

Aylesbury Vale Councillor Update

Economic Profile of Waddesdon 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

Waddesdon is home to 2,513 people and provides 900 jobs in 129 businesses. Of these businesses, 24 (18.6 per cent) are Buckinghamshire Business First members.

There were 1,341 employed people aged 16-74 living in Waddesdon ward at the 2011 Census, eight fewer than the 1,349 recorded in 2001. Over that period the working age population fell 61 to 1,013 while the total population fell 82 to 2,513. The number of households fell by 39 (3.7 per cent) to 1,013. This is a significant percentage change and places the ward 3rd biggest percentage decrease out of all wards in Aylesbury Vale. Based on the decrease in number of households, the ward ranks 3rd out of all wards in Buckinghamshire.

The largest companies in Waddesdon include:

- Zonal Retail Data Systems Ltd;
- Waddesdon Church of England School;
- Last Frontiers Ltd;
- Waddesdon Estate;
- Chambers Engineering Ltd;
- Matrix Fire & Security Ltd; and
- Creeds (Southern) Ltd.

There are 13 **Job Seekers' Allowance claimants living in** Waddesdon, representing 0.8 per cent of working age residents, including five claimants aged 18-24 and ten who have been claiming for less than six months.

Superfast broadband is expected to be available to 88 per cent of premises in the Waddesdon ward by March 2016 with commercial providers responsible for 0 per cent. The Connected Counties project, run by BBF, deliver the remaining 88 per cent through its interventions in the Haddenham, Stone and Waddesdon exchange areas. Universal Service Commitment eliminates sub 2 Mbps premises. 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 1,405 employed residents, 477 people lived and worked in the ward, with the most common destinations by local authority district being:

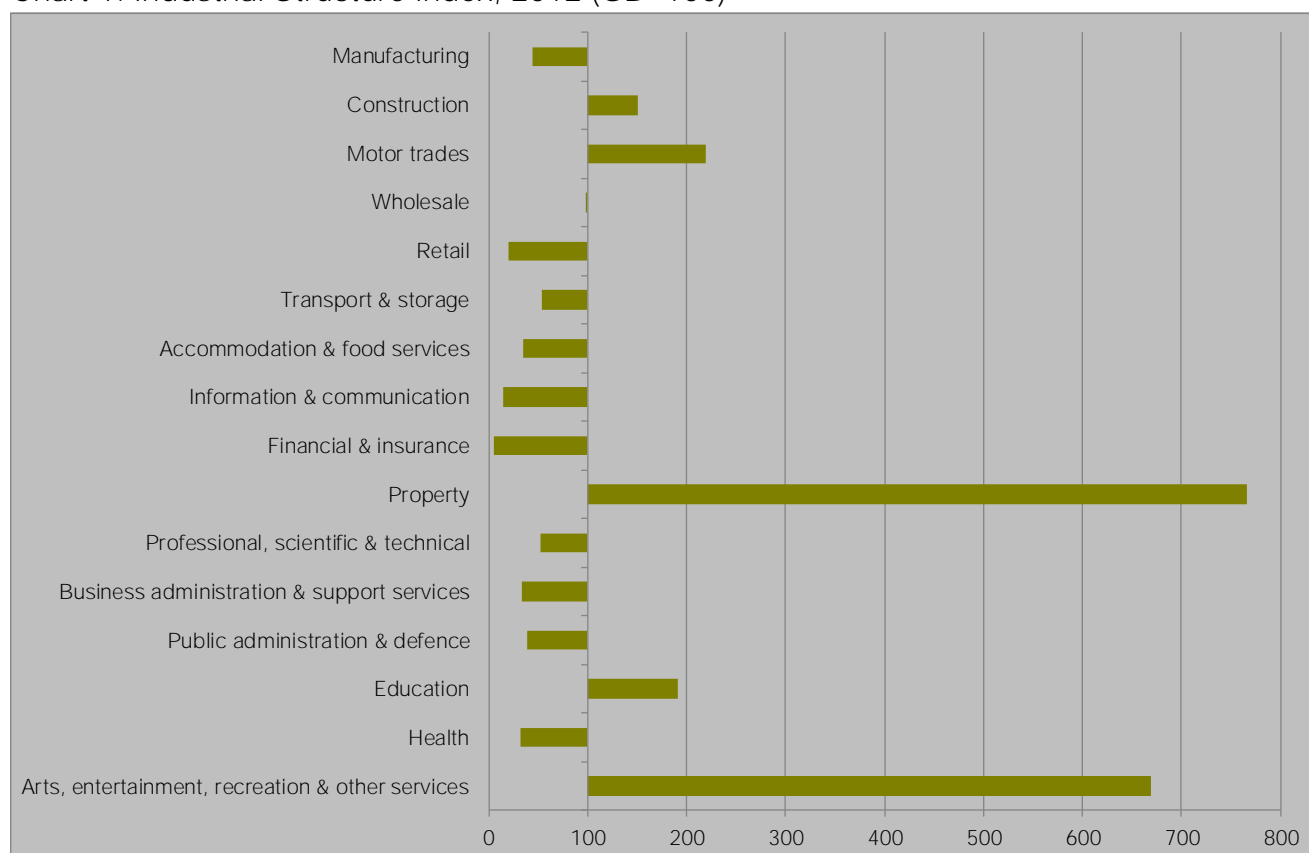
- Aylesbury Vale (1,013, 72.1 per cent)
- South Oxfordshire (58, 4.1)
- Wycombe (52, 3.7)
- Cherwell (45, 3.2)
- Oxford (30, 2.1)
- Milton Keynes (21, 1.5)
- Chiltern (21, 1.5)
- Dacorum (18, 1.3)

2.0 Industrial structure

There are 129 businesses located in Waddesdon employing 900 people. Of these businesses, 117 are micro businesses, employing fewer than 10 people.

Waddesdon is over-represented in Property which accounts for 13.5 per cent of employment in the ward. This proportion ranks Waddesdon 66th out of all wards for employment in the sector. Other over-represented wards include arts entertainment and services which account for 30.0 per cent of employment. The proportion ranks Waddesdon 53rd out of all wards for employment in the sector. Motor trades account for 3.9 per cent of employment which ranks the ward 1,418th out of all wards.

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



Source: BRES, ONS, 2013

The financial & insurance sector accounts for only 0.2% of employment in the ward, ranking Waddesdon only 5,205th out of all wards. Retail is also significantly under-represented accounting for only 2.1 per cent of employment. The ward is ranked 7,662nd based on this proportion.

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 Waddesdon provides jobs in these sectors, the industrial strategy sector where the ward delivers the highest share of national employment is education, which accounts for 17.4 per cent of employment, ranking Waddesdon at 2,209th among English wards. The proportions of jobs in Waddesdon in Industrial Strategy sectors are presented in Table 1.

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
Waddesdon	17.4	4.6	5.2	0.5

Source: BRES, ONS, 2013

At 4.6 per cent, the proportion of Waddesdon's jobs in the professional & business services sector is the 5,679th highest of all wards in England, the proportion is below that of both the county level and the district level.

3.0 Labour market

At 62.7 per cent of 16-74 year olds, Waddesdon's employment rate is among the highest in the country. Waddesdon has a proportion of 31.2 per cent of its residents qualified to degree level or higher. Furthermore, 42.8 per cent work in managerial, professional or technical occupations.

In Aylesbury Vale the wards most similar to Waddesdon are Wing, Steeple Claydon and Pitstone with 15 of the other 35 wards among the top thousand closest matches. The least similar ward in the district is Southcourt, one of three wards in Aylesbury to rank lower than the 5,000th closest match along with Gatehouse and Quarrendon.

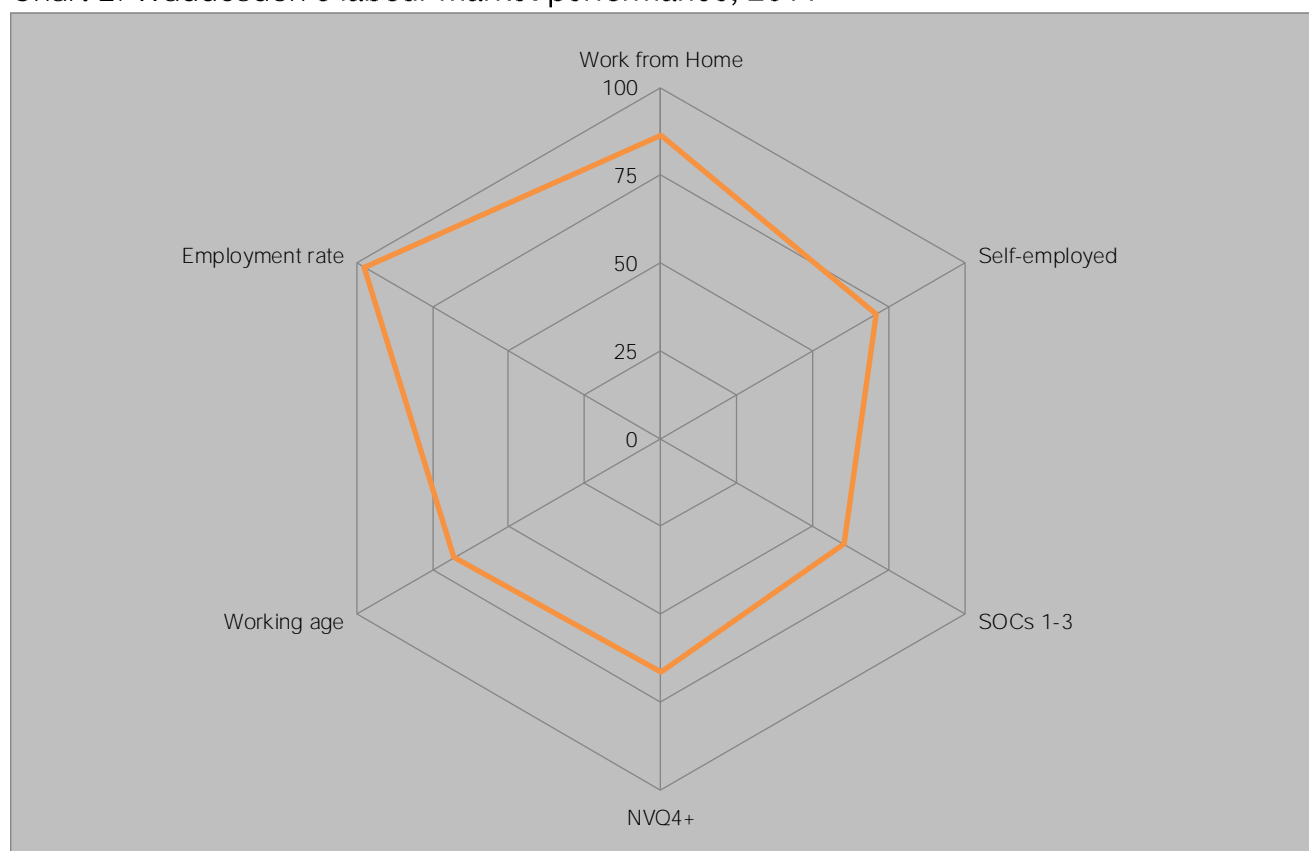
Table 2: Waddesdon's labour market performance & nearest neighbours, 2011

Ward Name	Work from Home	Self-employed	SOCs 1-3	NVQ4+	Working age	Employment rate
Waddesdon	7.6	12.7	42.8	31.2	64.6	73.7
Wing	6.2	14.1	46.7	29.1	64.0	69.6
Steeple Claydon	6.7	14.8	46.5	31.5	66.8	73.8
Pitstone	7.0	14.4	53.0	34.7	63.8	72.7
Weedon	5.4	12.9	53.0	35.5	64.2	71.6
Winslow	6.1	14.1	49.2	34.3	61.9	69.8

Source: Census, 2011

Waddesdon has a high level of those who work from home and a fairly high level of those who are self-employed. Furthermore, as stated previously, the ward has an above average level of those educated to degree level or higher and those working in managerial, professional and technical roles. Waddesdon looks to have a high employment rate and fairly high level of working age residents.

Chart 2: Waddesdon's labour market performance, 2011

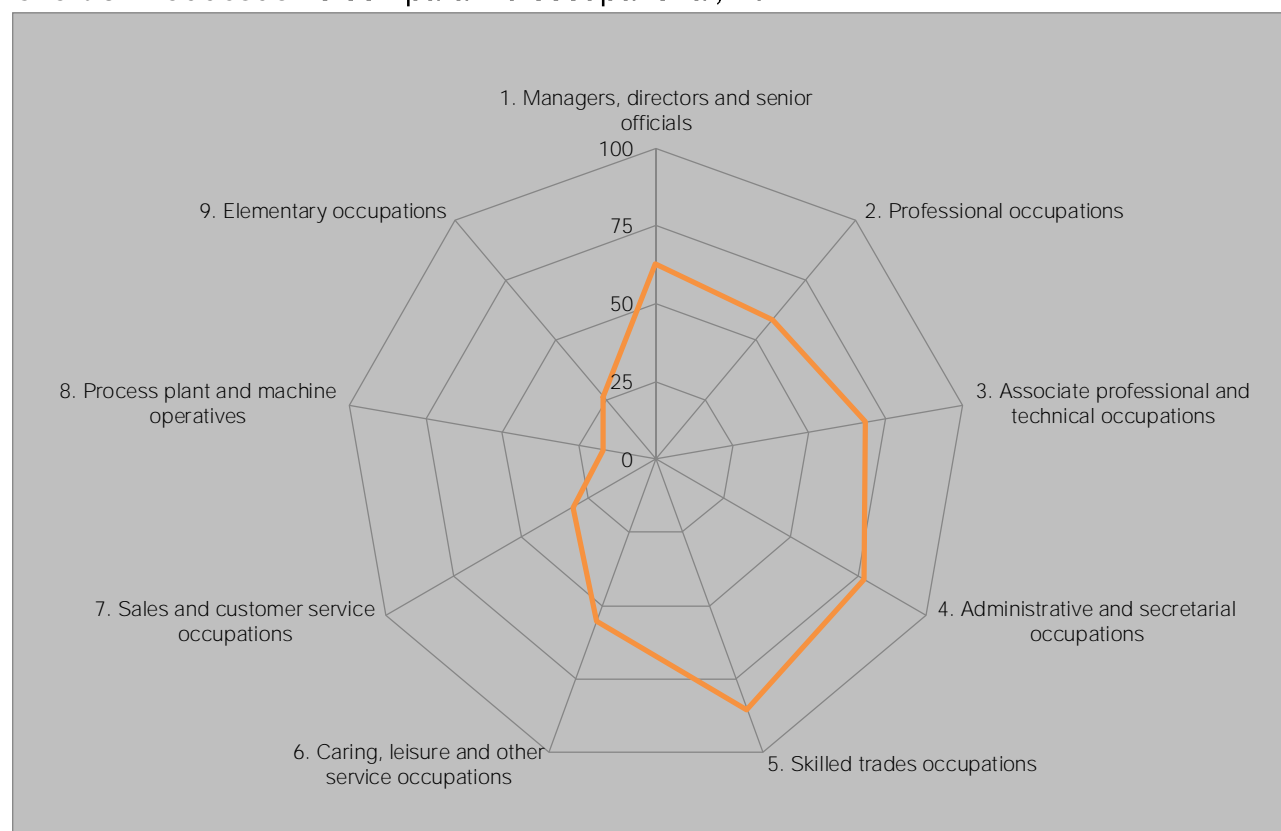


Source: Census, 2011

4.0 Occupational Structure

Waddesdon's **occupational structure** is favourably skewed towards the higher skilled and better remunerated occupations, with 42.8 per cent of working residents employed in managerial, professional and technical occupations, ranking in the second quartile nationally for each occupation. In contrast Waddesdon ranks in the bottom quartile for other occupations, with only 4.2 per cent of working residents employed in process plant and machinery operating occupations respectively.

Chart 3: Waddesdon's comparative occupational, 2011



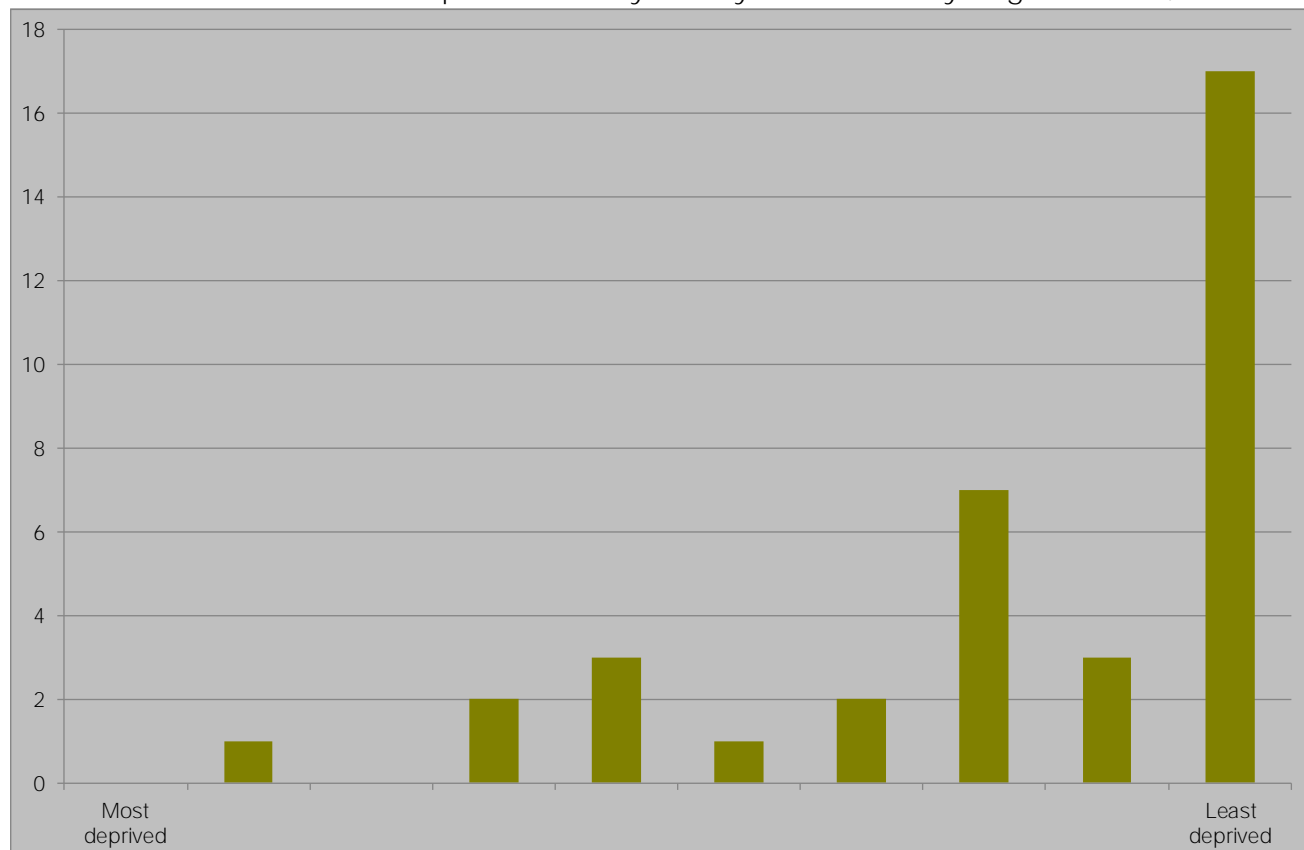
Source: Census, ONS, 2011

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.

Waddesdon has the 525th lowest economic deprivation of the 7,707 wards in England and the 9th least economically deprived of the 36 Aylesbury Vale wards. Waddesdon is the 35th least economically deprived among the 108 ward in Buckinghamshire. The position of Aylesbury Vale's wards in England is shown in below, with Waddesdon one of the 17 wards shown in England's least deprived decile.

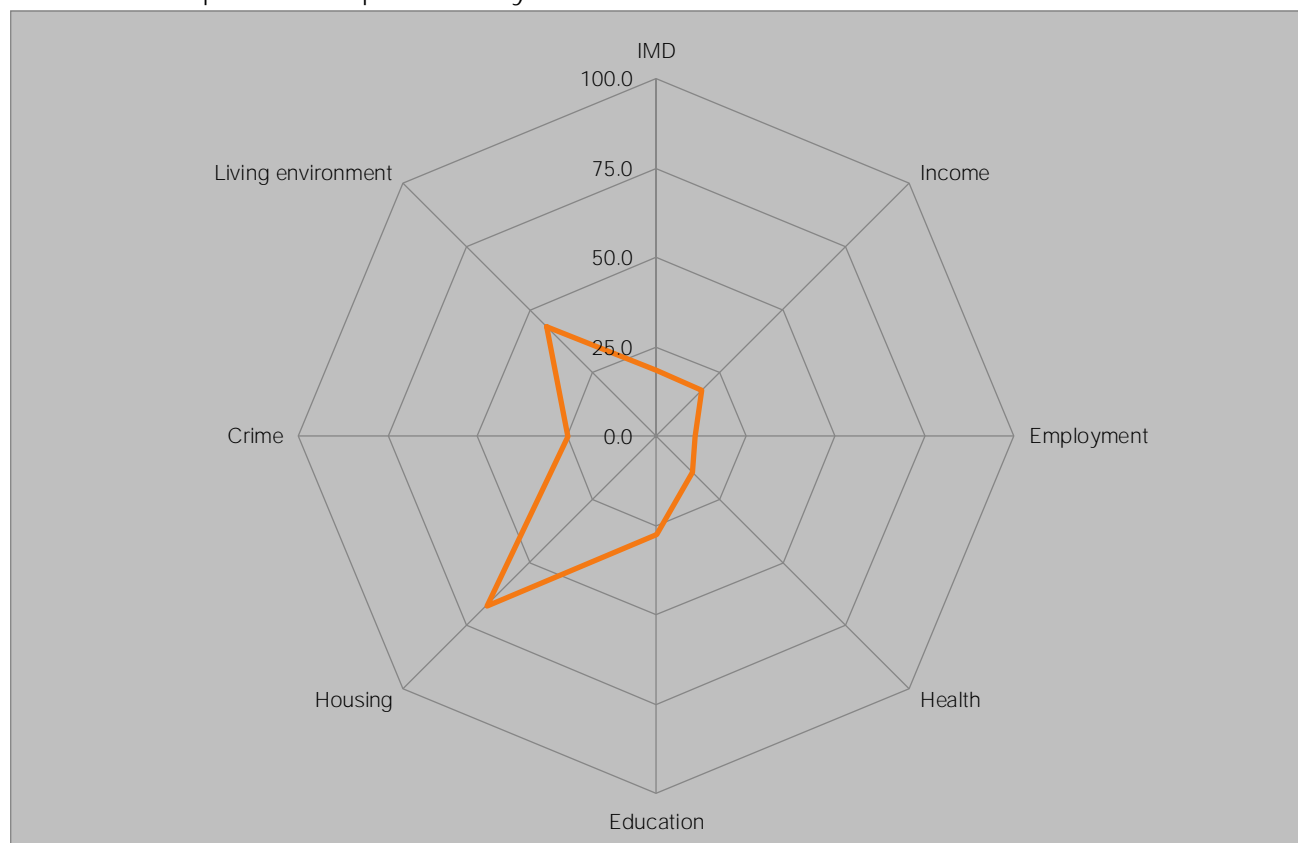
Chart 4: Relative economic deprivation of Aylesbury Vale wards by English decile, 2009



Source: DCLG, 2012

Waddesdon ranks 6,485th out of all wards in England based on the Index of Multiple Deprivationⁱⁱ; this makes it among the least deprived decile in England, just above Aylesbury Vale's **average rank of 6006th**, demonstrating that the ward is less deprived than the district as a whole.

Chart 5: Comparative deprivation by IMD domain in Waddesdon



Source: DCLG, 2010

The wards in Aylesbury Vale most closely matching Waddesdon's deprivation profile are presented in Table 3. Nationally, the closest matches are Clutton (Bath & North East Somerset, Mytchett (Surrey Heath) and Otford (Sevenoaks)), while Brill and Edlesborough are the most similar in Aylesbury Vale ranking as the 154th and 179th most similar of all English wards. Of the 36 Aylesbury Vale wards 21 are among the 1,000 best matches including two in the top 200, however Southcourt is only the 6,303rd closest match.

Table 3: Deprivation Nearest Neighbours

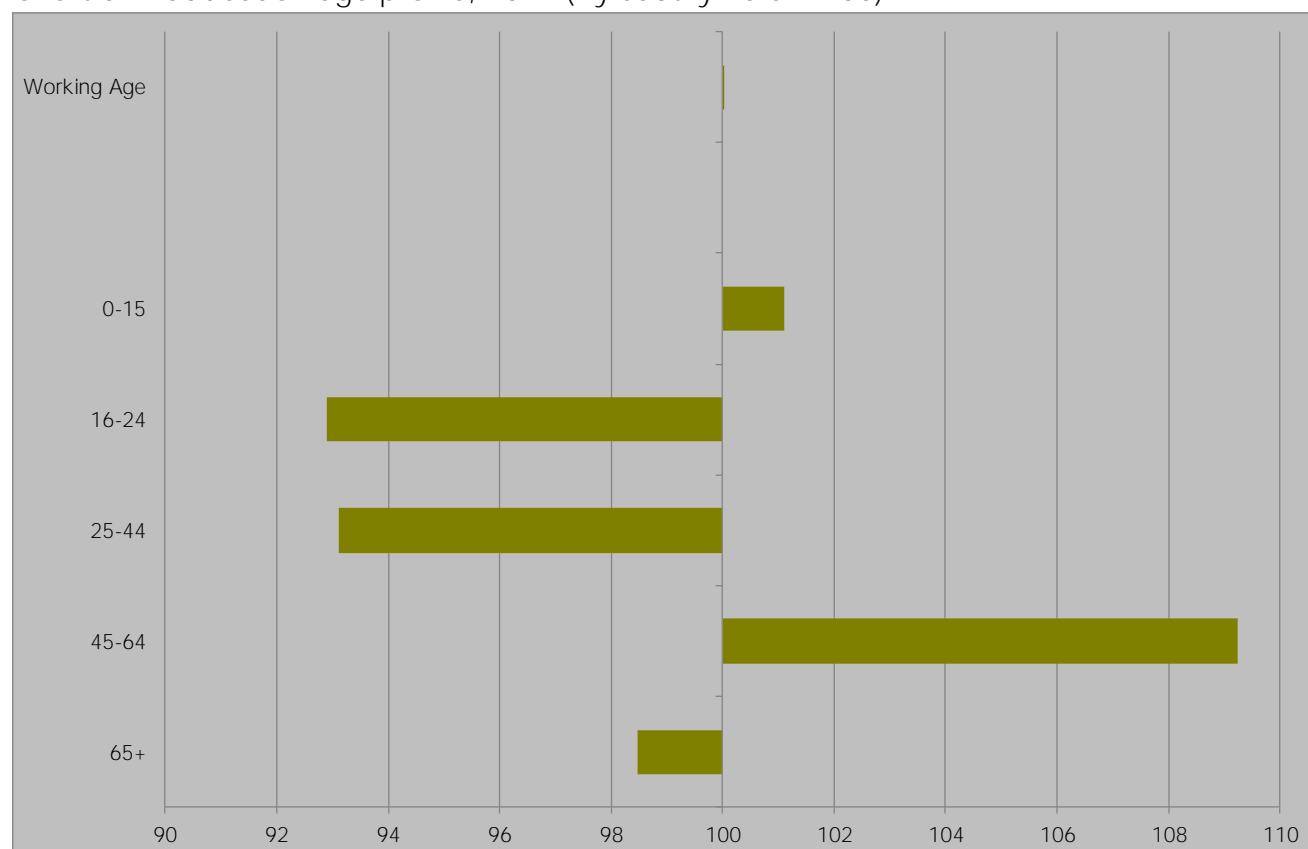
Ward	IMD	Income	Employment	Health	Education	Housing	Crime	Living environment
Waddesdon	18.3	17.9	11.0	14.3	27.6	67.0	24.8	43.1
Brill	19.7	14.8	5.5	21.7	18.3	89.3	17.9	28.7
Edlesborough	4.2	6.0	2.3	5.6	9.6	68.2	30.5	31.2
Great Horwood	16.8	6.1	13.6	16.5	10.3	82.7	44.6	49.4
Weedon	13.6	22.8	2.8	1.8	7.0	85.9	33.6	32.8
Marsh Gibbon	17.9	3.9	1.2	4.1	13.9	91.3	11.3	38.3

Source: DCLG, 2010

6.0 Demography

At 39.9 years, Waddesdon's **average age is** just below the 40.0 recorded across Aylesbury Vale as well as the county average of 41.0. This makes Waddesdon one of the more middle-aged wards in England as suggested by the heavily over-represented 45-64 year olds in Chart 6. In terms of age structure, two of the wards in Aylesbury Vale most similar to Waddesdon are Grendon Underwood and Steeple Claydon with average ages of 39.1 and 40.3 respectively.

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



Source: Census, ONS, 2013

Waddesdon has the same proportion of working age residents as Aylesbury Vale at 64.6 per cent. This ranks Waddesdon at 4,598th of all wards in England based on proportion of residents at working age. Waddesdon has a fairly high proportion of those aged 0-15 at 20.7 per cent. This ranks Waddesdon at 1,545th of all wards in England putting it among the upper quintiles of all ward 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

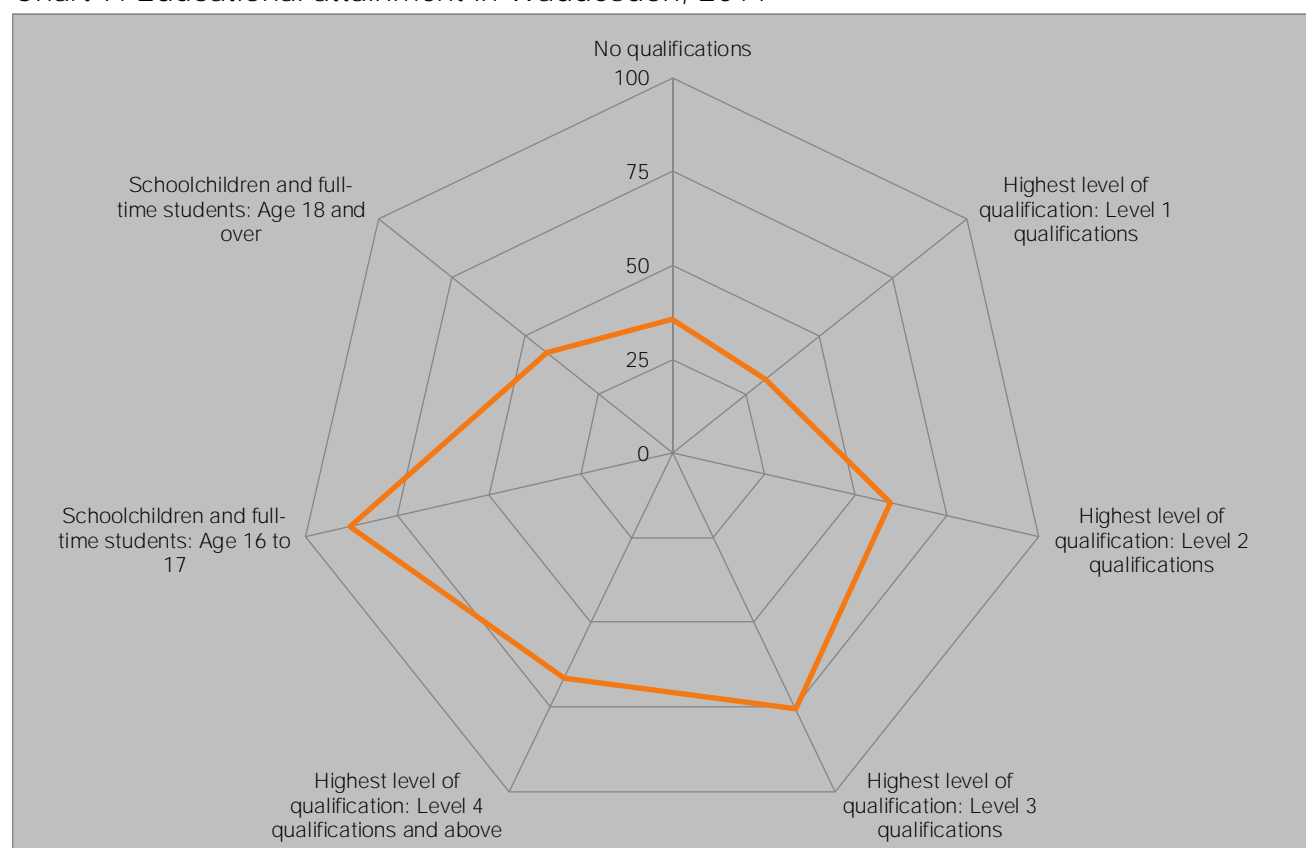
Source: Census, 2011

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.

Waddesdon's population has a lower educational attainment than the district's overall, whilst a higher proportion (19.2 per cent) have no qualifications, a lower proportion (31.2 per cent) are educated to degree level or higher. This demonstrates a lower level of educational attainment on the whole. There is a proportion of 3.4 per cent of Waddesdon residents schoolchildren or full-time students aged 16 to 17. This is significantly lower than other wards in Aylesbury Vale. The ward's performance compared to all wards in England is presented in Chart 7 below.

Chart 7: Educational attainment in Waddesdon, 2011



Source, Census, 2011

Waddesdon is most similar to Penreath (Isle of Anglesey), Tadburn (Test Valley) and Kibworth (Harborough) of all English wards with regard to educational attainment. In the district the most similar wards are Berton, Great Brickhill and Wing, with 11 of the other 35 wards ranking inside the top 1000 matches but with Quarrendon and Southcourt both 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
Waddesdon	19.2	12.2	16.6	12.8	31.2	3.4	2.6
Bierton	19.1	11.9	15.9	12.2	32.8	3.1	2.2
Great Brickhill	17.5	11.7	15.8	12.5	36.6	3.0	2.5
Wing	18.8	14.4	16.2	13.7	29.1	3.3	2.5
Stewkley	16.5	11.0	15.8	11.9	38.0	3.2	2.6
Bedgrove	16.1	13.2	16.8	11.4	32.7	3.4	2.4

Source: Census, ONS, 2011

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

7.1.1 Waddesdon Village Primary School (Key Stage 2)

In 2012, 91 per cent of pupils attained Level 4 or higher in the Key Stage 2 English test and assessment, ranking in the 2nd quintile of all school. Of these, 91 per cent attained Level 4 or above in reading and 91 per cent attained Level 4 or above in writing. The results placed the school in the middle 20 per cent and top 40 per cent respectively. In 2012, 91 per cent of pupils attained Level 4 or higher in the Key Stage 2 mathematics test and assessment. This is a decrease of nine percentage points on the previous year but ranks the school in the top 40 per cent nonetheless.

In 2012, 90 per cent of pupils attained their expected progress in English and 94 per cent of pupils attained their expected progress in maths. The results placed the school in the bottom 40 per cent and top 40 per cent respectively. Attendance rate for the school was fairly high at 96.2 per cent ranking the school in the top 40 per cent of all schools.

7.1.2 Waddesdon Church of England School (Academy Converter)

In 2012, 70 per cent of pupils attained GCSEs grade A*-C including English and Mathematics, this is an increase of one percentage point on 2011. The result placed the school in the highest quintile of all schools. In the same year, 78 per cent of pupils attained grade A*-C in English, 80 per cent in maths and 78 per cent in science. The results placed the school in the highest quintile for maths, the second quintile for English and the third quintile for science.

In 2012, 74 per cent of pupils attained expected progress in English placing the school in the second quintile of all schools. In the same year, 82 per cent of pupils attained expected progress in maths placing the school in the highest quintile of all schools. The attendance rate at the school was 95.6 per cent, an increase of 0.2 percentage points on the previous year which placed the school in the top 20 per cent of all schools for attendance.

8.0 Buckinghamshire Business First in Waddesdon

Of the 129 businesses in Waddesdon, 24, or 18.6 per cent are Buckinghamshire Business First members. BBF members in the ward are presented in Table 6 below.

Table 6: BBF members in Waddesdon, November 2013

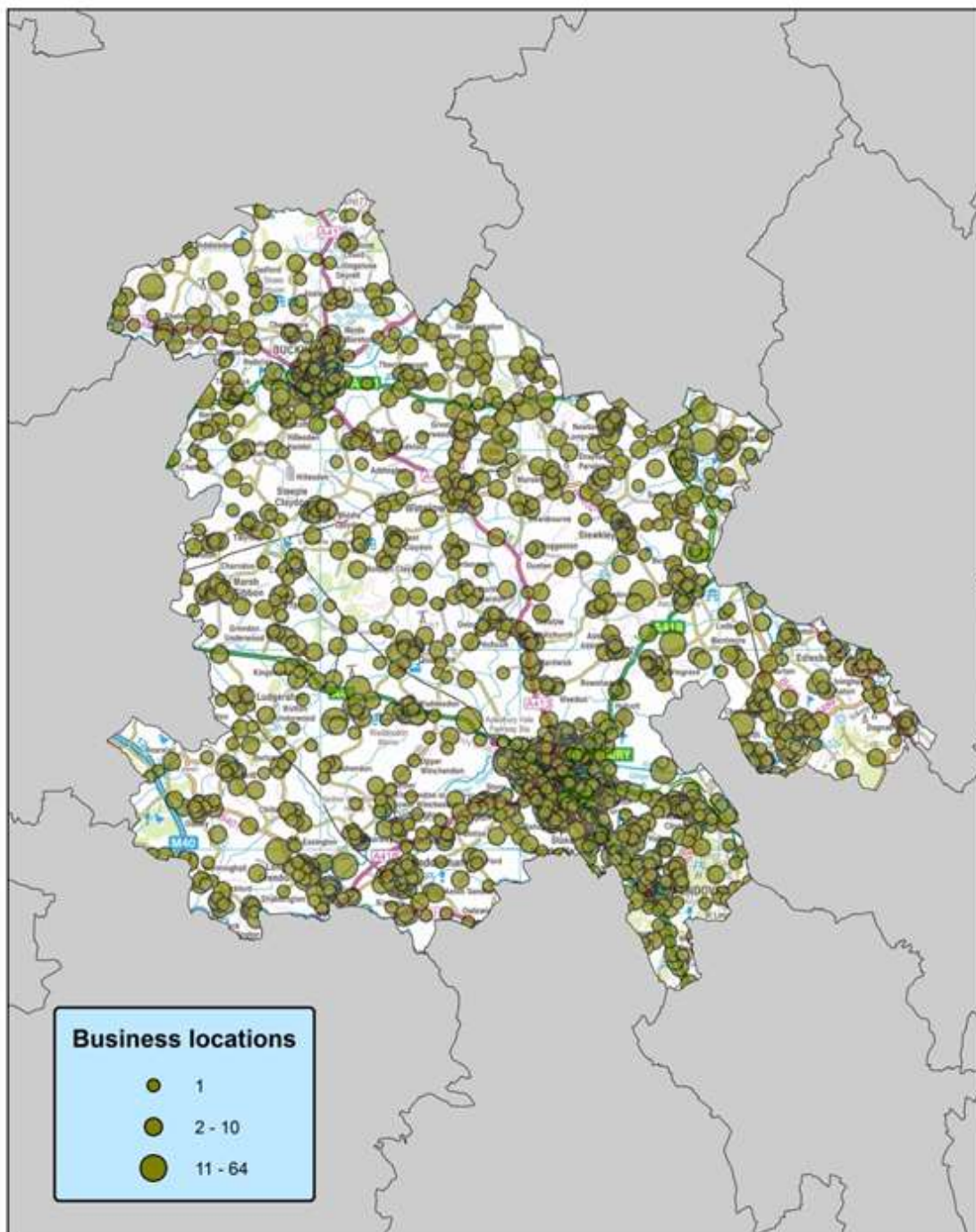
Business	Employee Size Band
Chambers Engineering Ltd	11 to 25
Matrix Fire & Security Ltd	11 to 25
Creeds (Southern) Ltd	6 to 10
All People Photography	1 to 5
Anniepenn PR	1 to 5
Beesons Gardening Services	1 to 5
Cliffe's Renovations	1 to 5
Country Seats	1 to 5
Curtis Civil Engineering	1 to 5
E Johnson	1 to 5
Freesound Productions	1 to 5
Gilmores Salt Ltd	1 to 5
Hydrotekniks Group Holdings Ltd	1 to 5
J Plan Office Solutions Ltd	1 to 5
John Warren Cars	1 to 5
K W Goss	1 to 5
Masters E W Farmer	1 to 5
Morgan Thomas Limited	1 to 5
P & A Accident Repairs	1 to 5
P & A Self Drive Hire	1 to 5
R W Lloyd	1 to 5
Waddesdon Manor	1 to 5
Spotty Dot	Self only
U K Media Services	Self only

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 129 businesses, Waddesdon has 1.6 per cent of the district's total, providing work for 1.3 per cent of the district's workforce.



Business locations

- 1
- 2 - 10
- 11 - 64

**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 2013. 100010206 2013
Imagery © GeoInformation.com



Produced by BDF
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>