South East Cornwall Economic Development Group

23rd January 2024

David Rodda MBE
Economic Growth Manager

www.cornwall.gov.uk

Data

- **Is Cornwall Council using the correct indicators that will enable councils to understand what is happening in their locality and to track progress?**
- **How often are these figures updated?**
- **Where are the weighting figures derived from and how are they 'weighted'?**
- **CC should be asking councils what key performance indicators are relevant to them.**
- **How is ED in CC managed and organised? (a chart would be helpful)**

www.cornwall.gov.uk
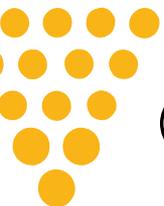
Economic Monitoring

- Economic Intelligence - Cornwall Council – Economic Growth reports and analysis
- Local Insight (communityinsight.org) - OSCI reports at different spatial scales
- ESRI – a more detailed "self serve" data tool is being investigated – see East Riding – Area Profiles for an example.
- https://www.ons.gov.uk/census/maps/ - 2021 Census data atlas
- https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/labourproductivity/articles/regionalandsubregionalproductivityintheuk/june2023 - sub regional productivity data
- https://www.ons.gov.uk/visualisations/areas/E06000052/ - ONS data profiles for local areas
- https://www.ons.gov.uk/peoplepopulationandcommunity/housing/articles/morethan1in10addressesusedasholidayhomesinsomeareasofenglandandwales/2023-06-20 - Holiday home data
- https://oflog.data.gov.uk/? – Office for Local Government – performance tool (work in progress)

Economic Monitoring

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Economic Monitoring Update

About this Report

Return to Summary

This report was last updated on the **31/10/2023**. Please Note: This report will be updated periodically.

This report was complied by the Economy and Skills Service. If you require more information please contact: economicdevelopment@cornwall.gov.uk

This Power BI report sets out published economic indicators for Cornwall (and in some cases Cornwall and Isles of Scilly (CIoS)). The data in this report is published from a number of different trusted sources, the majority of these being government departments.

The vast majority of the data available is published on an annual basis with only Universal Credit and house prices providing close to real time updates on the economy at Local Authority level. The sources used in this report and the update frequency is set out in the table below.

Data Sources

Indicator	Geography	Source	Update Frequency
Annual population survey - Employment statistics	Local Authority	Office for National Statistics	Quarterly
Annual survey of hours and earnings - Resident analysis	Local Authority	Office for National Statistics	Annual
Annual survey of hours and earnings - Workplace analysis	Local Authority	Office for National Statistics	Annual
Income and tax by borough and district or unitary authority	Local Authority	HM Revenue and Customs	Annual
People on Universal Credit	Local Authority	Department for Work and Pensions	Monthly
Population estimates for the UK, England and Wales, Scotland and Northern Ireland - Mid year	Local Authority	Office for National Statistics	Annual
Regional gross domestic product: all ITL regions	International Territorial Level	Office for National Statistics	Annual
Regional gross value added (balanced) by industry: all ITL regions	International Territorial Level	Office for National Statistics	Annual
Subregional productivity: labour productivity indices by UK ITL2 and ITL3 subregions	International Territorial Level	Office for National Statistics	Annual
UK business: activity, size and location	Local Authority	Office for National Statistics	Annual
UK house price index - Average house price	Local Authority	HM Land Registry	Monthly

Economic Monitoring

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Economic Monitoring Update

A breakdown of Cornwall's economic position

Last Update: 31/10/23
Economy and Skills Service

| Economic Summary | About | Population | Businesses | Productivity | GVA | GDP | Earnings (Wrk) | Earnings (Res) | Self Employed Earnings | Universal Credit | Employment | House Prices |

Population — 2021
572,010
Total Population
Source: Mid Year Population, ONS

Businesses — 2023
29,650
Local Units
Source: ONS

House Prices — Aug 2023
£314,933
AveragePrice
Source: Land Registry

GVA — 2021
£11.66bn
Total GVA (CloS)
Source: ONS (Current Prices)

Productivity — 2021
£41,644
GVA Per Filled Job (CloS)
Source: ONS

Gross Domestic Product — 2021
£13.42bn
GDP Total (£)
Source: ONS (Current Prices)

Employed — Jun 2023
254,400
Employed 16-64
Source: APS

Unemployed — Jun 2023
5,300
Unemployed 16-64
Source: APS

Universal Credit — Sep 2023
49,773
People on Universal Credit
Source: DWP

Workplace Earnings — 2022
£24,037
Median Annual Total Earnings
Source: ASHE - Workplace

Resident Earnings — 2022
£24,510
Median Annual Total Earnings
Source: ASHE - Resident

Self-Employed Earnings — 2020-21
£15,900
Median Annual Earnings
Source: Income & Tax, HMRC

Economic Monitoring

Population

Population Estimates by Local Authority - 2021   **Return to Summary**

Local Authority

All	⌄

572,010
Total Population of Cornwall (2021)

58.38%
Percentage of Cornwall Aged 16-64 (2021)

Local Authority	Total Population
Aberdeen City	227,430
Aberdeenshire	262,690
Adur	64,626
Allerdale	96,384
Amber Valley	126,489
Angus	116,120
Antrim and Newtownabbey	145,852
Ards and North Down	163,827
Argyll and Bute	86,220
Armagh City, Banbridge and Craigavon	219,127
Arun	165,225
Ashfield	126,372
Ashford	133,178
Babergh	92,723
Barking and Dagenham	218,534
Barnet	388,639
Barnsley	244,893

Age Breakdown of Population

Age	Population
85+	1,649,154
80-84	1,698,445
75-79	2,490,287
70-74	3,345,121
65-69	3,354,034
60-64	3,956,093
55-59	4,573,851
50-54	4,640,486
45-49	4,214,568
40-44	4,226,472
35-39	4,477,370
30-34	4,655,244
25-29	4,367,125
20-24	4,034,793
15-19	3,794,219
10-14	4,034,829
5-9	3,933,947
0-4	3,580,269
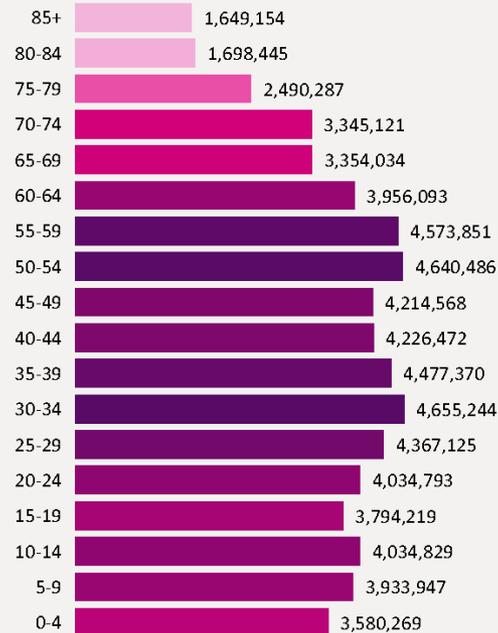
A low percentage of working age population and a top heavy population profile for an area is a concern for policy makers. Elderly populations create higher demands on public services, creating an economic imbalance.

Percentage of Population 16-64
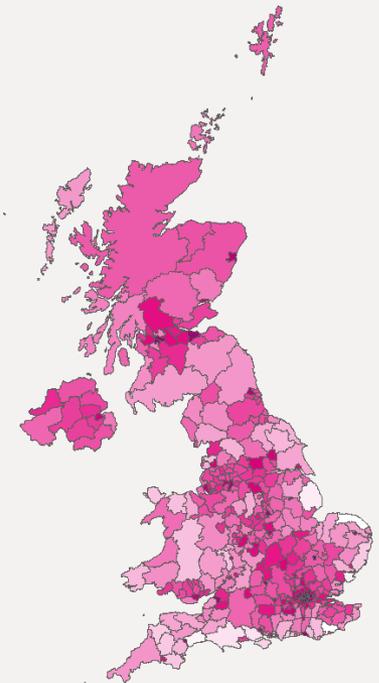
Data Source: Population Estimates - Local Authority
Office for National Statistics - Link Here

Economic Monitoring

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Businesses

Business Breakdown by Local Authority - 2023

◀ Return to Summary

Local Authority
Cornwall ⌄

Variable
◉ Enterprise
○ Local Units

29,650	70	585	3,990	25,010	ⓘ	22,435	2,530	585	65	25,350
Local Units	Large (250+)	Medium (50-249)	Small (10-49)	Micro (0 to 9)		Micro (0 to 9)	Small (10 to 49)	Medium (50-249)	Large (250+)	Enterprises

Sector	Value
A : Agriculture, forestry and fishing	3855
B : Mining and quarrying	25
C : Manufacturing	1375
D : Electricity, gas, steam and air conditioning supply	140
E : Water supply; sewerage, waste management and remediation activities	70
F : Construction	3870
G : Wholesale and retail trade; repair of motor vehicles and motorcycles	3475
H : Transportation and storage	935
I : Accommodation and food service activities	2590
J : Information and communication	840
K : Financial and insurance activities	295
L : Real estate activities	865
M : Professional, scientific and technical activities	2530
N : Administrative and support service activities	1705
O : Public administration and defence; compulsory social security	160
P : Education	360
Q : Human health and social work activities	805

I : Accommodation and food service activiti... 3K (10.22%)

L : Real estate activities 1K (3.41%)

H : Transportation and storage 1K (3.69%)

M : Professional, scientific and t... 3K (9.98%)

G : Wholesale and retail... 3K (13.71%)

N : Administrative and sup... 2K (6.73%)

O : Public administratio... 0K (0.63%)

Q : Human health and ... 1K (3.18%)

R : Art... 1K (2.57%)

S : Other service activities 1K (3.14%)

F : Construction 4K (15.27%)

A : Agriculture, forestry and fishing 4K (15.21%)

B : Mining and ... 0K (0.1%)

Data Source: UK Business Count – Local Authority
Office for National Statistics – Link Here

Economic Monitoring

Gross Value Added

Total Gross Value Added by ITL2 Region - 2021

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Return to Summary

ITL 2 Region

Cornwall and Isles of Scilly

GVA by Standard Industrial Classification (Current Prices)
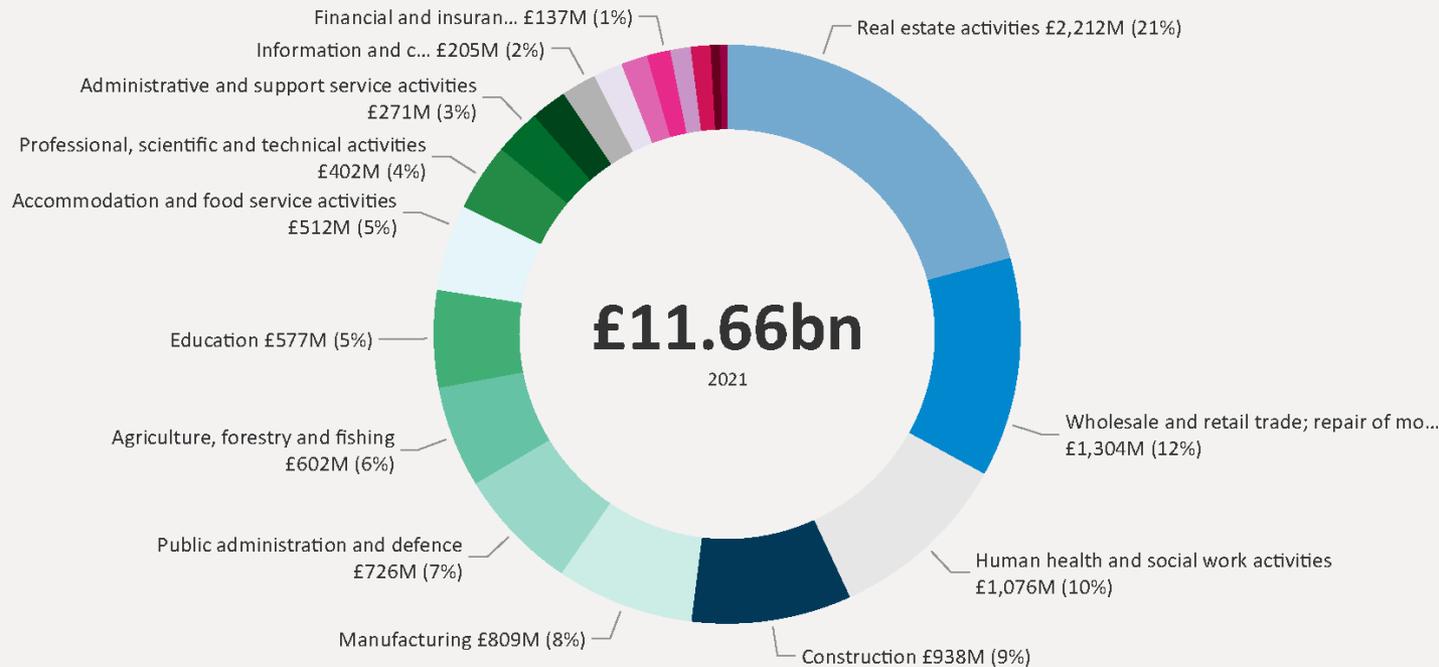
What is Gross Value Added?

Gross value added (GVA) is a measure of the increase in the value of the economy due to the production of goods and services. GVA can be measured in a nominal way known as "current prices" or in "real terms" adjusting for rising prices over time.

Total GVA in Billions (CVM)

£10,963 2021	**£9,930** 2020
£11,441 2019	**£11,288** 2018
£11,323 2017	**£10,595** 2016

What is Chained Volume Measure?

GVA at chained volume measure (CVM) is adjusted for the effects of inflation to give a measure of 'real GVA' over time. The figures above are adjusted to 2019 prices.

Financial and insuran... £137M (1%)
Information and c... £205M (2%)
Administrative and support service activities £271M (3%)
Professional, scientific and technical activities £402M (4%)
Accommodation and food service activities £512M (5%)
Real estate activities £2,212M (21%)

£11.66bn
2021

Education £577M (5%)

Agriculture, forestry and fishing £602M (6%)

Public administration and defence £726M (7%)

Manufacturing £809M (8%)

Wholesale and retail trade; repair of mo... £1,304M (12%)

Human health and social work activities £1,076M (10%)

Construction £938M (9%)

Data Source: Regional GVA - ITL2
Office for National Statistics - Link Here

Economic Monitoring

Productivity

Productivity by ITL2 Region - 2021

 Return to Summary

GVA per Filled Job 2021 (£)
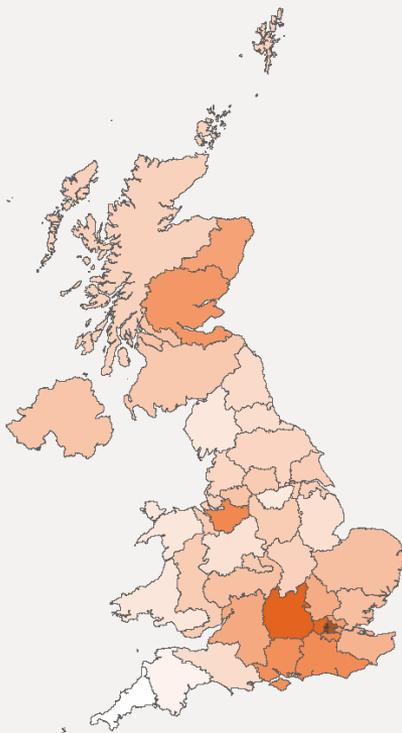
What is Productivity?

Productivity is the quantity of goods and services produced per unit of labour input and is produced both per hour worked or per filled job. It is one of the most widely used measures of economic performance.

ITL code	ITL Region	GVA per Filled Job 2021	GVA per Hour Worked 2021
TLH2	Bedfordshire and Hertfordshire	£56,397	£36.35
TLJ1	Berkshire, Buckinghamshire and Oxfordshire	£70,559	£45.49
TLD6	Cheshire	£62,516	£40.88
TLK3	Cornwall and Isles of Scilly	£41,644	£29.21
TLD1	Cumbria	£45,989	£30.56
TLF1	Derbyshire and Nottinghamshire	£50,769	£34.04
TLK4	Devon	£44,005	£30.86
TLK2	Dorset and Somerset	£47,951	£32.73
TLH1	East Anglia	£52,870	£35.67
TLL2	East Wales	£50,766	£33.80
TLE1	East Yorkshire and Northern Lincolnshire	£50,349	£32.98
TLM7	Eastern Scotland	£59,938	£39.69
TLH3	Essex	£53,145	£35.70
TLK1	Gloucestershire, Wiltshire and Bath/Bristol area	£56,754	£37.75
TLD3	Greater Manchester	£52,225	£34.25
TLJ3	Hampshire and Isle of Wight	£61,340	£42.35
TLG1	Herefordshire, Worcestershire and Warwickshire	£52,570	£34.62

United Kingdom

UK less Extra-Regio ⓘ

£58,327
Per Filled Job

£38.33
Per Hour

GVA per Hour Worked

Cornwall and Isles of Scilly

£29.21
2021

£28.97
2020

£28.12
2019

£26.85
2018

£25.51
2017

£24.62
2016

GVA Per Filled Job

Cornwall and Isles of Scilly

£41,644
2021

£41,646
2020

£41,749
2019

£41,079
2018

£40,052
2017

£38,398
2016

Data Source: Subregional Productivity - ITL2
Office for National Statistics - Link Here

Economic Monitoring

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Gross Domestic Product

Gross Domestic Product by ITL2 Region - 2021

Return to Summary

GDP per Head 2021 - ITL2 (Current Prices)
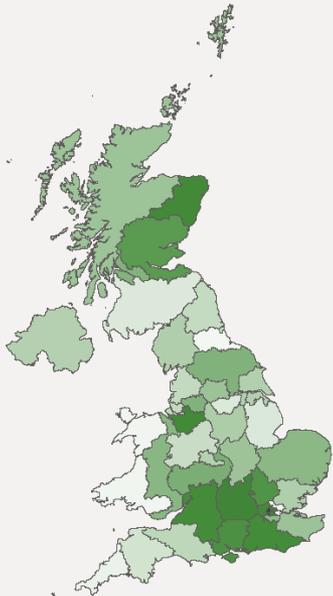
United Kingdom (Current Prices)

United Kingdom less Extra-Regio

£2,261.82
GDP Total (£Bn)

£31,262
Per Head

What is Gross Domestic Product?

Gross Domestic Product (GDP) measures the total value of all of the goods made, and services provided, during a specific period of time. GDP can be measured in a nominal way known as "current prices" or in "real terms" adjusting for rising prices over time.

ITL code	Region Name	GDP per Head 2021 (Current Prices)	Total GDP 2021 (Current Prices)
TLH2	Bedfordshire and Hertfordshire	£34,008	£64.84
TLJ1	Berkshire, Buckinghamshire and Oxfordshire	£44,593	£112.40
TLD6	Cheshire	£39,690	£38.48
TLK3	Cornwall and Isles of Scilly	£23,362	£13.42
TLD1	Cumbria	£27,385	£13.72
TLF1	Derbyshire and Nottinghamshire	£27,573	£60.77
TLK4	Devon	£25,056	£30.53
TLK2	Dorset and Somerset	£26,470	£35.85
TLH1	East Anglia	£29,964	£77.26
TLL2	East Wales	£30,064	£35.14
TLE1	East Yorkshire and Northern Lincolnshire	£27,281	£25.56
TLM7	Eastern Scotland	£33,336	£67.15
TLH3	Essex	£27,455	£51.14
TLK1	Gloucestershire, Wiltshire and Bath/Bristol	£34,870	£89.46
TLD3	Greater Manchester	£30,576	£87.70
TLJ3	Hampshire and Isle of Wight	£34,283	£68.61

What is Chained Volume Measure?

GDP at chained volume measure (CVM) is adjusted for the effects of inflation to give a measure of 'real GDP' over time. The figures below are adjusted to 2019 prices.

United Kingdom (CVM)

United Kingdom less Extra-Regio

£2,218.87
GDP Total (£Bn)

£29,298
Per Head

GDP per Head (CVM)

Cornwall and Isles of Scilly

£21,963
2021

£19,702
2020

£23,258
2019

£23,053
2018

Total GDP in Billions (CVM)

Cornwall and Isles of Scilly

£12.61
2021

£11.34
2020

£13.30
2019

£13.1
2018

Data Source: Regional GDP - ITL2
Office for National Statistics - Link Here

Economic Monitoring

Employee Workplace Earnings
Workplace Median Annual Earnings - 2022

◄ Return to Summary

| Full Time Earnings | Part Time Earnings | Total |

| All | Female | Male |

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£28,521

Median Annual Full Time Earnings (All) for Cornwall in 2022. The figure for the United Kingdom was **£33,000**.

Earnings Data

Measures of employee earnings are produced using data from the Annual Survey for Hours and Earnings (ASHE).

Datasets are produced at both a workplace and a resident based level. Workplace based data shows the earnings of employees working in the local authority, this therefore also captures earnings of those commuting to the area.

Full-time is defined as employees working more than 30 paid hours per week (or 25 or more for the teaching professions).

Median Annual Full Time Earnings (All) in 2022
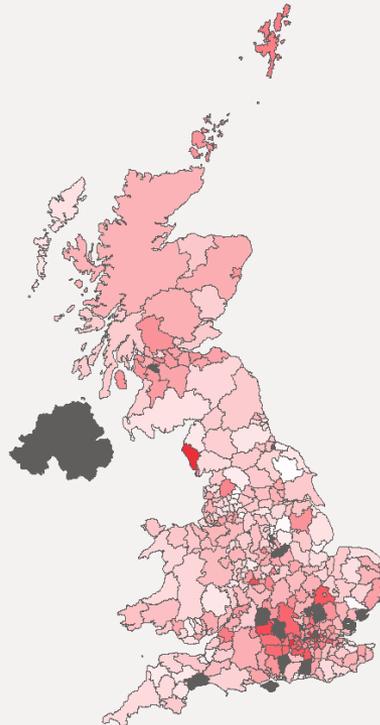
Local Authority	Full Time	Part Time	Total Earnings
Aberdeen City	£34,680	£13,351	£29,816
Aberdeenshire	£32,448		£25,065
Adur	£26,875		£24,322
Allerdale	£27,367	£11,481	£23,982
Amber Valley	£29,317	£11,514	£23,902
Angus	£29,466		£25,845
Argyll and Bute	£29,762	£11,375	£24,024
Arun	£27,083	£10,318	£22,588
Ashfield		£12,691	
Ashford	£32,025		£26,878
Babergh	£26,099		£25,041
Barking and Dagenham	£31,675		£27,304
Barnet	£34,291	£12,479	£28,728
Barnsley	£27,799	£12,795	£24,394
Barrow-in-Furness	£34,802		£30,625
Basildon	£30,647	£10,957	£26,837
Basingstoke and Deane	£38,212	£14,441	£33,933
Bassetlaw	£25,809	£12,009	£23,729
Bath and North East Somerset	£32,201	£13,282	£27,088
Bedford	£33,101	£10,957	£27,557

Data Source: ASHE, ONS 2022
Office for National Statistics NOMIS - Link Here

Economic Monitoring

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Universal Credit
People on Universal Credit by Local Authority - Sep 2023

Universal Credit...

Return to Summary

Local Authority
All ▾

Date
September 2023 ▾

People on Universal Credit (All) as a Percentage of the 16-64 Population

Age Breakdown

Age	Count
Over 65	51,335
60-65	440,456
55-59	447,464
50-54	521,657
45-49	582,916
40-44	776,522
35-39	922,366
30-34	932,057
25-29	754,441
20-24	578,144
16-19	135,729
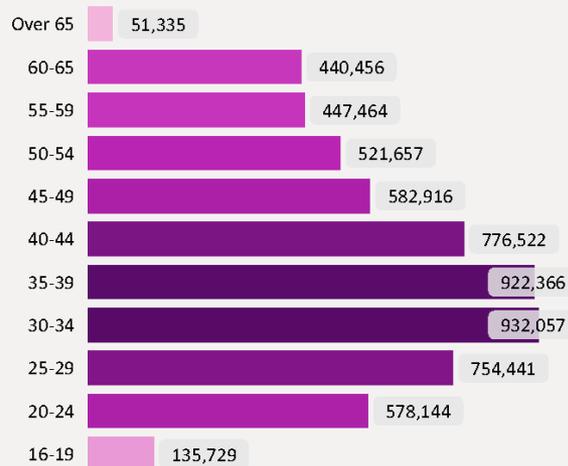
Rate by Local Authority
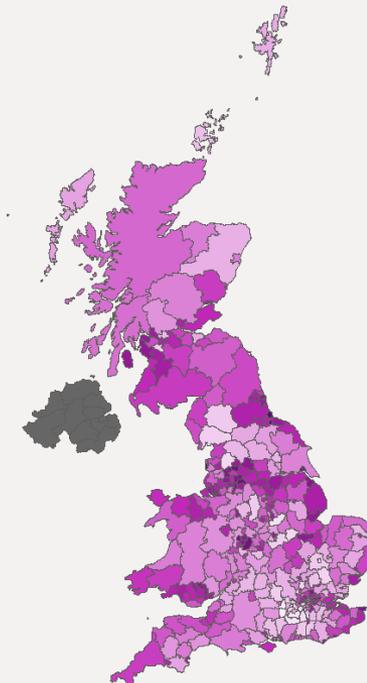
49,773   Figures don't total? ⓘ

People were on Universal Credit (All) in Cornwall as of September 2023. This is a rate of **14.91 %** compared to **14.99 %** in Great Britain.

All	Searching for work	Working – no requirements	Working – with requirements

Local Authority	% of 16-64 Pop	People on UC
Aberdeen City	11.96%	18,451
Aberdeenshire	9.49%	15,233
Adur	12.13%	4,576
Allerdale	14.72%	8,350
Amber Valley	13.06%	10,012
Angus	14.93%	10,306
Argyll and Bute	12.51%	6,379
Arun	14.21%	13,187
Ashfield	16.48%	12,847
Ashford	13.77%	11,157
Babergh	11.24%	5,967
Barking and Dagenham	23.18%	33,042
Barnet	15.24%	38,474

What is Universal Credit?

Universal Credit (UC) is a means-tested benefit for people of working-age who are on a low income. The number of people out of work or on low incomes is a strong indicator of economic performance. People on UC are assessed and placed in a number of conditionality groups, we pay particular attention to the searching for work conditionality to monitor labour market performance.

Data Source: People on UC, Sep 2023
DWP - Link Here

Economic Monitoring

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Universal Credit
Universal Credit - Time Series

Return to Main
Universal Credit Page

Return to Summary

Local Authority

Multiple selections ⌄

| All | Searching for work | Working – no requirements | Working – with requirements |

People on Universal Credit in Cornwall (All)

Local Authority ● Cornwall
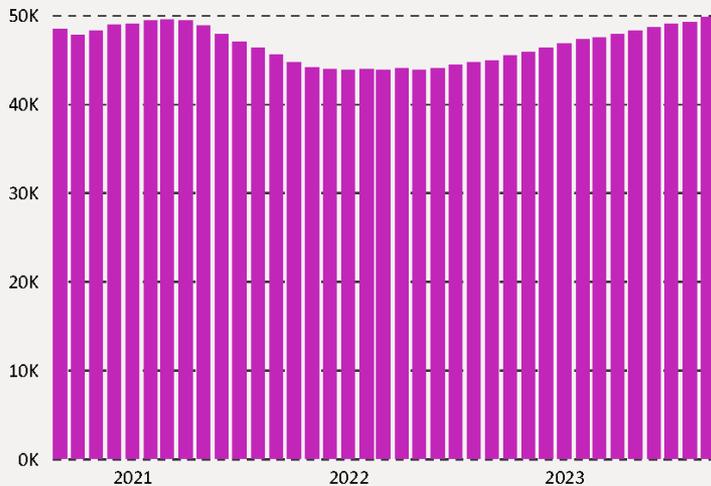
Universal Credit Rate (All) as a Percentage of the 16-64 Population

Local Authority ● Cornwall ● Great Britain

What is Universal Credit?

Universal Credit (UC) is a means-tested benefit for people of working-age who are on a low income. The number of people out of work or on low incomes is a strong indicator of economic performance. People on UC are assessed and placed in a number of conditionality groups, we pay particular attention to the searching for work conditionality to monitor labour market performance.

Universal Credit Rate

The Universal Credit rate is calculated as a percentage of the estimated 16-64 population of Local Authorities for mid-year 2021.

The official completion date for the move of legacy benefit claimants to Universal Credit is September 2024. Due to this small numbers of benefit claimants will not be reflected in the latest statistics.

Data Source: People on Universal Credit
DWP - Link Here

Economic Monitoring

Employee Resident Earnings
Resident Median Annual Earnings - 2022

◀ Return to Summary

| Full Time Earnings | Part Time Earnings | Total |

| All | Female | Male |

£29,177

Median Resident Annual Full Time Earnings (All) for Cornwall in 2022. The figure for the United Kingdom was **£33,000**.

Earnings Data

Measures of employee earnings are produced using data from the Annual Survey for Hours and Earnings (ASHE).

Datasets are produced at both a workplace and a resident based level. Resident based data shows the earnings of people resident in the local authority, this therefore also captures earnings of those commuting from the area for employment.

Full-time is defined as employees working more than 30 paid hours per week (or 25 or more for the teaching professions).

Median Annual Full Time Earnings (All) in 2022
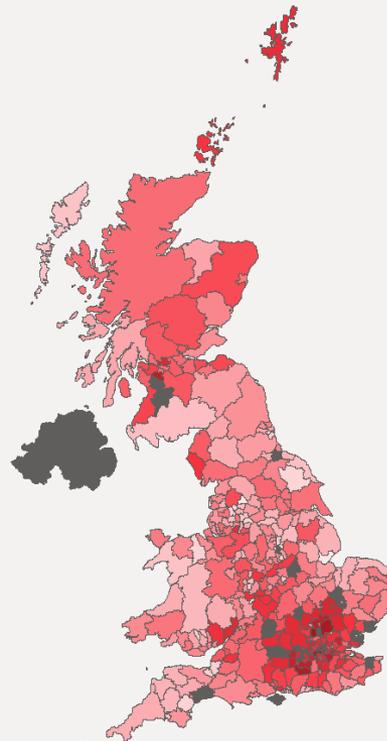
Local Authority ▲	Full Time	Part Time	Total Earnings
Aberdeen City	£32,239	£13,368	£27,375
Aberdeenshire	£34,825		£27,390
Adur	£32,315	£13,978	£25,534
Allerdale	£33,849	£12,439	£26,755
Amber Valley	£30,258	£10,735	£24,512
Angus	£31,407		£27,001
Argyll and Bute	£29,547	£11,339	£23,856
Arun	£29,355	£10,642	£24,235
Ashfield		£12,182	£25,813
Ashford	£32,338		£28,980
Babergh	£31,143		£26,911
Barking and Dagenham	£33,454	£10,400	£27,963
Barnet	£38,345		£32,507
Barnsley	£28,353	£12,713	£24,835
Barrow-in-Furness	£30,513		£26,215
Basildon	£33,108		£27,926
Basingstoke and Deane	£38,681	£13,875	£35,488
Bassetlaw	£28,482		£24,515
Bath and North East Somerset	£36,389	£11,963	£27,614
Bedford	£33,924	£10,971	£29,225

Data Source: ASHE, ONS 2022
Office for National Statistics NOMIS - Link Here

Household Income After Housing Costs

Net Annual Household Income (equivalised) After Housing Costs by Middle Layer Super Output Areas

Estimated Net Annual Household Income (equivalised) after Housing Costs in Pounds 2020 (2011 LSOA Geography).

Net Annual Income (£) - Quantiles

- £23,200 - £26,100
- £26,101 - £27,600
- £27,601 - £29,300
- £29,301 - £30,100
- £30,101 - £34,800

Data Source: Income Estimates for Small Areas (ONS, 2020)
https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/smallareaincomeestimatesformiddlelayersuperoutputareasenglandandwales
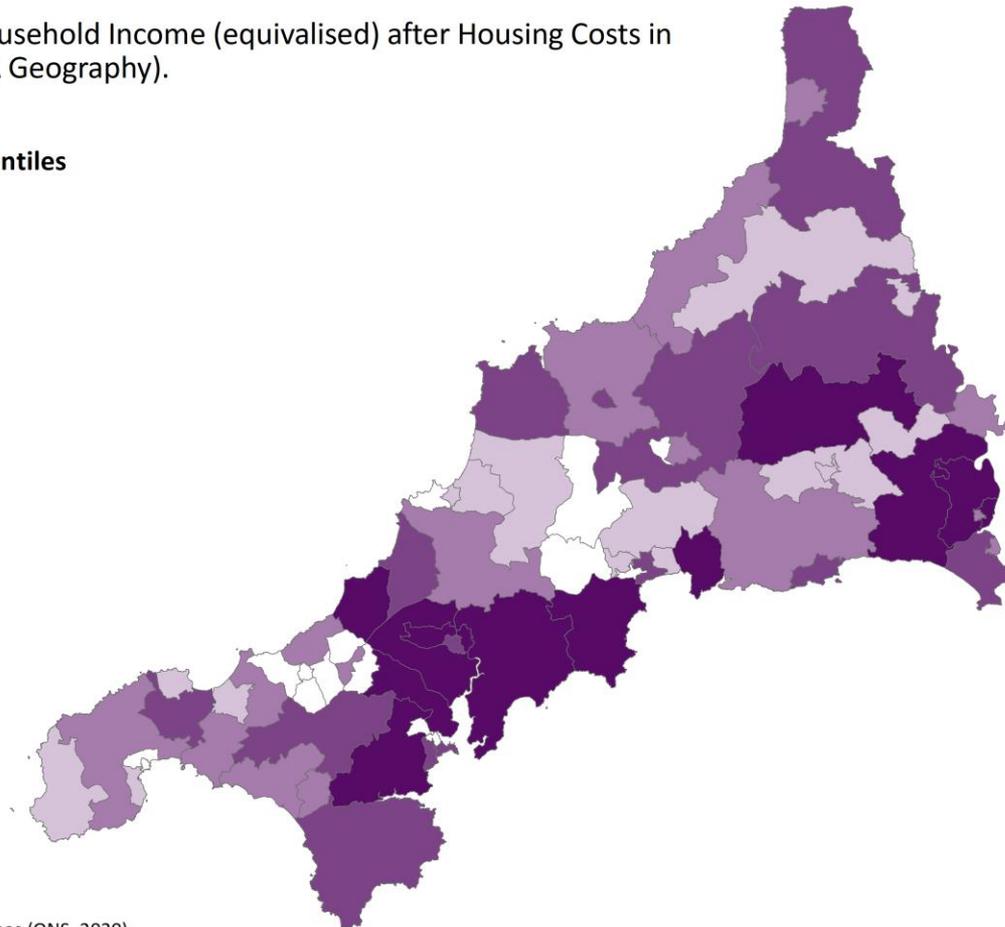
Produced by the CC Economic Growth Service
Map Geography: Ordnance Survey and ONS (LSOA, 2011)

Retired

Census - Inactive Retired 2021

Proportion of population aged 16+ who are Inactive - Retired (%).
(2021 MSOA Geography).

Percentage of 16+ Population

- 16.8% - 21.1%
- 21.2% - 25.4%
- 25.5% - 29.8%
- 29.9% - 34.1%
- 34.2% - 38.4%

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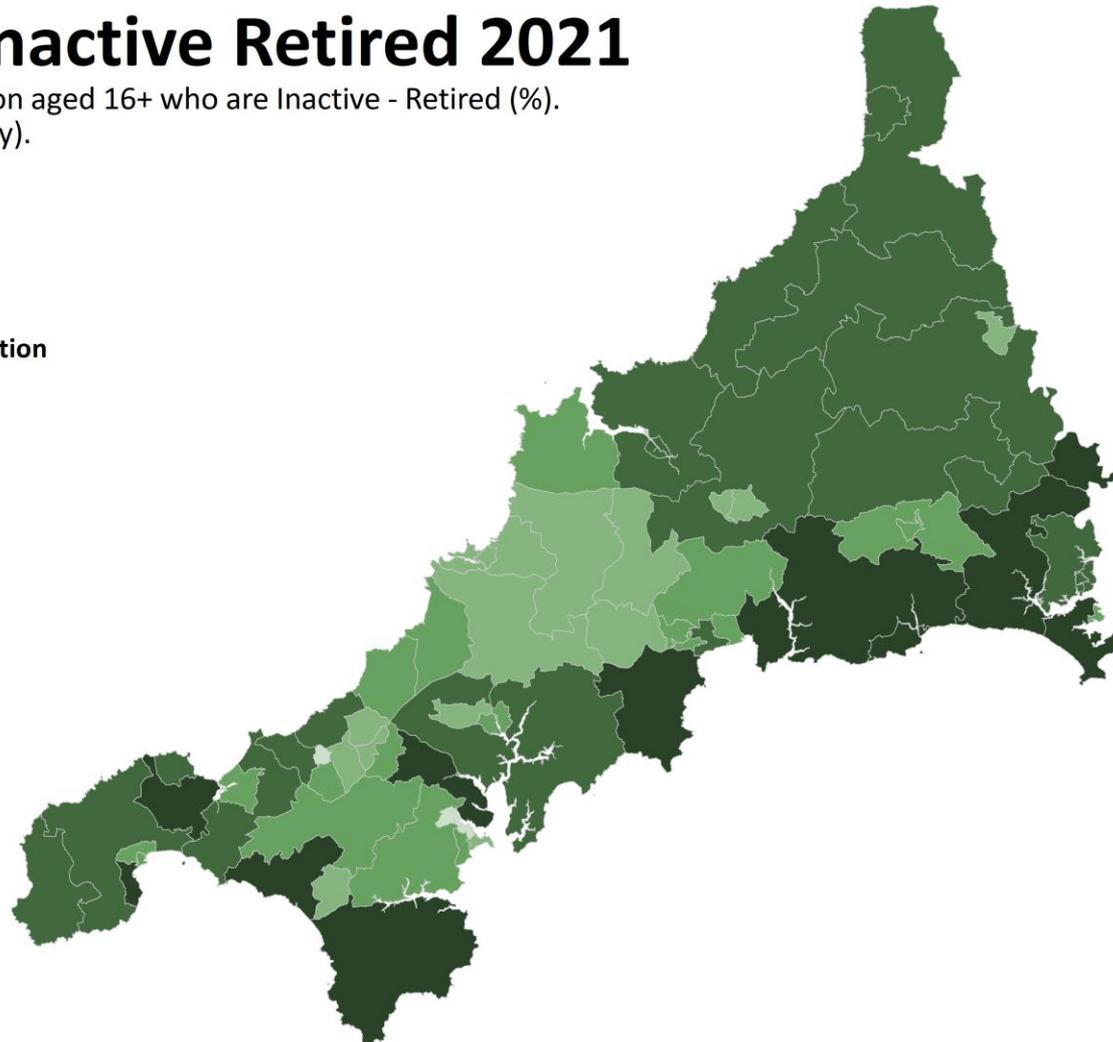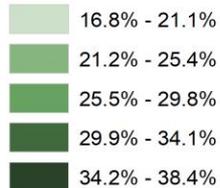
Visitor Economy

Proportion of Local Units with a Visitor Economy Focus

Visitor Economy Local Units as a Proportion of all Local Units by MSOA, 2022

Percentage of Visitor Economy Local Units
- 4.88% - 8.54%
- 8.55% - 11.96%
- 11.97% - 16.26%
- 16.27% - 20.97%
- 20.98% - 30.86%

Produced by the CC Economic Growth Service
Data Source: ONS, 2022
Map Geography: Ordnance Survey and ONS (MSOA, Dec 2011)
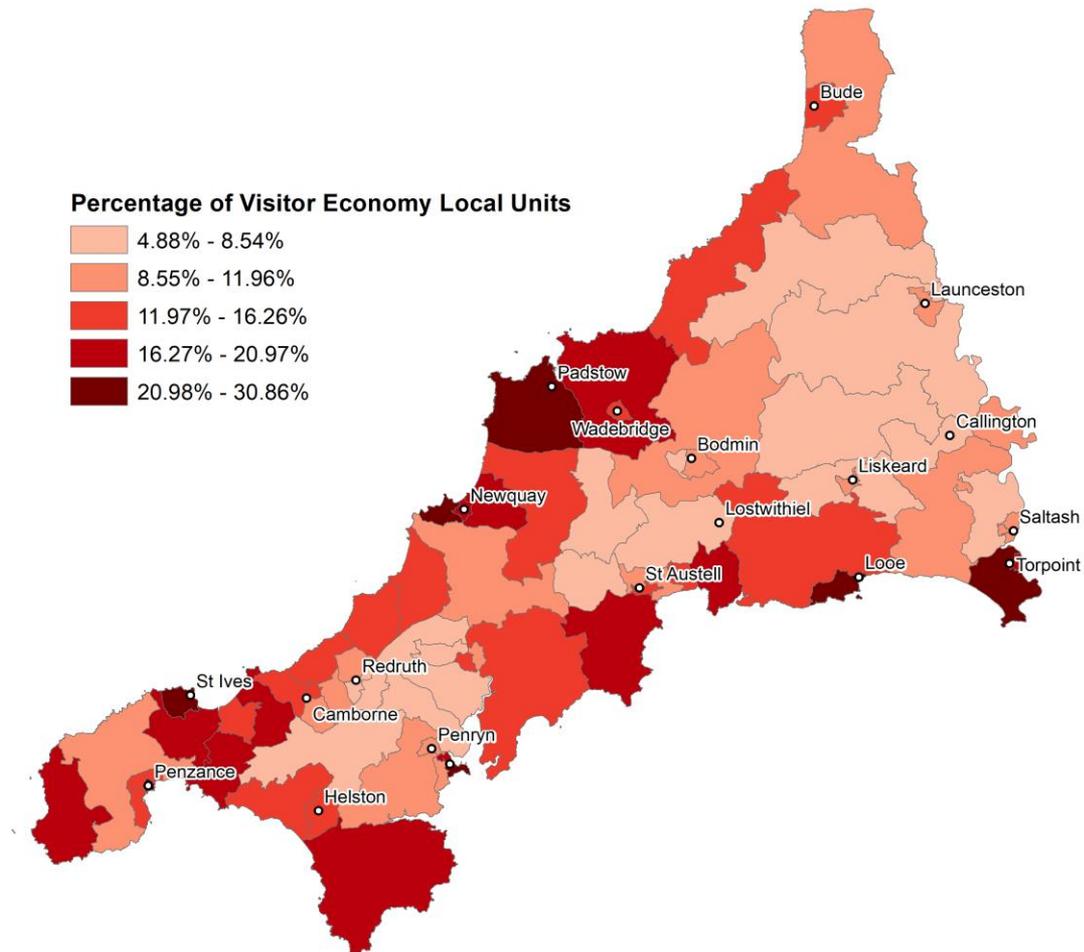
Self Employment

Self-Employment 16+ by MSOA 2021

Percentage of Residents Self-Employed (Aged 16+) across Cornwall and Isles of Scilly MSOAs

Percentage of Residents Self Employed (16+)

- 7% - 10%
- 11% - 12%
- 13% - 15%
- 16% - 21%

Census, 2021
Office for National Statistics

Produced by the Economy and Skills Service at Cornwall Council
Map Geography: Ordnance Survey and ONS (MSOA, 2021)
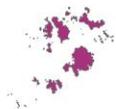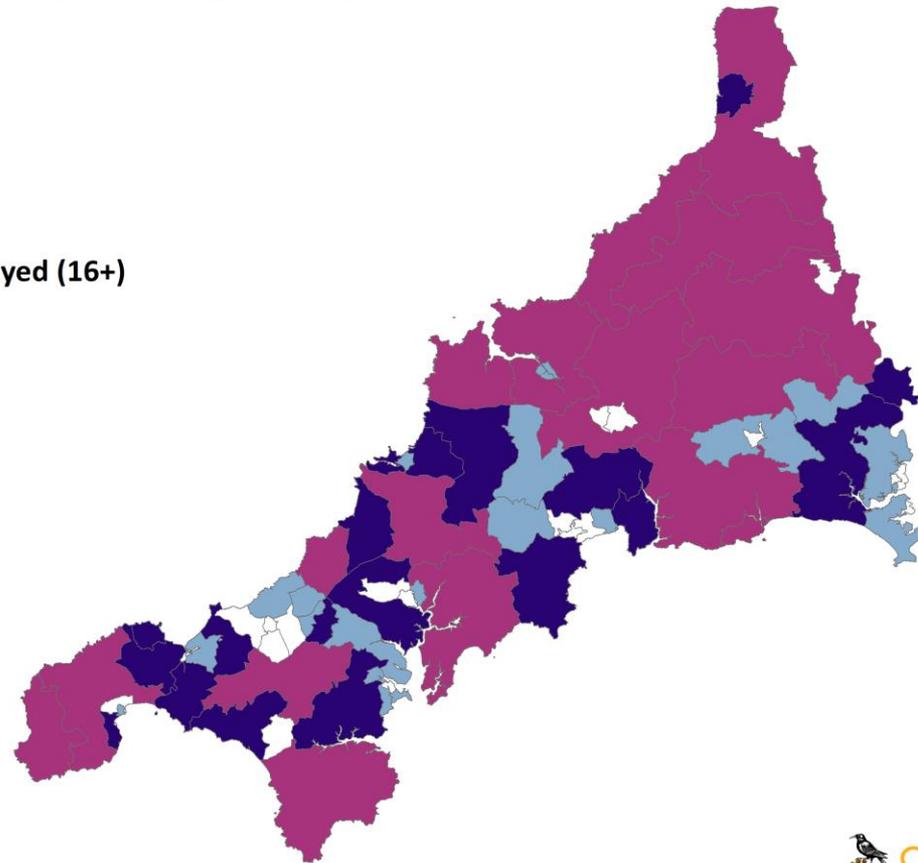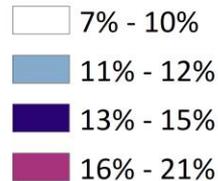
Town Economic Vitality Index

Methodology

Step 1: Data was entered for 22 pre-determined towns, which were profiled using 12 indicators covering the themes of Business, Environment, People-Work, People, and Place.

Step 2: For each indicator, values were indexed to allow for consistent comparison of values across indicators in different units. The worst performing value in the dataset was set to 0 and the best performing set to 100. All other values were allocated a score between 0 and 100 based on their relative distance from the minimum and maximum dataset values.

Step 3: The scores were then weighted and totalled to provide an overall priority ranking and score for each town based on the weightings applied.

Town Economic Vitality Index
Town Inclusion Criteria

Criteria 1: **The population of the settlements LSOA built up area must exceed 3,500 people.** This was identified as the lower population limit of a small town.

Criteria 2: **The settlements MSOA population size must be no more than twice the areas LSOA population.** For each indicator data is either available at MSOA or LSOA geographies and in some cases both. In this case the LSOA populations are the more appropriate geography for the index as the boundaries more closely fit the extent of a settlements built up area. Some data is however only available at the larger geographical level (MSOA) this creates problems as some MSOAs cover vast areas much less relevant to settlement of focus. In order to prevent the creation of a false profile, a MSOA limit of twice the population size of the LSOA boundary has been applied.

Criteria 3: **The settlement must provide significant facilities for the local and surrounding population. It should also be included in the list of towns defined as such by the ONS.**

Please Note: A settlement must meet all three of these criteria to be included as a town in the vitality index.

Indicator Weightings

Each indicator has been given a weighting, these are set out below.

Business Growth 5%
% Change in Local Units (5yrs)

Unemployment 15%
Claimant Count Rate (Working Population)

Benefit Claimants 15%
Universal Credit Rate (Working Population)

Deprivation 10%
Total IMD Score

Household Income 10%
Estimated Net Household Income

Fuel Poverty 7.5%
% of Households Fuel Poor

Gigabit Broadband 5%
% of Premises Gigabit Broadband Capable

High Skill Levels 10%
% with a NVQ4+ or Equivalent Qualification

Life Expectancy 5%
Average Life Expectancy from Birth

Occupations 7.5%
% in Higher and Lower Managerial, Admin and Prof Occupations

Violent Crime 5%
Violence with Injury Rate (per 1000 people)

Vacancies 5%
Vacancies per Employment (Rate)

Town Economic Vitality Index 2022

The 22 towns rank as follows in the 2022 Town Economic Vitality Index. The indicator weightings on the left were applied to the basket of indicators to produce a score for each town.

Priority Rank (Most to Least)	Town Name	Weighted Score (Lowest Shows Greatest Need)
1	Camborne	18.93
2	Penzance	24.64
3	Bodmin	24.68
4	Liskeard	32.11
5	St Blazey	36.68
6	Newquay	40.20
7	Redruth	40.40
8	St Austell	45.46
9	Hayle	47.49
10	Launceston	48.59
11	Looe	48.79
12	Bude	50.37
13	Callington	55.98
14	St Ives	57.74
15	Penryn	58.82
16	Torpoint	63.45
17	Padstow	64.04
18	Falmouth	67.54
19	Helston	70.83
20	Truro (inc TMS)	73.04
21	Wadebridge	73.91
22	Saltash	79.76

Town Economic Vitality Index

#1
Rank #1
in 2021

Index Weighted Score: 18.93/100
Town Priority Ranking: 1/22

Unweighted Index Scores for the Town of **Camborne**
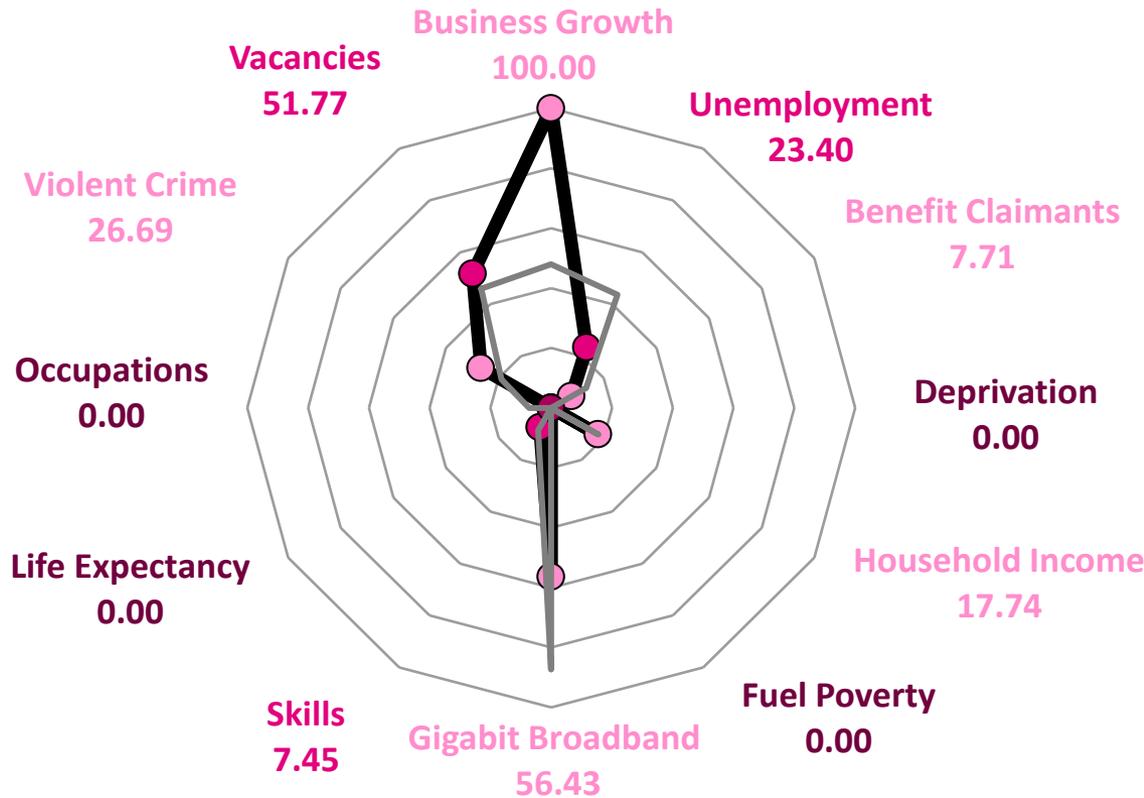
Business Growth
100.00

Vacancies
51.77

Unemployment
23.40

Violent Crime
26.69

Benefit Claimants
7.71

Occupations
0.00

Deprivation
0.00

Life Expectancy
0.00

Household Income
17.74

Skills
7.45

Gigabit Broadband
56.43

Fuel Poverty
0.00

A high score indicates good performance (100 = best performing).
Where as a low score shows poor performance (0 = worst performing).
Grey shows the 2021 index scores.

Camborne Indicator Values

Unweighted indicator values for each measure are set out below.

Indicator	Value
Business Growth % Change in Local Units (5yrs) (2018-2022)	**28.9%**
Unemployment Claimant Count as a Percentage of 16-64 Population (yr ending Dec 2022)	**4.1%**
Benefit Claimants Universal Credit as a Percentage of the 16-64 Population (yr ending Dec 2022)	**20.71%**
Deprivation Total Indices of Multiple Deprivation Score (2019)	**36.79**
Household Income Average Net Income After Housing (CC estimate) (2018)	**£23,500**
Fuel Poverty % of Households Estimated as Fuel Poor (2020)	**16%**
Gigabit Broadband % Premises Gigabit Broadband Capable (2022)	**58%**
High Level Skills Highest Level of Qualification 16+: Level 4 Qualifications or Above (2021)	**23.0%**
Life Expectancy Average Life Expectancy from Birth (upper age band 90+) (2016-20)	**79.0yrs**
Occupations % in Higher and Lower Managerial, Admin and Prof Occupations 16+ (2021)	**22.6%**
Violent Crime Violence with Injury Rate per 1000 Population (Oct 21/Sept 22)	**9.1%**
Vacancies Vacancy Rate per Employment (2022)	**2.1%**

#2

Rank #3
in 2021

Town Economic Vitality Index

Index Weighted Score: 24.64/100
Town Priority Ranking: 2/22

Unweighted Index Scores for the Town of **Penzance**
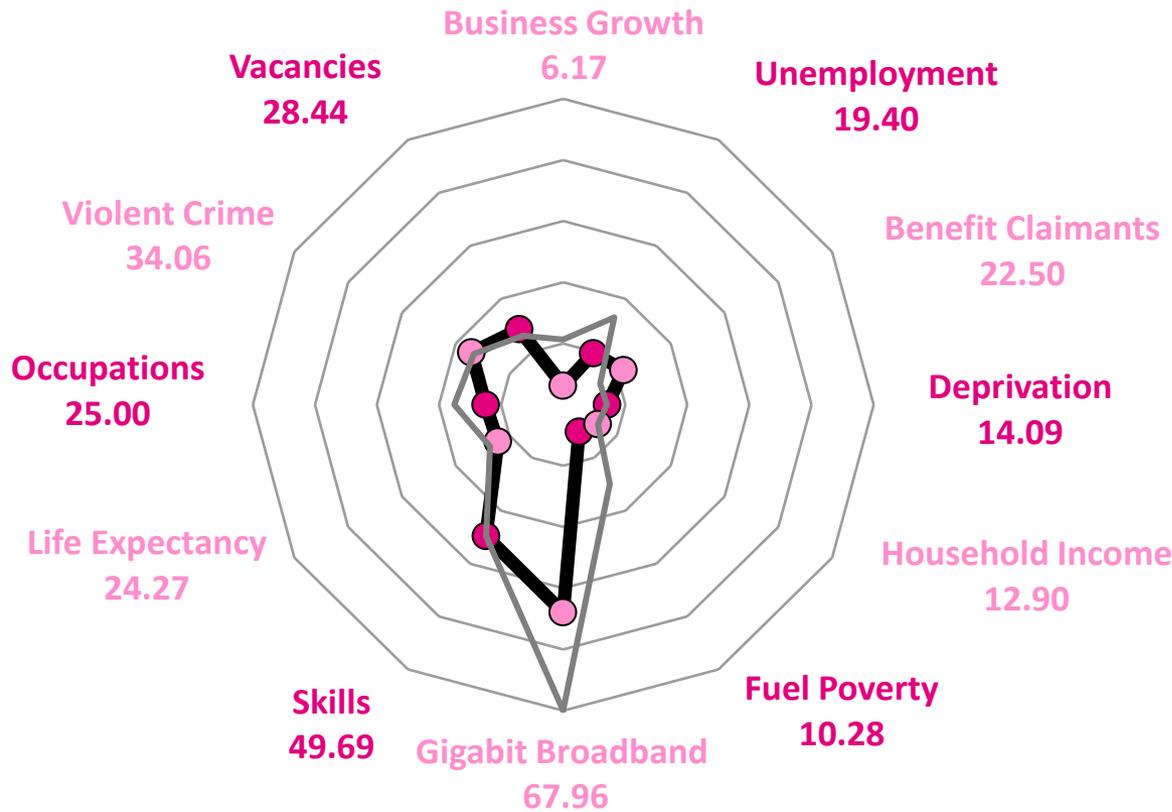
Business Growth
6.17

Vacancies
28.44

Unemployment
19.40

Violent Crime
34.06

Benefit Claimants
22.50

Occupations
25.00

Deprivation
14.09

Life Expectancy
24.27

Household Income
12.90

Skills
49.69

Gigabit Broadband
67.96

Fuel Poverty
10.28

A high score indicates good performance (100 = best performing).
Where as a low score shows poor performance (0 = worst performing).
Grey shows the 2021 index scores.

Penzance Indicator Values

Unweighted indicator values for each measure are
set out below.

Business Growth % Change in Local Units (5yrs) (2018-2022)	**-1.0%**
Unemployment Claimant Count as a Percentage of 16-64 Population (yr ending Dec 2022)	**4.2%**
Benefit Claimants Universal Credit as a Percentage of the 16-64 Population (yr ending Dec 2022)	**19.08%**
Deprivation Total Indices of Multiple Deprivation Score (2019)	**33.81**
Household Income Average Net Income After Housing (CC estimate) (2018)	**£23,200**
Fuel Poverty % of Households Estimated as Fuel Poor (2020)	**15%**
Gigabit Broadband % Premises Gigabit Broadband Capable (2022)	**69%**
High Level Skills Highest Level of Qualification 16+: Level 4 Qualifications or Above (2021)	**29.8%**
Life Expectancy Average Life Expectancy from Birth (upper age band 90+) (2016-20)	**80.3yrs**
Occupations % in Higher and Lower Managerial, Admin and Prof Occupations 16+ (2021)	**26.2%**
Violent Crime Violence with Injury Rate per 1000 Population (Oct 21/Sept 22)	**8.5%**
Vacancies Vacancy Rate per Employment (2022)	**1.3%**

#3

Rank #2
in 2021

Town Economic Vitality Index

Index Weighted Score: 24.68/100
Town Priority Ranking: 3/22

Unweighted Index Scores for the Town of **Bodmin**
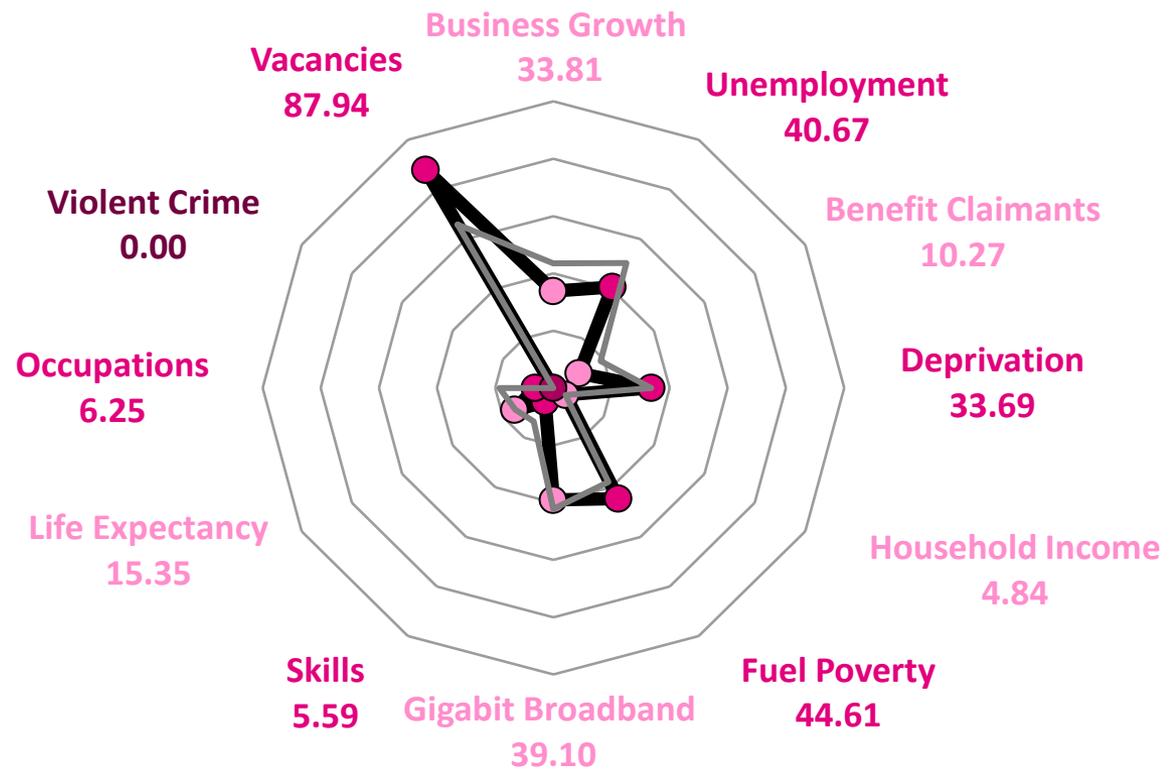
Business Growth
33.81

Vacancies
87.94

Unemployment
40.67

Violent Crime
0.00

Benefit Claimants
10.27

Occupations
6.25

Deprivation
33.69

Life Expectancy
15.35

Household Income
4.84

Skills
5.59

Gigabit Broadband
39.10

Fuel Poverty
44.61

A high score indicates good performance (100 = best performing).
Where as a low score shows poor performance (0 = worst performing).
Grey shows the 2021 index scores.

Bodmin Indicator Values

Unweighted indicator values for each measure are
set out below.

Business Growth % Change in Local Units (5yrs) (2018-2022)	**7.8%**
Unemployment Claimant Count as a Percentage of 16-64 Population (yr ending Dec 2022)	**3.6%**
Benefit Claimants Universal Credit as a Percentage of the 16-64 Population (yr ending Dec 2022)	**20.43%**
Deprivation Total Indices of Multiple Deprivation Score (2019)	**29.67**
Household Income Average Net Income After Housing (CC estimate) (2018)	**£22,700**
Fuel Poverty % of Households Estimated as Fuel Poor (2020)	**13%**
Gigabit Broadband % Premises Gigabit Broadband Capable (2022)	**43%**
High Level Skills Highest Level of Qualification 16+: Level 4 Qualifications or Above (2021)	**22.7%**
Life Expectancy Average Life Expectancy from Birth (upper age band 90+) (2016-20)	**79.8yrs**
Occupations % in Higher and Lower Managerial, Admin and Prof Occupations 16+ (2021)	**23.5%**
Violent Crime Violence with Injury Rate per 1000 Population (Oct 21/Sept 22)	**11.0%**
Vacancies Vacancy Rate per Employment (2022)	**3.2%**

#4
Rank #4
in 2021

Town Economic Vitality Index

**Index Weighted Score: 32.11/100
Town Priority Ranking: 4/22**

Unweighted Index Scores for the Town of **Liskeard**
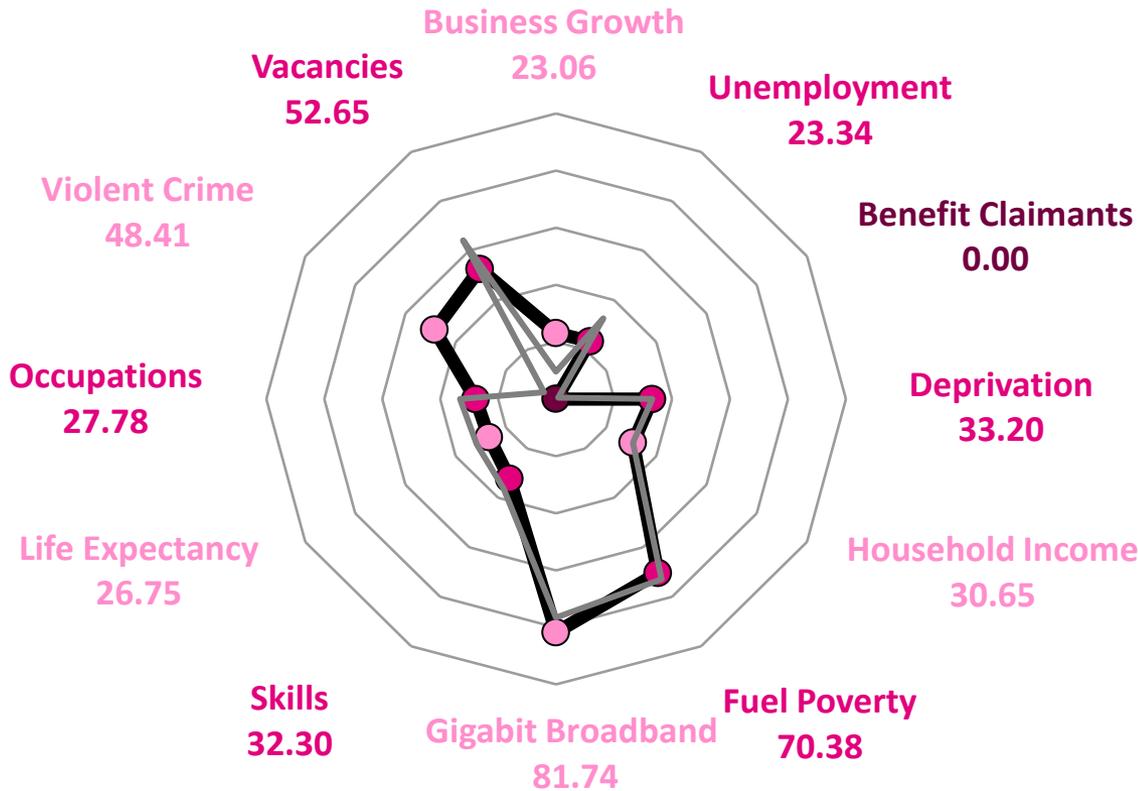
Business Growth
23.06

Vacancies
52.65

Unemployment
23.34

Violent Crime
48.41

Benefit Claimants
0.00

Occupations
27.78

Deprivation
33.20

Life Expectancy
26.75

Household Income
30.65

Skills
32.30

Gigabit Broadband
81.74

Fuel Poverty
70.38

A high score indicates good performance (100 = best performing).
Where as a low score shows poor performance (0 = worst performing).
Grey shows the 2021 index scores.

Liskeard Indicator Values

Unweighted indicator values for each measure are set out below.

Indicator	Value
Business Growth % Change in Local Units (5yrs) (2018-2022)	4.4%
Unemployment Claimant Count as a Percentage of 16-64 Population (yr ending Dec 2022)	4.1%
Benefit Claimants Universal Credit as a Percentage of the 16-64 Population (yr ending Dec 2022)	21.56%
Deprivation Total Indices of Multiple Deprivation Score (2019)	29.77
Household Income Average Net Income After Housing (CC estimate) (2018)	£24,300
Fuel Poverty % of Households Estimated as Fuel Poor (2020)	11%
Gigabit Broadband % Premises Gigabit Broadband Capable (2022)	81%
High Level Skills Highest Level of Qualification 16+: Level 4 Qualifications or Above (2021)	27.0%
Life Expectancy Average Life Expectancy from Birth (upper age band 90+) (2016-20)	80.5yrs
Occupations % in Higher and Lower Managerial, Admin and Prof Occupations 16+ (2021)	26.6%
Violent Crime Violence with Injury Rate per 1000 Population (Oct 21/Sept 22)	7.5%
Vacancies Vacancy Rate per Employment (2022)	2.1%

#8

Rank #12
in 2021

Town Economic Vitality Index

Index Weighted Score: 45.46/100
Town Priority Ranking: 8/22

Unweighted Index Scores for the Town of **St Austell**
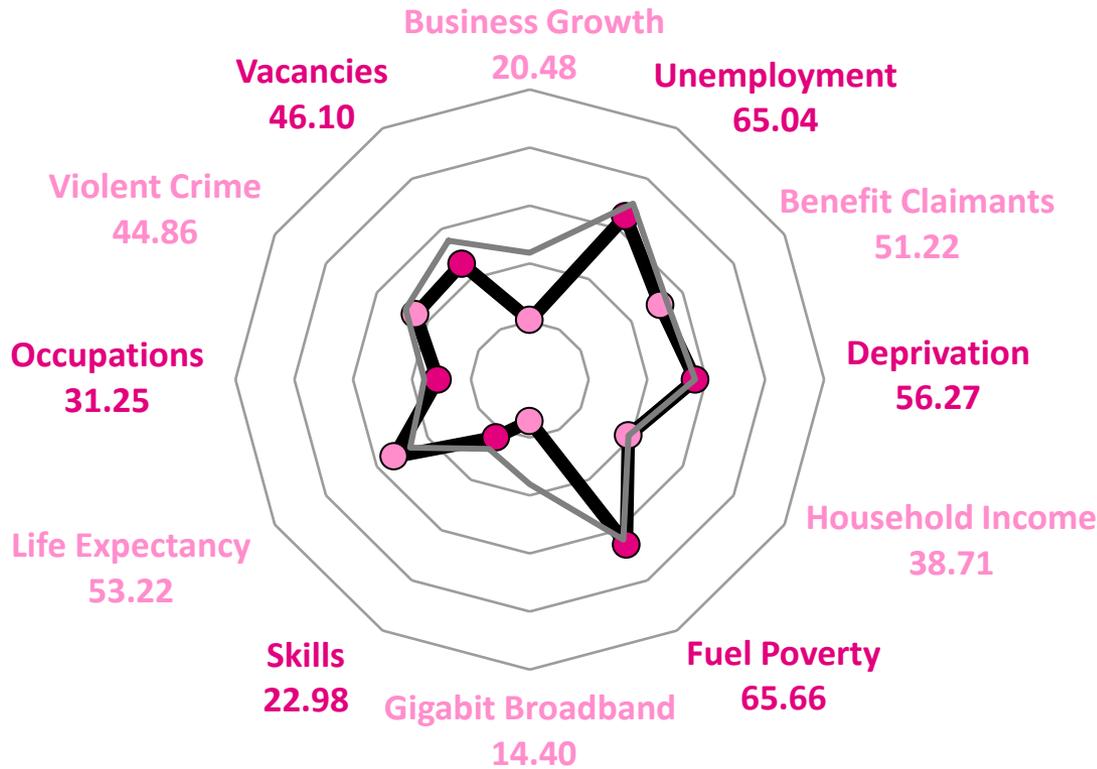
Business Growth
20.48

Vacancies
46.10

Unemployment
65.04

Violent Crime
44.86

Benefit Claimants
51.22

Occupations
31.25

Deprivation
56.27

Life Expectancy
53.22

Household Income
38.71

Skills
22.98

Fuel Poverty
65.66

Gigabit Broadband
14.40

A high score indicates good performance (100 = best performing).
Where as a low score shows poor performance (0 = worst performing).
Grey shows the 2021 index scores.

St Austell Indicator Values

Unweighted indicator values for each measure are set out below.

Indicator	Value
Business Growth % Change in Local Units (5yrs) (2018-2022)	**3.6%**
Unemployment Claimant Count as a Percentage of 16-64 Population (yr ending Dec 2022)	**2.9%**
Benefit Claimants Universal Credit as a Percentage of the 16-64 Population (yr ending Dec 2022)	**15.93%**
Deprivation Total Indices of Multiple Deprivation Score (2019)	**24.89**
Household Income Average Net Income After Housing (CC estimate) (2018)	**£24,800**
Fuel Poverty % of Households Estimated as Fuel Poor (2020)	**12%**
Gigabit Broadband % Premises Gigabit Broadband Capable (2022)	**21%**
High Level Skills Highest Level of Qualification 16+: Level 4 Qualifications or Above (2021)	**25.5%**
Life Expectancy Average Life Expectancy from Birth (upper age band 90+) (2016-20)	**82.0yrs**
Occupations % in Higher and Lower Managerial, Admin and Prof Occupations 16+ (2021)	**27.1%**
Violent Crime Violence with Injury Rate per 1000 Population (Oct 21/Sept 22)	**7.8%**
Vacancies Vacancy Rate per Employment (2022)	**1.9%**

#10
Rank #13
in 2021

Town Economic Vitality Index

Index Weighted Score: 48.59/100
Town Priority Ranking: 10/22

Unweighted Index Scores for the Town of **Launceston**
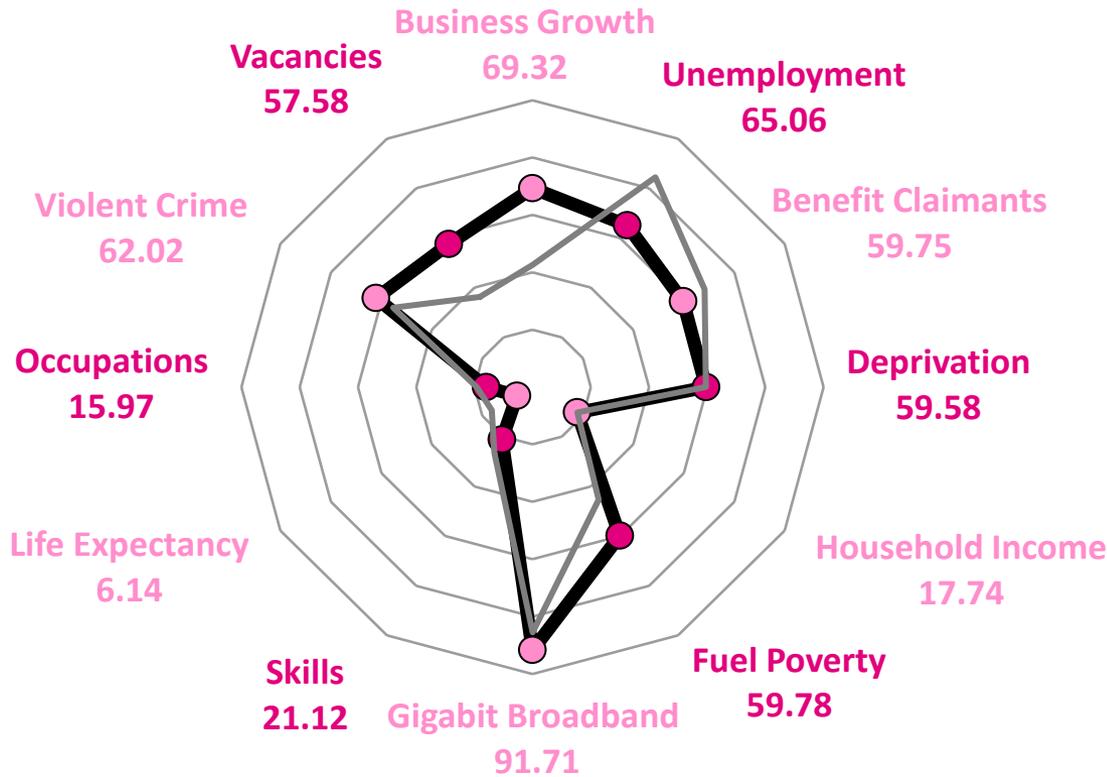
Business Growth 69.32
Vacancies 57.58
Unemployment 65.06
Violent Crime 62.02
Benefit Claimants 59.75
Occupations 15.97
Deprivation 59.58
Life Expectancy 6.14
Household Income 17.74
Skills 21.12
Fuel Poverty 59.78
Gigabit Broadband 91.71

A high score indicates good performance (100 = best performing).
Where as a low score shows poor performance (0 = worst performing).
Grey shows the 2021 index scores.

Launceston Indicator Values

Unweighted indicator values for each measure are set out below.

Indicator	Value
Business Growth % Change in Local Units (5yrs) (2018-2022)	**19.1%**
Unemployment Claimant Count as a Percentage of 16-64 Population (yr ending Dec 2022)	**2.9%**
Benefit Claimants Universal Credit as a Percentage of the 16-64 Population (yr ending Dec 2022)	**14.99%**
Deprivation Total Indices of Multiple Deprivation Score (2019)	**24.19**
Household Income Average Net Income After Housing (CC estimate) (2018)	**£23,500**
Fuel Poverty % of Households Estimated as Fuel Poor (2020)	**12%**
Gigabit Broadband % Premises Gigabit Broadband Capable (2022)	**89%**
High Level Skills Highest Level of Qualification 16+: Level 4 Qualifications or Above (2021)	**25.2%**
Life Expectancy Average Life Expectancy from Birth (upper age band 90+) (2016-20)	**79.3yrs**
Occupations % in Higher and Lower Managerial, Admin and Prof Occupations 16+ (2021)	**24.9%**
Violent Crime Violence with Injury Rate per 1000 Population (Oct 21/Sept 22)	**6.5%**
Vacancies Vacancy Rate per Employment (2022)	**2.2%**

#11

Rank #8
in 2021

Town Economic Vitality Index

Index Weighted Score: 48.79/100
Town Priority Ranking: 11/22

Unweighted Index Scores for the Town of **Looe**
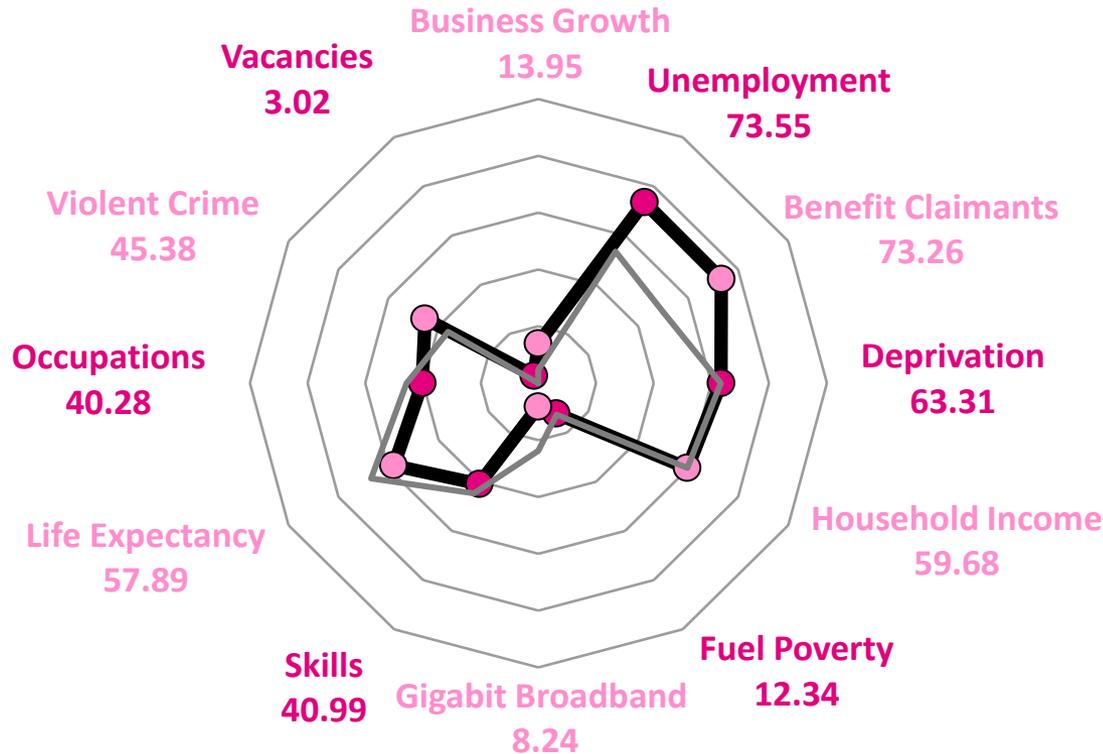
Vacancies
3.02

Business Growth
13.95

Unemployment
73.55

Benefit Claimants
73.26

Violent Crime
45.38

Deprivation
63.31

Occupations
40.28

Household Income
59.68

Life Expectancy
57.89

Fuel Poverty
12.34

Skills
40.99

Gigabit Broadband
8.24

A high score indicates good performance (100 = best performing).
Where as a low score shows poor performance (0 = worst performing).
Grey shows the 2021 index scores.

Looe Indicator Values

Unweighted indicator values for each measure are set out below.

Business Growth % Change in Local Units (5yrs) (2018-2022)	**1.5%**
Unemployment Claimant Count as a Percentage of 16-64 Population (yr ending Dec 2022)	**2.7%**
Benefit Claimants Universal Credit as a Percentage of the 16-64 Population (yr ending Dec 2022)	**13.50%**
Deprivation Total Indices of Multiple Deprivation Score (2019)	**23.40**
Household Income Average Net Income After Housing (CC estimate) (2018)	**£26,100**
Fuel Poverty % of Households Estimated as Fuel Poor (2020)	**15%**
Gigabit Broadband % Premises Gigabit Broadband Capable (2022)	**16%**
High Level Skills Highest Level of Qualification 16+: Level 4 Qualifications or Above (2021)	**28.4%**
Life Expectancy Average Life Expectancy from Birth (upper age band 90+) (2016-20)	**82.3yrs**
Occupations % in Higher and Lower Managerial, Admin and Prof Occupations 16+ (2021)	**28.4%**
Violent Crime Violence with Injury Rate per 1000 Population (Oct 21/Sept 22)	**7.7%**
Vacancies Vacancy Rate per Employment (2022)	**0.5%**

#13

Rank #14
in 2021

Town Economic Vitality Index

**Index Weighted Score: 55.98/100
Town Priority Ranking: 13/22**

Unweighted Index Scores for the Town of **Callington**
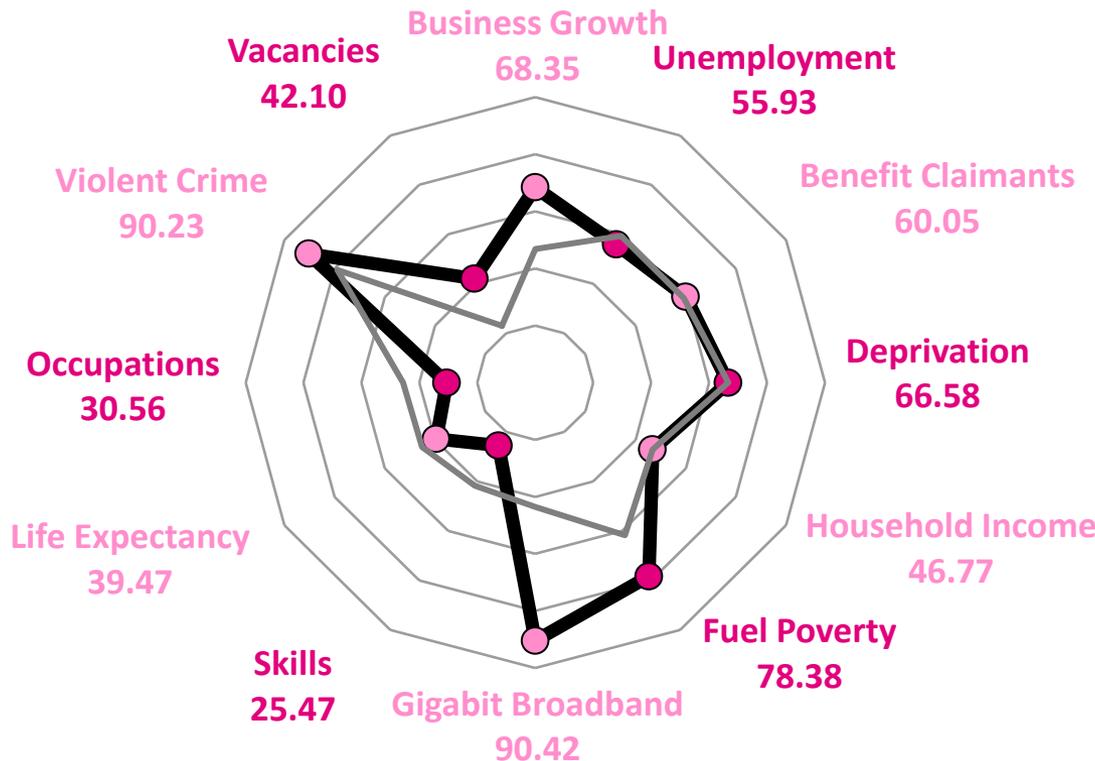
Business Growth 68.35
Unemployment 55.93
Benefit Claimants 60.05
Deprivation 66.58
Household Income 46.77
Fuel Poverty 78.38
Gigabit Broadband 90.42
Skills 25.47
Life Expectancy 39.47
Occupations 30.56
Violent Crime 90.23
Vacancies 42.10

A high score indicates good performance (100 = best performing).
Where as a low score shows poor performance (0 = worst performing).
Grey shows the 2021 index scores.

Callington Indicator Values
Unweighted indicator values for each measure are set out below.

Indicator	Value
Business Growth % Change in Local Units (5yrs) (2018-2022)	18.8%
Unemployment Claimant Count as a Percentage of 16-64 Population (yr ending Dec 2022)	3.2%
Benefit Claimants Universal Credit as a Percentage of the 16-64 Population (yr ending Dec 2022)	14.96%
Deprivation Total Indices of Multiple Deprivation Score (2019)	22.71
Household Income Average Net Income After Housing (CC estimate) (2018)	£25,300
Fuel Poverty % of Households Estimated as Fuel Poor (2020)	11%
Gigabit Broadband % Premises Gigabit Broadband Capable (2022)	88%
High Level Skills Highest Level of Qualification 16+: Level 4 Qualifications or Above (2021)	25.9%
Life Expectancy Average Life Expectancy from Birth (upper age band 90+) (2016-20)	81.2yrs
Occupations % in Higher and Lower Managerial, Admin and Prof Occupations 16+ (2021)	27.0%
Violent Crime Violence with Injury Rate per 1000 Population (Oct 21/Sept 22)	4.5%
Vacancies Vacancy Rate per Employment (2022)	1.8%

#16 Town Economic Vitality Index

Rank #16
in 2021

Index Weighted Score: 63.45/100
Town Priority Ranking: 16/22

Unweighted Index Scores for the Town of **Torpoint**
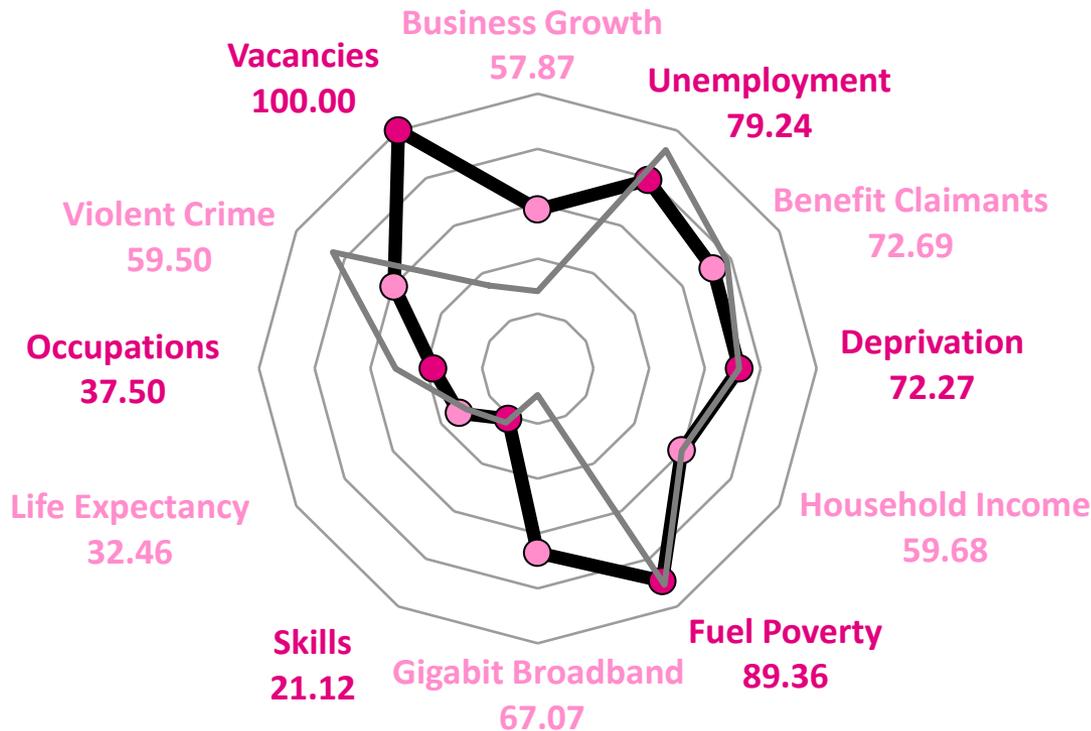
Business Growth
57.87

Vacancies
100.00

Unemployment
79.24

Violent Crime
59.50

Benefit Claimants
72.69

Occupations
37.50

Deprivation
72.27

Life Expectancy
32.46

Household Income
59.68

Skills
21.12

Gigabit Broadband
67.07

Fuel Poverty
89.36

A high score indicates good performance (100 = best performing).
Where as a low score shows poor performance (0 = worst performing).
Grey shows the 2021 index scores.

Torpoint Indicator Values

Unweighted indicator values for each measure are set out below.

Indicator	Value
Business Growth % Change in Local Units (5yrs) (2018-2022)	**15.5%**
Unemployment Claimant Count as a Percentage of 16-64 Population (yr ending Dec 2022)	**2.5%**
Benefit Claimants Universal Credit as a Percentage of the 16-64 Population (yr ending Dec 2022)	**13.57%**
Deprivation Total Indices of Multiple Deprivation Score (2019)	**21.51**
Household Income Average Net Income After Housing (CC estimate) (2018)	**£26,100**
Fuel Poverty % of Households Estimated as Fuel Poor (2020)	**10%**
Gigabit Broadband % Premises Gigabit Broadband Capable (2022)	**68%**
High Level Skills Highest Level of Qualification 16+: Level 4 Qualifications or Above (2021)	**25.2%**
Life Expectancy Average Life Expectancy from Birth (upper age band 90+) (2016-20)	**80.8yrs**
Occupations % in Higher and Lower Managerial, Admin and Prof Occupations 16+ (2021)	**28.0%**
Violent Crime Violence with Injury Rate per 1000 Population (Oct 21/Sept 22)	**6.7%**
Vacancies Vacancy Rate per Employment (2022)	**3.5%**

#20 Town Economic Vitality Index

Rank #21
in 2021

**Index Weighted Score: 73.04/100
Town Priority Ranking: 20/22**

Unweighted Index Scores for the Town of **Truro (inc TMS)**
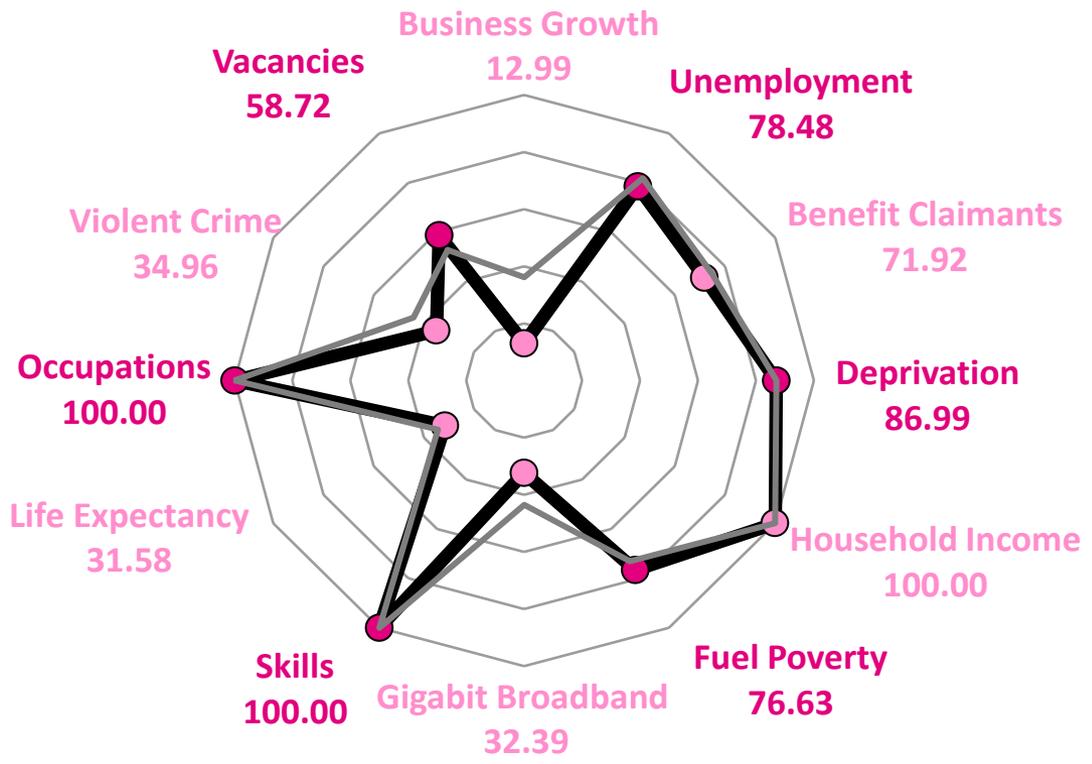
Business Growth
12.99

Vacancies
58.72

Unemployment
78.48

Violent Crime
34.96

Benefit Claimants
71.92

Occupations
100.00

Deprivation
86.99

Life Expectancy
31.58

Household Income
100.00

Skills
100.00

Gigabit Broadband
32.39

Fuel Poverty
76.63

A high score indicates good performance (100 = best performing).
Where as a low score shows poor performance (0 = worst performing).
Grey shows the 2021 index scores.

Truro Indicator Values

Unweighted indicator values for each measure are set out below.

Business Growth % Change in Local Units (5yrs) (2018-2022)	**1.2%**
Unemployment Claimant Count as a Percentage of 16-64 Population (yr ending Dec 2022)	**2.5%**
Benefit Claimants Universal Credit as a Percentage of the 16-64 Population (yr ending Dec 2022)	**13.65%**
Deprivation Total Indices of Multiple Deprivation Score (2019)	**18.40**
Household Income Average Net Income After Housing (CC estimate) (2018)	**£28,600**
Fuel Poverty % of Households Estimated as Fuel Poor (2020)	**11%**
Gigabit Broadband % Premises Gigabit Broadband Capable (2022)	**37%**
High Level Skills Highest Level of Qualification 16+: Level 4 Qualifications or Above (2021)	**37.9%**
Life Expectancy Average Life Expectancy from Birth (upper age band 90+) (2016-20)	**80.8yrs**
Occupations % in Higher and Lower Managerial, Admin and Prof Occupations 16+ (2021)	**37.0%**
Violent Crime Violence with Injury Rate per 1000 Population (Oct 21/Sept 22)	**8.5%**
Vacancies Vacancy Rate per Employment (2022)	**2.3%**

#22
Rank #22
in 2021

Town Economic Vitality Index

**Index Weighted Score: 79.76/100
Town Priority Ranking: 22/22**

Unweighted Index Scores for the Town of **Saltash**
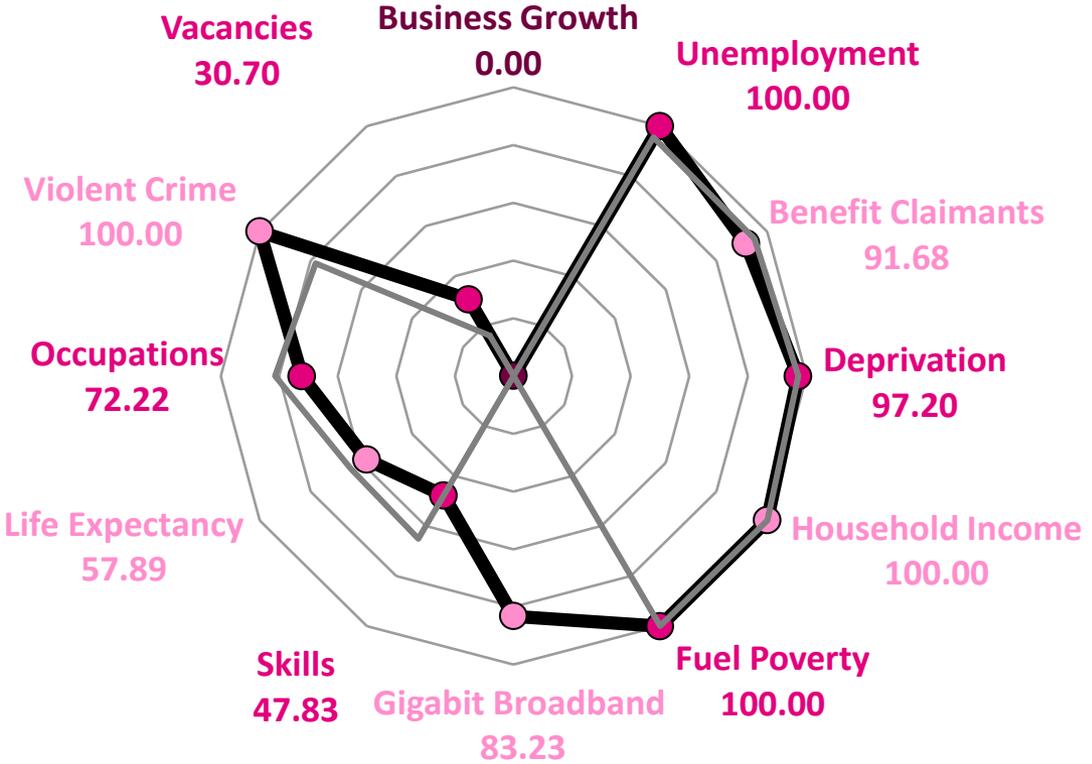
Vacancies
30.70

Business Growth
0.00

Unemployment
100.00

Benefit Claimants
91.68

Violent Crime
100.00

Deprivation
97.20

Occupations
72.22

Household Income
100.00

Life Expectancy
57.89

Fuel Poverty
100.00

Skills
47.83

Gigabit Broadband
83.23

A high score indicates good performance (100 = best performing).
Where as a low score shows poor performance (0 = worst performing).
Grey shows the 2021 index scores.

Saltash Indicator Values

Unweighted indicator values for each measure are set out below.

Business Growth % Change in Local Units (5yrs) (2018-2022)	**-3.0%**
Unemployment Claimant Count as a Percentage of 16-64 Population (yr ending Dec 2022)	**1.9%**
Benefit Claimants Universal Credit as a Percentage of the 16-64 Population (yr ending Dec 2022)	**11.48%**
Deprivation Total Indices of Multiple Deprivation Score (2019)	**16.24**
Household Income Average Net Income After Housing (CC estimate) (2018)	**£28,600**
Fuel Poverty % of Households Estimated as Fuel Poor (2020)	**9%**
Gigabit Broadband % Premises Gigabit Broadband Capable (2022)	**82%**
High Level Skills Highest Level of Qualification 16+: Level 4 Qualifications or Above (2021)	**29.5%**
Life Expectancy Average Life Expectancy from Birth (upper age band 90+) (2016-20)	**82.3yrs**
Occupations % in Higher and Lower Managerial, Admin and Prof Occupations 16+ (2021)	**33.0%**
Violent Crime Violence with Injury Rate per 1000 Population (Oct 21/Sept 22)	**3.8%**
Vacancies Vacancy Rate per Employment (2022)	**1.4%**

Transport

Why has the economic argument been taken out the planning for upgrades to this road (A38)?

- A38 this is a National Highways responsibility rather than CCs.
- The key issue is around KSIs (safety). They have undertaken a study to identify a package of safety measures- this doesn't exclude economics but safety the priority.
- It has to have a BCR to meet the business case for DfT to fund. However, we are informed by DfT (a letter from Guy Opperman to the Leader in (December 2023)there is no funding for such schemes at the moment and that the A38 is in RIS4 programme-2030+.
- CC will continue to work with and lobby NHs and DfT to fund safety improvements sooner than 2030.
- We had a full new offline A38 costed- and very broadly we are looking at c£1.5bn if it was to be built today. There would also be significant environmental impacts of this option given the geography of SE Cornwall.

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Transport

What consultation and planning is carried out to determine what our community area (south-east Cornwall) needs are from public transport?

- The Cornwall Council subsidised network- operated by Go Cornwall Bus through an 8 year contract that commenced in March 2020- is primarily there to fill the gaps left by a commercial network and to help ensure we are meeting social needs around health, education and employment. That said, it is important to highlight that we do not have unlimited funds for this network so have to prioritise some services and areas.
- Ahead of each network change (twice yearly at Easter and September), through meetings with Operators we review and examine patronage data to identify journey patterns and bus usage to ensure that we are using our limited resources to their very best effect.
- With over 150 school services integrated into our Local Bus network, this can act as an "anchor" at either end of the day that we have to fit inter-peak services in to but this is the most cost effective solution.
- In addition and specific to SE Cornwall, we work to connect communities in SE Cornwall with Plymouth linking in with service planning for the City with operators that serve both sides of the Tamar and of course ferry services from both Torpoint and Cremyll to ensure onward connections can easily be made.

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Transport

What consultation and planning is carried out to determine what our community area (south-east Cornwall) needs are from public transport?

- Though we are not obliged to consult on timetable changes, we have over the last two years implemented a robust process utilising Members briefings to gather feedback on bus services/ requests/ concerns and wherever possible we will try to accommodate these requests.
- We also link in with RPPTUG (Rame Peninsula Passenger Transport User Group) through meetings with them before and after (and in-between) network changes and St Germans Transport User Group have offered us invaluable insight to travel patterns through their recent comprehensive transport survey.
- We work closely with Community Transport providers in the area to identify any additional opportunities that they may be able to fill. The recent introduction of Saltash Red Bus services would highlight this and also how we listened to feedback and reviewed services in line with it to increase patronage.
- Whilst there have been some reductions to services in South East Cornwall since contract commencement, these have been on routes where patronage has been consistently low for a period of time and the service becomes unsustainable. We acknowledge the impacts that these reductions have on communities and they are always very much a last resort.

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Transport

What consultation and planning is carried out to determine what our community area (south-east Cornwall) needs are from public transport?

- We are looking to develop a package of rail enhancements at key stations in South East Cornwall (Bodmin, Liskeard and Saltash). This work will look to identify enhancements to passenger facilities, parking opportunities and improved links with public transport and active travel with the aim of encouraging greater use of the existing rail network.
- This will feed into a proposed study by Network Rail looking at the potential for service improvements in the Southeast Cornwall and Plymouth Travel to Work area.
- The ultimate ambition being to create a metro style service serving the area.

CORNWALL COUNCIL
one and all · onen hag oll

Council Leadership Team

November 2023
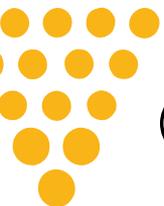
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Planning and Strategy

Who is responsible for coordinating economic development in the south east so we can hold them to account?

Cllr Gardner, Portfolio Holder for the Economy
- Phil Mason , Strategic Director for Sustainable Development
    - Glenn Caplin-Grey, Service Director for Economy and Skills
        - Emily Kent, Head of Inclusive Growth and Skills
            - Stacey Sleeman – Skills Lead
            - David Rodda – Policy and intelligence
            - Claire Hurley/Jordan Whaley – Good Growth
            - Matthew Pitt – Town Deals
- Held to account by - Economy overview and scrutiny committee – chaired by Cllr Worth and voters every 4 years

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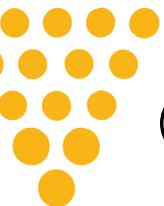
CC - Outcome Delivery Plan

Interventions	Intervention Description
Improvements in the productivity GVA per hour worked	GVA (Gross Value Added) per hour worked is a measure of how productive an area is in terms of its economic output. It allows comparisons between areas that have a different mix of businesses or economic activity. Cornwall Council's work to encourage economic regeneration and growth aims to improve productivity. Improved productivity can lead to: • higher wages • reduced fuel and food poverty • improved health outcomes • increased employment • increased social mobility. The target is to increase GVA per hour worked to £29.10 by 2026.
Gross median weekly pay (£) (Resident based FT)	Gross median weekly pay measures the average weekly pay before tax and other deductions. Using a median means the data are less skewed by extreme values.
Employment rate for 16-64 year olds	Employment rate measures the number of people in paid work. This includes people who had a job but were on holiday or off sick). The rate differs from the number of jobs because some people have more than one job.
Gross Disposable Household Income (GDHI)	Levelling Up Metric Mission 1
Disability employment rate gap	Levelling Up Metric: Mission 1: Proportion of adults with a learning disability receiving long term support in paid employment
Proportion of children in workless households	Workless households' are households where no adult (aged 16-64) is in employment. This metric is measured as a proportion of all children in Cornwall.
Increase in the % of Cornish jobs paid the Living Wage Foundation's Living Wage	The Real Living Wage (RLW) is an hourly rate of pay which employers volunteer to pay. The Living Wage Foundation calculates the rate each year. It factors in the cost of living, rather than just the national minimum wage. The RLW increased to £10.90 in September 2022. Cornwall has one of the highest proportions of employees paid below the Real Living Wage. This is in part due to the seasonal nature of our economy but also a lack of high value employment. People on low wages often experience lower health outcomes, fuel and food poverty and lower social mobility.

CC Outcome Delivery Plan

Outcome Delivery Plan	Intervention Description
A reduction in the % of people on Universal Credit searching for work	The 2021 baseline is 26% and a 1 % annual reduction is likely
% of premises with gigabit-capable broadband	Levelling Up Metric: Mission 4
% of premises with outdoor 4G coverage from all operators [REVISED]	Levelling Up Metric: Mission 4
19+ Further Education and Skills: Achievements (qualifications) excluding community learning, Multiply and bootcamps	Levelling Up Metric: Mission 6
Number of starts, and achievements, on apprenticeships per 1,000	Levelling Up Metric: Mission 6
Proportion of the population aged 16-64 with level 3+ qualifications	This metric measures the proportion of people with level 3 or higher qualifications. It includes everyone aged 16-64. Level 3 qualifications include A levels, T levels, level 3 NVQs and equivalents.

Levelling Up – Missions and Metrics

Levelling Up Missions – Cornwall's Performance										
Mission	**Headline Metrics**	**Cornwall** (Red = Performing Worse than UK. Green = Performing Better)	**United Kingdom** (Unless stated otherwise)	**Camborne & Redruth**	**North Cornwall**	**South East Cornwall**	**St. Austell & Newquay**	**St. Ives**	**Truro & Falmouth**
1 By 2030, pay, employment and productivity will have risen in every area of the UK, with each containing a globally competitive city, with the gap between the top performing and other areas closing.	GVA per hour worked.[1]	£29.16 (2021)	£38.33 (2021)	N/A	N/A	N/A	N/A	N/A	N/A
	Gross weekly median pay (Full-time, Resident based).[2]	£571.40 (2022)	£640.00 (2021)	£548.50	£575.50	£551.50	£571.20	£513.30	£654.90
	Employment rate for 16-64 year olds (Resident based).[3]	77.5% (Jun 2023)	75.5% (Jun 2023)	82.1%	71.9%	70.4%	85.9%	69.5%	80.9%
2 By 2030, domestic public investment in R&D outside the Greater South East will increase by at least 40%, and over the Spending Review period by at least one third. This additional government funding will seek to leverage at least twice as much private sector investment over the long term to stimulate innovation and productivity growth.	Business expenditure on R&D.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Government funding for R&D.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
3 By 2030, local public transport connectivity across the country will be significantly closer to the standards of London, with improved services, simpler fares and integrated ticketing.	Usual method of travel to work by region of workplace.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Average travel time in minutes to reach nearest large employment centre (Public Transport or Walk) (5000 + employees)[4].	63.5 mins (2019)	England: 31.2 mins (2019)	N/A	N/A	N/A	N/A	N/A	N/A
4 By 2030, the UK will have nationwide gigabit-capable broadband and 4G coverage, with 5G coverage for the majority of the population.	Premises coverage of gigabit broadband.[5]	44.2% (May 2023)	73.6% (May 2023)	42.3%	52.7%	53.5%	31.1%	35.7%	49.9%
	% of premises with outdoor 4G coverage from all operators.[6]	93.48% (April 2023)	98.06% (April 2023)	97.45%	85.51%	93.68%	95.30%	88.85%	97.37%
5 By 2030, the number of primary school children achieving the expected standard in reading, writing and maths will have significantly increased. In England, this will mean 90% of children will achieve the expected standard, and the percentage of	The proportion of [state-funded] students who reach the expected level in reading, writing and maths at key stage 2 (and equivalent) nationally.[7]	58% (2022/23)	England: 59% (2022/23)	N/A	N/A	N/A	N/A	N/A	N/A

[1] https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/labourproductivity/articles/regionalandsubregionalproductivityintheuk/june2023

[2] Nomis, ONS

[3] Nomis, ONS

[4] https://www.gov.uk/government/statistical-data-sets/journey-time-statistics-data-tables-jts#journey-times-to-key-services-jts01

[5] https://www.ofcom.org.uk/research-and-data/multi-sector-research/infrastructure-research

[6] Ofcom – Connected Nations

[7] https://explore-education-statistics.service.gov.uk/find-statistics/key-stage-2-attainment

Levelling Up – Missions and Metrics

		Levelling Up Missions – Cornwall's Performance								
Mission	**Headline Metrics**	**Cornwall** (Red = Performing Worse than UK. Green = Performing Better)	**United Kingdom** (Unless stated otherwise)	**Camborne & Redruth**	**North Cornwall**	**South East Cornwall**	**St. Austell & Newquay**	**St. Ives**	**Truro & Falmouth**
children meeting the expected standard in the worst performing areas will have increased by over a third.									
6 By 2030, the number of people successfully completing high-quality skills training will have significantly increased in every area of the UK. In England, this will lead to 200,000 more people successfully completing high-quality skills training annually, driven by 80,000 more people completing courses in the lowest-skilled areas.	19+ Achievement for Further education and skills plus Apprenticeships (19+) per 1000 of population (excluding community learning)[8].	13.8 per 1000 (2021/22)	England: 17.9 per 1000 (2021/22)	N/A	N/A	N/A	N/A	N/A	N/A
7 By 2030, the gap in Healthy Life Expectancy (HLE) between local areas where it is highest and lowest will have narrowed, and by 2035 HLE will rise by five years.	Healthy Life Expectancy at Birth (HLE).[9]	Male: 63.8yrs (2018-20)	Male: 62.8yrs (2018-2020)	N/A	N/A	N/A	N/A	N/A	N/A
		Female: 66.0yrs (2018-20)	Female: 63.6yrs (2018-2020)	N/A	N/A	N/A	N/A	N/A	N/A
8 By 2030, well-being will have improved in every area of the UK, with the gap between top performing and other areas closing.	ONS measures of personal well-being will be used as a starter to help monitor the progress of this mission. There are four well-being metrics: life satisfaction, whether we feel the things we do in life are worthwhile, happiness, and anxiety.[10]	Life Satisfaction Score: 7.53 (2022-23)	Life Satisfaction Score: 7.45 (2022-23)	N/A	N/A	N/A	N/A	N/A	N/A
		Things Done in Life are Worthwhile Score: 7.70 (2022-23)	Things Done in Life are Worthwhile Score: 7.73 (2022-23)	N/A	N/A	N/A	N/A	N/A	N/A
		Happiness Score: 7.51 (2022-23)	Happiness Score: 7.39 (2022-23)	N/A	N/A	N/A	N/A	N/A	N/A
		Anxiety Score: 2.89 (2022-23)	Anxiety Score: 3.23 (2022-23)	N/A	N/A	N/A	N/A	N/A	N/A
9 By 2030, pride in place, such as people's satisfaction with their town centre and engagement in local culture and community, will have risen in every area of the UK, with the gap between top performing and other areas closing.	Percentage of adults who are satisfied with their local area as a place to live.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

[8] https://explore-education-statistics.service.gov.uk/find-statistics/further-education-and-skills/2022-23 - Table Name: fes-geography-detailed-summary and Census, 2021

[9] https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/healthstatelifeexpectanciesuk/2018to2020

[10] https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/headlineestimatesofpersonalwellbeing

Levelling Up – Missions and Metrics

Levelling Up Missions – Cornwall's Performance										
Mission	Headline Metrics	Cornwall (Red = Performing Worse than UK. Green = Performing Better)	United Kingdom (Unless stated otherwise)	Camborne & Redruth	North Cornwall	South East Cornwall	St. Austell & Newquay	St. Ives	Truro & Falmouth
10 By 2030, renters will have a secure path to ownership with the number of first-time buyers increasing in all areas; and the government's ambition is for the number of non-decent rented homes to have fallen by 50%, with the biggest improvements in the lowest-performing areas.	Proportion of non-decent rented homes.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Number of first time buyers.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
11 By 2030, homicide, serious violence and neighbourhood crime will have fallen, focused on the worst-affected areas.	Neighbourhood crime.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Homicide.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Hospital Admissions for Assault with a Sharp Object amongst under-25s.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	The worst-affected areas for both homicide and serious violence will be defined as the 18 forces with the largest volumes of hospital admissions over a three-year period (2015–16 to 2017–18).	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
12 By 2030, every part of England that wants one will have a devolution deal with powers at or approaching the highest level of devolution and a simplified, long-term funding settlement.	The proportion of the population living in an area with the highest level of local devolution in England.	Cornwall was the first rural unitary authority to receive a devolution deal and is currently in negotiations for a second deal.	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Colour Coding	Parliamentary Constituency	Best in Cornwall					Worst in Cornwall

Planning and Strategy

Is the infrastructure in place (or planned) to support the development of new business? We mean basics such as electricity and water.

- Current Local Plan
- Next Local Plan process begins in 2024. 3 years (rather than 7) to complete
- Evidence work underway including a "call for sites" with more to follow
- Will provide a clearer indication of growth requirements (in all its forms) and likely to be more specific about growth within Cornwall (i.e. a clearer spatial dimension)
- National infrastructure providers (e.g. SWW, Nation Grid, Wales and West, etc) also putting together their own investment plans but some cannot invest ahead of demand

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Planning and Strategy

What preparations are being made for us to benefit from the Plymouth Freeport or to mitigate the impact it will have in our CAP?

- Risk that inward investors will choose the freeport rather then Cornwall as their base (although not possible for Cornish businesses to relocate there)
- Opportunity for employment and supply chain benefits (noting the extra costs relating to the Tamar Crossings)
- Enterprise Zones and Grants offer an incentive but not as attractive as Freeport offer
- Senior level meetings to raise concerns and explore synagies
- Using as part of the argument for why Cornwall needs continued funding beyond March 2025 so that we can offer support

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Planning and Strategy

Will a possible change of government in 2024 change any of the plans CC currently has?

- In a word "yes" as devolution options, levelling up policy and funding programmes may change
- CC elections in March 2025 may also change plans
- Cornwall Growth Strategy (economic strategy to replace Vision 2030/LIS) will be in place by June 2024 and should transcend any change but………

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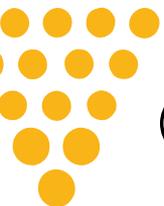
Planning and Strategy

How are we responding to changes in Government policies on inward investment opportunities?

- Good Growth Programme grant offers
- Enterprise Zones
- Cornwall Trade and Investment Cornwall Trade & Investment - Invest in Cornwall - Business Support (cornwallti.com)

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Planning and Strategy

What is the plan to make our CAP an 'Economic Gateway'?

- As far as I know there is no formal plan as this term was an attempt to conceptualise different areas of Cornwall in Vision 2030.
- "Working in Place" approach piloted in China Clay, Bodmin and Bude and wider roll out being considered
- A new Cornwall Growth Strategy will be produced as part of the transition of the responsibilities of the LEP to Cornwall Council
- This work will begin in February and be complete by June 2024. There will be opportunities to input into this work so please take every opportunity presented to make your views known
- Brief for the work includes business and stakeholder consultation as well as a review of the evidence base and political processes (i.e OSC, Cabinet, etc)

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Private Sector are supportive…and clear on how to improve…

- The LA appoint a 'Business Advisor' drawn from the private sector to provide a clear business voice to the Local Authority and clear route for business engagement.
- That the Business Advisor convenes and chairs a 'Cornwall Economic Council/Forum' which brings together sector specific opportunities and business representative organisations to provide strategic advice and engage on Council policy development.
- The Council/Forum should focus on the issues which concern businesses the most; infrastructure; innovation; investment; skills, and; the transition to a zero carbon economy.
- The Council commits to continuing and integrating the sector development work which has seen significant progress in areas such as geothermal energy, Floating Offshore Wind (FLOW), Space, Creative Industries, Tech metals, Agri-food and Tourism.
- The Employment and Skills Board (ESB), which helps align the skills needs of business with education providers should be strengthened.

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Target Model – Business Voice

CIoS Leadership Board

Council of the Isles of Scilly

Cornwall Council (Cabinet)

Islands Business Group/ Forum

(appoints representative to CIoS Economic Forum)

- Isles of Scilly strategic economic planning

CIoS Economic Forum
(Chair appointed by open recruitment)

- Strong voice of business
- Advise LA's on strategic economic planning
- Scrutiny and engagement in LA policies (i.e. budget)
- Coordinate Sector Development
- Advise on infrastructure and construction requirements
- Champion Cornwall's economic opportunities nationally and internationally
- Represent business at CIoS Leadership Board

advises

Growth Board (Cornwall Council)

- Monitoring CC growth projects i.e. Airport / Langarth / Pydar / Treveth Business Plan / Inward Investment / Growth Hub / LEP legacy projects
- Investment strategy and decisions linked to property and asset base
- Town Deal Strategy and Delivery
- Enterprise Zones
- Provides Member link to Great South-West via Chair
- Inward Investment Strategy
- Ultimate approval of Cornwall Growth Strategy

advises

CIoS Economic Prosperity Board

- Delivers and monitors SPF (in partnership with IoS)

Skills and Workforce Development Board

Sectors Boards

Innovation Board

CIOS LEP

Proposed CIoS Economic Forum structure diagram

Economic Forum

Clean Energy Resources	Agri-Food	Space and Data	Geo resources	Creative and Digital	Visitor Economy	FSB	Chamber of Commerce	Skills/Labour Force	Innovation
Capitalising on unrivalled natural resources	Creating a productive and sustainable sector maximising market opportunities for land and marine	Exploiting the unique physical, digital and intellectual assets in the region	Harnessing expertise and the critical minerals necessary for the low carbon transition	Maximising the contribution of arts, culture, heritage and the creative industries to place making	Global leader for low carbon experiences for visitors and residents, maximising links to the environment, heritage and culture	Business support framework Access to Finance Business engagement mechanisms Exports Regulatory Framework (National and local) Cornwall Brand Development Productivity		Labour force development Skills provision Career advice FE/HE alignment Schools Business best practice	Innovation Eco System Development Knowledge transfer/ commercialisation Civic University Agreement
FLOW & Port development Energy Innovation Net Zero transition Grid	Sector development ELMS Rural Land management Food production	Sector development Space Aerospace Big Data AI	Sector development Lithium Tin Copper Tungsten EV Transition	Sector development Culture (Arts/Museums) Screen Industries Gaming Digital	Local Visitor Economy Partnership (LVEP) Sector development (off season) Regulation	Cornwall Marine Network Cornwall Manufacturers Forum Business Improvement District Rep British Business Bank Growth Hub		Re-formed ESB Engagement with Adult Education Commissioning	Uni of Exeter Falmouth Uni Uni of Plymouth Innovate UK

CIOS LEP

Planning and Strategy

Our CAP is shown as a potential site for 'Advanced Engineering' in the Vision 2023 document. What does this mean and how will it be achieved, and where?

- As far as I know there is no formal plan as this term was an attempt to conceptualise different areas of Cornwall in Vision 2030.
- A new Cornwall Growth Strategy will be produced as part of the transition of the responsibilities of the LEP to Cornwall Council
- This work will begin in February and be complete by June 2024. There will be opportunities to input into this work so please take every opportunity presented to make your views known
- Brief for the work includes business and stakeholder consultation as well as a review of the evidence base and political processes (i.e OSC, Cabinet, etc)

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Economic Development Funding – Sept 23

What incentives are available to encourage businesses to relocate in our CAP and how can we support them?

| Fund	Funding
EU Funds Growth Programme 2014-2020 (Estimate)	£62,437,329
European Maritime and Fisheries Fund	£588,235
Town Centre Revitalisation Fund	£421,440
G7 Legacy Funding 2022-2024	£980,000
Growth Deal	£5,535,000
Regional Growth Fund (1a - Superfast Cornwall Fund)	£12,829
Growing Places Fund	£600,000
UK Shared Prosperity Fund – Delegated Schemes	£616,162
UK Shared Prosperity Fund	£2,126,501
Total	**£73,316,866**

This works out as £803 per capita as the South East Cornwall Parliamentary Constituency has a population of 91,350.

Good Growth Programme

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GOOD GROWTH
CORNWALL & ISLES OF SCILLY
SHARED PROSPERITY FUND

Programme Summary
A summary of the Good Growth Programme

Summary | Programme Analysis | Finance Tracker
Geographical Insights | Outputs and Outcomes | Measure Focus
Contracted Projects

Fund allocation by phase

Investment priority
- ☐ Community and place
- ☐ People and skills
- ☐ Rural
- ☐ Supporting local business

Notes:
- Location-based areas are parliamentary constituencies.
- Commissioned values do not filter.

Commissioned	Approved	Contracted
£137.5M	£137.4M	£87.4M

Approved — 141 Projects
Contracted — 89 Projects

Approved projects by area

Cornwall and IoS-wide £60.03M (43.69%)

- Location-based
- Cornwall-Wide
- Cornwall and IoS-wide

Camborne and Redruth £9.13M (6.65%)
North Cornwall £2.73M (1.98%)
South East Cornwall £5.52M (4.02%)
St Austell and Newquay £7.47M (5.44%)
St Ives £9.19M (6.69%)
St Ives (Isles of Scilly) £6.02M (4.38%)
Truro and Falmouth £10.89M (7.93%)
Cornwall-Wide £26.41M (19.22%)

Funded by UK Government | CORNWALL COUNCIL *one and all · onen hag oll* | Council of the ISLES OF SCILLY | LEVELLING UP | GOOD GROWTH CORNWALL & ISLES OF SCILLY SHARED PROSPERITY FUND

Report Published: 03 January 2024

# Good Growth – numbers

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Good Growth - value

Planning and Strategy

What evidence does CC have that new housing developments in south-east Cornwall produce a positive economic impact in the locality?

Net Annual Household Income (equivalised) After Housing Costs by Middle Layer Super Output Areas

Estimated Net Annual Household Income (equivalised) after Housing Costs in Pounds 2020 (2011 LSOA Geography).

Net Annual Income (£) - Quantiles
- £23,200 - £26,100
- £26,101 - £27,600
- £27,601 - £29,300
- £29,301 - £30,100
- £30,101 - £34,800
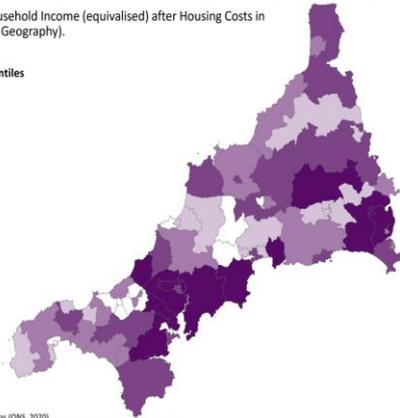
Data Source: Income Estimates for Small Areas (ONS, 2020)
Produced by the CC Economic Growth Service
Map Geography: Ordnance Survey and ONS (LSOA, 2011)

Levelling Up Missions – Cornwall's Performance								
Headline Metrics	**Cornwall** (Red = Performing Worse than UK. Green = Performing Better)	**United Kingdom** (Unless stated otherwise)	**Camborne & Redruth**	**North Cornwall**	**South East Cornwall**	**St. Austell & Newquay**	**St. Ives**	**Truro & Falmouth**
GVA per hour worked.[1]	£29.16 (2021)	£38.33 (2021)	N/A	N/A	N/A	N/A	N/A	N/A
Gross weekly median pay (Full-time, Resident based).[2]	£571.40 (2022)	£640.00 (2021)	£548.50	£575.50	£551.50	£571.20	£513.30	£654.90

Table 4: GVA growth (minus imputed rent)

	GVA 1997-17				
	Adjusted to remove imputed rental			GVA income as published	
	Change	%	Rank	%	Rank
Cornwall IOS	2891	52.9	1	112.83	2
Bradford	1969	27.2	7	86.92	6
Cumbria	2708	36.3	2	95.23	4
Dumfries and Galloway	651	35.9	3	106.35	3
Durham	1630	26.1	8	89.44	5
East kent	884	12.1	9	85.01	7
Herefordshire	804	32.2	5=	84.23	9
Highlands and Islands	2489	32.5	4	119.31	1
West Wales	2863	32.2	5=	84.88	8
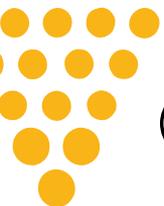
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What incentives are available to encourage businesses to relocate in our CAP and how can we support them?

- Liskeard cattle market – need to fill it
- Business Park extension – engage in the work
- Encourage businesses to engage with the support on offer – not perfect but better than most and all we have (at the moment)
- Rural Good Growth programme grants for farmers to diversify into business units – launched 23/1
- Permitted Development rights extended to cover change of use (more to come?) which may make it easier to change use of existing buildings
- Revised Growth Strategy – engage with the work and make your views known

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Thank you

Questions?

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