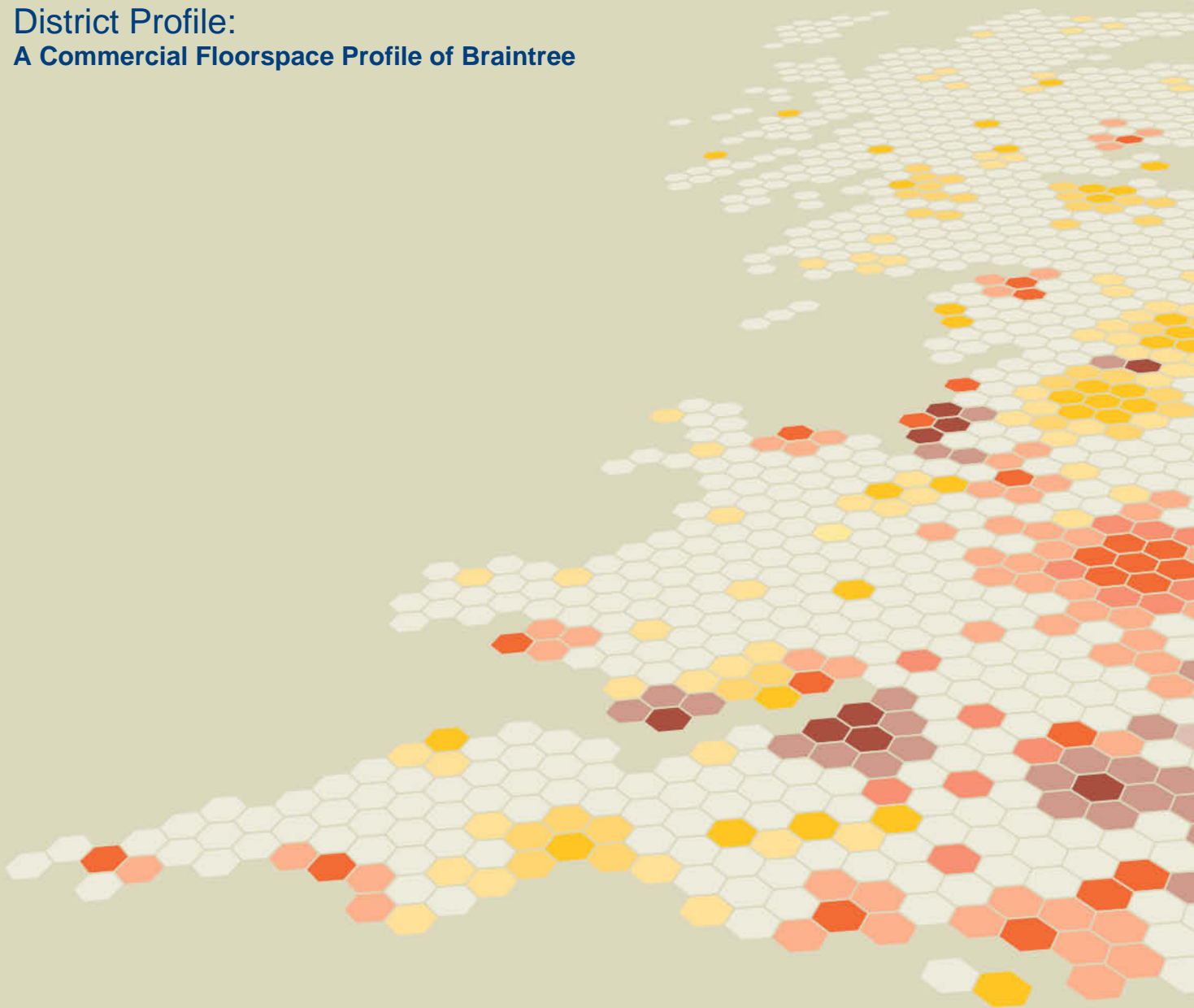


April 2009

## District Profile: A Commercial Floorspace 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](mailto:info@localfutures.com)

## Commercial Floorspace Profile: Braintree

### Introduction

This commercial and industrial property profile assesses the type of floorspace within Braintree 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.

Braintree is ranked 124 out of 375 districts on our floorspace change score, indicating a level of growth in the top 40% of districts nationally.

With a floorspace change score of 156.17, Braintree is above the national median. This is shown in the map, where areas with very dark shadings indicate high rates of growth.

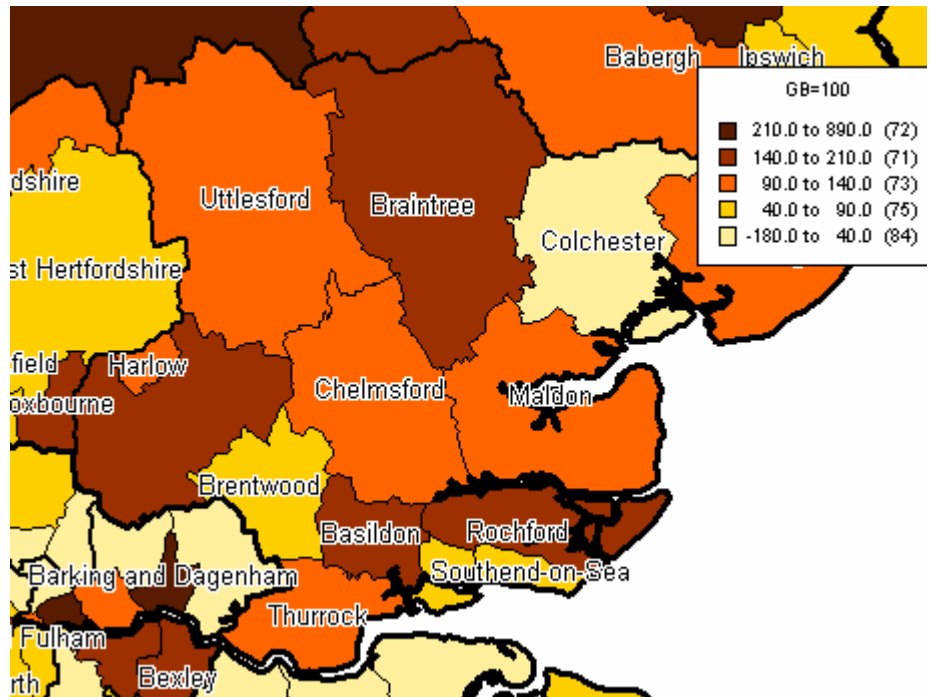
The amount of industrial and commercial floorspace in Braintree increased by 15.17% between 1999 and 2007. By comparison the Essex figure was 10.36%, the East of England figure was 10.97% and the national figure was 9.71%.

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

## Floorspace Change 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 156.17, Braintree is in the top 40% of districts and is in a sub region that is in the middle 20% of sub regions nationally.

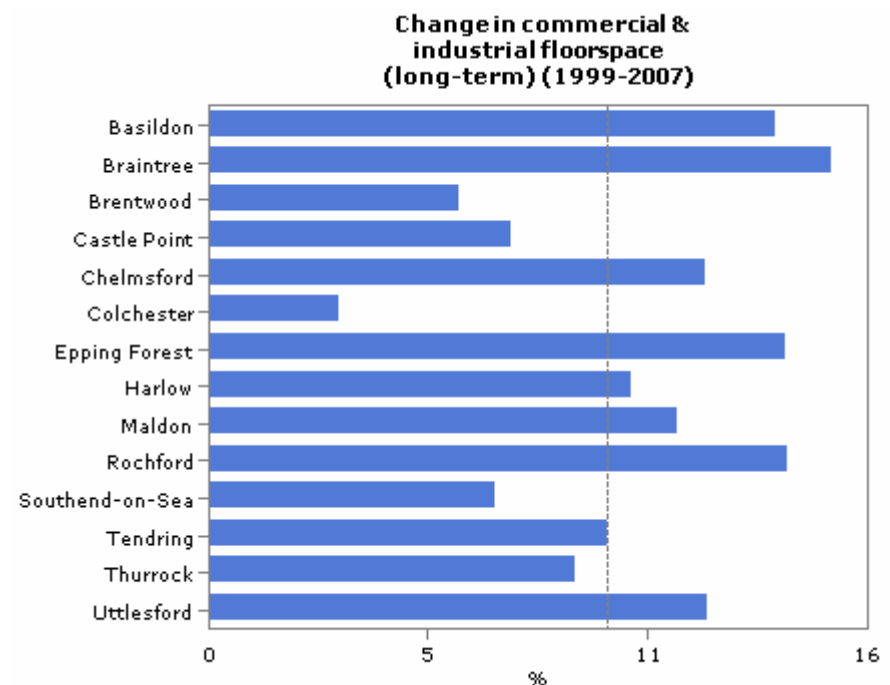


Source: Commercial and Industrial Floorspace and Rateable Value Statistics

## Change In Commercial & Industrial Floorspace (Long-Term)

The bar chart shows the percentage change in floorspace between 1999 and 2007 for districts in Essex.

The chart shows that at 15.17%, Braintree performs relatively poorly by national standards on growth in commercial and industrial floorspace. By comparison the national figure, shown by the dashed line, is 9.71%.



Source: Commercial and Industrial Floorspace and Rateable Value Statistics

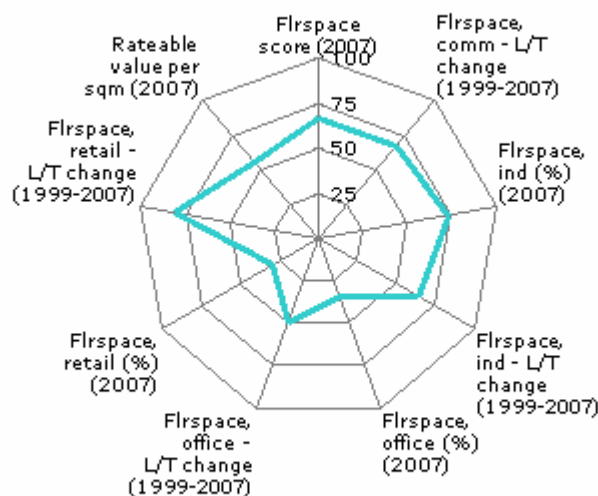
# Commercial Floorspace Profile

Braintree  
April 2009

## Floorspace Indicators

The spider chart is a way of showing how Braintree rates against the national median. Data for every district in England & Wales 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 relatively well by national standards on our floorspace change score. The chart also shows how Braintree performs on a range of related commercial and industrial floorspace measures.



— Braintree

Source: Commercial and Industrial Floorspace and Rateable Value Statistics

## Floorspace Indicators

| Areas                              | Flrspace, comm - L/T change (%) 1999-2007 | Flrspace, ind (%) 2007 | Flrspace, retail (%) 2007 | Flrspace, office (%) 2007 | Flrspace, ind - L/T change (%) 1999-2007 | Flrspace, retail - L/T change (%) 1999-2007 | Flrspace, office - L/T change (%) 1999-2007 | Rateable value per sqm (£000sqm) 2007 | Flrspace score (GB=100) 2007 | Rank         |
|------------------------------------|---|------------------------|---------------------------|---------------------------|--|---|---|---------------------------------------|------------------------------|--------------|
| Braintree                          | 15.17                                     | 72.58                  | 14.18                     | 8.97                      | 8.55                                     | 12  | 22.77                                       | 54                                    | 156.17                       | 124/375      |
| Rochford                           | 14.08                                     | 59.47                  | 16.46                     | 9.47                      | -3.99                                    | -8.05                                       | 21.05                                       | 49                                    | 145.03                       | 136/375      |
| Epping Forest                      | 14.03                                     | 61.10                  | 18.39                     | 15.70                     | 6.93                                     | -2.26                                       | 33.73                                       | 69                                    | 144.49                       | 138/375      |
| Basildon                           | 13.81                                     | 69.74                  | 17.06                     | 11.21                     | 14.11                                    | -1.13                                       | 17.95                                       | 74                                    | 142.20                       | 140/375      |
| Uttlesford                         | 12.17                                     | 69.61                  | 10.23                     | 16.43                     | 6.90                                     | -12   | 32.50                                       | 63                                    | 125.35                       | 164/375      |
| Chelmsford                         | 12.11                                     | 51.70                  | 21.75                     | 23.06                     | 5.01                                     | -0.99                                       | 28.23                                       | 91                                    | 124.74                       | 165/375      |
| Maldon                             | 11.42                                     | 73.50                  | 12.57                     | 8.12                      | 4.97                                     | -7.14                                       | 31.25                                       | 43                                    | 117.62                       | 173/375      |
| Harlow                             | 10.31                                     | 68.77                  | 17.46                     | 11.56                     | 9.96                                     | 15.14                                       | -10.76                                      | 73                                    | 106.14                       | 190/375      |
| Tendring                           | 9.72                                      | 56.79                  | 27.63                     | 8.74                      | 2.12                                     | -1.27                                       | 15.63                                       | 48                                    | 100.04                       | 201/375      |
| Thurrock                           | 8.91                                      | 70.02                  | 22.34                     | 4.52                      | 3.91                                     | 9.21  | 13.51                                       | 93                                    | 91.74                        | 213/375      |
| Castle Point                       | 7.39                                      | 56.76                  | 29.48                     | 7.62                      | 1.76                                     | -0.83                                       |   | 58                                    | 76.07                        | 240/375      |
| Southend-on-Sea                    | 6.99                                      | 41.69                  | 33.87                     | 20.97                     | 1.77                                     | -6.67                                       | 29.35                                       | 68                                    | 71.96                        | 247/375      |
| Brentwood                          | 6.12                                      | 42.94                  | 18.69                     | 33.40                     |  | -8.74                                       | 8.39  | 104                                   | 63                           | 260/375      |
| Colchester                         | 3.18                                      | 51.43                  | 28.29                     | 16.24                     | -6.67                                    | 3.49  | 12.18                                       | 76                                    | 32.79                        | 306/375      |
| <b>Essex</b>                       | <b>10.36</b>                              | <b>61.50</b>           | <b>21.01</b>              | <b>13.39</b>              | <b>5.29</b>                              | <b>0.76</b>                                 | <b>18.04</b>                                | <b>963</b>                            | <b>106.68</b>                | <b>28/49</b> |
| <b>East of England</b>             | <b>10.97</b>                              | <b>63.18</b>           | <b>18</b>                 | <b>15.20</b>              | <b>5.43</b>                              | <b>4.77</b>                                 | <b>16.79</b>                                | <b>65</b>                             | <b>112.99</b>                | <b>6/10</b>  |
| <b>England &amp; Wales Average</b> | <b>9.71</b>                               | <b>62.05</b>           | <b>17.65</b>              | <b>16.85</b>              | <b>3.51</b>                              | <b>2.22</b>                                 | <b>20.93</b>                                | <b>64</b>                             | <b>100</b>                   |              |

Source: Commercial and Industrial Floorspace and Rateable Value Statistics

## Floorspace Indicators Summary

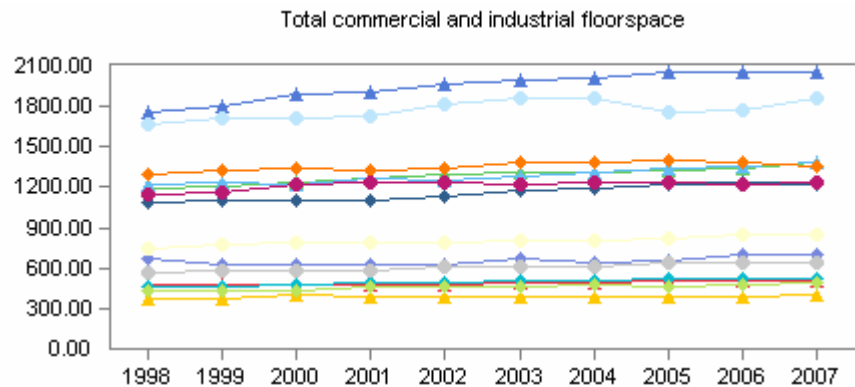
Looking at some of the indicators from the table we find that:

- The proportion of floorspace that is in industrial use is high, with the area ranking in the top 40% of districts nationally. In 2007, 72.58% of total floorspace was in industrial use, compared with 61.50% in Essex and 62.05% nationally.
- The proportion of floorspace that is in retail use is low, with the area ranking in the bottom 40% of districts nationally. In 2007, 14.18% of total floorspace was in retail use, compared with 21.01% in Essex and 17.65% nationally.
- The proportion of floorspace that is in office use is low, with the area ranking in the bottom 40% of districts nationally. In 2007, 8.97% of total floorspace was in office use, compared with 13.39% in Essex and 16.85% nationally.
- Braintree has seen a growth of 8.55% in the amount of industrial floorspace between 1999 and 2007. This places it in the top 40% of districts nationally. By comparison the amount of industrial floorspace changed nationally by 3.51%.
- Braintree has seen a growth of 22.77% in the amount of office floorspace between 1999 and 2007. This places it in the middle 20% of districts nationally. By comparison the amount of office floorspace changed nationally by 20.93%.
- Braintree has seen a growth of 12.00% in the amount of retail floorspace between 1999 and 2007. This places it in the top 20% of districts nationally. By comparison the amount of retail floorspace changed nationally by 2.22%.

## Change In Total Commercial And Industrial Floorspace

The chart shows how total commercial and industrial floorspace levels have changed over recent years for districts in Essex.

For Braintree it shows that the total amount of commercial and industrial floorspace has increased from 1,187 (000 sqm) to 1,333 (000 sqm) between 1998 and 2006.



Source: Local Knowledge; Commercial and Industrial Floorspace and Rateable Value Statistics  
Notes: Reproduced under the terms of the Click-Use License.



Source: Commercial and Industrial Floorspace and Rateable Value Statistics

# Commercial Floorspace Profile

Braintree  
April 2009

## 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 St. Edmundsbury in Suffolk being the most similar on the commercial and industrial floorspace indicators.

| Rank | Place Name      | Sub Region                                   |
|------|-----------------|--|
| 1    | St. Edmundsbury | Suffolk                                      |
| 2    | North Dorset    | Bournemouth, Dorset & Poole                  |
| 3    | Cherwell        | Milton Keynes, Oxfordshire & Buckinghamshire |
| 4    | Wychavon        | Herefordshire & Worcestershire               |
| 5    | Charnwood       | Leicestershire                               |
| 6    | Northampton     | Northamptonshire                             |
| 7    | Stafford        | Staffordshire                                |
| 8    | Herefordshire   | Herefordshire & Worcestershire               |
| 9    | Huntingdonshire | Cambridgeshire                               |
| 10   | Tamworth        | Staffordshire                                |

Source: Commercial and Industrial Floorspace and Rateable Value Statistics

## Glossary of terms

|   |  |
|---|--|
| Floorspace change score   | This score provides an index of the percentage change in the area of floor space used in the commercial sector.  |
| Industrial floorspace as a proportion of all commercial & industrial floorspace | The proportion of all commercial & industrial floorspace, that is used by the industrial sector (including warehouses and factories).  |
| Office floorspace as a proportion of all commercial & industrial floorspace     | The proportion of all commercial & industrial floorspace, that is taken up by offices (including 'purpose-built office buildings, offices over shops, light storage and light industrial activities'). |
| Percentage change in commercial & industrial floorspace                         | Percentage change in total commercial (all bulk) floorspace.   |
| Percentage change in industrial floorspace                                      | Percentage change in the area of floorspace used in the industrial sector. Industrial sector floorspace includes warehouses and factories.   |
| Percentage change in office floorspace  | Percentage change in the area of floorspace used by offices.   |
| Percentage change in retail floorspace  | Percentage of long-term change in the area of floorspace used by retail sector.  |
| Retail floorspace as a proportion of all commercial & industrial floorspace     | The proportion of all commercial & industrial floorspace, which is used by the retail sector (including premises such as shops, banks and post offices).   |
| Total commercial and industrial floorspace                                      | The total commercial and industrial floorspace in 000 square metres.   |

## Data Sources and Definitions

|   |   |
|---|---|
| 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. |
| Industrial floorspace as a proportion of all commercial & industrial floorspace | Total industrial floorspace (Factories and Warehouses) as a proportion of all commercial & industrial floorspace (all bulk classes).  |
| Office floorspace as a proportion of all commercial & industrial floorspace     | Total office floorspace as a proportion of all commercial & industrial floorspace (all bulk classes).   |
| Percentage change in commercial & industrial floorspace                         | The difference between the amount of commercial floorspace in most recent and start years as a proportion of that in the start year. Includes 'other' bulk floorspace categories.   |
| Percentage change in industrial floorspace                                      | The difference between the amount of industrial floorspace in most recent and start years as a proportion of that in the start year.  |

# Commercial Floorspace Profile

Braintree  
April 2009



|  |  |
|--|--|
| Percentage change in office floorspace | The difference between the amount of office floorspace in most recent and start years as a proportion of that in the start year. |
|--|--|

|  |  |
|--|--|
| Percentage change in retail floorspace | The difference between the amount of retail floorspace in most recent and start years as a proportion of that in the start year. |
|--|--|

|   |   |
|---|---|
| Retail floorspace as a proportion of all commercial & industrial floorspace | Total retail floorspace as a proportion of all commercial & industrial floorspace (all bulk classes). |
|---|---|

|  |   |
|--|---|
| Total commercial and industrial floorspace | This figure is provided in this format by the source. Includes 'other' bulk floorspace. |
|--|---|

Source: Local Knowledge; Commercial and Industrial Floorspace and Rateable Value Statistics; Previously Developed Land Survey.

**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.**

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Prosperity  
Deprivation  
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Crime

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