

South Wiltshire Economic Assessment 2005

The South Wiltshire Economic Assessment 2005 has been prepared by the Economic Development team at Salisbury District Council.

The assessment strives to:

- Complement the Salisbury District Council's Economic Development Strategy, by providing a general overview of the South Wiltshire economy and, where possible, attempts to provide an insight into possible trends and patterns for the area's economic future.
- Collate existing economic information on the economy that has previously only been available through numerous different sources.
- Provide a statistical focus on areas of the economy prioritised as important strategic issues by SWEP and by other Economic Partners.
- Identify areas of the economy where potentially useful data is currently unobtainable.

The assessment may be useful to:

- Local businesses and organisations for use in internal business plans;
- Potential inward investors when considering relocation to the area;
- Local policy makers and advisors as an empirical guide when considering policy responses.

If you have any comments or questions regarding this Economic Assessment please contact the Economic Development team.

Marketing, Economic Development and Tourism
Salisbury District Council
3 Rollestone Street
Salisbury SP1 1DX
Tel: 01722 434677 Fax: 01722 434440
Email: medtmail@salisbury.gov.uk
www.salisbury.gov.uk

Further copies of the Economic Assessment can be found at www.salisbury.gov.uk in the economic development pages.

Contents

Executive Summary	5
Section 1. Population and Housing	
Population Profile and Projections	7
Housing	9
Section 2. Business in South Wiltshire	
Economic Indicators	12
Business and Commerce formation	13
Business Sectors	17
Tourism	22
Employment Land	28
Section 3. The Labour Market	
Employment and Economic Activity	30
Job Vacancies	34
Income and Wage Rates	35
Commuting	35
Section 4. Education, Skills and Training	
Education and Qualifications	37
Section 5. The Index of Multiple Deprivation 2004	
Deprivation	41
References	44

List of Tables

Section 1. Population and Housing

Table 1. Population and density	7
Table 2. Population change 1991-2001	7
Table 3. Population projections by district	8
Table 4. Projected new dwellings	9
Table 5. Average house prices	9
Table 6. Wage to house price ratio 2004	11

Section 2. The Economy

Table 7. GVA regional trends	12
Table 8. VAT registrations and de-registrations	13
Table 9. VAT registrations	15
Table 10. VAT de-registrations	15
Table 11. Stocks at end of year	16
Table 12. Net change in stock	16
Table 13. Key industries in Salisbury district by employment	17
Table 14. Employment by industry	19,20
Table 15. Type of accommodation used – staying visitors	24
Table 16. Purpose of visit: visitors to Salisbury in 2004 compared with previous years	24
Table 17. Use of car parking facilities in Salisbury	26
Table 18. Average spend of day visitors (£/per/person/per day)	26
Table 19. Office property availability, May 2005	28
Table 20. Industrial property availability, May 2005	28
Table 21. Property values	29

Section 3. The Labour Market

Table 22. Percentage of economically active people aged 16-74	30
Table 23. Percentage of economically inactive people aged 16-74	31
Table 24. Percentage of unemployed people aged 16-74	31
Table 25. Estimated unemployment rate by district, April 2005	32
Table 26. Employment by occupation, Salisbury district	33
Table 27. Total vacancies notified 2004	34
Table 28. Average weekly earnings by district and regional area	35
Table 29. Distances travelled to get to work by residents of South Wiltshire	36

Section 4. Education, Skills and Training

Table 30. Levels of qualifications 16-74 age group, across district and regional area	37
Table 31. Number of full time students across the district and regional area	38
Table 32. South Wiltshire schools GCSE results table, 2004	39
Table 33. South Wiltshire schools and colleges A level results	40

Section 5. The Index of Multiple Deprivation 2004

Table 34. Index of multiple deprivation 2004	42
Table 35. Ward ranks of employment domain and income domain	43

List of Figures

Section 1. Population and Housing

Figure 1. Age structure in Salisbury District	8
Figure 2. Average house prices	10

Section 2. The Economy

Figure 3. GVA Regional Trends	12
Figure 4. End of year business stocks in Salisbury	14
Figure 5. VAT registrations and de-registrations in Salisbury District	14
Figure 6. Number of businesses in each sector in Salisbury 1998 and 2003	18
Figure 7. Trends in visitor type 2000-2004	22
Figure 8. Trends in visitor age profiles 2000-2004	23
Figure 9. Length of stay (nights) in Salisbury 2000-2004	25

Section 3. The Labour Market

Figure 10. Estimated unemployment rate by Salisbury community area	32
Figure 11. Method of travel to work	36

Section 4. Education, Skills and Training

Section 5. The Index of Multiple Deprivation 2004

Executive Summary

The following facts represent some key points of the Salisbury district economy and summarise the content of this economic assessment:

Population and Housing

- In 2001, Salisbury District had a population of 114,613. Salisbury city area population was 39,330.
- Between 1991 and 2001 the Salisbury district population increased by 8.1%.
- Between January and March 2005 the average house price in the Salisbury district was £234,331.
- The average wage to average house price ratio in 2004 was 1:10.

Business in South Wiltshire

- In 2003 the level of business VAT de-registrations exceeded registrations by 40 companies.
- In 2002 there were 4,155 VAT registered businesses; this dropped to 4,125 in 2003.
- Of the people working in the district the largest number are employed in wholesale and retail trade, and public administration and defence (15.2% and 15.1% respectively).
- In 2003 Salisbury had approximately 5,055 businesses, a 14% increase from 1998.
- The largest business growth sector has been in real estate, renting and business activities, a 38% increase between 1998 and 2003. The largest decreases have been in public administration and defence, 17.9%, and financial intermediation, 18%.

Tourism

- In 2004 day visitors accounted for 74% of all visitors spending on average £14.69 per person per day. Staying visitors spend was, on average, £43.00 (including spend on commercial accommodation) per day.
- In 2004 a total spend of £156,158,000 can be attributed to tourists and visitors to the district.

The Labour Market

- 44.1% of 16-74 year olds are employed in full time work.

- Salisbury district has a high percentage of self-employed 16-74 year olds at 10.92%.
- 25.35% of 16-74 year olds are unemployed. Salisbury has the highest percentage of the district's unemployed people at 55%.
- Salisbury Job Centre Plus were notified of 3,591 vacancies in 2004.
- Average weekly earnings in Salisbury district were £431.00 in 2004.

Education, Skills and Training

- Only 2.4% of 16-74 year olds are in full time education.

The Index of Multiple Deprivation

- Salisbury has three of the top five most deprived wards in Wiltshire in terms of employment.

Section 1. Population and Housing

1.1 Population Profile and Projections

The 2001 Census shows that Wiltshire had a combined population of 432,973 of which 114,613 lived in Salisbury district i.e. 26% of the Wiltshire total. Salisbury city area had a population of 39,330.

The population density of Wiltshire was 1.3 people per hectare; in contrast the density for the Salisbury district was 1.1 per hectare (see Table 1). The relatively low density in the Salisbury and Kennet districts is a reflection of the largely rural nature of these areas compared to the more densely populated North and West Wiltshire districts.

Table 1. Population and density

Area	Population	Density per hectare
Wiltshire	432,973	1.3
Kennet	74,838	0.8
North Wilts	125,372	1.6
Salisbury	114,613	1.1
West Wilts	118,150	2.3

Source: Census 2001, ONS

Between 1991 and 2001 the population of Wiltshire increased by more than 8% whereas the UK average increase was only 2.6%. Wiltshire has seen one of the UK's fastest rates of population growth since 1991. All the district areas saw a percentage growth higher than the UK average. Within the 10-year period Salisbury district gained an additional 8,613 residents.

Table 2. Population change 1991-2001

Area	Total Population	Population Change 1991 -2001	% Population Change 1991 - 2001
UK	4,913,883	1,263,831	2.6
Wiltshire	432, 973	34,737	8.6
Kennet	74,838	3,538	4.9
North Wilts	125,372	12,372	10.9
Salisbury	114,613	8,613	8.1
West Wilts	118,150	9,850	9.1

Source: Census 2001, ONS

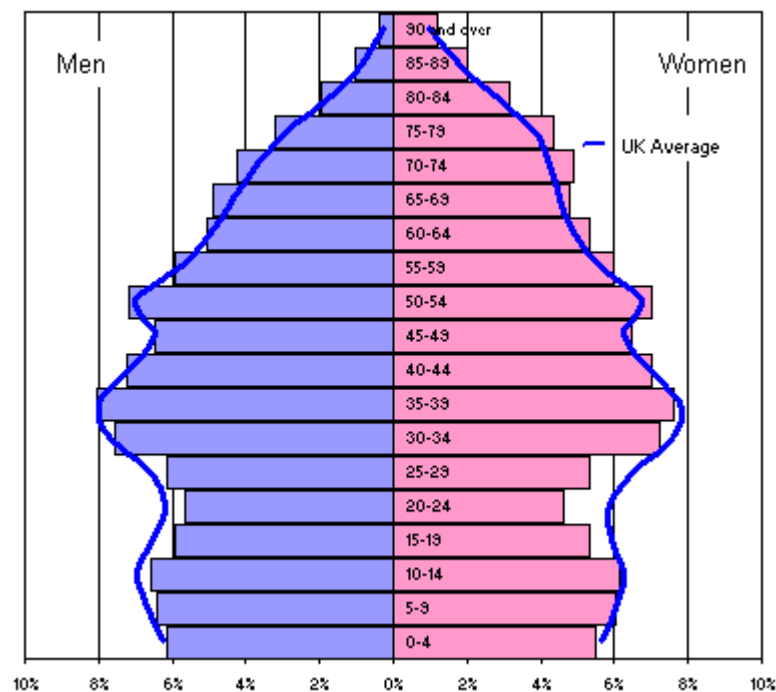
Table 3 shows the estimated population increase over a 25-year period to 2028. Salisbury district is estimated to have an additional population of 17,800 over this time, a 15.4% increase. West Wiltshire is anticipated to have the greatest population increase of 34,500 people, 28.3%.

Table 3. Population projections by district

Local Authority	Population increase from 2003-2028						
	2003	2004	2008	2013	2018	2023	2028
Kennet	75,700	76,000	77,300	79,200	81,300	83,500	85,600
North Wiltshire	127,400	128,200	131,300	134,900	138,700	142,600	146,100
Salisbury	115,800	116,600	119,600	123,100	126,700	130,300	133,600
West Wiltshire	121,900	123,500	129,700	137,000	144,000	150,600	156,400
Wiltshire	440,800	444,300	457,900	474,200	490,700	507,000	521,700

Source: Census 2001, ONS

Figure 1. Age structure in Salisbury district



Source: Census 2001, ONS

Figure 1 shows that the age structure of Salisbury district is not significantly different to the UK average (represented by the blue outside line) except in the 20-24 age group, which has relatively lower numbers overall. A similar picture is shown when looking at the county as a whole. There are fewer women in this age bracket than men. In calculating the UK average students at their term time address were counted. Salisbury does not have a university so it may influence these figures. Salisbury City (community area) has experienced a 23% decline in young people aged between 20 to 29 between 1991 and 2001; this could possibly be due to outward migration in this age group.

When comparing age structure by district, Salisbury has significantly higher numbers in the 65 and over age group, which could be an indication of the popularity of the area in terms of quality of life, a factor which is often attractive for people of retirement age.

1.2 Housing

The Wiltshire Structure Plan area provision proposes the development of approximately 67,000 dwellings together with some 660 hectares of employment land in Wiltshire between 1991 and 2011. Approximately 14% of these new dwellings are in Salisbury district. Distribution across the county is shown in Table 4.

Table 4. Projected new dwellings

Local Authority	Structure Plan Provision 1991-2011	Built 1991-2004	Projected New Dwellings by 2011
Kennet	7,000	4,450	2,550
North Wiltshire	13,500	8,471	5,029
Salisbury	9,500	6,216	3,284
West Wiltshire	14,000	8,632	5,368
Swindon	23,000	10,504	12,496
Wiltshire	67,000	38,273	28,727

Source: Wiltshire Structure Plan Monitoring – Housing Land Availability April 2004 (Wiltshire County Council).

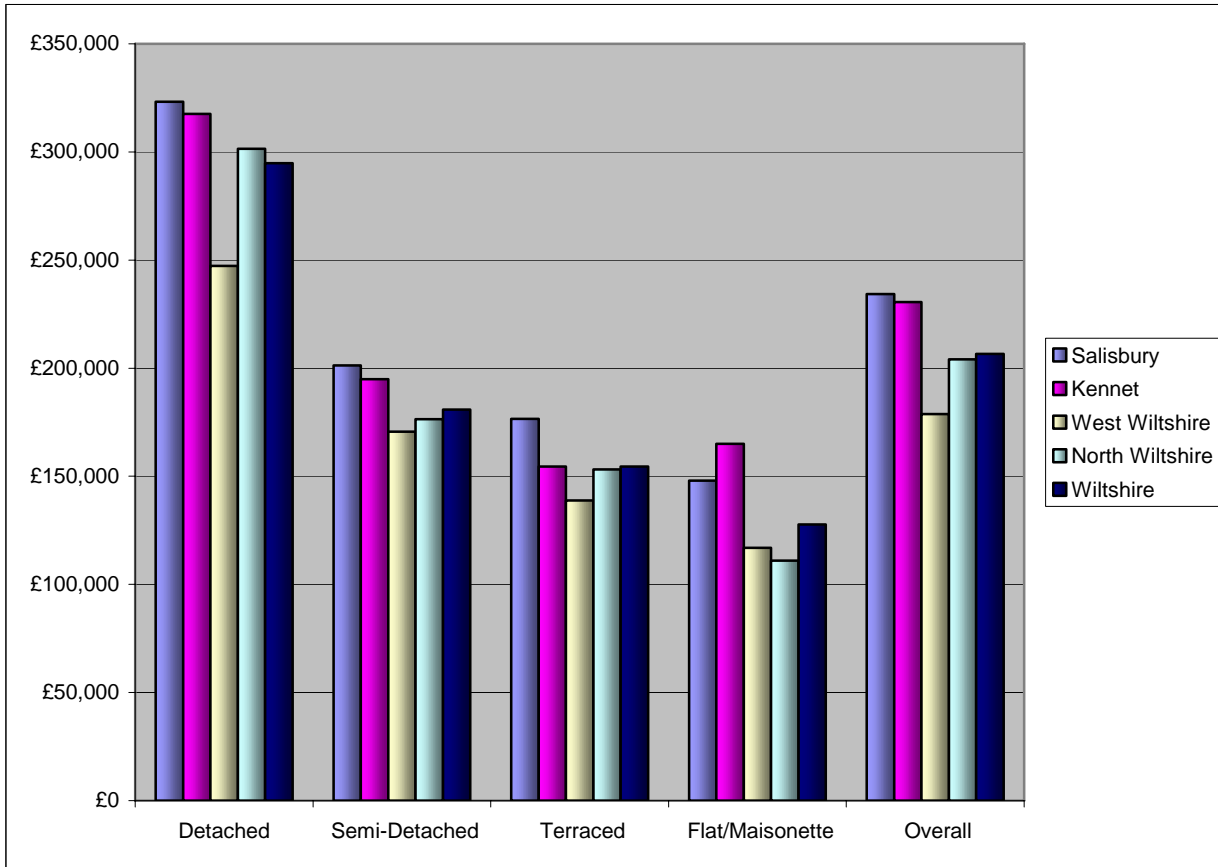
Table 5. Average house prices

Local Authority	Detached	Semi-Detached	Terraced	Flat/Maisonette	Overall
Salisbury	323,162	201,308	176,567	148,017	234,331
Kennet	317,644	194,881	154,450	165,058	230,588
West Wiltshire	247,319	170,701	138,811	116,978	178,828
North Wiltshire	301,515	176,332	153,243	111,086	204,102
Wiltshire	294,862	180,825	154,444	127,786	206,637
Region/Local Authority	Detached	Semi-Detached	Terraced	Flat/Maisonette	Overall
Winchester	424,658	255,619	226,042	181,664	293,169
Test Valley	311,437	200,403	168,696	144,828	221,107
Southampton	211,980	172,876	147,283	135,962	158,842
Bournemouth	252,204	196,171	177,305	158,812	191,294
South East	362,567	209,807	174,710	144,991	221,055
South West	292,479	180,350	156,917	145,168	196,819
England and Wales	288,791	169,196	141,728	169,604	183,486

Source: Residential Property Price data, Land Registry Jan - Mar 2005, at www.landreg.gov.uk

According to land registry data the average house price in the Salisbury district between January to March 2005 was £234,331 (Table 5), the highest in Wiltshire. Salisbury house prices are 6% higher than the South East market, some 19% higher than the South West average and 28% higher than England and Wales. Figure 2 clearly shows Salisbury as the district with highest prices in Wiltshire across the range of housing options.

Figure 2. Average house prices



Source: Residential Property Price data, Land Registry Jan - Mar 2005, at www.landreg.gov.uk

Table 6 demonstrates that house prices in the Salisbury area are particularly high when compared to average wage levels. The wage to house price ratio at 1.10 is higher than other Wiltshire districts and neighbouring areas. Only Winchester is comparable. These figures may reflect the fact that people based in Salisbury are able to out-commute to access higher wages that are available in neighbouring districts in the South East and London.

Table 6. Wage to house price ratio - 2004

	2004 Overall Av house Price £	Average earnings p.a.	Wage/House
Wiltshire	206,275	24,593	1:8
Kennet	227,865	25,442	1:9
North Wiltshire	208,642	26,275	1:8
Salisbury	230,918	23,425	1:10
West Wiltshire	179,475	23,879	1:7
Winchester	290,764	30,073	1:10
Test Valley	231,610	25,693	1:9
Bournemouth	192,206	20,432	1:9
Southampton	160,419	27,139	1:6
South East	217,696	28,620	1:8
South West	191,483	24,434	1:8
England and Wales	178,174	27,440	1:6

Source: Land Registry Website www.landreg.gov.uk. Annual Survey of Hours and Earnings (ASHE), ONS 2004. Annual pay gross (£) for full time employee jobs (employees on adult rates who have been employed in the same job for more than a year)

Section 2. Business in South Wiltshire

2.1 Economic indicators

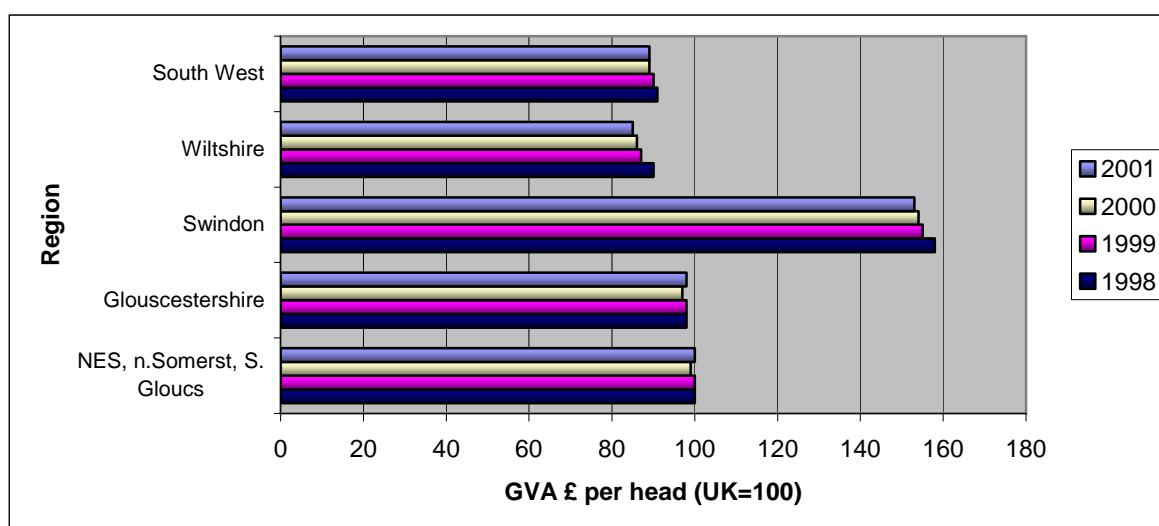
GVA is a measure of productivity. It shows the value of all goods and services produced (gross output) less the value of all goods and services consumed (intermediate consumption). As shown in Table 7 and Figure 3 Wiltshire's GVA per head has declined in recent years and is below the national average. By comparison, areas such as Gloucestershire and Somerset are much closer to the UK average whilst Swindon has consistently out performed the UK average. Although GVA data is not available for individual districts it is true to say that economic strength will differ considerably across Wiltshire.

Table 7. GVA regional trends

South West Counties	GVA £ per head (UK=100)				Gross Disposable Household Income £ per Head (UK=100) ³ 1997-1999 3 year average
	1998	1999	2000	2001	
Gloucestershire, Wiltshire and North Somerset	109	108	107	107	103
Bristol, City of	139	138	136	135	94
North and North East Somerset, South Gloucestershire	100	100	99	100	108
Gloucestershire	98	98	97	98	104
Swindon	158	155	154	153	103
Wiltshire	90	87	86	85	104
South West	91	90	89	89	100

Source: Regional Trends (No. 38) 2004 edition.

Figure 3. GVA regional trends



Source: Regional Trends (No. 38) 2004 edition.

2.2 Business and Commerce Formation

One method used to estimate business formation and survival rates is to count the number of businesses who register for VAT. However, this is not a perfect indication because it does not include those businesses whose turnover is below that of the VAT threshold (£54,000), added to which it also includes businesses that might have de-registered for other reasons, for instance if their turnover dropped below the VAT threshold.

The VAT based survival rates show the share of the businesses registering for VAT in each year that have not de-registered by 12, 24 and 36 months. This provides a good indication of the level of businesses that are surviving their first three years of business.

VAT registrations and de-registrations are a good source of information regarding start-ups and closures. They are useful indicators of the health of the economy and level of business entrepreneurship. The establishment of new firms provides an important source of job creation.

Table 8. VAT registrations and deregistrations

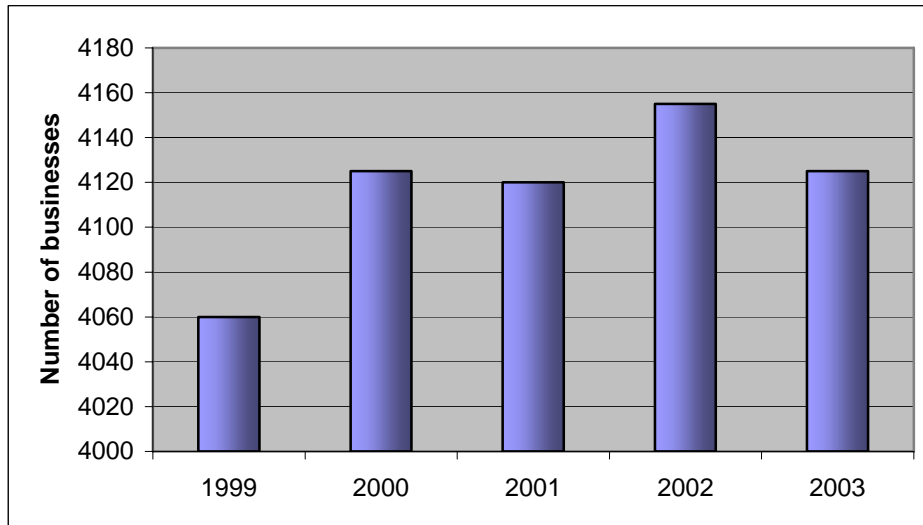
	Salisbury (numbers)	Salisbury (%)	South West (numbers)	South West (%)	GB (numbers)	GB (%)
Registrations	365	8.8	16,170	9.6	174,200	10.6
Deregistration	405	9.8	14,840	8.8	159,020	9.7
Stock (at end of year)	4,125		169,050		1,626,220	

Source: Small Business Service, 2003. Percentages are based on stock (at end of year)

Table 8 shows that in 2003 the number of business deregistrations in Salisbury was larger than the number of registrations. This goes against the trend in the South West and Great Britain where there were 0.8% and 0.9% more registrations than deregistrations respectively.

Figure 4 shows the end of year business stocks. In 2002 there were 4,155 VAT registered businesses, an increase of 95 from 1999. However in 2003 this dropped to the level seen in 2000, which was 4,125.

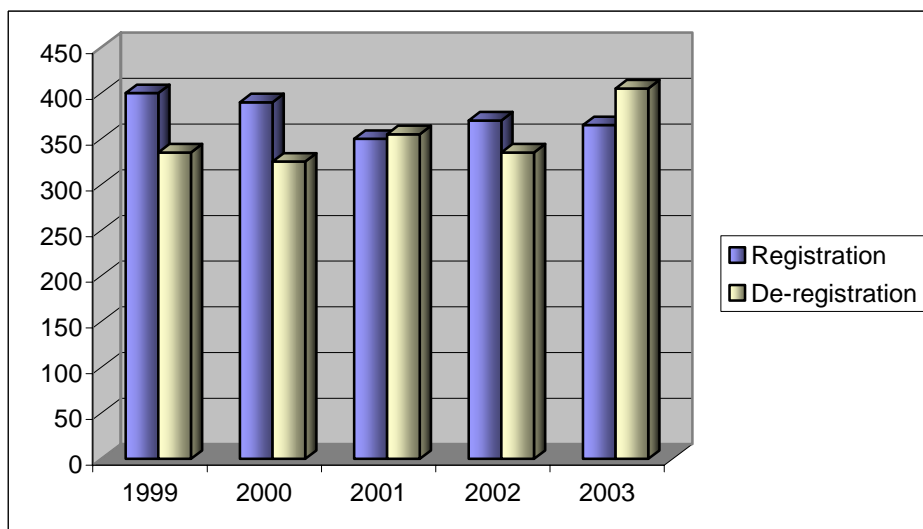
Figure 4. End of year business stocks in Salisbury



Source: Small Business Service, 2003

When the numbers of VAT registrations and de-registrations each year are compared (Figure 5) an additional trend becomes clear. Between 1999 and 2003 in 3 out of the 5 years the number of VAT registrations has been greater than the number of de-registrations. In 2003 the level of de-registration exceeded registration by 40 companies. Between 1999 and 2003 there was a total of 1,875 VAT registrations and 1,775 de-registrations.

Figure 5. VAT registrations and de-registrations in Salisbury District



Source: Small Business Service, 2003

Table 9 gives the number of enterprises registering for VAT each year between 1999 and 2003, which can be used as an indicator of business start-ups. Salisbury has experienced a drop in registrations since 1999. There was a small increase in 2002 but not enough to bring numbers up to the level seen in 1999. Other districts in Wiltshire have seen fluctuations in numbers of businesses registering for VAT but unlike Salisbury all have seen higher figures in 2003 than 1999.

Table 9. VAT registrations

Local Authority	1999	2000	2001	2002	2003
Wiltshire	1385	1500	1380	1480	1575
Salisbury	400	390	350	370	365
Kennet	265	305	295	280	330
North Wiltshire	405	460	425	460	495
West Wiltshire	320	330	300	355	380
Winchester	425	445	400	430	475
Test Valley	425	450	390	405	440
Bournemouth	625	635	605	530	580
Southampton	615	575	570	525	525

Source: VAT Registrations, NOMIS

Table 10 shows the number of businesses de-registering from VAT each year. This is an indicator of the number of closures. Businesses de-registering from VAT do so due to closure, or (in a minority of cases) because turnover has fallen below the registration threshold. Closure does not necessarily involve bankruptcy or insolvency proceedings, which make up only around one in four closures.

Table 10. VAT de-registrations

Local Authority	1999	2000	2001	2002	2003
Wiltshire	1095	1130	1175	1195	1400
Salisbury	335	325	355	355	405
Kennet	195	225	205	250	260
North Wiltshire	305	325	385	355	395
West Wiltshire	270	230	240	265	345
Winchester	325	335	325	370	455
Test Valley	335	330	305	370	380
Bournemouth	580	610	500	555	555
Southampton	735	625	600	675	615

Source: VAT Registrations, NOMIS

Please note individual district statistics may not correspond to overall Wiltshire county figures due to differences in collection.

Table 11 shows the number of enterprises registered for VAT at the end of the year. This is an indicator of the size of the business population. Since over 99 per cent of registered enterprises employ fewer than 50 people, it is also an indicator of the small

business population. However it should be noted that only 1.8 million of the estimated 4 million UK businesses are registered for VAT.

Table 11. Stocks at end of year

Local Authority	1999	2000	2001	2002	2003
Wiltshire	15145	15525	15725	15995	16175
Salisbury	4060	4125	4120	4155	4125
Kennet	2885	2965	3050	3090	3165
North Wiltshire	4660	4810	4860	4965	5065
West Wiltshire	3530	3620	3690	3785	3820
Winchester	4560	4675	4755	4825	4840
Test Valley	4210	4320	4395	4435	4485
Bournemouth	4705	4730	4835	4815	4845
Southampton	5015	4965	4930	4800	4700

Source: VAT Registrations, NOMIS

Please note individual district statistics may not correspond to overall Wiltshire county figures due to differences in collection.

Table 12 shows the net gain or loss in the stock of registered enterprises each year this is equal to registrations less de-registrations. Salisbury is the only district in Wiltshire where de-registrations have exceeded registrations, as can be seen in 2001 and 2003.

Table 12. Net-change in stock

Local Authority	1999	2000	2001	2002	2003
Wiltshire	290	370	205	285	175
Salisbury	65	65	-5	35	-40
Kennet	70	80	90	30	70
North Wiltshire	100	135	40	105	100
West Wiltshire	50	100	60	90	35
Winchester	100	110	75	60	20
Test Valley	90	120	85	35	60
Bournemouth	45	25	105	-25	25
Southampton	-120	-50	-30	-150	-90

Source: VAT Registrations, NOMIS

2.3 Business Sectors

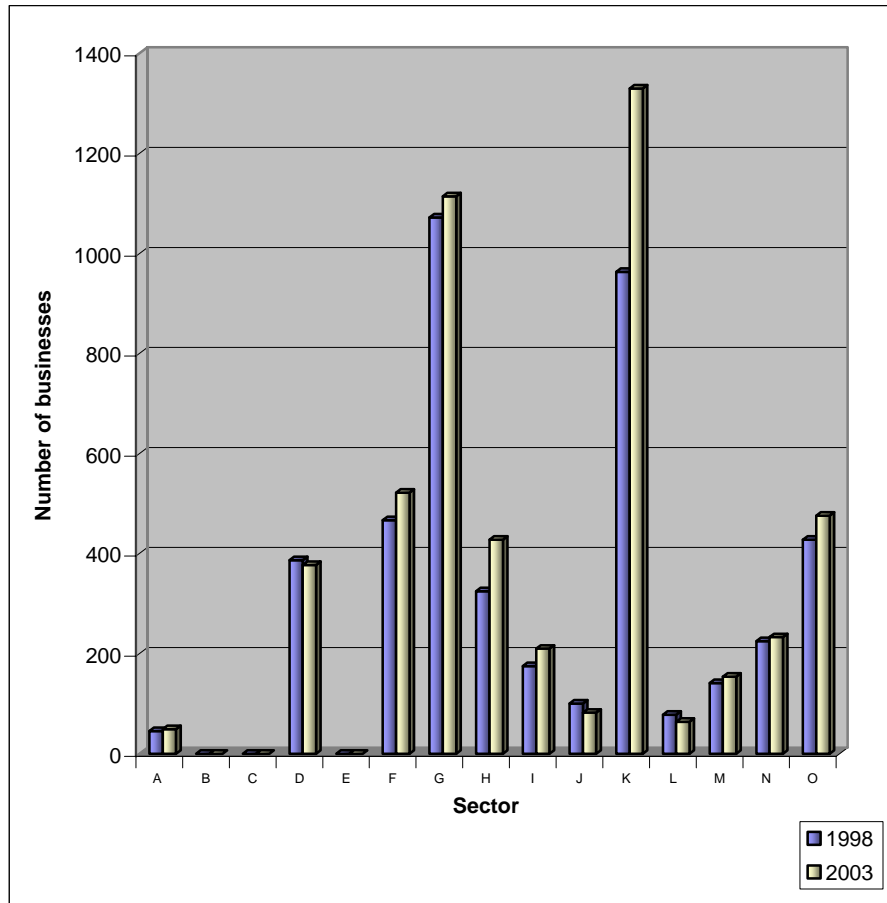
Table 13 shows the number of people employed in each particular industry sector in the Salisbury district. The highest numbers of people are employed in wholesale and retail trade and public administration and defence with 15.2% and 15.1% of the workforce respectively. The next largest sector is real estate, renting and business activities with 13.1%. In England and Wales the largest percentage of people are employed in manufacturing, then wholesale and retail trade and real estate. Nationally only 5.7% of people are employed in public administration and defence.

Table 13. Key industries in Salisbury district by employment

Industry (SIC92) (Residential Population)	Numbers employed	Percentage of workforce
A Agriculture, hunting, forestry	1,762	3.0
B Fishing	57	0.1
C Mining & quarrying	75	0.1
D Manufacturing	5,809	9.8
E Electricity, gas and water supply	150	0.3
F Construction	4,051	6.8
G Wholesale and retail trade, repairs	9,013	15.2
H Hotels and restaurants	2,708	4.6
I Transport, storage and communications	2,862	4.8
J Financial intermediation	2,549	4.3
K Real Estate, renting & business activities	7,762	13.1
L Public admin and defence, social security	8,950	15.1
M Education	4,086	6.9
N Health and social work	6,453	10.9
O Other community, social & personal serv acts	2,764	4.7
P Private households with employed persons	127	0.2
Q Extra-territorial organisations and bodies	80	0.1
Total number of people aged 16 to 74 in employment	59,258	100.0

Source: Census 2001, ONS

Figure 6. Number of businesses in each sector in Salisbury 1998 and 2003



Source: Annual Business Enquiry, NOMIS, 2004
 (Sectors B, C and E = Confidential Data, 1947 Statistics of Trade Act)

In 2003 Salisbury had approximately 5,055 businesses, a 14% increase from 1998. Figure 6 shows the number of businesses in each industry sector and the change between 1998 and 2003. The largest growth sector has been in real estate, renting and business activities (K) at 38%. This is also the largest growth sector for Great Britain as a whole, which showed a 26.8% increase over the same time period. Hotels and restaurants (H) showed the second highest growth in Salisbury district at 32%. The largest decreases have been in public admin and defence (L) and financial intermediation (J) which have each seen an 18% drop in business numbers. These sectors have seen a decrease in Great Britain with a 5.2% and 1.9% decrease respectively.

Table 14. Employment by industry

	Percentage of people aged 16 - 74 in employment working in:							
	Agriculture; hunting and forestry	Fishing	Mining and quarrying	Manufacturing	Electricity; gas and water supply	Construction	Wholesale & retail trade; repair of motor vehicles	Hotels and catering
Wiltshire	2.79	0.03	0.15	14.66	0.51	6.56	15.66	4.37
Kennet	4.04	0.02	0.13	12.3	0.48	6.95	14.33	4.08
North Wiltshire	2.6	0.01	0.18	16.86	0.83	6.05	15.29	4.03
Salisbury	3	0.1	0.11	9.8	0.3	6.86	15.2	4.6
West Wiltshire	1.99	0.01	0.18	18.67	0.46	6.58	17.44	4.77
Test Valley	2.39	0.07	0.08	15.6	0.44	6.27	16.34	3.62
Winchester	2.88	0.05	0.14	9.52	0.48	6.26	13.66	4.69
Bournemouth	0.93	0.02	0.13	14.31	0.61	12.49	17.76	7.21
Southampton	0.41	0.02	0.08	12.59	1.03	7.65	18.3	5.2
South West	3.41	0.13	0.54	19.09	1.05	12.09	16.13	4.19
England and Wales	2.09	0.04	0.4	20.22	0.97	11.24	16.02	3.71

Table 14. Employment by industry (continued)

	Transport; storage & communication	Financial intermediation	Real estate; renting and business activities	Public administration and defence	Education	Health and social work	Other*	All people aged 16 - 74 in employment
Wiltshire	5.94	3.46	12.56	12.37	7.12	9.2	4.61	217,278
Kennet	5.41	3.07	13.13	14.39	7.3	9.04	5.33	37,571
North Wiltshire	6.86	3.86	13.36	11.04	7.02	7.92	4.1	64,518
Salisbury	4.81	4.33	13.13	15.1	6.9	10.9	4.7	59,258
West Wiltshire	6.39	2.39	10.72	9.7	7.44	8.96	4.3	57,721
Test Valley	6.27	6.02	15.1	7.41	7.43	8.51	4.44	57,137
Winchester	5.36	3.68	17.96	9.03	9.77	10.87	5.64	53,306
Bournemouth	9.19	7.81	12.22	3.56	4.13	4.41	5.23	38,958
Southampton	8.36	4.84	12.94	4.12	8.52	10.93	5.02	98,210
South West	8.2	3.46	11.91	7.96	3.99	3.72	4.12	1,241,161
England and Wales	9.32	4.14	13.59	5.79	4.1	3.9	4.47	12,791,618

Source: Census 2001, ONS

Table 14 shows the percentages of people employed in industry sectors in other districts and areas and hence the relative importance of those sectors to the local economies. Other districts in Wiltshire have much higher numbers of people employed in manufacturing than Salisbury. The figure for Salisbury is more comparable to Winchester in this sector than to the other Wiltshire districts.

Salisbury has the lowest percentage of people employed in education of all the Wiltshire districts, but is the highest for health and social work.

2.4 Tourism

Salisbury District Council commissioned a survey of visitors which was undertaken by the Research Unit of Tourism South East between June and September 2004. Similar surveys had been carried out in 2000, 2001 and 2002. The aims of the 2004 research were to: provide up to date information on the origin, profile and behaviour of visitors to Salisbury and the characteristics of their visits in order to identify emerging trends; explore views on the strengths and weaknesses of Salisbury as a visitor destination and evaluate opinions on specific aspects of the visitor experience.

Of those approached to participate in the survey 599 were target profile 'visitors' who both agreed to take part and were eligible to complete the questionnaire.

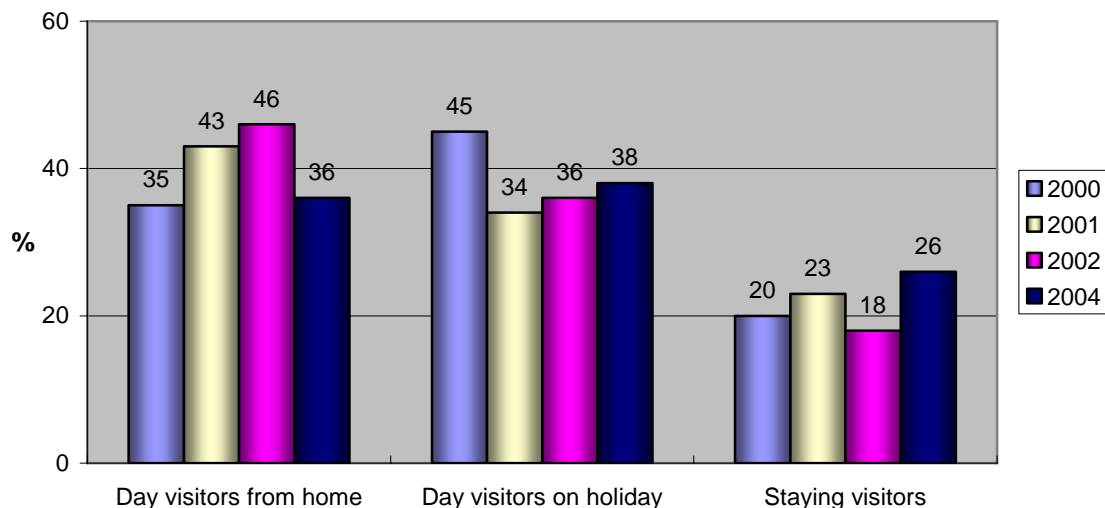
The following information is taken from the survey to give a summary overview of the profile and origin of visitors, characteristics of visits, visitor expenditure and opinion.

Visitor profile

Day visitors accounted for 74% of all visitors, with a fairly even divide between day visitors from home (36%) and day visitors from holiday bases outside Salisbury (38%). The remaining 26% were staying overnight in commercial or non-commercial accommodation within Salisbury.

Overall, a higher proportion of visitors interviewed were staying overnight in the city in 2004 compared with previous survey years, see Figure 7.

Figure 7. Trends in visitor type 2000-2004

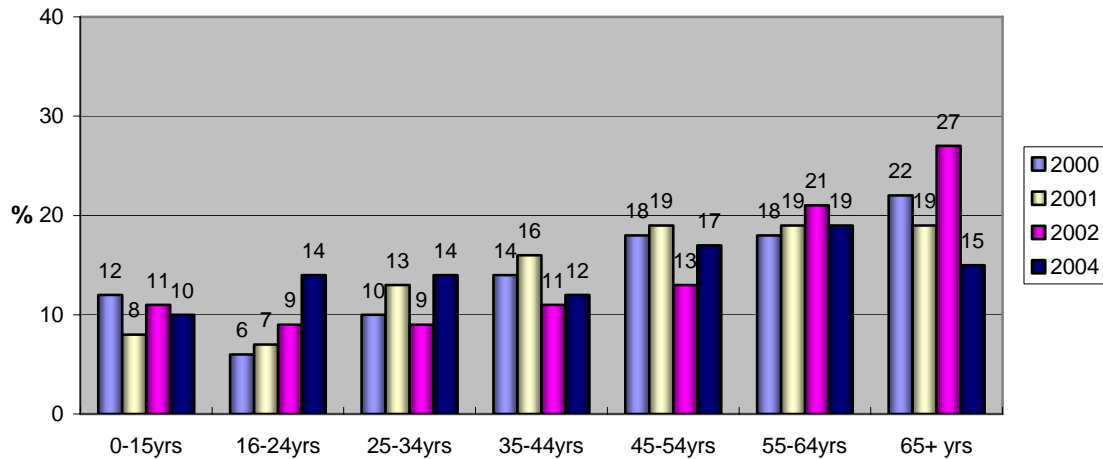


The average size of all visitor groups surveyed was 2.15 people.

88% of all visitor groups surveyed consisted of adults only, while 12% of all groups included one or more children. The single largest visitor group composition was 2 adults (51%).

Overall, visitors were fairly evenly distributed between the age categories, but with the highest proportion of visitors falling into the 45-54 and 55-64 age categories, (Figure 8). 74% of visitors fell into the more affluent 'ABC1' socio-economic group.

Figure 8. Trends in visitor age profiles 2000-2004



Origin of visitors

Around two thirds of all visitors were domestic visitors, and a third were visitors from overseas.

The highest proportion of day visitors from home were from homes in Hampshire (28%) while a further 22% were residents of towns or villages elsewhere in Wiltshire. Smaller proportions of day visitors were from Dorset, Somerset and the Greater London area.

Domestic day visitors on holiday and staying visitors were from a wide range of locations throughout the UK.

The five main overseas countries of origin were: the USA, Germany, Australia, Italy and France.

Table 15 shows the type of accommodation used by staying visitors. Overall, the profile of accommodation used by visitors staying overnight in Salisbury remained relatively unchanged from 2002, except that visitors were showing an increased propensity to stay in smaller serviced accommodation establishments (B&Bs or guest houses) rather than in larger hotels.

Table 15. Type of accommodation used – staying visitors

	Salisbury 2002	Salisbury 2004
Hotel	26%	23 (15%)
B&B/guest house	18%	45 (29%)
Pub/ inn	2%	6 (4%)
Home of friends/relatives	24%	33 (21%)
Rented s/c cottage/flat/house	3%	3 (2%)
Touring caravan	9%	3 (2%)
Camping	4%	16 (10%)
Own static caravan	2%	-
Language school	2%	1 (1%)
Youth hostel	7%	15 (10%)
University accommodation	0%	1 (1%)
Other	4%	11 (7%)
Total	100%	157 (100%)

Characteristics of visit

The largest proportion of visitors described their visit to Salisbury as a holiday or leisure based visit (74%). 10% of all visitors were visiting friends or relatives, 9% were visiting for a 'special' shopping trip, 5% on business and the remaining 2% were language students. Table 16 compares the purpose of visits between 2000 and 2004.

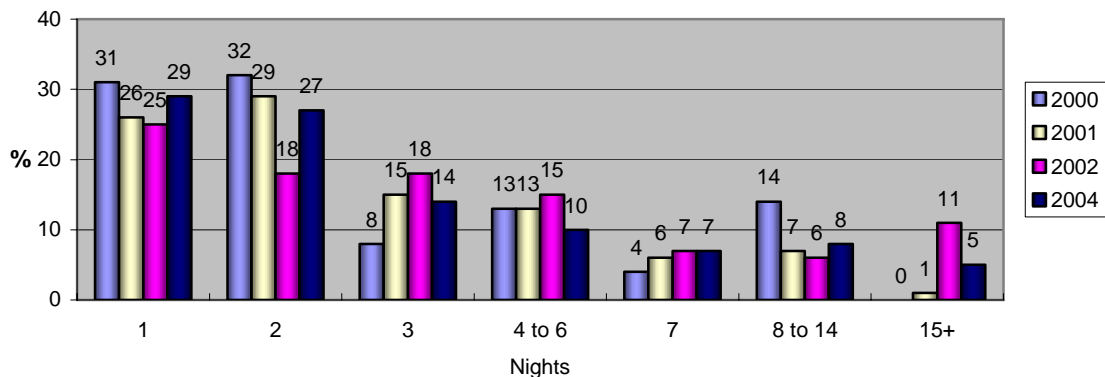
Table 16. Purpose of visit – visitors to Salisbury in 2004 compared with previous years

	Salisbury 2000	Salisbury 2001	Salisbury 2002	Salisbury 2004
	All visitors	All visitors	All visitors	All visitors
Leisure/holiday	74%	72%	79%	74%
VFR	11%	11%	7%	10%
Special shopping trip	11%	15%	11%	9%
Business trip	3%	2%	1%	5%
Language student	1%	1%	1%	2%
Total	100%	100%	100%	100%

Almost half of all visitors surveyed were visiting Salisbury for the first time (45%). Almost all visitors were visiting the town independently – only 9% were visiting as part of an organised group or tour.

The average length of stay for domestic staying visitors was around 3.5 nights. For overseas staying visitors it was around 6.9 nights. Figure 9 shows that over two thirds of all staying visitors in 2004 were on a short break of 1-3 nights (70%), up 9% points from 2002 (61%) but comparable with 2001 (70%) and 2000 (71%).

Figure 9. Length of stay (nights) in Salisbury 2000-2004



On average, day visitors were spending around 4.3 hours in Salisbury.

The highest proportion of visitors had travelled to Salisbury by private car (60%), while a relatively high 29% of all visitors used public transport to get to the city. Overall, of the 359 visitor groups who travelled to Salisbury by private motor vehicle, less than 5% had used the Park & Ride scheme. 62% used city centre car parks, including 76% of day visitors on holiday and 66% of day visitors from home. The remaining 33% of visitors would have used informal or on-street parking locations. This includes the 62% of staying visitors, who would presumably have left their vehicles at their accommodation base in Salisbury and either walked or used public transport to get to the city centre (Table 17)

Table 17. Use of car parking facilities in Salisbury

	Day visitors from home	Day visitors on holiday	Staying visitors	All visitors 2004
Base:	133	133	93	359
Used Park & Ride scheme	9 (7%)	7 (5%)	3 (3%)	19 (5%)
Used Town Centre car parks	88 (66%)	101 (76%)	32 (34%)	221 (62%)
Neither used	36 (27%)	25 (19%)	58 (62%)	119 (33%)

One third of all visitors had been into the TIC during their visit, well above the 'historic towns' average of 20%.

28% of all visitors had seen adverts, leaflets or promotions for Salisbury. Visitors were most likely to recall seeing City Maps (16%) or Mini-Guides (8%).

Visitor Expenditure

The average spend per staying visitor per 24 hours (including spend on commercial accommodation) was around £43. Staying visitors based in serviced accommodation in Salisbury spent an average of £28 on accommodation per person per night.

Day visitors to Salisbury spent an average of £14.69 per person per day. Table 18 shows that this was well below the average for 'all historic towns' (£21.73) and 'all destinations' (£21.62). It was also well below the average day visitor spend in Salisbury in 2002 (£23.12), mainly due to much lower expenditure on shopping in 2004.

Table 18. Average spend of day visitors (£/per person/per day)

<i>Category of expenditure (£)</i>	Average spend (£) Day Visitors - Salisbury 2002	Average spend (£) Day Visitors - Salisbury 2004	Average spend (£) Day Visitors - Historic Towns	Average spend (£) Day Visitors - All Destinations
Eating out	5.35	3.57	6.06	6.44
Shopping	14.87	8.78	11.56	10.64
Entertainment	0.40	0.86	1.96	2.11
Travel	2.16	1.48	2.15	2.43
Total average spend	23.12	14.69	21.73	21.62

Visitor Opinions

Relatively high levels of satisfaction were found among visitors to Salisbury on the various indicators which together comprise the 'visitor experience'.

The highest scoring indicators related to; the upkeep of parks and open spaces, the quality of service and usefulness of information in the TIC, the general atmosphere and feeling of welcome.

The lowest scoring indicators related to; value for money of places to eat and drink, the availability of public toilets and the cost of parking. None of the indicators, however, was rated less than 3.00 ('average').

82% of visitors rated the overall enjoyment of their visit as 'high' or 'very high'. 96% rated the likelihood of them recommending Salisbury to others as 'likely' or 'very likely'.

70% of visitors stated that the visit had met their expectations. 26% indicated that the visit had *exceeded* their expectations while only 3% indicated that Salisbury had failed to meet their expectations.

Particular likes visitors mentioned include: the cathedral, Cathedral Close and the historic aspects of the city including its buildings, narrow streets and 'olde worlde' feel. Visitors also liked the ambience or atmosphere of the city, the wide range of shops and the fact that the city is compact, with the main attractions of the city within walking distance.

Overall, 80% of respondents stated that 'nothing' had spoilt their visit to Salisbury. Unfortunately the rainy weather over the summer spoilt the enjoyment of the visit for a number of visitors. Traffic congestion, vagrants, unreliable public transport and litter were most frequently mentioned as aspects which detracted from the visit. A number of visitors experienced difficulty parking, and others felt that signposting to the city centre from the car parks could be improved.

Economic Impact

An Economic Impact report produced by South West Tourism showed that in 2003 staying visitor spend was £60,390,000, whilst day visitors spend was £85,857,000. A further £9,911,000 is attributed to other tourism related spend. There were 5,468 jobs related to this tourism spending and 8% employment is supported by tourism.

2.5 Employment Land

Tables 19 and 20 show the number of both office and industrial properties available on the South Wiltshire Economic Partnership Property website in May 2005. The property website is the main source of information regarding available commercial property in South Wiltshire. The information presented below therefore gives a snapshot of the situation on a given date.

There is a concentration of available properties of both types in Salisbury as would be expected compared to the smaller employment centres in other areas of the district. In terms of office availability in the city the majority of office properties fell in the 1,000sqft to 4,000sqft category. The below 1,000sqft category had the second highest availability. In May 2005 there were only two properties available that were 4,000sqft and over.

Table 19. Office property availability, May 2005

Area	Offices Properties	Size sqft
Amesbury	1	14,795
Downton	1	754
Salisbury	22	44,356
Wilton	0	0
Tisbury	0	0
Mere	1	547
Other	1	1414
Salisbury District	26	61,827

Source: SWEP Property Website (www.salisburybusinessspace.com) 06/05/05

The largest industrial premises available in Salisbury in May 2005 was 16,731sqft, the smallest, 661sqft. The greatest number of available premises was in the 1,000sqft to 5,000sqft category, the 5,000sqft to 10,000sqft category had the second highest availability.

Table 20. Industrial property availability, May 2005

Area	Industrial Properties	Size sqft
Amesbury	8	88,676
Downton	8	47,882.61
Salisbury	28	144,558
Wilton	3	6,331
Tisbury	2	10,300
Other	2	8665
Salisbury District	50	306,412.61

Source: SWEP Property Website (www.salisburybusinessspace.com) 06/05/05

Table 21 shows the approximate values for industrial land and property, office and retail premises. Again this presents a snapshot of the situation at the time of production and will date very quickly.

Table 21. Property values

Industrial Property		Office Premises		Industrial Land	Retail (Salisbury)
Rental value	Saleable value	Rental value	Saleable value	Saleable value	Rental value
£/sq ft	£/sq ft	£/sq ft	£/sq ft	£/sq acre	£/sq ft
4.5-6.5	60-80	7-12	90-150	250-350k	20-110 (zone A)

Source: Humberts Estate Agents (Salisbury) May 2005

Section 3. The Labour Market

3.1 Employment and Economic Activity

Table 22 and 23 look at economic activity and employment rates in Salisbury and compare them with other regional areas. Table 22 looks at the percentage of people of working age that are economically active, or engaged in employment. In Salisbury District 44.1% of this age group are employed in full time work. This looks quite high when compared to the figures for Bournemouth, Southampton and the South West but it is the second lowest of all the districts in Wiltshire. Salisbury has the highest percentage of self-employed people at 10.92%. It also shows that 1.81% of the 16-74 age group that could be economically active are actually unemployed, this is the lowest rate in Wiltshire.

Table 22. Percentage of economically active people aged 16-74

	Percentage of people aged 16-74:				
	Economically active: Employees: Full-time*	Economically active: Employees: Part-time*	Economically active: Self-employed	Economically active: Unemployed	Economically active: Full-time student
Wiltshire	44.75	13.1	10.28	1.97	2.08
Kennet	44.35	12.56	11.15	2.02	1.78
North Wiltshire	46.55	13.07	10.02	1.82	2.23
Salisbury	44.1	12.94	10.92	1.81	2.13
West Wiltshire	43.71	13.64	9.39	2.26	2.07
South West	39.08	13.23	10.08	2.57	2.55
Test Valley	46.95	13.51	9.76	1.54	2.28
Winchester	41.55	12.22	10.9	1.61	3.91
Bournemouth	37.09	11.63	9.61	3.03	3.91
Southampton	39.62	10.96	5.89	2.88	5
England and Wales	40.55	11.78	8.28	3.35	2.57

Source: Census 2001, ONS

Table 23 shows the number of economically inactive people in the 16-74 age group and the reasons for this inactivity. Salisbury has the highest percentage of retired people at 14.66% though this is only very slightly higher than West Wiltshire. It is interesting to note that Salisbury has the lowest number of students when compared to all other districts and regional areas. Salisbury has the lowest percentage of people in the county who are economically inactive due to looking after the home or family.

Table 23. Percentage of economically inactive people aged 16-74

	Percentage of people aged 16-74:				
	Economically inactive: Retired	Economically inactive: Student	Economically inactive: Looking after home/family	Economically inactive: Permanently sick/disabled	Economically inactive: Other
Wiltshire	13.75	2.58	6.29	3.08	2.12
Kennet	12.95	3.15	6.7	2.66	2.68
North Wiltshire	12.57	2.54	6.49	2.84	1.88
Salisbury	14.66	2.26	6.04	3.11	2.04
West Wiltshire	14.65	2.56	6.06	3.58	2.08
South West	15.48	3.90	6.10	4.51	2.49
Test Valley	12.65	2.44	6.09	2.79	1.98
Winchester	13.72	5.24	6.16	2.45	2.24
Bournemouth	14.79	5.95	5.92	5.33	2.75
Southampton	10.64	11.15	5.97	5.05	2.83
England & Wales	13.61	4.70	6.51	5.52	3.12

Source: Census 2001, ONS

Table 24 gives a breakdown of people aged between 16 and 74 who are unemployed. The percentage of unemployed people aged between 16-24 in Salisbury district is 25.35%, only very slightly higher than the figure for Wiltshire. Southampton has the highest figure at 29.93%. Salisbury has a fairly high percentage of people who have never worked at 4.32% compared to other districts in Wiltshire. At 25.08% it also has the highest percentage of people in Wiltshire who are long-term unemployed.

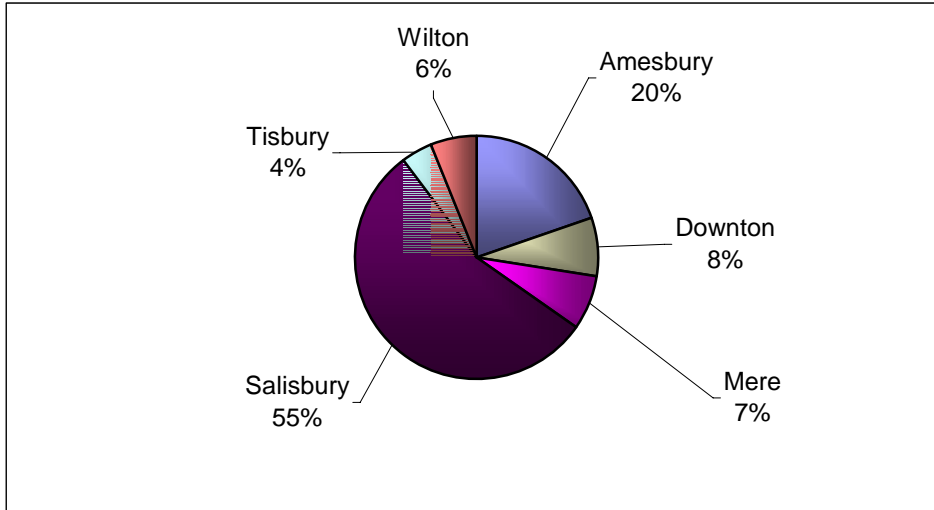
Table 24. Percentage of unemployed people aged 16-74

	Percentage of unemployed people aged 16-74:				
	Aged 16 - 24	Aged 50 and over	Who have never worked	Who are long-term unemployed**	All people aged 16 -74
Wiltshire	25.32	21.32	3.70	21.52	310,124
Kennet	24.82	20.50	3.58	22.43	53,886
North Wiltshire	25.06	22.13	3.60	18.05	89,969
Salisbury	25.35	21.44	4.32	25.08	82,159
West Wiltshire	25.79	21.00	3.37	21.21	84,110
South West	24.74	21.90	5.45	26.67	3,534,458
Test Valley	26.17	21.82	2.95	20.67	78,987
Winchester	22.35	23.39	4.14	21.72	78,174
Bournemouth	23.06	21.96	5.32	33.28	117,313
Southampton	29.93	17.26	6.61	26.00	161,625
England & Wales	25.90	18.60	9.26	30.32	37,607,438

Source: Census 2001, ONS

Figure 10 breaks down the estimated unemployment rate in Salisbury district by community areas. It is clear that Salisbury and Amesbury have the highest percentage of the districts unemployed people at 55% and 20%. Downton and Mere have the next highest numbers at 8% and 7% respectively.

Figure 10. Estimated unemployment rate by Salisbury community area



Source: Economic Regeneration and Resources, Wiltshire County Council, April 2005.

Table 25. Estimated unemployment rate by district, April 2005

District	Estimated unemployment rate in Oct 2004
Kennet	0.8%
North Wiltshire	0.7%
Salisbury	0.4%
West Wiltshire	0.9%
Wiltshire	1.1%

Source: Economic Regeneration and Resources, Wiltshire County Council, April 2005.

Table 26 shows the breakdown of occupations of people employed in Salisbury District. Nearly 44% of the workforce are employed in professional and technical occupations and as managers and senior officials.

Table 26. Employment by occupation, Salisbury district

Occupation	Number	Percentage of people
1 Managers and Senior Officials	9,227	15.5
1.1 Corporate Managers	6,687	11.3
1.2 Managers and Proprietors in Agric/Services	2,540	4.3
2 Professional Occupations	6,541	11.0
2.1 Science and Technology Professionals	1,559	2.6
2.2 Health Professionals	601	1.0
2.3 Teaching and Research Professionals	2,646	4.5
2.4 Business and Public Service Profs	1,735	2.9
3 Associate Professional and Technical Occs	10,241	17.3
3.1 Science and Technology Associate Profs	1,087	1.8
3.2 Health and Social Welfare Associate Profs	2,050	3.5
3.3 Protective Service Occupations	3,304	5.6
3.4 Culture, Media and Sports Occupations	1,158	2.0
3.5 Business and Public Service Assc Profs	2,642	4.5
4 Administrative and Secretarial Occupations	7,701	13.0
4.1 Administrative Occupations	5,722	9.6
4.2 Secretarial and Related Occupations	1,979	3.3
5 Skilled Trades Occupations	7,221	12.2
5.1 Skilled Agricultural Trades	1,222	2.1
5.2 Skilled Metal and Electrical Trades	2,215	3.7
5.3 Skilled Construction and Building Trades	2,450	4.1
5.4 Textiles, Printing and Other Skilled Trades	1,334	2.2
6 Personal Service Occupations	4,097	6.9
6.1 Caring Personal Service Occupations	3,035	5.1
6.2 Leisure and Other Personal Service Occs	1,062	1.8
7 Sales and Customer Service Occupations	4,135	7.0
7.1 Sales Occupations	3,658	6.2
7.2 Customer Service Occupations	477	0.8
8 Process, Plant and Machine Operatives	3,801	6.4
8.1 Process, Plant and Machine Operatives	1,999	3.4
8.2 Transport and Mbl Machine Drivers & Ops	1,802	3.0
9 Elementary Occupations	6,375	10.7
9.1 Elem Trades, Plant and Storage Related Occs	2,193	3.7
9.2 Elementary Admin and Service Occs	4,182	7.0
All people aged 16 to 74 in employment	59,339	100.0

Copyright Experian Ltd - Source: Office of National Statistics 2001

3.2 Job Vacancies

Statistics from Salisbury Job Centre Plus show the total number of notified vacancies in 2004 were 3,591. These are broken down by occupational group as shown in Table 27. 16% of all vacancies were in the managerial, professional or technical sectors, and 34% in the elementary or process, plant and machine operatives category.

The elementary occupational group shown includes workers who perform agricultural, fishing and forestry related tasks, undertake general labouring duties and assist building and construction trades workers, perform a variety of duties in foundry, engineering and other process and plant related trades, and assist in the storage and transportation of goods.

Table 27. Total Vacancies notified 2004

Occupational Group	Vacancies
Managers & Senior Officials	183
Professional	128
Associate Professional & Technical	262
Administrative & Secretarial	629
Skilled Trades	412
Personal Service	303
Sales & Customer Service	447
Process, Plant & Machine Operatives	261
Elementary	966
Total	3,591

Source: Salisbury Job Centre Plus – Office Quarterly Occupational Analysis, 2004

3.3 Income and Wages

Table 28 shows that the average weekly earnings for Salisbury in 2004 were £431.00. This is 6.8% lower than the South West average and some 15.8% lower than England and Wales. The lowest weekly earnings in Wiltshire are seen in Kennet.

Table 28. Average weekly earnings by district and regional area

	Average weekly earnings
Wiltshire	£458.40
Kennet	£416.70
North Wiltshire	£514.70
Salisbury	£431.00
West Wiltshire	£450.80
Winchester	£582.50
Test Valley	£479.40
Bournemouth UA	£402.70
Southampton UA	£512.50
South East	£535.50
South West	£462.70
England + Wales	£511.80

Source: Annual Survey of Hours and Earnings (ASHE), ONS 2004. Gross (£) for full time employee jobs (employees on adult rates whose pay for the survey pay-period was not affected by absence). Average weekly earnings figure may not correspond to average annual earnings due to differences in collection.

3.4 Commuting

From the 1991 Census it can be seen that Salisbury generated a significant amount of in and out-commuting. The 1991 figures suggest a net inflow of 2,350 workers, with Dorset and the New Forest as notable points of origin. Greater London and Hampshire were key destinations from Salisbury. More recently, it is suggested that the area has seen an increase in car-borne out commuting to neighbouring districts due to higher wages and better employment opportunities. Table 29 shows that 31% of people travelling to work travel less than 2km.

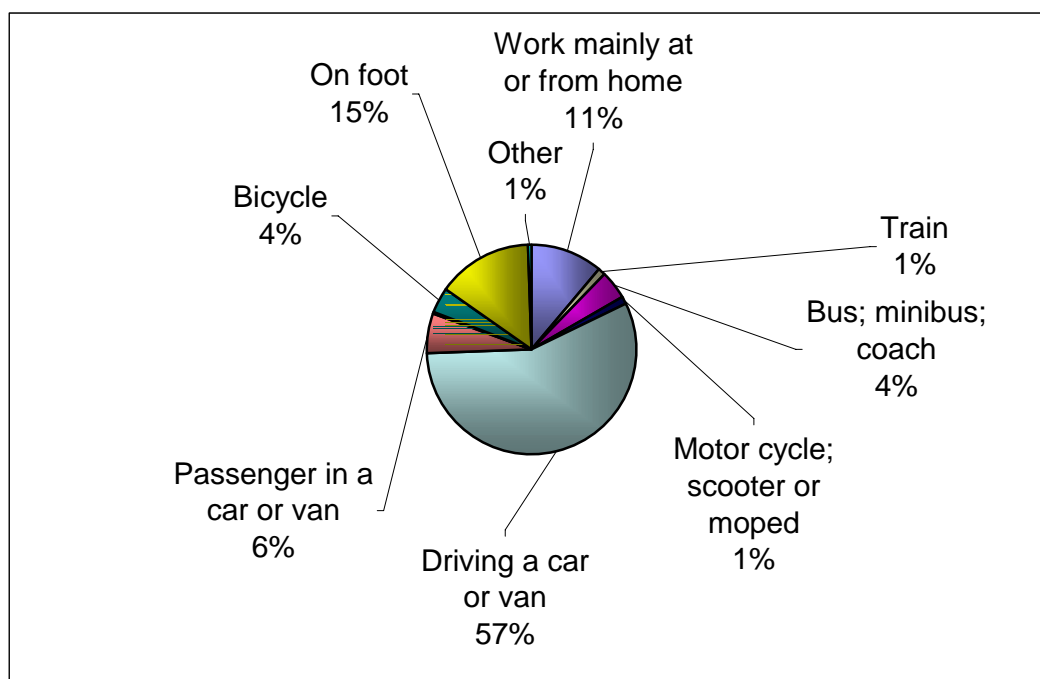
Table 29. Distances travelled to get to work by residents of South Wiltshire

Distance	Number of people
Less than 2km	14,911
2km to less than 5km	8,195
5km to less than 10km	6,891
10km to less than 20km	8,851
20km to less than 30km	3,236
30km to less than 40km	2,527
40km to less than 60km	1,285
60km and over	2,028
Works mainly at or from home	9,364

Source: Census 2001, ONS

Figure 11 shows the different methods of travel people use to travel to work from Salisbury. The most popular is by driving in either a car or van. The second highest percentage is, 15% who walk to work. Quite a high percentage, 11%, actually work mainly from home.

Figure 11. Method of travel to work



Source: Census 2001, ONS

Section 4. Education and Qualifications

4.1 Qualifications

Table 30 shows the percentage of people reaching different levels of qualification.

- Level 1: 1+ 'O' level passes, 1+ CSE/GCSE any grades, NVQ level 1, Foundation GNVQ
- Level 2: 5+ 'O' level passes, 5+ CSEs (grade 1). 5+ GCSEs (grades A-C), School Certificate, 1+'A' levels/ AS levels, NVQ level 2, Intermediate GNVQ
- Level 3: 2+ 'A' levels, 4+ AS levels, Higher School Certificate, NVQ level 3, Advanced GNVQ
- Level 4/5: First degree, Higher degree, NVQ levels 4 and 5, HNC, HND, Qualified Teacher status, Qualified Medical Doctor, Qualified Dentist, Qualified Nurse, Midwife, Health Visitor.)

The percentage of people in Salisbury district with no qualifications is about average compared to the percentage for Wiltshire and lower than the figures for the South West and England and Wales.

Within Wiltshire Salisbury has the lowest percentage of people in the lowest qualification level, level 1, but it has one of the highest percentages of level 4/5 qualifications. Salisbury also has the highest percentage of people with Level 3 qualifications.

Table 30. Levels of qualifications 16 –74 age group, across district and regional area.

	Percentage of people aged 16-74 with:					
	No qualifications	Highest qualification attained level 1*	Highest qualification attained level 2**	Highest qualification attained level 3***	Highest qualification attained level 4/5#	Other qualifications / level unknown
Wiltshire	23.55	18.39	22.3	8.46	20.57	6.73
Kennet	23.12	18.07	23.2	8.55	20.48	6.57
North Wiltshire	22.15	18.37	22.47	8.55	22.33	6.13
Salisbury	23.69	17.55	21.37	9.08	21.38	6.94
West Wiltshire	25.17	19.43	22.46	7.71	17.96	7.28
Test Valley	22.62	18.38	22.21	8.37	21.32	7.11
Winchester	18.76	13.25	20.73	11.19	30.16	5.9
Bournemouth	25.12	17.38	21.42	11.43	17.58	7.08
Southampton	26.47	15.96	17.76	15.03	18.77	6
South West	26.18	17.74	21.43	8.63	18.84	7.18
South East	23.92	17.13	21.18	9.2	21.75	6.82
England & Wales	29.08	16.57	19.38	8.27	19.76	6.94

Source: Census 2001, ONS

Overall in 2003 Wiltshire pupils achieved above average performance at GCSEs at age 16; 56.5% achieved 5 at A-C grade. The average for England is 53.7%.

In Wiltshire 43% of post 16s remained in education, 18% went into employment and 5% were unemployed, in 2000. Of the working age population in Wiltshire and Swindon 46.7% have a level 3 qualification (AS/A Level, BTEC National Diploma, NVQ3) compared with 41.9% in England in 2001, 27.6% have a level 4 (HND, HNC, BA/BSc, NVQ4) compared with 23.3% in England.

Table 31 below shows the breakdown of full time students across district and regional areas. As can be seen, Salisbury district has the lowest number of students aged 16-17 in full time education of all the districts in Wiltshire when expressed as a percentage of all people aged 16-74. However in the 18-74 age group it compares to the other districts with 1.9%. Kennet and Winchester have the highest percentages of 16-17 year olds in full time education at 3.0%. As might be expected Winchester, Bournemouth and Southampton have the highest percentage of full time students aged 16-74.

Table 31. Number of full time students across the district and regional area

	Full-time students aged 16 - 17		Full-time students aged 18 - 74		All people aged 16 - 74
	Total number	Percentage of all people aged 16-74	Total number	Percentage of all people aged 16-74	
Wiltshire	8,429	2.7	5,698	1.8	310,124
Kennet	1,629	3.0	973	1.8	53,886
North Wiltshire	2,504	2.8	1,674	1.9	89,969
Salisbury	1,981	2.4	1,550	1.9	82,159
West Wiltshire	2,315	2.7	1,501	1.8	84,110
Test Valley	2,133	2.7	1,508	1.9	78,987
Winchester	2,362	3.0	4,673	6.0	78,174
Bournemouth	2,512	2.1	8,765	7.5	117,313
Southampton	3,658	2.3	22,079	14.0	161,625
South West	93,629	2.6	129,198	3.7	3,534,458
South East	157,649	2.7	230,096	4.0	5,766,307
England & Wales	1,014,284	2.7	1,634,708	4.3	37,607,438

Source: Census 2001, ONS

Table 32 shows the percentage of pupils in South Wiltshire schools who achieved five or more GCSEs at grades A* to C or their GNVQ equivalents in 2004. The DfES defines the group as being those who were 15 at the start of the academic year, but counts their results from whenever they were taken even if they have since moved to a different school. The percentage achieving 5 or more grades A* to C in Wiltshire (taken as the Local Education Authority) in 2004 was 56%. The average percentage for England was 54%.

Table 32. South Wiltshire schools GCSE results table, 2004

School	Percentage achieving Level 2 (equivalent of 5 or more grades A* - C)
South Wilts Grammar School for Girls (SEL)	100%
Bishop Wordsworth's Grammar School (SEL)	97%
The Godolphin School (IND, SEL)	96%
St Edmund's Church of England Girls' School and Sports College	65%
La Retraite Swan	65%
The Stonehenge School	58%
Wyvern College	39%
Downton School	36%
Westwood St Thomas School	38%
Upper Avon School	34%
St Joseph's Catholic School	33%

Source: Department for Education and Skills, Secondary School Achievement and Attainment Tables 2004

The figures for A/AS-level shown in Table 33 shows the average point score per student at the end of two years' study. In 2004 for the first time the Department for Education included points from the "key skills" tests everyone has to do - so comparisons cannot be made with previous years. Most people study for AS-levels in their first year then A-levels in the second. The results for the two most recent years are given - though where someone did an AS and an A-level in the same subject, only the A-level is counted. The points are those used by the Universities and Colleges Admissions Service (Ucas). As an example, an A-level grade A scores 120 points, an AS-level grade A is 60 points.

Table 33. South Wiltshire schools and colleges A level results, 2004

School or college	A/AS Level points
Bishop Wordsworth's Grammar School (SEL)	396.2
The Godolphin School (IND, SEL)	372.5
South Wilts Grammar School for Girls (SEL)	370.7
Upper Avon School	206.3
Westwood St Thomas School	154.8
Salisbury College	136.4
St Edmund's Church of England Girls' School and Sports College	NA
The Stonehenge School	NA
Wyvern College	NA
Downton School	NA
St Joseph's Catholic School	NA

Source: Department for Education and Skills, School and College (Post 16) Achievement and Attainment Tables 2004

Section 5. The Index of Multiple Deprivation 2004

5.1 Deprivation

The new Index of Multiple Deprivation (IMD) 2004 is a Super Output Area (SOA) level measure of multiple deprivation. Super Output Areas were created by the Office for National Statistics (ONS) due to the recognition that other geographies were too inconsistent with varying areas and populations and were often subject to change. SOAs are to remain constant and are constrained to have consistent populations of above 100 and averaging 1500.

The IMD is therefore a measure of multiple deprivation at the small area level. This model is based on the idea that there are distinct dimensions of deprivation which can be recognised and measured separately. The overall IMD is designed as a weighted area level aggregation of these specific domains of deprivation. The domains combine a number of indicators into a single deprivation score for each area (see Table 35 for scores for Wiltshire districts and other comparable areas). The component domains are shown below with their weighting in calculating the index:

- Income deprivation (people experiencing income deprivation) 22.5%
- Employment deprivation (defined as involuntary exclusion from work) 22.5%
- Health deprivation and disability (rate of people who die prematurely or whose quality of life is affected by illness or disability) 13.5%
- Education, skills and training deprivation (divided into two sub-domains; education deprivation for children and young people, and working age population lacking skills or qualifications) 13.5%
- Barriers to housing and services (divided into two sub-domains; geographical barriers to housing and key local services, and wider barriers which relate to access to housing) 9.3%
- Crime (the incidence of crime for four key crime themes) 9.3%
- Living environment deprivation (divided into two sub-domains; the indoor – quality of housing, and the outdoor – air quality and road traffic accidents) 9.3%

In the 'Income' and 'Employment' domains the score is an actual proportion of the population, whereas in the other domains the score is not a proportion but a relative figure and so does not correspond proportionally to the population.

There are 32,482 SOAs in England and 281 in Wiltshire. They are ranked in order of their IMD so the most deprived is 1 and least deprived is 32,482.

Table 34. Index of multiple deprivation 2004

Area	Average IMD score	Rank of average IMD score (1 most deprived local authority area in country, 354 least deprived)
Kennet	10.02	304
North Wiltshire	9.41	314
Salisbury	12.02	264
West Wiltshire	12.95	247
Test Valley	9.46	313
Winchester	7.17	340
Bournemouth	22.29	109
Southampton	23.29	96

Source: ODPM, Indices of Deprivation 2004

Table 34 shows that Salisbury district is just outside the top quartile of least deprived local authorities in the country. Of all the districts in Wiltshire, West Wiltshire is the most deprived. Of the comparable areas Southampton ranks as the most deprived at 96.

These are the weighted area level aggregations of the seven domains of deprivation. When districts are broken down as wards a clearer picture of the location and extent of the deprivation is shown. Table 35 looks at two of the domains that make up the Indices of deprivation, income and employment.

The wards have been given a rank between 1, the most deprived ward in Wiltshire and 120 which is the least deprived. In terms of employment deprivation South Wiltshire has three of the five most deprived wards in Wiltshire, St Martin and Milford ward, Bemerton and St Edmund and Milford. The wards in the district with the least number of people involuntarily excluded from work are Bulford, Durrington and the Chalke Valley.

Of the people experiencing income deprivation, Bemerton ward is ranked as the most deprived ward in Wiltshire. St Martin and Milford ward is also within the top 10 most deprived wards in the county. The least deprived ward in South Wiltshire in terms of income is Winterslow.

Table 35. Ward ranks of employment domain and income domain

Salisbury District Ward	Employment domain rank of ward (1 most deprived in Wiltshire, 120 least deprived)	Income domain rank of ward (1 most deprived in Wiltshire, 120 least)
Alderbury and Whiteparish	93	83
Amesbury East	61	45
Amesbury West	36	25
Bemerton	4	1
Bishopdown	16	30
Bulford	117	105
Chalke Valley	107	82
Donhead	49	61
Downton and Redlynch	95	65
Durrington	110	89
Ebble	31	47
Fisherton and Bemerton village	24	46
Fonthill and Nadder	65	60
Harnham East	85	109
Harnham West	34	40
Knole	32	42
Laverstock	68	37
Lower Wylde and Woodford Valley	40	55
St Edmund and Milford	5	26
St Mark and Stratford	33	57
St Martin and Milford	3	9
St Paul	39	66
Till Valley and Wylde	76	84
Tisbury and Fovant	73	41
Upper Bourne	99	102
Western and Mere	30	31
Wilton	38	36
Winterslow	92	118

Source: ODPM, Indices of Deprivation 2004

References

National Statistics Online, Census 2001, www.statistics.gov.uk

Wiltshire and Swindon Intelligence Network
www.intelligencenetwork.org.uk/

Wiltshire Structure Plan, 2011, Wiltshire County Council, www.wiltshire.gov.uk

Land Registry, 2005, www.landreg.gov.uk

Annual Survey of Hours and Earnings (ASHE), ONS 2004, www.statistics.gov.uk

Regional Trends 2004, Office for National Statistics, www.statistics.gov.uk/statbase

Small Business Service, 2003

NOMIS, 2004, www.nomisweb.co.uk

Annual Business Inquiry, NOMIS 2004, www.nomisweb.co.uk

South West Tourism, Economic Impact Report, 2003

Tourism South East, Salisbury Destination Benchmarking Visitor Survey, 2004

South Wiltshire Economic Partnership, Property Website,
www.salisburybusinessspace.com

Humberts Estate Agents, Salisbury, www.humberts.co.uk

Economic Regeneration and Resources, Wiltshire County Council, www.wiltshire.gov.uk

Job Centre Plus, Quarterly Occupational Analysis, 2004/2005

Department for Education and Skills, School and College Achievement and Attainment tables, 2004, www.dfes.gov.uk/performance/tables/

ODPM, Neighbourhood Renewal Unit, Indices of Deprivation, 2004, www.odpm.gov.uk