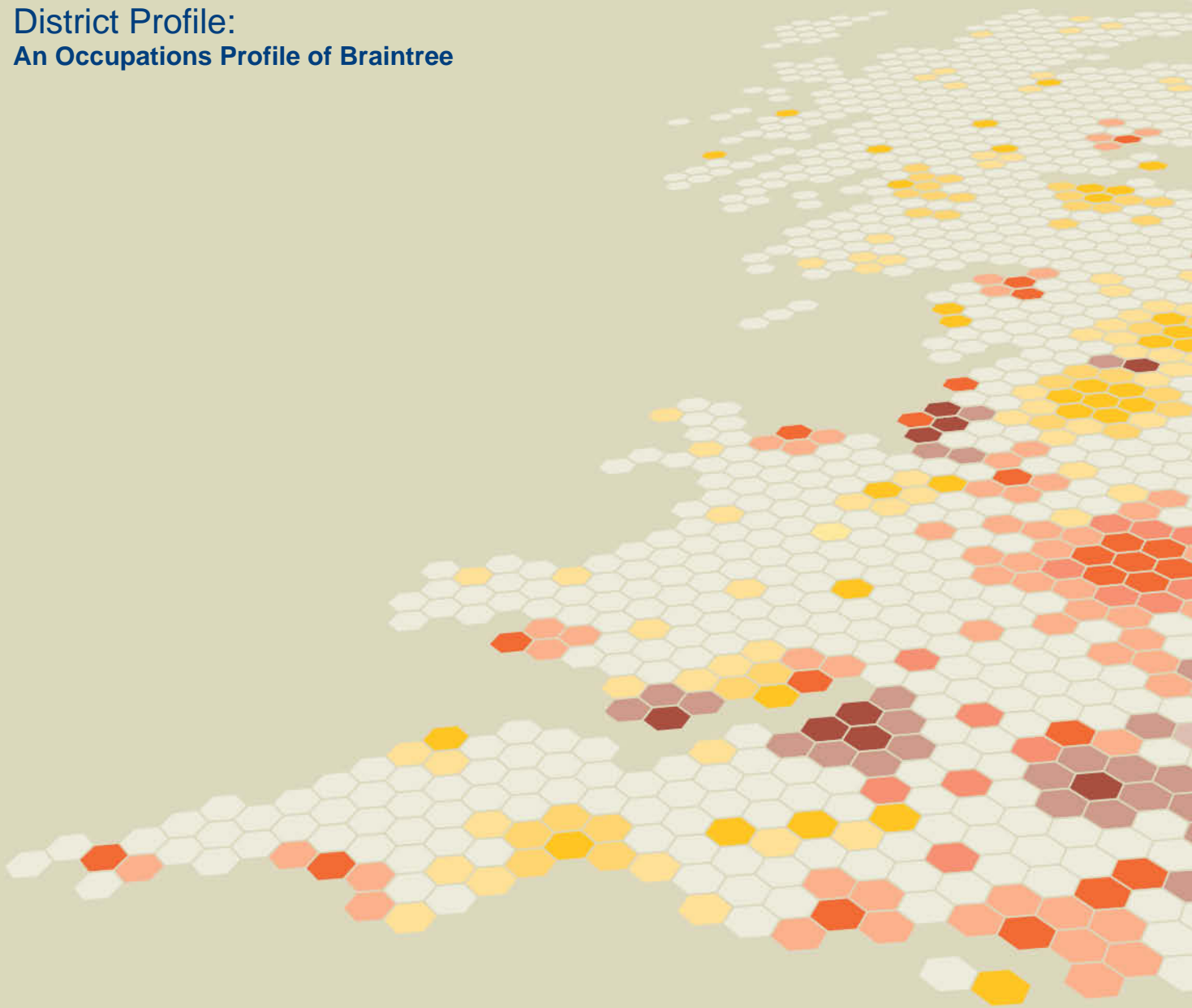


April 2009

District Profile: An Occupations 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.
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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

Occupations Profile: Braintree

Introduction

The occupational structure of an area gives a useful indication of the progress being made towards developing a diverse, prosperous, knowledge-based economy. Knowledge-driven activities generate increased demand for 'higher end' occupations including managerial, professional and technical workers. In our assessment of the occupational profile of Braintree we have considered the proportion of the working population employed in the four main NVQ-linked occupational groups (based on the standardised competences and skills requirements of each occupation). Our overall score, however, is based on the number of professional managerial and technical workers - or 'knowledge workers'.

Braintree is ranked 205 out of 407 districts on our knowledge worker score, indicating a resident workforce that performs in the middle 20% of districts nationally.

With a knowledge worker score of 95.47, 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.

The proportion of knowledge workers in Braintree is average by national standards, with 41.12% of the working population classified as professional, managerial or technical workers. By comparison, the Essex figure is 42.78%, the East of England figure is 44.34% and the national figure is 43.07%.

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

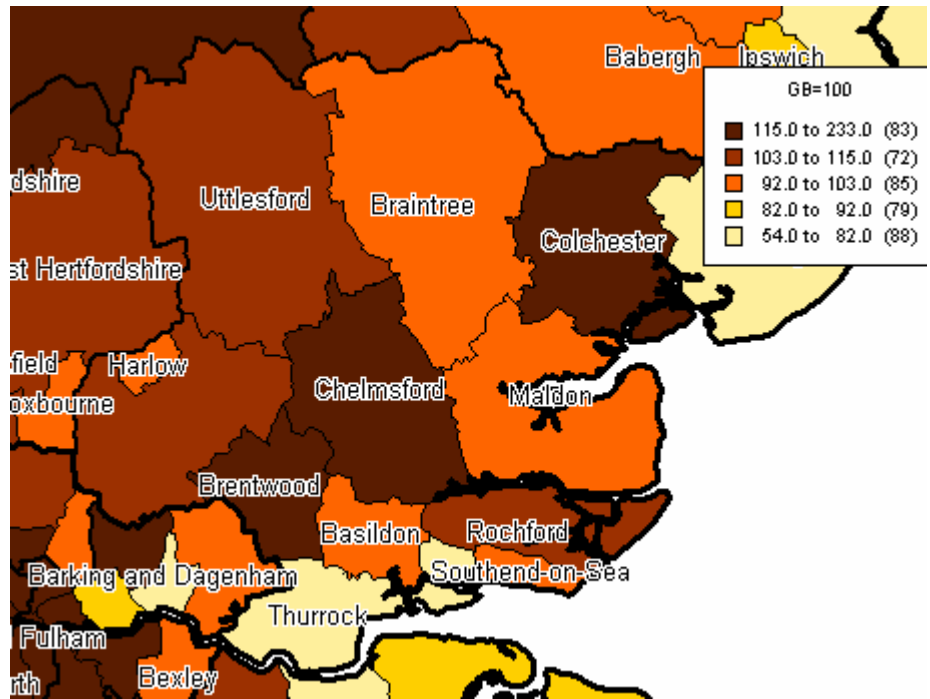
Occupations Profile

Braintree
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Knowledge Worker Score

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

With a score of 95.47, Braintree is in the middle 20% of districts and is in a sub region that is in the top 40% of sub regions nationally.



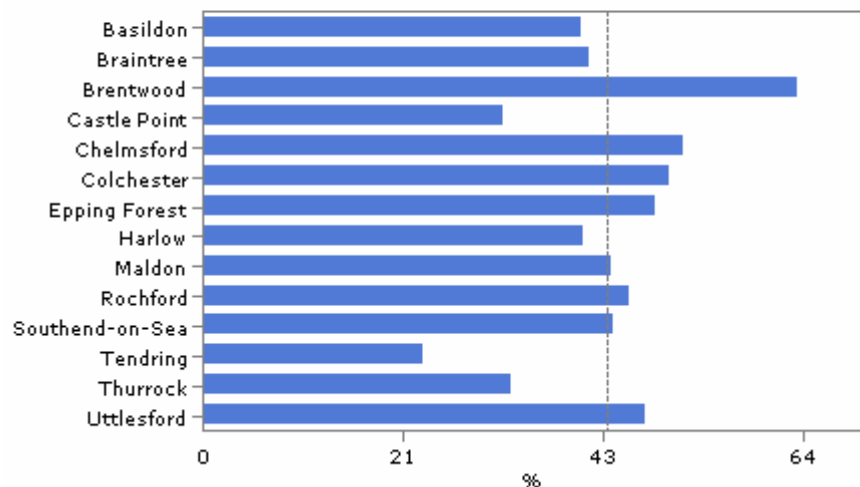
Source: Annual Population Survey

Proportion Of Managerial, Professional & Technical Occupations ('Knowledge Workers') Amongst Employed Workforce (Residence Based)

The bar chart shows the proportion of knowledge workers within the workforce, for districts within Essex.

The chart shows that at 41.12%, the proportion of knowledge workers in Braintree is around the national median, with the district ranking in the middle 20% of districts. By comparison the Great Britain average, shown by the dashed line, is 43.07%.

Proportion of Managerial, Professional & Technical occupations ('Knowledge Workers') amongst employed workforce (residence based) (June 2008)

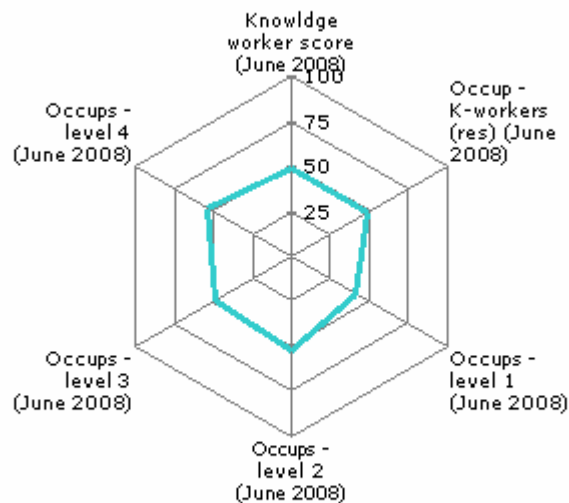


Source: Annual Population Survey

Occupations 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 average by national standards on our knowledge worker score. The chart also shows how Braintree performs on a range of related occupational measures.



— Braintree

Source: Annual Population Survey

Occupations Indicators

Areas	Occups - level 4 (%) June 2008	Occups - level 3 (%) June 2008	Occups - level 2 (%) June 2008	Occups - level 1 (%) June 2008	Occup - K-workers (res) (%) June 2008	Knowledge worker score (GB=100) June 2008	Rank
Brentwood	45.91	24.85	25.73	3.51	63.45	147.31	14/407
Chelmsford	34.88	21.59	34	9.52	51.16	118.78	68/407
Colchester	31.66	29.16	31.21	7.97	49.66	115.29	81/407
Epping Forest	28.79	33.84	28.79	8.59	48.15	111.79	99/407
Uttlesford	33.17	22.85	35.14	8.85	47.17	109.52	114/407
Rochford	32.98	30.32	28.72	7.98	45.48	105.59	140/407
Southend-on-Sea	28.21	25.10	37.65	9.04	43.72	101.52	164/407
Maldon	26.52	28.43	30.99	14.06	43.45	100.88	169/407
Braintree	28.39	25.31	35.24	11.05	41.12	95.47	205/407
Harlow	22.34	29.44	28.93	19.29	40.61	94.28	215/407
Basildon	26.88	24.82	37.65	10.65	40.31	93.60	227/407
Thurrock	20.74	23.01	42.02	14.23	32.85	76.26	360/407
Castle Point	21.71	28.78	38.05	11.46	31.95	74.18	367/407
Tendring	16.19	21.70	45.08	17.03	23.37	54.26	407/407
Essex	28.21	25.96	34.98	10.85	42.78	99.31	19/53
East of England	29.81	25.98	33.07	11.14	44.34	102.94	3/11
Great Britain Average	28.45	25.48	34.52	11.55	43.07	100	

Source: Annual Population Survey

The rankings in the table are based on the "Knowledge worker score" indicator

Occupations Indicators Summary

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

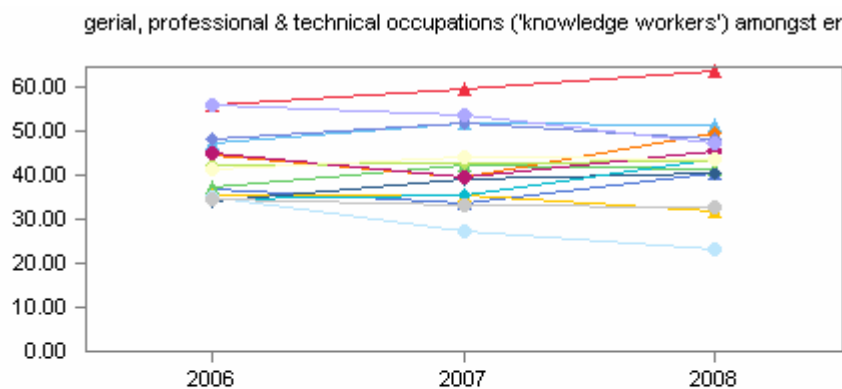
- The proportion of the working population who are in elementary occupations in Braintree is average by national standards, with 11.05% in Level 1 Occupations. By comparison, the Essex figure is 10.85% and the national figure is 11.55%.
- The proportion of the working population who are in lower skilled occupations in Braintree is average by national standards, with 35.24% in Level 2 Occupations. By comparison, the Essex figure is 34.98% and the national figure is 34.52%.
- The proportion of the working population who are in skilled occupations in Braintree is average by national standards, with 25.31% in Level 3 Occupations. By comparison, the Essex figure is 25.96% and the national figure is 25.48%.
- The proportion of the working population who are in managerial occupations in Braintree is average by national standards, with 28.39% in Level 4 Occupations. By comparison, the Essex figure is 28.21% and the national figure is 28.45%.

Source: Annual Population Survey

Change In Proportion Of Managerial, Professional & Technical Occupations ('Knowledge Workers') Amongst Employed Workforce (Residence Based)

The chart shows how the proportion of the resident labour force employed as knowledge workers - professional, managerial and technical workers - has changed over recent years, for districts in Essex.

For Braintree it shows that the proportion of knowledge workers has increased from 37.10% in 2006 to 41.12% in 2008.



Source: Local Knowledge; Annual Population Survey
Notes: Reproduced under the terms of the Click-Use License.



Source: Annual Population Survey

Occupations Profile

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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 Bournemouth in Bournemouth, Dorset & Poole being the most similar on the occupations indicators.

Rank	Place Name	Sub Region
1	Bournemouth	Bournemouth, Dorset & Poole
2	Darlington	Tees Valley
3	North Tyneside	Tyne & Wear
4	Tonbridge and Malling	Kent & Medway
5	Basildon	Essex
6	Perth and Kinross	Eastern Scotland
7	North Somerset	West of England
8	South Gloucestershire	West of England
9	Bury	Greater Manchester
10	East Lothian	Eastern Scotland

Source: Annual Population Survey

Glossary of terms

Managerial and professional occupations (level 4)	The proportion of the working age population who are employed in managerial and professional occupations, based on place of residence.
Skilled technical occupations (level 3)	The proportion of the working age population who are employed in skilled technical occupations, based on place of residence.
Lower skilled occupations (level 2)	The proportion of the working age population who are employed in lower skilled occupations, based on place of residence.
Elementary occupations (level 1)	The proportion of the working age population who are employed in elementary occupations, based on place of residence.
Proportion of managerial, professional & technical occupations ('knowledge workers')	The proportion of the working age population who are employed in knowledge occupations, based on place of residence.
Knowledge worker score	This residence based figure provides an index of the proportion of the working age population who are employed in knowledge occupations.

Data Sources and Definitions

Managerial and professional occupations (level 4)	The total in managerial and professional occupations as a proportion of total employees. Based on Standard Occupational Classification 2000 (SOC) groups (1) Managers and Senior Officials; and (2) Professional occupations, based on place of residence.
Skilled technical occupations (level 3)	The total in skilled occupations as a proportion of total employees. This is based on Standard Occupational Classification 2000 (SOC) groups Associate Professionals & Technical (3) and Skilled Trades (4).
Lower skilled occupations (level 2)	The total lower skilled occupations as a proportion of total employees. This is based on Standard Occupational Classification 2000 (SOC) groups Administrative & Secretarial (5), Personal Services, Care & Leisure (6), Sales & Customer Services (7), Process & Machine Operatives (8).
Elementary occupations (level 1)	The total employed in elementary occupations as a proportion of total employees, based on Standard Occupational Classification 2000 (SOC) code 9.
Proportion of managerial, professional & technical occupations ('knowledge workers')	The number of knowledge workers as a proportion of the working age population. Based on Standard Occupational Classification 2000 (SOC) groups (1) Managers and Senior Officials; (2) Professional occupations; (3) Associate Professional and Technical occupations, based on place of residence.
Knowledge worker score	The proportion of knowledge workers occupations as a proportion of the working age population, indexed to the national average. Based on Standard Occupational Classification 2000 (SOC) groups (1) Managers and Senior Officials; (2) Professional occupations; (3) Associate Professional and Technical occupations, based on place of residence.

Source: Local Knowledge; Annual Population Survey (ONS Crown Copyright).

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Occupations
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Deprivation
Health
Crime

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