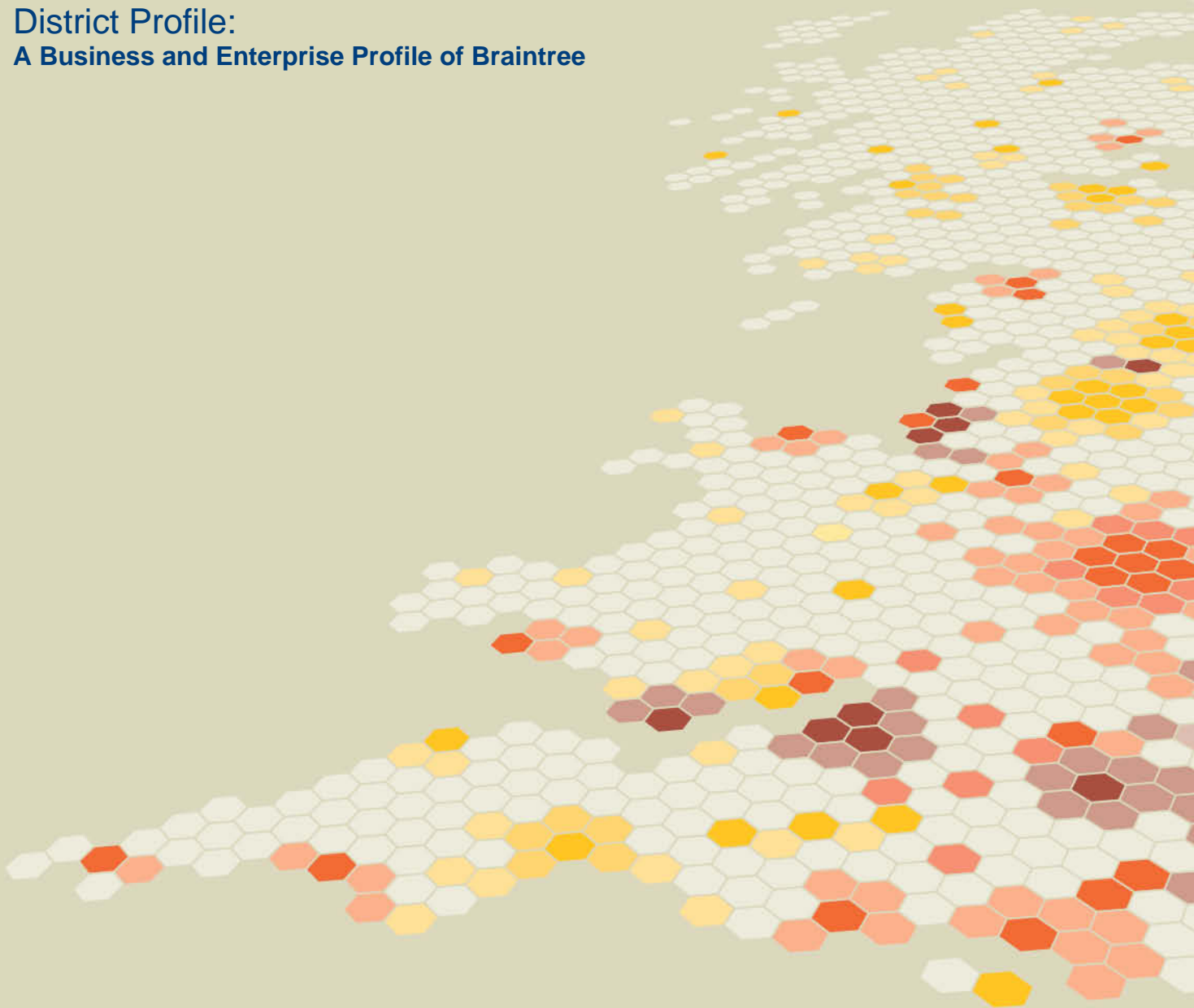


April 2009

**District Profile:**  
**A Business and Enterprise 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)

## Business and Enterprise Profile: Braintree

### Introduction

A dynamic local enterprise culture is vital for the long-term competitiveness and overall success of any local economy. Our business and enterprise profile uses the Local Futures Business and Enterprise Score to assess the extent of an enterprise culture in Braintree. The score is composed of the new business formation rate, the business survival rate and the growth in business stock over the last 5 years. This profile also references other measures including the number of businesses per head of population and average business size.

Braintree is ranked 119 out of 408 districts on our business and enterprise score, indicating an enterprise culture that performs in the top 40% of districts nationally.

With a business and enterprise score of 105.89, Braintree is above 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 new business formation rate in Braintree is average by national standards, with 9.91% of all businesses registering for VAT in 2008. By comparison the Essex figure was 10.43%, the East of England figure was 9.88% and the national figure was 10.55%.

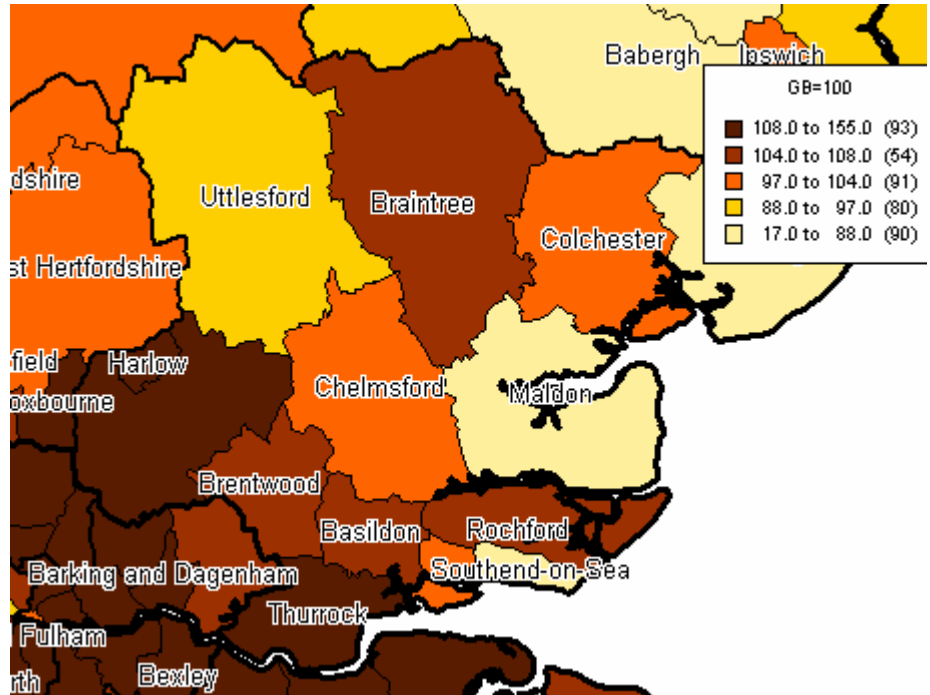
The business density of Braintree is average compared with the national median, with 49.34 businesses per 1000 head of population. By comparison, the Essex average was 42.20, the East of England average was 43.98 and the national mean average was 40.22.

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

**Business And Enterprise Score**

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

With a score of 105.89, Braintree is in the top 40% of districts and is in a sub region (Essex) that is in the middle 20% of sub regions nationally.

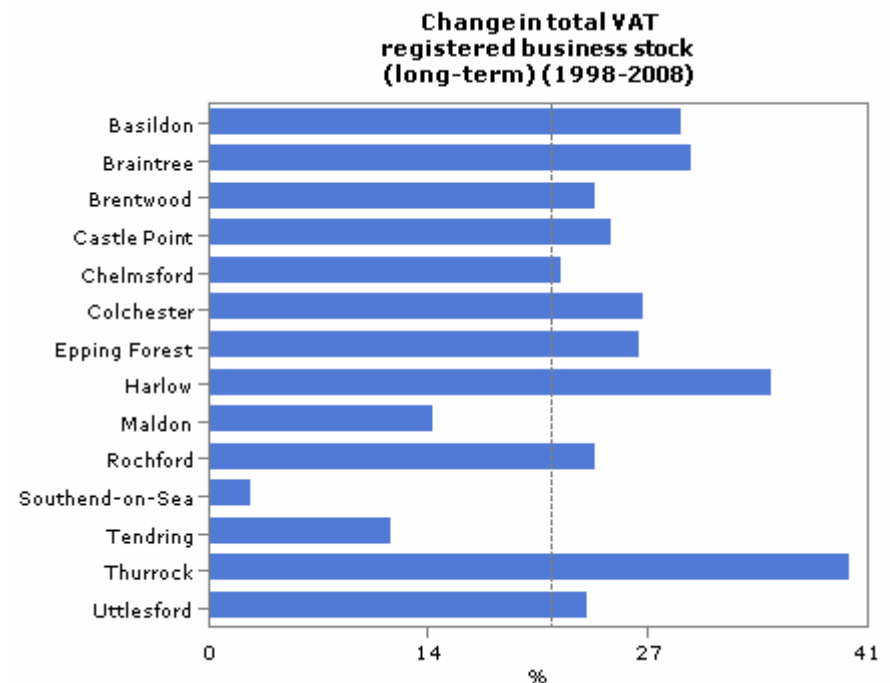


Source: Business start-ups and closures: VAT registrations and deregistrations

**Change In Total VAT Registered Business Stock (Long-Term)**

The bar chart shows the change in the VAT registered business stock between 1998 and 2008, for the districts in Essex.

The chart shows that at 30.18%, Braintree has seen a quite strong growth in business stock between 1998-2008. By comparison the Great Britain average, shown by the dashed line, is 21.33%.



Source: Business start-ups and closures: VAT registrations and deregistrations

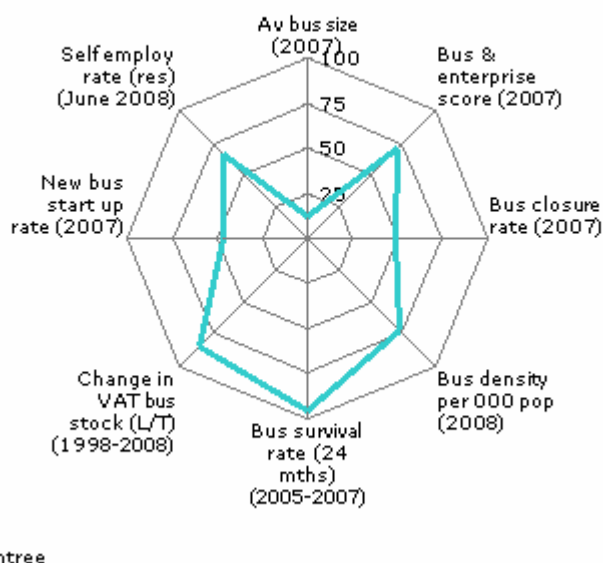
# Business and Enterprise Profile

Braintree  
April 2009

## Business And Enterprise Indicators

The spider chart is a way of showing how Braintree rates against the national median. Data for every district in 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 business and enterprise composite score. The chart also shows how Braintree performs on a range of related business and enterprise measures.



Source: Business start-ups and closures: VAT registrations and deregistrations

## Business And Enterprise Indicators

Areas	Av bus size (Emp/Bus) 2007	Bus density per 000 pop (Number) 2008	New bus start up rate (%) 2007	Bus closure rate (%) 2007	Bus survival rate (24 mths) (%) 2005-2007	Self employ rate (res) (%) June 2008	Change in VAT bus stock (L/T) (%) 1998-2008	Bus & enterprise score (GB=100) 2007	Rank
Thurrock	12.25	30.12	13.60	7.75	77.06	9.19	40.04	123.19	23/408
Harlow	13.78	30.68	11.35	8.71	79.37		35.07	112.85	52/408
Epping Forest	6.93	56.26	11.50	8.98	80.25	23.79	26.92	109.09	84/408
Rochford	5.81	42.25	11.21	7.78	82.09	7.18	24.08	107.09	104/408
Brentwood	8.49	54.07	11.42	7.50	85.14	11.01	24.17	106.92	108/408
Basildon	11.75	38.36	11.05	7.20	80.58	10.49	29.48	106.29	116/408
Braintree	7.65	49.34	9.91	7.27	85.33	13.56	30.18	105.89	119/408
Chelmsford	10.36	44.14	11.13	7.77	80.50	9.50	22	103.22	160/408
Castle Point	6.05	36.04	10.56	7.49	79.49	19.53	25.17	103.02	167/408
Colchester	9.72	37.22	9.40	8.09	83.55	8.60	27.07	101.71	183/408
Uttlesford	7.49	73.76	8.53	6.28	80.20	14.32	23.64	94.84	264/408
Maldon	5.81	57.23	8.08	7.39	81.82	20.07	14.01	87.61	323/408
Southend-on-Sea	9.64	38.95	10.36	10.84	76.54	13.12	2.68	85.04	344/408
Tendring	7.94	30.13	8.34	7.94	79.17	12.08	11.34	84.24	355/408
<b>Essex</b>	<b>9</b>	<b>42.20</b>	<b>10.43</b>	<b>7.98</b>	<b>80.74</b>	<b>11.96</b>	<b>22.93</b>	<b>101.13</b>	<b>22/53</b>
<b>East of England</b>	<b>9.82</b>	<b>43.98</b>	<b>9.88</b>	<b>7.36</b>	<b>80.47</b>	<b>15.34</b>	<b>21.41</b>	<b>98.71</b>	<b>5/11</b>
<b>Great Britain Average</b>	<b>11.11</b>	<b>40.22</b>	<b>10.55</b>	<b>7.55</b>	<b>79.75</b>	<b>11.89</b>	<b>21.33</b>		

## Business And Enterprise Indicators Summary

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

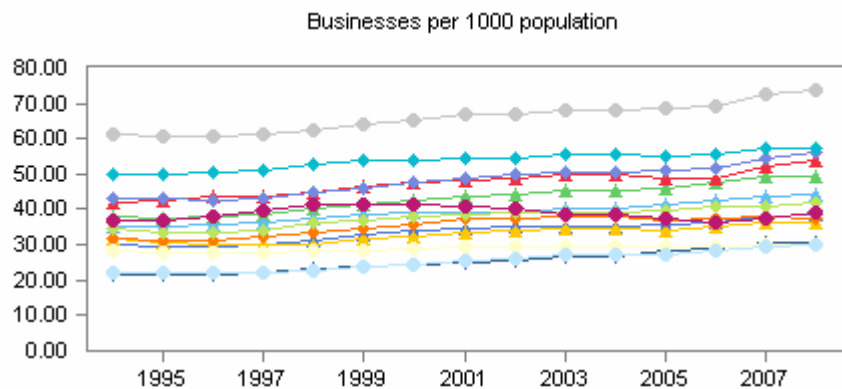
- The new business formation rate in Braintree is average, with the area ranking in the middle 20% of districts nationally. In 2008, 9.91% of all businesses registered for VAT compared with 10.43% in Essex and 10.55% nationally.
- The 24 month business survival rate in Braintree is very high by national standards, with the district ranking in the top 20% of districts nationally. Of all of the VAT registered businesses in 2005, 85.33% were still trading in 2007.
- The self-employment rate in Braintree is high by national standards, with the district ranking in the top 40% of districts nationally. In 2008, the self-employment rate was 13.56%, compared with 11.96% in Essex and 11.89% nationally.
- Between 1998 and 2008, the total business stock in Braintree increased by 30.18%. This change places the area in the top 20% of districts nationally. Over the same time period, the number of businesses in Essex changed by 22.93%.

Source: Business start-ups and closures: VAT registrations and deregistrations

## Change In Businesses Per 000 Population

The chart shows how business density has changed over recent years, for the districts in Essex.

For Braintree it shows that between 1994 and 2008 business density has increased from 38.04 businesses per 1000 head of population to 49.34.



Source: Local Knowledge; Business start-ups and closures: VAT registration  
Notes: Reproduced under the terms of the Click-Use License.



Source: Business start-ups and closures: VAT registrations and deregistrations

# Business and Enterprise 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 Bromsgrove in Herefordshire & Worcestershire being the most similar on the business and enterprise indicators.

Rank	Place Name	Sub Region
1	Bromsgrove	Herefordshire & Worcestershire
2	South Bedfordshire	Bedfordshire & Luton
3	Mid Bedfordshire	Bedfordshire & Luton
4	Congleton	Cheshire & Warrington
5	Windsor and Maidenhead	Berkshire
6	Three Rivers	Hertfordshire
7	North Somerset	West of England
8	Mid Sussex	Sussex
9	Horsham	Sussex
10	Hart	Hampshire & The Isle of Wight

Source: Business start-ups and closures: VAT registrations and deregistrations

## Glossary of terms

Average business size	The average number of employees per business.
Business and enterprise score	This is an indicator of the enterprise of businesses within the locality. The higher the score, the more business enterprise in an area. The score takes into consideration an area's business formation rate, the change in VAT registered business stock, and new business survival rates.
Business closure rate	The percentage of businesses that have deregistered for VAT within the last year.
Businesses per 000 population	The number of enterprises registered for VAT per 1000 population.
Change in total VAT registered business stock (long-term)	Percentage change in the number of enterprises registered for VAT at the start of the year. This is an indicator of the change in the number of business start-ups. It excludes most of the very smallest one-person businesses.
New business formation rate	The percentage of businesses that have registered for VAT within the last year.
New business survival rate	The proportion of businesses still registered for VAT 24 months after their initial registration.
Proportion of self-employed in workforce (residence based)	The proportion of the workforce that is self-employed. This is based on Annual Population Survey respondents' own assessment of whether they are employees or self-employed.

## Data Sources and Definitions

Average business size	The total number of employees as a proportion of total businesses.
Business and enterprise score	The score takes into consideration an area's business formation rate, the change in VAT registered business stock, and new business survival rates. Each one of these 3 indicators was indexed to the GB value (business formation rates and new business survival rates were treble weighted), and then all three indices were summed and averaged.
Business closure rate	The number of businesses deregistering for VAT as a proportion of all VAT registered businesses. Derived from annual workplace estimates based on the Inter Departmental Business Register (IDBR).
Businesses per 000 population	Total number of businesses as a proportion of 1000 population aged 16+. Derived from annual workplace estimates based on the Inter Departmental Business Register (IDBR).
Change in total VAT registered business stock (long-term)	The difference between the total business stock in most recent year and the start year as a proportion of the total business stock in the start year. Derived from annual workplace estimates based on the Inter Departmental Business Register (IDBR).
New business formation rate	Registered business stock in the most recent year as a proportion of the stock at start of the previous year. Derived from annual workplace estimates based on the Inter Departmental Business Register (IDBR).

# Business and Enterprise Profile

Braintree  
April 2009



New business survival rate	This is based on registrations and de-registrations of VAT-based enterprises, and is calculated from data collected from the Inter-Departmental Business Register (IDBR). Supplied in this format by the official source.
----------------------------	---

Proportion of self-employed in workforce (residence based)      The number of self-employed as a proportion of all employed persons.

Source: Local Knowledge; Business start-ups and closures: VAT registrations and de-registrations; Annual Business Inquiry; Annual Population Survey (ONS Crown Copyright Reserved).

**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](mailto: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](http://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](mailto: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