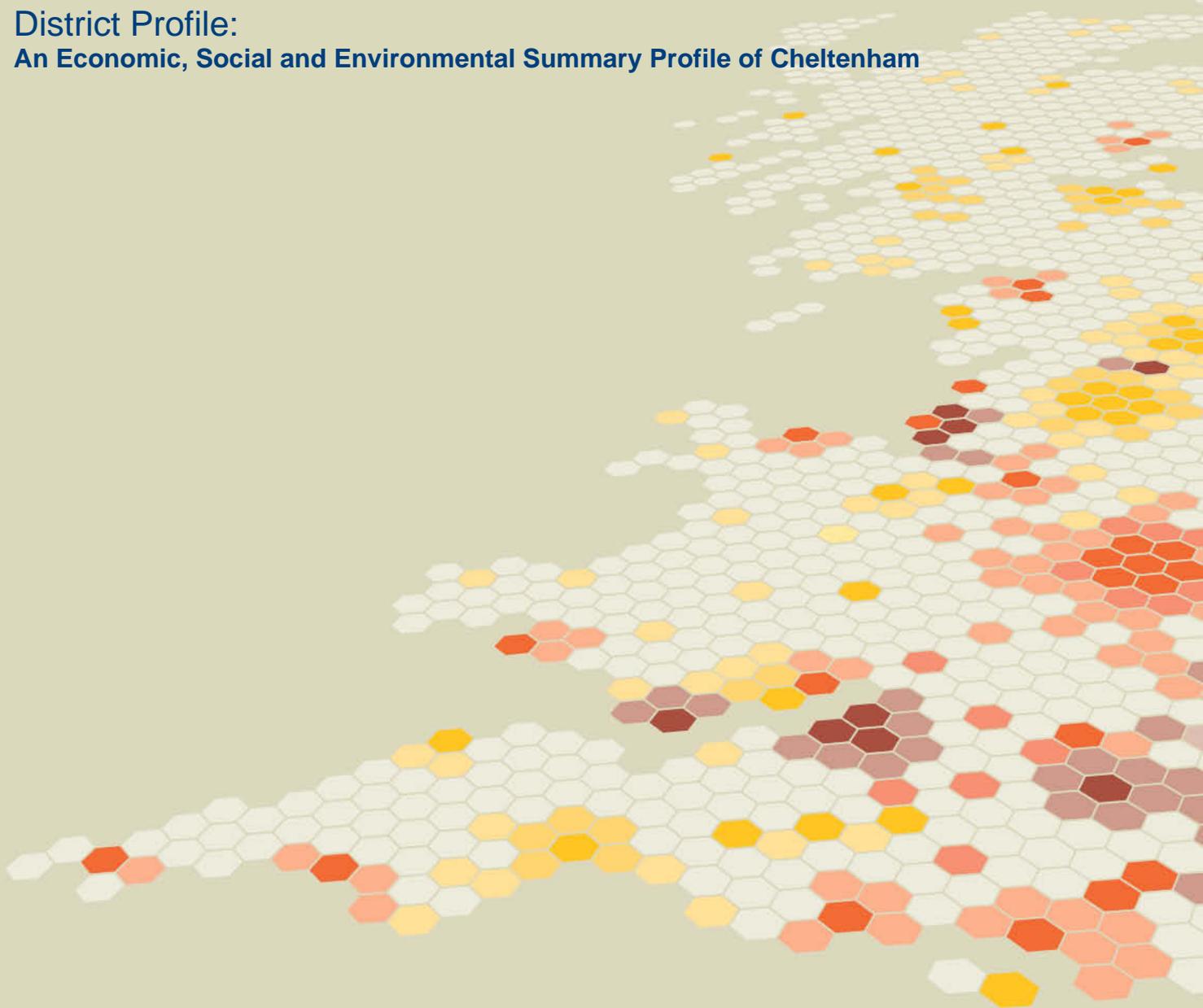


District Profile:
An Economic, Social and Environmental Summary Profile of Cheltenham



About Place Profiles

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

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

About the Local Futures Group

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

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

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

Local Knowledge is 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 telephone 020 7440 7360 or email info@localfutures.com

Summary Profile Introduction

This summary report looks at the performance of Cheltenham, 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 thinking on the knowledge economy to wider social and environmental considerations; relating economic 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 area are also available.

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Economy Introduction

This summary report assesses the present state of the local economy in Cheltenham in terms of its competitiveness at the sub-regional, regional and national levels. Strong economic foundations are critical to the future success of areas, creating quality employment opportunities 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
- Skills and Qualifications
- Labour Market

The report starts by presenting the data for the main composite measures for each aspect of the economy in Cheltenham. 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 Cheltenham 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	Economic scale (GB=100) 2008	Productivity score (GB=100) 2009	Econ change score (GB=100) 2008	Ind structure score (GB=100) 2008	Bus & enterprise score (GB=100) 2009	Skills & quals score (res) (GB=100) January-December 2008	Labour market score (GB=100) May 2009
Cheltenham	83.56	104.71	-57.36	101.18	103.76	108	110.08
Cotswold	55	90.96	44.17	81.25	88.74	111.31	110.76
Forest of Dean	35.63	92.93	138.06	51.12	84.35	103.01	95.79
Gloucester	97.05	98.25	-133.62	91.20	99.23	101.68	100.83
Stroud	69.08	94.44	328.45	92.78	96.85	102.54	108.72
Tewkesbury	56.23	102.72	306.02	130.24	93.52	108.95	106.68
Gloucestershire	51.51	97.58	68.48	94.13	94.40	105.60	105.63
South West	89.94	92.66	120.58	87.03	97.12	103.58	105.18
Great Britain Average	100	100	100	100	100	100	100

Summary Profile

Cheltenham
May 2010

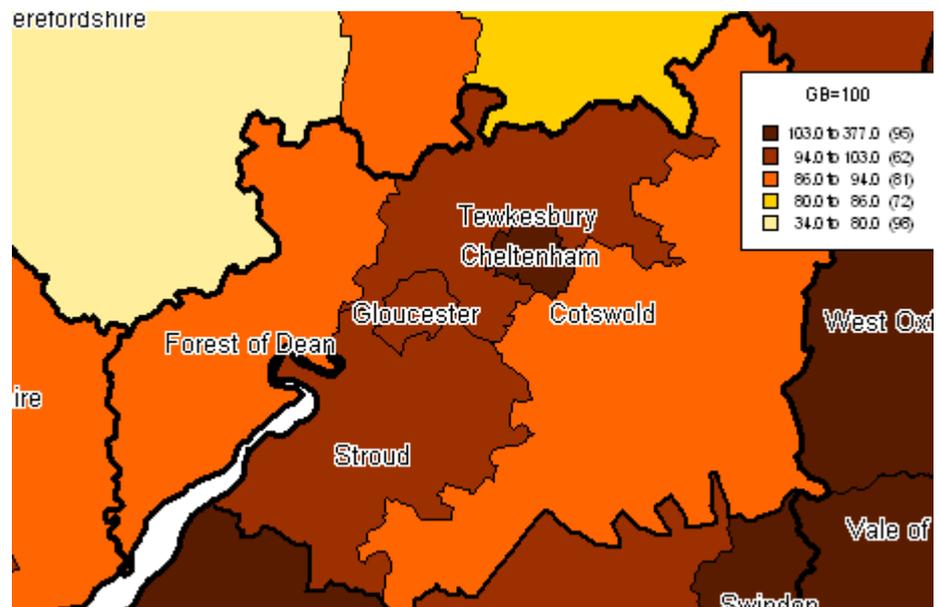
Economic Performance

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 Cheltenham. 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.

Cheltenham is ranked 86 out of 408 districts on our economic productivity score, placing it in the top 40% of districts nationally.

The map shows the performance of districts within Gloucestershire 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 104.71, Cheltenham is in the top 40% of districts and is in a sub region that is in the top 40% of sub regions nationally.



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

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

- Relative to other districts, the size of the economy in Cheltenham is around the national median, with an economic scale score of 83.56. By comparison, the Gloucestershire score is 51.51 and the national average is 100.00.
- The average gross weekly earnings of those working in Cheltenham are very high, with the district ranking in the top 20% of districts nationally. Average gross weekly earnings in Cheltenham are £504.80, compared with £439.74 in Gloucestershire and £456.12 nationally.
- Gross value added (GVA) per head in Cheltenham is high, with the area ranking in the top 40% of districts nationally. GVA per head in Cheltenham is £21,947.27, compared with £19,831.00 in Gloucestershire and £20,080.93 nationally.
- Cheltenham has an average sized employment base, with the area ranking in the middle 20% of districts nationally. It accounted for 0.21% of all employees in Great Britain.
- The share of national GVA in Cheltenham is high by national standards, with the area ranking in the top 40% of districts nationally. It accounted for 0.20% of all GVA in Great Britain.
- Between 2006 and 2008, the total number of employees in Cheltenham decreased by 1.09%. This reflects a relatively weak level of economic growth by national standards, placing Cheltenham in the bottom 40% of districts nationally.

Summary Profile

Cheltenham
May 2010

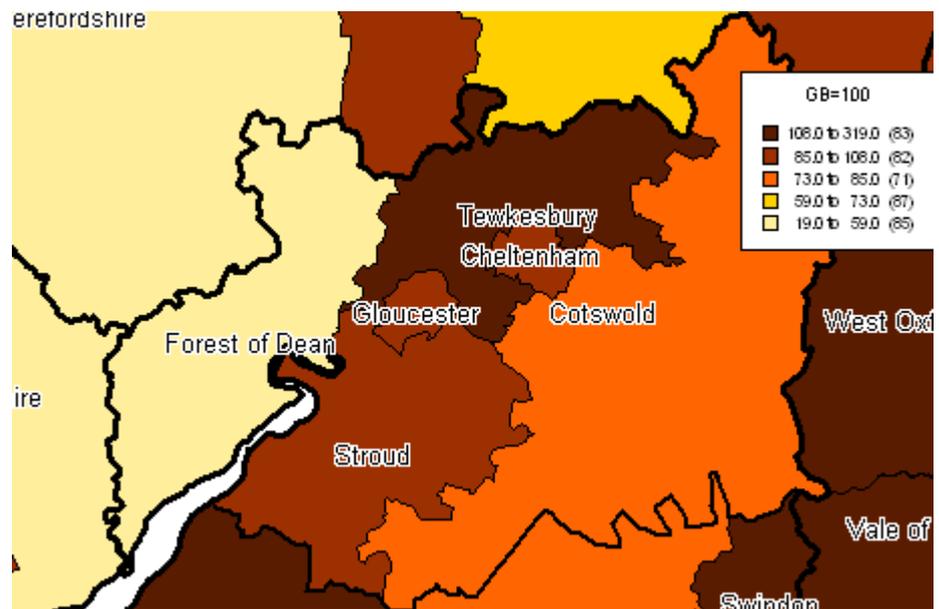
Industrial Structure

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

Cheltenham is ranked 110 out of 408 districts on our overall industrial structure score, indicating a knowledge economy that performs in the top 40% of districts nationally.

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

With a score of 101.18 Cheltenham is in the top 40% of districts and is in a sub region that is in the middle 20% of sub regions nationally.



Source: Annual Business Inquiry

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

- Knowledge intensive sectors in Cheltenham accounted for 24.87% of total employment in 2008. By comparison the Gloucestershire figure was 23.14%, the South West figure was 21.39%, 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 3.26% of employment in this sector. This compares with 5.00% in Gloucestershire and 3.21% nationally.
- Employment in knowledge-driven services is above the national median, with the district ranking in the top 40% of districts. It has 21.61% of employment in this sector. This compares with 18.14% in Gloucestershire and 21.37% nationally.
- The public sector can also act as an important driver of the knowledge economy and, crucially, provides a buffer against economic downturns. Cheltenham has an average public sector, with 28.69% of employment in this sector. This compares with 27.01% in Gloucestershire and 27.04% nationally.
- Between 2006 and 2008, employment in knowledge-driven sectors in Cheltenham increased by 2.29%. This places Cheltenham in the middle 20% of districts nationally. By comparison the sector changed nationally by 1.72%.

Summary Profile

Cheltenham
May 2010

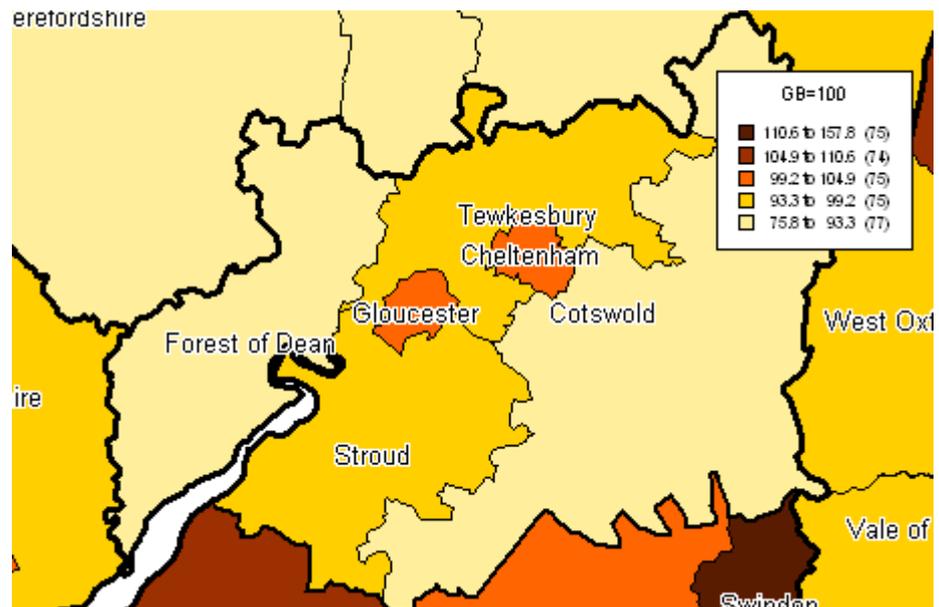
Business and Enterprise

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 Cheltenham. 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.

Cheltenham is ranked 163 out of 376 districts on our business and enterprise score, indicating an enterprise culture that performs in the middle 20% of districts nationally.

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

With a score of 103.76, Cheltenham is in the middle 20% of districts and is in a sub region (Gloucestershire) that is in the bottom 20% of sub regions nationally.



Source: Business Demography: Enterprise Births & Deaths, Local Units by Broad Industry Group: Urban/Rural

Looking in more detail at Cheltenham's business and enterprise performance we find that:

- The business density of Cheltenham is very high by national standards, with 49.78 businesses per 1000 head of population. By comparison, the Gloucestershire score is 51.15 and the national average is 39.48.
- The new business formation rate in Cheltenham is average, with the area ranking in the middle 20% of districts nationally. In 2009, 11.16% of all businesses registered for VAT compared with 9.91% in Gloucestershire and 11.72% nationally.
- The 24 month business survival rate in Cheltenham is very low by national standards, with the district ranking in the bottom 20% of districts nationally. Of all of the VAT registered businesses in 2005, 76.15% were still trading in 2007.
- The self-employment rate in Cheltenham is average by national standards, with the district ranking in the middle 20% of districts nationally. In 2009, the self-employment rate was 10.82%, compared with 12.99% in Gloucestershire and 11.66% nationally.
- Between 1998 and 2009, the total business stock in Cheltenham increased by 49.66%. This change places the area in the top 40% of districts nationally. Over the same time period, the number of businesses in Gloucestershire changed by 36.27%.

Summary Profile

Cheltenham
May 2010

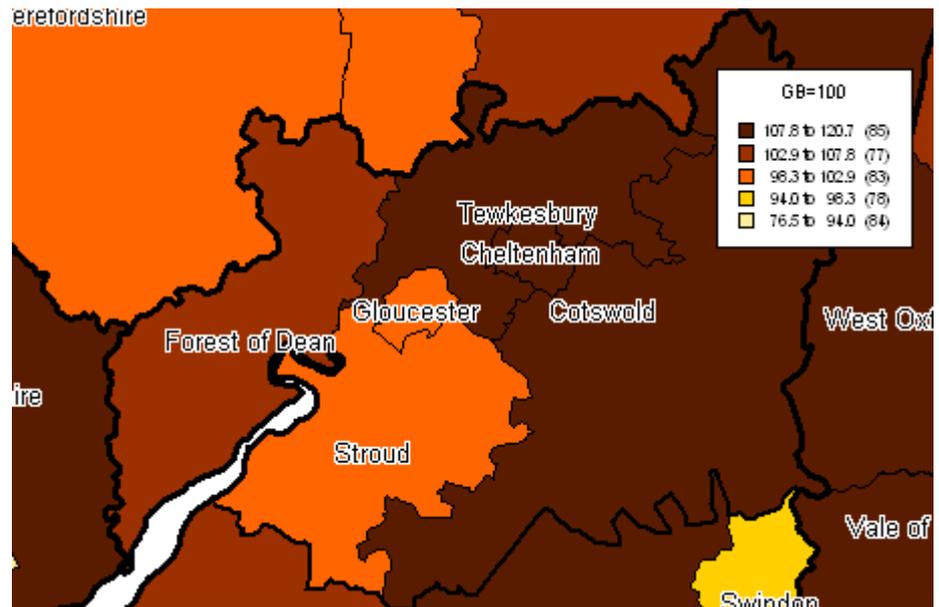
Skills and Qualifications

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 Cheltenham, 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.

Cheltenham is ranked 81 out of 407 districts on our skills and qualifications score, indicating a resident workforce that performs in the top 20% of districts by national standards, in terms of human capital.

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

With a score of 108.00, Cheltenham is in the top 20% of districts and is in a sub region that is in the top 20% of sub regions nationally.



Source: Annual Population Survey

Looking in more detail at Cheltenham's skills and qualification's performance we find that:

- The proportion of the working age resident population qualified below NVQ level 2 in Cheltenham is very low, with the area ranking in the bottom 20% of districts nationally. In 2008, 15.19% of working age residents had either NVQ level 1 or no qualifications, compared with 17.47% in Gloucestershire and 18.53% nationally.
- The proportion of the working age resident population qualified to NVQ level 2 in Cheltenham is very low, with the area ranking in the bottom 20% of districts nationally. In 2008, 18.67% of working age residents were qualified to NVQ level 2, compared with 23.70% in Gloucestershire and 21.16% nationally.
- The proportion of the working age resident population qualified to NVQ level 3 in Cheltenham is low, with the area ranking in the bottom 40% of districts nationally. In 2008, 18.28% of the working age population held 2 A-Levels or equivalent, compared with 18.71% in Gloucestershire and 18.90% nationally.
- The proportion of the working age resident population qualified to NVQ level 4 and above in Cheltenham is very high, with the area ranking in the top 20% of districts nationally. In 2008, 39.97% held a degree or equivalent, compared with 32.57% in Gloucestershire and 29.01% nationally.

Summary Profile

Cheltenham
May 2010

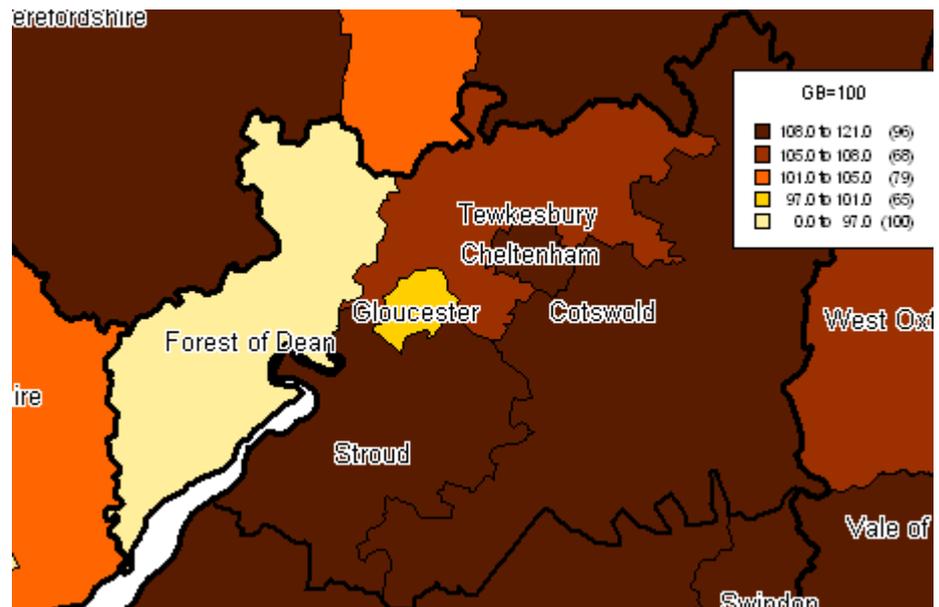
Labour Market

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 Cheltenham, 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.

Cheltenham is ranked 53 out of 408 districts on our labour market score, indicating participation rates within the resident working age population that are in the top 20% of districts nationally.

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

With a score of 110.08, Cheltenham is in the top 20% of districts and is in a sub region that is in the top 40% of sub regions nationally.

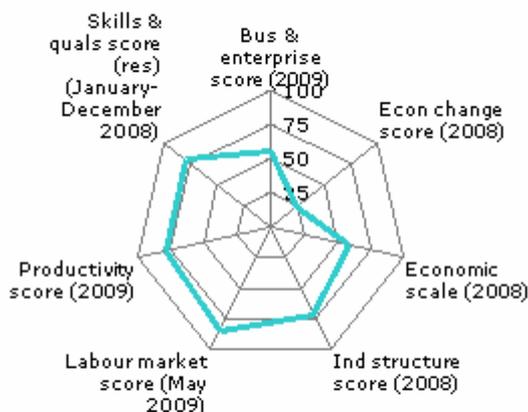


Looking in more detail at Cheltenham's labour market performance we find that:

- The proportion of the resident working age population who are in employment in Cheltenham is very high, with the area ranking in the top 20% of districts nationally. In Cheltenham, 80.90% of the resident working age population are in employment, compared with 77.63% in Gloucestershire and 73.49% nationally.
- The proportion of the working age population who are unemployed in Cheltenham is average, with the district ranking in the middle 20% of districts nationally. In Cheltenham, 3.70% of people are claiming job seekers allowance in 2010, compared with 3.27% in Gloucestershire and 4.21% nationally.
- The proportion of the working age population who are in long-term unemployment in Cheltenham is very high, with the district ranking in the top 20% of districts nationally. In Cheltenham, 20.93% of people who are unemployed have been claiming job seekers allowance for at least 12 months, compared with 16.46% in Gloucestershire and 15.64% nationally.
- The number of incapacity benefit claimants in Cheltenham is low, with the district ranking in the top 40% of districts nationally. In Cheltenham, 50.70 people were claiming incapacity benefit per 1000 people of working age, compared with 50.98 in Gloucestershire and 66.09 nationally.

Economic Summary Indicators

The spider chart is a way of showing how Cheltenham 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.



— Cheltenham

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 Cheltenham, with East Hertfordshire in Hertfordshire being the most similar on the summary economic indicators.

Rank	Place Name	Sub Region
1	East Hertfordshire	Hertfordshire
2	Woking	Surrey
3	Eastleigh	Hampshire & The Isle of Wight
4	Reigate and Banstead	Surrey
5	North Hertfordshire	Hertfordshire
6	Mid Bedfordshire	Bedfordshire & Luton
7	Macclesfield	Cheshire & Warrington
8	Bracknell Forest	Berkshire
9	Huntingdonshire	Cambridgeshire
10	Chester	Cheshire & Warrington

Economic Scorecard

The economic 'scorecard', showing how Cheltenham stands nationally, within its region and Sub-region. The 'scorecard' assesses the state of Cheltenham 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	B	B	C	The share of national GVA in Cheltenham is high by national standards, with the area ranking in the top 40% of districts nationally. It accounted for 0.20% of all GVA in Great Britain.
Productivity An 'A' Represents areas with the highest levels of productivity	A	A	B	Cheltenham is ranked 86 out of 408 districts on our economic productivity score, placing it in the top 40% of districts nationally.
Economic change An 'A' Represents areas with the highest rates of growth	E	E	D	Between 2006 and 2008, the total number of employees in Cheltenham decreased by 1.09%. This reflects a relatively weak level of economic growth by national standards, placing Cheltenham in the bottom 40% of districts nationally.
Industrial structure An 'A' Represents areas with the highest proportion of knowledge intensive employment	B	A	B	Cheltenham is ranked 110 out of 408 districts on our overall industrial structure score, indicating a knowledge economy that performs in the top 40% of districts nationally.
Business & enterprise An 'A' Represents areas with the highest levels of business information, growth and survival	A	A	C	Cheltenham is ranked 163 out of 376 districts on our business and enterprise score, indicating an enterprise culture that performs in the middle 20% of districts nationally.
Skills & qualifications An 'A' Represents areas with the most skilled population	C	B	A	Cheltenham is ranked 81 out of 407 districts on our skills and qualifications score, indicating a resident workforce that performs in the top 20% of districts by national standards, in terms of human capital.
Labour market An 'A' Represents areas with the highest employment rates	B	A	A	Cheltenham is ranked 53 out of 408 districts on our labour market score, indicating participation rates within the resident working age population that are in the top 20% of districts nationally.

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 productive 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	This 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 start year and most recent year as a proportion of total employment in 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	This 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).
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.

Summary Profile

Cheltenham
May 2010



Labour market score

This score is the proportion of people of working age (16-59 for women and 16-64 for men) in employment (Employed, Self-employed and Unpaid family workers) as a proportion of all of those of working age, indexed the to the national average.

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).

Summary Profile

Cheltenham
May 2010

Society Introduction

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

- Age, Ethnicity, Households, 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 Cheltenham. 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 Cheltenham 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	Pop non-White (E) (%) 2007	Change in resident population (L/T) (%) 1991-2008	Knowledge worker score (GB=100) May 2009	Prosperity score (GB=100) 2006/07	Depriv score (GB=100) 2007	Health score (GB=100) 2005-2007	Crime score (GB=100) 2008/09
Cheltenham	39.27	2.28	6.14	4.77	131.44	99.36	73.79	101.64	130.50
Cotswold	41.93	2.33	3.69	11.90	95.50	134.06	47.36	102.83	61.14
Forest of Dean	40.34	2.46	2.56	8.05	84.44	85.96	74.19	100.26	62.64
Gloucester	37.54	2.40	8.56	11.40	92.37	80.83	100.31	100.18	145.67
Stroud	40.46	2.42	3.70	6.15	109.94	110.40	51.66	101.01	80.33
Tewkesbury	40.69	2.36	3.15	11.88	109.05	101.73	52.03	101.90	66.41
Gloucestershire	39.88	2.37	4.89	8.71	105.35	101.20	68.05	101.25	95.70
South West	40.60	2.36	4.72	11.11	97.21	91.48	81.83	101.39	92.99
Great Britain Average	39.28	2.41	11.76	6.77	100	100	100	100	100

Summary Profile

Cheltenham
May 2010

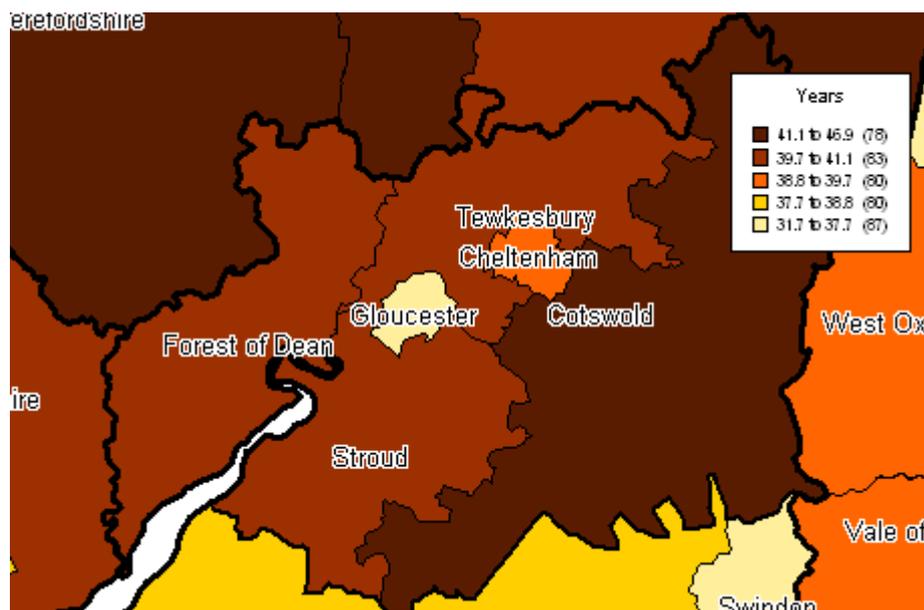
Age

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 Cheltenham according to a number of indicators, including the age breakdown of residents, dependency ratios and birth rates.

Cheltenham is ranked 199 out of 408 districts on the average age of residents, indicating an average age in the middle 20% of districts nationally.

The map shows the average age of residents in districts within Gloucestershire. 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 39.27 years, Cheltenham is in the middle 20% 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 Cheltenham's age profile we find that:

- The proportion of the resident population aged 0-14 was estimated at 16.41% in 2008, which is low by national standards, with Cheltenham ranking in the bottom 40% of districts. By comparison, the Gloucestershire figure was 17.23% and the national average was 17.44%.
- The proportion of the resident population aged 15-24 was estimated at 14.09% in 2008, which is very high by national standards, with Cheltenham ranking in the top 20% of districts. By comparison, the Gloucestershire figure was 12.20% and the national average was 13.35%.
- The proportion of the resident population aged 25-44 was estimated at 28.19% in 2008, which is high by national standards, with Cheltenham ranking in the top 40% of districts. By comparison, the Gloucestershire figure was 25.35% and the national average was 27.78%.
- The proportion of the resident population aged 45-64 was estimated at 23.91% in 2008, which is very low by national standards, with Cheltenham ranking in the bottom 20% of districts. By comparison, the Gloucestershire figure was 26.98% and the national average was 25.19%.
- The proportion of the resident population aged 65 and over was estimated at 17.40% in 2008, which is average by national standards, with Cheltenham ranking in the middle 20% of districts. By comparison, the Gloucestershire figure was 18.23% and the national average was 16.24%.
- The number of live births per 1000 of the resident population was 10.76 in 2006, which is low by national standards. This placed Cheltenham in the bottom 40% of districts. By comparison, the Gloucestershire figure was 10.37 and the national figure was 12.09.
- The dependency ratio (the ratio of economically dependent people to those who are economically active) in Cheltenham is 0.58. This is low by national standards. By comparison, the Gloucestershire figure is 0.64 and the national figure is 0.58.

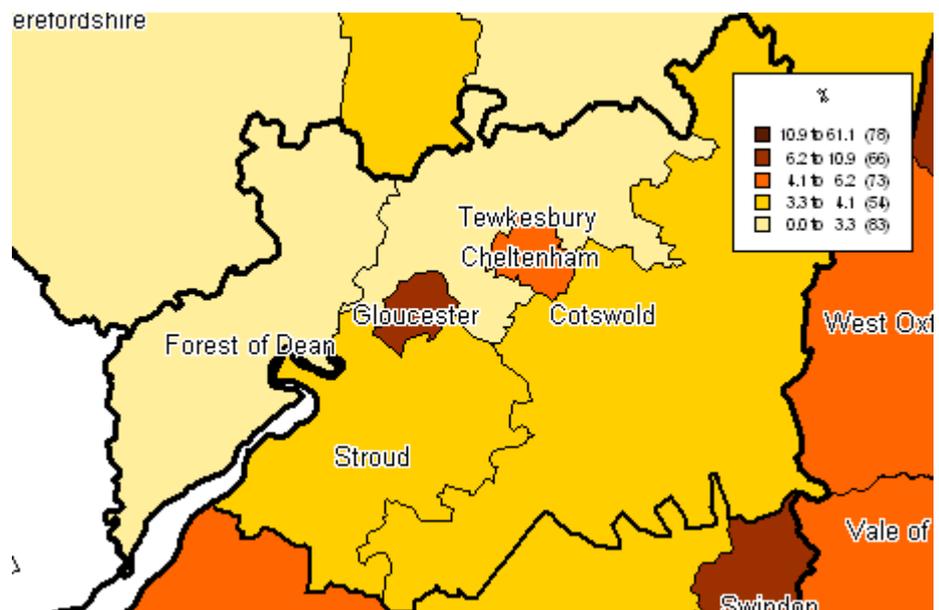
Ethnicity

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 Cheltenham according to the proportions of different ethnic groups and the extent of ethnic fractionalisation (a measure of ethnic diversity).

Cheltenham is ranked 146 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.

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

With 6.14% of it's residents classified as Non-White, Cheltenham is in the middle 20% of districts and is in a sub region that is in the lowest 40% of sub regions nationally on the proportion of the population that is Non-White.



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

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

- The proportion of the population classified as White was 93.86%, which is average by national standards, with Cheltenham ranking in the middle 20% of districts. By comparison, the Gloucestershire average was 95.11% and the national figure was 88.24%.
- The proportion of the population classified as from a Mixed background was 1.25%, which is average by national standards, with Cheltenham ranking in the middle 20% of districts. By comparison, the Gloucestershire average was 1.24% and the national figure was 1.70%.
- The proportion of the population classified as Asian or British Asian was 2.40%, which is average by national standards, with Cheltenham ranking in the middle 20% of districts. By comparison, the Gloucestershire average was 1.77% and the national figure was 5.71%.
- The proportion of the population classified as Black or Black British was 0.89%, which is average by national standards, with Cheltenham ranking in the middle 20% of districts. By comparison, the Gloucestershire average was 0.98% and the national figure was 2.83%.
- The proportion of the population classified as Chinese or any other ethnic background was 1.60%, which is high by national standards, with Cheltenham ranking in the top 40% of districts. By comparison, the Gloucestershire average was 0.91% and the national figure was 1.52%.

Summary Profile

Cheltenham
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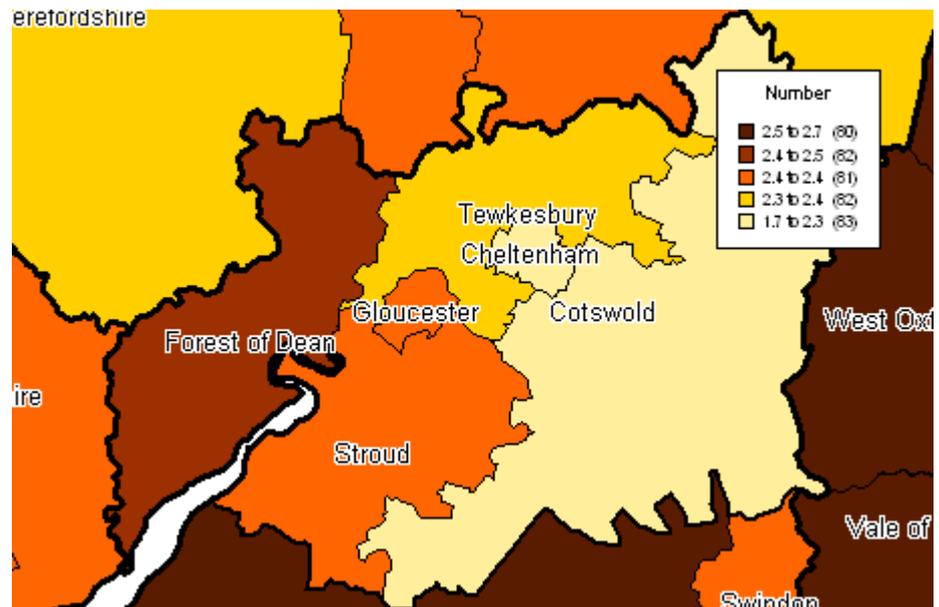
Household Structure

The size and structure of households has implications for planning, housing demand and entitlement to benefits. This household structure profile assesses Cheltenham according to household composition; overall average household size; and projections of change in the number of households.

Cheltenham is ranked 368 out of 408 districts on the average household size, placing the area in the lowest 20% of districts nationally.

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

With an average household size of 2.28 people, Cheltenham is in the lowest 20% of districts and is in a sub region that has an average age in the lowest 40% of sub regions nationally.



Source: Census 2001

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

- The proportion of one person households was 34.39% in 2001, which is very high by national standards, with Cheltenham ranking in the top 20% of districts. By comparison, the Gloucestershire average was 29.39% and the national figure was 30.27%.
- The proportion of households with married couples but no dependent children was 12.36% in 2001, which is low by national standards, with Cheltenham ranking in the bottom 40% of districts. By comparison, the Gloucestershire average was 14.85% and the national figure was 12.97%.
- The proportion of households with married couples and dependent children was 15.29% in 2001, which is very low by national standards, with Cheltenham ranking in the bottom 20% of districts. By comparison, the Gloucestershire average was 18.23% and the national figure was 17.48%.
- The proportion of lone parent households was 7.20% in 2005, which is high by national standards, with Cheltenham ranking in the top 40% of districts. By comparison, the Gloucestershire average was 5.61% and the national figure was 7.20%.

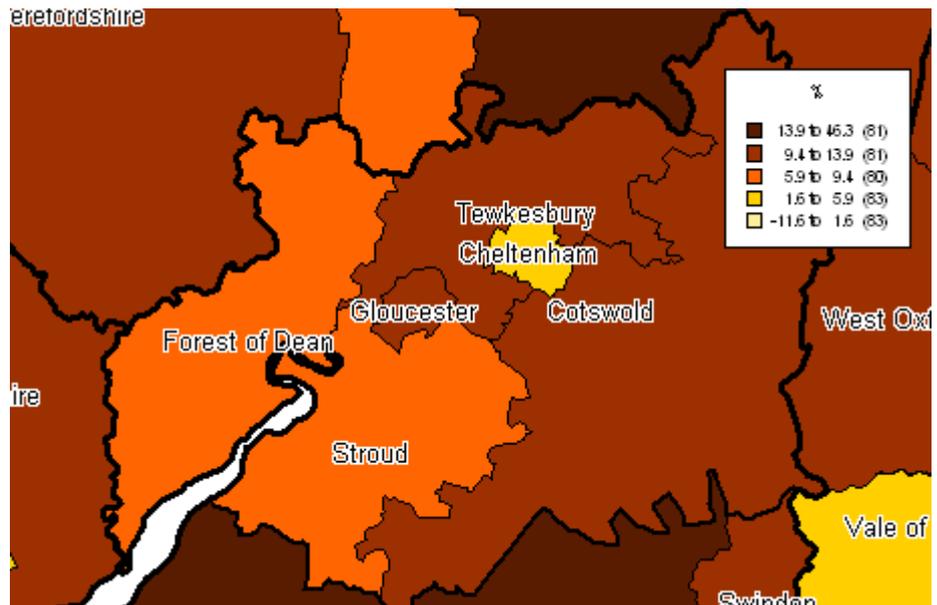
Migration and Change

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 Cheltenham 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.

Cheltenham is ranked 258 out of 408 districts on long-term change in its resident population, placing the area in the lowest 40% of districts nationally.

The map shows the change in population for districts within Gloucestershire. 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 4.77%, Cheltenham is in the lowest 40% of districts and is in a sub region that is in the middle 20% of sub regions nationally.



Source: Mid-year Population estimates; Census 1991

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

- The proportion of residents who had moved into Cheltenham from other parts of the UK was 5.90% in 2001, which was very high by national standards, with the area ranking in the top 20% of districts. By comparison, the Gloucestershire average was 4.73% and the national figure was 4.43%.
- According to the last Census, the proportion of residents who had moved into Cheltenham from outside the UK was 0.82% in 2001, which was high by national standards, with the area ranking in the top 40% of districts. By comparison, the Gloucestershire average was 0.53% and the national figure was 0.71%.
- The proportion of residents who had moved out of Cheltenham at the last Census was 5.31%, which was high by national standards, with the area ranking in the top 40% of districts. By comparison, the Gloucestershire average was 4.68% and the national figure was 4.42%.
- The proportion of the working age population who were overseas nationals registered for National Insurance in Cheltenham was 1.42% 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 Cheltenham, this reflected a high level of immigration by national standards, with the area ranking in the top 40% of districts. By comparison, the Gloucestershire figure was 0.92%, the South West figure was 1.04% and the national figure was 1.77%.
- The net level of migration in Cheltenham in 2004 was 0.09%, which was low by national standards, with the area ranking in the bottom 40% of districts. By comparison, the Gloucestershire average was 0.44% and the national figure was 0.25%.

Summary Profile

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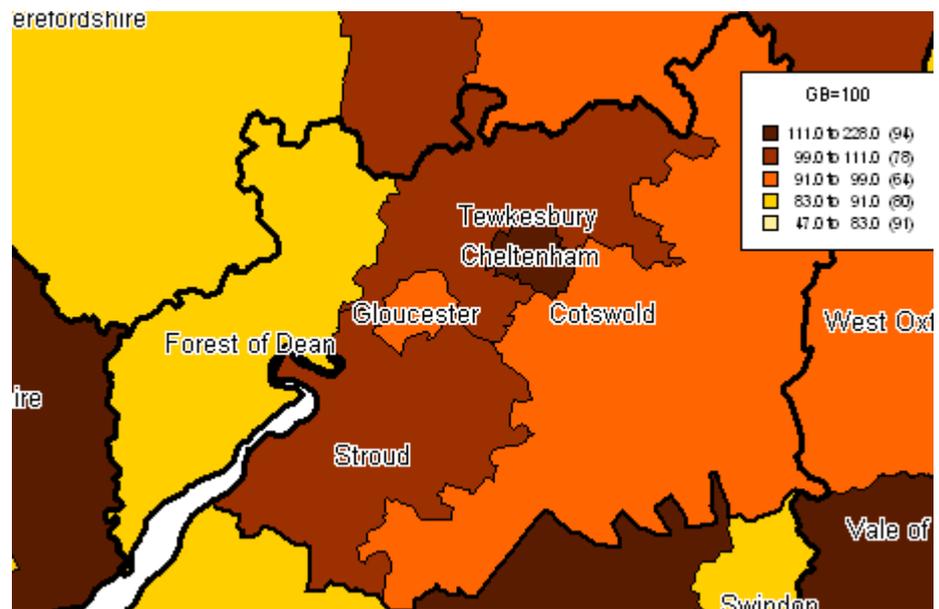
Occupations

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 Cheltenham 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'.

Cheltenham is ranked 30 out of 407 districts on our knowledge worker score, indicating a resident workforce that performs in the top 20% of districts nationally.

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

With a score of 131.44, Cheltenham is in the top 20% of districts and is in a sub region that is in the top 40% of sub regions nationally.



Source: Annual Population Survey

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

- The proportion of knowledge workers in Cheltenham is very high by national standards, with 57.69% of the working population classified as professional, managerial or technical workers. By comparison, the Gloucestershire figure is 46.24% , the South West figure is 42.66% and the national figure is 43.89%.
- The proportion of the working population who are in elementary occupations in Cheltenham is very low by national standards, with 7.43% in Level 1 Occupations. By comparison, the Gloucestershire figure is 10.59% and the national figure is 11.33%.
- The proportion of the working population who are in lower skilled occupations in Cheltenham is very low by national standards, with 25.91% in Level 2 Occupations. By comparison, the Gloucestershire figure is 30.39% and the national figure is 34.14%.
- The proportion of the working population who are in skilled occupations in Cheltenham is very high by national standards, with 31.61% in Level 3 Occupations. By comparison, the Gloucestershire figure is 27.50% and the national figure is 25.39%.
- The proportion of the working population who are in managerial occupations in Cheltenham is very high by national standards, with 35.06% in Level 4 Occupations. By comparison, the Gloucestershire figure is 31.52% and the national figure is 29.14%.

Summary Profile

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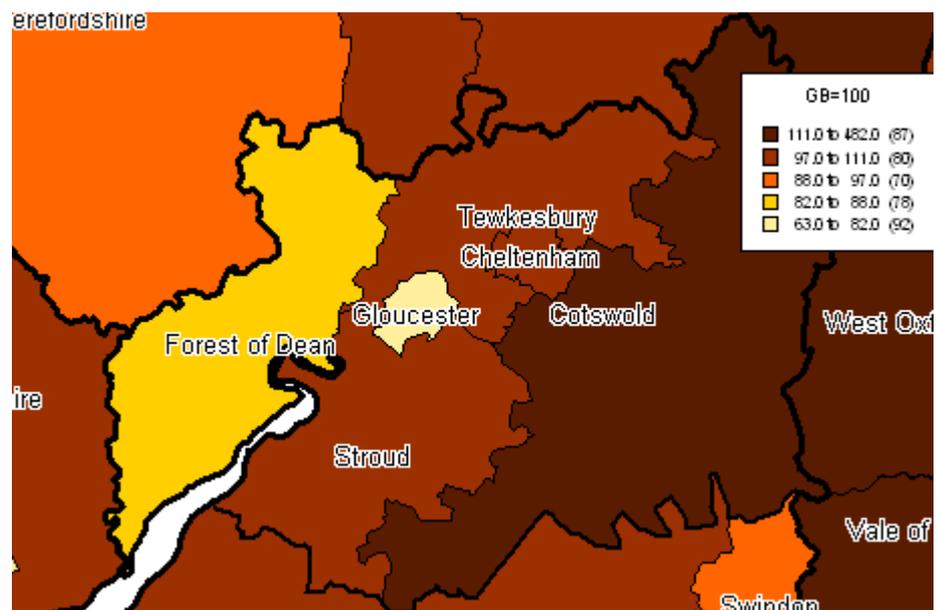
Prosperity

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 Cheltenham 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 Cheltenham 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.

Cheltenham is ranked 148 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 Gloucestershire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 99.36, Cheltenham is in the top 40% of districts and is in a sub region that is in the top 40% of sub regions nationally.



Source: Survey of Personal Incomes (SPI)

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

- At £25,200.00, the average total income in Cheltenham is above the national median, with the area ranking in the top 40% of districts nationally. By comparison, the Gloucestershire figure is £25,666.70 and the national figure is £25,361.56.
- At £227,938.88, the average house price in Cheltenham is high, with the area ranking in the top 40% of districts nationally. By comparison the Gloucestershire figure is £217,862.23 and the national figure is £219,815.23.
- Average annual incomes have increased at an average rate between 2000 and 2007. The growth of 29.23% in average incomes places the area in the middle 20% of districts nationally. By comparison incomes grew nationally by 29.92%.
- The average number of rooms per household in Cheltenham was average, with the district ranking in the middle 20% of districts nationally. In 2001, the average number of rooms per household was 5.36, compared with 5.66 in Gloucestershire and 5.29 nationally.
- The number of households with two or more cars in Cheltenham was average, with the district ranking in the middle 20% of districts nationally. In 2001, 30% of households had access to two or more cars, compared with 37% in Gloucestershire and 29% nationally.

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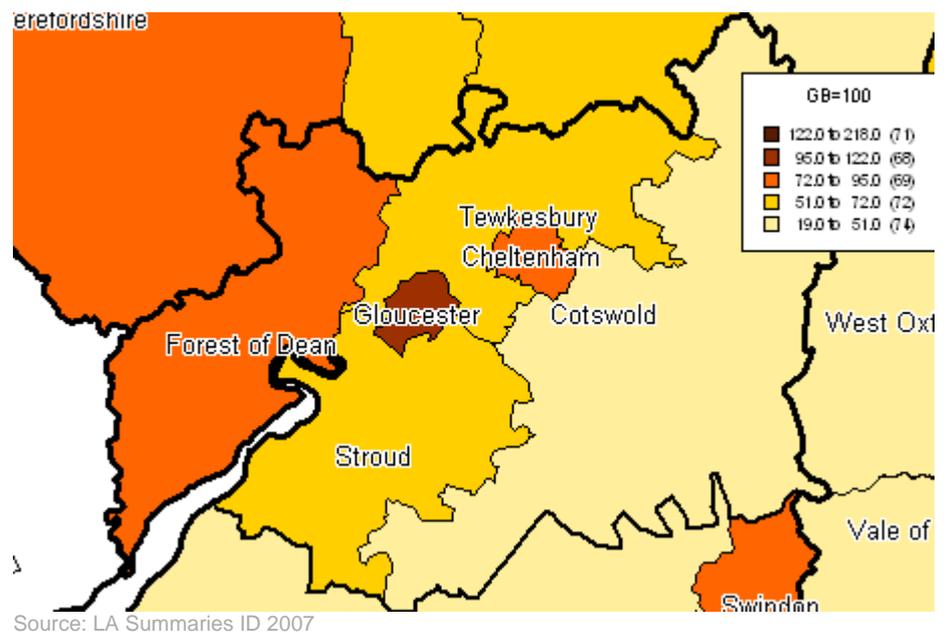
Deprivation

The Government's standard measure of deprivation and inequality in England is the Index of Multiple Deprivation (IMD). Our deprivation profile assesses conditions within Cheltenham 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.

Cheltenham is ranked 202 out of 354 districts on our deprivation score, putting it in the middle 20% of districts nationally.

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

With a score of 73.79, Cheltenham is in the middle 20% of districts and is in a sub region that is in the 20% least deprived sub regions nationally.



Looking in more detail at Cheltenham'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 Cheltenham is very high by national standards, with the district ranking in the 20% most deprived of districts on inequality.
- The employment domain score is average by national standards, with the district ranking in the middle 20% of 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, Cheltenham is ranked in the middle 20% of districts.
- The housing domain score is average by national standards, with the district ranking in the middle 20% of districts.
- The crime domain score is high by national standards, with the district ranking in the 40% most deprived districts.
- For the health domain score, Cheltenham is ranked in the 40% least deprived districts.

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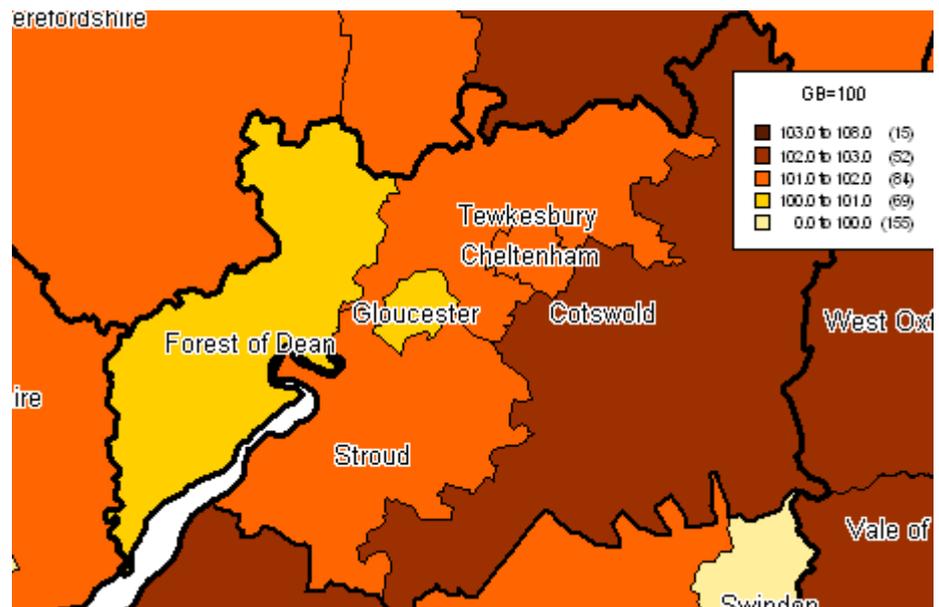
Health

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 Cheltenham according to a number of health indicators, including life expectancy, expected prevalence of smoking and obesity, infant mortality and standardised mortality ratios.

Cheltenham is ranked 102 out of 375 districts on our summary profile score, indicating standards of health that are in the top 40% of districts nationally. Our health score indexes life expectancy at birth to the national average.

The map shows the performance of districts within Gloucestershire 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 score of 101.64, Cheltenham is in the top 40% of districts and is in a sub region that is in the top 40% of sub regions nationally.



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

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

- Average life expectancy in Cheltenham was 81.04 years in 2007. By comparison, the Gloucestershire figure was 80.73 years, the South West figure was 80.84 years and the national figure was 79.68 years.
- At 4.30 per 1000 population, the infant mortality rate in Cheltenham is average, with the area ranking in the middle 20% of districts nationally. By comparison, the Gloucestershire figure is 4.41 and the national figure is 5.20.
- At 86.00, the standardised mortality ratio in Cheltenham is very low, with the area ranking in the bottom 20% of districts nationally. By comparison, the Gloucestershire figure is 93.03 and the national figure is 100.00.
- At 20.90%, the proportion of the population who are obese in Cheltenham is estimated to be very low, with the area ranking in the bottom 20% of districts nationally. By comparison, the Gloucestershire figure is 22.86% and the national figure is 20.10%.
- At 22.80%, the proportion of the population who smoke in Cheltenham is estimated to be average, with the area ranking in the middle 20% of districts nationally. By comparison, the Gloucestershire figure is 22.17% and the national figure is 20.63%.
- At 98.30 per 100,000 people, the cancer mortality rate in Cheltenham is very low, with the area ranking in the bottom 20% of districts nationally. By comparison, the Gloucestershire figure is 107.92 and the national figure is 119.00.

Summary Profile

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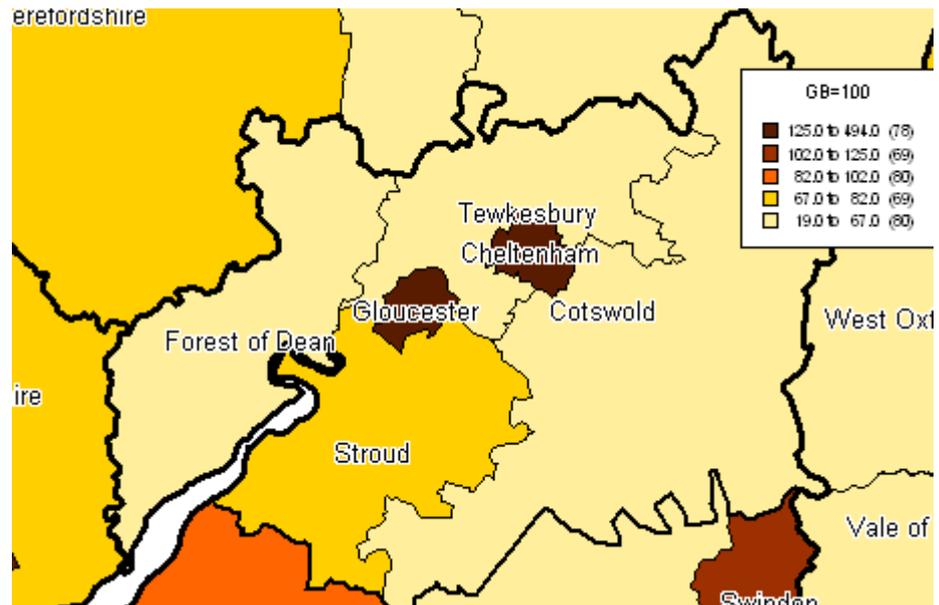
Crime

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 Cheltenham 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.

Cheltenham is ranked 70 out of 376 districts on our crime score, indicating levels of crime that are in the highest 20% of districts nationally.

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

With a score of 130.50, Cheltenham has crime levels that are in the highest 20% of districts and is in a sub region that has crime levels in the middle 20% of sub regions nationally.



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

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

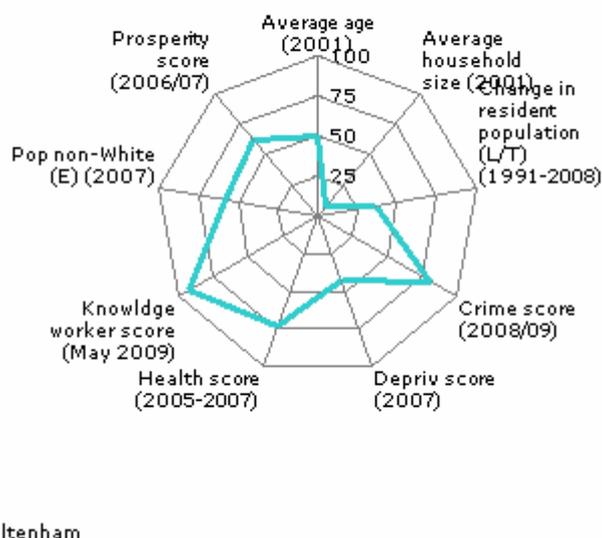
- There were 59.01 offences per 1,000 residents in 2009 in Cheltenham. By comparison the Gloucestershire figure was 43.27, the South West figure was 42.05 and the national figure was 45.22.
- There were 19.45 violent crimes per 1,000 residents in 2009, which is very high by national standards, with Cheltenham ranking in the highest 20% of districts. By comparison the Gloucestershire figure was 14.68 and the national figure was 14.99.
- There were 12.43 vehicle crimes per 1,000 residents in 2009, which is high by national standards, with Cheltenham ranking in the highest 40% of districts. By comparison the Gloucestershire figure was 9.07 and the national figure was 9.94.
- There were 6.37 dwelling burglaries per 1,000 residents in 2009, which is very high by national standards, with Cheltenham ranking in the highest 20% of districts. By comparison the Gloucestershire figure was 3.93 and the national figure was 4.80.
- Between 1999/2000 and 2008/2009, the total number of crimes in Cheltenham increased by 38.80%. Compared with the levels of change seen nationally, this is around the national average placing Cheltenham in the middle 20% of districts.

Summary Profile

Cheltenham
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Society Summary Indicators

The spider chart is a way of showing how Cheltenham rates against the national median on the summary social indicators. Data for every district in England and 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 Cheltenham, with Spelthorne in Surrey being the most similar on the summary social indicators.

Rank	Place Name	Sub Region
1	Spelthorne	Surrey
2	Bromley	London South
3	Broxtowe	Nottinghamshire
4	Chester	Cheshire & Warrington
5	Trafford	Greater Manchester
6	Stockport	Greater Manchester
7	York City	North Yorkshire
8	Poole	Bournemouth, Dorset & Poole
9	Brighton and Hove	Sussex
10	Sutton	London South

Society Scorecard

The society 'scorecard', showing how Cheltenham stands nationally, within its region and Sub-region. The 'scorecard' assesses the state of Cheltenham 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 known.

Composite measure	Sub-region score	Region score	National score	Summary
Age		-		Cheltenham is ranked 199 out of 408 districts on the average age of residents, indicating an average age in the middle 20% of districts nationally.
Ethnicity		-		Cheltenham is ranked 146 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		-		Cheltenham is ranked 368 out of 408 districts on the average household size, placing the area in the lowest 20% of districts nationally.
Population change		-		Cheltenham is ranked 258 out of 408 districts on long-term change in its resident population, placing the area in the lowest 40% of districts nationally.
Occupations An 'A' Represents areas with the highest proportion of knowledge workers	A	A	A	Cheltenham is ranked 30 out of 407 districts on our knowledge worker score, indicating a resident workforce that performs in the top 20% of districts nationally.
Prosperity An 'A' Represents areas with the highest average incomes	D	A	B	Cheltenham is ranked 148 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	D	C	C	Cheltenham is ranked 202 out of 354 districts on our deprivation score, putting it in the middle 20% of districts nationally.
Health An 'A' Represents areas with the highest score for life expectancy	C	C	B	Cheltenham is ranked 102 out of 375 districts on our health score, indicating standards of health that are in the top 40% 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	E	E	E	Cheltenham is ranked 70 out of 376 districts on our crime score, indicating levels of crime that are in the highest 20% of districts nationally.

Glossary of terms

Average age	The mean average age of the resident population.
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.
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.
Knowledge worker score	This residence based figure provides an index of the proportion of the working age population who are employed in knowledge occupations.
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.
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.
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.

Data Sources and Definitions

Average age	This indicator was supplied in this format by the source.
Proportion of population classified as Non-White	The percentage of people classified as Non-White as a proportion of the total population.
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.
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.
Prosperity score	The mean income of an area, based on local authority district, 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.
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.
Health score	Calculated by indexing to the national average the male and female life expectancy in each area as proportions of all male and female residents.

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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.

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)).

Summary Profile

Cheltenham
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Environment Introduction

This summary report looks at a number of aspects of the environment and quality of life in Cheltenham. 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 Cheltenham'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 Cheltenham 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) 2009	Flrspace score (GB=100) 2008	Connectivity score (GB=100) 2005	Local amenities score (GB=100) 2008	Natural env score (GB=100) 2007
Cheltenham	78.16	145.58	177.69	301.01	79.78
Cotswold	40.17	213.78	6.66	66.77	182.86
Forest of Dean	75.58	150.83	4.91	36.65	130.19
Gloucester	117.51	16.11	203.70	181.99	54.26
Stroud	74.27	78.12	8.20	66.54	131.24
Tewkesbury	85.99	202.62	19.69	56.18	119.89
Gloucestershire	80.11	119.86	25.49	125.60	123.87
South West	84.57	120.85	23.09	436.85	109.71
England & Wales Average	100	100		100	100

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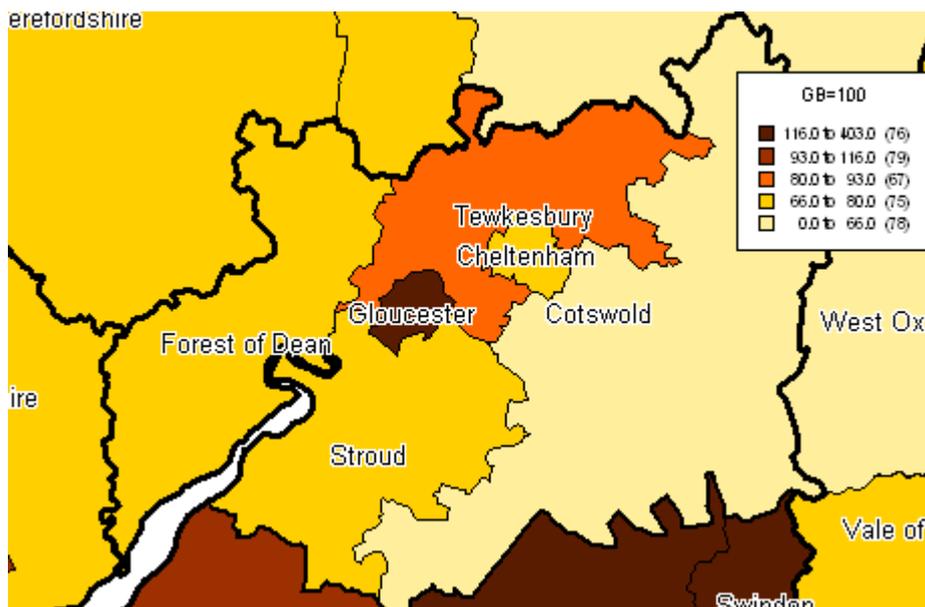
Housing

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.

Cheltenham is ranked 231 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 Gloucestershire. The areas with very dark shadings have greater housing affordability and those with very light shading are less affordable.

With a score of 78.16, Cheltenham is in the bottom 40% of districts and is in a sub region that is in the bottom 40% of sub regions nationally.



Source: Property Prices; Annual Survey of Hours and Earnings

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

- The proportion of households that were owner occupied within Cheltenham was 71.56% in 2009. This places Cheltenham in the bottom 40% of districts nationally. By comparison, the Gloucestershire figure was 74.30%, the South West figure was 73.06% and the national figure was N/A%.
- The proportion of households that were rented within Cheltenham was 28.44% in 2009. This places Cheltenham in the top 40% of districts nationally. By comparison, the Gloucestershire figure was 25.70%, the South West figure was 26.94% and the national figure was N/A%.
- The proportion of total housing stock declared as non-decent in Cheltenham was 2.99% in 2006. This places Cheltenham in the middle 20% of districts nationally. By comparison, the Gloucestershire figure was 2.99%, the South West figure was 3.80% and the national average was 4.18%.
- Cheltenham has seen a low growth in average house prices between 1999 and 2009 of 109.37%. This places the area in the bottom 40% of districts nationally. By comparison, average prices changed nationally by 149.15%.

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Cheltenham
May 2010

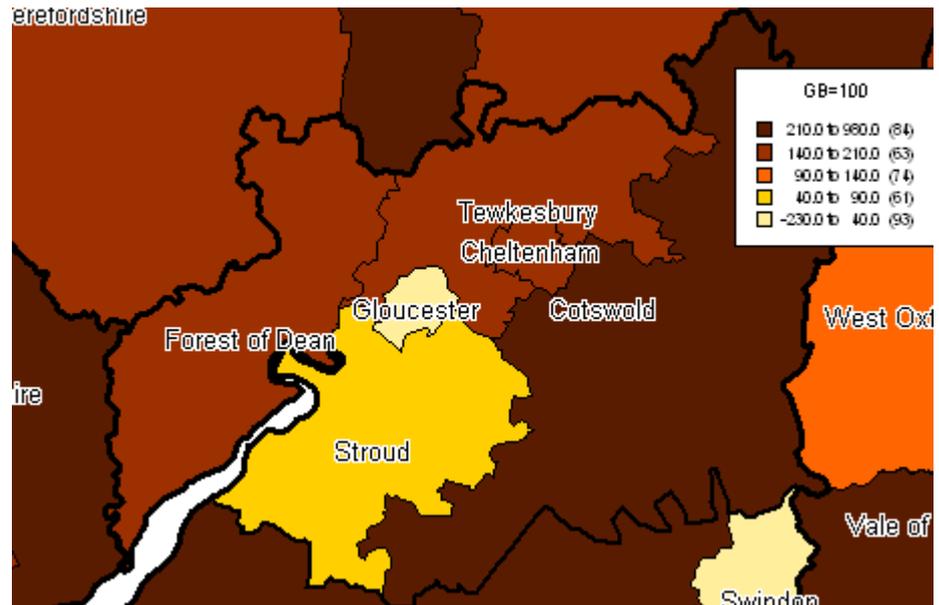
Commercial Floorspace

This commercial and industrial property profile assesses the type of floorspace within Cheltenham 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.

Cheltenham is ranked 141 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 Gloucestershire. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 145.58, Cheltenham is in the top 40% of districts and is in a sub region that is in the top 40% of sub regions nationally.



Source: Commercial and Industrial Floorspace and Rateable Value Statistics

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

- The proportion of floorspace that is in industrial use is very low, with the area ranking in the bottom 20% of districts nationally. In 2008, 39.36% of total floorspace was in industrial use, compared with 64.46% in Gloucestershire and 61.64% nationally.
- The proportion of floorspace that is in retail use is very high, with the area ranking in the top 20% of districts nationally. In 2008, 29.06% of total floorspace was in retail use, compared with 16.28% in Gloucestershire and 17.85% nationally.
- The proportion of floorspace that is in office use is very high, with the area ranking in the top 20% of districts nationally. In 2008, 29.98% of total floorspace was in office use, compared with 15.78% in Gloucestershire and 17.04% nationally.
- Cheltenham has seen a decline of 6.00% 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%.
- Cheltenham has seen a growth of 49.17% in the amount of office floorspace between 1999 and 2008. This places it in the top 20% of districts nationally. By comparison the amount of office floorspace changed nationally by 22.04%.
- Cheltenham has seen a growth of 12.30% in the amount of retail floorspace between 1999 and 2008. This places it in the top 40% of districts nationally. By comparison the amount of retail floorspace changed nationally by 3.16%.

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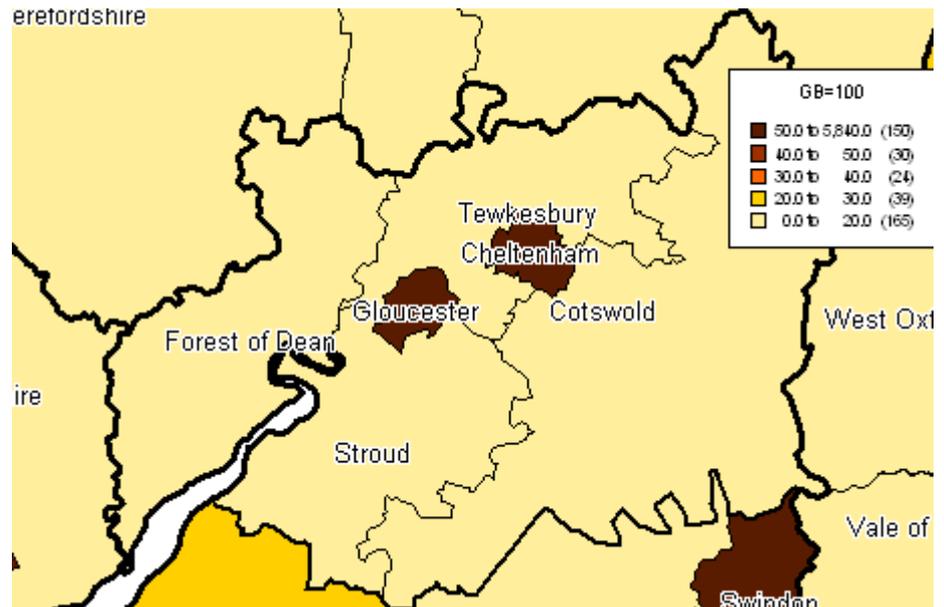
Transport and Connectivity

Accessibility and connectivity have a major influence on an area's ability to attract business and investment. This transport and connectivity profile assesses Cheltenham 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).

Cheltenham is ranked 59 out of 408 districts for its overall connectivity score, indicating an area that performs in the top 20% of districts nationally on levels of connectivity to intercity rail, motorways and airports.

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

With a score of 177.69, Cheltenham is in the top 20% of districts and is in a sub region that is in the bottom 40% of sub regions nationally.



Source: AA

Looking in more detail at Cheltenham'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 Cheltenham figure of 60.32% placed it in the bottom 40% of districts nationally.
- The proportion of residents who travelled to work within Cheltenham by public transport was 5.50% in 2001. This was low, placing the area in the bottom 40% of districts nationally. By comparison the national figure was 14.81%.
- The proportion of residents who travelled to work within Cheltenham by foot or bicycle was 23.57% in 2001. This was very high, placing the area in the top 20% of districts nationally. By comparison the national figure was 13.03%.
- With a score of 125.57, net commuting in Cheltenham was very high in 2001, with the area ranking in the top 20% of districts. Net commuting reflects the relative levels of work being taken by residents in the area: a higher score implies that more workers coming into the area to work and a lower score implies that residents are travelling outside the area to work.
- The average travel to work time for residents in Cheltenham is very low, with the area ranking in the bottom 20% of districts nationally. The average travel to work time of 16.00 minutes compares with a Gloucestershire average of 18.50 minutes and a national average of 20.32 minutes.
- The proportion of residents who work outside Cheltenham was 29.61% in 2001. This was low, placing the area in the bottom 40% of districts nationally.
- At 1,270.17, the number of journeys per sq km in Cheltenham is very high, with the area ranking in the top 20% of districts nationally.

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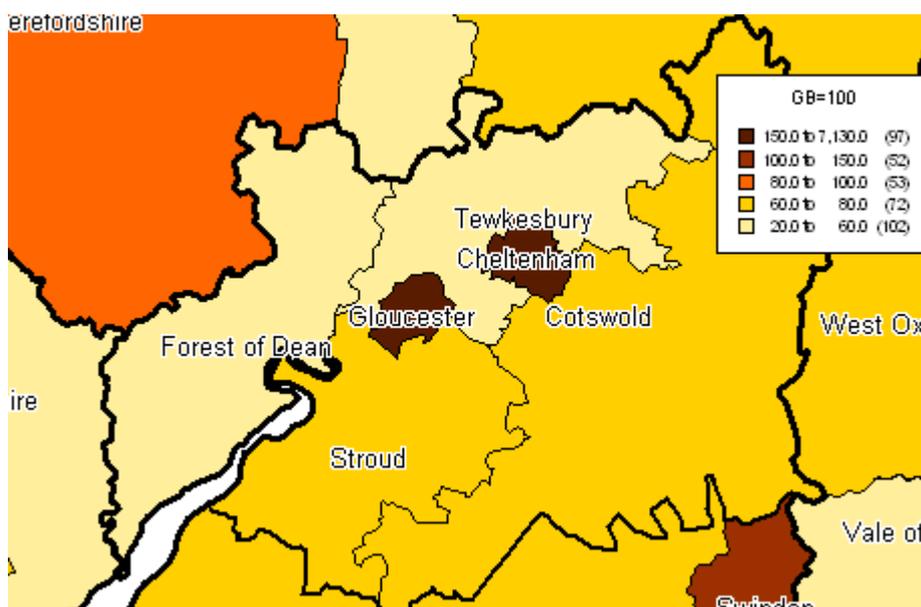
Amenities

The local amenities profile assesses Cheltenham 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), café 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.

Cheltenham is ranked 35 out of 376 districts on our overall score, indicating a standard of local amenities that is in the top 20% of districts nationally.

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

With a score of 301.01, Cheltenham is in the top 20% of districts and is in a sub region (Gloucestershire) that is in the bottom 40% of sub regions nationally.



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 Cheltenham's cultural amenities profile we find that:

- The number of cultural amenities per 000 sq m in Cheltenham was 1,521.50. This places Cheltenham in the top 20% of districts nationally. By comparison, the Gloucestershire score was 121.49, the South West score was 111.75 and the national score was 100.00.
- The number of national heritage sites per 000 sq m in Cheltenham was 21. This places Cheltenham in the top 40% of districts nationally. By comparison, the Gloucestershire average was 18, the South West average was 18 and the national average was 65.
- The number of listed buildings per 000 sq m in Cheltenham was 49.70. This places Cheltenham in the top 20% of districts nationally. By comparison, the Gloucestershire average was 10.15, the South West average was 7.82 and the national average was 3.43.
- The proportion of employment in hotels and restaurants in Cheltenham is 7.07%. This places Cheltenham in the top 40% of districts nationally on this measure. This compares with 6.73% in Gloucestershire, 7.67% in South West and a national average of 6.76%.
- The amount of retail floorspace in Cheltenham was 347 (in 000 sq m). This places Cheltenham in the top 40% of districts nationally. By comparison, the amount of retail space in Gloucestershire was 1,090 (000 sq m) and the amount in the South West was 9,995 (000 sq m).

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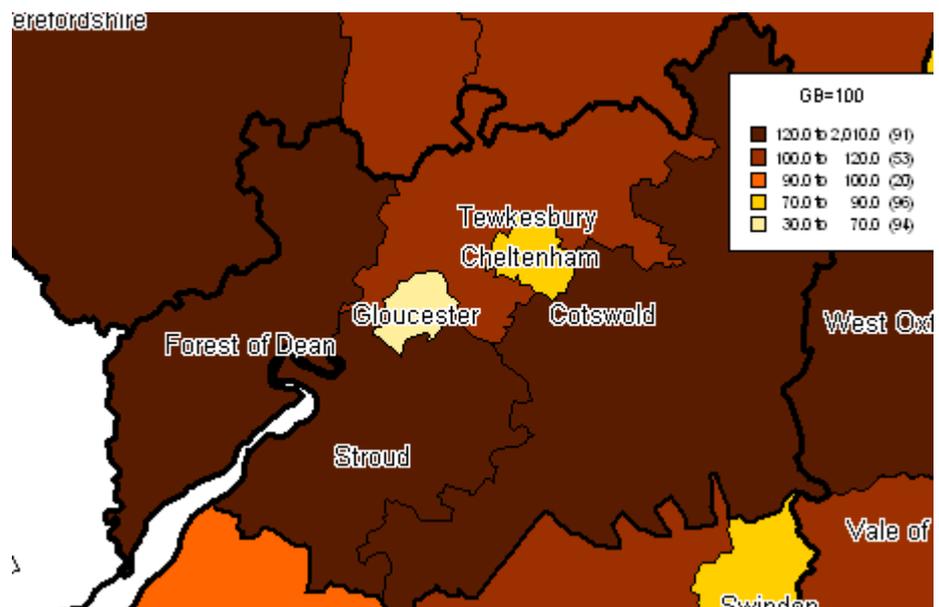
Environment

The natural environment is a subjective theme, which makes benchmarking problematic. This profile assesses the natural environment of Cheltenham 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.

Cheltenham is ranked 212 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 Gloucestershire 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 79.78, Cheltenham 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 Cheltenham's natural environment profile we find that:

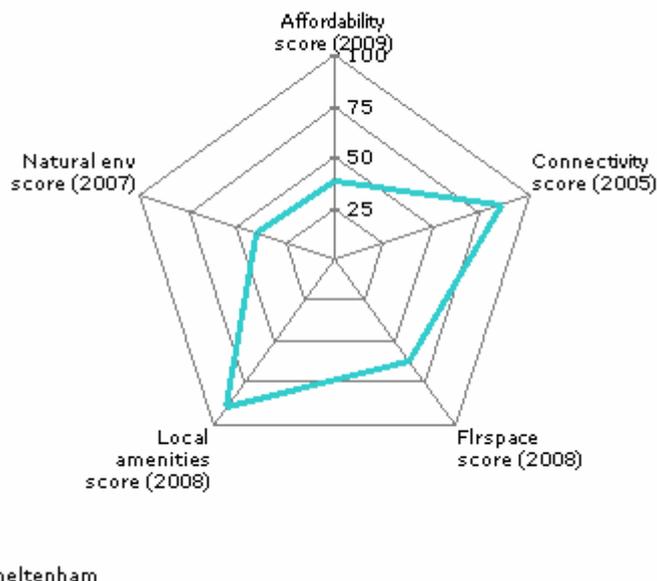
- The natural beauty score - comprising Areas of Outstanding Natural Beauty, Blue Flag Beaches, heritage coastlines, ancient woodland, nature reserves, national parks and environmentally sensitive areas - in Cheltenham is 127.54. This places Cheltenham in the top 40% of districts nationally. By comparison, the Gloucestershire score was 269.86, the South West score was 208.20 and the national score was 100.00.
- The air quality score, measured as part of the Index of Multiple Deprivation, in Cheltenham was 1.19. This placed Cheltenham in the top 40% of districts nationally. By comparison, the Gloucestershire score was 1.00, the South West score was 0.96 and the national score was 1.06.
- The tranquillity score, as measured by population density, in Cheltenham was 49.67. This places Cheltenham in the bottom 20% of districts nationally. By comparison, the Gloucestershire score was 189.25, the South West score was 167.54 and the national score was 100.00.
- The average weather score, as measured by average sunshine hours, average rainfall and average temperature in Cheltenham was 91.53. This placed Cheltenham in the bottom 20% of districts nationally. By comparison, the Gloucestershire score was 93.69, the South West score was 103.89 and the national score was 100.00.

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Environmental Summary Indicators

The spider chart is a way of showing how Cheltenham rates against the national median on the summary environmental indicators. Data for every district in England 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 Cheltenham, with Exeter in Devon & Cornwall being the most similar on the summary environmental indicators.

Rank	Place Name	Sub Region
1	Exeter	Devon & Cornwall
2	Bexley	London East
3	Solihull	Birmingham & Solihull
4	Weymouth and Portland	Bournemouth, Dorset & Poole
5	Enfield	London North
6	Greenwich	London East
7	Chelmsford	Essex
8	Bracknell Forest	Berkshire
9	Reading	Berkshire
10	Plymouth City	Devon & Cornwall

Environment Scorecard

The environment 'scorecard', showing how Cheltenham stands nationally, within its region and Sub-region. The 'scorecard' assesses the state of Cheltenham 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). For demographic data a score has not been included but the overall ranking on the main composite measure is known.

Composite measure	Sub-region score	Region score	National score	Summary
Housing affordability An 'A' Represents areas with the most affordable residential property	C	C	D	Cheltenham is ranked 231 out of 375 districts on our affordability score, indicating that the area is in the bottom 40% of districts nationally in terms of affordability.
Commerical floorspace An 'A' Represents areas with the highest rate of growth in commercial and industrial property	D	C	B	Cheltenham is ranked 141 out of 375 districts on our floorspace change score, indicating a level of growth in the top 40% of districts nationally.
Transport & connectivity An 'A' Represents areas with the most rail, motorway and transport links	B	A	A	Cheltenham is ranked 59 out of 408 districts for its overall connectivity score, indicating an area that performs in the top 20% 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	A	A	A	Cheltenham is ranked 35 out of 376 districts on our overall score, indicating a standard of local amenities that is in the top 20% of districts nationally.
Natural environment An 'A' Represents areas with the highest natural environment score	E	E	C	Cheltenham is ranked 212 out of 354 districts for its overall natural environment score, putting it in the middle 20% of districts nationally.

Glossary of terms

Affordability Score	The ratio between average earnings and average house prices, indexed to the England and Wales average.
Floorspace change score	This score provides an index of the percentage change in the area of floor space used in the commercial sector.
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.
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.
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.
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).
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.
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)).

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Households
Migration and Change
Occupations
Prosperity
Deprivation
Health
Crime

Environment

Housing
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