

Craven in Brief December 2003

GDP per head in North Yorkshire County Council area was estimated to be £10,853 in 2003, compared to an overall sub-regional average of £14,842 and a national average of £16,382. By 2006 North Yorkshire CC area is predicted to have GDP per head of £11,492, representing an increase of 5.9% on the 2003 figures. The figure for the North Yorkshire sub-region as a whole is predicted to be £15,825 (6.6% increase) whilst the UK is predicted to grow by 8.1% to £17,707 over the same period.

Source: Experian Business Strategies Ltd, July 2003

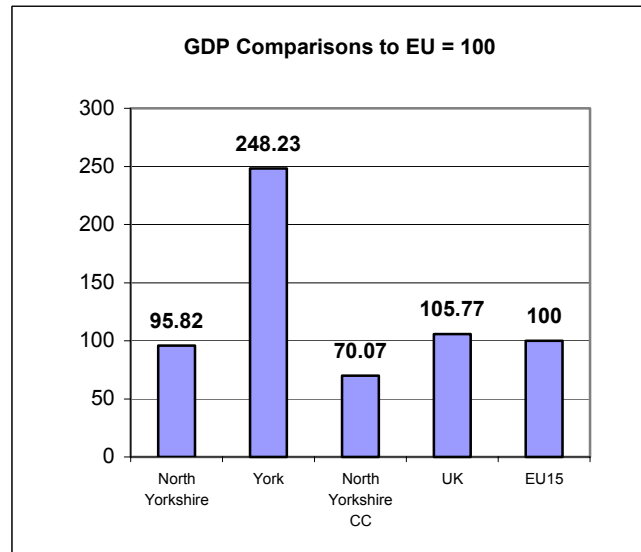
The Distribution, Hotels and Restaurants sector employs the most people in Craven (27.4%); followed by the Public Administration, Education and Health sector (21.8%). 17.1% of people are employed in the Manufacturing sector and 17.4% in the Banking, Finance and Insurance sector.

Source: Annual Business Inquiry, Employee Analysis, 2001

Employment Forecasts ('000)		
	Full Time Equivalent Employment	Of Which Self-Employed
2003	23.24	4.82
2004	23.30	4.80
2005	23.42	4.82
2006	23.56	4.86

Source: Yorkshire Forward/Experian Business Strategies Ltd, Regional Econometric Model, Nov 2003

According to the October 2003 Survey of Regional Economic Trends, optimism about the overall business situation over the next six months in Craven is in line with the whole region. A balance of 24 per cent of businesses expect an improvement compared with a balance of 25 per cent in Yorkshire and Humber. This represents a



Source: Experian Business Strategies Ltd, July 2003

Output Forecasts			
1995 prices	Output £mn	Of Which: Services	Of Which: Manufacturing
2003	665.92	383.41	173.61
2004	686.52	397.39	176.94
2005	707.89	412.88	179.95
2006	729.09	428.89	182.87

Source: Yorkshire Forward/Experian Business Strategies Ltd, Regional Econometric Model, Nov 2003

Employment is forecast to increase by 2006 by 1.4% whilst overall output is forecast to increase by 9.5%.

The graph below represents business expectations in the district compared to performance over the last twelve months. The figures represent the balance between the number of firms expecting more or less employment, more or less output, and higher or lower profit margins.

The graph shows:

- Employment increases in Craven have been above the region as a whole over the past twelve months (balance of 50 per cent). For the next twelve months, a balance of 46 per cent of firms expect an increase in employment in Craven.
- Volume of output has significantly grown in Craven

significant rise in Craven from six months ago when a balance of 10 per cent of firms were optimistic about the future.

Source: Yorkshire Forward/CBI Survey of Regional Economic Trends, October 2003

In 2003, 2,720 businesses were registered for VAT giving a rate of 621 businesses per 10,000 resident adults, compared to 313 for the region. In 2002, 185 businesses were registered and 175 were de-registered.

Source: Small Business Service, Business Start-ups and Closures: VAT Registrations and De-registrations in 2003

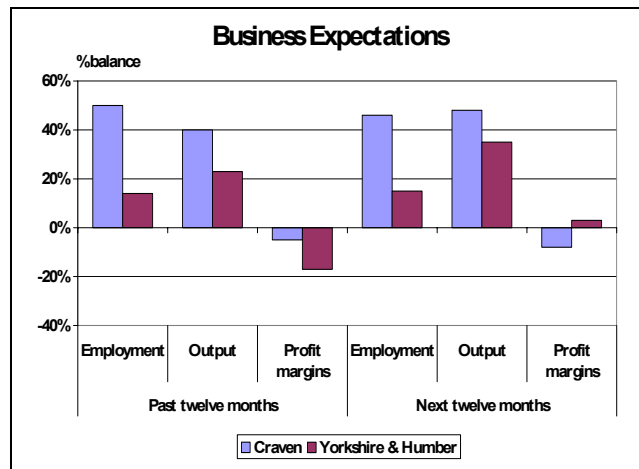
In 2002, 3,586 households in the Craven area had at least one adult who was self-employed/owned their own business – 15.42% of all households in the area. This compares favourably against the North Yorkshire average of 12.07% and the regional average of 8.69%. The GB average is 10.28% and if GB = 100 then Craven has an index of 149.92 in comparison.

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over the past year (balance of 40 per cent). Output growth is set to continue to increase over the next twelve months with a balance of 48 per cent of firms expecting output growth – higher than for the region as a whole.

- Profit margins in Craven have decreased over the past year (balance of -5 per cent) but less so than the region as a whole (balance of -17 per cent). Over the next twelve months, profit margins are expected to continue to decline with a balance of -8 per cent of firms in Craven expecting a decrease.



Source: Yorkshire Forward/CBI Survey of Regional Economic Trends, October 2003

In 2002 the population of the Craven District was 53,864 and was made up of 23,258 households (1.08% of the region's total).

Source: Office of National Statistics, 2002 population estimates and © Claritas UK Ltd, 2003. All rights in the data contained in this report belong to Claritas UK Ltd and may not be used or reproduced without the express permission of Claritas UK Ltd.

The average taken over the last five quarterly Labour Force Surveys suggest that 50.68% of all working age in Craven are qualified to NVQ level 3+ (or equivalent). Statistics from the quarterly Labour Force Surveys have been suppressed as statistically unreliable for NVQ Level 4+, however, the August 2003 quarterly LFS found that 30.6% of those in the North Yorkshire County Council area were qualified to NVQ level 4+ (or equivalent).

Source: Office of National Statistics, Quarterly Labour Force Surveys, Aug 2002 to Aug 2003

Attainment at Key Stage 2 in North Yorkshire County Council area exceeds both the regional and national figures in English, Maths and Science and is the best performing area in Y&H. The table below shows the results for 2000 - 2002 Key Stage 2 assessments - % of pupils achieving level 4 or above.

	English			Maths			Science		
	2000	2001	2002	2000	2001	2002	2000	2001	2002
England	75	75	75	72	71	73	85	87	87
Y&H	72	72	72	70	69	71	83	86	85
York	78	79	75	74	75	74	86	88	85
North Yorks CC	81	81	80	78	76	77	89	91	90

Source: DfES, Performance Tables, Attainment at Key Stage 2

Performance at GCSE level, for the North Yorkshire County Council area is the best in the region and significantly better than the England average. In 2002/03 58.6% of pupils attained at least 5 grades A* - C in North Yorkshire County Council area, however, this was a drop on the results of the year before.

Source: Department for Education and Skills, School and College Performance Tables data. Note 2002/03 data is still provisional

In 2001/02 the average point score of 16-18 year old students entered for GCE/VCE/A/AS levels in North Yorkshire County Council area was 283.1; in 2002/03 it was 273.8 – a large decline in performance. For North Yorkshire as a whole the figure for 2002/03 was 276.9 compared to the regional average of 241.6 and the England average of 252.4.

Source: Department for Education and Skills, GCE/VCE/A/AS Examination Results for Young People in England. Note data for 2002/03 is currently provisional.

25.5% of the adult population in Craven are classed as having poor levels of literacy, and 23.9% have poor numeracy skills. The table shows results by Parliamentary Constituency.

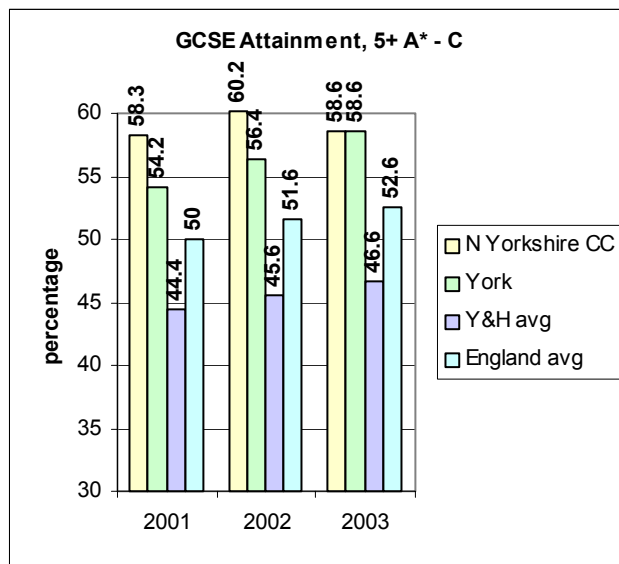
Poor Basic Skill Levels, 2001		
	Literacy	Numeracy
England	24	24
North Yorkshire	23.2	22.1
Craven	25.5	23.9
Skipton & Ripon	23.6	21.6

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5.4% of households in Craven have a savings plan, compared to 5.6% for the region and 6.2% for GB. 15.5% have a personal loan, above the rates of 14.7% for Y&H and 13.9% for GB. 25.8% of households in Craven have a private pension (the highest proportion in Y&H), 24.5% have an employer pension and 12.3% have access to private health care.

In 2002, 39.13% of households in Craven earned less than £15,000 per annum. The average overall household income for the District was £22,010, compared to a GB average of £23,042 and a Yorkshire and Humber average of £20,302.

3.8% of households in the Craven area had incomes of greater than £50,000 per annum in 2002, lower than the GB average of 7.35% and lower than the regional average of 4.4%.



56.3% of employers in Craven have funded training for their staff over the last 12 months and 42.1% of employers have provided training for over 50% of their staff. These figures compare to the regional averages of 56.4% and 36.2% respectively, and the North Yorkshire averages of 54.4% and 39.2%.

53.8% of employers in Craven say that a high level of workforce skills is key to contributing to their competitiveness, compared to the regional average of 53.4% and the sub-regional average of 51.7%.

Source: Yorkshire Forward/CBI Survey of Regional Economic Trends, October 2003

In October 2003, 266 people were claiming unemployment benefits in the District (1%); this represents a 14% reduction on the unemployment rate at the same time last year. Of these, 33 people have been unemployed for longer than one year. The ILO unemployment figure for the same period stood at 444 – 2%.

Source: Taylor Associates, Unemployment Tables for Yorkshire and the Humber, October 2003

Analysis carried out by Claritas UK Ltd has shown that some 10% of households in the Craven area experienced child poverty in 2002. 'Child poverty' is defined in terms of a household that has a total income of less than £10,000 per annum, and children below the age of 16. The regional figure for 2002 was 22.1%.

In quarter 3 of 2003, the average house price in Craven was £151,768, a 6% increase on the cost in Q1 2003. The average for the whole of North Yorkshire was £160,501, whilst the regional average was £106,838.

Source: HM Land Registry, 2003

In 2002, 40.68% of households in the District had a home PC with CD-ROM, (compared to a regional figure

<p>75.5% of households in the district own their own home, compared to 65.4% for the region and 67.9% for GB. 16.4% of households in Craven rent privately and only 8.1% of the district are council tenants.</p> <p>Source: © Claritas UK Ltd, 2002 All rights in the data contained in this report belong to Claritas UK Ltd and may not be used or reproduced without the express permission of Claritas UK Ltd.</p>	<p>of 34.89% and a GB average of 38.91%) and 47.18% of households in Craven say they access the Internet. Of those that access the Internet, 75.59% access it at home. 23.6% access the internet for educational/reference purposes.</p> <p>Source: © Claritas UK Ltd, 2002 All rights in the data contained in this report belong to Claritas UK Ltd and may not be used or reproduced without the express permission of Claritas UK Ltd.</p>
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Technical Notes

Gross Domestic Product - GDP data is collected and represented using the NUTS area classification (Nomenclature of Territorial Statistics). NUTS is a hierarchical classification of areas that provide a breakdown of the European Union's economic territory for producing regional statistics that are comparable across the Union. It has been used since 1988 in EU legislation for determining the distribution of the Structural Funds. The grouping of Local Authority District (LAD) geographies represented in GDP figures quoted in these briefing documents in many cases are a combined estimate for a number of LAD areas representing the lowest level of geographical disaggregation of such estimates by Eurostat.

Figures for GDP have been converted from Euros at a rate set on the 14th July 2003 of 1 Euro = 0.694 GBP. Current rates of exchange as of 3rd December 2003 are a very similar 1 Euro = 0.700 GBP.

Regional Econometric Model - Yorkshire Forward and Experian Business Strategies Ltd have jointly developed the Regional Econometric Forecasting Model. It is primarily based on Annual Business Inquiry data and is intended as a forecasting and impact assessment model for employment, output, productivity, occupations and qualifications up to 2012.

Levels of Business Ownership - Data on business start-up rates presented by the Small Business Service is taken from the Inter-Departmental Business Register; it includes VAT registered businesses only. As of 10th April 2003 the VAT registration threshold was a turnover of £56,000 per annum.

Data presented from Claritas UK represents the number of households that include at least one adult member who is self-employed or has their own business. This data includes both VAT registered and non-VAT registered businesses.

Survey of Regional Economic Trends - The Survey of Regional Economic Trends is a joint survey between Yorkshire Forward and the CBI. It is a postal survey that goes out to 15,000 businesses across the region every six months. The findings are statistically valid at sub-region, local authority district and market town level. The findings are also robust and representative for the nine broad industry sectors and the five Yorkshire Forward supported cluster groups across the region.

The balance of firms expecting an improvement is the difference between the percentage of firms expecting an improvement and the percentage of firms expecting deterioration in a particular business performance indicator.

Qualifications Data - GCSE data for 2002/03 is still provisional. The graph shows data for LEA maintained schools only. The England average is for all schools.

The Advanced Level data represented in this briefing is for the maintained sector and the 2002/03 data is still provisional. The England averages are for all schools and FE sector colleges.
See <http://www.dfes.gov.uk/rsgateway/DB/SFR/s000420/contents.shtml> for further details.

Claritas Lifestyle Data - Claritas Lifestyle data is taken from the findings of the annual National Shoppers Survey and the majority of data variables are robust at Enumeration District level (lower than Ward). It is important to note that data quoted from Claritas UK has commercial value, and has been bought under License by Yorkshire Forward. This data should not be used for commercial gain, or circulated to any other parties except those that are the intended recipients of this briefing.

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