Peterborough

Peterborough: Economic Intelligence Report

2016

Produced by Opportunity Peterborough

Opportunity Peterborough

Foreword

Peterborough's current economic growth is characterised by new jobs, new businesses moving into the city, the growth of existing businesses and high levels of business confidence. As the city's economic development company, Opportunity Peterborough is proud to play its role in supporting businesses to achieve their ambitions and attract new investment into the city.

Opportunity Peterborough's annual Economic Intelligence Report is a deep dive into the facts and figures behind the city's development. With statistics and data, it is always difficult to provide a definitive picture of a city's economy, as sources often report on different timeframes or geographies, but they can provide a good indication on the trajectory of a city's growth and success.

The data generally paints a good and improving picture: more than 8,000 net new jobs in the last six years; net business creation that is 43% above the UK average; GVA growth up 8% on last year; and the retention of our place as one of the most innovative cities in the UK based on patents registered.

Of course, there is still, and always will be, work to do. We need to continue the focus on, and investment in, skills and education: improving the qualification-levels of our working age population, and the percentage of our workforce in higher-skilled occupations, to drive up the gross weekly pay. There is no quick fix for these challenges but we have started to turn the tanker around (look at the graphs for claimant count and enterprise growth, for example). The work to grow the city's university offer, the efforts by Opportunity Peterborough's Skills Service, and a true partnership approach to these issues in the city will maintain that momentum.

I hope this snapshot gives you some insight into Peterborough's economy and our city's challenges, successes, and opportunities for the future.

We were delighted that Opportunity Peterborough was recognised for Improving the Business Environment in the Government's Enterprising Britain Awards 2016 and that reflects the efforts of the whole city in transforming our economy. We have confidence that our drive for economic growth and our innovative approaches to business challenges is delivering results. We hope you have confidence to succeed in the city too.

Steve Bowyer
CEO, Opportunity Peterborough
19th October 2016

Opportunity Peterborough

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1. Summary

Peterborough is home to a diverse population of 194,000 people, 63% of which are of working age. The economy of Peterborough features an equally diverse mix of sectors and is made up of over 8,500 active companies, which combine to produce a GVA of £5,366m a year and operate at a productivity level of £50,576 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 businesses.

With an economic activity rate of 79%, a gross weekly pay of £497.10, a house price to earnings ratio of 5.94 and with commercial property and land costs below the UK average, Peterborough is an affordable place to live and do business.

1.1 Economy

Peterborough is a cost effective location for businesses particularly given the proximity and ease of access to London; property, land costs and gross weekly pay all sit below national average levels. This positive business climate is reflected in the level of net business creation which stands 43% higher than the UK average.

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

As with businesses across the UK, productivity remains an area that provides substantial opportunity 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's businesses also invest more in job-related training of employees than the average 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 are 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 194,000 with a retail catchment area population of over 960,000. The economic activity rate of its population is above the UK national average and the number of out of work benefits claimants in the city has been falling at a much faster rate than national and regional figures although this is now levelling off in line with national trends.

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

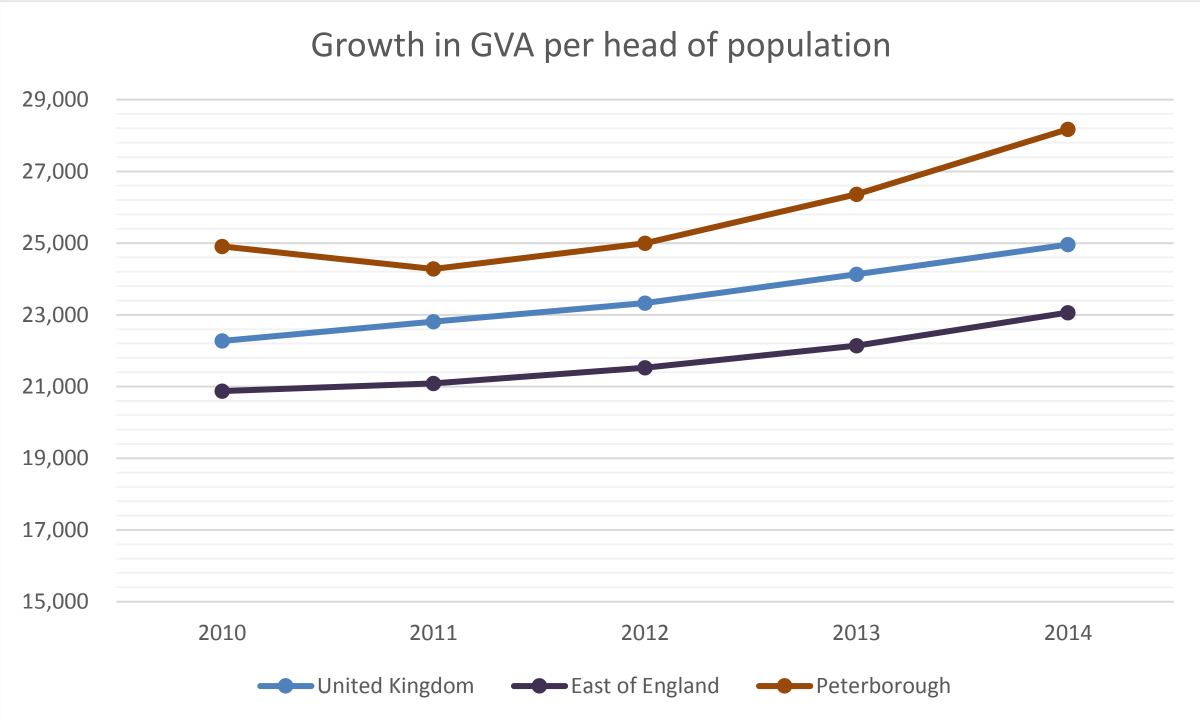
Table 1: Workplace-based GVA (£m)

	2010	2011	2012	2013	2014
UK	1,400,684	1,441,598	1,475,948	1,525,304	1,618,346
East	121,346	123,075	126,296	130,378	138,801
Peterborough	4,714	4,613	4,786	4,972	5,366

Source: ONS Regional Gross Value Added; Income Approach

Growth in GVA in Peterborough from 2013-14 was 8%. Across this same period GVA growth at the UK level stood at 4.6% and at 5.3% at the regional level.

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 £28,175 in 2014, higher than both the UK and regional figures. Reflecting the overall growth in GVA over the period 2010-2014, Peterborough's GVA per head has grown 13% whilst the UK and Eastern regions have grown 12% and 10% respectively.

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).

2.2 Productivity

Productivity = GVA per worker.

Peterborough's productivity, at £50,576 per worker, places it below Eastern region and GB averages (at £52,212 and £54,639 respectively) but does place it 23rd out of the 64 largest cities in the UK (Centre for Cities 2016). The longer term trend shows that Peterborough's productivity growth is largely in line with that of GB and the East, with productivity increasing 15% from 2009-2014. Over the same period productivity in the East grew by 13% and by 16% across GB, although shorter term trends appear to show Peterborough's rate of productivity growth increasing.

2.3 Cost of doing business

Table 2: Property costs (£) 2016

	Office Space (£/SqFt)		Industrial Units (£/SqFt)					
			Big Sheds			Small Sheds		
	Grade A	Grade B	Prime	Secondary	Land Value (acre)	Prime	Secondary	Land Value (acre)
Peterborough	13.5	10.0	5	4	350k	7	4.50	400K
Cambridge	34	16	-	-	-	-	-	-
Milton Keynes	21	12	6.75	5.50	850k	8	6	850K
Colchester	14	10	-	-	-	6.50	4.50	500K
Brighton	27.5	17	-	-	-	10.50	8	1.1m
Swindon	18.5	11	5	3.75	300K	5.75	4.25	350K
Northampton	14.5	9.0	6.25	4.5	500K	6.25	4	400K
Basingstoke	17	12	7	5.50	600K	8	5.5	650K
Slough	28.5	19	-	-	-	12.5	9	2m
Reading	34	25	-	-	-	9	7.5	800K
Oxford	22	14.5	-	-	-	9	6.5	700K
Stevenage	16.5	12.5	-	-	-	9	7	900K

Source: Colliers.com

Key: - Data not available

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

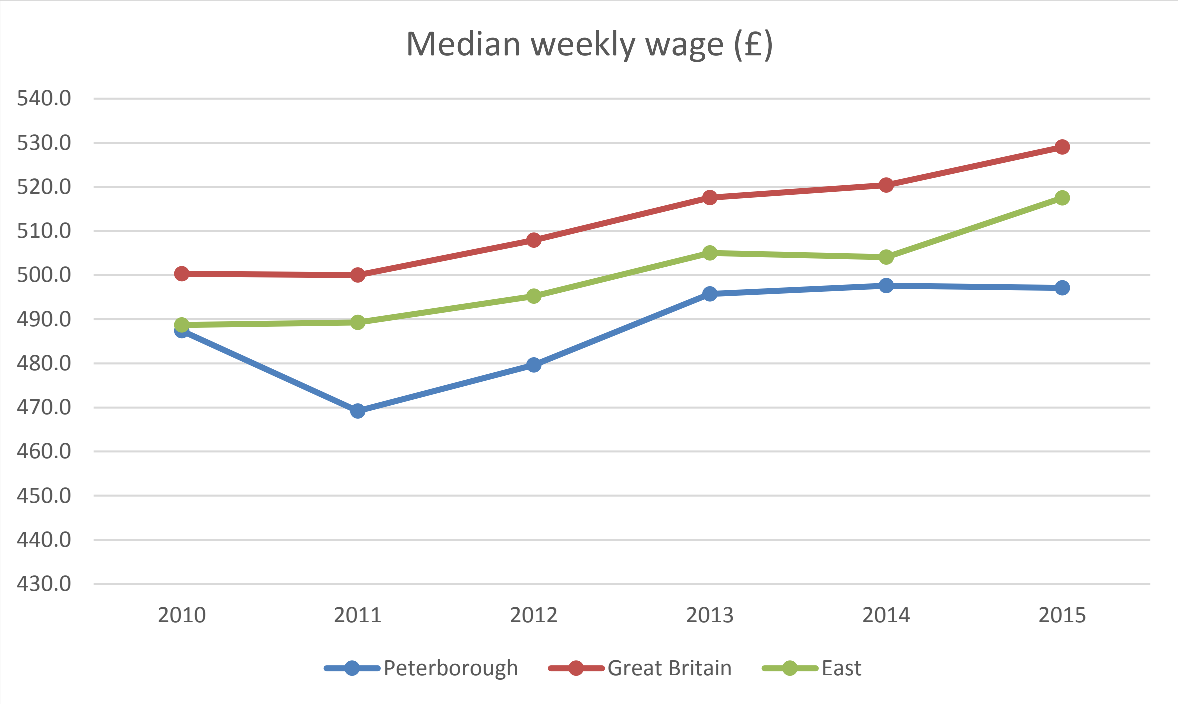
Taken from the point of view of business operating costs, Peterborough's place in the table is positive:

- Lowest cost Grade A office space
- Joint Second lowest cost of Grade B office space
- Joint lowest cost prime Big shed
- Second lowest land value for Big Sheds.

Within Peterborough, office space, particularly large office space and Grade A office space, is becoming increasingly hard to find, as are sizeable development opportunities. This is in part due to the impact of the ongoing conversions from commercial to residential that we're seeing in the city. However, with the development of a new Local Plan from the City Council, the development at Fletton Quays and the engagement that Opportunity Peterborough is having with developers and agents should see this situation improving in the coming years.

Without this, the city could, in time, see an upwards pressure on costs although this could provide an impetus for further speculative development.

Figure 2: Gross weekly pay (£)



Source: ONS Annual Survey of Hours and Earnings

In 2008, gross weekly pay, paid by businesses in Peterborough, was sitting 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%.

While it seemed that Peterborough would see a continued growth in the weekly wage, 2015 saw the median wage fall from £496.70 to £496.10. During that same period the East saw a growth of 3% and GB saw a growth of 2%.

Whilst being a comparatively low-wage economy can be attractive for businesses within certain sectors, it has obvious consequences. Anecdotally, recruitment is proving difficult for businesses across all sectors, but particularly amongst those requiring higher skilled workers e.g. those in tech focussed companies, or high value manufacturing. Despite these companies offering salaries at market rate, low wages from other industries can make Peterborough appear a less attractive place for highly skilled workers to move or commute to.

2.4 Business Counts

Table 3: Business counts 2015

Enterprises	United Kingdom	East	Peterborough
Micro 0-9	88.73%	89.19%	86.71%
Small 10-49	9.30%	8.93%	10.58%
Medium 50-249	1.59%	1.51%	2.12%
Large 250+	0.38%	0.37%	0.59%

Source: ONS UK Business Counts

Peterborough has less micro-businesses and a greater proportion of small- and medium-sized businesses than the national average - currently 17% more. It also has 55% 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 Businesses trading in Peterborough by sector

Much of the data from ONS in this report is based on surveys rather than exact numbers, however the online tool Duedil does give an accurate representation of the % of businesses making up each of the sectors trading within Peterborough.

In subsequent releases Opportunity Peterborough will be examining some of these sectors in more detail to unpick the subsectors of businesses Peterborough is home to.

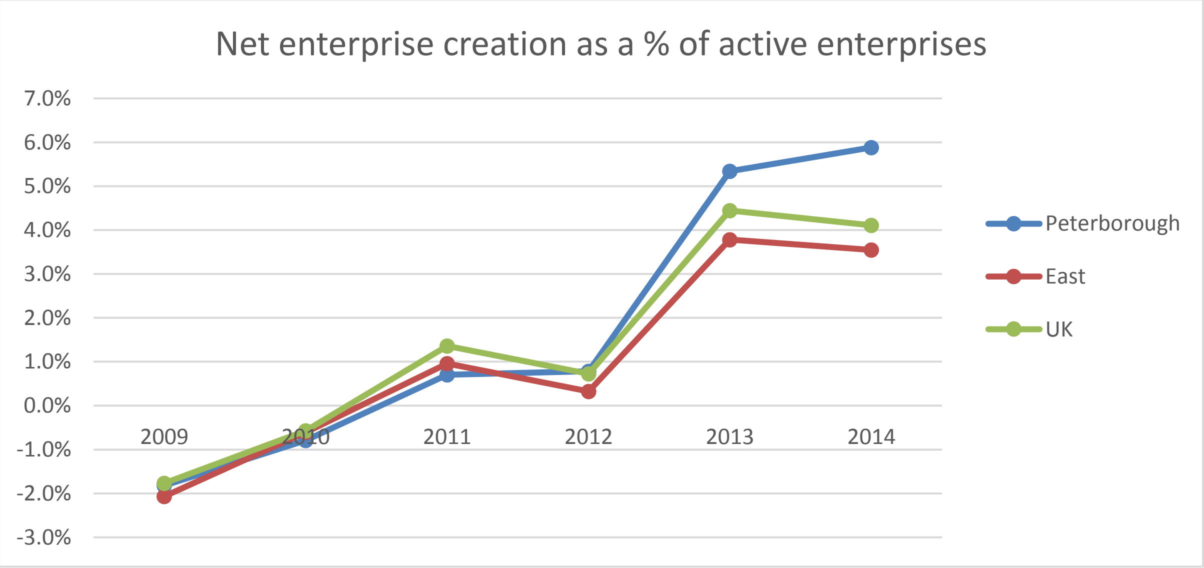
Table 4: % of businesses in each sector 2016

Business Sector	Number of businesses as a proportion of the total.
Professional, scientific and technical	16%
Wholesale and Retail	10%
Administration and Support Services	8%
Information and Communication	7%
Construction	6%
Transport and Storage	5%
Human Health and Social Work	5%
Manufacturing	4%
Real Estate	4%
Other services	3%
Finance and Insurance	2%
Accommodation and food services	2%
Arts Entertainment and Recreation	2%
Education	2%
Agriculture, Forestry and fishing	1%
Water Supply, Sewage and Waste Management	0.3%
Public Admin and Defence	0.1%
Electricity, Gas, Steam and Air Conditioning	0.1%
Mining and Quarrying	0.02%

Source: Duedil

2.6 Business Demography

Figure 3: Net enterprise creation as proportion of active enterprises

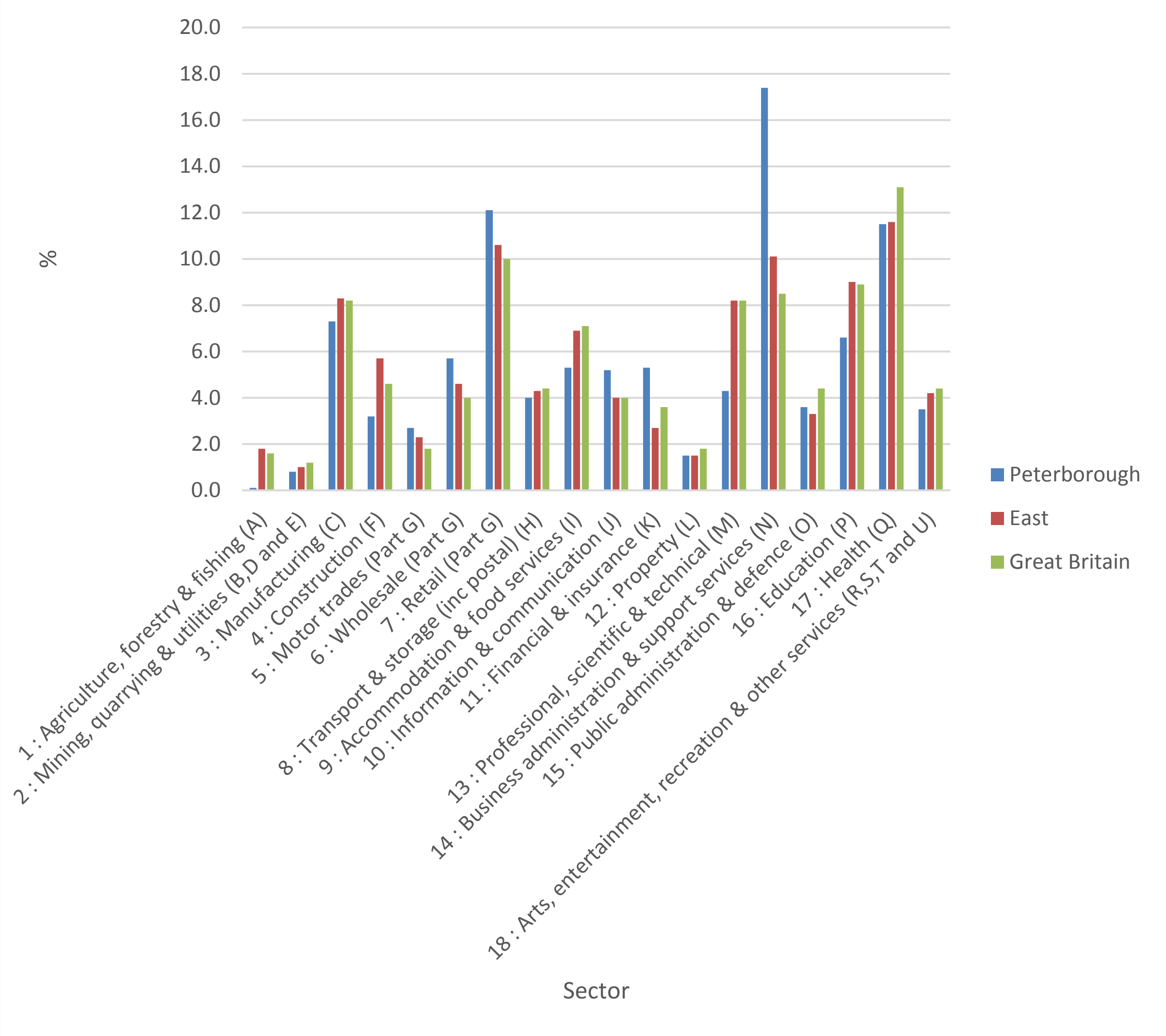


Source: ONS Business Demography

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 2014 net business creation in the city was 43% higher than the UK average (5.9% against 4.1% respectively). Although enterprise survival rates are slightly below national and regional rates, the net figures shown here reflect a positive trajectory.

2.7 Employment

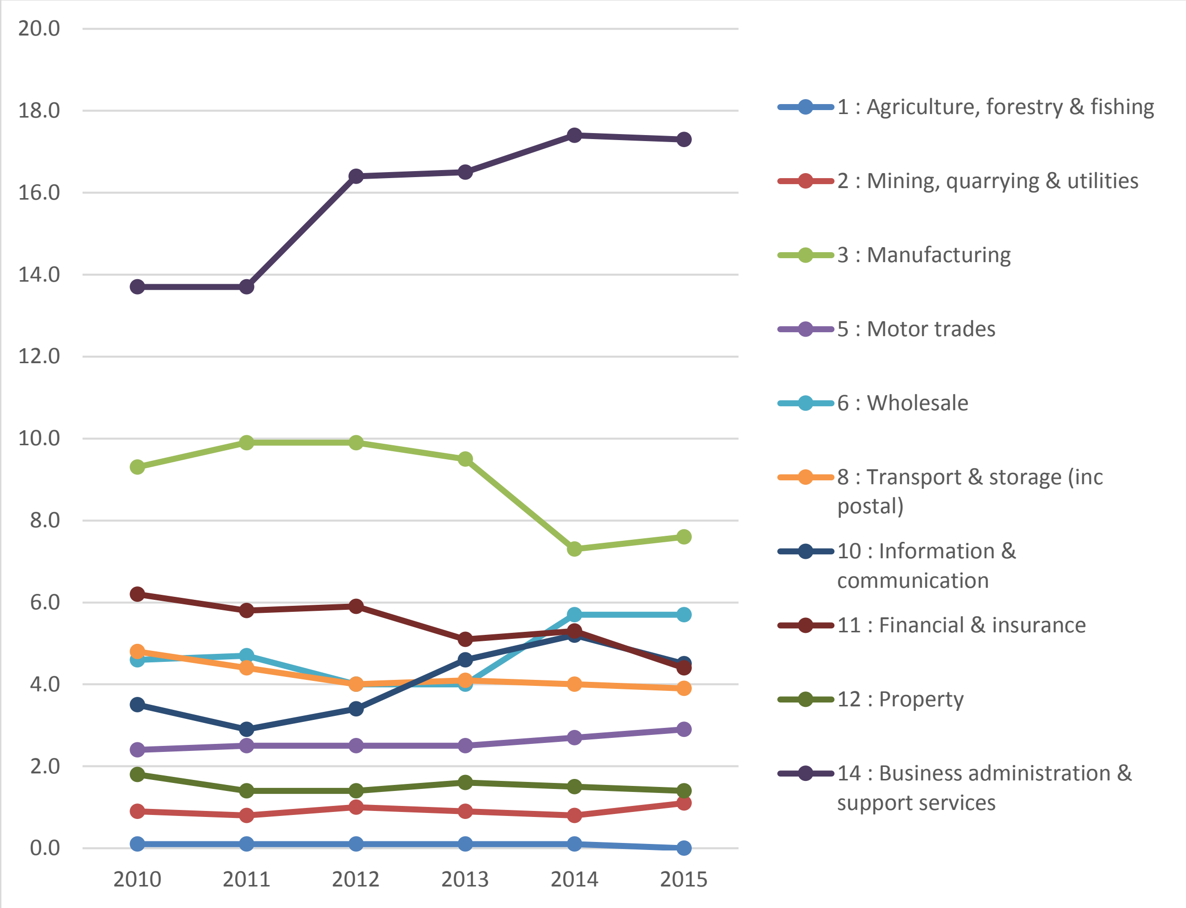
Figure 4: Proportion of jobs by industry 2015



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 Information and Communication sector. Sectors employing a below average proportion of the workforce include Manufacturing, Construction; Accommodation and Food Services; Professional, Scientific and Technical; Education; Health; and Arts, Entertainment, Recreation and Other Services.

Figure 5: Proportion of jobs by industry (time series)



Source: ONS Business Register and Employment Survey

Looking over a six year period (2010-2015), an interesting view of the city's changing employment emerges.

The sector gaining the largest proportion of jobs is Information and Communication which has seen a 38% growth over this period, with the largest loss being in Agriculture, Forestry and Fishing which has seen a 77% loss in the proportion of jobs.

However this isn't the full story; whilst the Information and Communication sector has seen an increase of 1,371 jobs, Agriculture, Forestry and Fishing has only lost 69.

Looking at absolute numbers, the largest gain in employment was seen by the Business Administration and Support Services sector (4,910 jobs) with the largest loss being to the Finance and Insurance sector (1,488 jobs).

Further trends include losses to employment in the public sector and construction, although the city is starting to see a rebound in construction over the past two years, bringing the level of employment almost back to 2010 levels.

We have also seen a return to some of the jobs in the Manufacturing sector; an increase of over 400 jobs between 2014 and 2015.

Whilst the make-up of employment across the city has seen changes, over 8,000 jobs have been created across Peterborough in the past six years (99,000 against 107,000); an increase of 8% which places the city slightly ahead of the growth in the GB figures (7%) and in line with the growth in the East (8%).

Table 5: Employment by occupation 2015

% all in employment who are	Peterborough	Great Britain	East
managers, directors and senior officials	8.6	10.3	10.6
professional occupations	15.4	19.7	19.4
associate prof & tech occupations	11.8	14.1	14.8
administrative and secretarial	10.1	10.7	10.9
skilled trades occupations	10.1	10.6	11.2
caring, leisure and other service occupations	9.1	9.3	8.9
sales and customer service occupations	10.4	7.7	7.2
process, plant and machine operatives	9.1	6.3	6.3
elementary occupations	15.2	10.8	10.4

Source: ONS Annual Population Survey

Peterborough's workforce is still skewed more heavily towards elementary occupations than the national average and this difference has grown since the last economic intelligence report.

In the period 2005-2015 the occupation categories that grew the most, as a proportion of the overall workforce, were Elementary Occupations (31%), Caring, Leisure and Other Service Occupations (26%) and Managers, Directors and Senior Officials (19%). Over the same period the proportion of those employed in the Administrative and Secretarial category decreased by 27%, and those employed in the Associate Professional and Technical category decreased by 18%.

At the same time, national proportions for Elementary Occupations fell by 2%, Managers, Directors and Senior Officials rose by 6% and Caring, Leisure and Other Services increased by 18%. Similar trends occurred at the regional level.

2.8 Employment vs. % of Businesses

Table 6: Proportion of employment per sector against percentage of businesses 2015

	P'borough % of employment	P'borough % of businesses	East % of employment	East % of businesses	GB % of employment	GB % of businesses
Agriculture, forestry & fishing	0.1	3.0	1.8	5.3	1.6	5.8
Mining, quarrying & utilities	0.8	0.3	1.0	0.4	1.2	0.5
Manufacturing	7.3	5.7	8.3	5.9	8.2	5.6
Construction	3.2	10.3	5.7	14.4	4.6	11.7
Motor trades	2.7	5.4	2.3	3.4	1.8	3.0
Wholesale	5.7	5.6	4.6	4.9	4.0	4.6
Retail	12.1	9.2	10.6	7.6	10.0	8.4
Transport & storage (inc postal)	4.0	4.5	4.3	3.5	4.4	3.2
Accommodation & food services	5.3	5.0	6.9	5.0	7.1	5.9
Information & communication	5.2	8.4	4.0	8.1	4.0	8.1
Financial & insurance	5.3	2.1	2.7	1.7	3.6	2.0
Property	1.5	4.7	1.5	3.4	1.8	3.7
Professional, scientific & technical	4.3	15.5	8.2	16.9	8.2	17.8
Business administration & support services	17.4	6.8	10.1	7.1	8.5	7.0
Public administration & defence	3.6	0.3	3.3	0.5	4.4	0.3
Education	6.6	2.8	9.0	1.8	8.9	1.7
Health	11.5	4.5	11.6	3.9	13.1	4.3
Arts, entertainment, recreation & other services	3.5	6.1	4.2	6.1	4.4	6.5

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

Comparing the proportion of employees and businesses by sector reveals that businesses in Peterborough's Financial and Business Services sectors employ more people than the national average of companies in those sectors, while the Accommodation and Food Services sector is comprised of companies employing less than the national average.

2.9 Private Sector

Peterborough has a higher than average proportion of jobs in the private sector, 84%, and this has continued to grow. The UK and Eastern region report rates of 79% and 78% respectively. (ONS Annual Population Survey)

Given the current national trend in public sector cuts and contraction of that sector, this can be seen as a particular strength of the city.

3. Skills and innovation

3.1 Patents

Peterborough is ranked as the 7th most innovative city in the UK based on the number of patents registered per 100,000 head of population (Centre for Cities 2016). During 2014 there were 10.5 patents filed per 100,000 of population, an increase from 6.4 in 2013. (Statistics from Centre for Cities)

3.2 Knowledge Transfer Partnerships (KTPs)

As of November 2015, the KTP scheme that provided the majority of KTPs in Peterborough, Anglia Ruskin University's Low Carbon KEEP, is closed. However the KTP scheme funded by Innovate UK is still running but with far fewer KTPs in the city – data for these are only provided at a regional level.

By the end of the Low Carbon KEEP scheme there were 12 KTPs in Peterborough. Each of the projects benefitted from 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.

A similar scheme, also run by Anglia Ruskin University, is set to launch early 2017 and will be focussing on innovation for new products and services.

3.3 Qualification levels

Table 7: Qualification levels

NVQ	Peterborough	East	Great Britain
% with NVQ4+ - aged 16-64	26.1	33.6	37.1
% with NVQ3+ - aged 16-64	43.6	53.5	57.4
% with NVQ2+ - aged 16-64	63.7	71.5	73.6
% with NVQ1+ - aged 16-64	78.2	84.9	84.9
% with other qualifications (NVQ) - aged 16-64	12.7	7.1	6.5
% with no qualifications (NVQ) - aged 16-64	9.1	8.0	8.6
Degree/A level/GCSE			
% with degree or equivalent and above - aged 16-64	17.8	25.7	28.5
% with higher education below degree level - aged 16-64	8.8	8.3	9.0
% with GCE A level or equivalent - aged 16-64	19.6	22.4	22.9
% with GCSE grades A-C or equivalent - aged 16-64	27.0	25.2	21.6
% with other qualifications (GCSE) - aged 16-64	17.4	10.2	9.2
% with no qualifications (GCSE) - aged 16-64	9.3	8.1	8.7

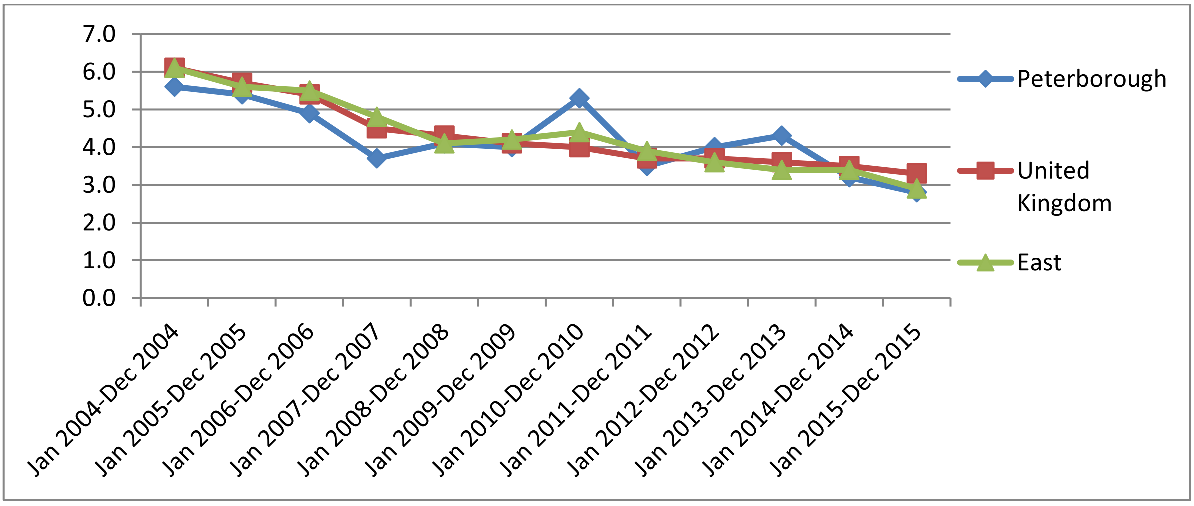
Source: ONS Annual Population Survey

Peterborough has a higher than average proportion of its working age population who are qualified below level 1 NVQ (44% higher than GB), or with no formal qualifications at all (6% higher than GB). This reflects the percentage of employees per occupation data (Table 5) showing Peterborough with a higher proportion of its workforce engaged in unskilled and low-skilled work than in the East or across the UK.

Whilst seeing a 39% growth, from 2005 – 2015, in the percentage of working age people with a degree level qualification or above, Peterborough remains behind the UK average of 28.5%. The change in status of University Centre Peterborough into the University of Peterborough, whilst still some way off, will have a significant part to play in addressing this imbalance.

3.4 Apprenticeships

Figure 6: Proportion of working age population with Apprenticeships 2015



Source: ONS Annual Population Survey

The erratic nature of the graph above is due, largely, to the small sample size used to calculate the data, owing to a higher degree of error in the results.

That being said, according to the latest available data Peterborough currently has a slightly lower percentage of its working age population with Apprenticeships than both the regional and national averages. Peterborough has 2.8% of working age people with apprenticeships, compared to 3.3% in the UK and 2.9% 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	10.4	9.5
% all who received job rel. train. in last 4 wks - NVQ Level 4 equivalent and above	18.9	17.4	16.7
% all who received job rel. train. in last 4 wks - NVQ Level 3 equivalent and below	11.5	11.1	10.3
% of all who received job related training in last 13 wks - aged 16-64	20.0	19.8	18.9
% all who received job rel. train. in last 13 wks - NVQ Level 4 equivalent and above	39.2	33.0	32.9
% all who received job rel. train. in last 13 wks - NVQ Level 3 equivalent and below	21.4	21.1	20.4

Source: Annual Population Survey

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% were 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 also has a University Technical College catering for 14-19 year olds focussing on engineering and the built environment.

4. Population

4.1 Total Population and Retail Catchment area

Table 9: Total population

	Peterborough	East	United Kingdom
All People	194,000	6,076,500	65,110,000
16-64	63.4%	61.8%	63.3%

Source: ONS mid-year population estimates

Peterborough is one of the fastest growing cities in the UK and currently has a population of 193,980. 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 to over 960,000. 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	2016	2017	2018	2019	2020	2025	2030	2035
Peterborough	195	197	199	201	203	212	219	225
East	6,126	6,180	6,234	6,289	6,342	6,606	6,848	7,070
England	55,219	55,640	56,061	56,466	56,862	58,769	60,524	62,104

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 Employment rate/economic activity

Table 11: Economic activity rate

	Peterborough (%)	East (%)	Great Britain (%)
Economically Active	79.1	80.2	77.8
In Employment	75.2	77.0	73.7
Employees	67.5	66.4	63.2
Self-Employed	7.7	10.3	10.2
Economically Inactive	20.9	19.8	22.2

Source: Annual population survey

A higher proportion of Peterborough's working age population is economically active compared to national averages.

4.4 Commuter patterns

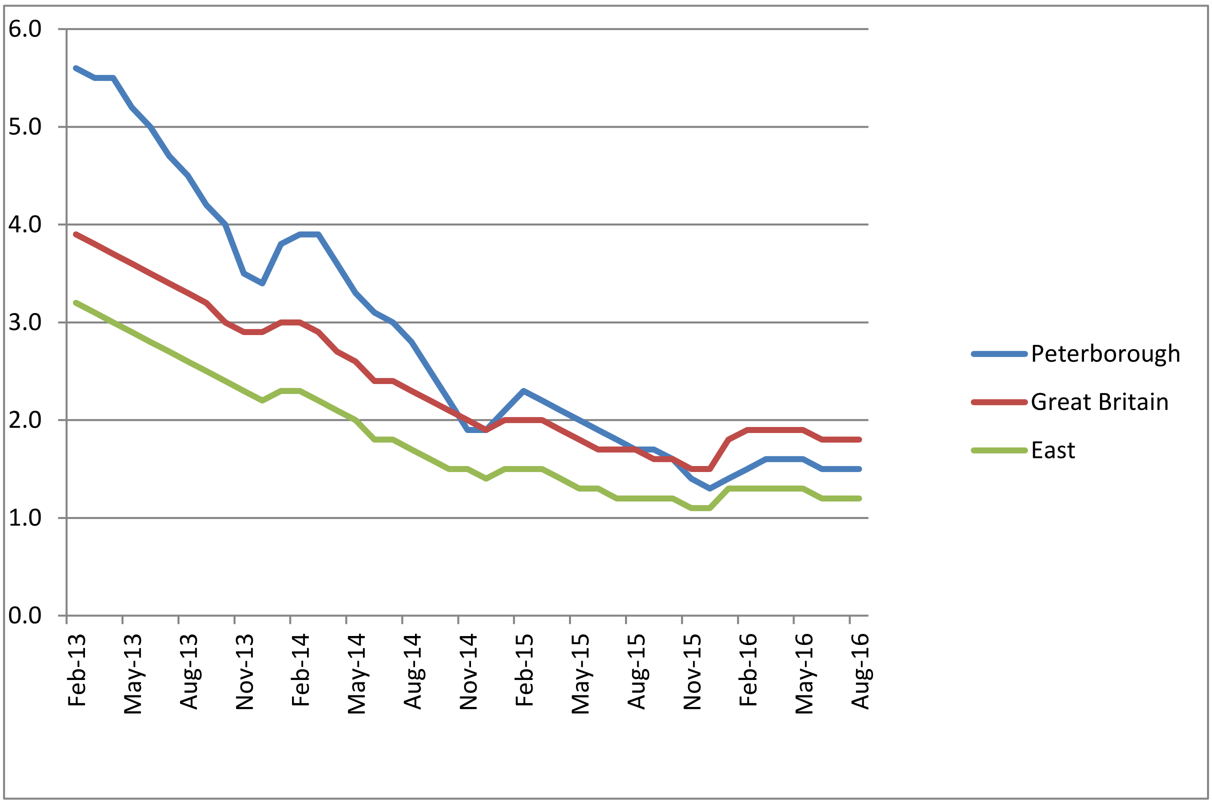
Peterborough has a reputation as an excellent place for commuting; being situated on the A1 and A47 and with London less than 50 minutes away by train.

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.

4.5 Claimant count

Figure 7: Out of work benefits claimant count



Source: NOMIS claimant count

The remarkably steep decline in the proportion of people claiming out of work benefits in Peterborough over the past three years has levelled off since January 2016, a trend mirrored in the Eastern region and the UK as a whole.

With such a dramatic decline, barring any huge shocks, it stands to reason that any further moves in the rates of claimants will be far more subtle.

The city will soon be seeing the recruitment drive for 100s of seasonal workers and, in the coming years, will also feel the effect of new investors such as House of Fraser to further reduce the number of people out of work.

It remains to be seen how far Peterborough's claimant count can rival that of the Eastern region, but there is the potential to continue on a positive downward trend.

4.6 Approximated Social Grade

Table 12: 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 5), with only around three quarters the amount of the population in the AB category compared to England and the East.

4.7 House Prices and House Price Index (HPI)

Table 13: Average house price and HPI (HPI base year - 1995)

	Peterborough		East	
	Average Price	HPI	Average Price	HPI
2016 (to date)	£163,199	109.3	£258,672	113.3
2015	£153,834	103.1	£239,758	105.0
2014	£113,611	97.6	£190,375	95.7
2013	£106,369	90.5	£175,615	87.3
2012	£106,563	88.2	£172,245	84.8
2011	£107,776	87.9	£171,138	83.3

Source: Land Registry HPI

Table 14: House price to earnings ratio

	2011	2012	2013	2014	2015
Peterborough	5.31	5.27	5.41	5.78	5.94
England	6.69	6.86	6.92	7.25	7.63

Source: 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 can mean that salaries stretch further and positions it as an affordable and attractive location for employees to live.

4.8 Ethnicity

Table 15: 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 reflected in the 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.

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