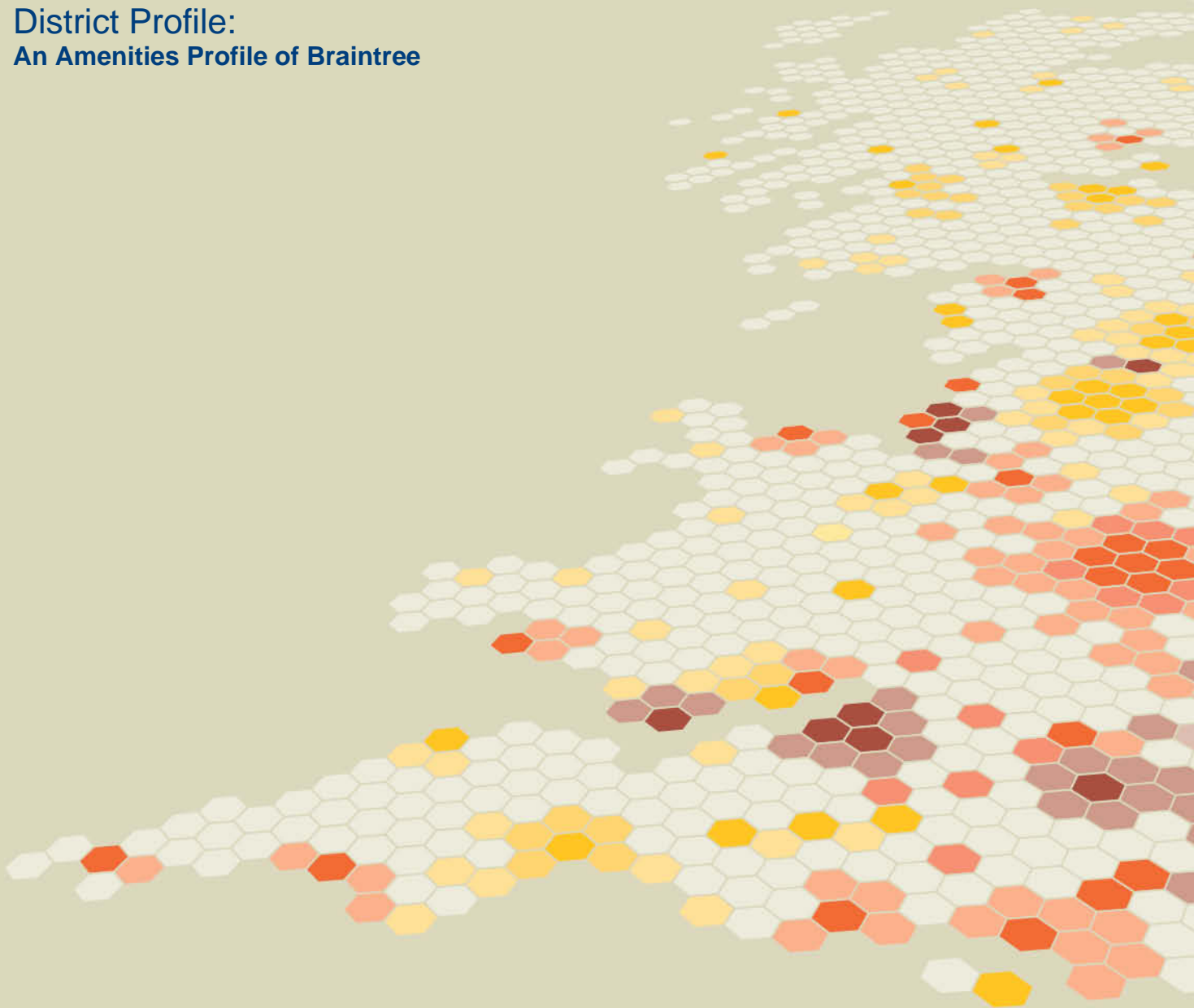


April 2009

District Profile: An Amenities 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

Amenities Profile: Braintree

Introduction

The local amenities profile assesses Braintree 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.

Braintree is ranked 243 out of 376 districts on our overall score, indicating a standard of local amenities that is in the bottom 40% of districts nationally.

With a local amenities score of 67.23, Braintree is below the national median, reflecting a relatively weak level of local amenities compared with other districts. This is shown in the map, where areas with very dark shadings score highly and areas with very light shadings score poorly.

The cultural amenities score for Braintree is low at 90.26 amenities per 000 sq m. By comparison, the Essex average was 147.51, the East of England average was 94.74 and the national average was 100.00.

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

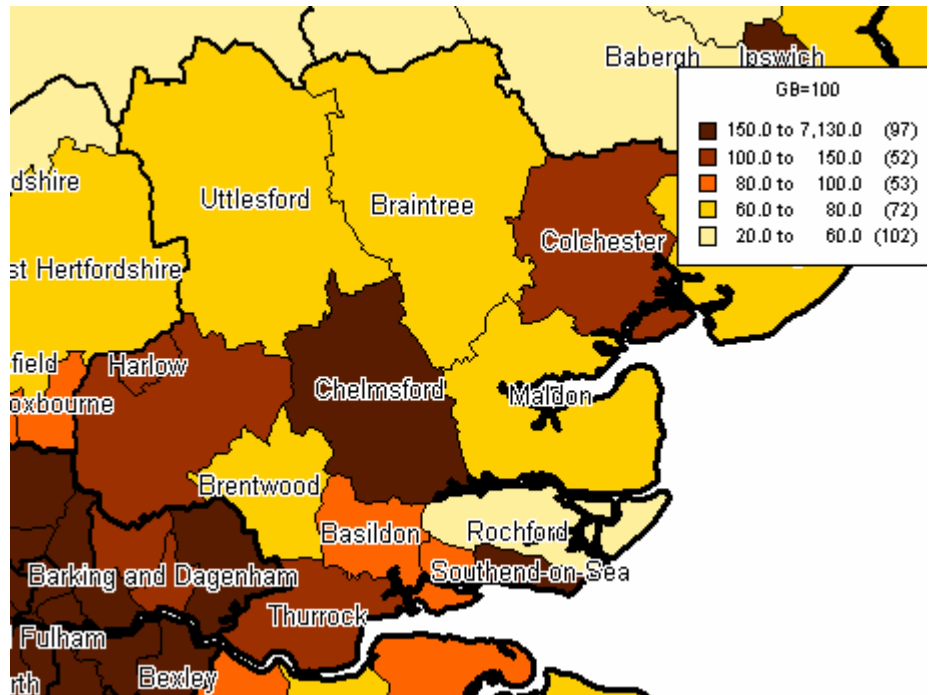
Amenities Profile

Braintree
April 2009

Local Amenities Score

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

With a score of 67.23, Braintree is in the bottom 40% of districts and is in a sub region (Essex) that is in the top 20% of sub regions nationally.

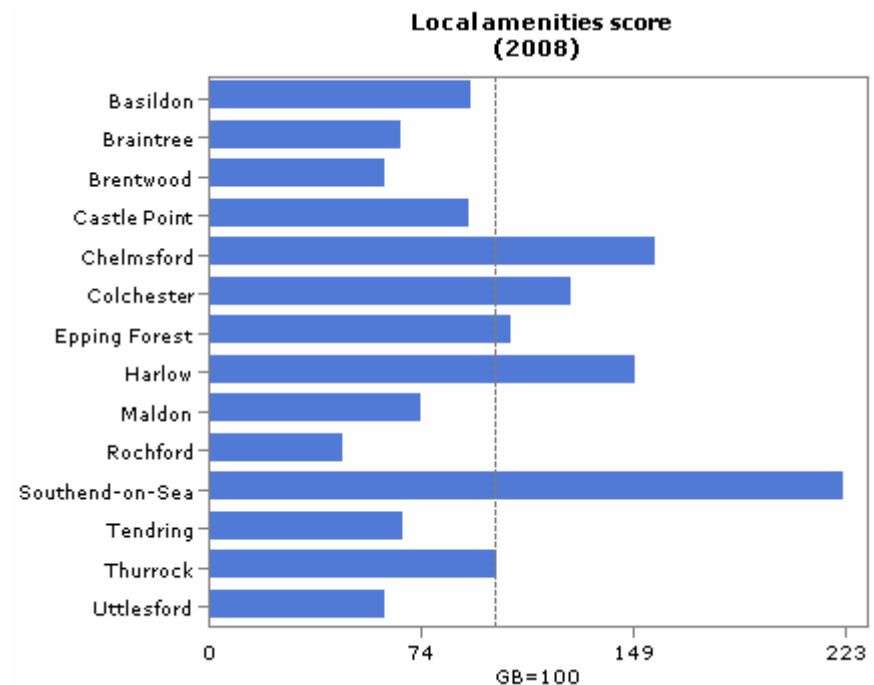


Source: Treasures of Britain; BFI Film & Television Handbook; UK Theatres Online; Michelin Guide to Hotels, Restaurants and Pubs; ArtGuide.co.uk; Annual Business Inquiry; Commercial and Industrial Floorpace and Rateable Value Statistics; Green Flag awards

Local Amenities Score

The bar chart shows the local amenities score in 2008, for districts in Essex.

The chart shows that at 67.23, the local amenities score in Braintree is below the national median. All figures are benchmarked to the national mean average of 100, shown by the dashed line.



Source: Treasures of Britain; BFI Film & Television Handbook; UK Theatres Online; Michelin Guide to Hotels, Restaurants and Pubs; ArtGuide.co.uk; Annual Business Inquiry; Commercial and Industrial Floorpace and Rateable Value Statistics; Green Flag awards

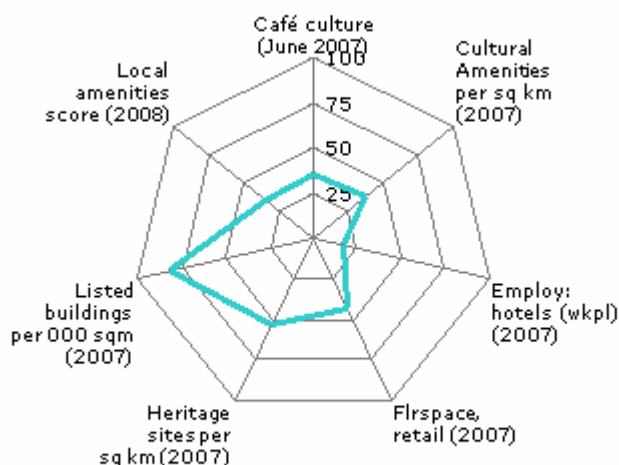
Amenities Profile

Braintree
April 2009

Amenities Indicators

The spider chart is a way of showing how Braintree rates against the national median. Data for every district in England and 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 poorly by national standards on our local amenities score. The chart also shows how Braintree performs on a range of related local amenities measures.



— Braintree

Source: Treasures of Britain; BFI Film & Television Handbook; UK Theatres Online; Michelin Guide to Hotels, Restaurants and Pubs; ArtGuide.co.uk; Annual Business Inquiry; Commercial and Industrial Floorpace and Retailable Value Statistics; Green Flag awards

Amenities Indicators

Areas	Cultural Amenities per sq km (GB=100) 2007	Heritage sites per sq km (sq km) 2007	Listed buildings per 000 sqm (sq km) 2007	Employ: hotels (wkpl) (%) 2007	Flrspace, retail (000 sq m) 2007	Café culture (Number) June 2007	Local amenities score (GB=100) 2008	Rank
Southend-on-Sea	870.59		4.48	6.59	405	1	222.52	59/376
Chelmsford	200.96	11.80	5.87	5.90	292	2	156.69	94/376
Harlow	813.36		11.06	5.77	211	1	149.64	98/376
Colchester	212.77	21.28	10.09	6.61	389	1	127.22	118/376
Epping Forest	121.01	11.80	8.10	7.25	131	1	105.82	140/376
Thurrock	211.74	6.13	3.28	6	399	4	100.64	147/376
Basildon	331.76		2.26	4.16	345	1	91.75	165/376
Castle Point	452.60		1.73	5.42	116		91.22	170/376
Maldon	61.83	2.79	5.95	6.18	64		74.65	215/376
Tendring	114.75	17.75	6.03	8.23	234		67.82	240/376
Braintree	90.26	14.71	11.02	5.10	192	2	67.23	243/376
Uttlesford	74.10	14.04	12.16	7.73	66	3	61.80	268/376
Brentwood	155.23	19.61	7.16	6.66	92	1	61.64	269/376
Rochford	127.76		3.98	6.82	79		46.95	326/376
Essex	147.51	11.99	8.15	6.17	3015	12	389.63	7/49
East of England	94.74	17.37	6.42	5.90	10009	31	418.01	5/10
Great Britain Average	100	65.37	3.43	6.71	104262	881	100	

Source: Treasures of Britain; BFI Film & Television Handbook; UK Theatres Online; Michelin Guide to Hotels, Restaurants and Pubs;

Amenities Indicators Summary

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

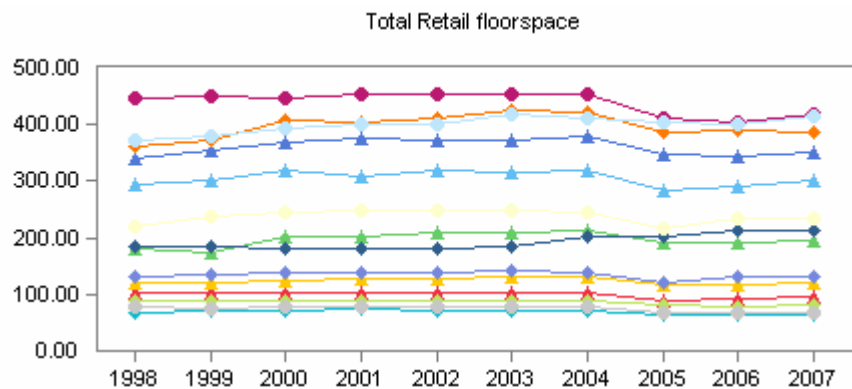
- The number of cultural amenities per 000 sq m in Braintree was 90.26. This places Braintree in the bottom 40% of districts nationally. By comparison, the Essex score was 147.51, the East of England score was 94.74 and the national score was 100.00.
- The number of national heritage sites per 000 sq m in Braintree was 15. This places Braintree in the middle 20% of districts nationally. By comparison, the Essex average was 12, the East of England average was 17 and the national average was 65.
- The number of listed buildings per 000 sq m in Braintree was 11.02. This places Braintree in the top 20% of districts nationally. By comparison, the Essex average was 8.15, the East of England average was 6.42 and the national average was 3.43.
- The proportion of employment in hotels and restaurants in Braintree is 5.10%. This places Braintree in the bottom 20% of districts nationally on this measure. This compares with 6.17% in Essex, 5.90% in East of England and a national average of 6.71%.
- The amount of retail floorspace in Braintree was 192 (in 000 sq m). This places Braintree in the middle 20% of districts nationally. By comparison, the amount of retail space in Essex was 3,015 (000 sq m) and the amount in the East of England was 10,009 (000 sq m).

Source: Treasures of Britain; BFI Film & Television Handbook; UK Theatres Online; Michelin Guide to Hotels, Restaurants and Pubs; ArtGuide.co.uk; Annual Business Inquiry; Commercial and Industrial Floorspace and Rateable Value Statistics, Green Flag awards

Change In Total Retail Floorspace

The chart shows how the amount of retail floorspace has changed over recent years, for districts in Essex. Retail floorspace is used here as a measure of the availability of shops for residents and visitors.

For Braintree it shows that retail floorspace has increased from 181 (000 sqm) to 192 (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

Amenities 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 on the right. These are statistically the nearest neighbours to Braintree, with Tonbridge and Malling in Kent & Medway being the most similar on the local amenities indicators.

Rank	Place Name	Sub Region
1	Tonbridge and Malling	Kent & Medway
2	Maidstone	Kent & Medway
3	Ashford	Kent & Medway
4	Fareham	Hampshire & The Isle of Wight
5	Winchester	Hampshire & The Isle of Wight
6	St. Edmundsbury	Suffolk
7	South Somerset	Somerset
8	Basingstoke and Deane	Hampshire & The Isle of Wight
9	Tunbridge Wells	Kent & Medway
10	Taunton Deane	Somerset

Source: Treasures of Britain; BFI Film & Television Handbook; UK Theatres Online; Michelin Guide to Hotels, Restaurants and Pubs; ArtGuide.co.uk; Annual Business Inquiry; Commercial and Industrial Floorspace and Rateable Value Statistics, Green Flag awards

Glossary of terms

Café culture	The number of cafes (including Café Nero, Starbucks, Pret a Manger and Coffee Republic) within the locality.
Cultural Amenities per 000 sq m	This indicator provides an index of the density of cultural amenities per 1000 square metres. Cultural amenities consist of cinema seats, theatres, museums, galleries, libraries, hotels, restaurants and pubs in 2007. The higher the figure, the more cultural amenities per 1000 sq m.
Listed Buildings per 000 sq m	The number of listed buildings (all grades 1, 2*, 2 and other) per 1000 square metres.
Local amenities score	The relative provision of amenities such as cinema seats, theatres, museums, galleries, libraries, hotels, restaurants and pubs, and heritage sites compared with the national average.
National Heritage sites per 000 sq m	A count of the national heritage sites per 1000 square metres. These include those from English Heritage, the National Trust, Historic Scotland and the Georgian Group.
Proportion of employment in hotels & restaurants sectors	This residence based figure provides the proportion of employment in hotels and restaurants sectors.
Retail floorspace per 000 sq m	The total retail floorspace in 1000 square metres.

Data Sources and Definitions

Café culture	This is a count based on available records in June 2007. Blank values will be shown for areas where no premises were recorded.
Cultural Amenities per 000 sq m	The sum of: cinema seats in 000's, total number of theatres, libraries, museums, galleries, Michelin rated hotels and restaurants and pubs (per 000 sq m), all indexed to the UK Average. By its nature, this score is heavily skewed towards large cities, particularly London.
Listed Buildings per 000 sq m	All listed buildings at grades 1, 2*, 2 and other as a proportion of land area (per 1000 sq m).
Local amenities score	The following indicators are used: national heritage sites per 1000 sq m, cultural amenities per 1000 sq m and the proportion of employment in hotels and restaurants. Each one of these three indicators was indexed to the GB Average, and then all were summed and averaged. This score is heavily skewed towards large cities, particularly London.
National Heritage sites per 000 sq m	National heritage sites as a proportion of total land (per 1000 sq m).
Proportion of employment in hotels & restaurants sectors	Number employed in hotels and restaurants sectors as a proportion of the total in employment.
Retail floorspace per 000 sq m	This data is provided at district level direct from the Department of Communities and Local Government.

Source: Local Knowledge; Treasures of Britain; BFI Film & Television Handbook; UK Theatres Online; Michelin Guide to Hotels, Restaurants and Pubs; ArtGuide.co.uk; Annual Business Inquiry (ONS Crown Copyright Reserved); Commercial and Industrial Floorspace and Rateable Value Statistics, Green Flag awards.

Amenities Profile

Braintree
April 2009



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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