

Appendix – Rural profile

Figure 1: Rural population statistics (2011)

	% of rural population	% of rural population of working age	% of rural population aged 65+ years
North Warwickshire	58%	64%	18%
Nuneaton & Bedworth	1%	65%	12%
Rugby	25%	61%	21%
Stratford	77%	60%	23%
Warwick	10%	64%	18%
Warwickshire	31%	62%	21%

Source: 2011 Census

Figure 2: Population growth projections by district/borough (2015-35)

	Forecast population growth (2015-35)
North Warwickshire	9.8%
Nuneaton & Bedworth	15.6%
Rugby	23.9%
Stratford	18.7%
Warwick	19.4%
Warwickshire	18.2%
Rural Warwickshire	15.7%
Urban Warwickshire	19.4%

Source: ONS (2010-based)

Figure 3: Life expectancy statistics by rural-urban split and gender

	Rural			Urban		
	Male	Female	Avg. Life Expectancy	Male	Female	Avg. Life Expectancy
North Warwickshire	79.0	83.1	81.0	76.5	82.2	79.3
Nuneaton & Bedworth	N/A	N/A	N/A	77.9	82.6	80.3
Rugby	80.2	86.0	83.1	79.3	83.9	81.6
Stratford-on-Avon	81.2	85.6	83.4	80.9	84.3	82.6
Warwick	82.5	88.9	85.7	79.9	84.3	82.1
Warwickshire	80.7	85.9	83.3	78.9	83.5	81.2

Source: WCC

Figure 4: Residential and workplace incomes by parliamentary constituency

	Residential earnings	Workplace earnings	Differential
Kenilworth and Southam	£32,566	£33,056	+£490
North Warwickshire	£26,258	£25,710	-£548
Nuneaton	£26,139	£22,036	-£4,103
Rugby	£28,372	£27,864	-£508
Stratford-on-Avon	£29,534	£24,512	-£5,022
Warwick and Leamington	£28,781	£28,480	-£301
Rural Warwickshire	£29,453	£27,759	-£1,693
Urban Warwickshire	£27,764	£26,127	-£1,637

Source: Annual Survey of Hours and Earnings (2013)

Figure 5: Rural employment in skilled occupation groups (2011)

	% of rural residents in Level 4 employment	% of rural residents in Level 3 employment	% of rural residents in Level 2 employment	% of rural residents in Level 1 employment
North Warwickshire	15%	14%	22%	8%
Nuneaton & Bedworth	0.17%	0.3%	0.5%	0.22%
Rugby	9%	6.7%	7.2%	2%
Stratford	26%	20%	24%	7%
Warwick	6%	3%	3%	1%
Warwickshire	11%	8%	10%	3%

Source: 2011 Census

Based on SOC 2010 classification:

Skill group	Qualification requirement	2011 census occupations
Level 4	Degree	Managers, directors and senior professionals
Level 4	Degree	Professional occupations
Level 3	A Level	Associate professional and technical occupations
Level 3	A Level	Skilled trades
Level 2	GCSE A*-C	Administrative and secretarial occupations
Level 2	GCSE A*-C	Caring, leisure and other service occupations
Level 3	GCSE A*-C	Sales and customer service occupations
Level 2	GCSE A*-C	Process, plant and machine operatives
Level 1	GCSE D-G	Elementary occupations

Figure 6: Rural-urban productivity (2014)

	Rural/urban	Output per worker (productivity)	Rural-urban productivity gap
North Warwickshire	Urban	£36,688	+£6,126
	Rural	£42,815	
Nuneaton & Bedworth	Urban	£29,752	+£2,808
	Rural	£32,560	
Rugby	Urban	£32,402	+£3,464
	Rural	£35,866	
Stratford	Urban	£30,107	+£7,396
	Rural	£37,503	
Warwick	Urban	£36,847	+£667
	Rural	£37,514	
Warwickshire	Urban	£33,879	+£4,408
	Rural	£38,287	

Source: TBR

Figure 7: Top five business sectors in rural economy (2014)

North Warwickshire	Nuneaton & Bedworth	Rugby	Stratford	Warwick	Warwickshire
Construction (18%)	Construction (29%)	Construction (16%)	Construction (12.8%)	Construction (16%)	Construction (15%)
Wholesale & Retail (11%)	Information & Communication (12%)	Professional Services (12%)	Professional Services (12.6%)	Professional Services (12%)	Professional Services (11%)
Transportation & Storage (8.9%)	Arts, Entertainment and Education (10.2%)	Wholesale & Retail (8.8%)	Wholesale & Retail (11%)	Tourism (8%)	Wholesale & Retail (10%)
Tourism (8.7%)	Transportation & Storage (10.2%)	Agriculture, Forestry and Fishing (8.6%)	Tourism (8%)	Wholesale & Retail (7.0%)	Tourism (8%)
Manufacturing (7%)	Administrative & Support Services (7%)	Manufacturing (7%)	Manufacturing (7%)	Agriculture, Forestry & Fishing (6.5%)	Manufacturing (7%)

Source: TBR

Figure 8: Top five employment sectors in rural economy (2014)

North Warwickshire	Nuneaton & Bedworth	Rugby	Stratford	Warwick	Warwickshire
Manufacturing (15%)	Tourism (20%)	Construction (12%)	Manufacturing (10.1%)	Tourism (11%)	Manufacturing (10.3%)
Wholesale & Retail (13%)	Administrative & Support Services (18%)	Manufacturing (10%)	Wholesale & Retail (9.8%)	Accommodation & Food Services (10%)	Wholesale & Retail (9.9%)
Tourism (10%)	Construction (15%)	Wholesale & Retail (8.6%)	Tourism (9.6%)	Other Service Activities (7.9%)	Tourism (9.7%)
Construction (8.0%)	Education (12%)	Tourism (8.6%)	Advanced Engineering (8.7%)	Health & Social Work (7.6%)	Administrative & Support Services (7.4%)
Transportation & Storage (7.8%)	Health & Social Work (6%)	Professional Services (8%)	Administrative & Support Services (8.7%)	Construction (7%)	Professional Services (7.2%)

Source: TBR

Figure 9: Priority sector performance in rural economy (2014)

	% of rural businesses in priority sectors	% of rural employment in priority sectors	% of rural GVA in priority sectors
North Warwickshire	24.9%	24.8%	26.6%
Nuneaton & Bedworth	0.6%	0.3%	0.4%
Rugby	15.3%	14.5%	17.2%
Stratford	34.1%	40.0%	46.2%
Warwick	5.9%	3.7%	3.9%
Warwickshire	16.6%	16.4%	18.5%
England	9.1%	6.9%	8.5%

Source: TBR