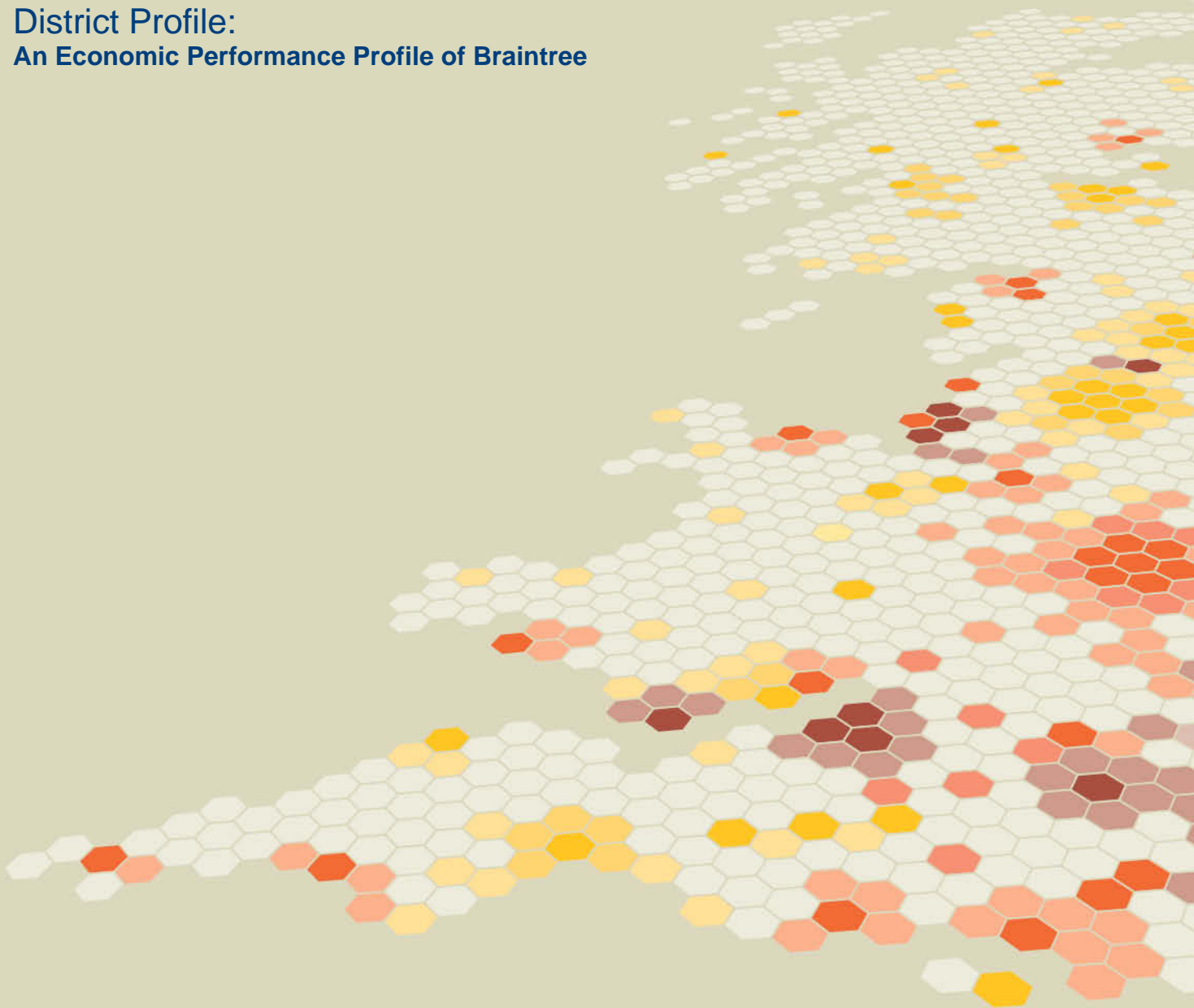


April 2009

District Profile: An Economic Performance Profile of Braintree



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

Economic Performance Profile: Braintree

Introduction

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 Braintree. Productivity measures the relative performance of the economy in an area, by combining Gross Value Added (GVA) per head 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.

Braintree is ranked 206 out of 408 districts on our economic productivity score, placing it in the middle 20% of districts nationally.

With a productivity score of 84.96, 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.

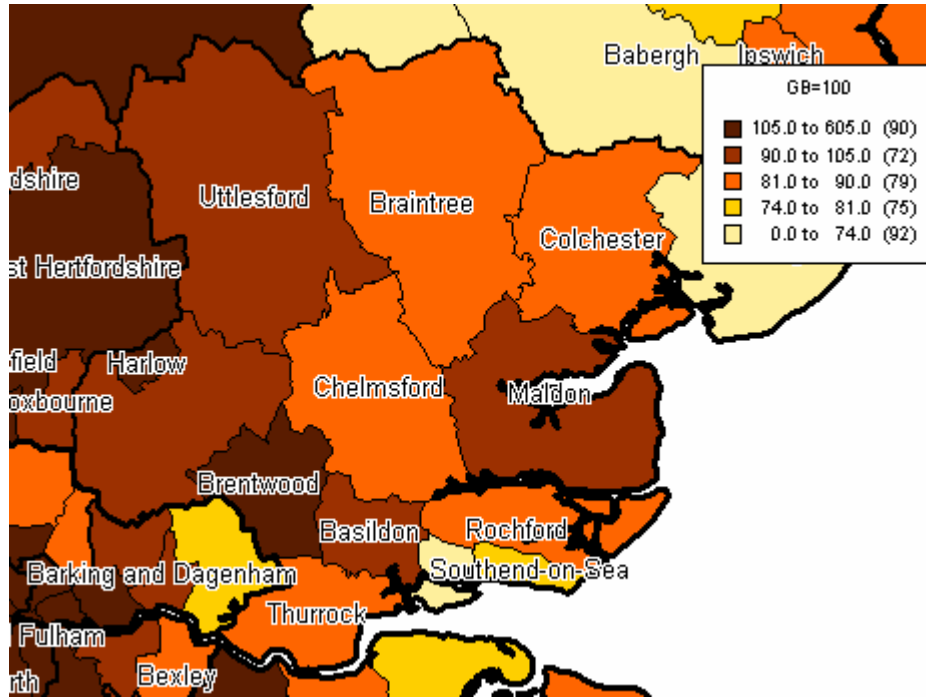
Relative to other districts, the size of the economy in Braintree is around the national median, with an economic scale score of 75.46. By comparison, the Essex score is 125.59 and the national average is 100.00.

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

Productivity Score

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

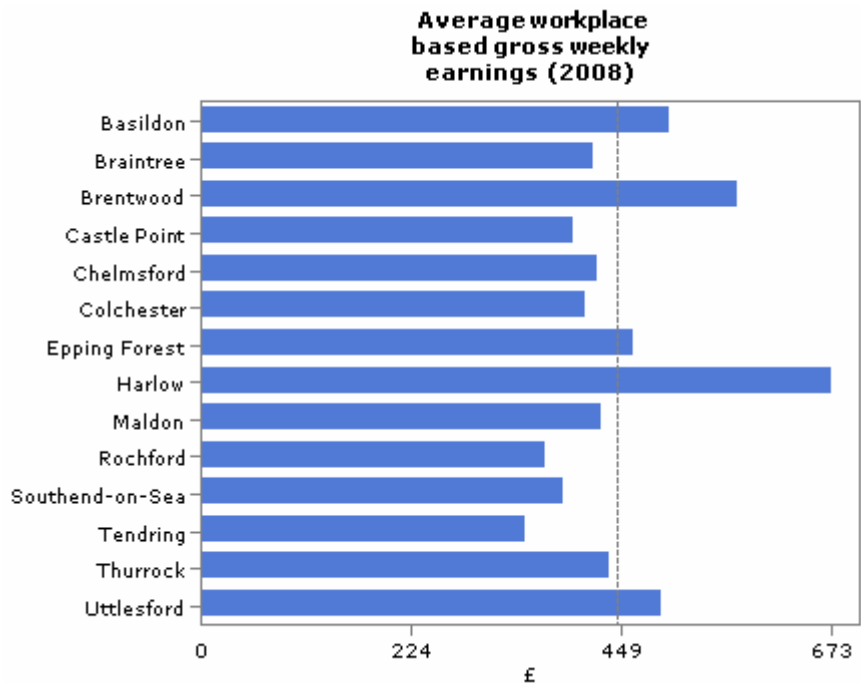
With a score of 84.96, Braintree is in the middle 20% of districts and is in a sub region that is in the middle 20% of sub regions nationally.



Average Workplace Based Gross Weekly Earnings

The bar chart shows average workplace based gross weekly earnings for districts in Essex.

The chart shows that with a figure of £418.50, Braintree has earnings around the national median. By comparison, the Great Britain mean average of £444.88 is shown by the dashed line.



Source: Annual Survey of Hours and Earnings

Economic Performance Profile

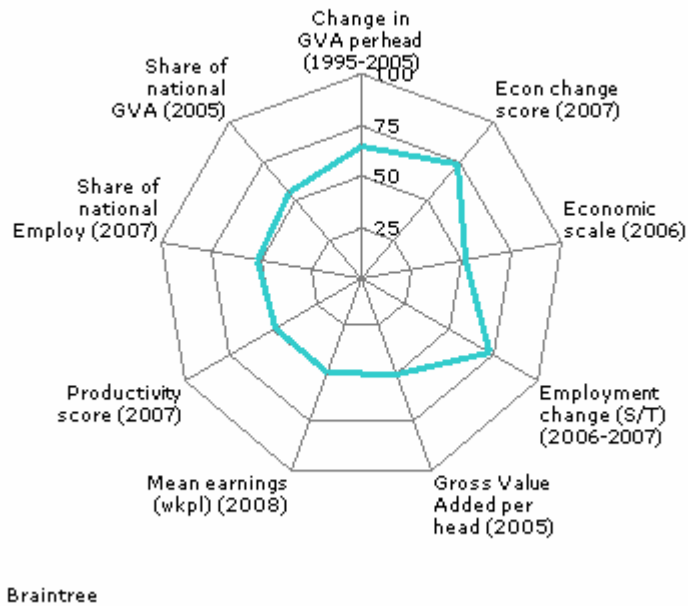
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Economic Performance Indicators

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 economic productivity score. The profile also shows how Braintree performs on a range of related economic performance measures.



Source: Annual Survey of Hours and Earnings; GVA by NUTS 3

Economic Performance Indicators

| Areas | Share of national Employ (%) 2007 | Share of national GVA (% share) 2005 | Mean earnings (wkpl) (£) 2008 | Gross Value Added per head (per head) 2005 | Change in GVA per head (%) 1995-2005 | Employment change (S/T) (%) 2006-2007 | Economic scale (GB=100) 2006 | Econ change score (GB=100) 2007 | Productivity score (GB=100) 2007 | Rank |
|------------------------------|-----------------------------------|--------------------------------------|-------------------------------|--|--------------------------------------|---------------------------------------|------------------------------|---------------------------------|----------------------------------|--------------|
| Harlow | 0.14 | 0.14 | 672.40 | 23271.99 | 66.21 | 5.93 | 55.47 | 365.74 | 138.36 | 31/408 |
| Brentwood | 0.12 | 0.12 | 572.40 | 18394.25 | 66.21 | 3.85 | 46.62 | 237.83 | 109.36 | 74/408 |
| Basildon | 0.28 | 0.29 | 499.70 | 17066.83 | 66.21 | -1.05 | 118.80 | -65.02 | 101.47 | 109/408 |
| Uttlesford | 0.13 | 0.13 | 491.70 | 15943.09 | 66.21 | 4.04 | 53.18 | 249.35 | 94.79 | 139/408 |
| Epping Forest | 0.16 | 0.17 | 460.60 | 15310.98 | 66.21 | -2.90 | 68.93 | -178.78 | 91.03 | 155/408 |
| Maldon | 0.07 | 0.07 | 426.80 | 15216.17 | 66.21 | 0.52 | 28.69 | 32.35 | 90.47 | 157/408 |
| Rochford | 0.07 | 0.07 | 367.90 | 15054.63 | 66.21 | 1.69 | 29.69 | 104.02 | 89.51 | 168/408 |
| Chelmsford | 0.28 | 0.29 | 422.20 | 14959.81 | 66.21 | 0.41 | 117.09 | 25.41 | 88.94 | 173/408 |
| Colchester | 0.27 | 0.27 | 409.90 | 14520.85 | 66.21 | 2.62 | 109.11 | 161.57 | 86.33 | 193/408 |
| Thurrock | 0.21 | 0.21 | 434.30 | 14372.17 | 37.25 | 2.37 | 86.30 | 146.29 | 85.78 | 199/408 |
| Braintree | 0.19 | 0.19 | 418.50 | 14289.08 | 66.21 | 4.13 | 75.46 | 254.74 | 84.96 | 206/408 |
| Southend-on-Sea | 0.24 | 0.21 | 387.20 | 12068.32 | 72.21 | 3.25 | 91.24 | 200.38 | 74.52 | 313/408 |
| Tendring | 0.14 | 0.14 | 346.50 | 11978.39 | 66.21 | 2.28 | 57.33 | 140.79 | 71.22 | 344/408 |
| Castle Point | 0.07 | 0.07 | 397.70 | 11230.39 | 66.21 | 1.22 | 28.93 | 75.24 | 66.77 | 378/408 |
| Essex | 2.37 | 2.37 | 439.56 | 14902.91 | 63.68 | 1.85 | 125.59 | 113.87 | 88.90 | 25/53 |
| East of England | 8.94 | 9.01 | 460.90 | 16980 | 61.98 | 0.84 | 99.24 | 51.59 | 94.97 | 3/11 |
| Great Britain Average | 0.25 | 0.25 | 444.88 | 18945.18 | 64.12 | 1.62 | 100 | 100 | 100 | |

Source: Annual Survey of Hours and Earnings; GVA by NUTS 3

Economic Performance Indicators Summary

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

- The average gross weekly earnings of those working in Braintree are average, with the district ranking in the middle 20% of districts nationally. Average gross weekly earnings in Braintree are £418.50, compared with £439.56 in Essex and £444.88 nationally.
- Gross value added (GVA) per head in Braintree is average, with the area ranking in the middle 20% of districts nationally. GVA per head in Braintree is £14,289.08, compared with £14,902.91 in Essex and £18,945.18 nationally.
- Braintree has an average sized employment base, with the area ranking in the middle 20% of districts nationally. It accounted for 0.19% of all employees in Great Britain.
- The share of national GVA in Braintree is average by national standards, with the area ranking in the middle 20% of districts nationally. It accounted for 0.19% of all GVA in Great Britain.
- Between 2006 and 2007, the total number of employees in Braintree increased by 21.85%. This reflects a quite strong level of economic growth by national standards, placing Braintree in the top 20% of districts nationally.

Source: Annual Survey of Hours and Earnings; GVA by NUTS 3

Nearest Neighbours

For the indicators in the spider chart shown earlier, the areas in the country with the most similar profiles are shown opposite. These are statistically the nearest neighbours to Braintree, with Ashford in Kent & Medway being the most similar on the economic performance indicators.

| Rank | Place Name | Sub Region |
|------|-----------------|-------------------------------|
| 1 | Ashford | Kent & Medway |
| 2 | Stafford | Staffordshire |
| 3 | West Wiltshire | Wiltshire |
| 4 | South Somerset | Somerset |
| 5 | South Ayrshire | South Western Scotland |
| 6 | West Lancashire | Lancashire |
| 7 | Fareham | Hampshire & The Isle of Wight |
| 8 | Eastleigh | Hampshire & The Isle of Wight |
| 9 | Colchester | Essex |
| 10 | Swale | Kent & Medway |

Source: Annual Survey of Hours and Earnings; GVA by NUTS 3

Glossary of terms

| | |
|---|---|
| Average workplace based gross weekly earnings | Average weekly earnings, gross of tax by place of work. |
| Change in Gross Value Added per head | The change in Gross Value Added per head (a measure of productivity). |
| Change in total employment (short-term) | The percentage short-term change in the total number of employees (by workplace). |
| Economic change score | This score provides an index of the percentage long term change in the total number of employees (by workplace) in relation to the national average. |
| Economic scale score | Economic scale indicates the size of an area's economy. |
| Gross Value Added per head | The level of Gross Value Added per person (which can provide an indication of the level of productivity). Gross Value Added indicates the economic activity of an area by measuring the production of goods and services. |
| Productivity score | The productive capacity of an area. |
| Share of national GVA | An area's share of the total Gross Value Added (GVA) within Great Britain. |
| Share of total national employment | An area's share of the total employment within Great Britain. |

Data Sources and Definitions

| | |
|---|---|
| Average workplace based gross weekly earnings | The figures used for this indicator are mean figures, calculated by adding together the earnings of all workers and dividing the total by the number of workers. |
| Change in Gross Value Added per head | Gross Value Added (GVA) has been calculated from NUTS 3 level data. The GVA in the corresponding NUTS 3 area was multiplied by the area's share of national employment as a proportion of the NUTS 3 area's share of national employment. This calculation is made for both start year (weighted by most recent employment figures) and most recent year. This is then calculated as a change figure, with the difference being calculated as a proportion of the GVA for the start year. Care must be taken when interpreting the data at district level as all areas within a particular NUTS 3 area will have the same result. Figures at sub-regional and regional level are more robust. |
| Change in total employment (short-term) | The difference between total employment in start year and most recent year as a proportion of total employment in start year. |
| Economic change score | The difference between total employment in start year and most recent year as a proportion of total employment in start year, indexed to the Great Britain average. |
| Economic scale score | This is created by weighting the area's GVA (Gross Value Added) by the area's employment. These two indicators are then indexed to the Great Britain average. |

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| | |
|------------------------------------|---|
| Gross Value Added per head | The average weekly earnings index (average weekly earnings as a proportion of the national average gross weekly earnings) multiplied by GVA per head for the corresponding NUTS 3 area. Care must be taken when interpreting the data at district level as all areas within a particular Nuts 3 area will have the same result. Figures at sub-regional and regional level are more robust. |
| Productivity score | This indicator is generated from average gross weekly earnings and GVA per head. Both these indicators are indexed to the GB value, and then summed and averaged. |
| Share of national GVA | The area's GVA as a proportion of total national GVA. |
| Share of total national employment | The number of employees in an area, as a proportion of the total employees in the nation. |

Source: Local Knowledge; Annual Business Inquiry (ONS Crown Copyright Reserved); Annual Survey of Hours and Earnings; Business start-ups and closures: VAT registrations and de-registrations; GVA by NUTS3.

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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

Place Profiles are available at a range of spatial levels from Sub-Region to Lower Layer Super Output Area. The reports are produced using the latest information. They cover the following economic, social and environmental themes which, in combination, provide a comprehensive analysis of local conditions:

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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