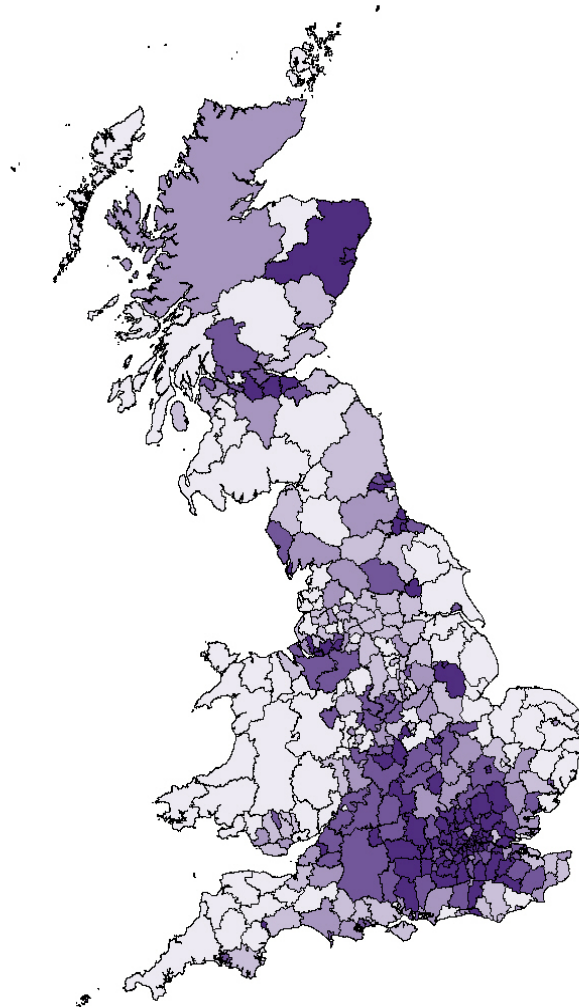




## Place Profiles

# Bracknell Forest, Berkshire

**Economic Indicators April 2014**





## Contents

1	Introduction.....	2
2	Monthly/Quarterly Trend Data .....	3
3	Business Location Index, Key Outputs .....	11
4	Labour Market Profile .....	13
5	Business & Enterprise Profile .....	19
6	Economic Performance Profile .....	26

## 1 Introduction

This report provides an economic overview of Bracknell Forest, analysing recent trends and assessing the performance of the economy on a range of key measures. The findings are presented in five sections:

Section Two: looks at labour market trend data providing quarterly/monthly change over a single year.

Section Three: provides an assessment of Bracknell Forest's attractiveness to inward investors and businesses considering location.

Section Four: includes an in-depth analysis of the labour market, looking at employment rates, unemployment rates and other labour market indicators.

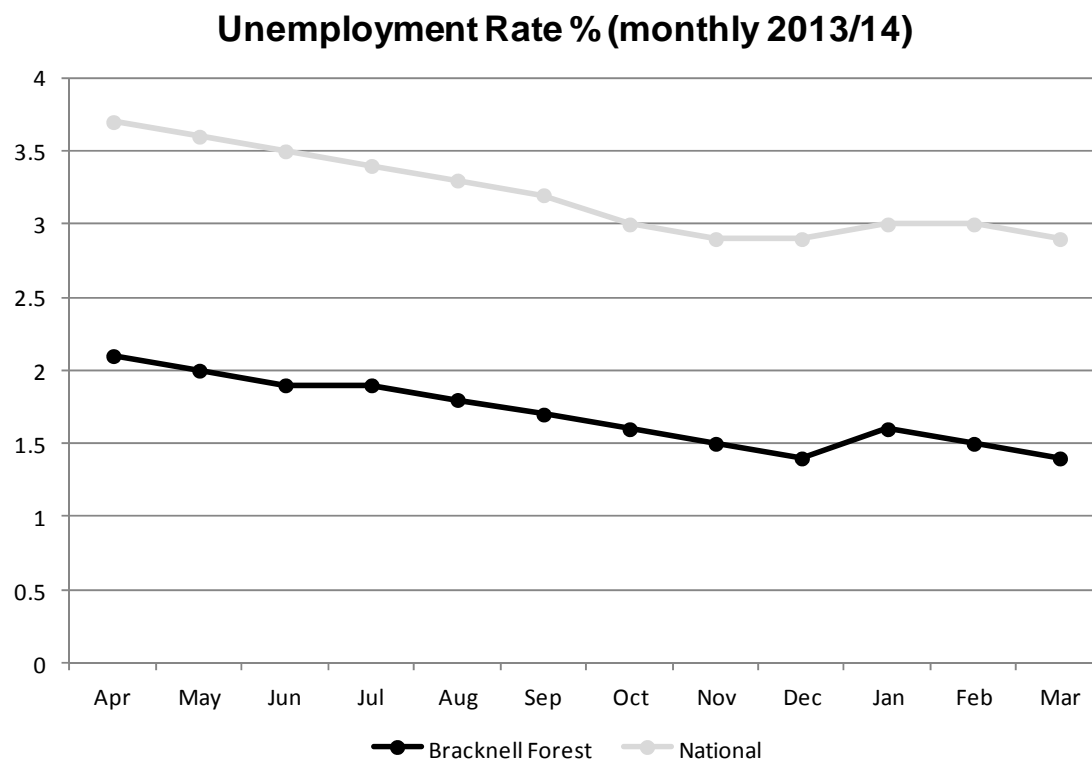
Section Five: provides a business and enterprise profile of Bracknell Forest, looking at business formation rates, survival rates and other measures.

Section Six: comprises an analysis of overall economic performance, looking at measures of scale, growth and productivity.

Throughout the report Bracknell Forest performance is compared with that of the other Berkshire districts, and also with Berkshire, South East and national averages.



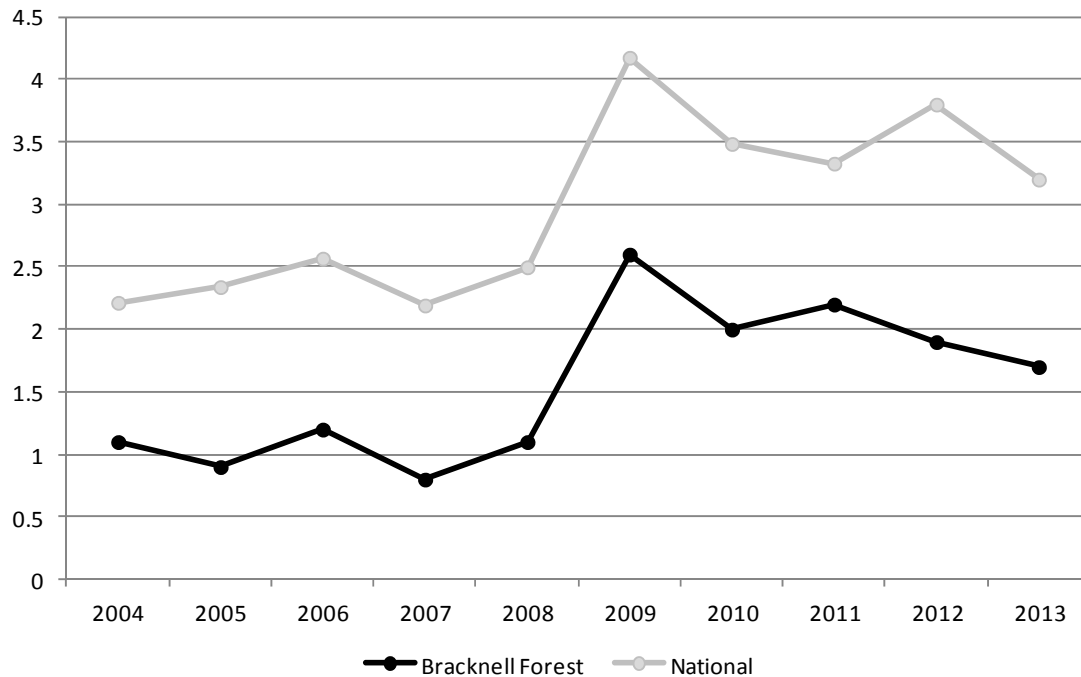
## 2 Monthly/Quarterly trend data



Area	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Bracknell Forest	2.1	2	1.9	1.9	1.8	1.7	1.6	1.5	1.4	1.6	1.5	1.4
West Berkshire	1.7	1.6	1.5	1.4	1.4	1.3	1.2	1.1	1	1.1	1.1	1
Reading	3.2	3.1	2.8	2.7	2.6	2.4	2.3	2.2	2.2	2.2	2.3	2.2
Slough	3.5	3.5	3.3	3.3	3.2	3.1	3	2.9	2.9	2.9	2.9	2.8
Windsor and Maidenhead	1.9	1.8	1.7	1.7	1.6	1.5	1.4	1.4	1.3	1.3	1.3	1.2
Wokingham	1.3	1.2	1.2	1.1	1.1	1.1	0.9	0.9	0.9	0.9	0.9	0.9
Berkshire	2.39	2.3	2.17	2.11	2.03	1.94	1.83	1.75	1.6	1.7	1.7	1.6
South East	2.4	2.3	2.2	2.1	2.1	2	1.9	1.8	1.8	1.8	1.9	1.8
National	3.7	3.6	3.5	3.4	3.3	3.2	3	2.9	2.9	3	3	2.9

Source: Claimant Count

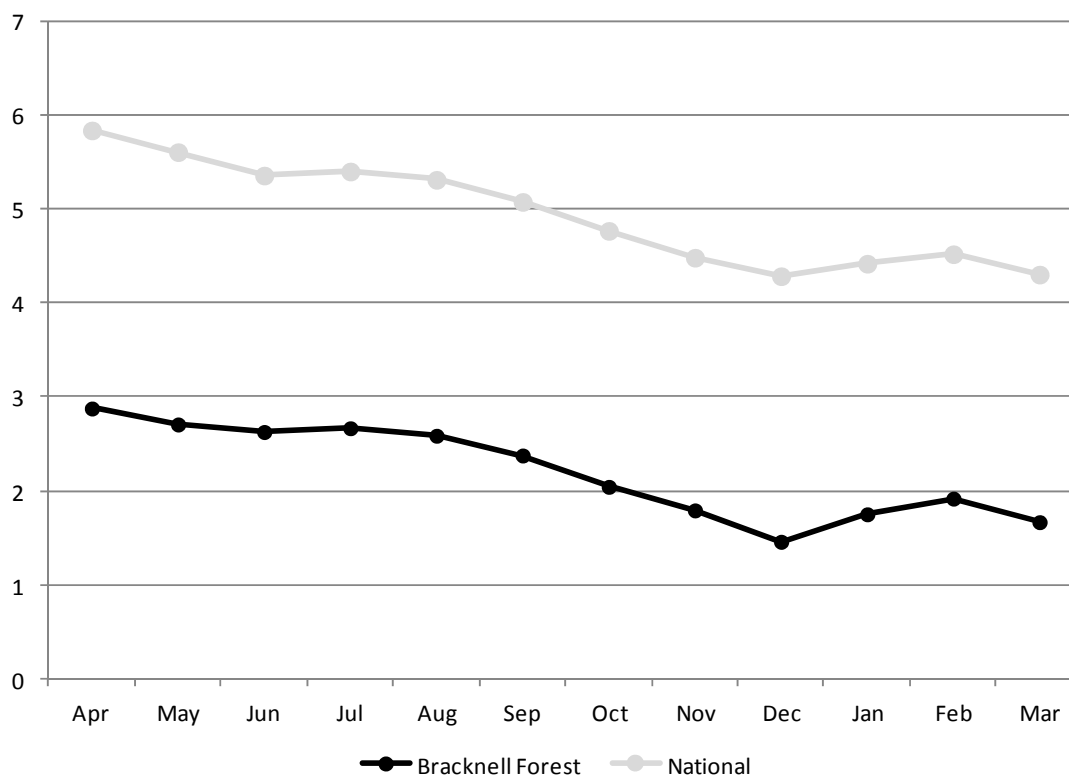
### Unemployment Rate % (annual)



Area	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Bracknell Forest	1.1	0.9	1.2	0.8	1.1	2.6	2.0	2.2	1.9	1.7
West Berkshire	0.8	0.7	1.2	0.9	1.1	2.4	1.8	1.9	1.7	1.3
Reading	2.0	1.8	2.5	2.1	2.1	4.4	3.4	3.5	3.4	2.4
Slough	3.0	2.0	3.1	2.4	2.2	4.4	3.6	3.8	3.8	3.1
Windsor and Maidenhead	1.3	1.0	1.5	1.0	1.1	2.5	1.8	1.8	1.8	1.5
Wokingham	0.8	0.6	0.9	0.7	0.8	2.0	1.4	1.4	1.3	1.1
Berkshire	1.5	1.2	1.7	1.3	1.4	3.0	2.3	2.4	2.3	1.8
South East	1.4	1.5	1.7	0.0	1.6	3.0	2.4	2.6	2.5	2.0
National	2.2	2.3	2.6	2.2	2.5	4.2	3.5	3.3	3.8	3.2

Source: Claimant Count

### Unemployment Rate % (16-24, monthly 2013/14)



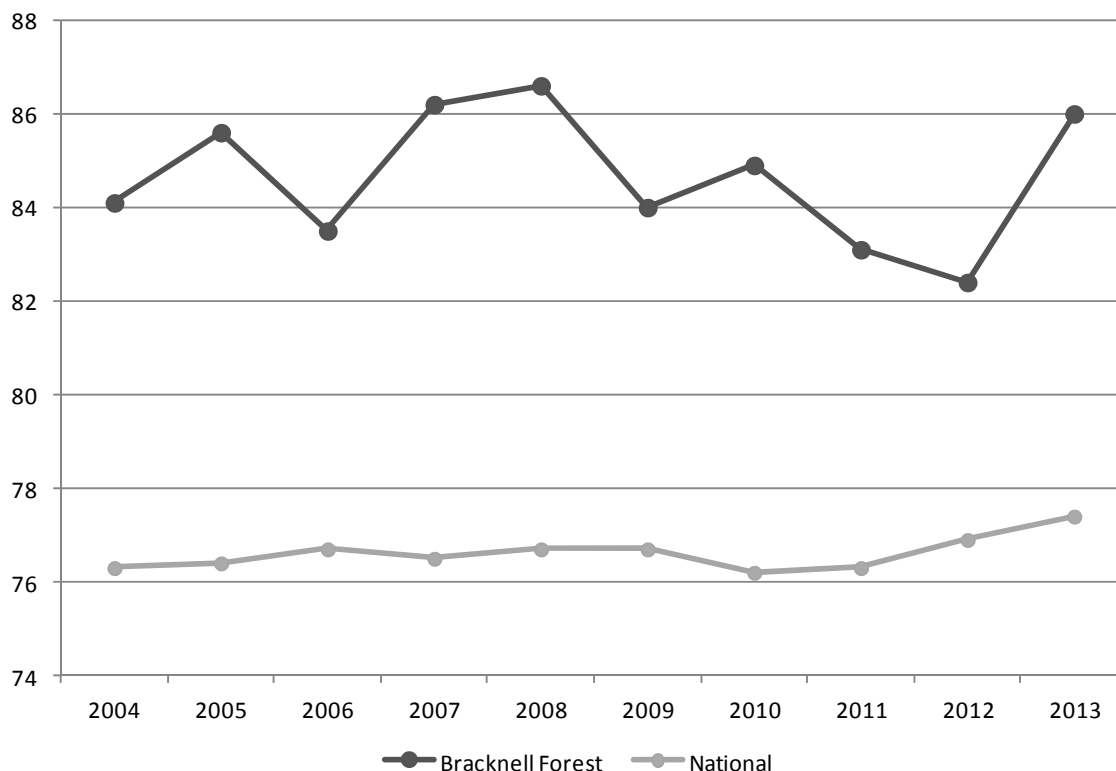
Area	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Bracknell Forest	2.9	2.7	2.6	2.7	2.6	2.4	2.0	1.8	1.5	1.8	1.9	1.7
West Berkshire	2.6	2.5	2.2	2.3	2.1	1.8	1.7	1.5	1.3	1.4	1.5	1.3
Reading	3.3	3.2	2.7	2.4	2.3	2.2	2.0	1.7	1.6	1.7	1.8	1.7
Slough	4.5	4.3	4.3	4.3	4.2	4.3	4.1	3.8	3.6	3.7	3.5	3.2
Windsor and Maidenhead	2.5	2.4	2.4	2.5	2.4	2.2	2.1	1.9	1.8	1.8	1.8	1.7
Wokingham	1.8	1.7	1.6	1.7	1.8	1.6	1.2	1.1	1.0	1.1	1.1	1.1
Berkshire	3.0	2.9	2.7	2.7	2.6	2.4	2.2	2.0	1.8	1.9	2.0	1.8
South East	3.4	3.2	3.0	3.0	2.9	2.8	2.7	2.5	2.4	2.4	2.5	2.4
National	5.8	5.6	5.4	5.4	5.3	5.1	4.8	4.5	4.3	4.4	4.5	4.3

Source: Claimant Count





### Economically Active % (16-64, annual)

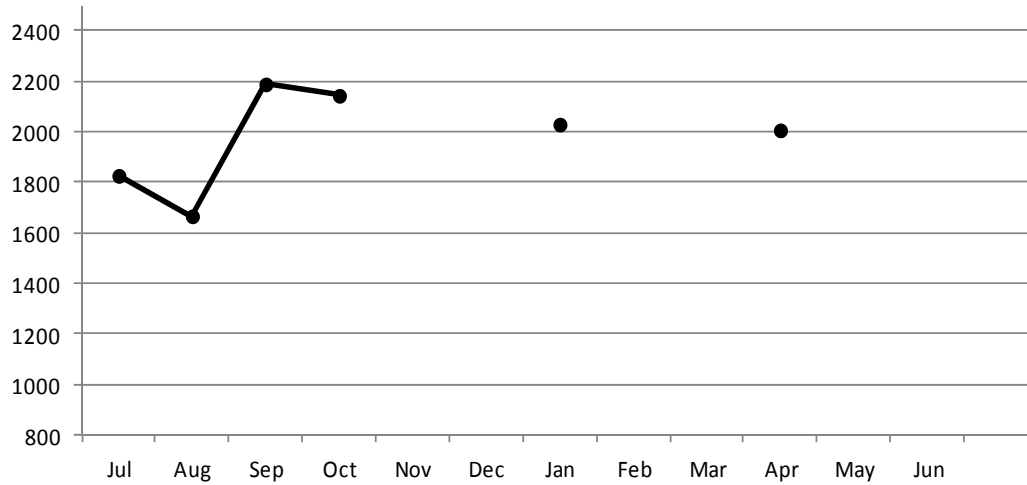


Area	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Bracknell Forest	84.1	85.6	83.5	86.2	86.6	84	84.9	83.1	82.4	86
West Berkshire	81.9	83.5	84.3	84.2	85.3	84	84.7	81	82.3	84.2
Reading	80.2	79.7	81.9	79.6	80.4	81	76.4	78.8	77	78.2
Slough	77.6	78	79.3	75.2	76.8	76.9	74.7	76.1	76.2	76.1
Windsor and Maidenhead	80.2	81.6	80.6	81.1	80.9	80.5	80.2	80.1	81	80.8
Wokingham	82.2	82.3	82.3	83.7	81	81.3	82.2	79.9	83.2	82.4
Berkshire	81	81.7	82	81.7	81.7	81.3	80.4	79.7	80.3	81.1
South East	80.2	80.4	80.3	80.1	80.1	79.8	79.3	79	79.6	80
National	76.3	76.4	76.7	76.5	76.7	76.7	76.2	76.3	76.9	77.4

Source: Annual Population Survey



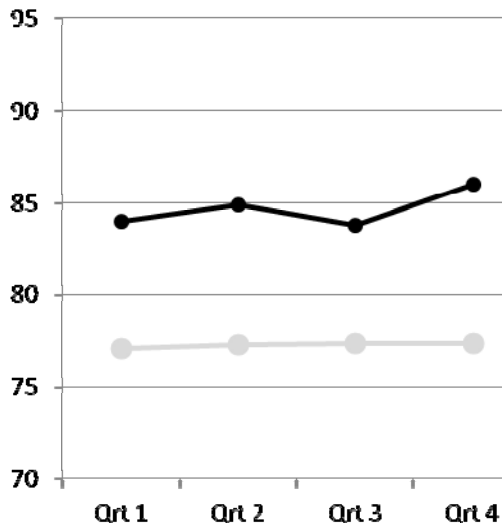
### Vacancy Rates (5 mile radius)



Area	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Bracknell Forest	1827	1667	2189	2144			2030			2007		

Source: direct gov

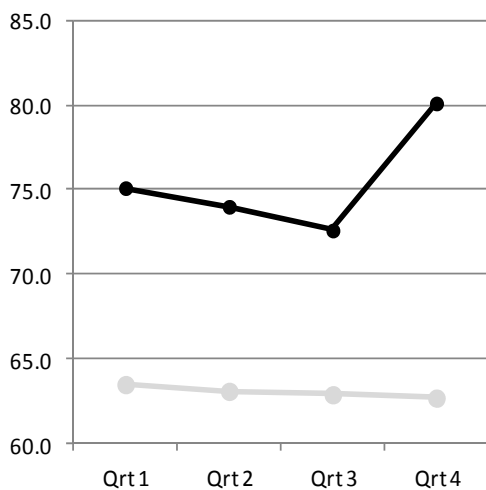
**Economically Active % (2013)**



Area	Qrt 1	Qrt 2	Qrt 3	Qrt 4
Bracknell Forest	84	84.9	83.8	86
West Berkshire	82.3	82.5	82.7	84.2
Reading	75.6	77.2	78.4	78.2
Slough	76.2	76.6	77.1	76.1
Windsor and Maidenhead	80.7	80.3	80.1	80.8
Wokingham	83.7	83.1	83.2	82.4
Berkshire	80.3	80.6	80.8	81.1
South East	79.4	79.7	79.9	80
National	77.1	77.3	77.4	77.4

Source: Annual Population Survey

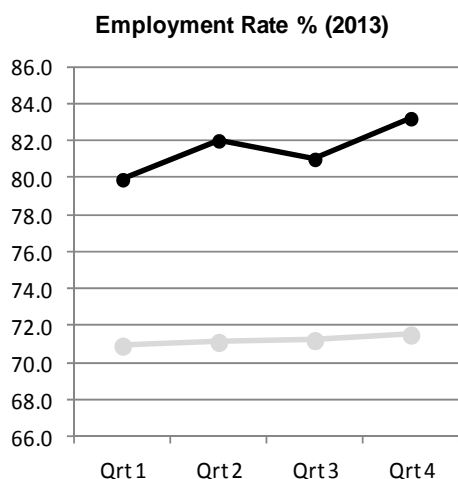
**Economically Active 16-24 % (2013)**



Area	Qrt 1	Qrt 2	Qrt 3	Qrt 4
Bracknell Forest	75.1	74	72.6	80.1
West Berkshire	75.8	68.1	65.8	65.4
Reading	53.6	57.8	61.9	61
Slough	58.5	61.5	63.8	63.9
Windsor and Maidenhead	60.1	60.6	59.8	59.4
Wokingham	67.2	66.2	65.7	59
Berkshire	64.4	64	64.6	64
South East	67	66.6	66.2	65
National	63.5	63.1	62.9	62.7

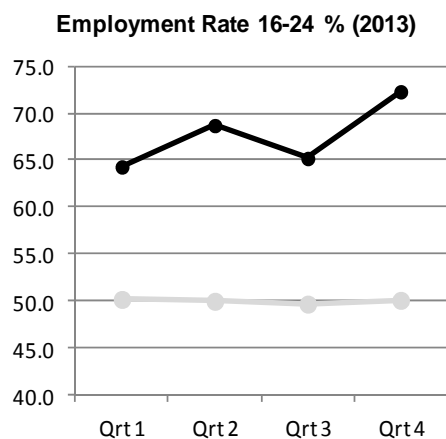
Source: Annual Population Survey

Source: Annual Population Survey



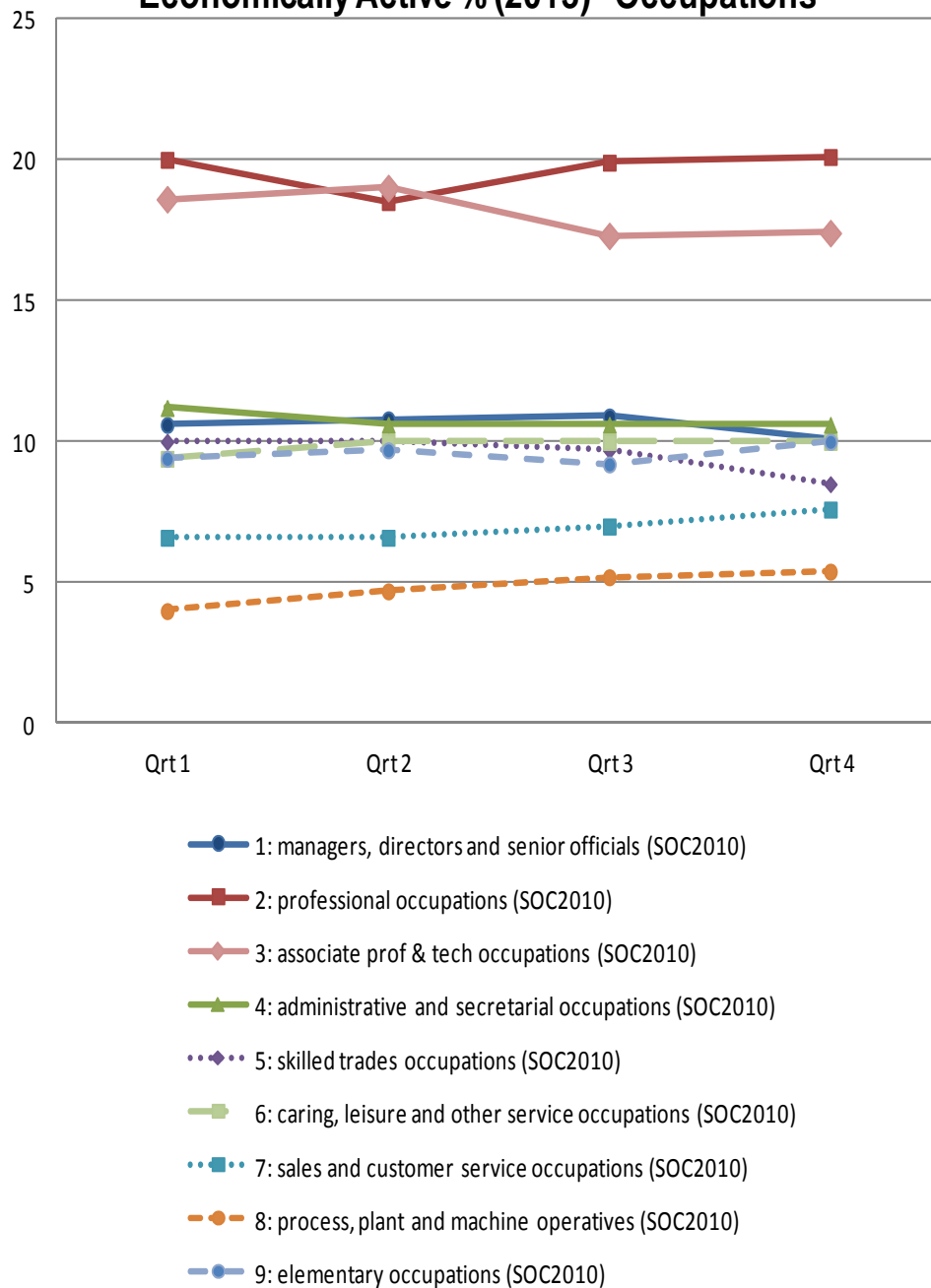
Area	Qrt 1	Qrt 2	Qrt 3	Qrt 4
Bracknell Forest	79.9	82	81	83.2
West Berkshire	78	78.9	78.6	80.8
Reading	71.9	73.4	74.3	74.1
Slough	70.5	70.2	70.9	69.7
Windsor and Maidenhead	78.4	77.9	77.2	78.3
Wokingham	80.8	80.2	80.2	79.5
Berkshire	76.5	77	77	77.4
South East	74.4	74.7	74.8	75.4
National	70.9	71.1	71.2	71.5

Source: Annual Population Survey



Area	Qrt 1	Qrt 2	Qrt 3	Qrt 4
Bracknell Forest	64.3	68.7	65.2	72.3
West Berkshire	62.8	57.2	55.2	55.9
Reading	50.5	53.6	54.5	52.7
Slough	46.4	48.3	48	47.9
Windsor and Maidenhead	54.9	55.7	55.8	56.8
Wokingham	60.9	61.1	59.8	53.1
Berkshire	56.1	56.8	56.1	55.7
South East	54.4	54.6	54.4	54.7
National	50.2	50	49.7	50.1

### Economically Active % (2013) - Occupations



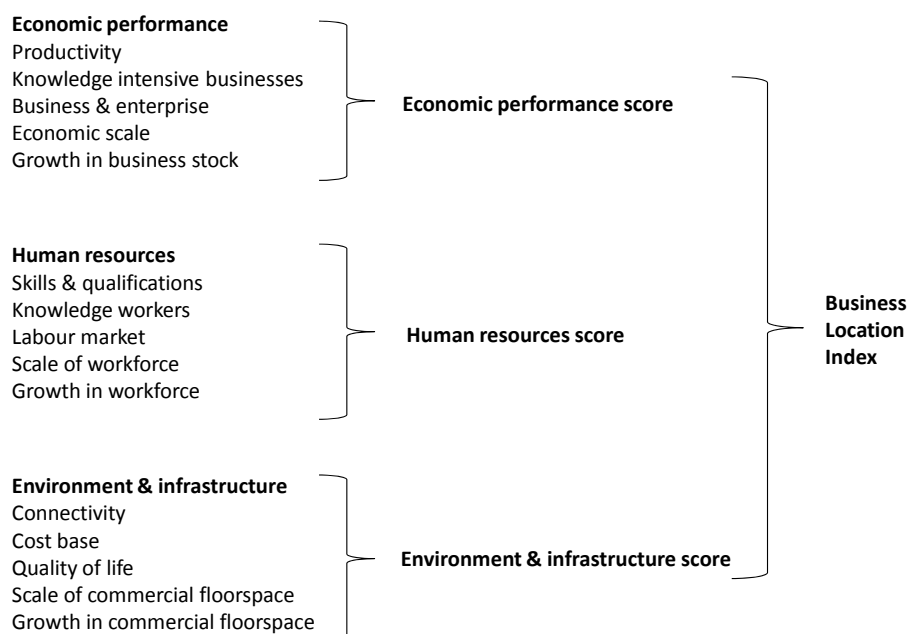
Source: Annual Population Survey

## 3 Business Location Index: 2012

### Introduction

Local Futures Business Location Index provides a summary of Bracknell Forest 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.



### Economic Performance

Bracknell Forest is ranked 38 out of 325 Local Authority areas on our overall economic performance score, placing it in the top 20% of Local Authority areas nationally.

### Human Resources

Bracknell Forest is ranked 68 out of 325 Local Authority areas on our overall human resources score, placing it in the top 20% of Local Authority areas nationally.

### Environment and Infrastructure

Bracknell Forest is ranked 115 out of 325 Local Authority areas on our overall environment & infrastructure score, placing it in the top 40% of Local Authority areas nationally.



## Business Location Index: Summary Scorecard for Bracknell Forest

	England ranking	England score
<b><u>Economic performance</u></b>		
Productivity	11	A
Knowledge-driven businesses	22	A
Business and enterprise	102	B
Economic scale	110	B
Growth in business stock	153	C
<b>Economic performance score</b>	<b>38</b>	<b>A</b>
<b><u>Human resources</u></b>		
Skills and qualifications	98	B
Knowledge workers	98	B
Labour market	46	A
Economically-active workforce	152	C
Growth in workforce	227	D
<b>Human resources score</b>	<b>68</b>	<b>A</b>
<b><u>Environment and infrastructure</u></b>		
Connectivity	122	B
Cost base	274	E
Quality of life	79	B
Commercial and industrial floorspace	223	D
Growth in commercial and industrial floorspace	120	B
<b>Environment and infrastructure score</b>	<b>115</b>	<b>B</b>
<b>Business Location Index score</b>	<b>36</b>	<b>A</b>

Notes: The scorecard shows how Bracknell Forest ranks against all English districts on the measures listed. The table also shows the quintile score where Bracknell Forest falls on each of the measures ('A' represents the strongest performance, ranging to 'E' representing the weakest).

## 4 Labour Market Profile

### Introduction

In this profile we use the employment rate as an overall measure of labour market performance in Bracknell Forest, but also present a range of other measures, such as unemployment, youth unemployment and long-term unemployment rates to provide a fuller analysis of labour market conditions.

Bracknell Forest is ranked 8 out of 378 districts on our labour market score, indicating participation rates within the resident working age population that are in the top 20% of districts nationally.

With a labour market score of 116.36, Bracknell Forest is well 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.

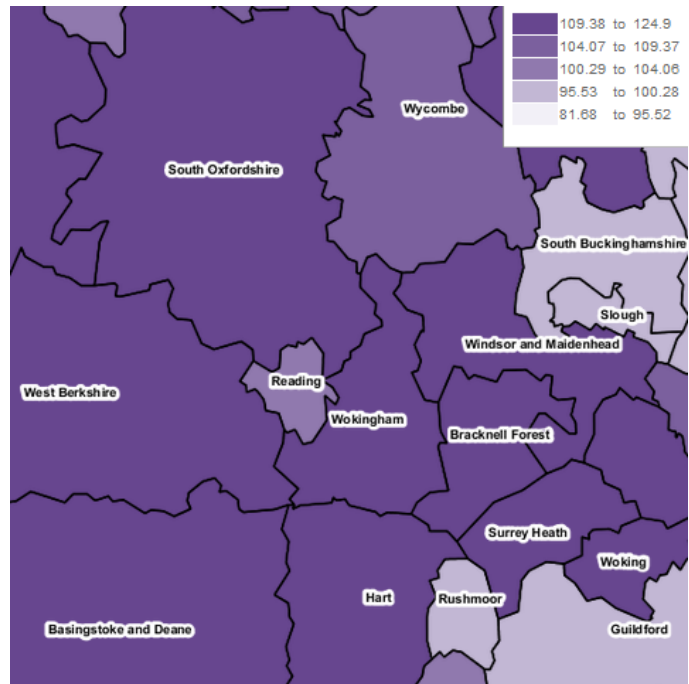
In 2013, 83.2% of the resident working age population were in employment. By comparison, the Berkshire figure was 78.44%, the South East figure was 75.4%, and the national figure was 71.5%.

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

## Labour Market Score

The map shows the performance of districts within Berkshire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 116.36, Bracknell Forest is in the top 20% of districts and is in the sub region that is in the top 20% of sub regions nationally.



Source: Annual Population Survey

## Working Age Population in Employment (Residence based)

The bar chart shows the proportion of the resident working age population in employment in 2013, for districts in Berkshire.

The chart shows that at 83.2%, Bracknell Forest has a high average proportion of the residents working age population in employment. By comparison, the Great Britain average is 71.5%.

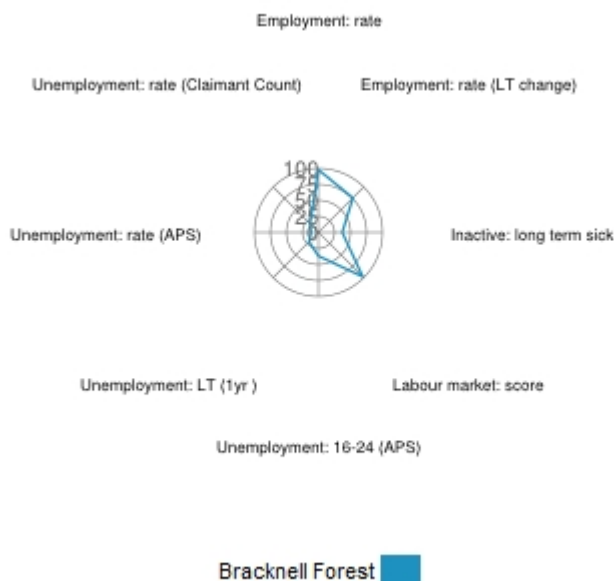
Working age population in employment (residence based) (December 2013)



Source: Annual Population Survey

## Labour Market Indicators

The spider chart is a way of showing how Bracknell Forest 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 Bracknell Forest scores very well by national standards on our labour market composite score. The chart also shows how Bracknell Forest performs on a range of related labour market measures.

Source: Annual Population Survey

## Labour Market Indicators

Areas	Unemployment: rate (Claimant Count) (%) March 2014	Unemployment: rate (APS) (%) December 2013	Unemployment: 16-24 (APS) (%) December 2013	Unemployment: LT (1yr+) (%) March 2014	Inactive: long term sick (%) December 2013	Employment: rate (%) December 2013	Employment: rate (LT change) (%) December 2005 - December 2013	Labour market: score (score) December 2013	Rank
Bracknell Forest	1.4	3.3	9.8	21.32	0.77	83.2	1.84	116.36	8/378
Reading	2.2	5.2	13.6	25.71	0.96	74.1	-2.5	103.64	161/378
Slough	2.8	8.4	25.1	26.14	2.48	69.7	-6.06	97.48	279/378
West Berkshire	1	4	14.5	22.84	0.62	80.8	0.12	113.01	28/378
Windsor and Maidenhead	1.2	3.2	4.4	21.02		78.3	-2	109.51	72/378
Wokingham	0.9	3.5	9.9	17.4		79.5	-0.5	111.19	46/378
<b>Berkshire</b>	<b>1.67</b>	<b>4.56</b>	<b>12.74</b>	<b>23.61</b>	<b>0.74</b>	<b>78.44</b>	<b>-0.35</b>	<b>109.7</b>	<b>2/53</b>
<b>South East</b>	<b>1.8</b>	<b>5.8</b>	<b>15.8</b>	<b>24.01</b>	<b>1.57</b>	<b>75.4</b>	<b>-2.46</b>	<b>105.45</b>	<b>2/11</b>
<b>National Average</b>	<b>2.9</b>	<b>7.7</b>	<b>20.1</b>	<b>29.13</b>	<b>2.08</b>	<b>71.5</b>	<b>-1.52</b>	<b>100</b>	

Source: Annual Population Survey

## Labour Market Indicators Summary

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

- The proportion of the resident working age population who are in employment in Bracknell Forest is very high, with the area ranking in the top 20% of districts nationally. In Bracknell Forest, 83.2% of the resident working age population are in employment, compared with 78.44% in Berkshire and 71.5% nationally.
- The proportion of the working age population who are unemployed in Bracknell Forest is very low, with the district ranking in the bottom 20% of districts nationally. In Bracknell Forest, 1.4% of people are claiming job seekers allowance in 2014, compared with 1.67% in Berkshire and 2.9% nationally.
- The proportion of the working age population who are in long-term unemployment in Bracknell Forest is low, with the district ranking in the bottom 40% of districts nationally. In Bracknell Forest, 21.32% of people who are unemployed have been claiming job seekers allowance for at least 12 months, compared with 23.61% in Berkshire and 29.13% nationally.
- Between June 2005 and June 2013, the employment rate in Bracknell Forest decreased by 1.84%. This places Bracknell Forest in the top 40% of districts nationally. By comparison the employment rate changed nationally by -1.52%.

Source: Annual Population Survey

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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 Bracknell Forest, with Huntingdonshire in Cambridgeshire being the most similar on the labour market indicators.

Rank	Place Name	Sub Region
1	Huntingdonshire	Cambridgeshire
2	West Berkshire	Berkshire
3	Poole	Bournemouth, Dorset & Poole
4	St Edmundsbury	Suffolk
5	Chorley	Lancashire
6	Basingstoke and Deane	Hampshire & The Isle of Wight
7	Horsham	Sussex
8	Suffolk Coastal	Suffolk
9	Warwick	Coventry & Warwickshire
10	Wokingham	Berkshire

Source: Annual Population Survey

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## Glossary of terms

Change in people of working age in employment	The change, over time, of people who are of working age (16-64) and who are in employment.
ILO Unemployment (residence based)	Proportion of people aged 16-59/64 (men/women) who are economically active who are classed as ILO unemployed; Unemployed people without a job who were available to start work within two weeks and had either looked for work in the past four weeks or were waiting to start a job they had already obtained in the next two weeks
Inactivity due to long-term sickness	The proportion of the working age who are economically inactive due to suffering from long-term sickness
Labour market score	This residence based indicator provides the proportion of people aged 16-59/64 (men/women) in employment indexed to the national average to provide a comparable figure in relation to the national trend
Long-term unemployment as a proportion of all unemployment (12 months+)	The proportion of people aged 16-59/64 (men/women) claiming Job Seekers Allowance or National Insurance Credits who have been doing so for 12 months and over. This data is residence based
Proportion of 16-24 year olds who are unemployed	The proportion of 16-24 year olds who are unemployed
Unemployment rate	The proportion of people aged 16-59/64 (men/women) claiming Job Seekers Allowance or National Insurance Credits. The higher the score, the more unemployed in a given area. This indicator is an official Performance Indicator - ECR2a
Working age population in employment (residence based)	This residence based indicator provides the proportion of people aged 16 to 64 in employment. This indicator is an official Performance Indicator - ECR1 & QoL1

## Data Sources and Definitions

Change in people of working age in employment	The difference between the working age employment rate in the start and most recent years, as a proportion of the working age employment rate in start year.
ILO Unemployment (residence based)	The total ILO Unemployed as a proportion of the total working age population.
Inactivity due to long-term sickness	The total number of people inactive due to long term sickness as a proportion of the total working age population.
Labour market score	This score is the proportion of people of working age (16-59 for women and 16-64 for men) in employment (Employed, Self-employed and Unpaid family workers) as a proportion of all of those of working age, indexed the to the national average.
Long-term unemployment as a proportion of all unemployment (12 months+)	The total number of those unemployed for 12 months or more as a proportion of all unemployed.
Proportion of 16-24 year olds who are unemployed	The total number of those aged 16-24 who are unemployed as a proportion of all those aged 16-24 years.
Unemployment rate	The number of unemployed as a proportion of the working age population.
Working age population in employment (residence based)	The proportion of people of working age (16-59 for women and 16-64 for men) in employment (Employed, Self-employed and Unpaid family workers) as a proportion of all of those of working age.

## Business and Enterprise Profile

### 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 Bracknell Forest. 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.

Bracknell Forest is ranked 125 out of 380 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 103.61, Bracknell Forest 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 Bracknell Forest is high by national standards, with 11.14% of all businesses registering for VAT in 2012. By comparison the Berkshire figure was 12.02%, the South East figure was 10.84% and the national figure was 11.47%.

The business density of Bracknell Forest is average compared with the national median, with 51.83 businesses per 1000 head of population. By comparison, the Berkshire average was 61.51, the South East average was 56.44 and the national mean average was 50.23.

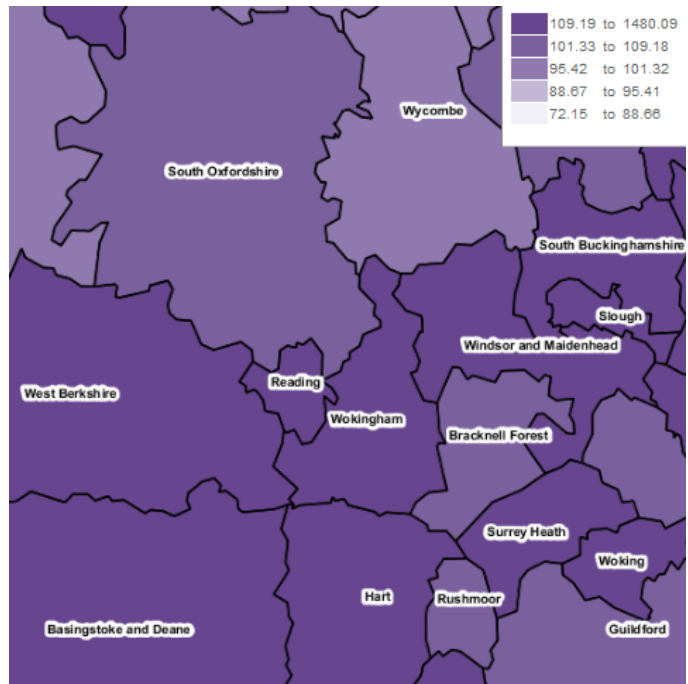
A glossary of the terms and definitions used in this profile are included at the end of the report.



## Business And Enterprise Score

The map shows the performance of districts within Berkshire 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 103.61, Bracknell Forest is in the top 40% of districts and is in the sub region (Berkshire) that is in the top 20% of sub regions nationally.



Source: Business Demography: Enterprise Births & Deaths, Local Units by Broad Industry Group: Urban/Rural

## Change in Total VAT Registered Business Stock (Long-Term)

The bar chart shows the change in the VAT registered business stock between 1998 and 2012, for the districts in Berkshire.

The chart shows that at 55.5%, Bracknell Forest has seen a moderate growth in business stock between 1998-2012. By comparison, the Great Britain average is 57.03%.

Change in VAT reg bus stock (long-term) (1998-2012)

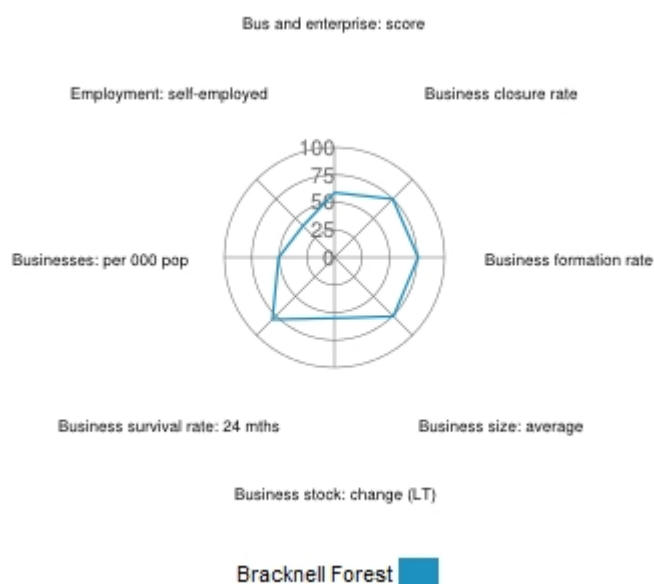


Source: Local Units by Broad Industry Group: Urban/Rural

## Business and Enterprise Indicators

The spider chart is a way of showing how Bracknell Forest 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 Bracknell Forest scores relatively well by national standards on our business and enterprise composite score. The chart also shows how Bracknell Forest performs on a range of related business and enterprise measures.



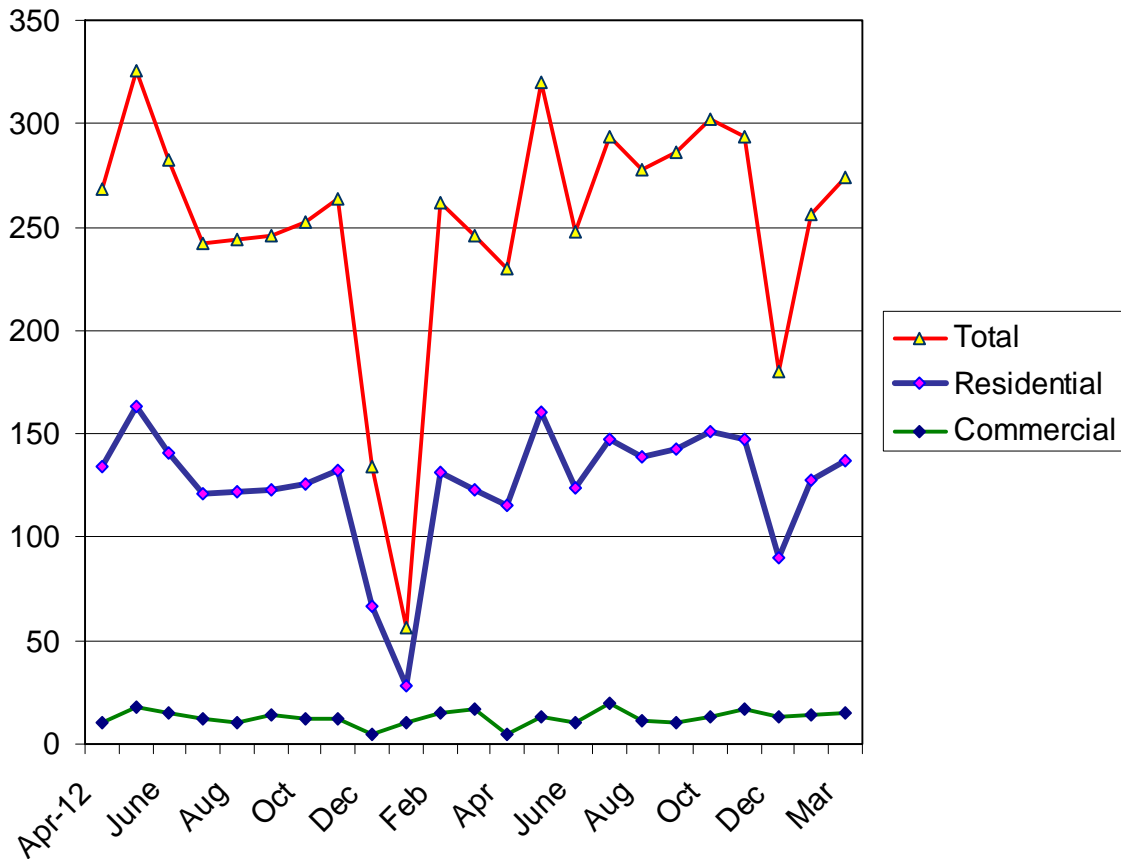
Source: Business Demography: Enterprise Births & Deaths, Local Units by Broad Industry Group: Urban/Rural

## Business and Enterprise Indicators

Areas	Business size: average (emp/bus) 2012	Businesses: per 000 pop (number) 2013	Business formation rate (%) 2012	Business closure rate (%) 2012	Business survival rate: 24 mths (%) 2011	Employment: self-employed (%) December 2013	Business stock: change (LT) (%) 1998-2013	Bus & enterprise: score (score) 2012	Rank
Bracknell Forest	12	51.83	11.14	9.72	73.96	8.93	55.5	103.61	125/380
Reading	13.44	56.67	13.64	11.55	78.29	7.99	73.73	113.27	43/380
Slough	15.96	47.74	16.31	11.79	68	10.26	83.51	119.22	28/380
West Berkshire	9.61	72.98	10.4	9.94	75.62	10.18	55.06	111.41	60/380
Windsor and Maidenhead	8.13	77.79	11.83	10.74	73.23	9.65	47.39	114.99	36/380
Wokingham	8.88	62.97	10.54	9.46	78.05	11.21	56.41	110.74	64/380
<b>Berkshire</b>	<b>10.81</b>	<b>61.51</b>	<b>12.02</b>	<b>10.47</b>	<b>74.75</b>	<b>9.85</b>	<b>59.41</b>	<b>111.33</b>	<b>5/53</b>
<b>South East</b>	<b>9.42</b>	<b>56.44</b>	<b>10.84</b>	<b>10.32</b>	<b>74.46</b>	<b>11.09</b>	<b>55.32</b>	<b>103.16</b>	<b>2/11</b>
<b>National Average</b>	<b>10.57</b>	<b>50.23</b>	<b>11.47</b>	<b>10.77</b>	<b>72.48</b>	<b>9.68</b>	<b>57.03</b>	<b>100</b>	

Source: Business Demography: Enterprise Births & Deaths, Local Units by Broad Industry Group: Urban/Rural

## Property Searches 2013 - 14 Market Activity



The Chart above indicates the number of property searches being requested for Commercial and Residential properties. This has an impact on the economic activity in Bracknell Forest in two areas. The first is the number of commercial properties either being sold, rented or leases changing hands. The second is the number of houses being bought and sold.

Although data does not indicate completion of the transaction it shows a trend in the market.

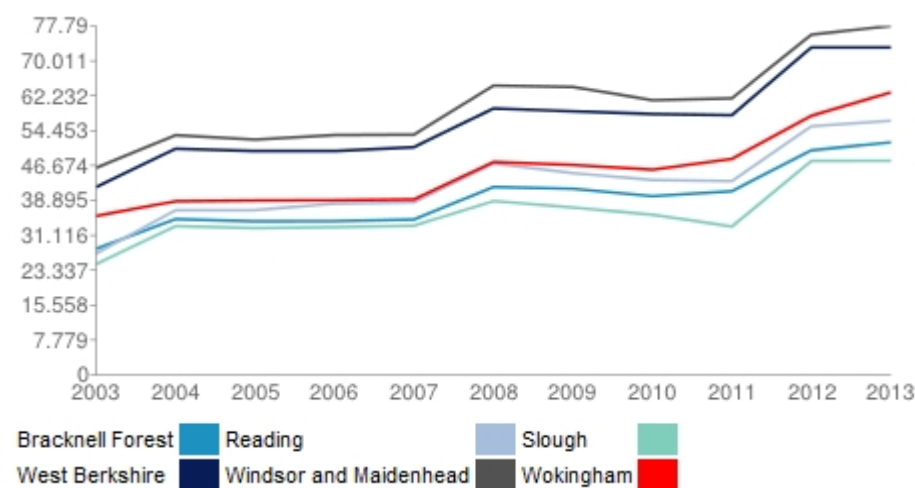
## Business and Enterprise Indicators Summary

### Change in Business per 000 Population

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

For Bracknell Forest it shows that between 2003 and 2012 business density has increased from 28.07 businesses per 1000 head to population to 51.83.

Businesses per 000 population



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

- The business density of Bracknell Forest is average by national standards, with 51.83 businesses per 1000 head of population. By comparison, the Berkshire score is 61.51 and the national average is 50.23.
- The new business formation rate in Bracknell Forest is high, with the area ranking in the top 40% of districts nationally. In 2012, 11.14% of all businesses registered for VAT compared with 12.02% in Berkshire and 11.47% nationally.
- The 24 month business survival rate in Bracknell Forest is average by national standards, with the district ranking in the middle 20% of districts nationally. Of all of the VAT registered businesses in 2007, 73.96% were still trading in 2011.
- The self-employment rate in Bracknell Forest is low by national standards, with the district ranking in the bottom 40% of districts nationally. In 2013, the self-employment rate was 8.93%, compared with 9.85% in Berkshire and 9.68% nationally.
- Between 1998 and 2012, the total business stock in Bracknell Forest decreased by 55.5%. This change places the area in the middle 20% of districts nationally. Over the same time period, the number of businesses in Berkshire changed by 59.41%.

Source: Business Demography: Enterprise Births & Deaths, Local Units by Broad Industry Group: Urban/Rural

Source: Local Units by Broad Industry Group: Urban/Rural

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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 on the right. These are statistically the nearest neighbours to Bracknell Forest, with East Staffordshire in Staffordshire being the most similar on the business and enterprise indicators.

Rank	Place Name	Sub Region
1	East Staffordshire	Staffordshire
2	Solihull	Birmingham & Solihull
3	North West Leicestershire	Leicestershire
4	Tewkesbury	Gloucestershire
5	Cheshire West and Chester	Cheshire & Warrington
6	Canterbury	Kent & Medway
7	Kettering	Northamptonshire
8	Bedford	Bedfordshire & Luton
9	Epsom and Ewell	Surrey
10	Christchurch	Bournemouth, Dorset & Poole

Source: Local Knowledge; Business start-ups and closures: VAT registrations and de-registrations; Annual Business Inquiry and Annual Population Survey (National Statistics website (Nomis: [www.nomisweb.co.uk](http://www.nomisweb.co.uk)) Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)).

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## 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. Business enterprise takes into consideration an areas business formation rate, the change of 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 3 indices were summed and averaged
Business closure rate	The percentage of businesses that have deregistered for VAT within the last year. This data is derived from annual workplace estimates based on the Inter Departmental Business Register (IDBR)
Businesses per 000 population	The number of enterprises registered for VAT per 1000 population. This data is derived from annual workplace estimates based on the Inter Departmental Business Register (IDBR)
Change in VAT reg bus 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. This data is derived from annual workplace estimates based on the Inter Departmental Business Register (IDBR). This indicator is an official Performance Indicator - QoL4
New business formation rate	The percentage of businesses that have registered for VAT within the last year. This data is derived from annual workplace estimates based on the Inter Departmental Business Register (IDBR)
New business survival rate (24 months)	The proportion of businesses still registered for VAT 24 months after their initial registration. This is based on registrations and deregistrations of VAT-based enterprises, and is calculated from data collected from the Inter-Departmental Business Register (IDBR)
Proportion of self employed in workforce (residence based)	This residence based indicator provides the proportion of workforce that is self-employed. Self-employment is defined in relation to whether an individual is employed by someone else, or are 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 VAT reg bus 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).
New business survival rate (24 months)	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.

## 6 Economic Performance Profile

### Introduction

Strong economic foundations are critical to the future success of an area, creating quality employment opportunities for local people. Our economic performance profile measures the productivity, scale and growth of the economy in Bracknell Forest. Productivity measures the relative performance of the economy in an area, by combining Gross Value Added (GVA) per job with workplace earnings. In contrast, economic scale examines the absolute size of the economy and is derived from an area's share of Great Britain's total GVA and employment base. Finally, economic growth is assessed by an area's change in total employment, giving an indication of the growth/decline of the local economy.

Bracknell Forest is ranked 14 out of 379 districts on our economic productivity score, placing it in the top 20% of districts nationally.

With a productivity score of 152.35, Bracknell Forest is well 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.

Relative to other districts, the size of the economy in Bracknell Forest is above the national median, with an economic scale score of 100.55. By comparison, the Berkshire score is 109.82 and the national average is 100.

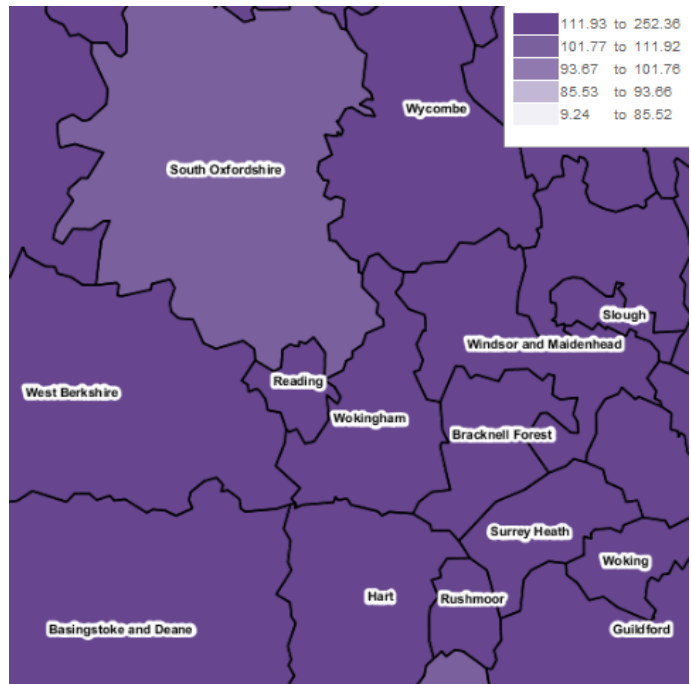
A glossary of the terms and definitions used in this profile are included at the end of the report.



## Productivity Score

The map shows the performance of districts within Berkshire 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 152.35, Bracknell Forest is in the top 20% of districts and is in the sub region that is in the top 20% of sub regions nationally.



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

## Average Workplace Based Gross Weekly Earnings

The bar chart shows average workplace based gross weekly earnings for districts in Berkshire.

The chart shows that with a figure of £690, Bracknell Forest has earnings well above the national median. By comparison, the England average is £504.

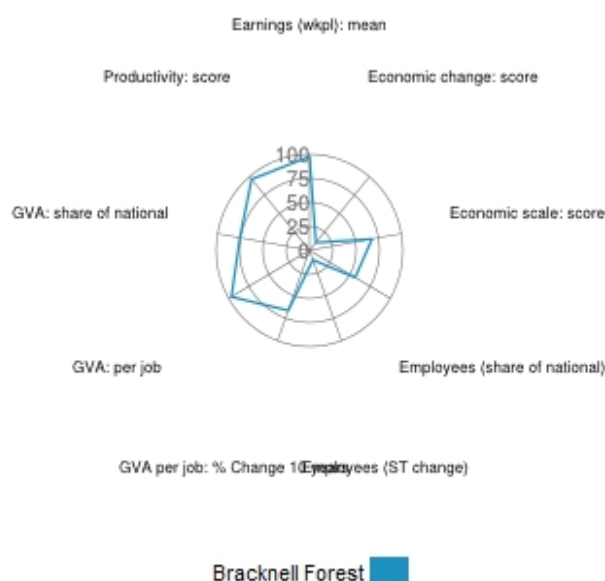
Average workplace based gross weekly earnings (2013)



Source: Annual Survey of Hours and Earnings

## Economic Performance Indicators

The spider chart is a way of showing how Bracknell Forest 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 Bracknell Forest scores very well by national standards on our economic productivity score. The profile also shows how Bracknell Forest performs on a range of related labour market measures.

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

## Economic Performance Indicators

Areas	Employees (share of national) (%) 2012	GVA: share of national (%) 2012	Earnings (wkpl): mean (GBP) 2013	GVA: per job (per head) 2012	GVA per job: % Change 10 years (%) 2001-2014	Employees (ST change) (%) 2011-2012	Economic scale: score (score) 2012	Economic change: score (score) 2012	Productivity: score (score) 2012	Rank
Bracknell Forest	0.21	0.3	689.8	69010.92	47.57	-3.79	100.55	72.22	152.35	14/379
Reading	0.36	0.44	556.4	60712.86	63.41	1.66	157.19	109.78	134.03	28/379
Slough	0.3	0.4	648.3	66468.13	51.21	-0.4	136.81	95.6	146.74	17/379
West Berkshire	0.33	0.4	543.9	60482.65	48.73	2.52	143.3	115.69	133.52	29/379
Windsor and Maidenhead	0.27	0.41	676.3	73458.17	86.63	-1.12	134.12	90.61	162.17	8/379
Wokingham	0.26	0.36	609.5	70570.07	58.99	1.08	122.29	105.76	155.79	12/379
<b>Berkshire</b>	<b>1.72</b>	<b>2.3</b>	<b>613.28</b>	<b>66175.75</b>	<b>59.13</b>	<b>0.23</b>	<b>109.82</b>	<b>99.9</b>	<b>138.09</b>	<b>2/47</b>
<b>South East</b>	<b>14.1</b>	<b>15.27</b>	<b>514.3</b>	<b>53781.37</b>	<b>52.54</b>	<b>0.41</b>	<b>162.28</b>	<b>101.13</b>	<b>112.54</b>	<b>2/9</b>
<b>National Average</b>	<b>100</b>	<b>100</b>	<b>504.3</b>	<b>49670.65</b>	<b>46.15</b>	<b>0.24</b>	<b>100</b>	<b>100</b>	<b>100</b>	

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

## Economic Performance Indicators Summary

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

- The average gross weekly earnings of those working in Bracknell Forest are very high, with the district ranking in the top 20% of districts nationally. Average gross weekly earnings in Bracknell Forest are £690, compared with £613 in Berkshire and £504 nationally.
- Gross value added (GVA) per job in Bracknell Forest is very high, with the area ranking in the top 20% of districts nationally. GVA per job in Bracknell Forest is £69,011, compared with £66,176 in Berkshire and £49,671 nationally.
- Bracknell Forest has an average sized employment base, with the area ranking in the middle 20% of districts nationally. It accounted for 0.21% of all employees in Great Britain.
- The share of national GVA in Bracknell Forest is high by national standards, with the area ranking in the top 40% of districts nationally. It accounted for 0.3% of all GVA in Great Britain.
- Between 2011 and 2012, the total number of employees in Bracknell Forest changed by -3.79%. This reflects a very weak level of economic growth by national standards, placing Bracknell Forest in the bottom 20% of districts nationally.

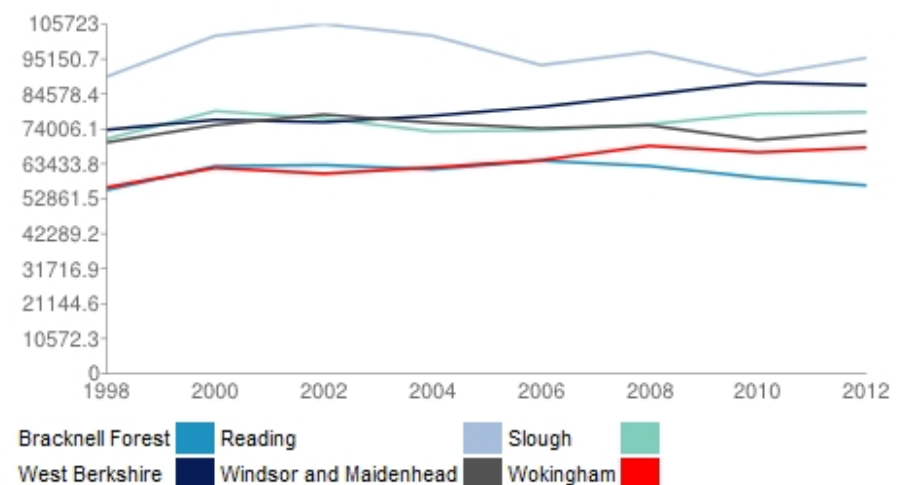
Source: Annual Survey of Hours and Earnings; GVA by NUTS 3

## Change In Total Employees

The chart shows how the employment base has changed over recent years, for districts in Berkshire.

For Bracknell Forest it shows that the employment base increased from 55510 to 56922 between 1998 and 2012.

Total employees



Source: Annual Business Inquiry

## 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 Bracknell Forest, with South Cambridgeshire in Cambridgeshire being the most similar on the economic performance indicators.

Rank	Place Name	Sub Region
1	South Cambridgeshire	Cambridgeshire
2	Basingstoke and Deane	Hampshire & The Isle of Wight
3	Wycombe	Milton Keynes, Oxfordshire and Bucks
4	Richmond-upon-Thames	London South
5	Welwyn Hatfield	Hertfordshire
6	Stevenage	Hertfordshire
7	Gloucester	Gloucestershire
8	Swindon	Wiltshire & Swindon
9	Oxford	Milton Keynes, Oxfordshire and Bucks
10	Tonbridge and Malling	Kent & Medway

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

## Glossary of terms

Average workplace based gross weekly earnings	Average weekly earnings, gross of tax by place of work. Local Knowledge contains data for both mean and median averages. Mean figures are calculated by adding together the earnings of all workers and dividing the total by the number of workers. Median figures are those in the middle of the range of earnings, and therefore providing a better average earnings figure in areas where there are outlying (low or high) figures. For example, if 10 people in an area earned £200, £250, £250, £400, £400, £500, £600, £600, £1100 and £1500 the median earnings figure would be £450 and the mean earnings figure would be £580
Gross Value Added per job £000: % Change 10 years	The change in Gross Value Added (a measure of productivity) per job. This indicator is an official Performance Indicator - ECR6b
Change in total employment (short-term)	This workplace based figure provides the percentage short-term change in total employment.
Economic change score	This score provides an index of the percentage short term change in the total number of employees (by workplace) in relation to the national average
Economic scale	Economic Scale indicates the size of an areas economy. It is created by weighting the areas GVA (Gross Value Added) by the areas employment. These two indicators are then indexed to the Great Britain average
Gross Value Added per job £000	The level of Gross Value Added (which can provide an indication of the level of productivity) per job. Gross Value Added indicates the economic activity by measuring the production of goods and services. This indicator is an official Performance Indicator - ECR6a
Productivity score	This indicator shows the productive capacity of an area. It is generated from average gross weekly earnings and GVA per head. Both these indicators are indexed to the GB value, and then summed and averaged
Share of national Gross Value Added £m	An area's share of the total GB Gross Value Added (GVA)*, expressed as a percentage. *GVA provides an expression of productivity
Share of total national employment	An area's share of the total employment within Great Britain

## Data Sources and Definitions

Average workplace based gross weekly earnings	The figures used for this indicator are mean figures, calculated by adding together the earnings of all workers and dividing the total by the number of workers.
Gross Value Added per job £000: % Change 10 years	GVA per job is formulated by taking in to account workplace gross weekly earnings, total employees and GVA. Care must be taken when interpreting the data as GVA is only released at NUTS3 and above, district figures are derived by calculating LAD earnings and employees for each district and NUTS3 area and aggregating down the GVA value.
Change in total employment (short-term)	The difference between total employment in start year and most recent year as a proportion of total employment in start year.
Economic change score	The difference between total employment in start year and most recent year as a proportion of total employment in start year, indexed to the Great Britain average.

Economic scale	This is created by weighting the area's GVA (Gross Value Added) by the area's employment. These two indicators are then indexed to the Great Britain average.
Gross Value Added per job £000	GVA per job is formulated by taking in to account workplace gross weekly earnings, total employees and GVA. Care must be taken when interpreting the data as GVA is only released at NUTS3 and above, district figures are derived by calculating LAD earnings and employees for each district and NUTS3 area and aggregating down the GVA value.
Productivity score	This indicator is generated from average gross weekly earnings and GVA per head. Both these indicators are indexed to the GB value, and then summed and averaged.
Share of national Gross Value Added £m	The area's GVA as a proportion of total national GVA.
Share of total national employment	The number of employees in an area, as a proportion of the total employees in the nation.

Source: Local Knowledge; Annual Business Inquiry and Annual Survey of Hours and Earnings (National Statistics website (Nomis: [www.nomisweb.co.uk](http://www.nomisweb.co.uk)) Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)); Business start-ups and closures: VAT registrations and de-registrations; GVA by NUTS3 (National Statistics website: [www.statistics.gov.uk](http://www.statistics.gov.uk). Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)).