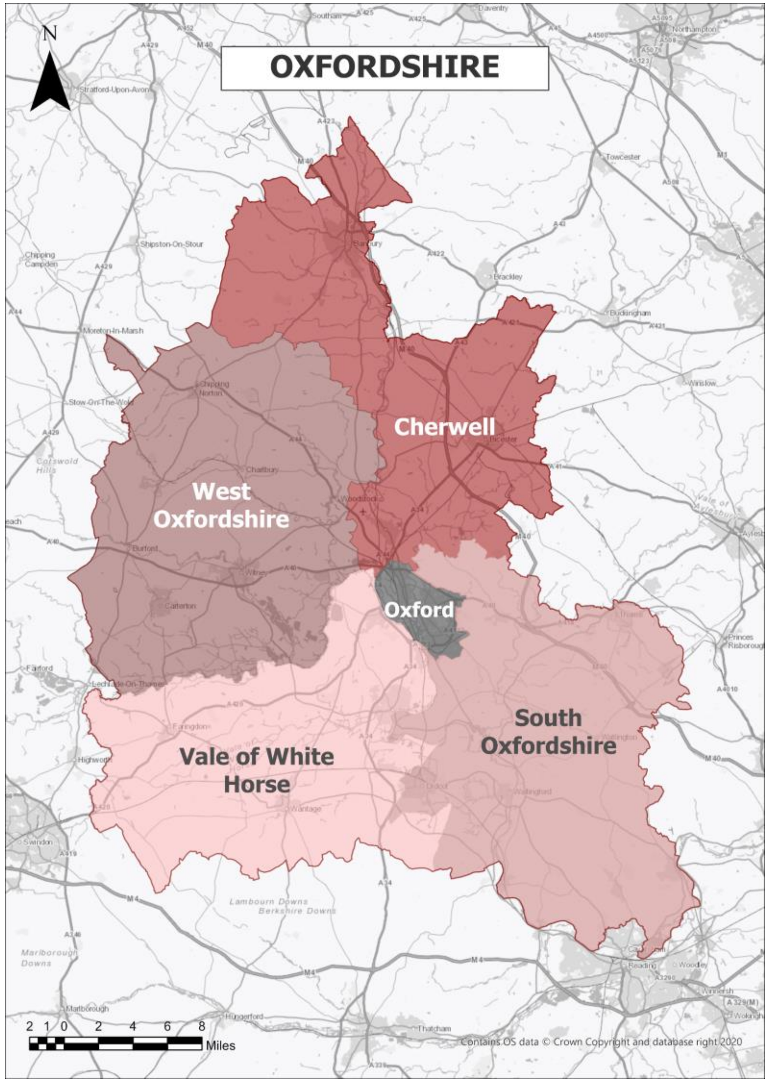
Oxfordshire Strategic Economic Plan

Socio-economic baseline

October 2023

Our approach

- This report presents **a refreshed evidence base with overarching socio-economic data demonstrating the high-level performance of Oxfordshire's economy**. It builds on the data presented in the *Economic Recovery Plan: Economic Baseline Assessment* (which was prepared in 2021). While some of the datasets have been updated, the 'fundamentals' are unlikely to change quickly. However, data from Census 2021 are newly available.
- **The primary focus of the baseline is Oxfordshire.** Where appropriate, we have included district-level data (**for Cherwell, Oxford, South Oxfordshire, Vale of White Horse and West Oxfordshire**). In each case, these are presented alongside data for national and regional comparators (**England and the South East**). In addition, we have looked at data for **Greater Cambridge* and the Oxford-Cambridge Arc****, which were identified as two comparator areas of interest. These are included where the comparison offers interesting insights for Oxfordshire's economy.



* Greater Cambridge consists of Cambridge and South Cambridgeshire
** Oxford-Cambridge Arc consists of Buckinghamshire, Milton Keynes, Oxfordshire, Bedford, Cambridgeshire, Central Bedfordshire, Luton, Peterborough, North Northamptonshire and West Northamptonshire

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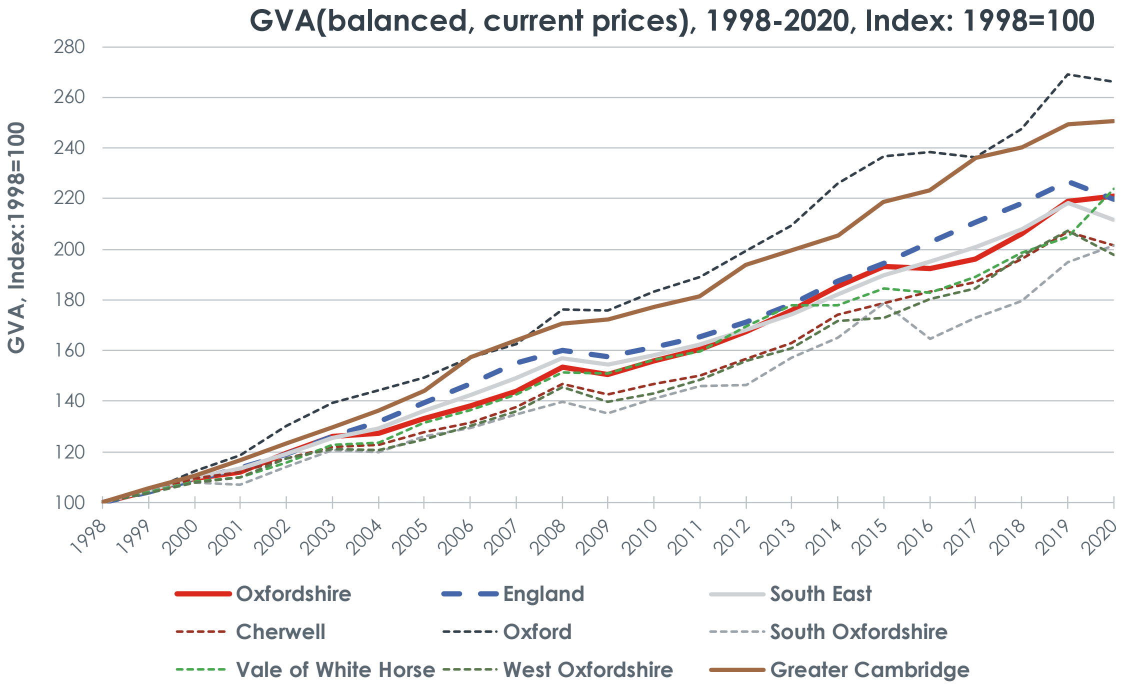
Socio-economic baseline

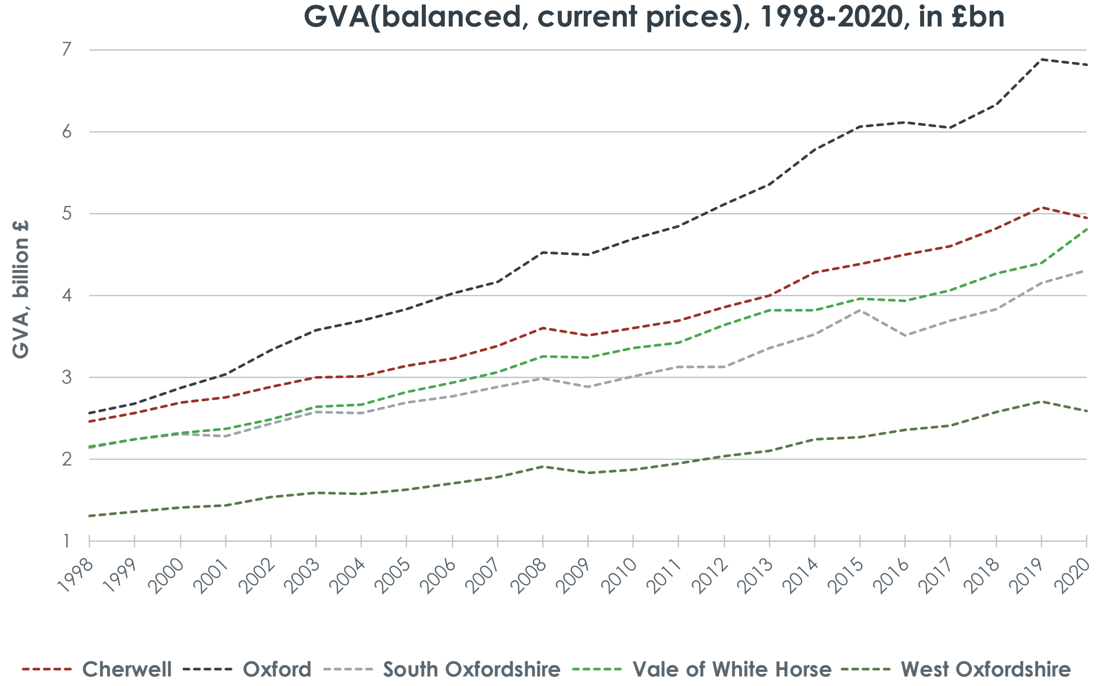
Gross value added

- **In 2020, Oxfordshire's GVA (current prices) was £23.5bn. Its trajectory has been close to but slightly below the England average since the early 2000s.**

- **GVA growth slowed down around 2015-2017 but grew at an above average rate in recent years.**

- **Within Oxfordshire, there is some variation in terms of both absolute GVA levels and GVA growth over the last two decades:**
  - Oxford is the largest district in terms of GVA and has also experienced the highest growth – the only district above the England and regional trajectories, and the only one close to the GVA growth of Greater Cambridge*;
  - In absolute terms, the economies of Cherwell, South Oxfordshire and Vale of White Horse are similar in size, while West Oxfordshire accounts for the smallest proportion of Oxfordshire's GVA;
  - In general, the four districts have seen similar growth trajectories over the last two decades.

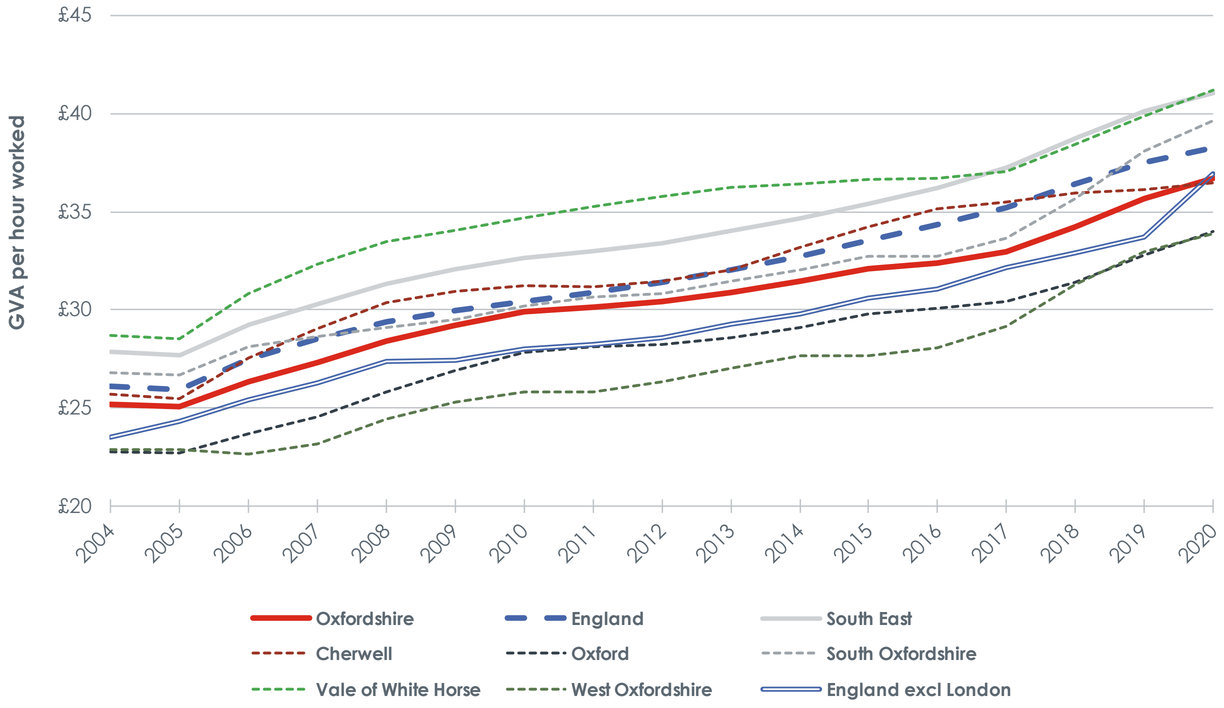




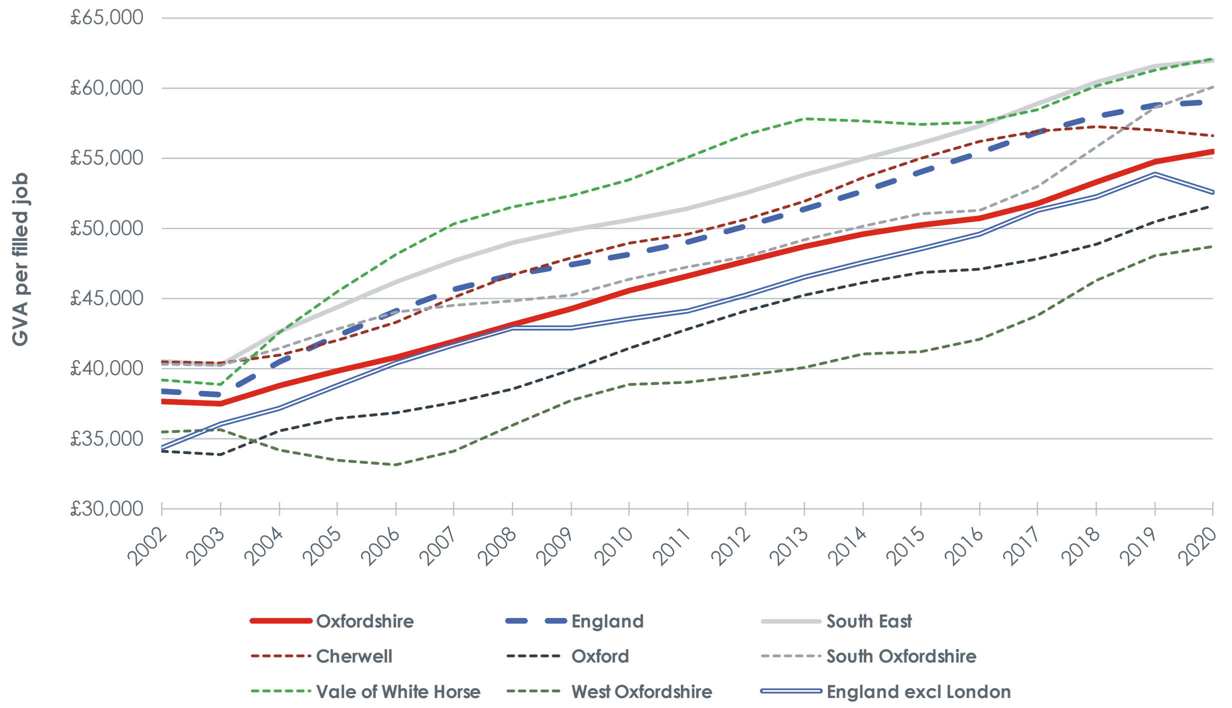
Productivity

- **Since the early 2000s, while Oxfordshire's productivity has been on an upward trajectory, it has remained below England's and the South East's productivity levels, with the gap widening in the last decade. Over 2017-2020, on average it was £2 lower per hour worked and £4,330 lower per filled job than in England as a whole. However, when London is excluded, Oxfordshire's productivity levels were above England's average.**
- Within Oxfordshire, Oxford and West Oxfordshire have seen the lowest productivity levels. Vale of White Horse has had the highest productivity – the only district above or close to the South East average.

GVA per hour worked (current prices), smoothed, 2004-2020, £



GVA per filled job (current prices), smoothed, 2002-2020, £

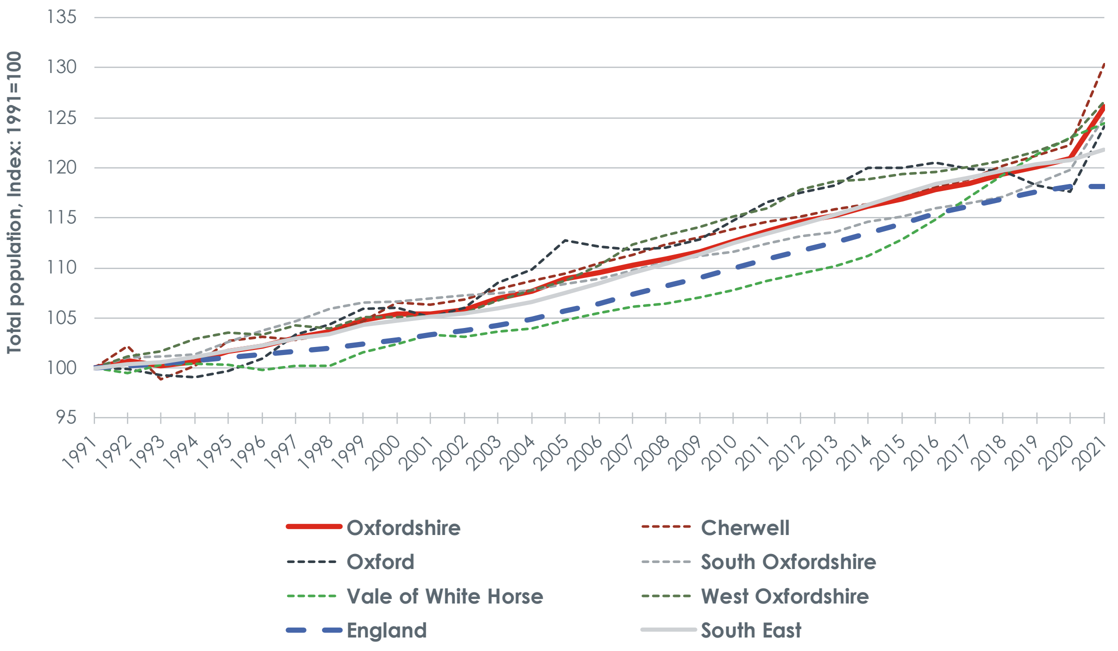


Population

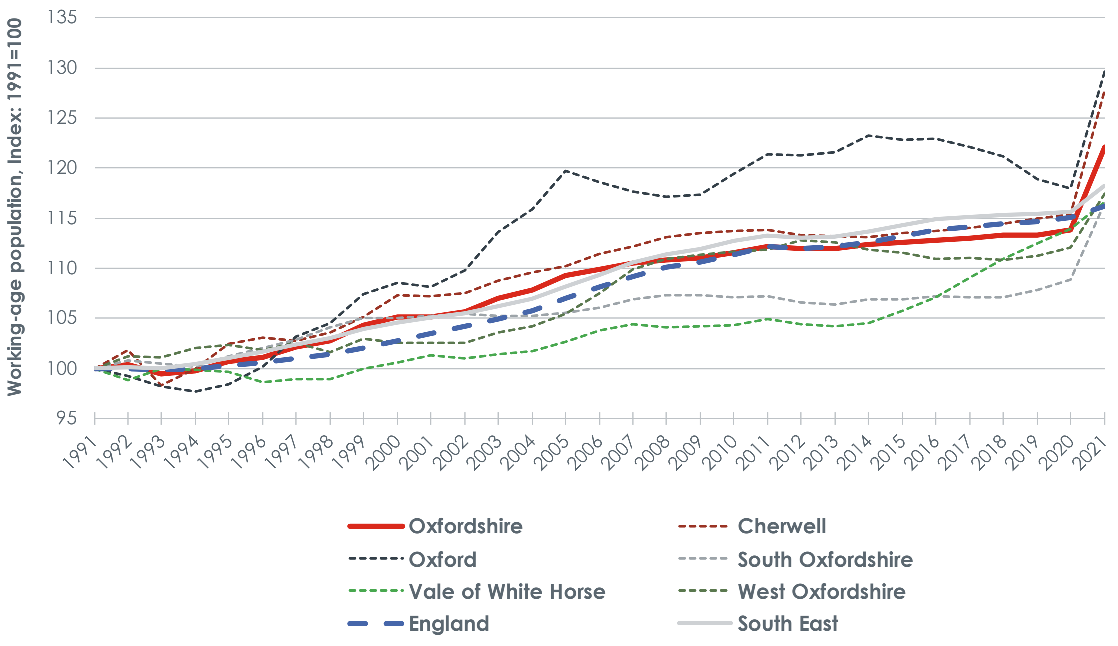
- **According to Census 2021, Oxfordshire's total population was 725,000, and nearly two thirds (465,000) of residents were of working age. Over 1991-2021, the growth trajectory of the total population has been above that of England as a whole and close to the South East average. However, for much of the last decade, the number of working age residents grew at a slightly slower rate than the national and regional averages.**

- Within Oxfordshire, Oxford experienced the highest working age population growth between the mid-1990s and mid-2000s – however, growth slowed down in the next decade and the number of working age residents was in decline between 2014-2020. In general, Vale of White Horse and South Oxfordshire had the slowest working age population growth. However, since the mid-2010s, growth has accelerated in Vale of White Horse, with the district experiencing the highest annual growth rate across Oxfordshire.

Total population, 1991-2021, Index: 1991=100



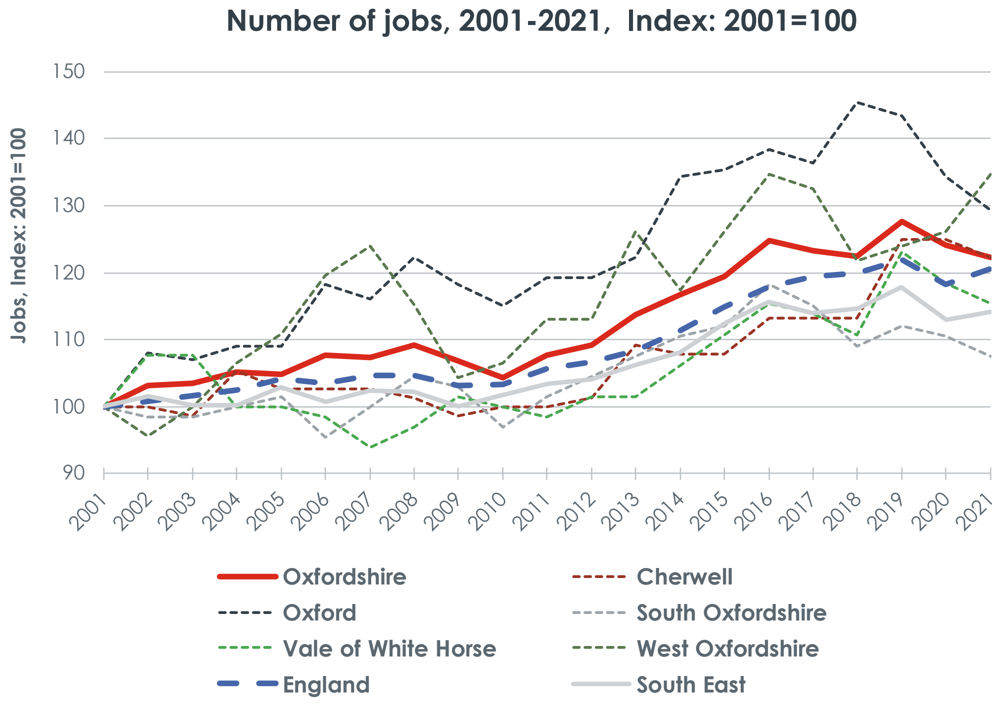
Working-age population (aged 16-64), 1991-2021, Index: 1991=100

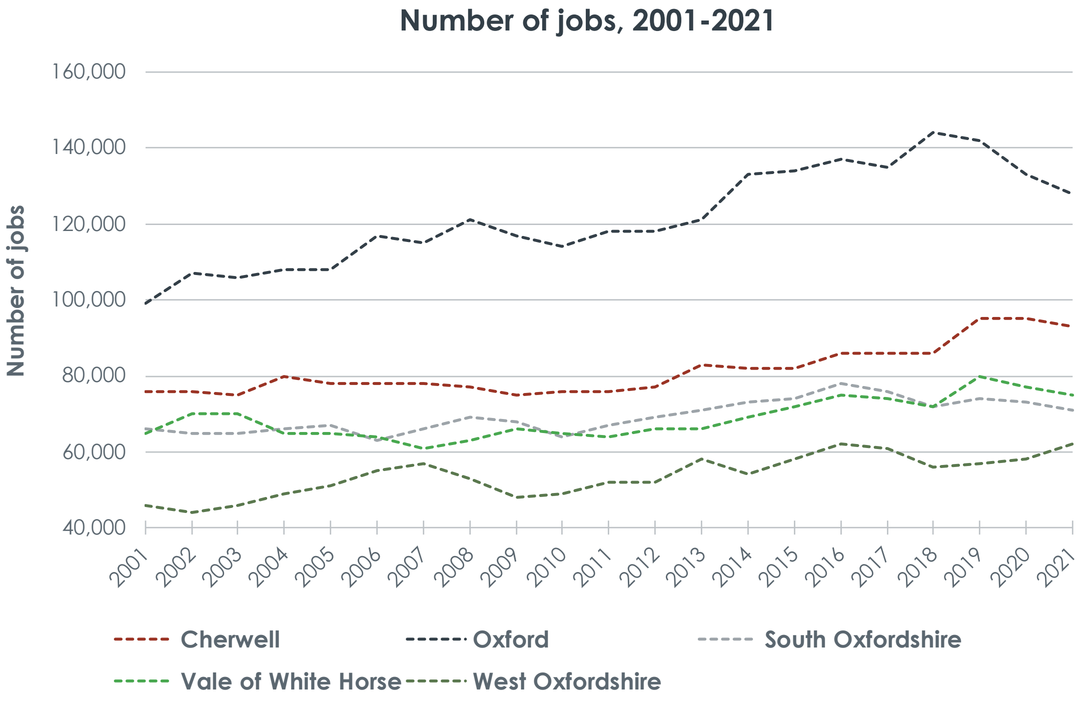


Jobs

- **In 2021, there were 429,000 jobs in Oxfordshire. Since the early 2000s, jobs growth in the county has remained close to but above the national and regional averages. During this time, Oxfordshire has also seen relatively high jobs density* - on average the number of jobs relative to working age population was 11 percentage points higher than in England as a whole.**

- Within Oxfordshire, Oxford accounts for the highest proportion of jobs and experienced the strongest growth over 2001-2018 – in recent years it has however seen a decline. West Oxfordshire has had the lowest number of jobs but it has also seen relatively strong growth. Jobs in Cherwell, South Oxfordshire and Vale of White Horse have followed a similar trajectory (with Cherwell accounting for the second highest number of jobs in the county). Jobs density in all five districts has been above the national average, with Oxford being the only one where the number of jobs exceeds the working-age population.



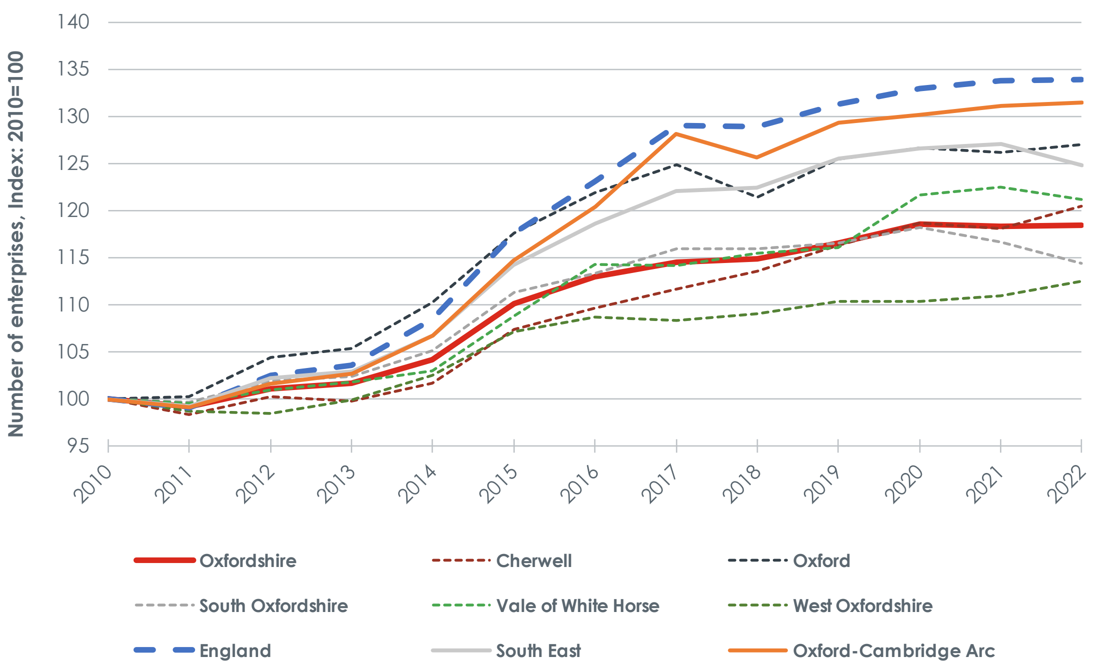


Businesses

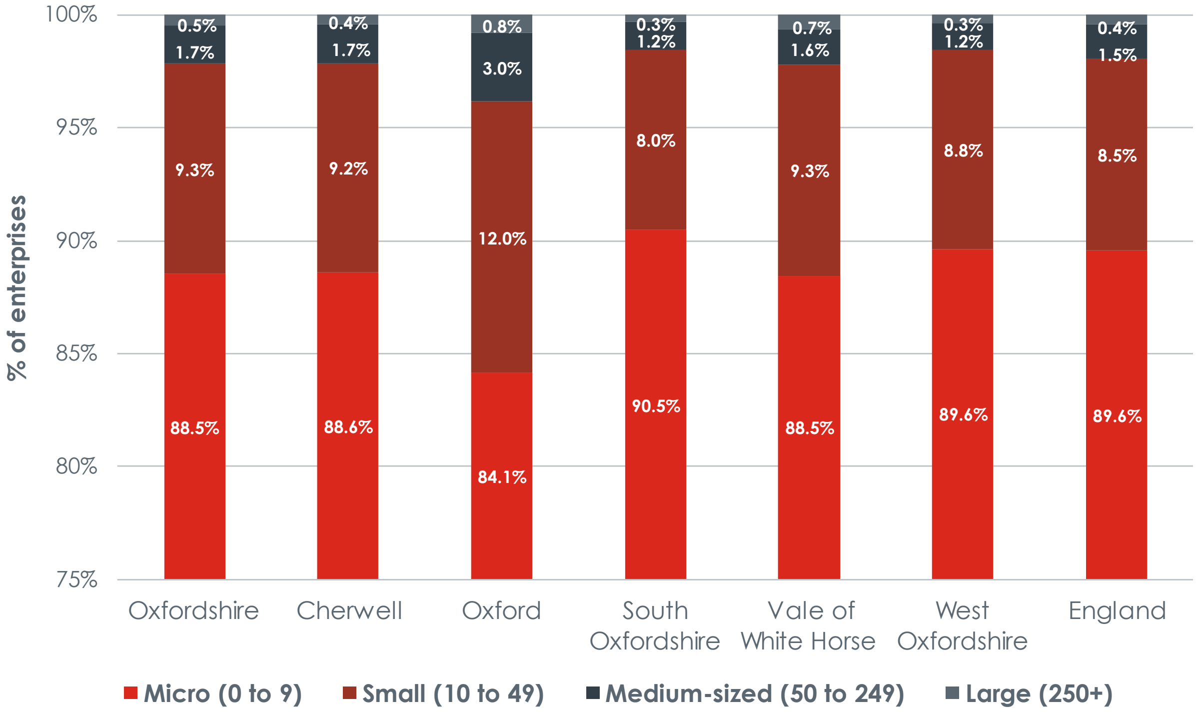
- **In 2022, there were 32,200 businesses (enterprises*) in Oxfordshire. Since 2010, the county has experienced a below average business growth rate, relative to England as a whole, the South East and the Oxford-Cambridge Arc**. Within Oxfordshire, Oxford saw above-average business growth in the early to mid-2010s, followed by slower growth in recent years. West Oxfordshire experienced the slowest growth in the county.**

- In terms of business size composition, Oxfordshire as a whole is more skewed towards non-micro (small, medium-size or large) businesses than the national average. Within the county, Oxford and, to a lesser extent, Vale of White Horse have a relatively high proportion of large businesses with more than 250 employees and a below average proportion of micro businesses. South Oxfordshire and West Oxfordshire in particular are dominated by micro and small businesses.

Number of enterprises, 2010-2022, Index: 2010=100



Size of enterprises (employment size band), 2022



Source: ONS Business Counts

*** An enterprise can be thought of as the overall business, made up of all the individual sites or workplaces.**

**** The Oxford-Cambridge Arc consists of Buckinghamshire, Milton Keynes, Oxfordshire, Bedford, Cambridgeshire, Central Bedfordshire, Luton, Peterborough, North Northamptonshire and West Northamptonshire**

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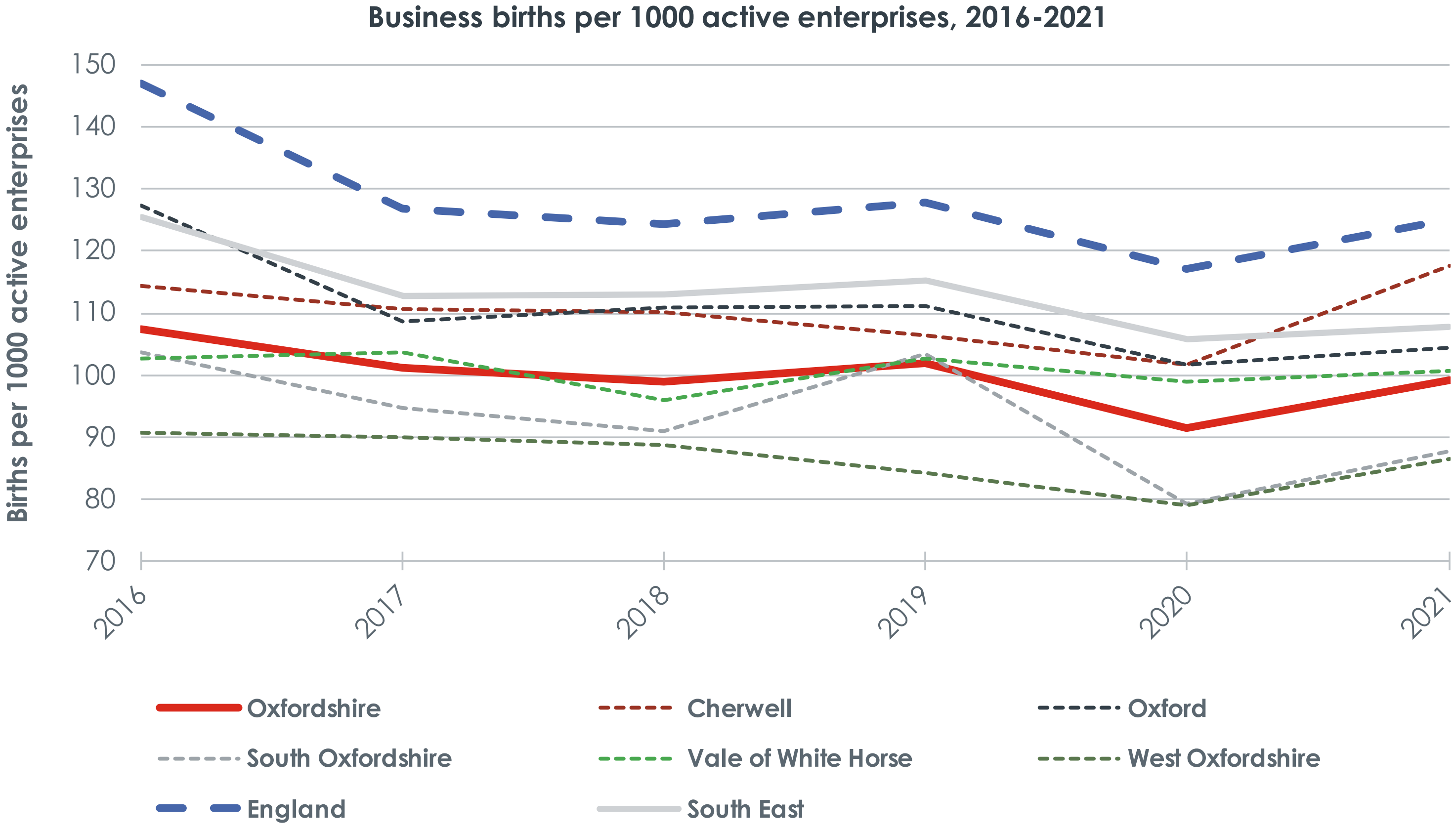
Business births

- **In line with national and regional trends, Oxfordshire's business birth rate (births per 1000 active enterprises) experienced a gradual decline between 2016 and 2021 (reaching the lowest level at the start of the pandemic). It fell from 107 births per 1000 active enterprises in 2016 to 99 births in 2021.**

- **Moreover, during this period Oxfordshire's rate was consistently below that of England as a whole and the South East. Over 2016-2021, on average it was lower by 28 and 13 births relative to England and the South East, respectively.**

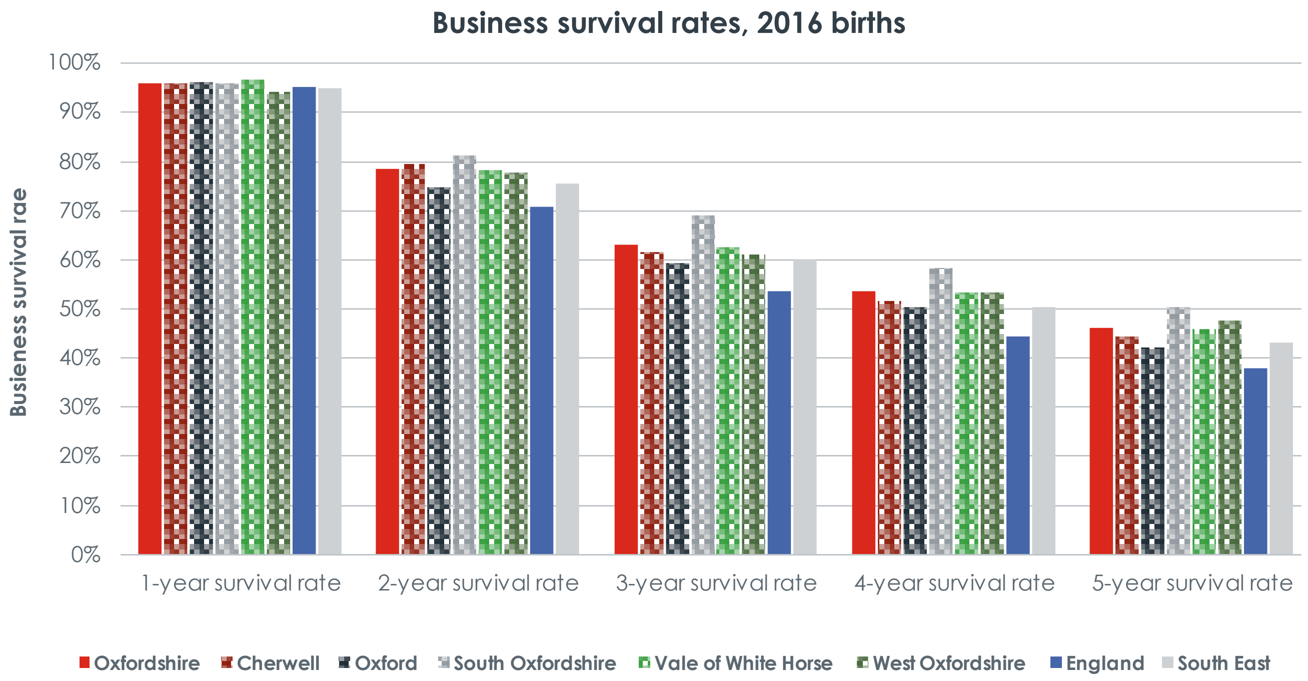
- Within the county, Oxford and Cherwell were the only districts close to the South East average (with Vale of White Horse also getting closer to the South East rate in more recent years). West and South Oxfordshire had the lowest number of births relative to the business population.

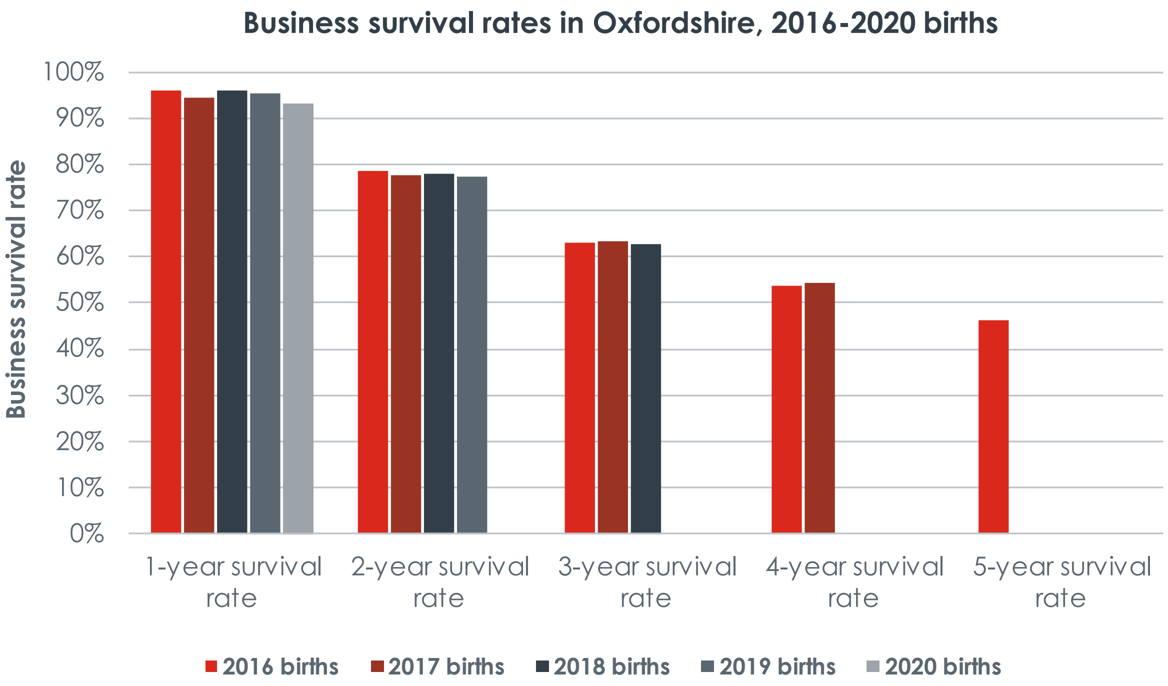


Business survival

- **Business survival rates in Oxfordshire are relatively strong. Among businesses established in 2016, the county had above-average survival rates in the first five years relative to both England and the South East – with 46% of businesses started in 2016 surviving to 2021, compared to 38% nationally and 43% in the region.** Within the county, South Oxfordshire in particular had business survival rates well above the average (with 50% surviving their first five years), while Oxford had the lowest survival rates of the five districts (42% after the first five years).

- **In Oxfordshire as a whole, business survival rates were generally consistent among businesses started between 2016 and 2020.** The 1-year survival rate fluctuated between 93% and 96%, the 2-year survival rate was between 77% and 79%, and the 3-year survival rate was 63% for all 'cohorts' (with available data). Around 54% survived to their fourth year, and (for the 2016 cohort) 46% survived their first five years.

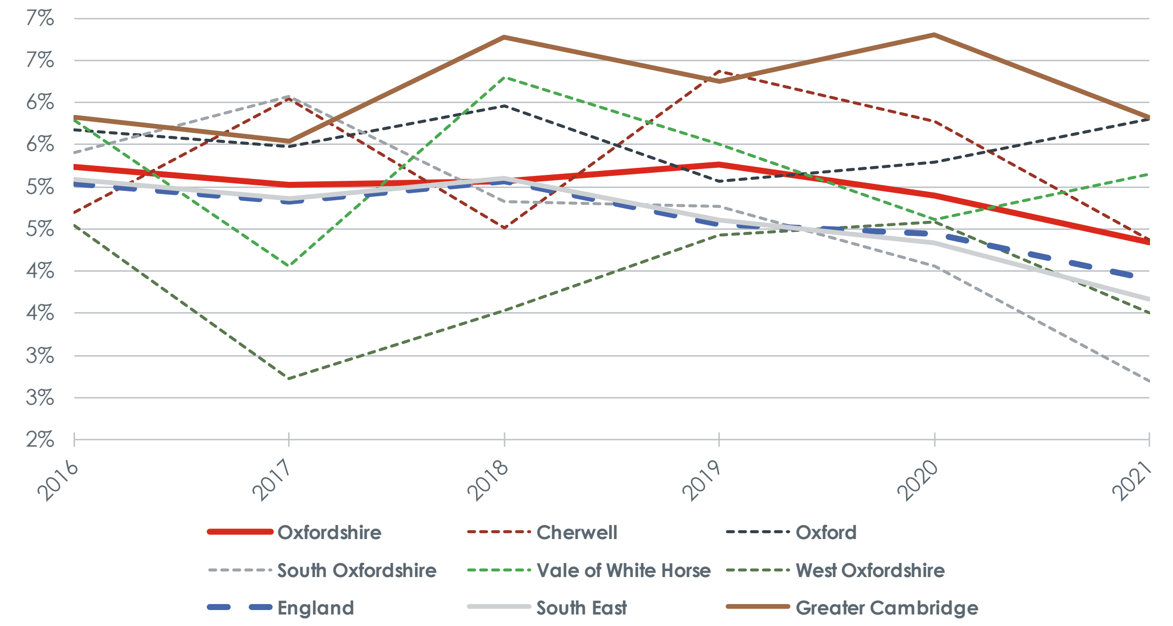




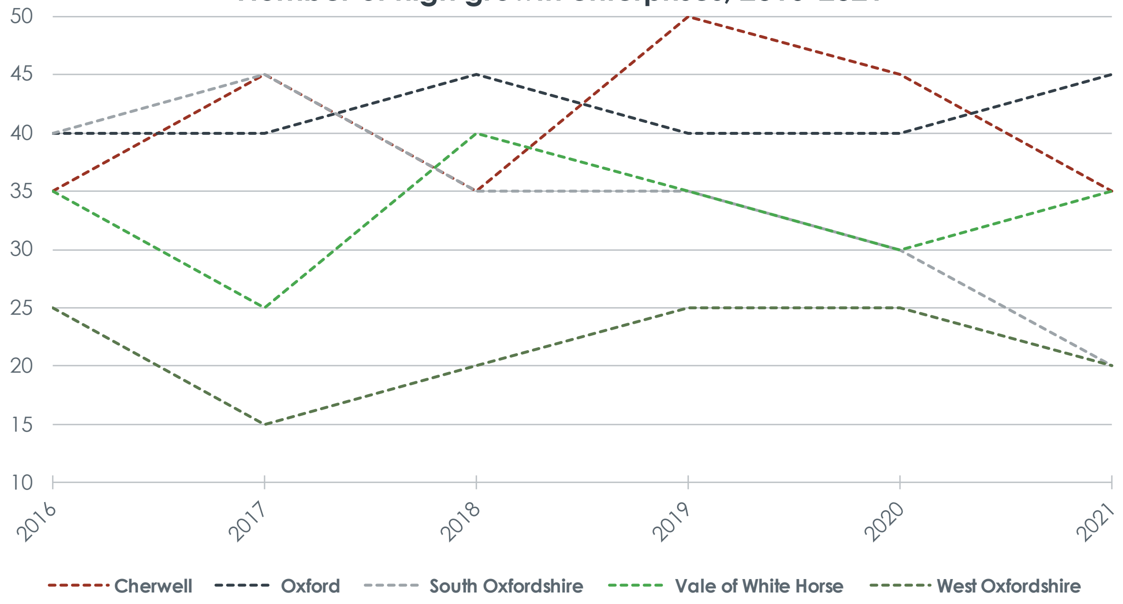
High-growth enterprises

- ONS defines high growth enterprises as those with average annualised employment growth greater than 20% per annum, over a three year period. A minimum size threshold of 10 employees is set to avoid the growth of small businesses distorting any results.
- **Over 2016-2021, the proportion of high-growth enterprises in Oxfordshire was close to but slightly higher than in England as a whole and the South East, and was on average one percentage point lower than in Greater Cambridge. The proportion declined slightly (from 5% to 4% of active enterprises with 10+ employees) between 2019 and 2021 in line with national and regional trends.**
- Within the county, Oxford and Cherwell seem to have had both higher proportions and absolute numbers of high-growth enterprises (42 and 41 enterprises on average over 2016-2021, respectively), while Vale of White Horse fluctuated around the county-wide average (with 34 enterprises on average). West Oxfordshire had the lowest proportion and number (22 on average) of high growth enterprises in the county while South Oxfordshire experienced the biggest decline over 2016-2021 – a difference of 20 enterprises.

High growth enterprises as a % of all active enterprises with 10+ employees, 2016-2021



Number of high growth enterprises, 2016-2021



Employment sectors

- **The table lists Oxfordshire's 11 largest sectors in absolute terms and their relative concentrations (location quotients*). Together they account for 59% of employment in the county (2021).**
- **In absolute terms, education is the largest sector**, followed by retail trade, health, and food and beverage service activities. In 2021, education accounted for 15% of all employment in Oxfordshire.
- Of the 11 sectors, six have a higher concentration than nationally. **Of those, three have location quotients of at least 1.3, i.e. the proportion of employment in those sectors is at least 30% higher than in England. These are: 'Scientific research and development', 'Education', and 'Services to buildings and landscape activities'.**

Sector (two-digit SIC codes)	Employment in Oxfordshire (2021)	LQ relative to England
Education	56,000	1.7
Retail trade, except of motor vehicles and motorcycles	36,000	1.0
Human health activities	31,000	1.0
Food and beverage service activities	22,000	0.9
Wholesale trade, except of motor vehicles and motorcycles	12,000	0.9
Activities of head offices; management consultancy activities	12,000	1.1
Scientific research and development	12,000	6.2
Services to buildings and landscape activities	12,000	1.3
Specialised construction activities	11,000	1.1
Computer programming, consultancy and related activities	11,000	1.2
Employment activities	11,000	0.9

Source: Business Register and Employment Survey

* A location quotient (LQ) shows the concentration of employment by sector in an area compared to nationally (an LQ of greater than 1 shows a higher concentration of sectoral employment than nationally)

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Employment sectors – knowledge intensive industries

- **With respect to knowledge intensive industries**, the following sectors had a location quotient of at least 1.5 in Oxfordshire (2021):** Scientific research and development (6.2); Publishing activities (3.1); Advertising and market research (1.9); Education (1.7); Libraries, archives, museums and other cultural activities (1.5). The table lists highly concentrated knowledge intensive sectors by district.
- **In 2021, 12,000 people were employed in scientific research and development, constituting 9% of all employment in the sector in England.** Of those, half were based in Vale of White Horse, 2,500 in Oxford and 2,250 in South Oxfordshire. Cherwell and West Oxfordshire accounted for a smaller proportion of employment in the sector (800 and 150, respectively).
- The other four biggest knowledge intensive sectors in absolute terms were: Education (56,000); Human health activities (31,000); Activities of head offices, management consultancy activities (12,000); Employment activities (11,000).

District	Knowledge intensive sectors with LQ* of at least 1.5 (2021)
Cherwell	• Scientific research and development (1.9) • Veterinary activities (1.7)
Oxford	• Publishing activities (5.9) • Scientific research and development (4.1) • Education (3.5) • Human health activities (1.9)
South Oxfordshire	• Architectural and engineering activities; technical testing and analysis (1.7) • Scientific research and development (7.2) • Advertising and market research (6.5) • Other professional, scientific and technical activities (1.9) • Veterinary activities (1.7) • Libraries, archives, museums and other cultural activities (1.6)
Vale of White Horse	• Publishing activities (4.2) • Computer programming, consultancy and related activities (2.0) • Architectural and engineering activities; technical testing and analysis (2.6) • Scientific research and development (16.8) • Other professional, scientific and technical activities (2.1)
West Oxfordshire	• Other professional, scientific and technical activities (1.5) • Libraries, archives, museums and other cultural activities (5.6) • Sports activities and amusement and recreation activities (1.8)

Source: Business Register and Employment Survey

* A location quotient (LQ) shows the concentration of employment by sector in an area compared to nationally (an LQ of greater than 1 shows a higher concentration of sectoral employment than nationally); ** As defined by Eurostat https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Knowledge-intensive_services_(KIS)

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Employment sectors – foundational economy

- We used the sector classification provided by *The Foundational Economy* (a collective of academic researchers), which classifies foundational economy activities by 5-digit SIC codes, and divides them into the 'material foundational', 'providential foundational' and 'overlooked' economy*.
- **Using the full (broad) definition, in total there were c. 228,000 people employed in the foundational economy in Oxfordshire in 2021 – 60% of all employment in the county. Of these, 45,600 (12% of all employment) were in the material foundational economy**, defined as activities which '*through networks and branches continuously connect households to daily essentials*', such as pipe and cable utilities, transportation, food production and distribution, or banking services.
- The providential foundational economy includes '*a subset of (mainly) public sector welfare activities providing the universal services available to all citizens; now increasingly outsourced*', such as health, education, care, police and prisons/law and order, funerals, or public administration. **In 2021, 113,500 people were employed in sectors in the providential foundational economy in the county, constituting 30% of all employment. Within Oxfordshire, Oxford in particular stands out, with over half of the district's employment being in those sectors.**
- The overlooked economy is defined as '*goods and services culturally defined as essential and requiring occasional purchase, for example, the sofa for your house, the holiday from work etc.*' **Oxfordshire's employment in these 'overlooked' sectors was 68,500 in 2021 (18% of all employment).**

The table presents the number and proportion of people employed in each of the three foundational economy subsectors in 2021 by district

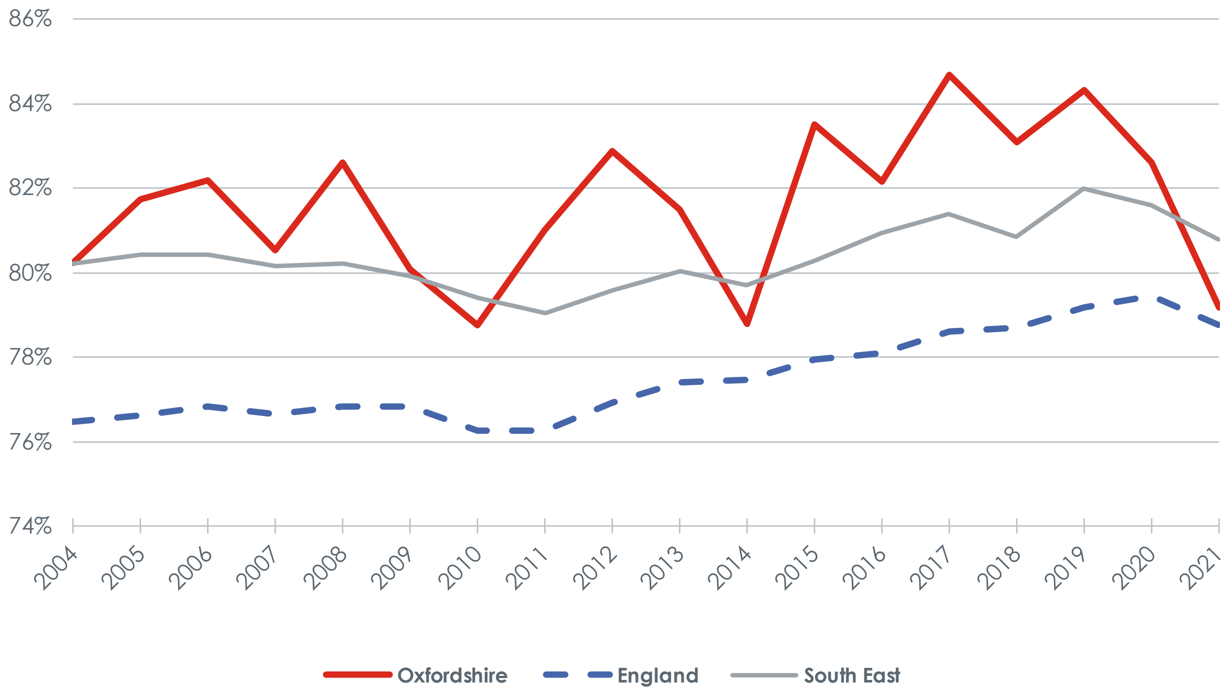
District	Material		Providential		Overlooked	
	No	%	No	%	No	%
Cherwell	13,455	16%	16,970	20%	16,910	20%
Oxford	9,465	8%	61,330	51%	14,330	12%
South Oxfordshire	7,930	13%	11,645	19%	12,715	21%
Vale of White Horse	9,095	13%	14,250	20%	11,125	16%
West Oxfordshire	6,800	14%	8,935	19%	12,940	27%

Source: Business Register and Employment Survey
* For more details, see https://foundationaleconomy.com/activity-classification/

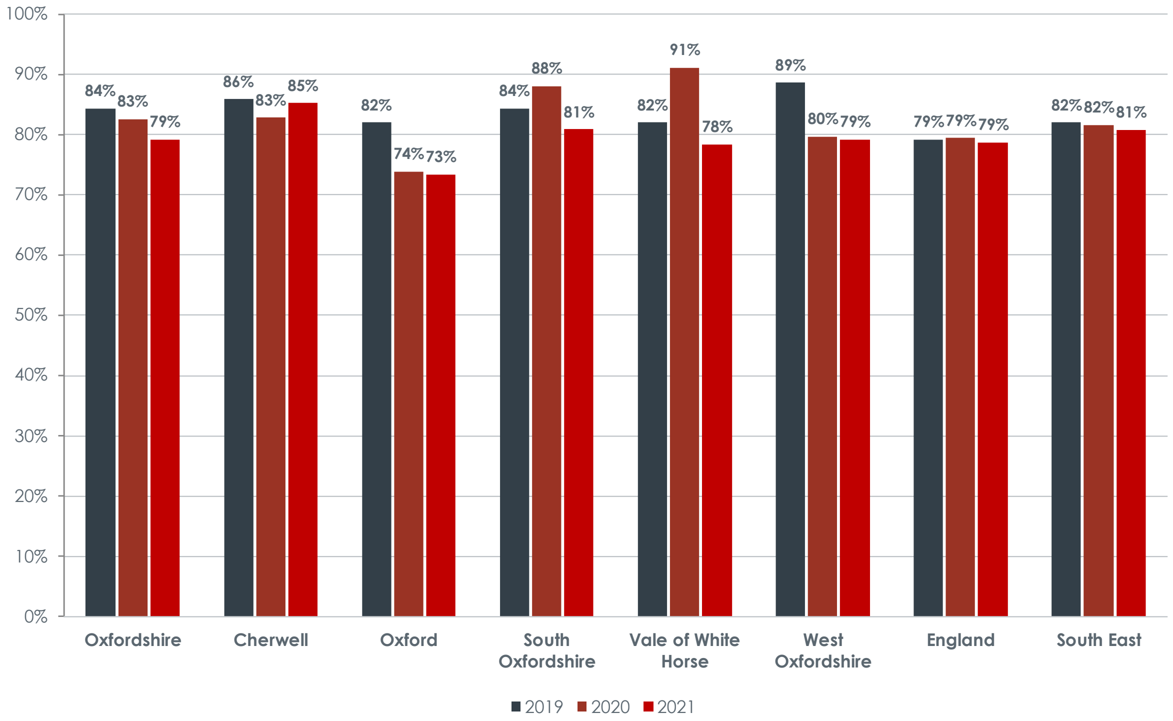
Economic activity

- **According to the Annual Population Survey (APS), the economic activity rate in Oxfordshire has been above the England average (and close to but mostly above the South East average) since 2004. However, in recent years, the county has seen a decline in the proportion of economically active working-age residents (from 84% in 2019 to 79% in 2021).**
- According to Census 2021 data, among all residents aged 16 and over Oxfordshire's economic activity rate was 64%, compared to 61% in England and 62% in the South East.
- **Census data suggests Cherwell had the highest economic activity rate among 16+ population in 2021 (68%), followed by Vale of White Horse (65%), South Oxfordshire (65%), West Oxfordshire (65%) and Oxford (57%).**
- Due to sampling variability APS data at sub-county level is more volatile and should be treated with caution. However, the data suggests Oxford has had lower rates of economic activity than the rest of the county. Most districts have also seen some decline in economic activity among working-age population relative to pre-pandemic levels.

Economic activity rate, 16-64 population, 2004-2021



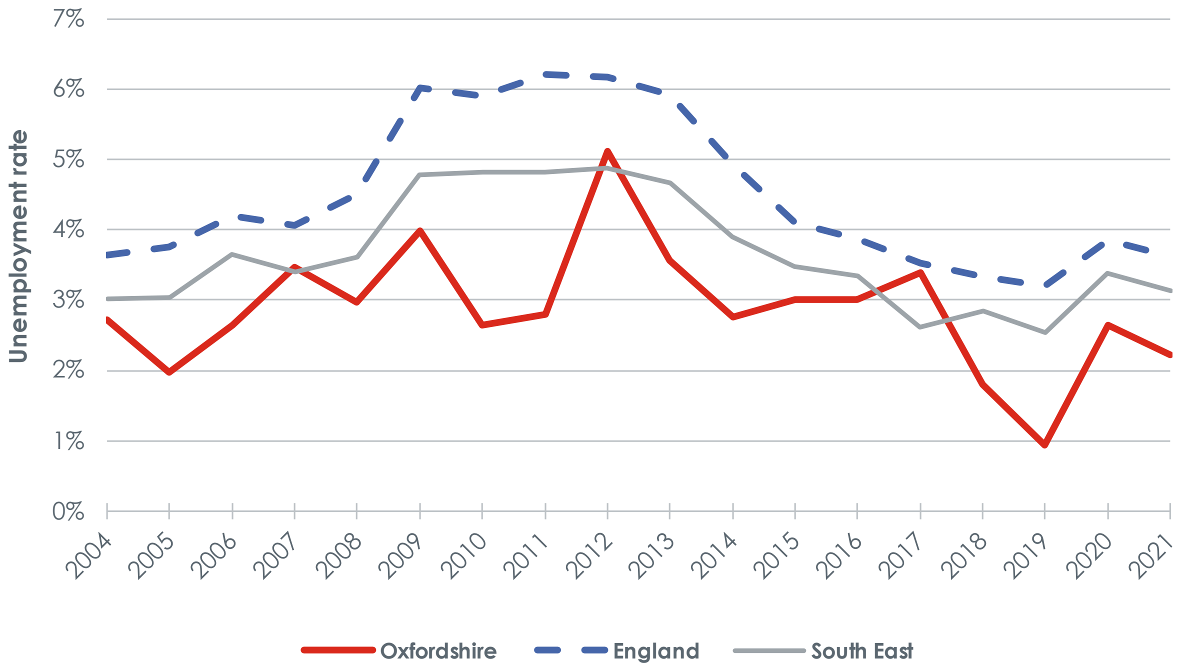
Economic activity rate by district, 16-64 population, 2019-2021



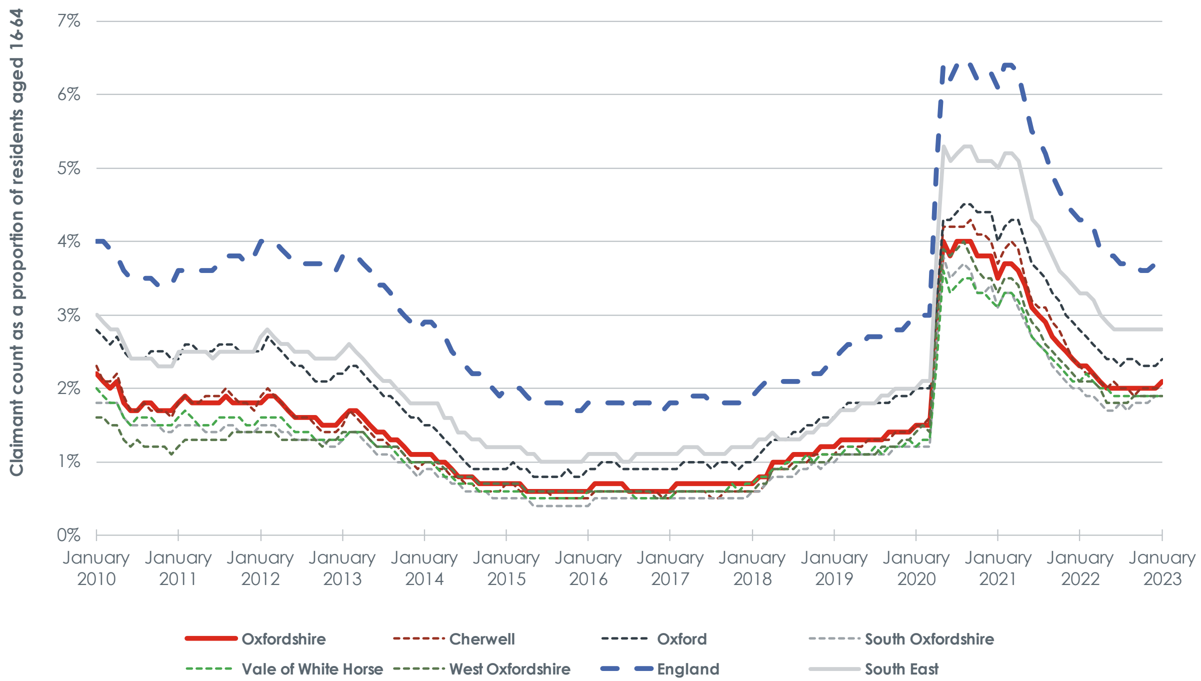
Unemployment

- **According to APS data, the unemployment rate in Oxfordshire has been below that in England as a whole and the South East (for most years) in the last two decades. Over 2004-2021, it was on average 1.6 and 0.8 percentage points below the national and regional averages, respectively (for working-age population).**
- Similarly, according to Census 2021 data, Oxfordshire's unemployment rate among 16+ population was 2.4%, compared to 3.5% in England and 3.0% in the South East.
- In line with national and regional trends, across Oxfordshire the claimant count rate* declined after the 2010 financial crisis, started rising again in the late 2010s and jumped at the start of the Covid-19 pandemic, followed by a gradual decline thereafter. **Between February and May 2020, the rate increased by 2.5 percentage points in the county, compared to 3.4 pp in England and 3.2 pp in the South East. Within Oxfordshire, the increase was the most pronounced in Cherwell (2.7 pp) and South Oxfordshire (2.6 pp).** As at January 2023, across all the districts the claimant count rate has not yet returned to pre-pandemic levels.

Unemployment rate, 16-64 population, 2004-2021



Claimant count as a proportion of residents aged 16-64, Jan 2010-Jan 2023



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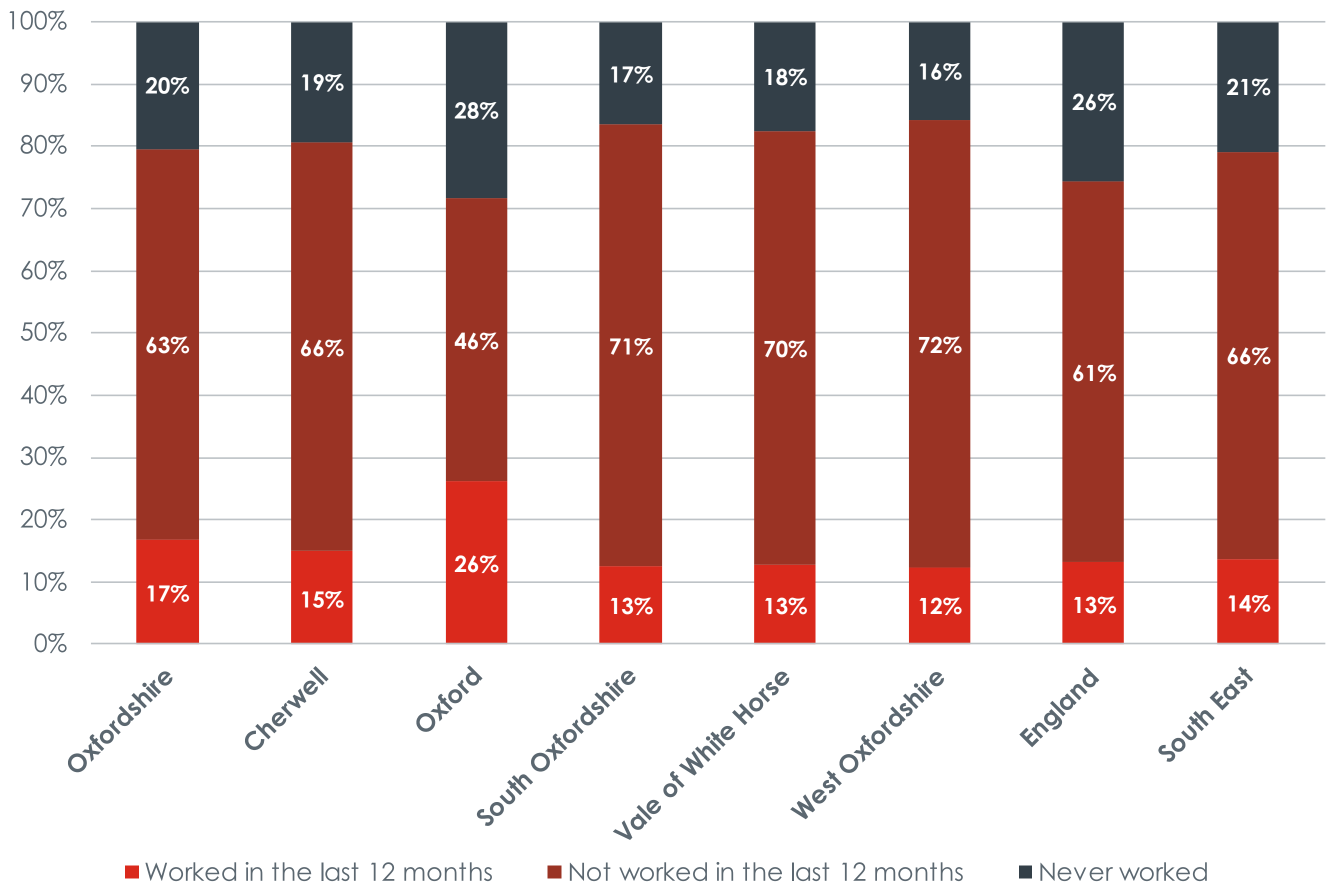
Employment history

- **According to Census 2021 data, Oxfordshire had c. 230,500 residents aged 16+ who were not in employment in the week before the census – 39% of all usual residents aged 16 or over in the county (compared to 43% in England and 41% in the South East).** At sub-county level, the proportion of residents not in employment was the highest in Oxford (46% of 16+ residents), followed by West Oxfordshire (37%), South Oxfordshire (37%), Vale of White Horse (37%) and Cherwell (35%).

- **In Oxfordshire as a whole, of those not in employment, 20% had never worked, 63% had not worked in the previous 12 months, and 17% had worked in the previous 12 months - with the latter proportion exceeding the national and regional averages.**

- Within the county, Oxford had both the highest proportion of residents who had never worked (28%) and the highest proportion of those not in employment who had worked in the previous year (26%). West Oxfordshire, South Oxfordshire and Vale of White Horse all had relatively high proportions of residents not in employment who hadn't worked in the previous 12 months but had worked in the past (70% or over).

Employment history of usual residents aged 16 or over not in employment in the week before the census, 2021

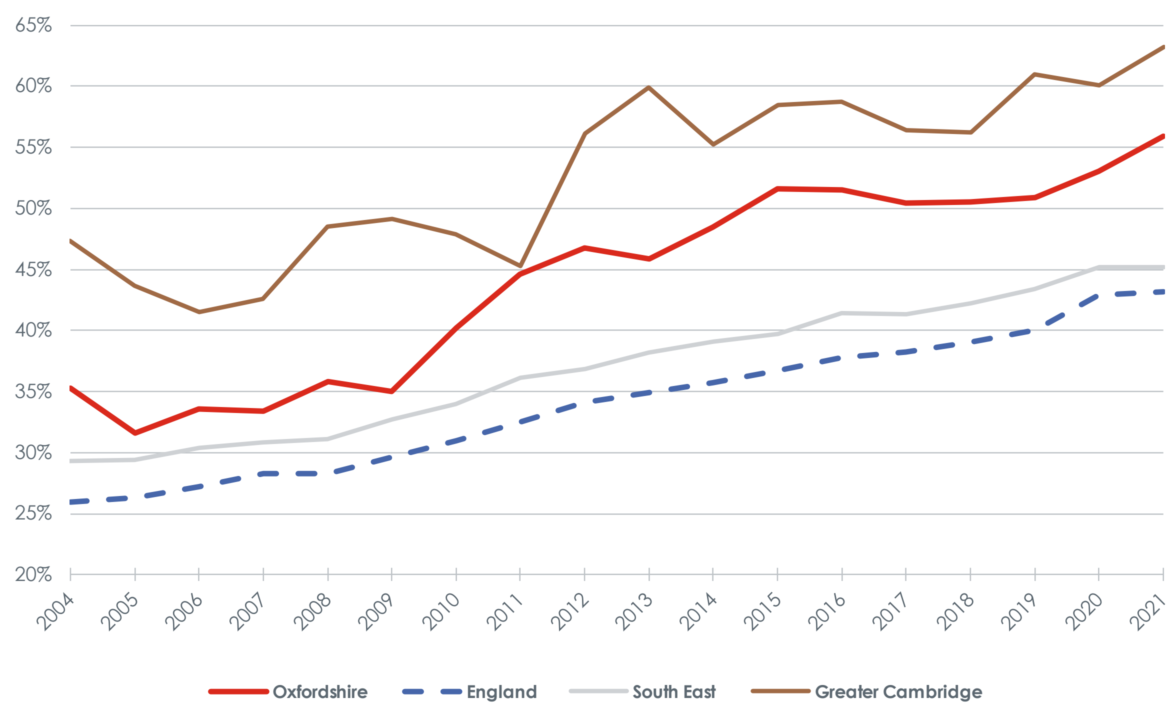


Qualifications

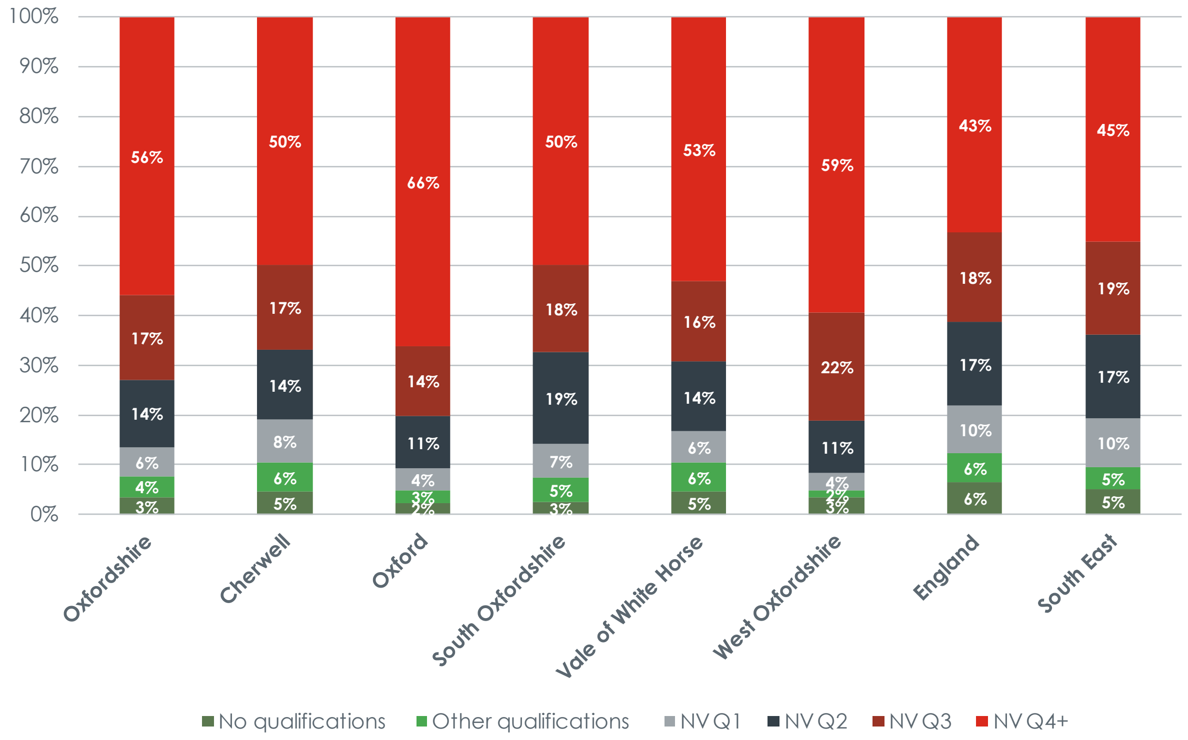
- **Over the last two decades, the proportion of highly qualified (NVQ4+) working-age residents in Oxfordshire has consistently exceeded the England and South East figures – on average by 10 and 7 percentage points over 2004-2021, respectively. During this time, it was on an upward trajectory and grew from 35% to 56%.** However it remained below the Greater Cambridge trajectory, with a difference of 7 percentage points in 2021.

- Within Oxfordshire, Oxford and West Oxfordshire had the highest qualification levels in 2021 – with 66% and 59% of working-age residents having higher education, and 80% and 81% having at least an NVQ3 qualification, respectively. However, these figures should be treated with caution due to high year-on-year volatility as a result of small sample sizes. **In a longer-term perspective (2004-2021), Oxford was the only district which consistently exceeded the county average.**

Percentage of 16-64 population with NVQ4+ qualification, 2004-2021



NVQ qualifications, 16-64 population, 2021



Source: Annual Population Survey

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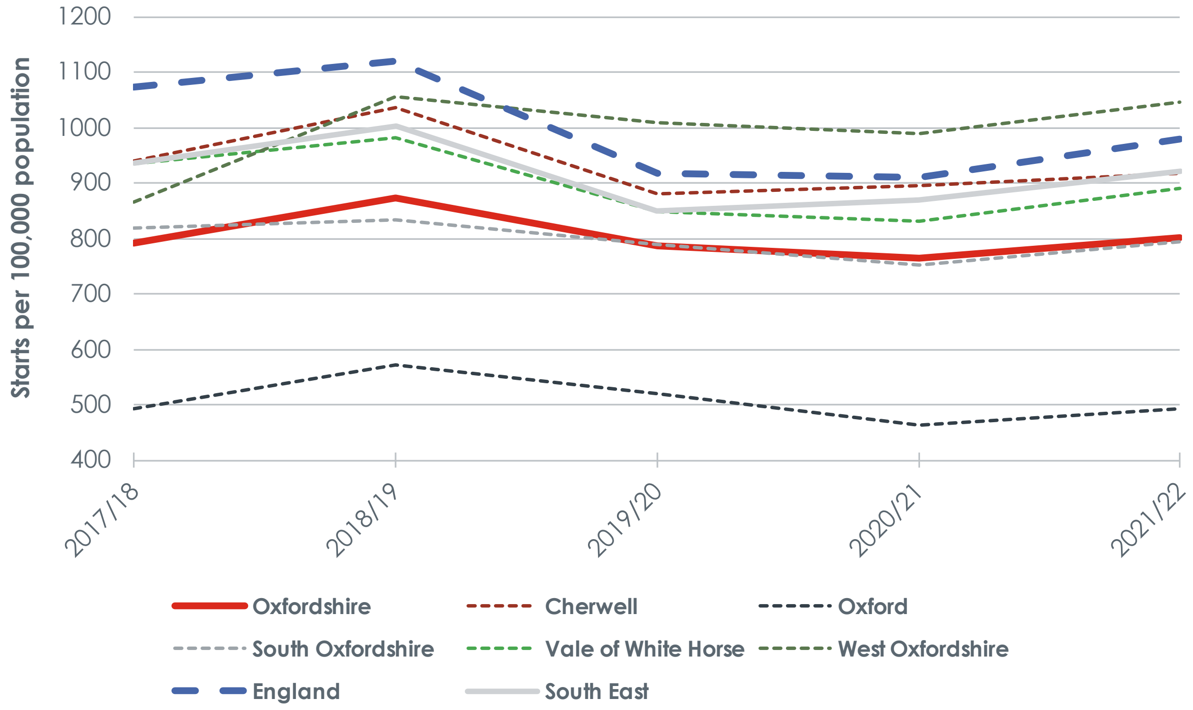
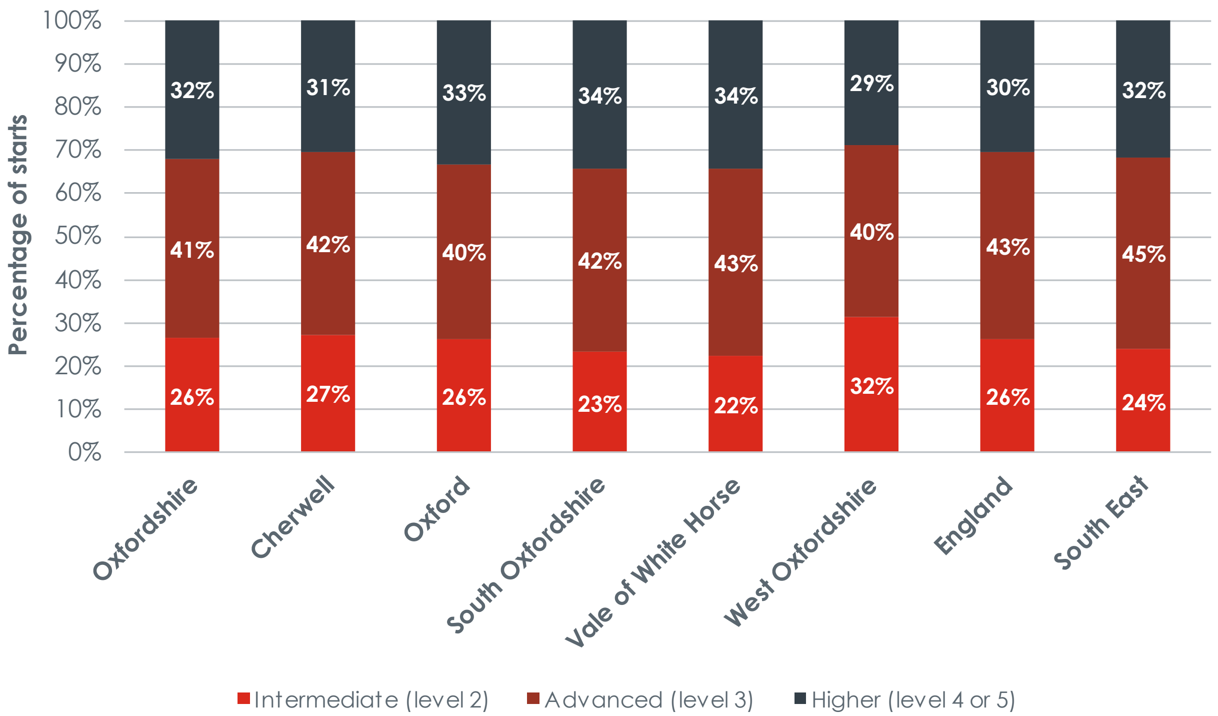
Apprenticeships

- **In recent years, the apprenticeship starts rate* (starts per 100,000 population) in Oxfordshire followed a similar trend to that in England as a whole and the South East but was below the national and regional averages – on average by 198 and 113 starts over 2017/18-2021/22, respectively.** Within Oxfordshire, Oxford's rate was much lower than the rest of the county, while the rate among West Oxfordshire residents was the only one exceeding the England average.
- **In the academic year 2021/22, the composition of apprenticeship starts in terms of level was similar to the England average.** Within the county, South Oxfordshire and Vale of White Horse had an above-average proportion of Higher apprenticeships and below-average proportion of Intermediate apprenticeships (relative to the county, the South East and England). On the other end of the spectrum, West Oxfordshire residents had a relatively high proportion of Intermediate starts and a low proportion of Higher starts.

Apprenticeship starts per 100,000 population, 2017/18-2021/22



Apprenticeship starts by apprenticeship level, 2021/22



Source: DfE

*Please note, geographical distribution is based upon the home postcode of the learner

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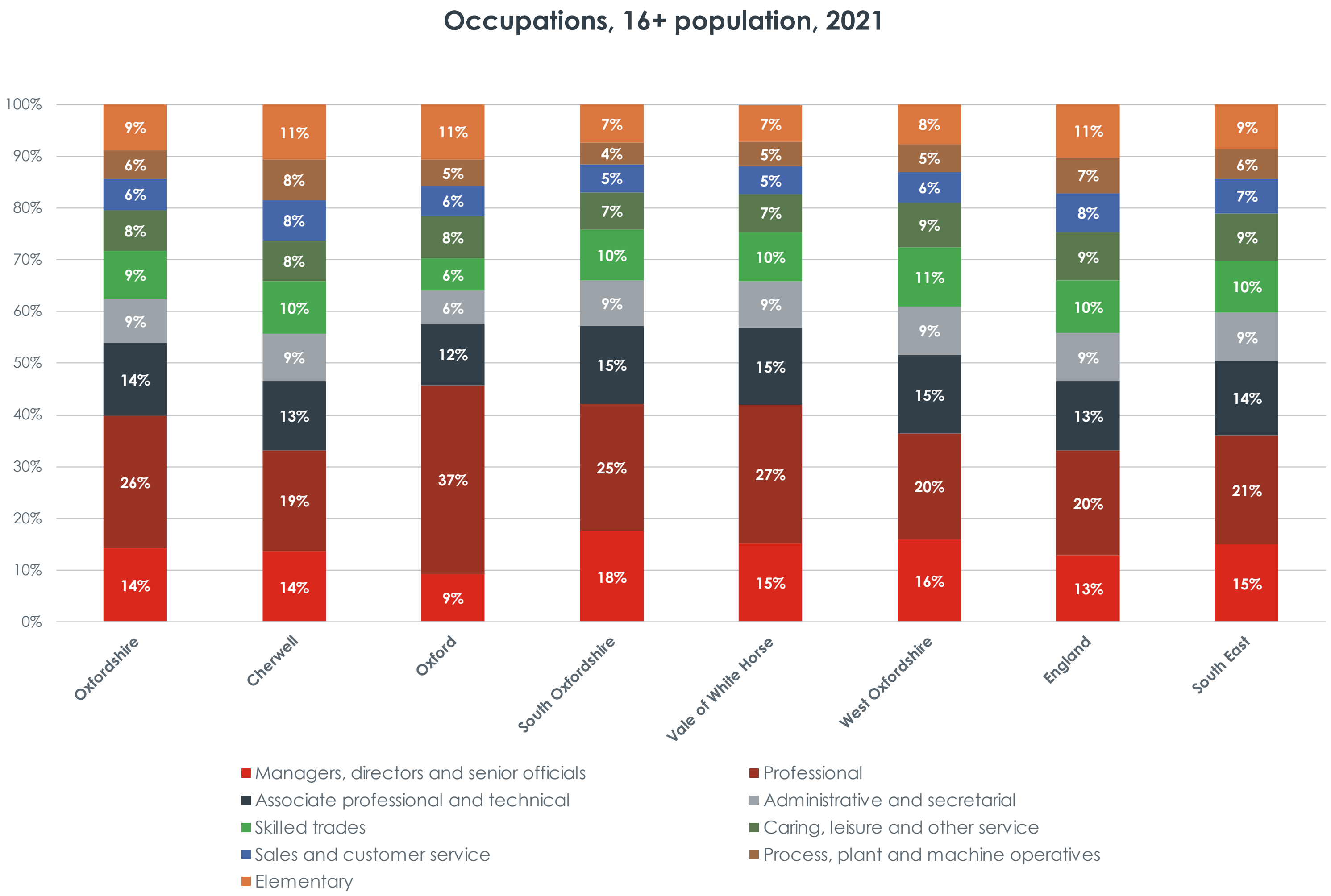
Occupations

- **According to Census 2021 data, Oxfordshire's occupational distribution is skewed towards professional occupations, relative to both England as a whole and the South East – a difference of 5 and 4 percentage points, respectively*.**
- This is largely driven by Oxford (where 37% of residents have a professional occupation) and, to a lesser extent, by Vale of White Horse and South Oxfordshire, where the respective proportions are 27% and 25%.
- Cherwell's occupational distribution stands out from the rest of the county, with the district having an above-average proportion of low-skilled occupations (elementary, and process, plant and machine operatives) relative to the county and national and regional comparators, as well as a below-average proportion of managerial and professional occupations compared to Oxfordshire as a whole and the South East.



Source: Census 2021
***Please note the slight difference relative to the chart due to rounding**

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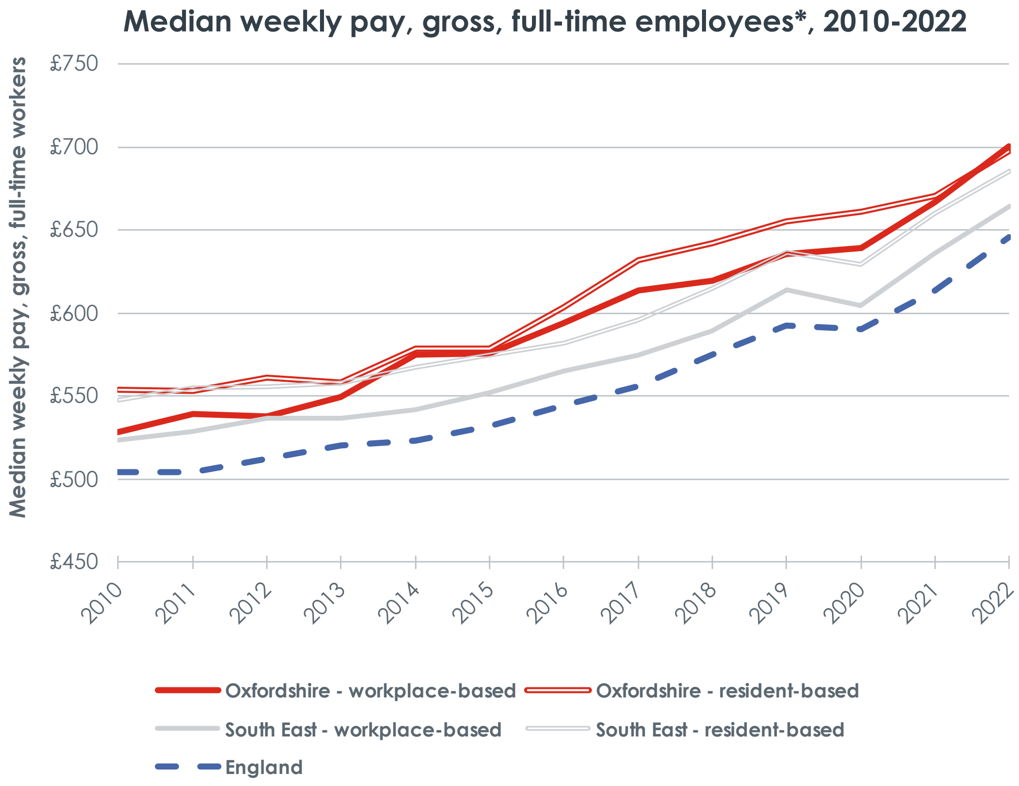
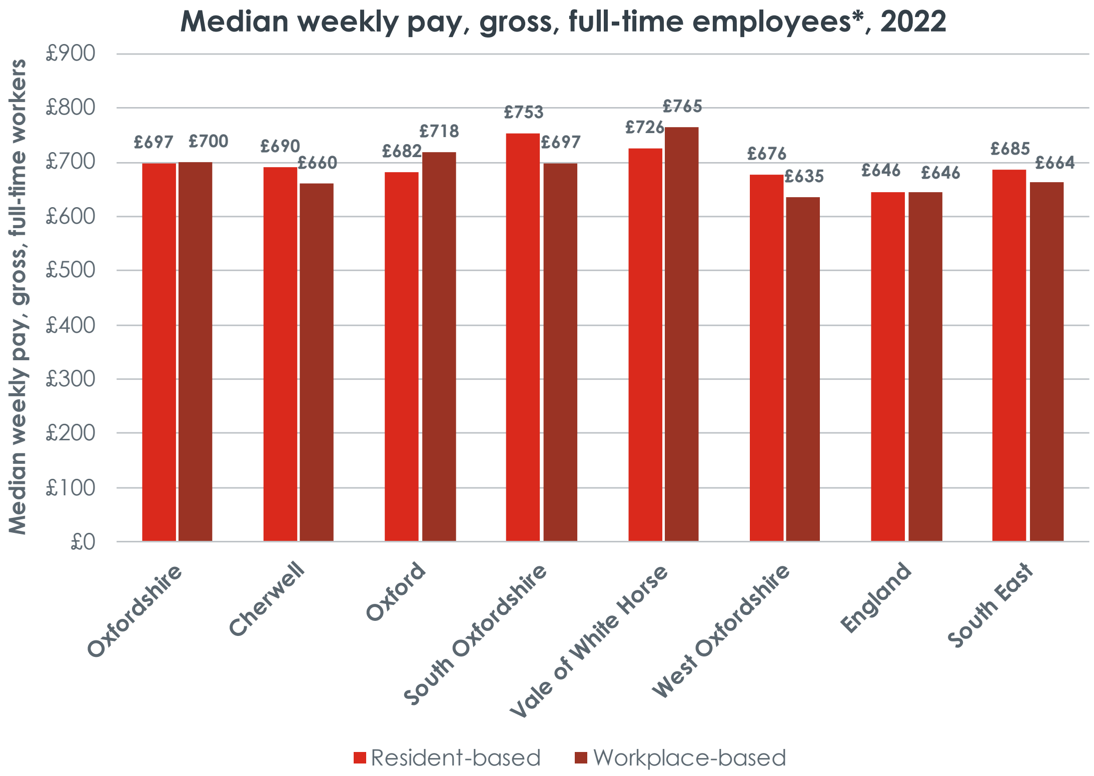
Pay

- **Over the last decade, employee pay in Oxfordshire (both resident- and workplace-based) has been on an upward trajectory and consistently above the England and South East averages. Between 2010-2022, resident-based pay exceeded workplace-based pay for most years, pointing to Oxfordshire residents commuting outside the county for higher pay.**
- **Within Oxfordshire, Oxford and Vale of White Horse were the only districts where workplace-based pay exceeded resident-based pay in 2022 (with this pattern being largely consistent over the last decade) – pointing to a higher incidence of in-commuters earning more than residents.** On the opposite end of the spectrum, the median weekly pay of South Oxfordshire residents was £56 higher than workplace-based pay in the district in 2022.





Source: Annual Survey of Hours and Earnings
*** Full-time employees are defined as those who work more than 30 paid hours per week or those in teaching professions working 25 paid hours or more per week. The self-employed are not covered by ASHE.**

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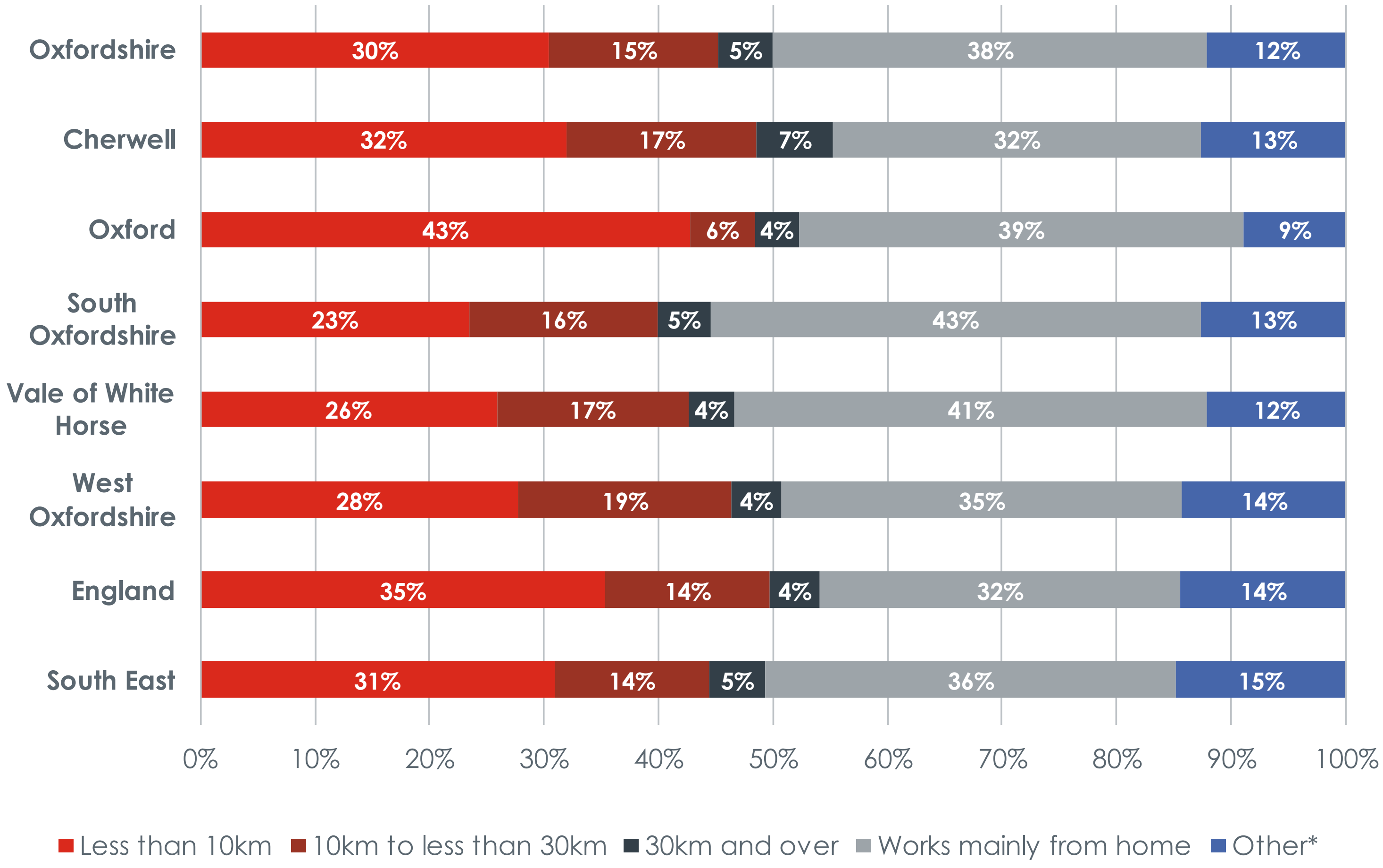
Travel to work

- Census 2021 took place during the Covid-19 pandemic, which significantly affected travel to work and homeworking patterns. This data should therefore be treated with caution.

- **The percentage of residents (aged 16+ and in employment) who worked mainly from home was 38% in Oxfordshire, compared to 36% in the South East and 32% in England**. Among those who travelled to work (50% of residents), Oxfordshire's residents tended to travel longer distances than in England as a whole – in Oxfordshire, 10% of those travelling to work travelled 30km or more and 29% travelled between 10km and 30km, relative to 8% and 27% in England (respectively).

- **Within Oxfordshire, South Oxfordshire and Vale of White Horse had the highest proportions of people working from home (43% and 41% of residents aged 16+ in employment, respectively), while Cherwell had the lowest proportion – the only district close to the England average**. Among those travelling to work, Oxford stood out the most, with 82% travelling less than 10km – significantly above the county average of 61% and the England average of 65%. In the remaining districts, the proportion of those who travelled to work travelling short distances (less than 10km) oscillated between 53% (South Oxfordshire) and 58% (Cherwell).

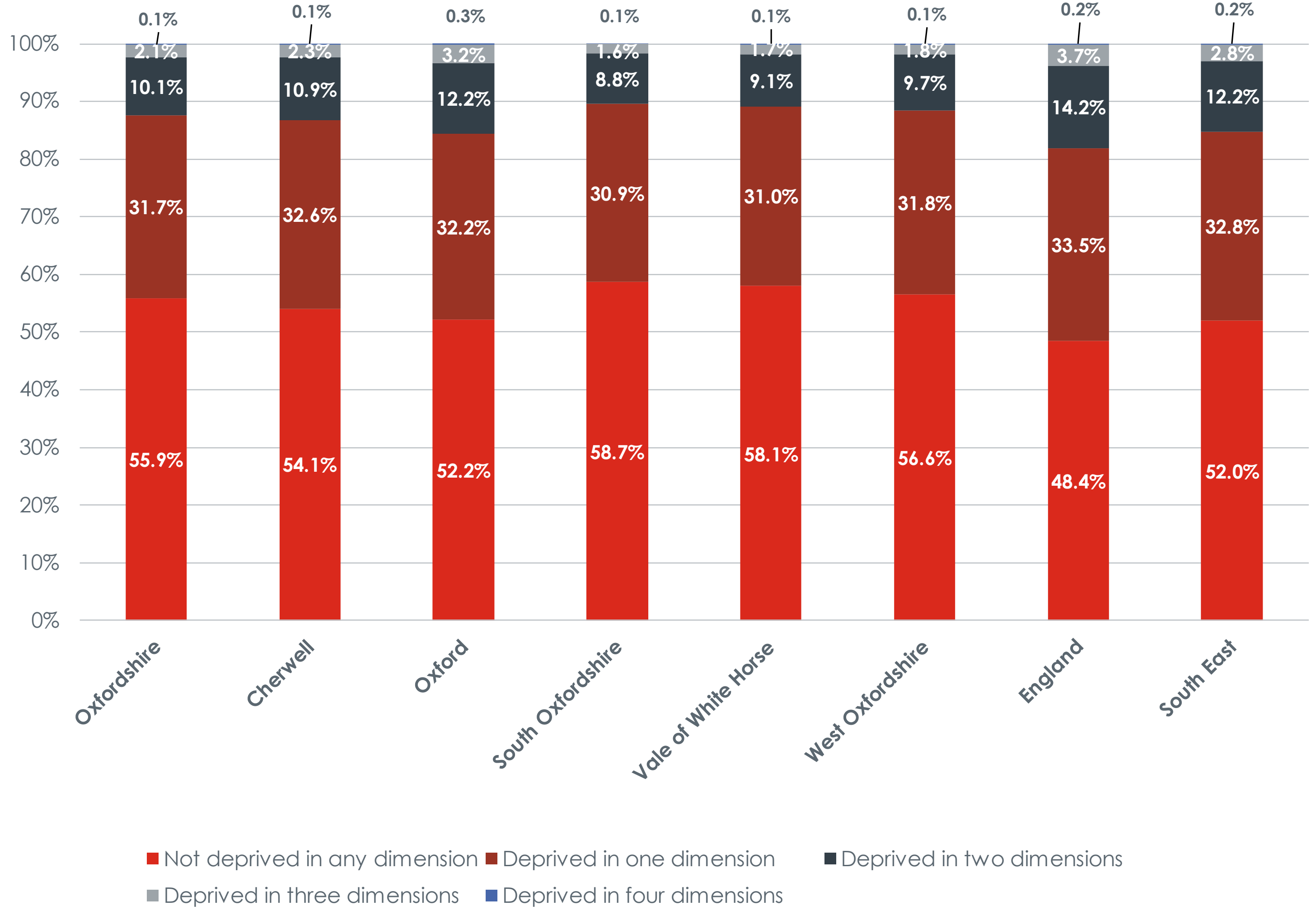
Distance travelled to work, usual residents aged 16 years and over in employment, 2021



Deprivation

- In Census 2021, the dimensions of deprivation used to classify households are indicators based on four selected household characteristics: education, employment, health and housing*.
- **Oxfordshire and all its districts have above average percentages of households not experiencing deprivation in any dimension, relative to the South East and England as a whole.**
- **The three districts with lower levels of household deprivation are South Oxfordshire, Vale of White Horse and West Oxfordshire. Cherwell and Oxford City have slightly higher levels of deprivation, with a higher proportion of households classified as deprived in two or more dimensions.**

Proportion of households by the number of deprivation dimensions, 2021



Source: Census 2021
* For more details, see: https://www.ons.gov.uk/census/census2021dictionary/variablesbytopic/demographyvariablescensus2021/householddeprivation

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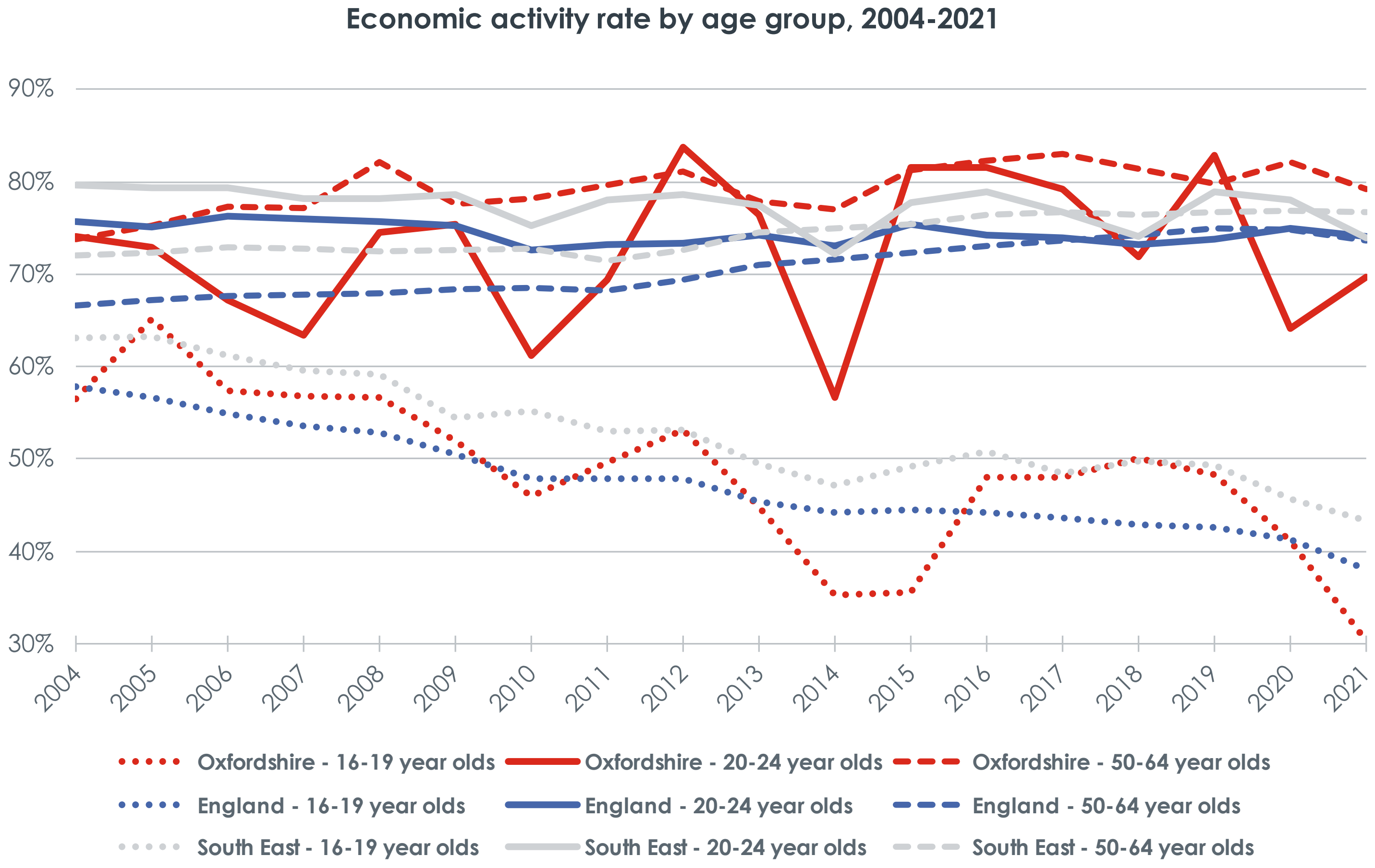
Progression and inclusive growth – part I

- The chart shows the economic activity rate for age groups at the opposite ends of the (working) age distribution.
- **In the last two decades Oxfordshire's economic activity rate among young people aged 16 to 19 has been oscillating around the England average but has generally been below the South East trajectory. In line with national and regional trends, the county saw a gradual decline in economic activity in this age group over 2004-2021 – from close to 60% in 2004-2008 to between 30% and 50% in more recent years.**
- Among 20-24 year olds, Oxfordshire's economic activity rate was largely in line with national and regional trends and stayed at a similar level over 2004-2021.
- **Among those aged 50 to 64, in the period between 2004 and 2021 the economic activity rate was consistently higher in Oxfordshire than in England as a whole and the South East. Overall, during this time, the county also experienced a slight increase in economic activity in this age group (in line with national and regional trends). However, the most recent data suggests that during the Covid-19 pandemic, Oxfordshire saw a more pronounced drop in the economic activity rate among those aged 50-64 than England and the South East.**



Source: Annual Population Survey

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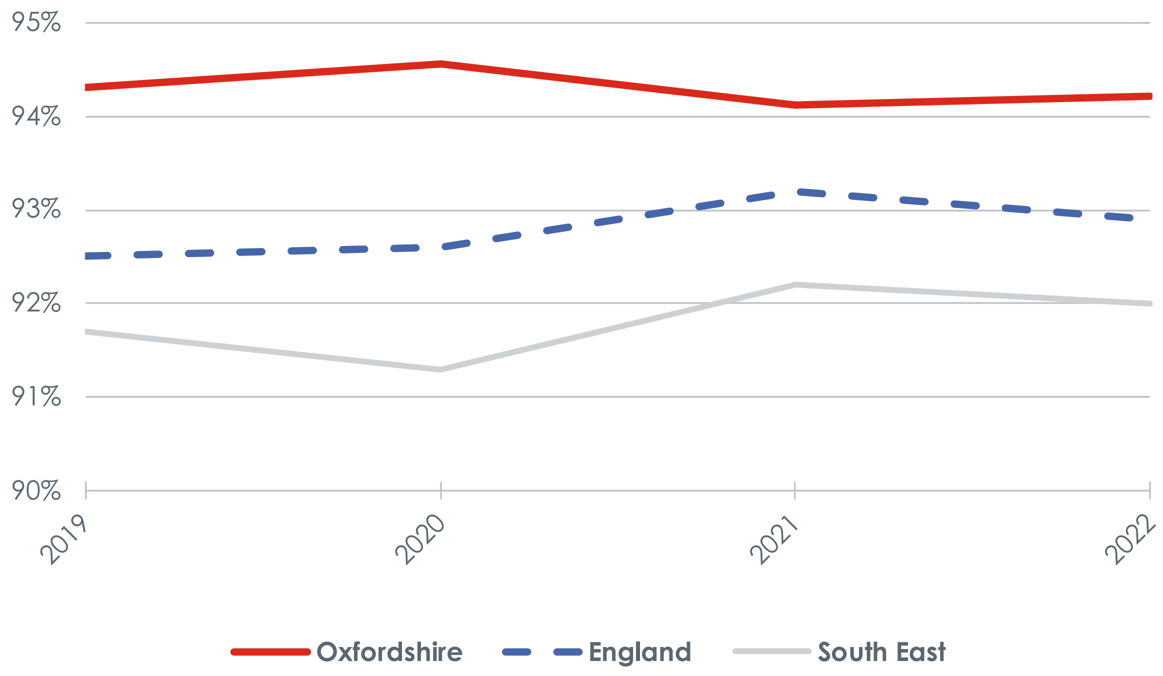
Progression and inclusive growth – part II

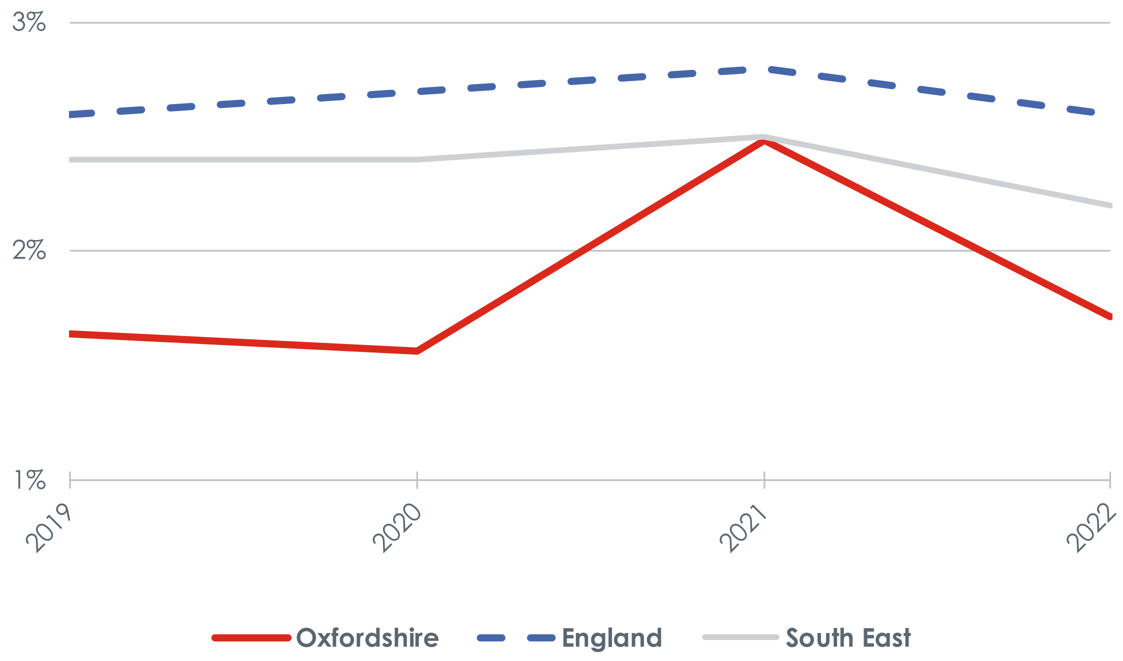
- **Over 2019-2022, the proportion of young people aged 16-17 in education or training was higher in Oxfordshire than in the South East and England.** During this time, it remained at a similar level (close to 94%), with the gap between the county and England/the South East becoming somewhat smaller.

- **Oxfordshire's proportion of 16-17 year olds recorded as NEET (not in education, employment or training) has remained close to 2% over the last four years and below the England and South East trajectories.** In line with national and regional trends, it peaked in 2021, possibly linked to the effects of the Covid-19 pandemic.

Proportion of 16-17 year olds in education or training, 2019-2022



Proportion of 16-17 year olds not in education, employment or training, 2019-2022



Source: DfE

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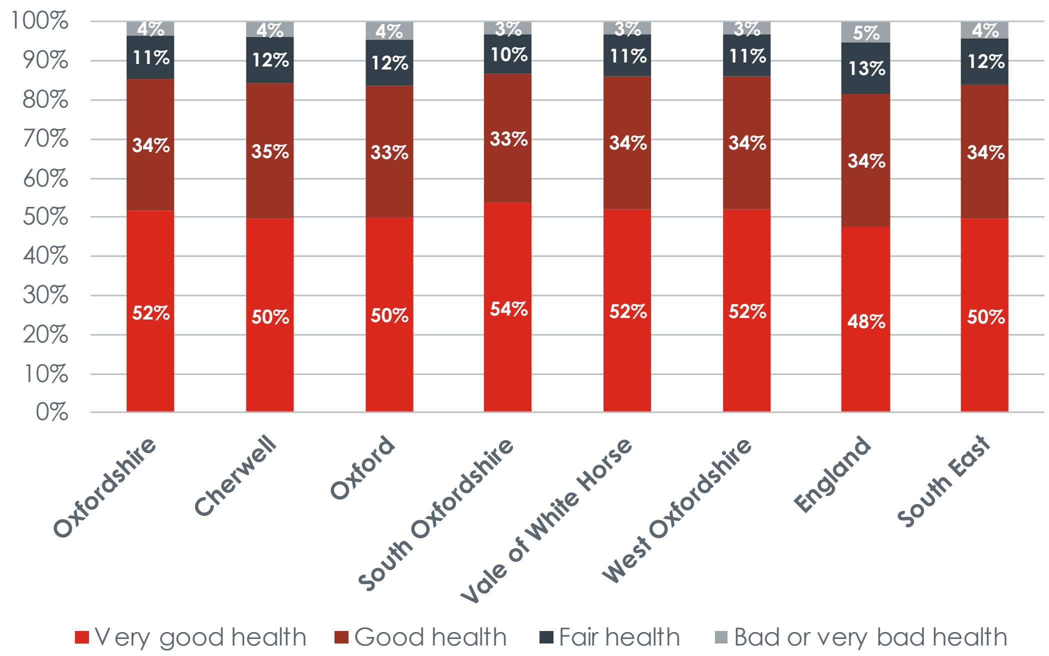
Progression and inclusive growth – part III

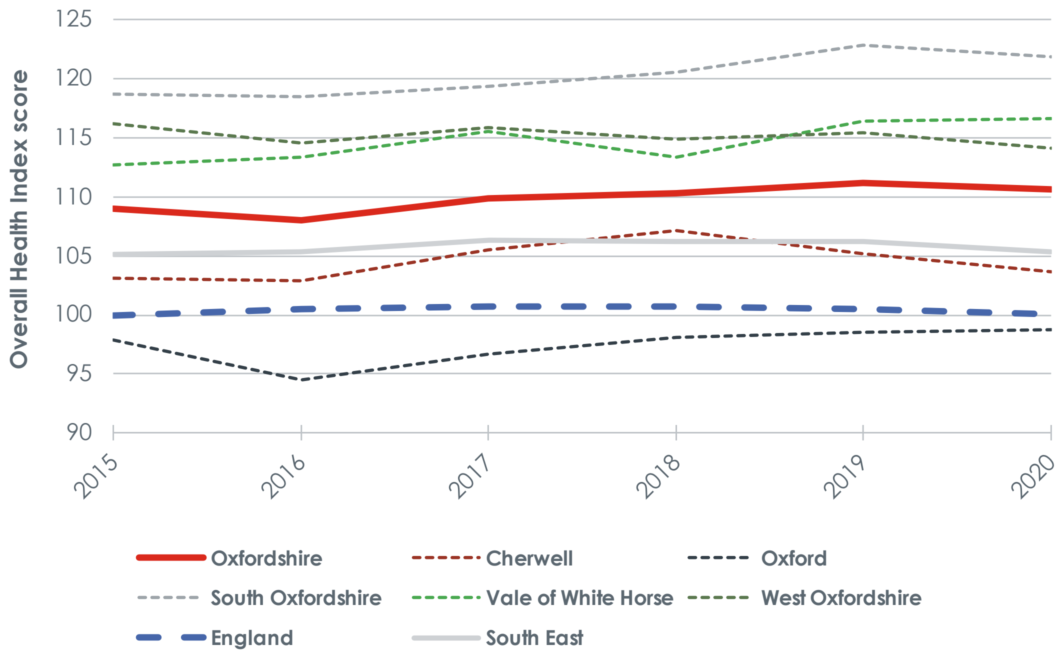
- The chart below presents Census 2021 data on the general health of residents using age-standardised proportions which account for differences in the population size and age structure.
- **In 2021, Oxfordshire had a higher share of residents reporting very good health and a smaller share reporting fair and bad/very bad health than England and the South East.** Within the county, South Oxfordshire had an above-average share of people reporting very good or good health (relative to Oxfordshire as a whole), while Cherwell and Oxford were below the average.

- The Health Index for England uses a broad definition of health, with the overall score being based on three main domains (Healthy People, Healthy Lives, Healthy Places) containing subdomains and indicators. A score of 100 represents health in England in 2015.*
- **Over 2015-2020, Oxfordshire had an above-average score relative to both England and the South East. Within the county, Oxford and Cherwell had lower scores (with Oxford being the only district below the England average), while South Oxfordshire received the highest score**.

General health of residents, age-standardised, 2021



Overall Health Index score, 2015-2020



Source: Census 2021, ONS
For more details, see https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandwellbeing/bulletins/healthinengland/2015to2020

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Annex

Comparison with Greater Cambridge and the Oxford-Cambridge Arc

Metrics for comparator areas relative to Oxfordshire as a whole, where ↑ indicates higher outcomes in a given dimension, ↓ indicates lower outcomes, and ↔ indicates similar outcomes

Dimension*	Greater Cambridge	Oxford-Cambridge Arc
Gross value added (indexed)	↑	↔
Total population (indexed)	↑	↑
Working-age population (indexed)	↑	↑
Jobs (indexed)	↔ until c. 2012, ↑ since	↔
Businesses (indexed)	↑	↑
Business births per 1,000 businesses	↑	↑
Five-year business survival rate (2016 births)	↔	↓
Proportion of high-growth enterprises	↑	↔
Economic activity rate	↔	↔
Unemployment rate	↔	↓
Claimant count rate	↔	↓
Proportion of residents with NVQ4+ qualifications	↑	↓
Proportion of residents with high-skilled occupations	↑	↓
Proportion of households not experiencing deprivation in any dimension	↑	↓

***Dimensions for which data is available for the two comparator areas**

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Research, analysis and advice

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