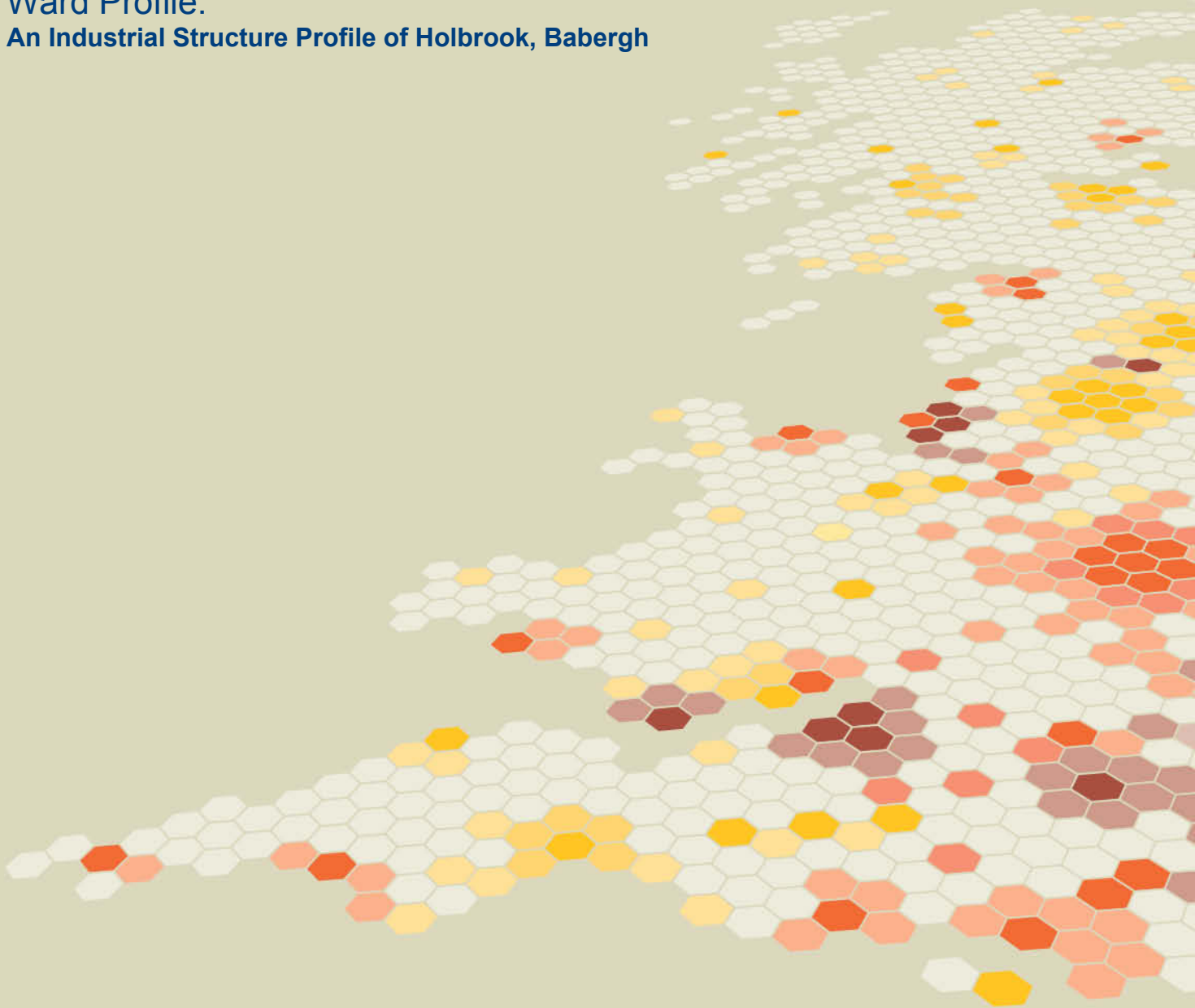


February 2009

Ward Profile:
An Industrial Structure Profile of Holbrook, Babergh



Industrial Structure Profile

Holbrook, Babergh
February 2009



About Place Profiles

Place Profiles are a series of reports available from the Local Futures Group that provide an assessment of local conditions. Using the latest data at the time of creation, they are available for a range of economic, social and environmental themes at sub-region through to neighbourhood level. The reports present a range of graphical outputs, together with a summary analysis of performance that is set within a regional and national context.

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

About the Local Futures Group

The Local Futures Group comprises a team of researchers and consultants with academic, corporate and policy backgrounds. We provide a geographical perspective on economic, social and environmental change. We introduce this perspective into public policy and corporate strategies, both in the UK and internationally. Our services include:

- **Benchmarking:** a family of benchmarking services that ensure future strategies are underpinned by a clear and shared understanding of current conditions. These provide a comprehensive analysis set within a regional and national context.
- **Strategy:** research and support services to identify future drivers of change and develop long-term strategies.
- **Monitoring:** online services to monitor change and assess the impact of strategies.

These services are underpinned by our subscription service **Local Knowledge:**

Local Knowledge is regarded as a powerful web-based service for local strategies and marketing. Incorporating the latest thinking on competitiveness and sustainable development, it provides researchers and policy-makers with access to an unrivalled decision support tool that is interactive and easy to use.

To find out more about our services or to arrange a free trial of Local Knowledge please give us a call on 020 7440 7360 or email info@localfutures.com

Industrial Structure Profile: Holbrook

Introduction

Throughout the global economy, the critical structural trend is the growth of the knowledge economy. Our industrial structure profile assesses Holbrook from this knowledge economy perspective. We distinguish between knowledge-based production (aerospace, electrical machinery manufacture, printing and publishing, and chemicals and energy), and knowledge-based services (telecommunications, computing, R & D, finance and business services, and recreational and cultural services). These industrial groupings are based on European Commission and OECD definitions, where individual industries are classified as knowledge-based if graduates make up at least 25 per cent of their workforce.

Holbrook is ranked 5135 out of 10072 wards on our overall industrial structure score, indicating a knowledge economy that performs in the middle 20% of wards nationally.

With an industrial structure score of 60.50 Holbrook is around the national median. This is shown in the map, where areas with very dark shadings score highly and those with very light shadings score poorly.

Knowledge intensive sectors in Holbrook accounted for 14.98% of total employment in 2007. By comparison the Babergh figure was 15.41%, the Suffolk figure was 21.13%, the East of England figure was 23.28% and the national figure was 24.59%.

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

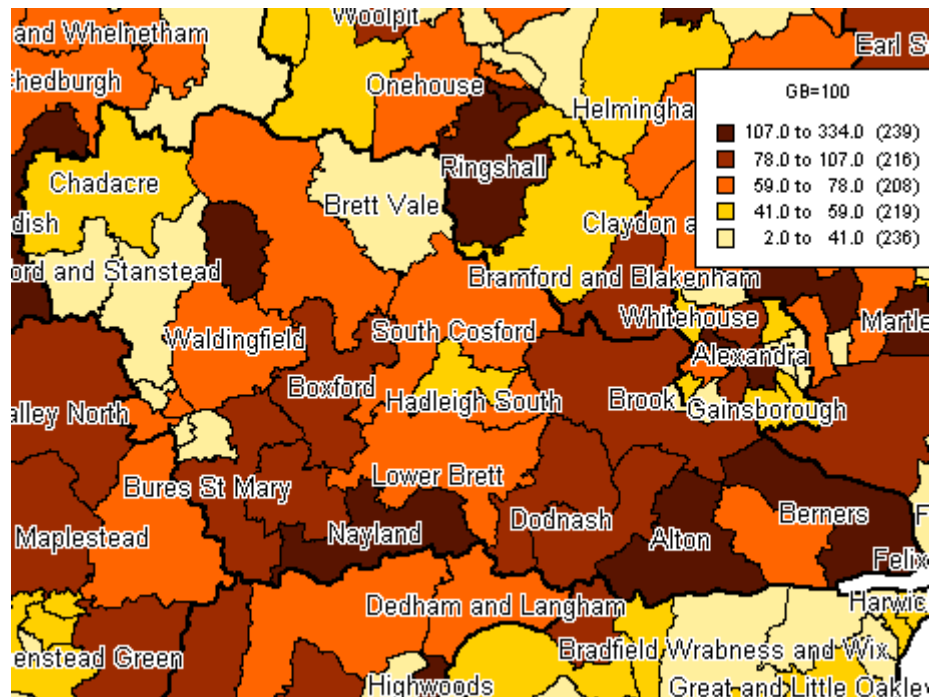
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Industrial Structure Score

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

With a score of 60.50 Holbrook is in the middle 20% of wards and is in a district that is in the bottom 40% of districts nationally.

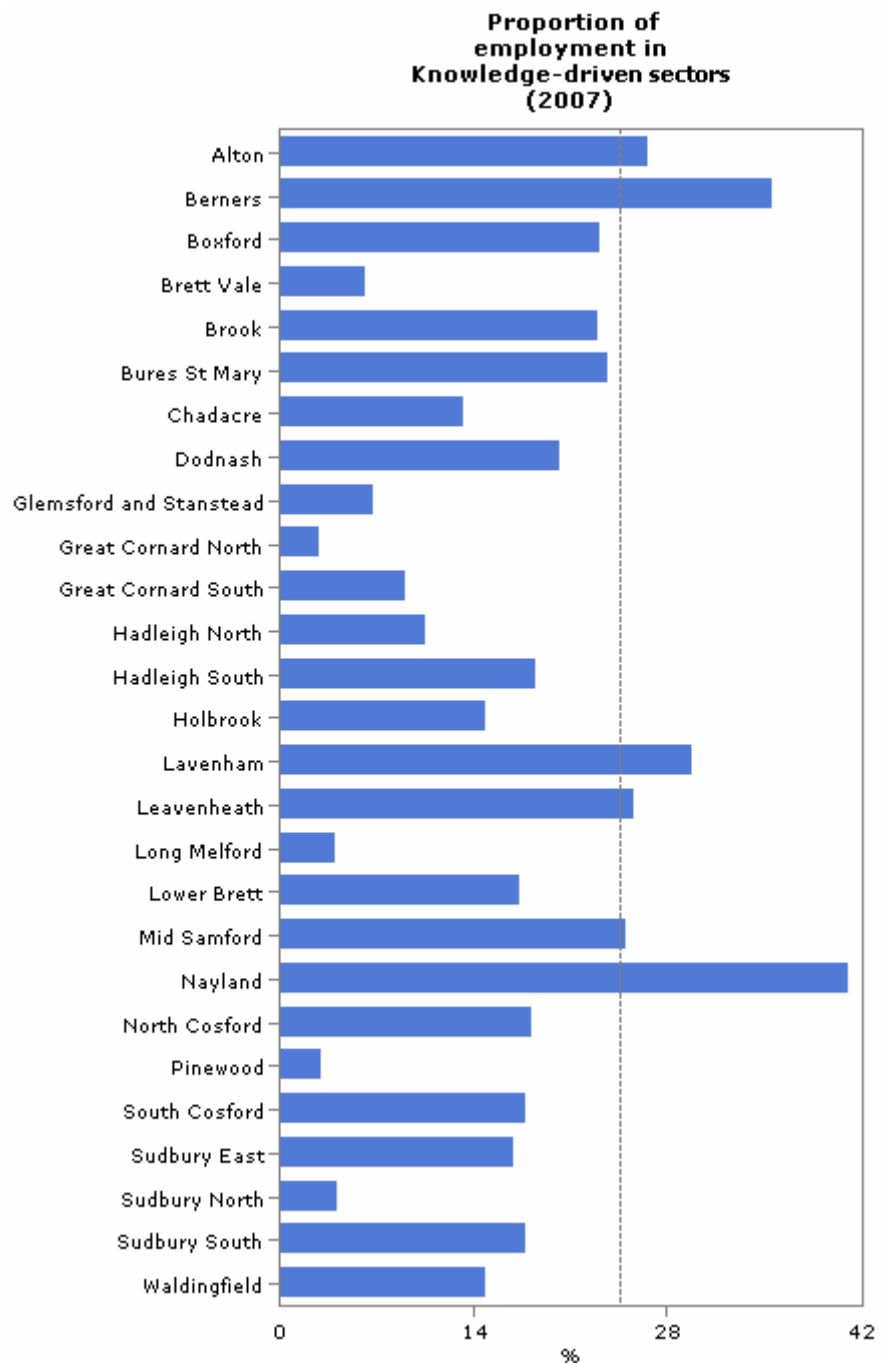


Source: Annual Business Inquiry

Proportion Of Employment In Knowledge-Driven Sectors

The bar chart shows the proportion of employment in knowledge-driven sectors in 2007, for wards in Babergh.

The chart shows that at 14.98%, Holbrook has an average proportion of employment in knowledge-driven sectors. By comparison the Great Britain average, shown by the dashed line, is 24.59%.



Source: Annual Business Inquiry

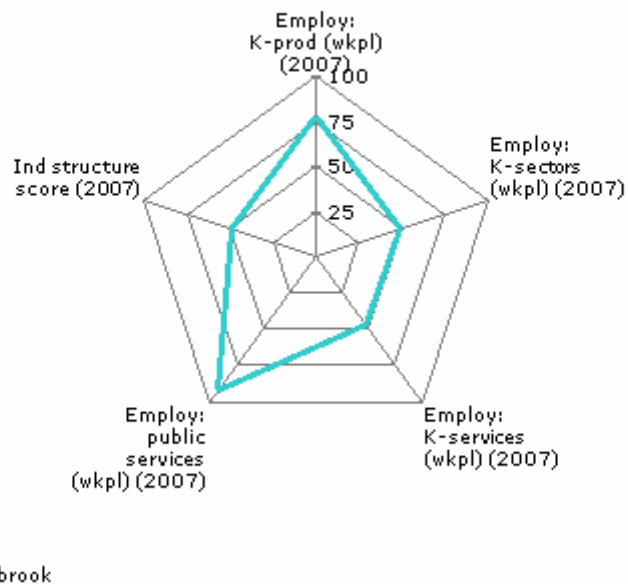
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Industrial Structure Indicators

The spider chart is a way of showing how Holbrook rates against the national median. Data for every ward in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero.

The chart shows that Holbrook scores around the national median on our overall Industrial structure score. The profile also shows how Holbrook performs on a range of related industrial structure measures.



Source: Annual Business Inquiry

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Industrial Structure Indicators

Areas	Employ: K-sectors (wkpl) (%) 2007	Employ: K-prod (wkpl) (%) 2007	Employ: K-services (wkpl) (%) 2007	Employ: public services (wkpl) (%) 2007	Ind structure score (GB=100) 2007	Rank
Nayland	41.17	0.19	40.98	19	166.30	626/10072
Berners	35.67		35.67	18.38	144.07	961/10072
Lavenham	29.84	9.60	20.24	5.58	120.54	1499/10072
Alton	26.70	4.91	21.79	22.51	107.83	1983/10072
Leavenheath	25.66		25.66	8.85	103.66	2147/10072
Mid Samford	25.03	0.50	24.54	18.46	101.11	2247/10072
Bures St Mary	23.81		23.81	16.40	96.17	2478/10072
Boxford	23.23	4.38	18.86	23.57	93.84	2613/10072
Brook	23.01	6.86	16.16	8.25	92.96	2665/10072
Dodnash	20.25		20.25	44.63	81.78	3384/10072
Hadleigh South	18.59	3.68	14.91	34.79	75.08	3889/10072
North Cosford	18.18	4.09	14.09	21.59	73.44	4013/10072
Sudbury South	17.77	0.67	17.10	20.44	71.79	4133/10072
South Cosford	17.77	0.39	17.38	13.48	71.79	4134/10072
Lower Brett	17.36	1.38	15.98	5.23	70.10	4282/10072
Sudbury East	16.99	14.17	2.82	8.51	68.63	4405/10072
Holbrook	14.98	2.57	12.41	62.48	60.50	5135/10072
Waldingfield	14.94	1.19	13.74	6.20	60.33	5152/10072
Chadacre	13.33		13.33	28.42	53.86	5828/10072
Hadleigh North	10.61	1.81	8.80	27.08	42.86	7020/10072
Great Cornard South	9.13	1.17	7.96	73.77	36.89	7686/10072
Glemsford and Stanstead	6.86	0.20	6.66	7.65	27.70	8608/10072
Brett Vale	6.20	0.58	5.62	50.72	25.03	8875/10072
Sudbury North	4.25	0.22	4.03	61.07	17.17	9493/10072
Long Melford	4.08	0.26	3.82	7.35	16.47	9539/10072
Pinewood	3.02	0.34	2.67	14.22	12.19	9765/10072
Great Cornard North	2.94	0.49	2.45	41.91	11.88	9779/10072
Babergh	15.41	3.16	12.26	19.75	62.67	308/408
Suffolk	21.13	5.26	15.87	25.74	85.93	30/53
East of England	23.28	3.75	19.53	25.46	94.67	3/11
Great Britain Average	24.59	3.38	21.21	26.95	100	

Source: Annual Business Inquiry

The rankings in the table are based on the "Industrial structure score" indicator

Industrial Structure Indicators Summary

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

- Employment in knowledge-driven production is above the national median, with the district ranking in the top 40% of wards. It has 2.57% of employment in this sector. This compares with 3.16% in Babergh and 3.38% nationally.
- Employment in knowledge-driven services is around the national median, with the district ranking in the middle 20% of wards. It has 12.41% of employment in this sector. This compares with 12.26% in Babergh and 21.21% nationally.
- The public sector can also act as an important driver of the knowledge economy and, crucially, provides a buffer against economic downturns. Holbrook has a very large public sector, with 62.48% of employment in this sector. This compares with 19.75% in Babergh and 26.95% nationally.

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 on the right. These are statistically the nearest neighbours to Holbrook, with Goring in Worthing being the most similar on the industrial structure indicators.

Rank	Place Name	Neighbourhood
1	Goring	Worthing
2	Lavingtons	Kennet
3	Handsworth	Birmingham
4	Coed Eva	Torfaen
5	Burgess Hill Franklands	Mid Sussex
6	Haywards Heath Bentswood	Mid Sussex
7	Lewes Priory	Lewes
8	Kirkintilloch Central	East Dunbartonshire
9	Forebridge	Stafford
10	Langworthy	Salford

Source: Annual Business Inquiry

Glossary of terms

Knowledge-driven production	This refers to manufacturing industries such as aerospace, electrical machinery manufacture, printing and publishing, and chemicals and energy.
Knowledge-driven services	This refers to service industries such as telecommunications, computing, R & D, finance and business services, and recreational and cultural services.
Public sector	This refers to employment in the following sectors: Public admin/defence; Education; Health and social work.

Data Sources and Definitions

Knowledge-driven production	This uses the following 2003 Standard Industrial Classification (SIC) codes: Aerospace (35.3), Electric machinery and optical equipment (30, 32, 33), Printing, publishing, recorded media (22.11-22.22), Chemicals (24), Energy (11, 23, 40, 41).
Knowledge-driven services	This uses the following 2003 Standard Industrial Classification (SIC) codes: Telecommunications, computer & related services, R&D (72, 73, 64.2, 64.12), Finance, business services (65, 67, 74 (excluding 74.7, 74.82), Air transport services (62), & Recreational & cultural services (92).
Public sector	This uses the following 2003 Standard Industrial Classification (SIC) codes: Public admin/defence (75), Education (80), Health and social work (85).

Source: Local Knowledge; Annual Business Inquiry.

Industrial Structure Profile

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We hope that you have found this report useful. If you would like a more comprehensive guide which benchmarks and analyses a specific area's performance, please contact us to discuss your requirements.

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Industrial Structure
Business and Enterprise
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Labour Market

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Age
Ethnicity
Households
Migration and Change
Occupations
Prosperity
Deprivation
Health
Crime

Environment

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