

### Key Facts Wharfedale

Total population	11,604
Working age population	6,816
Number of jobs	1,872
Number of businesses	337

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The ward of Wharfedale lies to the north of Bradford district. It comprises the communities of Burley in Wharfedale, Burley Woodhead and Menston and also neighbouring moorland areas.

## People

### Population

There are 11,604 people living in Wharfedale ward, 58.7% of those are of working age, a significantly smaller proportion than the district average (61.6%).

The age profile of Wharfedale shows that it has an older age profile than the district average, with a smaller proportion of children and a higher proportion of its population aged above 45.

Population density (seven people per hectare) is low due to the ward being largely rural.

### Unemployment

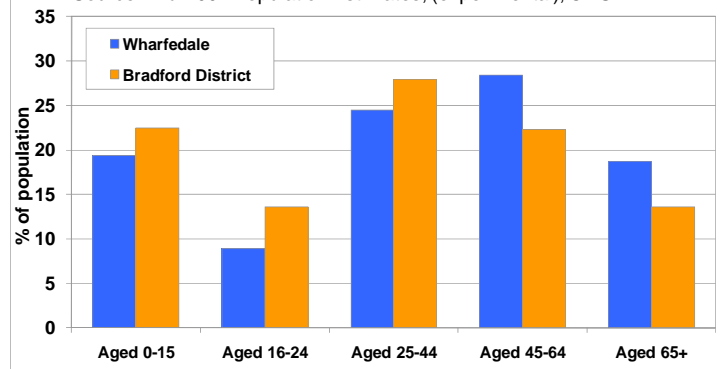
In September 2010 there were 89 people claiming Jobseekers Allowance in Wharfedale ward. This represents a very low claimant rate of 1.2% of the working age population, significantly lower than the claimant rate for Bradford district (4.7%).

### NEETs

In September 2010 there were just two young people aged 16-18 who are classed as NEET (not in employment, education or training). This is 1.2% of all 16-18 year olds, considerably below the district rate of 7.5%.

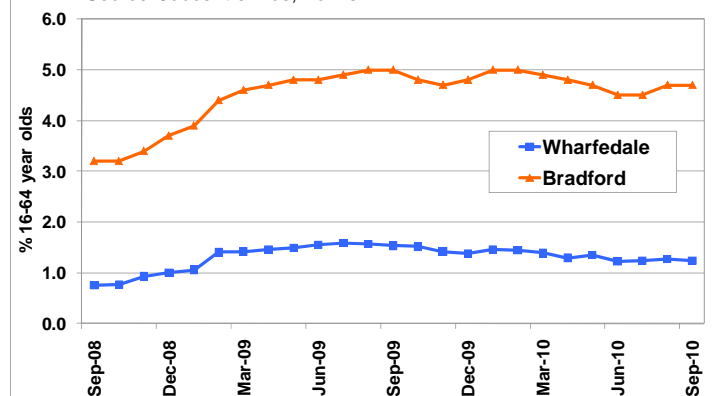
### Population - Age Profile

Source: Mid-2007 Population Estimates, (experimental), ONS



### JSA Claimant Rate Sept 2008 to Sept 2010

Source: Jobcentre Plus, Nomis



### Adults Skills

Qualification levels are considerably higher in Wharfedale than the district average. In almost half of all households in the ward (49.7%) there is someone with at least a NVQ Level 4 or 5 (or equivalent) qualification, compared to 23% of households across the district. No household member has any qualifications in just 5.8% of Wharfedale households – a considerably lower proportion than the district average (13.4%)

### Household income

At £46,200 the average gross household income in Wharfedale is considerably higher than the district average (£31,400). 16.0% of households have an average income of £75K or above compared to 6.0% of Bradford District households.

An estimated 41% of households in Wharfedale reported that they had been affected by the credit crunch in 2009 – this is above the district average.

## Business

### Businesses

According to the Betamodel there were an estimated 337 businesses located within Wharfedale ward as of April 2009.

Businesses in the Wharfedale are small, with 90.5% employing 10 people or fewer. This compares to 83.5% for all Bradford businesses. Only five businesses have more than 50 employees.

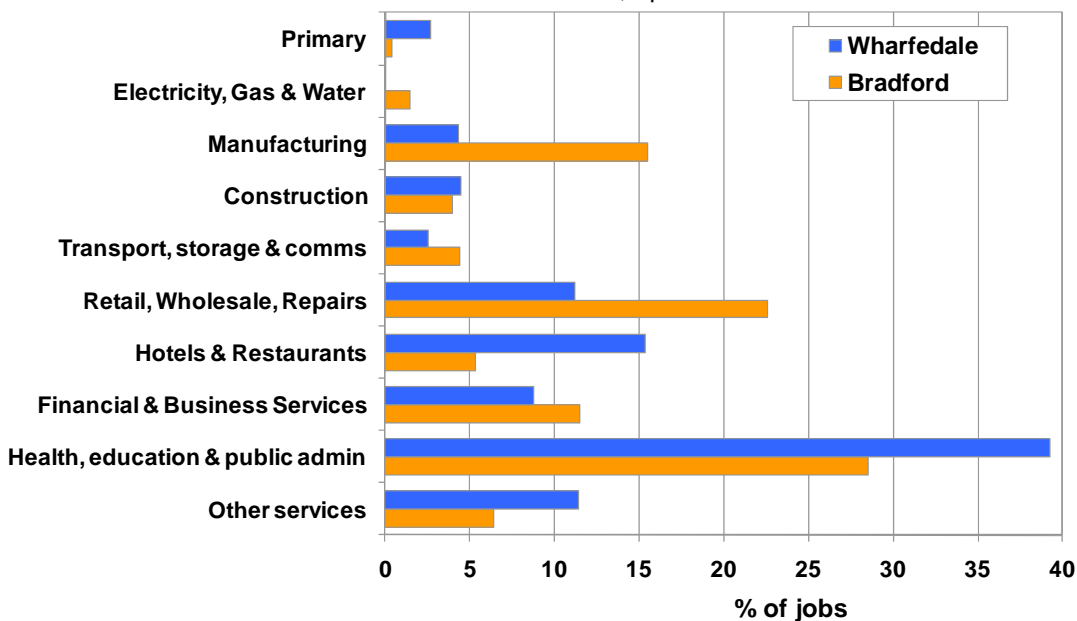
### Jobs by sector

According to Betamodel there are 1,872 jobs in Wharfedale ward.

The largest sector within the ward is the public sector, accounting for 39.3% of the total jobs. These are predominantly health and education jobs. The hotel and restaurant sector is the second largest sector in terms of number of jobs, accounting for 15.4% of the total compared to only 5.3% across Bradford as a whole.

### Proportion of Jobs by Industry Sector

Source: Betamodel, April 2009



## Key companies

The top five companies listed on Onesource database in Wharfedale ward are listed below.

Key companies in Wharfedale		
Name	Description	Approx. Employees
Findel Plc	Mail order and internet retailer of education supplies	50-249
Burley Hall Nursing Home	Nursing home	38
The Beeches	Nursing home	38
Activant Solutions UK Ltd	Leading provider of proprietary erp and supply chain solutions primarily to the automotive	21
Burley Developments Ltd	Residential estate developers and builders.	19

Source: Onesource, October 2010

## Entrepreneurship

Business start-up data from BankSearch has recorded 89 new small businesses starting up in the Wharfedale ward in 2009. At 131 starts per 10,000 working age residents, this represents a significantly higher start up rate than the district average of 106.

An estimated 849 households in Wharfedale have someone who is self employed or a business owner, this is 16.4% of all households and as such is the highest self employed/business ownership rate of any ward in Bradford district. 2.7% of households have someone who is thinking of starting a business – a slightly lower figure than the district average of 2.9%.

## Place

### Housing

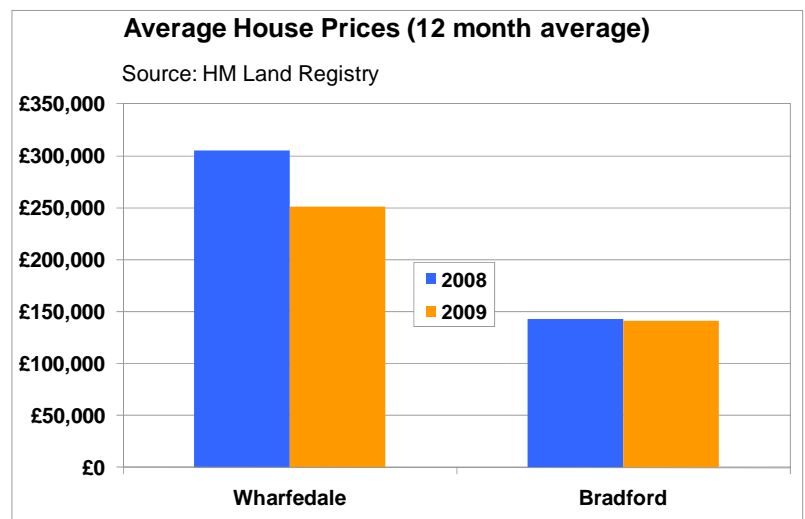
There are 5,028 self-contained dwellings in Wharfedale ward, 2.4% of Bradford district's total. 94% of these are private dwellings with only 6% being social houses – compared to 15% across the district as a whole.

### House prices

House price data is based on actual sale prices for properties sold in the area and does not reflect house values in general.

At £252,325 average house sale prices in Wharfedale ward are significantly higher than the district average (£141,346). This was based on 145 sales during 2009.

Sales volumes and prices have reduced since the start of the recession.



### Deprivation

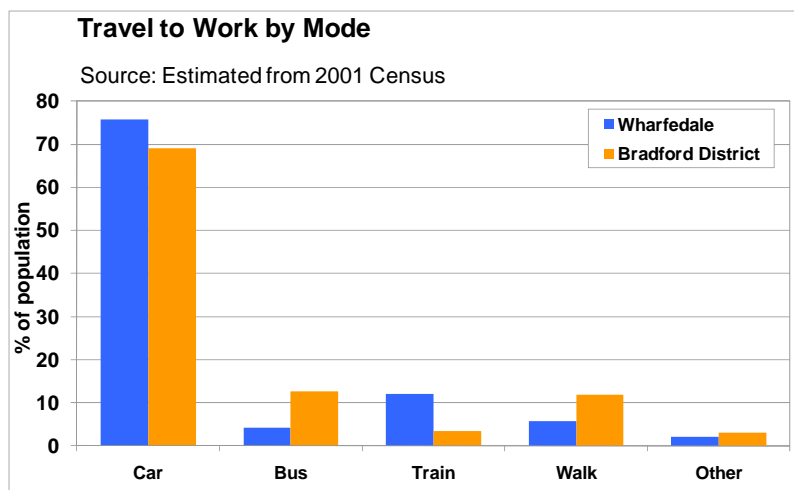
According to the Index of Multiple Deprivation 2007, Wharfedale has low levels of deprivation. Around three quarters (76%) of the population live in neighbourhoods that fall within the 20% least deprived in England.

## Commuting

The average distance travelled to work by Wharfedale ward residents is 13.9km, higher than the district average of 10.1km. A high proportion (75.8%) of journeys to work by Wharfedale residents are by car, higher than the district average (69.2%). Only 4.2% of the journeys to work are by bus, but a higher than average proportion are by train (12.0%).

Nearly half of employed residents (49.3%) commute outside of Bradford district to work. This is the highest of all wards within the district. 37.7% of residents work in Leeds.

19% of those employed within Wharfedale ward commute in from Leeds.



## Key Economic Stats for Wharfedale Ward – October 2010

Population	Wharfedale ward	%	Bradford	%
Total population	11,604		497,379	
Males	5,692	49.1	245,452	49.3
Females	5,912	50.9	251,927	50.7
Working age (M16/64, F16/59)	6,816	58.7	306,139	61.6
Aged 0-15	2,248	19.4	111,970	22.5
Aged 16-24	1,039	9.0	67,730	13.6
Aged 25-44	2,841	24.5	139,023	28.0
Aged 45-64	3,301	28.4	110,806	22.3
Aged 65+	2,175	18.7	67,850	13.6
Population Growth 2001 to 2007	483	4.3	22,900	8.1

*Source: Mid-2007 population estimates (experimental), ONS*

Jobs by Industry	Wharfedale ward	%	Bradford	%
Number of jobs	1,872		226,358	
Primary	50	2.7	827	0.4
Electricity, Gas & Water	0	0.0	3,346	1.5
Manufacturing	81	4.3	35,042	15.5
Construction	84	4.5	8,983	4.0
Transport, storage and communications	48	2.6	10,025	4.4
Retail, Wholesale, Repairs	209	11.2	51,150	22.6
Hotels & Restaurants	288	15.4	11,998	5.3
Financial & Business Services	164	8.8	26,001	11.5
Health, education & public admin	735	39.3	64,469	28.5
Other services	213	11.4	14,517	6.4

*Source: Betamodel, April 2009*

Businesses by Sizeband	Wharfedale ward		Bradford	%
Number of enterprises 2009	337		18,128	
1 to 10 employees	305	90.5	15,079	83.5
11 to 50 employees	27	8.0	2,412	13.3
51 to 250 employees	5	1.5	484	2.7
250+ employees	0	0.0	94	0.5

*Source: Betamodel, April 2009*

Unemployment	Wharfedale ward		Bradford	%
JSA Claimants (% of working age)	89	1.2	15,362	4.7

*Source: Jobcentre Plus, Nomis, February 2010*

Not in Employment, Education or Training	Wharfedale ward	%	Bradford	%
16-18 year olds who are NEET	2	1.2	1,253	7.5

*Source: Connexions, February 2010 - Rates shown are unadjusted*

Qualifications (household)	Wharfedale ward	%	Bradford	%
No Household member has any qualifications	300	5.8	26,754	13.1
NVQ Level 2 or Above	3,735	72.2	102,340	50.3
NVQ Level 3 or Above	3,368	65.1	82,627	40.6
NVQ Level 4 or 5 or Above	2,573	49.7	45,878	22.5

*Source: ©Acxiom Ltd, Lifestyle Opinion Poll, 2009*

Household Income	Wharfedale ward	%	Bradford	%
Mean Gross Annual Household Income (£)	46,200		31,400	
Households Earning £15K or less	602	12.2	53,684	26.8
Households Earning £75K or more	792	16.0	12,094	6.0

*Source: Paycheck 2010, CACI Ltd*

Households by Tenure	Wharfedale ward	%	Bradford	%
Total dwellings	5,028		206,700	
Social	302	6.0	31,005	15.0
Private	4,726	94.0	175,695	85.0

*Source: CBMDC Council Tax / National Register of Social Housing, April 2009*

House Prices	Wharfedale ward	%	Bradford	%
Mean house prices 2009	251,325		141,346	
Number of sales	145		4,299	

*Source: HM Land Registry (Crown Copyright), April 2010*

### Data sources and definitions:

Further details of the data sources used in this profile can be found on [www.bradfordeconomy.com](http://www.bradfordeconomy.com)

### Other ward-level information:

Bradford Observatory – [www.bradfordobservatory.com](http://www.bradfordobservatory.com)

Census 2001 Ward Profiles – [www.bradfordinfo.com/census/WardProfiles.cfm](http://www.bradfordinfo.com/census/WardProfiles.cfm)

#### Notes:

This ward profile presents the latest available economic information at a ward level. Most data used to describe the economy is not available below a district level. Where sub-district level data is available, this is usually published for old ward boundaries (pre-2004) or super output areas (SOAs), which don't match up to the new ward boundaries. Therefore the level of detail in this profile is restricted by the availability of data for the latest ward boundaries.

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