

Aylesbury Vale Councillor Update

Economic Profile of Southcourt 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

Southcourt is home to 6,912 people and provides 900 jobs in 92 businesses. Of these businesses, 24 (26.1 per cent) are Buckinghamshire Business First members.

There were 3,084 employed people aged 16-74 living in Southcourt ward at the 2011 Census, 633 more than the 2,451 recorded in 2001. Over that period the working age population rose 861 to 4,436 while the total population rose 1062 to 6,912. The number of households rose by 305 (13.9 per cent) to 2,506. This is a significant percentage increase and places the ward 7th out of all wards in Aylesbury Vale in terms of growth in household numbers. The large increase in number of residents in the ward accounts for this substantial increase in households over the 10 year period.

The largest companies in Southcourt include:

- Chiltern Railways;
- Oak Green School;
- Aylesbury College;
- Pebble Brook School Dayboarding;
- Sir Henry Floyd Grammar School;
- Buckinghamshire University Technical College; and
- Ashmead Combined School.

There are 143 **Job Seekers' Allowance claimants living in** Southcourt, representing 3.5 per cent of working age residents, including 30 claimants aged 18-24 and 45 who have been claiming for more than six months.

Superfast broadband is expected to be available to 99 per cent of premises in the Southcourt ward by March 2016 with commercial providers responsible for 88 per cent. The Connected Counties project, run by BBF, deliver the remaining 11 per cent through its interventions in Southcourt, Aylesbury, Cholesbury, Stoke Mandeville, Tring and Wendover 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 2,527 employed residents, 384 people lived and worked in the ward, with the most common destinations by local authority district being:

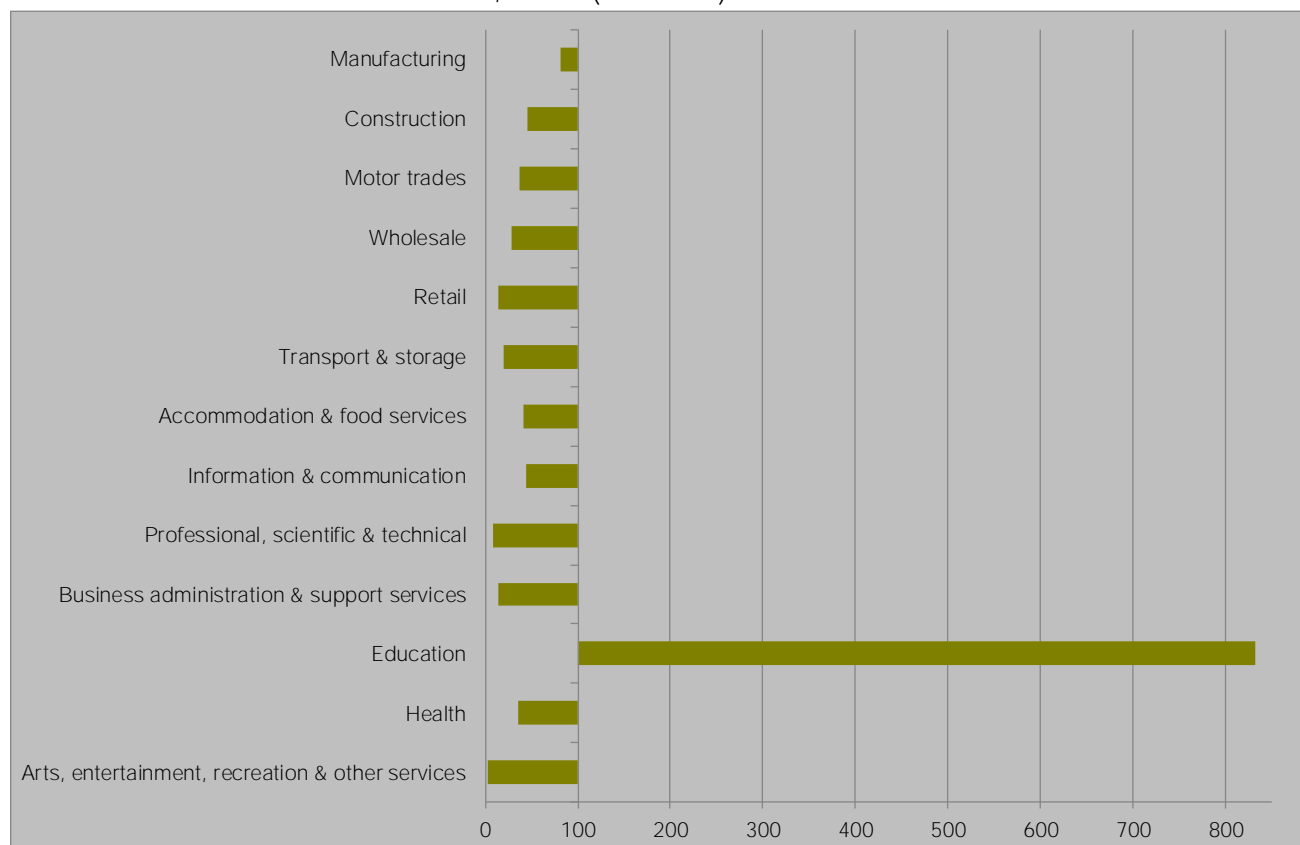
- Aylesbury Vale (1,933, 76.5 per cent)
- Wycombe (111 4.4)
- Dacorum (68, 2.7)
- Chiltern (68, 2.7)
- South Oxfordshire (54, 2.1)
- Milton Keynes (34, 1.3)
- Central Bedfordshire (21, 0.8)
- Westminster (21, 0.8)

2.0 Industrial structure

There are 92 businesses located in Southcourt employing 900 people. Of these businesses, 74 are micro businesses, employing fewer than 10 people.

When compared to Great Britain, Southcourt's **industrial make-up** is only over-represented by Education which makes up 6.9 per cent of employment in the ward. This is significantly higher than the country average and ranks Southcourt at 18th of all wards in the country. All other sectors are under-represented in the ward. These sectors include; arts, entertainment, recreation and other services which make up 0.1 per cent of employment; professional, scientific and technical which makes up 0.7 per cent; business administration & support services which makes up 1.1 per cent of employment; and retail which accounts for only 1.5 per cent of employment ranking the ward 8012th of all wards.

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



Source: BRES, ONS, 2013

Potential reasons for the high level of employment in Education are the existence of a number of schools and colleges in the area including; Sir Henry Floyd Grammar School, Ashmead Combined School, Oak Green School, Buckinghamshire University Technical College and Aylesbury College.

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 Southcourt provides jobs in these sectors, the industrial strategy sector where the ward delivers the highest share of national employment is education, which accounts for 75.2 per cent of employment, ranking Southcourt at 88th among English wards. The ward ranks so highly for employment in the sector due to the existence of a number of schools and colleges as suggested previously. The proportions of jobs in Southcourt in Industrial Strategy sectors are presented in Table 1 below.

Table 1: Employment in selected industrial strategy sectors, 2012

	Education	Professional and Business Services	Construction	Information Economy
Aylesbury Vale	10.1	16.3	5.4	2.7
Buckinghamshire	9.3	15.0	5.5	4.4
England	4.6	12.9	4.6	3.0
Southcourt	75.2	1.7	2.0	0.6

Source: BRES, ONS, 2013

With such a high proportion of jobs in education, the rest of proportion of jobs in industrial growth sectors fall well below the national, county and district levels. Construction, for example, makes up only 2.0 per cent of employment in the ward.

3.0 Labour market

At 63.7 per cent of 16-74 year olds, Southcourt's employment rate is among the highest in the country. Southcourt has a proportion of only 15.8 per cent of its residents qualified to degree level or higher. Furthermore, only 27.0 per cent work in managerial, professional or technical occupations.

In Aylesbury Vale the wards most similar to Southcourt are Gatehouse and Quarrendon. These are the only two wards to rank in the top 2500 closest matches. Interestingly, each ranks within the top 500 closest. Long Crendon is the least similar ward in the district, one of nine wards in Aylesbury to rank lower than the 8,000th closest match along with Wingrave and Great Horwood.

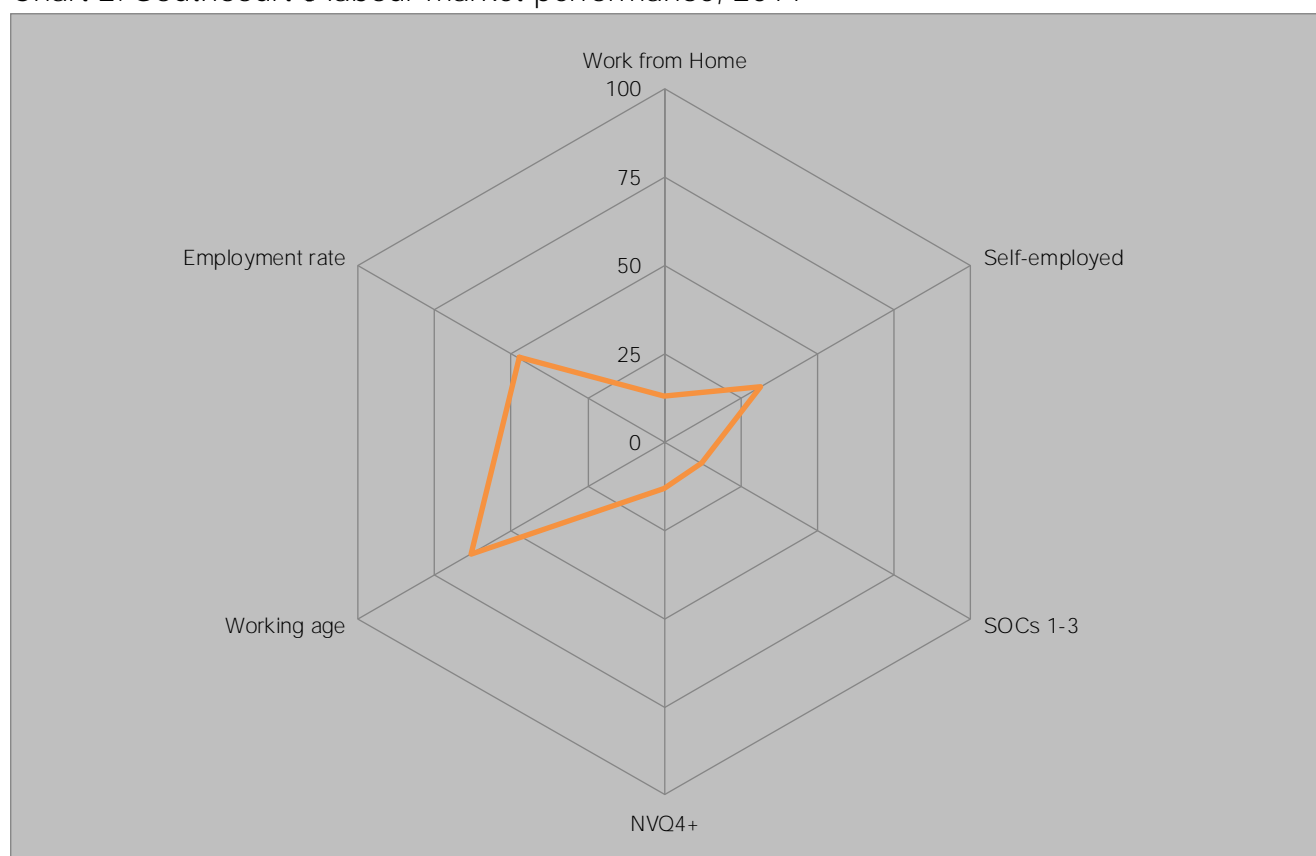
Table 2: Southcourt's labour market performance & nearest neighbours, 2011

Ward Name	Work from Home	Self-employed	SOCs 1-3	NVQ4+	Working age	Employment rate
Southcourt	1.6	8.2	27.0	15.8	64.2	63.7
Gatehouse	1.8	7.8	30.2	18.7	64.4	67.2
Quarrendon	1.9	7.7	27.8	16.6	66.5	66.7
Walton Court and Hawkslade	2.4	8.0	33.7	21.0	69.2	72.7
Oakfield	2.7	9.0	40.7	25.4	67.3	68.1
Elmhurst and Watermead	2.8	9.1	39.6	25.2	66.6	68.8

Source: Census, 2011

Southcourt has a low level of those who work from home and are self-employed. Furthermore, as stated previously, the ward has a low level of those educated to degree level or higher and those working in managerial, professional and technical roles. Southcourt looks to have an average employment rate ranking just outside the 2nd quartile.

Chart 2: Southcourt's labour market performance, 2011

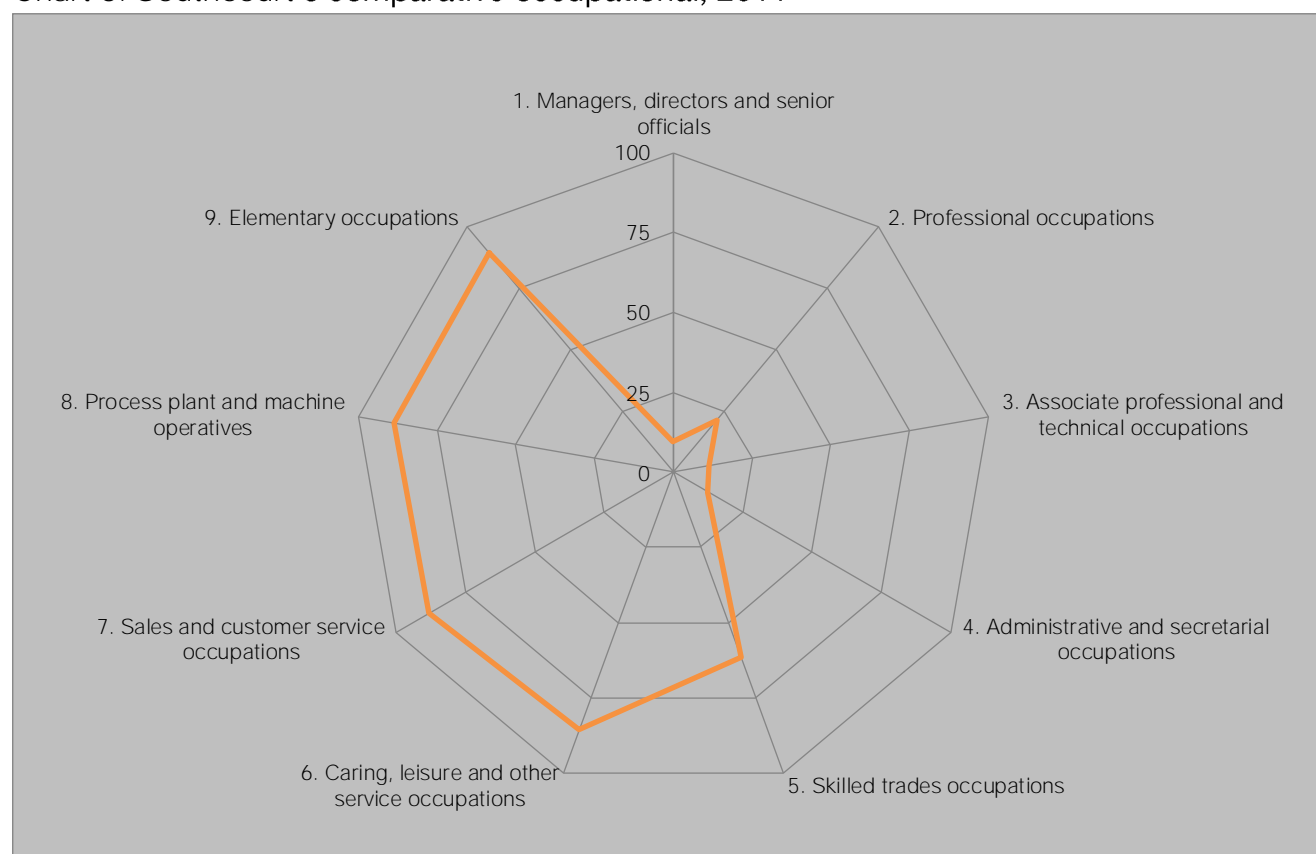


Source: Census, 2011

4.0 Occupational Structure

Southcourt's occupational structure is skewed towards the lower skilled and lower-paid occupations, with only 27.0 per cent of working residents employed in managerial, professional and technical occupations, ranking in the bottom quartile nationally for each. In contrast Southcourt ranks in the top quartile for other occupations, with 11.9, 11.0, 11.6 and 16.4 per cent of working residents employed in caring, sales/customer services, process plant & machinery operating occupations and elementary occupations respectively.

Chart 3: Southcourt's comparative occupational, 2011



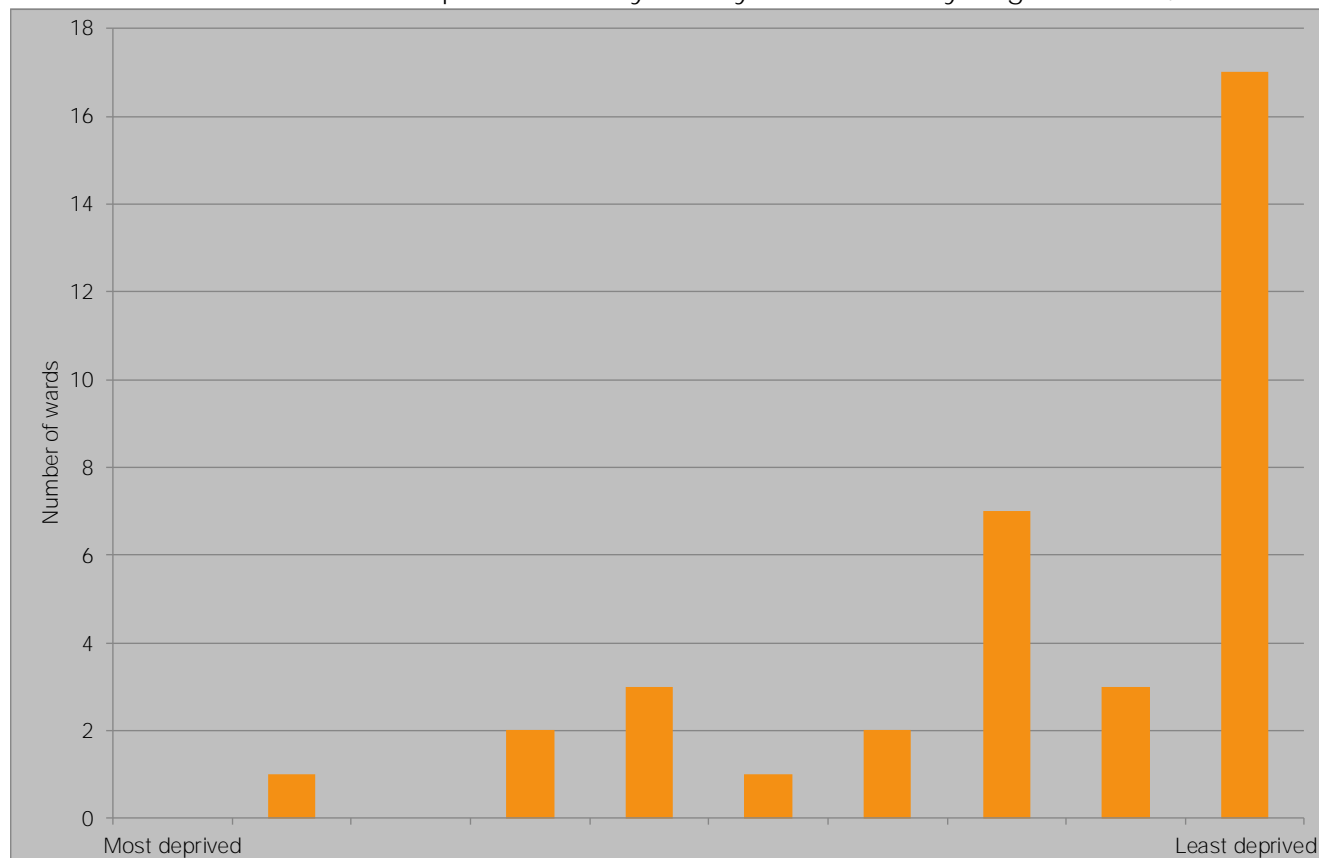
Source: Census, ONS, 2011

5.0 Deprivation

Buckinghamshire has the lowest level of economic deprivation of any Local Enterprise Partnership, with 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.

Southcourt has the 6371st lowest economic deprivation of the 7,707 wards in England and the most economically deprived of the 36 Aylesbury Vale wards. At 107th, Southcourt is almost the most economically deprived among the 108 ward in Buckinghamshire. The position of Aylesbury Vale's wards in England is shown in below, with Southcourt as the only ward in the country's second most deprived decile.

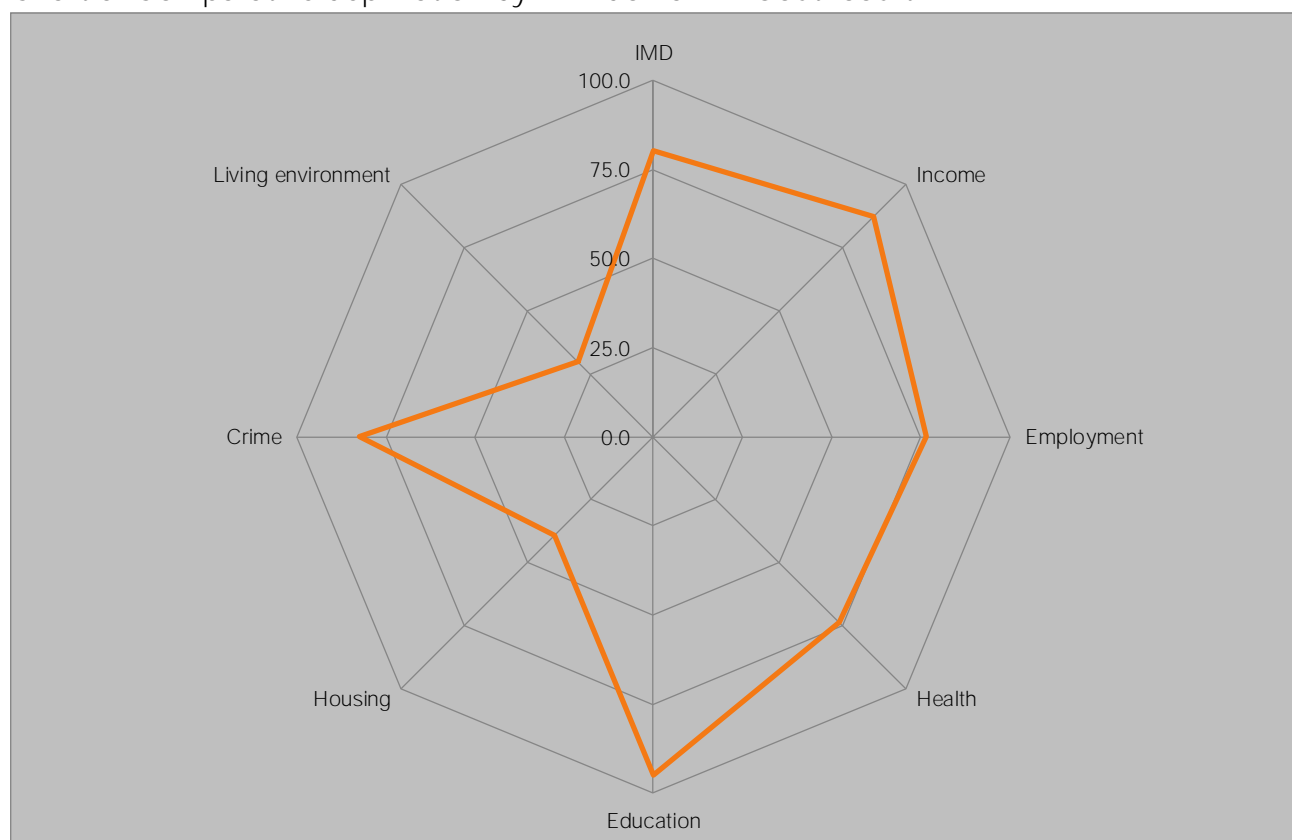
Chart 4: Relative economic deprivation of Aylesbury Vale wards by English decile, 2009



Source: DCLG, 2012

Southcourt ranks 1,652nd out of all wards in England based on the Index of Multiple Deprivationⁱⁱ; this makes it among the 2nd most deprived decile in England, well above Aylesbury Vale's **average rank of 6006th**, demonstrating that the ward is much more deprived than the district as a whole.

Chart 5: Comparative deprivation by IMD domain in Southcourt



Source: DCLG, 2010

The wards in Aylesbury Vale most closely matching Southcourt's deprivation profile are presented in Table 3. Nationally, the closest matches are Davington Priory in Swale and Immingham in North East Lincolnshire, while Gatehouse and Quarrendon are the most similar in Aylesbury Vale ranking as the 40th and 233rd most similar of all English wards. Of the 36 Aylesbury Vale wards, only two are among the 1,000 best matches including Gatehouse at 40th closest match and Quarrendon at 233rd closest match. There are 15 wards outside the 7000th closest match with Stewkley ranking 7762nd, the least close ward to Southcourt for deprivation.

Table 3: Deprivation Nearest Neighbours

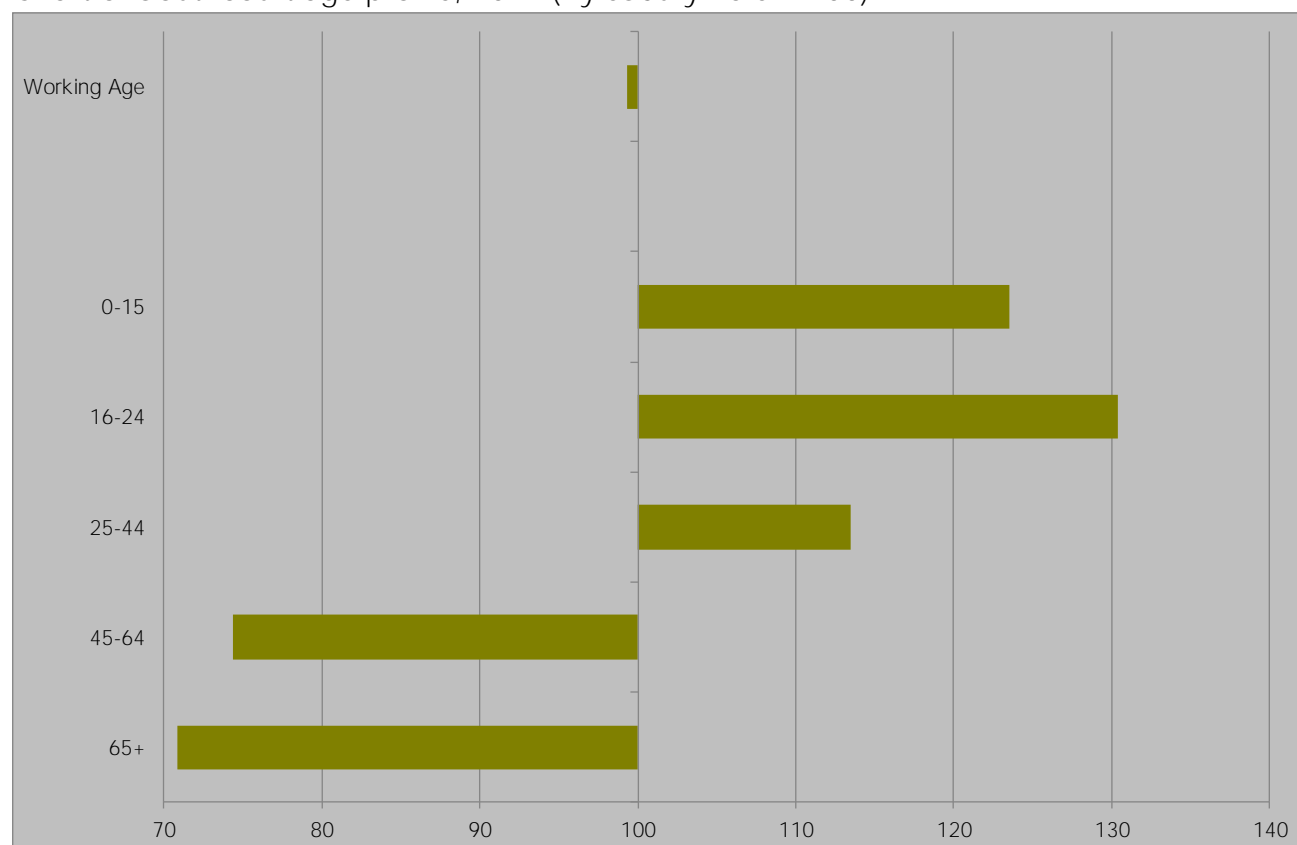
Ward	IMD	Income	Employment	Health	Education	Housing	Crime	Living environment
Southcourt	80.4	87.3	76.6	73.7	95.0	39.0	82.5	29.7
Gatehouse	72.9	77.1	59.7	71.0	90.5	39.8	83.9	45.6
Quarrendon	64.1	71.4	57.4	50.3	91.8	36.0	69.3	16.5
Elmhurst and Watermead	57.7	62.5	49.4	56.7	65.0	52.7	63.5	35.4
Walton Court and Hawkslade	55.3	57.6	51.4	53.6	78.7	64.5	68.0	5.3
Aylesbury Central	70.7	72.2	54.8	53.6	48.7	54.5	97.1	70.8

Source: DCLG, 2010

6.0 Demography

At 33.9 years, Southcourt's **average age is well** below the 40.0 recorded across Aylesbury Vale as well as the county average of 41.0. This makes Southcourt one of the youngest wards in England as suggested by over-representation of 0-44 year olds in Chart 6. In terms of age structure, two of the wards in Aylesbury Vale most similar to Southcourt are Walton Court & Hawkslade and Coldharbour with average ages of 33.9 and 32.0 respectively.

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



Source: Census, ONS, 2013

Southcourt has a lower proportion of working age residents than Aylesbury Vale at only 64.2 per cent. This ranks Southcourt at 2,943rd of all wards in England based on proportion of residents at working age. Southcourt has a significantly lower proportion of those aged 65+ at 10.6 per cent. This ranks Southcourt at 6,912 of all wards in England putting it among the lowest quintile of all wards in England for this age bracket.

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

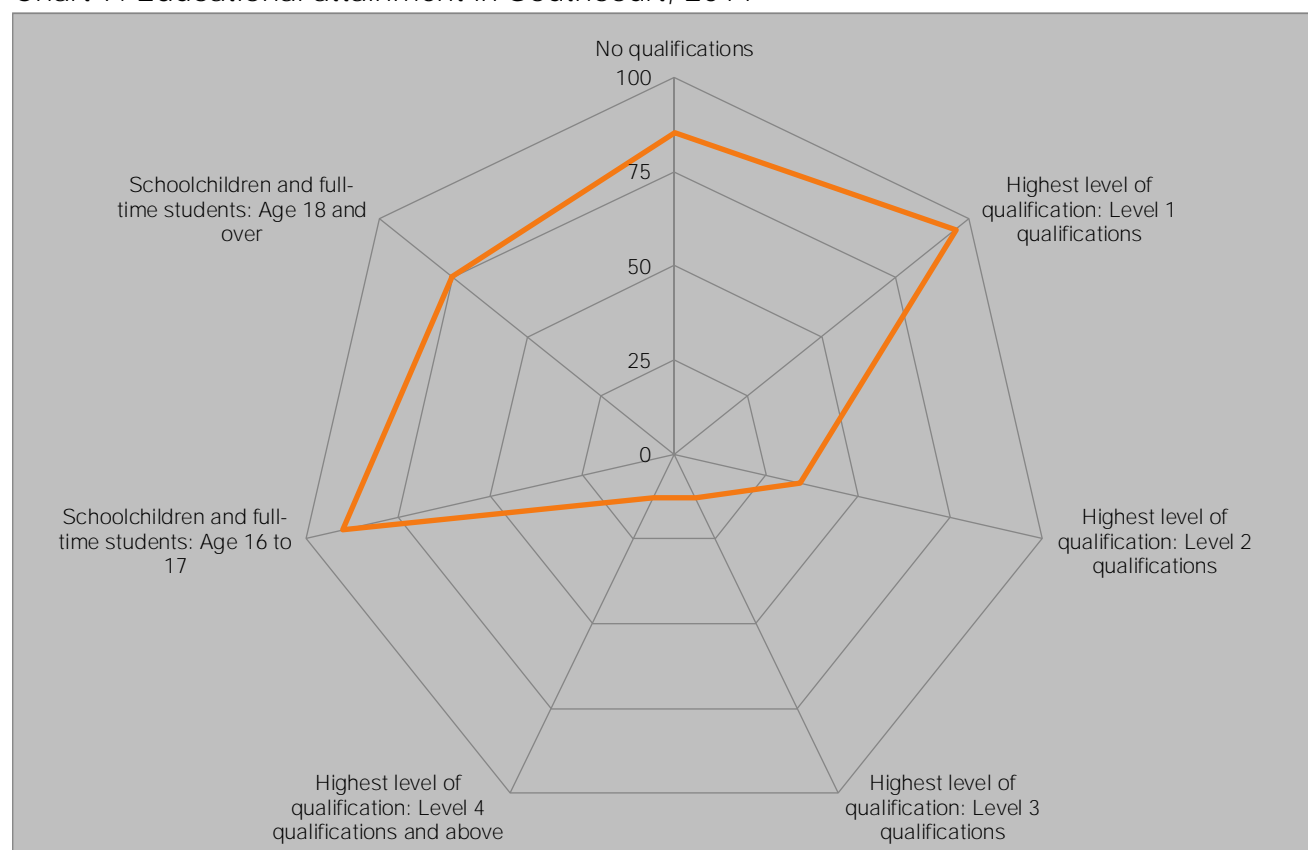
Source: Census, 2011

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.

Southcourt is one of the least qualified wards in the district and in the county, with 30.4 per cent of residents aged 16 and over holding no qualifications, well above the 22.5 per cent recorded across the country as a whole, while only 15.8 per cent hold degree level qualifications, well below the national level of 27.4 per cent.

Chart 7: Educational attainment in Southcourt, 2011



Source, Census, 2011

Southcourt is most similar to Alway (Newport), New Addington (Croydon) and Sinfin (Derby) out of all English wards with regard to educational attainment. In the district, the most similar wards are Gatehouse, Quarrendon and Elmhurst & Watermead. These are the only three wards out of 35 to rank within the top 100 closest matches. There are a total of nine wards out of the 35 which rank outside 7000th closest match to Southcourt in terms of educational attainment, the least similar wards being Haddenham, Coldharbour and Quinton.

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
Southcourt	30.4	18.0	15.5	10.1	15.8	3.5	3.6
Gatehouse	25.6	17.7	16.2	11.0	18.7	2.8	3.1
Quarrendon	25.4	19.4	18.0	11.0	16.6	3.0	3.9
Elmhurst and Watermead	21.8	15.6	15.8	11.4	25.2	2.8	3.3
Walton Court and Hawkslade	21.0	18.9	17.9	12.5	21.0	2.5	2.3
Wing	18.8	14.4	16.2	13.7	29.1	3.3	2.5

Source: Census, ONS, 2011

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

7.1.1 Ashmead Combined School (Key Stage 2)

In 2012, 81 per cent of pupils attained Level 4 or above in Key Stage 2 English, a result which placed the school in the 4th quintile of all schools. In reading, 85 per cent of pupils achieved Level 4 and in writing, 71 per cent of pupils achieved Level 4. This placed the school in the 4th quintile and lowest quintile of all schools respectively. In 2012, 96 per cent of pupils attained Level 4 or higher in Key Stage 2 mathematics, an increase of 15 percentage points on 2011.

In 2012, 91 per cent of pupils achieved expected progress in English, the result placed the school in the middle 20 per cent of all schools. In Maths, 97 per cent of pupils achieved expected progress. This is an increase of 19 percentage points on 2011 and placed the school in the highest quintile of all schools. The attendance rate for the school in 2012 was 95.6 per cent. This is an increase of 1.5 percentage points since 2011 and is in the middle quintile of all schools.

7.1.2 Oak Green School (Key Stage 2)

In 2012, 80 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 4th quintile of all schools. Of this, 88 per cent of pupils attained Level 4 in Key Stage 2 reading and 72 per cent of pupils attained Level 4 or above in Key Stage 2 writing. This placed the schools in the 3rd quintile and lowest quintile of all schools respectively. In the 2012, Key Stage 2 mathematics test, 68 per cent of pupils attained Level 4 or higher, this is a decrease of 4 percentage points on the previous year and places the school in the lowest quintile of all schools.

In 2012, 90 per cent of pupils attained expected progress in English and 79 per cent of pupils attained expected progress in maths. This placed the school in the 4th quintile and the lowest quintile respectively. In 2012, the attendance rate at the school was 94.4 per cent, an increase of 1.3 per cent on 2011. This attendance rate falls into the bottom 20 per cent of all schools.

7.1.3 Sir Henry Floyd Grammar School (Key Stage 4)

In 2012, 99 per cent of all pupils attained five A*-C GCSE grades including English and **mathematics. This is unchanged on the previous year. The school's result was in the top 20 per cent of all schools.** In this year, 99 per cent of pupils attained a grade A*-C in English, mathematics and science, each result placed the school in the highest quintile of all schools.

In the same year, 97 per cent of pupils achieved expected progress in English, this has not changed since 2011. This result placed the school in the top 20 per cent of all schools. Following this, 96 per cent of pupils achieved expected progress in maths, a decrease of one percentage point on the previous year. As a result, the school was placed in the highest quintile of all schools. In 2012, the attendance rate at the school was 95.7 per cent, this is an increase of 0.8 percentage points on the previous year. The attendance rate is in the top 20 per cent of all schools.

8.0 Buckinghamshire Business First in Southcourt

Of the 92 businesses in Southcourt, 24, or 26.1 per cent are Buckinghamshire Business First members. BBF members in the ward are presented in Error! Reference source not found. below.

BBF members in Southcourt, November 2013

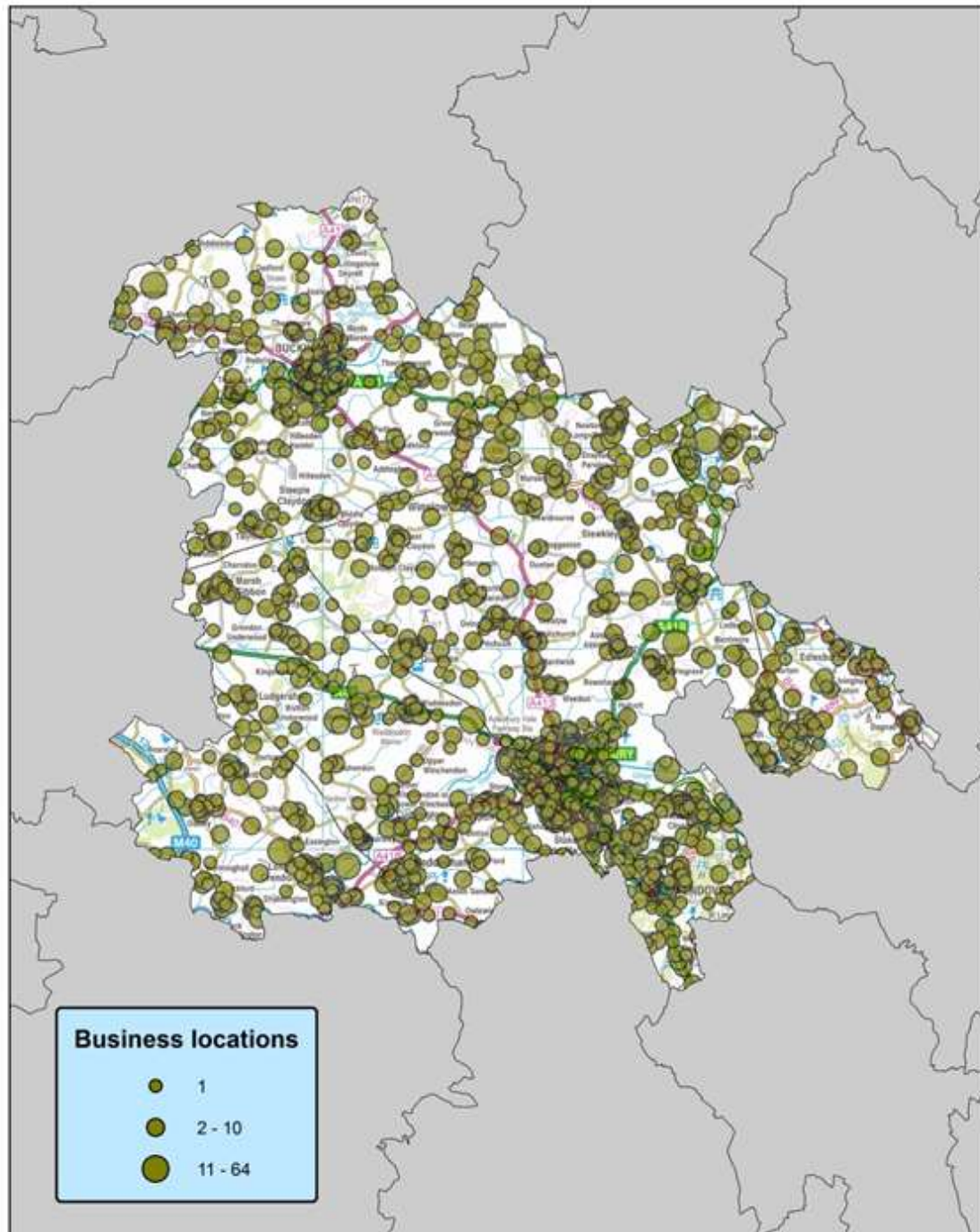
- Julie Brandon
- The International Knowledge & Mobility Forum
- The Olde Sweet Shoppe
- Aylesbury College (26 – 50 employees)
- Buckinghamshire University Technical College (11 – 25)
- A Big Voice (1 – 5)
- Aylesbury Compressor Services (1 – 5)
- Aylesbury Window Repairs (1 – 5)
- Brooks Auto Repair Ltd (1 – 5)
- Browns Removals (1 – 5)
- Buckinghamshire Legacy Partnership (1 – 5)
- Ebizz EU Ltd (1 – 5)
- **J O'Callaghan Tree Care (1 – 5)**
- M L Holt (1 – 5)
- MRJ Plumbing Services (1 – 5)
- Mrs P Childminder Services (1 – 5)
- Phoenix Engineering Co (1 – 5)
- PW Auto Electrics (1 – 5)
- SprintBio Ltd (1 – 5)
- Boost Business Design Ltd (self)
- Granular Grape Ltd (self)
- IT Reworx (self)
- Jane Williams Computer Tuition & Web Design (self)
- ThumbsUp Social Marketing (self)

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 92 businesses, Southcourt has 1.1 per cent of the district's total, providing work for 1.3 per cent of the district's workforce.



**Businesses in Aylesbury Vale
2013**

This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.
© Copyright Buckinghamshire County Council Licence No. 10001026 2010
Imagery © GeoEye/SpotBlast.com



Produced by BSF
13 November 2013

Scale: 1:250,000 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>