



# Peterborough Economic Intelligence Report 2017

Produced by Opportunity Peterborough

# Foreword

I am pleased to introduce Opportunity Peterborough's annual Economic Intelligence Report. The report provides an overview of the city's growth and prosperity, and challenges that we still need to tackle. We hope it will prove a useful insight to businesses, investors and other organisations.

Overall, Peterborough's economic picture is positive. We have seen sustained growth in jobs and business creation, resulting in low levels of claimant count. There has also been strong GVA growth in some of the city's key sectors, and continued investment into innovation and R&D, with Peterborough still performing well for patents registered.

We do recognise, however, that challenges remain: not just for Peterborough but for the UK economy as a whole. Productivity has been highlighted as a national priority in both Treasury budgets and the government's industrial strategy, and this is true of the Peterborough economy too. A number of initiatives and strategies have been identified as potential boosts to productivity, and Opportunity Peterborough will make sure that opportunities to support local businesses are maximised.

As well as investment in technology and innovation, we need to make sure that we have the right skills in the local economy, ensuring that businesses can grow efficiently and increase productivity. Enhancing Peterborough's university offer will play an important part in that, and I would strongly encourage local businesses to engage with the University Centre Peterborough team to make sure the higher education provision – both degrees and apprenticeships – is what the city needs now and for the future.

We are facing a changing economy as more businesses move towards enhanced technology and artificial intelligence. Manufacturing, for example, one of Peterborough's key industries, has seen growth in GVA and productivity, but fewer people employed in the sector. The re-skilling agenda will be an important priority to address these challenges going forward, and could also underpin economic growth as businesses respond to the emerging Brexit deal.

Opportunity Peterborough's remit is a simple one: to help the city's economic growth in whatever way we can. Reports like this help us to understand the current economic picture, but it is through our engagement with local businesses that we get to truly understand Peterborough's economy, so we look forward to continuing to work with local companies, of all sizes, to make sure this great city has the economy it needs and deserves.



Steve Bowyer  
CEO, Opportunity Peterborough  
20 December 2017



Opportunity Peterborough

# Table of Contents

## Foreword

<b>1. Summary</b>	<b>1</b>
1.1 Economy	1
1.2 Skills and Innovation	2
1.3 Population	2
<b>2. Economy</b>	<b>2</b>
2.1 Business demography	2
Table 1: Business counts 2017	2
Figure 1: Net enterprise creation as proportion of active enterprises	3
Figure 2: Enterprise by industry	3
2.2 Gross Value Added (GVA)	4
Table 2: Workplace-based GVA (£m)	4
Figure 3: GVA per head of population (£ - workplace based)	4
2.3 Productivity	5
Figure 4: GVA per filled job	5
2.4 Sector analysis - GVA and Productivity	5
Table 3: Sectoral analysis of GVA and productivity	5
2.5 Cost of doing business	6
Table 4: Property costs 2017 (£)	6
Figure 5: Gross weekly pay (£)	7
Figure 6: Peterborough gross weekly pay - Resident v Workplace Analysis	7
2.6 Employment	8
Figure 7: Proportion of jobs by industry 2016	8
Figure 8: Employment by occupation 2017	9
2.7 Sectoral analysis - Employment	10
Table 5: Sectoral analysis of jobs and jobs growth	10
2.8 Private sector employment	11
<b>3. Skills and Innovation</b>	<b>11</b>
3.1 Patents	11
3.2 Qualification levels	11
Figure 9: Qualification levels	11

3.3 Job related training	12
Table 6: Job related training	12
3.4 Not in Education, Employment or Training (NEETs)	12
3.5 Further and Higher Education (FE/HE)	12
<b>4. Population</b>	<b>12</b>
4.1 Total population and retail catchment area	12
Table 7: Total population	12
4.2 Projections	13
Table 8: Population projection (000's)	13
4.3 Employment rate and economic activity	13
Table 9: Economic activity rate	13
4.4 Commuter patterns	13
4.5 Claimant count	14
Figure 10: Out of work benefits claimant count	14
4.6 Approximated social grade	14
Table 10: Approximated Social Grade as proportion of population 16-64	14
4.7 House prices	15
Figure 11: Average house prices	15
Figure 12: House price to earnings ratio	15
4.8 Ethnicity	16
Table 11: Population by ethnic group	16

# 1. Summary

Peterborough is home to a diverse population of 197,100 people, 63% of which are of working age. The economy of Peterborough features an equally diverse mix of sectors and is made up of 6,900 enterprises which combined to produce a GVA of £5,382m in 2015 and operate at a productivity level of £47,356 per job.

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 79.4%, a gross weekly pay of £507, a house price to earnings ratio of 8.06 and with commercial property and land costs below the UK average, Peterborough is an attractive 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, and that property and land costs, and gross weekly pay, all sit below national averages. This positive business climate is reflected in the level of net business creation which is 50% higher than the UK average.

Key sectors include:

Distribution, Transport, Accommodation and Food – A slightly unusual conglomeration, this 'sector' (created by ONS for GVA measures) is the largest contributor to local output as well as providing the fastest growth in GVA. In this format it is also the largest 'sector' by employment, providing 32,000 jobs in the city, or 30% of all employment. To be comparable with the ONS employment by industry figures, this breaks down as:

- Retail – 14,000 jobs
- Wholesale – 6,000 jobs
- Accommodation and Food Services – 5,000 jobs
- Transport and Storage – 4,000 jobs
- Motor Trades – 3,500 jobs

Jobs growth from 2010 to 2015 was strong in all of these sectors except for Transport and Storage which experienced an overall reduction of 11%, or 500 jobs.

Manufacturing – One of Peterborough's most productive sectors, manufacturing contributes significantly to local output and is demonstrating high growth in GVA and productivity levels. Manufacturing provides a large proportion of local jobs but this figure has been contracting over recent years.

Business Service Activities – This 'sector' constitutes 13% of Peterborough's GVA and is the second fastest growing sector in terms of output. It employs 24,000 people in the city but this breaks down as:

- Professional, Scientific and Technical – 5,000 jobs
- Business Administration and Support Services – 19,000 jobs

Using ONS's employment by industry categorisations (rather than their GVA categorisations), Business Administration and Support Services is the largest sector by employment in the city. Productivity appears low across the higher level Business Service Activities sector but this is due to the large

numbers of agency workers that are counted as working in this sector, as they are directly employed by recruitment agencies, but actually work in, and generate GVA attributed to, other sectors.

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 place higher than average investment in job-related training.

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 197,100 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 Business demography

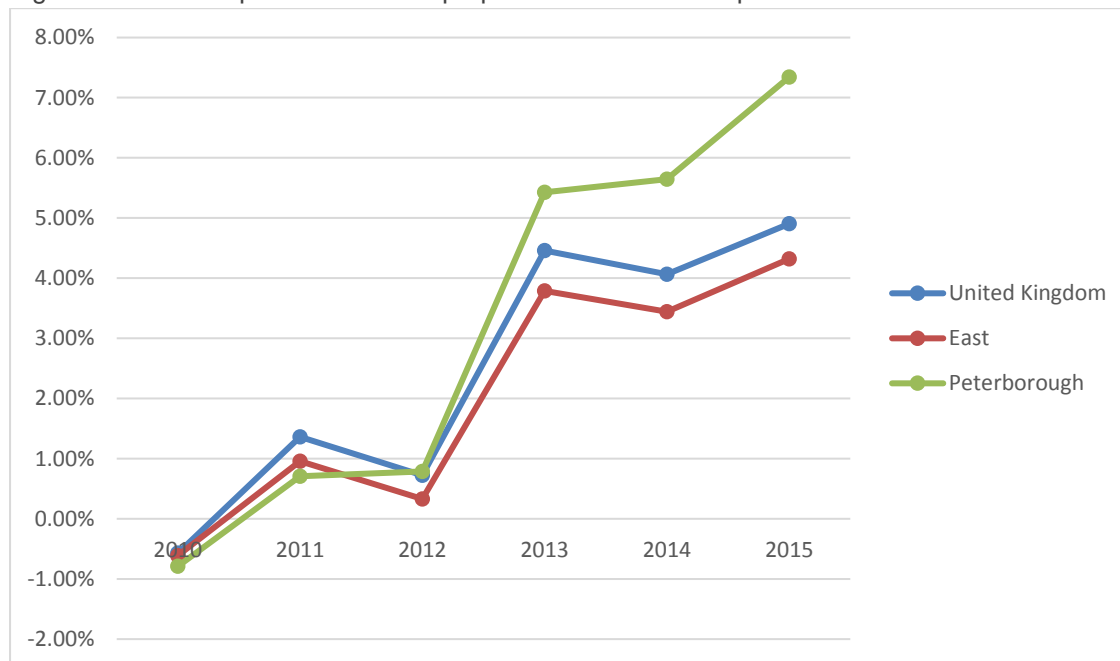
Table 1: Business counts 2017

Employment Size Band	Peterborough (No.)	Peterborough (%)	East (%)	United Kingdom (%)
Micro (0 to 9)	6,100	88.41%	90.04%	89.43%
Small (10 to 49)	625	9.06%	8.20%	8.68%
Medium-sized (50 to 249)	135	1.96%	1.41%	1.52%
Large (250+)	40	0.58%	0.35%	0.37%
Total	6,900	100.00%	100.00%	100.00%

Source: ONS UK Business Counts

Peterborough has less micro-businesses and a greater proportion of small- and medium-sized businesses than the national average. It also has 50% more large businesses by proportion. Generally, medium- and large-sized businesses have greater growth potential than smaller businesses. This indicates that the Peterborough business community has a higher potential for economic growth than the national average.

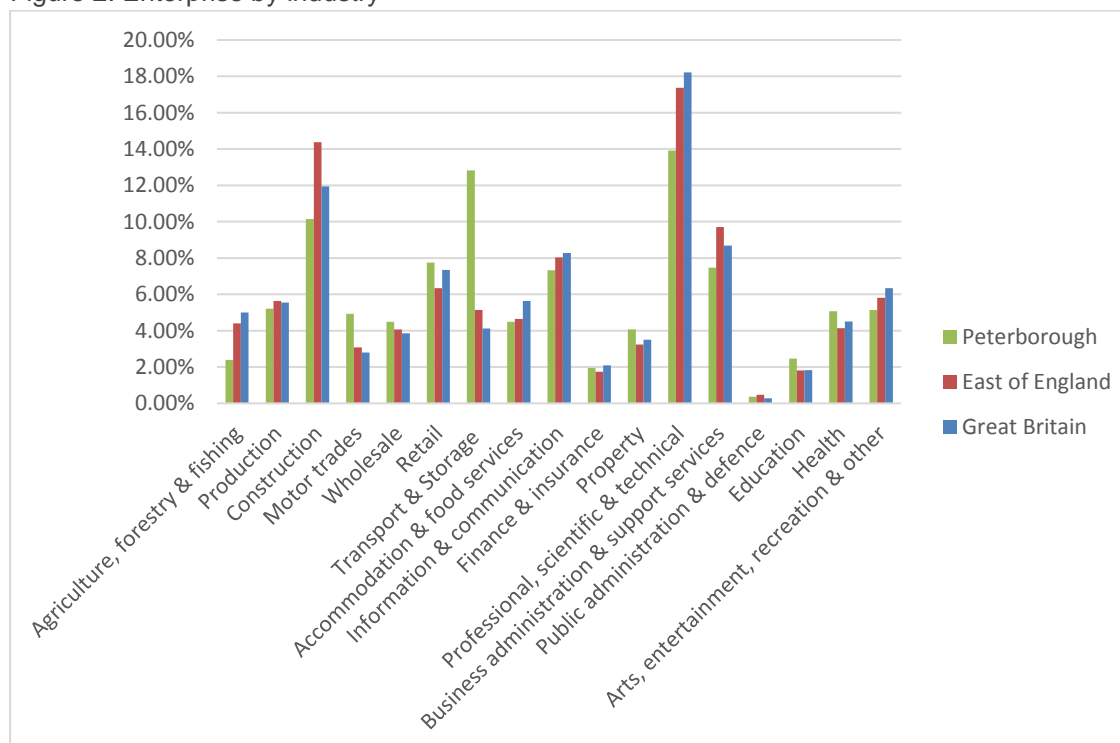
Figure 1: Net enterprise creation as proportion of active enterprises



Source: ONS Business Demography 2016

At the height of the economic crisis, 2009-2012, new businesses struggled to start in Peterborough, as they did across the country. However, as the economy started to recover, new businesses began to flourish and in 2015 net business creation in the city was 50% higher than the UK average.

Figure 2: Enterprise by industry



Source: ONS UK Business: Activity, Size and Location 2017

Peterborough has a much higher proportion of Transport and Storage companies than is seen at regional and national levels. It also has a higher proportion of businesses in Motor Trades; Wholesale; Retail; Property; Education; and Health.

As a proportion of the overall business stock, there are far fewer businesses in Agriculture, Forestry and Fishing; Construction; Professional, Scientific and Technical; and Business Administration and Support Services. There are also fewer businesses in Accommodation and Food Services; Information and Communication; and Arts, Entertainment, Recreation and Other Services.

## 2.2 Gross Value Added (GVA)

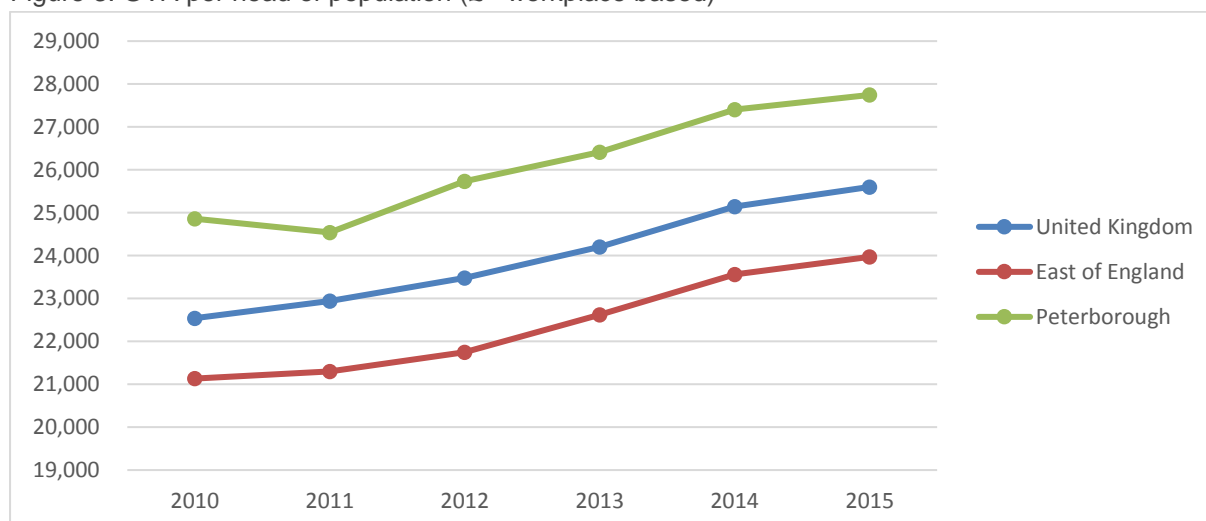
Table 2: Workplace-based GVA (£m)

	2010	2011	2012	2013	2014	2015
<b>UK</b>	1,414,635	1,452,075	1,495,576	1,551,553	1,624,276	1,666,342
<b>East</b>	122,728	124,885	128,469	134,692	141,806	145,651
<b>Peterborough</b>	4,519	4,527	4,796	4,976	5,219	5,382

Source: ONS Regional Gross Value Added; Income Approach

Growth in GVA in Peterborough from 2010-2015 was 19.1%. Across this same period GVA growth at the UK level stood at 17.8% and at 18.7% at the regional level.

Figure 3: GVA per head of population (£ - workplace based)



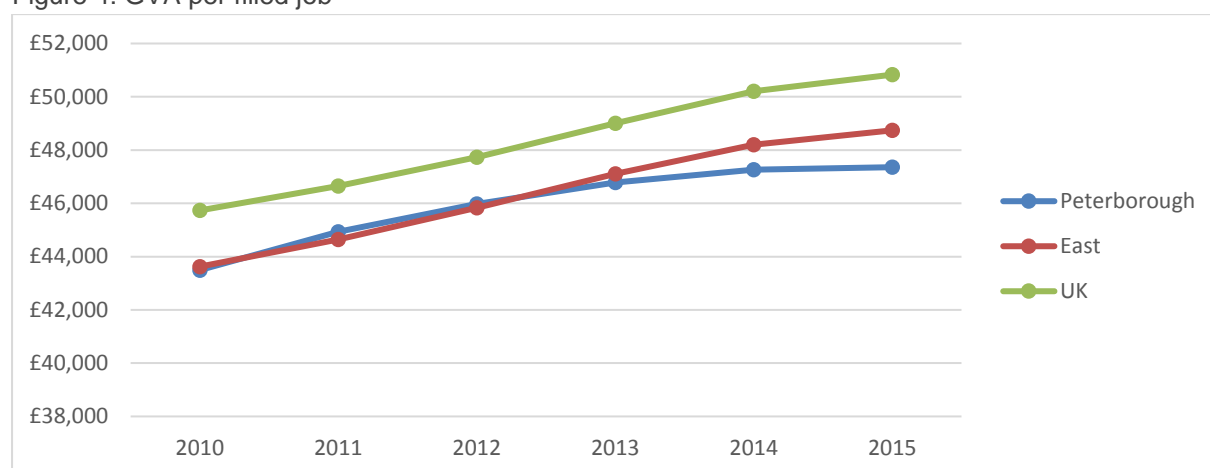
Source: ONS Regional Gross Value Added Income Approach 2016

Peterborough's GVA per head of population, the sub-national version of GDP per capita, was £27,745 in 2015, higher than both the UK and regional rates.

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, it must also be taken into consideration that a higher proportion of Peterborough's population is of working age, it has higher than average jobs density, and that workers from outside of the city earn, on average, higher wages than the city's residents (Fig.3).

## 2.3 Productivity

Figure 4: GVA per filled job



Source: ONS Sub-regional Productivity – Labour Productivity 2017

Peterborough's productivity, at £47,356 per job, places it below regional and national averages. Growth in productivity from 2010 to 2015, at 8.9%, has also been slower in Peterborough than at regional and national levels which stood at 11.7% and 11.1% respectively. It is clear to see from the graph that productivity in Peterborough mirrored the regional figure until 2013 when it began to plateau.

The Centre for Cities calculates productivity from two different ONS data sources – Regional Value Added (Income Approach) and the Business Register and Employment Survey. Using this methodology they calculate Peterborough's GVA per worker to be £50,200 for 2015, placing it 26<sup>th</sup> of 62 cities. According to this measure Peterborough's productivity grew 10.9% from 2010 to 2015.

## 2.4 Sector analysis - GVA and Productivity

Table 3: Sectoral analysis of GVA and productivity

SIC07 Industry	% of overall GVA	% GVA growth 2010-2015	Productivity (GVA/Job)	% Productivity Growth 2010-2015
<b>Agriculture, forestry and fishing</b>	0.56%	107.14%	NA	NA
<b>Production (mining, quarrying and utilities)</b>	2.53%	127.10%	£108,800	91.51%
<b>Manufacturing</b>	13.82%	126.75%	£93,000	142.59%
<b>Construction</b>	4.27%	104.55%	£65,714	104.55%
<b>Distribution; transport; accommodation and food</b>	22.78%	140.44%	£38,313	120.69%
<b>Information and communication</b>	6.48%	132.70%	£69,800	92.89%
<b>Financial and insurance activities</b>	6.86%	71.10%	£82,000	94.80%
<b>Real estate activities</b>	8.32%	128.00%	£298,667	149.33%
<b>Business service activities</b>	12.99%	132.89%	£29,125	105.20%
<b>Public administration; education; health</b>	18.36%	107.16%	£42,957	111.82%
<b>Other services and household activities</b>	3.01%	130.65%	£40,500	114.31%

Source: ONS Regional Gross Value Added Income Approach 2016; ONS Business Register and Employment Survey

Sectors which contribute most to Peterborough's output are Distribution, Transport, Accommodation and Food; Public Administration, Education and Health; Manufacturing; and Business Service Activities.

The fastest growing sectors in Peterborough, by GVA growth 2010-2015, are Distribution, Transport, Accommodation and Food; Business Service Activities; Information and Communication; Other Services and Household Activities; Real Estate Activities; Production; and Manufacturing. However, some of these sectors, such as Production; Information and Communication; Real Estate Activities; and Other Services and Household Activities, are starting from a low base meaning that a small increase in real terms will result in relatively high growth rates.

Larger sectors with high growth rates include Distribution, Transport, Accommodation and Food; Business Service Activities; and Manufacturing.

Peterborough's most productive sectors are Real Estate Activities; Production; Manufacturing; and Financial and Insurance Activities with Real Estate Activity and Manufacturing demonstrating strong growth in productivity over the period 2010-2015.

Manufacturing stands out as the only sector that contributes significantly to the local economy and is demonstrating strong growth and high productivity.

Productivity cannot be determined for Agriculture, Forestry and Fishing as employment figures for Farming Agriculture aren't available at sub-regional level.

## 2.5 Cost of doing business

Table 4: Property costs 2017 (£)

	Office Space (£/SqFt)		Industrial Units (£/SqFt)					
	Grade A	Grade B	Big Sheds			Small Sheds		
			Prime	Secondary	Land Value (acre)	Prime	Secondary	Land Value (acre)
<b>Peterborough</b>	13.5	10	5.5	4.25	400k	7	5	400K
<b>Cambridge</b>	34	25	-	-	-	-	-	-
<b>Milton Keynes</b>	22.5	15	6.95	5.5	1,100k	8	6	1,200K
<b>Chelmsford</b>	24	15	-	-	-	8	6	800K
<b>Brighton</b>	27	22	-	-	-	10.50	8	1,100K
<b>Swindon</b>	18.5	12	6	4.5	325K	6.5	5	375K
<b>Northampton</b>	14.5	9	6.25	4.5	500K	6.25	4	400K
<b>Basingstoke</b>	17	12.5	7.5	5.5	700K	8.5	6	700K
<b>Slough</b>	32	22	-	-	-	12.5	9	2,000K
<b>Reading</b>	36.5	7	-	-	-	11	7.5	1,500K
<b>Oxford</b>	22	14.5	-	-	-	9	6.5	700K
<b>Stevenage</b>	16.5	12	-	-	-	9.25	7	900K

Source: Colliers.com

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

From an operating cost perspective, Peterborough is a highly attractive location for investors:

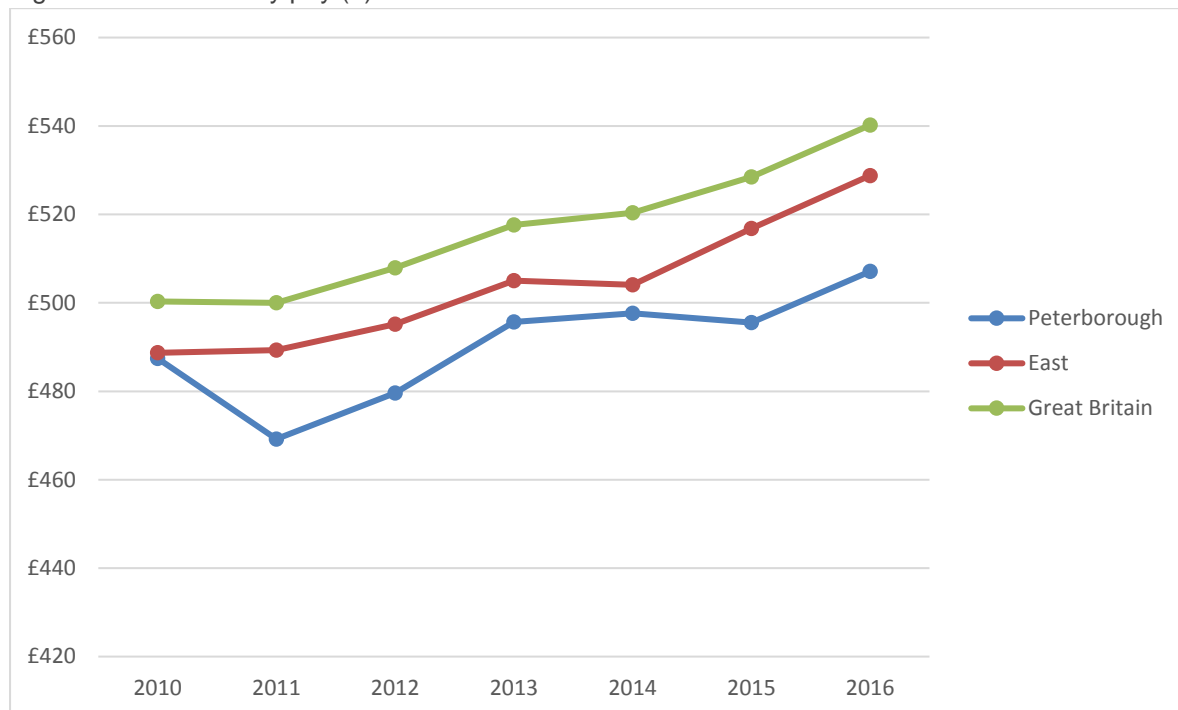
- Lowest cost Grade A office space
- Second lowest Grade B office space (Reading's cost is assumed to be a data error)
- Lowest cost prime big shed
- Second lowest land value for big sheds

Within Peterborough, large office and Grade A office spaces are 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 in the city centre. However, given the forthcoming Local Plan, the

development of sites such as Fletton Quays, and the engagement that Opportunity Peterborough is having with developers and agents, this situation should improve in the short to medium term.

Should further development not be forthcoming then an upwards pressure on property prices would begin to materialise, although this could provide an impetus for further speculative development.

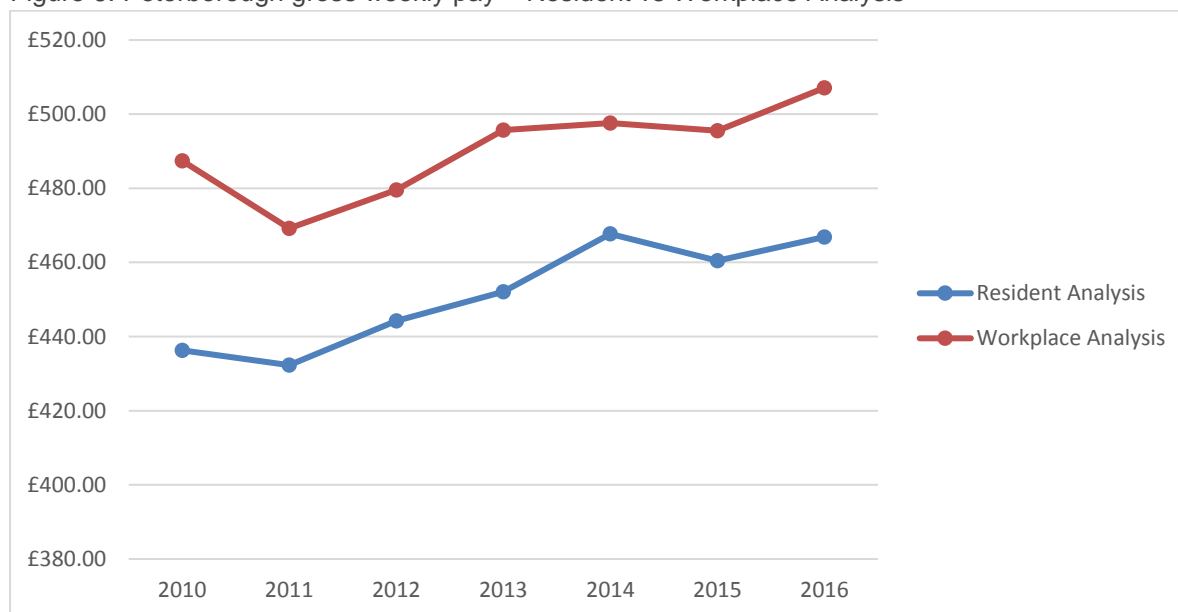
Figure 5: Gross weekly pay (£)



Source: ONS Annual Survey of Hours and Earnings – Workplace Analysis

Over the 6 year period from 2010 to 2016 the median gross weekly pay, paid by businesses for jobs based in Peterborough, rose by 4% from £487 per week to £507 per week. Over the same period regional and national gross weekly pay has risen by c.8%.

Figure 6: Peterborough gross weekly pay – Resident vs Workplace Analysis



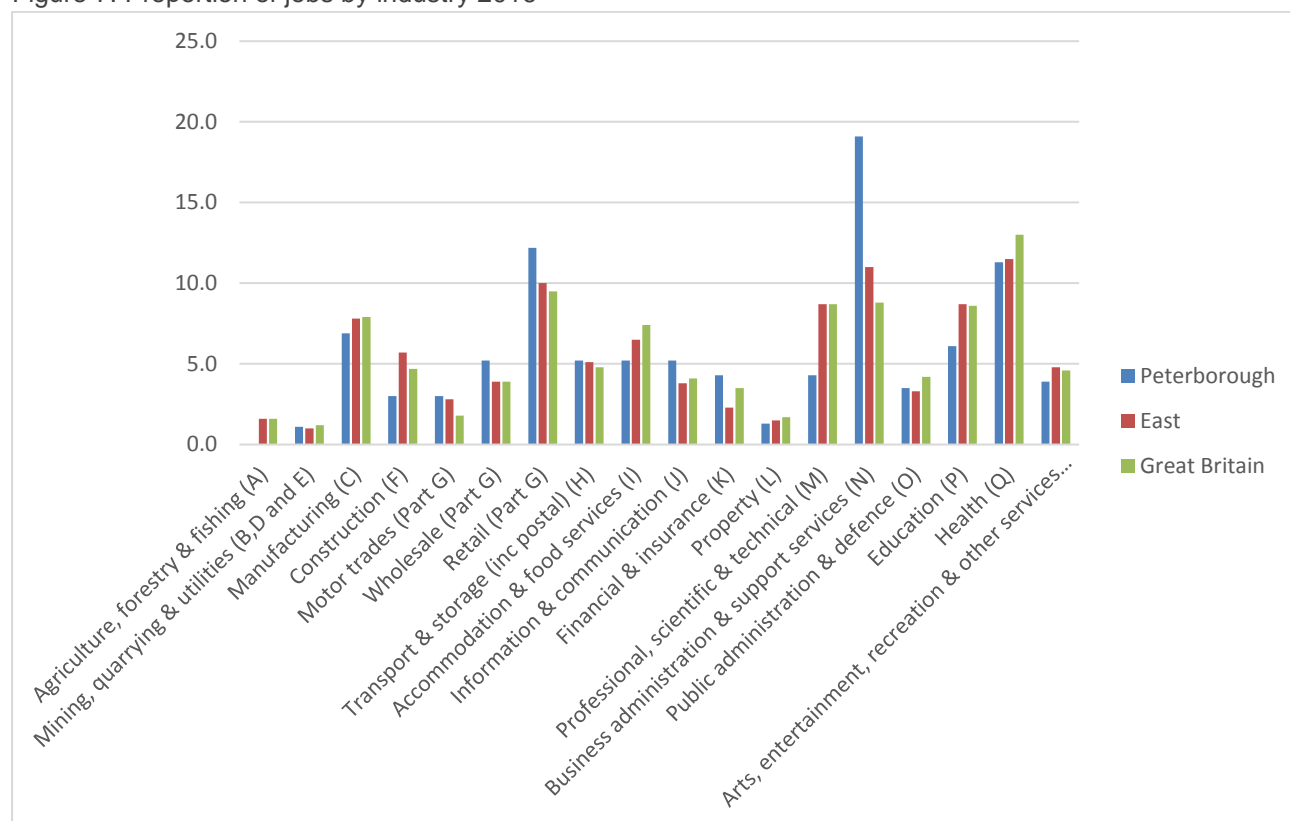
Source: ONS Annual Survey of Hours and Earnings

In 2016, the median gross weekly pay of people living in Peterborough was £467, 8% lower than the median gross weekly wage being paid by businesses. This would indicate that many of the higher paid

jobs in Peterborough are being fulfilled by people who commute into the city and/or many residents of Peterborough commute out of the area to fulfil low paid jobs in industries such as Agriculture, and Food and Drink. However, the gap is closing, with residents wages increasing by 7% over the period compared to a 4% increase in workplace-based wages.

## 2.6 Employment

Figure 7: Proportion of jobs by industry 2016

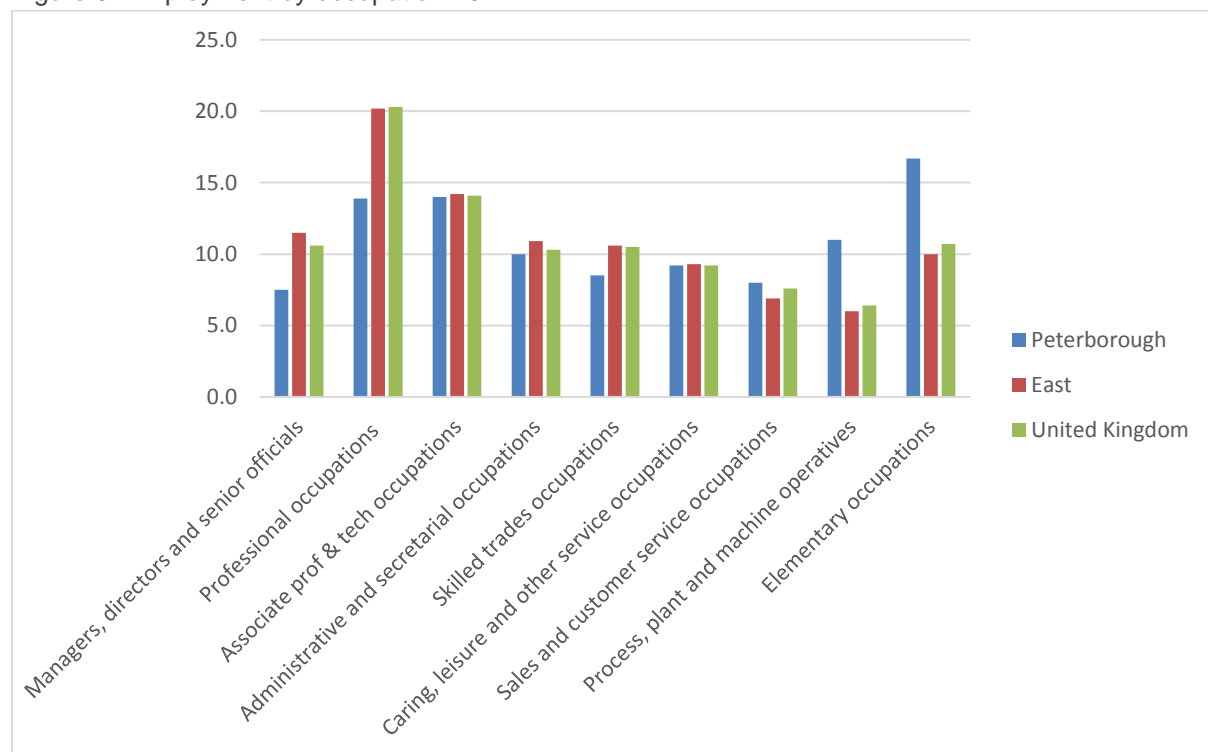


Source: ONS Business Register and Employment Survey 2017

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 investment in recent years by large employers in these sectors. However, as below (section 1.7) it should be noted that a large proportion of the employees associated with the Business Administration and Support Services sector are contract workers who are technically employed by recruitment agencies, who fall into this category, but will actually be working in other sectors such as Transport and Storage, and Manufacturing.

As a major service centre surrounded by a largely rural area, Peterborough also has above average employment in the Retail sector. The city also has above average employment in the Information and Communication sector. Sectors employing significantly lower than average proportions of the workforce include Construction, Accommodation and Food Services, Professional, Scientific and Technical, and Education.

Figure 8: Employment by occupation 2017



Source: ONS Annual Population Survey 2017

Peterborough's workforce is skewed more heavily towards elementary occupations than the national average with a smaller proportion working as managers, directors or senior officials or in professional occupations or skilled trades.

This reflects the resident analysis of the median gross weekly wage data.

## 2.7 Sector analysis – Employment

Table 5: Sectoral analysis of jobs and jobs growth

SIC07 Industry	No. of jobs 2015	% total jobs 2015	Jobs change 2010-2015	% jobs growth 2010-2015
Agriculture, forestry & fishing (A)	20	0.02%	-80	20.00%
Mining, quarrying & utilities (B,D and E)	1,250	1.17%	350	138.89%
Manufacturing (C)	8,000	7.49%	-1,000	88.89%
4 : Construction (F)	3,500	3.28%	0	100.00%
Motor trades (Part G)	3,000	2.81%	500	120.00%
Wholesale (Part G)	6,000	5.62%	1,500	133.33%
Retail (Part G)	14,000	13.11%	2,000	116.67%
Transport & storage (H)	4,000	3.75%	-500	88.89%
Accommodation & food services (I)	5,000	4.68%	1,000	125.00%
Information & communication (J)	5,000	4.68%	1,500	142.86%
Financial & insurance (K)	4,500	4.21%	-1,500	75.00%
Property (L)	1,500	1.40%	-250	85.71%
Professional, scientific & technical (M)	5,000	4.68%	0	100.00%
Business administration & support services (N)	19,000	17.80%	5,000	135.71%
Public administration & defence (O)	4,000	3.75%	0	100.00%
Education (P)	7,000	6.56%	-1,000	87.50%
Health (Q)	12,000	11.24%	0	100.00%
Arts, entertainment, recreation & other services (R,S,T and U)	4,000	3.75%	500	114.29%
<b>Total</b>	<b>106,770</b>	<b>100.00%</b>	<b>8,020</b>	<b>108.12%</b>

Source: ONS Business Register and Employment Survey 2017

Peterborough's largest sectors for employment are Business Administration and Support Services; Retail; Health; and Manufacturing.

The sectors creating the most jobs from 2010-2015 were Business Administration and Support Services; Retail; Wholesale; Information and Communication; and Accommodation and Food Services. The sectors demonstrating the fastest growth in employment between 2010 and 2015 were Information and Communication; Mining, Quarrying and Utilities; Business Administration and Support Services; and Wholesale.

It should be noted that 16,000 of the 19,000 employees in Business Administration and Support Services are agency employees. Whilst registered to this sector they are likely to be working across others such as Transport and Storage, and Manufacturing. These employees account for 14.2% of employment in the city, compared with rates of 4.8% regionally and 3.3% nationally.

Financial and Insurance; Education; and Manufacturing suffered the highest levels of job losses over the 2010-2015 period. At the same time Financial and Insurance; Property; Education; Transport and Storage; and Manufacturing have experienced the fastest proportional reductions in employment numbers.

## 2.8 Private sector employment

Peterborough has a higher than average proportion of jobs in the private sector, at 84%. The UK and Eastern region report rates of 78% and 80% respectively. (ONS Annual Population Survey 2016)

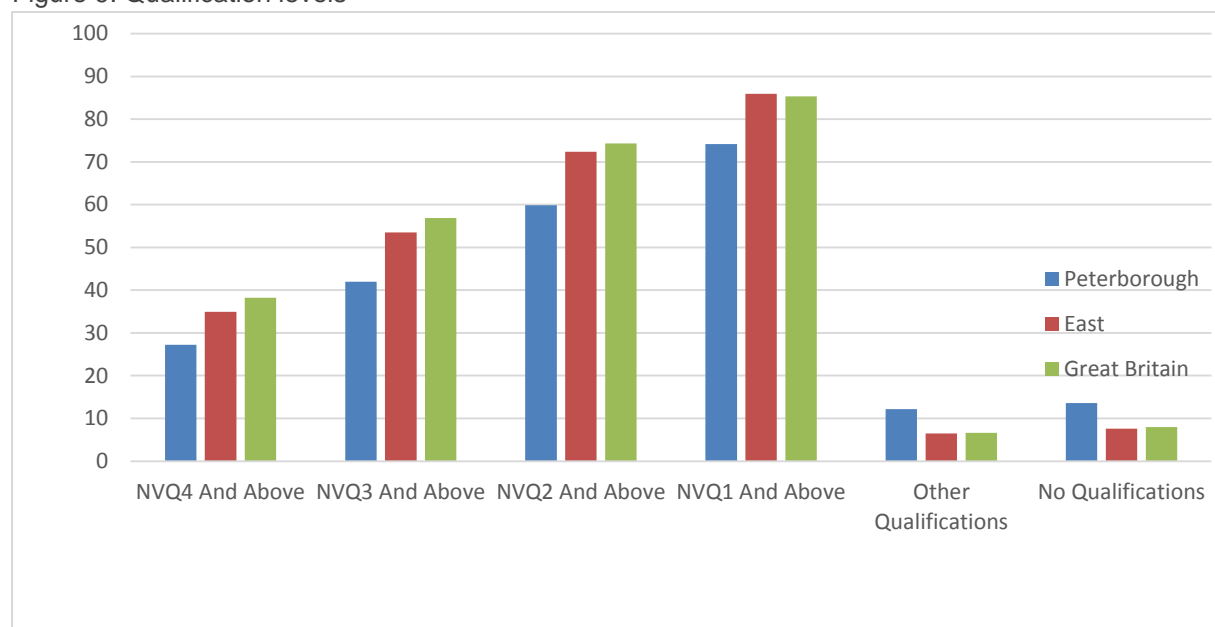
## 3. Skills and Innovation

### 3.1 Patents

Peterborough is ranked as the 13<sup>th</sup> most innovative city in the UK, registering 30.2 patents per 100,000 head of population in 2015 (Centre for Cities, Cities Outlook 2017).

### 3.2 Qualification levels

Figure 9: Qualification levels



Source: ONS Annual Population Survey Jan 2016 – Dec 2016

Peterborough has a higher than average proportion of its working age population with no formal qualifications or 'other' qualifications (including foreign qualifications and some professional qualifications). This reflects the 'employees per occupation' data (Table 5), which shows Peterborough has a high proportion of its workforce engaged in unskilled and low-skilled.

The proportion of Peterborough residents with NVQ4+ qualifications (degree level and above) remains behind the GB average of 38.2% at 27.2%. The change in status of University Centre Peterborough into the University of Peterborough will have a significant part to play in addressing this imbalance.

### 3.3 Job related training

Table 6: Job related training

	Peterborough	East	United Kingdom
% of all who received job related training in last 4 wks - aged 16-64	9	8.5	9.5
% of all who received job related training in last 13 wks - aged 16-64	17.5	17.2	18.1

Source: Annual Population Survey 2016

Peterborough's businesses continue to invest in their workforce. The city performs well on this measure, outperforming the Eastern region.

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

The 3 month NEET average for Nov 2017-Jan 18 stands at 8.10% of the city's 16-18 year old population. This compares with a rate of 4.13% for Nov 2016-Jan 2017.

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

Peterborough has two FE colleges as well as an 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.

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 7: Total population

	Peterborough	East	United Kingdom
<b>All People</b>	197,100	6,130,500	63,785,900
<b>16-64</b>	63.0%	61.5%	63.1%

Source: ONS Population Estimates – 2016

Peterborough is one of the fastest growing cities in the UK and had a population of 197,100 as of 2016. 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.

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, Northamptonshire 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 8: Population projection (000's)

Year	2018	2019	2020	2025	2030	2035	2039
<b>Peterborough</b>	199	201	203	212	219	225	230
<b>East</b>	6,234	6,289	6,342	6,606	6,848	7,071	7,328
<b>England</b>	56,062	56,446	56,862	58,770	60,524	62,104	63,282

Source: ONS Sub-national Population Projections – 2014 based

Peterborough's population is predicted to grow by approximately 16% over the next 22 years, up to 2039. This is slightly below the regional rate of 18% but higher than the national rate of 13%, it is also much less than the 27% increase experienced in the 22 years to 2016.

## 4.3 Employment rate and economic activity

Table 9: Economic activity rate

	Peterborough (%)	East (%)	Great Britain (%)
Economically Active	79.4	80.2	78.0
In Employment	74.6	77.0	74.4
Employees	65.0	65.5	63.4
Self-Employed	8.7	11.2	10.6
Economically Inactive	20.6	19.8	22.0

Source: Annual population survey, Jul 2016 – Jun 2017

A higher proportion of Peterborough's working age population is economically active compared to national averages. Peterborough has a relatively low rate of self-employment. Given the high rates of net business creation (Fig. 4), this would suggest that many new businesses are quickly creating employment opportunities.

## 4.4 Commuter patterns

One perception of Peterborough is that of a 'commuter town', given its advantageous road links 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, 13,218 in 2011, 11% of the workforce. Weekly wage data (Fig. 3) would suggest that the commuting workforce is higher skilled than the resident workforce.

### Inward commuting (2011)

- South Kesteven – 7,791
- Huntingdonshire – 6,026
- Fenland – 4,980
- East Northants – 1,625
- Rutland – 1,015

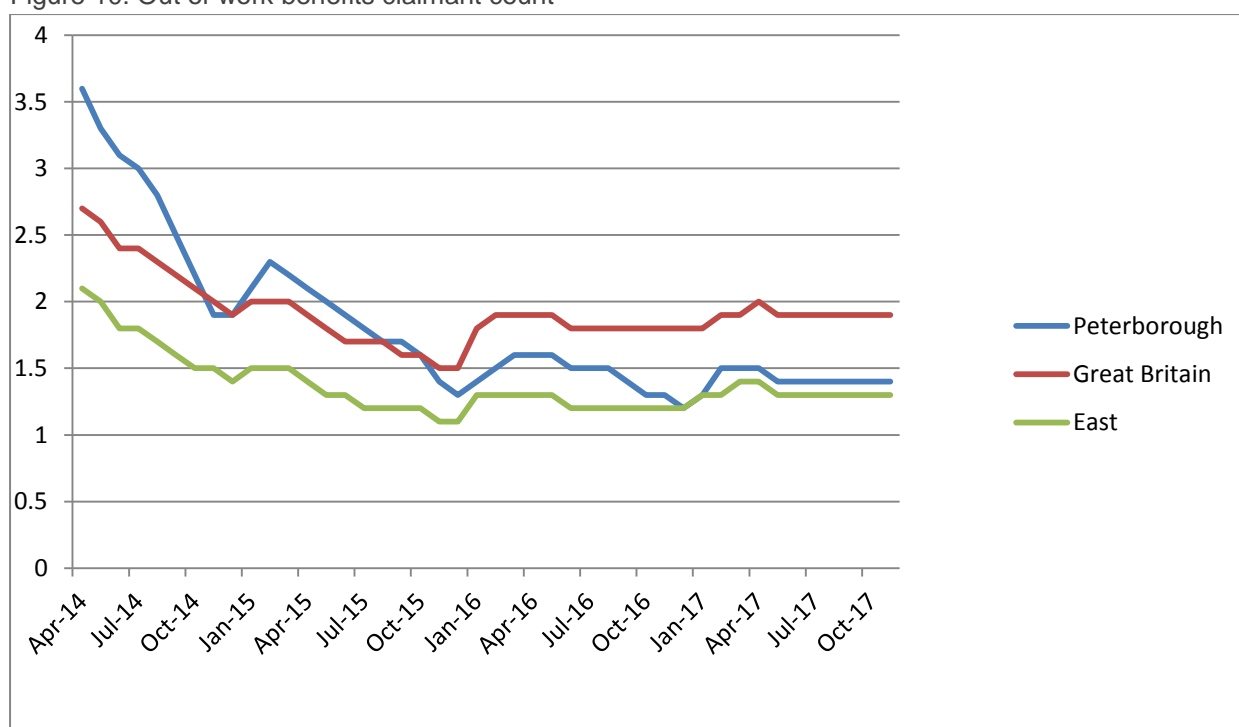
## Outward commuting (2011)

- Huntingdonshire – 3,843
- South Kesteven – 2,682
- Fenland – 2,190
- East Northants – 1,158
- South Cambs – 462

In 2011 around two thirds of Peterborough's workforce were residents of the city.

## 4.5 Claimant count

Figure 10: Out of work benefits claimant count



Source: NOMIS Claimant Count November 2017

Peterborough's claimant count has fully recovered from the impact of the financial crisis and has plateaued at 1.4%, tracking the East of England's 1.3% since May 2017, and well below the national average of 1.9%.

## 4.6 Approximated social grade

Table 10: Approximated Social Grade as proportion of population 16-64

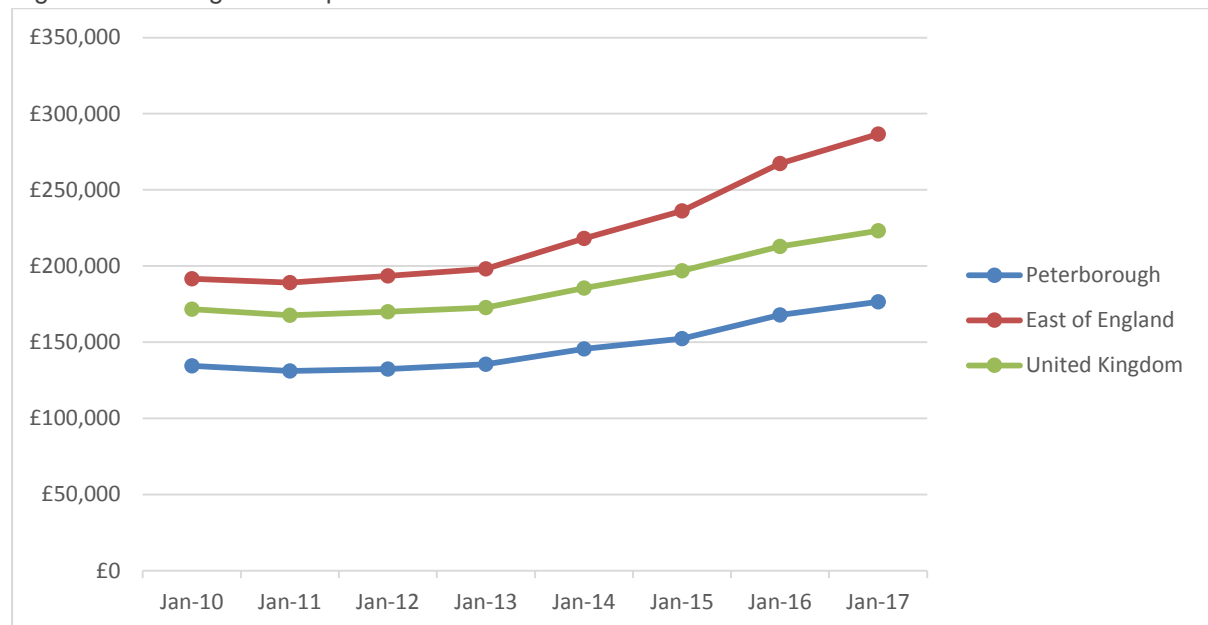
Social Grade	Peterborough	East	England
AB - Higher & intermediate managerial, administrative, professional occupations	17%	24%	23%
C1 - Supervisory, clerical & junior managerial, administrative, professional occupations	29%	32%	31%
C2 - Skilled manual occupations	21%	22%	21%
DE - Semi-skilled & unskilled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

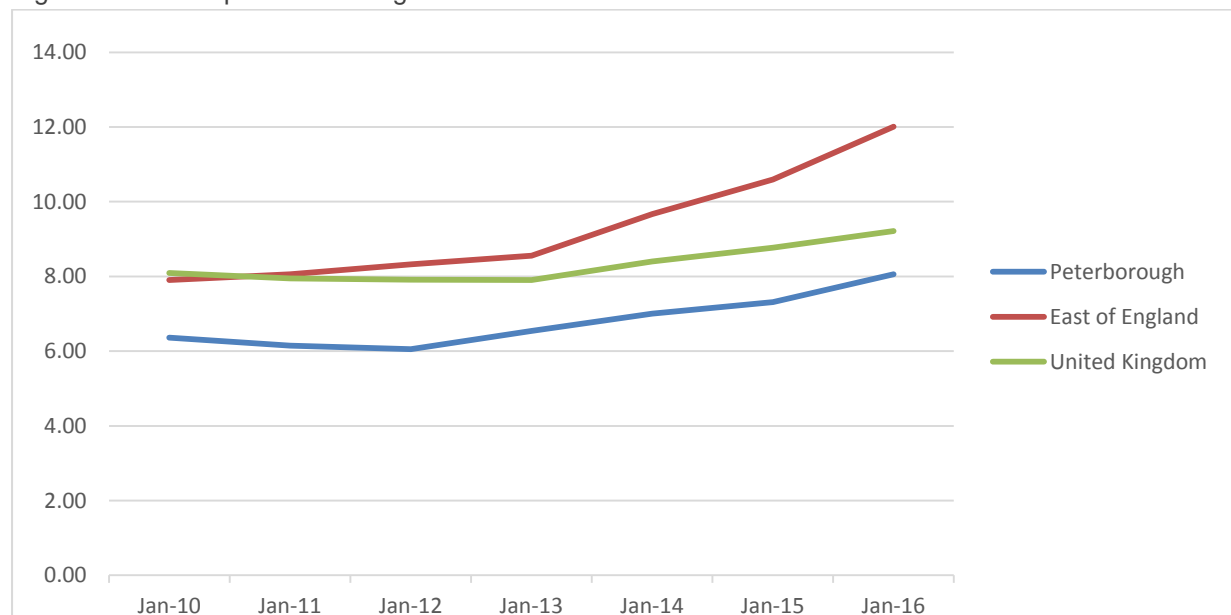
## 4.7 House prices

Figure 11: Average house prices



Source: Land Registry HPI

Figure 12: House price to earnings ratio



Source: Annual Survey of Hours and Earnings (ONS)/ HM Land registry

Peterborough benefits from lower than average 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 the city as an affordable and attractive location for employees to live.

## 4.8 Ethnicity

Table 11: 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.

**Report produced by Opportunity Peterborough.**

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