Harrogate in Brief
September 2004

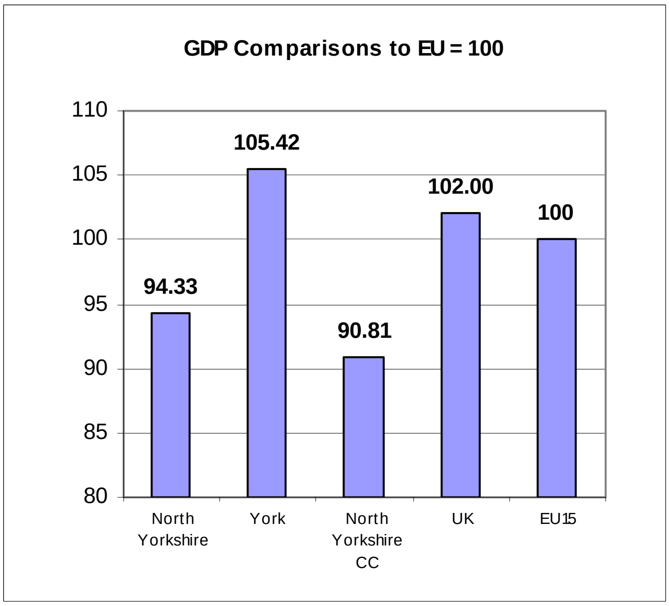
GDP per head in North Yorkshire County Council area was estimated to be £14,042 in 2003, compared to an overall sub-regional average of £14,586 and a national average of £16,382. By 2006 North Yorkshire CC area is predicted to have GDP per head of £14,910, representing an increase of 6.2% on the 2003 figures. The figure for the North Yorkshire sub-region as a whole is predicted to be £15,465 (6% increase) whilst the UK is predicted to grow by 8.6% to £17,130 over the same period.
Source: Experian Business Strategies Ltd, July 2004.

The Distribution, Hotels and Restaurants industry is the largest employer (32.5%) in the Harrogate district, followed by Public Administration, Education and Health sector (25.3%). Employment in Banking and Finance is well above the regional average (19.3% compared to 15.4%) while Manufacturing employment is lower than the regional average (9.5% compared to 16.6%).
Source: Office for National Statistics, Annual Business Inquiry, 2002.

Employment Forecasts ('000)		
	Full Time Equivalent Employment	Of which: Self-Employed
2004	62.0	11.2
2005	52.2	11.2
2006	62.5	11.2
2007	63.0	11.3

Source: Yorkshire Forward/Experian Business Strategies Ltd, Regional Econometric Model, July 2004.

According to the March 2004 Survey of Regional Economic Trends, companies in Harrogate are optimistic for the next 6 months with a balance of 30% expecting the general business situation to improve. This is slightly below the regional balance of 33%.
Source: Yorkshire Forward/CBI Survey of Regional Economic Trends, March 2004.



Source: Experian Business Strategies Ltd, July 2004.

Output forecasts			
Output prices	£ mn 1995	Of which Services:	Of which Manufacturing:
2004	1,899.7	1,479.1	187.2
2005	1,947.5	1,520.0	190.4
2006	2,001.4	1,565.2	194.2
2007	2,056.3	1,611.0	198.7

Source: Yorkshire Forward/Experian Business Strategies Ltd, Regional Econometric Model, July 2004.

Employment is forecast to increase by 2007 by 1.6% whilst overall output is forecast to increase by 8.2%.

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:

- Harrogate firms have seen an increase in numbers employed over the past 12 months (balance of 26%). This is a higher proportion than throughout the region as a whole (16%). However, for the coming 12 months, businesses in Harrogate are less optimistic than the region as a whole (balance of 24% and 16% respectively).

- Output has also increased significantly in the past 12 months in Harrogate with a balance of 33% of firms reporting an increase. Increases of a similar

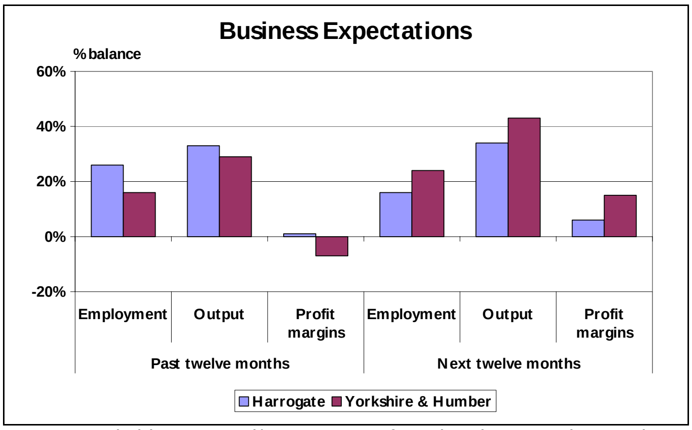
In 2003, 6,480 businesses were registered for VAT giving a rate of 532 businesses per 10,000 resident adults, compared to 313 for the region. In 2002, 615 businesses were registered for VAT in the year and 535 were de-registered.
Source: Small Business Service, Business Start-ups and Closures: VAT Registrations and De-registrations in 2003.

In 2003, 7,784 households in the Harrogate area had at least one adult who was self-employed/owned their own business – 12.3% of all households in the area. This compares favourably against the regional average of 8.3% and the GB average of 9.9%.

In addition, 2,810 households in Harrogate are thinking about starting a new business, 4.4% of households compared to the regional average of 3.8% and the GB average of 4.5%.
Source: © Claritas Acxiom UK Ltd, 2003.

nature are expected over the next 12 months (balance of 34%).

- Despite the region as a whole observing a decrease in profit margins, companies in Harrogate report a slight increase (balance of 1%). Further increases are expected for the coming 12 months (balance of 6%) although expectations are below the regional figure (balance of 15%).



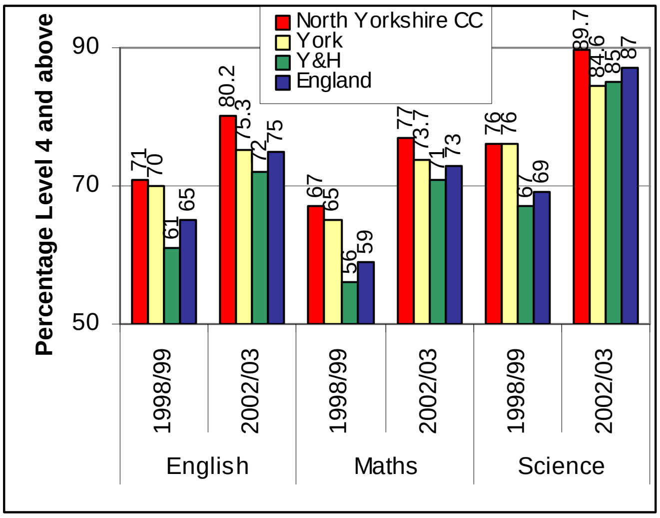
Source: Yorkshire Forward/CBI Survey of Regional Economic Trends, March 2004.

In 2003, the Harrogate district was made up of 63,381 households (2.9% of the region's total). In 2002, it was estimated that there were 150,558 people living in the Harrogate district, 3% of the region's total population.
Source: Office for National Statistics, 2002 population estimates and © Claritas Acxiom UK Ltd, 2003.

The 2001 Census found that 21.7% of people aged 16 – 74 in Harrogate had no qualifications, compared to the North Yorkshire average of 26%. This is much lower than the regional average of 33.1% and the England average of 28.8%.
Source: Office for National Statistics, Census 2001.

In November 2002 enrolments on adult education courses across all local authority districts in North Yorkshire were between 1 - 1.99% of adults aged between 15 – 59, with the exception of York, where they were between 2 – 2.99%. In comparison, the regional average was 1.8% and the England average was 2.9%.
Source: Department for Education and Skills, Adult Education Enrolments in England, November 2002.

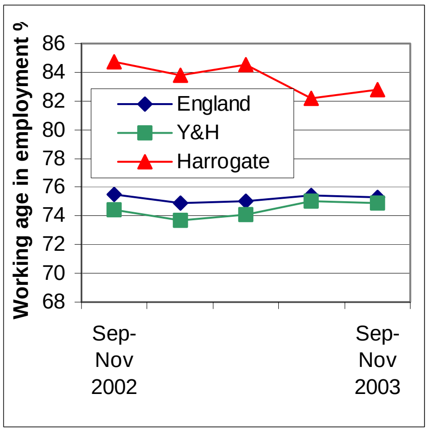
Attainment at Key Stage 2 across North Yorkshire County Council area is higher than the England average across all three subjects. The graph shows the results for 1998/99 and 2002/03 Key Stage 2 assessments - % of pupils achieving the required standard of Level 4 or above.



Source: Department for Education and Skills, Performance Tables, Attainment at Key Stage 2.

Performance at GCSE level, for the York and North Yorkshire County Council areas are the best in the region and significantly better than the England average. In 2002/03 58.8% of pupils attained at least 5 grades A* - C (or equivalent) in York, and 58.7% achieved similar across the North Yorkshire County Council area. Year 11 pupils attaining no qualifications at all are lower than the

The percentage of working age people in employment across the Harrogate district (82.8%) is much higher than the regional (74.9%) and national averages (75.3%) (see graph).



Source: Office for National Statistics, Quarterly Labour Force Survey. See also technical note.

Job density is an indicator of labour market demand, and is defined as the number of filled jobs in an area divided by the working age population resident in that area. The table shows that in 2002 there were 0.94 jobs per resident working age person in Harrogate, compared to 0.8 in Y&H and 0.84 across England as a whole.

Job density by Parliamentary Constituency			
	2000	2001	2002
England	0.83	0.84	0.84
Yorkshire and Humber	0.78	0.79	0.8
North Yorkshire	0.85	0.9	0.89
Harrogate	0.83	0.91	0.94
Skipton & Ripon	0.77	0.83	0.82
Vale of York	0.73	0.8	0.78
Harrogate & Kn'borough	0.94	1.04	1.06

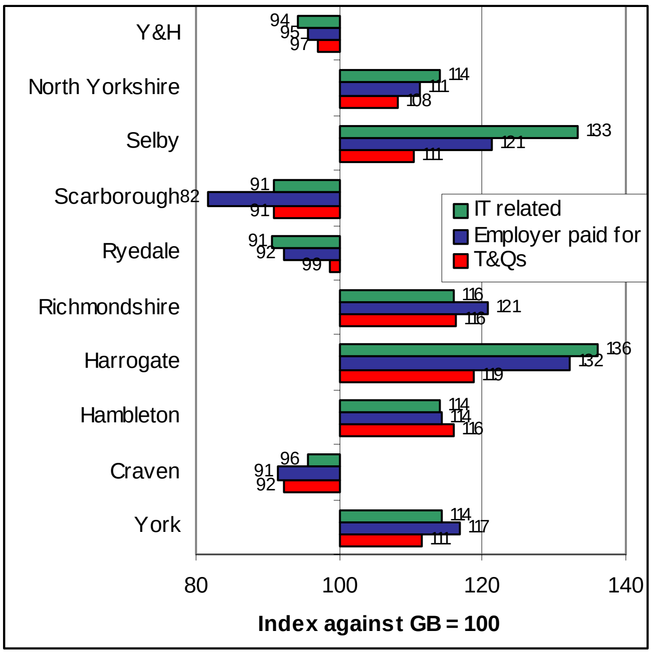
Source: Office for National Statistics, Job Density 2000 – 2002.

regional and England averages across all of the North Yorkshire sub-region.

GCSE (or equivalent attainment) %					
	5+ A* - C or equivalent			No qualifications	
	98/99	02/03	% change	98/99	02/03
N Yorkshire CC	56.8	58.7	3.3	3.4	3.8
York	51.5	58.8	14.2	5	4.2
England	47.9	52.9	10.4	6	5.2
Y&H	41.9	46.5	11	7.6	6.5

Source: Department for Education and Skills, School and College Performance Tables data. England average is all schools.

The graph shows households across North Yorkshire with at least one adult who has undertaken some sort of training or qualifications in the past 12 months prior to being surveyed, indexed against GB = 100. It also shows how the North Yorkshire sub-region compares in terms of whether employers have at least in-part paid for this training/qualifications, and whether it was IT related or not. Selby, Richmond, Harrogate, Hambleton and York all index higher than the GB average against these questions.



Source: © Claritas Acxiom UK Ltd, 2003.

9% of people in Harrogate have a savings plan, higher than the regional (5.7%) and GB average (6.2%). 14.4% of households have a personal loan, higher than both the regional average of 13.5% and the GB average of 13.1%. 24% have a private pension, again higher than Y&H and GB averages, (16% and 17% respectively), and 27% have an employer pension.

Harrogate is the local authority area

In June 2004, 843 people were claiming unemployment benefits in the district (1.1%). Of these, 90 people have been unemployed for longer than one year and 16% are under the age of 25. The ILO unemployment figure for the same period stood at 1,804 – 2%. All those seeking or wanting work in the Harrogate district is currently estimated at 4,171 – 5%.

Source: Taylor Associates, Unemployment Tables for Yorkshire and the Humber, June 2004.

Of Harrogate's 104 Super Output Areas, one is classified within the 20% most deprived in England. This represents 0.06% of the total area of the Harrogate district.

Source: Office of the Deputy Prime Minister, Index of Multiple in which people are most likely to have private health care, with 17.2% compared to a regional average of 12.7%, and to a GB average of 11.9%.

In 2003, 51.2% of households in the district had a home PC with CD-ROM, (compared to a regional figure of 39.8% and a GB average of 44.4%), and higher than the 2002 figure of 42.7%. 57% of households in Harrogate say they access the Internet, and of these 84.7% access it at home – the highest penetration in the region. Harrogate also has the highest figure for accessing the Internet for information/news purposes – 28.3%.

In the Harrogate district 83.3% of residential households are classed as being Broadband enabled.
Source: BT Exchanges May 2004.

4,467 households in Harrogate have Broadband already installed – 12.3% of households with Internet access, higher than the regional average of 10.2%. However, 13.5% of households would not consider installing Broadband.
Source: © Claritas Acxiom UK Ltd, 2003.

Deprivation, 2004.

In quarter 1 of 2004, the average house price in Harrogate was £195,887, a 1.3% increase on the cost in Q1 2003 (£193,307). The average for the whole of North Yorkshire was £167,180, whilst the regional average was £113,319.
Source: HM Land Registry, 2004.

75.9% of households in Harrogate own their own home, higher than both the regional (66.7%) and the GB (69.2%) figures. 15.8% rent privately whilst only 8.3% are council tenants, the lowest rate in the region.

In 2003, 26.3% of households in Harrogate earned less than £15,000 per annum. The average overall household income for the district was £29,676. Harrogate district has the highest average income in the region and is the only district in the region that has an average income higher than the GB average of £28,411. The average income for Yorkshire and Humber is £23,465.

14.3% of households in the Harrogate area had incomes of greater than £50,000 per annum in 2003, higher than both the GB average of 10.6% and the regional average of 6.5%.
Source: © Claritas Acxiom UK Ltd, 2003.

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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 30th July 2004 of 1 Euro = 0.664 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 Acxiom 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.

Claritas Acxiom Lifestyle Data - Claritas Acxiom 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) and Super Output Area. It is important to note that data quoted from Claritas Acxiom 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. All rights in the data contained in this report belong to Claritas Acxiom UK Ltd and may not be used or reproduced without the express permission of Claritas Acxiom UK Ltd.

All Seeking or Wanting Work – This is a very broad measure derived from the Labour Force Survey and estimates the total unmet demand for jobs among people not currently in employment. It includes the ILO unemployed plus all those without work who are either looking for a job or state that they would like a job if one was available. Not all these people would be available to start work straight away (for example, child care may need to be arranged) and it is probable that many included in this category will only be available for part-time work.

Contact Point

For further information about this briefing, or for additional/electronic copies, please contact Victoria Lee, Research and Information Team. Tel: 0113 3949791 or Email: victoria.lee@yorkshire-forward.com