup>ii</sup>; this makes it among the least deprived decile in England, above Wycombe's average rank of 5,471<sup>st</sup>, demonstrating that the ward is less deprived than the district as a whole.

Chart 5: Comparative deprivation by IMD domain in Hazlemere North



Source: DCLG, 2010

The wards in Wycombe most closely matching Hazlemere North's deprivation profile are presented in Table 3. Nationally, the closest matches are Perton East (South Staffordshire), Coronation (Wokingham) and Comberton (South Cambridgeshire) while Hazlemere South and Marlow North & West are the most similar in Wycombe ranking as the 211<sup>th</sup> and 292<sup>nd</sup> most similar of all English wards. Of the 25 Wycombe wards eight are among the 1,000 best matches, however Micklefield is only the 6,199<sup>th</sup> closest match.

Table 3: Deprivation Nearest Neighbours

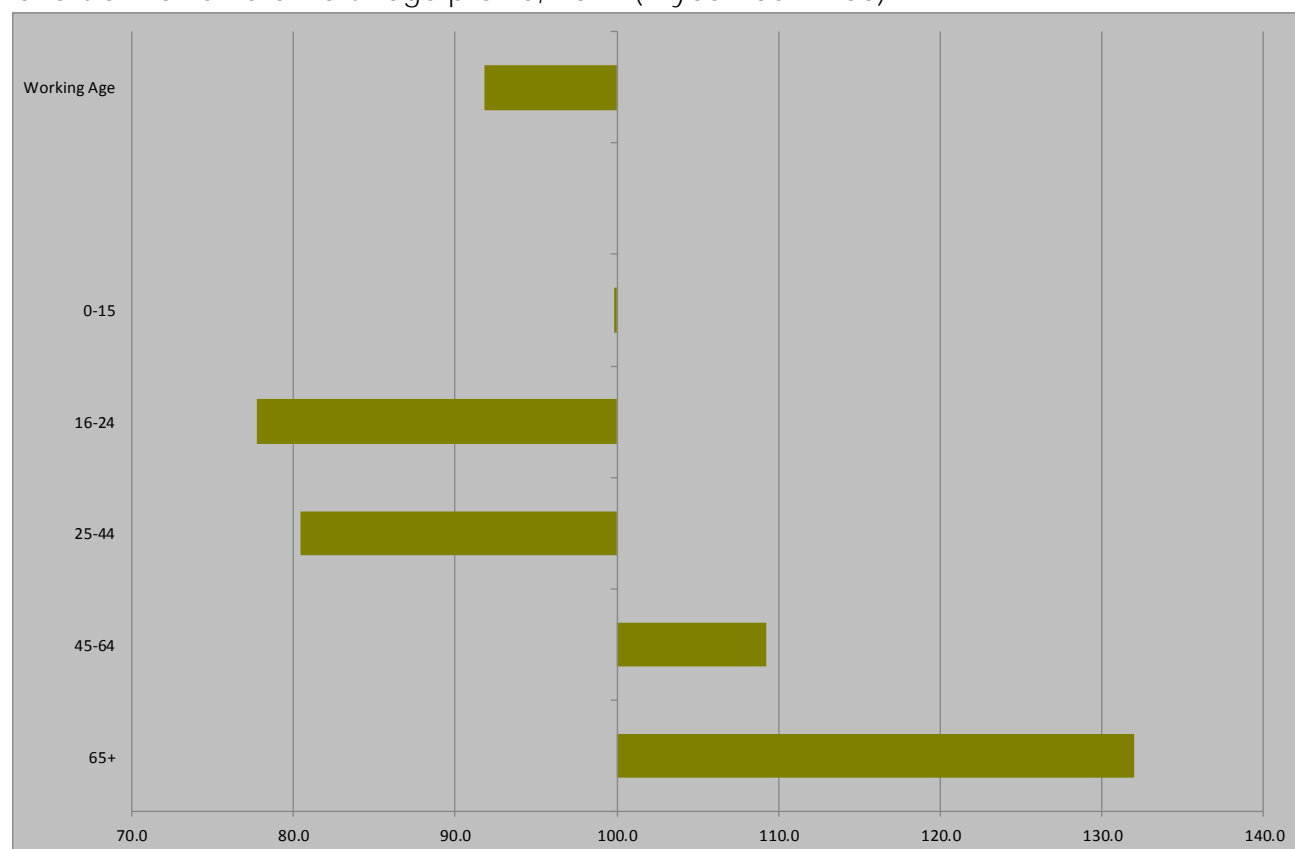
Ward	IMD	Income	Employment	Health	Education	Housing	Crime	Living environment
Hazlemere North	0.7	4.4	8.8	5.8	14	5.9	31.2	5
Hazlemere South	3.3	11.9	2.3	11.8	16.2	32	59.2	4.9
Marlow North and West	8.8	17.1	7.4	14.7	11	40	52.4	9.5
Downley and Plomer Hill	2.1	4.6	2.1	3.8	9.5	54.4	45.4	3.9
Tylers Green and Loudwater	8.2	7.1	3.9	9.9	22.6	37.5	70.1	10.1

Source: DCLG, 2010

## 6.0 Demography

At 42.7 years, Hazlemere North's **average age is** above the 39.4 recorded across Wycombe as well as the county average of 41.0. This makes Hazlemere North 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 Wycombe most similar to Hazlemere North are Booker & Cressex and Hambledon Valley with average ages of 42.8 and 42.9 respectively.

Chart 6: Hazlemere North age profile, 2011 (Wycombe = 100)



Source: Census, ONS, 2013

Hazlemere North has a lower proportion of working age residents than Wycombe at 58.3 per cent. This ranks Hazlemere North at 6,895<sup>th</sup> of all wards in England based on proportion of residents at working age. Hazlemere North has a fairly high proportion of those aged 65+ at 21.6 per cent. This ranks Hazlemere North at 2,094<sup>th</sup> 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

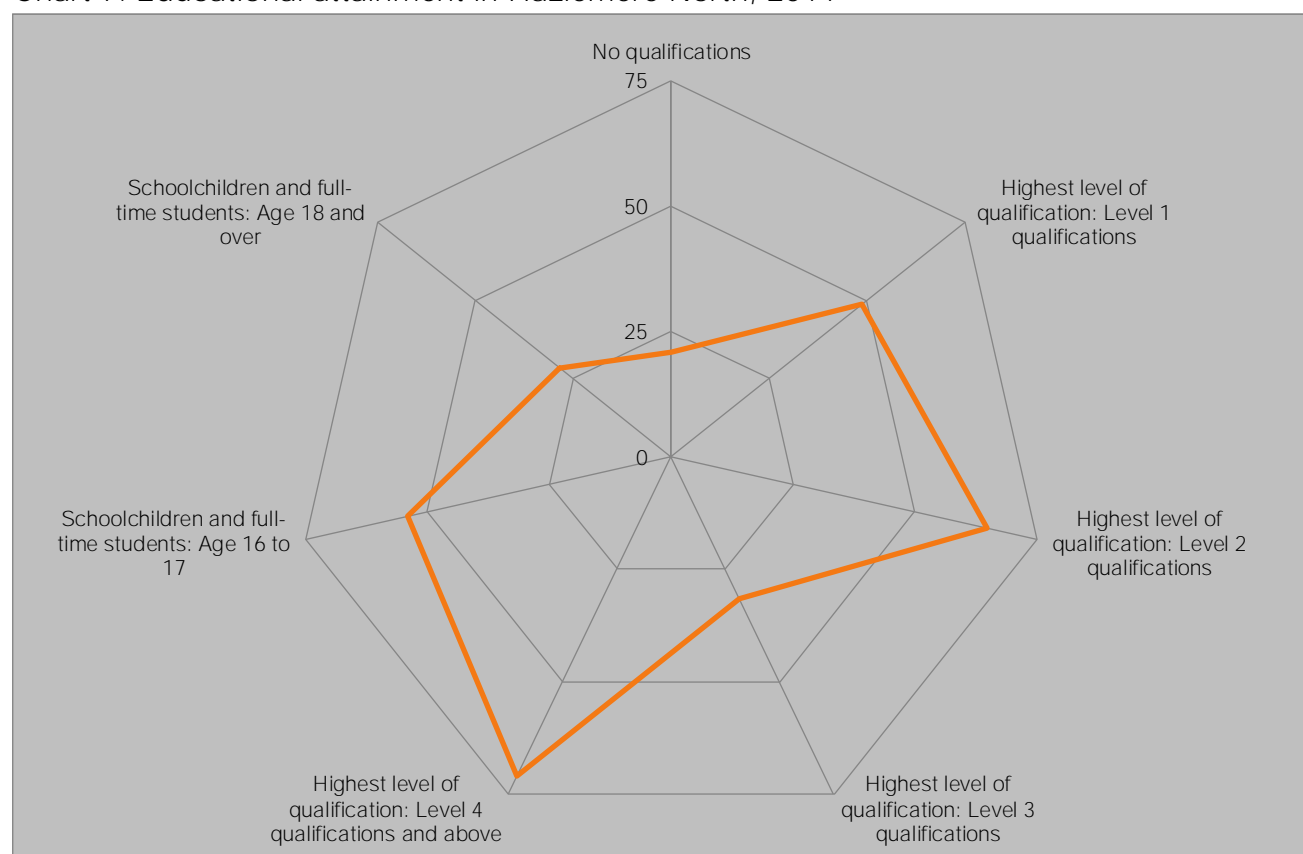
Source: Census, 2011

## 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.

Hazlemere North's population has a higher educational attainment than the district's overall, with only 16.5 per cent having no qualifications. However, only 32.7 per cent are educated to degree level or higher, this is slightly lower than the district average. There is a total of 2.8 per cent of Hazlemere North residents who are schoolchildren or full-time students aged 16 to 17. This is above average 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 Hazlemere North, 2011



Source, Census, 2011

Hazlemere North is most similar to Whissendine (Rutland), Scotter (West Lindsey) and Kemsing (Sevenoaks) of all English wards with regard to educational attainment. In the district the most similar wards are Flackwell Heath & Little Marlow, Stokenchurch & Radnage and Chiltern Rise with five of the other 25 wards ranking inside the top 1000 matches but with Oakridge & Castlefield ranking outside the top 7,000 along with Abbey.

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
Hazlemere North	16.5	13.5	16.8	11.1	32.7	2.8	2.3
Flackwell Heath and Little Marlow	16.9	12.7	16.5	10.9	33.8	3.5	2.5
Stokenchurch and Radnage	19.6	14.8	15.9	10.9	30.4	3.1	2.0
Chiltern Rise	18.5	13.3	16.3	12.3	31.4	3.1	2.0
Hazlemere South	14.6	13.9	17.3	12.4	33.6	3.1	2.6
Marlow South East	15.3	11.2	15.5	10.9	39.7	2.3	2.3

Source: Census, ONS, 2011

### 7.1 Hazlemere North **Schools' OFSTED reports**

Buckinghamshire has the strongest schools performance any LEP<sup>iii</sup>, 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. Hazlemere North's **schools make a full contribution** to that performance as demonstrated by their most recent OFSTED reports, which are summarised below.

### 7.2 Cedar Park School (Key Stage 2)

In 2012, 92 per cent of pupils attained Level 4 or above in the Key Stage 2 English test and assessment. The result placed the school in the top 40 per cent of all schools. In reading and writing, 92 per cent of pupils attained Level 4 or higher. For reading, this was a decrease of five percentage points placing the school in the middle 20 per cent of all schools and in writing the result placed the school in the top 40 per cent of all schools. In 2012, 85 per cent of pupils attained Level 4 or above in the Key Stage 2 maths test and assessment. This is a decrease of 12 percentage points placing the school in the middle 20 per cent of all schools.

In 2012, 85 per cent of pupils attained expected progress in English placing the school in the lowest 40 per cent of all schools. In maths, 88 per cent of pupils attained expected progress, this is a decrease of two percentage points since 2011 placing the school in the middle 20 per cent of all schools. In 2012, the attendance rate at the school was 96.9 per cent. The attendance rate has increased by 0.1 percentage points since 2011. The attendance rate is in the top 20 per cent of all schools.

## 8.0 Buckinghamshire Business First in Hazlemere North

Of the 64 businesses in Hazlemere North, 23, or 35.9 per cent are Buckinghamshire Business First members. BBF members in the ward are presented in Table 6 below.

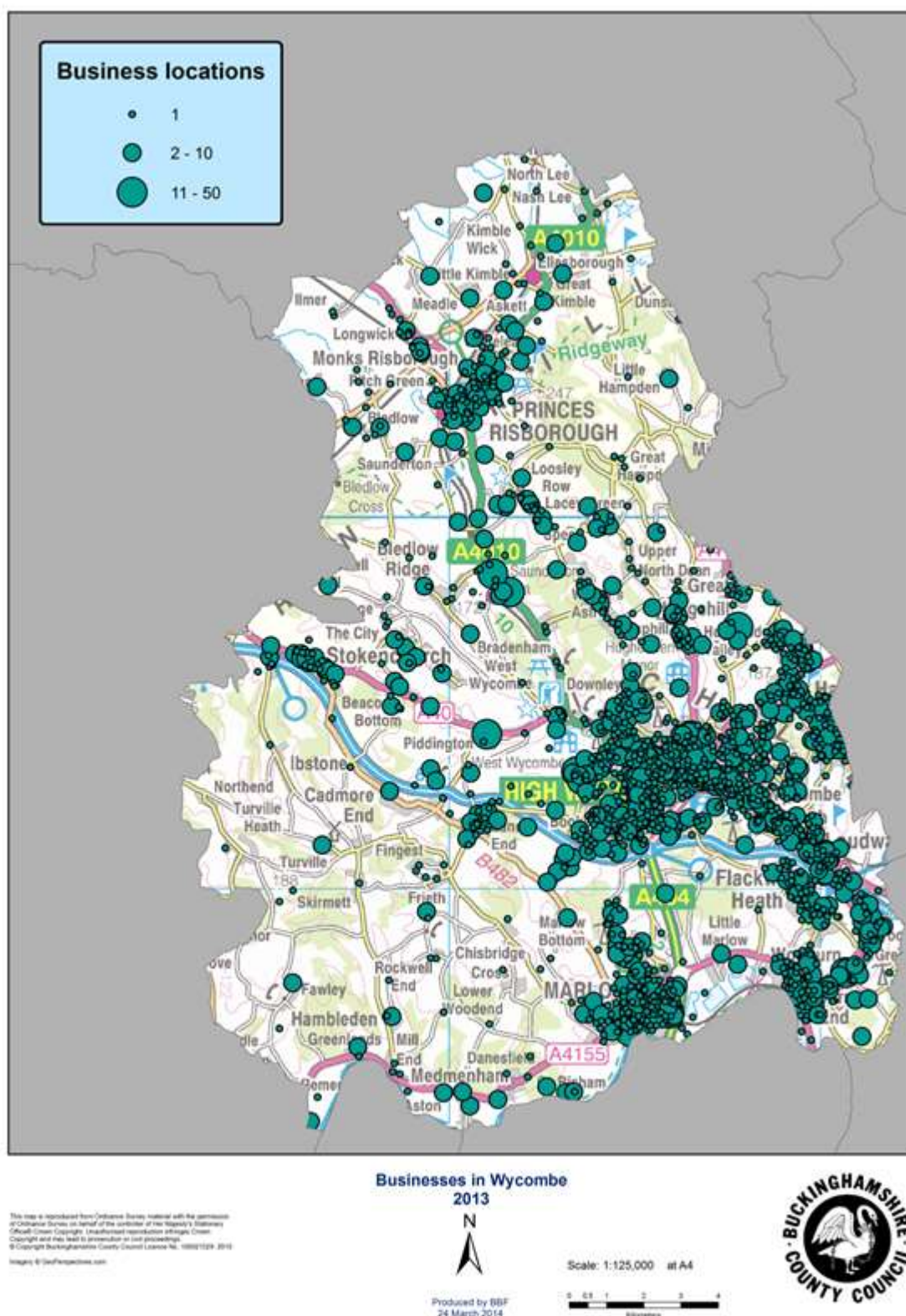
Table 6: BBF members in Hazlemere North, November 2013

Business	Employee Size Band
Coleman Consultants Ltd	
British Flora	11 to 25
Impact Partnerships	11 to 25
Node Studios Ltd	1 to 5
D Lockey Electrical	1 to 5
Apex Enterprises Ltd	1 to 5
Chater Consulting	1 to 5
Apache Plumbing Ltd	1 to 5
SolaSave Ltd	1 to 5
The Exercise Specialist	1 to 5
Toobee	1 to 5
Swift Services	1 to 5
CB Upholstery Ltd	1 to 5
Simple Innovation Associates	1 to 5
Andrew Gleed Photography	Self only
Little Letters	Self only
Vi-Shape	Self only
Matt Fowler Photography	Self only
Laputa Management Services	Self only
MyVirtualPA International	Self only
Patrick Lunt Limited	Self only
Adam Davie Associates	Self only
Midas Fides	Self only

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 64 businesses, Hazlemere North has 1.8 per cent of the district's total, providing work for 1.3 per cent of the district's workforce.



<sup>i</sup> Travel to work data from the 2011 Census are expected to be released in 2014.

<sup>ii</sup> See <https://www.gov.uk/government/publications/english-indices-of-deprivation-2010>

<sup>iii</sup> 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>