

APPENDIX D – Local Futures Place Survey, June 2013 - Summary

Indicator	Rank	Quintile	SCDC Position	Key indicators
Economy				
Economic Performance	30 / 408	Top 20%	The district is an area of high economic productivity, providing a strong base for future employment opportunities.	<ul style="list-style-type: none"> Share of national GVA (Gross Valued Added) is very high; £58,191 per job, compared to £47,489 nationally Between 2010 and 2011 the number of employees changed by 3.25% – strong level of economic growth
Industrial Structure	11 / 408	Top 20%	The district has a strong knowledge economy, both in terms of production and services.	<ul style="list-style-type: none"> Knowledge sector accounts for over 1/3 of employment; smaller public sector compared to county and nationally
Business & Enterprise	135 / 408	Top 40%	Strong and resilient local enterprise culture vital for the long-term competitiveness and overall success of the local economy.	<ul style="list-style-type: none"> New business formation rate is low and survival rate high; of all the VAT-registered businesses in 2003, 78.52% were still trading in 2011. Self-employment has risen and is now above the national average: 10.9% compared to 9.5%. (Source: NOMIS)
Skills & Qualifications	9 / 407	Top 20%	A highly-qualified population, but are there sufficient opportunities for those with lower skill levels?	<ul style="list-style-type: none"> In 2012 47% of working age resident population held a degree or equivalent; 8.54% were qualified below NVQ Level 2, including 4.1% (3,800 people) with no qualifications.
Labour Market	45 / 407	Top 20%	The district's labour market continues to perform strongly.	<ul style="list-style-type: none"> 79.3% of resident working age population in employment; 1.2% of people are claiming job seekers allowance in 2013. The proportion of the working-age population in long-term unemployment has increased from 17.87% to 22.61%

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Society				
Age	212 / 376	Middle 20%	A very high younger population, which declines substantially between 15-24, due to leaving the area for university education. The proportion aged 65 and above is comparatively low for a rural district council (16.61%), although slightly above the national figure (16.53%).	<ul style="list-style-type: none"> • 18.46% aged 0-14, 10.68% aged 15-24. • Birth rate average by national standards: 11.95 per 1000 in 2010.
Ethnicity	140 / 376	Highest 40%	The district is relatively diverse for a rural area.	<ul style="list-style-type: none"> • 93.3% of population classified as White; above the national average (85.97%) but lower than the national median. • 5% of the population are classified as non-White British, now the highest minority group.
Household Structure	55 / 376	Highest 20%	The position suggests proportionally higher demand for housing and services from married couples, with and without children, and growing demand from lone parent households.	<ul style="list-style-type: none"> • Average household size of 2.45 people is in the highest 20% of districts; • Lone parent households and households with married couples but no dependent children have both increased substantially between 2001-2011, perhaps reflecting higher divorce rates and an ageing population.
Migration & Change	37 / 376	Highest 20%	The district has experienced not only high population growth but high population 'churn' i.e. levels of in- and out-migration.	<ul style="list-style-type: none"> • Population change of 22.6% between 1991 and 2007. • Net migration of 0.68% in 2010, compared to 0% nationally.
Occupations	50 / 406	Top 20%	The district has a high proportion of knowledge workers and can be said to be making good progress towards developing a diverse, prosperous, knowledge-based economy.	<ul style="list-style-type: none"> • 57.8% of population classified as professional, managerial or technical, compared to 44.92% nationally; • 9.0% in elementary occupations • 38.29% in managerial occupations, compared to 28.92% nationally.

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Prosperity	52 / 408	Top 20%	The district is extremely prosperous, as anticipated given the knowledge economy. This confirms issues of housing affordability and job opportunities for those with below-average incomes, reduced car access and lower skill levels.	<ul style="list-style-type: none"> • Average income 24% higher than national figure; • Average house prices 25% higher than national figure. • 48.64% households with two or more cars, compared to 38.02% in Cambridgeshire.
Deprivation	349 / 354	Lowest 20%	South Cambs is one of the least deprived districts in the country in terms of employment, education, income, housing, crime and health. This raises challenges for meeting the needs of highly-localised pockets of deprivation.	
Health	9 / 407	Top 20%	The district has high standards of health and high life expectancy	<ul style="list-style-type: none"> • Life expectancy is 81 (male) and 84 (female), compared to national figures of 78 and 82 respectively. • Infant mortality is 3.4 per 1000 population, compared to 4.5 per 1000 nationally.
Crime	351 / 376	Lowest 20%	The district is confirmed as one of the safest in which to live.	<ul style="list-style-type: none"> • There were 18.02 offences per 1,000 residents in 2012, compared to 25.46 per 1,000 in 2011 and 34.69 for Cambridgeshire.
Environment				
Housing	252 / 374	Bottom 40%	The relatively unaffordable housing in the district may be reflected in the fall in the proportion of owner-occupied houses from 75% in 2001 to 70% in 2011, whilst the proportion of rented households has increased from 24% to 26%.	<ul style="list-style-type: none"> • 51.9% increase in house prices between 1999 and 2013

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Commercial Floorspace	1 / 376	Top 20%	The district has experienced significant growth in industrial, office and retail floorspace between 2002 and 2012.	<ul style="list-style-type: none"> • Industrial/retail has increased, but remain proportionally low, at 58.14% and 11.26% respectively, of total floorspace in use in 2012. • The proportion of floorspace is office use is correspondingly very high (30.6%), compared to the national figure of 17.36%.
Transport & Connectivity	274 / 408	Bottom 40%	The district's score is based on a composite of measures, including distance from London, the concentration of transport hubs and proximity to neighbouring hubs e.g. Cambridge Railway Station, Stansted Airport.	<ul style="list-style-type: none"> • 49.84% of people travelled to work by car in 2011, compared to 40.42% nationally. • The proportion travelling to work within the district by foot or bicycle was 10.63% in 2011, compared to the national figure of 9.78% • The average travel to work time for South Cambridgeshire residents was 20 minutes, compared to 18.83 minutes in Cambridgeshire and 20.32 minutes nationally.
Amenities	317 / 354	Bottom 20%	The district's low score reflects that it is a large (90,169 hectares), rural agricultural area and that this indicator is skewed heavily towards urban areas with cafes, cinemas, theatres and libraries concentrated over far smaller geographical areas.	<ul style="list-style-type: none"> • The district has 4.43 heritage sites per 1000 sq metres, compared to 17.37 in the East of England and 65.37 nationally. • The district has 6.1 listed buildings per 1000 sq. metres compared to 6.42 in the East of England and 3.43 nationally.
Environment	105 / 352	Top 40%	The district scored in the top 40% of districts on an indicator which is heavily skewed towards rural areas.	<ul style="list-style-type: none"> • The air quality score, measured as part of the Index of Multiple Deprivation, was 0.83, lower than the county (0.88) and national (0.97) figures.