

# Statistics for Cornish Towns

Examples of the use of aggregated small area data  
to provide information about “proxy towns”

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## 1. Summary

This paper aggregates small area data (for Lower Layer Super Output Areas) to produce statistics for the main settlements of Cornwall. One of the aims of the document is to provide an illustration of how such aggregation can be used and to develop a set of related classifications for the region.

The topics covered are population, deprivation, businesses and claimant count. This section highlights some outputs of the paper:

- Cornwall includes twenty towns with estimated populations of more than 5,000;
- It contains six of the 40 South West towns where the population is more than 20,000, 11 of the 55 with 5,000 to 10,000 people, but only 3 of the 45 with 10,000 to 20,000;
- Camborne/Redruth, is the most populous settlement: the 16<sup>th</sup> largest in the South West;
- All but two of the 15 other South West counties and unitary authorities contain larger towns or cities than Cornwall (the exceptions are Wiltshire and the Isles of Scilly);
- Over half (54 per cent) of the total population of Cornwall live in the twenty main towns;
- These twenty towns all have a greater percentage of their population of retirement age and above England as a whole;
- The combined population of these towns grew by 5.5 per cent in the five years to 2007; the number of people in smaller settlements in Cornwall grew by 3.9 per cent;
- Truro and St Austell had the 5<sup>th</sup> and 6<sup>th</sup> highest percentage growth in population among the 40 largest South West settlements.
- Launceston and Callington had the highest and 2<sup>nd</sup> highest proportional growth in population of all medium sized South West towns (ie with a population of 5,000 to 20,000);
- Five of the twenty main towns include areas that are among the 10 per cent most deprived in England;
- Almost 18 per cent of the Penzance population live in an area among the most deprived 10 per cent in England, the highest proportion of any South West town or city;
- Camborne/Redruth includes areas in the most deprived 10 per cent of all seven domains of the indices of deprivation; more than a quarter of Penzance's population live in such an area in the employment deprivation domain;
- The twenty largest Cornwall towns are home to 49 per cent of all businesses but include 70 per cent of those with 20 or more employees.
- Truro, Penzance and Newquay have the largest proportions of employees in service based industries among the six largest Cornish towns;
- St Ives, Callington and St Blazey/Par all have more than a third of employees within one of the South West RDA priority sectors;
- Truro, Launceston and Liskeard each have less than 1 in 10 of their workforce within one of the priority sectors.
- Penzance had the highest claimant count rate among Cornish towns in July 2009, the 14<sup>th</sup> highest of any South West town;
- Penzance and Liskeard had the highest estimated percentage point growth in claimant count rate in the year to July 2009, among Cornish towns.

## 2. Introduction

This paper is part of a project by the ONS South West Regional Statisticians<sup>1</sup> that looks at how the available data for small areas can be used to build up information about geographies for which statistics are not routinely published.

Specifically, this paper uses data for Lower Layer Super Output Areas (LSOAs)<sup>2</sup> to produce a summary of the main settlements in Cornwall. More generally, we aim to provide an illustration of how such aggregation can be used throughout the South West and to develop a set of related data and classifications for the region.

### Background

In September 2006, Roger Tym & Partners produced an issues paper entitled “*The Strategic Contribution of The Main Towns to The Economy of Cornwall*”. The paper<sup>3</sup>, on behalf of the “Post 2006 Group”, considered the characteristics of the largest 18 Cornish towns by aggregating ward level data and using 1991 Travel to Work Areas.

We aim to update some of the information in the previous paper by using more recent data and a different geography (the smaller LSOAs).

### Building Up Proxy Urban Areas

Census statistics for urban areas were produced because of the widespread interest in information for identifiable towns and cities and the fact that this was not fully met using existing administrative boundaries.

Urban areas and their statistics were built up from output areas, the smallest 'building bricks' for which Census results were produced. Some urban areas were subdivided where necessary. There has been no routine release of statistics for either output areas or urban areas since the Census.

After the Census, ONS published look-up tables which define the larger geographical areas that each output area is a part of. By using these alongside output area population data the proportion of any larger geography that live within a specific urban area can be defined and these larger areas can be combined as a proxy urban area.

As an example, a lower layer super output area “LSOA 1” contains seven output areas, five of which are part of the “Anytown” urban area. It is reasonable, therefore, to use “LSOA 1” as one of the LSOAs that are combined into a proxy for “Anytown”.

In defining we have included any LSOA that had more than a half of their population living in the output areas that made up the town in 2001. We have also taken account of ONS urban / rural definitions to ensure that all urban LSOAs are part of a proxy town.

The data in this paper are approximate. The actual and estimated populations of a settlement differ and the towns that fit less neatly within LSOA boundaries tend to have greater differences.

For this document the methodology has resulted in proxy areas for Cornish towns (and other South West towns) defined using LSOAs. However, these can also be developed using slightly larger geographies such as Census Area Statistics (CAS) Wards<sup>4</sup>; and Middle Layer Super Output Areas (MSOAs<sup>5</sup>):

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<sup>1</sup> The ONS South West Regional Statisticians are Paul Moore and Eddie Smith. For more information see:

<http://www.ons.gov.uk/about/our-organisation/regional-statisticians/>

<sup>2</sup> Lower Layer Super Output Areas (LSOAs) have a minimum population 1,000, are of consistent size across the country and are not subject to regular boundary changes)

<sup>3</sup> The Roger Tym & Partners paper can be viewed at

<http://www.economicforum.org.uk/documents/cornwall-towns-issues-paper-061113-final-with-tables.pdf>

<sup>4</sup> CAS Wards are based on wards at the time of the Census, of varying sizes but not subject to regular boundary changes

<sup>5</sup> MSOAs have a minimum population 5,000, are of consistent size across the country and are not subject to regular boundary changes

### 3. The Main Cornish Towns

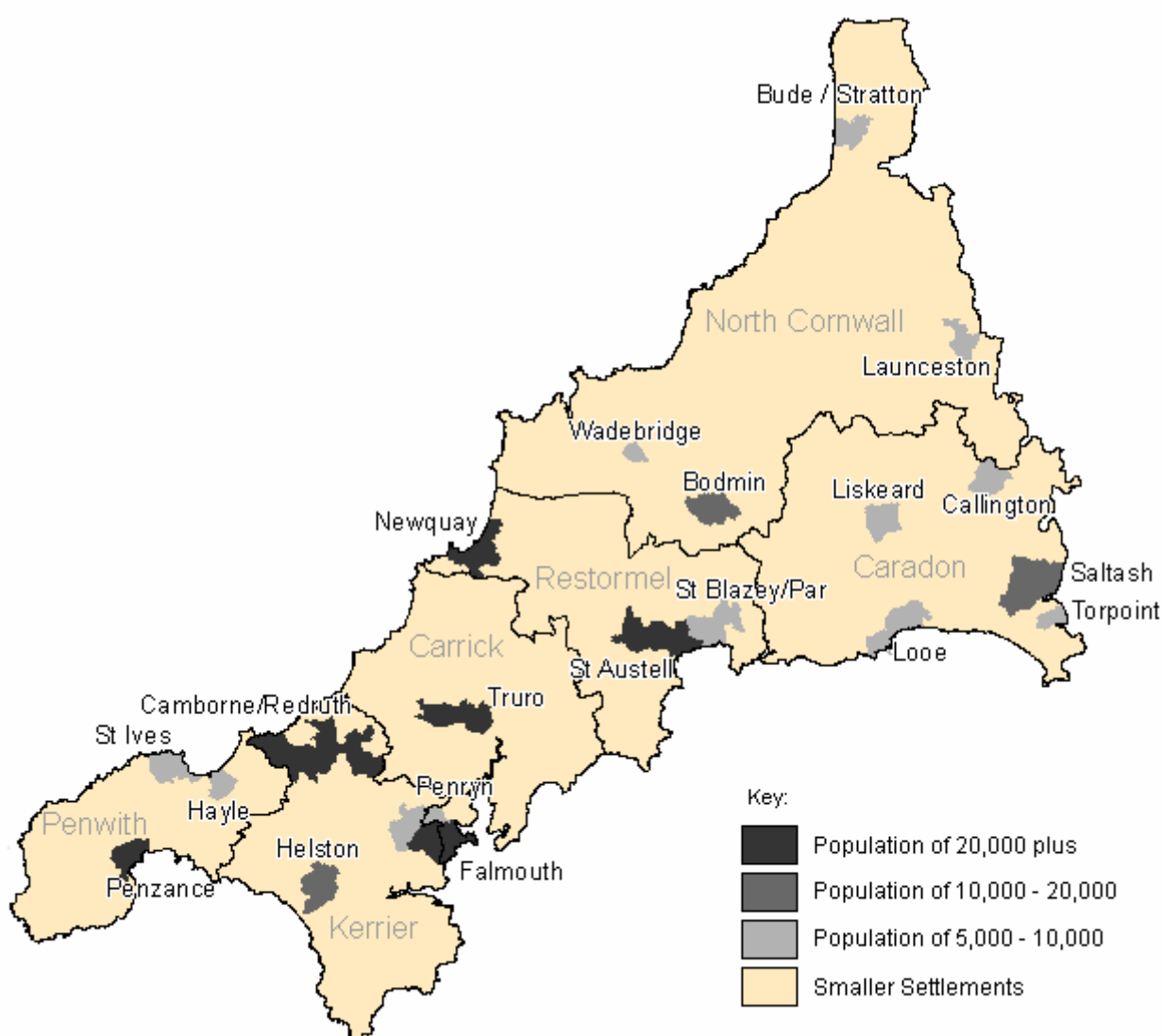
Using the method in section 2 has resulted in the set of twenty towns in Cornwall shown in Fig. 3.1. Although the minimum population threshold used in this paper is 3,500 at the time of the Census, all twenty had estimated populations of more than 5,000 in 2007.

Two of the towns, Falmouth and Penryn were defined as distinct subdivisions of the same urban area after the 2001 Census. In this document, information about each is given separately.

Three settlements, Camborne/Redruth, St. Blazey/Par and Bude/Stratton, were defined as urban areas with no distinct subdivisions, despite their names. These are treated as single towns in this paper.

To allow for comparisons across Cornwall, we have also included summary statistics for smaller settlements (those with a population of less than 3,500 in 2001) split into totals for each of the six former districts of Cornwall.

**Fig. 3.1: Map of the Main Cornish Towns (LSOA Proxy Areas)**



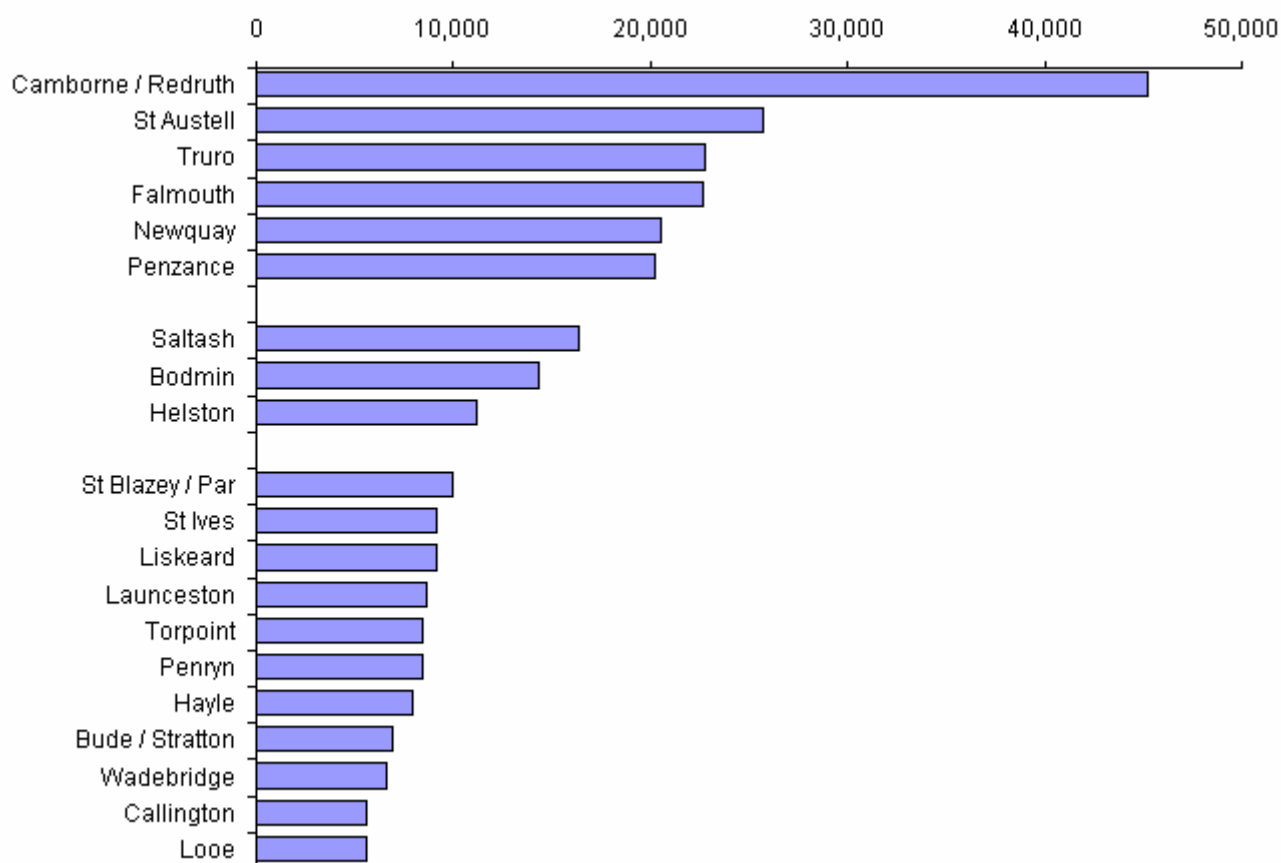
## 4. Population

Experimental mid-year population estimates for Lower and Middle Layer Super Output Areas have been issued for each year to 2007. Aggregating LSOA estimates provides population estimates for each of the twenty proxy towns in Fig. 3.1 by broad age group and allows comparisons of recent population growth. Full details are given in table A1 of annex A.

### Total Population

- 30 per cent of the total population of Cornwall live in the six largest towns, with 24 per cent in the next largest fourteen;
- Camborne / Redruth is the 16<sup>th</sup> most populous settlement in the South West, 13 of the region's 15 other counties and unitary authorities contain larger towns or cities; the exceptions are Wiltshire (Salisbury has a similar population) and the Isles of Scilly;
- St Austell, Truro, Falmouth, Newquay and Penzance are ranked 31<sup>st</sup>, 32<sup>nd</sup>, 33<sup>rd</sup>, 38<sup>th</sup> and 40<sup>th</sup>, respectively;
- Table A2 of annex A gives the details of all 40 South West towns with more than 20,000 people;
- Cornish towns tend to be smaller than across the region as a whole. Cornwall contains 11 of the 51 South West towns with a population of 5,000 to 10,000 but only 3 of the 45 where it is between 10,000 and 20,000;

**Fig. 4.1: Estimated total populations of the 20 largest Cornish towns (mid 2007)**



Note. Towns are LSOA approximations of urban areas and subdivisions;

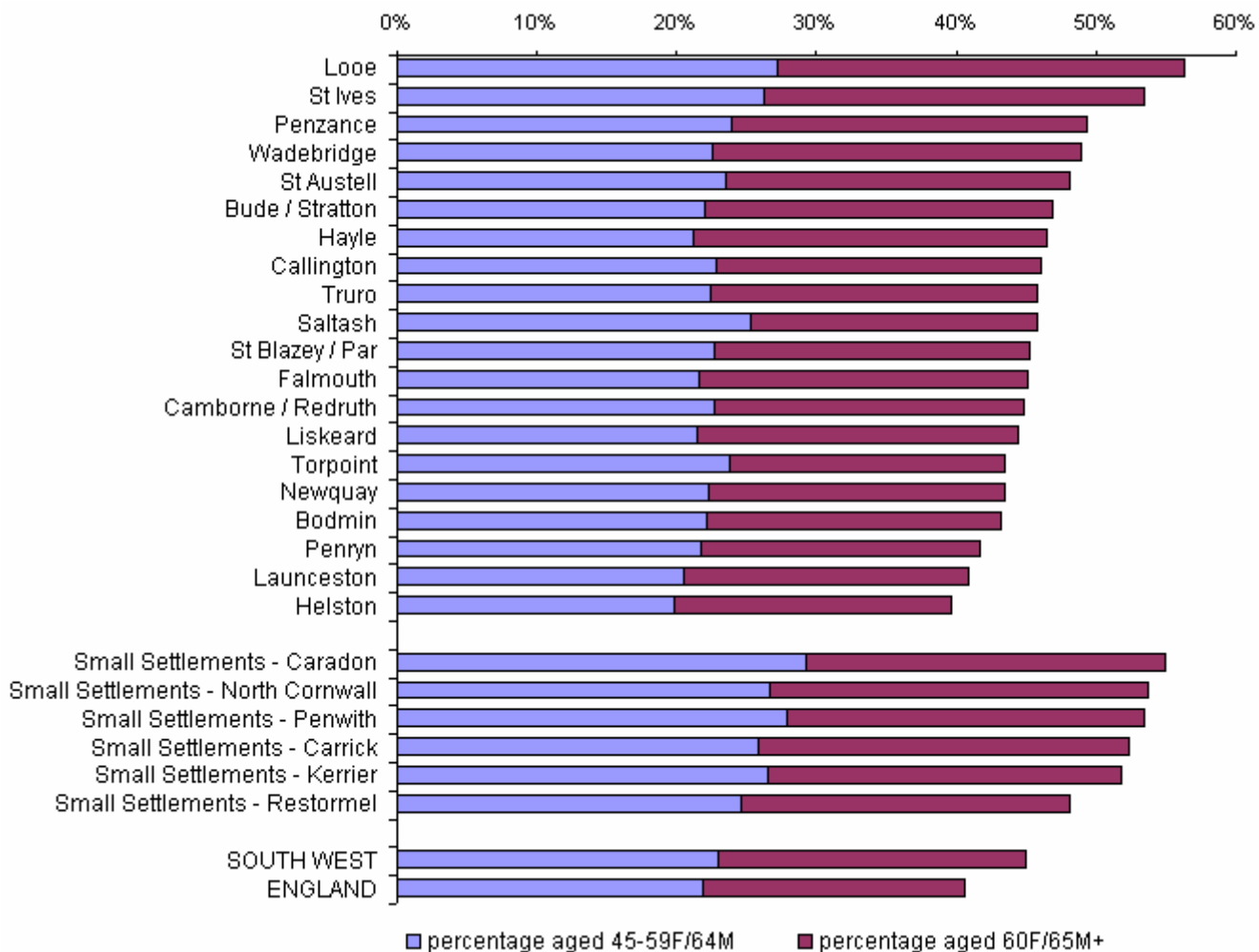
Source: ONS Experimental LSOA Population Estimates  
<http://www.statistics.gov.uk/statbase/Product.asp?vlnk=14357>

## Population by Age

According to the 2007 estimates:

- All of the 20 largest Cornish towns have a greater percentage of their population of retirement age and above than England as a whole. This is not true in any of the five other pre-April 2009 South West counties<sup>6</sup> ;
- Five of the six Cornish towns with a population of 20,000 or more have a larger proportion in the oldest working age group than nationally, this is true in only 17 of the 34 other South West settlements of this size;
- In total, 46 per cent of the combined population of the 20 largest Cornish towns is aged 45 and above. This is larger than the figure for England as a whole (41 per cent) and the figure for towns of this size across the region (43 per cent) but lower than the equivalent for smaller settlements in Cornwall (52 per cent);
- The proportion in the 45 plus age group in these towns ranges from less than 40 per cent in Helston to almost 57 per cent in Looe;
- Children make up 18 per cent of the population of these towns, slightly less than the proportion nationally (19 per cent);
- Although 54 per cent of the total population of Cornwall live in the twenty main towns, the population aged 45 and above is split almost equally between them and the smaller settlements.

**Fig. 4.2: Estimated proportion of population aged 45 and above by Cornish town (mid 2007)**



Note. Towns are LSOA approximations of urban areas and subdivisions;

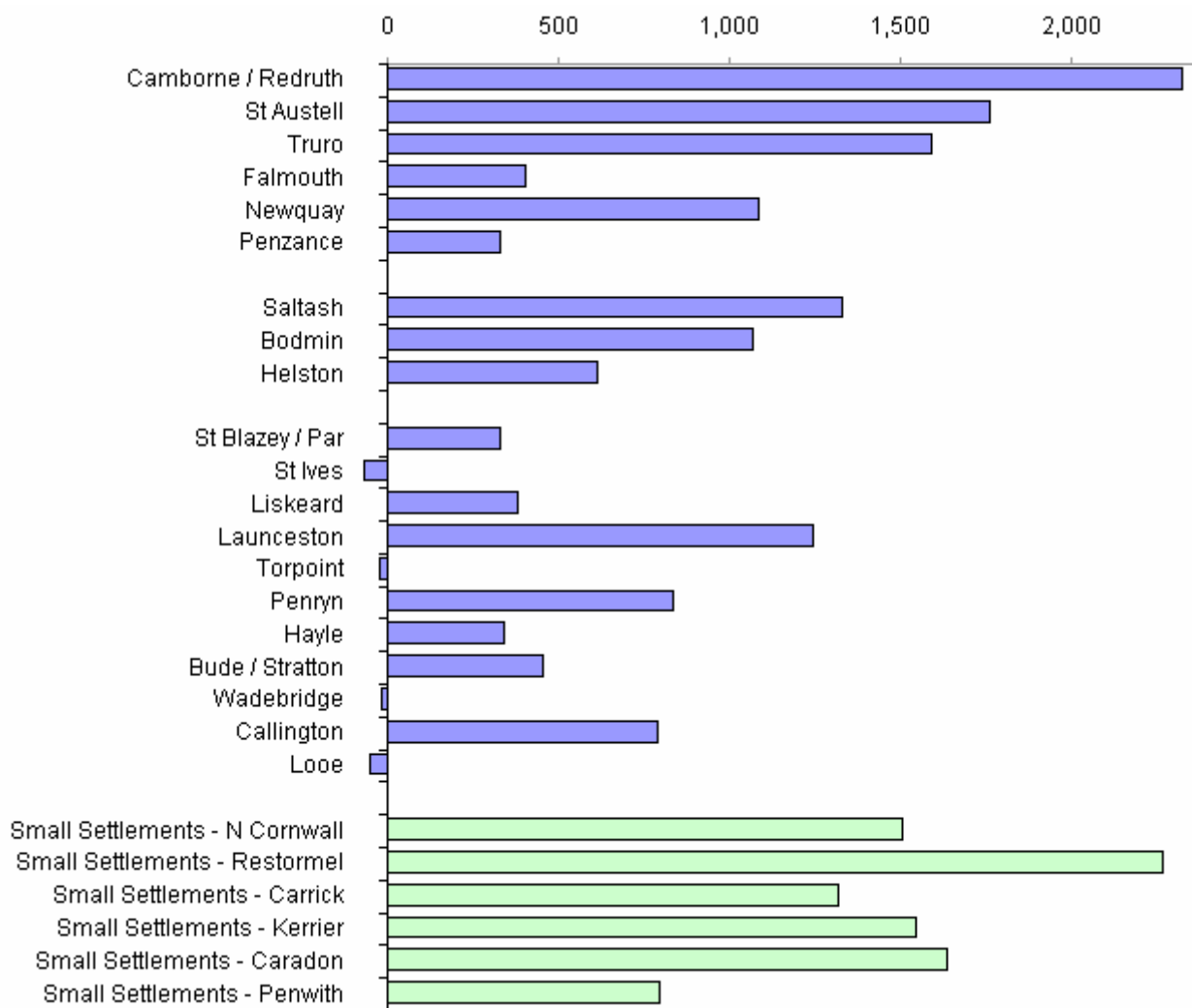
Source: ONS Experimental LSOA Population Estimates  
<http://www.statistics.gov.uk/statbase/Product.asp?vlnk=14357>

<sup>6</sup> Counties prior to April 2009, when Cornwall and Wiltshire became unitary authorities, also include Devon, Dorset, Gloucestershire & Somerset

### Five Year Population Change 2002 – 2007

- The combined population of the twenty largest Cornish towns grew by 5.5 per cent in the five years to 2007; the number of people in smaller settlements grew by 3.9 per cent;
- Truro, St Austell, Newquay and Camborne/Redruth had the 5<sup>th</sup>, 6<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup> highest percentage growth in population among the 40 largest South West settlements.
- Launceston and Callington had the highest and 2<sup>nd</sup> highest proportional growth in population of all medium sized South West towns (ie with a population of 5,000 to 20,000);
- The population of Cornwall grew by 23,800 in this period. 62 per cent of this net growth (14,800) was in the largest twenty towns and cities;
- Over three quarters (78 per cent) of the increase of 8,600 in Cornwall's under-45 population was in these settlements;

**Fig. 4.3: Estimated change in total population mid 2002 - mid 2007 by Cornish town**



Note. Towns are LSOA approximations of urban areas and subdivisions and are listed in the order of their mid-2007 population (largest first);

Source: ONS Experimental LSOA Population Estimates  
<http://www.statistics.gov.uk/statbase/Product.asp?vlnk=14357>

## 5. Deprivation

The Indices of Deprivation provide a measure of relative deprivation for small areas across England. The latest indices were issued in 2007 but most of the indicators feeding into them are dated 2005.

Around 30 indicators were combined to produce the indices. These rank the 32,482 Lower Layer Super Output Areas (LSOAs) in an Index of Multiple Deprivation (IMD). Subsets of these indicators were used to rank the LSOAs in seven different domains of deprivation.

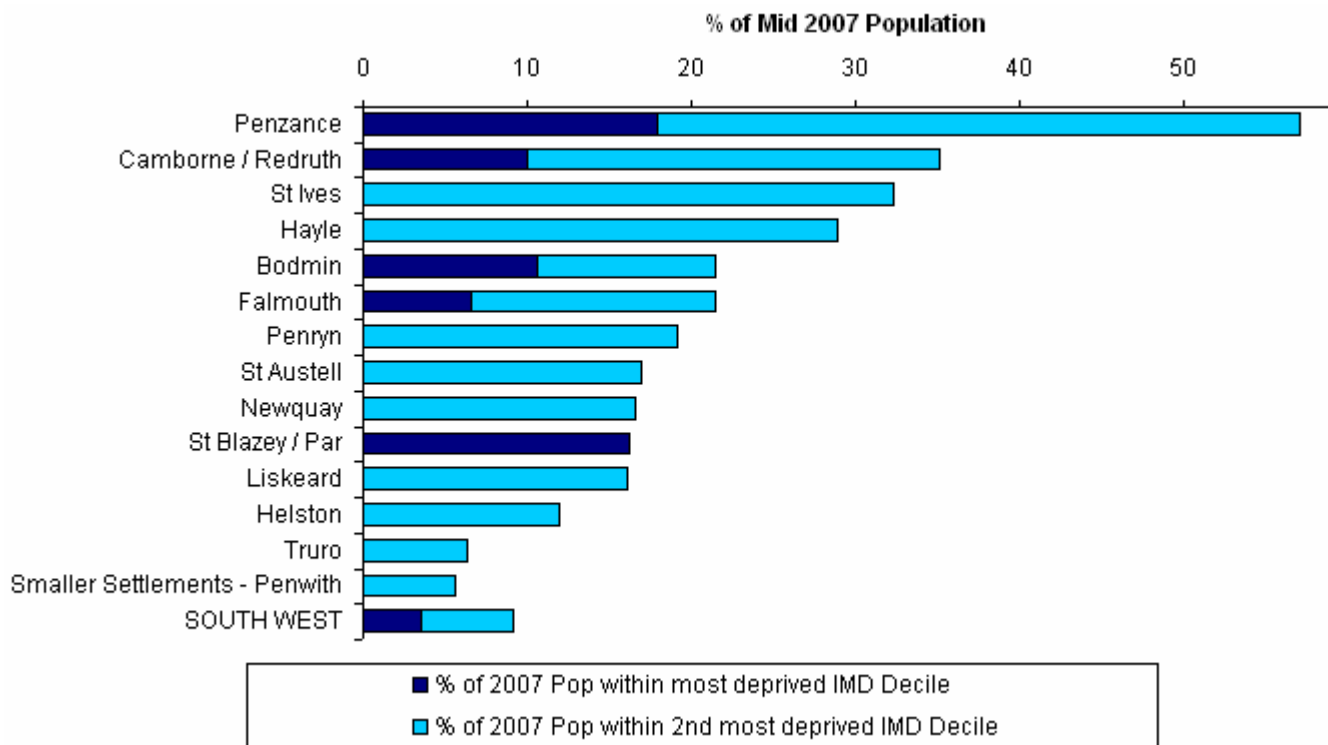
By using the latest LSOA population estimates, the approximate proportion of people in each town that live within the most deprived areas of England can be calculated.

### Multiple Deprivation

The Index of Multiple Deprivation suggests that, within Cornwall:

- Five of the twenty main towns and cities include areas that are among the 10 per cent most deprived in England;
- A further eight include areas in the second most deprived decile;
- Almost 18 per cent of the Penzance population live in an area among the most deprived 10 per cent in England, the highest proportion among South West towns;
- Only three South West towns that have less than 20,000 inhabitants include areas in the most deprived decile in England. Two of these, St Blazey/Par and Bodmin, are in Cornwall. (The other is Ilfracombe in Devon).

**Fig. 5.1: Estimated proportion of people living in deprived areas by Cornish town**



Note. Towns are LSOA approximations of urban areas and subdivisions;

Source: Index of Multiple Deprivation (IMD) 2007

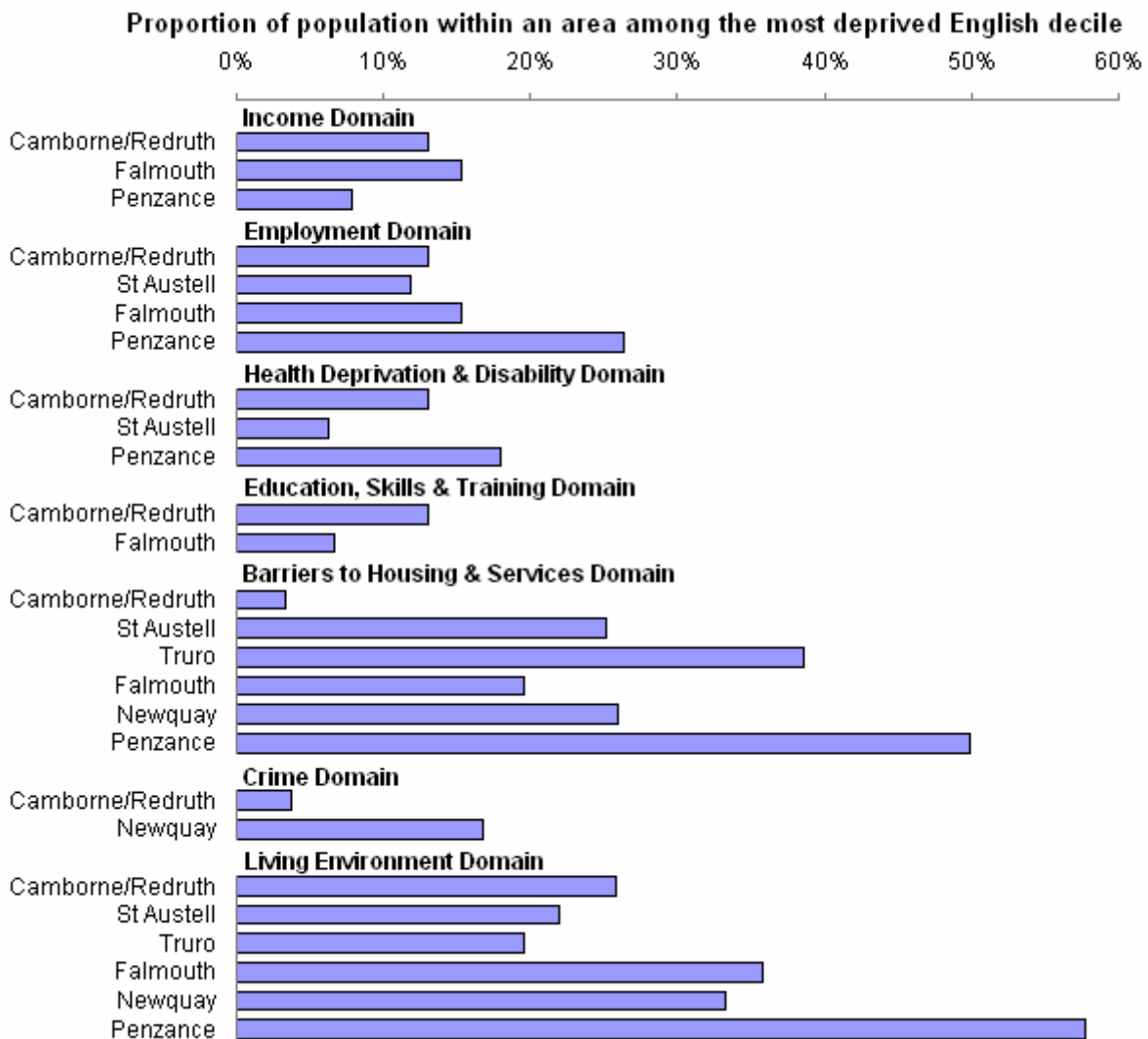
<http://www.communities.gov.uk/communities/neighbourhoodrenewal/deprivation/deprivation07/>

## Domains of Deprivation

The proportion of people living in deprived areas within Cornwall is less than that for the South West as a whole, but this is not the case for some of the towns. Table B1 of annex B gives information about which types of deprivation affect which towns, it indicates that:

- The types of deprivation that most affect Cornish towns relate to barriers to housing and services and the living environment;
- However, with the exception of Truro, the six main Cornish towns are also affected by one or more of the other types of deprivation;
- In particular, Camborne/Redruth includes areas in the most deprived 10 per cent of all seven domains and more than a quarter of Penzance’s population live in such an area in the employment deprivation domain;
- Newquay is the only Cornish settlement where a large proportion of the population is affected by deprivation due to crime.

**Fig. 5.2: Deprivation by domain within the six largest Cornish towns**



Note. Towns are LSOA approximations of urban areas and subdivisions, listed in the order of their mid-2007 population (largest first) ;

Source: *Indices of Deprivation 2007*

<http://www.communities.gov.uk/communities/neighbourhoodrenewal/deprivation/deprivation07/>

## 6. Businesses

The Inter-Departmental Business Register (IDBR) is an ONS-maintained list of UK businesses. As well as providing a sampling frame for surveys of businesses, it is also a key data source for analysis of business activity.

ONS publish output from the IDBR for geographies down to Medium Layer Super Output Areas (MSOAs) on the Neighbourhood Statistics website. The IDBR is also the source for the annual publication, *UK Business: Activity, Size and Location*.

The IDBR contains information at LSOA level and for specific industries. It is therefore possible to aggregate this data to produce sector-based analysis for proxy towns. This section gives examples of the information that can be obtained.

### Number and Size of Businesses

- Despite only having the third highest population among Cornish towns, Truro has the most businesses. It also has the largest percentage with 20 or more employees;
- Truro and Helston have the smallest proportions of businesses with less than five employees. Looe has the highest;
- The twenty largest Cornwall towns are home to 49 per cent of all businesses. They include 70 per cent of those with 20 or more employees.

### Industry Groups

The main Cornish towns vary in the types of work that the businesses within them are involved in. Annex C includes table C3 showing the proportion in each broad Industry Group within each town. Table C2 of the annex is a summary of this breakdown and includes information about employment. Some of the main points highlighted are:

- Truro, Penzance and Newquay have the largest proportions of employees in service based industries among the six largest Cornish towns;
- The types of service industry differ in these towns with, for example, Truro having large public administration and education sectors, while half of Newquay's employees work in hotels and catering and retail;
- The proportion of people in Camborne/Redruth, Falmouth and St Austell working in production and construction ("industry") is more than twice that of the other three largest towns;
- Among the 14 other main Cornish towns the proportion of employees in the broad industry sector is largest in Bodmin and Callington, while the percentage in service industries is highest in Looe, Torpoint and St Ives;

### RDA Priority Sectors

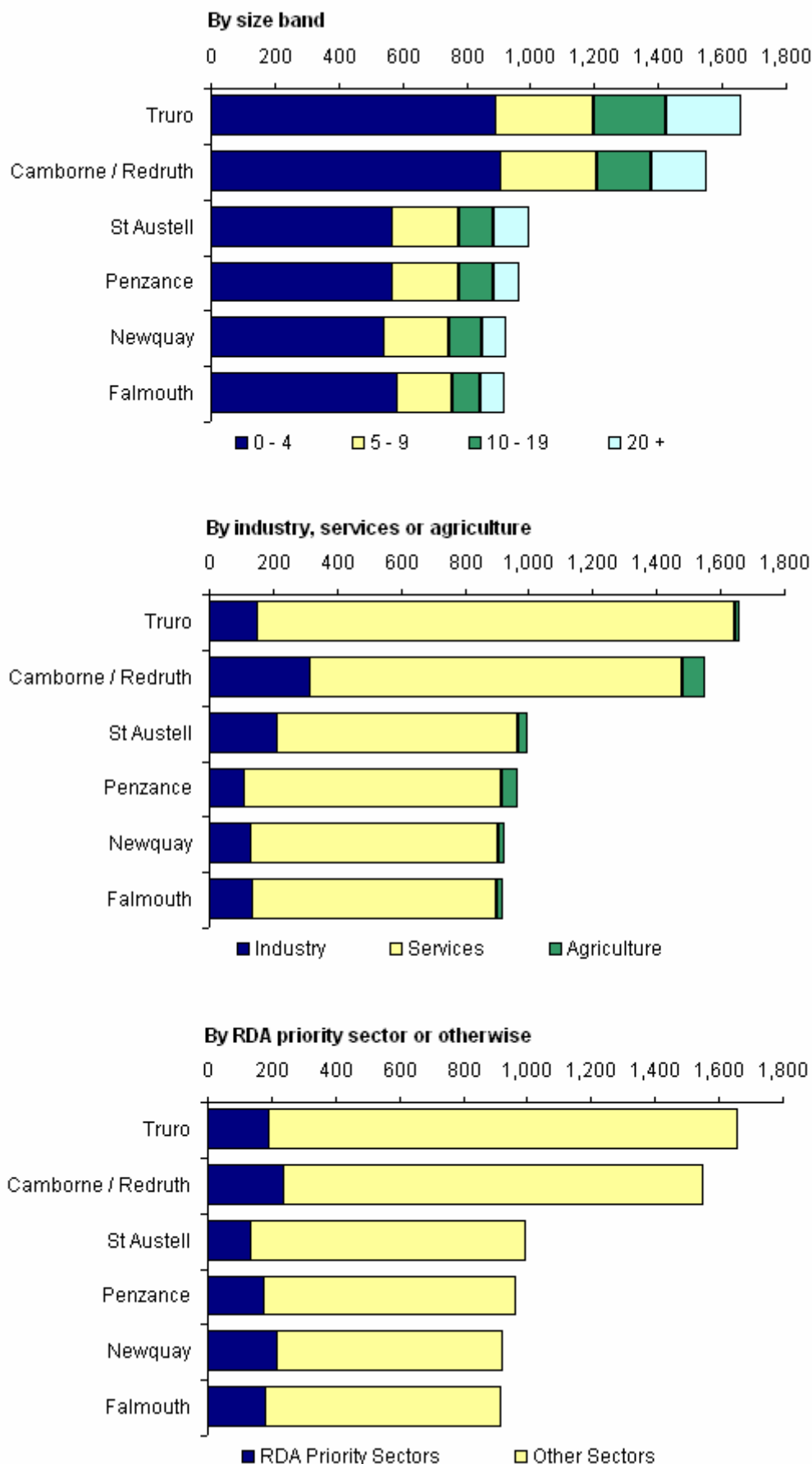
The Regional Development Agency has identified eight priority sectors for the South West which are a focus of its work. These are:

Advanced Engineering,	Biomedical,	Creative Industries
Environmental Technologies	Food and Drink	ICT
Marine Technologies	Tourism and Leisure	

The proportion and industry groups of business sites and employees that are within the RDA priority sectors vary between towns:

- St Ives, Callington and St Blazey/Par all have more than a third of employees within one of the priority sectors;
- In 13 of the twenty main Cornish towns tourism and leisure is the priority sector with the most employees. In four others it is food and drink, in St Ives and Truro it is creative industries and in Bude/Stratton it is advanced engineering;
- Truro, Launceston and Liskeard each have less than 1 in 10 of their workforce within one of the priority sectors.

**Fig. 6.1: Business sites in the six main Cornish towns (2008)**



Notes: Towns are LSOA based approximations of urban areas and subdivisions. Business sites are local units in the IDBR; individual sites (shops, factories, etc) of an enterprise that are situated in a geographically identified place.  
 "Industry" is defined as production and construction, ie sections C to F in the 2003 Standard Industrial Classification (SIC), while "Services" relates to sections G, H, I, J, K, L, M, N and O.

Source: Inter-Departmental Business Register (IDBR) 2008

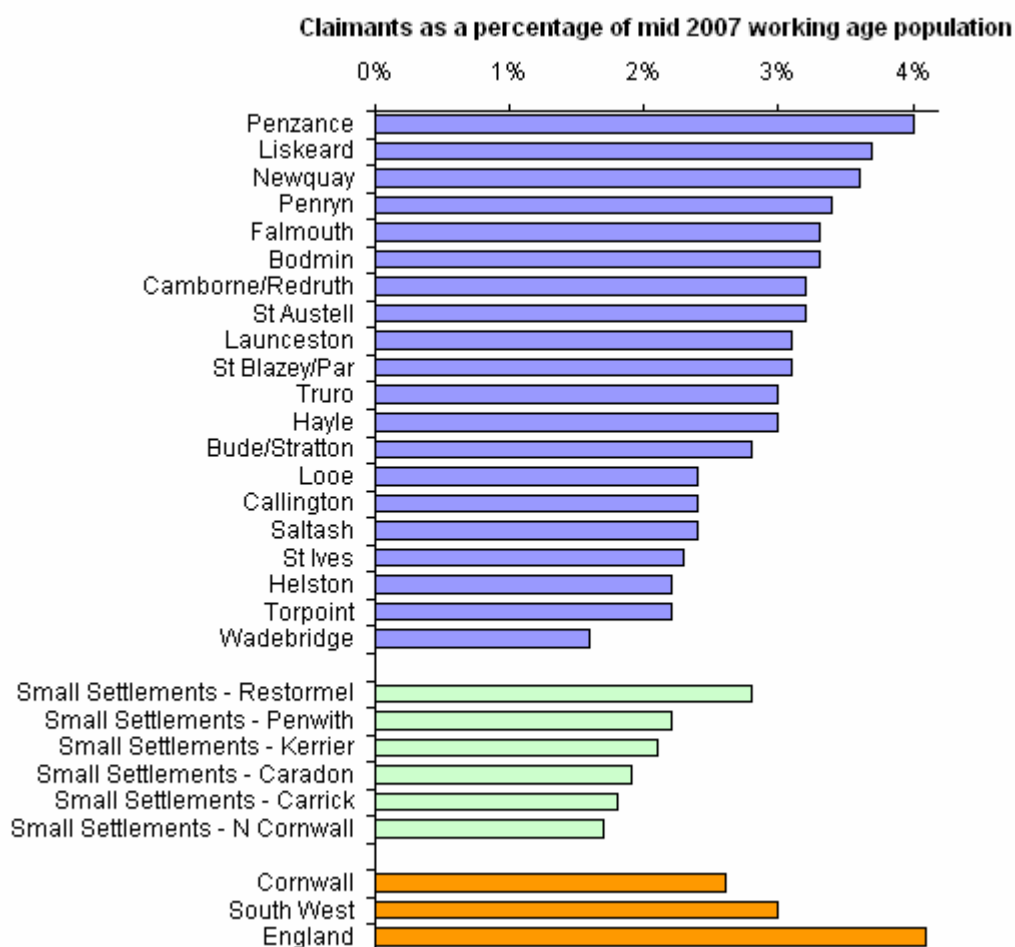
## 7. Claimant Count

The Job Seekers Allowance claimant count is updated each month for a range of geographies including Lower Layer Super Output Areas. By aggregating these data and using mid year population estimates (see Section 3), estimates of the claimant count rates for towns can be calculated.

As with Local Authority level data, the denominators for these rates are the latest, mid-2007, population estimates. Therefore, changes in the rate in the previous year are expressed as a proportion of the same estimated population.

- In July 2009 Penzance had the highest claimant count rate among Cornish towns and the 14<sup>th</sup> highest of any South West town (see table D2 of annex D);
- Liskeard, Newquay and Penryn had the 25<sup>th</sup>, 31<sup>st</sup> and 38<sup>th</sup> highest rates among the region's towns, respectively;
- Using mid-2007 population estimates as denominators, Liskeard, Penzance and Penryn had the highest percentage point growth in claimant count rate in the last year in Cornwall;
- Overall, the July 2009 claimant count rate for the six most populous Cornish towns was 3.3 per cent. It was 2.8 per cent for the next 14 largest and 2.1 per cent for smaller settlements.

**Fig. 7.1: Claimant count rate by Cornish town (July 2009)**



Towns are LSOA based approximations of urban areas and subdivisions

Source: Job Seekers Allowance Claimant Count Jul 2009 (<https://www.nomisweb.co.uk>)

## 8. Other Small Area Data

This paper has not used all aspects of the datasets mentioned. Examples of other potential uses include:

- Population growth by age group;
- Population growth by levels of deprivation in specific towns;
- Indices of Deprivation sub-domains;
- The status of businesses in the IDBR (eg public or private);
- Further sectors in the IDBR;
- Claimant Count by occupation, age or duration;
- Claimant count on and off flows;

In addition, there are other small area datasets that can be aggregated in a similar way. On the Nomis website these include:

- Annual Business Inquiry (which surveys a proportion of IDBR businesses)
- Census commuting patterns (ward level only)
- DWP Benefits
- Job Centre Plus Vacancies

The Neighbourhood Statistics website includes a lot of indicators that feed into the Indices of Deprivation as well as other small area data. The following are available at LSOA level unless otherwise stated:

- Air Quality & Emissions Data (MSOA)
- Air Quality Indicator
- Area Classifications
- Changes of Ownership by Dwelling Price (MSOA)
- County Court Judgments - Personal Consumer Debt (MSOA)
- Enterprises by Age of Business (MSOA)
- Examination Results (Referenced by Location of Student Residence)
- Health indicators - Years of Potential Life Lost, Comparative Illness and Disability, Emergency Admissions to Hospital, Mental Health
- Healthy Lifestyle Behaviours: Model Based Estimates (MSOA)
- IDBR Published Data (MSOA)
- Land Use Statistics (Generalised Land Use Database)
- National Curriculum Assessments
- Population Turnover Rates
- Pupil Absence data
- Vacant Dwellings

## Annex A: Population – Further Information

**Table A1: Population estimates for Cornish towns (Mid 2007)**

Proxy Town <sup>i</sup> (LSOA Based, 3,500 plus)	Mid 07 Est. Popn. <sup>ii</sup>	Percentage by Broad Age Group <sup>iii</sup>					Five Year Change (2002-7)	
		0-15	16-29	30-44	45- 59F/64M	60F/65+	Total Change	% Change
Camborne / Redruth	45,200	18.4	16.6	20.1	22.7	22.2	2,300	5.4
St Austell	25,700	17.8	15.4	18.7	23.5	24.7	1,800	7.4
Truro	22,800	17.4	17.4	19.3	22.5	23.5	1,600	7.5
Falmouth	22,700	16.4	20.2	18.3	21.5	23.7	400	1.8
Newquay	20,600	16.2	18.9	21.3	22.3	21.3	1,100	5.6
Penzance	20,200	17.0	15.1	18.5	24.0	25.5	300	1.7
Saltash	16,400	19.1	15.0	20.1	25.3	20.5	1,300	8.9
Bodmin	14,300	20.4	16.8	19.5	22.1	21.2	1,100	8.1
Helston	11,100	21.4	16.2	22.6	19.9	19.9	600	5.9
St Blazey/Par	9,900	19.4	15.9	19.3	22.7	22.7	300	3.5
St Ives	9,100	15.0	14.7	16.8	26.3	27.3	-100	-0.8
Liskeard	9,100	18.8	16.8	19.9	21.4	23.1	400	4.4
Launceston	8,600	19.9	18.2	20.9	20.5	20.5	1,200	16.9
Torpoint	8,400	17.8	19.5	19.1	23.7	19.9	0	-0.2
Penryn	8,400	16.9	21.8	19.5	21.7	20.1	800	11.0
Hayle	7,900	18.9	14.4	20.0	21.2	25.5	300	4.5
Bude / Stratton	6,900	18.0	16.6	18.4	22.0	25.0	500	7.1
Wadebridge	6,600	18.0	13.8	19.1	22.6	26.4	0	-0.2
Callington	5,600	19.5	15.7	18.6	22.9	23.3	800	16.4
Looe	5,600	14.5	12.3	16.7	27.2	29.3	-100	-0.9
Smaller Settlements – N. Cornwall	49,900	16.3	12.4	17.5	26.7	27.2	1,500	3.1
Smaller Settlements – Restormel	46,900	17.6	14.7	19.4	24.6	23.7	2,300	5.1
Smaller Settlements – Carrick	41,700	16.4	13.6	17.6	25.8	26.7	1,300	3.3
Smaller Settlements – Kerrier	39,300	15.9	14.3	17.9	26.5	25.4	1,500	4.1
Smaller Settlements – Caradon	38,900	16.1	11.7	17.2	29.2	25.8	1,600	4.4
Smaller Settlements – Penwith	27,700	16.3	12.5	17.6	27.9	25.7	800	3.0
CORNWALL	529,500	17.3	15.1	18.8	24.6	24.3	23,800	4.7
SOUTH WEST		17.8	17.1	20.0	22.9	22.1		4.1
ENGLAND		18.9	18.6	21.7	21.9	18.9		2.9

i These proxy settlements are approximations of the urban areas and subdivisions that were defined using 2001 Census data;

ii The population data are aggregations of unrounded mid year experimental LSOA estimates, which are then rounded to the nearest 100;

iii Percentages are rounded to the nearest 0.1 per cent;

Source of LSOA Estimates: Office for National Statistics

<http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=14357>.

**Table A2: South West settlements with estimated populations above 20,000 (Mid-2007)**

Proxy Town or City <sup>1</sup> (LSOA Based)	Mid-07 Est. Popn. <sup>2</sup>	Percentage By Broad Age Group <sup>3</sup>					Change 2002-07	
		0-15	16-29	30-44	45-59/64	60/65 +	Total Change	% Change
Bristol <sup>4,5</sup>	461,600	16.9	26.6	22.7	18.4	15.4	27,800	6.4
Plymouth	254,000	17.5	23.0	20.0	21.0	18.5	8,900	3.6
Bournemouth <sup>5</sup>	167,300	15.6	21.6	20.2	20.3	22.2	-700	-0.4
Swindon	165,400	20.0	18.5	25.0	20.9	15.7	8,200	5.2
Poole <sup>5</sup>	145,700	17.7	15.4	19.9	23.1	24.0	500	0.3
Gloucester <sup>5</sup>	129,700	20.0	18.2	22.1	21.7	17.9	4,600	3.6
Exeter	118,400	15.1	29.3	20.5	18.5	16.7	10,700	10.0
Cheltenham <sup>5</sup>	100,300	17.5	21.2	21.7	20.6	19.0	2,200	2.2
Bath	96,100	15.0	27.8	19.4	19.2	18.6	5,900	6.5
Weston-super-Mare <sup>4</sup>	90,200	18.4	16.4	21.2	21.7	22.2	8,000	9.7
Torquay <sup>5</sup>	66,400	17.5	16.2	19.1	23.3	23.8	1,900	2.9
Kingswood <sup>5</sup>	64,900	18.6	16.9	21.7	23.0	19.8	1,000	1.6
Taunton	62,600	18.6	18.4	20.4	21.4	21.2	2,300	3.8
Weymouth <sup>4,5</sup>	52,700	17.5	15.6	19.3	24.1	23.6	900	1.8
Paignton <sup>5</sup>	50,400	16.7	13.8	17.7	23.6	28.2	1,700	3.6
Camborne/Redruth	45,200	18.4	16.6	20.1	22.7	22.2	2,300	5.4
Salisbury	44,700	18.6	16.0	20.9	22.2	22.3	0	0.0
Yeovil	44,500	19.9	17.8	21.7	21.6	18.9	2,200	5.1
Christchurch <sup>5</sup>	41,400	15.5	11.6	15.7	22.2	35.0	500	1.3
Bridgwater	39,600	20.2	18.0	21.8	21.8	18.2	2,600	7.1
Trowbridge	37,500	20.7	16.4	22.7	21.7	18.5	2,400	6.9
Mangotsfield <sup>5</sup>	37,100	20.2	15.4	23.8	20.8	19.8	2,500	7.1
Chippenham	34,700	21.9	15.9	24.3	21.7	16.2	1,300	4.0
Chipping Sodbury <sup>4</sup>	34,600	20.3	17.3	22.8	22.5	17.1	100	0.2
Exmouth	34,500	16.8	15.8	18.2	22.8	26.3	1,400	4.1
Stroud <sup>4,5</sup>	34,400	19.4	14.1	21.5	24.6	20.5	400	1.1
Barnstaple	32,400	19.0	16.6	20.6	22.4	21.3	1,300	4.3
Ferndown/Three Legged Cross	28,200	14.3	10.4	13.7	23.9	37.8	400	1.4
Newton Abbot	26,000	18.8	16.9	19.2	22.8	22.3	400	1.4
Frome	25,900	20.0	16.7	22.0	22.7	18.7	1,100	4.5
St Austell	25,700	17.8	15.4	18.7	23.5	24.7	1,800	7.4
Truro	22,800	17.4	17.4	19.3	22.5	23.5	1,600	7.5
Falmouth <sup>5</sup>	22,700	16.4	20.2	18.3	21.5	23.7	400	1.8
Norton-Radstock	22,500	19.7	18.0	21.4	21.7	19.1	1,000	4.7
Clevedon	22,300	17.2	15.6	20.4	23.6	23.3	300	1.4
Burnham-on-Sea/Highbridge	21,600	15.5	13.5	17.3	23.7	30.0	600	2.7
Tiverton	20,800	19.9	15.9	20.3	21.8	22.0	2,100	11.0
Newquay	20,600	16.2	18.9	21.3	22.3	21.3	1,100	5.6
Portishead	20,400	19.2	12.7	21.4	24.1	22.6	3,100	17.7
Penzance	20,200	17.0	15.1	18.5	24.0	25.5	300	1.7
SOUTH WEST		17.8	17.1	20.0	22.9	22.1		4.1
ENGLAND		18.9	18.6	21.7	21.9	18.9		2.9

1 These proxy settlements are approximations of the urban areas and subdivisions that were defined using 2001 Census data;

2 The population data are aggregations of mid year experimental LSOA estimates, rounded to the nearest 100;

3 Percentages are rounded to the nearest 0.1 per cent;

4 Bristol, Weston-s-M, Weymouth, Chipping Sodbury and Stroud include small neighbouring subdivisions (with populations of less than 3,500)

5 These towns and cities are subdivisions of larger urban areas

Note: Data may not sum due to rounding

Source of LSOA Estimates: ONS, <http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=14357>

## Annex B: Deprivation – Further Information

**Table B1: Proportion of population by domain of deprivation and Cornish town**

Proportion of mid 2007 Population within most deprived 10 per cent in England by domain<sup>i</sup>

Cornish Town or City <sup>ii</sup> (3,500 plus)	Index of Multiple Deprivation	Income	Employ- ment	Health Depriv- ation & Disability	Education Skills and Training	Barriers to Housing and Services	Crime	Living Environ- ment
Penzance	17.9	7.8	26.3	17.9	-	49.9	-	57.7
Camborne/Redruth	10.0	13.0	13.0	13.0	13.0	3.3	3.7	25.8
Falmouth	6.6	15.3	15.3	-	6.6	19.5	-	35.8
St Austell	-	-	11.8	6.2	-	25.2	-	22.0
Truro	-	-	-	-	-	38.6	-	19.5
Newquay	-	-	-	-	-	25.9	16.7	33.2
Bodmin	10.6	10.6	-	-	-	27.6	-	-
Helston	-	-	-	-	-	14.5	-	-
Saltash	-	-	-	-	-	-	-	18.1
St Blazey/Par	16.2	16.2	-	-	-	-	-	30.5
Liskeard	-	16.2	16.2	-	-	-	-	29.9
Launceston	-	-	-	-	-	62.6	-	-
Penryn	-	-	-	-	-	60.6	-	19.2
St Ives	-	-	-	-	-	53.1	-	20.2
Bude/Stratton	-	-	-	-	-	50.9	-	-
Hayle	-	-	-	-	-	48.1	-	27.1
Looe	-	-	-	-	-	-	-	49.0
Torpoint	-	-	-	-	-	-	-	32.7
Callington	-	-	-	-	-	-	-	28.9
Wadebridge	-	-	-	-	-	-	-	-
Smaller Settlements - Restormel	-	-	-	-	3.2	57.3	-	29.3
Smaller Settlements - Penwith	-	-	-	-	-	94.2	-	79.6
Smaller Settlements - N.Cornwall	-	-	-	-	-	91.6	-	42.9
Smaller Settlements - Carrick	-	-	-	-	-	70.4	-	33.6
Smaller Settlements - Kerrier	-	-	-	-	-	60.3	-	34.4
Smaller Settlements - Caradon	-	-	-	-	-	45.9	-	33.0
CORNWALL	2.4	2.9	3.6	2.1	1.7	44.3	1.0	31.6
SOUTH WEST	3.5	2.9	4.2	3.1	5.4	15.3	6.0	8.4

i The domains carry different weightings in the calculation of the Index of Multiple Deprivation (IMD). These are as follows: Income and Employment (both 22.5% of the IMD), Health & Disability and Education, Skills & Training (both 13.5%), Barriers to Housing & Services, the Living Environment and Crime (all 9.3%);

ii Towns and cities are LSOA based approximations of urban areas and subdivisions

- nil

Source: Indices of Deprivation 2007: <http://www.communities.gov.uk/communities/neighbourhoodrenewal/deprivation/deprivation07/>

## Annex C: Businesses – Further Information

**Table C1: Business sites by size band in Cornish towns (2008)**

Cornish Town <sup>i</sup> (3,500 plus)	Number of Local Units <sup>ii</sup>	Percentage of local units by sizeband			
		0 - 4	5 - 9	10 - 19	20 +
Truro	1,660	53	19	13	14
Camborne / Redruth	1,555	58	20	11	11
St Austell	1,000	57	21	11	12
Penzance	965	59	22	11	8
Newquay	930	58	22	11	9
Falmouth	920	63	19	10	8
Bodmin	625	57	18	11	14
Saltash	585	65	16	9	10
St Ives	535	67	18	9	6
Launceston	525	60	19	12	9
Liskeard	485	59	20	12	9
Penryn	450	65	19	9	7
Bude / Stratton	420	65	18	11	7
Helston	400	53	27	11	10
Wadebridge	325	62	21	13	4
Looe	315	74	15	7	4
St Blazey / Par	300	63	18	8	10
Hayle	295	64	16	9	11
Callington	250	66	17	8	8
Torpoint	195	59	19	10	12
Smaller Settlements - North Cornwall	3,625	80	11	5	3
Smaller Settlements - Carrick	2,305	78	11	7	4
Smaller Settlements - Caradon	2,160	80	11	6	3
Smaller Settlements - Restormel	2,140	71	15	8	6
Smaller Settlements - Kerrier	1,885	79	12	6	4
Smaller Settlements - Penwith	1,390	76	13	6	4
Cornwall Total	26,250	69	16	8	7

<sup>i</sup> Towns are LSOA based approximations of urban areas and subdivisions

<sup>ii</sup> Local Units are individual sites (shops, factories, etc) of an enterprise that are situated in a geographically identified place.

Note: Numbers of Local Units are rounded to the nearest five and may not sum due to rounding

Source: *Inter-Departmental Business Register (IDBR) 2008*

**Table C2: Business sites by industry and services in Cornish towns (2008)**

Cornish Town <sup>i</sup> (3,500 plus)	Local Units <sup>ii</sup>			Employees		Industry Groups with the highest proportion of employees in each town
	Total	% Industry <sup>iii</sup>	% Services	% Industry	% Services	
Truro	1,660	9	90	4	96	Public admin & other servs 33%, Education 16%
Camborne / Redruth	1,555	20	75	21	78	Public admin & other servs 16%, Production 16%
St Austell	1,000	21	76	16	83	Retail 16%, Education 15%
Penzance	965	11	84	6	94	Public admin & other servs 19%, Retail 18%
Newquay	930	14	83	6	94	Hotels & catering 33%, Retail 17%
Falmouth	920	15	83	18	81	Hotels & catering 17%, Production 16%
Bodmin	625	19	77	43	57	Production 27%, Public admin & other servs 16%
Saltash	585	20	75	17	83	Retail 14%, Health 13%
St Ives	535	15	81	7	93	Property & business servs 26%, Hotels & catering 22%
Launceston	525	14	80	13	86	Retail 21%, Public admin & other servs 13%
Liskeard	485	16	81	9	91	Public admin & other servs 22%, Retail 20%
Penryn	450	19	72	21	76	Production 18%, Retail 18%
Bude / Stratton	420	16	79	15	85	Retail 23%, Health 12%
Helston	400	16	81	9	90	Education 20%, Retail 18%
Wadebridge	325	18	78	12	87	Education 18%, Retail 16%
Looe	315	10	78	4	94	Hotels & catering 27%, Retail 17%
St Blazey / Par	300	23	69	16	83	Property & business servs 21%, Education 20%
Hayle	295	18	78	16	84	Public admin & other servs 23%, Retail 15%
Callington	250	23	70	41	58	Production 37%, Health 14%
Torpoint	195	13	85	5	94	Health 25%, Property & business servs 18%
Smaller S'ments - N Cornwall	3,625	15	49	21	70	Hotels & catering 18%, Production 15%
Smaller S'ments - Carrick	2,305	16	60	17	78	Hotels & catering 17%, Property & business servs 15%
Smaller S'ments - Caradon	2,160	16	51	18	71	Retail 15%, Hotels & catering 12%
Smaller S'ments - Restormel	2,140	20	60	29	68	Production 22%, Hotels & catering 15%
Smaller S'ments - Kerrier	1,885	17	53	13	79	Property & business servs 20%, Hotels & catering 16%
Smaller S'ments - Penwith	1,390	15	60	12	80	Hotels & catering 21%, Education 11%
Cornwall Total	26,250	16	67	16	82	Public admin & other servs 15%, Retail 12%

<sup>i</sup> Towns are LSOA based approximations of urban areas and subdivisions

<sup>ii</sup> Local Units are individual sites (shops, factories, etc) of an enterprise that are situated in a geographically identified place.

<sup>iii</sup> "Industry" in this table is defined as production and construction, ie sections C to F in the 2003 Standard Industrial Classification (SIC), while "Services" relates to sections G, H, I, J, K, L, M, N and O.

Note: Numbers of Local Units are rounded to the nearest five and may not sum due to rounding

Source: Inter-Departmental Business Register (IDBR) 2008

**Table C3: Business sites by broad industry group in Cornish towns (2008)**

Proxy Town or City <sup>1</sup> (LSOA Based)	Num. of Local Units <sup>ii</sup>	Percentage of Local Units by Section <sup>iii</sup> of SIC 2003									
		A,B	C,D,E	F	G	H	I	J,K	M,N	L,O,P,Q	
Truro	1,660	1	3	6	25	6	5	28	16	10	
Camborne / Redruth	1,555	5	8	12	24	7	4	19	13	8	
St Austell	1,000	3	6	15	24	8	3	21	13	7	
Penzance	965	5	4	7	25	14	4	20	12	8	
Newquay	930	2	3	11	23	21	3	19	12	5	
Falmouth	920	2	8	7	23	15	4	23	13	5	
Bodmin	625	4	10	9	23	6	4	20	14	10	
Saltash	585	5	7	13	27	5	4	22	12	5	
St Ives	535	3	5	11	24	20	4	18	10	4	
Launceston	525	6	8	7	31	6	6	18	13	5	
Liskeard	485	4	6	9	25	6	3	19	14	13	
Penryn	450	9	11	8	22	4	3	28	12	4	
Bude / Stratton	420	5	6	10	25	11	4	17	13	8	
Helston	400	4	6	10	26	8	3	23	14	7	
Wadebridge	325	5	5	13	27	8	4	19	14	5	
Looe	315	12	4	6	27	19	3	15	9	4	
St Blazey / Par	300	8	8	15	20	8	5	17	14	5	
Hayle	295	4	8	10	23	14	4	20	10	8	
Callington	250	7	9	14	26	4	7	20	7	5	
Torpoint	195	2	8	5	19	12	7	22	16	8	
Smaller S'ments - N Cornwall	3,625	36	4	10	13	9	3	14	8	3	
Smaller S'ments - Carrick	2,305	23	5	11	17	8	4	21	9	3	
Smaller S'ments - Caradon	2,160	33	5	11	12	7	4	16	10	2	
Smaller S'ments - Restormel	2,140	21	7	13	17	11	3	16	9	4	
Smaller S'ments - Kerrier	1,885	30	5	12	13	8	3	15	10	3	
Smaller S'ments - Penwith	1,390	26	5	9	16	11	3	14	13	3	
Cornwall Total	26,250	17	6	10	19	9	4	19	11	5	

i Towns are LSOA based approximations of urban areas and subdivisions

ii Local Units are individual sites (shops, factories, etc) of an enterprise that are situated in a geographically identified place.

iii The sections of the 2003 Standard Industrial Classification (SIC 2003) are as follows:

A,B Agriculture  
C,D,E Production  
F Construction  
G Motor trades, Wholesale, Retail  
H Hotels & catering  
I Transport, Post & telecommunications  
J,K Finance, property & business services  
M,N Education, Health  
L,O,P,Q Public admin & other services

Note: Numbers of Local Units are rounded to the nearest five and may not sum due to rounding

Source: *Inter-Departmental Business Register (IDBR) 2008*

**Table C4: Business sites within RDA priority sectors in Cornish towns (2008)**

Cornish Town <sup>i</sup> (3,500 plus)	Local Units <sup>ii</sup>			Employees		Priority Sectors <sup>iii</sup> with the highest proportion of employees in each town
	Total	% RDA Priority Sectors	% Other Sectors	% RDA Priority Sectors	% other Sectors	
Truro	1,660	11	89	6	94	Creative Industries 2%, Tourism and Leisure 2%
Camborne / Redruth	1,555	15	85	13	87	Food and Drink 5%, Tourism and Leisure 3%
St Austell	1,000	13	87	11	89	Tourism and Leisure 6%, Food and Drink 2%
Penzance	965	18	82	10	90	Tourism and Leisure 6%, Food and Drink 2%
Newquay	930	23	77	25	75	Tourism and Leisure 21%, Creative Industries 2%
Falmouth	920	19	81	26	74	Tourism and Leisure 11%, Marine Technologies 9%
Bodmin	625	15	85	20	80	Food and Drink 15%, Tourism and Leisure 2%
Saltash	585	15	85	11	89	Tourism and Leisure 7%, Marine Technologies 1%
St Ives	535	22	78	40	60	Creative Industries 23%, Tourism and Leisure 15%
Launceston	525	15	85	8	92	Tourism and Leisure 4%, Food and Drink 2%
Liskeard	485	14	86	8	92	Tourism and Leisure 4%, Creative Industries 2%
Penryn	450	24	76	16	84	Food and Drink 7%, Marine Technologies 3%
Bude / Stratton	420	20	80	19	81	Advanced Engineering 6%, Tourism and Leisure 6%
Helston	400	18	82	11	89	Tourism and Leisure 7%, Food and Drink 1%
Wadebridge	325	16	84	12	88	Tourism and Leisure 6%, Creative Industries 3%
Looe	315	29	71	21	79	Tourism and Leisure 17%, Food and Drink 2%
St Blazey / Par	300	19	81	35	65	Tourism and Leisure 19%, Biomedical 13%
Hayle	295	16	84	12	88	Tourism and Leisure 10%, ICT 2%
Callington	250	16	84	37	63	Food and Drink 34%, Environmental Technologies 2%
Torpoint	195	19	81	12	88	Tourism and Leisure 6%, Creative Industries 3%
Smaller S'ments - N Cornwall	3,625	48	52	34	66	Food and Drink 16%, Tourism and Leisure 15%
Smaller S'ments - Carrick	2,305	36	64	25	75	Tourism and Leisure 12%, Food and Drink 8%
Smaller S'ments - Caradon	2,160	44	56	33	67	Food and Drink 13%, Tourism and Leisure 11%
Smaller S'ments - Restormel	2,140	33	67	28	72	Food and Drink 12%, Tourism and Leisure 11%
Smaller S'ments - Kerrier	1,885	41	59	25	75	Tourism and Leisure 10%, Food and Drink 10%
Smaller S'ments - Penwith	1,390	41	59	30	70	Tourism and Leisure 14%, Food and Drink 10%
Cornwall Total	26,250	29	71	19	81	Tourism and Leisure 8%, Food and Drink 6%

i Towns are LSOA based approximations of urban areas and subdivisions

ii Local Units are individual sites (shops, factories, etc) of an enterprise that are situated in a geographically identified place.

iii Priority sectors are defined using sets of 4 digit 2003 SIC codes.

Note: Numbers of Local Units are rounded to the nearest five and may not sum due to rounding

Source: Inter-Departmental Business Register (IDBR) 2008

## Annex D: Claimant Count – Further Information

**Table D1: Claimant count rates in Cornish towns (July 2009)**

Cornish Town <sup>i</sup> (3,500 plus) sorted by July 2009 claimant count rate (column 4)	Mid 2007 Wkg Age Population <sup>ii</sup>	Working Age Claimants July 2009		Change July 2008 - July 2009	
		Number of Claimants <sup>iii</sup>	As a Percentage of Mid-2007 Wkg Age Population	Change in Number of Claimants <sup>iii</sup>	As a Percentage of Mid-2007 Wkg Age Population
Penzance	11,600	470	4.0	200	1.8
Liskeard	5,300	200	3.7	100	1.8
Newquay	12,900	460	3.6	200	1.5
Penryn	5,300	180	3.4	90	1.7
Falmouth	13,600	450	3.3	180	1.3
Bodmin	8,400	270	3.3	140	1.6
Camborne/Redruth	26,800	870	3.2	350	1.3
St Austell	14,800	470	3.2	240	1.6
Launceston	5,100	160	3.1	70	1.3
St Blazey/Par	5,700	180	3.1	90	1.6
Truro	13,500	400	3.0	190	1.4
Hayle	4,400	130	3.0	40	1.0
Bude/Stratton	3,900	110	2.8	50	1.2
Looe	3,100	80	2.4	30	1.1
Callington	3,200	80	2.4	40	1.1
Saltash	9,900	240	2.4	130	1.3
St Ives	5,300	120	2.3	50	1.0
Helston	6,500	150	2.2	60	1.0
Torpoint	5,300	120	2.2	30	0.5
Wadebridge	3,700	60	1.6	40	1.0
Smaller Settlements - Restormel	27,500	770	2.8	450	1.6
Smaller Settlements - Penwith	16,100	350	2.2	160	1.0
Smaller Settlements - Kerrier	23,100	480	2.1	230	1.0
Smaller Settlements - Caradon	22,600	430	1.9	200	0.9
Smaller Settlements - Carrick	23,700	420	1.8	200	0.8
Smaller Settlements - North Cornwall	28,200	470	1.7	240	0.9
Cornwall	309,500	8,100	2.6	3,780	1.2
South West			3.0		1.6
England			4.1		1.8

<sup>i</sup> Towns are LSOA based approximations of urban areas and subdivisions

<sup>ii</sup> Working Age Population rounded to nearest 100 and may not sum due to rounding

<sup>iii</sup> Number of claimants rounded to nearest 10 and may not sum due to rounding

Source: Job Seekers Allowance Claimant Count Jul 2009 (<https://www.nomisweb.co.uk>)

**Table D2: South West towns with the highest claimant count rates (July 2009)**

Proxy Town or City <sup>i</sup> (LSOA Based) sorted by July 2009 claimant count rate (column 4)	Mid 2007 Wkg Age Population <sup>ii</sup>	Working Age Claimants July 2009		Change July 2008 - July 2009	
		Number of Claimants <sup>iii</sup>	As a Percentage of Mid-2007 Wkg Age Population	Change in Number of Claimants <sup>iii</sup>	As a Percentage of Mid-2007 Wkg Age Population
Swindon	106,400	5,900	5.5	3,510	3.3
Tewkesbury	6,100	330	5.4	180	2.9
Cinderford	7,400	370	5.0	180	2.4
Lydney	5,100	250	5.0	140	2.7
Bridgwater	24,400	1,170	4.8	660	2.7
Torquay	38,900	1,810	4.7	790	2.0
Gloucester (City Council Area)	71,200	3,310	4.6	1,620	2.3
Bideford	9,900	460	4.6	210	2.1
Coleford (Glos)	6,100	270	4.4	120	1.9
Cheltenham	63,700	2,750	4.3	1,340	2.1
Plymouth (City Council Area)	160,200	6,740	4.2	3,020	1.9
Bristol (City Council Area)	282,900	11,510	4.1	5,910	2.1
Trowbridge	22,800	920	4.0	370	1.6
Penzance	11,600	470	4.0	200	1.8
Bournemouth (Council Area)	101,300	3,960	3.9	2,230	2.2
Dursley	8,500	330	3.8	220	2.6
Corsham	7,400	280	3.8	180	2.4
Paignton	27,800	1,040	3.7	460	1.7
Wroughton	4,400	170	3.7	110	2.4
Calne	9,900	370	3.7	210	2.1
Weston-super-Mare	53,600	1,990	3.7	1,080	2.0
Stonehouse	4,900	180	3.7	100	1.9
Devizes	9,800	360	3.7	240	2.4
Chard	7,300	270	3.7	140	1.9
Liskeard	5,300	200	3.7	100	1.8
Brixham	9,400	340	3.7	190	2.0
Melksham/Bowerhill	11,800	420	3.6	250	2.1
Stroud	20,700	740	3.6	460	2.2
Newent	2,200	80	3.6	50	2.2
Northam	4,800	170	3.6	70	1.4
South West			3.0		1.6
England			4.1		1.8

<sup>i</sup> Towns are LSOA based approximations of urban areas and subdivisions

<sup>ii</sup> Working Age Population rounded to nearest 100 and may not sum due to rounding

<sup>iii</sup> Number of claimants rounded to nearest 10 and may not sum due to rounding

Source: Job Seekers Allowance Claimant Count Jul 2009 (<https://www.nomisweb.co.uk>)