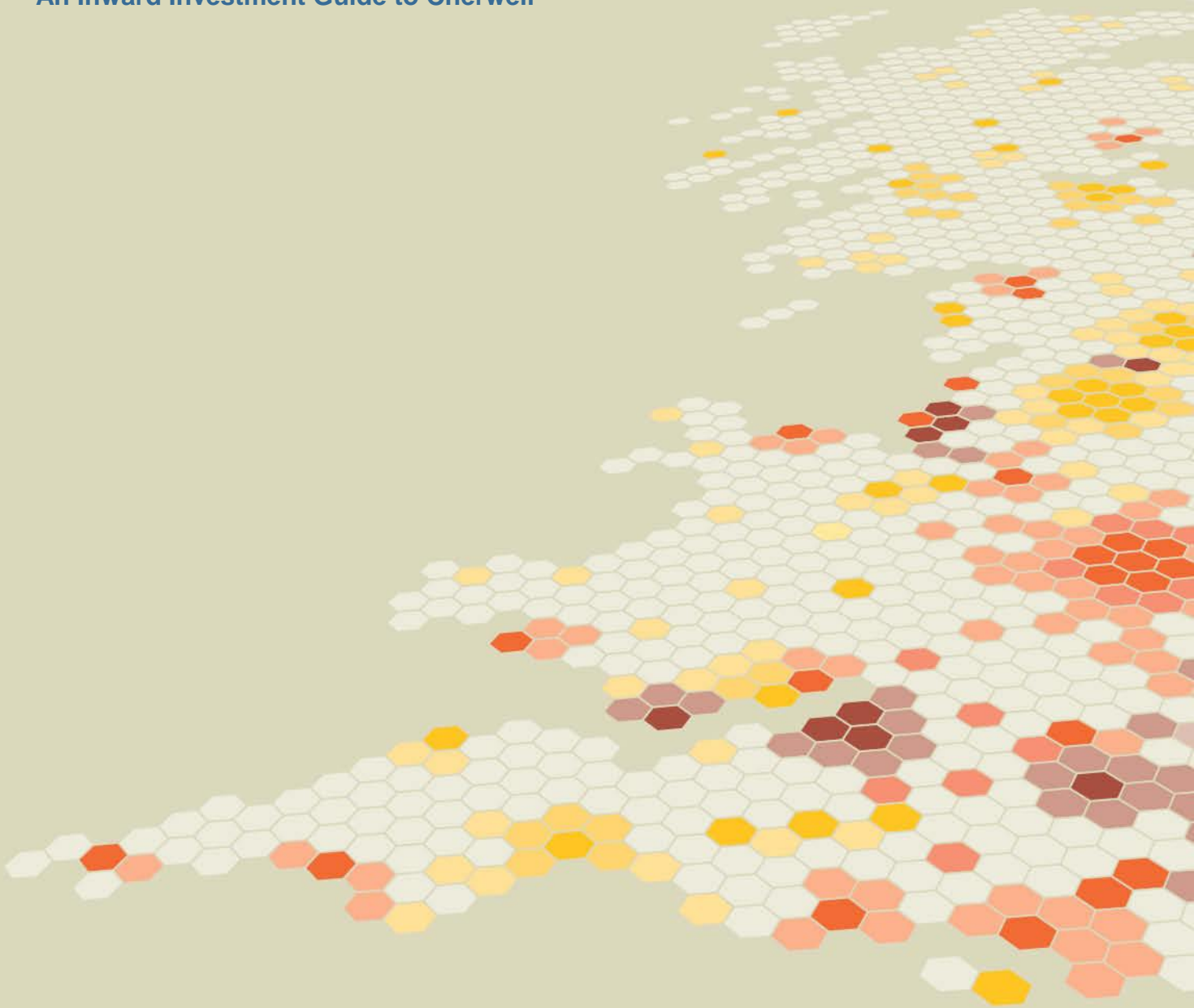


Global change, Local Strategies
An Inward Investment Guide to Cherwell



About Place Profiles

Place Profiles are reports that provide a high-level analysis of an area, telling a 'story of place'. The reports can be created at a range of different spatial levels and on a number of different topics, with Summary Place Profiles providing an overall assessment of economic, social and environmental conditions. Place Profiles set an area within its wider context, comparing performance with neighbouring areas, as well as regional and national averages. They are illustrated with maps and charts and include all supporting data. Using the very latest data at the time of creation, Place Profiles have a wide range of research and policy applications.

More information about the profiles and how to purchase further copies is available at the end of this report.

About the Local Futures Group

Established in 1997, Local Futures is a research and strategy consultancy that provides 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.

We provide research and consultancy services but also offer a range of online services. These include our Local Knowledge and Customer Knowledge subscription services, together with computer generated Place Profiles - reports that tell a compelling 'story of place'.

To find out more about our services or to arrange a demonstration of Local Knowledge please telephone 020 7440 7360 or email info@localfutures.com.

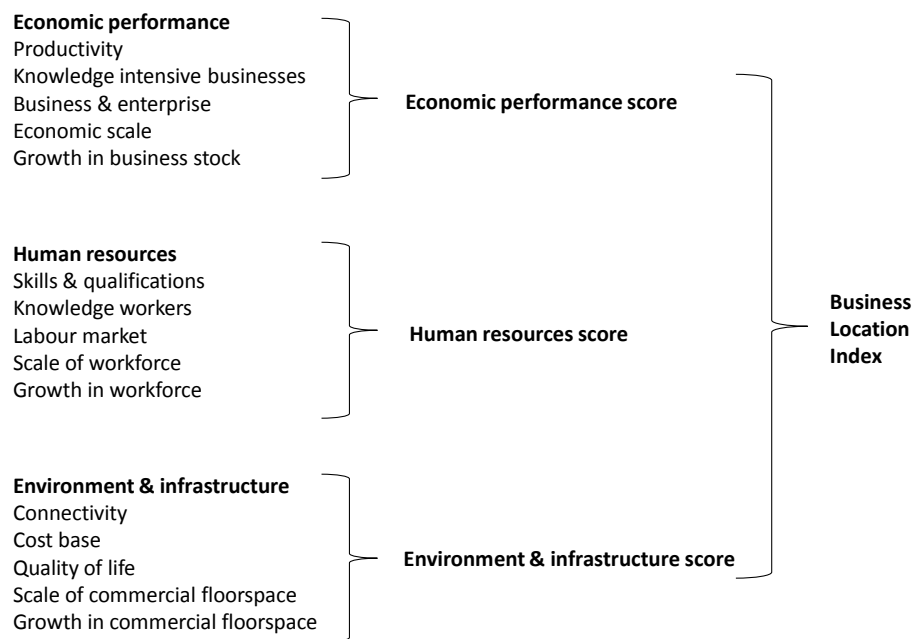
Contents

- 1 Introduction 3
- 2 Economic Performance 4
- 3 Human Resources 13
- 4 Environment and Infrastructure 22
- 5 Business Location Index 31

1 Introduction

This report examines the performance of Cherwell, in terms of its attractiveness to inward investors and businesses considering location. The measures used draw on the experience of practitioners involved in responding to inward investment enquiries and those used in studies of the most attractive locations for inward investment.

Our findings are organised in three main categories – economic performance, human resources and environment & infrastructure. Each is made up of five indicators, which have been equally weighted to provide summary scores. The final Business Location Index is a composite score based on all fifteen indicators.



Since the overall attractiveness of an area to inward investors will reflect, in part, the characteristics of surrounding areas (especially where skills and workforce are concerned) the report also presents the findings for the Local Authority area's neighbouring areas.

Summary scores are presented for each category, with the overall performance of Cherwell on our Business Location Index presented at the end of this report.

2 Economic Performance

Inward investors and businesses considering location will be keen to understand both how well the economy of an area is currently performing, and its future prospects. In assessing the current economic performance of an area we have looked at the five measures below, which have been equally weighted to provide the overall, summary score, presented at the end of the chapter.

The five data sets used in this analysis are as follows, with some comprising indexed scores based on combinations of discrete indicators. A fuller explanation of sources and definitions is provided at the end of this report.

Productivity: measuring the relative performance of the economy of an area, by combining Gross Value Added (GVA) per head with average earnings.

Knowledge-based businesses: assessing the employment base of an area from a knowledge economy perspective, identifying the proportion of employment in knowledge-driven sectors of the economy.

Business and enterprise: assessing the performance of local businesses, in terms of business formation rates, business closure rates, business density, and growth in business stock.

Economic scale: assessing the scale of the local economy, based on the share of Gross Value Added and the share of the national employment base.

Growth in business stock: percentage change in the stock of local businesses, over the period 1998-2011.

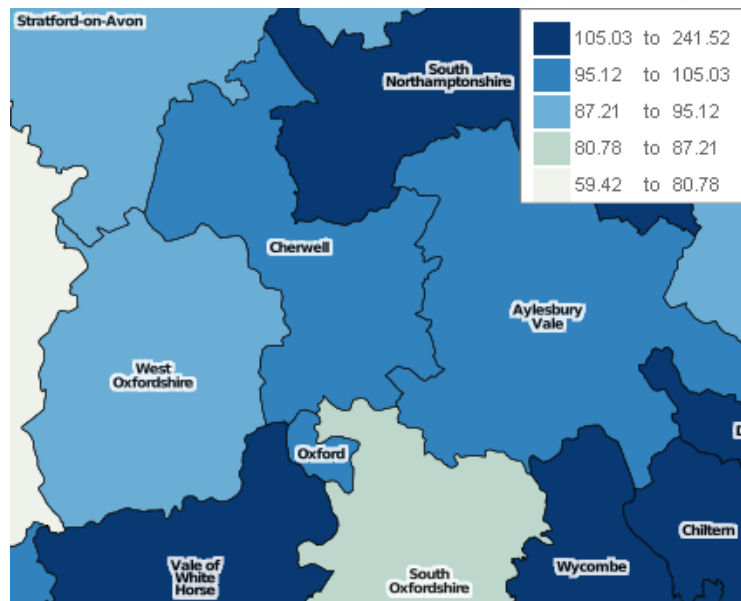
Productivity

Our productivity score measures the relative performance of the economy in a district, by combining 'gross value added' (GVA) per head with gross workplace earnings. The productive capacity of an area is an integral part of its attraction as an investment location.

Cherwell is ranked 105 out of 325 districts on our productivity score, placing it in the top 40% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas on our overall productivity score. The areas with very dark shading score highly and those with very light shading score poorly.

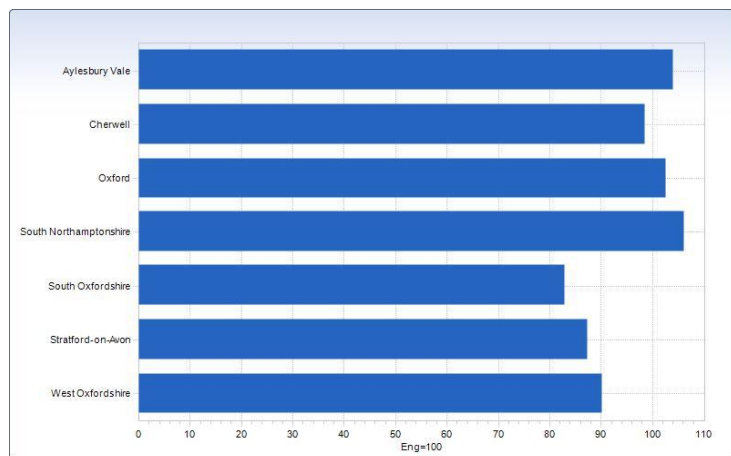
With a score of 98.45, Cherwell is in the top 40% of local authority areas in England.



Source: Annual Survey of Hours and Earnings; GVA by NUTS 3

The bar chart shows the productivity score for Cherwell and its neighbouring Local Authority areas. The national score is 100.

The chart shows that South Northamptonshire has the highest productivity score of the comparator areas. Aylesbury Vale is a close second. Oxford is the only other district to score above the national figure.



Source: Annual Survey of Hours and Earnings

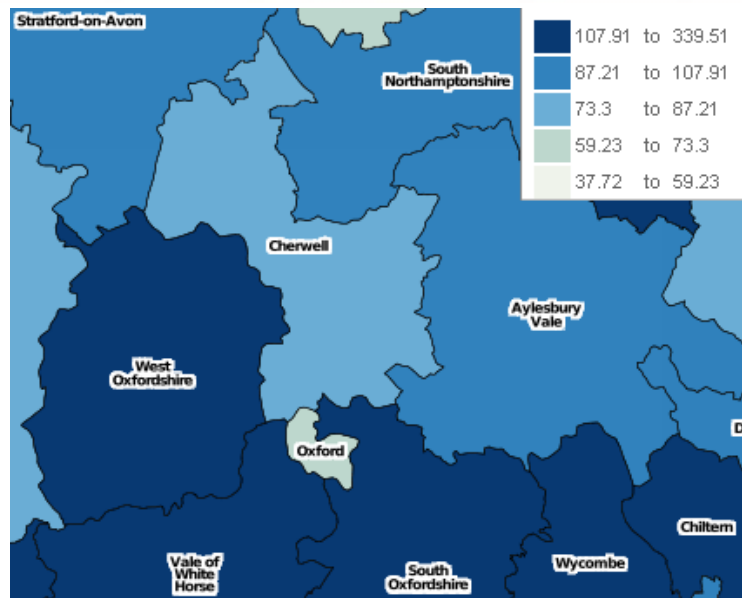
Knowledge-driven businesses

Throughout the global economy, the critical structural trend is the growth of the knowledge economy. Our knowledge-driven businesses score assesses Cherwell from this perspective, by attributing higher scores to those areas with larger proportions of knowledge-driven jobs.

Cherwell is ranked 145 out of 325 districts on our knowledge-driven businesses score, placing it in the middle 20% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas on our overall knowledge-driven businesses score. The areas with very dark shading score highly and those with very light shading score poorly.

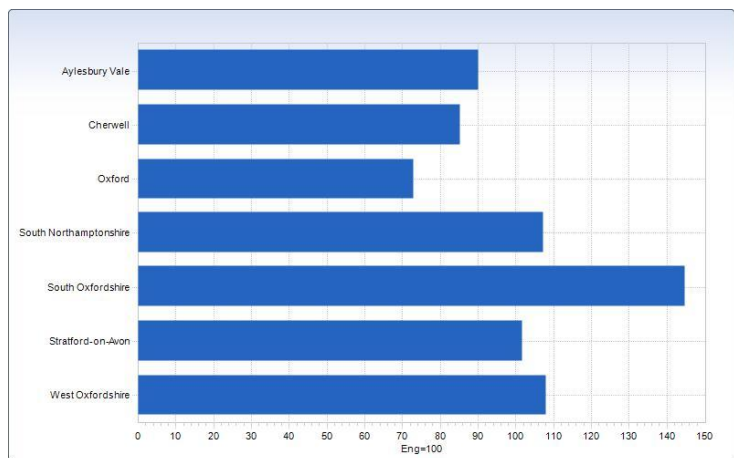
With a score of 85.07, Cherwell is in the middle 20% of Local Authority areas nationally.



Source: The Business Register and Employment Survey (BRES)

The bar chart shows the knowledge-driven businesses score for Cherwell and its neighbouring Local Authority areas.

The chart shows that South Oxfordshire is the highest scorer here, with 144.72. Cherwell is in sixth place, whilst Oxford has the lowest score.



Source: The Business Register and Employment Survey (BRES)

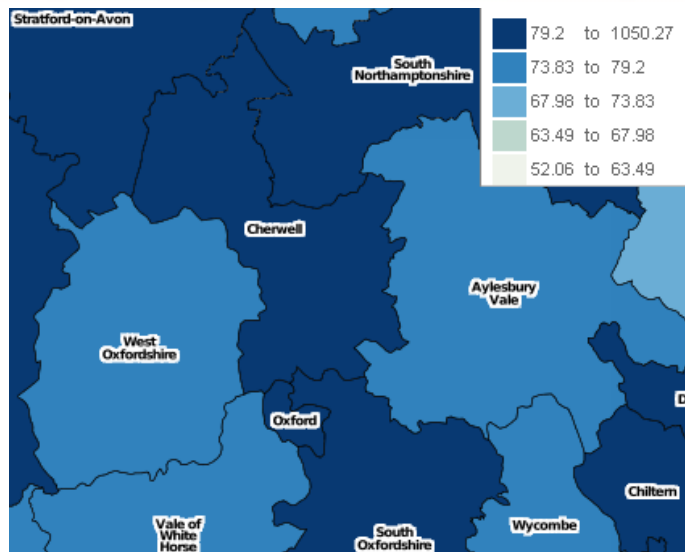
Business and enterprise

A dynamic local enterprise culture is important for the long-term competitiveness and overall success of any local economy – and for attracting new businesses. Our business and enterprise score assesses the extent of an enterprise culture in England's Local Authority areas. The score is made up of business formation rates, business closure rates, business density and growth in business stock.

Cherwell is ranked 54 out of 325 Local Authority areas on our business and enterprise score, placing it in the top 20% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas on our overall business and enterprise score. The areas with very dark shading score highly and those with very light shading score poorly.

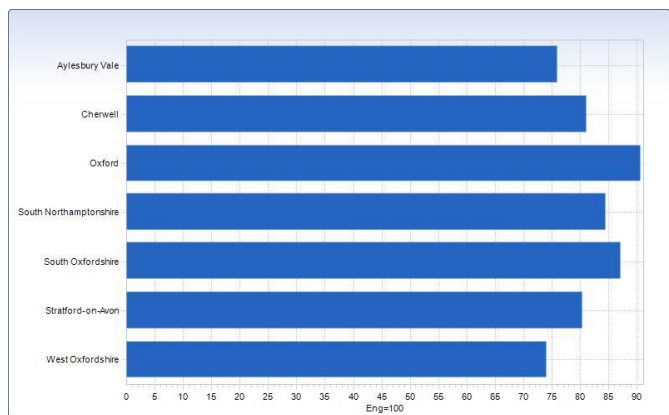
With a score of 81.06, Cherwell is in the top 20% of Local Authority areas nationally.



Source: Business Demography: Enterprise Births, Deaths and Survivals, UK Business Activity, Size and Location 2011

The bar chart shows the business and enterprise score for Cherwell and its neighbouring Local Authority areas.

The chart shows that Oxford scores highest here, although all of the comparator areas score relatively well on this measure.



Source: Business Demography: Enterprise Births, Deaths and Survivals, UK Business Activity, Size and Location 2011

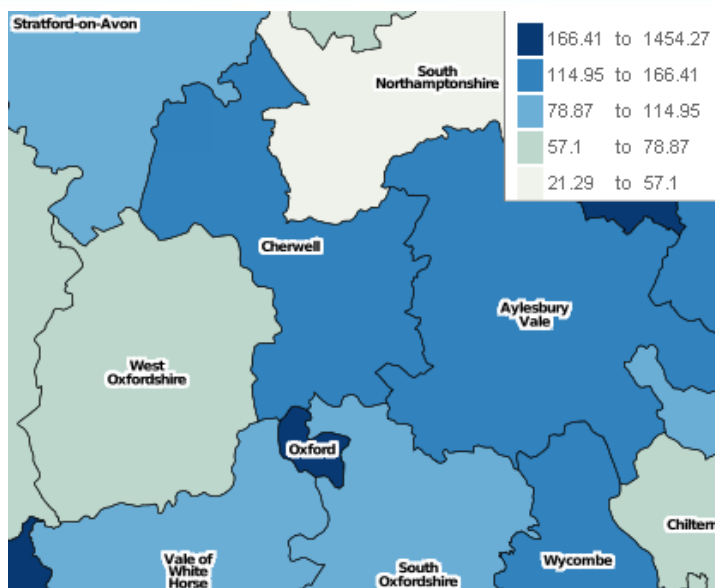
Economic scale

Our economic scale measure assesses the size of a local economy and is derived from a Local Authority area's share of national 'gross value added' (GVA) and employment base. A large economy is attractive to investors, for the breadth of opportunities it offers.

Cherwell is ranked 108 out of 325 Local Authority areas on our economic scale score, placing it in the top 40% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas on our overall economic scale score. The areas with very dark shading score highly and those with very light shading score poorly.

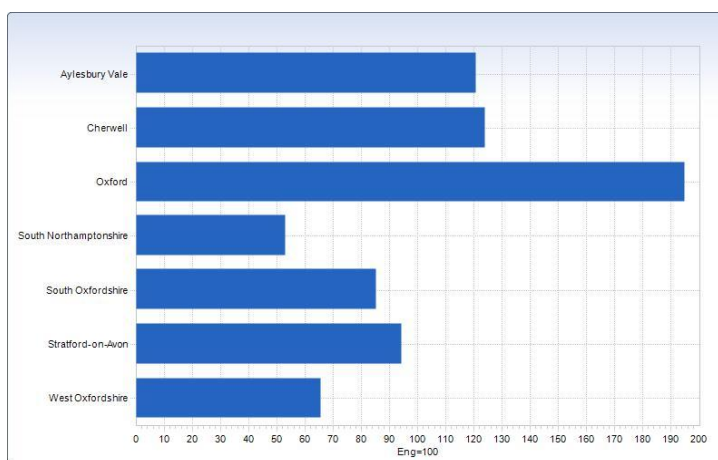
With a score of 123.96, Cherwell is in the top 40% of Local Authority areas nationally.



Source: Business Register and Employment Survey; GVA by NUTS 3

The bar chart shows the economic scale score for Cherwell and its neighbouring Local Authority areas.

The chart shows that Oxford has by far the largest economy of the comparator areas. Cherwell and Aylesbury Vale are the only others to score above the national figure.



Source: Business Register and Employment Survey; GVA by NUTS 3

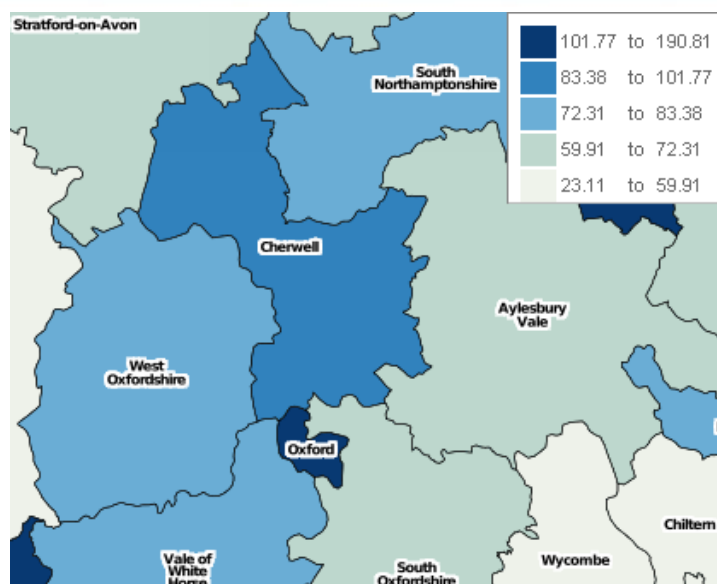
Growth in business stock

As a measure of growth and dynamism within local economies, we have examined the rate of change in business stock over the period 1998-2011. While this measure is useful in identifying the areas that are naturally enterprising, it also helps identify areas that have made significant improvements over the last decade, in moving away from a large firm/branch plant economy.

Cherwell is ranked 101 out of 325 Local Authority areas for growth in business stock, placing it in the top 40% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas in terms of growth in business stock. The areas with very dark shading score highly and those with very light shading score poorly.

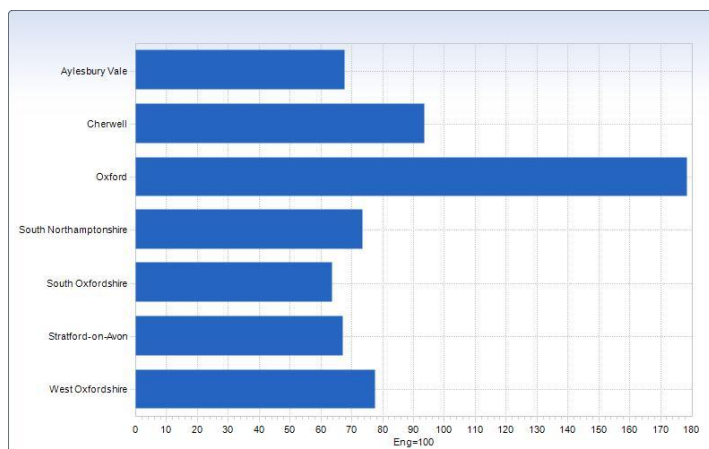
With a score of 93.53, Cherwell is in the top 40% of Local Authority areas nationally.



Source: UK Business Activity, Size and Location

The bar chart shows the rate of growth in business stock, for Cherwell and its neighbouring Local Authority areas.

The chart shows that the rate of growth was highest in Oxford (with a score of 178.6). Cherwell is second, but is quite a way behind, while South Oxfordshire experienced the lowest rate of growth.



Source: UK Business Activity, Size and Location

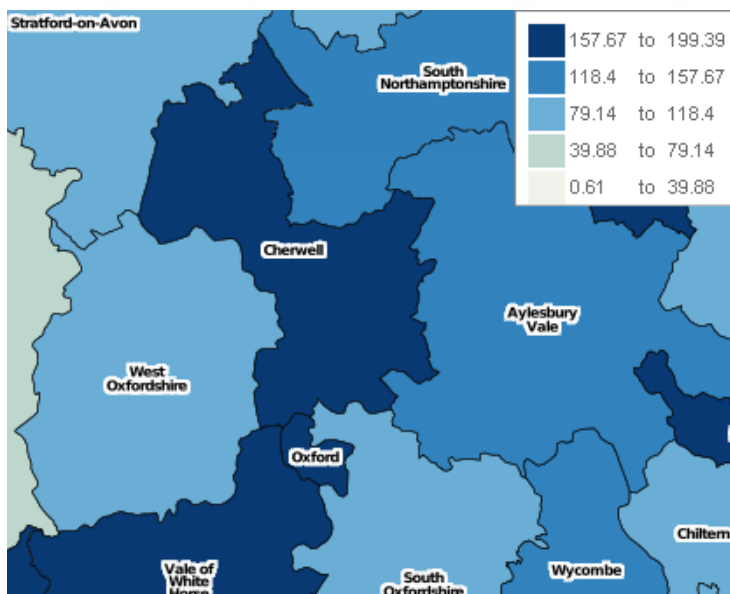
Summary Score: Economic Performance

Our overall score for economic performance brings together the scores for productivity, knowledge-driven businesses, business and enterprise, economic scale and growth in business stock. The summary score was created by adding together each of these measures and indexing to the national average.

Cherwell is ranked 53 out of 325 Local Authority areas on our overall economic performance score, placing it in the top 20% of Local Authority areas nationally.

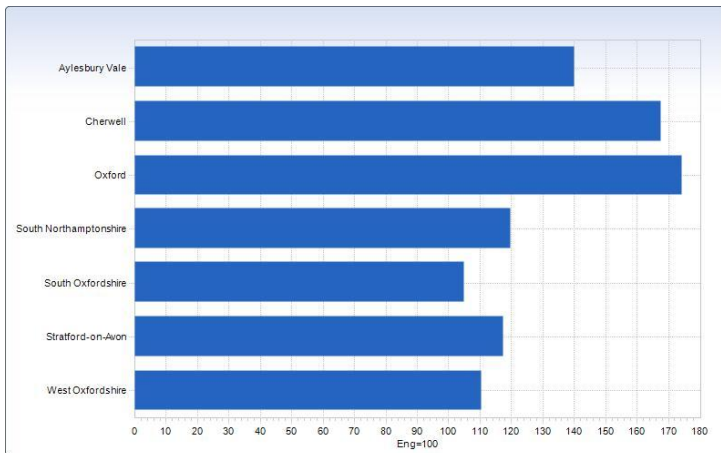
The map shows the performance of Cherwell and neighbouring local authority areas on our overall economic performance score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 167.48, Cherwell is in the top 20% of Local Authority areas nationally.



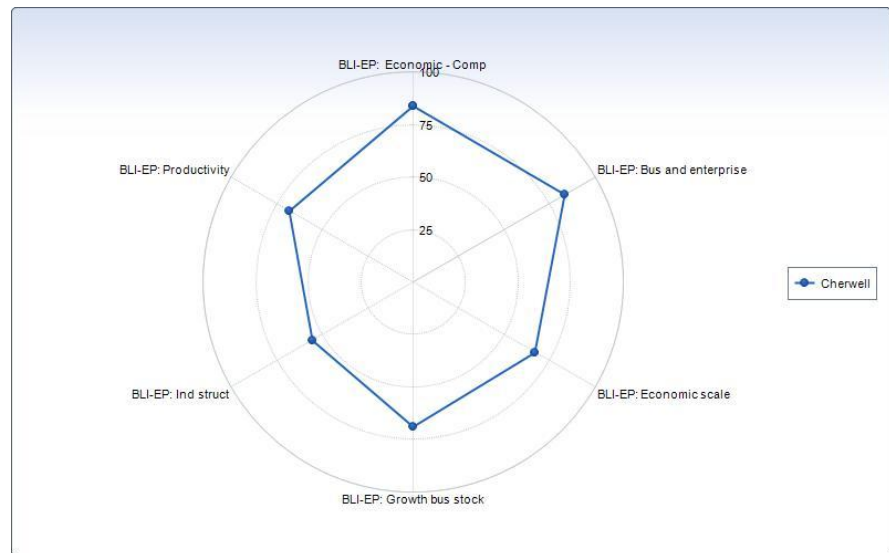
The bar chart shows the economic performance score for Cherwell and its neighbouring Local Authority areas.

The chart shows that Oxford scores highest (174.23). All other districts also score above the national figure. Cherwell comes in second place, whilst South Oxfordshire has the lowest score.



Economic Performance Profile

The spider chart is a way of showing how Cherwell rates against the national median, on each of the economic performance measures. Data for every Local Authority area 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.



Economic Performance indicators

Area Name	BLI-EP: Productivity (2011)	BLI-EP: Ind struct (2011)	BLI-EP: Bus and enterprise (2011)	BLI-EP: Economic scale (2009)	BLI-EP: Growth bus stock (1998-2012)	BLI-EP: Economic - Comp (2012)
Aylesbury Vale	103.99	89.91	75.95	120.55	67.64	139.88
Cherwell	98.45	85.07	81.06	123.96	93.53	167.48
Oxford	102.57	72.92	90.56	194.92	178.6	174.23
South Northamptonshire	106.09	107.09	84.37	52.86	73.46	119.63
South Oxfordshire	82.94	144.72	86.99	85.18	63.58	104.91
Stratford-on-Avon	87.33	101.53	80.27	94.35	67.08	117.18
West Oxfordshire	90.06	107.97	73.93	65.44	77.44	110.43

Economic Performance summary

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

- Overall levels of productivity in Cherwell are high, with the area ranking in the top 40% of Local Authority areas nationally, with a score of 98.45.
- The knowledge-driven businesses score in Cherwell is average, with the area ranking in the middle 20% of Local Authority areas nationally, with a score of 85.07.
- The business and enterprise score in Cherwell is very high, with the area ranking in the top 20% of Local Authority areas nationally, with a score of 81.06.
- The economic scale score in Cherwell is high, with the area ranking in the top 40% of Local Authority areas nationally, with a score of 123.96.
- The rate of growth in VAT registered business stock in Cherwell over the period 1998-2011 was high (with a score of 93.53), with the area ranking in the top 40% of Local Authority areas nationally.

Economic Performance scorecard

The economic performance scorecard below summarises how Cherwell ranks against all English Local Authority areas on the individual measures. The table also shows the quintile score where the Local Authority area falls on each of the measures ('A' represents the strongest performance, ranging to 'E' representing the weakest).

	England ranking	England score
Productivity	105	B
Industrial structure	145	C
Business and enterprise	54	A
Economic scale	108	B
Growth in business stock	101	B
Economic performance score	53	A

3 Human Resources

The skills of the workforce and characteristics of the local labour market are critical considerations in business location. In this chapter we have assessed the quality of the human resources of an area by looking at the five measures below, which are then equally weighted to provide an overall summary score.

The five data sets used in this analysis are as follows, with some comprising indexed scores based on combinations of indicators. A fuller explanation of sources and definitions is provided at the end of this report.

Skills and qualifications: assessing the qualifications of the resident workforce, compared to the national average.

Knowledge workers: assessing the proportion of the resident workforce who are professional, managerial or technical workers, ('knowledge workers').

Labour market: assessing the proportion of people aged 16-59/64 (women/men) in employment, compared to the national average.

Economically active workforce: an estimate of the scale of the workforce, based on the number of residents who are economically active.

Growth in workforce: percentage change in the number of people of working age, over the period 2001-2011.

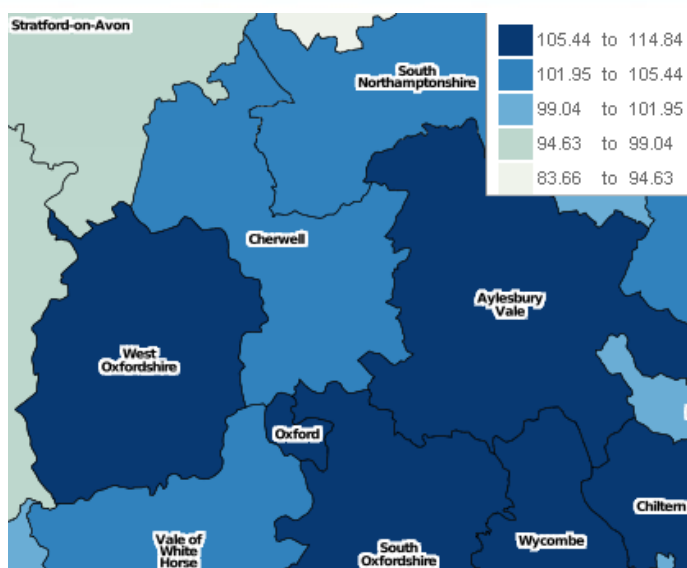
Skills and qualifications

Human capital is a prerequisite of a successful knowledge economy and is a key asset for attracting businesses in higher-value sectors of the economy. The resident workforce should ideally be characterised by a good blend of academic and vocational skills. In our overall assessment of skills and qualifications we have used a composite measure based on each of the four NVQ levels, with greater weighting attached to the higher levels.

Cherwell is ranked 72 out of 325 Local Authority areas on our skills and qualifications score, placing it in the top 40% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas on our skills and qualifications score. The areas with very dark shading score highly and those with very light shading score poorly.

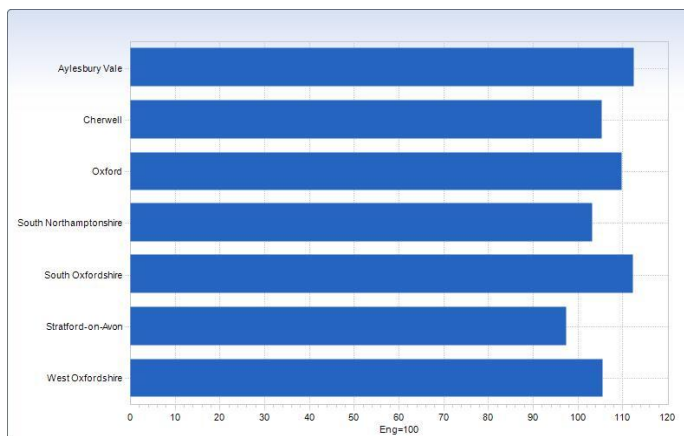
With a score of 105.32, Cherwell is in the top 40% of Local Authority areas nationally.



Source: Annual Population Survey

The bar chart shows the skills and qualifications score for Cherwell and its neighbouring Local Authority areas.

The chart shows that Aylesbury Vale has the highest skills & qualifications score of the comparator areas, at 112.49. Stratford-on-Avon has the lowest score (97.43), but all other areas have relatively strong skills profiles.



Source: Annual Population Survey

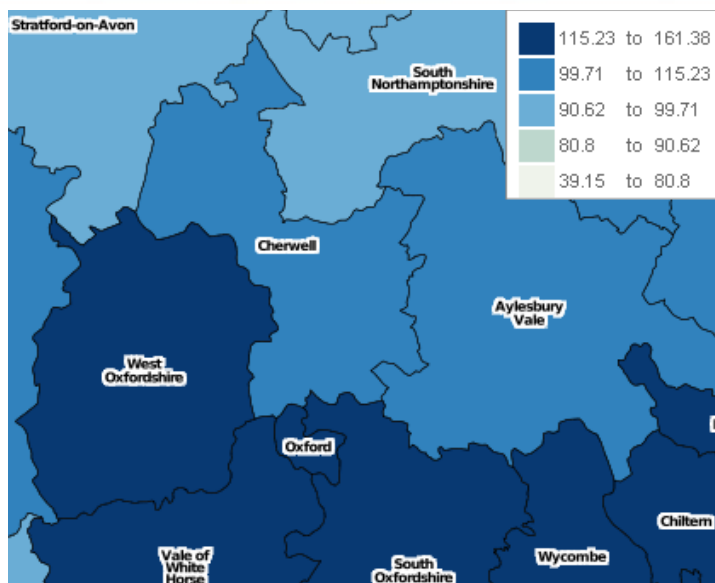
Knowledge workers

The most rapid growth in occupations over the last decade has been in 'knowledge sectors'. Knowledge-driven activities generate increased demand for these 'higher end' occupations, including managerial, professional and technical workers. Our overall measure is based on the proportion of 'knowledge workers' within the resident workforce.

Cherwell is ranked 85 out of 325 Local Authority areas on our knowledge workers score, placing it in the top 40% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas on our overall knowledge workers score. The areas with very dark shading score highly and those with very light shading score poorly.

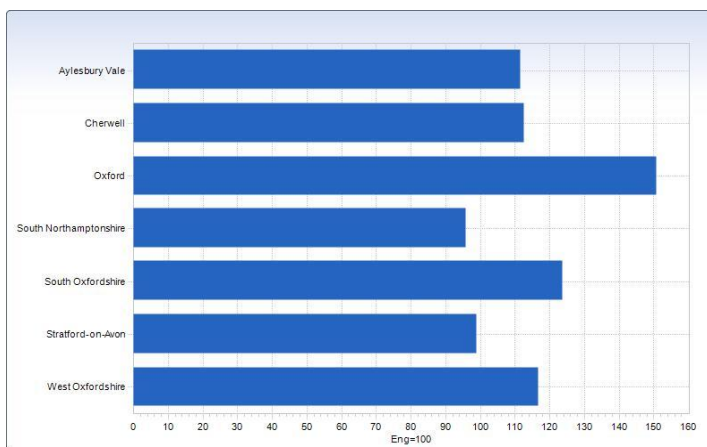
With a score of 112.44, Cherwell is in the top 40% of Local Authority areas nationally.



Source: Annual Population Survey

The bar chart shows the knowledge workers score for Cherwell and its neighbouring Local Authority areas.

The chart shows that Oxford has the highest proportion of knowledge workers, with a score of 150.71. With the exception of Stratford upon Avon and South Northamptonshire, all other areas score above the national figure.



Source: Annual Population Survey

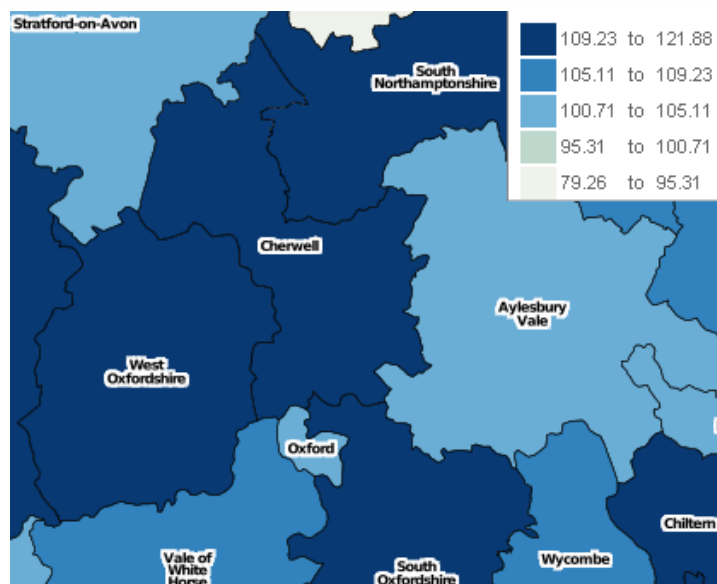
Labour market

Understanding local labour market conditions is important to inward investors and here we use the employment rate (the proportion of people of working age who are in employment) as an overall measure of labour market performance in England's Local Authority areas.

Cherwell is ranked 13 out of 325 Local Authority areas on our labour market score, placing it in the top 20% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas on our overall labour market score. The areas with very dark shading score highly and those with very light shading score poorly.

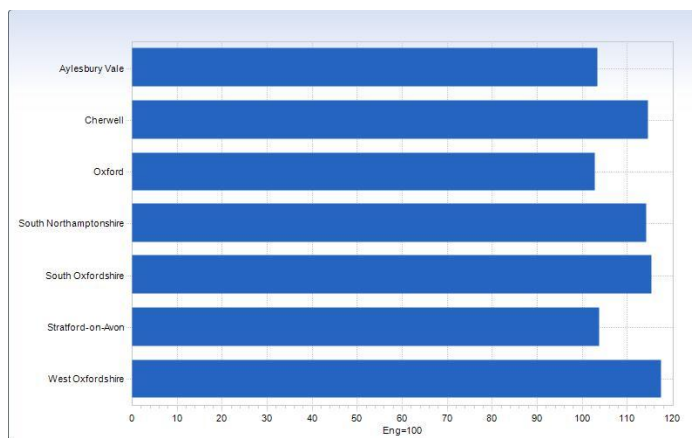
With a score of 114.63, Cherwell is in the top 20% of Local Authority areas nationally.



Source: Annual Population Survey

The bar chart shows the labour market score for Cherwell and its neighbouring Local Authority areas.

The chart shows that West Oxfordshire has the highest labour market score, although South Oxfordshire, South Northamptonshire and Cherwell also perform very well. All comparator areas score above the national figure.



Source: Annual Population Survey

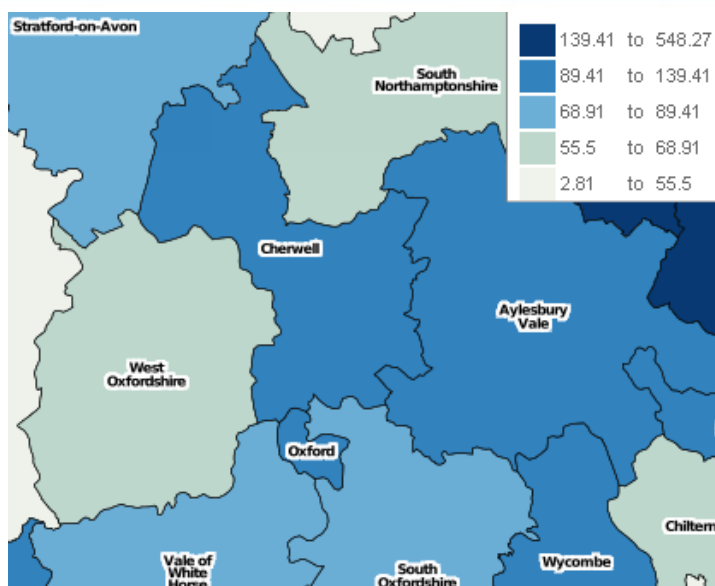
Economically-active workforce

The size of the local workforce is a key factor in business location decisions and here we provide an estimate of the economically-active workforce within a Local Authority area (i.e. the number of residents aged 16-59/64 (females/males) in employment), converted into a score.

Cherwell is ranked 122 out of 325 Local Authority areas on size of economically-active workforce, placing it in the top 40% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas in terms of the size of their economically-active workforce. The areas with very dark shading score highly and those with very light shading score poorly.

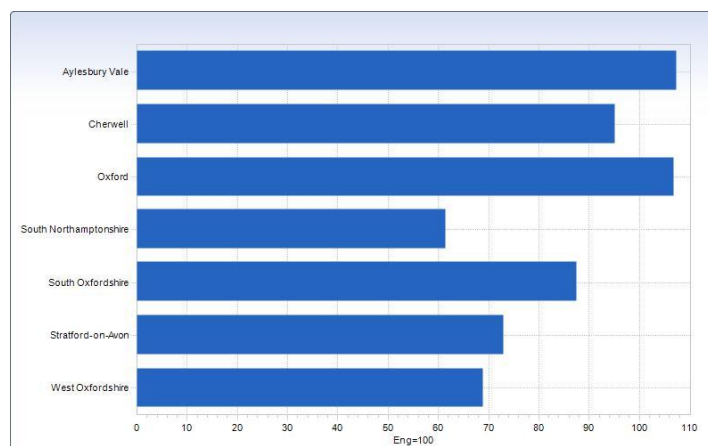
With a score of 95.14, Cherwell is in the top 40% of Local Authority areas nationally.



Source: Annual Population Survey

The bar chart shows the size of the economically-active workforce for Cherwell and its neighbouring Local Authority areas.

The chart shows that Aylesbury Vale has the largest economically-active workforce of the comparator areas, with a score of 107.34. Oxford is a very close second, with Cherwell coming third. South Northamptonshire has the smallest.



Source: Annual Population Survey

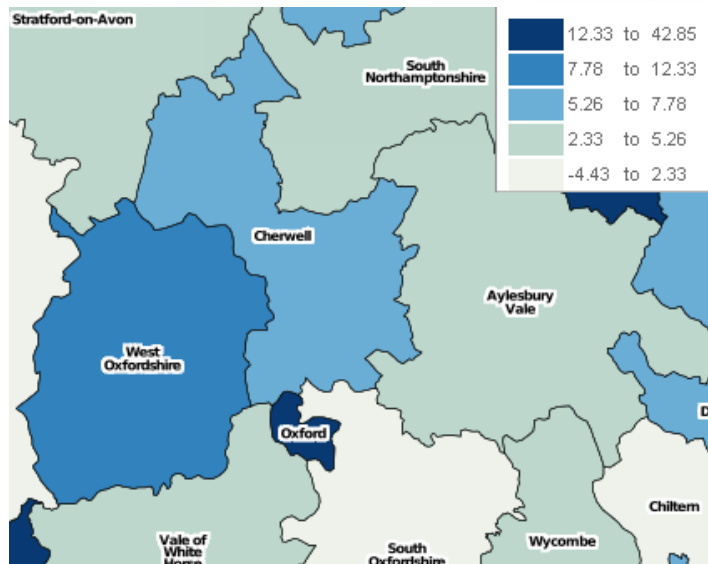
Growth in workforce

As an indicator of growth and dynamism within the local workforce, we have looked at the rate of change in the working age population, over the period 2001-2011, for each of England's Local Authority areas. While this provides an indication of recent trends, it also provides a guide to potential future growth. Dynamism and growth within the local workforce is an important consideration for inward investors.

Cherwell is ranked 162 out of 325 Local Authority areas for growth in workforce, placing it in the middle 20% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas in terms of change in workforce. The areas with very dark shading score highly and those with very light shading score poorly.

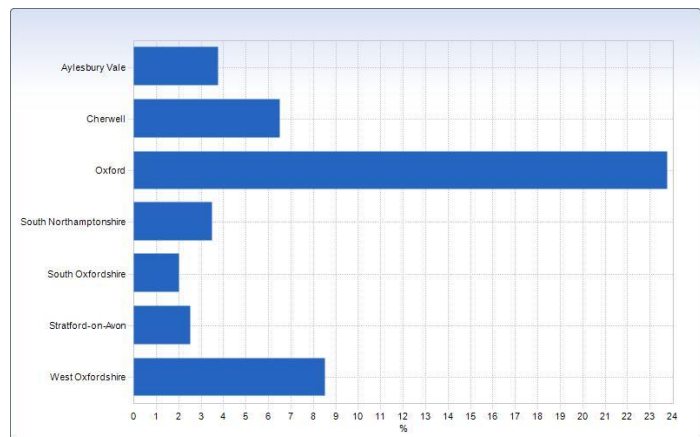
With a growth of 6.5%, Cherwell is in the middle 20% of Local Authority areas nationally.



Source: Census 2001 & 2011

The bar chart shows the rate of change in workforce, for Cherwell and its neighbouring Local Authority areas.

The chart shows that Oxford experienced by far the highest rate of growth here (23.76%). All other Local Authority record growth rates below the national figure (which is 8.81%). South Oxfordshire saw the smallest growth, at 2.01%.



Source: Census 2001 & 2011

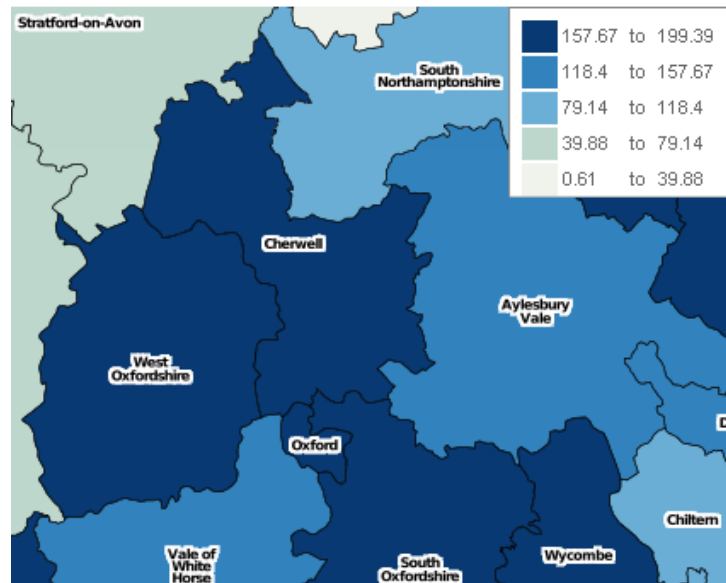
Summary Score: Human Resources

Our overall score for human resources brings together the individual scores for skills and qualifications, knowledge workers, labour market, scale of the economically-active workforce and growth in the workforce. The summary score was created by adding together each of these measures and indexing to the national average.

Cherwell is ranked 18 out of 325 Local Authority areas on our overall human resources score, placing it in the top 20% of Local Authority areas nationally.

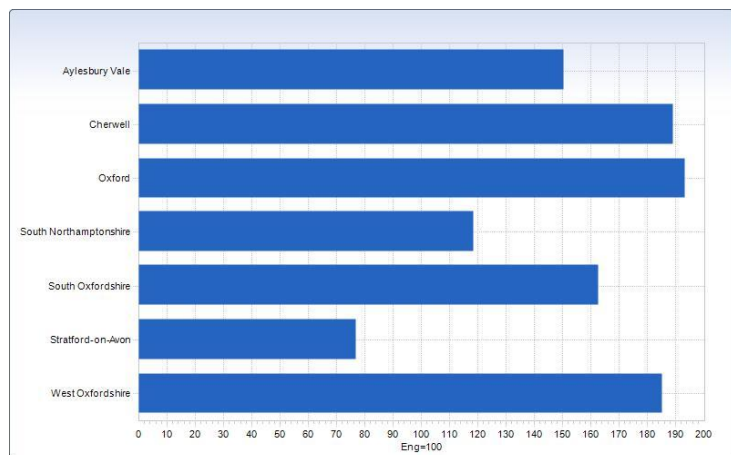
The map shows the performance of Cherwell and neighbouring local authority areas on our overall human resources score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 188.96, Cherwell is in the top 20% of Local Authority areas nationally.



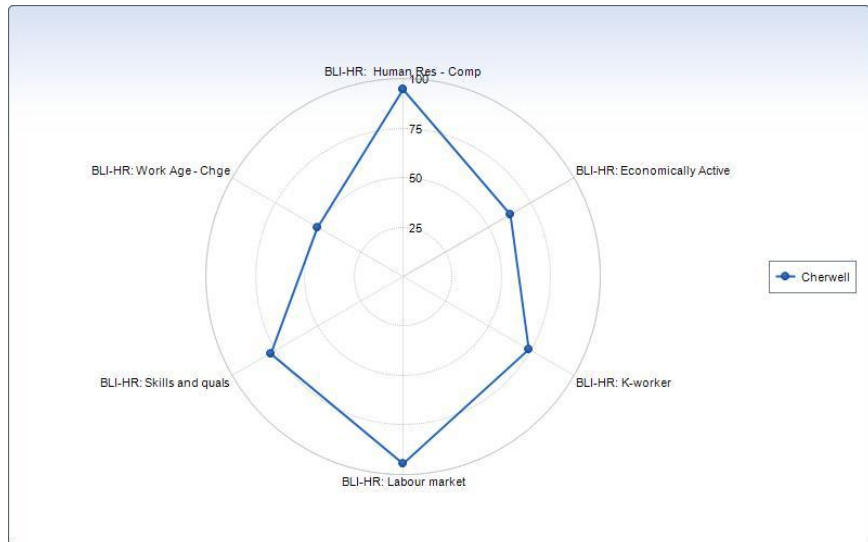
The bar chart shows the human resources score for Cherwell and its neighbouring Local Authority areas.

The chart shows that Oxford and Cherwell record similar high scores (193.25 and 188.96 respectively). West Oxfordshire also performs well, with Stratford-upon-Avon the only district to score below the national figure.



Human Resources Profile

The spider chart is a way of showing how Cherwell rates against the national median, on each of the constituent human resources measures. Data for every Local Authority area 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.



Human Resources indicators

Area Name	BLI-HR: Skills and quals (2011)	BLI-HR: K-worker (2012)	BLI-HR: Labour market (2012)	BLI-HR: Economically Active (2012)	BLI-HR: Work Age - Chge (2001-2011)	BLI-HR: Human Res - Comp (2012)
Aylesbury Vale	112.49	111.47	103.27	107.34	3.74	150.31
Cherwell	105.32	112.44	114.63	95.14	6.5	188.96
Oxford	109.8	150.71	102.84	106.73	23.76	193.25
South Northamptonshire	103.23	95.84	114.2	61.35	3.48	118.4
South Oxfordshire	112.34	123.56	115.34	87.45	2.01	162.58
Stratford-on-Avon	97.43	98.85	103.69	72.94	2.53	76.69
West Oxfordshire	105.46	116.62	117.47	68.79	8.53	185.28

Human Resources summary

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

- Cherwell's skills and qualifications score is high, with the area ranking in the top 40% of Local Authority areas nationally, with a score of 105.32.
- Cherwell's knowledge workers score is high, with the area ranking in the top 40% of Local Authority areas nationally, with a score of 112.44.
- Cherwell's labour market score is very high, with the area ranking in the top 20% of Local Authority areas nationally, with a score of 114.63.
- Cherwell's economically-active workforce is large, with the area ranking in the top 40% of Local Authority areas nationally, with a score of 95.14.
- The rate of growth in the workforce in Cherwell over the period 2001-2011 was average (6.5%), with the area ranking in the middle 20% of Local Authority areas nationally.

Human Resources scorecard

The human resources scorecard below shows how Cherwell ranks against all English Local Authority areas on the individual measures. The table also shows the quintile score where the Local Authority area falls on each of the measures ('A' represents the strongest performance, ranging to 'E' representing the weakest).

	England ranking	England score
Skills and qualifications	72	B
Knowledge workers	85	B
Labour market	13	A
Economically-active workforce	122	B
Growth in workforce	162	C
Human resources score	18	A

4 Environment and Infrastructure

The characteristics of an area's environment and infrastructure are the third key consideration for inward investors and businesses considering location. In this chapter we have examined Local Authority areas on the following five aspects of an area's environment and infrastructure.

Connectivity: assessing the quality of transport infrastructure, in terms of access to inter-city rail, motorways and ports/airports.

Cost base: assessing the relative costs of operating within an area, based on average house prices and business rates.

Quality of life: assessing the quality of life of an area, based on health, crime, school performance, access to local amenities, and access to an attractive natural environment

Commercial floorspace: an estimate of the total amount of commercial and industrial floorspace within an area.

Growth in commercial floorspace: percentage change in the stock of commercial and industrial floorspace, over the period 1998-2008

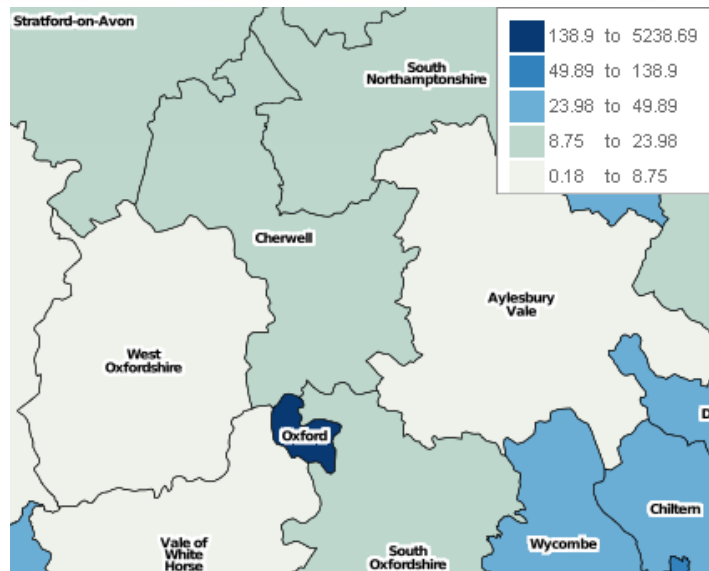
Connectivity

Accessibility and connectivity have a major influence on an area's ability to attract business and investment. Our connectivity indicator uses a composite of measures: a 'Local Hub' Index (the concentration of transport hubs such as motorway junctions, airports, ports and mainline railway stations), a 'Contiguity Index' (a score based on an area's proximity to transport hubs in neighbouring places).

Cherwell is ranked 210 out of 325 Local Authority areas on our connectivity score, placing it in the bottom 40% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas on our connectivity score. The areas with very dark shading score highly and those with very light shading score poorly.

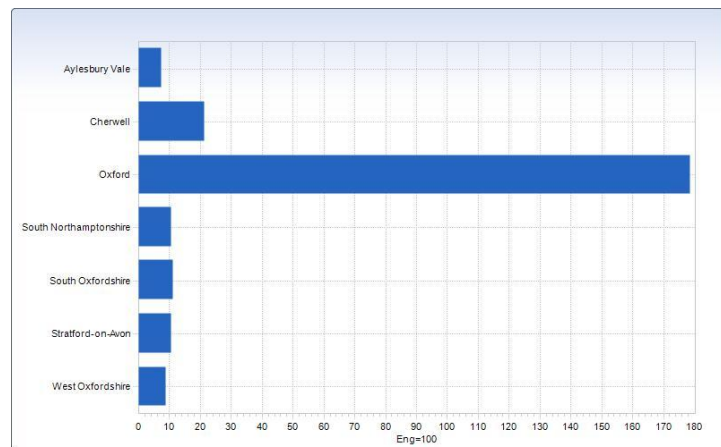
With a score of 21.22, Cherwell is in the bottom 40% of Local Authority areas nationally.



Source: AA; Local Futures

The bar chart shows the connectivity score for Cherwell and its neighbouring Local Authority areas.

The chart shows that Oxford is by far the best connected district in this area, with a score of 178.59. All other areas record scores below the national figure.



Source: AA; Local Futures

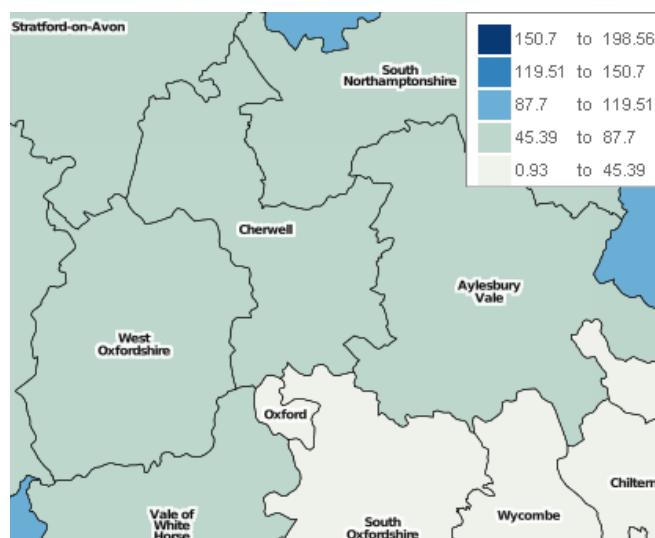
Cost base

This indicator groups together average annual house prices and business rateable value (per sq. metre), to create a proxy score for operating costs within an area. A lower cost base is attractive to many investors, for the positive impact it has on profit margins. Therefore, this score is inverted, to ensure those areas with lower costs have a higher ranking.

Cherwell is ranked 231 out of 325 Local Authority areas on cost base measure, placing it in the bottom 40% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas on our cost base measure. The areas with very dark shading score well and those with very light shading score poorly.

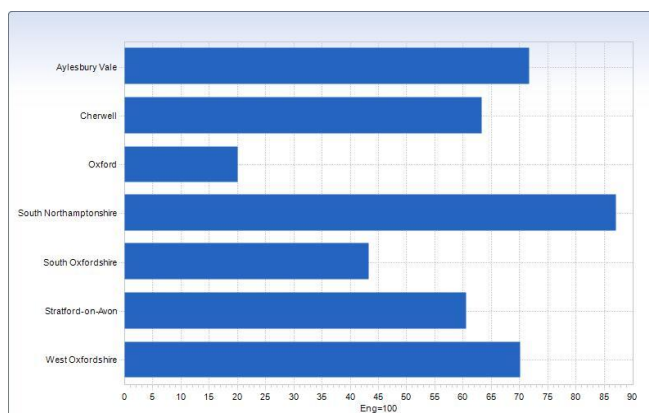
With a score of 63.31, Cherwell is in the bottom 40% of Local Authority areas nationally.



Source: Property prices, Land Registry; Commercial and Industrial Floorspace and Rateable Value Statistics.

The bar chart shows the cost base figure for Cherwell and its neighbouring Local Authority areas. The national median is 100.

The chart shows that South Northamptonshire is the most affordable of the comparator areas, with a score 87.08, although all districts record scores below the national figure. Oxford is the least affordable.



Source: Property prices, Land Registry; Commercial and Industrial Floorspace and Rateable Value Statistics.

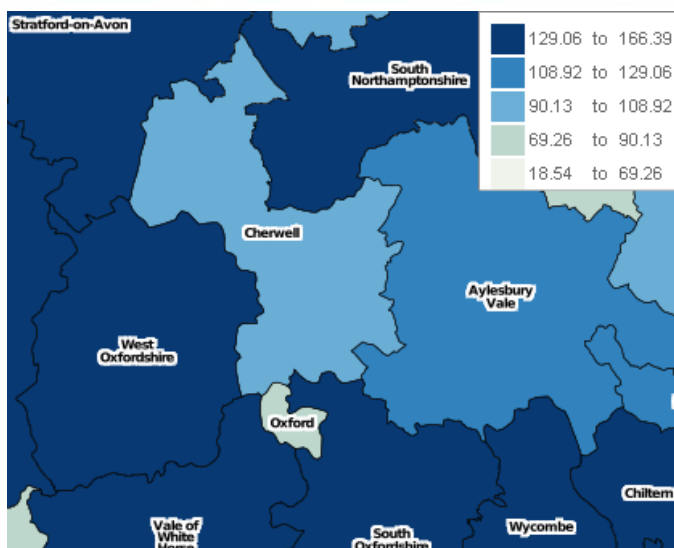
Quality of life

Quality of life can be an important factor in attracting and retaining key staff. Our quality of life score is a composite of measures, including low levels of crime; high levels of good health; the quality of local schools; access to amenities; and access to an attractive natural environment.

Cherwell is ranked 146 out of 325 Local Authority areas on our quality of life score, placing it in the middle 20% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas on our quality of life score. The areas with very dark shading score highly and those with very light shading score poorly.

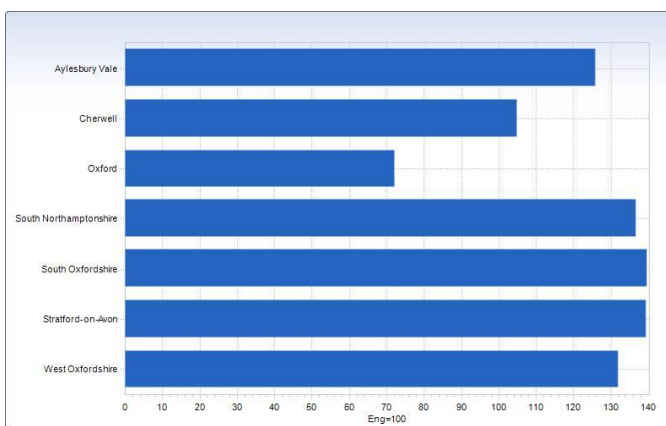
With a score of 104.87, Cherwell is in the middle 20% of Local Authority areas nationally.



Source: Life expectancy at birth (years); 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; Natural England; Generalised Land Use Database; Indices of Deprivation; Met office average weather Cherwells; GCSE/GNVQ Results For Young People by Gender in England.

The bar chart shows the quality of life score for Cherwell and its neighbouring Local Authority areas.

The chart shows that Stratford-upon-Avon and South Oxfordshire record the highest quality of life scores, although South Northamptonshire and West Oxfordshire are not far behind. Oxford performs least well on this measure.



Source: As above

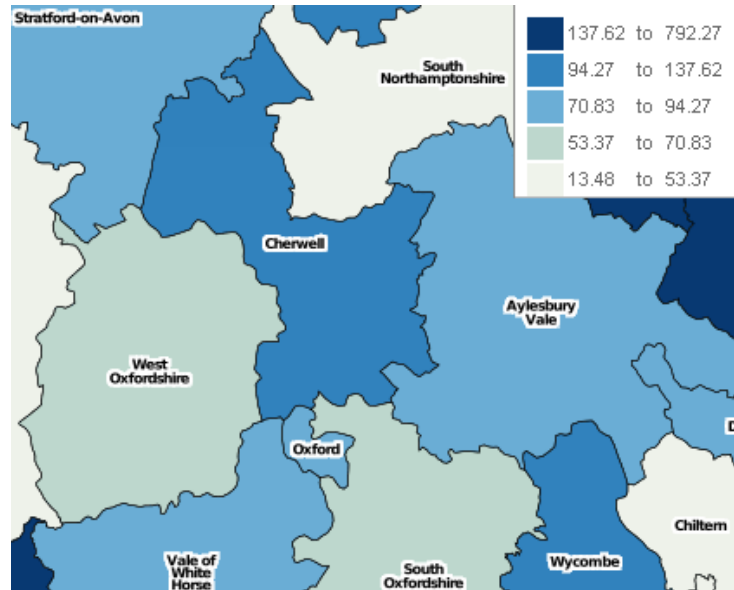
Commercial floorspace

The amount of floorspace within an area is an indicator of the infrastructure and range of property that could be available to an inward investor. This indicator provides an estimate of the total amount of commercial and industrial floorspace within in each of England’s Local Authority areas, converted into a score. The findings also help in highlighting the level of business activity within a locality.

Cherwell is ranked 94 out of 325 Local Authority areas on total amount of commercial and industrial floorspace, placing it in the top 40% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas, in terms of the stock of commercial and industrial floorspace. The areas with very dark shading score highly and those with very light shading score poorly.

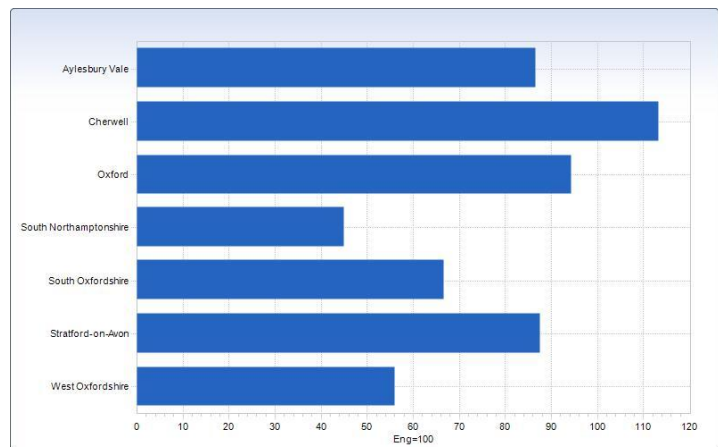
With a score of 113.24, Cherwell is in the top 40% of Local Authority areas nationally.



Source: Commercial and Industrial Floorspace and Rateable Value Statistic

The bar chart shows the commercial and industrial floorspace scores for Cherwell and its neighbouring Local Authority areas.

The chart shows that Cherwell has the largest amount of floorspace, with a score of 113.94. All other comparator areas score below the national figure, with South Northamptonshire having the smallest amount of floorspace.



Source: Commercial and Industrial Floorspace and Rateable Value Statistics

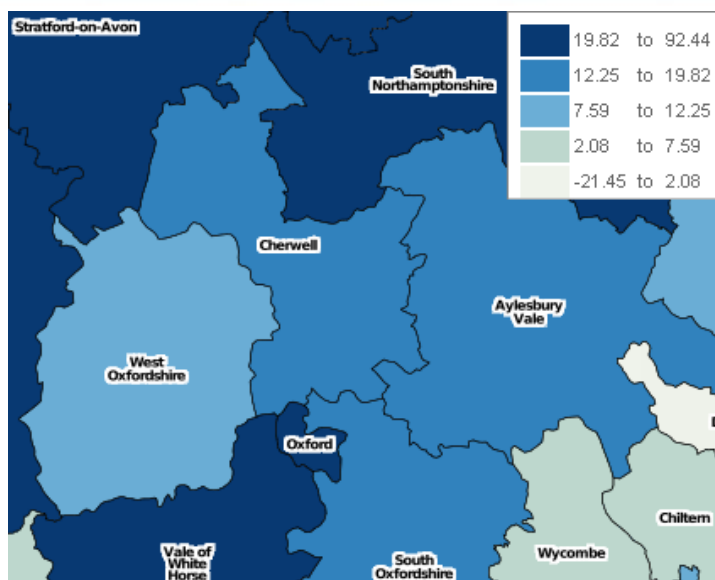
Growth in commercial and industrial floorspace

Growth in the stock of commercial and industrial floorspace is a useful guide to levels of business activity and the potential of an area to attract new businesses. Here, we have assessed the rate of growth in the stock of commercial and industrial floorspace between 1998-2008.

Cherwell is ranked 73 out of 325 Local Authority areas for growth in commercial and industrial floorspace, placing it in the top 40% of Local Authority areas in England.

The map shows the performance of Cherwell and neighbouring local authority areas, in terms of change in commercial and industrial floorspace. The areas with very dark shading have experienced high growth and those with very light shading low growth.

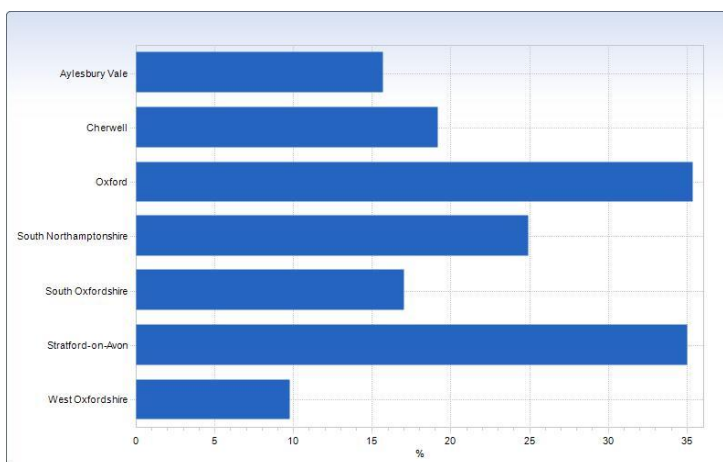
With a growth of 19.16%, Cherwell is in the top 40% of Local Authority areas nationally.



Source: Commercial and Industrial Floorspace and Rateable Value Statistics

The bar chart shows the rate of change in commercial and industrial floorspace for Cherwell and its neighbouring Local Authority areas. The national figure is 9.5%

The chart shows that Oxford and Stratford upon Avon experienced the greatest growth over the period (35.38% and 34.99% respectively). West Oxfordshire saw the lowest, at 9.95%. These compare with a national figure of 17.51%.



Source: Commercial and Industrial Floorspace and Rateable Value Statistics

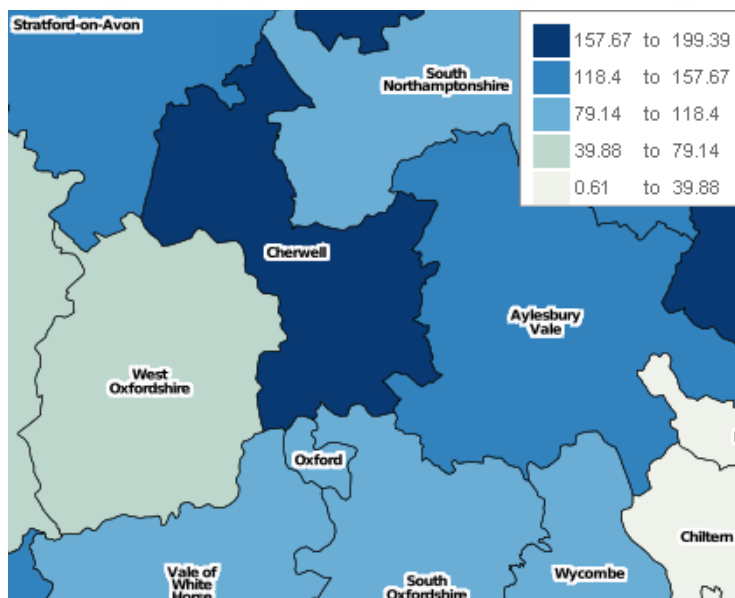
Summary Score: Environment and Infrastructure

Our overall score for environment and infrastructure brings together the scores for commercial floorspace; connectivity; cost base; quality of life; and growth in commercial and industrial floorspace. The summary score was created by adding together all of these measures and indexing to the national average.

Cherwell is ranked 59 out of 325 Local Authority areas on our overall environment & infrastructure score, placing it in the top 20% of Local Authority areas nationally.

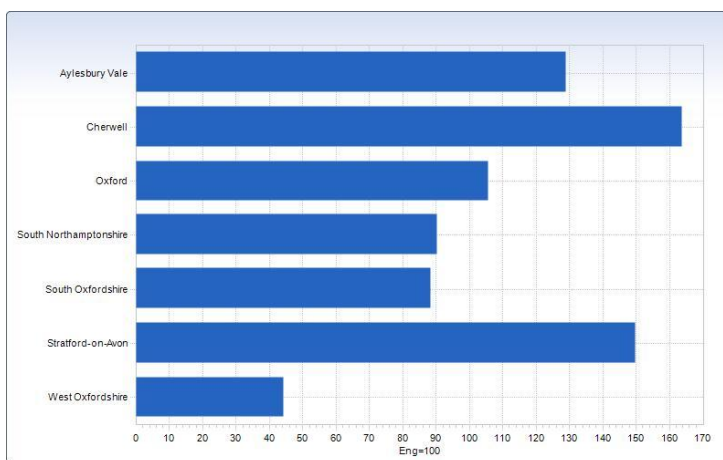
The map shows the performance of Cherwell and neighbouring local authority areas on our overall environment and infrastructure score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 163.8, Cherwell is in the top 20% of Local Authority areas in England.



The bar chart shows the overall environment and infrastructure score for Cherwell and its neighbouring Local Authority areas.

The chart shows that, of the comparator areas, Cherwell performs best for environment & infrastructure, with a score of 163.8. Stratford comes second (149.69), with West Oxfordshire (44.17) recording the lowest score.



Environment and Infrastructure Profile

The spider chart is a way of showing how Cherwell rates against the national median, on each of the constituent environment and infrastructure measures. Data for every Local Authority area 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.



Environment and Infrastructure Indicators

Area Name	BLI-EI: Connectivity Score ()	BLI-EI: Operating Costs (2012)	BLI-EI: Quality of Life (2010)	BLI-EI: Com & Ind flrsp (2008)	BLI-EI: Com & Ind flrsp - Chge (1999-2008)	BLI-EI: Env & Infra - Comp (2012)
Aylesbury Vale	7.32	71.64	125.87	86.52	15.67	128.83
Cherwell	21.22	63.31	104.87	113.24	19.16	163.8
Oxford	178.59	20.07	71.96	94.27	35.38	105.52
South Northamptonshire	10.42	87.08	136.67	44.87	24.91	90.18
South Oxfordshire	11.05	43.23	139.5	66.67	17.04	88.34
Stratford-on-Avon	10.59	60.53	139.25	87.53	34.99	149.69
West Oxfordshire	8.75	70.1	131.76	55.89	9.78	44.17

Environment and Infrastructure Summary

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

- Levels of connectivity in Cherwell are low, with the area ranking in the bottom 40% of Local Authority areas nationally, with a score of 21.22.
- The cost base figure for Cherwell is low, with the area ranking in the 40% least affordable Local Authority areas nationally, with a score of 63.31.
- The quality of life score in Cherwell is average, with the area ranking in the middle 20% of Local Authority areas nationally, with a score of 104.87.
- The total stock of commercial and industrial floorspace in Cherwell is high, with the area ranking in the top 40% of Local Authority areas nationally, with a score of 113.24.
- The rate of growth in the stock of commercial and industrial floorspace in Cherwell over the period 1998-2011 was high (19.16%), with the area ranking in the top 40% of Local Authority areas nationally.

Environment and Infrastructure Scorecard

The environment and infrastructure scorecard below shows how Cherwell ranks against all English Local Authority areas on the individual measures. The table also shows the quintile score where the Local Authority area falls on each of the measures ('A' represents the strongest performance, ranging to 'E' representing the weakest).

	England ranking	England score
Connectivity	210	D
Cost base	231	D
Quality of life	146	C
Commercial floorspace	94	B
Growth in commercial and industrial floorspace	73	B
Environment and infrastructure score	59	A

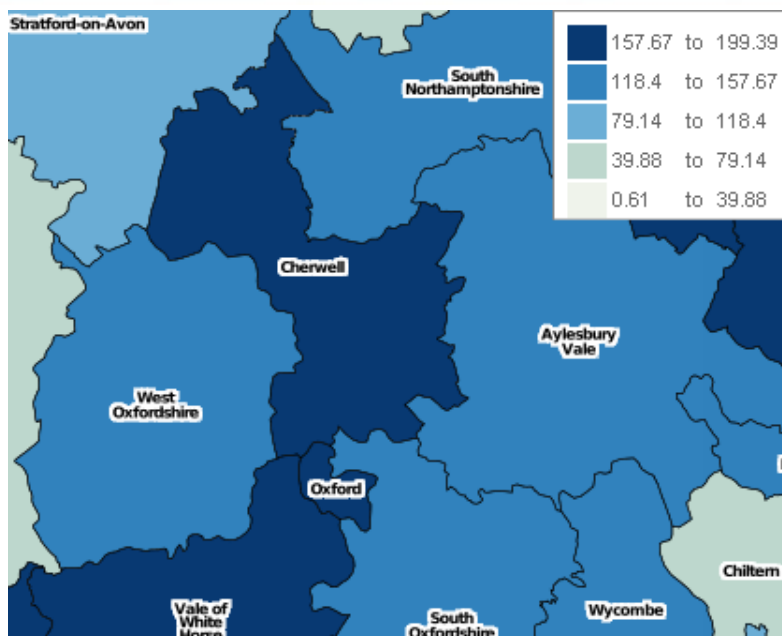
5 Business Location Index

In this final section we bring together the scores for all of the 15 indicators, to create an overall Business Location Index (with each of the measures given equal weighting).

Cherwell is ranked 11 out of 325 Local Authority areas on our overall Business Location Index, placing it in the top 20% of Local Authority areas nationally.

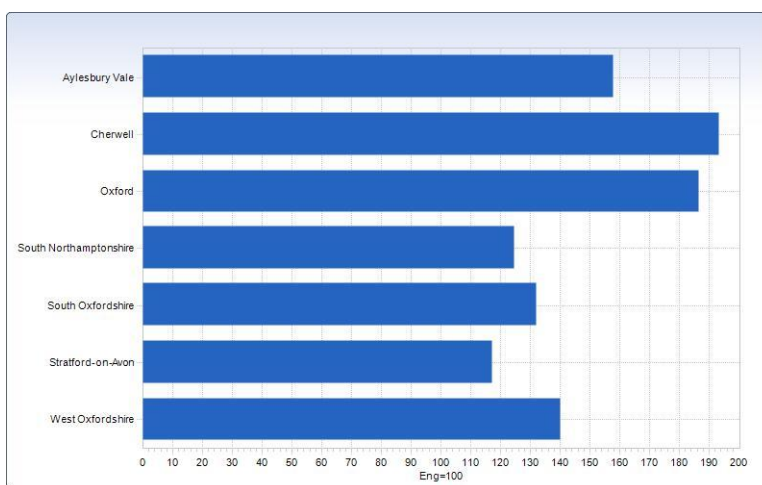
The map shows the performance of Cherwell and neighbouring local authority areas on our overall Business Location Index. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 193.25, Cherwell is in the top 20% of Local Authority areas nationally.



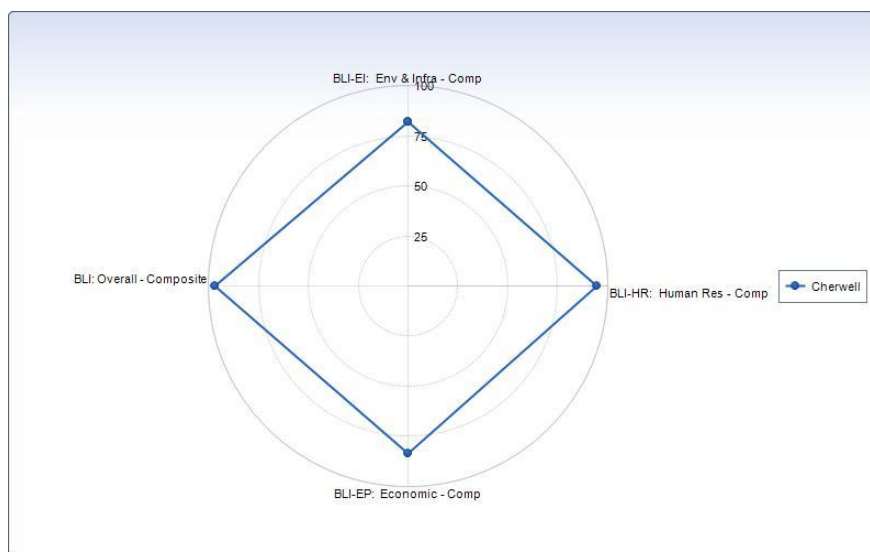
The bar chart shows the Business Location Index scores for Cherwell and its neighbouring Local Authority areas.

The chart shows that Cherwell has the highest BLI score of the comparator areas, at 193.25. All score above the national figure, although Stratford upon Avon performs least well, at 117.18.



Business Location Index Profile

The spider chart is a way of showing how Cherwell rates against the national median, on each of the Business Location Index measures. Data for every Local Authority area 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.



Business Location Index scores

Area Name	BLI-EP: Economic - Comp (2012)	BLI-HR: Human Res - Comp (2012)	BLI-EI: Env & Infra - Comp (2012)	BLI: Overall - Composite (2012)
Aylesbury Vale	139.88	150.31	128.83	157.67
Cherwell	167.48	188.96	163.8	193.25
Oxford	174.23	193.25	105.52	186.5
South Northamptonshire	119.63	118.4	90.18	124.54
South Oxfordshire	104.91	162.58	88.34	131.9
Stratford-on-Avon	117.18	76.69	149.69	117.18
West Oxfordshire	110.43	185.28	44.17	139.88

Business Location Index summary

Looking at the main summary scores from the table we find that:

- Cherwell's overall economic performance score is very high, with the area ranking in the top 20% of Local Authority areas nationally, with a score of 167.48.
- Cherwell's overall human resources score is very high, with the area ranking in the top 20% of Local Authority areas nationally, with a score of 188.96.
- Cherwell's overall environment and infrastructure score is very high, with the area ranking in the top 20% of Local Authority areas nationally, with a score of 163.8.

Business Location Index scorecard

The Business Location Index scorecard below shows how Cherwell ranks against all English Local Authority areas on the individual measures. The table also shows the quintile score where Cherwell falls on each of the measures ('A' represents the strongest performance, ranging to 'E' representing the weakest).

	England ranking	England score
Economic performance		
Productivity	105	B
Knowledge-driven businesses	145	C
Business and enterprise	54	A
Economic scale	108	B
Growth in business stock	101	B
Economic performance score	53	A
Human resources		
Skills and qualifications	72	B
Knowledge workers	85	B
Labour market	13	A
Economically-active workforce	122	B
Growth in workforce	162	C
Human resources score	18	A
Environment and infrastructure		
Connectivity	210	D
Cost base	231	D
Quality of life	146	C
Commercial and industrial floorspace	94	B
Growth in commercial and industrial floorspace	73	B
Environment and infrastructure score	59	A
Business Location Index score	11	A

Sources and definitions

Productivity score	Derived by combining 'gross value added' (GVA) per head with gross workplace earnings. Both these indicators are indexed to the national mean, before being summed and averaged, to provide a score. A higher score indicates an area where the economy is more productive. Source: Annual Survey of Hours and Earnings, 2011
Knowledge-driven businesses score	This workplace based figure provides an index of the proportion of all employed persons working in either knowledge-driven production or knowledge-driven services. The district figures are indexed to the national average. A higher score indicates that a higher proportion of employees are working in knowledge-driven industries. Source: Business Register and Employment Survey, 2011
Business and enterprise score	Takes into consideration an area's business density, business formation rate, business closure rate and growth in VAT registered business stock. The district figures are indexed to the national average. The higher the score, the more business/enterprise in an area. Source: Business Demography: Enterprise Births, Deaths and Survivals, UK Business Activity, Size and Location, 2011
Economic scale score	Combination of share of national total 'gross value added' (GVA) and share of national employment base. The figures are indexed to the national average. A higher score indicates greater economic scale in an area. Source: Business Register and Employment Survey, 2009
Growth in business stock score	Percentage change between 1998-2011, in the number of enterprises registered for VAT at the start of the year Source: UK Business Activity, Size and Location, 2011
Skills and qualifications score	This composite measure presents an index score of the qualifications of the resident workforce, relative to the GB average. The measure is based on each of the four NVQ levels, with greater weighting attached to the higher levels. Source: Annual Population Survey, 2011
Knowledge workers score	The proportion of the resident population working in professional, managerial and technical occupations - or 'knowledge workers'. Source: Business Register and Employment Survey, 2012
Labour market score	This residence based indicator is based on the proportion of people aged 16-59/64 (men/women) in employment, indexed to the national average. A higher score indicates more people in employment. Source: Annual Population Survey, 2012

Economically active workforce score	This indicator provides an estimate of the number of residents aged 16-59/64 (females/males) in employment and ILO unemployment. Source: Annual Population Survey, 2012
Growth in workforce score	Percentage change in the number of people of working age (16-64 for males; 16-59 for females) between 2001 and 2011. A higher score indicates a higher rate of growth. Source: Census, 2011
Connectivity score	based on proximity to and presence of airports; number of railway stations ; ports and motorway junctions. The resulting figure provides an indication of the areas connectivity, with figures over 100 indicating a higher than average level of connectivity. Source: AA; Local Futures, 2011
Cost base score	Combination of average annual house price and business rateable value per sq. metre. The two are indexed to the national average. A higher score indicates a lower cost base. Source: Property prices, Land Registry; Commercial and Industrial Floorspace and Rateable Value Statistics, 2012
Quality of life score	Combination of health score, crime score (inverted), local amenities score, natural environment score and GCSE score. These scores are indexed to the national average. A higher score indicates a better quality of life. Source: Life expectancy at birth (years); 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; Natural England; Generalised Land Use Database; Indices of Deprivation; Met office average weather readings; GCSE/GNVQ Results For Young People by Gender in England, 2010
Commercial floorspace score	The total commercial and industrial floorspace in 000 square metres. Source: Commercial and Industrial Floorspace and Rateable Value Statistics, 2008
Growth in commercial floorspace score	Percentage change in the stock of commercial and industrial floorspace, between 1998-2008. Source: Commercial and Industrial Floorspace and Rateable Value Statistics, 2008

Ordering further Place Profiles

Place Profiles are available at a range of spatial levels including Sub-Region, District, Ward and Lower Layer Super Output Area. The reports are produced using the latest information, with Summary Place Profiles providing a high level overview of local conditions. More detailed profiles are also available on the following topics:

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

Cross-cutting topics

Output Area Classification

Please call us on 020 7440 7360 or email placeprofiles@localfutures.com to discuss your requirements or to request a quotation.

Want to know more?

Please visit our website (www.localfutures.com) for further information 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, 2012. 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: 696 8871 49.

Registered office: 43 Eagle Street, London WC1R 4AT.

Phone: 020 7440 7360 Fax: 020 7440 7370