

MARKET TOWNS WORKSHEETS

Tom Gorusch, 25-Feb-2005

WORKSHEET NO:	ECONOMIC TOPIC	CORE Q	SUPP Q	MOTIVATION
WORKSHEET EC1	EMPLOYMENT EMP	CQ 1 - 10 Tot 10	SQ 11 - 12 Tot 2	These questions help find out the basic data required to understand the local employment situation. This assessment and particularly the baseline data collected will be important for many of the other assessments of aspects of the economy contained in Worksheets EC2 to EC6.

**WORKSHEET EC1
EMPLOYMENT - CORE QUESTIONS**

EC1-EMP-CQ 1	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW												
<p>Are local unemployment rates high?</p> <p>Compare local rates with regional and national averages for male and female and youth unemployment.</p>	<p>No! The 2001 census gives:</p> <table border="1"> <thead> <tr> <th></th> <th>Male</th> <th>Female</th> </tr> </thead> <tbody> <tr> <td>Greater Chesham</td> <td>3.4%</td> <td>2.7%</td> </tr> <tr> <td>Chiltern</td> <td>3.1%</td> <td>2.6%</td> </tr> <tr> <td>G.B.</td> <td>6.5%</td> <td>4.8%</td> </tr> </tbody> </table> <p>These figures are given as % of economically active population.</p> <p>The 2004 (Sep) Labour Force Survey indicated local unemployment rates of 1.2%</p> <p>These don't vary much from the surrounding areas but are lower than the UK population.</p>		Male	Female	Greater Chesham	3.4%	2.7%	Chiltern	3.1%	2.6%	G.B.	6.5%	4.8%	S		Identify if unemployment is a significant issue locally.
			Male	Female												
		Greater Chesham	3.4%	2.7%												
		Chiltern	3.1%	2.6%												
G.B.	6.5%	4.8%														
W	There is a potential problem of labour shortage in the whole area.															
O			The issue tends to be projected shortages of people to fill jobs.													
T	A relatively high proportion of people work locally so loss of commercial property is a threat.															

EC1-EMP-CQ 2	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>Has unemployment fallen or risen in recent years?</p> <p>Compare year-on-year to regional and national averages.</p>	<p>Labour Market Statistics for October 2004 show that the claimant counts for Chiltern District have fallen over the last year and are lower than for the SE as a whole.</p>			Identify if there are any specific trends in unemployment in the local area.

EC1-EMP-CQ 3	ANSWER (FIGURES)		SWOT	COMMENT - HOW/WWW
<p>. What are the labour market participation rates?</p> <p>Work out the ratio of employed people as a percentage of the total working age population and the number of working women compared to working men. Compare with regional and national averages</p>		Male	Female	
	Greater Chesham	88.0%	73.9%	
	<p>The October 2004 figures for the whole of the South East still show rates similar to these although there has been a slight fall in the last year.</p>			<p>This will help identify if there is hidden unemployment locally.</p>

EC1-EMP-CQ 4	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>. What are average household earnings?</p> <p>Compare average earnings per household with the regional and national average</p>	<p>Greater Chesham makes up about 35% of total Chiltern but it has a deficit of higher income households and an excess of low income households. This is even more marked for the six wards that make up Chesham Town where more than half of all the SOAs fall into quintiles 3 and 4 compared with about 10% for the rest of Chiltern District.</p>	S		<p>Identify relative levels of prosperity and the number of households below the average income level as a percentage of total households.</p>
		W	<p>The pockets of low income are a brake on the town. They coincide with areas with high levels of social housing.</p>	
		O		
		T	<p>Further concentration of social housing in Chesham will lead to further decline of the retail base.</p>	

EC1-EMP-CQ 5	ANSWER (FIGURES)	SWOT	COMMENT - HOW/WWW
<p>. What proportion of the unemployed have been unemployed for over 6 months or one year and what sectors of the population are most represented by age/gender?</p> <p>Compare to regional and national averages.</p>	<p>Apparently these figures have been distorted by a new initiative and are not being produced at present. Other figures suggest that about 30% have been unemployed for more than six months but the gender split is not known.</p>		<p>Identify if there are any recent trends in long term unemployment.</p>

EC1-EMP-CQ 6	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>What proportion of residents in employment commute elsewhere to work?</p> <p>Compare with averages for other market towns</p>	<p>60% work in the Chesham/Amersham area 30% travel as far as Watford / Hemel / Wycome 10% travel further (London, MK ..) (Details ..)</p>	S	The live/work pattern develops a strong sense of community.	<p>Identify if the town is a dormitory town or has a significant employment role including how far people commute.</p>
		W		
		O		
		T	The loss of employment land to housing constitutes a threat.	

EC1-EMP-CQ 7	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>Is the local economy particularly dependent on specific industry sectors?</p> <p>Compare employment rates in specific industrial sectors with regional and national averages.</p>	<p>No. Retail is probably the biggest employment sector, but there is a wide range of businesses in the town.</p>	S	This diversity is probably a strength but it emphasises the need to maintain and strengthen the retail base in the Town.	<p>Identify strengths and weaknesses in the local economy.</p>
		W		
		O		
		T		

EC1-EMP-CQ 8	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>Is the local economy dependent on a small number of large employers?</p> <p>Identify local employers who employ over 100 people and proportion of local workforce employed by them</p>	<p>No.</p> <p>Few. The actual figures are often regarded as confidential. A number of fairly large employers have moved away in recent years</p>	S	This gives great flexibility.	<p>Identify reliance of the local economy on a few large employers.</p>
		W		
		O	There are a number of commercial/industrial premises available in the town.	
		T	There is constant pressure to redesignate industrial land for housing.	

EC1-EMP-CQ 9	ANSWER (FIGURES)	SWOT	COMMENT - HOW/WWW
<p>Is the number of jobs available locally increasing or decreasing?</p> <p>Identify specific business closures in the last three years</p>	<p>No hard data. The Job Centre manager considers that it is fairly steady but the continued loss of industrial land must be considered a threat.</p> <p>Industrial Adhesives, Chiltern Ford and Finches Garage.</p>		<p>Identify how strong the local economy is.</p>

EC1-EMP-CQ 10	ANSWER (FIGURES)	SWOT	COMMENT - HOW/WWW
<p>What are the rates of business start ups and failures?</p> <p>Compare to regional and national average and over a five year time period to identify trends</p>	<p>Not Known.</p>		<p>Identify how dynamic the local economy is.</p>

EC1-EMP-SQ 11	ANSWER (FIGURES)	SWOT		COMMENT - HOWWWW
<p>What opportunities are there for new employment from the expansion of existing local firms?</p> <p>Find out how many local firms are planning to expand.</p>	<p>Very limited. Planning policies restrict expansion of existing businesses and there is constant pressure to convert employment sites to housing.</p>	S		<p>Assess business confidence and the scope for growth in jobs.</p>
		W		
		O	<p>To promote Chesham for start up businesses with un-sophisticated but low cost premises available.</p>	
		T		

EC1-EMP-SQ 12	ANSWER (FIGURES)	SWOT		COMMENT - HOWWWW
<p>What economic development/inward investment grants are available?</p> <p>Identify types of funding, the eligibility criteria for funding, and the sources and amounts available</p>	<p>Not known.</p>	S		<p>Identify the forms of assistance available to existing and new local businesses.</p>
		W		
		O	<p>Chesham should plug-in more effectively to organisations such as Business Link and Bucks.Enterprise.</p>	
		T		