

# A Picture of Bracknell Forest

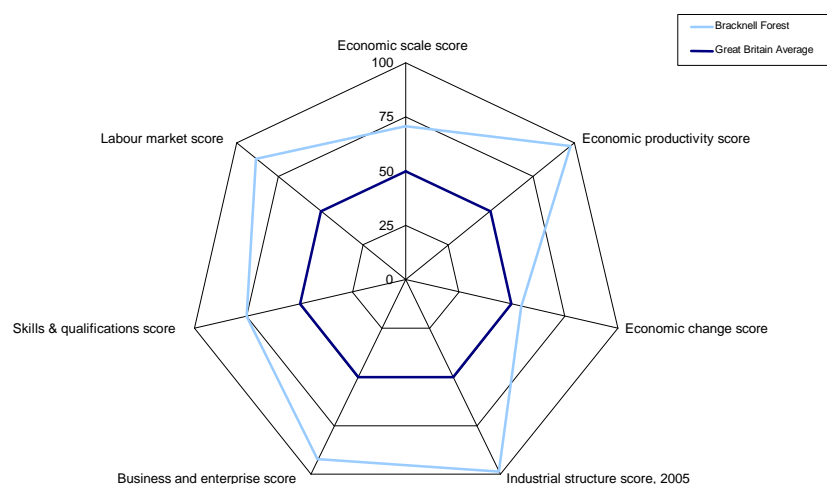
A summary of the presentation and feedback from the 'Future Drivers of Change' workshop held on 10<sup>th</sup> September 2007

# State of Bracknell Forest

<b>Economy</b>	<b>A</b>	<b>Society</b>	<b>B</b>	<b>Environment</b>	<b>C</b>
Economic performance	<b>B</b>	Occupational Profile	<b>A</b>	Land & property	<b>B</b>
Industrial structure	<b>A</b>	Prosperity	<b>A</b>	Housing affordability	<b>C</b>
Businesses	<b>A</b>	Deprivation	<b>A</b>	Transport & comms	<b>B</b>
Skills & qualifications	<b>B</b>	Health	<b>B</b>	Services & amenities	<b>B/ A</b>
Labour market	<b>A</b>	Crime	<b>C</b>	Natural environment	<b>C</b>

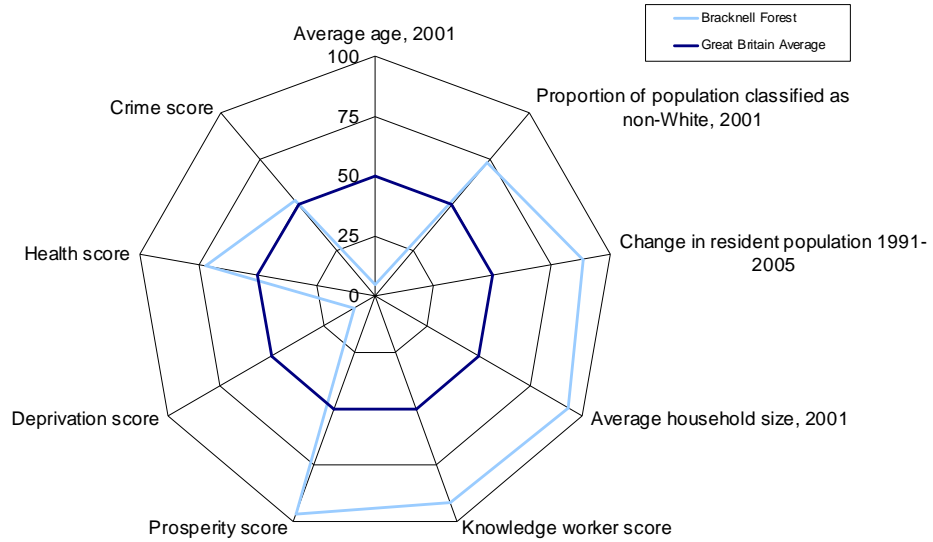
The grade represents the quintile (20% band) into which the district falls on each of the measures. An 'A' represents the strongest performance (top 20% nationally) and an 'E' represents the weakest (bottom 20%)

## Economy Composite Indicators



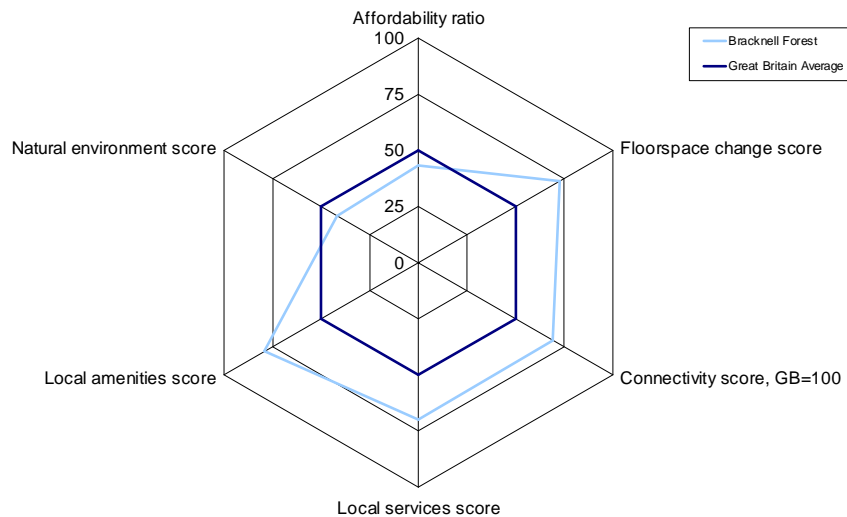
The chart displays the national ranking of the district, converted to a percentile score (i.e. the top ranking district scores 100% and the bottom ranking 0%)

# Society Composite Indicators



The chart displays the national ranking of the district, converted to a percentile score (i.e. the top ranking district scores 100% and the bottom ranking 0%)

# Environment Composite Indicators



The chart displays the national ranking of the district, converted to a percentile score (i.e. the top ranking district scores 100% and the bottom ranking 0%)

## **Strengths**

*Economic performance:* multinationals; HQs; strong/vibrant economy; resilience; high wage economy; enterprising

*Industrial structure:* knowledge based businesses; high tech

*Skills and qualifications:* high skills levels; knowledge workers; well educated

*Labour market:* high employment; job opportunities; mobile workforce; low unemployment

*Demographics:* young population; diverse population

*Deprivation:* low levels of deprivation; cohesive communities; relative social stability

*Health:* healthy communities; good health services

*Crime:* low crime rates; little violent crime

*Housing:* high quality housing; availability of housing

*Transport:* good road and rail links; proximity to London; airports; accessible

*Services:* good public services; good schools; wide choice of services

*Amenities:* good standard of local amenities; parks & recreation; social amenities

*Environment:* green surroundings; good environment; open spaces; 'rolling' countryside; New Town heritage

*Other:* forward thinking Council; 'can do' attitude; good quality of life for most residents

## **Weaknesses**

*Economic performance:* resilience of economy; threats of globalisation; dependence on foreign owned companies; lack of engagement of foreign owned companies

*Skills and qualifications:* skills shortages, especially for lower skilled; inequality of educational attainment

*Demographics:* increasing diversity; ability to retain local population

*Deprivation:* pockets of deprivation; large gap between haves and have nots; growing inequality; minority groups socially excluded

*Health:* lack of day care facilities; health inequalities; poor access to acute health provision; no local hospital

*Crime:* high fear of crime; crime and young people

*Housing:* lack of affordable housing; increasing house prices; lack of rent & buy properties for young people

*Property:* high business operating costs

*Transport:* poor public transport; car culture; traffic congestion; poor local transport links

*Amenities:* poor retail offer; lack of (affordable) activities for young people; ageing public buildings; limited arts and culture offer

*Environment:* New Town legacy; lack of distinctive identity; poor image; unattractive Town centre; high ecological footprint; sustainability

## **Key future drivers of change for Bracknell Forest**

*Globalisation:* more international businesses; globalisation of markets

*Labour market:* increasing importance of education and training; skills shortages; immigrant workforce

*Science and technology:* impact of information and communications technology

*Demographics:* ageing population; increasing dependency ratios; population growth

*Social cohesion:* increasing social inequalities; social cohesion; managing diversity

*Values and attitudes:* meeting increasing consumer expectations for leisure and services; addressing fall in trust and confidence in public institutions

*Environment:* climate change; global warming; environmental sustainability

## Opportunities

*Globalisation:* more foreign investment; new jobs in technology and services; SMART growth; encouraging high tech industries; nurturing SMEs

*Labour market:* utilising cheaper foreign workforce; improving educational performance; encouraging life-long learning; developing specialist colleges of education; harnessing the older and more flexible workforce

*Science & technology:* staying ahead on IT/telecoms; greater access to information; access to broadband; on-line population; more remote working; using technology to deliver public services

*Deprivation and social cohesion:* increased diversity and migration; engaging more with local communities; connect wealth creation more closely with community cohesion; encouraging more volunteering and community involvement

*Leisure and tourism:* increasing consumer choice; improve leisure facilities; focus on work/life balance

*Environment:* improve transport links; regenerate the town centre; create a distinctive identity; provide affordable and rented housing

## Threats

*Globalisation:* loss of foreign investment; increased competition; lower production costs in China/India; decline in earnings/prosperity

*Industrial structure:* loss of skilled knowledge jobs to other countries; service industries relocate to lower cost countries; loss of intellectual capital

*Labour market:* increasing flexibility/mobility; less job security; higher unemployment; competition for skills; skills shortages

*Science & technology:* technology replacing basic skills; unable respond to speed of change

*Demographics:* greater financial insecurity for senior citizens; aging population (and costs); accommodating population growth; adapting to a longer working life

*Inequality & social cohesion:* greater social, financial and employment inequality; increased social polarisation; disaffected communities; fragmentation of families; widening income gap; weaker social responsibility

*Environment:* inability to accommodate younger workers; unaffordable housing; congestion; poor transport infrastructure; impact of global warming; climate change; loss of green space

# Policy challenges

## Economy

- Sustaining economic success; respond to globalisation; remaining economically competitive
- Linking local economy to regional and national economy
- Identifying a niche knowledge economy offer
- Providing education and training for the knowledge economy
- Encouraging and developing a culture of enterprise
- Finding employment for the less qualified workforce

## Society

- Providing services/responding to the needs of an ageing population
- Targeting areas of deprivation
- Improving community cohesion
- Addressing social/spatial inequality
- Providing care for the elderly and long term sick
- Providing a safe and stable environment

## Environment

- Increasing the supply of affordable and rented housing
- Reducing car use and congestion
- Improving transport links and connectivity
- Providing youth centred services/amenities
- Managing the effects of global warming
- Changing to a low carbon economy
- Preserving green spaces and exploiting environmental strengths
- Environmental sustainability