



# Peterborough: Economic Intelligence Report

April 2015

Produced by Opportunity Peterborough



Opportunity Peterborough  
Celebrating 10 years in 2015

# Foreword

I am pleased to present this comprehensive insight into Peterborough's economy.

It is always difficult, with statistics and data, to provide a definitive picture, as sources often report on different timeframes or geographies. However, the picture for Peterborough is generally, and genuinely, very positive.

We have seen considerable growth in key business sectors and employment, and significant improvements in skills attainment levels. More still needs to be done in some areas - for example translating the city's spike in patent registrations into higher end employment - but these issues are not turned around overnight.

As the city's economic development company, Opportunity Peterborough is here to support local businesses to help grow our economy, and this year we're proud to be celebrating our tenth anniversary. The recent trajectory in Peterborough's economy is clear, and we need to further build on that confidence both to tackle the outstanding challenges and to maximise the successes.



Steve Bowyer  
Acting CEO, Opportunity Peterborough  
May 2015



Opportunity Peterborough  
Celebrating 10 years in 2015

# Table of Contents

<b>1. Summary</b>	<b>4</b>
1.1 Economy	4
1.2 Skills and Innovation	4
1.3 Population	4
<b>2. Economy</b>	<b>5</b>
2.1 Gross Value Add (GVA)	5
Table 1: Workplace-based GVA (£m)	5
Figure 1: Workplace-based GVA per head (£)	5
2.2 Productivity	6
2.3 Cost of doing business	6
Table 2: Property costs (£)	6
Figure 2: Gross weekly pay (£)	7
2.4 Business Counts	7
Table 3: Business counts (2014)	7
2.5 Business Demography	8
Figure 3: Net enterprise creation as proportion of active enterprises	8
2.6 Jobs by industry	8
Figure 4: Proportion of jobs by industry	8
2.7 Employment by Occupation	9
Table 4: Employment by occupation (Dec 2014)	9
2.8 Employees vs. Business Units	10
Table 5: Proportion of employees per sector against percentage of businesses	10
2.9 Private Sector	10
2.10 Export	10
Table 6: Estimate of exporting businesses (calculated using national averages)	10
<b>3. Skills and innovation</b>	<b>11</b>
3.1 Patents	11
3.2 Knowledge Transfer Partnerships (KTPs)	11
3.3 Qualification levels	11
Table 7: Qualification levels	11
3.4 Apprenticeships	12
Figure 5: Proportion of working age population with Apprenticeships	12
3.5 Job related training	12
Table 8: Job related training	12
3.6 Not in Education, Employment or Training (NEETs)	13

3.7 Further and Higher Education	13
<b>4. Population</b>	13
4.1 Total Population and Retail Catchment area	13
Table 9: Total population	13
4.2 Projections	14
Table 10: Population projection (000's)	14
4.3 Working age population	14
Table 11: Working age population (16-64)	14
4.4 Employment rate/economic activity	14
Table 12: Economic activity rate	14
4.5 Employees vs. Self-Employed	15
Table 13: Proportion of employees and self-employed	15
4.6 Commuter patterns	15
4.7 Claimant count	15
Figure 6: Job Seekers Allowance (JSA) claimant countSource: NOMIS claimant count	15
4.8 Approximated Social Grade	16
Table 14: Approximated Social Grade as proportion of population 16-64	16
4.9 House Prices and House Price Index	16
Table 15: Average house price and HPI	16
Table 16: House price to earnings ratio	16
4.10 Ethnicity	17
Table 17: Population by ethnic group	17

# 1. Summary

Peterborough is home to a diverse population of 188,400 people, 64% of which are of working age. The economy of Peterborough features an equally diverse mix of sectors and is made up of 5,315 businesses which combine to produce a GVA of £4,972m a year and operate at a productivity level of £49,400 per worker.

By employment, Peterborough's largest sector is Business Administration and Support Services, with Professional, Scientific and Technical the largest sector by number of business units.

With an employment rate of 74%, a gross weekly pay of £469.40, a house price to earnings ratio of 5.25 and below average commercial property and land costs, Peterborough is an affordable place to live and do business.

## 1.1 Economy

GVA growth and productivity growth within Peterborough were subject to greater negative impact than national and regional rates during the economic crisis. However, longer term trends, and trends since the start of the economic recovery, have been greater than experienced at national and regional levels.

Peterborough is a cost effective location for businesses, with property and land costs and gross weekly pay being below average levels, particularly given the proximity to London. This positive business climate is reflected in the level of net business creation which stands 25% higher than the UK average.

The city has above average employment in Business Administration and Support Services; Finance and Insurance; Manufacturing; Information and Communication; Retail; and Motor Trades. It has below average employment in Construction; Accommodation and Food Services; Professional, Scientific and Technical; Education; Health; and Arts, Entertainment, Recreation and Other Services.

As with businesses across the UK, export and productivity are areas that provide substantial opportunities for growth for Peterborough businesses.

## 1.2 Skills and Innovation

Peterborough is an innovative city with comparatively high levels of patent registrations and a positive level of interactions between businesses and academic institutions. Peterborough businesses also invest more in the job-related training of employees than counterparts across the country.

Overall levels of academic qualifications are below the national and regional averages but trends in the improvement of the numbers of students achieving 5 GCSEs A\*-C, including English and Maths, and the proportion of the population with NVQ4+ qualifications are very promising.

## 1.3 Population

Whilst Peterborough has witnessed significant growth since the turn of the century, being ranked the fastest growing city in the UK 2001-2011 and the second fastest growing city in the UK 2004-2014, projections show that this growth is expected to slow to a steady rate of approximately 2,000 people per year over the coming decades.

Peterborough has a population of 188,400, a higher proportion of which are of working age than the national average. The city's retail catchment area has a population of 950,000. The economic activity

rate of its population is above the UK national average and the number of Job Seekers Allowance claimants in the city has been falling at a much faster rate than national and regional figures.

Peterborough is a diverse community with a higher proportion of Asian/Asian British than average with a high proportion of that community being of Pakistani origin. Peterborough also has a higher proportion of “Other White” residents than both the UK and the East, reflective of recent EU migration patterns.

## 2. Economy

### 2.1 Gross Value Add (GVA)

GVA measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom – ONS Definition

**Table 1: Workplace-based GVA (£m)**

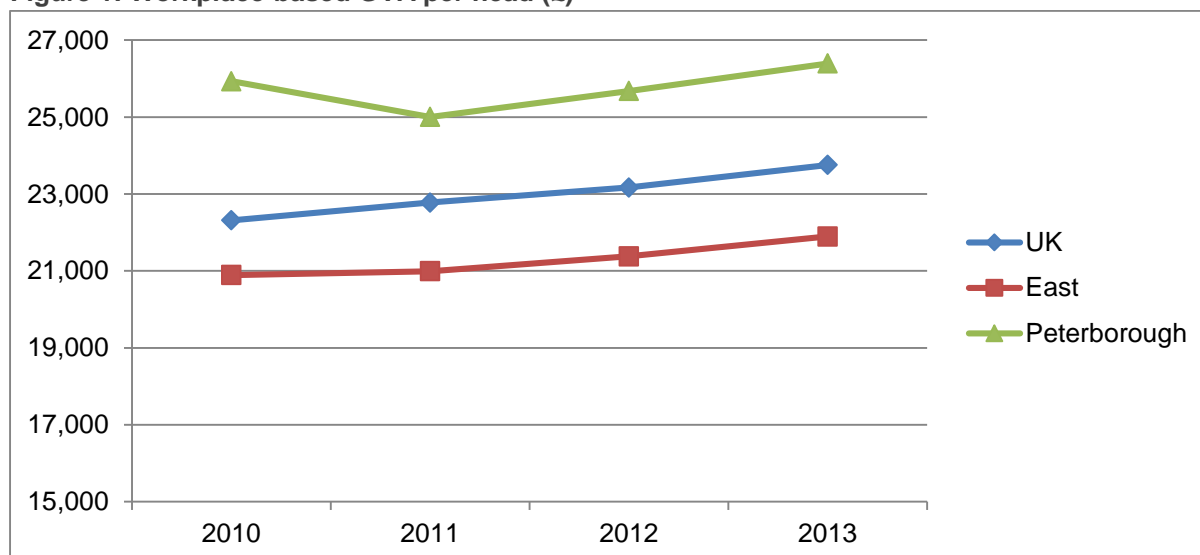
	2010	2011	2012	2013
UK	1,400,684	1,441,598	1,475,948	1,525,304
East	121,346	123,075	126,296	130,378
Peterborough	4,714	4,613	4,786	4,972

Source: ONS, Regional Gross Value Added – Income Approach

Peterborough had a GVA of £4,972m in 2013, the latest year for which figures are available. Growth in GVA in Peterborough from 2010-2013 was 5%. Across this same period GVA growth at the UK level stood at 9% and at 7% at the regional level.

However, the longer and shorter term trends are more positive. Since 2000 Peterborough’s GVA has grown by 81%, whilst national GVA growth reached 67% and the East of England’s GVA grew by 61%. Year-on year, from 2012-2013, GVA growth in Peterborough was 3.8% against a national rate of 3.3% and a regional rate of 3.2%.

**Figure 1: Workplace-based GVA per head (£)**



Source: ONS, Regional Gross Value Added – Income Approach

Peterborough’s GVA per head (of population), the sub-national version of GDP per capita, was £26,394 in 2013, higher than both the UK and regional figures. Reflecting the overall growth in GVA over the 2010-2013 period, Peterborough’s GVA per head has grown 2% whilst the UK and Eastern regions have grown 6% and 5% respectively.



## 2.2 Productivity

Productivity = GVA per worker.

Peterborough's productivity, at £49,400 per worker, places it below Eastern region and GB averages but does place it 20<sup>th</sup> out of 64 cities in the UK (Centre for Cities 2015). The longer term trend shows that Peterborough's productivity growth has outpaced that of GB and the East, with productivity increasing 60% since 2000. Over the same period productivity in the East has grown by 41% and by 50% across GB.

Both GVA growth and productivity growth have been lower than national and regional averages across the period 2010-2013 but stronger over the longer-term 2000-2013 period.

GVA per head is often used as a comparative measure for the standard of living in any given area. The strength of this figure therefore appears to show that Peterborough has a much higher average standard of living than the rest of the East of England and the UK. However, a balanced view needs to be taken between the higher proportion of working age residents and higher job density, and the relatively lower gross weekly pay figures (Fig 2).

## 2.3 Cost of doing business

**Table 2: Property costs (£)**

	Office Space (£/SqFt)		Industrial Units (£/SqFt)					
	Grade A	Grade B	Big Sheds			Small Sheds		
			Prime	Secondary	Land Value (acre)	Prime	Secondary	Land Value (acre)
Peterborough	13.5	10.0	5	3.50	250k	6	4.50	325K
Cambridge	34	15	-	-	-	-	-	-
Milton Keynes	21	12	6	4	600k	7	4.50	625K
Colchester	14	10	-	-	-	6.50	4.50	250K
Brighton	23.5	16	-	-	-	9	5.50	650K
Swindon	15	9.5	4.50	3	250K	-	-	-
Northampton	14.5	9.0	5.75	4	375K	5.50	3.75	375K
Basingstoke	17	12	6.50	4	400K	-	-	-
Slough	22	14	-	-	-	10.50	8	1,1m
Reading	31	23	-	-	-	-	-	-
Oxford	22	14.5	-	-	-	-	-	-
Stevenage	16	12	-	-	-	6.50	5	500K

Source: Colliers.com (2014 data)

Key: - Data not available

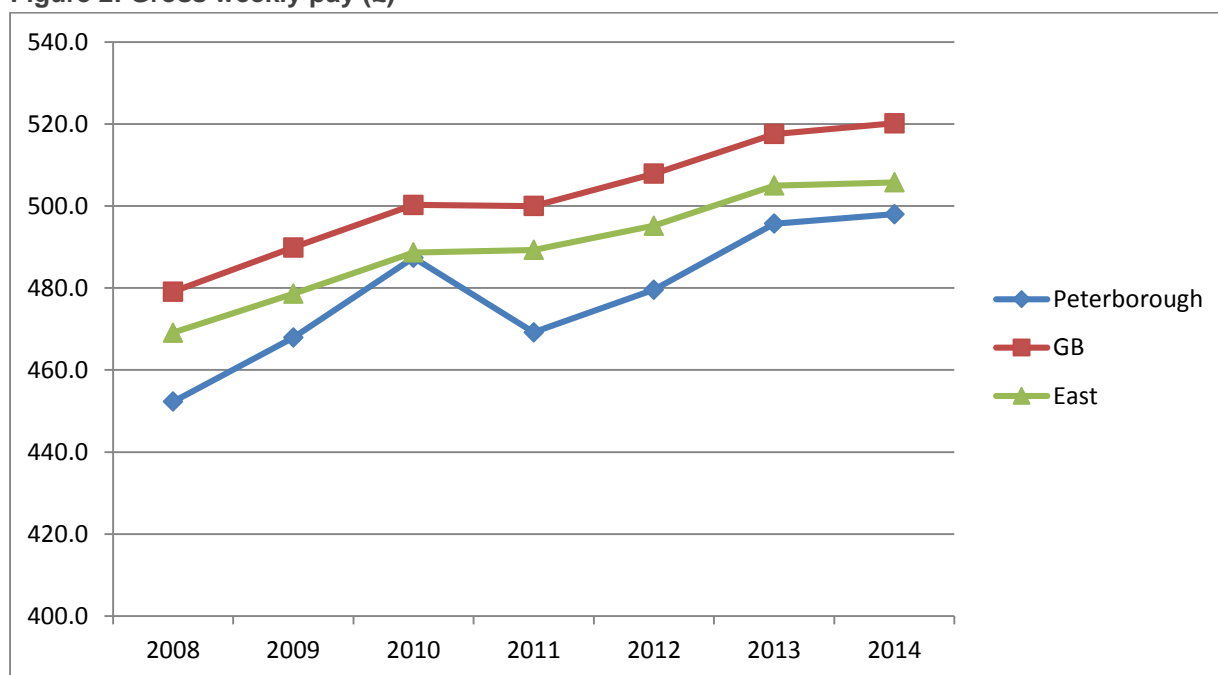
The cities shown in the table above are those which fall within a 50 minute commute of London.

Peterborough's place in the table is positive:

- Lowest cost Grade A office space
- Third lowest cost of Grade B office space
- Second lowest cost prime Big shed
- Second lowest cost prime small shed

However, office space, particularly large office space and Grade A office space, is becoming increasingly hard to find, as are sizeable development opportunities. This will start to exert an upwards pressure on costs in time as well as provide an impetus for further speculative development.

**Figure 2: Gross weekly pay (£)**



Source: Annual Survey of Hours and Earnings (ONS)

In 2008, gross weekly pay, paid by businesses in Peterborough, tracked at approximately 6% below the GB figure. However, the years 2009/10 saw this gap closing to just below 3%, only for it to fall to around 7% of the GB figure in 2011. By 2014 the gap had narrowed again to below 5%. This is a correction that may stabilise at pre-recession levels, or this above average growth rate might continue, bringing Peterborough's gross weekly pay in line with GB figures.

## 2.4 Business Counts

**Table 3: Business counts (2014)**

Enterprises	United Kingdom		East		Peterborough	
Micro 0-9	1,998,850	88.30%	201,660	88.86%	4,550	85.61%
Small 10-49	218,060	9.63%	20,850	9.19%	605	11.38%
Medium 50-249	37,655	1.66%	3,565	1.57%	125	2.35%
Large 250+	9,080	0.40%	865	0.38%	35	0.66%
Total	2,263,645	-	226,940	-	5,315	-

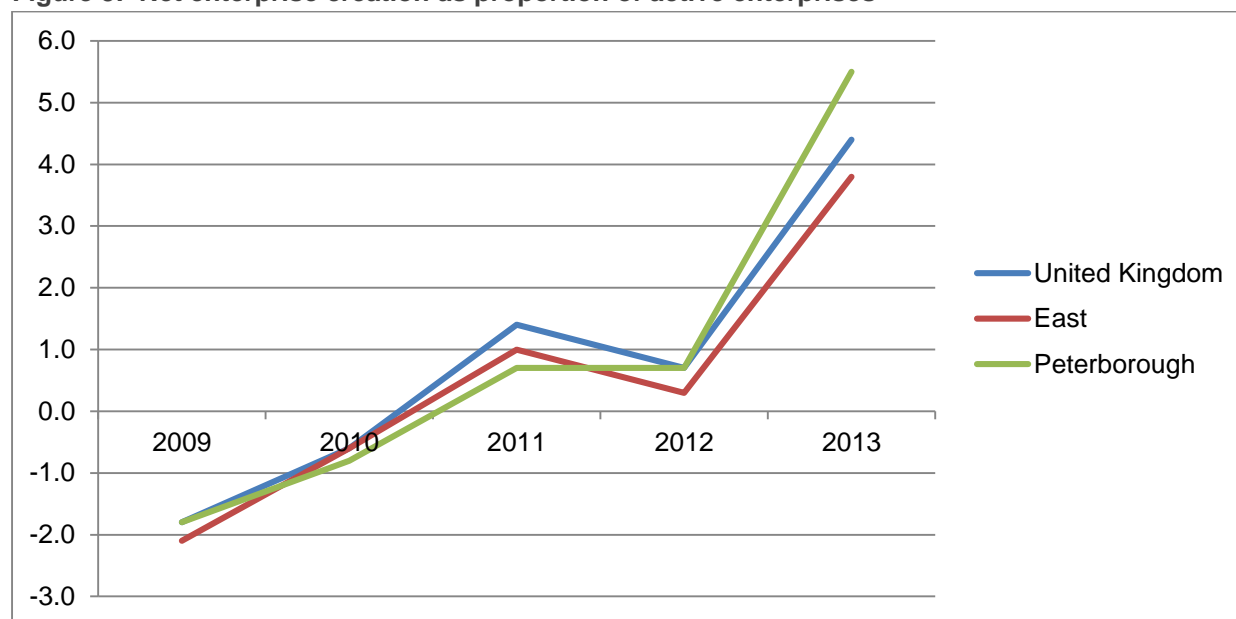
Source: Business Activity Size and Location (ONS)

Peterborough has less micro-businesses and a greater proportion of small- and medium-sized businesses than the national average - currently 22% more. It also has 65% more large businesses by proportion. Generally, medium- and large-sized businesses achieve higher levels of growth than smaller businesses. This indicates that, as the economy recovers, the Peterborough business community has a higher potential for economic growth than the national average.



## 2.5 Business Demography

**Figure 3: Net enterprise creation as proportion of active enterprises**

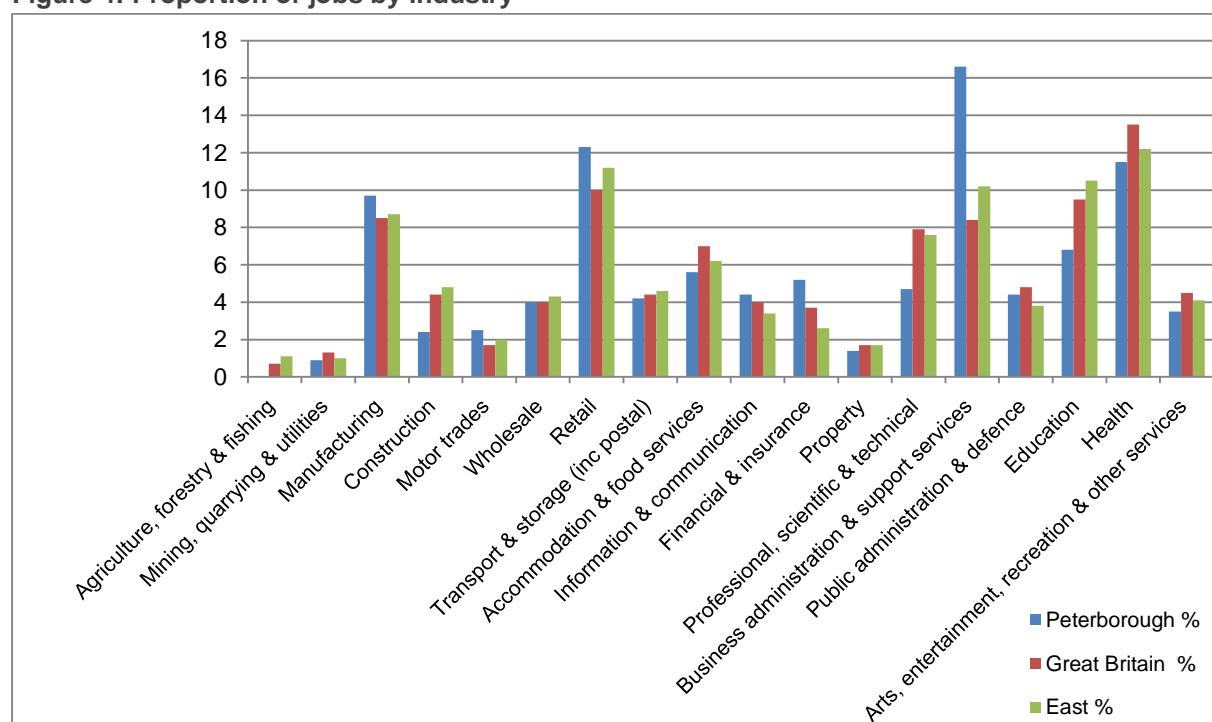


Source: Business Demography 2013

At the height of the economic crisis, 2009-2012, new businesses struggled to start in Peterborough. However, as the economy started to recover, new businesses began to flourish and in 2013 net business creation in the city was 25% higher than the UK average. Although enterprise survival rates are slightly below national and regional rates, the net figures shown here reflect a positive trajectory.

## 2.6 Jobs by industry

**Figure 4: Proportion of jobs by industry**



Source: ONS business register and employment survey

Whilst Peterborough falls broadly in line with national employment trends, a couple of exceptions stand out. The percentage of jobs in Business Administration and Support Services and Finance and Insurance are above average compared to Great Britain and the East, due in part to the large investment in recent years by major employers in these sectors. As a major service centre in a predominantly rural area, Peterborough has above average employment in the Retail and Motor Trade sectors. The city also has above average employment in the Manufacturing and Information and Communication sectors. Sectors employing a below average proportion of the workforce include Construction; Accommodation and Food Services; Professional, Scientific and Technical; Education; Health; and Arts, Entertainment, Recreation and Other Services.

## 2.7 Employment by Occupation

**Table 4: Employment by occupation (Dec 2014)**

% all in employment who are	Peterborough	United Kingdom	East
managers, directors and senior officials	7.6	10.1	10.7
professional occupations	14.6	19.8	19.6
associate prof & tech occupations	12.5	13.9	14.2
administrative and secretarial	12.8	10.7	11.3
skilled trades occupations	8.9	10.8	10.7
caring, leisure and other service occupations	10.7	9.2	9.3
sales and customer service occupations	10.8	7.8	7.2
process, plant and machine operatives	6.8	6.3	6.3
elementary occupations	14.7	10.8	10.5

Source: Annual Population Survey

Peterborough's workforce is still skewed more heavily towards elementary occupations than the national average.

In the ten year period 2004-2014 the occupation categories that grew the most, as a proportion of the overall workforce, were Caring, Leisure and Other Service Occupations, which increased by 45% from 7.4% to 10.7%, and Elementary Occupations, which increased by 35% from 10.9% to 14.7%. Over the same period the proportion of those employed in the Managers, Directors and Senior Officials category decreased by 4%, from 7.9% to 7.6% of the overall figure, and the Professional Occupations category increased by 10%, from 13.3% to 14.6% overall.

At the same time, national proportions for Caring, Leisure and Other Service Occupations only rose by 18% and the proportion of those employed in Elementary Occupations decreased by 4%. Similar trends occurred at the regional level. Meanwhile, the proportion of those employed as Managers, Directors and Senior Officials increased by 4% at the national level and the proportion of those employed in Professional Occupations increased by 17% at the national level. This was also reflected at the regional level.

## 2.8 Employees vs. Business Units

**Table 5: Proportion of employees per sector against percentage of businesses**

	P'borough % of employees	P'borough % of businesses	East % of employees	East % of businesses	GB % of employees	GB % of businesses
Primary Services (Agriculture And Mining, Energy And Water)	0.9	3.01	1.2	5.25	1.4	6.42
Manufacturing	9.7	6.02	8.8	6.31	8.5	6.07
Construction	2.4	10.25	4.8	14.37	4.4	11.76
Wholesale And Retail, Including Motor Trades	18.8	20.13	17.7	15.89	15.9	16.02
Transport Storage	4.2	4.52	4.7	3.52	4.5	3.18
Accommodation And Food Services	5.6	4.99	6.3	5.04	7.0	5.87
Information And Communication	4.4	8.37	3.5	8.12	4.0	7.91
Financial And Other Business Services	27.9	29.07	22.2	29.19	21.8	30.09
Public Admin, Education And Health	22.7	7.62	26.6	6.18	28.0	6.15
Other Services	3.5	6.02	4.2	6.14	4.6	6.52

Source: ONS Business Register and Employment Survey, Business Activity Size and Location

Comparing the proportion of employees and businesses stock by sector reveals that businesses in Peterborough's Manufacturing and Financial and Other Business Services sectors are larger than the national average, while the public sector is comprised of a larger number of smaller organisations.

## 2.9 Private Sector

Peterborough has a higher than average proportion of jobs in the private sector – 82.3%. The UK and the East of England report rates of 77.2% and 79.4% respectively. (ONS Annual Population Survey)

This is positive, given the current national trend for public sector cuts and shrinkage of that sector.

## 2.10 Export

**Table 6: Estimate of exporting businesses (calculated using national averages)**

Enterprises	Peterborough (Numbers)	Peterborough (%)	Exporters (Numbers)
Micro (0 To 9)	4,545	85.5	479
Small (10 To 49)	605	11.4	65
Medium (50 To 249)	125	2.4	43
Large (250+)	35	0.7	14
Total	5,315	-	601

Source: ONS Annual Business Survey

There are no figures available for the number of exporting businesses in Peterborough, and those that are available for Great Britain have several limiting factors: not all sectors are represented and

businesses not VAT-registered are not counted. However, using the figures that are available and applying them to Peterborough, suggests that around 600 businesses in the city could be active exporters, although anecdotal evidence suggests that Peterborough has a below average number of exporting businesses.

### 3. Skills and innovation

#### 3.1 Patents

Peterborough is ranked as the 6<sup>th</sup> most innovative city in the UK based on the number of patents registered per 100,000 head of population (Centre for Cities 2015). During 2013 there were 6.37 patents filed per 100,000 of population, an increase from 2.68 in 2012.

#### 3.2 Knowledge Transfer Partnerships (KTPs)

As of April 2015, there were 12 live/imminent KTPs in Peterborough. In each of the projects there will be one graduate employed by a local business working alongside a university academic to transfer and embed new knowledge into the business, helping them to achieve strategic projects leading to low carbon economic growth.

At the same time in 2013 there were only 2 KTPs running, meaning the programme has seen a 500% increase in uptake from city businesses.

#### 3.3 Qualification levels

**Table 7: Qualification levels**

NVQ	Peterborough	East	United Kingdom
% with NVQ4+ - aged 16-64	29.0	33.2	35.0
% with NVQ3+ - aged 16-64	48.9	53.6	55.6
% with NVQ2+ - aged 16-64	67.1	72.7	72.3
% with NVQ1+ - aged 16-64	79.2	85.8	84.2
% with other qualifications (NVQ) - aged 16-64	8.8	5.8	6.2
% with no qualifications (NVQ) - aged 16-64	12.0	8.4	9.5
Degree/A level/GCSE			
% with degree or equivalent and above - aged 16-64	21.8	25.4	26.5
% with higher education below degree level - aged 16-64	7.5	8.0	8.9
% with GCE A level or equivalent - aged 16-64	22.6	23.0	23.2
% with GCSE grades A-C or equivalent - aged 16-64	22.7	25.6	22.3
% with other qualifications (GCSE) - aged 16-64	13.3	9.5	9.5
% with no qualifications (GCSE) - aged 16-64	12.2	8.4	9.7

Source: ONS annual population survey

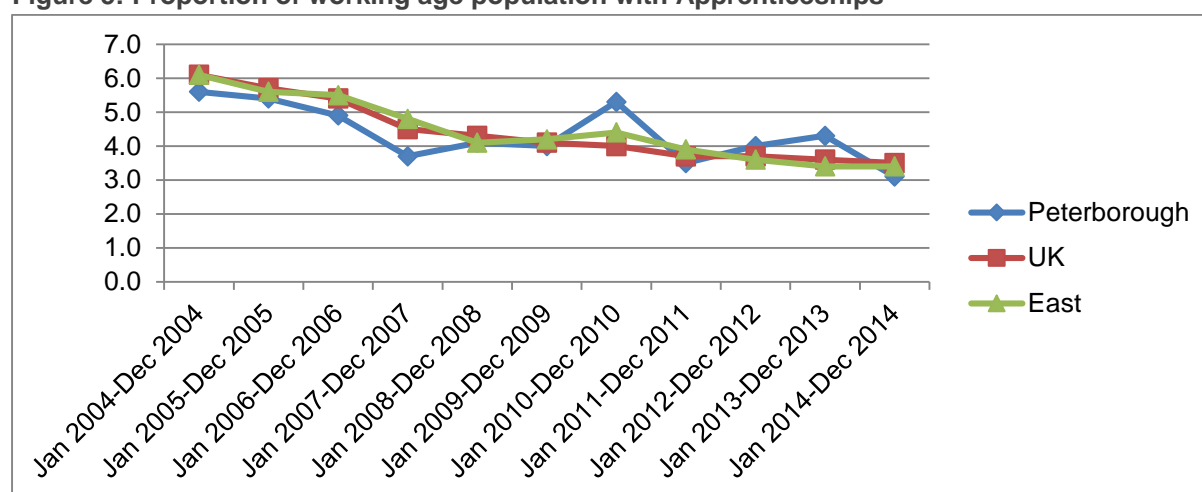
Peterborough has a higher than average proportion of its working age population who are qualified below level 1 NVQ (42% higher than the UK), or with no formal qualifications at all (26% higher than the UK). This reflects the % of employees per occupation data that shows Peterborough has a higher

proportion of its workforce engaged in unskilled and low-skilled work than in the East or across the UK.

However, from 2013-2014 Peterborough rose in the rankings from 57<sup>th</sup> to 37<sup>th</sup> as a city, and from 144<sup>th</sup> to 126<sup>th</sup> as a local authority area, for the proportion of pupils achieving 5 GCSE A\*-C including English and Maths. The proportion of residents with NVQ4+ qualifications in the city has also risen 50% in the ten year period 2004-2014 whilst the East and GB proportions rose by 32% and 38% respectively over the same period.

### 3.4 Apprenticeships

**Figure 5: Proportion of working age population with Apprenticeships**



Source: Annual Population Survey (ONS)

According to the latest available data (2014) Peterborough currently has a slightly lower percentage of its working age population with Apprenticeships than both the regional and national averages. Peterborough has 3.1% of working age people with apprenticeships, compared to 3.5% in the UK and 3.4% in the East.

However, Peterborough has been outperforming the region and the UK in this measure more often than not since 2009.

### 3.5 Job related training

**Table 8: Job related training**

	Peterborough	East	United Kingdom
% of all who received job related training in last 4 wks - aged 16-64	10.3	10.0	9.6
% all who received job rel. train. in last 4 wks - NVQ Level 4 equivalent and above	18.0	18.2	17.6
% all who received job rel. train. in last 4 wks - NVQ Level 3 equivalent and below	11.9	10.4	10.6
% of all who received job related training in last 13 wks - aged 16-64	22.9	19.5	19.1
% all who received job rel. train. in last 13 wks - NVQ Level 4 equivalent and above	41.9	33.6	34.5
% all who received job rel. train. in last 13 wks - NVQ Level 3 equivalent and below	25.7	21.2	21.4

Peterborough's businesses are investing in their workforce. The city performs well on this measure, outperforming the UK and eastern region in all but one category.

### 3.6 Not in Education, Employment or Training (NEETs)

The 2014 estimates for 16-18 year olds in Peterborough show that 6.1% are not in education, employment or training. This is a decrease of 9% from 2013's overall figures, which in turn were a 9% decrease from 2012 overall.

This decrease is in line with the national figures, but is slightly behind the regional average which saw a 12% decrease from 2013-14.

### 3.7 Further and Higher Education (FE/HE)

Peterborough has two FE colleges as well as a HE offering in the form of University Centre Peterborough (UCP) which confers degrees awarded by Anglia Ruskin University.

Typical courses offered by the further education colleges range from Accounting, Business and ICT to Construction and Engineering and Enterprise and Entrepreneurship.

UCP offers courses ranging from Business Management and Accounting and Finance to Bioscience and Computing and Information Systems and much else besides.

Peterborough is the largest city not to have its own university. It remains a priority for the city and discussions are underway to deliver that aspiration.

## 4. Population

### 4.1 Total Population and Retail Catchment area

**Table 9: Total population**

	Peterborough	East	United Kingdom
All People	188,400	5,954,200	64,105,700
Males	49.68%	49.20%	49.19%
Females	50.32%	50.80%	50.81%

Source: ONS mid-year population estimates (2013)

Peterborough is one of the fastest growing cities in the UK and currently has a population of 188,400. A larger proportion of its population is represented by younger age categories and it has a marginally higher proportion of males when compared to regional and national averages.

#### Retail catchment area

The population of the retail catchment area of Peterborough, the surrounding area for which it serves as a service centre, has grown from 600,000 to over 950,000. Market towns in Cambridgeshire, Norfolk, Lincolnshire and Rutland all look to Peterborough as their primary centre for business and leisure and, with the continued programme of redevelopment and expansion for the city, this growth is set to continue.

## 4.2 Projections

**Table 10: Population projection (000's)**

Year	2015	2016	2017	2018	2019	2020	2025	2030	2035
Peterborough	193	195	197	200	202	204	213	221	228
England	53,494	53,844	54,228	54,613	55,020	55,415	58,431	60,107	61,603
East	5,907	5,952	6,001	6,051	6,103	6,155	6,569	6,801	7,013

Source: ONS Sub-national Population projections

Peterborough's population is predicted to grow roughly in line with national and regional trends over the next 20 years which would represent a slowdown in the levels of growth experienced since the turn of the century.

## 4.3 Working age population

**Table 11: Working age population (16-64)**

	Peterborough (Numbers)	Peterborough (% of total population)	East (% of total population)	United Kingdom (% of total population)
All People Aged 16-64	120,800	64.1	62.4	63.8

Source: ONS mid-year population estimates (2013)

Peterborough has higher proportion of working age population than the national average which provides a strong potential workforce to meet the city's growth ambitions.

## 4.4 Employment rate/economic activity

**Table 12: Economic activity rate**

	economic activity rate - aged 16-64	% of economically inactive who want a job
Peterborough	79.1	27.0
United Kingdom	77.4	24.8
East	80.4	25.1

Source: Annual population survey

A higher proportion of Peterborough's working age population is economically active compared to regional and national averages. Of those who are economically inactive, a higher proportion report to want a job than within the same group at the regional and national level. This shows a positive attitude in the city, among its population, to seek productive employment.



## 4.5 Employees vs. Self-Employed

**Table 13: Proportion of employees and self-employed**

	% in employment who are employees - aged 16-64	% in employment who are self-employed - aged 16-64
Peterborough	90.1	9.6
United Kingdom	85.5	13.8
East	85.1	14.5

Source: ONS annual Population Survey

Peterborough has a higher than average proportion of employees, rather than self-employed workers, compared to regional and national averages. However, the higher than average net business creation figures suggest that Peterborough may be closing this gap.

## 4.6 Commuter patterns

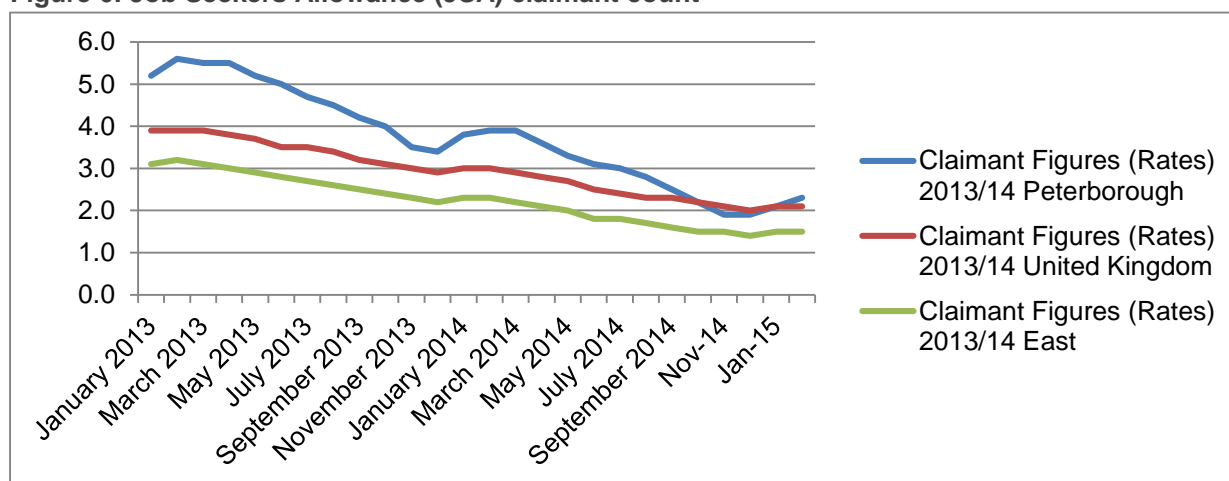
Peterborough has a reputation as an excellent place for commuting; being situated on the A1 and A47 and with London less than 50 minutes away by train.

However, data from the 2011 Census reveals that Peterborough has a net influx of workers; for every 3 that commute in to the city, only 2 commute out (figures rounded).

The majority of workers, around two thirds, live and work in Peterborough, with the remainder commuting from South Kesteven, Huntingdonshire and Rutland. This is also mirrored in the outward flows with the addition of London as a destination.

## 4.7 Claimant count

**Figure 6: Job Seekers Allowance (JSA) claimant count**



Source: NOMIS claimant count

The proportion of Job Seekers Allowance (JSA) claimants in Peterborough has recently dropped below the UK average for the first time since 2004. The percentage of claimants has risen in Q1 of 2015 in line with annual patterns as the labour markets adjusts following seasonal employment boosts in the retails and logistics sectors linked to increased activity around Christmas. However, Peterborough has experienced much faster reductions in the proportion of JSA Claimants in the city (52% from Jan-Dec 2014) than have been experienced at the national level (33% from Jan-Dec 2014) and this trend looks set to continue

## 4.8 Approximated Social Grade

**Table 14: Approximated Social Grade as proportion of population 16-64**

Social Grade	Peterborough	East	England
AB - Higher & intermediate managerial, administrative, professional occupations	17%	24%	23%
C1 - Supervisory, clerical & junior managerial, administrative, professional occupations	29%	32%	31%
C2 - Skilled manual occupations	21%	22%	21%
DE - Semi-skilled & unskilled manual occupations, Unemployed and lowest grade occupations	33%	23%	25%

Source: Census 2011

The Approximated Social Grade of Peterborough's population is weighted towards the DE category, reflecting the employment by occupation figures (Table 4), with only around three quarters the amount of the population in the AB category compared to England and the East.

## 4.9 House Prices and House Price Index

**Table 15: Average house price and HPI (HPI base year - 1995)**

	East		Peterborough	
2015 (to date)	325.08	201,485	241.86	118,698
2014	307.15	190,375	231.47	113,611
2013	283.34	175,615	216.71	106,369
2012	277.90	172,245	217.11	106,563
2011	276.12	171,138	219.48	107,776

Source: Land Registry HPI

**Table 16: House price to earnings ratio**

	2010	2011	2012	2013
England	7.01	6.69	6.86	6.72
Peterborough	4.92	5.31	5.27	5.25

Source: Department for communities and Local Government (Annual Survey of Hours and Earnings (ONS)/ HM Land registry)

Peterborough benefits from lower than average house prices and lower HPI scores, which reflect a slower increase in the house prices. Despite Peterborough residents receiving lower than average weekly wages, Peterborough's house price to earnings ratio still positions it as an affordable and attractive location for employees to live.

## 4.10 Ethnicity

**Table 17: Population by ethnic group**

	Peterborough	East	England
White: Total	82.5%	90.8%	85.4%
White: English/Welsh/Scottish/Northern Irish/British	70.9%	85.3%	79.8%
White: Irish	0.7%	1.0%	1.0%
White: Gypsy or Irish Traveller	0.3%	0.1%	0.1%
White: Other White	10.6%	4.5%	4.6%
Mixed/multiple ethnic group: Total	2.7%	1.9%	2.3%
Mixed/multiple ethnic group: White and Black Caribbean	0.8%	0.6%	0.8%
Mixed/multiple ethnic group: White and Black African	0.5%	0.3%	0.3%
Mixed/multiple ethnic group: White and Asian	0.8%	0.6%	0.6%
Mixed/multiple ethnic group: Other Mixed	0.7%	0.5%	0.5%
Asian/Asian British: Total	11.7%	4.8%	7.8%
Asian/Asian British: Indian	2.5%	1.5%	2.6%
Asian/Asian British: Pakistani	6.6%	1.1%	2.1%
Asian/Asian British: Bangladeshi	0.1%	0.6%	0.8%
Asian/Asian British: Chinese	0.5%	0.6%	0.7%
Asian/Asian British: Other Asian	2.0%	1.0%	1.5%
Black/African/Caribbean/Black British: Total	2.3%	2.0%	3.5%
Black/African/Caribbean/Black British: African	1.4%	1.2%	1.8%
Black/African/Caribbean/Black British: Caribbean	0.6%	0.6%	1.1%
Black/African/Caribbean/Black British: Other Black	0.3%	0.2%	0.5%
Other ethnic group: Total	0.8%	0.5%	1.0%
Other ethnic group: Arab	0.2%	0.2%	0.4%
Other ethnic group: Any other ethnic group	0.6%	0.3%	0.6%

Source: Census 2011

Peterborough has a higher proportion of Asian/Asian British than average with a high proportion of that community being of Pakistani origin. This is countered by a lower than average White population.

Peterborough also has a higher proportion of "Other White" residents than both the UK and the East, reflective of recent EU migration patterns.

**Report produced by Opportunity Peterborough.**

**April 2015.**



Opportunity Peterborough  
Celebrating 10 years in 2015

For all enquiries please contact:

David Simpson  
Economic Development Officer  
+44 (0)1733 317402  
[david.simpson@opportunitypeterborough.co.uk](mailto:david.simpson@opportunitypeterborough.co.uk)  
[@ DSimpson](https://twitter.com/DSimpson)

[www.opportunitypeterborough.co.uk](http://www.opportunitypeterborough.co.uk)



**Peterborough**