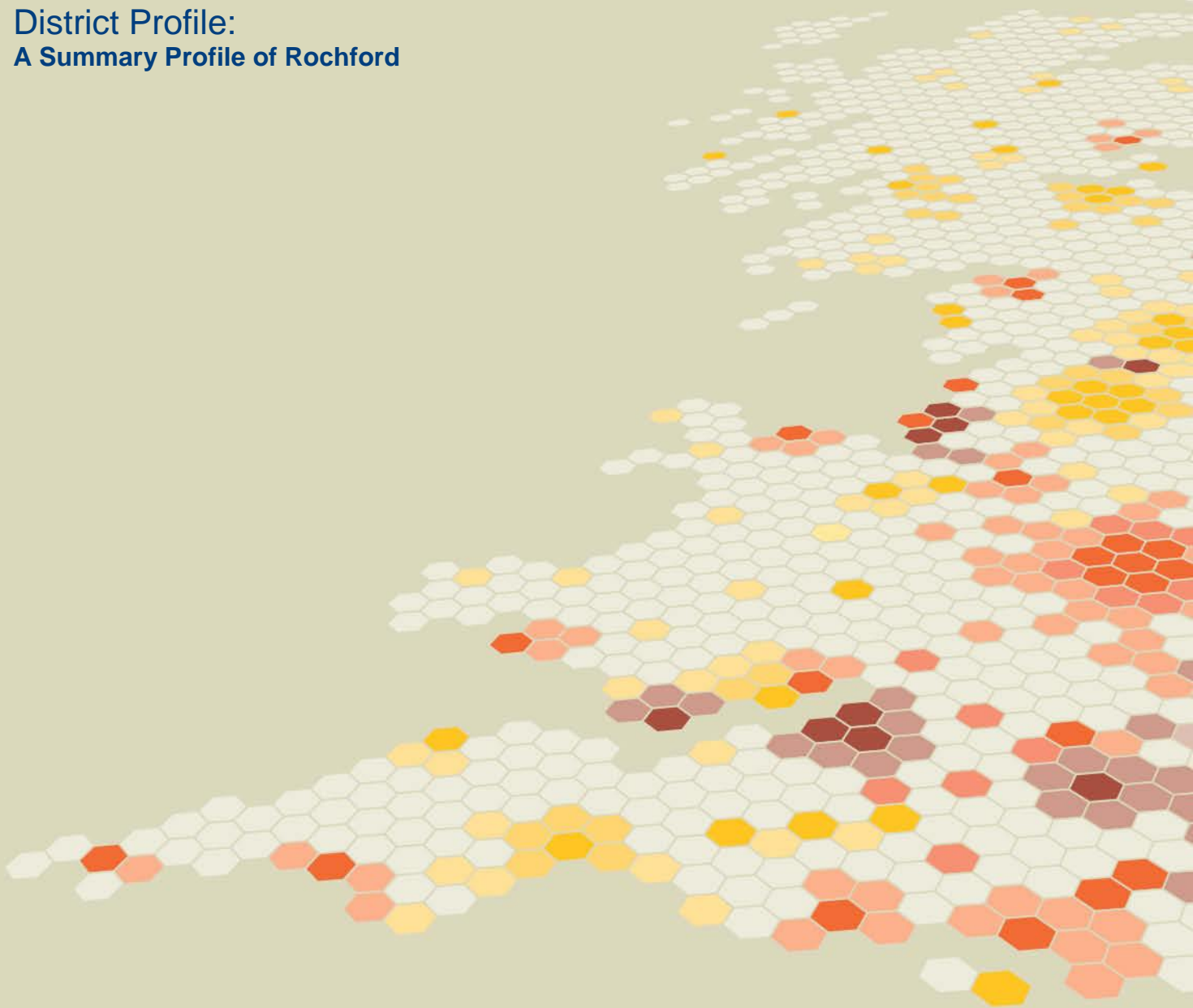


February 2010

District Profile: A Summary Profile of Rochford



Summary Profile

Rochford
February 2010



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 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:** services to monitor change and assess the impact of strategies.

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

Local Knowledge is 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 demonstration of Local Knowledge please contact us on 020 7440 7360 or email info@localfutures.com

Summary Profile Introduction

This summary report looks at the performance of Rochford, according to how well the district scores on a range of selected benchmark indicators of economic, social and environmental well-being. An important context for the analysis is the shift towards a more knowledge based economy in Britain. This concept, which is the Government's vision for spreading economic prosperity throughout the UK and for competing in the global economy, is reflected in regional economic strategies and local economic development strategies. One of the aims of this report is to relate competitiveness to sustainable development and quality of life issues.

This summary profile can be used to inform policy development and to act as a framework for monitoring and evaluating progress towards a district's various policy goals. The report can also be used as an evidence base to inform Local Area Agreements, Multi Area Agreements, Total Place and the wider place shaping agenda. More detailed Place Profiles for each topic are also available.

Contents

Summary Profile Introduction	2
Economy Introduction	3
Economic Performance	4
Industrial Structure	5
Business and Enterprise	6
Skills and Qualifications	7
Labour Market	8
Economy Scorecard	10
Glossary of terms	11
Society Introduction	13
Age	14
Ethnicity	15
Household Structure	16
Migration and Change	17
Occupations	18
Prosperity	19
Deprivation	20
Health	21
Crime	22
Society Scorecard	24
Glossary of terms	25
Environment Introduction	27
Housing	28
Commercial Floorspace	29
Transport and Connectivity	30
Amenities	31
Environment	32
Environment Scorecard	34
Glossary of terms	35

Economy Introduction

This summary report assesses the present state of the local economy in Rochford in terms of its competitiveness at the sub-regional, regional and national levels. Strong economic foundations are critical to the future success of areas, as quality employment opportunities need to be created for local people. This profile examines five aspects of economic development that need to be 'joined-up' in the context of strategy, partnership and practical initiatives:

- Economic Performance;
- Industrial Structure;
- Business and Enterprise;
- Labour Market;
- Skills and Qualifications.

The report starts by presenting the data for the main composite measures for each aspect of the economy in Rochford. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which sets out how Rochford rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of economic development is presented. This is based on the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Economic Summary Indicators

Areas	Bus & enterprise score (GB=100) 2007	Productivity score (GB=100) 2006	Economic scale (GB=100) 2006	Skills & quals score (res) (GB=100) January-December 2008	Econ change score (GB=100) 2008	Ind structure score (GB=100) 2008	Labour market score (GB=100) May 2009
Uttlesford	94.84	96.50	53.60	108.98	272.63	115.37	113.89
Castle Point	103.02	80.88	28.87	93.57	204.75	70.33	108.72
Harlow	112.85	101.46	57.89	95.39	967.38	130.61	108.18
Maldon	87.61	92.51	28.03	84.47	360.89	104.37	108.04
Rochford	107.09	87.68	29.33	95.89	209.18	83.16	105.45
Chelmsford	103.22	89.21	115.20	101.40	319.64	89.36	104.09
Colchester	101.71	90.12	109.88	103.57	178.26	89.95	103.96
Epping Forest	109.09	93.69	64.92	97.43	-115.97	91.50	102.87
Brentwood	106.92	102.53	47.39	96.37	253.48	123.37	102.05
Braintree	105.89	88.17	76.81	93.04	114.32	81.21	101.24
Southend-on-Sea	85.04	83.47	92.91	97.26	355.26	107.05	100.69
Thurrock	123.19	85.46	84.63	85.03	268.90	56.87	99.06
Basildon	106.29	95.35	115.74	96.39	91.92	87.76	97.83
Tendring	84.24	82.33	56.36	78.43	108.92	42.13	95.66
Essex	101.13	89.74	124.91	95.02	241.85	90.37	102.60
East of England	98.71	97.27	98.37	97.86	77.63	95.51	104.77
Great Britain Average	100	100	100	100	100	100	100

The rankings in the table are based on the "Labour market score" indicator

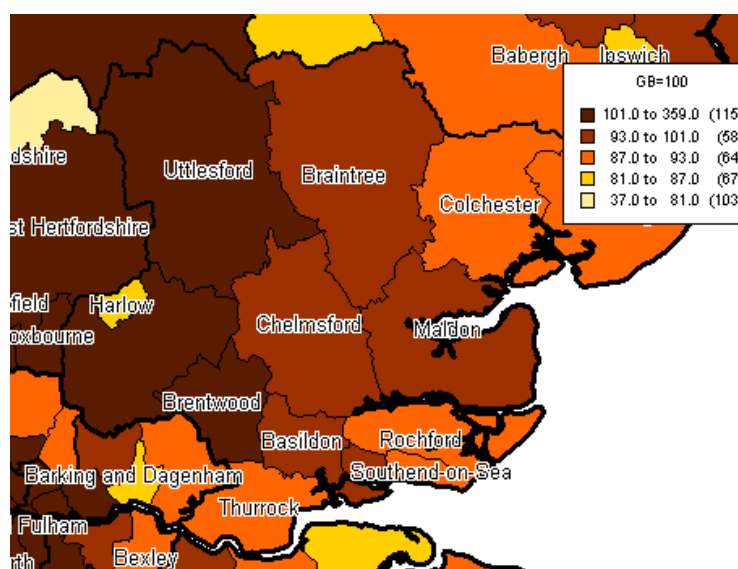
Economic Performance

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 Rochford. Productivity measures the relative performance of the economy in an area, by combining Gross Value Added (GVA) per head 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.

Rochford is ranked 224 out of 408 districts on our economic productivity score, placing it in the middle 20% of districts nationally.

The map shows the performance of districts within Essex 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 87.68, Rochford is in the middle 20% of districts and is in a sub region that is in the middle 20% of sub regions nationally.



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

Looking in more detail at Rochford's economic performance we find that:

- Relative to other districts, the size of the economy in Rochford is well below the national median, with an economic scale score of 29.33. By comparison, the Essex score is 124.91 and the national average is 100.00.
- The average gross weekly earnings of those working in Rochford are average, with the district ranking in the middle 20% of districts nationally. Average gross weekly earnings in Rochford are £418.20, compared with £439.96 in Essex and £456.12 nationally.
- Gross value added (GVA) per head in Rochford is average, with the area ranking in the middle 20% of districts nationally. GVA per head in Rochford is £14,624.75, compared with £15,266.36 in Essex and £19,061.71 nationally.
- Rochford has a very small sized employment base, with the area ranking in the bottom 20% of districts nationally. It accounted for 0.07% of all employees in Great Britain.
- The share of national GVA in Rochford is very low by national standards, with the area ranking in the bottom 20% of districts nationally. It accounted for 0.07% of all GVA in Great Britain.
- Between 2006 and 2008, the total number of employees in Rochford increased by 3.99%. This reflects a relatively strong level of economic growth by national standards, placing Rochford in the top 40% of districts nationally.

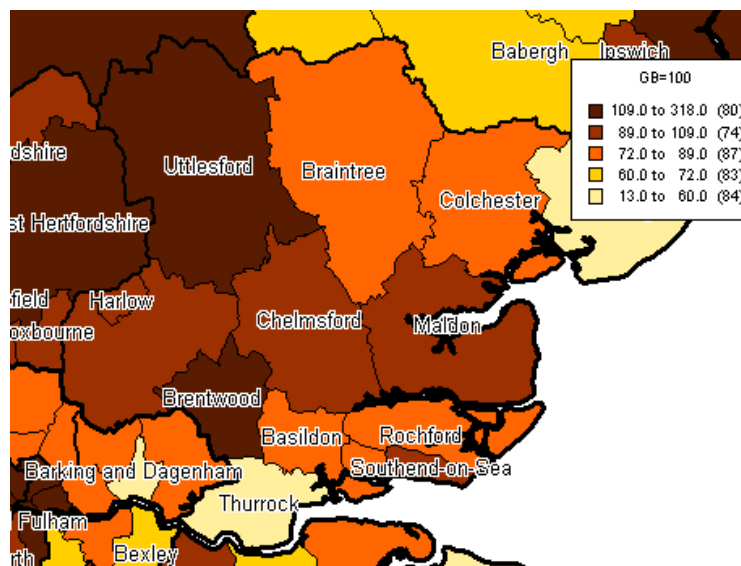
Industrial Structure

Throughout the global economy, the critical structural trend is the growth of the knowledge economy. Our industrial structure profile assesses Rochford 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.

Rochford is ranked 174 out of 408 districts on our overall industrial structure score, indicating a knowledge economy that performs in the middle 20% of districts nationally.

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

With an industrial structure score of 83.16, Rochford 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.



Source: Annual Business Inquiry

Looking in more detail at Rochford's industrial structure we find that:

- Knowledge intensive sectors in Rochford accounted for 20.44% of total employment in 2008. By comparison, the Essex figure was 22.21%, the East of England figure was 23.48% and the national figure was 24.58%.
- Employment in knowledge-driven production is above the national median, with the district ranking in the top 40% of districts. It has 4.16% of employment in this sector. This compares with 3.54% in Essex and 3.21% nationally.
- Employment in knowledge-driven services is around the national median, with the district ranking in the middle 20% of districts. It has 16.28% of employment in this sector. This compares with 18.67% in Essex and 21.37% nationally.
- The public sector can also act as an important driver of the knowledge economy. Rochford has a small public sector, with 23.57% of employment in this sector. This compares with 25.57% in Essex and 27.04% nationally.
- Between 2006 and 2008, employment in knowledge-driven sectors in Rochford increased by 10.98%. This places Rochford in the top 20% of districts nationally. By comparison the sector changed nationally by 1.72%.

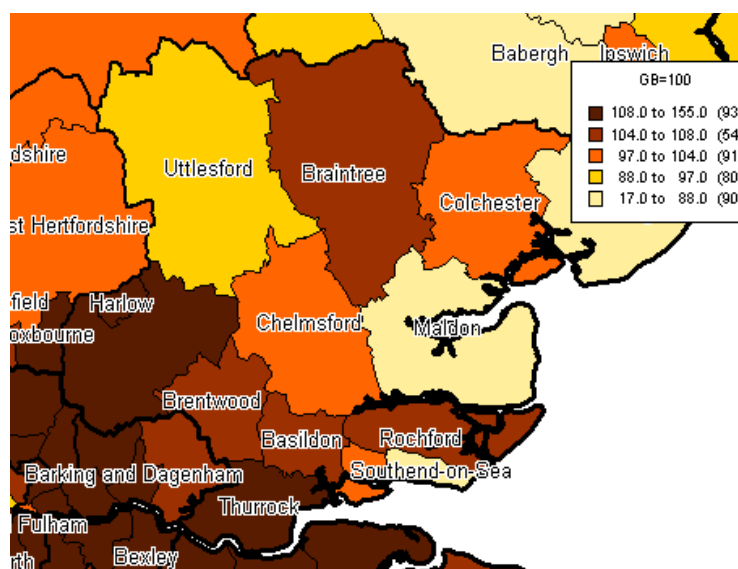
Business and Enterprise

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 Rochford. 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.

Rochford is ranked 104 out of 408 districts on our business and enterprise score, indicating an enterprise culture that performs in the top 40% of districts nationally.

The map shows the performance of districts within Essex on our business and enterprise score. The areas with very dark shading score highly and those with very light shading score poorly.

With a business and enterprise score of 107.09, Rochford 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.



Source: Business start-ups and closures: VAT registrations and deregistrations

Looking in more detail at Rochford's business and enterprise profile we find that:

- The business density of Rochford is average compared with the national median, with 42.25 businesses per 1,000 of population. By comparison, the Essex average was 42.20, the East of England average was 43.98 and the national mean average was 40.22.
- The new business formation rate in Rochford is high, with the area ranking in the top 40% of districts nationally. In 2008, 11.21% of all businesses registered for VAT compared with 10.43% in Essex and 10.55% nationally.
- The 24 month business survival rate in Rochford is high by national standards, with the district ranking in the top 40% of districts nationally. Of all of the VAT registered businesses in 2005, 82.09% were still trading in 2007.
- The self-employment rate in Rochford is high by national standards, with the district ranking in the top 40% of districts nationally. In 2009, the self-employment rate was 13.90%, compared with 10.76% in Essex and 11.66% nationally.
- Between 1998 and 2008, the total business stock in Rochford increased by 24.08%. This change places the area in the top 40% of districts nationally. Over the same time period, the number of businesses in Essex changed by 22.93%.

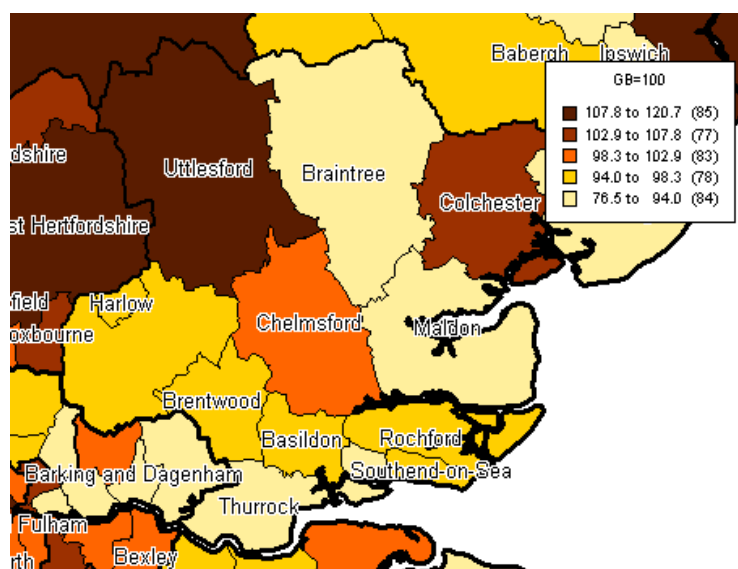
Skills and Qualifications

Human capital is a prerequisite of a successful knowledge 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 in Rochford, we have used a composite measure based on each of the four NVQ levels, with greater weighting attached to the higher levels. We also provide GCSE rates, as a precursor to the future potential workforce and a measure of the quality of local schools.

Rochford is ranked 295 out of 407 districts on our skills and qualifications score, indicating a resident workforce that performs in the bottom 40% of districts by national standards, in terms of human capital.

The map shows the performance of districts within Essex on our skills and qualifications score. The areas with very dark shading score highly and those with very light shading score poorly.

With a skills and qualifications score of 95.89, Rochford is 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.



Source: Annual Population Survey

Looking in more detail at Rochford's skills and qualifications profile we find that:

- The proportion of the working age resident population qualified below NVQ level 2 in Rochford is high, with the area ranking in the top 40% of districts nationally. In 2008, 19.89% of working age residents had either NVQ level 1 or no qualifications, compared with 20.99% in Essex and 18.53% nationally.
- The proportion of the working age resident population qualified to NVQ level 2 in Rochford is very high, with the area ranking in the top 20% of districts nationally. In 2008, 27.27% of working age residents were qualified to NVQ level 2, compared with 23.67% in Essex and 21.16% nationally.
- The proportion of the working age resident population qualified to NVQ level 3 in Rochford is average, with the area ranking in the middle 20% of districts nationally. In 2008, 19.44% of the working age population held 2 A-Levels or equivalent, compared with 18.04% in Essex and 18.90% nationally.
- The proportion of the working age resident population qualified to NVQ level 4 and above in Rochford is low, with the area ranking in the bottom 40% of districts nationally. In 2008, 23.03% held a degree or equivalent, compared with 22.89% in Essex and 29.01% nationally.

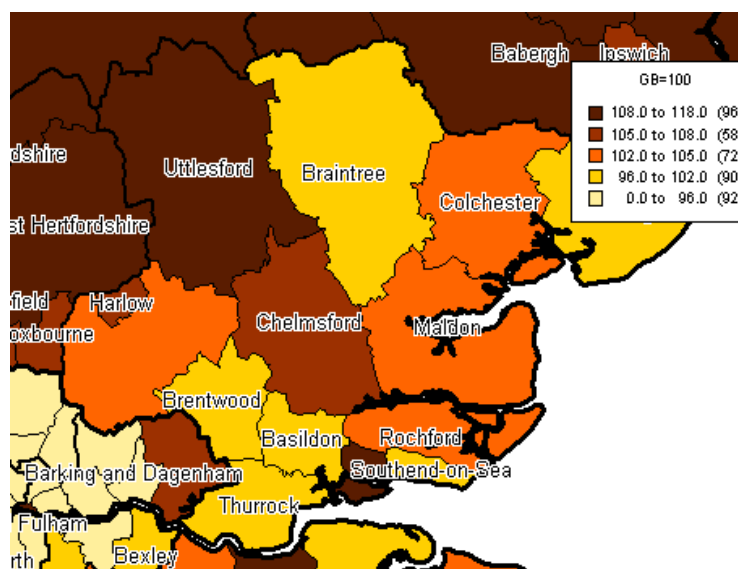
Labour Market

The EU Lisbon Strategy set an employment rate target of 70 per cent by 2010. In this profile we use the employment rate as an overall measure of labour market performance in Rochford, 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.

Rochford is ranked 154 out of 408 districts on our labour market score, indicating participation rates within the resident working age population that are in the top 40% of districts nationally.

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

With a labour market score of 105.45, Rochford 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.



Source: Annual Population Survey

Looking in more detail at Rochford's labour market performance we find that:

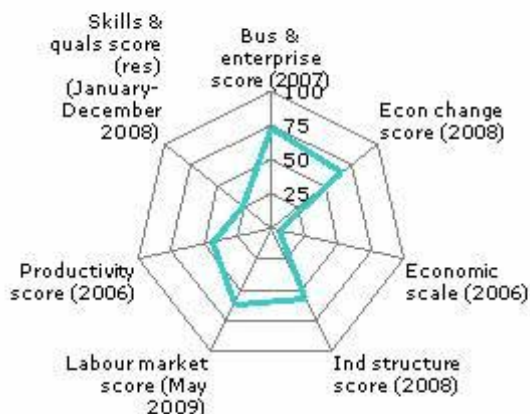
- The proportion of the resident working age population who are in employment in Rochford is high, with the area ranking in the top 40% of districts nationally. In Rochford, 77.50% of the resident working age population are in employment, compared with 75.40% in Essex and 73.49% nationally.
- The proportion of the working age population who are unemployed in Rochford is very low, with the district ranking in the bottom 20% of districts nationally. In Rochford, 2.40% of people are claiming job seekers allowance in 2009, compared with 3.59% in Essex and 4.09% nationally.
- The proportion of the working age population who are in long-term unemployment in Rochford is average, with the district ranking in the middle 20% of districts nationally. In Rochford, 11.15% of people who are unemployed have been claiming job seekers allowance for at least 12 months, compared with 12.58% in Essex and 13.57% nationally.
- Between 2005 and 2008, the employment rate in Rochford decreased by 7.34%. This places Rochford in the bottom 20% of districts nationally. By comparison the employment rate changed nationally by -0.29%.

Summary Profile

Rochford
February 2010

Summary Economic Indicators

The spider chart is a way of showing how Rochford rates against the national median on the summary economic indicators. 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.



— Rochford

Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles are shown opposite. These are statistically the nearest neighbours to Rochford, with Castle Point in Essex being the most similar on the summary economic indicators.

Rank	Place Name	Sub Region
1	Castle Point	Essex
2	Gravesham	Kent & Medway
3	Brentwood	Essex
4	Bromsgrove	Herefordshire & Worcestershire
5	Bolsover	Derbyshire
6	Sevenoaks	Kent & Medway
7	Wellingborough	Northamptonshire
8	Barrow-in-Furness	Cumbria
9	Swale	Kent & Medway
10	Lewes	Sussex

Summary Profile

Rochford
February 2010

Economic Scorecard

The economic 'scorecard', shows how Rochford stands nationally, within its region and sub-region. The 'scorecard' assesses the state of Rochford in terms of the composite economic development measures. The scores represent the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Composite measure	Sub-region score	Region score	National score	Summary
Economic scale An 'A' represents areas with the largest economic scale	E	E	E	The share of national GVA in Rochford is very low by national standards, with the area ranking in the bottom 20% of districts nationally. It accounted for 0.07% of all GVA in Great Britain.
Productivity An 'A' represents areas with the highest levels of productivity	D	D	C	Rochford is ranked 224 out of 408 districts on our economic productivity score, placing it in the middle 20% of districts nationally.
Economic Change An 'A' represents areas with the highest rates of economic growth	C	B	B	Between 2006 and 2008, the total number of employees in Rochford increased by 3.99%. This reflects a relatively strong level of economic growth by national standards, placing Rochford in the top 40% of districts nationally.
Industrial Structure An 'A' represents areas with the highest proportion of knowledge intensive employment	D	C	C	Rochford is ranked 174 out of 408 districts on our overall industrial structure score, indicating a knowledge economy that performs in the middle 20% of districts nationally.
Business and Enterprise An 'A' represents areas with the highest levels of business formation, growth and survival	B	A	B	Rochford is ranked 104 out of 408 districts on our business and enterprise score, indicating an enterprise culture that performs in the top 40% of districts nationally.
Skills and Qualifications An 'A' represents areas with the most skilled population	C	C	D	Rochford is ranked 295 out of 407 districts on our skills and qualifications score, indicating a resident workforce that performs in the bottom 40% of districts by national standards, in terms of human capital.
Labour Market An 'A' represents areas with the highest employment rates	B	C	B	Rochford is ranked 154 out of 408 districts on our labour market score, indicating participation rates within the resident working age population that are in the top 40% of districts nationally.

Summary Profile

Rochford
February 2010



Glossary of terms

Economic change score	This score provides an index of the percentage long term change in the total number of employees (by workplace) in relation to the national average.
Economic scale score	Economic scale indicates the size of an area's economy.
Productivity score	The productivity capacity of an area.
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.
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. The score takes into consideration an area's business formation rate, the change in VAT registered business stock, and new business survival rates.
Skills and qualifications score	The composite presents an index of the qualifications of an area's workforce, relative to the GB value. A higher score indicates a high level of local area qualifications amongst the labour market.
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.

Data Sources and Definitions

Economic change score	The difference between total employment in the start year and the most recent year as a proportion of total employment in the start year, indexed to the Great Britain average.
Economic scale score	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.
Productivity score	The 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.
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).

Summary Profile

Rochford
February 2010



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).
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.
Skills and qualifications score	Skills and qualifications scores are generated from summing the weighted percentages of an area's workforce qualified below NVQ2, at NVQ2, NVQ3 and NVQ4 and above, with each indicator indexed to the GB value. The sum of these indices are then divided by 4 to gain an overall composite.

Source: Local Knowledge; Annual Business Inquiry; Annual Population Survey; Annual Survey of Hours and Earnings); Business start-ups and closures: VAT registrations and deregistrations; GVA by NUTS 3 (National Statistics websites (ONS: www.statistics.gov.uk; Nomis: www.nomisweb.co.uk) Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI).

Society Introduction

This social summary report provides a social profile of Rochford in terms of the demographic characteristics of its local communities and the issues which affect them most. The report examines nine aspects of Rochford's social profile:

- Age; Ethnicity; Household; and Migration and Change;
- Occupational Structure;
- Prosperity;
- Deprivation and Inequality;
- Health;
- Crime.

The report starts by presenting the data for the main composite measures for each aspect of the social profile of Rochford. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which shows how Rochford rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of the social profile is presented. This is based on the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Social Summary Indicators

Areas	Average age (Years) 2001	Average household size (Number) 2001	Change in resident population (L/T) (%) 1991-2008	Crime score (GB=100) 2008/09	Depriv score (GB=100) 2007	Health score (GB=100) 2005-2007	Knowledge worker score (GB=100) May 2009	Prosperity score (GB=100) 2006/07	Pop non-White (E) (%) 2007
Harlow	36.97	2.37	5.87	124.52	99.39	100.68	85.02	82.80	8.46
Thurrock	36.55	2.45	17.79	117.54	98.78	100.08	78.98	91.87	9.99
Southend-on-Sea	40.24	2.26	1.92	114.15	104.18	99.54	96.89	100.55	7.77
Basildon	37.69	2.39	6.55	109.42	95.39	100.16	88.59	101.33	6.76
Colchester	37.98	2.45	23.70	86.18	67.63	101.32	118.96	100.15	7.92
Epping Forest	39.83	2.39	7.09	83.14	66.42	100.72	122.09	145.89	10.13
Tendring	44.77	2.26	17.24	80.41	108.68	100.12	70.88	83.59	5.20
Castle Point	40.47	2.46	3.22	72.01	59.79	101.56	70.15	98.57	4.93
Chelmsford	38.45	2.43	8.99	68.55	42.94	102.75	120.24	118.29	6.51
Brentwood	40.84	2.38	3.39	67.57	42.54	102.86	116.25	142.34	8.24
Braintree	38.53	2.43	18.74	62.93	63.10	101.13	93.66	107.64	4.41
Maldon	39.53	2.46	19.89	52.02	56.83	100.99	116.15	106.07	4.15
Rochford	40.24	2.46	10.73	48.34	42.75	102.92	108.39	107.25	4.26
Uttlesford	39.38	2.51	12.54	44.29	32.15	101.92	124.29	153.38	5.25
Essex	39.29	2.39	11.29	84.94	74.27	101.04	100.56	107.62	6.92
East of England	39.12	2.41	11.86	89.42	70.99	101.20	102.74	90.29	8.37
Great Britain Average	39.28	2.41	6.77	100	100	100	100	100	11.76

The rankings in the table are based on the "Crime score" indicator

Summary Profile

Rochford
February 2010

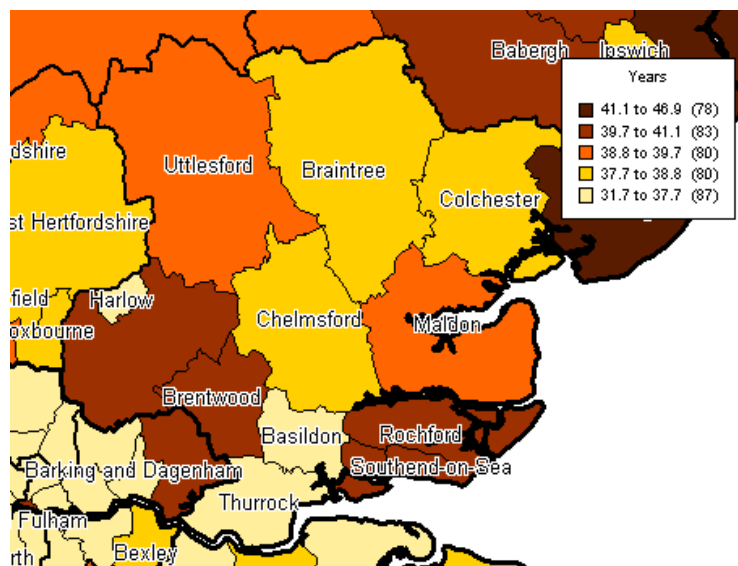
Age

Demographic characteristics have a fundamental influence on the social and economic development of an area. The age distribution of residents has implications for long-term economic activity rates and spending power (with a younger profile) or current and future social care resourcing (with an older or aging population). This age profile assesses Rochford according to a number of indicators, including the age breakdown of residents, dependency ratios and birth rates.

Rochford is ranked 122 out of 408 districts on the average age of residents, indicating an average age in the highest 40% of districts nationally.

The map shows the average age of residents in districts within Essex. The areas with very dark shading have higher average ages and those with very light shading have lower average ages.

With an average age of 40.24 years, Rochford is in the highest 40% of districts and is in a sub region that has an average age in the highest 40% of sub regions nationally.



Source: Census 2001

Looking in more detail at Rochford's age profile we find that:

- The proportion of the resident population aged 0-14 was estimated at 17.34% in 2008, which is average by national standards, with Rochford ranking in the middle 20% of districts. By comparison, the Essex figure was 17.81% and the national average was 17.44%.
- The proportion of the resident population aged 15-24 was estimated at 11.48% in 2008, which is low by national standards, with Rochford ranking in the bottom 40% of districts. By comparison, the Essex figure was 12.37% and the national average was 13.35%.
- The proportion of the resident population aged 25-44 was estimated at 25.00% in 2008, which is low by national standards, with Rochford ranking in the bottom 40% of districts. By comparison, the Essex figure was 26.90% and the national average was 27.78%.
- The proportion of the resident population aged 45-64 was estimated at 27.39% in 2008, which is high by national standards, with Rochford ranking in the top 40% of districts. By comparison, the Essex figure was 25.86% and the national average was 25.19%.
- The proportion of the resident population aged 65 and over was estimated at 18.78% in 2008, which is high by national standards, with Rochford ranking in the top 40% of districts. By comparison, the Essex figure was 17.05% and the national average was 16.24%.
- The number of live births per 1000 of the resident population was 9.86 in 2006, which is low by national standards. This placed Rochford in the bottom 40% of districts. By comparison, the Essex figure was 11.62 and the national figure was 12.09.
- The dependency ratio (the ratio of economically dependent people to those who are economically active) in Rochford is 0.66. This is high by national standards. By comparison, the Essex figure is 0.62 and the national figure is 0.58.

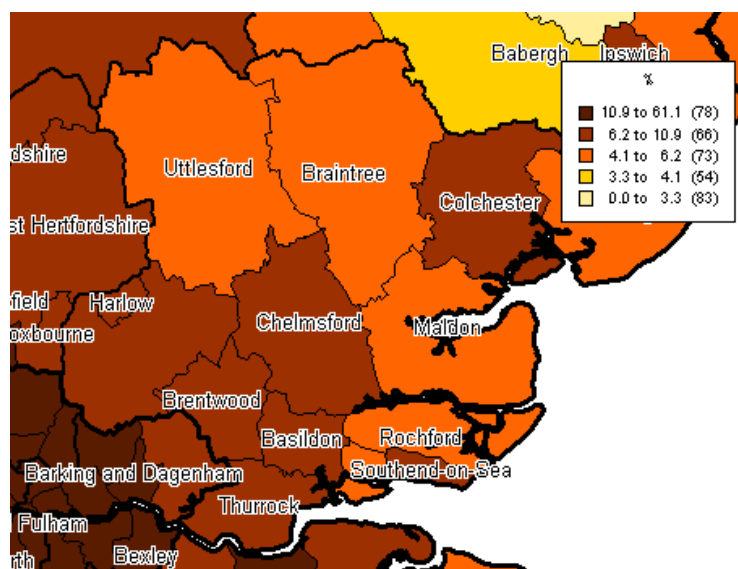
Ethnicity

Demographic characteristics have a fundamental influence on the social and economic development of an area. Understanding the extent of ethnic diversity is important both for being able to target policies at different communities and for the impact on community cohesion and involvement. This ethnicity profile assesses Rochford according to the proportions of different ethnic groups and the extent of ethnic fractionalisation (a measure of ethnic diversity).

Rochford is ranked 210 out of 354 districts on the proportion of its population classified as Non-White, placing the area in the middle 20% of districts nationally.

The map shows the proportion of the population classified as Non-White in districts within Essex. The areas with very dark shading have higher levels of Non-White residents and those with lighter shadings have lower levels.

With 4.26% of residents classified as Non-White, Rochford is around the national median. This is shown in the map, where areas with darker shadings have higher levels of Non-White residents and those with lighter shadings have lower levels.



Source: Resident Population Estimates by Ethnic Group (Experimental) and Sex

Looking in more detail at Rochford's ethnicity profile we find that:

- The proportion of the population classified as White was 95.74%, which is average by national standards, with Rochford ranking in the middle 20% of districts. By comparison, the Essex average was 93.08% and the national figure was 88.24%.
- The proportion of the population classified as from a Mixed background was 1.10%, which is average by national standards, with Rochford ranking in the middle 20% of districts. By comparison, the Essex average was 1.40% and the national figure was 1.70%.
- The proportion of the population classified as Asian or British Asian was 1.46%, which is low by national standards, with Rochford ranking in the bottom 40% of districts. By comparison, the Essex average was 2.58% and the national figure was 5.71%.
- The proportion of the population classified as Black or Black British was 1.10%, which is average by national standards, with Rochford ranking in the middle 20% of districts. By comparison, the Essex average was 1.84% and the national figure was 2.83%.
- The proportion of the population classified as Chinese or any other ethnic background was 0.61%, which is low by national standards, with Rochford ranking in the bottom 40% of districts. By comparison, the Essex average was 1.11% and the national figure was 1.52%.

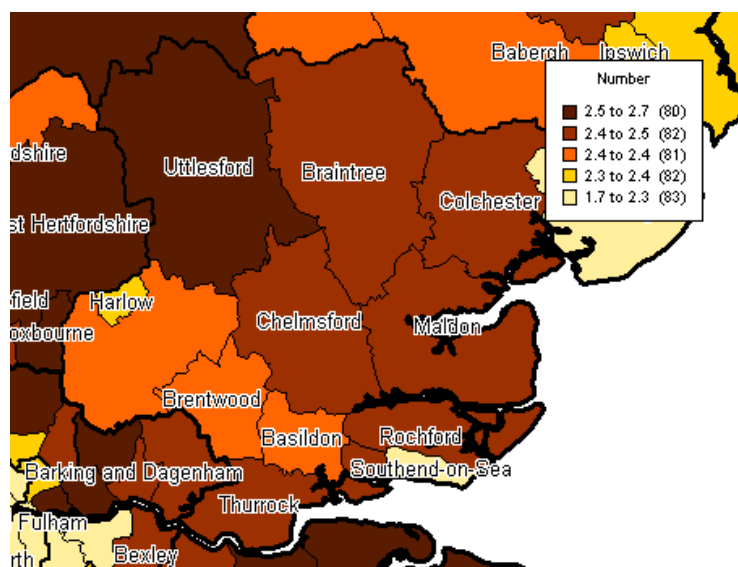
Household Structure

Demographic characteristics have a fundamental influence on the social and economic development of an area. The size and structure of households has implications for planning, housing demand and entitlement to benefits. This household structure profile assesses Rochford according to household composition; overall average household size; and projections of change in the number of households.

Rochford is ranked 108 out of 408 districts on the average household size, placing the area in the highest 40% of districts nationally.

The map shows the average household size in districts within Essex. The areas with very dark shading have higher averages and those with very light shading have lower averages.

With an average household size of 2.46 people, Rochford is in the highest 40% of districts and is in a sub region that has an average age in the middle 20% of sub regions nationally.



Source: Census 2001

Looking in more detail at Rochford's household profile we find that:

- The proportion of one person households was 24.85% in 2001, which is very low by national standards, with Rochford ranking in the bottom 20% of districts. By comparison, the Essex average was 28.70% and the national figure was 30.27%.
- The proportion of households with married couples but no dependent children was 15.98% in 2001, which is high by national standards, with Rochford ranking in the top 40% of districts. By comparison, the Essex average was 14.06% and the national figure was 12.97%.
- The proportion of households with married couples and dependent children was 21.07% in 2001, which is very high by national standards, with Rochford ranking in the top 20% of districts. By comparison, the Essex average was 18.68% and the national figure was 17.48%.
- The proportion of lone parent households was 7.70% in 2005, which is high by national standards, with Rochford ranking in the top 40% of districts. By comparison, the Essex average was 6.43% and the national figure was 7.20%.

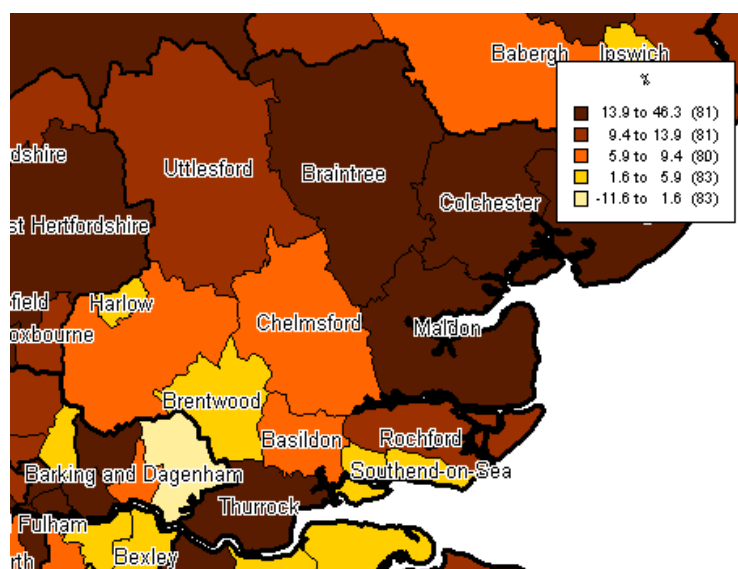
Migration and Change

Demographic characteristics have a fundamental influence on the social and economic development of an area. Population change has an impact on levels of economic growth through the size of the resident workforce and on the demand for services such as health, education and housing. This migration and change profile assesses Rochford according to the long-term level of population change (based on mid-year population estimates), measures of population churn and in-migration. New National Insurance registrations are also used as a proxy for overseas immigration.

Rochford is ranked 143 out of 408 districts on long-term change in its resident population, placing the area in the highest 40% of districts nationally.

The map shows the change in population for districts within Essex. The areas with very dark shading have higher levels of population change and those with very light shading have lower levels.

With a change in population of 10.73%, Rochford is in the highest 40% of districts and is in a sub region that is in the highest 40% of sub regions nationally.



Source: Mid-year Population estimates; Census 1991

Looking in more detail at migration and population change in Rochford we find that:

- The proportion of residents who had moved into Rochford from other parts of the UK was 4.04% in 2001, which was low by national standards, with the area ranking in the bottom 40% of districts. By comparison, the Essex average was 4.30% and the national figure was 4.43%.
- According to the last Census, the proportion of residents who had moved into Rochford from outside the UK was 0.18% in 2001, which was very low by national standards, with the area ranking in the bottom 20% of districts. By comparison, the Essex average was 0.44% and the national figure was 0.71%.
- The proportion of residents who had moved out of Rochford at the last Census was 4.17%, which was average by national standards, with the area ranking in the middle 20% of districts. By comparison, the Essex average was 4.03% and the national figure was 4.42%.
- The proportion of the working age population who were overseas nationals registered for National Insurance in Rochford was 0.20% in 2009. This measure is a proxy for the proportion of the workforce who are economic migrants from overseas and provides a more recent figure on the level of in-migration from outside of the UK. For Rochford, this reflected a very low level of immigration by national standards, with the area ranking in the bottom 20% of districts. By comparison, the Essex figure was 0.86%, the East of England figure was 1.47% and the national figure was 1.77%.
- The net level of migration in Rochford in 2004 was 0.64%, which was high by national standards, with the area ranking in the top 40% of districts. By comparison, the Essex average was 0.48% and the national figure was 0.25%.

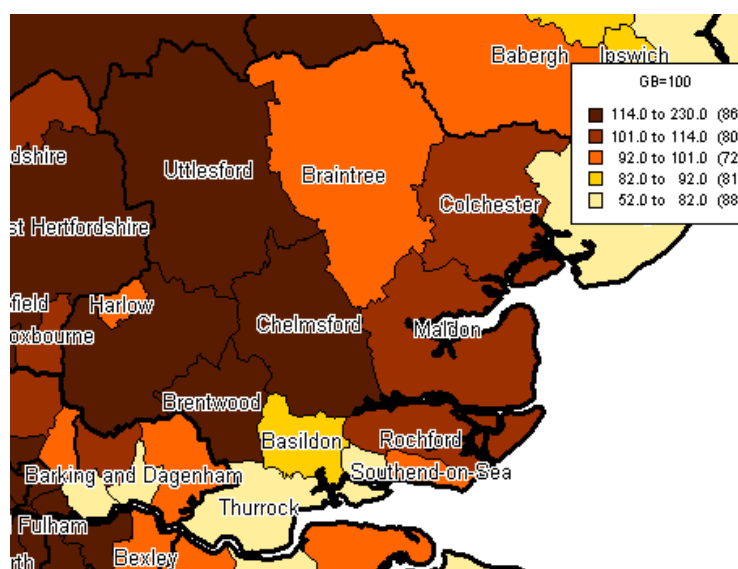
Occupations

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 Rochford 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'.

Rochford is ranked 107 out of 407 districts on our knowledge worker score, indicating a resident workforce that performs in the top 40% of districts nationally.

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

With a knowledge worker score of 108.39, Rochford 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.



Source: Annual Population Survey

Looking in more detail at Rochford's occupational profile we find that:

- The proportion of knowledge workers in Rochford is high by national standards, with 47.57% of the working population classified as professional, managerial or technical workers. By comparison, the Essex figure is 44.13%, the East of England figure is 45.09% and the national figure is 43.89%.
- The proportion of the working population who are in elementary occupations in Rochford is very low by national standards, with 7.16% in Level 1 Occupations. By comparison, the Essex figure is 10.37% and the national figure is 11.33%.
- The proportion of the working population who are in lower skilled occupations in Rochford is low by national standards, with 31.20% in Level 2 Occupations. By comparison, the Essex figure is 34.87% and the national figure is 34.14%.
- The proportion of the working population who are in skilled occupations in Rochford is very high by national standards, with 33.50% in Level 3 Occupations. By comparison, the Essex figure is 25.51% and the national figure is 25.39%.
- The proportion of the working population who are in managerial occupations in Rochford is average by national standards, with 28.13% in Level 4 Occupations. By comparison, the Essex figure is 29.25% and the national figure is 29.14%.

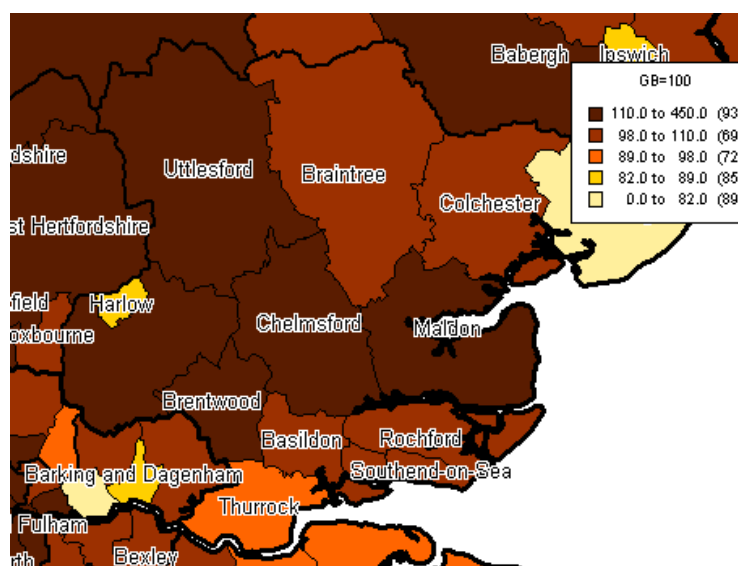
Prosperity

Nationally, there is a strong correlation between the presence of knowledge workers and levels of prosperity in the local population. This profile assesses levels of prosperity and wealth in Rochford by measuring the average total income of residents. There is also a strong correlation nationally between income and house prices, and we therefore present data on average house prices in relation to Rochford and its neighbours. The profile also looks at car ownership and the average number of rooms, although these are only proxy measures of wealth because they can also be affected by whether residents are in rural or urban locations.

Rochford is ranked 103 out of 407 districts on our prosperity score, indicating incomes amongst the resident population in the top 40% of districts nationally.

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

With a prosperity score of 107.25, Rochford 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.



Source: Survey of Personal Incomes (SPI)

Looking in more detail at Rochford's prosperity profile we find that:

- At £27,200.00, the average total income in Rochford is above the national median, with the area ranking in the top 40% of districts nationally. By comparison, the Essex figure is £27,295.16 and the national figure is £25,361.56.
- At £217,039.05, the average house price in Rochford is high, with the area ranking in the top 40% of districts nationally. By comparison the Essex figure is £222,886.82 and the national figure is £223,985.85.
- Average annual incomes have increased at a high rate between 2000 and 2007. The growth of 30.77% in average incomes places the area in the top 40% of districts nationally. By comparison incomes grew nationally by 29.92%.
- The average number of rooms per household in Rochford was average, with the district ranking in the middle 20% of districts nationally. In 2001, the average number of rooms per household was 5.51, compared with 5.41 in Essex and 5.29 nationally.
- The number of households with two or more cars in Rochford was very high, with the district ranking in the top 20% of districts nationally. In 2001, 41% of households had access to two or more cars, compared with 36% in Essex and 29% nationally.

Summary Profile

Rochford
February 2010

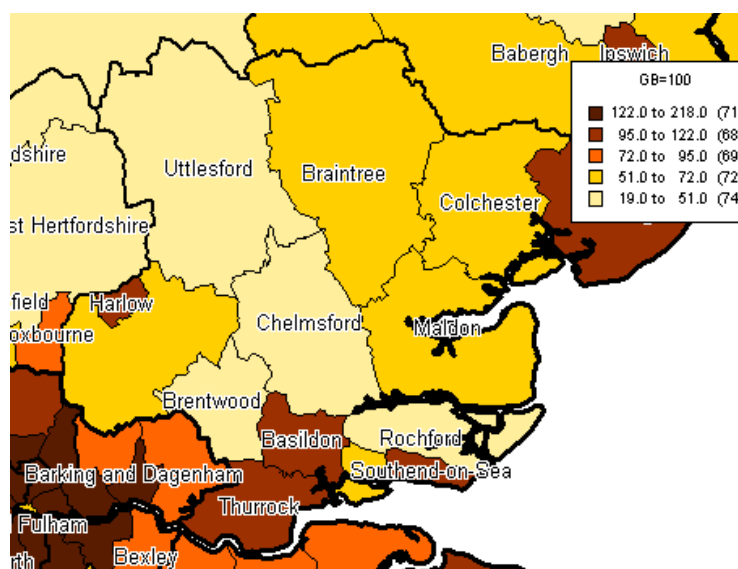
Deprivation

The Government's standard measure of deprivation and inequality in England is the Index of Multiple Deprivation (IMD). Our deprivation profile assesses conditions within Rochford according to a number of aspects of deprivation, including disadvantage in education; income; employment; health; and housing. The Local Futures inequality indicator is designed to highlight any large differences in deprivation; this can illuminate pockets of deprivation at the small area level within the wider area. The inequality indicator is measured as the difference between the highest and lowest ranking super output area (SOA) at each geographical level.

Rochford is ranked 314 out of 354 districts on our deprivation score, putting it in the 20% least deprived districts nationally.

The map shows the performance of districts within Essex. The areas with very dark shading have higher levels of deprivation and those with very light shading have lower levels.

With a deprivation score of 42.75, Rochford has levels of deprivation well below the national median. This is shown in the map, where areas with higher scores (i.e. with very dark shadings) indicate higher levels of deprivation by national standards.



Source: LA Summaries IMD 2007

Looking in more detail at Rochford's deprivation profile we find that:

- The inequality score highlights pockets of deprivation by calculating the difference between the highest and lowest scoring SOAs within the district. A higher score indicates higher levels of inequality. The inequality score for Rochford is low by national standards, with the district ranking in the 40% least deprived of districts on inequality.
- The employment domain score is low by national standards, with the district ranking in the 40% least deprived districts.
- The education domain score is low by national standards, with the district ranking in the 40% least deprived districts.
- For the income domain score, Rochford is ranked in the 40% least deprived districts.
- The crime domain score is low by national standards, with the district ranking in the 40% least deprived districts.
- For the health domain score, Rochford is ranked in the 20% least deprived districts.

Summary Profile

Rochford
February 2010

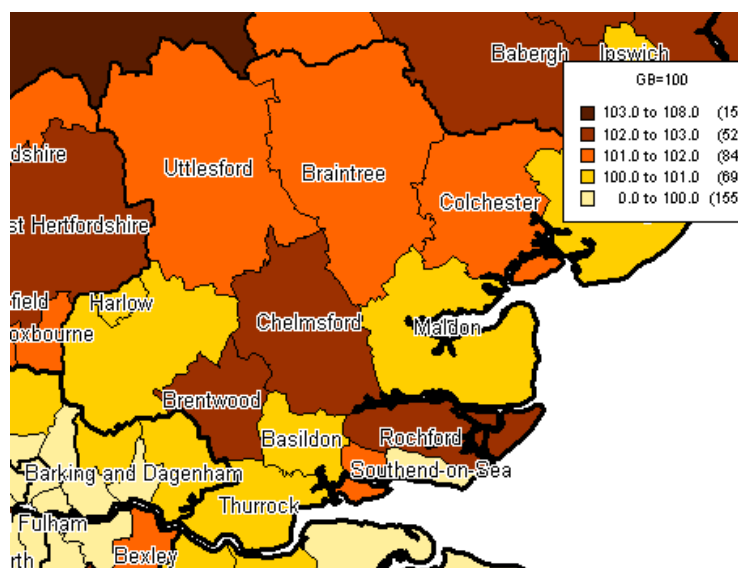
Health

Nationally, there have been major improvements in public health over the course of the last century, with big increases in life expectancy. However, this overall picture masks significant geographical variations and health inequality. Life expectancy is one of two national targets in the Public Service Agreements framework, the other is infant mortality. Our health profile assesses Rochford according to a number of health indicators, including life expectancy, expected prevalence of smoking and obesity, infant mortality and standardised mortality ratios.

Rochford is ranked 18 out of 375 districts on our health score, indicating standards of health that are in the top 20% of districts nationally. Our health score indexes life expectancy at birth to the national average.

The map shows the performance of districts within Essex on our health score (life expectancy indexed to the national average). The areas with very dark shading score highly and those with very light shading score poorly.

With a health score of 102.92, Rochford 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. However, the nature of the small range between the highest and lowest health scores means that small actual differences will have a major impact on the position relative to the national median.



Source: Life expectancy at birth (years) and rank order for Great Britain

Looking in more detail at Rochford's health profile we find that:

- Average life expectancy in Rochford was 82.06 years in 2007. By comparison, the Essex figure was 80.56 years, the East of England figure was 80.69 years and the national figure was 79.68 years.
- At 2.60 per 1000 population, the infant mortality rate in Rochford is very low, with the area ranking in the bottom 20% of districts nationally. By comparison, the Essex figure is 4.72 and the national figure is 5.20.
- At 91.00, the standardised mortality ratio in Rochford is low, with the area ranking in the bottom 40% of districts nationally. By comparison, the Essex figure is 95.08 and the national figure is 100.00.
- At 24.40%, the proportion of the population who are obese in Rochford is estimated to be average, with the area ranking in the middle 20% of districts nationally. By comparison, the Essex figure is 24.72% and the national figure is 20.10%.
- At 21.60%, the proportion of the population who smoke in Rochford is estimated to be low, with the area ranking in the bottom 40% of districts nationally. By comparison, the Essex figure is 23.97% and the national figure is 20.63%.
- At 111.80 per 100,000 people, the cancer mortality rate in Rochford is low, with the area ranking in the bottom 40% of districts nationally. By comparison, the Essex figure is 114.36 and the national figure is 119.00.

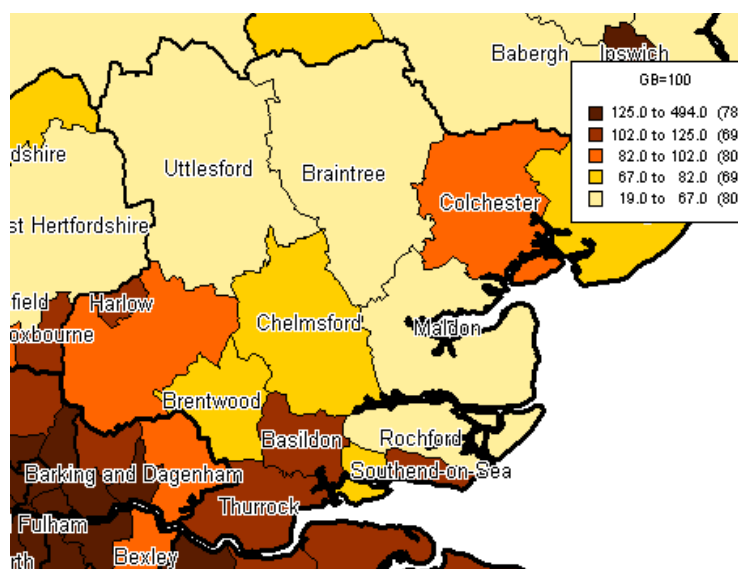
Crime

Crime levels affect an area's 'liveability', and reflect the socioeconomic conditions of the area and its surroundings. Nationally, there have been some reductions in crime over recent years, although the introduction of the National Crime Recording Standard in 2002 boosted national crime figures. This crime profile assesses Rochford according to a number of crime related indicators, including total offences per 1000 residents, vehicle crime, violent crime, burglaries and the change in total offences over time.

Rochford is ranked 358 out of 376 districts on our crime score, indicating levels of crime that are in the lowest 20% of districts nationally.

The map shows the performance of districts within Essex. The areas with very dark shading have higher crime levels and those with very light shading have lower crime levels.

With a crime score of 48.34, Rochford is well below the national median and is therefore performing very well by national standards. This is shown in the map, where areas with darker shadings have higher crime levels and those with lighter shadings have lower levels.



Source: Recorded crime for seven key offences and BCS comparator: Local Authorities

Looking in more detail at Rochford's crime profile we find that:

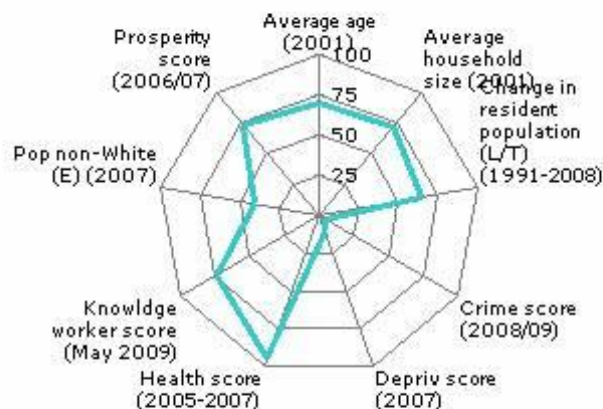
- There were 21.86 offences per 1,000 residents in 2009 in Rochford. By comparison the Essex figure was 38.41, the East of England figure was 40.43 and the national figure was 45.22.
- There were 5.88 violent crimes per 1,000 residents in 2009, which is very low by national standards, with Rochford ranking in the lowest 20% of districts. By comparison the Essex figure was 12.96 and the national figure was 14.99.
- There were 4.68 vehicle crimes per 1,000 residents in 2009, which is very low by national standards, with Rochford ranking in the lowest 20% of districts. By comparison the Essex figure was 8.67 and the national figure was 9.94.
- There were 2.07 dwelling burglaries per 1,000 residents in 2009, which is very low by national standards, with Rochford ranking in the lowest 20% of districts. By comparison the Essex figure was 4.08 and the national figure was 4.80.
- Between 1999/2000 and 2008/2009, the total number of crimes in Rochford increased by 65.38%. Compared with the levels of change seen nationally, this is above the national average placing Rochford in the highest 40% of districts.

Summary Profile

Rochford
February 2010

Summary Social Indicators

The spider chart is a way of showing how Rochford rates against the national median on the summary social indicators. 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.



— Rochford

Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles are shown opposite. These are statistically the nearest neighbours to Rochford, with Fareham in Hampshire & The Isle of Wight being the most similar on the summary social indicators.

Rank	Place Name	Sub Region
1	Fareham	Hampshire & The Isle of Wight
2	Mid Sussex	Sussex
3	Harrogate	North Yorkshire
4	Salisbury	Wiltshire
5	Rutland	Lincolnshire & Rutland
6	Horsham	Sussex
7	Winchester	Hampshire & The Isle of Wight
8	Uttlesford	Essex
9	West Oxfordshire	Milton Keynes, Oxfordshire & Buckinghamshire
10	Hambleton	North Yorkshire

Summary Profile

Rochford
February 2010



Society Scorecard

The social 'scorecard', shows how Rochford stands nationally, and within its region and Sub-region. The 'scorecard' assesses the state of Rochford in terms of the composite social measures. The scores represent the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest). For demographic data a score has not been included but the overall ranking on the main composite measure is shown.

Composite measure	Sub-region score	Region score	National score	Summary
Age		-		Rochford is ranked 122 out of 408 districts on the average age of residents, indicating an average age in the highest 40% of districts nationally.
Ethnicity		-		Rochford is ranked 210 out of 354 districts on the proportion of it's population classified as Non-White, placing the area in the middle 20% of districts nationally.
Average household size		-		Rochford is ranked 108 out of 408 districts on the average household size, placing the area in the highest 40% of districts nationally.
Population change		-		Rochford is ranked 143 out of 408 districts on long-term change in its resident population, placing the area in the highest 40% of districts nationally.
Occupations An 'A' represents areas with the highest proportion of knowledge workers	C	C	B	Rochford is ranked 107 out of 407 districts on our knowledge worker score, indicating a resident workforce that performs in the top 40% of districts nationally.
Prosperity An 'A' represents areas with the highest average incomes	B	B	B	Rochford is ranked 103 out of 407 districts on our prosperity score, indicating incomes amongst the resident population in the top 40% of districts nationally.
Deprivation An 'A' represents areas with the lowest levels of deprivation	A	A	A	Rochford is ranked 314 out of 354 districts on our deprivation score, putting it in the 20% least deprived districts nationally.
Health An 'A' represents areas with the highest score for life expectancy	A	A	A	Rochford is ranked 18 out of 375 districts on our health score, indicating standards of health that are in the top 20% of districts nationally. Our health score indexes life expectancy at birth to the national average.
Crime An 'A' represents areas with the lowest crime rates	A	A	A	Rochford is ranked 358 out of 376 districts on our crime score, indicating levels of crime that are in the lowest 20% of districts nationally.

Summary Profile

Rochford
February 2010



Glossary of terms

Average Age	The mean average age of the resident population.
Average household size	The mean average number of people living within a household.
Long-term change in resident population	Percentage change in the number of residents within the area since 1991.
Crime score	This indicator provides an index of the total number of offences per 1,000 resident population. Total offences include theft from vehicles; dwelling burglary; robberies; sexual offences and violent offences.
Deprivation score	The deprivation score provides an index of the overall deprivation score, indexed to the national average. This provides a measure of relative deprivation in relation to the national average. The higher the rank figure, the higher the deprivation level.
Health score	The health score provides an index of the average life expectancy at birth, of all residents in relation to the national average.
Knowledge worker score	This residence based figure provides an index of the proportion of the working age population who are employed in knowledge occupations.
Proportion of population classified as Non-White	The number of people classified as Non-White (Mixed Ethnic Group (White and Black Caribbean, White and Black African, White and Asian, Other Mixed), Caribbean, African, Other Black, Indian, Pakistani, Bangladeshi, Other Asian, Chinese or Other Ethnic Group). Classifications are based on Census ethnic groupings.
Prosperity score	The mean total income indexed to the national average. Total income figures are based on taxable income including all employees; pension recipients and self-employed people. The figures are defined by local authority area and are residence based.

Data Sources and Definitions

Average age	This indicator was supplied in this format by the source.
Average household size	This indicator was supplied in this format by the source.
Long-term change in resident population	The resident population in end year minus the resident population in the start year, as a proportion of the total resident population in the start year.
Crime score	The total number of offences in an area is indexed to the GB average, providing a figure which is relative to the national trend.
Deprivation score	The IMD average score for the local authority area was weighted to provide an overall average for the area. The score was then divided by the national average figure to provide a relative deprivation score.
	- - -

Summary Profile

Rochford
February 2010



	expectancy in each area as proportions of all male and female residents.
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.
Proportion of population classified as Non-White	The percentage of people classified as Non-White as a proportion of the total population.
Prosperity score	The total number of offences in an area is indexed to the GB average, providing a figure which is relative to the national trend.

Source: Local Knowledge; Annual Population Survey; Census 2001; Indices of Deprivation SOA's in England; Life expectancy at birth (years) and rank order for Great Britain; Mid-year Population estimates; Census 1991; Recorded crime for seven key offences and BCS comparator: Local Authorities; Resident Population Estimates by Ethnic Group (Experimental) and Sex; Survey of Personal Incomes (SPI) (National Statistics websites (ONS: www.statistics.gov.uk; Nomis: www.nomisweb.co.uk; Neighbourhood statistics: www.neighbourhood.statistics.gov.uk) Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)).

Environment Introduction

This environmental summary report looks at a number of aspects of the environment and quality of life in Rochford. In this profile, we consider the environment in terms of:

- Housing affordability;
- Commercial and industrial property;
- Transport and connectivity;
- Amenities;
- The natural environment.

The report starts by presenting the data for the main composite measures for each aspect of Rochford's environment. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which shows how Rochford rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of the environmental profile is presented. This is based on the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Environmental Summary Indicators

Areas	Affordability score (GB=100) 2008	Connectivity score (GB=100) 2005	Local amenities score (GB=100) 2008	Natural env score (GB=100) 2007	Firspace score (GB=100) 2008
Tendring	79.79	42.95	67.82	153.65	106.41
Colchester		37.47	127.22	116.92	7.98
Maldon	82.37	19.94	74.65	116.78	106.68
Uttlesford	75.13	27.92	61.80	116.59	111.73
Southend-on-Sea	90.45	317.21	222.52	101.89	50.89
Chelmsford	83.68	44.58	156.69	91.20	134.43
Epping Forest	58.12	42.23	105.82	89.15	144.39
Braintree	83	13	67.23	88.15	154.46
Rochford	78.57	60.01	46.95	84.38	170.58
Brentwood	79.41	72.78	61.64	73.85	68.88
Thurrock	100.56	76.85	100.64	65.86	191.37
Basildon	107.17	95.81	91.75	63.94	148.37
Castle Point	74.92	216.52	91.22	63.60	72.25
Harlow	207.72	320.72	149.64	57.54	79.99
Essex	82.50	78.85	389.63	125.73	114.92
East of England	88.23	59.20	418.01	77	123.63
England and Wales Average	100	100	100	100	100

The rankings in the table are based on the "Natural environment score" indicator

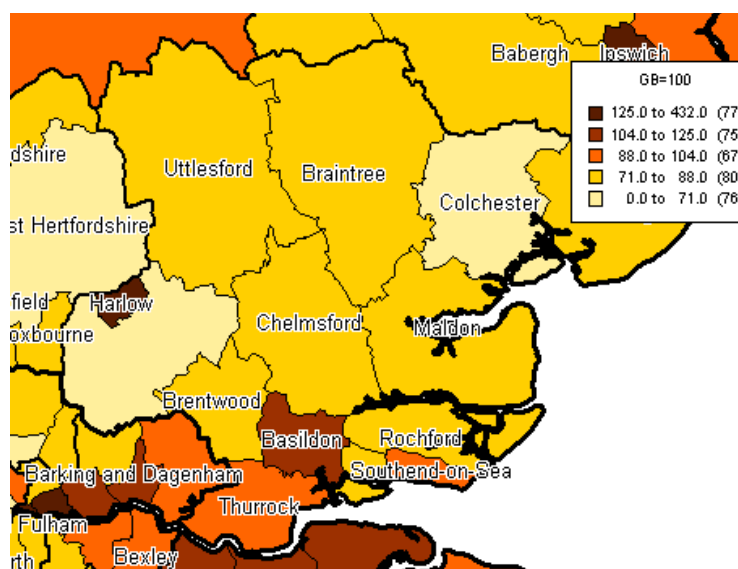
Housing

While housing affordability is a national problem, its impacts are not evenly spread. While the previous boom in house prices in London and the South East is well documented, some areas in the North and Midlands continued to suffer from persistent low demand. Within this housing profile, housing is considered in terms of affordability (assessed on the basis of the ratio between average earnings and average house prices), tenure and housing condition information.

Rochford is ranked 266 out of 375 districts on our affordability score, indicating that the area is in the bottom 40% of districts nationally in terms of affordability.

The map shows the affordability score for districts within Essex. The areas with very dark shadings have greater housing affordability and those with very light shading are less affordable.

With an affordability score of 78.57, Rochford is below the national median. This is shown in the map, where areas with very dark shadings indicate greater housing affordability.



Source: Property Prices; Annual Survey of Hours and Earnings

Looking in more detail at Rochford's housing profile we find that:

- The proportion of households that were owner occupied within Rochford was 71.90% in 2001. This places Rochford in the middle 20% of districts nationally. By comparison, the Essex figure was 75.17%, the East of England figure was 72.71% and the national figure was 68.29%.
- The proportion of households that were rented within Rochford was 28.10% in 2001. This places Rochford in the middle 20% of districts nationally. By comparison, the Essex figure was 24.83%, the East of England figure was 27.29% and the national figure was 31.71%.
- The proportion of total housing stock declared as non-decent in Rochford was 2.45% in 2006. This places Rochford in the bottom 40% of districts nationally. By comparison, the Essex figure was 2.43%, the East of England figure was 3.19% and the national average was 4.18%.
- Rochford has seen an average growth in average house prices between 1999 and 2009 of 125.32%. This places the area in the middle 20% of districts nationally. By comparison, average prices changed nationally by 164.63%.

Summary Profile

Rochford
February 2010

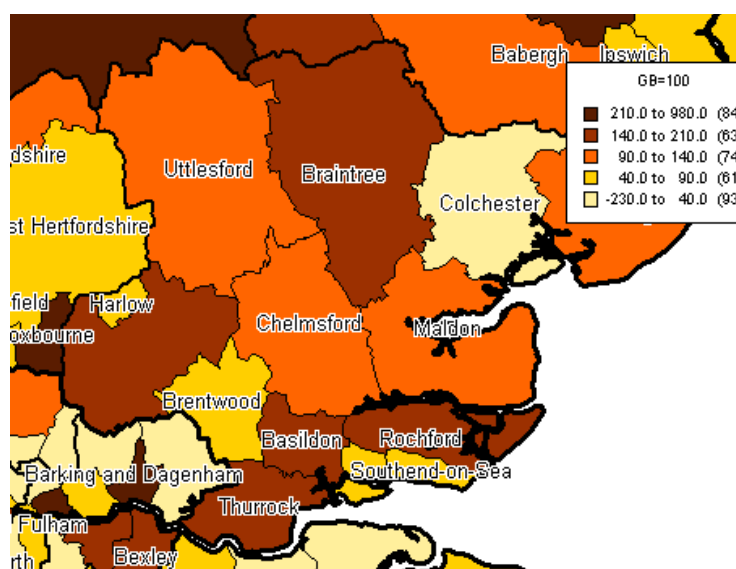
Commercial Floorspace

This commercial and industrial property profile assesses the type of floorspace within Rochford and the rate of change that has occurred over recent years. The overall score is based on the net change in the amount of commercial and industrial floorspace since 2004. It presents an overall picture of the type of floorspace within the district and the extent of growth/decline according to type of floorspace.

Rochford is ranked 121 out of 375 districts on our floorspace change score, indicating a level of growth in the top 40% of districts nationally.

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

With a floorspace change score of 170.58, Rochford is above the national median. This is shown in the map, where areas with very dark shadings indicate high rates of growth.



Source: Commercial and industrial Floor space and Rateable Value Statistics

Looking in more detail at Rochford's commercial profile we find that:

- The proportion of floorspace that is in industrial use is low, with the area ranking in the bottom 40% of districts nationally. In 2008, 58.18% of total floorspace was in industrial use, compared with 61.46% in Essex and 61.64% nationally.
- The proportion of floorspace that is in retail use is average, with the area ranking in the middle 20% of districts nationally. In 2008, 17.17% of total floorspace was in retail use, compared with 21.04% in Essex and 17.85% nationally.
- The proportion of floorspace that is in office use is low, with the area ranking in the bottom 40% of districts nationally. In 2008, 9.70% of total floorspace was in office use, compared with 13.40% in Essex and 17.04% nationally.
- Rochford has seen a decline of 4.32% in the amount of industrial floorspace between 1999 and 2008. This places it in the bottom 40% of districts nationally. By comparison the amount of industrial floorspace changed nationally by 2.63%.
- Rochford has seen a growth of 26.32% in the amount of office floorspace between 1999 and 2008. This places it in the middle 20% of districts nationally. By comparison the amount of office floorspace changed nationally by 22.04%.
- Rochford has seen a decline of 2.30% in the amount of retail floorspace between 1999 and 2008. This places it in the bottom 40% of districts nationally. By comparison the amount of retail floorspace changed nationally by 3.16%.

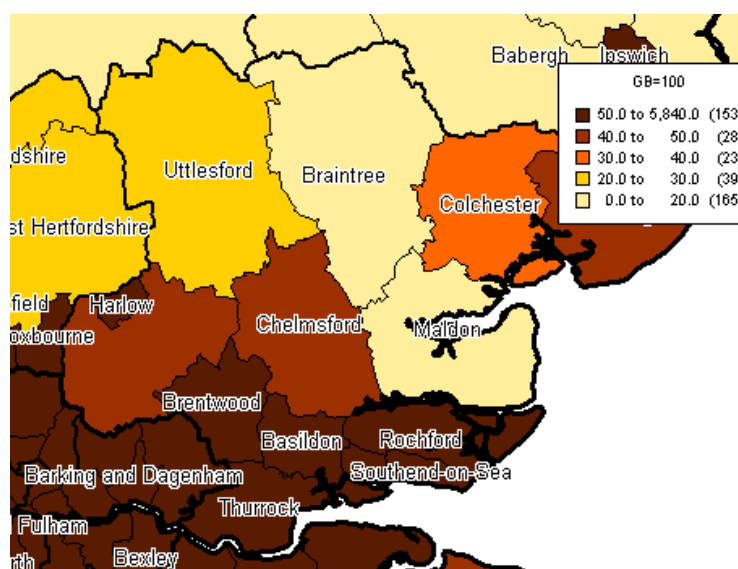
Transport and Connectivity

Accessibility and connectivity have a major influence on an area's ability to attract business and investment. This transport and connectivity profile assesses Rochford using a composite of measures, including distance from London, a 'Local Hub' Index (the concentration of transport hubs such as motorway junctions, airports, ports and mainline railway stations), and the 'Contiguity Index' (a score based on an area's proximity to transport hubs in neighbouring places).

Rochford is ranked 140 out of 408 districts for its overall connectivity score, indicating an area that performs in the top 40% of districts nationally on levels of connectivity to intercity rail, motorways and airports.

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

With a score of 60.01, Rochford 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.



Source: AA

Looking in more detail at Rochford's transport and connectivity profile we find that:

- The national average for the proportion of people who travelled to work by car was 61.18% in 2001. By comparison the Rochford figure of 63.37% placed it in the bottom 40% of districts nationally.
- The proportion of residents who travelled to work within Rochford by public transport was 19.24% in 2001. This was very high, placing the area in the top 20% of districts nationally. By comparison the national figure was 14.81%.
- The proportion of residents who travelled to work within Rochford by foot or bicycle was 6.77% in 2001. This was very low, placing the area in the bottom 20% of districts nationally. By comparison the national figure was 13.03%.
- The average travel to work time for residents in Rochford is very high, with the area ranking in the top 20% of districts nationally. The average travel to work time of 33.00 minutes compares with a Essex average of 25.36 minutes and a national average of 20.32 minutes.
- The proportion of residents who work outside Rochford was 64.00% in 2001. This was very high, placing the area in the top 20% of districts nationally.
- At 135.54, the number of journeys per sq km in Rochford is low, with the area ranking in the bottom 40% of districts nationally.

Summary Profile

Rochford
February 2010

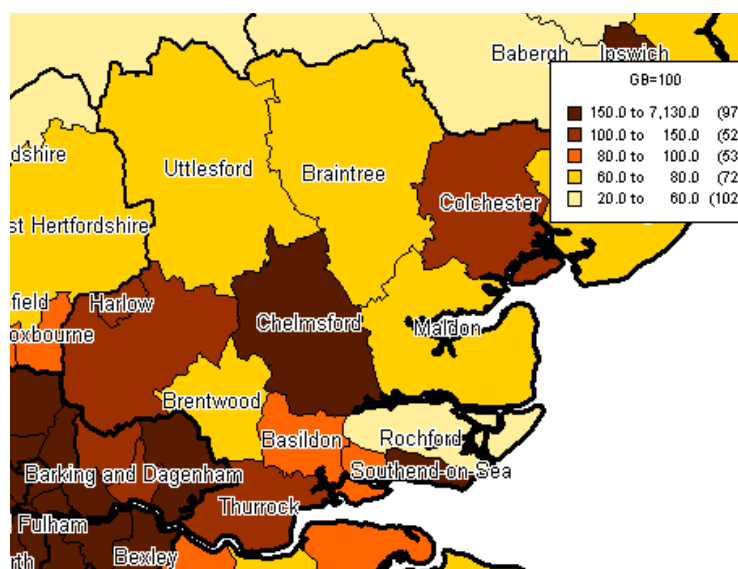
Amenities

The local amenities profile assesses Rochford in terms of a combination of indicators, including the density of national heritage sites and listed buildings, the availability of cultural amenities (such as cinemas, theatres and libraries), cafe culture, retail floorspace and employment in hotels and restaurants. The level of local amenities is important for a good quality of life for local residents, making an area an attractive place to live and for tourists to visit. It should also be borne in mind that the local and cultural amenities scores are heavily skewed towards large cities, particularly London.

Rochford is ranked 326 out of 376 districts on our overall score, indicating a standard of local amenities that is in the bottom 20% of districts nationally.

The map shows the local amenities score of districts within Essex. The areas with very dark shading score highly and those with very light shading score poorly.

With a local amenities score of 46.95, Rochford is well below the national median, reflecting a very weak level of local amenities compared with other districts. This is shown in the map, where areas with very dark shadings score highly and areas with very light shadings score poorly.



Source: 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

Looking in more detail at Rochford's cultural amenities profile we find that:

- The number of cultural amenities per 000 sq m in Rochford was 127.76. This places Rochford in the middle 20% of districts nationally. By comparison, the Essex score was 147.51, the East of England score was 94.74 and the national score was 100.00.
- The number of national heritage sites per 000 sq m in Rochford was 0. This places Rochford in the bottom 20% of districts nationally. By comparison, the Essex average was 12, the East of England average was 17 and the national average was 65.
- The number of listed buildings per 000 sq m in Rochford was 3.98. This places Rochford in the bottom 40% of districts nationally. By comparison, the Essex average was 8.15, the East of England average was 6.42 and the national average was 3.43.
- The proportion of employment in hotels and restaurants in Rochford is 6.79%. This places Rochford in the middle 20% of districts nationally on this measure. This compares with 6.23% in Essex, 6.10% in East of England and a national average of 6.76%.
- The amount of retail floorspace in Rochford was 85 (in 000 sq m). This places Rochford in the bottom 20% of districts nationally. By comparison, the amount of retail space in Essex was 3,088 (000 sq m) and the amount in the East of England was 10,287 (000 sq m).

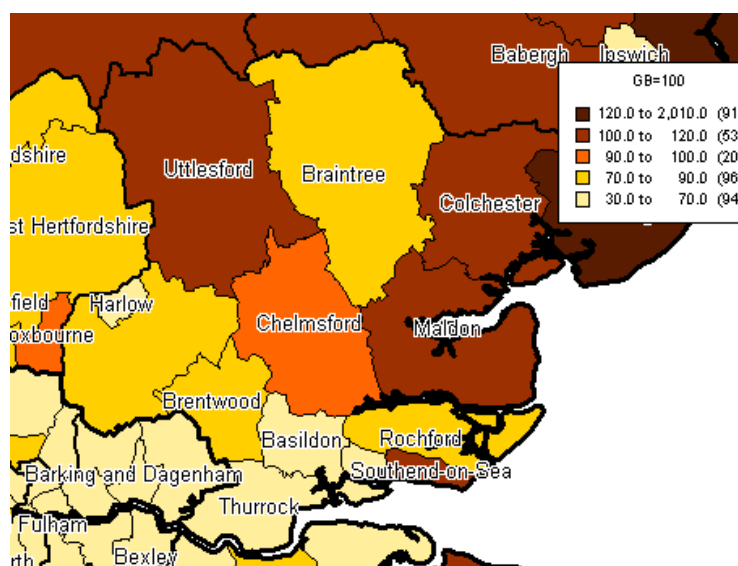
Environment

The natural environment is a subjective theme, which makes benchmarking problematic. This profile assesses the natural environment of Rochford in terms of areas of outstanding natural beauty, green space, green belt and heritage coast. We also consider tranquillity and weather. The quality of the natural environment has implications for a modern knowledge economy, which is associated with a decentralised geography of employment as workers try to find a good work-life balance. Indicators are heavily skewed, with towns, cities and urban areas scoring poorly and rural areas scoring well.

Rochford is ranked 193 out of 354 districts for its overall natural environment score, putting it in the middle 20% of districts nationally.

The map shows the performance of districts within the Essex area. The areas with very dark shading score highly on our natural environment score and those with very light shading score poorly.

With a score of 84.38, Rochford is in the middle 20% of districts and is in a sub region that is in the top 40% of sub regions nationally.



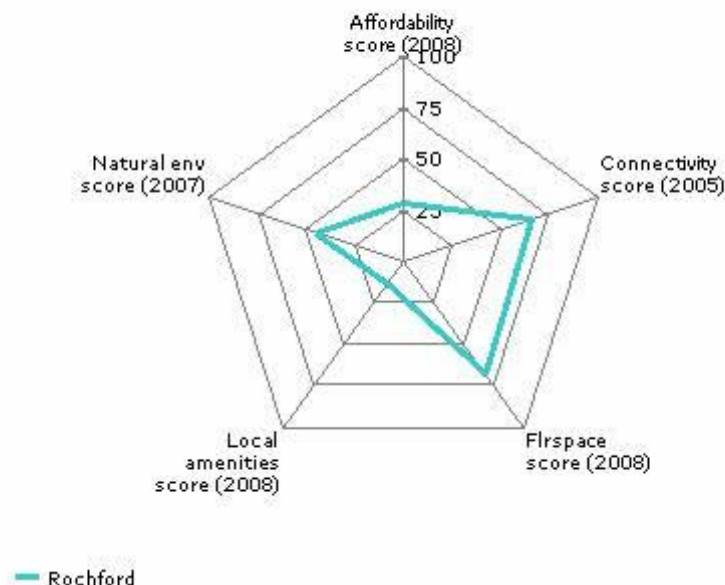
Source: Natural England; GreenFlag awards; Generalised Land Use Database; Indices of Deprivation; Met office average weather readings

Looking in more detail at Rochford's natural environment profile we find that:

- The natural beauty score - comprising Areas of Outstanding Natural Beauty, Blue Flag Beaches, heritage coastlines, ancient woodland, nature reserves, national parks and environmentally sensitive areas - in Rochford is 67.65. This places Rochford in the middle 20% of districts nationally. By comparison, the Essex score was 310.39, the East of England score was 86.59 and the national score was 100.00.
- The air quality score, measured as part of the Index of Multiple Deprivation, in Rochford was 1.16. This placed Rochford in the middle 20% of districts nationally. By comparison, the Essex score was 1.19, the East of England score was 1.15 and the national score was 1.06.
- The tranquillity score, as measured by population density, in Rochford was 196.32. This places Rochford in the middle 20% of districts nationally. By comparison, the Essex score was 99.36, the East of England score was 128.91 and the national score was 100.00.
- The average weather score, as measured by average sunshine hours, average rainfall and average temperature in Rochford was 106.67. This placed Rochford in the top 40% of districts nationally. By comparison, the Essex score was 106.15, the East of England score was 106.09 and the national score was 100.00.

Summary Environmental Indicators

The spider chart is a way of showing how Rochford rates against the national median on the summary environmental indicators. Data for every district in England & Wales 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.



Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles are shown opposite. These are statistically the nearest neighbours to Rochford, with Hart in Hampshire & The Isle of Wight being the most similar on the summary environmental indicators.

Rank	Place Name	Sub Region
1	Hart	Hampshire & The Isle of Wight
2	Tandridge	Surrey
3	North Hertfordshire	Hertfordshire
4	Huntingdonshire	Cambridgeshire
5	Sevenoaks	Kent & Medway
6	Test Valley	Hampshire & The Isle of Wight
7	Uttlesford	Essex
8	North East Derbyshire	Derbyshire
9	Cherwell	Milton Keynes, Oxfordshire & Buckinghamshire
10	Brentwood	Essex

Summary Profile

Rochford
February 2010



Environment Scorecard

The environmental 'scorecard', shows how Rochford stands nationally, within its region and sub-region. The 'scorecard' assesses the state of Rochford in terms of the composite environmental and quality of life measures. The scores represent the quintile where the district falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Composite measure	Sub-region score	Region score	National score	Summary
Housing affordability An 'A' represents areas with the most affordable residential property	D	D	D	Rochford is ranked 266 out of 375 districts on our affordability score, indicating that the area is in the bottom 40% of districts nationally in terms of affordability.
Commercial Floorspace An 'A' represents areas with the highest rate of growth in commercial and industrial property	A	B	B	Rochford is ranked 121 out of 375 districts on our floorspace change score, indicating a level of growth in the top 40% of districts nationally.
Transport and connectivity An 'A' represents areas with the most rail, motorway and transport links	C	B	B	Rochford is ranked 140 out of 408 districts for its overall connectivity score, indicating an area that performs in the top 40% of districts nationally on levels of connectivity to intercity rail, motorways and airports.
Amenities An 'A' represents areas with the highest access to local cultural and leisure amenities	E	E	E	Rochford is ranked 326 out of 376 districts on our overall score, indicating a standard of local amenities that is in the bottom 20% of districts nationally.
Natural Environment An 'A' represents areas with the highest natural environment score	D	D	C	Rochford is ranked 193 out of 354 districts for its overall natural environment score, putting it in the middle 20% of districts nationally.

Summary Profile

Rochford
February 2010



Glossary of terms

Affordability score	The ratio between average earnings and average house prices, indexed to the England and Wales average.
Connectivity score	The connectivity index is based on proximity to and number of major transport services. Figures over 100 indicate a higher than average level of connectivity.
Floorspace change score	This score provides an index of the percentage change in the area of floor space used in the commercial sector.
Local amenities score	The relative provision of amenities such as cinema seats, theatres, museums, galleries, libraries, hotels, restaurants and pubs, and heritage sites compared with the national average.
Natural environment score	Natural environment indicates the quality of an area's physical environment. The composite is developed by combining natural beauty, tranquillity, average weather, air quality, Green Flag awards and green space.

Data Sources and Definitions

Affordability score	Property prices are an overall average of property prices covering detached; semi-detached; terraced and flats/maisonettes in a local authority area. The average house price is an average taken over four quarterly house price data releases. The earnings data is workplace based and taken from the Survey of Hours and Earnings. Calculated by taking the ratio of average house price in the area to average gross weekly earnings as a proportion of the same ratio in England & Wales. All areas are then ranked and the score for each area reversed such that the area with the largest index score is attributed the lowest, and vice versa. This calculation was performed so that the most affordable areas would have the highest affordability score.
Connectivity score	Based on proximity to and presence of airports; number of rail stations (excluding the underground); ports and motorway junctions. The number of these services in the area was calculated, weighted by proximity to major airports (Gatwick, Edinburgh, Glasgow, Bristol, Stansted, Birmingham) as a proportion of land area and indexed to the GB average (GB = 100).
Floorspace change score	The difference between the total amount of commercial floorspace in most recent and start years as a proportion of that in the start year, indexed to the GB average. Commercial floor space is defined as all floor space used for non-domestic purposes including retail, office and industrial activities and 'other' bulk premises. This provides a score showing the change in floor space in relation to the national floor space change.
Local amenities score	The following indicators are used: national heritage sites per 1000 sq m, cultural amenities per 1000 sq m and the proportion of employment in hotels and restaurants. Each one of these three indicators was indexed to the GB Average, and then all were summed and averaged. This score is heavily skewed towards large cities, particularly London.

Summary Profile

Rochford
February 2010



Natural environment score

The natural environment score is developed by averaging the index of natural beauty; air quality; average weather; Green Flag awards; tranquillity; and the proportion of the area that is green space.

Source: Local Knowledge; Treasures of Britain; BFI Film & Television Handbook; UK Theatres Online; Michelin Guide to Hotels, Restaurants and Pubs; ArtGuide.co.uk; Annual Business Inquiry; Property Prices; Annual Survey of Hours and Earnings; Natural England; GreenFlag awards; Generalised Land Use Database; Indices of Multiple Deprivation; Met office average weather readings; Commercial and Industrial Floorspace and Rateable Value Statistics; AA. (National Statistics websites (ONS: www.statistics.gov.uk; Nomis: www.nomisweb.co.uk) Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)).

Summary Profile

Rochford
February 2010



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