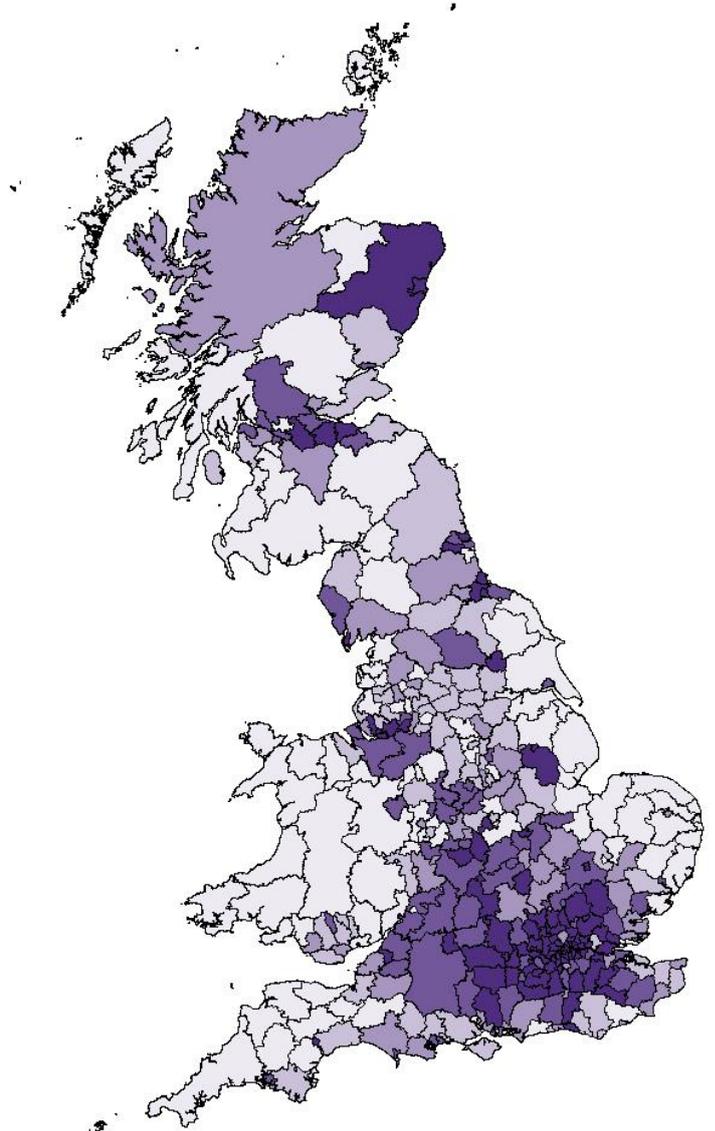


September 2017

**District Profile:**  
**An Economic, Social and Environmental Summary Profile of**  
**South Cambridgeshire**





## About Place Profiles

Place Profiles are computer generated reports that provide a high-level analysis of an area, telling a 'story of place'. The reports can be created at a range of different spatial levels and on a number of different topics, with Summary Place Profiles providing an overall assessment of economic, social and environmental conditions. Place Profiles set an area within its wider context, comparing performance with neighbouring areas, as well as regional and national averages. They are illustrated with maps and charts and include all supporting data. Using the very latest data at the time of creation, Place Profiles have a wide range of research and policy applications.

More information about the profiles and how to purchase further copies is available at the end of this report.

## About Place Analytics

Place Analytics is a research and analysis service that helps organisations to understand the economic, social and environmental characteristics of people and places.

Our data, toolkits and resources are available online, providing organisations with an unrivalled set of decision support tools. Through our Place Insight and Customer Insight services we help them achieve a better understanding of places, customers and communities. Through our Places Profiles service, we provide a comprehensive analysis of an area, telling a 'story of place'.

## Summary Profile Introduction

The summary report looks at the performance of South Cambridgeshire, according to how well the district scores on a range of selected benchmark indicators of economic, social and environmental well being. An important context for the analysis is the shift towards a more knowledge based economy in Britain. This concept, which is the Government's vision for spreading economic prosperity throughout the UK and for competing in the global economy, is reflected in regional economic strategies and local economic development strategies. One of the aims of this report is to relate thinking on the knowledge economy to wider social and environmental considerations; relating economic competitiveness to sustainable development and quality of life issues.

This summary profile can be used to inform policy development and to act it as a framework for monitoring and evaluating progress towards a district's various policy goals. The report can also be used as an evidence base to inform Total Place and the wider place shaping agenda. More detailed Place Profiles for each topic area are also available.

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## Economy Introduction

This summary report assesses the present state of the local economy in South Cambridgeshire in terms of its competitiveness at the sub-regional, regional and national levels. Strong economic foundations are critical to the future success of an area, creating quality employment opportunities for local people. This profile examines five aspects of economic development that need to be 'joined-up' in the context of strategy, partnership and practical initiatives:

- Economic performance
- Industrial Structure
- Business and Enterprise
- Skills and Qualifications
- Labour Market

The report starts by presenting the data for the main composite measures for each aspect of the economy in South Cambridgeshire. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which sets out how South Cambridgeshire rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of economic development is presented. This is based on the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

## Economy Summary Introduction

Areas	Economic scale: score (score) 2015	Productivity: score (score) 2015	Economic change: score (score) 2015	Industrial structure: score (score) 2015	Bus & enterprise: score (score) 2015	Skills and quals(res): score (score) January-December 2016	Labour market: score (score) March 2017
Cambridge	145.88	106.94	156.82	123	104.61	118.15	97.71
East Cambridgeshire	45.08	118.55	207.64	67.94	90.32	101.1	111.19
Fenland	50.24	128.99	63.94	54.53	82.01	86.82	105.39
Huntingdonshire	107.58	109.58	96.85	84.54	96.64	98.67	106.74
Peterborough	142.62	92.81	127.02	119.03	109.8	83.71	102.29
South Cambridgeshire	108.54	104.56	186.23	159.28	99.17	111.63	111.32
<b>Cambridgeshire</b>	N/A	N/A	<b>169.55</b>	<b>112.76</b>	<b>97.76</b>	N/A	N/A
<b>East of England</b>	<b>99.83</b>	<b>104.53</b>	<b>172.48</b>	<b>93.84</b>	<b>98.66</b>	<b>97.75</b>	<b>104.04</b>
<b>National Average</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

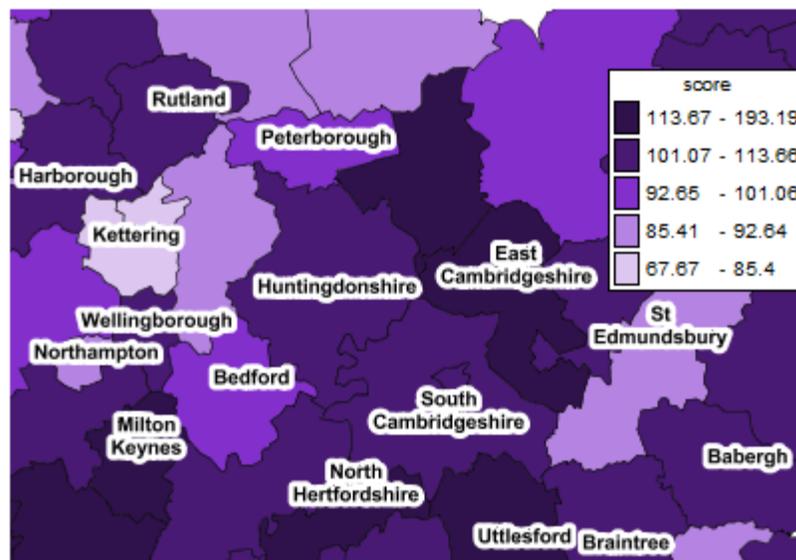
## Economic Performance

Strong economic foundations are critical to the future success of an area, creating quality employment opportunities for local people. Our economic performance profile measures the productivity, scale and growth of the economy in South Cambridgeshire. Productivity measures the relative performance of the economy in an area, by combining Gross Value Added (GVA) per job with workplace earnings. In contrast, economic scale examines the absolute size of the economy and is derived from an area's share of Great Britain's total GVA and employment base. Finally, economic growth is assessed by an area's change in total employment, giving an indication of the growth/decline of the local economy.

South Cambridgeshire is ranked 125 out of 380 districts on our economic productivity score, placing it in the top 40% of districts nationally.

The map shows the performance of districts within Cambridgeshire on our overall productivity score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 104.56, South Cambridgeshire is in the top 40% of districts.



Source: Annual Survey of Hours and Earnings; GVA by Local Authority

Looking in more detail at South Cambridgeshire's economic performance we find that:

- Relative to other districts, the size of the economy in South Cambridgeshire is above the national median, with an economic scale score of 108.54. By comparison, the East of England score is 104.53 and the national average is 100.
- The average gross weekly earnings of those working in South Cambridgeshire are very high, with the district ranking in the top 20% of districts nationally. Average gross weekly earnings in South Cambridgeshire are £663, compared with £549 in Cambridgeshire and £527 nationally.
- Gross value added (GVA) per job in South Cambridgeshire is high, with the area ranking in the top 40% of districts nationally. GVA per job in South Cambridgeshire is £57,731, compared with £56,647 nationally.
- South Cambridgeshire has a large sized employment base, with the area ranking in the top 40% of districts nationally. It accounted for 0.26% of all employees in Great Britain.
- The share of national GVA in South Cambridgeshire is high by national standards, with the area ranking in the top 40% of districts nationally. It accounted for 0.27% of all GVA in Great Britain.
- Between 2014 and 2015, the total number of employees in South Cambridgeshire changed by 4.74%. This reflects a quite strong level of economic growth by national standards, placing South Cambridgeshire in the top 20% of districts nationally.

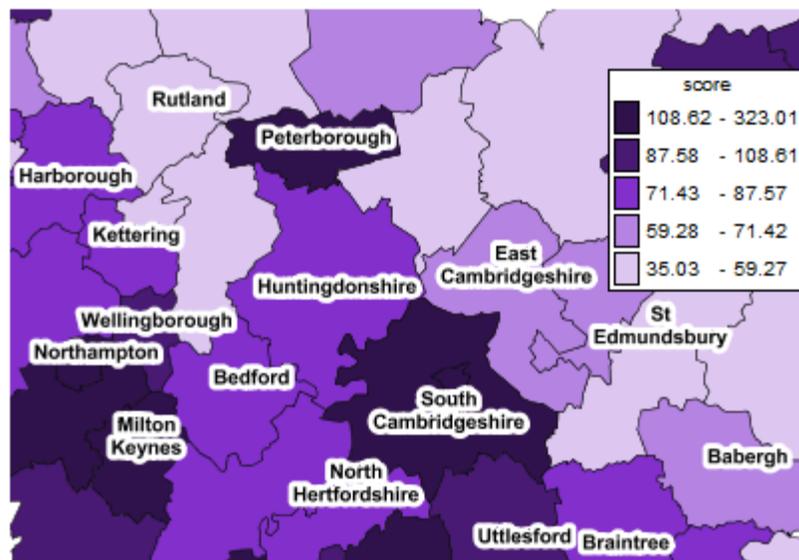
## Industrial Structure

Throughout the global economy, the critical structural trend is the growth of the knowledge economy. Our industrial structure profile assesses South Cambridgeshire from this knowledge economy perspective. We distinguish between knowledge-based production (aerospace, electrical machinery manufacture, printing and publishing, and chemicals and energy) and knowledge-based services (telecommunications, computing, R & D, finance and business services, and recreational and cultural services). These industrial groupings are based on European Commission and OECD definitions, where individual industries are classified as knowledge-based if graduates make up at least 25 per cent of their workforce.

South Cambridgeshire is ranked 13 out of 380 districts on our industrial structure score, indicating a knowledge economy that performs in the top 20% of districts nationally.

The map shows the performance of districts within Cambridgeshire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 159.28, South Cambridgeshire is in the top 20% of districts and is in the sub region that is in the top 20% of sub regions nationally.



Source: The Business Register and Employment Survey (BRES)

Looking in more detail at South Cambridgeshire's industrial structure we find that:

- Knowledge intensive sectors in South Cambridgeshire accounted for 35.37% of total employment in 2015. By comparison, the Cambridgeshire figure was 25.04%, the East of England figure was 20.84%, and the national figure was 22.21%.
- Employment in knowledge-driven production is well above the national median, with the district ranking in the top 20% of districts. It has 4.89% of employment in this sector. This compares with 3.14% in Cambridgeshire and 2.4% nationally.
- Employment in knowledge-driven services is well above the national median, with the district ranking in the top 20% of districts. It has 30.48% of employment in this sector. This compares with 21.9% in Cambridgeshire and 19.81% nationally.
- South Cambridgeshire has a very small public sector, with 20.72% of employment in this sector. This compares with 26.18% in Cambridgeshire and 26.81% nationally.
- Between 2007 and 2015, employment in knowledge-driven sectors in South Cambridgeshire changed by 3.94%. This places South Cambridgeshire in the top 40% of districts nationally. By comparison the sector changed nationally by -1.81%.

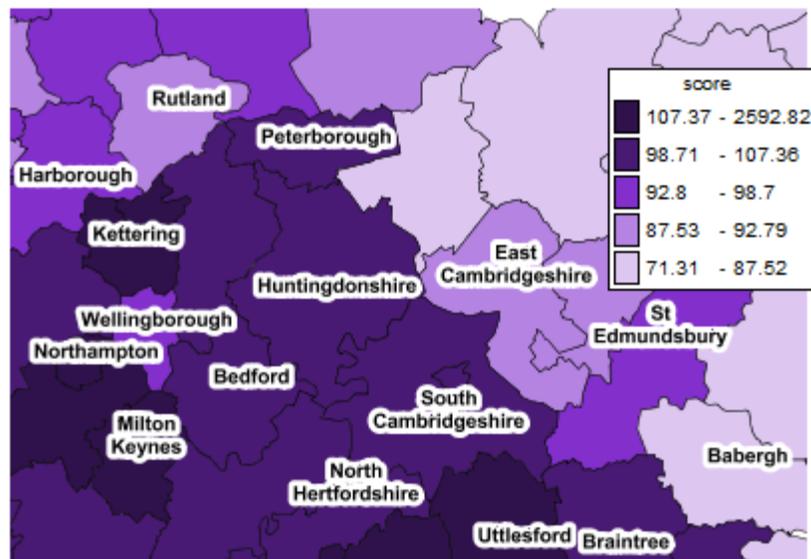
## Business and Enterprise

A dynamic local enterprise culture is vital for the long-term competitiveness and overall success of any local economy. Our business and enterprise profile uses the Place Analytics Business and Enterprise Score to assess the extent of an enterprise culture in South Cambridgeshire. The score is composed of the new business formation rate, the business survival rate and the growth in business stock over the last 5 years. This profile also references other measures including the number of businesses per head of population and average business size.

South Cambridgeshire is ranked 146 out of 380 districts on our business and enterprise score, indicating an enterprise culture that performs in the top 40% of districts nationally.

The map shows the performance of districts within Cambridgeshire on our business and enterprise score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 99.17, South Cambridgeshire is in the top 40% of districts and is in the sub region (Cambridgeshire) that is in the middle 20% of sub regions nationally.



Source: Business Demography: Enterprise Births & Deaths, Local Units by Broad Industry Group: Urban/Rural

Looking in more detail at South Cambridgeshire's business and enterprise performance we find that:

- The business density of South Cambridgeshire is very high by national standards, with 70.39 businesses per 1000 head of population. By comparison, the Cambridgeshire score is 59.38 and the national average is 56.58.
- The new business formation rate in South Cambridgeshire is low, with the area ranking in the bottom 40% of districts nationally. In 2015, 11.37% of all businesses registered for VAT compared with 13.02% in Cambridgeshire and 14.44% nationally.
- The 24 month business survival rate in South Cambridgeshire is very high by national standards, with the district ranking in the top 20% of districts nationally. Of all of the VAT registered businesses in 2009, 78.84% were still trading in 2015.
- The self-employment rate in South Cambridgeshire is high by national standards, with the district ranking in the top 40% of districts nationally. In 2017, the self-employment rate was 15.07%, compared with 14.54% in the East of England and 14.3% nationally.
- Between 1998 and 2016, the total business stock in South Cambridgeshire changed by 70.58%. This change places the area in the middle 20% of districts nationally. Over the same time period, the number of businesses in Cambridgeshire changed by 75.35%.

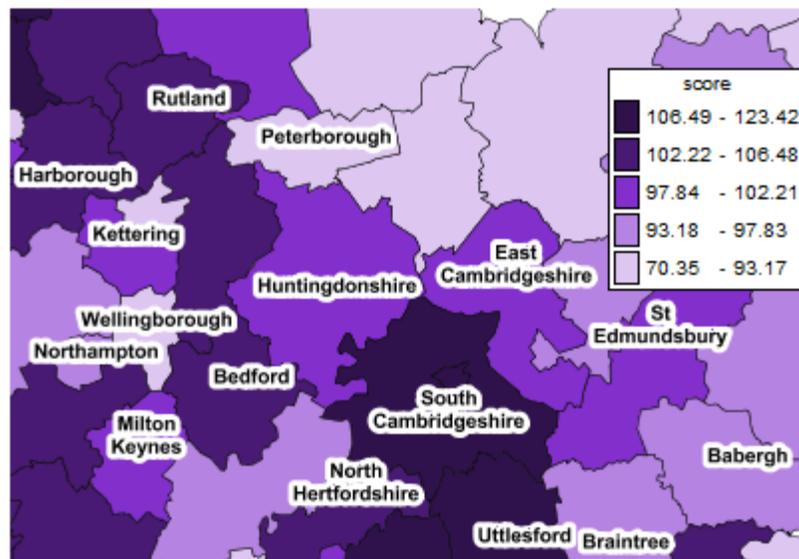
## Skills and Qualifications

Human capital is a prerequisite of a successful knowledge economy. The resident workforce should ideally be characterised by a good blend of academic and vocational skills. In our overall assessment of skills and qualifications in South Cambridgeshire, we have used a composite measure based on each of the four NVQ levels, with greater weighting attached to the higher levels. We also provide GCSE rates, as a precursor to the future potential workforce and a measure of the quality of local schools.

South Cambridgeshire is ranked 39 out of 379 districts on our skills and qualifications score, indicating a resident workforce that performs in the top 20% of districts by national standards, in terms of human capital.

The map shows the performance of districts within Cambridgeshire on our skills and qualifications score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 111.63, South Cambridgeshire is in the top 20% of districts.



Source: Annual Population Survey

Looking in more detail at South Cambridgeshire's skills and qualification's performance we find that:

- The proportion of the working age resident population qualified below NVQ level 2 in South Cambridgeshire is low, with the area ranking in the bottom 40% of districts nationally. In 2016, 12.67% of working age residents had either NVQ level 1 or no qualifications, compared with 17.05% in the East of England and 14.66% nationally.
- The proportion of the working age resident population qualified to NVQ level 2 in South Cambridgeshire is low, with the area ranking in the bottom 40% of districts nationally. In 2016, 17.9% of working age residents were qualified to NVQ level 2, compared with 21.16% in the East of England and 19.72% nationally.
- The proportion of the working age resident population qualified to NVQ level 3 in South Cambridgeshire is very low, with the area ranking in the bottom 20% of districts nationally. In 2016, 15.96% of the working age population held 2 A-Levels or equivalent, compared with 19.30% in the East of England and 19.34% nationally.
- The proportion of the working age resident population qualified to NVQ level 4 and above in South Cambridgeshire is very high, with the area ranking in the top 20% of districts nationally. In 2016, 51.23% held a degree or equivalent, compared with 38.24% nationally.

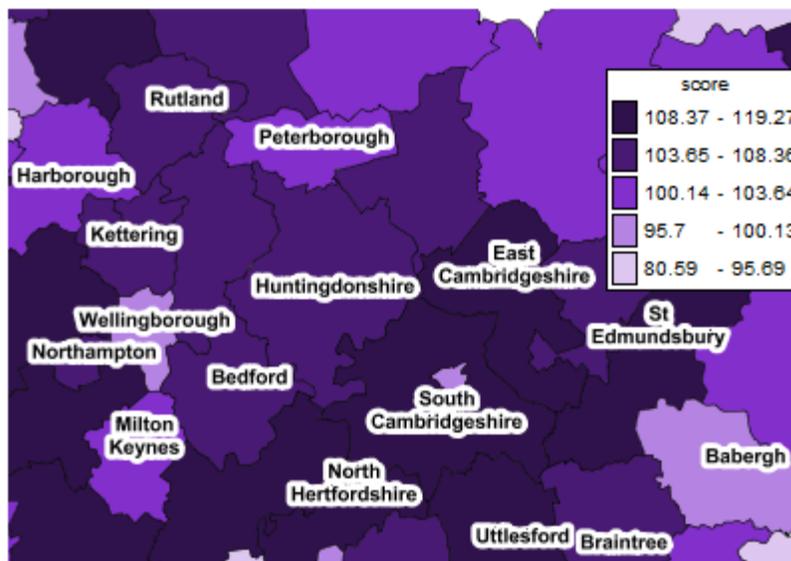
## Labour Market

In this profile we use the employment rate as an overall measure of labour market performance in South Cambridgeshire, but also present a range of other measures, such as unemployment, youth unemployment and long-term unemployment rates to provide a fuller analysis of labour market conditions.

South Cambridgeshire is ranked 33 out of 379 districts on our labour market score, indicating participation rates within the resident working age population that are in the top 20% of districts nationally.

The map shows the performance of districts within Cambridgeshire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 111.32, South Cambridgeshire is in the top 20% of districts.



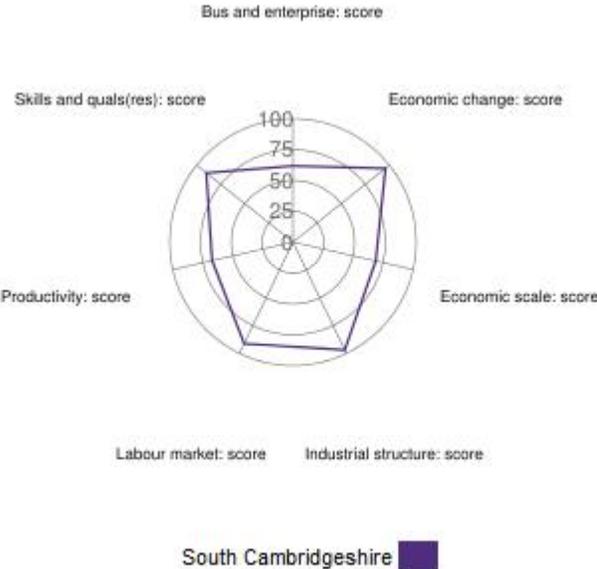
Source: Annual Population Survey

Looking in more detail at South Cambridgeshire's labour market performance we find that:

- The proportion of the resident working age population who are in employment in South Cambridgeshire is very high, with the area ranking in the top 20% of districts nationally. In South Cambridgeshire, 82.6% of the resident working age population are in employment, compared with 77.2% in the East of England and 74.2% nationally.
- The proportion of the working age population who are unemployed in South Cambridgeshire is very low, with the district ranking in the bottom 20% of districts nationally. In South Cambridgeshire, 0.3% of people are claiming job seekers allowance in 2017, compared with 0.8% in the East of England and 1.1% nationally.
- The proportion of the working age population who are in long-term unemployment in South Cambridgeshire is low, with the district ranking in the bottom 40% of districts nationally. In South Cambridgeshire, 23.1% of people who are unemployed have been claiming job seekers allowance for at least 12 months, compared with 27.5% in the East of England and 32.7% nationally.
- Between March 2007 and March 2017, the employment rate in South Cambridgeshire changed by 0.98%. This places South Cambridgeshire in the middle 20% of districts nationally. By comparison the employment rate changed nationally by 2.2%.

### Economic Summary Indicators

The spider chart is a way of showing how South Cambridgeshire rates against the national median on the summary economic indicators. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



### Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles area shown opposite. These are statistically the nearest neighbours to South Cambridgeshire, with Vale of White Horse in Milton Keynes, Oxfordshire and Bucks being the most similar on the summary economic indicators.

Rank	Place Name	Sub Region
1	Vale of White Horse	Milton Keynes, Oxfordshire and Bucks
2	Tunbridge Wells	Kent & Medway
3	Runnymede	Surrey
4	Reigate and Banstead	Surrey
5	Wokingham	Berkshire
6	West Berkshire	Berkshire
7	Trafford	Greater Manchester
8	Mole Valley	Surrey
9	Surrey Heath	Surrey
10	Sutton	London South

## Economic Scorecard

The economic 'scorecard', shows how South Cambridgeshire stands nationally and within its region. The 'scorecard' assesses the state of South Cambridgeshire in terms of the composite economic development measures. The scores represent the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Composite measure	Sub-region score	Region score	National Score	Summary
<b>Economic Scale</b> An 'A' Represents areas with the largest economic scale	C	A	B	The share of national GVA in South Cambridgeshire is high by national standards, with the area ranking in the top 40% of districts nationally. It accounted for 0.27% of all GVA in Great Britain.
<b>Productivity</b> An 'A' Represents areas with the highest levels of productivity	E	C	B	South Cambridgeshire is ranked 125 out of 380 districts on our economic productivity score, placing it in the top 40% of districts nationally.
<b>Economic change</b> An 'A' Represents areas with the highest rates of growth	B	A	A	Between 2014 and 2015, the total number of employees in South Cambridgeshire changed by 4.74%. This reflects a quite strong level of economic growth by national standards, placing South Cambridgeshire in the top 20% of districts nationally.
<b>Industrial Structure</b> An 'A' Represents areas with the highest proportion of knowledge intensive employment	A	A	A	South Cambridgeshire is ranked 13 out of 380 districts on our industrial structure score, indicating a knowledge economy that performs in the top 20% of districts nationally.
<b>Business &amp; enterprise</b> An 'A' Represents areas/ with the highest levels of business information, growth and survival	C	C	B	South Cambridgeshire is ranked 146 out of 380 districts on our business and enterprise score, indicating an enterprise culture that performs in the top 40% of districts nationally.
<b>Skills &amp; qualifications</b> An 'A' Represents areas with the most skilled population	B	A	A	South Cambridgeshire is ranked 39 out of 379 districts on our skills and qualifications score, indicating a resident workforce that performs in the top 20% of districts by national standards, in terms of human capital.
<b>Labour market</b> An 'A' Represents areas with the highest employment rates	A	A	A	South Cambridgeshire is ranked 33 out of 379 districts on our labour market score, indicating participation rates within the resident working age population that are in the top 20% of districts nationally.

## Glossary of terms

Economic change score	This score provides an index of the percentage short term change in the total number of employees (by workplace) in relation to the national average
Economic scale	Economic Scale indicates the size of an areas economy. It is created by weighting the areas GVA (Gross Value Added) by the areas employment. These two indicators are then indexed to the Great Britain average
Productivity score	This indicator shows the productive capacity of an area. It is generated from GVA per head which is indexed to the GB value
Knowledge-driven production	This refers to manufacturing industries such as aerospace, electrical machinery manufacture, printing and publishing, and chemicals and energy.
Proportion of employment in Knowledge-driven services	This workplace based figure provides the proportion of all employed persons working in the following "Knowledge-driven" services: Telecomms, computer & related services, R&D (61, 53.20, 62, 72), Finance, business services (64, 66, 69.10, 69.20, 73.20, 70.22, 64.20, 71.1, 71.2, 73.1, 78.1-78.3, 80.30, 80.10, 74.20, 82.11,82.19,74.30, 82.20), Air transport services (51), & Recreational & cultural services (90, 93, 91). All figures in brackets are 2007 Standard Industrial Classification (SIC) codes. SIC Codes group similar industries together in a nationally recognised coding system
Proportion of employment in Public Services sectors	This workplace based figure provides the proportion of all employed persons working in Public Services. The "Public services" sector can be defined as: Public admin/defence (84); Education (85); Health and social work (86), residential care activities (87) and other human health activities (88). All figures in brackets are 2007 Standard Industrial Classification (SIC) codes. SIC Codes group similar industries together in a nationally recognised coding system.
Business and enterprise score	This is an indicator of the enterprise of businesses within the locality. The higher the score, the more business enterprise in an area. Business enterprise takes into consideration an areas business formation rate, the change of in VAT registered business stock, and new business survival rates. Each one of these 3 indicators was indexed to the GB value (business formation rates and new business survival rates were treble weighted), and then all 3 indices were summed and averaged
Skills and qualifications score GB=100 (residence based)	This composite presents an index of the qualifications of an areas workforce, relative to the GB value. A higher score indicates a high level of local area qualifications amongst the labour market. Skills and qualifications scores are generated from summing the weighted percentages of an areas workforce qualified below NVQ2, at NVQ2, NVQ3 and NVQ4 and above, with each indicator indexed to the GB value. The sum of these indices are then divided by 4 to gain an overall composite
Labour market score	This residence based indicator provides the proportion of people aged 16-59/64 (men/women) in employment indexed to the national average to provide a comparable figure in relation to the national trend

## Data Sources and Definitions

Economic change score	This score provides an index of the percentage short term change in the total number of employees (by workplace) in relation to the national average
Economic scale	Economic Scale indicates the size of an areas economy. It is created by weighting the areas GVA (Gross Value Added) by the areas employment. These two indicators are then indexed to the Great Britain average
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Skills and qualifications score GB=100 (residence based)	This composite presents an index of the qualifications of an areas workforce, relative to the GB value. A higher score indicates a high level of local area qualifications amongst the labour market. Skills and qualifications scores are generated from summing the weighted percentages of an areas workforce qualified below NVQ2, at NVQ2, NVQ3 and NVQ4 and above, with each indicator indexed to the GB value. The sum of these indices are then divided by 4 to gain an overall composite
Labour market score	This residence based indicator provides the proportion of people aged 16-59/64 (men/women) in employment indexed to the national average to provide a comparable figure in relation to the national trend

Source: Place Insight; Annual Business Inquiry and Annual Survey of Hours and Earnings (National Statistics website (Nomis: [www.nomisweb.co.uk](http://www.nomisweb.co.uk)) Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)); Business start-ups and closures: VAT registrations and de-registrations; GVA by Local Authority (National Statistics website:

www.statistics.gov.uk. Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)).

## Society Introduction

This summary report provides a social profile of South Cambridgeshire in terms of the demographic characteristics of its local communities and the issues which affect them most. The report examines nine aspects of South Cambridgeshire's social profile:

- Age, Ethnicity, Households, and Migration and Change
- Occupational Structure
- Prosperity
- Deprivation and Inequality
- Health
- Crime

The report starts by presenting the data for the main composite measures for each aspect of the social profile of South Cambridgeshire. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which sets out how South Cambridgeshire rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of economic development is presented. This is based on the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

## Social Summary Introduction

Areas	C- Age: mean (years) 2011	C- Hhld size: average (number) 2011	C- Ethnicity: non-White (%) 2011	C- Population: change (1991-2011) (%) 2011	Occ (res): k-driven (score) (score) March 2017	Prosperity: score (score) 2014/15	IMD: Deprivation score (GB=100) (score) 2015	Health: score (score) 2013-2015	Crime: score (score) 2017
Cambridge	35.56	2.3	17.49	30.62	146.02	127.44	70.64	101.01	144.72
East Cambridgeshire	40.19	2.4	3.75	30.48	113.26	100.2	62.21	102.34	48.56
Fenland	42.07	2.31	2.76	24.31	70.64	80.16	130.3	99.16	95.27
Huntingdonshire	39.92	2.41	5.2	18.7	109.26	101.14	60.58	101.89	74.93
Peterborough	36.92	2.46	17.47	20.56	78.8	82.35	142.11	99.02	155.36
South Cambridgeshire	40.08	2.45	6.7	22.59	125.48	125.56	41.37	102.9	60.02
<b>Cambridgeshire</b>	<b>38.88</b>	<b>2.4</b>	<b>9.73</b>	<b>23.57</b>	N/A	N/A	<b>89.44</b>	N/A	N/A
<b>East of England</b>	<b>40.2</b>	<b>2.37</b>	<b>9.18</b>	<b>17.12</b>	<b>101.36</b>	<b>109.96</b>	<b>105.65</b>	<b>100.91</b>	<b>88.73</b>
<b>National Average</b>	<b>39.4</b>	<b>2.36</b>	<b>14.03</b>	<b>15.12</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

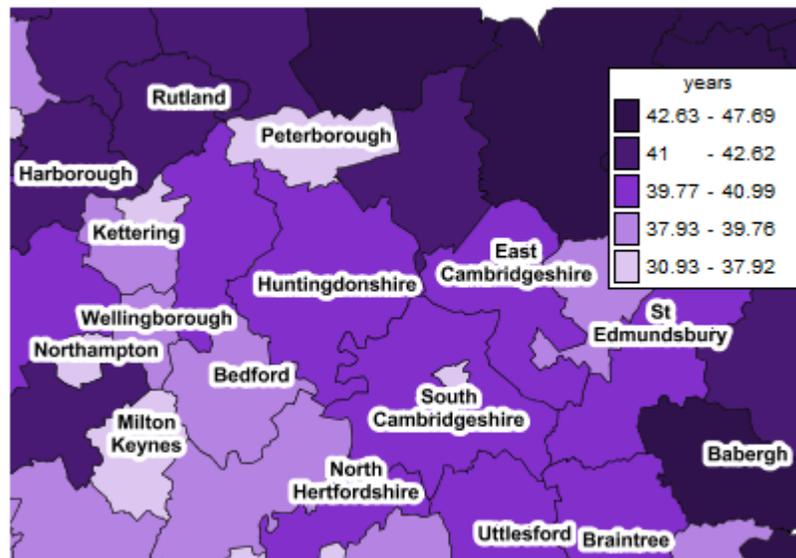
## Age

Demographic characteristics have a fundamental influence on the social and economic development of an area. The age distribution of residents has implications for long-term economic activity rates and spending power (with a younger profile) or current and future social care resourcing (with an older or aging population). This age profile assesses South Cambridgeshire according to a number of indicators, including the age breakdown of residents, dependency ratios and birth rates.

South Cambridgeshire is ranked 188 out of 348 districts on the average age of residents, indicating an average age in the middle 20% of districts nationally.

The map shows the average age of residents in districts within Cambridgeshire. The areas with very dark shading have higher average ages and those with very light shading have lower average ages.

With an average age of 40.08 years, South Cambridgeshire is in the middle 20% of districts nationally and is in a sub region that has an average age in the lowest 40% of sub regions nationally.



Source: Census 2011

Looking in more detail at South Cambridgeshire's age profile we find that:

- The proportion of the resident population aged 0-14 was estimated at 18.46% in 2011, which is high by national standards, with South Cambridgeshire ranking in the top 40% of districts. By comparison, the Cambridgeshire figure was 17.64% and the national average was 17.64%.
- The proportion of the resident population aged 15-24 was estimated at 10.68% in 2011, which is very low by national standards, with South Cambridgeshire ranking in the bottom 20% of districts. By comparison, the Cambridgeshire figure was 13.37% and the national average was 13.1%.
- The proportion of the resident population aged 25-44 was estimated at 26.92% in 2011, which is high by national standards, with South Cambridgeshire ranking in the top 40% of districts. By comparison, the Cambridgeshire figure was 28.33% and the national average was 27.38%.
- The proportion of the resident population aged 45-64 was estimated at 27.34% in 2011, which is average by national standards, with South Cambridgeshire ranking in the middle 20% of districts. By comparison, the Cambridgeshire figure was 25.11% and the national average was 25.44%.
- The proportion of the resident population aged 65 and over was estimated at 16.61% in 2011, which is low by national standards, with South Cambridgeshire ranking in the bottom 40% of districts. By comparison, the Cambridgeshire figure was 15.54% and the national average was 16.45%.
- The number of live births per 1000 of the resident population was 11.95 in 2010, which is average by national standards. This placed South Cambridgeshire in the middle 20% of districts. By comparison, the Cambridgeshire figure was 13.55 and the national figure was 12.93.

- The dependency ratio (the ratio of economically dependent people to those who are economically active) in South Cambridgeshire is 0.57. This is average by national standards. By comparison, the Cambridgeshire figure is 1.29 and the national figure is 0.52.

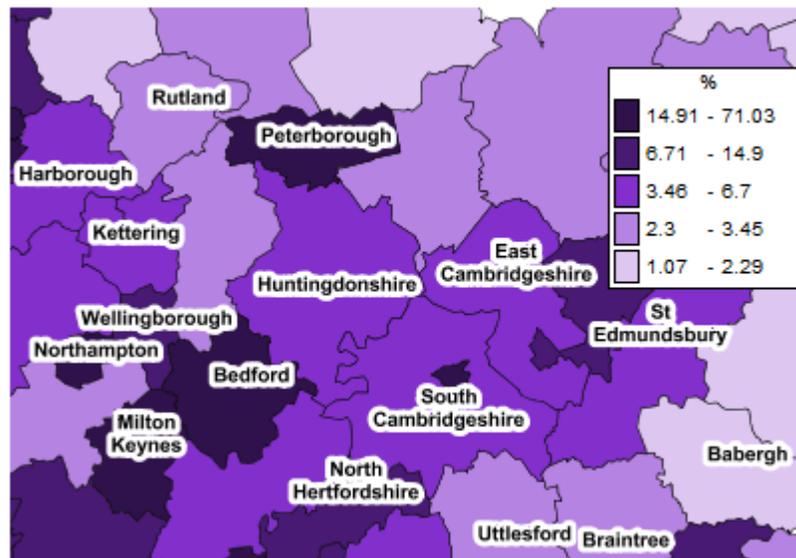
## Ethnicity

Demographic characteristics have a fundamental influence on the social and economic development of an area. Understanding the extent of ethnic diversity is important both for being able to target policies at different communities and for the impact on community cohesion and involvement. This ethnicity profile assesses South Cambridgeshire according to the proportions of different ethnic groups and the extent of ethnic fractionalisation (a measure of ethnic diversity).

South Cambridgeshire is ranked 140 out of 348 districts on the proportion of its population classified as Non-White, placing the area in the middle 20% of districts nationally.

The map shows the proportion of the population classified as Non-White in districts within Cambridgeshire. The areas with very dark shading have higher levels of Non-White residents and those with lighter shadings have lower levels.

With 6.7% of its residents classified as Non-White, South Cambridgeshire is in the middle 20% of districts and is in a sub region that is in the top 40% of sub regions nationally on the proportion of the population that is Non-White.



Source: Census 2011

Looking in more detail at South Cambridgeshire's ethnicity profile we find that:

- The proportion of the population classified as White was 93.3%, which is average by national standards, with South Cambridgeshire ranking in the middle 20% of districts. By comparison, the Cambridgeshire average was 90.27% and the national figure was 85.97%.
- The proportion of the population classified as from a Mixed background was 1.7%, which is high by national standards, with South Cambridgeshire ranking in the top 40% of districts. By comparison, the Cambridgeshire average was 1.99% and the national figure was 2.18%.
- The proportion of the population classified as Asian or British Asian was 2.92%, which is high by national standards, with South Cambridgeshire ranking in the top 40% of districts. By comparison, the Cambridgeshire average was 4.91% and the national figure was 6.81%.
- The proportion of the population classified as Black or Black British was 0.85%, which is average by national standards, with South Cambridgeshire ranking in the middle 20% of districts. By comparison, the Cambridgeshire average was 1.26% and the national figure was 3.33%.
- The proportion of the population classified as Chinese or any other ethnic background was 1.23%, which is high by national standards, with South Cambridgeshire ranking in the top 40% of districts. By comparison, the Cambridgeshire average was 1.56% and the national figure was 1.71%.

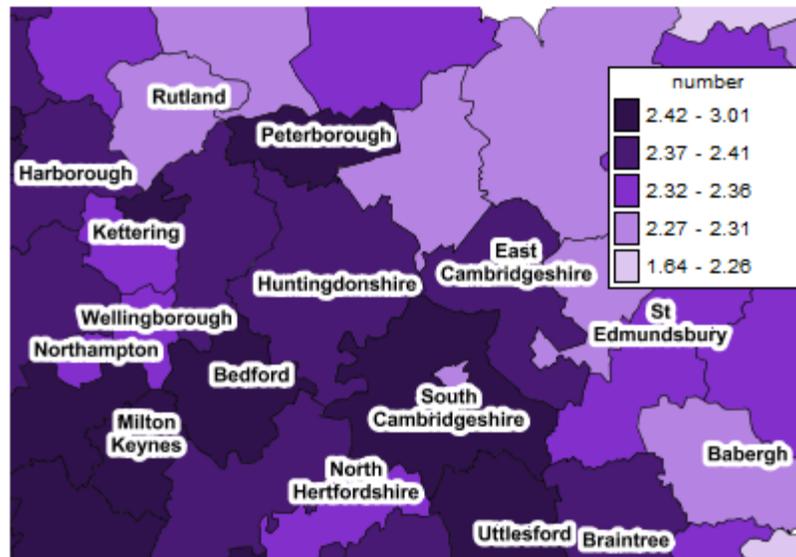
## Household Structure

Demographic characteristics have a fundamental influence on the social and economic development of an area. The size and structure of households has implications for planning, housing demand and entitlement to benefits. This household structure profile assesses South Cambridgeshire according to household composition and overall average household size.

South Cambridgeshire is ranked 55 out of 348 districts on the average household size, placing the area in the highest 20% of districts nationally.

The map shows the average household size in districts within Cambridgeshire. The areas with very dark shading have higher and those with very light shading have lower averages.

With an average household size of 2.45 people, South Cambridgeshire is in the highest 20% of districts and is in a sub region that has an average age in the highest 40% of sub regions nationally.



Source: Census 2011

Looking in more detail at South Cambridgeshire's household profile we find that:

- The proportion of one person households was 24.64% in 2011, which is very low by national standards, with South Cambridgeshire ranking in the bottom 20% of districts. By comparison, the Cambridgeshire average was 27.68% and the national figure was 30.25%.
- The proportion of households with married couples but no dependent children was 28.22% in 2011, which is very high by national standards, with South Cambridgeshire ranking in the top 20% of districts. By comparison, the Cambridgeshire average was 26.01% and the national figure was 23.75%.
- The proportion of households with married couples and dependent children was 25.08% in 2011, which is very high by national standards, with South Cambridgeshire ranking in the top 20% of districts. By comparison, the Cambridgeshire average was 21.52% and the national figure was 19.29%.
- The proportion of lone parent households was 6.82% in 2011, which is very low by national standards, with South Cambridgeshire ranking in the bottom 20% of districts. By comparison, the Cambridgeshire average was 8.37% and the national figure was 10.65%.

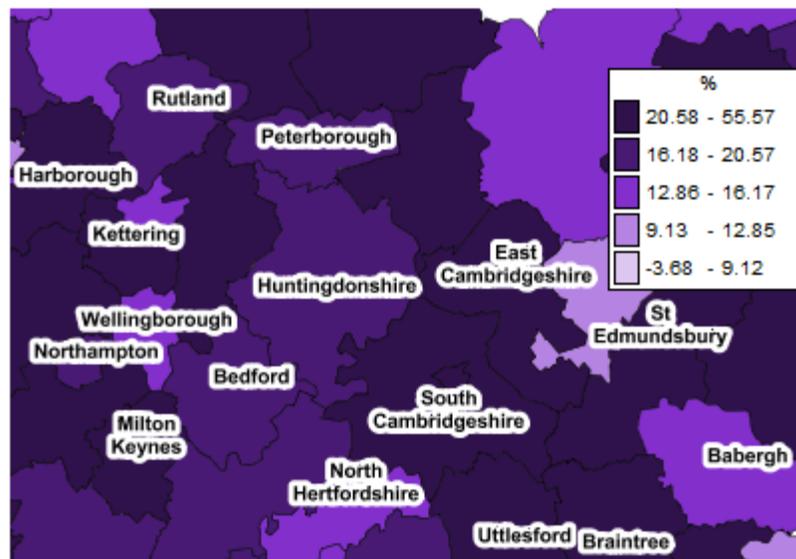
## Migration and Change

Demographic characteristics have a fundamental influence on the social and economic development of an area. Population change has an impact on levels of economic growth through the size of the resident workforce and on the demand for services such as health, education and housing. This migration and change profile assesses South Cambridgeshire according to the long-term level of population change (based on mid-year population estimates), measures of population churn and in-migration. New National Insurance registrations are also used as a proxy for overseas immigration.

South Cambridgeshire is ranked 37 out of 348 districts on long-term change in its resident population, placing the area in the highest 20% of districts nationally.

The map shows the change in population for districts within Cambridgeshire. The areas with very dark shading have higher levels of population change and those with very light shading have lower levels.

With a change in population of 22.59%, South Cambridgeshire is in the top 20% of districts and is in the sub region that is in the top 20% of sub regions nationally.



Source: Census 1991, Census 2011

Looking in more detail at South Cambridgeshire's migration and change profile we find that:

- The proportion of residents who had moved into South Cambridgeshire from other parts of the UK was 5.91% in 2011, which was very high by national standards, with the area ranking in the top 20% of districts. By comparison, the Cambridgeshire average was 5.2% and the East of England figure was 2.17%.
- According to the last Census, the proportion of residents who had moved into South Cambridgeshire from outside the UK was 1.11% in 2011, which was high by national standards, with the area ranking in the top 40% of districts. By comparison, the Cambridgeshire average was 1.73% and the East of England figure was 0.97%.
- The proportion of residents who had moved out of South Cambridgeshire at the last Census was 6%, which was very high by national standards, with the area ranking in the top 20% of districts. By comparison, the Cambridgeshire average was 5.34% and the East of England figure was 2.14%.
- The proportion of the working age population who were overseas nationals registered for National Insurance in South Cambridgeshire was 1.4% in 2017. This measure is a proxy for the proportion of the workforce who are economic migrants from overseas and provides a more recent figure on the level of in-migration from outside of the UK. For South Cambridgeshire, this reflected a high level of immigration by national standards, with the area ranking in the top 40% of districts. By comparison, the East of England figure was 1.7% and the national figure was 1.88%.

- The net level of migration in South Cambridgeshire in 2014 was 0.41%, which was high by national standards, with the area ranking in the top 40% of districts. By comparison, the Cambridgeshire average was -0.01% and the East of England figure was 0.32%.

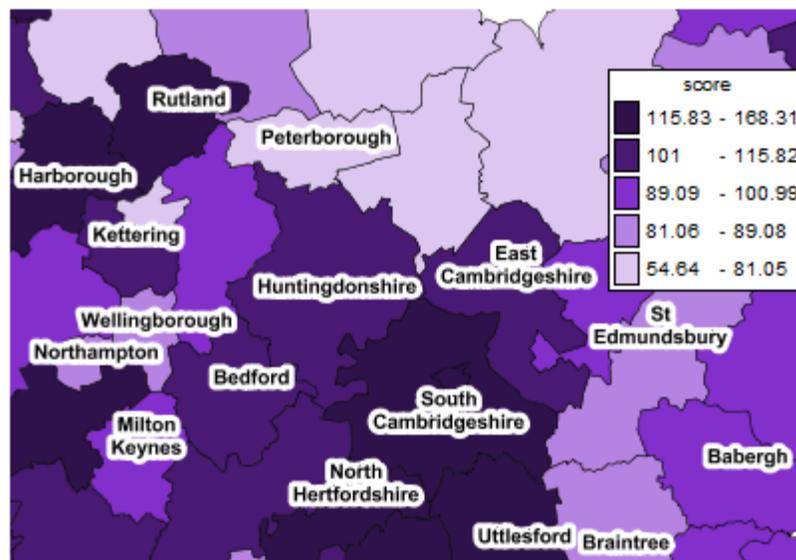
## Occupations

The occupational structure of an area gives a useful indication of the progress being made towards developing a diverse, prosperous, knowledge-based economy. Knowledge-driven activities generate increased demand for 'higher end' occupations including managerial, professional and technical workers. In our assessment of the occupational profile of South Cambridgeshire we have considered the proportion of the working population employed in the four main NVQ-linked occupational groups (based on the standardised competences and skills requirements of each occupation). Our overall score, however, is based on the number of professional managerial and technical workers - or 'knowledge workers'.

South Cambridgeshire is ranked 46 out of 378 districts on our knowledge worker score, indicating a resident workforce that performs in the top 20% of districts nationally.

The map shows the performance of districts within Cambridgeshire on our knowledge worker score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 125.48, South Cambridgeshire is in the top 20% of districts.



Source: Annual Population Survey

Looking in more detail at South Cambridgeshire's occupational profile we find that:

- The proportion of knowledge workers in South Cambridgeshire is very high by national standards, with 57.04% of the working population classified as professional, managerial or technical workers. By comparison, the East of England figure is 46.08%, and the national figure is 45.46%.
- The proportion of the working population who are in elementary occupations in South Cambridgeshire is very low by national standards, with 7.28% in Level 1 Occupations. By comparison, the East of England figure is 10.04% and the national figure is 10.76%.
- The proportion of the working population who are in lower skilled occupations in South Cambridgeshire is very low by national standards, with 25.18% in Level 2 Occupations. By comparison, the East of England figure is 33.23% and the national figure is 33.37%.
- The proportion of the working population who are in skilled occupations in South Cambridgeshire is very low by national standards, with 20.17% in Level 3 Occupations. By comparison, the East of England figure is 24.88% and the national figure is 24.68%.
- The proportion of the working population who are in managerial occupations in South Cambridgeshire is very high by national standards, with 47.37% in Level 4 Occupations. By comparison, the East of England figure is 31.85% and the national figure is 31.19%.

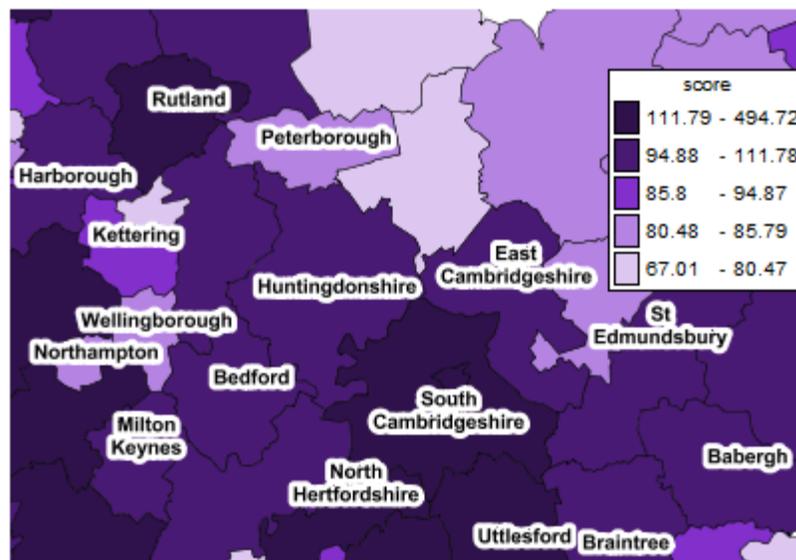
## Prosperity

Nationally, there is a strong correlation between the presence of knowledge workers and levels of prosperity in the local population. This profile assesses levels of prosperity and wealth in South Cambridgeshire by measuring the average total income of residents. There is also a strong correlation nationally between income and house prices, and we therefore present data on average house prices in relation to South Cambridgeshire and its neighbours. The profile also looks at car ownership and the average number of rooms, although these are only proxy measures of wealth because they can also be affected by whether residents are in rural or urban locations.

South Cambridgeshire is ranked 45 out of 379 districts on our prosperity score, indicating incomes amongst the resident population in the top 20% of districts nationally.

The map shows the performance of districts within Cambridgeshire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 125.56, South Cambridgeshire is in the top 20% of districts.



Source: Survey of Personal Incomes(SPI)

Looking in more detail at South Cambridgeshire's prosperity profile we find that:

- At £40,100, the average total income in South Cambridgeshire is well above the national median, with the area ranking in the top 20% of districts nationally. By comparison, the Cambridgeshire figure is £33,200 and the national figure is £31,974.
- At £409,411, the average house price in South Cambridgeshire is very high, with the area ranking in the top 20% of districts nationally. By comparison, the East of England figure is £262,890 and the national figure is £288,406.
- Average annual incomes have increased at a low rate between 2000 and 2014/2015. The growth of 54.83% in average incomes places the area in the bottom 40% of districts nationally. By comparison incomes grew nationally by 62.42%.
- The average number of rooms per household in South Cambridgeshire was very high, with the district ranking in the top 20% of districts nationally. In 2011, the average number of rooms per household was 6.2, compared with 5.71 in Cambridgeshire and 5.4 nationally.
- The number of households with two or more cars in South Cambridgeshire was very high, with the district ranking in the top 20% of districts nationally. In 2011, 48.64% of households had access to two or more cars, compared with 38.02% in Cambridgeshire and 32.16% nationally.

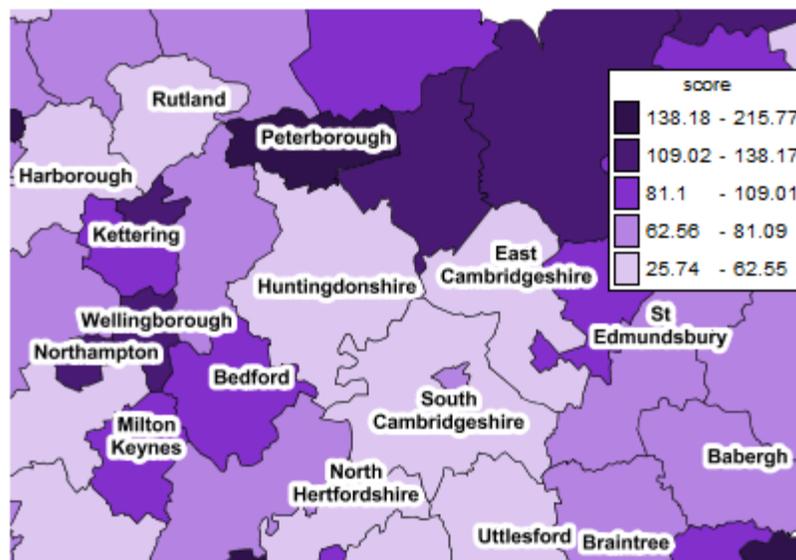
## Deprivation

The Government's standard measure of deprivation and inequality in England is the Index of Multiple Deprivation (IMD). Our deprivation profile assesses conditions within South Cambridgeshire according to a number of aspects of deprivation, including disadvantage in education; income; employment; health; and housing. The Place Analytics inequality indicator is designed to highlight any large differences in deprivation; this can illuminate pockets of deprivation at the small area level within the wider area. The inequality indicator is measured as the difference between the highest and lowest ranking super output area (SOA) at each geographical level.

South Cambridgeshire is ranked 316 out of 326 districts on our deprivation score, putting it in the 20% least deprived districts nationally.

The map shows the performance of districts within Cambridgeshire. The areas with very dark shading have higher levels of deprivation and those with very light shading have lower levels.

With a score of 41.37, South Cambridgeshire is in the 20% least deprived of districts and is in a sub region.



Source: LA Summaries IMD 2015

Looking in more detail at South Cambridgeshire's deprivation profile we find that:

- The inequality score highlights pockets of deprivation by calculating the difference between the highest and lowest scoring SOAs within the district. A higher score indicates higher levels of inequality. The inequality score for South Cambridgeshire is very low by national standards, with the district ranking in the 20% least deprived of districts on inequality.
- The employment domain score is very low by national standards, with the district ranking in the 20% least deprived districts.
- The education domain score is very low by national standards, with the district ranking in the 20% least deprived districts.
- For the income domain score, South Cambridgeshire is ranked in the 20% least deprived districts.
- The housing domain score is high by national standards, with the district ranking in the 40% most deprived districts.
- The crime domain score is very low by national standards, with the district ranking in the 20% least deprived districts.
- For the health domain score, South Cambridgeshire is ranked in the 20% least deprived districts.

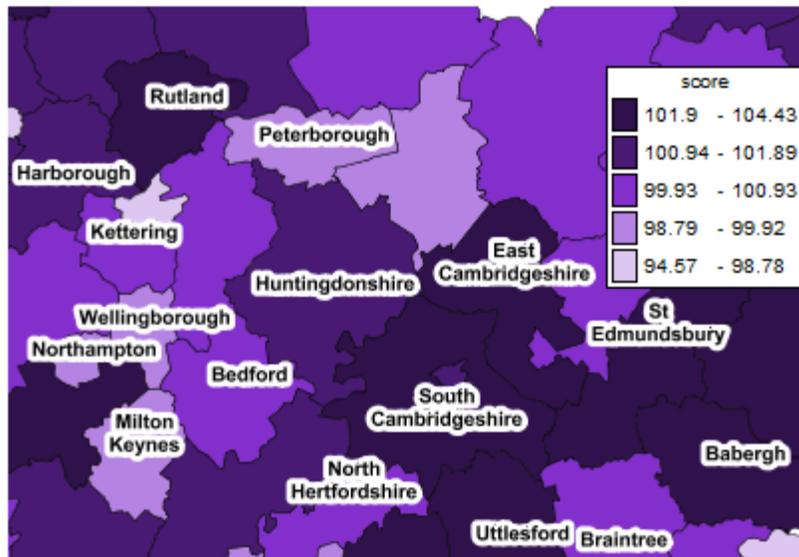
## Health

Nationally, there have been major improvements in public health over the course of the last century, with big increases in life expectancy. However, this overall picture masks significant geographical variations and health inequality. Our health profile assesses South Cambridgeshire according to a number of health indicators, including life expectancy, expected prevalence of smoking and obesity, infant mortality and standardised mortality ratios.

South Cambridgeshire is ranked 10 out of 324 districts on our health score, indicating standards of health that are in the top 20% of districts nationally. Our health score indexes life expectancy at birth to the national average.

The map shows the performance of districts within Cambridgeshire on our health score (life expectancy indexed to the national average). The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 102.9, South Cambridgeshire is in the top 20% of districts.



Looking in more detail at South Cambridgeshire's health profile we find that:

- At 3.39 per 1000 population, the infant mortality rate in South Cambridgeshire is average, with the area ranking in the middle 20% of districts nationally. By comparison, the East of England figure is 3.35 and the national figure is 3.89.
- At 63.62%, the proportion of the population who are obese in South Cambridgeshire is estimated to be low, with the area ranking in the bottom 40% of districts nationally. By comparison, the East of England figure is 65.61% and the national figure is 64.8%.
- At 12.8%, the proportion of the population who smoke in South Cambridgeshire is estimated to be very low, with the area ranking in the bottom 20% of districts nationally. By comparison, the East of England figure is 16.62% and the national figure is 16.93%.
- At 113.33 per 100,000 people, the cancer mortality rate in South Cambridgeshire is very low, with the area ranking in the bottom 20% of districts nationally. By comparison, the East of England figure is 132.02 and the national figure is 138.78.

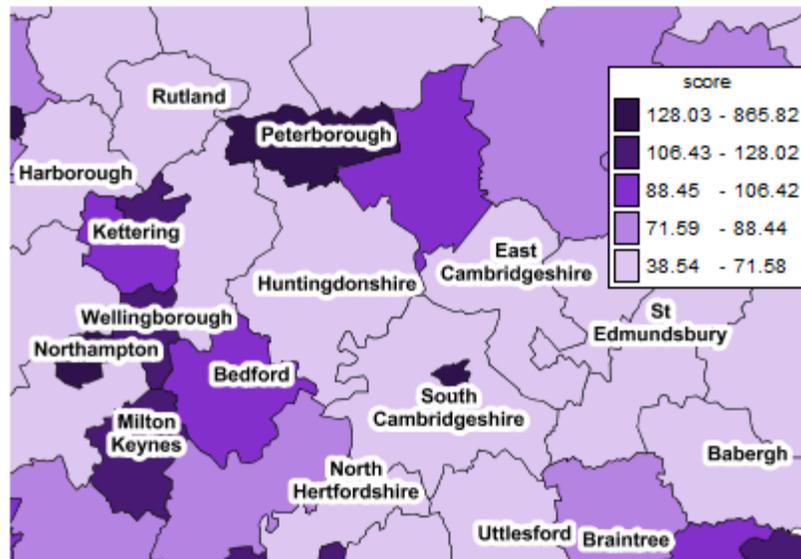
## Crime

Crime levels affect an area's 'liveability', and reflect the socioeconomic conditions of the area and its surroundings. Nationally, there have been some reductions in crime over recent years, although the introduction of the National Crime Recording Standard in 2002 boosted national crime figures. This crime profile assesses South Cambridgeshire according to a number of crime related indicators, including total offences per 1000 residents, vehicle crime, violent crime, burglaries and the change in total offences over time.

South Cambridgeshire is ranked 276 out of 301 districts on our crime score, indicating levels of crime that are in the lowest 20% of districts nationally.

The map shows the performance of districts within Cambridgeshire. The areas with very dark shading have higher crime levels and those with very light shading have lower crime levels.

With a score of 60.02, South Cambridgeshire has crime levels that are in the lowest 20% of districts.



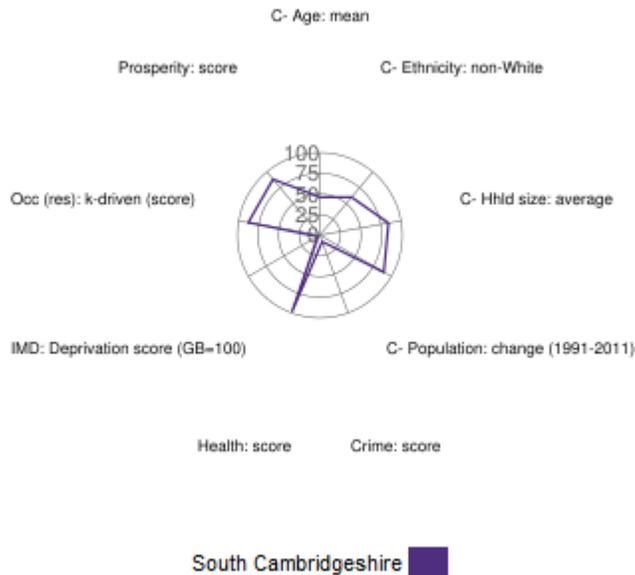
Source: Recorded crime for seven key offences and BCS comparator: Local Authorities

Looking in more detail at South Cambridgeshire's crime profile we find that:

- There were 40.29 offences per 1,000 residents in 2017 in South Cambridgeshire. By comparison, the East of England figure was 60.85 and the national figure was 68.85.
- There were 9.52 violent crimes per 1,000 residents in 2017, which is very low by national standards, with South Cambridgeshire ranking in the lowest 20% of districts. By comparison, the East of England figure was 16.68 and the national figure was 18.58.
- There were 5.37 vehicle crimes per 1,000 residents in 2017, which is average by national standards, with South Cambridgeshire ranking in the middle 20% of districts. By comparison, the East of England figure was 5.73 and the national figure was 6.63.
- There were 2.51 dwelling burglaries per 1,000 residents in 2017, which is average by national standards, with South Cambridgeshire ranking in the middle 20% of districts. By comparison, the East of England figure was 2.87 and the national figure was 3.37.
- Between 2003 and 2017, the total number of crimes in South Cambridgeshire changed by - 25.56%. Compared with the levels of change seen nationally, this is above the national average placing South Cambridgeshire in the highest 40% of districts.

## Society Summary Indicators

The spider chart is a way of showing how South Cambridgeshire rates against the national median on the summary social indicators. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



## Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles area shown opposite. These are statistically the nearest neighbours to South Cambridgeshire, with East Hertfordshire in Hertfordshire being the most similar on the summary social indicators.

Rank	Place Name	Sub Region
1	East Hertfordshire	Hertfordshire
2	Uttlesford	Essex
3	Harborough	Leicestershire
4	Elmbridge	Surrey
5	Tunbridge Wells	Kent & Medway
6	Mid Sussex	Sussex
7	East Cambridgeshire	Cambridgeshire
8	Tonbridge and Malling	Kent & Medway
9	South Oxfordshire	Milton Keynes, Oxfordshire and Bucks
10	Bracknell Forest	Berkshire

## Society Scorecard

The society 'scorecard', showing how South Cambridgeshire stands nationally and within its region. The 'scorecard' assesses the state of South Cambridgeshire in terms of the composite social measures. The scores represent the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest). For demographic data a score has not been included but the overall ranking on the main composite measure is known.

Composite measure	Sub-region score	Region score	National Score	Summary
<b>Age</b>		-		South Cambridgeshire is ranked 188 out of 348 districts on the average age of residents, indicating an average age in the middle 20% of districts nationally.
<b>Ethnicity</b>		-		South Cambridgeshire is ranked 140 out of 348 districts on the proportion of its population classified as Non-White, placing the area in the middle 20% of districts nationally.
<b>Average household size</b>		-		South Cambridgeshire is ranked 55 out of 348 districts on the average household size, placing the area in the highest 20% of districts nationally.
<b>Population Change</b>		-		South Cambridgeshire is ranked 37 out of 348 districts on long-term change in its resident population, placing the area in the highest 20% of districts nationally.
<b>Occupations</b> An 'A' Represents areas with the highest proportion of knowledge workers	<b>B</b>	<b>A</b>	<b>A</b>	South Cambridgeshire is ranked 46 out of 378 districts on our knowledge worker score, indicating a resident workforce that performs in the top 20% of districts nationally.
<b>Prosperity</b> An 'A' Represents areas with the highest average incomes	<b>B</b>	<b>A</b>	<b>A</b>	South Cambridgeshire is ranked 45 out of 379 districts on our prosperity score, indicating incomes amongst the resident population in the top 20% of districts nationally.
<b>Deprivation</b> An 'A' Represents areas with the lowest levels of deprivation	<b>A</b>	<b>A</b>	<b>A</b>	South Cambridgeshire is ranked 316 out of 326 districts on our deprivation score, putting it in the 20% least deprived districts nationally.
<b>Health</b> An 'A' Represents areas with the highest score for life expectancy	<b>A</b>	<b>A</b>	<b>A</b>	South Cambridgeshire is ranked 10 out of 324 districts on our health score, indicating standards of health that are in the top 20% of districts nationally. Our health score indexes life expectancy at birth to the national average.
<b>Crime</b> An 'A' Represents areas with the lowest crime rates	<b>B</b>	<b>A</b>	<b>A</b>	South Cambridgeshire is ranked 276 out of 301 districts on our crime score, indicating levels of crime that are in the lowest 20% of districts nationally.

## Glossary of terms

Average age	The mean age of the resident population
Proportion of population classified as non-White	The percentage of people classified as White and Black Caribbean, White and Black African, White and Asian, Other Mixed, Caribbean, African, Other Black, Indian, Pakistani, Bangladeshi, Other Asian, Chinese or Other Ethnic Group. Classifications are based
Average household size	The mean number of people living within a household
Long-term change in resident population	Percentage change in the number of residents within the area, between 1991-2011
Knowledge worker score	This residence based figure provides an index of proportion of the working age population who are employed in Knowledge occupations based on SOC groups (1) Managers and Senior Officials; (2) Professional occupations; (3) Associate Professional and Technical occupations, based on place of residence. The figures in brackets are Standard Occupational Classification 2000 (SOC) codes. SOC codes are nationally recognised occupational groupings designed to capture type of work and the associated skills necessary for the job. These major SOC groups include the following occupations Corporate & Senior Officials, Production managers, Functional managers Quality and Customer Care, Financial Institutions and Office, Distribution Storage and Retail, Protective Service Officers, Health and Social Services, Farming, Horticulture, Forestry and associated fields, Hospitality & Leisure and Other Service Industries managers; Science Professionals; Engineering; Info & Communication Technology; Health; Teaching; Research; Legal; Business & Statistical; Architects; Town Planners; Surveyors Public Service Professionals; Librarians and Related Professionals; Science and Engineering Technicians; Draughtspersons & Building Inspectors and IT Service Delivery Occupations; Health Associate Professionals; Therapists; Social Welfare Associate Professionals; Protective Service Occupations; Artistic and Literary Occupations; Design Associate Professionals; Media Associate Professionals; Sports and Fitness Occupations; Transport Associate Professionals; Legal Associate Professionals; Business & Finance Associate Professionals; Sales & Related Associate Professionals; Conservation Associate Professionals and Public Service Associate Professionals. This is in relation to the national average, providing an indication of the level of knowledge sector employment relative to the national trend
Prosperity score	The mean average total income indexed to the national average. Total income figures are based on taxable income including all employees; pension recipients and self-employed people. The figures are defined by local authority area and are residence based
Deprivation score	The deprivation score provides an index of the overall deprivation score, indexed to the national average. This provides a measure of relative deprivation in relation to the national average. The Index of Multiple Deprivation; average SOA score provides a weighted average figure for the levels of deprivation in a given area. The Index of Multiple Deprivation (IMD) is an overall relative measure of deprivation constructed by combining seven domains of deprivation according to their respective weights, as described below. The larger the score, the more deprived the area (and the lower its rank). The domains were combined using the following weights to produce the overall Index of

	Multiple Deprivation: Income Deprivation (22.5%), Employment Deprivation (22.5%), Education, Skills and Training Deprivation (13.5%), Health Deprivation and Disability (13.5%), Crime (9.3%), Barriers to Housing and Services (9.3%), Living Environment Deprivation (9.3%)
Health score	The health score provides an index of the average life expectancy at birth, of all residents in relation to the national average. This provides a figure of relative life expectancy within the national context
Crime score	This indicator provides an index of the total number of offences per 1,000 resident population. Total offences include theft from vehicles; dwelling burglary; robberies and violent offences. The index is to the GB average, providing a figure which is relative to the national trend

### Data Sources and Definitions

Average age	The mean age of the resident population
Proportion of population classified as non-White	The percentage of people classified as White and Black Caribbean, White and Black African, White and Asian, Other Mixed, Caribbean, African, Other Black, Indian, Pakistani, Bangladeshi, Other Asian, Chinese or Other Ethnic Group. Classifications are based
Average household size	The mean number of people living within a household
Long-term change in resident population	Percentage change in the number of residents within the area, between 1991-2011
Knowledge worker score	This residence based figure provides an index of proportion of the working age population who are employed in Knowledge occupations based on SOC groups (1) Managers and Senior Officials; (2) Professional occupations; (3) Associate Professional and Technical occupations, based on place of residence. The figures in brackets are Standard Occupational Classification 2000 (SOC) codes. SOC codes are nationally recognised occupational groupings designed to capture type of work and the associated skills necessary for the job. These major SOC groups include the following occupations Corporate & Senior Officials, Production managers, Functional managers Quality and Customer Care, Financial Institutions and Office, Distribution Storage and Retail, Protective Service Officers, Health and Social Services, Farming, Horticulture, Forestry and associated fields, Hospitality & Leisure and Other Service Industries managers; Science Professionals; Engineering; Info & Communication Technology; Health; Teaching; Research; Legal; Business & Statistical; Architects; Town Planners; Surveyors Public Service Professionals; Librarians and Related Professionals; Science and Engineering Technicians; Draughtspersons & Building Inspectors and IT Service Delivery Occupations; Health Associate Professionals; Therapists; Social Welfare Associate Professionals; Protective Service Occupations; Artistic and Literary Occupations; Design Associate Professionals; Media Associate Professionals; Sports and Fitness Occupations; Transport Associate Professionals; Legal Associate Professionals; Business & Finance Associate Professionals; Sales & Related Associate Professionals; Conservation Associate Professionals and Public Service Associate Professionals. This is in relation to the national average, providing an indication of the level of knowledge sector employment relative to the national trend

Prosperity score	The mean average total income indexed to the national average. Total income figures are based on taxable income including all employees; pension recipients and self-employed people. The figures are defined by local authority area and are residence based
Deprivation score	The deprivation score provides an index of the overall deprivation score, indexed to the national average. This provides a measure of relative deprivation in relation to the national average. The Index of Multiple Deprivation; average SOA score provides a weighted average figure for the levels of deprivation in a given area. The Index of Multiple Deprivation (IMD) is an overall relative measure of deprivation constructed by combining seven domains of deprivation according to their respective weights, as described below. The larger the score, the more deprived the area (and the lower its rank). The domains were combined using the following weights to produce the overall Index of Multiple Deprivation: Income Deprivation (22.5%), Employment Deprivation (22.5%), Education, Skills and Training Deprivation (13.5%), Health Deprivation and Disability (13.5%), Crime (9.3%), Barriers to Housing and Services (9.3%), Living Environment Deprivation (9.3%)
Health score	The health score provides an index of the average life expectancy at birth, of all residents in relation to the national average. This provides a figure of relative life expectancy within the national context
Crime score	This indicator provides an index of the total number of offences per 1,000 resident population. Total offences include theft from vehicles; dwelling burglary; robberies and violent offences. The index is to the GB average, providing a figure which is relative to the national trend

Source: Place Insight; Midyear population estimates; Sub-national Population projections by sex and quinary age groups; 2001 Census (National Statistics website: [www.statistics.gov.uk](http://www.statistics.gov.uk). Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)).

## Environment Introduction

This summary report looks at a number of aspects of the environment and equality of life in South Cambridgeshire. In this profile, we consider the environment in terms of:

- Housing affordability
- Commercial and industrial property
- Transport and connectivity
- Amenities
- The natural environment

The report starts by presenting data for the main composite measures for each aspect of South Cambridgeshire's environment. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which sets out how South Cambridgeshire rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of economic development is presented. This is based on the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

## Environmental Summary Introduction

Areas	Affordability: score (score) 2016	Floorspace: change (score) (score) 2012	Connectivity: score (score) 2005	Amenities: score (score) 2013	Natural environment: score (score) 2013
Cambridge	79.85	96.33	227.95	1575.58	53.13
East Cambridgeshire	97.8	107.44	14.36	36.14	155.18
Fenland	108.82	112.24	5.46	32.94	125.41
Huntingdonshire	102.47	111.63	16.46	54.98	126.66
Peterborough	107.25	110.99	22.61	150.17	71.12
South Cambridgeshire	95.88	133.95	13.01	40.41	132.68
<b>Cambridgeshire</b>	N/A	<b>112.34</b>	<b>28.73</b>	<b>71.96</b>	<b>106.47</b>
<b>East of England</b>	<b>91.02</b>	<b>104.13</b>	<b>59.2</b>	<b>87.89</b>	<b>107.78</b>
<b>National Average</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

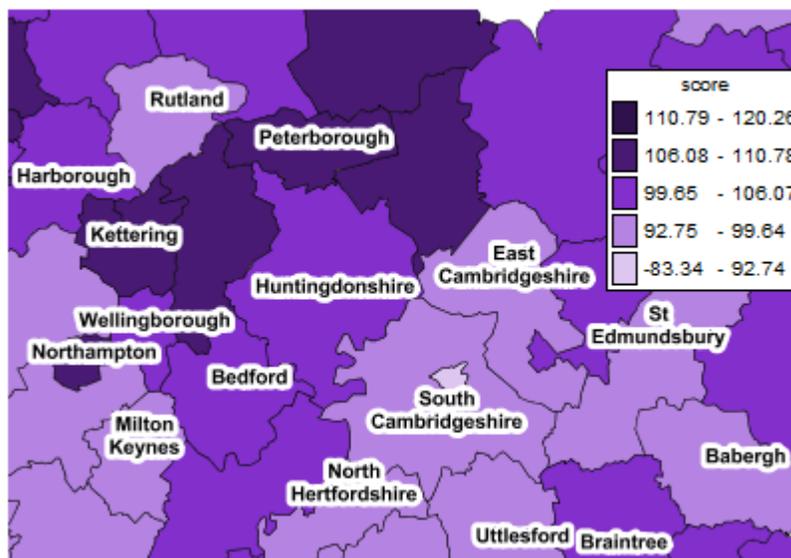
## Housing

While housing affordability is a national problem, its impacts are not evenly spread. While the previous boom in house prices in London and the South East is well documented, some areas in the North and Midlands continued to suffer from persistent low demand. Within this housing profile, housing is considered in terms of affordability (assessed on the basis of the ratio between average earnings and average house prices), tenure and housing condition information.

South Cambridgeshire is ranked 247 out of 346 districts on our affordability score, indicating that the area is in the bottom 40% of districts nationally in terms of affordability.

The map shows the affordability score for districts within Cambridgeshire. The areas with very dark shadings have greater housing affordability and those with very light shading are less affordable.

With a score of 95.88, South Cambridgeshire is in the bottom 40% of districts.



Source: Ratio of house price to residence-based earnings (lower quartile and median) ONS

Looking in more detail at South Cambridgeshire's housing profile we find that:

- The proportion of households that were owner occupied within South Cambridgeshire was 70.26% in 2011. This places South Cambridgeshire in the top 40% of districts nationally. By comparison, the Cambridgeshire figure was 64.48, the East of England figure was 67.6, and the national figure was 63.57%.
- The proportion of households that were social rented within South Cambridgeshire was 14.25% in 2011. This places South Cambridgeshire in the middle 20% of districts nationally. By comparison, the East of England figure was 15.7%, and the national figure was 17.69%.
- The proportion of households that were private rented within South Cambridgeshire was 11.96% in 2011. This places South Cambridgeshire in the bottom 40% of districts nationally. By comparison, the East of England figure was 14.7%, and the national figure was 16.84%.
- South Cambridgeshire has seen a high growth in average house prices between 2006 and 2016 of 53.95%. This places the area in the top 40% of districts nationally. By comparison, average prices changed nationally by 31.1%.

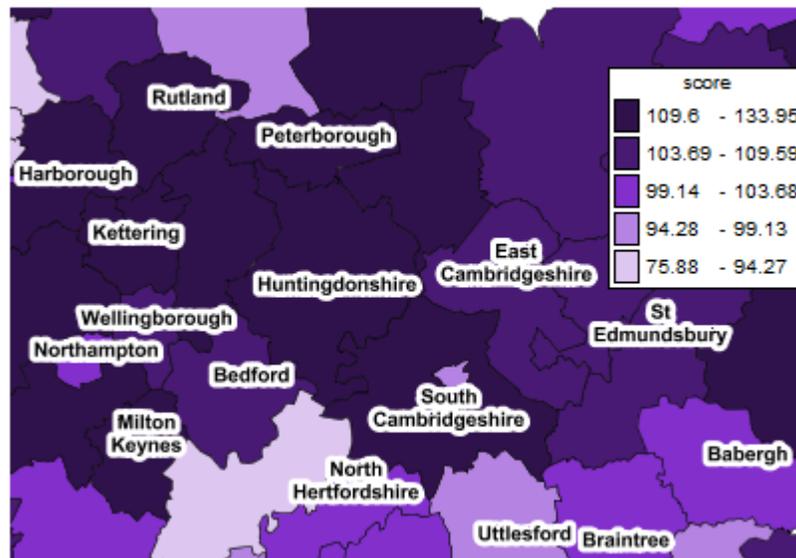
## Commercial Floorspace

This commercial and industrial property profile assesses the type of floorspace within South Cambridgeshire and the rate of change that has occurred over recent years. The overall score is based on the net change in the amount of commercial and industrial floorspace since 2004. It presents an overall picture of the type of floorspace within the district and the extent of growth/decline according to type of floorspace.

South Cambridgeshire is ranked 1 out of 348 districts on our floorspace change score, indicating a level of growth in the top 20% of districts nationally.

The map shows the performance of districts within Cambridgeshire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 133.95, South Cambridgeshire is in the top 20% of districts and is in the sub region that is in the top 20% of sub regions nationally.



Source: Commercial and Industrial Floorspace and Rateable Value Statistics

Looking in more detail at South Cambridgeshire's commercial property profile we find that:

- The proportion of floorspace that is in industrial use is low, with the area ranking in the bottom 40% of districts nationally. In 2012, 58.14% of total floorspace was in industrial use, compared with 64.49% in Cambridgeshire and 60.51% nationally.
- The proportion of floorspace that is in retail use is very low, with the area ranking in the bottom 20% of districts nationally. In 2012, 11.26% of total floorspace was in retail use, compared with 17.57% in Cambridgeshire and 22.13% nationally.
- The proportion of floorspace that is in office use is very high, with the area ranking in the top 20% of districts nationally. In 2012, 30.6% of total floorspace was in office use, compared with 17.95% in Cambridgeshire and 17.36% nationally.
- South Cambridgeshire has seen a growth of 24.2% in the amount of industrial floorspace between 2002 and 2012. This places it in the top 20% of districts nationally. By comparison the amount of industrial floorspace changed nationally by -4.86%.
- South Cambridgeshire has seen a growth of 58.25% in the amount of office floorspace between 2002 and 2012. This places it in the top 20% of districts nationally. By comparison the amount of office floorspace changed nationally by 10.95%.
- South Cambridgeshire has seen a growth of 29.1% in the amount of retail floorspace between 2002 and 2012. This places it in the top 20% of districts nationally. By comparison the amount of retail floorspace changed nationally by 5.17%.

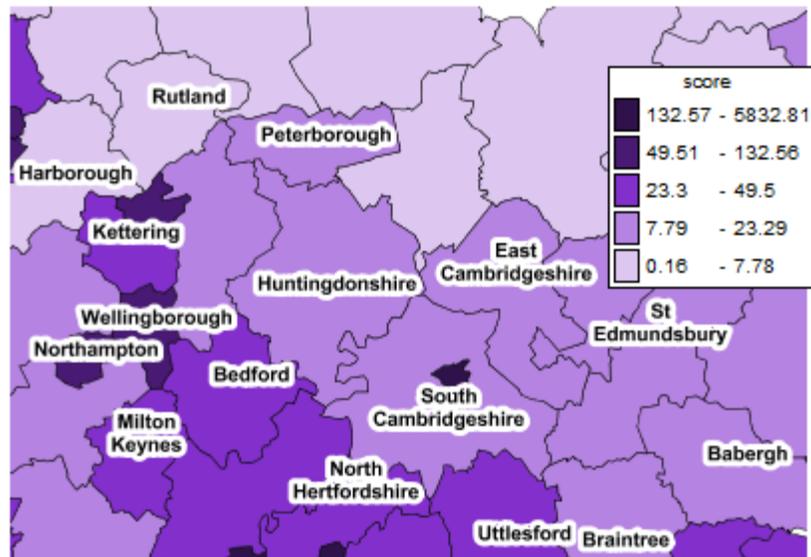
## Transport and Connectivity

Accessibility and connectivity have a major influence on an area's ability to attract business and investment. This transport and connectivity profile assesses South Cambridgeshire using a composite of measures, including distance from London, a 'Local Hub' Index (the concentration of transport hubs such as motorway junctions, airports, ports and mainline railway stations), and the 'Contiguity Index' (a score based on an area's proximity to transport hubs in neighbouring places).

South Cambridgeshire is ranked 265 out of 379 districts for its overall connectivity score, indicating an area that performs in the bottom 40% of districts nationally on levels of connectivity to intercity rail, motorways and airports.

The map shows the performance of districts within Cambridgeshire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 13.01, South Cambridgeshire is in the bottom 40% of districts and is in a sub region that is in the middle 20% of sub regions nationally.



Source: AA

Looking in more detail at South Cambridgeshire's transport and connectivity profile we find that:

- The national average for the proportion of people who travelled to work by car was 62.66% in 2011. By comparison the South Cambridgeshire figure of 67.87% placed it in the middle 20% of districts nationally.
- The proportion of residents who travelled to work within South Cambridgeshire by public transport was 8.18% in 2011. This was average, placing the area in the middle 20% of districts nationally. By comparison the national figure was 16.4%.
- The proportion of residents who travelled to work within South Cambridgeshire by foot or bicycle was 14.48% in 2011. This was high, placing the area in the top 40% of districts nationally. By comparison the national figure was 13.61%.
- With a score of 87.68, net commuting in South Cambridgeshire was high in 2011, with the area ranking in the top 40% of districts. Net commuting reflects the relative levels of work being taken by residents in the area: a higher score implies that more workers coming into the area to work and a lower score implies that residents are travelling outside the area to work.
- The average travel to work time for residents in South Cambridgeshire is average, with the area ranking in the middle 20% of districts nationally. The average travel to work time of 20 minutes compares with a Cambridgeshire average of 18.83 minutes and a national average of 20.32 minutes.
- The proportion of residents who work outside South Cambridgeshire was 62.37% in 2011. This

- was high, placing the area in the top 40% of districts nationally.
- At 71.08, the number of journeys per sq km in South Cambridgeshire is low, with the area ranking in the bottom 40% of districts nationally.

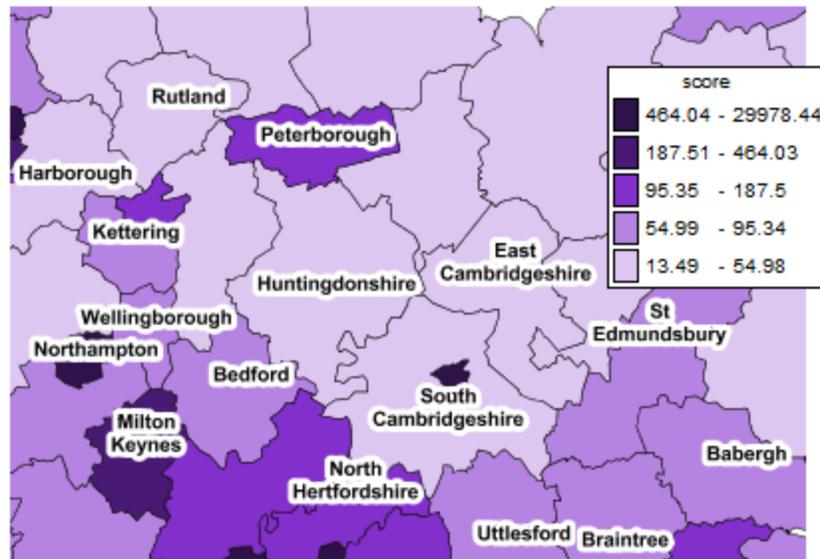
## Amenities

The local amenities profile assesses South Cambridgeshire in terms of a combination of indicators, including the density of national heritage sites and listed buildings, the availability of cultural amenities (such as cinemas, theatres and libraries), café culture, retail floorspace and employment in hotels and restaurants. The level of local amenities is important for a good quality of life for local residents, making an area an attractive place to live and for tourists to visit. It should also be borne in mind that the local and cultural amenities scores are heavily skewed towards large cities, particularly London.

South Cambridgeshire is ranked 311 out of 348 districts on our overall score, indicating a standard of local amenities that is in the bottom 20% of districts nationally.

The map shows the local amenities score of districts within Cambridgeshire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 40.41, South Cambridgeshire is in the bottom 20% of districts and is in a sub region that is in the bottom 40% of sub regions nationally.



Source: Place Insight; Treasures of Britain; BFI Film & Television Handbook; UK Theatres Online; Michelin Guide to Hotels, Restaurants and Pubs; ArtGuide.co.uk; Annual Business Inquiry (National Statistics website (Nomis: www.nomisweb.co.uk) Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)); Commercial and Industrial Floorspace and Rateable Value Statistics, Green Flag awards.

Looking in more detail at South Cambridgeshire's amenities profile we find that:

- The cultural amenities score in South Cambridgeshire was 42.96. This places South Cambridgeshire in the bottom 20% of districts nationally. By comparison, the Cambridgeshire score was 77.5, the East of England score was 89.91, and the national score was 100.
- The number of national heritage sites per 000 sq m in South Cambridgeshire was 4.43. This places South Cambridgeshire in the bottom 40% of districts nationally. By comparison, the Cambridgeshire average was 18.29, the East of England average was 17.37, and the national average was 65.37.
- The number of listed buildings per 000 sq m in South Cambridgeshire was 2.88. This places South Cambridgeshire in the middle 20% of districts nationally. By comparison, the Cambridgeshire average was 2.38, the East of England average was 2.99 and the national average was 2.64.
- The proportion of employment in hotels and restaurants in South Cambridgeshire is 4.76%. This places South Cambridgeshire in the bottom 20% of districts nationally on this measure. This compares with 5.52% in Cambridgeshire, 6.45% in East of England and a national average of 7.15%.
- The amount of retail floorspace in South Cambridgeshire was 173 (in 000 sq m). This places

South Cambridgeshire in the bottom 40% of districts nationally. By comparison, the amount of retail space in Cambridgeshire was 1565 (000 sq m) and the amount in East of England was 11661 (000 sq m).

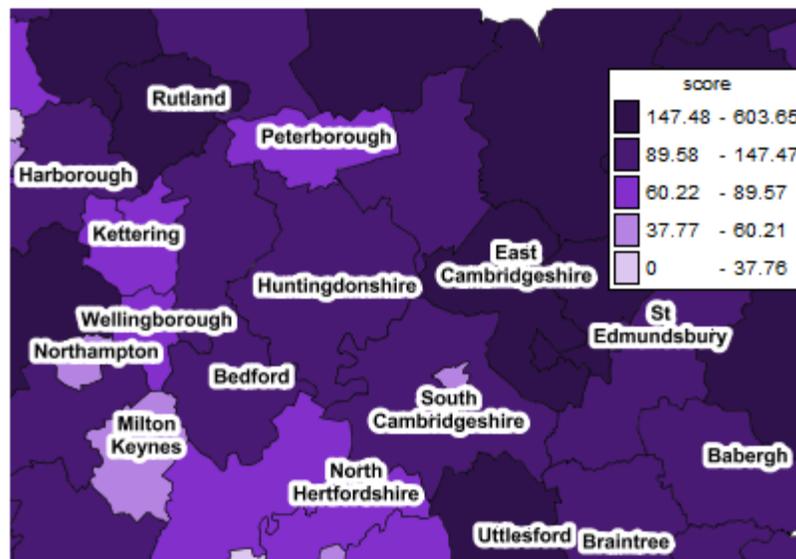
## Environment

The natural environment is a subjective theme, which makes benchmarking problematic. This profile assesses the natural environment of South Cambridgeshire in terms of areas of outstanding natural beauty, green space, green belt and heritage coast. We also consider tranquillity and weather. The quality of the natural environment has implications for a modern knowledge economy, which is associated with a decentralised geography of employment as workers try to find a good work-life balance. Indicators are heavily skewed, with towns, cities and urban areas scoring poorly and rural areas scoring well.

South Cambridgeshire is ranked 82 out of 325 districts for its overall natural environment score, putting it in the top 40% of districts nationally.

The map shows the performance of districts within the Cambridgeshire area. The areas with very dark shading score highly on our natural environment score and those with very light shading score poorly.

With a score of 132.68, South Cambridgeshire is in the top 40% of districts and is in a sub region that is in the top 40% of sub regions nationally.



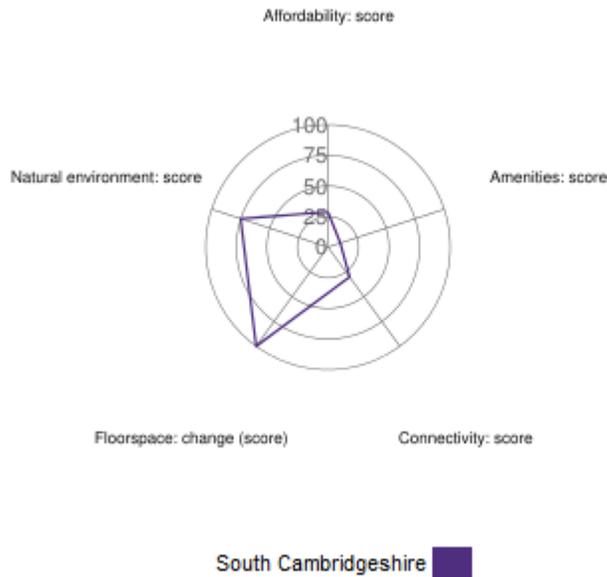
Source: Natural England; GreenFlag awards; Generalised Land Use Database; Indices of Deprivation; Met office average weather readings

Looking in more detail at South Cambridgeshire's environment profile we find that:

- The natural beauty score - comprising Areas of Outstanding Natural Beauty, Blue Flag Beaches, heritage coastlines, ancient woodland, nature reserves, national parks and environmentally sensitive areas - in South Cambridgeshire is 3.41. This places South Cambridgeshire in the bottom 20% of districts nationally. By comparison, the Cambridgeshire score was 5.66, the East of England score was 43 and the national score was 100.
- The air quality score, measured as part of the Index of Multiple Deprivation, in South Cambridgeshire was 0.87. This placed South Cambridgeshire in the bottom 40% of districts nationally. By comparison, the East of England score was 0.99 and the national score was 1.12.
- The tranquillity score, as measured by population density, in South Cambridgeshire was 162.5. This places South Cambridgeshire in the top 40% of districts nationally. By comparison, the Cambridgeshire score was 113.38, the East of England score was 87.96 and the national score was 100.
- The average weather score, as measured by average sunshine hours, average rainfall and average temperature in South Cambridgeshire was 112.18. This placed South Cambridgeshire in the top 40% of districts nationally. By comparison, the Cambridgeshire score was 112.18, the East of England score was 109.91 and the national score was 100.

## Environmental Summary Indicators

The spider chart is a way of showing how South Cambridgeshire rates against the national median on the summary environmental indicators. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



## Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles area shown opposite. These are statistically the nearest neighbours to South Cambridgeshire, with Daventry in Northamptonshire being the most similar on the summary environmental indicators.

Rank	Place Name	Sub Region
1	Daventry	Northamptonshire
2	Stratford-on-Avon	Coventry & Warwickshire
3	Broadland	Norfolk
4	Test Valley	Hampshire & The Isle of Wight
5	South Northamptonshire	Northamptonshire
6	Mid Suffolk	Suffolk
7	Teignbridge	Devon & Cornwall
8	Rutland	Lincolnshire & Rutland
9	East Devon	Devon & Cornwall
10	East Cambridgeshire	Cambridgeshire

## Environment Scorecard

The environment 'scorecard', showing how South Cambridgeshire stands nationally and within its region. The 'scorecard' assesses the state of South Cambridgeshire in terms of the composite environmental and quality of life measures. The scores represent the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Composite measure	Sub-region score	Region score	National Score	Summary
<b>Housing affordability</b>  An 'A' Represents areas with the most affordable residential property	E	D	D	South Cambridgeshire is ranked 247 out of 346 districts on our affordability score, indicating that the area is in the bottom 40% of districts nationally in terms of affordability.
<b>Commercial floorspace</b>  An 'A' Represents areas with the highest rate of growth in commercial and industrial property	A	A	A	South Cambridgeshire is ranked 1 out of 348 districts on our floorspace change score, indicating a level of growth in the top 20% of districts nationally.
<b>Transport &amp; connectivity</b>  An 'A' Represents areas with the most rail, motorway and transport links	E	D	D	South Cambridgeshire is ranked 265 out of 379 districts for its overall connectivity score, indicating an area that performs in the bottom 40% of districts nationally on levels of connectivity to intercity rail, motorways and airports.
<b>Amenities</b>  An 'A' Represents areas with the highest access to local cultural and leisure amenities	D	E	E	South Cambridgeshire is ranked 311 out of 348 districts on our overall score, indicating a standard of local amenities that is in the bottom 20% of districts nationally.
<b>Natural environment</b>  An 'A' Represents areas with the highest natural environment score	B	B	B	South Cambridgeshire is ranked 82 out of 325 districts for its overall natural environment score, putting it in the top 40% of districts nationally.

## Glossary of terms

Affordability score	By dividing the house price for a given area by its earnings, we produce a ratio which serves as an indicator of relative affordability. A higher ratio indicates that on average, it is less affordable for a resident to purchase a house in their local authority district. Conversely, a lower ratio indicates higher affordability in a local authority. While there are many more factors that influence affordability, the simple ratio provides an overview of geographic differences across England and Wales. All areas are then ranked and the score for each area reversed such that the area with the largest index score is attributed the lowest, and vice versa. This calculation was performed so that the most affordable areas would have the highest affordability score.
Floorspace change score	This score provides an index of the percentage change in the area of floor space used in the commercial sector. Commercial floor space is defined as all floor space used for non-domestic purposes including retail, office and industrial activities. This provides a score showing the change in floor space in relation to the national floor space change
Connectivity Score GB=100	The connectivity index is based on proximity to and presence of airports; number of rail stations (excluding the underground); ports and motorway junctions. The resulting figure provides a indication of the areas connectivity, with figures over 100 indicating a higher than average level of connectivity
Local amenities score	This score measures the level of amenities provision in an area. A higher score indicates that an area has a greater level of provision.
Natural beauty score	This score measures how the beauty of an area's natural environment. A higher score indicates that an area has a more beautiful natural environment.

## Data Sources and Definitions

Affordability score	Property prices are an overall average of property prices covering detached; semi-detached; terraced and flats/maisonettes in a local authority area. The average house price is an average taken over four quarterly house price data releases. The earnings data is workplace based and taken from the Survey of Hours and Earnings. Calculated by taking the ratio of average house price in the area to average gross weekly earnings as a proportion of the same ratio in England & Wales. All areas are then ranked and the score for each area reversed such that the area with the largest index score is attributed the lowest, and vice versa. This calculation was performed so that the most affordable areas would have the highest affordability score.
Floorspace change score	The difference between the total amount of commercial floorspace in most recent and start years as a proportion of that in the start year, indexed to the GB average. Commercial floor space is defined as all floor space used for non-domestic purposes including retail, office and industrial activities and 'other' bulk premises. This provides a score showing the change in floor space in relation to the national floor space change.
Connectivity Score GB=100	Based on proximity to and presence of airports; number of rail stations (excluding the underground); ports and motorway junctions. The

	number of these services in the area was calculated, weighted by proximity to major airports (Gatwick, Edinburgh, Glasgow, Bristol, Stansted, Birmingham) as a proportion of land area and indexed to the GB average (GB = 100).
Local amenities score	This indicator takes into consideration: cultural amenities (sports arenas; cinemas; zoos; theme parks; major event venues; Visit England attractions; Michelin starred restaurants; performing arts venues; cathedrals); national heritage sites; retail floorspace; employment in amenities-provision (as a proxy). Each are divided by the land area, then scored in relation to the national figure. The individual scores are then added, and scored again to give the overall figure.
Natural beauty score	The following datasets were all indexed to their component national average: Areas of Outstanding Natural Beauty; Blue Flag Beaches (denoting high quality beaches); heritage coastlines; ancient woodland; nature reserves; national park designations and designation as an environmentally sensitive area. The average of these indices is used to provide the final score.

Source: Place Insight; Commercial and Industrial Floorspace and Rateable Value Statistics; Previously Developed Land Survey; ONS

## Ordering further Place Profiles

Place Profiles are available at District and Ward level. The reports are produced using the latest information, with Summary Place Profiles providing a high level overview of local conditions. More detailed profiles are also available on the following topics:

### **Economy**

Economic Performance  
Industrial Structure  
Business and Enterprise  
Skills and Qualifications  
Labour Market

### **Society**

Age  
Ethnicity  
Households  
Migration and Change  
Occupations  
Prosperity  
Deprivation  
Health  
Crime

### **Environment**

Housing  
Commercial Property  
Transport and Communications  
Amenities  
Natural Environment

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