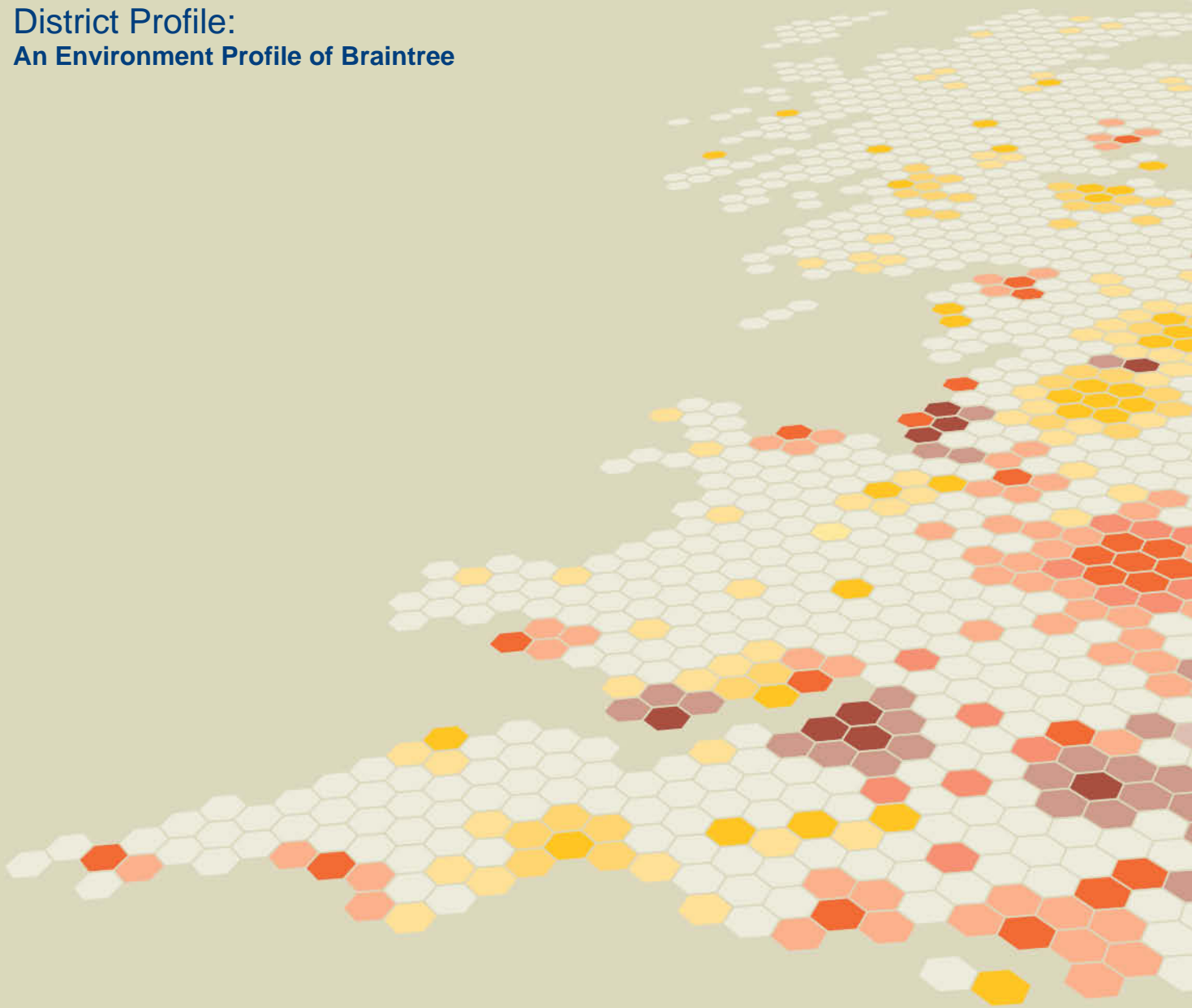


April 2009

District Profile: An Environment 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

Environment Profile: Braintree

Introduction

The natural environment is a subjective theme, which makes benchmarking problematic. This profile assesses the natural environment of Braintree 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.

Braintree is ranked 169 out of 354 districts for its overall natural environment score, putting it in the middle 20% of districts nationally.

With a score of 88.15, the quality of the natural environment in 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.

By comparison, the Essex natural environment score was 125.73, the East of England figure was 77.00 and the national figure was 100.00.

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

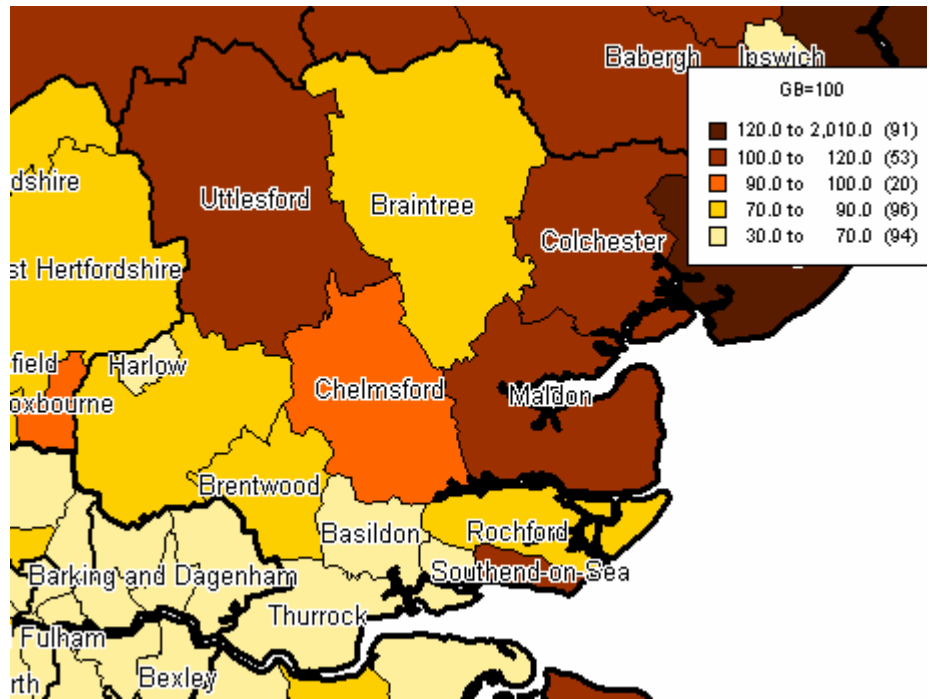
Environment Profile

Braintree
April 2009

Natural Environment Score

The map shows the performance of districts within the Essex 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 88.15, Braintree is in the middle 20% of districts and is in a sub region that is in the top 40% of sub regions nationally.

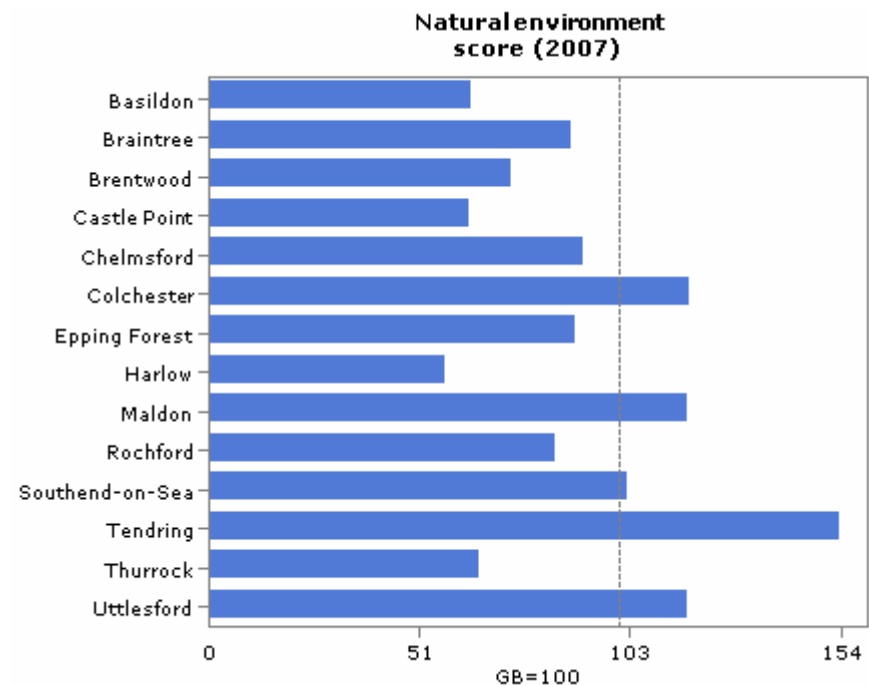


Source: Natural England; GreenFlag awards; Generalised Land Use Database; Indices of Deprivation; Met office average weather readings

Natural Environment Score

The bar chart shows the natural environment score for districts in Essex.

The chart shows that at 88.15, Braintree scores around the national median on this measure. All figures are also benchmarked to the England mean average, indexed to 100, as shown by the dashed line.



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

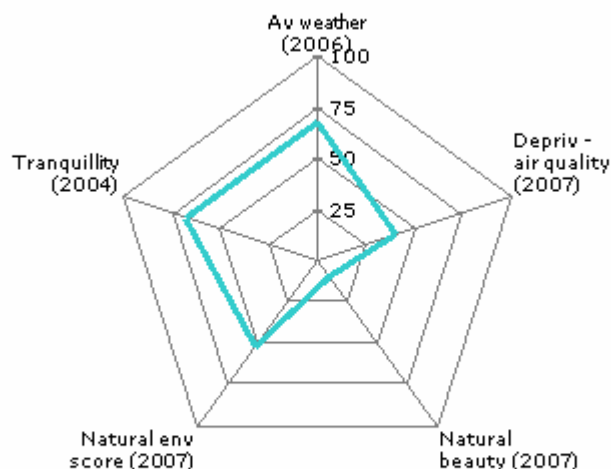
Environment Profile

Braintree
April 2009

Environment Indicators

The spider chart is a way of showing how Braintree rates against the national median. Data for every district in England 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 natural environment score. The chart also shows how Braintree scores on a range of related natural environment indicators.



— Braintree

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

Environment Indicators

Areas	Natural beauty (GB=100) 2007	Tranquillity (GB=100) 2004	Av weather (Score) 2006	Depriv - air quality (Score) 2007	Green space % (%) 2005	Natural env score (GB=100) 2007	Rank
Tendring	402.17	211.30	108.95	1.04	79.95	153.65	48/354
Colchester	231.64	191.59	104.35	1.12	80.09	116.92	98/354
Maldon	142.40	639.81	106.67	1.02	79.50	116.78	100/354
Uttlesford	26.06	1077.78	113.51	1.02	93.41	116.59	101/354
Southend-on-Sea	268.91	27.99	108.95	1.25	23.77	101.89	142/354
Chelmsford	99.89	196.32	104.35	1.16	84.80	91.20	159/354
Epping Forest	81.25	253.09	104.97	1.26	87.14	89.15	166/354
Braintree	11.40	441.13	104.35	1.06	91.93	88.15	169/354
Rochford	67.65	196.32	106.67	1.16	79.64	84.38	193/354
Brentwood	20.82	200.26	104.35	1.18	84.76	73.85	240/354
Thurrock	27.13	112.75	108.95	1.40	72.58	65.86	278/354
Basildon	28.04	66.62	103.13	1.29	65.35	63.94	286/354
Castle Point	43.57	62.68	104.35	1.25	50.96	63.60	287/354
Harlow	9.70	44.94	104.97	1.24	53.44	57.54	311/354
Essex	310.39	99.36	106.15	1.19	83.18	125.73	13/47
East of England	86.59	128.91	106.09	1.15	88.10	77	6/9
England Average	100	100	100	1.06	87.47	100	

Source: Natural England; GreenFlag awards; Generalised Land Use Database; Indices of Deprivation; Met office average weather readings
The rankings in the table are based on the "Natural environment score" indicator

Environment Indicators Summary

Looking at some of the indicators from the table 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 Braintree is 11.40. This places Braintree in the bottom 20% of districts nationally. By comparison, the Essex score was 310.39, the East of England score was 86.59 and the national score was 100.00.
- The air quality score, measured as part of the Index of Multiple Deprivation, in Braintree was 1.06. This placed Braintree in the middle 20% of districts nationally. By comparison, the Essex score was 1.19, the East of England score was 1.15 and the national score was 1.06.
- The tranquillity score, as measured by population density, in Braintree was 441.13. This places Braintree in the top 40% of districts nationally. By comparison, the Essex score was 99.36, the East of England score was 128.91 and the national score was 100.00.
- The average weather score, as measured by average sunshine hours, average rainfall and average temperature in Braintree was 104.35. This placed Braintree in the top 40% of districts nationally. By comparison, the Essex score was 106.15, the East of England score was 106.09 and the national score was 100.00.

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

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 East Hertfordshire in Hertfordshire being the most similar on our natural environment indicators.

Rank	Place Name	Sub Region
1	East Hertfordshire	Hertfordshire
2	Aylesbury Vale	Milton Keynes, Oxfordshire & Buckinghamshire
3	South Kesteven	Lincolnshire & Rutland
4	Hart	Hampshire & The Isle of Wight
5	South Cambridgeshire	Cambridgeshire
6	Mid Suffolk	Suffolk
7	North Kesteven	Lincolnshire & Rutland
8	Bassetlaw	Nottinghamshire
9	South Derbyshire	Derbyshire
10	Macclesfield	Cheshire & Warrington

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

Glossary of terms

Average weather	The average weather indicator combines an area's average annual hours per day of sunshine, average days of airfrost, annual mean temperature (Deg C) and annual precipitation (mm).
Combined Air Quality Indicator	This indicator is used with other indicators within the final living environment domain of the Index of Multiple Deprivation 2007. The score provides a weighted average of the scores for all the Super Output Areas (SOAs) within the area. A result of 1 indicates the national average air quality score. Figures above 1 indicate a poorer air quality and vice versa for figures below 1.
Natural Beauty (access and contiguity)	This indicator provides a measure of the natural beauty in a given area. It consists of the following datasets: 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 higher the score, the more natural beauty in a given area.
Natural environment score	Natural environment indicates the quality of an area's physical environment. The composite is developed by combining natural beauty, tranquillity, average weather, air quality, Green Flag awards and greenspace.
Proportion of total area which is green space	The proportion of the total area which is greenspace. Greenspace covers a wide range of land use including formal parks and gardens, woodland, recreational ground, agricultural land and amenity greenspace.
Tranquillity	This is a measure of the tranquillity of an area based on the population density (number of people per 1000 sq m).

Data Sources and Definitions

Average weather	This figure is based on indices of the following: average days of airfrost, average temperature, average days of rainfall and the sunshine index. The rainfall and airfrost figures are inversed and the sunshine is triple weighted.
Combined Air Quality Indicator	The score is based on a weighted average of SOA scores based on results of four types of air pollution including nitrogen dioxide, sulphur dioxide, particles and benzene. The average score for the area is weighted by land area to provide an overall average for the area. For each area the indicator is an average of the SOA scores for that area.
Natural Beauty (access and contiguity)	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.
Natural environment score	The natural environment score is developed by averaging the index of natural beauty; air quality; average weather; Green Flag awards; tranquillity; and the proportion of the area that is greenspace.
Proportion of total area which is green space	The total area which is green space as a proportion of total land area.

Environment Profile

Braintree
April 2009



Tranquillity

The number of people per 1000 sq m was calculated per area. All areas were then ranked and the score for each was reversed such that the one with the largest index score was attributed the lowest score, and vice versa. This calculation was performed so that the areas with the lowest population density would achieve the highest score.

Source: Local Knowledge; Natural England; Green Flag awards; Generalised Land Use Database; Indices of Deprivation; Met office average weather readings; Office for National Statistics (Crown Copyright).

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

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

Want to know more?

Please visit our website (www.localfutures.com) for further information or join us at one of our regular seminars (details on our website under 'what's new'). Alternatively, phone or contact us using the details below.

Copyright note

Reproduced under the terms of the Click Use licence. Unless otherwise stated, all text and images featured in this report are copyright the Local Futures Group, 2009. Any reproduction, in full or in part, must credit the Local Futures Group as the copyright holder. If you are interested in reproducing any of the text or images, please email placeprofiles@localfutures.com.

The Local Futures Group Ltd is registered in England, number 0337 5867. VAT number: 969 8871 49.

Registered office: 30 Little Russell Street, London, WC1A 2HN.

☎ 020 7440 7360 📠 020 7440 7370