

Aylesbury Vale Councillor Update

Economic Profile of Wendover 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

Wendover is home to 8,524 people and provides 2,700 jobs in 400 businesses. Of these businesses, 58 (15.3 per cent) are Buckinghamshire Business First members.

There were 3,937 employed people living in Wendover ward at the 2011 Census, a marked fall from the 4,427 recorded in 2001. Over that period the working age population having fallen 380 to 5,203 over the period despite the total population increasing by 17 to 8,524. The number of households increased by 218 (7.0 per cent) to 3,341. This was the 12th largest increase in households in Aylesbury Vale and the 31st largest in Buckinghamshire.

The largest companies in Wendover include:

- Mowlem Building Maintenance;
- RAF Benevolent Fund;
- Caswell Maintenance Services Ltd;
- Fire Crest
- Data Duplication Ltd
- Chilterns MS Centre
- Rumsey's Handmade Chocolates Ltd;
- And several tourism businesses including the town's pubs.

There are 44 Job Seekers' Allowance claimants living in Wendover, representing 0.8 per cent of working age residents, including 15 claimants aged 18-24 and 10 who have been claiming for more than six months.

Superfast broadband is expected to be available to 88 per cent of premises in Wendover ward, with commercial providers responsible for 81 per cent. The Connected Countiesⁱ project run by BBF will deliver the remaining 7 per cent through its intervention in the Wendover, Aylesbury, Great Missenden and Stoke Mandeville exchange areas. The project will deliver extended superfast footprint via additional funding, adaptation of downstream technology and contract claw-back mechanism, with the Universal Service Commitment will address all premises where speeds are below 2 Mbps.

At the time of the 2001 Censusⁱⁱ, of the 4,427 employed residents 2,255 people lived and worked in the ward, with the most common destinations by local authority district being:

- Aylesbury Vale (3,067, 69.3 per cent)
- Wycombe (223, 5.0)
- Chiltern (193, 4.4)
- Dacorum (132, 3.0)
- Westminster (114, 2.6)
- Hillingdon (61, 1.4)
- South Oxfordshire (48, 1.1)
- City of London (44, 1.0)

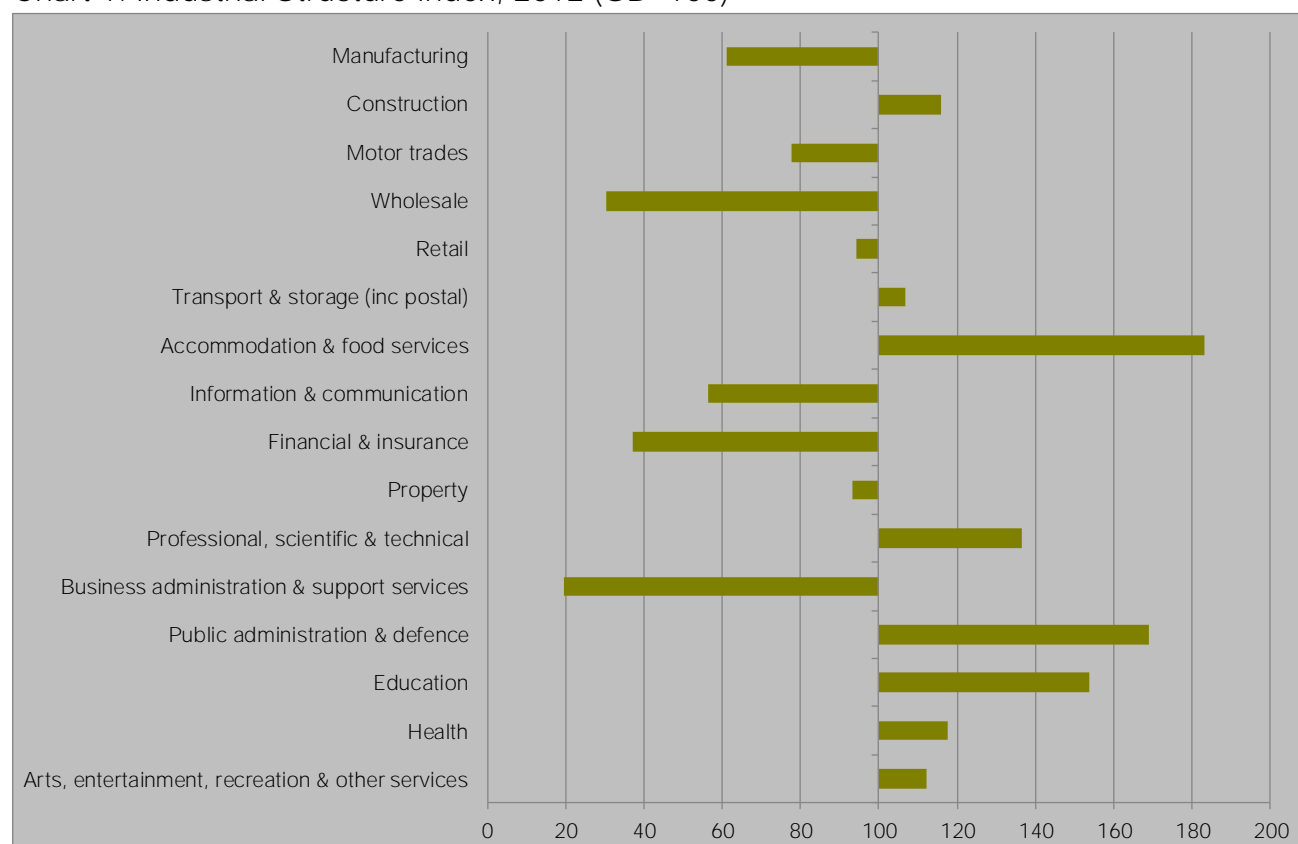
2.0 Industrial structure

There are 400 business located in Wendover employing 2,700 people. Of these businesses, 40 are micro management consultancies, this is the 283rd highest proportion of all 6,730 wards in England. Micro businesses, employing fewer than 10 people, account for 88.8 per cent of all businesses in the ward.

There is a mismatch between the jobs of residents and those available in the ward (and district). The professional, scientific and technical sector accounts for 10.6 per cent of jobs in Wendover but provides employment for only 9.2 per cent of working residents. However, while the sector employs 372 residents overall, it provides only 288 jobs in the ward.

Wendover's economy is comparatively dependent on typically public sector activities with a strong representation in public administration and defence (presumably dominated by the RAF), education and health, in tourism, particularly in accommodation and food service, with a comparatively small retail sector, and in high value added activities in the professional, scientific and technical sector. The following occupational analysis suggests it is the professional rather than routine aspects of these industries that are located in the ward.

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



Source: BRES, ONS, 2013

Business administration, financial and insurance services, wholesale and manufacturing are all underrepresented in the ward compared to the country as a whole.

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 Wendover provides jobs in these sectors, the industrial strategy sector where Wendover delivers the highest share of national employment is education, which accounts for 13.9 per cent of employment in Wendover but ranks the ward only 2,910th among English wards.

As shown in Table 1 below the proportion of jobs in Wendover in the Industrial Strategy sectors. While these are the largest industrial strategy sectors in the ward, only education exceeds the national share of employment.

Table 1: Employment in selected industrial strategy sectors, 2012

	Education			Professional and Business			Construction		
	No	%	Rank	No	%	Rank	No	%	Rank
Aylesbury Vale	7,200	10.1	129	11,600	16.3	46	3,800	5.4	163
Buckinghamshire	20,300	9.3	16	32,500	15.0	5	12,000	5.5	12
Wendover	400	13.9	2910	200	6.4	4480	100	4.7	4363

Source: BRES, ONS, 2013

At 6.4 per cent, the proportion of Wendover's jobs in the professional & business services sector is only the 4,480th highest of all wards in England, below both the country and district level, however as noted above micro management consultancies are a significant feature of the Wendover economy, while the following section highlights the prevalence of self-employment highlighting the importance of another Plan for Growth objective in Wendover, enterprise.

3.0 Labour market

At 69.9 per cent of 16-74 year olds, Wendover's employment rate is among the highest in the country and includes one of the highest self-employment rates in the country, with associated prevalence of home working.

In Aylesbury Vale the wards most similar to Wendover are Bierton, Haddenham and Long Crendon, with 12 of the other 35 wards among the one thousand closest matches. The least similar ward in the district is Southcourt, one of four wards in Aylesbury to rank lower than the 6,000th closest match.

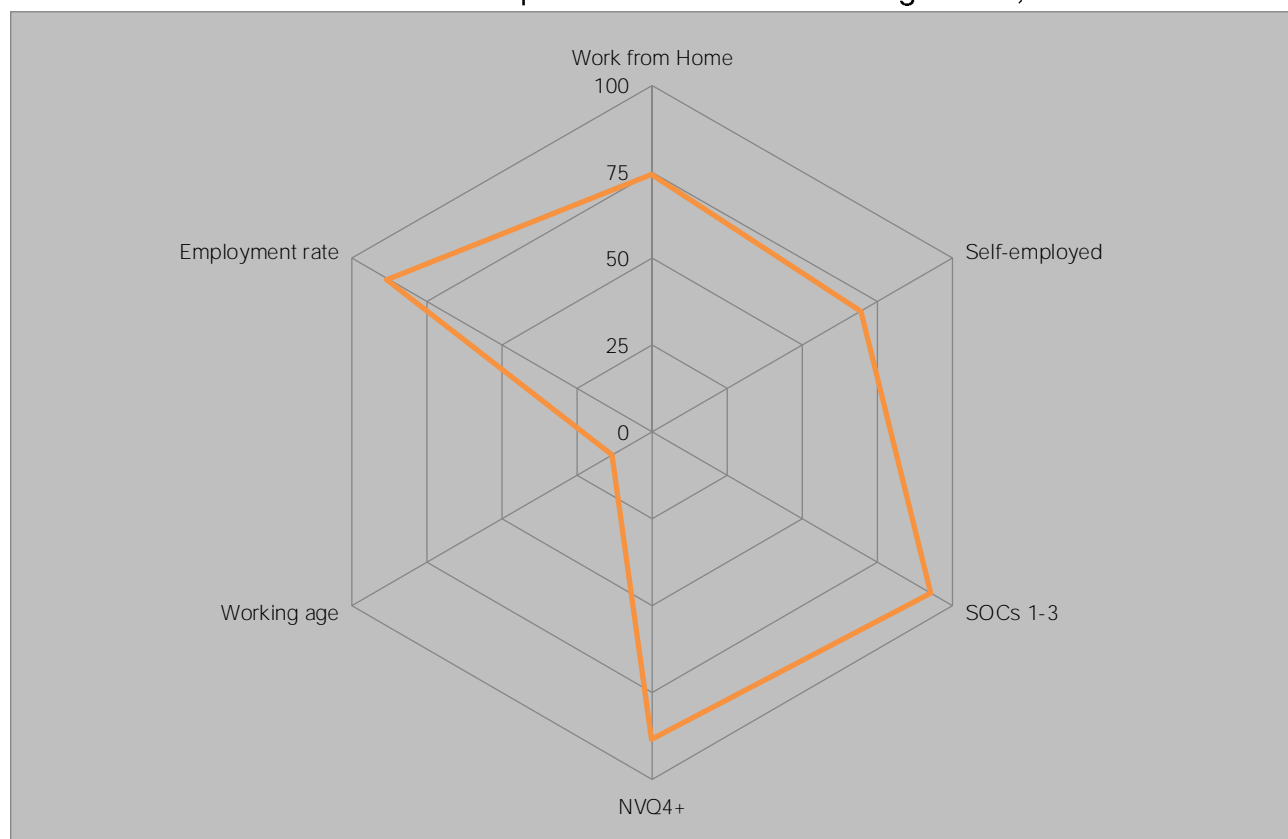
Table 2: Wendover's labour market performance & nearest neighbours, 2011

Ward Name	Work from Home	Self-employed	SOCs 1-3	NVQ4+	Working age	Employment rate
Wendover	5.7	12.6	58.3	39.9	58.8	69.9
Bierton	5.8	13.3	51.4	32.8	59.8	68.2
Haddenham	7.9	15.1	54.9	40.4	60.8	68.8
Long Crendon	9.1	16.6	57.5	42.3	61.0	68.8
Winslow	6.1	14.1	49.2	34.3	61.9	69.8
Stewkley	10.3	18.9	51.4	38.0	60.7	68.3

Source: Census, 2011

Wendover exhibits high level of employment, home working, self-employment, educational attainment and employment in managerial, professional and technical occupations but has comparatively few working age residents compared to the country as a whole as shown in Chart 2 below.

Chart 2: Wendover's labour market performance & nearest neighbours, 2011

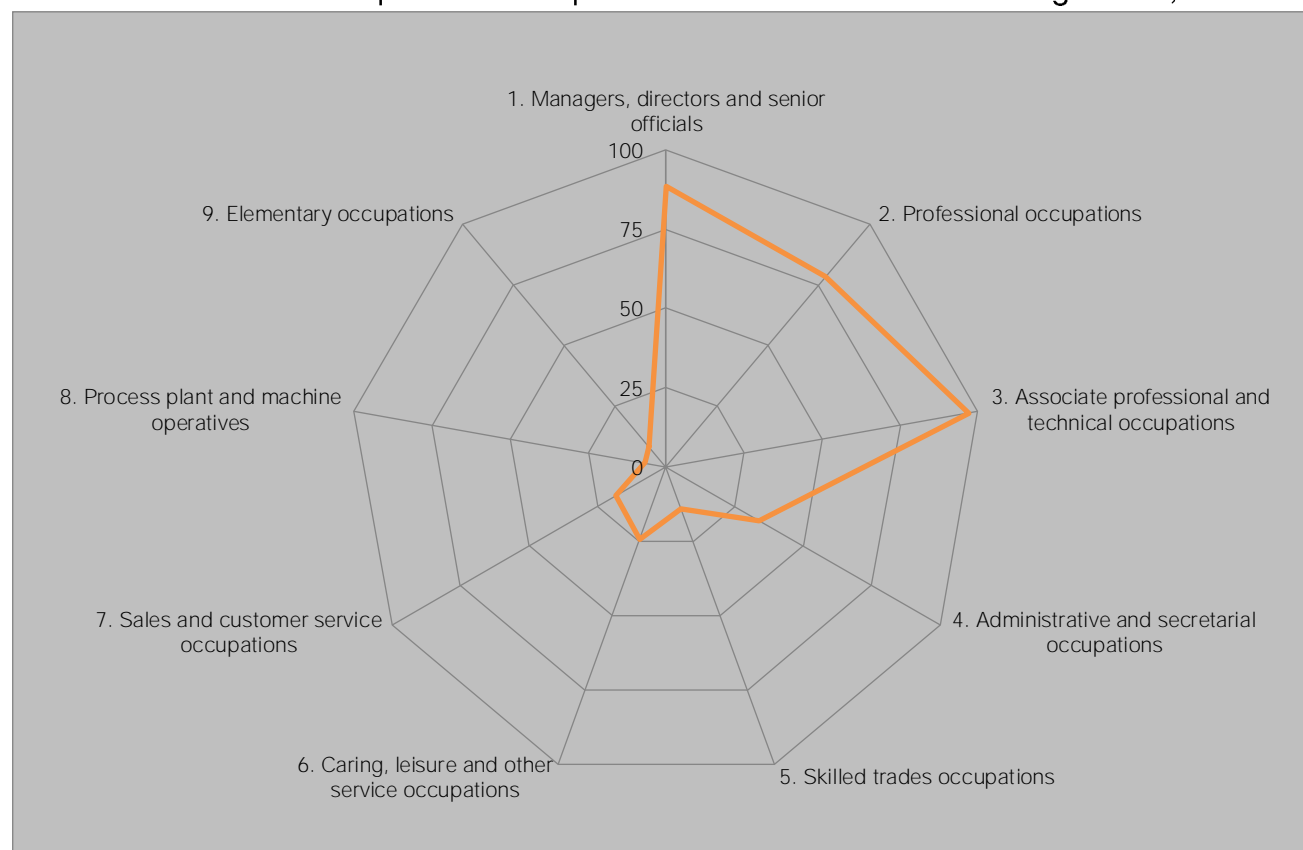


Source: Census, 2011

4.0 Occupational Structure

Wendover's occupational structure is skewed towards the higher skilled and better remunerated occupations, with 58.3 per cent of working residents employed in managerial, professional and technical occupations, ranking in the top quartile nationally on each of these measures and in the top five per cent for technical skills. In contrast Wendover's ranks in the bottom quartile for other occupations, with only 6.1 and 3.0 per cent of working residents employed in elementary and process plant and machinery operating occupations.

Chart 3: Wendover's comparative occupational structure and nearest neighbours, 2011



Source: Census, ONS, 2011

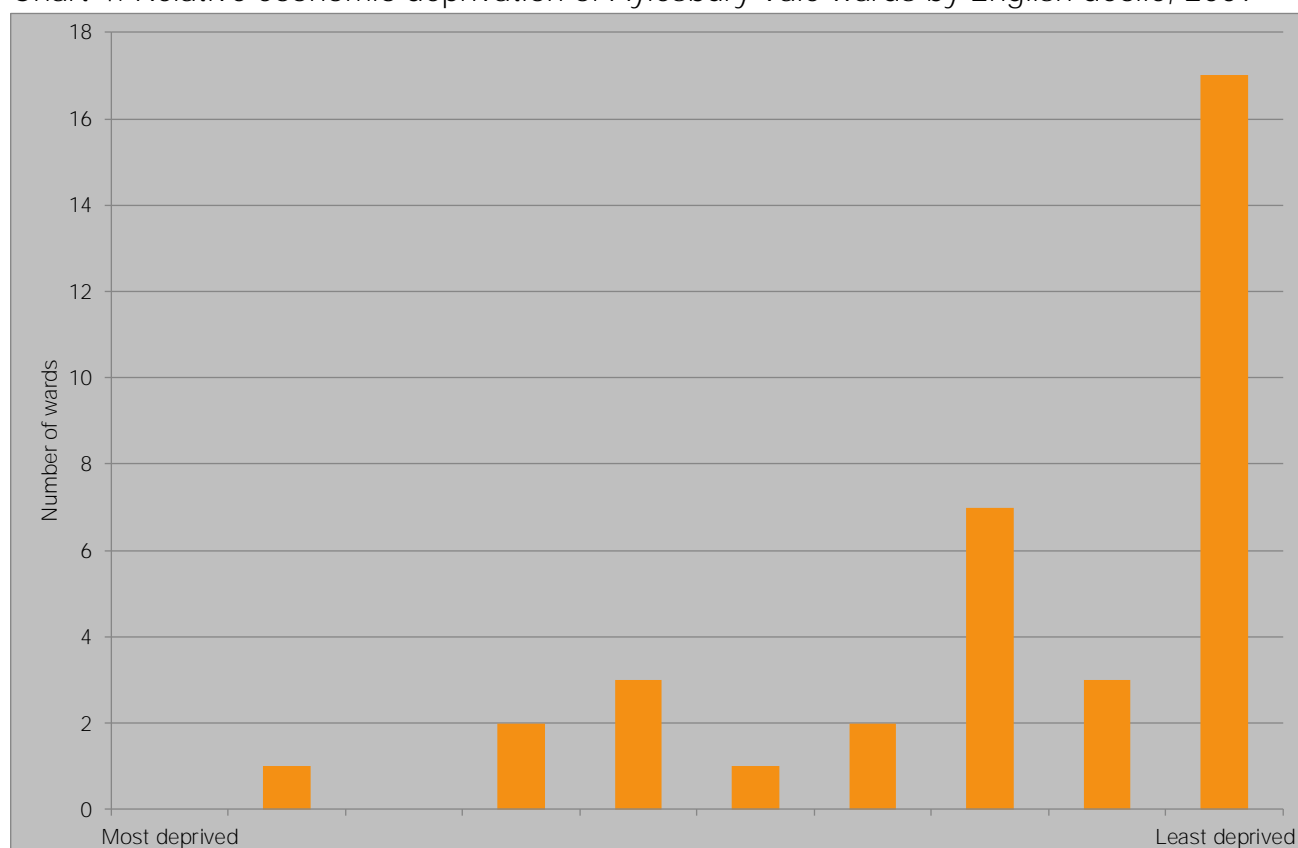
Wendover's comparatively low levels of deprivation reflects this occupational structure as set out in the following section.

5.0 Deprivation

Buckinghamshire has the lowest level of economic deprivation of any Local Enterprise Partnership, with Aylesbury Vale having being the 37th least economic deprivation of all 326 local authority districts in England, behind South Bucks (10th) and Chiltern (13th) but ahead of Wycombe (69th).

Wendover has the 626th lowest economic deprivation of the 7,707 wards in England and the 12th least economically deprived of the 36 Aylesbury Vale wards and 40th among the 108 ward in Buckinghamshire. The position of Aylesbury Vale's wards in England is shown in below.

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

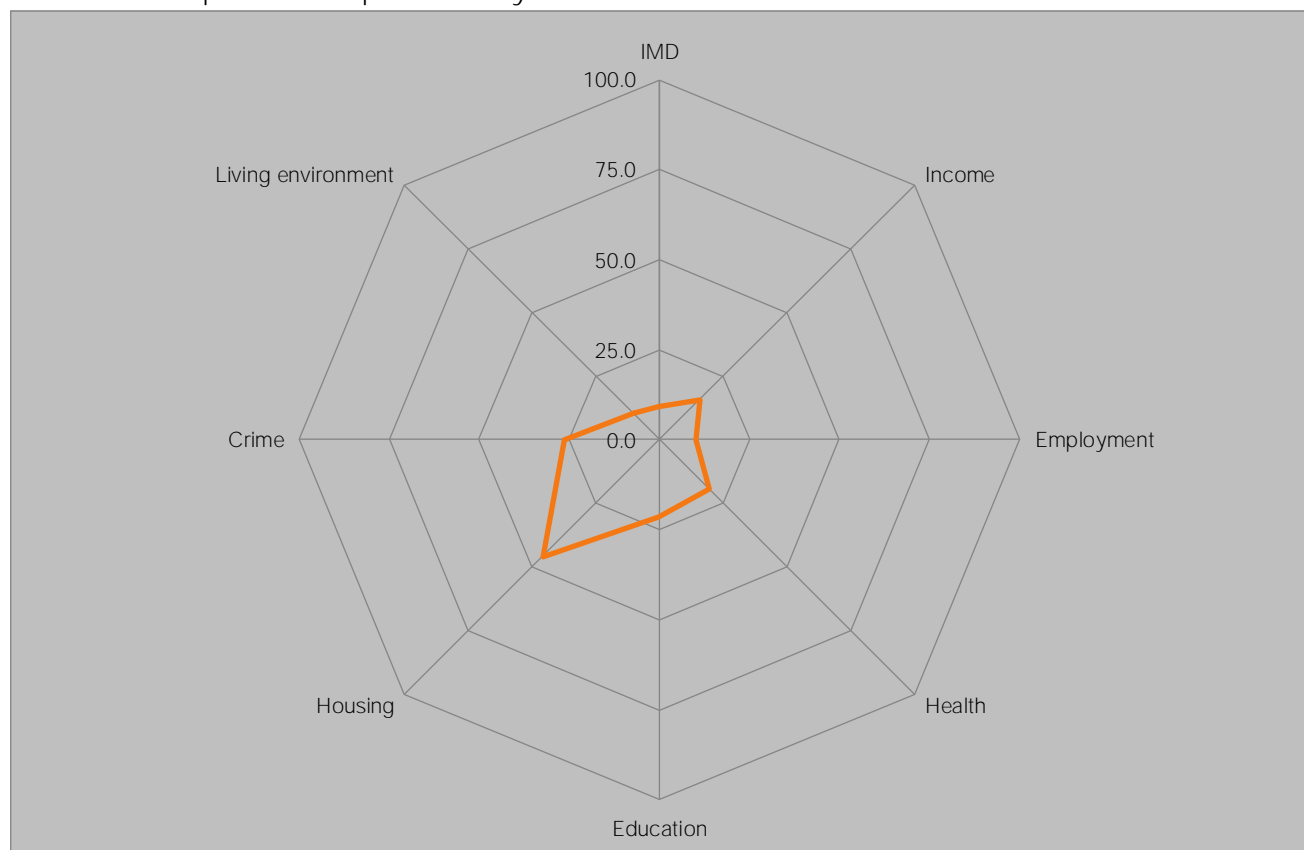


Source: DCLG, 2012

The 2010 index of multiple deprivation returns a similar result with Wendover ranking as the 612th **least deprived of England's 7,707 wards** on the average output area score, **comfortably among the country's least deprived decile.**

Wendover ranks 7318th out of all wards in England based on the Index of Multiple Deprivation; this makes it one of the least deprived wards in England. The rank is also much higher than the average rank in Aylesbury Vale of 6006th making it less deprived than the district as a whole.

Chart 5: Comparative deprivation by IMD domain in Wendover



Source: DCLG, 2010

The wards in Aylesbury Vale **most closely matching Wendover's profile** are presented in Table 3 with Winslow, Haddenham and Long Crendon being the most similar.

Table 3: Deprivation Nearest Neighbours

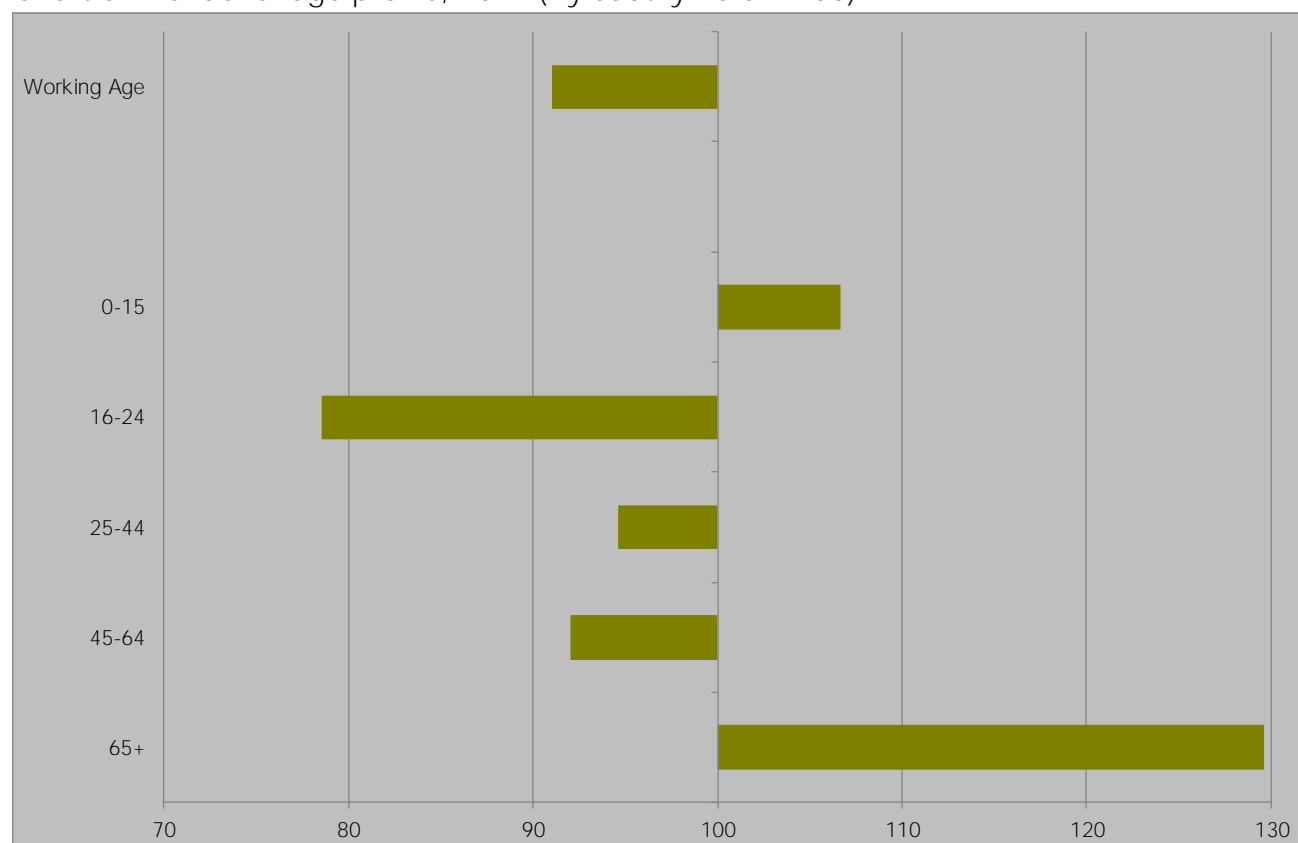
Ward	IMD	Income	Employment	Health	Education	Housing	Crime	Living environment
Wendover	9.2	15.9	10.3	19.4	21.3	45.7	26.5	10.4
Winslow	11.7	20.3	19.3	20.1	23.7	42.4	30.3	14.1
Haddenham	5.7	7.6	4.8	12.6	14.8	55.2	16.5	8.2
Long Crendon	6.5	8.9	2.7	10.2	16.4	65.7	12.9	8.4
Newton Longville	14.7	32.0	25.8	27.8	26.2	60.2	17.0	9.9
Buckingham North	16.5	29.6	13.9	20.9	31.2	38.3	49.9	13.2

Source: DCLG, 2010

6.0 Demography

At 40.9 years Wendover's average age is above the 40.0 recorded across Aylesbury Vale as a whole but slightly below the county average of 41.0. This ranks Wendover the 4,485th oldest ward in the UK, similar wards in the district include Cheddington and Haddenham, both of which have an average age of 40.9 years.

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



Source: Census, ONS, 2013

Wendover has a much lower proportion of working age residents than Aylesbury Vale. With only 58.8 per cent of the population at working age, Wendover ranks 7,446th of all wards in the UK. Wendover also has a higher proportion of those aged over 65 at 19.4 per cent all residents, ranking Wendover 3,609th of all wards in the UK. Across Aylesbury Vale only 15.0 per cent are aged 65 and over.

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

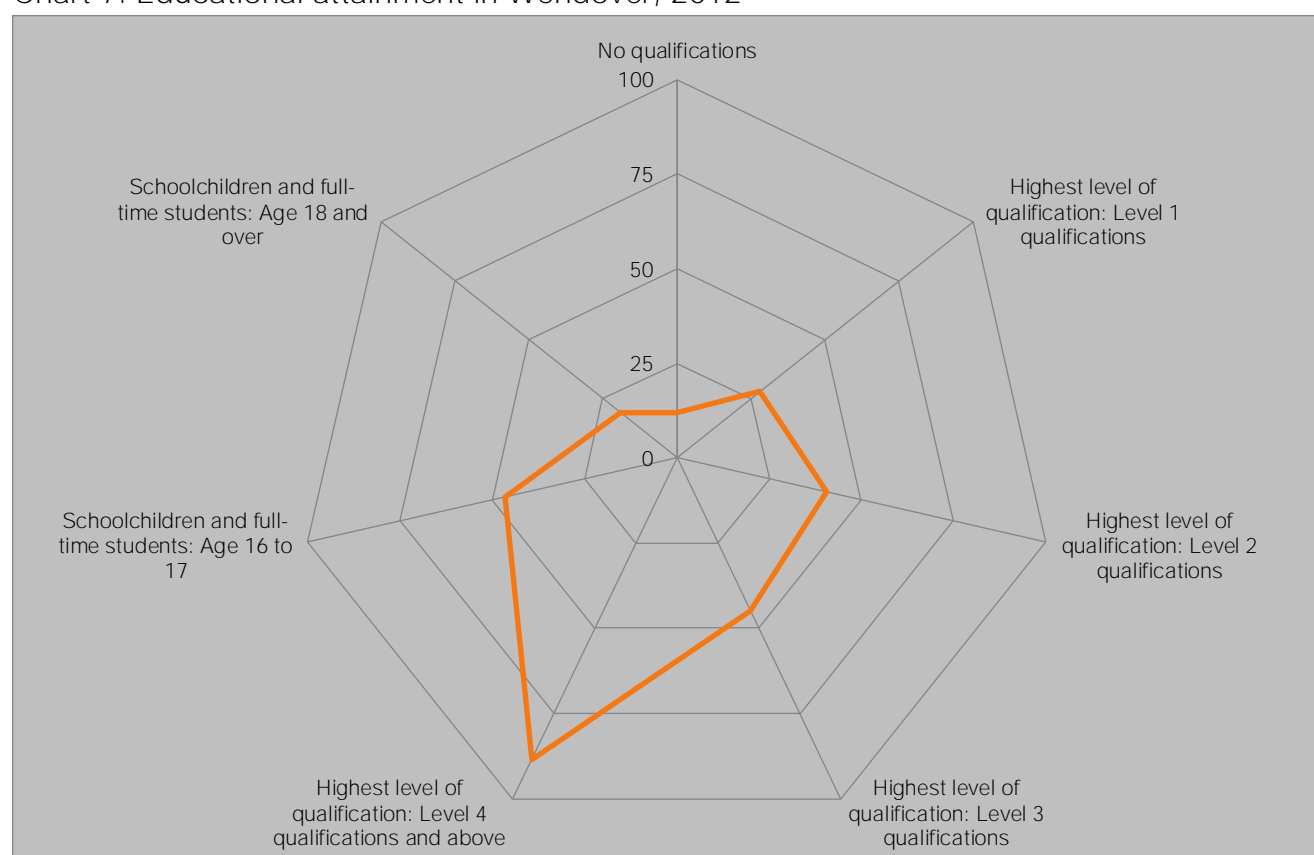
7.0 Educational attainment

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.

Wendover's population has higher educational attainment than the district's overall, with only 14.4 per cent of residents having no qualifications and 39.9 per cent having degree level qualifications, placing Wendover just outside the top ten per cent of wards in England on this measure. As shown in

Chart 6 is a spider chart showing educational attainment in Wendover as well as the proportion of those in full time education. Wendover has a proportion of 39.9 per cent educated to degree level or further. In addition to this, only 14.4 per cent of the population in Wendover have no qualifications. In terms of the proportion of those in full-time education, only 2.7 per cent of the population are schoolchildren and full-time students aged 16 to 17. Furthermore, only 2.1 per cent are schoolchildren and full-time students aged 18 or over.

Chart 7: Educational attainment in Wendover, 2012



Source, Census, 2011

7.1 Wendover 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.

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

7.1.1 The John Hampden School (Key Stage 1)

In 2012, 97 per cent of pupils attained Level 2 or higher in the Key Stage 1 reading assessment, this is an increase of 5 percentage points since 2011 and put the school in the highest quintile of all schools in the UK. In the same year, 94 per cent of pupils attained level 2 or higher in Key Stage 1 writing which was an increase of 3 percentage points since 2011; this put the school in the highest quintile of all schools. In addition to this, 97 per cent of pupils gained level 2 in the Key Stage 1 mathematics test, this is an increase of 2 percentage points since 2011 and put the school in the 2nd quintile of all schools.

In terms of attendance, the school saw a 96.6 per cent turnout in 2012. This was an increase of 1 percentage point on the previous year and placed the school in the top 20 per cent of all schools for attendance.

7.1.2 Wendover Church of England Junior School (Key Stage 2)

In 2012, 89 per cent of pupils attained level 4 or above in Key Stage 2 English, this put the school in the 3rd quintile of all schools in the UK. In the same year, 88 per cent of pupils attained level 4 in the Key Stage 2 reading test putting the school in the 3rd quintile of all schools nationally. In 2012, 89 per cent of pupils attained level 4 in the Key Stage 2 writing assessment placing the school in the second quintile out of all schools in the UK. However, in the same year only 82 per cent of pupils attained level 4 in the key stage 2 mathematics test placing the school in the 4th quintile.

In 2012 the attendance rate for the school was 96.3 per cent putting it in the top 40 per cent of all schools. In the same year, 88 per cent of pupils achieved expected progress in English but only 79 per cent of pupils achieved expected progress in mathematics. This put the school in the 4th quintile and the lowest 20 per cent of all schools respectively.

7.1.3 John Colet School (Key Stage 4)

In 2012, 51 per cent of all pupils attained 5 GCSEs grade A*-C including English and Maths. This is a decrease of 7 per cent since 2011 and places the school in the 4th quintile of all schools. In the same year, 56 per cent of pupils attained an A*-C grade in English and 74 per cent attained an A*-C grade in Maths. This puts the school in the bottom 40 per cent in English and top 40 per cent for maths out of all schools in the UK.

In terms of progress, 51 per cent of students achieved their expected grades in English and 70 per cent achieved their expected grades in Maths. In English, this was a drop of 22 per cent since 2011 and puts the school in the bottom 40 per cent of all schools.

Attendance rate at the school is strong at 95.1 per cent. This is an increase of 0.5 per cent since 2011 and puts the school in the top 40 per cent of all schools in the UK.

8.0 Buckinghamshire Business First in Wendover

Of the 400 businesses in Wendover, 58, or 15.3 per cent are Buckinghamshire Business First members. BBF members in the ward are presented in Table 5 below.

Table 5: BBF members in Wendover, November 2013

Business	Employee size band	Business	Employee size band
Royal Air Force Benevolent Fund	101 to 250	Kercher School Of Dance	1 to 5
Abbeyfields Wendover Society Ltd	6 to 10	King's Farm Shop	1 to 5
Aces High	6 to 10	Lynda J Raybould	1 to 5
Chilterns MS Centre	6 to 10	M W T Construction Ltd	1 to 5
Data Duplication Ltd	6 to 10	Marfortec	1 to 5
H F P Architects	6 to 10	Marlowe Hose	1 to 5
Lindy's Cakes Ltd	6 to 10	Nicholas Grove	1 to 5
A Passaro Drainage Installations	1 to 5	P Kernan Tree Surgery	1 to 5
Aces Electronics	1 to 5	Peach Lane Studios	1 to 5
Advance Security Screening	1 to 5	Plantscapes by Tom Walsh	1 to 5
Allen Electrical	1 to 5	R P M Model Making	1 to 5
Alter G	1 to 5	Regulis Consulting Ltd	1 to 5
Andrews Carpets	1 to 5	Rozelle Dancing School	1 to 5
Antiques At Wendover	1 to 5	Rumsey's Handmade Chocolates Ltd	1 to 5
B B Accessories	1 to 5	Sean O'Gorman	1 to 5
Big Cheese	1 to 5	Smile Dental Practice	1 to 5
BusinessKen Limited	1 to 5	Speedwell Complementary Health Centre	1 to 5
Christopher Pallet (Wendover)	1 to 5	Tiger Crushers	1 to 5
Coneycroft Farm	1 to 5	VDR Seven Ltd	1 to 5
Cornelli	1 to 5	Wendover Wine & Food Trading Company	1 to 5
Daniel's Jewellers	1 to 5	White Dove Videos	1 to 5
Ekins.net Ltd	1 to 5	Energetic Education	Self only
Flower Gallery	1 to 5	Liz Brown Yoga	Self only
Gattward & Co	1 to 5	Simply HR Consulting	Self only
Headway Resources Ltd	1 to 5	VA Solutions	Self only
INCA Dog Training & Communication	1 to 5	Whitthread HR Consultancy	Self only
Jo Jingles	1 to 5	Domino Equipping Solutions	
JPR Fitness	1 to 5	Inspirations Business Group	
Julian Hairdressers	1 to 5	Institute Of Carpenters	

Of these, a number have attended events held by Buckinghamshire Business First. These businesses include Caswell Maintenance Services Ltd, HFP Architects and M W T Construction Ltd. 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.

ⁱ <http://www.connectedcounties.org/news/>

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

ⁱⁱⁱ See for example BBF's analysis of school leavers' destinations and educational attainment aged 19: