

Focus Consultants

Socio-Economic Baseline Report
Kimberley, Broxtowe



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Contact Information

Prepared By: Focus Consultants 2010 LLP
Focus House
Millennium Way West
Phoenix Business Park
Nottingham
NG8 6AS

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Authorised By: Heather Frecklington, Partner
Heather.frecklington@focus-consultants.com

Signature:

H. L. Frecklington

Focus Offices

NOTTINGHAM

Focus House
Millennium Way West
Phoenix Business Park
Nottingham
NG8 6AS
T: 0115 976 5050
E: enquiries@focus-consultants.com

LONDON

45-46 Lower Marsh
London
SE1 7RG
T: 0203 096 9717
E: londonenquiries@focus-consultants.com

LEICESTER

Olympus House
Unit 3, Main Street
Kirby Muxloe
Leicestershire
LE9 2AL
T: 0116 275 8315
E: leicesterenquiries@focus-consultants.com

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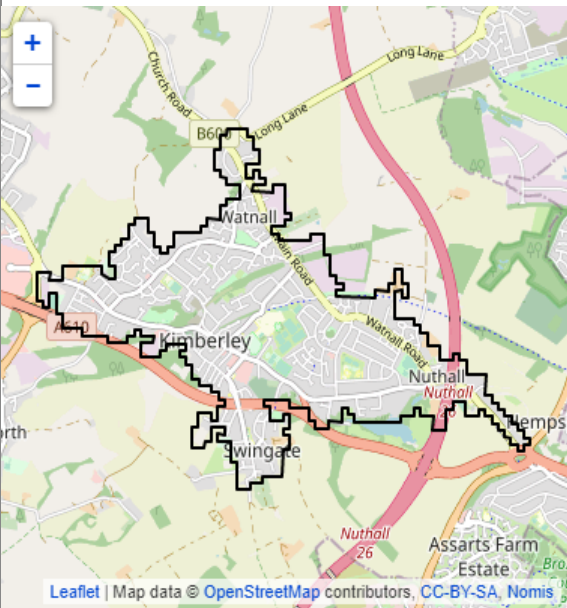
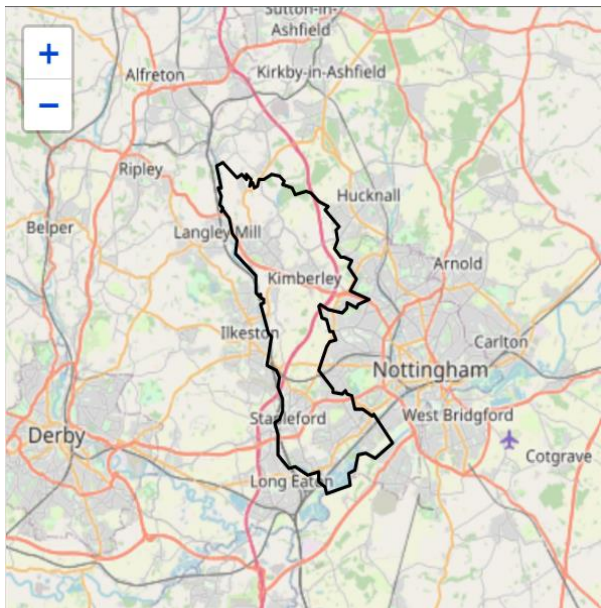
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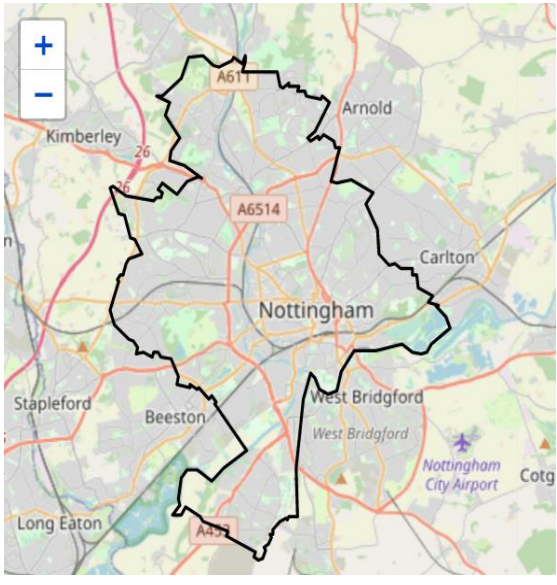
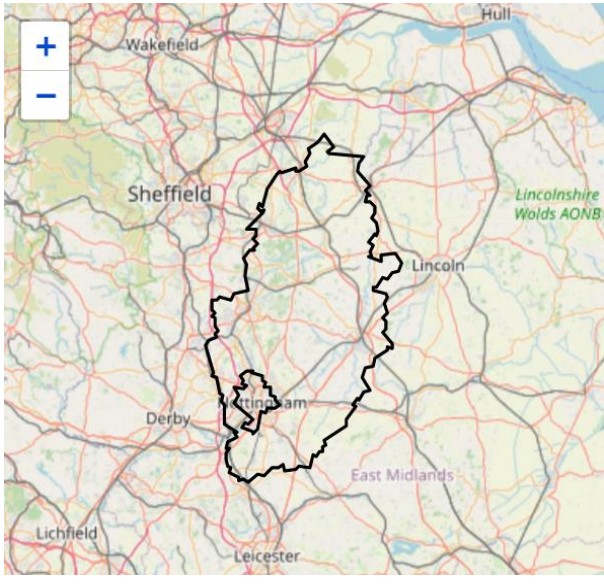
Executive Summary

In October 2021 Focus Consultants were appointed to undertake a Socio-Economic Baseline Report for Kimberley, in the Borough of Broxtowe, Nottinghamshire. The Baseline Report identifies the key social and economic issues faced by Kimberley and its residents and businesses. It has been compiled through desk-based research, reviewing available local data from various sources, such as the Office for National Statistics (ONS), Nomis, Crime Data, the Inter-Departmental Business Register, The Indices of Multiple Deprivation, and the Social Mobility Index. Where relevant, this data has been compared to regional (D2N2) and national data to provide an overview of how the area is performing against these benchmarks.

The report also includes a high-level analysis of relevant strategies, identifying key priorities for the area as identified by local and regional policy makers such as Broxtowe Borough Council, Nottinghamshire County Council and D2N2 Vision 2030. The analysis has been designed to provide a baseline of information to support and inform the future development of projects and programmes for the area.

The report sets out statistics, data and analysis at various geographic levels. These different geographies are shown on the maps below, as well as a brief summary of the key demographics of each area.

Area Boundaries discussed in report	
Kimberley (Built Up Area)	Broxtowe
	
<p>Key Demographics</p> <ul style="list-style-type: none"> • Total Population (2011) – 11,353 • 16-64 Population (2011) – 7,425 • Economically Active (2011) – 6,051 • In Employment (2011) – 5,547 • Unemployed (2011) – 286 	<p>Key Demographics</p> <ul style="list-style-type: none"> • Total Population (2020) – 114,600 • 16-64 Population (2020) – 71,000 • Economically Active (2020/21) – 55,400 • In Employment (2020/21) – 51,600 • Unemployed (2020/21) – 2,800 • Job Density (2019) – 43,000 (0.60)

Area Boundaries discussed in report	
Nottingham City	Nottinghamshire County
 <p>A map showing the boundaries of Nottingham City. The city is outlined in black and includes areas like Kimberley, Arnold, Carlton, Nottingham, West Bridgford, Beeston, and Stapleford. Major roads like A61, A6514, and A46 are visible. Nottingham City Airport is also marked.</p>	 <p>A map showing the boundaries of Nottinghamshire County. The county is outlined in black and includes areas like Sheffield, Lincoln, Derby, Nottingham, Lichfield, and Leicester. Major roads and the Lincolnshire Wolds AONB are also visible.</p>
<p>Key Demographics</p> <ul style="list-style-type: none"> • Total Population (2020) – 337,100 • 16-64 Population (2020) – 235,400 • Economically Active (2020/21) – 182,700 • In Employment (2020/21) – 167,800 • Unemployed (2020/21) – 13,500 • Job Density (2019) – 223,000 (0.96) 	<p>Key Demographics</p> <ul style="list-style-type: none"> • Total Population (2020) – 833,400 • 16-64 Population (2020) – 507,400 • Economically Active (2020/21) – 393,900 • In Employment (2020/21) – 372,400 • Unemployed (2020/21) – 21,500 • Job Density (2019) – 352,000 (0.70)
<p>Source: Nomis</p>	

Indices of Multiple Deprivation Analysis for Kimberley - A key source of data used in the analysis was the Indices of Multiple Deprivation. The maps break down Kimberley to its Lower Layer Super Output Areas. Each area is listed in the colour coded table. The table gives a visual indication of where the different areas lie within each deprivation domain.



	Income	Employment	Education, Skills & Training	Health & Disability	Crime	Barriers to Housing & Services	Living Envirm't – includes housing, air quality and road traffic accidents	Overall
E01028102 – 004A	Top 50% Most deprived	Top 40% most deprived	Top 50% Most deprived	Top 40% most deprived	Top 50% Most deprived	Top 10% least deprived	Top 40% most deprived	Top 50% Most deprived
E01028103 – 004B	Top 30% Most Deprived	Top 20% most deprived	Top 30% Most Deprived	Top 40% most deprived	Top 40% most deprived	Top 30% least deprived	Top 30% least deprived	Top 30% Most Deprived
E01028104 – 004C	Top 30% least deprived	Top 40% least deprived	Top 40% least deprived	Top 30% least deprived	Top 40% least deprived	Top 30% least deprived	Top 40% least deprived	Top 20% least deprived
E01028105 – 016A	Top 50% least deprived	Top 50% Most deprived	Top 40% most deprived	Top 50% least deprived	Top 50% least deprived	Top 10% least deprived	Top 50% least deprived	Top 50% least deprived
E01028106 – 016B	Top 50% least deprived	Top 40% least deprived	Top 50% Most deprived	Top 40% least deprived	Top 50% Most deprived	Top 10% least deprived	Top 50% Most deprived	Top 40% least deprived
E01028122 – 004D	Top 30% Most Deprived	Top 30% Most Deprived	Top 50% Most deprived	Top 40% most deprived	Top 50% least deprived	Top 40% least deprived	Top 50% least deprived	Top 40% most deprived
E01028124 – 004F	Top 40% least deprived	Top 50% Most deprived	Top 40% least deprived	Top 30% least deprived	Top 50% least deprived	Top 30% least deprived	Top 40% least deprived	Top 40% least deprived


Source: <https://fryford.github.io/imdmap/>

Summary of The Key Findings

The tables below summarise the key findings of the study for six key themes: Community, Housing, Environment/Green Space, Transport, Education/ Employment and Business.

For each individual theme, the tables highlight key policy and strategy for the area as identified by Broxtowe Borough Council, Nottinghamshire County Council and the D2N2 LEP. It then summarises the key findings of the socio-economic research for each area.

This information has been used to make some initial suggestions for the types of interventions that could be taken forward in Kimberley under each thematic area.

Community		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestions/ Ideas for Future Interventions
<p>Social mobility and improved outcomes for children, including youth services are needed.</p> <p>Antisocial behaviour needs addressing.</p> <p>Mental health, well-being and healthy living needs supporting.</p> <p>Volunteering and community cohesion support is needed.</p> <p>Improved outcomes for children, young people and families, particularly those from more deprived backgrounds.</p> <p>A need to empower local communities.</p> <p>Residents want to see the local authority generate income from commercial activity.</p> <p>There is an aspiration for people to enjoy a wide range of leisure and cultural activities.</p>	<p>Broxtowe is a Social Mobility 'cold spot' ranking 270 out of 324 in terms of the chances that a child from a disadvantaged background will do well at school and get a good job.</p> <p>Whilst Kimberley as a whole is less deprived than the rest of the country there are pockets of significant deprivation. One area stands out however as facing multiple deprivation, relative to other areas - with the area shown on the map falling within the 30% most deprived areas in England overall.</p>  <p>Kimberley is the 53rd most dangerous overall out of Nottinghamshire's 245 towns, villages, and cities. The most common crimes in Kimberley are violence and sexual offences. Crimes that are becoming more prevalent in Kimberley as at 2020 are: Anti-social behaviour, Drugs, Public Order, Shoplifting, Violence and Sexual Offences.</p> <p>Compared with Broxtowe, Kimberley had a slightly higher level of people reporting that they have both bad health and very bad health.</p>	<p>Linking children and young people into employers, colleges and universities to increase aspirations and social mobility – particularly those from deprived areas.</p> <p>Supporting community initiatives, volunteering etc to increase community cohesion.</p> <p>Supporting youth clubs and children's facilities, including education with regards to issues faced by the area such as anti-social behaviour, drug and public order offences.</p> <p>Targeted investment in the geographical areas where there are higher levels of deprivation.</p> <p>Tackle increasing crime rates – Investment in CCTV and other anti-social behaviour deterrents.</p> <p>Investment in culture and leisure facilities.</p> <p>Support for social enterprises in the more deprived areas of the town.</p>

Housing		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>New, high-quality homes are needed – there is a backlog of house building delivery.</p> <p>New social housing is needed.</p> <p>Reduced homelessness.</p> <p>A need to ensure that homes are safe and energy efficient.</p>	<p>Between 218 and 232 individuals or families were at risk of being homeless, or were homeless in Broxtowe in 2020- 2021.</p> <p>The key group where homeless is an issue is amongst single males. Almost a quarter of those how are homeless or at risk of homelessness struggle with mental health issues.</p> <p>In Broxtowe, there are over 1,990 people on the housing waiting list and on average it takes six months for a family of top priority to be housed in a Council property.</p> <p>The average rental price for properties in Kimberley (NG16) is £624pcm. The average rental prices in Nottingham are £1,598pcm, and £1,007pcm¹ for the UK.</p>	<p>Support to increase social housing to address the long waiting lists.</p> <p>Homelessness – In particular targeting single males who are the key group likely to become homeless. Providing more mental health facilities as almost a quarter of people who experience homelessness struggle with mental health issues.</p> <p>Support for energy efficiency and crime reduction schemes for homeowners.</p>

Environment/ Green Space		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>Investment in the parks and open spaces.</p> <p>More events and activities in the parks and open spaces.</p> <p>More local engagement in the local parks and green spaces.</p> <p>Reducing carbon emissions, increased recycling and composting in the borough.</p>	<p>A need to improve air quality.</p>	<p>Support for voluntary/ community groups to take more ownership of local parks and open spaces.</p> <p>Increased awareness raising of environmental and recycling issues.</p> <p>Promoting the use of green and outdoor spaces.</p> <p>More events and activities in the outdoor spaces.</p>

Transport		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>Improvements to road infrastructure – particularly the A610 corridor.</p> <p>Better connectivity across the county.</p>	<p>For the outdoor environment sub-domain six out of seven of Kimberley's Lower Super Output areas fall in the 50% most deprived – this directly relates to air quality and road traffic accidents.</p> <p>Nottingham and Derby are within commutable distance by car.</p> <p>Nottingham is much easier to access by public transport than Derby – Likely due to the accessibility of the tram.</p>	<p>Investment in public transport to improve links to nearby Derby – providing employment opportunities and improving air quality.</p> <p>Investment in the A610 to ensure travel flow is kept to an optimum level.</p> <p>Investment in more 'green infrastructure' e.g., cycling / walking / multi user paths. Quality lighting and security features on current paths to encourage use of these. Therefore, potentially cutting down pollution from traffic.</p>

Education/ Employment		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>Support for skills development and apprenticeships.</p> <p>Training opportunities and wellbeing in the workforce.</p> <p>Ensure that fewer people leaving school are NEET (not in education, employment or training).</p> <p>Promote graduate retention.</p> <p>Support employees to move to higher skilled jobs.</p>	<p>Key areas (November 2021) where additional staff are currently needed by local businesses include:</p> <ul style="list-style-type: none"> • Sales, Retail & Customer Support • Healthcare • Community & Social Care • Supply Chain & Logistics • Food & Beverage • Education & Instruction. <p>Five out of the seven super output areas are within the 50% most deprived in terms of employment.</p> <p>Five out of the seven super output areas are within the 50% most deprived in terms of education, skills and training.</p> <p>Almost all areas are in the top 50% most deprived nationally for adult skills.</p> <p>As at 2011 there was a higher percentage of residents in Kimberley with no qualifications than in Broxtowe as a whole.</p> <p>As at 2011 there was a significantly higher percentage of residents in Kimberley with an apprenticeship than the wider Broxtowe area and rest of the county.</p>	<p>Support/ investment for local colleges to develop and grow training courses in the key areas of employment need.</p> <p>Support for adult/ mature learners to retrain in some of the skills needed in the area.</p> <p>A focus on adult skills.</p> <p>Support for community initiatives/ social enterprises to give those who have been out of work for some time opportunities to learn key skills.</p>

Business		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>High quality business accommodation.</p> <p>Repurposed redundant buildings.</p> <p>Businesses units and pop-up shops.</p> <p>Reduced town centre vacancy rates.</p>	<p>There is already circa 5,000sqft of serviced office accommodation available to rent at Strelley Hall, less than 4 miles from Kimberley.</p> <p>There is a need to boost foot fall in the town centre and halt the decline.</p> <p>Two of Kimberley’s super output areas are in the top 30% most deprived areas nationally for income deprivation.</p>	<p>Business space created in the town centre for smaller, start-up or businesses who cannot afford high rental spaces. Available on flexible terms and manageable rents. Potentially a relatively small development but with options for future phases should demand require.</p> <p>Smaller industrial spaces created within the town centre. Creating local employment opportunities.</p> <p>The high street appears to be a key area where investment is needed – figures show footfall reducing, and this needs to be addressed before more shops are lost.</p> <p>Support for pop-ups in empty retail units.</p> <p>Repurpose empty or redundant buildings.</p> <p>Support businesses to become more energy efficient.</p>

1.0 Introduction

In October 2021 Focus Consultants were appointed to undertake a Socio-Economic Baseline Report for Kimberley, in the Borough of Broxtowe, Nottinghamshire. This Baseline Report identifies the key social and economic issues faced by Kimberley and its residents and businesses. It has been compiled through desk-based research, reviewing available local data from various sources, such as the Office for National Statistics (ONS), Nomis, Crime Data, the Inter-Departmental Business Register, The Indices of Multiple Deprivation, and the Social Mobility Index. Where relevant, this data has been compared to regional (D2N2) and national data to provide an overview of how the area is performing against these benchmarks.

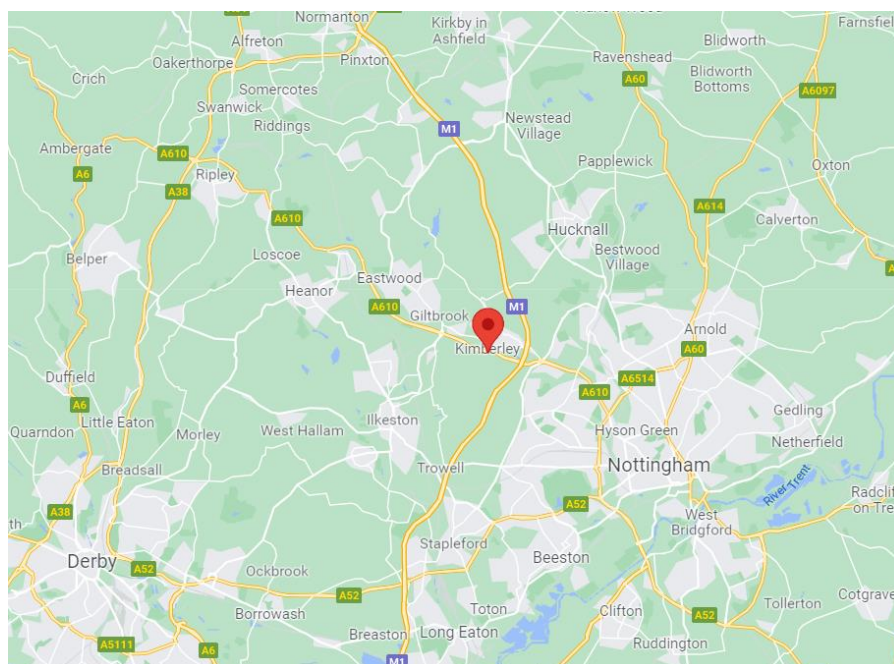
The report also includes a high-level analysis of relevant strategies, identifying key priorities for the area as identified by local and regional policy makers such as Broxtowe Borough Council, Nottinghamshire County Council and D2N2's Vision 2030. The analysis has been designed to provide a baseline of information to support and inform the future development of projects and programmes for the area.

1.1 Kimberley – A Brief Overview

Kimberley is a town located in the north of the Borough of Broxtowe, within the county of Nottinghamshire, just 6 miles from Nottingham City Centre. In the past it was known for industries such as coal mining, and hosiery manufacturing, and for its contribution to the brewery industry.

In more recent years, most businesses are now retail based, with the town centre offering a range of shops and services.

2.0 - Map Showing Kimberley and Surrounding Area



Source: Google Maps

1.2 Education

- **Schools** - Kimberley has several primary schools, as well as a secondary school that serves both Kimberley and the wider community.
- **Colleges** – Nearby colleges include Ilkeston College (Part of Derby College Group), Bilborough College and Nottingham College.
- **Universities** - The closest university is the University of Nottingham (6.4 miles). With Nottingham Trent University, just 6.6 miles away (city centre campus and the University of Derby 20.4 miles away (Kedleston Road campus). *Source: AA Route Planner.*

1.3 Facilities

There is a Leisure Centre in the Town which receives a score of 4.4 out of 5 on Facebook Reviews.

There is a Sainsburys supermarket in the town, and other town centre shops and services include a post office, various takeaways/ restaurants/ coffee shops, beauty salons/ barbers, a fabric shop, hardware store, estate agents, Greggs, newsagents, off licence, pharmacy and Wilkos. *(based on an analysis from Google maps).*

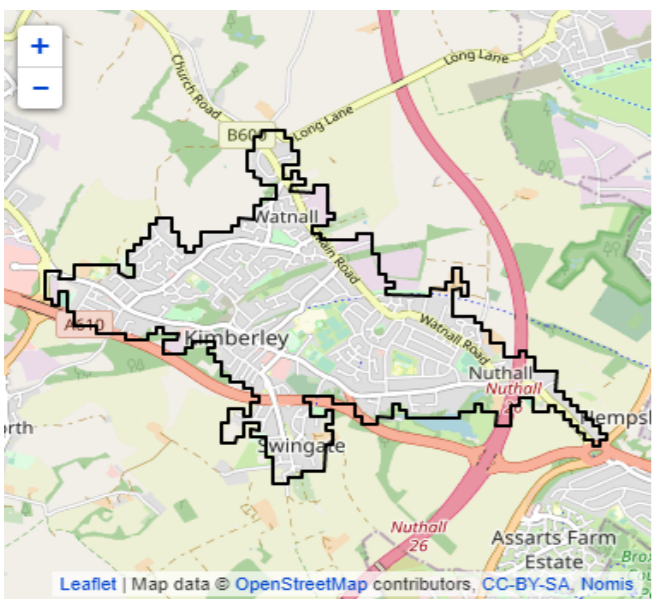
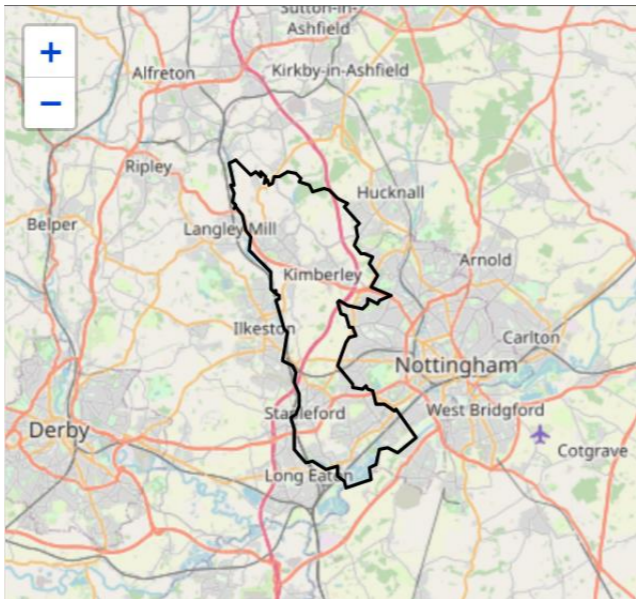
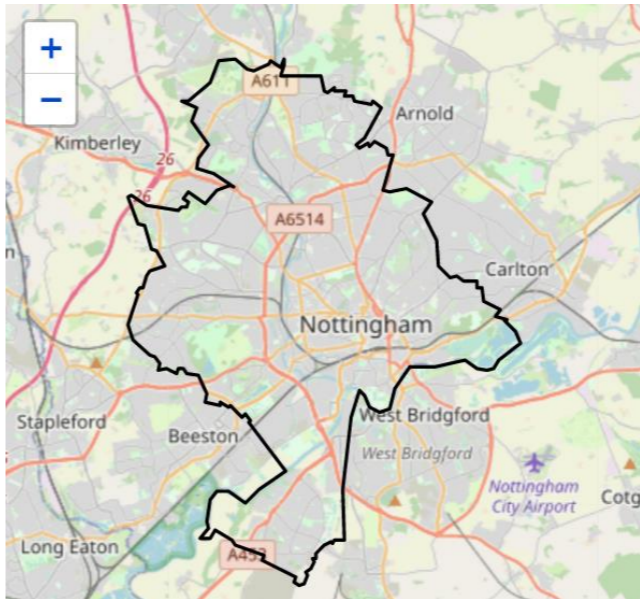
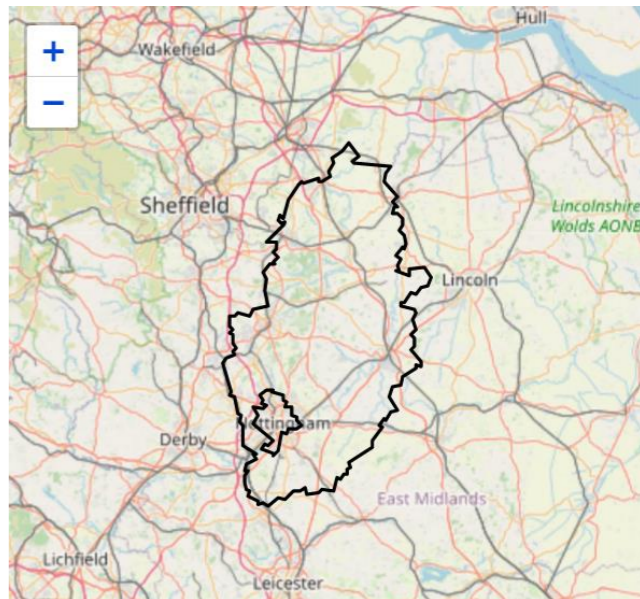
1.4 Transport

Kimberley no longer has a train station, the previous train station closed to passengers in the 1960s and the old train station buildings were converted into residential accommodation. The nearest train station is at Ilkeston, 3.1 miles away.

The Phoenix Park Tram Stop is 2.2 miles away offering connections into Nottingham city centre and a large car park. Trams run into the city centre and back from 6am to 11pm every day, every 7 to 15 minutes, at a cost of £2.50 for a single journey, or £4.40 for a day pass. See later sections for more details on transport.

2.0 The Study Area

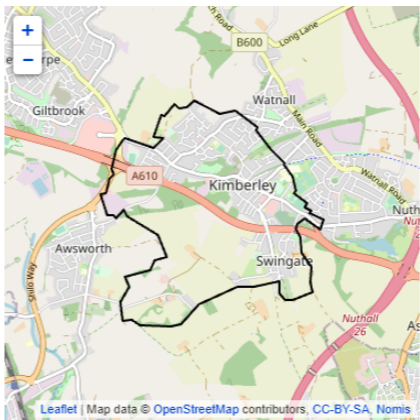
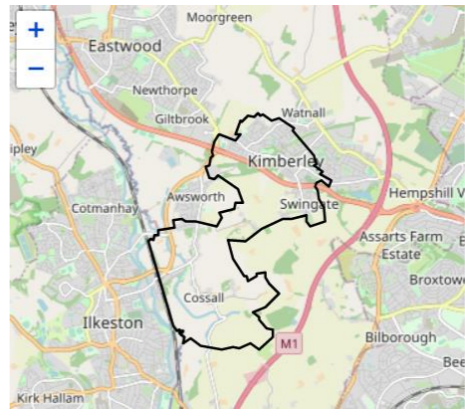
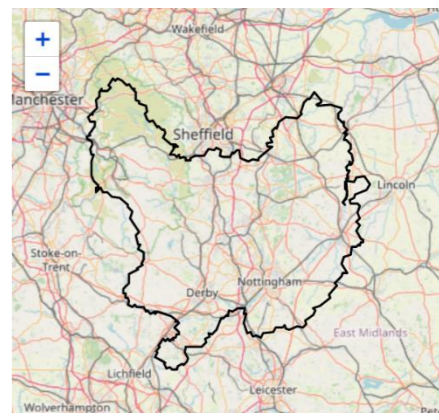
This report sets out statistics, data and analysis at various geographic levels. Below are maps identifying the boundaries of the key areas that are considered within the report, as well as a brief summary of the key demographics of those areas.

Area Boundaries Discussed in the Report			
Kimberley (Built Up Area)	Broxtowe	Nottingham City	Nottinghamshire County
			
<p>Key Demographics</p> <ul style="list-style-type: none"> • Total Population (2011) – 11,353 • 16-64 Population (2011) – 7,425 • Economically Active (2011) – 6,051 • In Employment (2011) – 5,547 • Unemployed (2011) – 286 	<p>Key Demographics</p> <ul style="list-style-type: none"> • Total Population (2020) – 114,600 • 16-64 Population (2020) – 71,000 • Economically Active (2020/21) – 55,400 • In Employment (2020/21) – 51,600 • Unemployed (2020/21) – 2,800 • Job Density (2019) – 43,000 (0.60) 	<p>Key Demographics</p> <ul style="list-style-type: none"> • Total Population (2020) – 337,100 • 16-64 Population (2020) – 235,400 • Economically Active (2020/21) – 182,700 • In Employment (2020/21) – 167,800 • Unemployed (2020/21) – 13,500 • Job Density (2019) – 223,000 (0.96) 	<p>Key Demographics</p> <ul style="list-style-type: none"> • Total Population (2020) – 833,400 • 16-64 Population (2020) – 507,400 • Economically Active (2020/21) – 393,900 • In Employment (2020/21) – 372,400 • Unemployed (2020/21) – 21,500 • Job Density (2019) – 352,000 (0.70)
Source: Nomis			

In addition to the four key areas noted above, adjacent are maps of three other areas discussed within the report.

The maps show the ward for Kimberley and Cossall (Cossall was moved into a different ward after 2011) as well as the D2N2 LEP area which includes Nottingham, Nottinghamshire, Derby and Derbyshire.

A map for Kimberley Parish has also been included.

Other Areas of Interest		
Kimberley Parish	Kimberley & Cossall (2011)	D2N2 LEP
		
Source: Nomis		

3.0 Policy and Strategy

A high-level analysis of policy and strategy has been undertaken to identify key themes/ ideas that need to be considered for the development of Kimberley. The analysis considers the Broxtowe Corporate Plan, The Nottinghamshire County Council Your Nottinghamshire, Your Future Report and the D2N2 Vision 2030 Report. No studies are available at the very local Kimberley level.

3.0 Policy and Strategic Context Analysis							
Plan/ Strategy	Community	Housing	Environment/ Green Space	Transport	Education/ Employment	Facilities	Business
Broxtowe Corporate Plan	<p>92% of residents want to see a reduction in anti-social behaviour in Broxtowe</p> <p>Broxtowe is a social mobility “cold spot”, ranking 270 out of 324 districts as of July 2016</p> <p>91% of residents want to see support for people with mental health problems or who are lonely, or have dementia</p> <p>Support is needed for volunteering initiatives and programmes in Broxtowe</p>	<p>There is a backlog of house building delivery – new homes are needed</p> <p>There are over 1,990 people on the housing waiting list and on average it takes six months for a family of top priority to be housed in a Council property – this needs addressing</p> <p>There is a need to ensure that homes are safe and energy efficient</p> <p>Work needs to be done to prevent homelessness</p>	<p>90% of residents want to see an increase in recycling and composting</p> <p>There is a commitment to reducing the Borough’s carbon emissions to net zero by 2027</p> <p>There is a need to invest in parks and open spaces and activities and events held within them</p>	<p>There is a need to improve the A610 corridor</p>	<p>The council aim to support skills development, apprenticeships, training opportunities and wellbeing in the workforce</p>	<p>Residents want to see the local authority generate income from commercial activity</p> <p>There is a need for investment in leisure facilities</p>	<p>There is a need to reduce town centre vacancy rates</p> <p>Redundant buildings need to be repurposed</p> <p>More business units are needed</p> <p>Support is needed for pop-up shops</p>
Nottinghamshire County Council - Your Nottinghamshire, Your Future	<p>A need for healthy life expectancy to increase – particularly in those areas where outcomes have previously been poor</p> <p>A need to improve outcomes for children, young people, and families</p> <p>A need for continued good quality, targeted youth services - young people need to be supported to have improved physical and mental health</p> <p>A need for communities to support each other through volunteering and involvement in local organisations</p>	<p>An aspiration to have people live in communities supported by good housing and infrastructure</p> <p>The need for families to live in good quality housing</p>	<p>Support is needed to enable local people to look after and enjoy the local environment</p>	<p>A need to improve roads and transport infrastructure with better connectivity across the county and region</p>	<p>Local people need to be supported to have the right skills to benefit from employment opportunities generated by major infrastructure developments</p> <p>There is a need for a flexible and varied workforce that is able to meet the needs of local businesses</p> <p>Support is needed to ensure that people leave education with better qualifications and skills and that fewer young people are not in education, employment, or training (NEET)</p> <p>Ensure more apprenticeships are available for people of all ages and graduates choose to stay in Nottinghamshire for work or further study</p>	<p>There is an aspiration for people to enjoy a wide range of leisure and cultural activities</p>	<p>High quality business accommodation is needed for businesses to start and grow in future</p> <p>The council are hoping for increased economic productivity across the county in future years</p>
D2N2 LEP – Vision 2030	<p>There is a need to empower communities across D2N2 as great places to live, work, study, and visit</p>	<p>There is a need to work in partnership to help local housing authorities deliver their ambitious targets for growth</p> <p>There is a need to support the promotion of modern methods of construction as a means of accelerating housing delivery</p>	<p>There is a need to maximise green spaces and considering their inclusion in future developments, as well as effective methods of using waste products such as food waste and plastics</p>	<p>There is a need to ensure transport connectivity to enable people to access job opportunities</p>	<p>A need to build an adaptable workforce, with the skills and knowledge that businesses need in order to be productive and competitive.</p> <p>A need to support those who are furthest away from the labour market to re-engage and move towards, and into work</p> <p>A need to move those in work to move up the escalator to more productive, better-paid jobs of the future</p>		<p>There is a need to realise the high-growth potential of productive business and grow the stock of high-value businesses in the area through start-ups, spin-outs and inward investment</p> <p>Support is needed to enable businesses to find the talent they need, take advantage of the core specialist capabilities in the knowledge base, and equip their workforce with the skills of the future</p>
Emerging Themes and Priorities	<p>Social mobility and improved outcomes for children, including youth services</p> <p>Antisocial behaviour</p> <p>Mental health, well-being, and healthy living</p> <p>Volunteering and community cohesion</p>	<p>New, high-quality homes</p> <p>New social housing</p> <p>Reduced homelessness</p>	<p>Environmental improvements</p> <p>Reducing carbon emissions</p>	<p>Improvements to road infrastructure</p>	<p>Skills development</p> <p>Increased apprentices</p> <p>Training opportunities</p>	<p>Income generating investment</p> <p>Investment in culture and leisure</p>	<p>High quality business accommodation (Borough level)</p> <p>Repurposed redundant buildings</p> <p>Businesses units and popup shops</p> <p>Reduced town centre vacancy rates</p>

4.0 Local Residents

This section sets out the key demographics of local residents including population numbers, ages, and ethnicity. The analysis compares Kimberley, with Broxtowe, Nottingham city, Nottinghamshire, the D2N2 LEP area and nationally (England) to identify trends.

4.1 Data Sources

In some instances, data has been taken from the 2011 Census, although where possible more up to date sources have been used. Latest information from the ONS regarding the 2021 Census suggests that data will not be available until late Spring 2022.

4.2 Population

According to the Local Area Report, produced via Nomis, using data from the 2011 Census there was a total population of 11,353 people living within the Kimberley built up area as of 2011.

As of the 2011 Census there was a total population within Broxtowe of 109,487. This means that as at the 2011 Census period the population of the Kimberley built up area equated to 10.4% of the total population of the borough of Broxtowe.

The table below shows the estimated populations for the Kimberley Ward as a whole (known as Kimberley Parish on Nomis and with the ward code E05010527 on the ONS mid-year population estimates spreadsheet), Kimberley built up area, Broxtowe, Nottingham City, Nottinghamshire and the D2N2 area for 2020 based on ONS Population Estimates.

Estimated Populations (2020)						
	Kimberley Ward ²	Kimberley Built up Area	Broxtowe	Nottingham City	Nottinghamshire	D2N2
Total Population	6,901	11,678	114,600	337,100	833,400	2,234,500
Percentage of Broxtowe Population	6%	10.2%	N/A	N/A	N/A	N/A

Source: ONS Population Estimates 2020

Whilst 2020 data is based on estimated figures rather than actuals, the data suggests the percentage of the population of the Kimberley built up area compared with the total for Broxtowe has dropped since 2011, down to 10.2% from 10.4%.

² [ONS](#)

4.3 Population by Age

2011 Census data can be used to get a better understanding of the ages of those living in Kimberley.

The table shows the split between ages for Kimberley built up area residents (a full breakdown for the wider area, including Broxtowe, Nottinghamshire and England is included in the appendices).

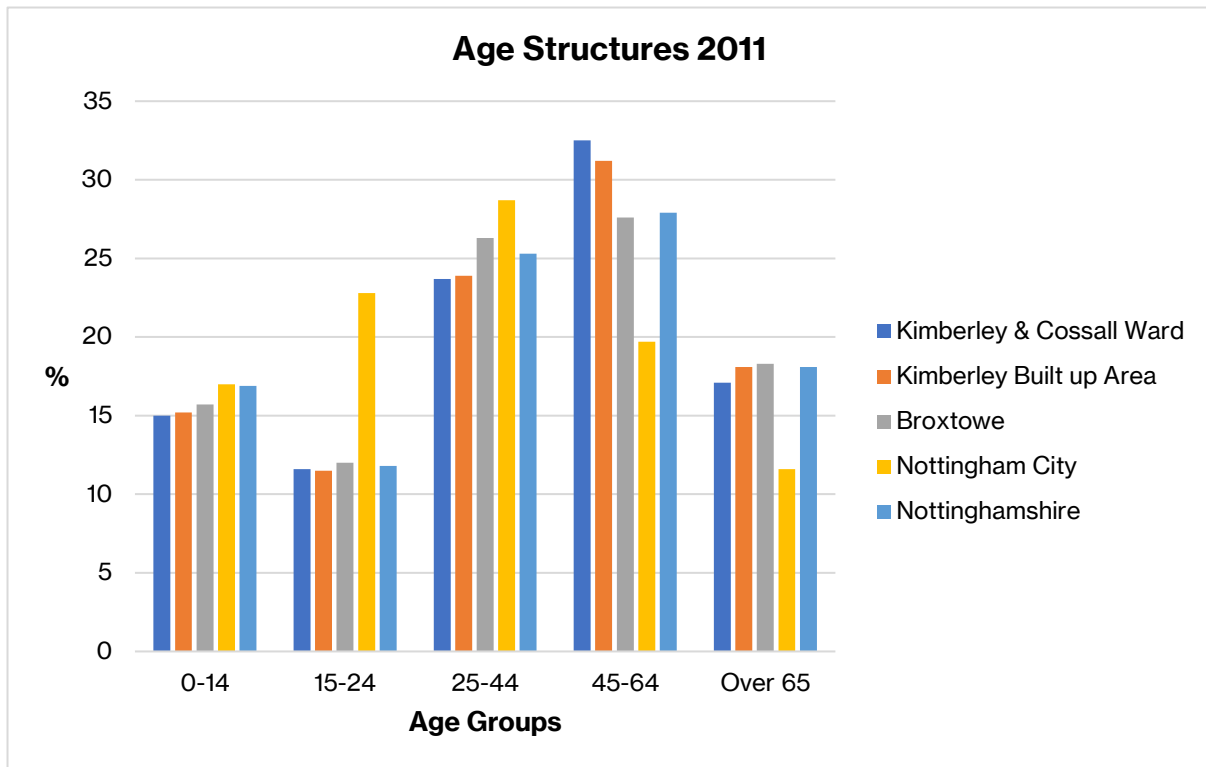
4.3 - Age Breakdown for Kimberley Built Up Area		
Age Group	Actual	%
0 to 4	576	5.1
5 to 7	322	2.8
8 to 9	196	1.7
10 to 14	637	5.6
15	140	1.2
16 to 17	317	2.8
18 to 19	267	2.4
20 to 24	578	5.1
25 to 29	527	4.6
30 to 44	2,194	19.3
45 to 59	2,694	23.7
60 to 64	848	7.5
65 to 74	1,152	10.1
75 to 84	659	5.8
85 to 89	166	1.5
90 +	80	0.7
Total	11,353	100
Source: ONS Census 2011		

When comparing the Kimberley built up area with Broxtowe, Nottingham city, Nottinghamshire, and England the data indicates that the Kimberley built up area has a lower-than-average percentage of people in younger age groups (up to 14 years) than all of these.

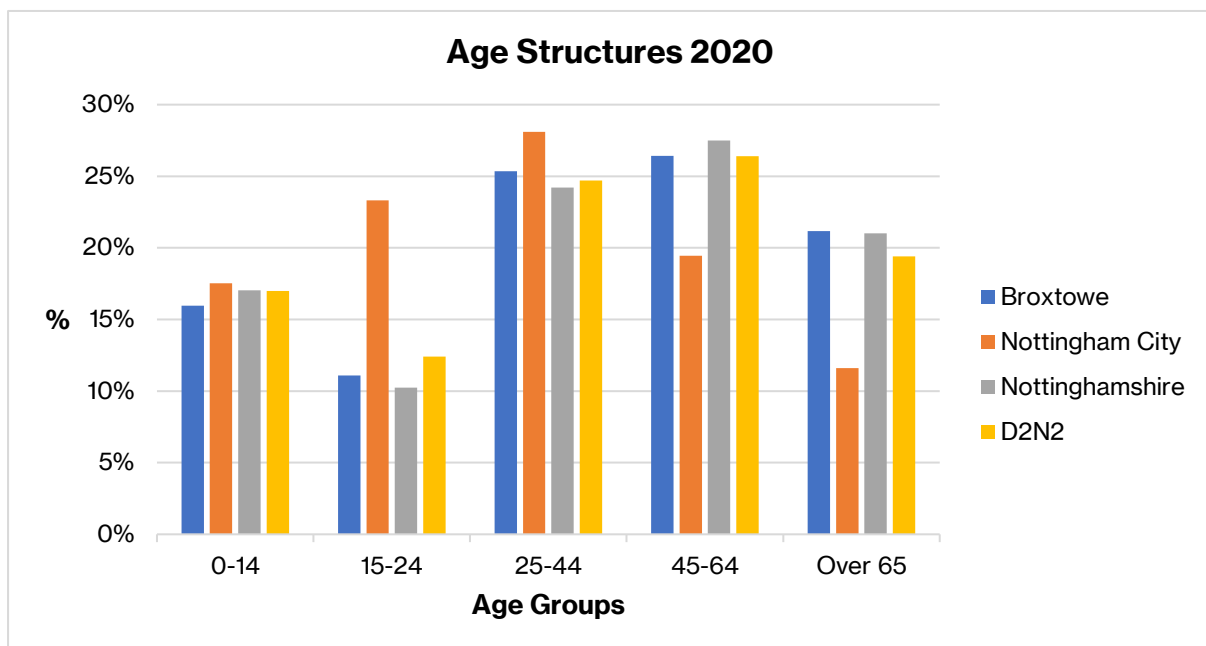
In addition, within key working age groups (ages 20-44) Kimberley again has a lower-than-average percentage of residents compared to those same areas.

However, Kimberley does have a higher-than-average percentage of people in the 45-59 (23.7%) and 65-74 (10.1%) age groups, when compared with the other areas.

The below chart shows a histogram of age structures for areas considered in this report from data gathered during the 2011 Census.



For comparison the chart below shows the age structures for 2020, taken from ONS mid-year population estimates. Due to latest census data not being available at this time there is no information at Kimberley ward level for 2020.



4.3.1 Working Age Population

The table below provides data for the working age group (16-64) and the retired population (65+) for the key locations considered.

4.3.1 - Populations by Specific Groups 2011						
	Kimberley Built up Area	Broxtowe	Nottingham City	Nottinghamshire	D2N2 LEP	England
Working Age (16-64)	65.4%	64.8%	70.1%	63.8%	62.5%	64.8%
Retired Population (65+)	18.1%	18.3%	11.6%	18.1%		16.4%

Source: ONS Census 2011

The table shows the age breakdown in the Kimberley built up area from data collected during the 2011 Census. The 65+ age group accounts for 18.1% of the population. When comparing this with the borough of Broxtowe it is relatively similar, with Broxtowe having 18.3% of its' population aged 65+. However, this is much higher than that of Nottingham 11.6% and England 16.4%.

4.4 Ethnicity

The table below shows the population of Kimberley built up area broken down by ethnicity and compared with other key areas.

4.4 - Ethnicity 2011										
	Kimberley Built up Area		Broxtowe		Nottingham City		Nottinghamshire		England	
	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%
White	10,992	96.8	101,538	92.7	219,698	71.5	750,803	95.5	45,281,142	85.4
Mixed/multiple ethnic groups	162	1.4	1,827	1.7	20,265	6.6	10,716	1.4	1,192,879	2.3
Asian/Asian British	133	1.2	4,503	4.1	40,039	13.1	17,139	2.2	4,143,403	7.8
Black/African/Caribbean/Black British	55	0.5	933	0.9	22,185	7.3	5,102	0.6	1,846,614	3.5
Other ethnic group	11	0.1	686	0.6	4,493	1.5	2,042	0.3	548,418	1

Source: [ONS Census 2011](#) from Nomis

The data shows that proportionately the number of white people in the Kimberley built up area during the 2011 Census was much greater than the other four areas considered.

The table shows that the percentage of Black, Asian and Minority communities (BAME) are all lower than for Broxtowe, Nottingham, and England. In particular, the Mixed, Asian, and Black groups are much more underrepresented in Kimberley compared with Nottingham and nationally.

The Asian group is also much less represented in Kimberley compared with the wider borough of Broxtowe. Overall, the Kimberley built up area does not reflect the diversity across the nation as a whole.

5.0 Indices of Multiple Deprivation

The Indices of Deprivation are an important tool for identifying the most deprived and least deprived areas in England – areas across the country are ranked from 1 (most deprived) to 32,844 (least deprived). Local policy makers and communities can use this tool to ensure that their activities prioritise the areas with the greatest need for services.

The Indices of Deprivation 2019 provide a set of relative measures of deprivation for small areas (Lower-layer Super Output Areas) across England, based on seven different domains of deprivation:

- Income Deprivation
- Employment Deprivation
- Education, Skills and Training Deprivation
- Health and Disability Deprivation
- Crime Deprivation
- Barriers to Housing and Services Deprivation
- Living Environment Deprivation.

There are also sub-domains that fall within and are covered by those main seven areas of deprivation. These sub-domains are.

- Children and Young People
- Adult Skills
- Geographical Barriers
- Wider Barriers
- Indoors
- Outdoors.

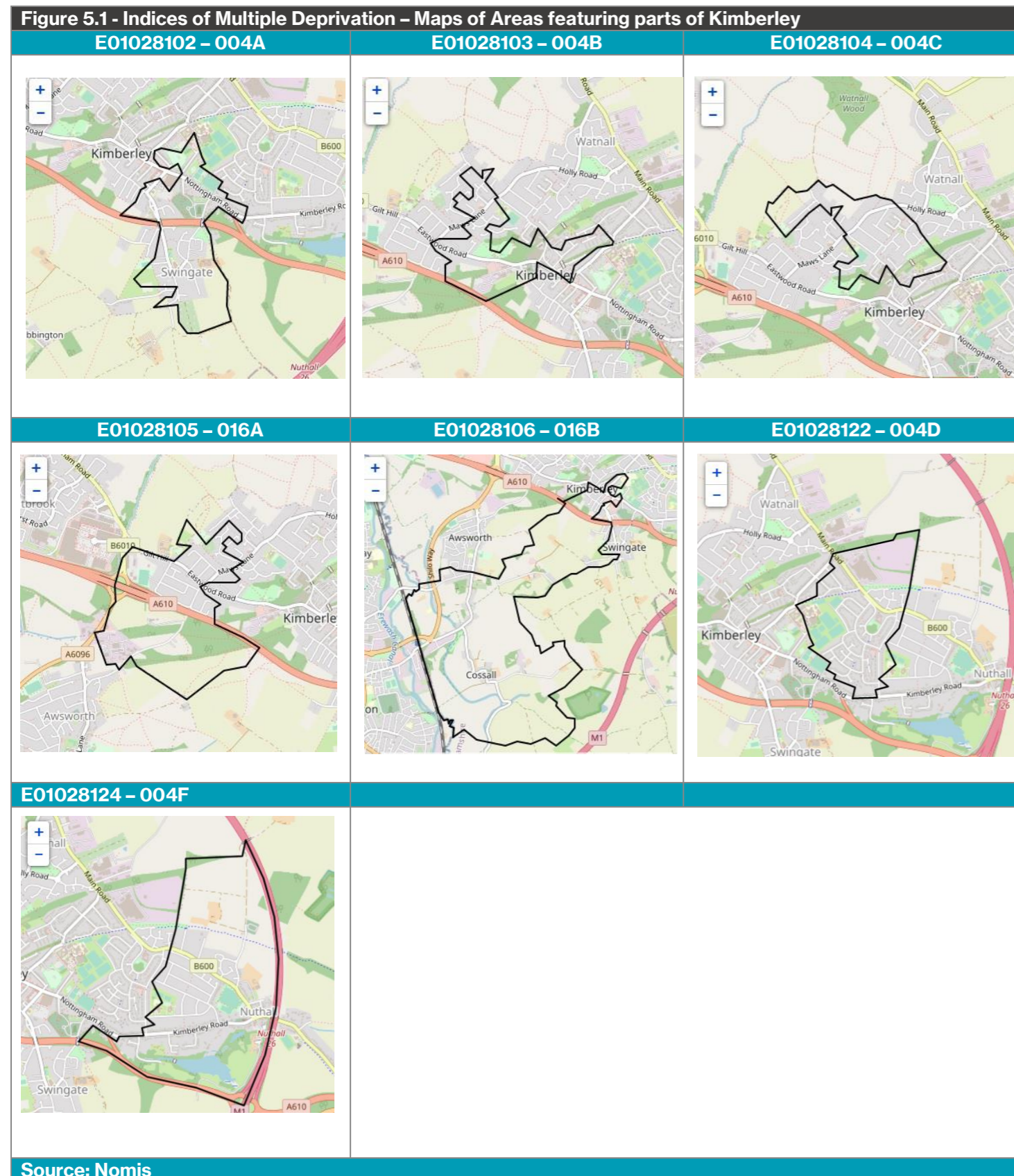
Seven Lower Layer Super Output Areas which cover the Kimberley area have been identified.

- E01028102 – 004A
- E01028103 – 004B
- E01028104 – 004C
- E01028105 – 016A
- E01028106 – 016B
- E01028122 – 004D
- E01028124 – 004F.

These seven areas are shown in the maps overleaf, along with a colour coded analysis showing how well domains in the specific LLSOAs are performing, ranked by either the most or least deprived.

5.1 Indices of Multiple Deprivation Analysis for Kimberley

The maps break down Kimberley to the Lower Layer Super Output Area. Each area is listed in the colour coded table. The table gives a visual indication of where the different areas lie within each deprivation domain.



	Income	Employment	Education, Skills & Training	Health & Disability	Crime	Barriers to Housing & Services	Living Envirm't	Overall
E01028102 - 004A	Top 50% Most deprived	Top 40% most deprived	Top 50% Most deprived	Top 40% most deprived	Top 50% Most deprived	Top 10% least deprived	Top 40% most deprived	Top 50% Most deprived
E01028103 - 004B	Top 30% Most Deprived	Top 20% most deprived	Top 30% Most Deprived	Top 40% most deprived	Top 40% most deprived	Top 30% least deprived	Top 30% least deprived	Top 30% Most Deprived
E01028104 - 004C	Top 30% least deprived	Top 40% least deprived	Top 40% least deprived	Top 30% least deprived	Top 40% least deprived	Top 30% least deprived	Top 40% least deprived	Top 20% least deprived
E01028105 - 016A	Top 50% least deprived	Top 50% Most deprived	Top 40% most deprived	Top 50% least deprived	Top 50% least deprived	Top 10% least deprived	Top 50% least deprived	Top 50% least deprived
E01028106 - 016B	Top 50% least deprived	Top 40% least deprived	Top 50% Most deprived	Top 40% least deprived	Top 50% Most deprived	Top 10% least deprived	Top 50% Most deprived	Top 40% least deprived
E01028122 - 004D	Top 30% Most Deprived	Top 30% Most Deprived	Top 50% Most deprived	Top 40% most deprived	Top 50% least deprived	Top 40% least deprived	Top 50% least deprived	Top 40% most deprived
E01028124 - 004F	Top 40% least deprived	Top 50% Most deprived	Top 40% least deprived	Top 30% least deprived	Top 50% least deprived	Top 30% least deprived	Top 40% least deprived	Top 40% least deprived

Source: <https://fryford.github.io/imdmap/>

5.2 Deprivation Analysis

The table below summarises the key finding of the analysis. Additional detail can be found in the appendices. Additional information regarding some of the key themes, such as crime, health etc are included in more detail in later sections.

Measure	Findings
All Measures	In considering all of the different measures, Kimberley is considered relatively less deprived than much of England. One area stands out however as facing multiple deprivation, relative to other areas - with area 103 falling within the 30% most deprived areas in England overall.
Income	The Income Deprivation Domain measures the proportion of the population in an area experiencing deprivation relating to low income. Two super output areas – 103 and 122 are in the top 30% most deprived areas nationally for this domain.
Employment	The Employment Deprivation Domain measures the proportion of the working age population in an area involuntarily excluded from the labour market. Areas 102,103,105, 122 and 124 all fall below the 50%. In particular 103 is in the top 11% most deprived.
Education, Skills and Training	The Education, Skills and Training Domain measures the lack of attainment and skills in the local population. All areas except 104 and 124 fall into the 50% most deprived areas in England. 103 in particular is in the top 30% most deprived.
Children and Young People	In relation to the education of Children and Young People specifically, 103 is in the top 33% most deprived and 102 in the top 37% most deprived. All other areas are around the 50% mark, suggesting a general average attainment in these areas. (see appendices for sub domain tables).
Adult Skills	For Adult Skills this measures the proportion of working age adults with no or low qualifications and the proportion of working age adults who cannot speak English or cannot speak English well. Almost all areas are in the top 50% most deprived nationally for this domain. 103 and 105 are both in the top 30% most deprived. (see appendices for sub domain tables).
Health and Disability	The Health and Disability Domain measures the risk of premature death and the impairment of quality of life through poor physical or mental health. Overall, Kimberley fares well against this domain, however, areas 102, 103 and 122 all in the top 40% most deprived.
Crime	The Crime Domain measures the risk of personal and material victimisation at local level in four ways: Violence, Burglary, Theft and Criminal damage. Areas 102,103 and 106 are all in the top 50% most deprived. 103 is in the 34% most deprived.

Measure	Findings
Barriers to Housing and Services	<p>The Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services. The indicators fall into two sub-domains: 'geographical barriers', which relate to the physical proximity of local services, and 'wider barriers' which include issues relating to access to housing such as affordability. Overall, all areas in Kimberley score well against this domain. However, when considering the geographical barriers alone, 104 and 122 are in the top 30% most deprived, and 124 is in the top 32%, followed closely by 103 in the top 37% most deprived.</p>
Living Environment	<p>The Living Environment Deprivation Domain measures the quality of the local environment. It is made up of an assessment of the 'indoors' living environment which measures the quality of housing and the 'outdoors' living environment which measures air quality and road traffic accidents. Overall, Kimberley fares relatively well for this domain.</p> <p>Data for the living environment can be split down to the indoor and outdoor level.</p> <p>Indoor Environment - 102, 105 and 106 fall in the top 50% most deprived with 102 in the top 40% most deprived.</p> <p>Outdoor Environment - all areas fall in the 50% most deprived except 104. Area 124 falls in the top 30% most deprived.</p>

6.0 Homelessness

This section considers homelessness data as published by the Ministry of Housing, Communities and Local Government. It focuses on information covering April 2020 – March 2021.

The information is derived from a dataset assessing the level of statutory homelessness duties owed in a local authority – i.e., for each local authority, there are a number of ‘households’ (whether that be an individual or a family) that are at risk of, or are already, homeless.

Those who are on the local authority’s radar as being *at risk* of being homeless are categorised under a ‘prevention’ duty; those who are *already homeless* are categorised under a ‘relief’ duty.

6.1 Broxtowe Borough Council Homelessness Data Summary

There were between 218 and 232 households assessed as being at risk or already homeless in the area covered by Broxtowe Borough Council between April 2020 – March 2021. (*Dependant on the dataset used*)

Of these:

- 28.9% indicated that they were living as homeless in the Broxtowe area
- 65.1% were threatened with homelessness (prevention duty owed).

Amongst these households, the top three most common reasons for loss of last settled home were:

- Family or friends no longer willing or able to accommodate (30.3%)
- End of private rented tenancy – assured shorthold (15.6%)
- Non-violent relationship breakdown with partner (7.8%).

6.2 Age

The table below show the age of those who are homeless or at risk of being homeless in Broxtowe (where data is available).

Age	Number
16-17	-
18-24	62 (28.4%)
25-34	64 (29.4%)
35-44	46 (21.1%)
45-54	28 (12.8%)
55-64	13 (6.0%)
65-74	2 (0.9%)
75+	3 (1.4%)

There is a significantly higher proportion of people aged 18-24 and 25-34 who were owed a prevention or relief duty in the assessed household

6.3 Household Types – Homelessness at Broxtowe, Nottingham City, East Midlands, and England Level

The table below show the levels of prevention (households at risk of homelessness) and relief (already homeless) interventions provided by Broxtowe Borough Council regarding types of households and accommodation at time of prevention/relief duties being allocated by the Council. The table also provides comparisons with Nottingham city, the East Midlands and England.

Local, Regional and National Homelessness Data 2020/21									
Household	Broxtowe		Nottingham City		East Midlands		England		
	Prevention (151 households at risk of being homeless)	Relief (67 Already homeless & owed relief)	Prevention (923 households at risk of being homeless)	Relief (1,845 Already homeless & owed relief)	Prevention (9,310 At risk of being homeless)	Relief (10,870 Already homeless & owed relief)	Prevention (119,400 households At risk of being homeless)	Relief (149,160 Already homeless & owed relief)	
Household types owed a prevention/relief duty	Single parent with dependent children	<ul style="list-style-type: none"> • Male – 5 (3.3%) • Female – 41 (27.2%) 	<ul style="list-style-type: none"> • Male – 2 (3%) • Female – 7 (10.4%) 	<ul style="list-style-type: none"> • Male – 19 (2%) • Female - 310 (33.6%) • Other – 4 (0.4%) 	<ul style="list-style-type: none"> • Male – 27 (1.5%) • Female - 294 (15.9%) • Other – 14 (0.8%) 	<ul style="list-style-type: none"> • Male – 240 (2.6%) • Female - 2,480 (26.6%) • Other – 30 (0.3%) 	<ul style="list-style-type: none"> • Male – 190 (1.7%) • Female - 1,720 (15.8%) • Other – 10 (0.09%) 	<ul style="list-style-type: none"> • Male – 3,270 (2.7%) • Female - 30,850 (25.8%) • Other – 320 (0.3%) 	<ul style="list-style-type: none"> • Male – 2,850 (1.9%) • Female - 21,950 (14.7%) • Other – 110 (0.07%)
	Single adult	<ul style="list-style-type: none"> • Male – 49 (32.5%) • Female – 39 (25.8%) 	<ul style="list-style-type: none"> • Male – 41 (61.2%) • Female – 10 (14.9%) 	<ul style="list-style-type: none"> • Male - 266 (28.8%) • Female - 166 (18%) 	<ul style="list-style-type: none"> • Male - 959 (52%) • Female - 431 (23.4%) 	<ul style="list-style-type: none"> • Male - 3,050 (32.8%) • Female - 2,030 (21.8%) • Other – 70 (0.8%) 	<ul style="list-style-type: none"> • Male - 5,790 (53.3%) • Female - 2,280 (21%) • Other – 150 (1.4) 	<ul style="list-style-type: none"> • Male - 37,790 (31.6%) • Female - 27,490 (23%) • Other – 540 (0.5%) 	<ul style="list-style-type: none"> • Male - 80,130 (53.7%) • Female - 32,280 (21.6%) • Other – 800 (0.5%)
	Couple with dependent children	10 (6.6%)	5 (7.5%)	111 (12%)	62 (3.4%)	770 (8.3%)	300 (2.8%)	9,750 (8.2%)	4,440 (3%)
	Couple/two adults without dependent children	6 (4.0%)	2 (3%)	30 (3.3%)	47 (2.5%)	470 (5%)	370 (3.4%)	6,940 (5.8%)	5,670 (3.8%)
	Three or more adults with dependent children	1 (0.7%)	-	11 (1.2%)	4 (0.2%)	90 (1%)	30 (0.3%)	1,180 (1%)	400 (0.3%)
	Three or more adults without dependent children	-	-	6 (0.7%)	4 (0.2%)	80 (0.9%)	30 (0.3%)	1,230 (1%)	490 (0.3%)

6.4 Support Needs of Households that are Classed at Either Prevention of Relief

The table below indicates the support needs of the households during the prevention and/or relief stages, for Broxtowe, Nottingham City and the East Midlands.

Support Needs of Households			
	Broxtowe	Nottingham City	East Midlands
Need	Number of Support Needs (222)	Number of Support Needs (3,373)	Number of Support Needs (22,870)
History of mental health problems	60 (27%)	558 (16.5%)	5,300 (23.2%)
Physical ill health & disability	23 (10.4%)	330 (9.8%)	3,030 (13.2%)
At risk of/has experienced domestic abuse	21 (9.5%)	325 (9.6%)	2,450 (10.7%)
Offending history	15 (6.8%)	320 (9.5%)	2,440 (10.7%)
History of repeat homelessness	10 (4.5%)	284 (8.4%)	1,430 (6.3%)
Drug dependency	16 (7.2%)	228 (6.8%)	1,790 (7.8%)
History of rough sleeping	6 (2.7%)	305 (9.0%)	1,180 (5.2%)
Alcohol dependency	11 (5.0%)	130 (3.9%)	1,060 (4.6%)
Learning disability	8 (3.6%)	93 (2.8%)	910 (4%)
Young person aged 18-25 years requiring support to manage independently	24 (10.8%)	114 (3.4%)	600 (2.6%)
Access to education, employment, or training	7 (3.2%)	371 (11%)	500 (2.2%)
At risk of/has experienced sexual abuse/exploitation	5 (2.3%)	54 (1.6%)	410 (1.8%)
Old age	3 (1.4%)	16 (0.5%)	160 (0.7%)
Care leaver aged 21+ years	3 (1.4%)	40 (1.2%)	290 (1.3%)
Care leaver aged 18-20 years	4 (1.8%)	25 (0.7%)	290 (1.3%)
Young parent requiring support to manage independently	5 (2.3%)	43 (1.3%)	180 (0.8%)
Former asylum seeker	1 (0.5%)	61 (1.8%)	190 (0.8%)
Young Person aged 16-17 years	0 (0%)	27 (0.8%)	110 (0.5%)
At risk of / has experienced abuse (non-domestic abuse)	0 (0%)	43 (1.3%)	460 (2%)
Served in HM Forces	0 (0%)	6 (0.2%)	90 (0.4%)
Total	222 (100%)	3,373 (100%)	22,870 (100%)

Source: [Gov.uk](https://www.gov.uk)

The top three support needs for households at the prevention/relief stages of homelessness in the Broxtowe area between April 2020 – March 2021 were: History of mental health problems, young person aged 18-25 years requiring support to manage independently, and physical ill health & disability.

6.4.1 Key Findings - Homelessness

- It is clear that a priority for Broxtowe Borough Council is preventing homelessness for households with dependent children. By the relief stage, the majority of single parents with dependent children at risk of being made homeless had been provided with a preventative measure, be that securing a fixed or temporary residential address.
- Single females at risk of homelessness in Broxtowe appear to be dealt with as a key priority, with 29 being provided with a preventative duty prior to the 56-day limit being completed and meaning that they did not have to be progressed to the relief stage.
- Across all three areas, the issue with single male homelessness is the most prominent factor in all the data. For each area's prevention stage, the number of single males requiring a relief duty (i.e., already homeless) is significantly higher than any other household type. The same was found in Broxtowe Borough Council.

7.0 Health

Three areas of Kimberley E01028102, E01028103 & E01028122 fall into the top 40% most deprived areas for Health and Disability Deprivation. Additional analysis has been undertaken in this section to build up a bigger picture with regards to health.

7.1 Health Figures as at the 2011 Census

The table below shows the health of the population of Kimberley built up area compared with the other areas as at the 2011 census. The table compares levels of health as assessed by residents themselves.

Health 2011					
	Kimberley Built up Area %	Broxtowe %	Nottingham City %	Nottinghamshire %	England %
Very Good Health	45.2	45.5	46.1	44.8	47.2
Good Health	34.7	35	33.8	34.4	34.2
Fair Health	14.4	14.3	13.6	14.8	13.1
Bad Health	4.4	4.1	4.9	4.7	4.2
Very Bad Health	1.4	1.1	1.5	1.3	1.2

Source: ONS 2011 Census through Nomis

The table shows:

- As at the 2011 census, levels of health in Kimberley were similar to the other areas considered – with slightly fewer people reporting very good health than in Broxtowe and the rest of the country.
- More residents reported good or fair health compared with Nottingham and England.
- Compared with Broxtowe, Kimberley had a slightly higher level of people reporting that they have both bad health and very bad health.

7.2 Health - Broxtowe Level

More recent health data is available from 2019 (pre Covid-19) at the Broxtowe level. Source: PHE, Local Authority Health Profile. Data shows that as at 2019:

- The health of people in Broxtowe was generally better than the England average.
- Life expectancy for men was higher than the England average.
- In Year 6, 17.2% (193) of children were classified as obese, better than the average for England.
- Levels of teenage pregnancy are lower than the England average.
- The rate for alcohol-related harm hospital admissions was worse than the average for England.

8.0 Education, Skills and Social Mobility

This section investigates education and skills in the area in more detail. It also considers data available from the Social Mobility Index.

8.1 Skills Levels

Data relating to the skill level of residents over the age of 16 for Kimberley is currently only available from the 2011 Census.

Qualifications Skill Levels of Residents – 2011								
	Kimberley Built up Area		Broxtowe		Nottingham City		Nottinghamshire	
	Actual	%	Actual	%	Actual	%	Actual	%
No Qualifications	2,325	24.5	21,031	23.1	63,991	25.6	164,078	25.5
Other Qualifications	340	3.6	3,386	4.2	16,160	6.5	28,175	4.4
Apprenticeships	490	5.2	4,079	4.5	5,715	2.3	26,339	4.1
NVQ1 and Above	1293	13.6	11,721	12.9	30,619	12.2	90,103	14
NVQ2 and Above	1,543	16.3	13,547	14.9	32,333	12.9	101,637	15.8
NVQ3 and Above	1,209	12.8	11,046	12.1	46,411	18.6	78,530	12.2
NVQ4 and Above	2,282	24.1	25,678	28.2	54,875	21.9	154,618	24

Source: [Nomis – ONS Census 2011](#)

Key findings from the table show:

- As at 2011 there was a higher percentage of residents in Kimberley with no qualifications than in Broxtowe as a whole.
- As at 2011 there was a significantly higher percentage of residents in Kimberley with an apprenticeship than the wider Broxtowe are and rest of the county.

8.2 Social Mobility

The latest social mobility dataset was published in June 2016 by HM Government. The Social Mobility Index compares the chances that a child from a disadvantaged background will do well at school and get a good job across each of the 324 local authority district areas of England. It examines a range of measures including the educational outcomes achieved by young people from disadvantaged backgrounds and the local job and housing markets to shed light on which are the best and worst places in England in terms of the opportunities young people from poorer backgrounds have to succeed.

The social mobility index is described as a way to help inform national and local policymakers and to encourage them to take action in tackling “social mobility cold spots” – where outcomes are relatively bad - drawing on the successes of social mobility hot spots where they are relatively good.

According to data from gov.uk³ Broxtowe is a social mobility cold spot, ranked 270 out 324 local authority districts.

The table over the page shows how Broxtowe compares to other local areas based on the following factors:

Early Years Indicators

- Percentage of nursery providers rated 'outstanding' or 'good' by Ofsted
- Percentage of children eligible for free school meals (FSM) achieving a 'good level of development' at the end of Early Years Foundation Stage.

School Indicators

- Percentage of children eligible for FSM attending a primary school rated 'outstanding' or 'good' by Ofsted
- Percentage of children eligible for FSM attending a secondary school rated 'outstanding' or 'good' by Ofsted
- Percentage of children eligible for FSM achieving at least a level 4 in reading, writing and maths at the end of Key Stage 2
- Percentage of children eligible for FSM achieving 5 good GCSEs including English and maths.

Youth Indicators

- Percentage of young people eligible for FSM that are not in education, employment, or training one year after completing their GCSEs
- Average points score per entry for young people eligible for FSM at age 15 taking A-level or equivalent qualifications
- Percentage of young people eligible for FSM at age 15 achieving 2 or more A-levels or equivalent qualifications by the age of 19
- Percentage of young people eligible for FSM at age 15 entering higher education by the age of 19.

Adulthood Indicators

- Median weekly salary of employees who live in the local area
- Average house prices compared to median annual salary of employees who live in the local area
- % of people that live in the local area who are in managerial and professional occupations (SOC 1 and 2)
- % of jobs that are paid less than the applicable Living Wage Foundation living wage
- % of families with children who own their home.

³ [Gov.uk](https://www.gov.uk)

Social Mobility Index - Weighted Scores and Rankings	Overall rankings (out of the 324 Local Authority districts)				
	Overall	Early years Indicators	School Indicators	Youth Indicators	Adulthood Indicators
Local Authority Name					
Rushcliffe	44	308	3	246	2
Gedling	204	263	113	281	106
Bassetlaw	230	222	62	314	250
Broxtowe	270	269	295	223	90
Ashfield	289	303	193	311	140
Newark and Sherwood	313	283	269	312	222
Mansfield	317	281	188	313	311
Source: Gov.uk					

The table shows that whilst Broxtowe scores reasonably well for the adult based indicators, it scores poorly in terms of the early years, school, and youth indicators.

This suggests that investment is needed in the areas of children and young people. This could include investment in projects that support education, raise aspirations or link children and young people into colleges, universities, and employers.

9.0 Employment, Wages and Jobs

As part of the Indices of Multiple Deprivation analysis, data showed that at the lower layer super output area three super output areas in Kimberley were in the top 50% most deprived areas nationally for income deprivation and two of those areas fell in the top 30%. Further still two of those areas fell inside the top 30% most deprived areas for employment deprivation too, of which one was in the top 11% most deprived.

Below we have provided some additional detail with regards to employment, wages, and job vacancies to further understand the situation.

9.1 Employment

The table below shows employment data, including information on the self-employed and the unemployed for Broxtowe, Nottingham city, Nottinghamshire, D2N2 LEP, and England between July 2020 and June 2021.

Employment July 2020 – June 2021										
	Broxtowe		Nottingham City		Nottinghamshire		D2N2 LEP		England***	
	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%
In Employment 16+	51,600	72.6	167,800	73.8	372,400	71.9	1,050,600	74	27,427,000	75.6
Self Employed*	4,200	5.7	13,100	5.7	43,400	8	118,400	7.8	N/A	9.6
Unemployed*	2,800	5.2	13,500	7.4	21,500	5.5	61,600	5.5	1,289,000	4.5

Source: ONS Annual Population Survey

* numbers are for those aged 16 and over, % are for those aged 16-64

** numbers and % are for those aged 16 and over. % is a proportion of economically active

*** Labour Force Survey Jun 20-Aug 21

The data shows that although Broxtowe has a higher rate of 'In Employment' residents than the county, when the figures of the 'Self Employed' residents are included Broxtowe actually has a lower employment rate than all the areas compared.

Unemployment during this period sits at 5.2% which is lower than both the City, County, and LEP area levels. Although higher than the national average.

As a 'snapshot' of employment in Kimberley, using data from the 2011 Census shows that residents in employment (16–74-year-olds) was higher (64.7%) than that of the Borough (62.9%), City (48.6%) and National (62.1%) figures. Furthermore, during the 2011 Census, both male and female 'In Employment' figures were higher than the other three areas considered. With Kimberley having a 68.8% (male) and 60.6% (female) employment rate.

9.2 Employment by Occupation

The table below provides a ‘snapshot’ of employment by occupation in 2011 for Kimberley. The data is for all usual residents aged 16 to 74 in employment.

In 2011 those working in Professional Occupations were the largest group in Kimberley (16.7%), followed by Skilled Trade Occupations (12.9%), and Associate Professional and Technical occupations (12.8%). A slightly higher than average percentage of the workforce living in Kimberley are in ‘Managers, Directors and Senior Official’ occupations (11.2%) than both Broxtowe, Nottinghamshire, and England.

Employment by Occupation – 2011										
Occupations	Kimberley Built up Area		Broxtowe		Nottingham City		Nottinghamshire		England	
	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%
Managers, directors and senior officials	641	11.2	5,334	10	9,055	7.3	40,479	10.8	2,734,900	10.9
Professional occupations	954	16.7	10,903	20.5	19,437	15.8	60,735	16.2	4,400,375	17.5
Associate professional and technical occupations	729	12.8	6,540	12.3	13,232	10.7	42,913	11.4	3,219,067	12.8
Administrative and secretarial occupations	689	12.1	6,266	11.8	11,942	9.7	41,693	11.1	2,883,230	11.5
Skilled trades occupations	738	12.9	5,961	11.2	11,831	9.6	46,166	12.3	2,858,680	11.4
Caring, leisure and other service occupations	481	8.4	4,208	7.9	12,616	10.2	35,301	9.4	2,348,650	9.3
Sales and customer service occupations	522	9.1	4,523	8.5	13,540	11	31,693	8.4	2,117,477	8.4
Process plant and machine operatives	465	8.1	3,981	7.5	10,765	8.7	32,051	8.5	1,808,024	7.2
Elementary occupations	497	8.7	5,469	10.3	20,800	16.9	44,164	11.8	2,792,318	11.1

Source: [Nomis](#)

9.3 Employment by Sector

Data in the table below was collected from the Business Register and Employment Survey (BRES) and filtered down to show employment figures by sector in lower-super-output-areas for Kimberley in 2020. The data shows the total employee jobs excluding farm-based agriculture. Employee jobs also excludes self-employed, government supported trainees and HM Forces.

Showing employment by sector highlights that the largest sector in Kimberley was the wholesale and retail trade; repair of motor vehicles and motorcycles sector, accounting for 27.8% of the total, followed by manufacturing at 19% and the education sector with just over 10%. These three sectors in Kimberley all have a higher percentage rate than those in Broxtowe, Nottinghamshire, the D2N2 areas. As well as nationally.

It is not considered sustainable to have such a large representation in a one or two sectors. For example, if one of those industries collapsed it could have severe impacts on the area and account for a large amount of job losses. The area described as Kimberley includes all the Lower Layer Super Output areas of E01028102, E01028103, E01028104, E01028105, E01028106, E01028122, E01028123 to ensure the whole area was captured within the data provided within the BRES data available.

Employment by Sector - 2020										
	Kimberley 2020 Lower Super Output Areas		Broxtowe 2020		Nottinghamshire 2020		D2N2 LEP 2020		England 2019	
	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%
Total	2,700		35,610		294,500		907,500		29,466,000	
Mining and quarrying	N/A	N/A	10	0	250	0.1	1,500	0.2	25,000	0.1
Manufacturing	515	19	5,000	14	38,000	12.9	121,000	13.3	2,122,000	7.2
Electricity, gas, steam, and air conditioning supply	0	0	600	1.7	2,250	0.8	6,000	0.7	118,000	0.4
Water supply; sewerage, waste management and remediation activities	0	0	50	0.1	1,500	0.5	5,000	0.6	180,000	0.6
Construction	155	5.7	2,500	7	19,000	6.5	44,000	4.8	1,967,000	6.8
Wholesale and retail trade; repair of motor vehicles and motorcycles	750	27.8	7,000	19.7	49,000	16.6	143,000	15.8	4,138,000	14
Transport and storage	30	1.1	1,750	4.9	17,000	5.8	48,000	5.3	1,583,000	5.4
Accommodation and food service activities	75	2.8	2,250	6.3	20,000	6.8	62,000	6.8	1,973,000	6.7
Information and communication	50	1.8	1,500	4.2	10,000	3.4	33,000	3.6	1,265,000	4.3
Financial and insurance activities	10	0.4	450	1.3	2,500	0.8	12,000	1.3	992,000	3.4
Real estate activities	30	1.1	500	1.4	4,500	1.5	17,000	1.9	576,000	2
Professional, scientific, and technical activities	75	2.8	3,500	9.8	20,000	6.8	66,000	7.3	2,874,000	9.8
Administrative and support service activities	150	5.6	1,500	4.2	17,000	5.8	57,000	6.3	2,567,000	8.7
Public administration and defence; compulsory social security	110	4.1	900	2.5	12,000	4.1	40,000	4.4	1,286,000	4.4
Education	280	10.4	3,000	8.4	27,000	9.2	85,000	9.4	2,483,000	8.4
Human health and social work activities	160	5.9	3,500	9.8	43,000	14.6	134,000	14.8	3,732,000	12.7
Arts, Entertainment, & Recreation	140	5.2	800	2.2	7,000	2.4	20,000	2.2	798,000	2.7
Other Service Activities	N/A	N/A	800	2.2	4,500	1.5	13,000	1.4	787,000	2.7

Source: Nomis - Business Register and Employment Survey

9.4 Job Vacancies

The table below provides information on the number of jobs advertised in specific sectors at a distance of 5, 10, and 25 miles from Kimberley, using the Indeed online job search function. We can see from the data, that the area 5 miles from Kimberley is generally in line with both the 10-mile and 25-mile radius in terms of the percentage of jobs being advertised in each sector.

Job Vacancies – November 2021						
Sectors	Jobs advertised within 5 miles of Kimberley		Jobs advertised within 10 miles of Kimberley		Jobs advertised within 25 miles of Kimberley	
	No	%	No	%	No	%
Sales, Retail & Customer Support	240	13%	1,371	13%	2,957	11%
Healthcare	210	12%	1,186	11%	2,806	10%
Community & Social Care	205	11%	1,129	11%	2,762	10%
Supply Chain & Logistics	185	10%	1,003	10%	2,644	10%
Food & Beverage	159	9%	929	9%	2,234	8%
Education & Instruction	121	7%	633	6%	1,359	5%
Transport	121	7%	504	5%	1,265	5%
Manufacturing & Utilities	117	6%	582	6%	1,674	6%
Cleaning & Grounds Maintenance	105	6%	540	5%	1,434	5%
Administrative & Business Operations	79	4%	588	6%	1,301	5%
Construction & Extraction	51	3%	312	3%	1,043	4%
Science & Research	51	3%	100	1%	148	1%
Finance & Accounting	42	2%	399	4%	854	3%
Repair, Maintenance & Installation	25	1%	195	2%	448	2%
Marketing, Advertising & Public Relations	22	1%	172	2%	348	1%
Travel, Attractions & Events	17	1%	129	1%	260	1%
Safety & Uniformed Services	14	1%	157	2%	348	1%
Technology	13	1%	175	2%	313	1%
Personal Service	12	1%	68	1%	200	1%
Media, Arts & Design	9	0%	87	1%	177	1%
Architecture & Engineering	4	0%	60	1%	98	0%
Legal	0	0%	43	0%	106	0%
Farming, Fishing & Forestry	0	0%	3	0%	9	0%
Total Number of Jobs Advertised	1,802	100%	10,365	100%	27,788	100%

Source: [Indeed](#)

Key areas where additional staff are currently needed by local businesses include:

- Sales, Retail & Customer Support
- Healthcare
- Community & Social Care
- Supply Chain & Logistics
- Food & Beverage
- Education & Instruction.

9.5 Wages

According to information gathered from Adzuna in November 2021 the average salary in Kimberley was £27,799, compared with a national average of £34,076⁴.

9.5.1 Wages by Place of Residence

The residence-based figures for Broxtowe show that for each year from 2017 through to 2021 the median gross weekly earnings for employees were higher than Nottingham city, Nottinghamshire, and England. The table below provides details of this.

Earnings by Residence 2021				
	Broxtowe	Nottingham City	Nottinghamshire	England
	Gross Pay (£s)	Gross Pay (£s)	Gross Pay (£s)	Gross Pay (£s)
Full Time 2017	571.7	452.5	535.8	555.8
Full Time 2018	604.9	460	551.9	574.8
Full Time 2019	612.6	480	552.9	592.1
Full Time 2020	629.5	501	576.1	589.9
Full Time 2021	654.9	491.2	577.7	613.3

Source: Nomis – ONS Annual Survey of hours and earnings – resident analysis

9.5.2 Wages by Place of Work

Workplace-based figures show that as of 2021 working in Broxtowe pays better than working in the City of Nottingham or in the wider Nottinghamshire area. Earnings by workplace for the D2N2 area is slightly higher than that of Broxtowe at £565.40 for 2021.

Earnings by Workplace 2021				
	Broxtowe	Nottingham City	Nottinghamshire	England
	Gross Pay (£s)	Gross Pay (£s)	Gross Pay (£s)	Gross Pay (£s)
Full Time 2017	522.3	495.6	485.7	555.8
Full Time 2018	502.2	505.8	505.3	574.8
Full Time 2019	524.4	533.4	505.8	592.2
Full Time 2020	467	555.8	528.4	590
Full Time 2021	556.7	535.7	535.6	613.3

Source: Nomis – ONS Annual Survey of hours and earnings – Workplace analysis

Wages drop in Broxtowe in 2020, potentially due to Covid-19 and the furlough scheme.

⁴ [Adzuna Statistics](#)

10.0 Crime

As part of the Indices of Multiple Deprivation analysis, data showed that at the lower layer super output area three of the seven areas in Kimberley were in the top 50% most deprived for crime, with one of these being in the top 33%.

It is possible to further track the crime rates in Kimberley using the crimerate.co.uk website. This is a mapping and analysis of crime and safety data in England, Wales, and Northern Ireland website.

This data set shows that:

- Kimberley is the 53rd most dangerous overall out of Nottinghamshire's 245 towns, villages, and cities. The overall crime rate in Kimberley in 2020 was 64 crimes per 1,000 people. This compares favourably to Nottinghamshire's overall crime rate (the area covered by Nottinghamshire police) coming in 14% lower than the Nottinghamshire rate of 73 per 1,000 residents.
- The most common crimes in Kimberley are violence and sexual offences, with 135 offences during 2020.

The table below shows crime trends in Kimberley over recent years.

Kimberley Crime Trends

Crime	Crime Rate Per 1,000 Residents				Trend
	2017	2018	2019	2020	
Anti-Social Behaviour	17	19	14	19	Getting worse
Bicycle Theft	0.64	1.9	0.16	0.48	Safer
Burglary	7	10	7	3.5	Safer
Criminal Damage and Arson	7	12	6	7	Safer
Drugs	0.80	1.3	1.1	1.8	Getting worse
Other Crime	0.80	1.3	1.3	1.1	No change
Other Theft	9	8	6	3.8	Safer
Possession of Weapons	0.48	0.48	0.64	0.16	Safer
Public Order	3.2	2.1	2.6	3.7	Getting worse
Robbery (inc. mugging)	0.32	0.80	1.1	0.64	Safer
Shoplifting	11	16	14	16	Getting worse
Theft From the Person (inc. pickpocketing)	0.16	-	0.48	0.16	Safer
Vehicle Crime	8	6	6	5	Safer
Violence and Sexual Offences	14	14	17	22	Getting worse

The table shows that crimes that are getting worse over recent years in Kimberley are:

Anti-social behaviour
 Drugs
 Public Order
 Shoplifting
 Violence and Sexual Offences

Local projects designed to reduce levels of anti-social behaviour, and support those who are victims of violence and sexual offences could be of benefit to the local community.

11.0 Homes

Research on house prices in Kimberley using Rightmove.co.uk⁵ showed that properties in Kimberley had an overall average price of £194,508 over the last year. The majority of those sales in Kimberley during the last 12 months were terraced properties, selling for an average price of £146,220. Detached properties sold for an average of £267,273, with semi-detached properties fetching £183,861.

Depending on where information is sourced from, data on the average house price for the UK varies - with the [Land Registry](#) saying in September 2021 that the average UK house price was £269,945, while Zoopla in November 2021 had the average UK house price at £325,037.

Overall, sold prices in Kimberley over the last year were 4% up on the previous year and 6% up on the 2018 figure (£184,131).

On the day of the property search (November 2021) data showed a total of 16 properties for sale in the Kimberley area, ranging in price from £25,000 (auction property) up to £325,000. There were a variety of property styles for sale, including shared ownership, terraced, semi-detached, detached and apartments.

The rental market in Kimberley showed there were 6 properties advertised on Rightmove, these ranged in price from £650 per month to £1,050 per month. Again, there was a good mix of houses and apartments for rent. According to [home.co.uk](#) the average rental price for properties in Kimberley (NG16) is £624pcm. Compared with the average rental prices of Nottingham at £1,598pcm, and £1,007pcm⁶ for the UK.

⁵ [Rightmove](#)

⁶ [propertyreporter.co.uk](#)

12.0 The Business Base, The High Street and Footfall, and the Availability of Office and Industrial Accommodation Locally

This section sets out the business base in the local area including sizes and sectors that they operate in, the current state of the high street and the availability of office accommodation in the local area.

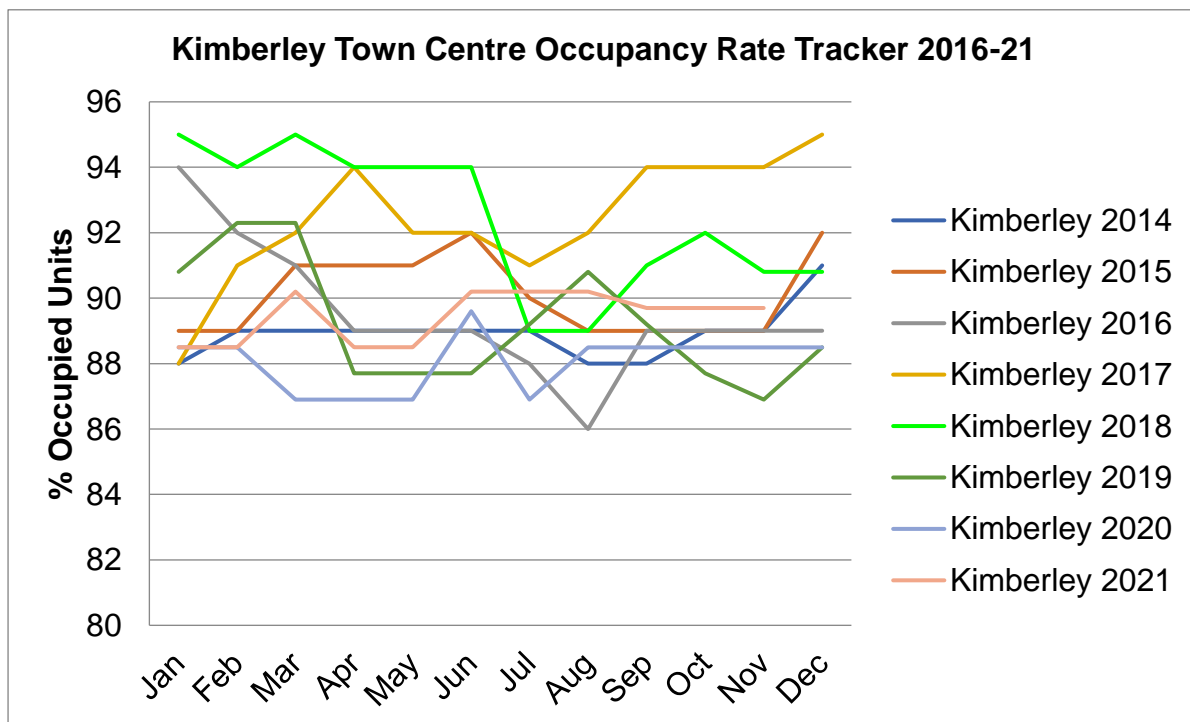
12.1 High Street Occupancy Rates and Footfall in the Town Centre

12.1.1 Occupancy

Based on data from the Broxtowe Borough Council website, during November 2021 occupancy rates for business premises in Kimberley Town Centre were 89.7%. This is a clear indicator that Kimberley is performing better than town centres nationally – with the national figure for occupancy rates during the same period at 88.3%. It is also performing better than two other towns in Broxtowe -Eastwood, and Stapleford whose figures are 87.6% and 86.3% respectively.

This is a positive shift in the right direction for Kimberley, as the Broxtowe Corporate Plan published in 2020 noted that ‘Three of our town centres have occupancy rates below the national average (89.7%). These are Stapleford (87.3%), Eastwood (87.5%) and Kimberley (89.2%).’

The chart below shows an occupancy rate tracker for Kimberley between 2014 and 2021, showing the current occupancy rate of 89.7%



12.1.2 Footfall

The table below shows weekly footfall figures for Broxtowe towns for the week commencing 15th November 2021.

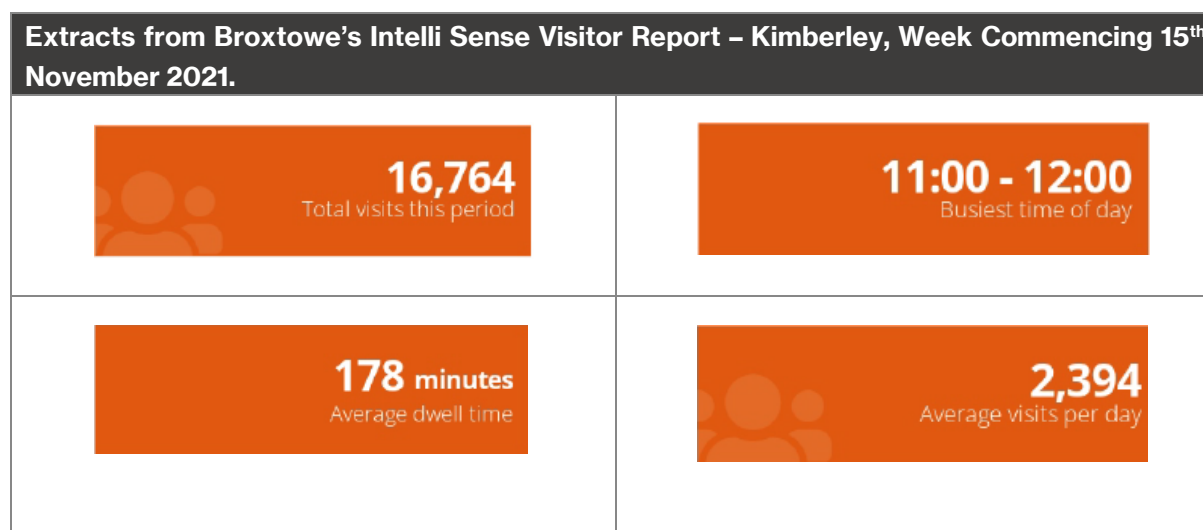
Table 12.1.2 - Footfall Figures				
Information	Kimberley Total Visitors	Beeston Total Visitors	Eastwood Total Visitors	Stapleford Total Visitors
Footfall W/C 15/11/21	16,764	33,578	17,050	10,580
Sources: Broxtowe Borough Council British Retail Consortium				

Data shows that footfall in Kimberley Town Centre was down 8% on the previous year for the week commencing 15th November 2021⁷. Whilst this compares better to another town in the borough, Beeston, which was down 20.4% during the same week, it has been outperformed by Eastwood, which increased its footfall by 55.8% compared with the same week last year.

Whilst not a direct comparison it is worth noting that nationally footfall was down 18% when comparing 2021 figures to 2019 pre-pandemic figures.

Kimberley Figures

Additional data for Kimberley shows average visitor numbers of 2,394 per day for week commencing 15th November 2021. Those visitors had an average dwell time of 178 minutes, with the busiest period of the day for visitors being the period between 11.00am and 12.00pm.

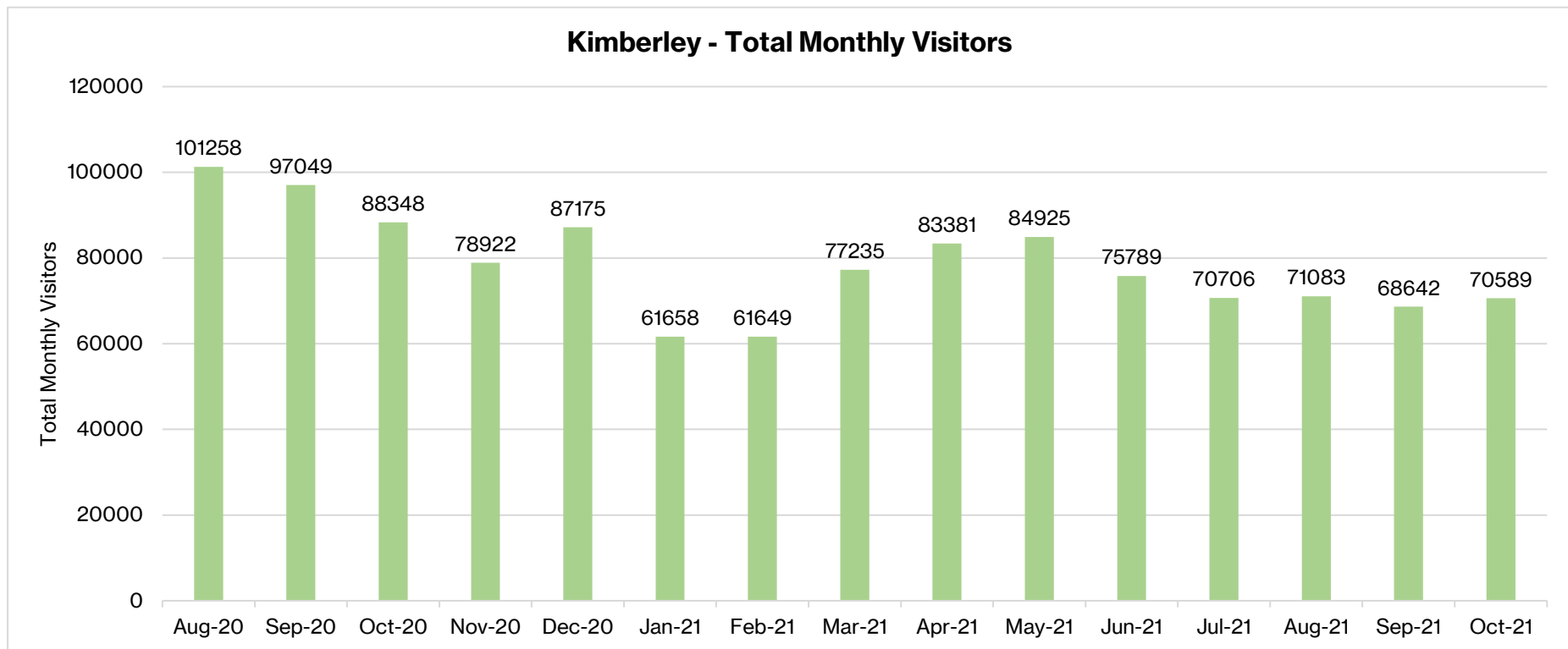


The latest data available shows that the total monthly visitor numbers for Kimberley was 70,589 in October 2021. *Information gathered from Elephant Wi-Fis Geo-sense footfall counter system.*

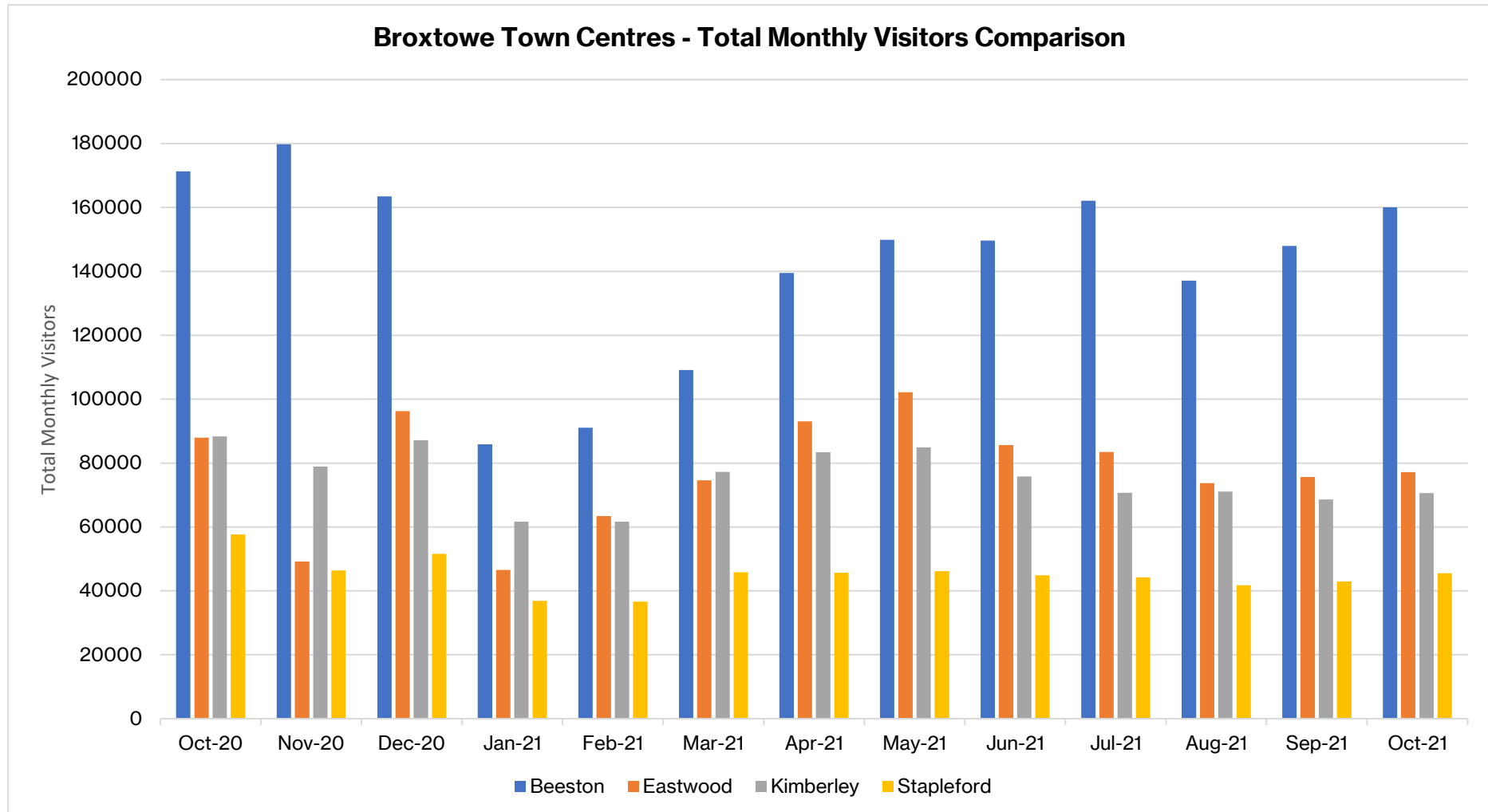
⁷ [Broxtowe Town Centres](#)

The chart below shows the total monthly visitors Kimberley has had since the footfall counters have been in situ. Although the year-on-year weekly figure was only down 8%. The chart below highlights that compared to the same month last year October 2021 was down 20% on visitors.

This data suggests that something needs to happen to attract people back to the high street. If the trend is not reversed, then there is a serious risk that shops and businesses will move away from the high street.



The chart below shows a comparison of the Town Centres in Broxtowe for the last year, (October 2020 – October 2021). As a caution Eastwood is missing data for the January 2021 period. We can see that Beeston is significantly outperforming all other towns in the area on a consistent basis.



12.2 Size and Type of Business

Most of the businesses in Broxtowe as of 2021, according to the Inter Departmental Business Register (ONS) are what are classed as 'Micro' (employing 0 – 9 people) with 90% of businesses falling under this classification. This is higher than Nottingham (85.9%), Nottinghamshire (89.7%), D2N2 (88.6%) and England (89.8%).

'Small' and 'Medium' businesses (employing 10 – 49 people, and 50 – 249 people) in Broxtowe are at a lower level than the areas of Nottingham, Nottinghamshire, D2N2 and England.

Large businesses (employing 250+ people) in Broxtowe are ever so slightly more prominent than that of Nottinghamshire and England and on a par with the D2N2 area with 0.5% of businesses falling under this classification.

12.3 Business Survival Rates

The table below shows business survival rates at the Borough, City, County and Regional level for businesses founded in 2014.

The table looks at business 'births' in 2014 and then records how many businesses are still in existence up to 5 years after.

The five-year survival rate for businesses in Broxtowe is higher than both Nottingham and England and slightly lower than that of the County.

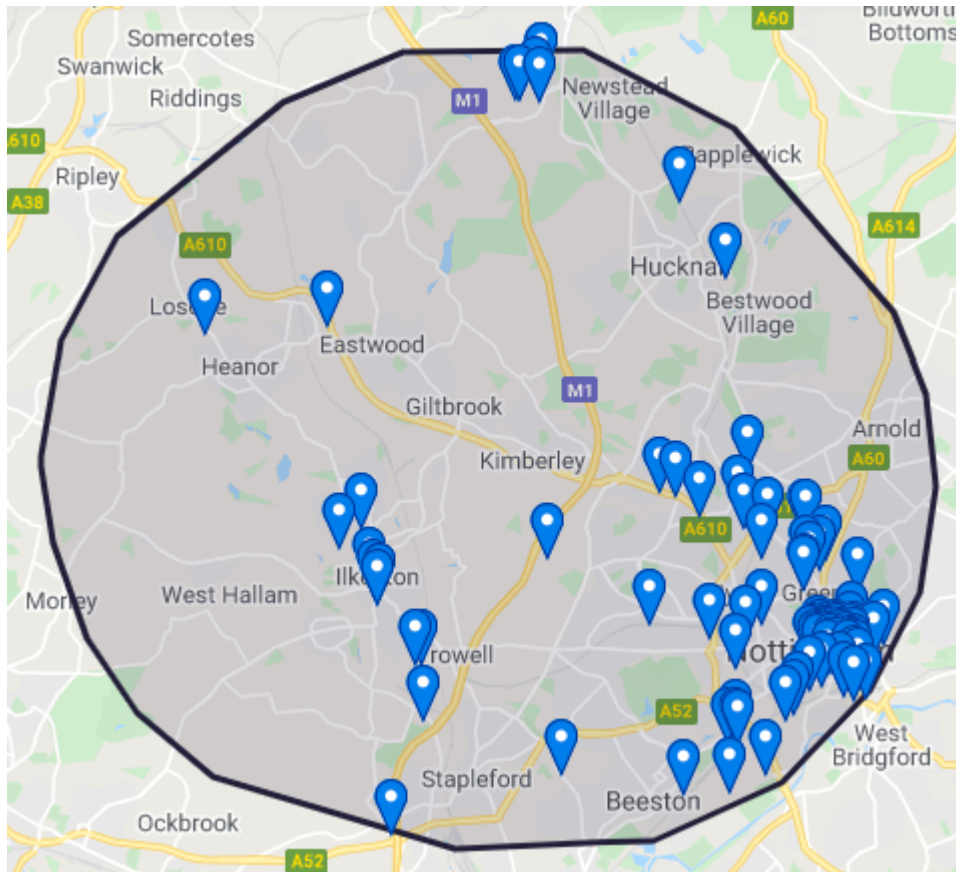
Business Survival Rates								
	2014							
	Broxtowe		Nottingham City		Nottinghamshire		England	
	Actual	%	Actual	%	Actual	%	Actual	%
Births	420		1,285		3,155		312,920	
1 Year survival	390	92.9	1,190	92.6	2,975	94.3	288,870	92.3
2 Year survival	325	77.4	935	72.8	2,460	78	237,490	75.9
3 Year survival	275	65.5	735	57.2	2,025	64.2	192,030	61.4
4 Year survival	225	53.6	570	44.4	1,670	52.9	154,440	49.4
5 Year survival	190	45.2	495	38.5	1,435	45.5	132,975	42.5

Source: [ONS Business Survival](#)

12.4 Office Accommodation

Based on data from the Prime Location, there are currently 133 offices to let within 5-miles of Kimberley. The closest location with available office space (as at 15th November 2021) is in Ilkeston.

Office Accommodation to let within a 5-mile radius of Kimberley



Source: Prime Location

From an analysis of the 133 office spaces currently available to let within a 5-mile radius of Kimberley, analysis shows that:

- The most expensive office unit to let in the area covered is £350,000 p/a and comprises of 1,479 sq. ft of floor space
- Prices of offices listed start from £1,800 p/a for 65 sq. ft of floor space
- Capacities for these spaces range between 2 – 30 people on average.

12.4.1 Local Office Accommodation

Analysis suggests that there is no office accommodation currently available to rent (using the Prime Location website) in Kimberley itself.

Some examples of the office spaces available closest to Kimberley are shown below.

Strelley Hall – Offers fully serviced offices, with signposting to local business support services.



Where: Main Street, Strelley, Nottingham NG8

Distance from NG16: 3.8-miles

Cost: From £4,800 p/a

Size: 65 – 3,250 sq. ft

Other information: Price from £400.00 pp, for a fully inclusive furnished office space, access to meeting rooms and support services.

An analysis of available space at this location show that the following spaces are currently available at the site:

- Office Space – 360sqft
- Office Space – 620sqft
- Hair and Beauty Salon
- Office Space - 220sqft
- Office Space -1350sqft
- Office Space -120sqft
- Office Space - 720sqft
- Office Space - 1,500sqft
- Office Space – 250sqft
- Office Space – 407sqft
- Office Space – 407sqft
- Office Space – 650sqft

Based on the data there is circa 5,000sqft of serviced office accommodation available at Strelley Hall, less than 4 miles from Kimberley. However, this accommodation is an expensive option, particularly for businesses with limited revenue/ those starting out etc.

a) Other Examples Locally of Office Accommodation to Rent



Where: 1st Floor, 6 Millennium Way West, Nottingham, Nottinghamshire NG8

Distance from NG16: 2.5 miles

Cost: N/A

Size: 2,465 sq. ft

Other information: 10 designated car parking spaces, kitchen and toilet access, open plan, meeting rooms, smaller offices and a breakout area. Links to Nottingham tram, A610 and M1.



Where: Birkbeck House, Phoenix Business Park, Nottingham NG8

Distance from NG16: 2.6 miles

Cost: £60,000 p/a

Size: 4,771 sq. ft

Other information: 18 car parking spaces, open plan, kitchen and toilet access and freehold opportunity to purchase for £650,000. Links to Nottingham, A610 and M1.



Where: Nsec Building, Nuthall Road, Nottingham NG8

Distance from NG16: 2.9 miles

Cost: N/A

Size: 270 sq. ft

Other information: Recent development located next to Nottingham College Campus. Well specified office suites, flexible terms available and carparking available.



Made available by Regus, a global network of workspaces that aim to be flexible in use, City Gate East is located in Nottingham city centre. It is 5.6 miles from NG16 via the A610.

- Office space – from £200.00 pp pm
- Coworking – from £188.00 pp pm
- Virtual offices – from £80.00 per month
- Meeting rooms – from £34.00 per hour

There are 60 private offices available, with 13 coworking desks and 4 meeting rooms.

12.5 Industrial / Commercial Accommodation

Desk-based research shows that currently there are no industrial properties for sale or rent within Kimberley, with the nearest properties available advertised on a design and build option located at Blenheim Industrial estate just under 3 miles from Kimberley.

Alternatively, more design and build options are available for either sale or rent located in Langley Mill, just under 6 miles away. *Source: Rightmove, Primelocation, FHP, Novaloca, Zoopla, Realla and boxpodcommercialproperty.*

According to realla.co.uk⁸ the average rental price of industrial units in Nottinghamshire is £6.81 per square foot. With the cheapest price being £3 per square foot, and the highest going for £12.48 per square foot.

12.6 Office/ Industrial Summary

Based on searches using property websites there is little or no office or industrial accommodation currently available to rent in Kimberley itself.

Available nearby available office space is at the higher end of the market or is targeted to large businesses. This could be prohibitive for new starts or businesses who can afford lower rental levels. All spaces currently available to rent locally would all require a car to reach them easily.

The above suggests that there could be a demand in the town centre for reasonably priced office space, available on easy in/ easy out terms for local businesses.

There also appears to be a gap in the availability of industrial units, however, a more in-depth look at what has happened to industrial units within Kimberley in the past may be required to better understand the market, i.e., were they discontinued due to lack of demand.

Again, providing smaller industrial units with 'easy-in, easy-out' options could encourage smaller businesses to 'start-up' and grow in the town. Before moving onto a larger location/ business parks in the local area.

D2N2 funded a similar initiative through their LGF programme in Ollerton, in Nottinghamshire, and these spaces proved very popular with local businesses. Funding of £500,000 was contributed by the LEP towards the £3.3 million project, creating 32,000sqft of space and 10 mixed use light industrial units for B1/ B2 and B8 uses. The applicant for the project was Coalfields Regeneration Trust Property Investments, a subsidiary of the Coalfields Regeneration Trust (CRT). The long-term income generated from the rental of the properties will be re-invested in the ongoing work of CRT and its projects and programmes.

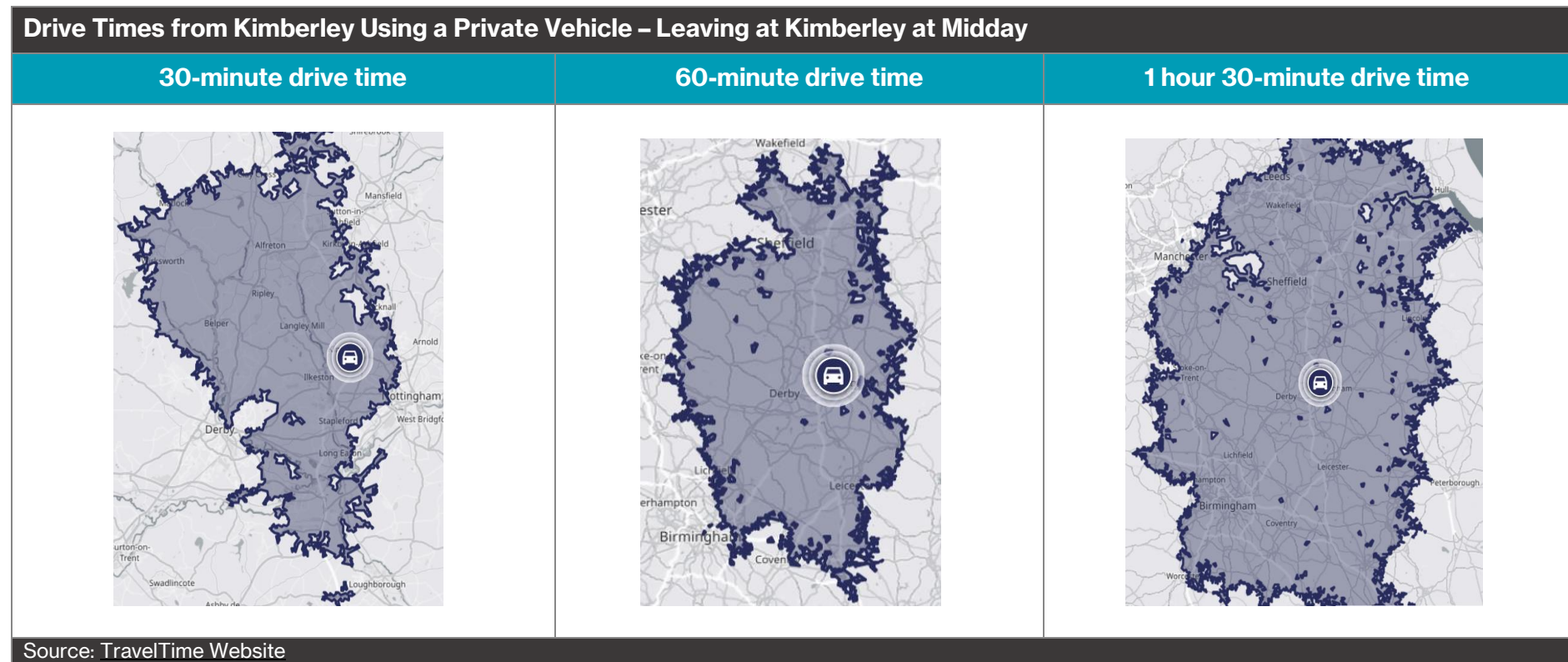
⁸ [Realla](http://realla.co.uk)

13.0 Transport and Connectivity

Utilising information generated by TravelTime mapping and based on a central Kimberley postcode (NG16 2LY- Sainsburys), the information in this section explores the connectivity of Kimberley in terms of driving, cycling, public transport and walking.

13.1 Drive Times

The graphs below show locations that can be reached within a set drive time of Kimberley. The maps demonstrate that Kimberley’s proximity to the M1 make North/ South travel quicker than East/ West, particularly within the shorter time periods.



13.1.1 Additional Drive Time Analysis

AA route planner provides an alternative source of information for travel times. The travel times below relate to towns and cities local to Kimberley. Additionally, we have provided travel times to other key UK cities, including London, Liverpool, Manchester, and Edinburgh.

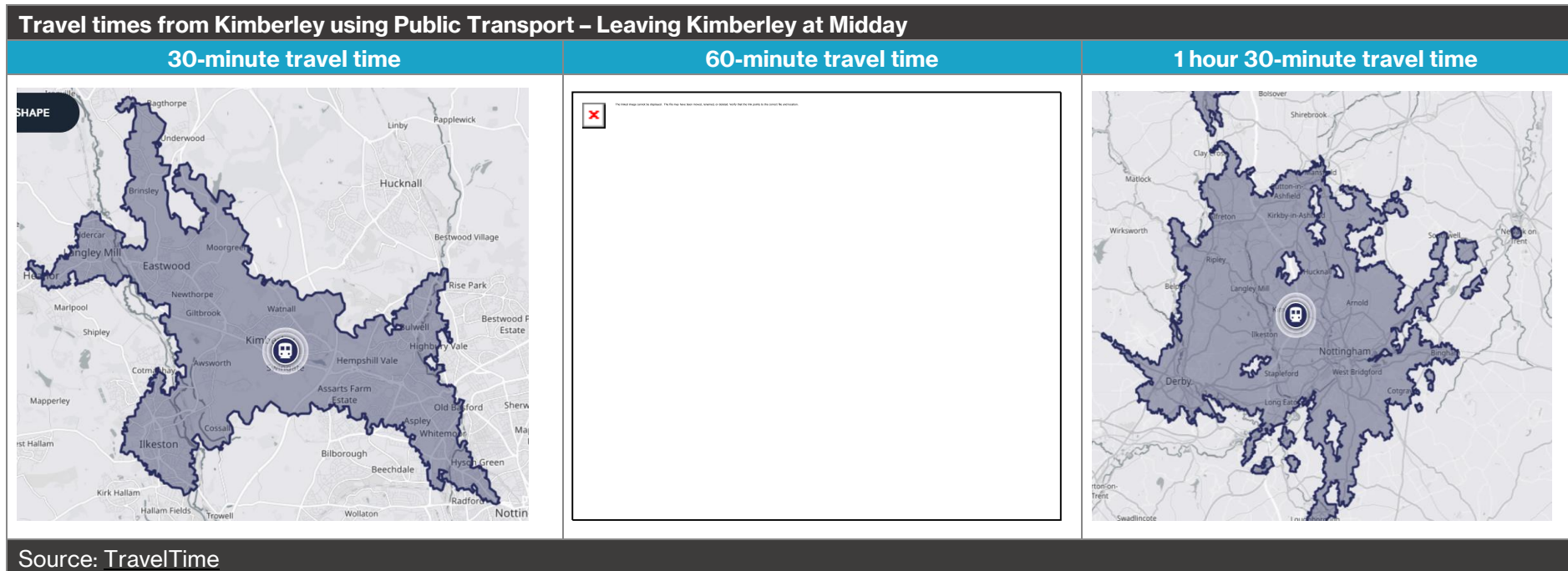
The starting point for all the drivetimes provided is NG16 2LY.

- Nottingham – 5.7 miles, 18 minutes (via A610)
- Derby – 15.2 miles, 22 minutes (via M1 and Brian Clough Way/A52)
- Chesterfield – 22.2 miles, 25 minutes (via M1)
- Mansfield – 14.3 miles, 29 minutes (via M1 and A38)
- Loughborough – 22.2 miles, 30 minutes (via M1)
- Burton-on-Trent – 28.7 miles, 33 minutes (via M1 and Derby Southern Bypass/A50)
- Leicester – 31.2 miles, 41 minutes (via M1)
- Newark-on-Trent – 31.3 miles, 52 minutes (via A52 and A46)
- Birmingham – 52.3 miles, 55 minutes (via A52 and M42)
- Grantham – 33.5 miles, 58 minutes (via A52)
- Stoke-on-Trent – 52.6 miles, 58 minutes (via A50)
- Manchester – 78.8 miles, 1 hour 51 minutes (via M10)
- Liverpool – 109.7 miles, 2 hours 7 minutes (via A50 and M6)
- London – 129.4 miles, 2 hours 35 minutes (via M1)
- Edinburgh – 275.9 miles, 4 hours 53 minutes (via A1).

Whilst there is some disparity in the two sets of drive time data, we can see that both Nottingham and Derby are within easy reach of Kimberley using a private car, with Leicester and Sheffield within a commutable distance too.

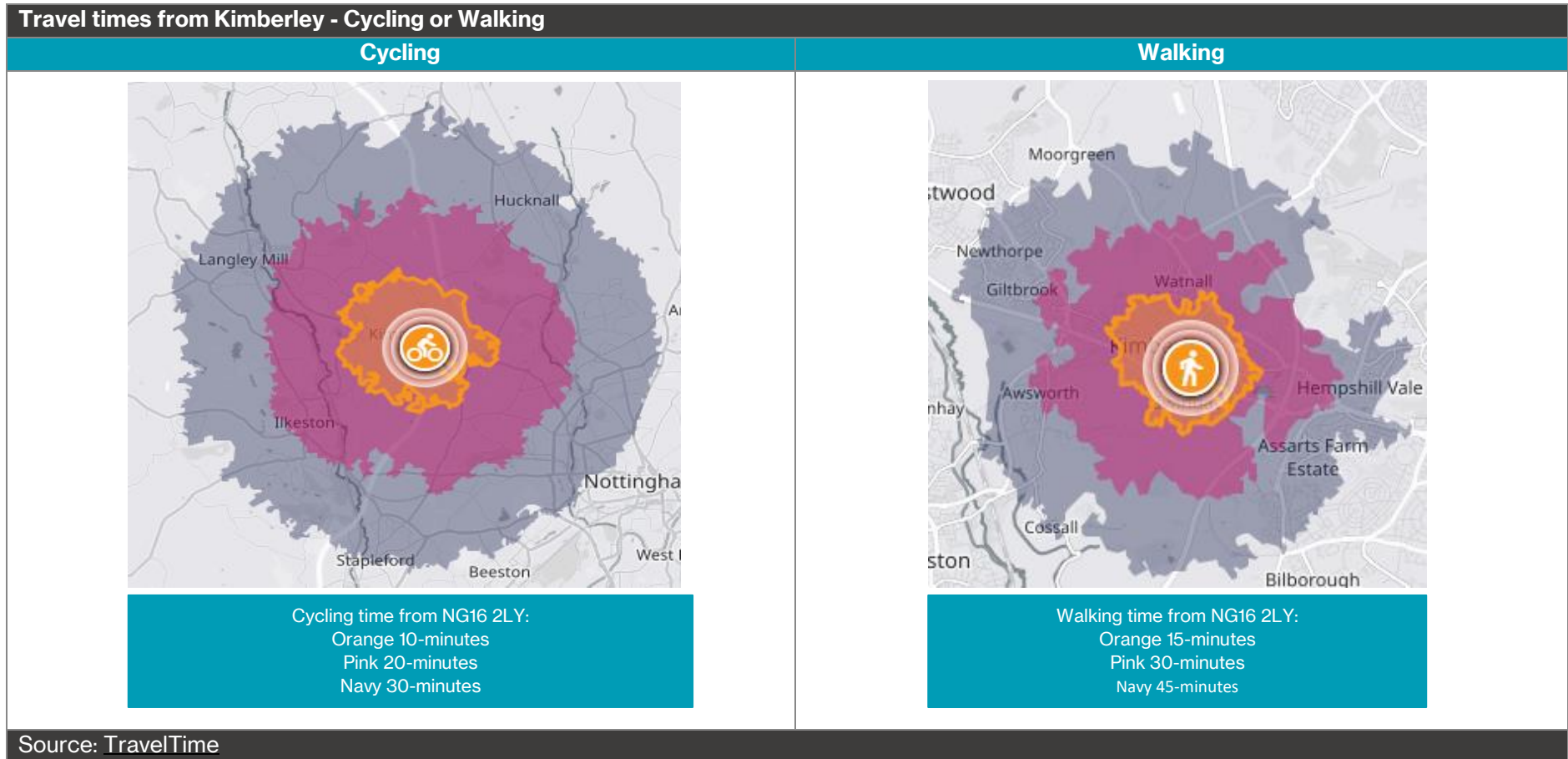
13.2 Public Transport

The graphs below show locations that can be reached from Kimberley by public transport within different time frames. The maps demonstrate that it is easier to access Nottingham than Derby by public transport. Whilst there are some large towns within the 30-minute area of Kimberley, there are no cities within this range.



13.3 Cycling and Walking

The graphs below show locations that can be reached from Kimberley by foot or by bike within different time frames.



13.4 Distance Travelled to Work

The table below shows the distance travelled to work by those who work in Broxtowe and those who live in Broxtowe. The data is from the 2011 census, so dated, but it does suggest that there is a significant outflow of workers.

Distance Travelled to Work				
Distance	Workplace Population		Resident Population	
	All categories: Distance travelled to work	38,833	100%	53,367
Less than 2km	7,223	19%	7,896	15%
2km to less than 5km	7,684	20%	10,300	19%
5km to less than 10km	7,226	19%	13,713	26%
10km to less than 20km	5,407	14%	7,881	15%
20km to less than 30km	1,192	3%	1,389	3%
30km to less than 40km	558	1%	892	2%
40km to less than 60km	566	1%	779	1%
60km and over	916	2%	2269	4%
Work mainly at or from home	4,688	12%	4737	9%
No fixed place/ other	3,373	9%	3511	7%

With Nottingham and Derby easily commutable by car it is easy for local residents who have access to a car to travel out of the area for work. Indeed, data suggests that there is a net out flow of workers from Broxtowe into the surrounding areas.

It is less easy to commute by public transport. Potentially, if additional jobs were created in the local area, those who are dependent on public transport to get to work may be tempted to move to jobs locally.

14.0 External Funding

This section analyses publicly available data on external funding that has been spent in the area in recent years. Due to a lack of data we could only find information on the D2N2 LGF programme and the National Lottery Communities Fund.

14.1 D2N2 Funding

A desk-based review has been undertaken using the LEP website to analyse the projects funded in Broxtowe through the LGF money. There were five projects within Broxtowe, according to the data, that received funding. These are:

- **Mushroom Farm** - The creation of three new small industrial units on a disused site, providing employment in the area.
- **Medicity**, - The refurbishment of the health, wellbeing, and life sciences facility, providing more space for companies working in those fields. Estimated to create more than 150 jobs up to 2034.
- **HS2 Toton** - Feasibility work at Toton for the High-Speed rail network and surrounding infrastructure opportunities.
- **N2 Towns Fund: Beeston Square Complex** - The project includes a new cinema development and restaurants. Additional housing will be created within the next couple of years.
- **Medical Technology Innovation Facilities (MTIF)** - the creation of 2 facilities as part of the 'Innovation' theme. These focused on the development of innovative products and advanced materials to meet the future healthcare needs by getting new products to market more quickly.

The LGF programme invested circa £260 million across D2N2. Analysis suggests that based on the above projects, circa 7% of this allocation was spend in Broxtowe, although it should be noted that none of the projects that received funding were in Kimberley itself.

Based on the above data, and previous population analysis, we can calculate that this equates to a spend per resident in Broxtowe of approximately £100.00, compared to an average spend per resident across the D2N2 area of approximately £116.00.

14.2 National Lottery – Communities Funding

According to data found on the National Lottery Community Fund website⁹ since 2004 Kimberley has received funding for 22 projects totalling £137,595. With the majority of these being for less than £10,000. Broxtowe as a Borough received funding for 303 projects totalling £6,189,430. Meaning that Kimberley received a total of 2% of the funding awarded to communities within Broxtowe.

When compared with the other towns in Broxtowe, Kimberley received funding for the fewest number of projects (22). With Beeston receiving funding for 81 projects, Eastwood 45 projects and Stapleford receiving funding for 36 projects. The total funding received for these towns were all in the region of £1.5 million each. This highlights how much less funding Kimberley has received through this fund than other towns in Broxtowe. With Kimberley receiving less than 10% of the other areas.


⁹ [Tnlcommunityfund.org](http://tnlcommunityfund.org)

15.0 Summary and Emerging Intervention Ideas

The tables below summarise the key findings of the study for six key themes:

- Community
- Housing
- Environment/Green Space
- Transport
- Education/ Employment
- Business.

For each individual theme, the tables highlight key policy and strategy for the area as identified by Broxtowe Borough Council, Nottinghamshire County Council and the D2N2 LEP. It then summarises the key findings of the socio-economic research for each area. This information has been used to make some initial suggestions for the types of interventions that could be taken forward in Kimberley under each thematic area.

Community		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestions/ Ideas for Future Interventions
<p>Social mobility and improved outcomes for children, including youth services are needed.</p> <p>Antisocial behaviour needs addressing.</p> <p>Mental health, well-being and healthy living needs supporting.</p> <p>Volunteering and community cohesion support is needed.</p> <p>Improved outcomes for children, young people and families, particularly those from more deprived backgrounds.</p> <p>A need to empower local communities.</p> <p>Residents want to see the local authority generate income from commercial activity.</p> <p>There is an aspiration for people to enjoy a wide range of leisure and cultural activities.</p>	<p>Broxtowe is a Social Mobility 'cold spot' ranking 270 out of 324 in terms of the chances that a child from a disadvantaged background will do well at school and get a good job.</p> <p>Whilst Kimberley as a whole is less deprived than the rest of the country there are pockets of significant deprivation. One area stands out however as facing multiple deprivation, relative to other areas - with the area shown on the map falling within the 30% most deprived areas in England overall.</p>  <p>Kimberley is the 53rd most dangerous overall out of Nottinghamshire's 245 towns, villages, and cities. The most common crimes in Kimberley are violence and sexual offences. Crimes that are becoming more prevalent in Kimberley as at 2020 are: Anti-social behaviour, Drugs, Public Order, Shoplifting, Violence and Sexual Offences.</p> <p>Compared with Broxtowe, Kimberley had a slightly higher level of people reporting that they have both bad health and very bad health.</p>	<p>Linking children and young people into employers, colleges and universities to increase aspirations and social mobility – particularly those from deprived areas.</p> <p>Supporting community initiatives, volunteering etc to increase community cohesion.</p> <p>Supporting youth clubs and children's facilities, including education with regards to issues faced by the area such as anti-social behaviour, drug and public order offences.</p> <p>Targeted investment in the geographical areas where there are higher levels of deprivation.</p> <p>Tackle increasing crime rates – Investment in CCTV and other anti-social behaviour deterrents.</p> <p>Investment in culture and leisure facilities.</p> <p>Support for social enterprises in the more deprived areas of the town.</p>

Housing		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>New, high-quality homes are needed – there is a backlog of house building delivery.</p> <p>New social housing is needed.</p> <p>Reduced homelessness.</p> <p>A need to ensure that homes are safe and energy efficient.</p>	<p>Between 218 and 232 individuals or families were at risk of being homeless, or were homeless in Broxtowe in 2020- 2021.</p> <p>The key group where homeless is an issue is amongst single males. Almost a quarter of those how are homeless or at risk of homelessness struggle with mental health issues.</p> <p>In Broxtowe, there are over 1,990 people on the housing waiting list and on average it takes six months for a family of top priority to be housed in a Council property.</p> <p>The average rental price for properties in Kimberley (NG16) is £624pcm. The average rental prices in Nottingham are £1,598pcm, and £1,007pcm¹⁰ for the UK.</p>	<p>Support to increase social housing to address the long waiting lists.</p> <p>Homelessness – In particular targeting single males who are the key group likely to become homeless. Providing more mental health facilities as almost a quarter of people who experience homelessness struggle with mental health issues.</p> <p>Support for energy efficiency and crime reduction schemes for homeowners.</p>

Environment/ Green Space		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>Investment in the parks and open spaces.</p> <p>More events and activities in the parks and open spaces.</p> <p>More local engagement in the local parks and green spaces.</p> <p>Reducing carbon emissions, increased recycling and composting in the borough.</p>	<p>A need to improve air quality.</p>	<p>Support for voluntary/ community groups to take more ownership of local parks and open spaces.</p> <p>Increased awareness raising of environmental and recycling issues.</p> <p>Promoting the use of green and outdoor spaces.</p> <p>More events and activities in the outdoor spaces.</p>

Transport		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>Improvements to road infrastructure – particularly the A610 corridor.</p> <p>Better connectivity across the county.</p>	<p>For the outdoor environment sub-domain six out of seven of Kimberley's Lower Super Output areas fall in the 50% most deprived – this directly relates to air quality and road traffic accidents.</p> <p>Nottingham and Derby are within commutable distance by car.</p> <p>Nottingham is much easier to access by public transport than Derby – Likely due to the accessibility of the tram.</p>	<p>Investment in public transport to improve links to nearby Derby – providing employment opportunities and improving air quality.</p> <p>Investment in the A610 to ensure travel flow is kept to an optimum level.</p> <p>Investment in more 'green infrastructure' e.g., cycling / walking / multi user paths. Quality lighting and security features on current paths to encourage use of these. Therefore, potentially cutting down pollution from traffic.</p>

Education/ Employment		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>Support for skills development and apprenticeships.</p> <p>Training opportunities and wellbeing in the workforce.</p> <p>Ensure that fewer people leaving school are NEET (not in education, employment or training).</p> <p>Promote graduate retention.</p> <p>Support employees to move to higher skilled jobs.</p>	<p>Key areas (November 2021) where additional staff are currently needed by local businesses include:</p> <ul style="list-style-type: none"> • Sales, Retail & Customer Support • Healthcare • Community & Social Care • Supply Chain & Logistics • Food & Beverage • Education & Instruction. <p>Five out of the seven super output areas are within the 50% most deprived in terms of employment.</p> <p>Five out of the seven super output areas are within the 50% most deprived in terms of education, skills and training.</p> <p>Almost all areas are in the top 50% most deprived nationally for adult skills.</p> <p>As at 2011 there was a higher percentage of residents in Kimberley with no qualifications than in Broxtowe as a whole.</p> <p>As at 2011 there was a significantly higher percentage of residents in Kimberley with an apprenticeship than the wider Broxtowe are and rest of the county.</p>	<p>Support/ investment for local colleges to develop and grow training courses in the key areas of employment need.</p> <p>Support for adult/ mature learners to retrain in some of the skills needed in the area.</p> <p>A focus on adult skills.</p> <p>Support for community initiatives/ social enterprises to give those who have been out of work for some time opportunities to learn key skills.</p>

Business		
Emerging Themes and Priorities from Policy and Strategy	Key Findings from the Socio-Economic Research	Suggestion/ Ideas for Future Interventions
<p>High quality business accommodation.</p> <p>Repurposed redundant buildings.</p> <p>Businesses units and pop-up shops.</p> <p>Reduced town centre vacancy rates.</p>	<p>There is already circa 5,000sqft of serviced office accommodation available to rent at Strelley Hall, less than 4 miles from Kimberley.</p> <p>There is a need to boost foot fall in the town centre and halt the decline.</p> <p>Two of Kimberley's super output areas are in the top 30% most deprived areas nationally for income deprivation.</p>	<p>Business space created in the town centre for smaller, start-up or businesses who cannot afford high rental spaces. Available on flexible terms and manageable rents.</p> <p>Smaller industrial spaces created within the town centre.</p> <p>The high street appears to be the key area where investment is needed – figures show footfall reducing, and this needs to be addressed before more shops are lost.</p> <p>Support for pop-ups in empty retail units.</p> <p>Repurpose empty or redundant buildings.</p> <p>Support businesses to become more energy efficient.</p>