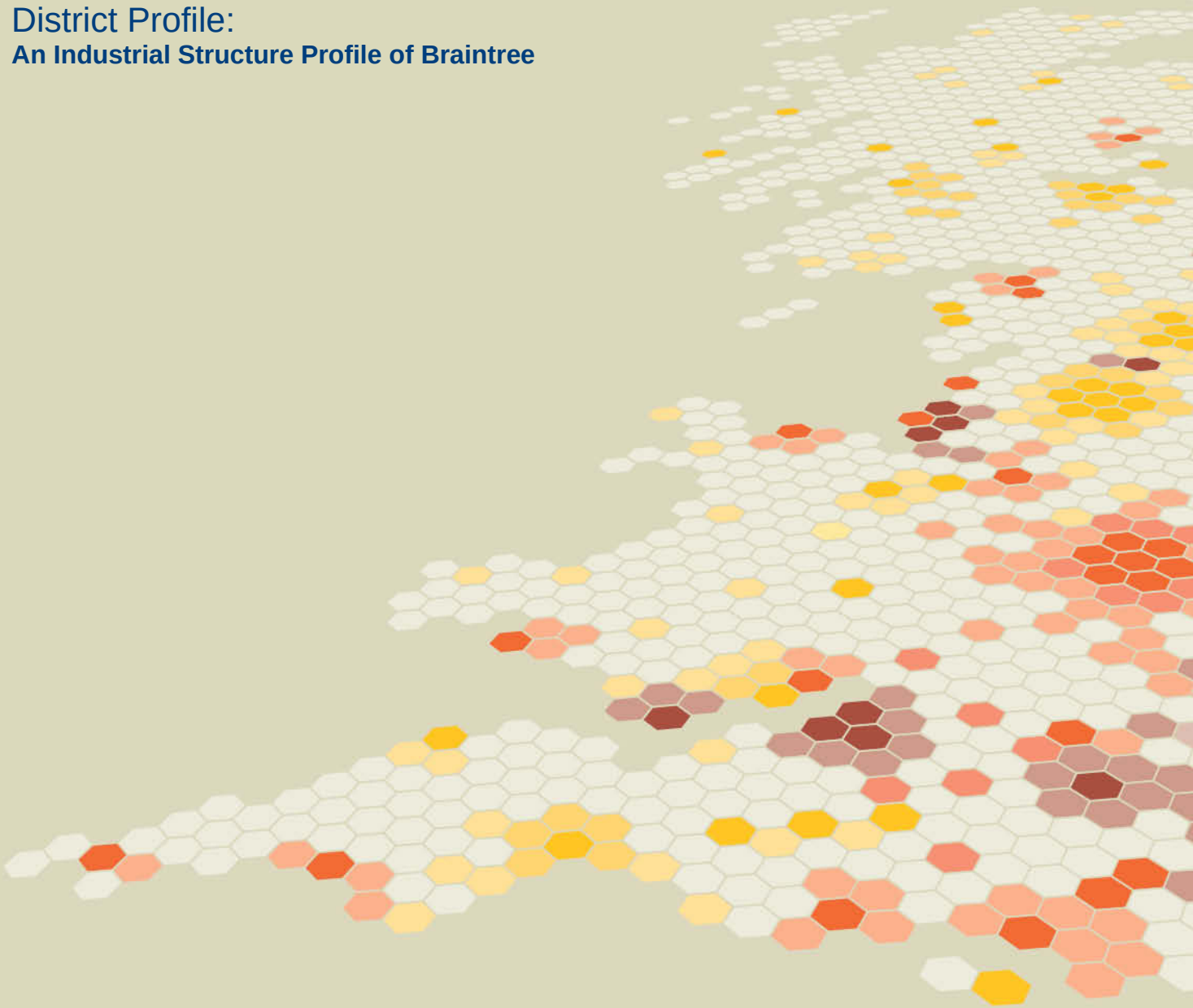
Place Profiles

local futures

April 2009

District Profile:
An Industrial Structure Profile of Braintree



global change: local strategies

About Place Profiles

Place Profiles are a series of reports available from the Local Futures Group that provide an assessment of local conditions. Using the latest data at the time of creation, they are available for a range of economic, social and environmental themes at sub-region through to neighbourhood level. The reports present a range of graphical outputs, together with a summary analysis of performance that is set within a regional and national context.

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

About the Local Futures Group

The Local Futures Group comprises a team of researchers and consultants with academic, corporate and policy backgrounds. We provide a geographical perspective on economic, social and environmental change. We introduce this perspective into public policy and corporate strategies, both in the UK and internationally. Our services include:

- **Benchmarking:** a family of benchmarking services that ensure future strategies are underpinned by a clear and shared understanding of current conditions. These provide a comprehensive analysis set within a regional and national context.
- **Strategy:** research and support services to identify future drivers of change and develop long-term strategies.
- **Monitoring:** online services to monitor change and assess the impact of strategies.

These services are underpinned by our subscription service **Local Knowledge:**

Local Knowledge is regarded as a powerful web-based service for local strategies and marketing. Incorporating the latest thinking on competitiveness and sustainable development, it provides researchers and policy-makers with access to an unrivalled decision support tool that is interactive and easy to use.

To find out more about our services or to arrange a free trial of Local Knowledge please give us a call on 020 7440 7360 or email info@localfutures.com

Industrial Structure Profile: Braintree

Introduction

Throughout the global economy, the critical structural trend is the growth of the knowledge economy. Our industrial structure profile assesses Braintree 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.

Braintree is ranked 196 out of 408 districts on our overall industrial structure score, indicating a knowledge economy that performs in the middle 20% of districts nationally.

With an industrial structure score of 80.47, Braintree is around the national median. This is shown in the map, where areas with very dark shadings score highly and those with very light shadings score poorly.

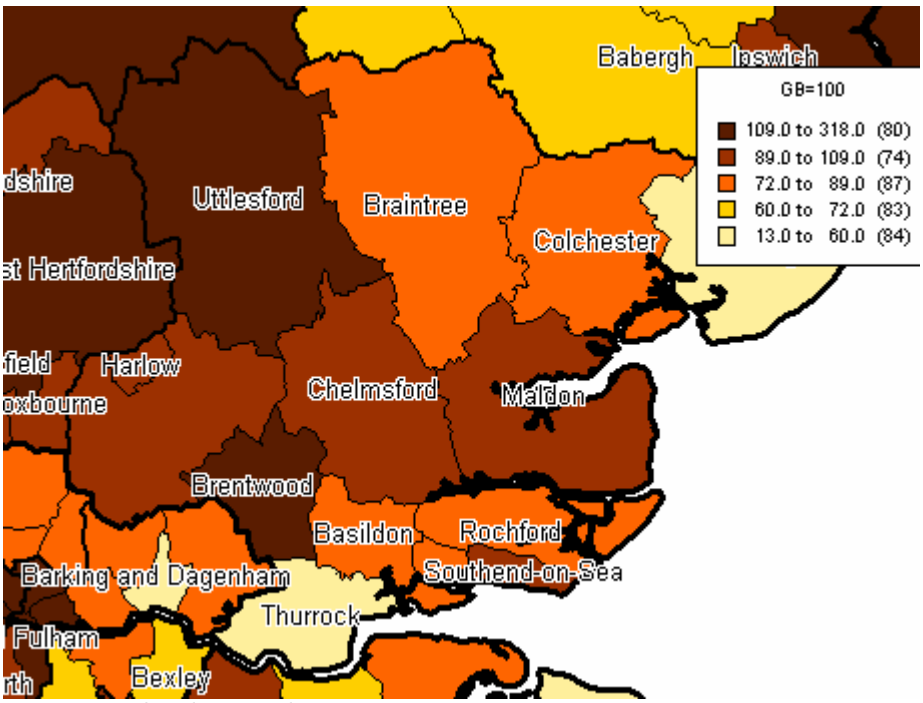
Knowledge intensive sectors in Braintree accounted for 19.79% of total employment in 2007. By comparison, the Essex figure was 21.84%, the East of England figure was 23.28% and the national figure was 24.59%.

A glossary of the terms and definitions used in this profile are included at the end of the report.

Industrial Structure Score

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

With a score of 80.47, Braintree is in the middle 20% of districts and is in a sub region that is in the middle 20% of sub regions nationally.

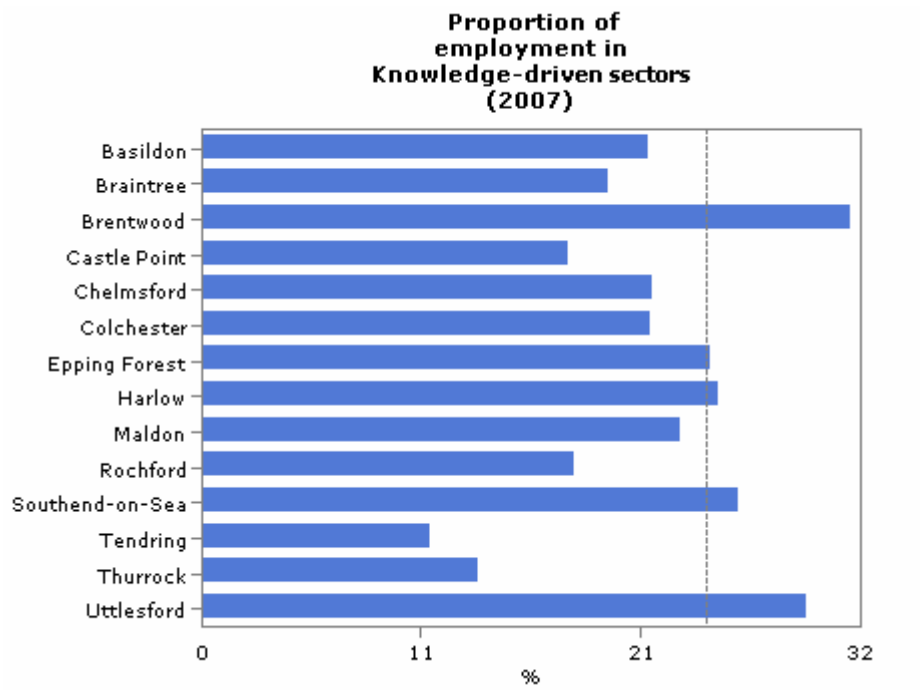


Source: Annual Business Inquiry

Proportion Of Employment In Knowledge-Driven Sectors

The bar chart shows the proportion of employment in knowledge-driven sectors in 2007, for districts in Essex.

The chart shows that at 19.79%, the proportion of employment in knowledge-driven sectors in Braintree is around the national median. By comparison, the Great Britain average, shown by the dashed line, is 24.59%.

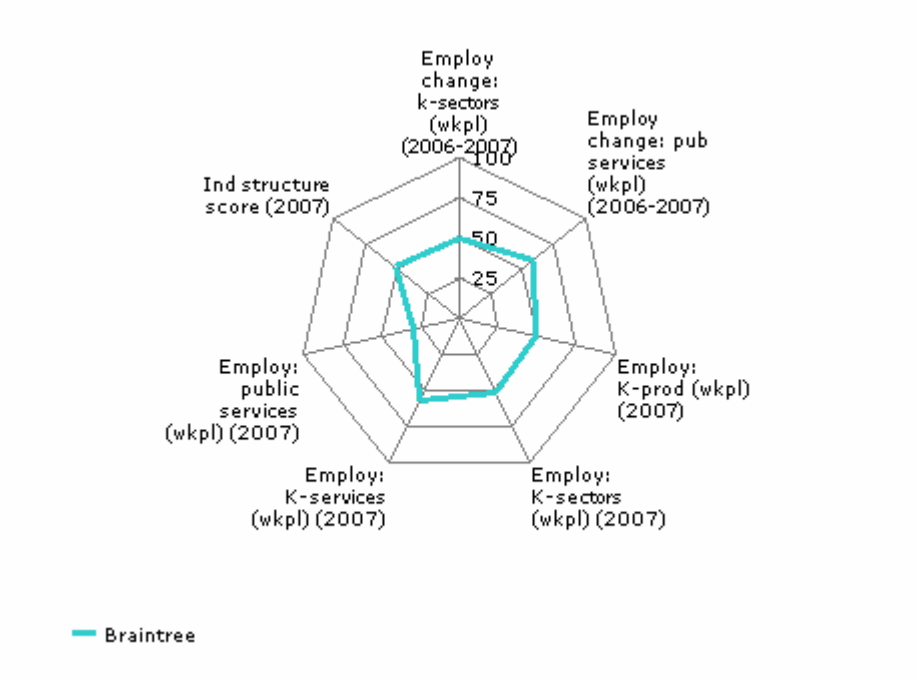


Source: Annual Business Inquiry

Industrial Structure Indicators

The spider chart is a way of showing how Braintree rates against the national median. 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.

The chart shows that Braintree scores around the national median on our overall industrial structure score. The profile also shows how Braintree performs on a range of related industrial structure measures.



Source: Annual Business Inquiry

Industrial Structure Indicators

Areas	Employ: K-sectors (wkpl) (%) 2007	Employ: K-prod (wkpl) (%) 2007	Employ: K-services (wkpl) (%) 2007	Employ: public services (wkpl) (%) 2007	Employ change: k-sectors (wkpl) (%) 2006-2007	Employ change: pub services (wkpl) (%) 2006-2007	Ind structure score (GB=100) 2007	Rank
Brentwood	31.60	2.63	28.96	20.36	19.04	23.51	128.48	41/408
Uttlesford	29.45	6.49	22.96	17.74	1.05	32.34	119.77	63/408
Southend-on-Sea	26.12	2.96	23.16	33.50	13.36	19.23	106.20	91/408
Harlow	25.18	6.80	18.38	25.26	-21.10	52.64	102.39	104/408
Epping Forest	24.74	2.18	22.56	19.65	23.95	3.36	100.59	112/408
Maldon	23.29	7.64	15.66	18.38	8.64	14.92	94.71	136/408
Chelmsford	21.94	3.51	18.44	31.35	1.37	12.30	89.23	153/408
Colchester	21.84	3.11	18.73	30.68	32.86	3.35	88.81	155/408
Basildon	21.78	3.68	18.09	23.65	-8.51	39.86	88.55	158/408
Braintree	19.79	2.79	16.99	23.73	14.50	17.06	80.47	196/408
Rochford	18.17	3.57	14.60	24.44	-19.70	34.11	73.87	233/408
Castle Point	17.84	2.55	15.29	28.13	20.14	30.25	72.55	237/408
Thurrock	13.51	3.09	10.42	16.52	10.81	-7.72	54.95	352/408
Tendring	11.12	1.91	9.21	30.23	4.91	14.81	45.23	393/408
Essex	**21.84**	**3.56**	**18.27**	**25.44**	**2.65**	**-1.81**	**88.80**	**28/53**
East of England	**23.28**	**3.75**	**19.53**	**25.46**	**2.40**	**-0.29**	**94.67**	**3/11**
Great Britain Average	**24.59**	**3.38**	**21.21**	**26.95**	**1.76**	**-0.03**	**100**	

Industrial Structure Indicators Summary

Looking at some of the indicators from the table we find that:

- Employment in knowledge-driven production is around the national median, with the district ranking in the middle 20% of districts. It has 2.79% of employment in this sector. This compares with 3.56% in Essex and 3.38% nationally.
- Employment in knowledge-driven services is around the national median, with the district ranking in the middle 20% of districts. It has 16.99% of employment in this sector. This compares with 18.27% in Essex and 21.21% nationally.
- The public sector can also act as an important driver of the knowledge economy and, crucially, provides a buffer against economic downturns. Braintree has a small public sector, with 23.73% of employment in this sector. This compares with 25.44% in Essex and 26.95% nationally.
- Between 2006 and 2007, employment in knowledge-driven sectors in Braintree increased by 14.50%. This places Braintree in the middle 20% of districts nationally. By comparison the sector changed nationally by 1.76%.

Source: Annual Business Inquiry

Nearest Neighbours

For the indicators in the spider chart shown earlier, the areas in the country with the most similar profiles are shown on the right. These are statistically the nearest neighbours to Braintree, with Gateshead in Tyne & Wear being the most similar on the industrial structure indicators.

Rank	Place Name	Sub Region
1	Gateshead	Tyne & Wear
2	North Wiltshire	Wiltshire
3	Redditch	Herefordshire & Worcestershire
4	Tonbridge and Malling	Kent & Medway
5	Calderdale	West Yorkshire
6	North Somerset	West of England
7	South Lakeland	Cumbria
8	Wychavon	Herefordshire & Worcestershire
9	Castle Point	Essex
10	South Bedfordshire	Bedfordshire & Luton

Source: Annual Business Inquiry

Glossary of terms

Knowledge-driven production	This refers to manufacturing industries such as aerospace, electrical machinery manufacture, printing and publishing, and chemicals and energy.
Knowledge-driven services	This refers to service industries such as telecommunications, computing, R & D, finance and business services, and recreational and cultural services.
Public sector	This refers to employment in the following sectors: Public admin/defence; Education; Health and social work.

Data Sources and Definitions

Knowledge-driven production	This uses the following 2003 Standard Industrial Classification (SIC) codes: Aerospace (35.3), Electric machinery and optical equipment (30, 32, 33), Printing, publishing, recorded media (22.11-22.22), Chemicals (24), Energy (11, 23, 40, 41).
Knowledge-driven services	This uses the following 2003 Standard Industrial Classification (SIC) codes: Telecommunications, computer & related services, R&D (72, 73, 64.2, 64.12), Finance, business services (65, 67, 74 (excluding 74.7, 74.82), Air transport services (62), & Recreational & cultural services (92).
Public sector	This uses the following 2003 Standard Industrial Classification (SIC) codes: Public admin/defence (75), Education (80), Health and social work (85).

Source: Local Knowledge; Annual Business Inquiry (ONS Crown Copyright Reserved).

We hope that you have found this report useful. If you would like a more comprehensive guide which benchmarks and analyses a specific area's performance, please contact us to discuss your requirements.

Ordering further Place Profiles

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Economy	Society	Environment
Economic Performance	Age	Housing
Industrial Structure	Ethnicity	Commercial Property
Business and Enterprise	Households	Transport and Communications
Skills and Qualifications	Migration and Change	Amenities
Labour Market	Occupations	Natural Environment
	Prosperity	
	Deprivation	
	Health	
	Crime	

Prices range from £50 to £100 for a single report, depending on content and spatial level. Pease call us on ☎ 020 7440 7360 or email placeprofiles@localfutures.com to place an order or to discuss discounted prices for multiple reports.

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