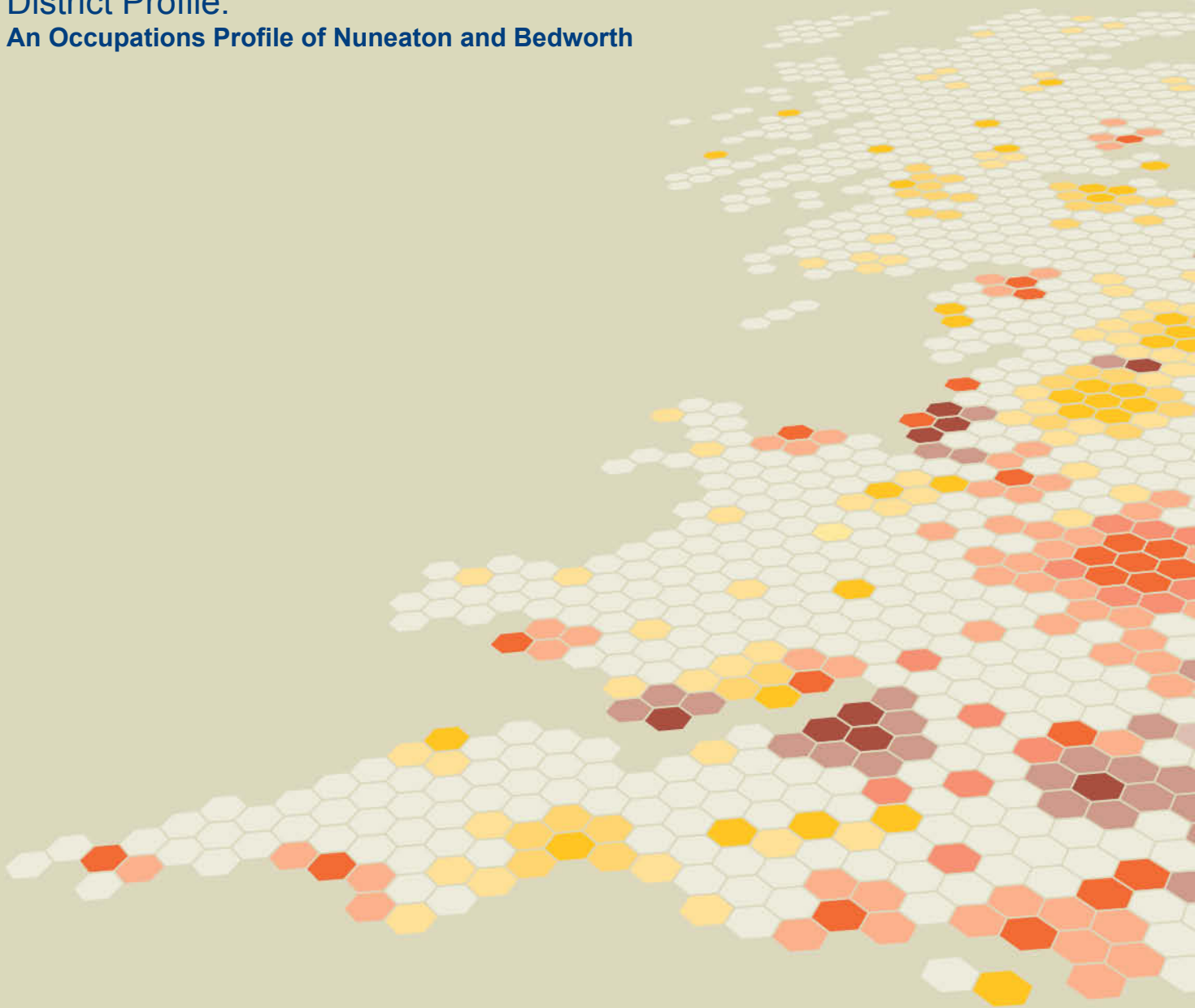


March 2009

District Profile: An Occupations Profile of Nuneaton and Bedworth



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

Occupations Profile: Nuneaton and Bedworth

Introduction

The occupational structure of an area gives a useful indication of the progress being made towards developing a diverse, prosperous, knowledge-based economy. Knowledge-driven activities generate increased demand for 'higher end' occupations including managerial, professional and technical workers. In our assessment of the occupational profile of Nuneaton and Bedworth we have considered the proportion of the working population employed in the four main NVQ-linked occupational groups (based on the standardised competences and skills requirements of each occupation). Our overall score, however, is based on the number of professional managerial and technical workers - or 'knowledge workers'.

Nuneaton and Bedworth is ranked 370 out of 407 districts on our knowledge worker score, indicating a resident workforce that performs in the bottom 20% of districts nationally.

With a knowledge worker score of 73.57, Nuneaton and Bedworth is well below 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 proportion of knowledge workers in Nuneaton and Bedworth is very low by national standards, with 31.69% of the working population classified as professional, managerial or technical workers. By comparison, the Coventry & Warwickshire figure is 41.24%, the West Midlands figure is 39.13% and the national figure is 43.07%.

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

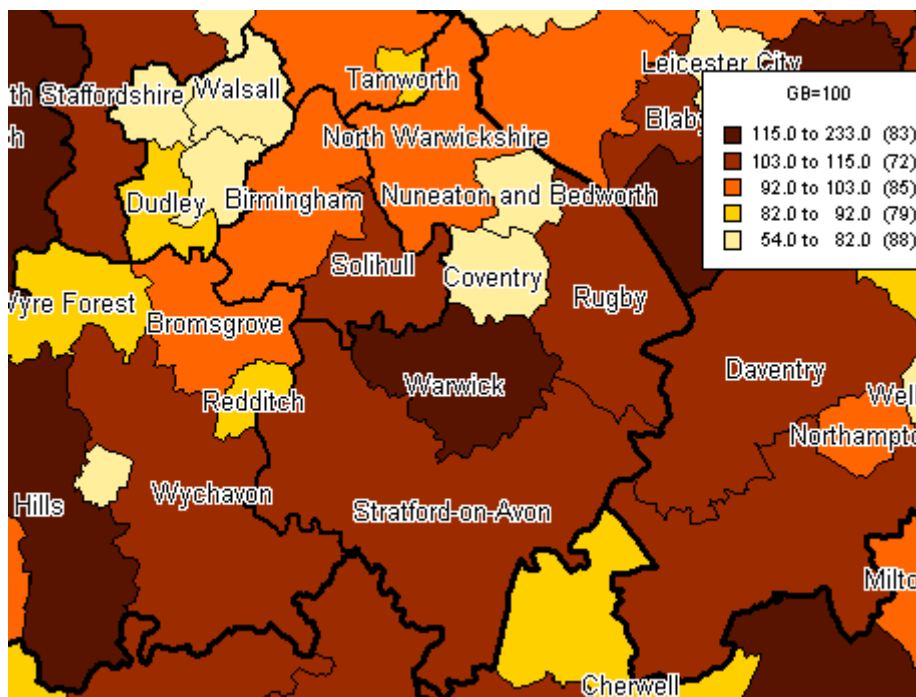
Occupations Profile

Nuneaton and Bedworth
March 2009

Knowledge Worker Score

The map shows the performance of districts within Coventry & Warwickshire on our knowledge worker score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 73.57, Nuneaton and Bedworth is in the bottom 20% of districts and is in a sub region that is in the middle 20% of sub regions nationally.



Source: Annual Population Survey

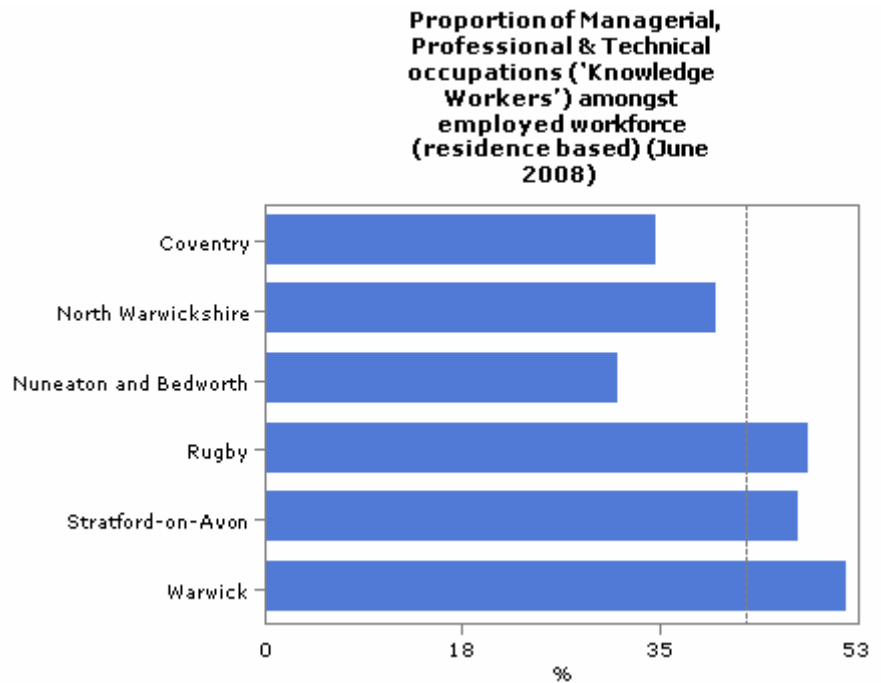
Occupations Profile

Nuneaton and Bedworth
March 2009

Proportion Of Managerial, Professional & Technical Occupations ('Knowledge Workers') Amongst Employed Workforce (Residence Based)

The bar chart shows the proportion of knowledge workers within the workforce, for districts within Coventry & Warwickshire.

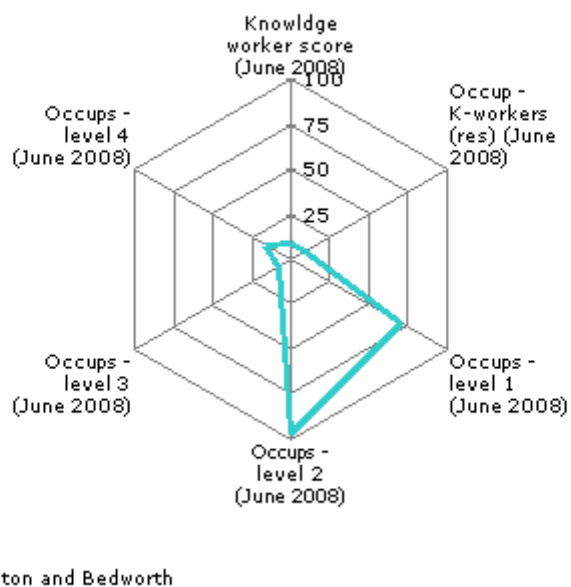
The chart shows that at 31.69%, the proportion of knowledge workers in Nuneaton and Bedworth is well below the national median, with the district ranking in the bottom 20% of districts. By comparison the Great Britain average, shown by the dashed line, is 43.07%.



Source: Annual Population Survey

Occupations Indicators

The spider chart is a way of showing how Nuneaton and Bedworth 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 Nuneaton and Bedworth scores poorly by national standards on our knowledge worker score. The chart also shows how Nuneaton and Bedworth performs on a range of related occupational measures.



Source: Annual Population Survey

Occupations Profile

Nuneaton and Bedworth

March 2009

Occupations Indicators

Areas	Occupys - level 4 (%) June 2008	Occupys - level 3 (%) June 2008	Occupys - level 2 (%) June 2008	Occupys - level 1 (%) June 2008	Occup - K-workers (res) (%) June 2008	Knowledge worker score (GB=100) June 2008	Rank
Warwick	37.59	21.35	33.08	7.97	52.18	121.15	58/407
Rugby	31.03	31.03	26.12	11.83	48.66	112.98	91/407
Stratford-on-Avon	35.69	26.64	27.80	9.87	47.86	111.12	100/407
North Warwickshire	33.23	16.01	32.93	17.82	40.48	93.99	220/407
Coventry	23.16	23.02	39.51	14.32	35.09	81.46	326/407
Nuneaton and Bedworth	21.81	21.29	43.78	13.12	31.69	73.57	370/407
Coventry & Warwickshire	28.89	23.35	35.31	12.45	41.24	95.75	27/53
West Midlands	26.32	24.46	36.61	12.60	39.13	90.85	7/11
Great Britain Average	28.45	25.48	34.52	11.55	43.07	100	

Source: Annual Population Survey

The rankings in the table are based on the "Knowledge worker score" indicator

Occupations Indicators Summary

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

- The proportion of the working population who are in elementary occupations in Nuneaton and Bedworth is high by national standards, with 13.12% in Level 1 Occupations. By comparison, the Coventry & Warwickshire figure is 12.45% and the national figure is 11.55%.
- The proportion of the working population who are in lower skilled occupations in Nuneaton and Bedworth is very high by national standards, with 43.78% in Level 2 Occupations. By comparison, the Coventry & Warwickshire figure is 35.31% and the national figure is 34.52%.
- The proportion of the working population who are in skilled occupations in Nuneaton and Bedworth is very low by national standards, with 21.29% in Level 3 Occupations. By comparison, the Coventry & Warwickshire figure is 23.35% and the national figure is 25.48%.
- The proportion of the working population who are in managerial occupations in Nuneaton and Bedworth is very low by national standards, with 21.81% in Level 4 Occupations. By comparison, the Coventry & Warwickshire figure is 28.89% and the national figure is 28.45%.

Source: Annual Population Survey

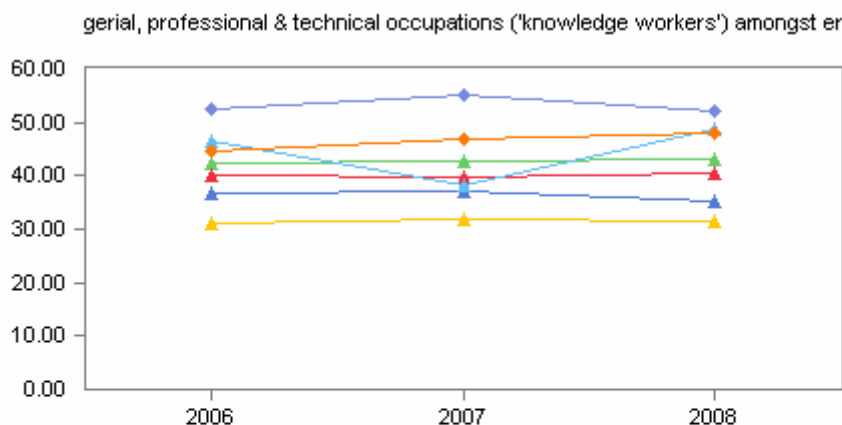
Occupations Profile

Nuneaton and Bedworth
March 2009

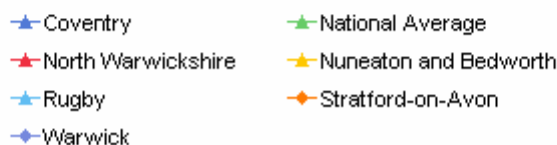
Change In Proportion Of Managerial, Professional & Technical Occupations ('Knowledge Workers') Amongst Employed Workforce (Residence Based)

The chart shows how the proportion of the resident labour force employed as knowledge workers - professional, managerial and technical workers - has changed over recent years, for districts in Coventry & Warwickshire.

For Nuneaton and Bedworth it shows that the proportion of knowledge workers has increased from 31.07% in 2006 to 31.69% in 2008.



Source: Local Knowledge; Annual Population Survey
Notes: Reproduced under the terms of the Click-Use License.



Source: Annual Population Survey

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 Nuneaton and Bedworth, with Halton in Greater Merseyside being the most similar on the occupations indicators.

Rank	Place Name	Sub Region
1	Halton	Greater Merseyside
2	Doncaster	South Yorkshire
3	North Lincolnshire	Humberside
4	Thurrock	Essex
5	West Lancashire	Lancashire
6	Worcester	Herefordshire & Worcestershire
7	Wansbeck	Northumberland
8	Rotherham	South Yorkshire
9	North East Lincolnshire	Humberside
10	Crawley	Sussex

Source: Annual Population Survey

Glossary of terms

Managerial and professional occupations (level 4)	The proportion of the working age population who are employed in managerial and professional occupations, based on place of residence.
Skilled technical occupations (level 3)	The proportion of the working age population who are employed in skilled technical occupations, based on place of residence.
Lower skilled occupations (level 2)	The proportion of the working age population who are employed in lower skilled occupations, based on place of residence.
Elementary occupations (level 1)	The proportion of the working age population who are employed in elementary occupations, based on place of residence.
Proportion of managerial, professional & technical occupations ('knowledge workers')	The proportion of the working age population who are employed in knowledge occupations, based on place of residence.
Knowledge worker score	This residence based figure provides an index of the proportion of the working age population who are employed in knowledge occupations.

Data Sources and Definitions

Managerial and professional occupations (level 4)	The total in managerial and professional occupations as a proportion of total employees. Based on Standard Occupational Classification 2000 (SOC) groups (1) Managers and Senior Officials; and (2) Professional occupations, based on place of residence.
Skilled technical occupations (level 3)	The total in skilled occupations as a proportion of total employees. This is based on Standard Occupational Classification 2000 (SOC) groups Associate Professionals & Technical (3) and Skilled Trades (4).
Lower skilled occupations (level 2)	The total lower skilled occupations as a proportion of total employees. This is based on Standard Occupational Classification 2000 (SOC) groups Administrative & Secretarial (5), Personal Services, Care & Leisure (6), Sales & Customer Services (7), Process & Machine Operatives (8).
Elementary occupations (level 1)	The total employed in elementary occupations as a proportion of total employees, based on Standard Occupational Classification 2000 (SOC) code 9.
Proportion of managerial, professional & technical occupations ('knowledge workers')	The number of knowledge workers as a proportion of the working age population. Based on Standard Occupational Classification 2000 (SOC) groups (1) Managers and Senior Officials; (2) Professional occupations; (3) Associate Professional and Technical occupations, based on place of residence.
Knowledge worker score	The proportion of knowledge workers occupations as a proportion of the working age population, indexed to the national average. Based on Standard Occupational Classification 2000 (SOC) groups (1) Managers and Senior Officials; (2) Professional occupations; (3) Associate Professional and Technical occupations, based on place of residence.

Source: Local Knowledge; Annual Population Survey (ONS Crown Copyright).

Occupations Profile

Nuneaton and Bedworth
March 2009



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

Ordering further Place Profiles

Place Profiles are available at a range of spatial levels from Sub-Region to Lower Layer Super Output Area. The reports are produced using the latest information. They cover the following economic, social and environmental themes which, in combination, provide a comprehensive analysis of local conditions:

Economy

Economic Performance
Industrial Structure
Business and Enterprise
Skills and Qualifications
Labour Market

Society

Age
Ethnicity
Households
Migration and Change
Occupations
Prosperity
Deprivation
Health
Crime

Environment

Housing
Commercial Property
Transport and Communications
Amenities
Natural Environment

Prices range from £50 to £100 for a single report, depending on content and spatial level. Please call us on ☎ 020 7440 7360 or email placeprofiles@localfutures.com to place an order or to discuss discounted prices for multiple reports.

Want to know more?

Please visit our website (www.localfutures.com) for further information or join us at one of our regular seminars (details on our website under 'what's new'). Alternatively, phone or contact us using the details below.

Copyright note

Reproduced under the terms of the Click Use licence. Unless otherwise stated, all text and images featured in this report are copyright the Local Futures Group, 2009. Any reproduction, in full or in part, must credit the Local Futures Group as the copyright holder. If you are interested in reproducing any of the text or images, please email placeprofiles@localfutures.com.

The Local Futures Group Ltd is registered in England, number 0337 5867. VAT number: 969 8871 49.

Registered office: 30 Little Russell Street, London, WC1A 2HN.

☎ 020 7440 7360 📠 020 7440 7370