

Grant Thornton (Formerly Local Futures): District Place Profile, June 2015 - Summary

Indicator	Rank	Quintile	SCDC Position	Key indicators
Economy				
Economic Performance	20 / 380	Top 20%	The district retains a large and productive economy, although economic growth between 2012-2013, based on the total number of employees in South Cambridgeshire, was relatively weak by national standards (though this reflects consistency from a high base)	Share of national GVA (Gross Valued Added) is very high; £71,053 per job, compared to £53,975 nationally Between 2012 and 2013 the number of employees reduced by 0.04%.
Industrial Structure	16 / 380	Top 20%	The district retains a strong knowledge economy, both in terms of production and services.	Knowledge intensive sector accounted for 33.59% of total employment in 2013, compared to 21.75% nationally; smaller public sector compared to county and nationally (20.31% compared to 28.23% and 27.83% respectively)
Business & Enterprise	94 / 380	Top 40%	Strong and resilient local enterprise culture vital for the long-term competitiveness and overall success of the local economy.	New business formation rate is low and survival rate high; of all the VAT-registered businesses in 2009, 79.26% were still trading in 2013.
Skills & Qualifications	22 / 379	Top 20%	A highly-qualified population, but are there sufficient opportunities for those with lower skill levels?	In 2014 49.57% of working age resident population held a degree or equivalent; 17.31% were qualified at NVQ Level 2, and 11.18% with either NVQ Level 1 or no qualifications.
Labour Market	54 / 379	Top 20%	The district's labour market continues to perform strongly, with a higher proportion of residents in employment and fewer long-term unemployed.	79.6% of resident working age population in employment; 0.6% of people are claiming job seekers allowance in 2015. The proportion of the working-age population in long-term unemployment (those claiming job seekers allowance for at least 12 months) has reduced from 21.77% to 15.95%.
Society				
Age (based on 2011 Census figures)	188 / 348	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 was comparatively low for a rural district council (16.61%), although slightly above the national figure (16.53%).	18.46% aged 0-14, 10.68% aged 15-24. Birth rate average by national standards: 11.95 per 1000 in 2010.

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Ethnicity (based on 2011 Census figures)	140 / 348	Middle 20%	The district is relatively diverse for a rural area.	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, the highest minority group.
Household Structure (based on 2011 Census figures)	55 / 348	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.	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 / 348	Highest 20%	The district has experienced not only high population growth but high population 'churn' i.e. levels of in- and out-migration.	Population change of 22.6% between 1991 and 2007. Net migration of 0.2% in 2012, compared to 0.26% for the East of England.
Occupations	32 / 378	Top 20%	The district has a high proportion of knowledge workers and is making good progress towards developing a diverse, prosperous, knowledge-based economy.	57.47% of population classified as professional, managerial or technical, compared to 44.3% nationally; 5.32% in elementary occupations 41.39% in managerial occupations, compared to 30.16% nationally.
Prosperity	48 / 379	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.	Average total income is £36,100 compared to £29,624 nationally; Average house prices 24% higher than national figure. 48.64% households with two or more cars, compared to 38.02% in Cambridgeshire.
Deprivation	321 / 326	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 individuals and families experiencing deprivation.	
Health	2 / 346	Top 20%	The district has high standards of health and high life expectancy	18.67% of the population in South Cambridgeshire are categorised as obese, compared to 22.97% nationally. 19.94% of the population smoke in South Cambridgeshire, in line with the national figure of 19.96%.

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Crime	318 / 348	Lowest 20%	The district is confirmed as one of the safest in which to live.	There were 31.71 offences per 1,000 residents in 2014, compared to 55.65 for Cambridgeshire and 60.61 nationally.
Environment				
Housing	210 / 346	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%.	2.33% of the total housing stock was declared non-decent, compared to 3.61% in Cambridgeshire and 4.18% nationally.
Commercial Floorspace	1 / 348	Top 20%	The district has experienced significant growth in industrial, office and retail floorspace between 2002 and 2012.	Industrial/retail has increased, but remain proportionally low, at 58.14% and 11.26% respectively, of total floorspace in use in 2012, compared to 60.51% and 22.13% nationally. The proportion of floorspace is office use is correspondingly very high (30.6%), compared to the national figure of 17.36%.
Transport & Connectivity	265 / 379	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.	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	311 / 348	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.	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 2.88 listed buildings per 1000 sq. metres compared to 2.99 in the East of England and 2.64 nationally.
Environment	82 / 324	Top 40%	The district scored in the top 40% of districts on an indicator which is heavily skewed towards rural areas.	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.