

Tracking a Decade of Changing Britain

Geodemographics and the New Economy

Simon Whalley

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- 2 Questions
- Who feels they have been affected by the recession?
- Who feels that the economic situation is now improving?

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Business > Banking

Series: 2008 in review

Three weeks that changed the world

It started in a mood of eerie calm, but then 2008 exploded into a global financial earthquake. Nick Mathiason and Heather Stewart look back at events that shook, and brought down, giants

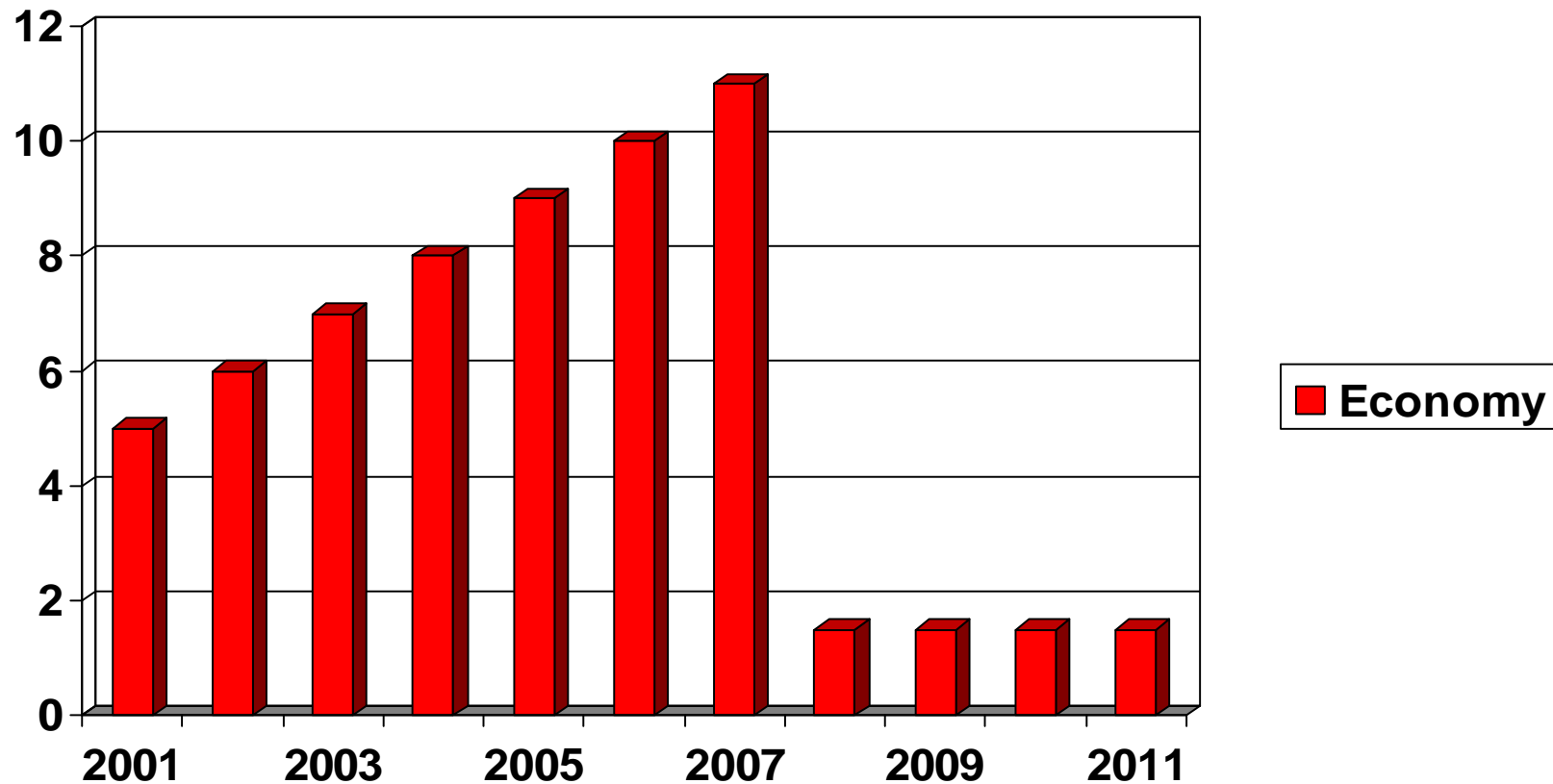
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Everything you want to know
about the bank crisis

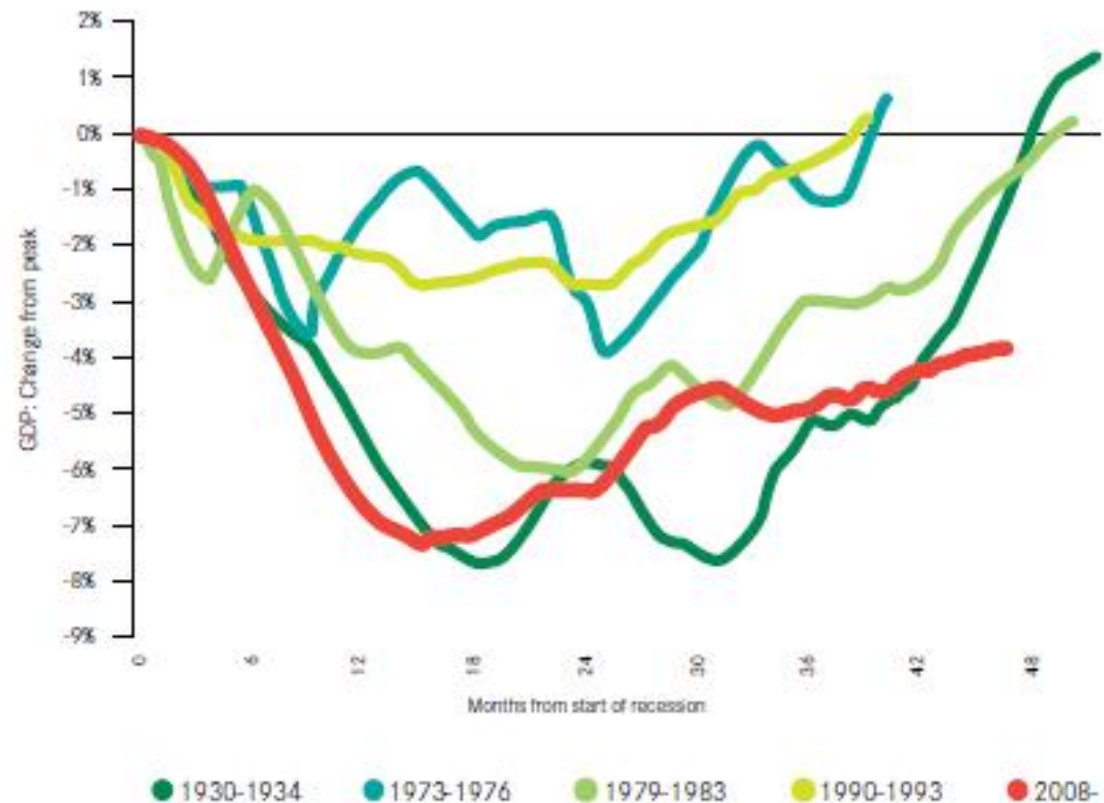
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UK Economic Performance



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Figure 1:
The economic recovery has wavered



Source: NIESR (2011) NIESR Monthly Estimates of GDP, 7 December 2011, London: NIESR

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What about the future?

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UNIVERSITY OF
LIVERPOOL

- Partnership with Professor Peter Batey and Dr Peter Brown

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- How well are areas doing at present?
- How well are they likely to do in the future?

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Research



- Looking at Primary Urban Areas within the UK
- Factors that affect them all (past, present, future)

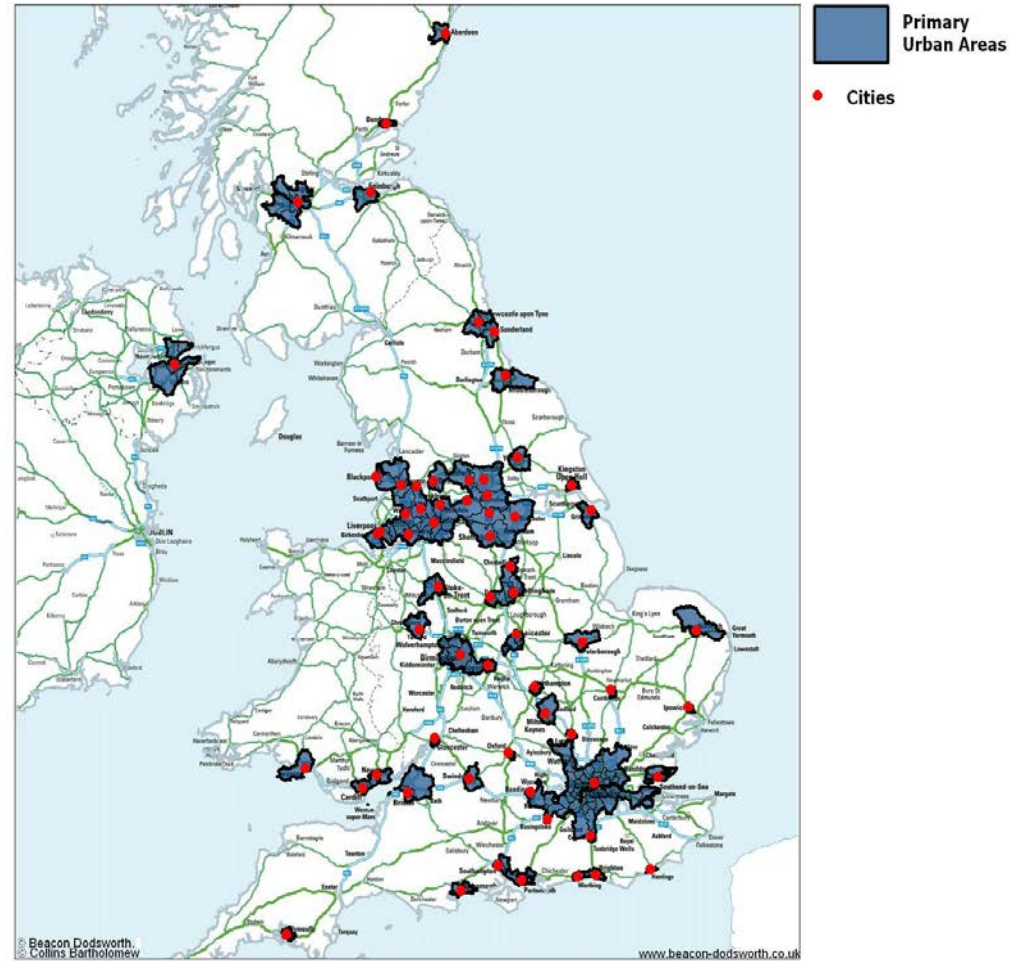
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Primary Urban Areas

- 64 in total
- Built up from Local Authorities
- Represent large towns and cities within the UK

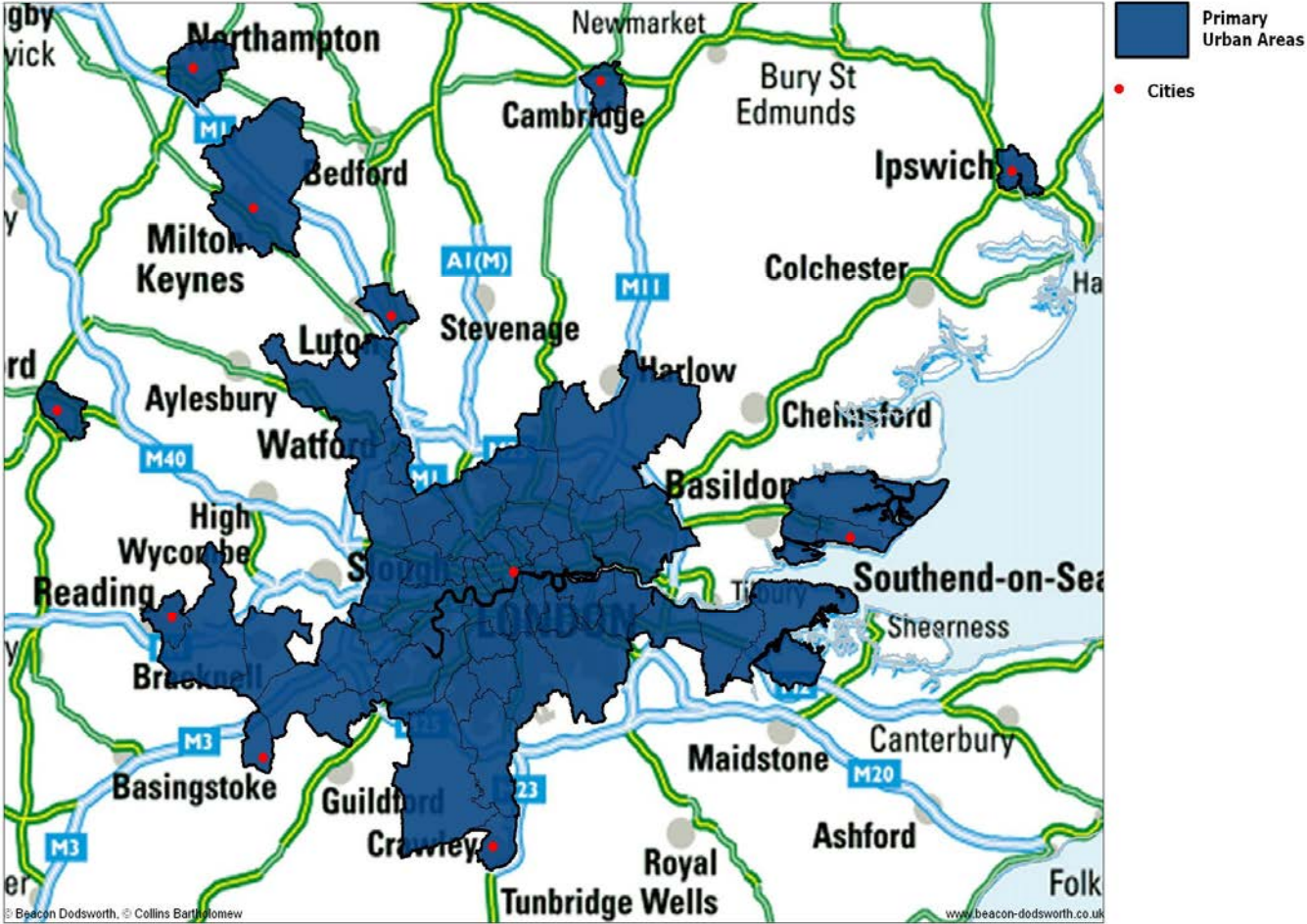
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Centre for Cities Primary Urban Areas



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Centre for Cities Primary Urban Areas



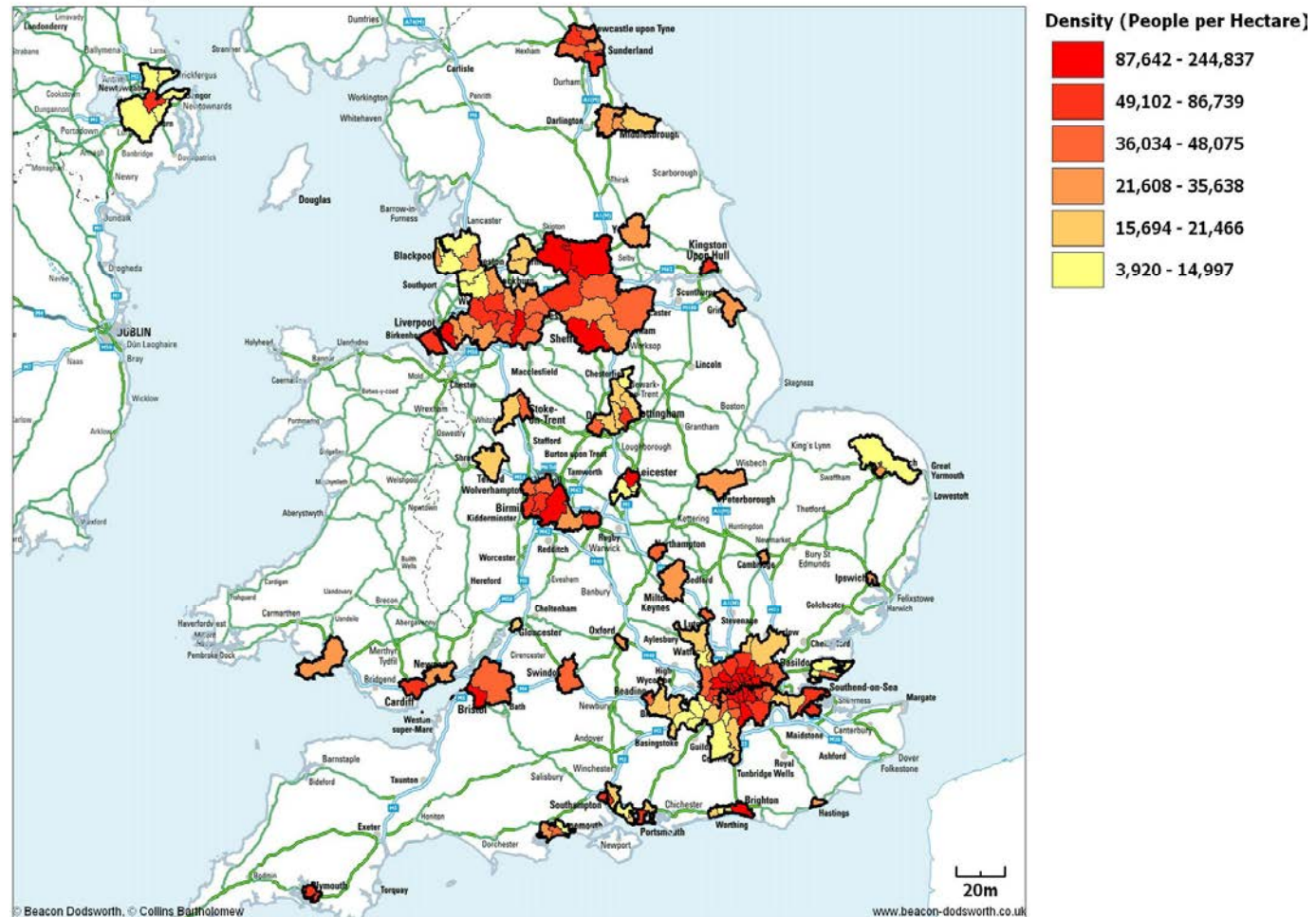
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What affects a City?

Variable	Source	Description
Density of an Area	2011 Census	Spatial aspect of an area
Retired Population (65+)	2011 Census	Ratio of retired people to the total population
Qualifications Highest Band (Level 4 and above)	2011 Census	Levels of the most skilled of the working population
Economically Inactive Rate	2011 Census	Measure of Worklessness

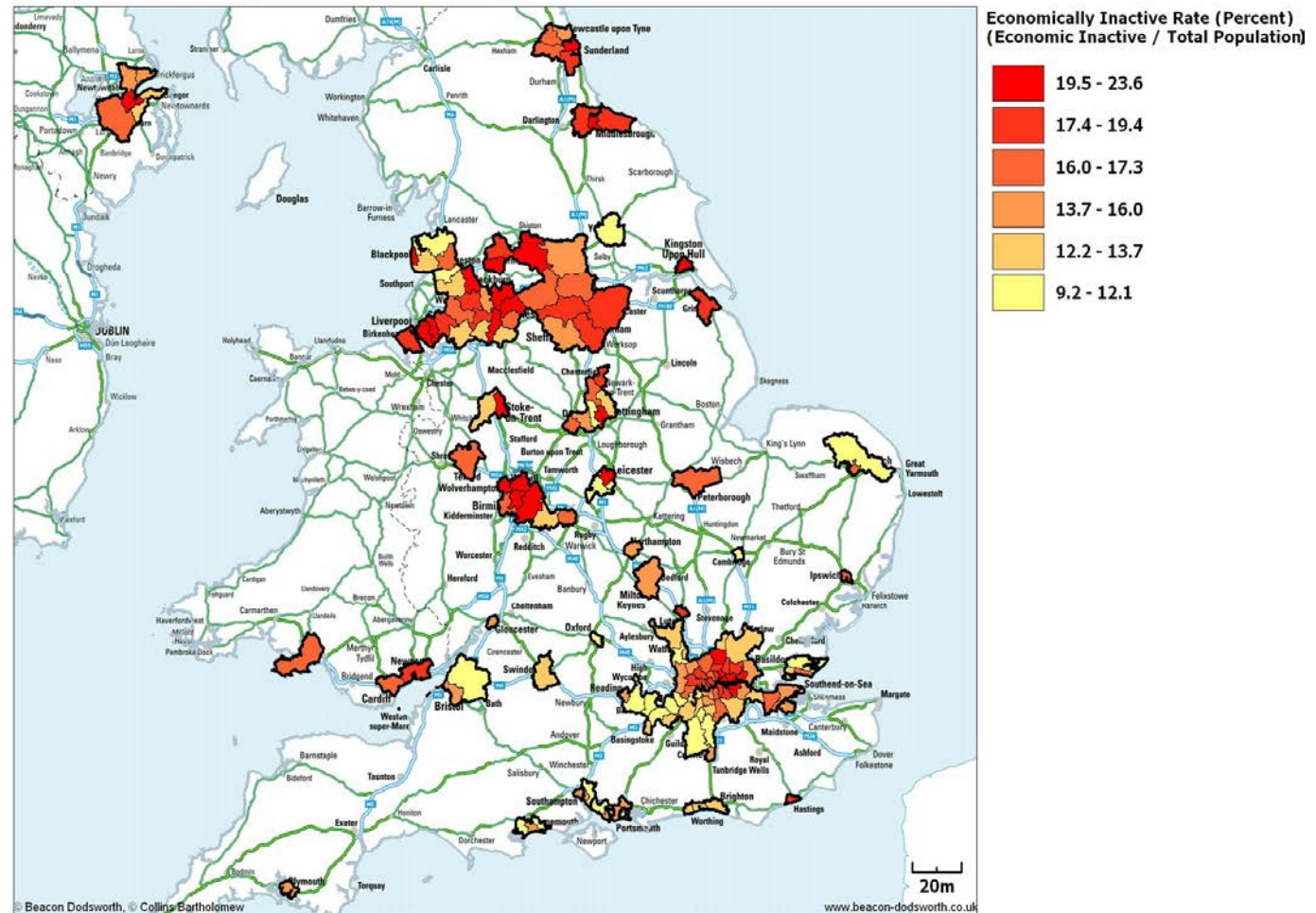
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Density of an Area



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Economically Inactive Population



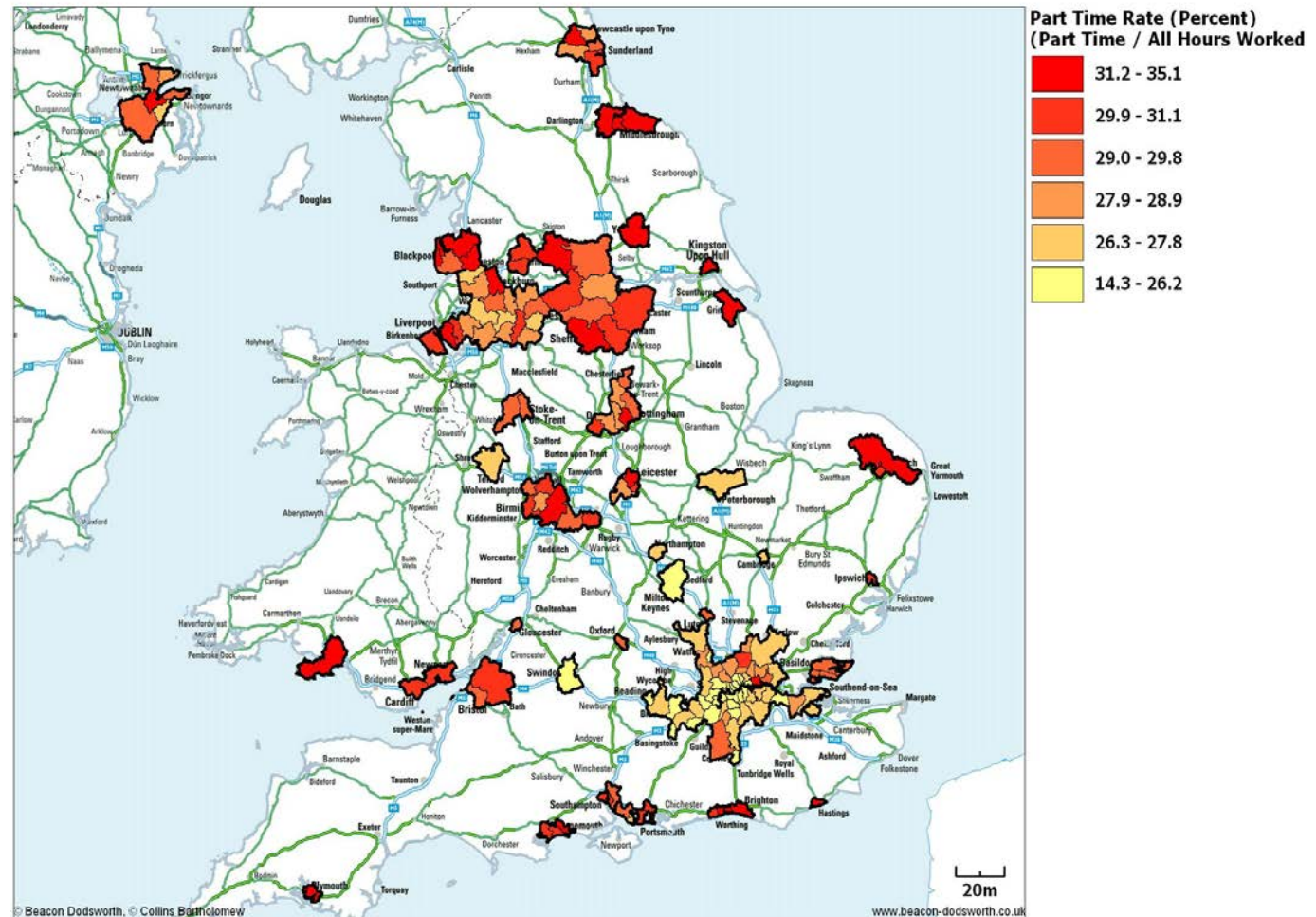
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What affects a City?

Variable	Source	Description
Part Time Rate	2011 Census	The level of Part Time work in an area
Part Time Change	2001 / 2011 Census	The amount of change in Part Time work for an area
Public Sector Rate	Business Register & Employment Survey	The level of Public Sector employment in an area
Public Sector Change (2008 – 2011)	Business Register & Employment Survey	The change in the Public Sector employment level over time

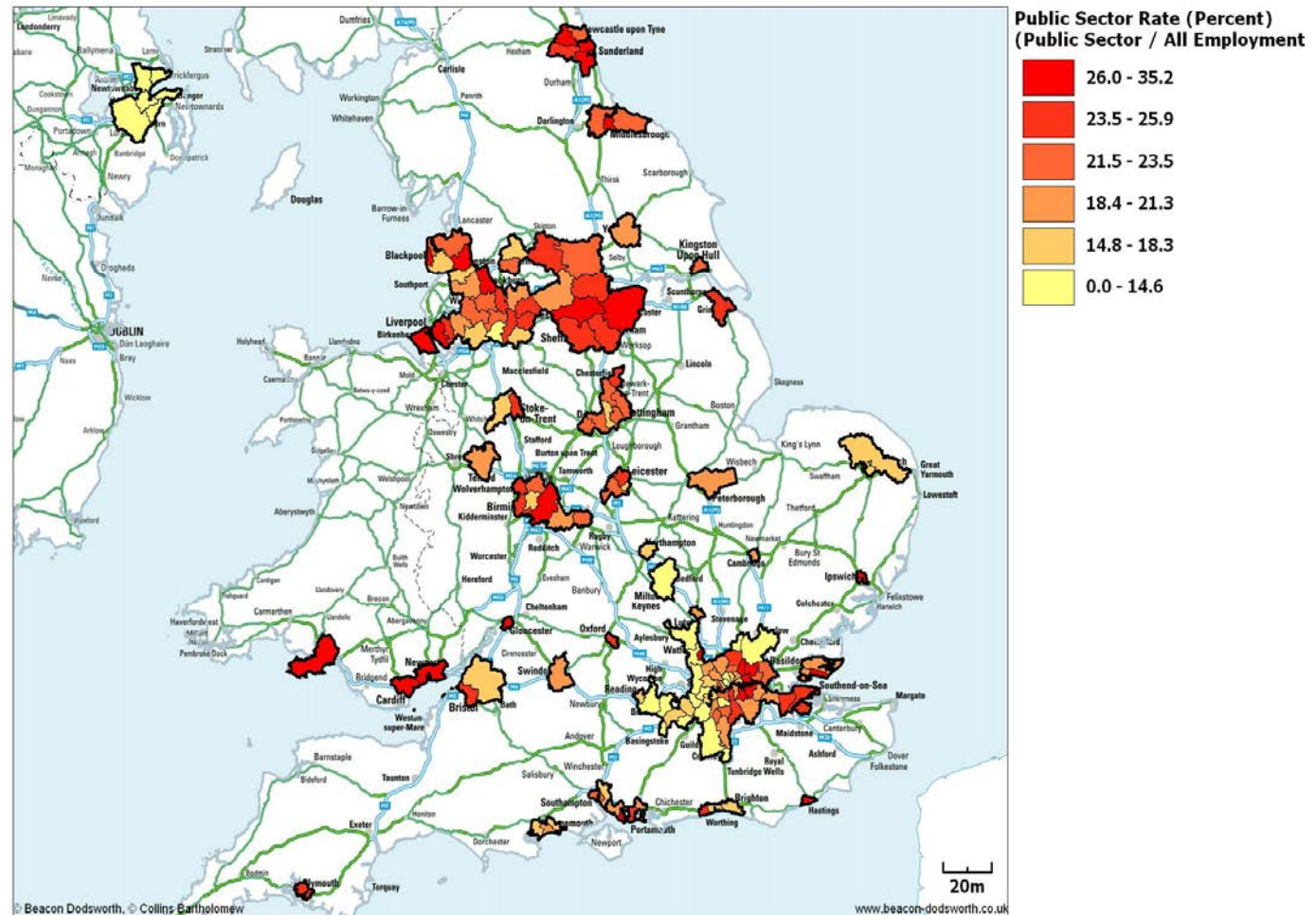
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Part Time Workers



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Public Sector Workers



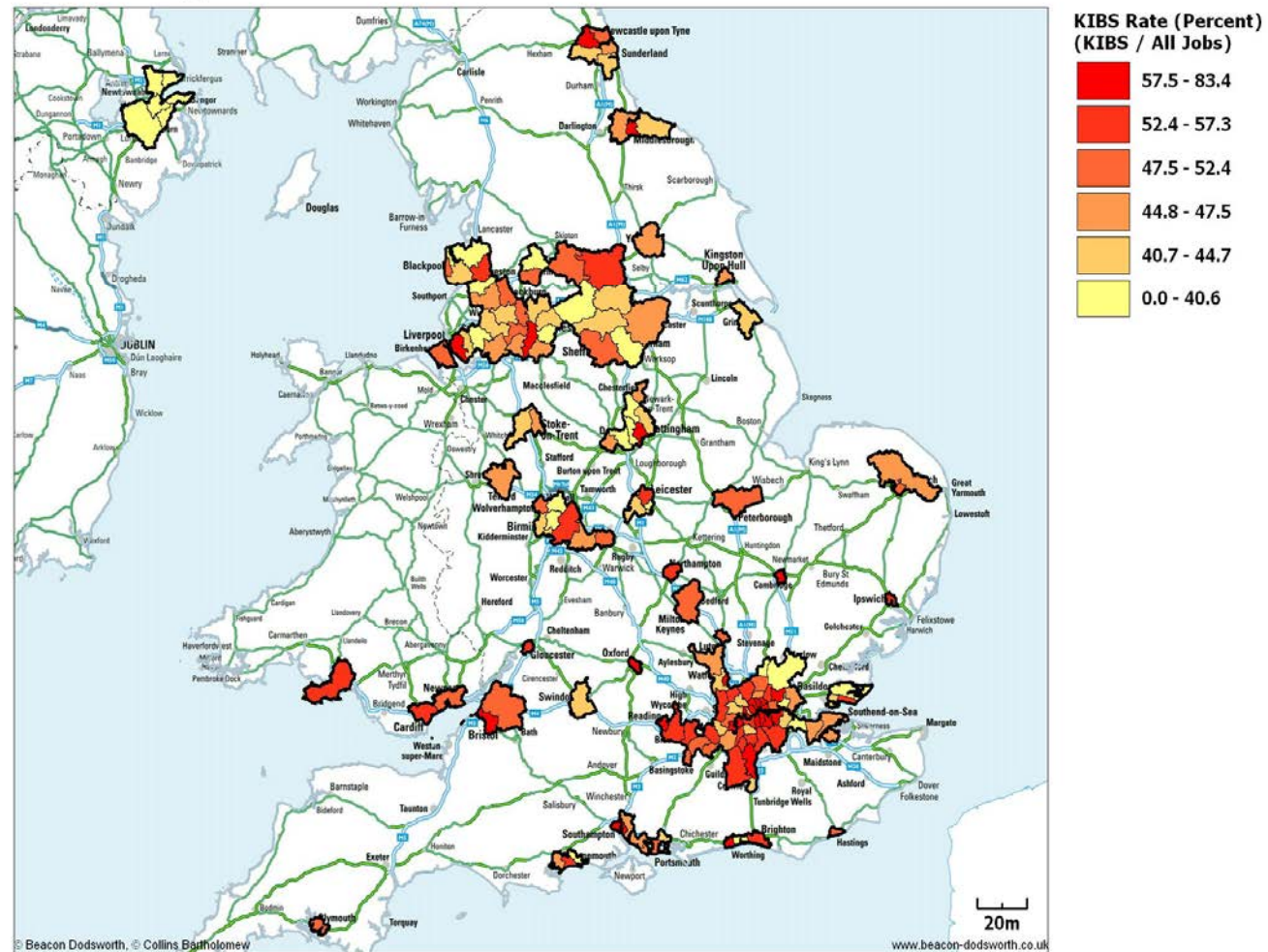
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What affects a City?

Variable	Source	Description
Manufacturing Sector Rate	Business Register & Employment Survey	Manufacturing level within a city
Knowledge Intensive Based Services Rate (KIBS)	Business Register & Employment Survey	Knowledge Based Intensive Service level within a city
Business Churn	Business Demography	Difference between business start-ups and closures as a percentage of total business stock

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Knowledge Based Industries



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To be Successful

- High levels of qualifications
- Lots of innovation
- High tech companies
- Large potential workforce

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To Struggle

- High Public Sector levels
- Low qualifications/skills
- Manufacturing companies
- Small potential workforce

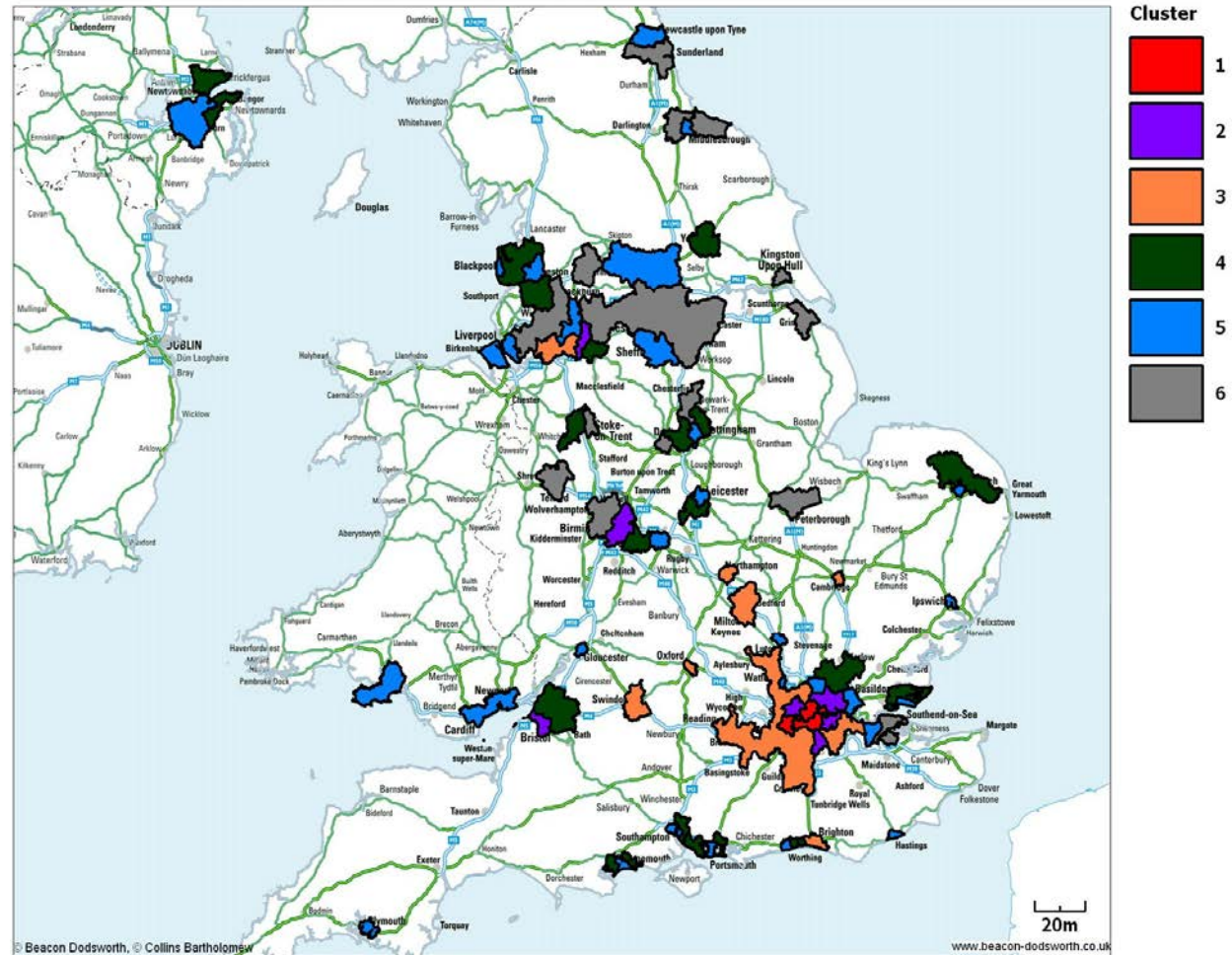
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Creating Urban Clusters

- Grouping the Primary Urban Areas together into clusters
- Similar characteristics
- England, Wales & Northern Ireland

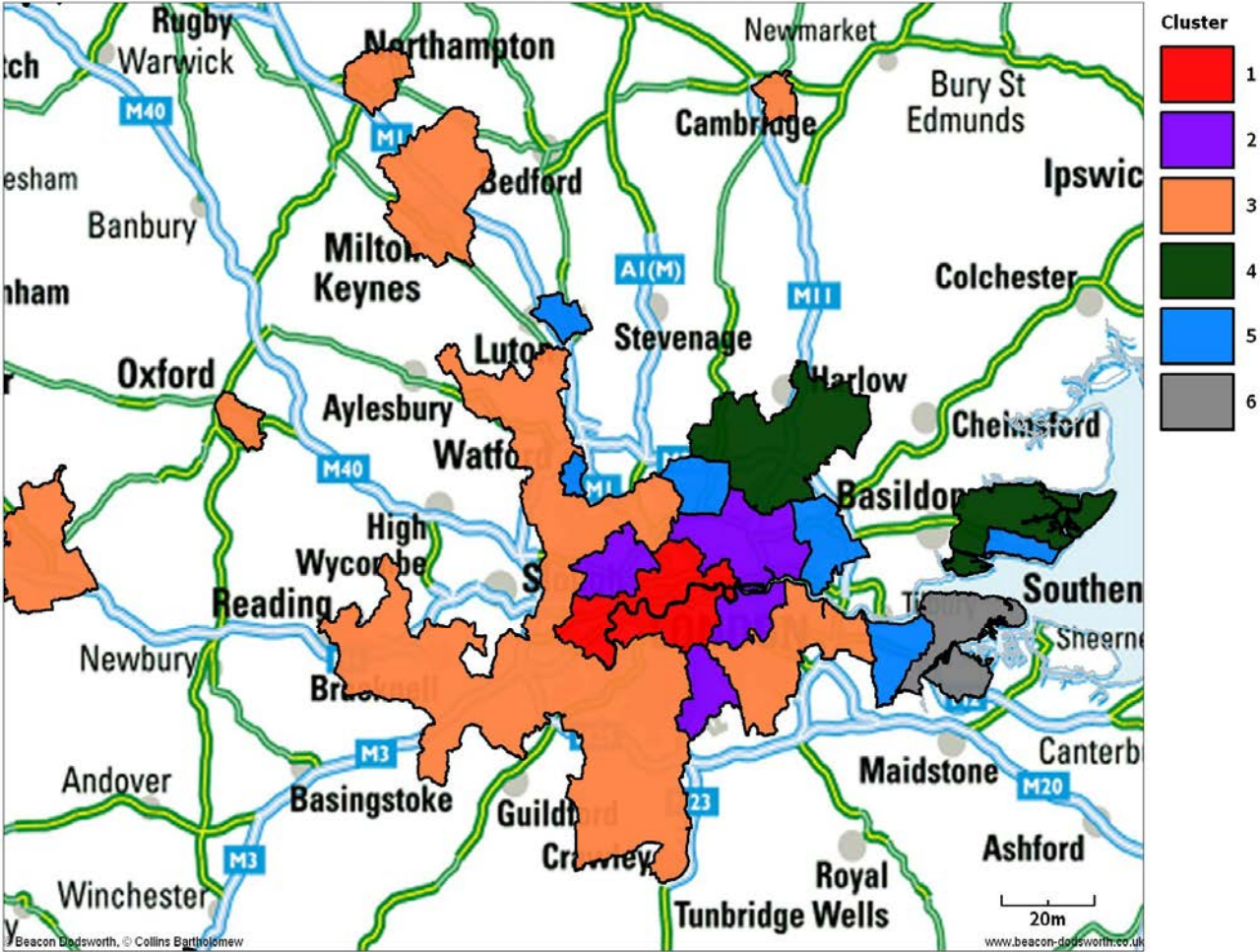
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6 Urban Clusters LA Variables



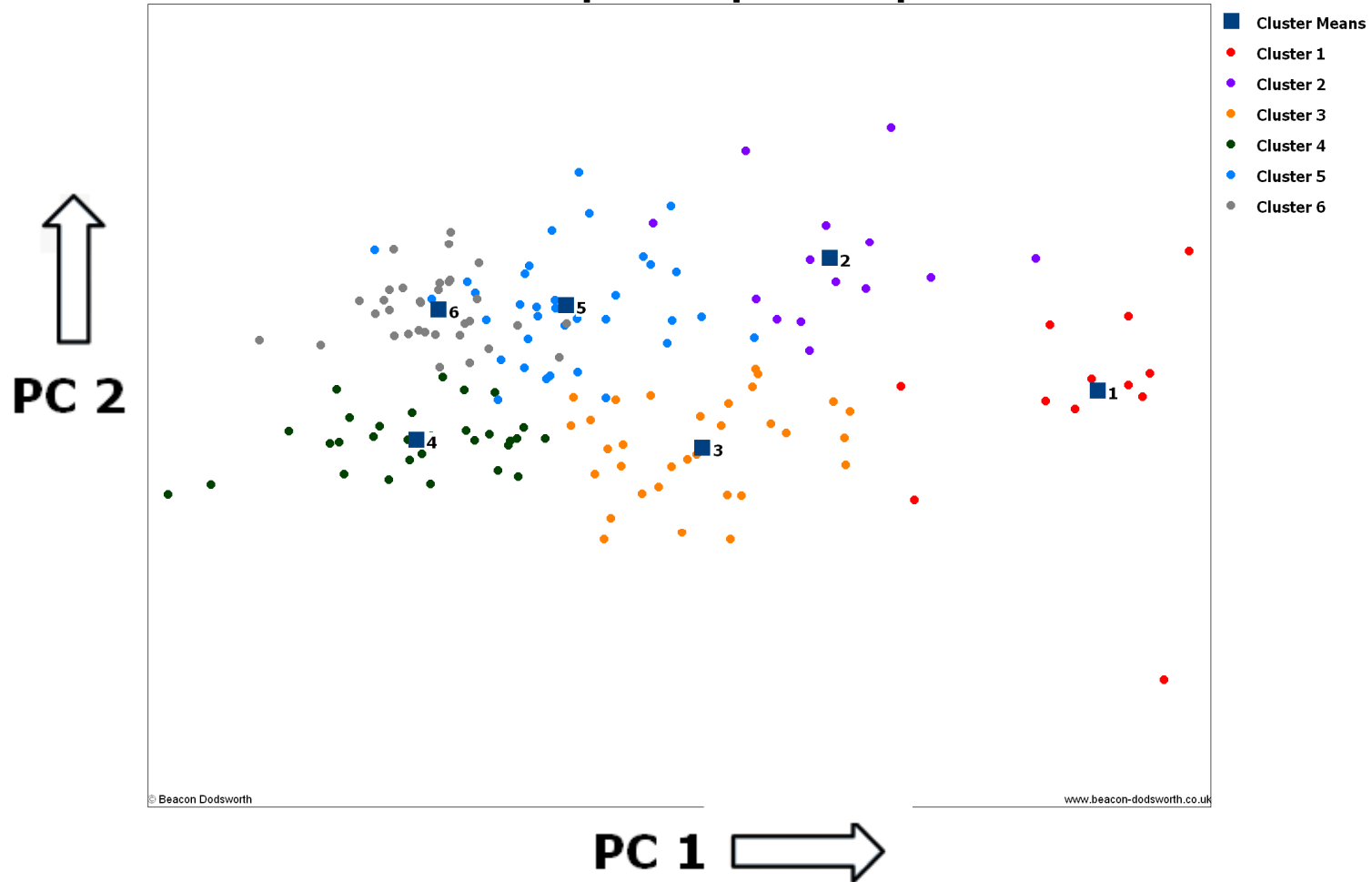
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6 Urban Clusters LA Variables - South East



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Urban Clusters in Principal Component Space

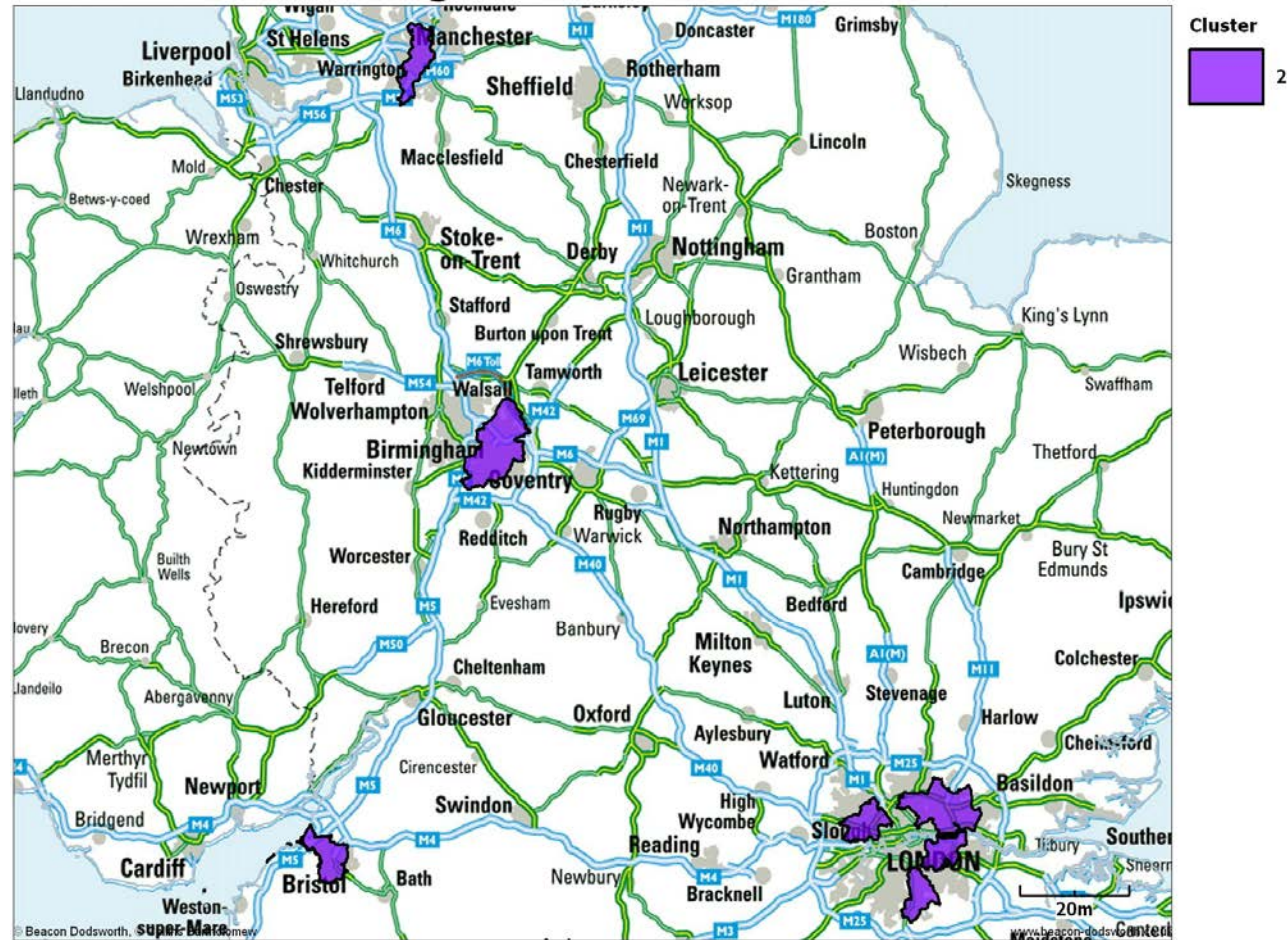


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- **Cluster 2 – Regional Growth Centres**
- **Significant Positive Variables**
 - Business Churn
 - Density
 - Economically Inactive Rate
 - Highest Level Qualification Rate
 - KIBS Rate
- **Significant Negative Variables**
 - Retired Rate

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Urban Cluster 2 - Regional Growth Centres



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- **Cluster 5 – Public Sector Centres**
- **Significant Positive Variables**
 - Part Time Rate
 - Public Sector Rate

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Urban Cluster 5 - Pubic Sector Centres



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Urban Cluster 5 - Public Sector Centres - South Wales



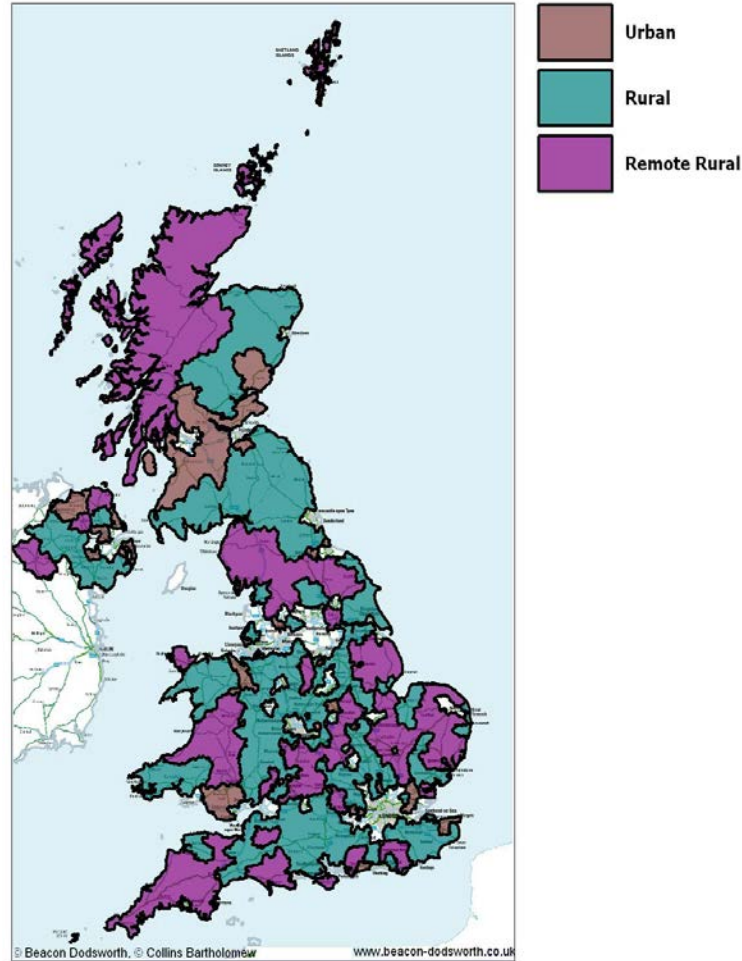
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Completing the Picture

- Dealing with the rest of the UK
- Creating Rural Areas
- Urban / Rural Classification

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3 Rural Clusters



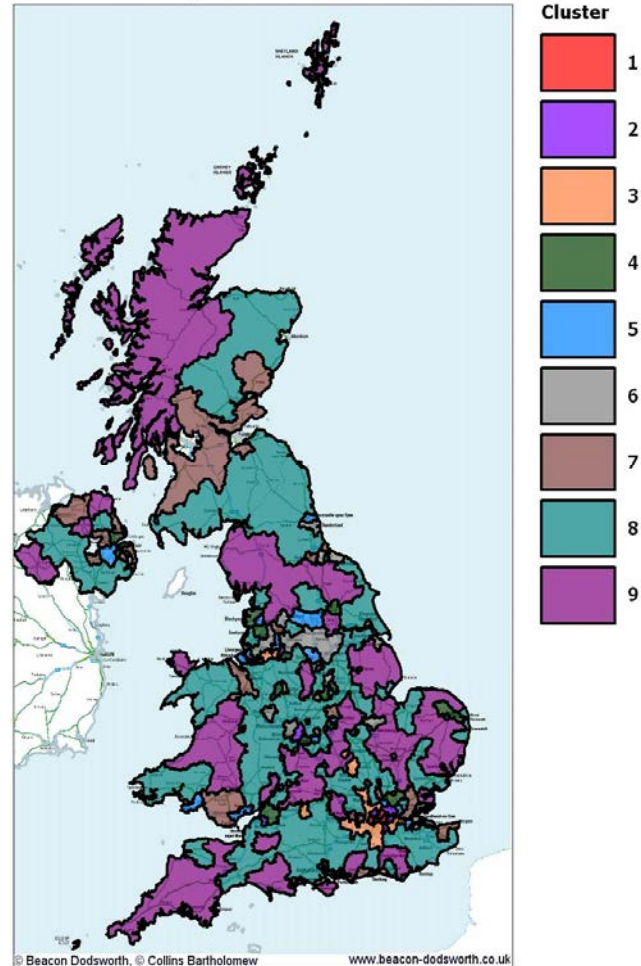
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Summary

- 9 Clusters to describe the UK
- Scottish Primary Urban Areas to complete
- Provide an economic classification for the UK

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9 Urban / Rural Clusters



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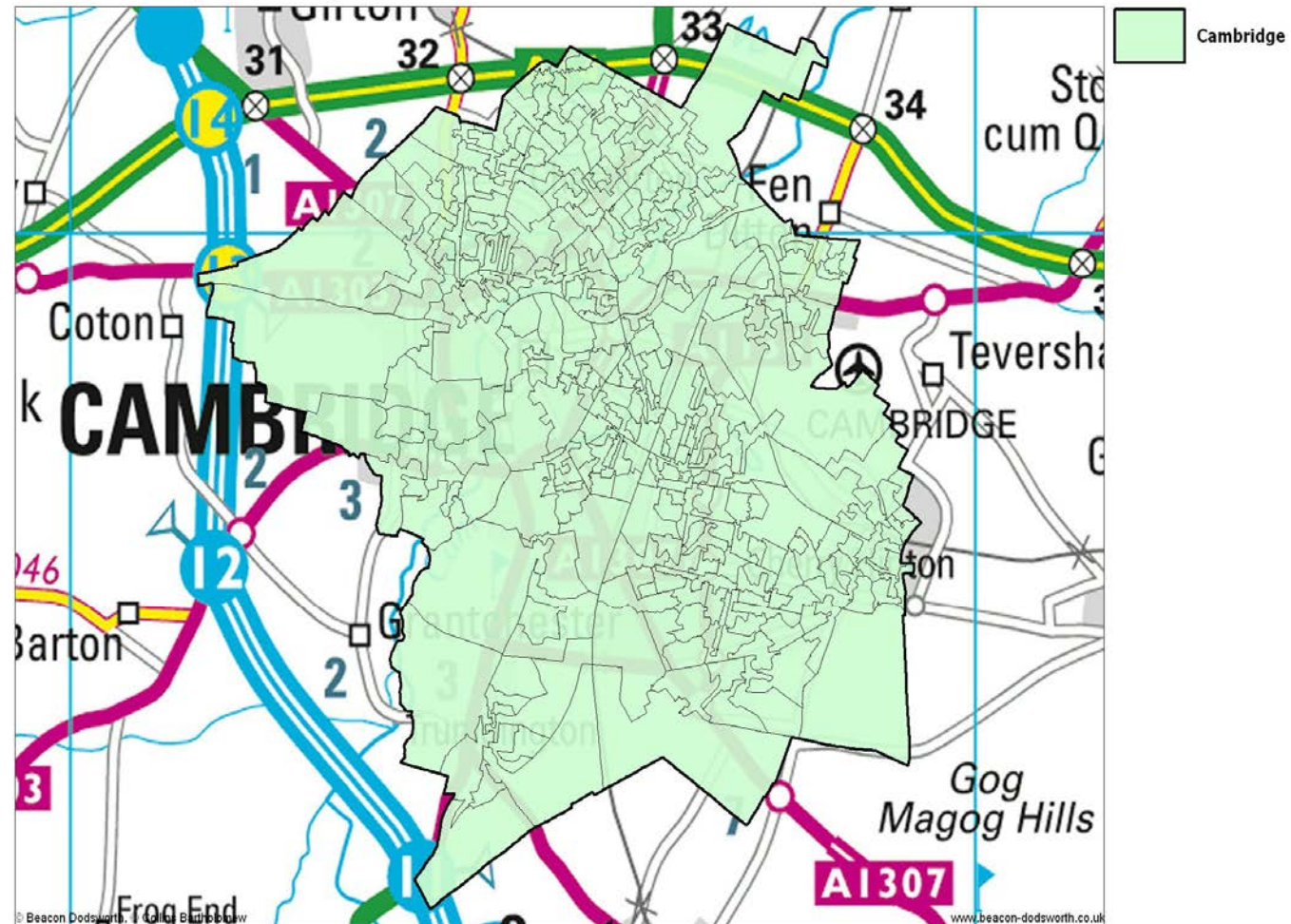
P² People & Places Geodemographic Classification



[P² People & Places explained](#)

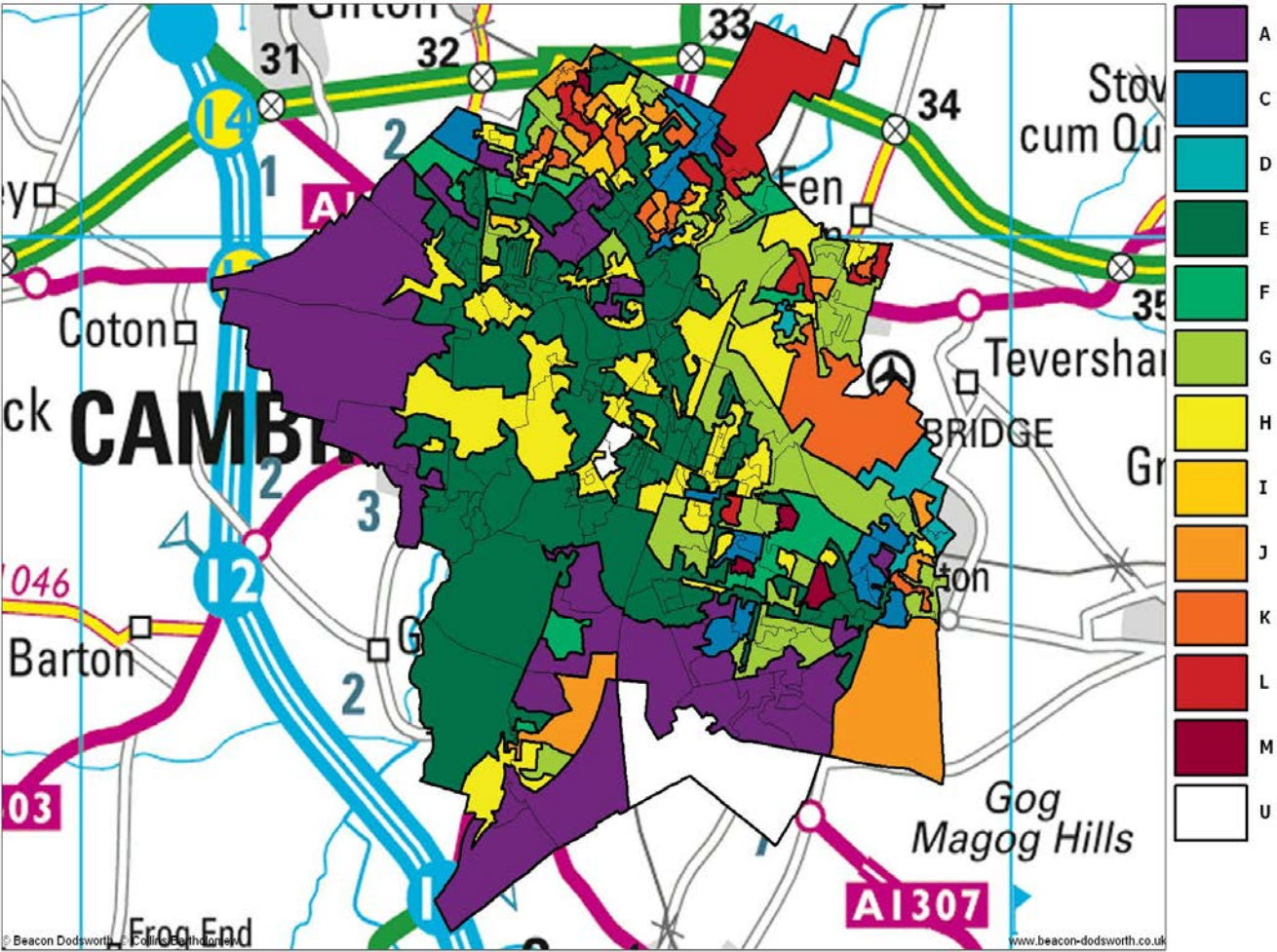
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Cambridge Study Area



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P2 People & Places for Cambridge

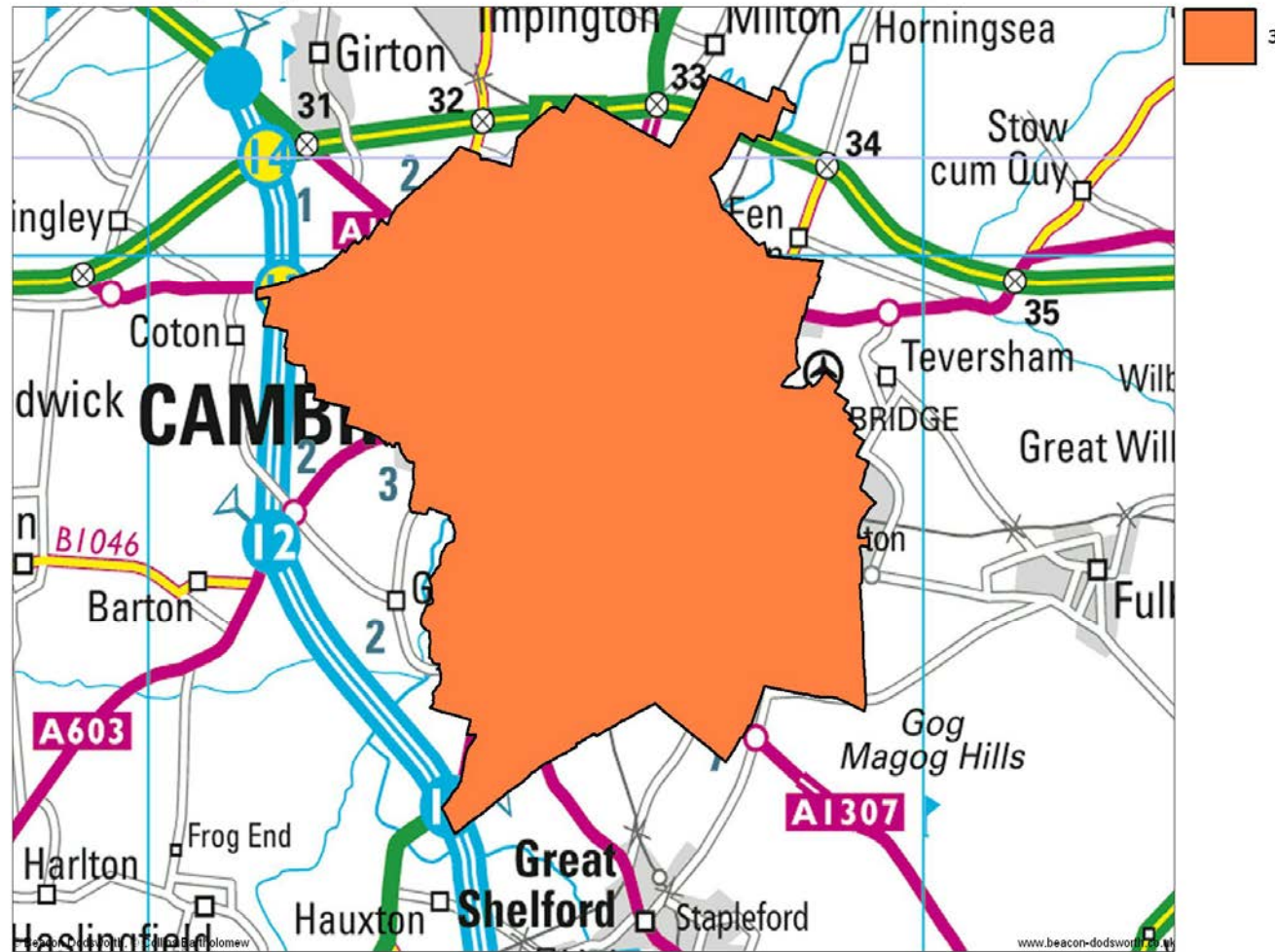


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- Cambridge is part of Qualified Growth cluster
- High levels of qualified people
- High Tech companies
- Potential for growth

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Cambridge - Qualified Growth Area



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Conclusion

Regular updates to areas of most change

Economic Dimension

Link to geodemographic classification P²