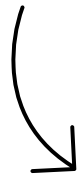


Town Economic Vitality Index

Weighted Town Rankings and Unweighted Index Scores 2021



**Town Priority based on
Indicator Weightings**



**Highlights Areas of Possible
Intervention**

A high score indicates good performance (100 = best performing)

A low score shows poor performance (0 = worst performing)

Town Economic Vitality Index

Introduction

On 12 February 2020, Cabinet approved establishment of a £4m Town Centre Revitalisation Fund Reserve to support the development of investment proposals for towns in Cornwall. The Place Shaping Framework set out a policy position for Cornwall Council which included an ambition to develop a place shaping index.

The index will enable Members and Officers to review a town's performance across various strands of economic activity. It shows which areas of a town's vitality are performing well and where there is room for improvement. This can help the Council consider targeted support and intervention and will help various services consider which towns might be best suited to any future project or service delivery.



Town Economic Vitality Index

Methodology

Step 1: Data was entered for 22 towns, which were profiled using 12 indicators covering the themes of Business, People-Work and Place.

Step 2: For each indicator, values were indexed to allow for consistent comparison of values across indicators in different units. The worst performing value in the dataset was set to 0 and the best performing set to 100. All other values were allocated a score between 0 and 100 based on their relative distance from the minimum and maximum dataset values.

Step 3: The scores were then weighted and totalled to provide an overall priority ranking and score for each town based on the weightings applied.



Town Economic Vitality Index

Town Inclusion Criteria

Criteria 1: The population of the settlement's LSOA built up area must exceed 3,500 people. This was identified as the lower population limit of a small town.

Criteria 2: The settlements MSOA population size must be no more than twice the areas LSOA population.

For each indicator data is either available at MSOA or LSOA geographies and in some cases both. In this case the LSOA populations are the more appropriate geography for the index as the boundaries more closely fit the a town geography. Some data is however only available at the larger geographical level (MSOA) which creates problems as some MSOAs cover vast areas much less relevant to settlement of focus. In order to prevent the creation of a false profile, a MSOA limit of twice the population size of the LSOA boundary has been applied.

Criteria 3: The settlement must provide significant facilities for the local and surrounding population.

Significant in this sense includes a town centre, educational and health facilities. It should be included in the list of towns defined as such by the ONS*.

**Bodmin, Bude, Camborne, Falmouth, Hayle, Helston, Launceston, Liskeard, Looe, Newquay, Penzance, Redruth, Saltash, St. Austell, St. Blazey, St. Ives, Torpoint, Truro, Wadebridge. The only additional town in the list is Penryn which ONS include under Falmouth but has been included due to its fulfilment of the criteria in its own right.*



Please Note: A settlement must meet all three of these criteria to be included as a town in the vitality index.

Town Economic Vitality Index

How unweighted scores were calculated

Column A: Each of the 22 towns included in the index

	A	B	Score
1	Town Name	Universal Credit Rate (Working Population) year ending June 2021	(100 high, 0 low)
2	Helston	11.57%	100.00
3	Saltash	12.06%	95.04
4	Falmouth	12.37%	91.97
5	Wadebridge	12.49%	90.71
6	Padstow	13.46%	80.96
7	Torpoint	13.72%	78.33
8	Truro (inc TMS)	14.08%	74.79
9	Penryn	14.25%	73.07
10	Launceston	14.73%	68.17
	ington	15.63%	59.17
	lazey	16.12%	54.30
	le	16.16%	53.80
	ustell	16.17%	53.78
	e	16.55%	49.95
	ruth	16.92%	46.21
	le	17.41%	41.34
	ves	17.97%	35.68
	min	19.65%	18.75
	zance	20.15%	13.71
21	Camborne	20.20%	13.27
22	Liskeard	21.43%	0.92
23	Newquay	21.52%	0.00
24			
25	Range	10.0%	
26			

Column C: A score of 0-100 was then applied to each town, with 100 allocated to the highest performing town, 0 allocated to the lowest performing town, and a score allocated to each town from 2-21 based on the data

Column B: Raw data, in this case % of working population claiming UC
Towns ranked from highest (best performing) to lowest (worst performing)

This process provided the **UNWEIGHTED SCORE** for each town, for each of the 12 indicators

Town Economic Vitality Index

Indicator Weightings

The unweighted score for each indicator had the following weighting applied to produce the final Town Score:

Indicator	Definition	% weighting
Business Growth	% Change in Local Business Units (over 5yrs)	5%
Unemployment	Claimant Count Rate (Working Population)	15%
Benefit Claimants	Universal Credit Rate (Working Population)	15%
Deprivation	Index of Multiple Deprivation Score	10%
Household Income	Estimated Net Household Income	10%
Fuel Poverty	% of Households Fuel Poor	7.5%
Gigabit Broadband	% of Gigabit Broadband Capable (domestic and business properties)	5%
High Skill Levels	% with a NVQ4+ or Equivalent Qualification	10%
Life Expectancy	Average Life Expectancy from Birth	5%
Occupations	% in Higher and Lower Managerial, Admin and Prof Occupations	7.5%
Violent Crime	Violence with Injury Rate (per 1000 people)	5%
Vacancies	Vacancies per Employment (Rate)	5%



How to read the TEVI slides

Town Ranking

Overall score of town out of 100, using the 12 indicators, each **weighted** between 5% and 15%

Overall priority rank out of the 22 towns indexed (corresponds to rank in top left corner) based on **weighted** scores

The raw (**unweighted**) data for each criteria, which was then used to rank the 22 towns under each indicator

#10 Town Economic Vitality Index

Total Weighted Score: 48.06/100
Town Priority Ranking: 10/22

Unweighted Index Scores for the Town of St Ives

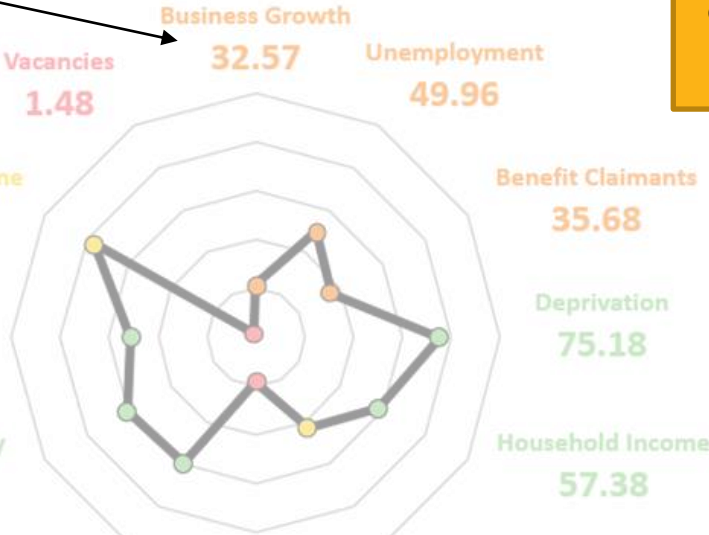
St Ives Data

Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	-2%	17/22	5%
Vacancies	%	6.7%	1/22	15%
Unemployment	%	17.97%	17/22	15%
Deprivation	IMD score	20.9	6/22	10%
Household Income	GBP	£26,000	6/22	10%
Fuel Poverty	%	11%	12/22	7.5%
Gigabit Broadband	%	12%	19/22	5%
High Skill Levels	%	25.5%	5/22	10%
Life Expectancy	Age	82.2	6/22	5%
Occupations	%	27.7%	6/22	7.5%
Violent Crime with injury	Per 1000	4.7	10/22	5%
Vacancies	Rate	0.6	21/22	5%

Unweighted ranking of town out of the 22 indexed towns, based on the raw data

Weightings applied to each indicator to calculate the 'Total Weighted score'

Unweighted score of each indicator out of 100 (with highest performing town receiving 100, lowest performing town scoring 0)



Key indicating colour coding scale of unweighted scores – with green indicating highest performing and red indicating lowest performing

Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

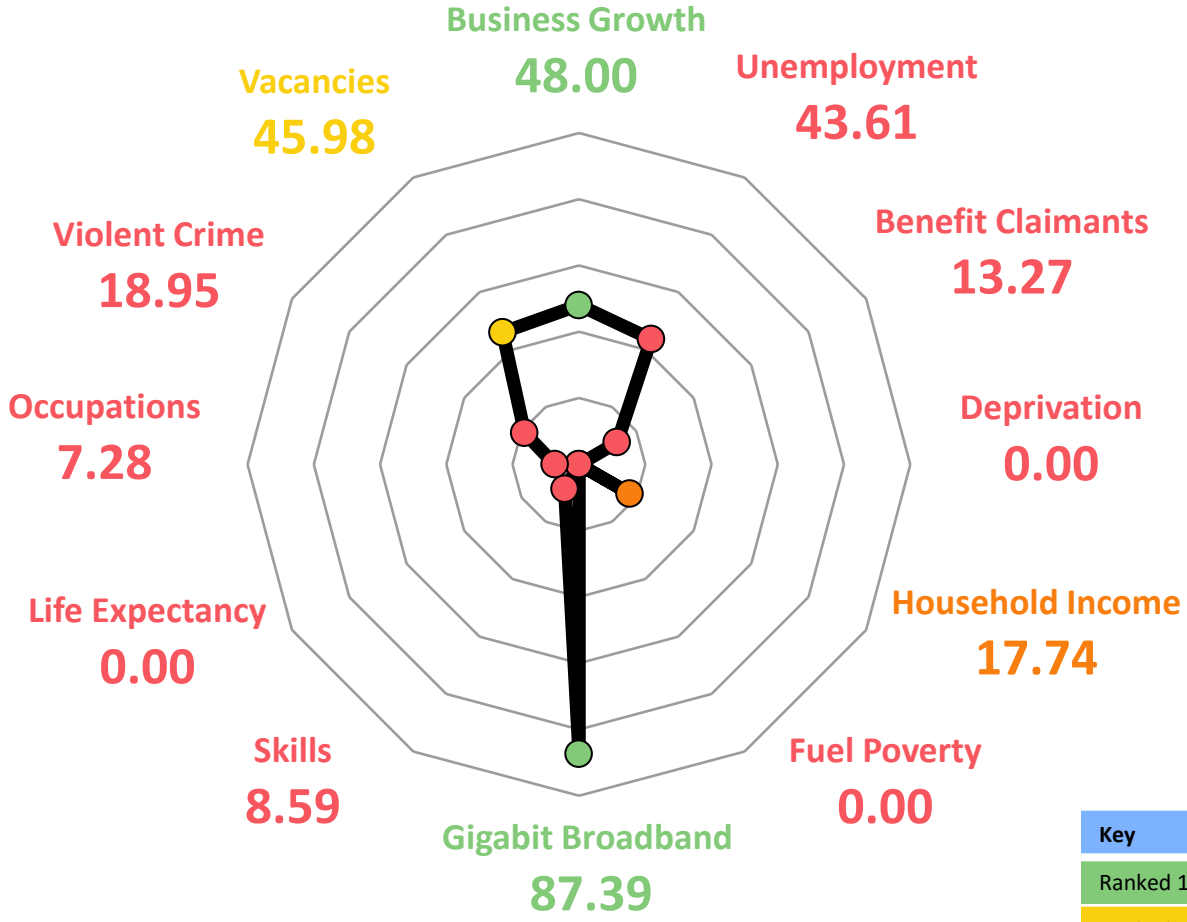
A high score indicates good performance (100 = best)
A low score shows poor performance (0 = worst)

#1

Town Economic Vitality Index

Total Weighted Score: 21.73/100
Town Priority Ranking: 1/22

Unweighted Index Scores for the Town of Camborne



Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

Camborne Data

Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	6%	4/22	5%
Unemployment	%	7.1%	19/22	15%
Benefit Claimants	%	20.2%	20/22	15%
Deprivation	IMD score	36.79	22/22	10%
Household Income	GBP	£23,500	18/22	10%
Fuel Poverty	%	14%	22/22	7.5%
Gigabit Broadband	%	57%	3/22	5%
High Skill Levels	%	17.2%	21/22	10%
Life Expectancy	Age	78.8	22/22	5%
Occupations	%	21.1%	21/22	7.5%
Violent Crime with injury	Per 1000	9.1	20/22	5%
Vacancies	Rate	1.4	10/22	5%

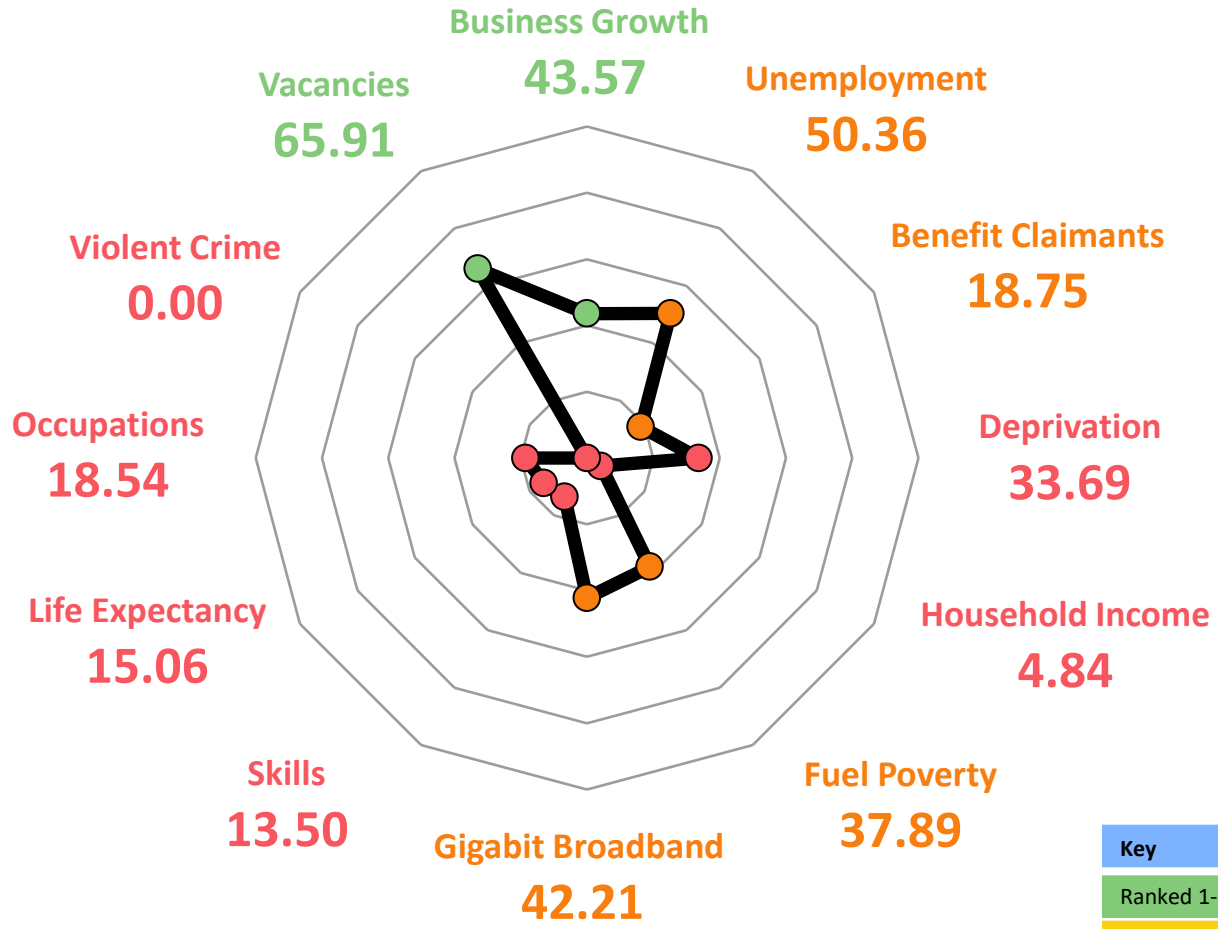
A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

#2

Town Economic Vitality Index

Total Weighted Score: 28.14/100
Town Priority Ranking: 2/22

Unweighted Index Scores for the Town of **Bodmin**



Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

Bodmin Data

Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	4.7%	8/22	5%
Unemployment	%	6.7%	16/22	15%
Benefit Claimants	%	19.65%	18/22	15%
Deprivation	IMD score	29.67	19/22	10%
Household Income	GBP	£22,700	20/22	10%
Fuel Poverty	%	12%	14/22	7.5%
Gigabit Broadband	%	28%	16/22	5%
High Skill Levels	%	18%	20/22	10%
Life Expectancy	Age	79.6	21/22	5%
Occupations	%	22.8%	19/22	7.5%
Violent Crime with injury	Per 1000	10.5	22/22	5%
Vacancies	Rate	1.8	2/22	5%

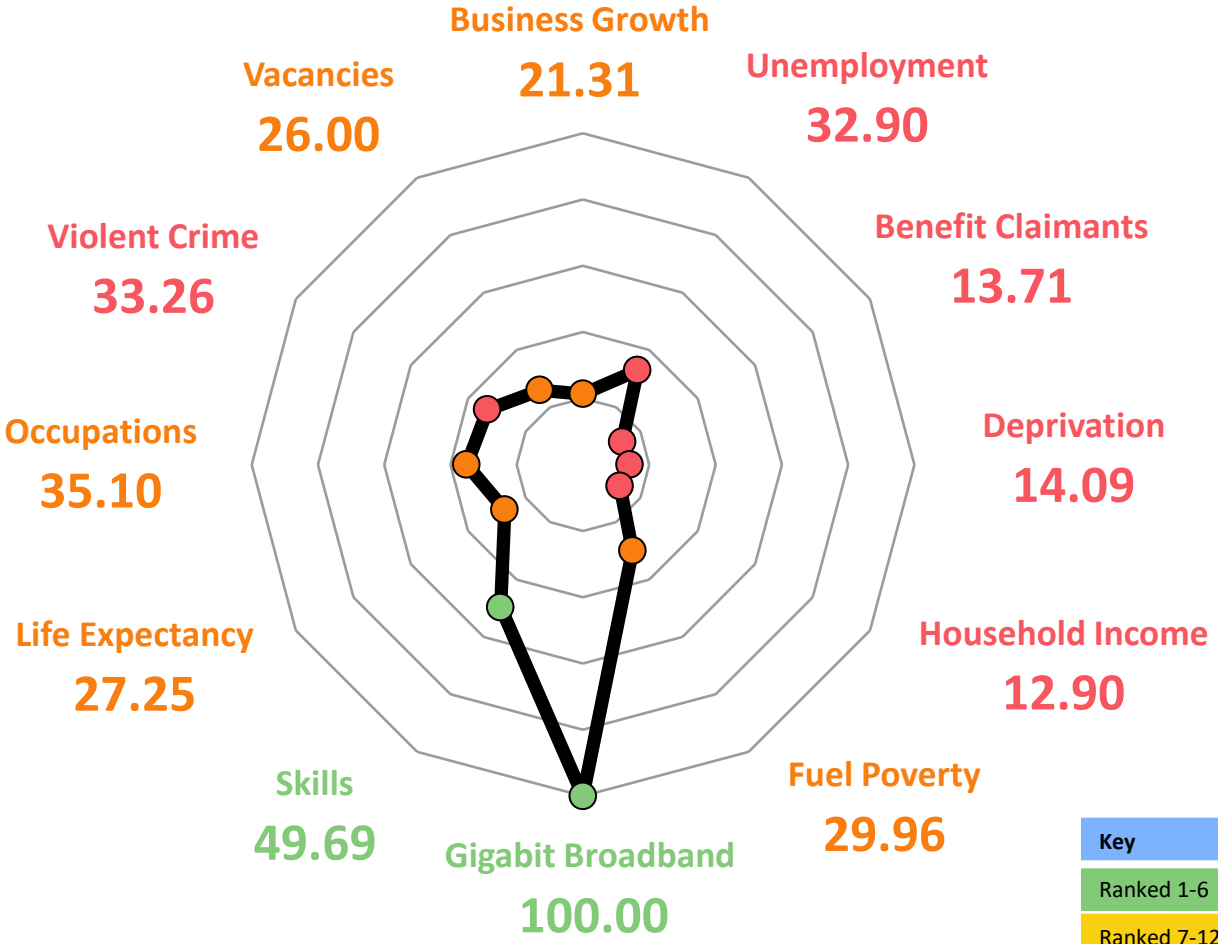
A high score indicates good performance (100 = best performing)
A low score shows poor performance (0 = worst performing)

#3

Town Economic Vitality Index

Total Weighted Score: 29.93/100
Town Priority Ranking: 3/22

Unweighted Index Scores for the Town of Penzance



A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

Penzance Data

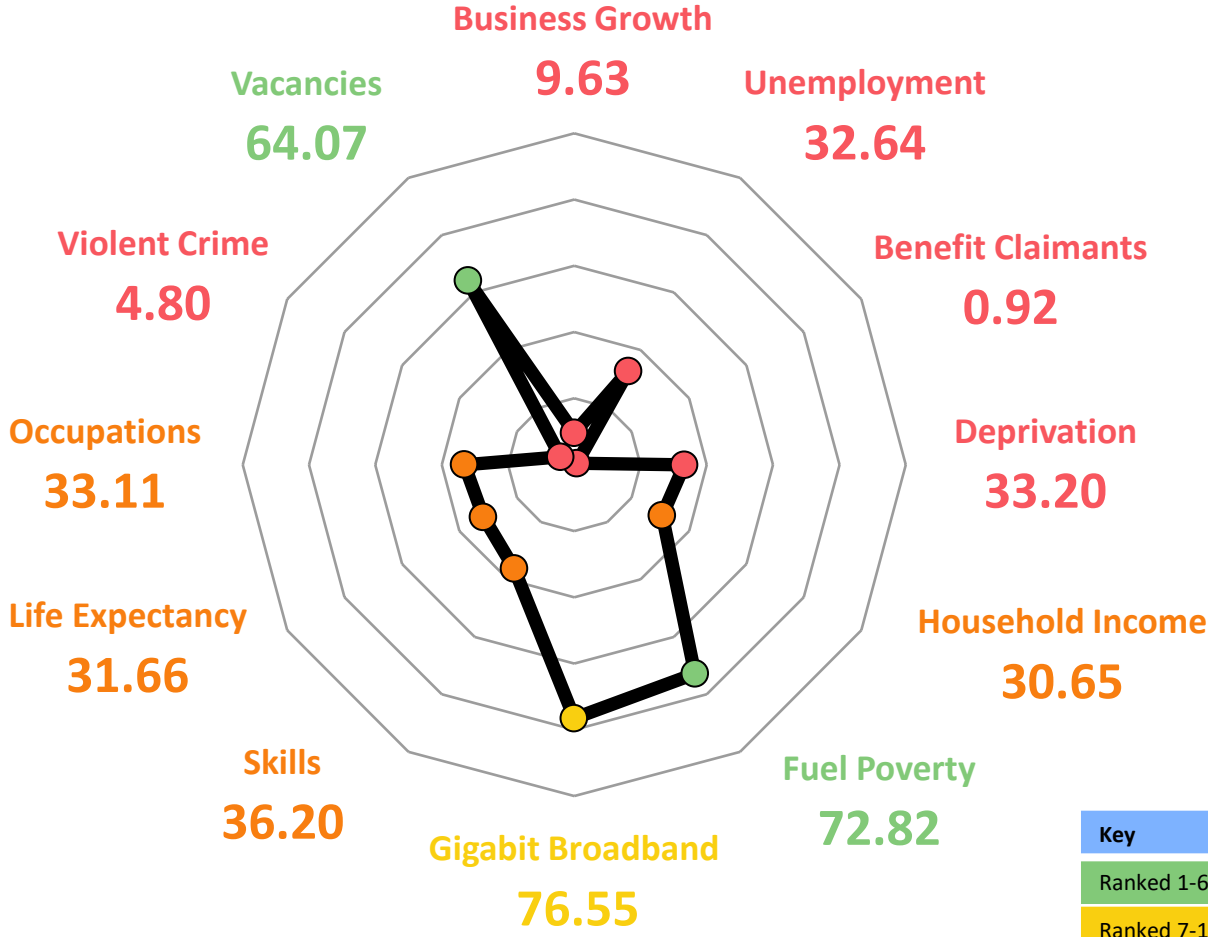
Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	-2%	18/22	5%
Unemployment	%	7.6%	20/22	15%
Benefit Claimants	%	20.15%	19/22	15%
Deprivation	IMD score	33.81	21/22	10%
Household Income	GBP	£23,200	19/22	10%
Fuel Poverty	%	12%	15/22	7.5%
Gigabit Broadband	%	65%	1/22	5%
High Skill Levels	%	23.9%	9/22	10%
Life Expectancy	Age	80.3	18/22	5%
Occupations	%	25.3%	15/22	7.5%
Violent Crime with injury	Per 1000	8	19/22	5%
Vacancies	Rate	1	14/22	5%

#4

Town Economic Vitality Index

Total Weighted Score: 32.32/100
Town Priority Ranking: 4/22

Unweighted Index Scores for the Town of Liskeard



Liskeard Data

Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	-5.6%	20/22	5%
Unemployment	%	7.6%	21/22	15%
Benefit Claimants	%	21.43%	21/22	15%
Deprivation	IMD score	29.77	20/22	10%
Household Income	GBP	£24,300	14/22	10%
Fuel Poverty	%	10%	4/22	7.5%
Gigabit Broadband	%	50%	7/22	5%
High Skill Levels	%	21.7%	14/22	10%
Life Expectancy	Age	80.6	16/22	5%
Occupations	%	25%	16/22	7.5%
Violent Crime with injury	Per 1000	10.2	21/22	5%
Vacancies	Rate	1.7	4/22	5%

Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

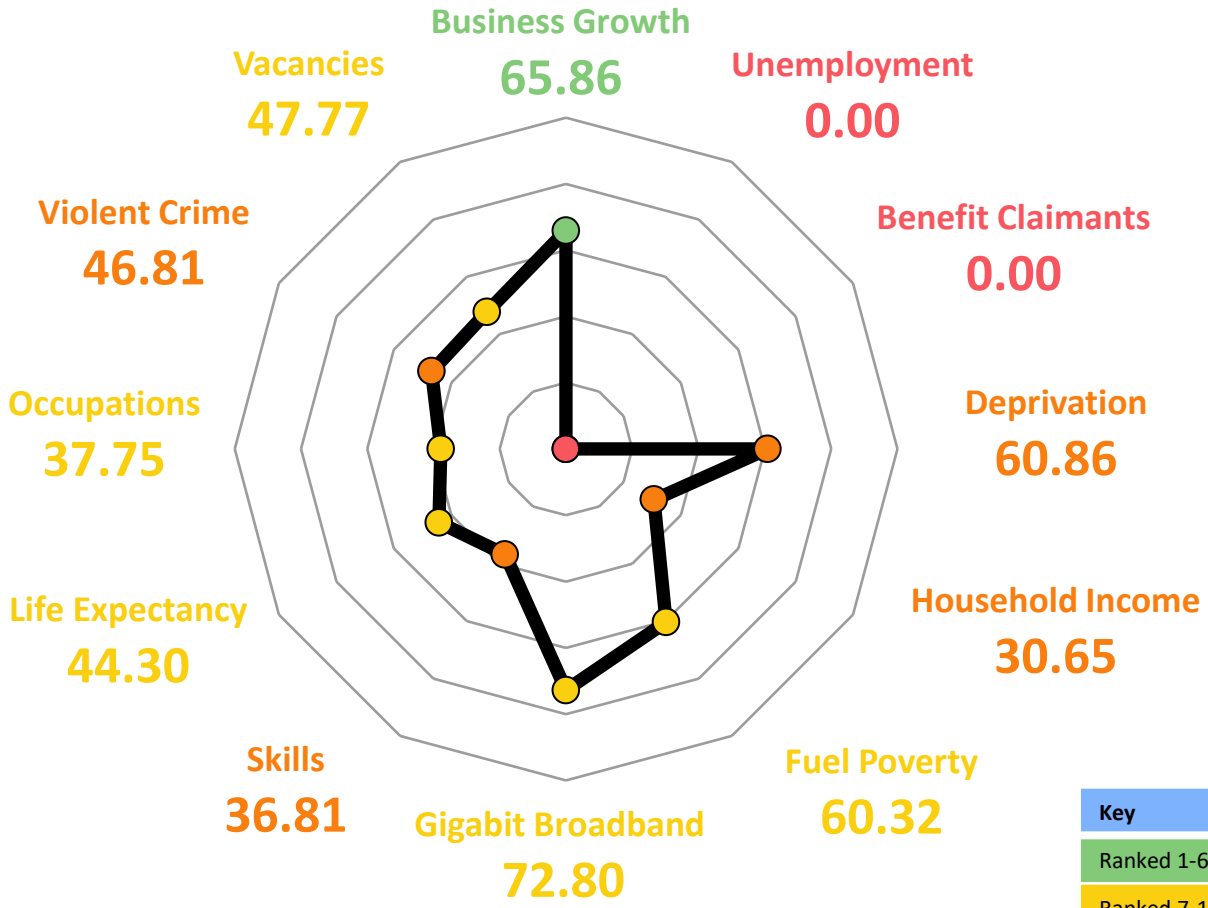
A high score indicates good performance (100 = best performing)
A low score shows poor performance (0 = worst performing)

#5

Town Economic Vitality Index

Total Weighted Score: 34.06/100
Town Priority Ranking: 5/22

Unweighted Index Scores for the Town of **Newquay**



A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

Newquay Data

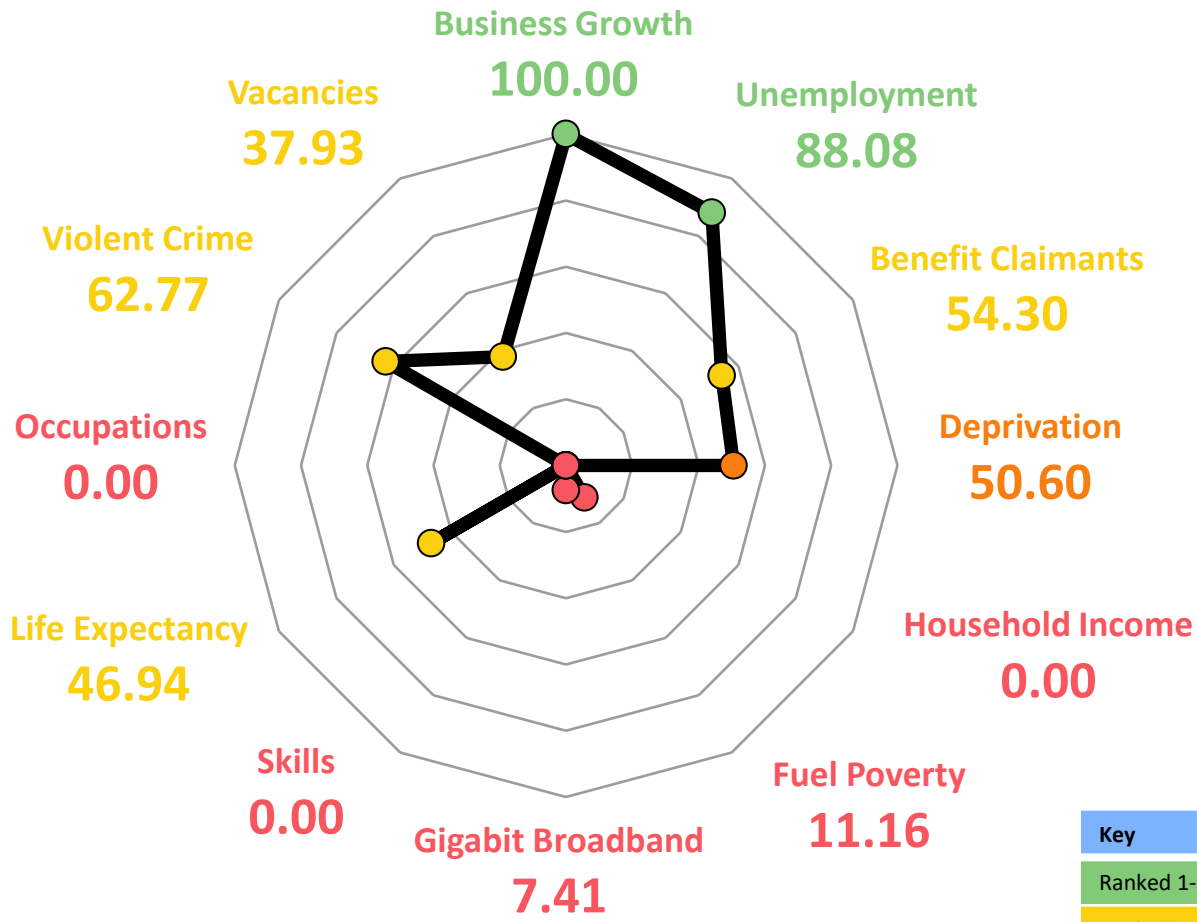
Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	11.4%	2/22	5%
Unemployment	%	9.3%	22/22	15%
Benefit Claimants	%	21.52%	22/22	15%
Deprivation	IMD score	23.92	14/22	10%
Household Income	GBP	£24,300	15/22	10%
Fuel Poverty	%	11%	8/22	7.5%
Gigabit Broadband	%	47%	9/22	5%
High Skill Levels	%	21.8%	13/22	10%
Life Expectancy	Age	81.3	12/22	5%
Occupations	%	25.7%	12/22	7.5%
Violent Crime with injury	Per 1000	7	15/22	5%
Vacancies	Rate	1.4	9/22	5%

#6

Town Economic Vitality Index

Total Weighted Score: 40.01/100
Town Priority Ranking: 6/22

Unweighted Index Scores for the Town of St Blazey



A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

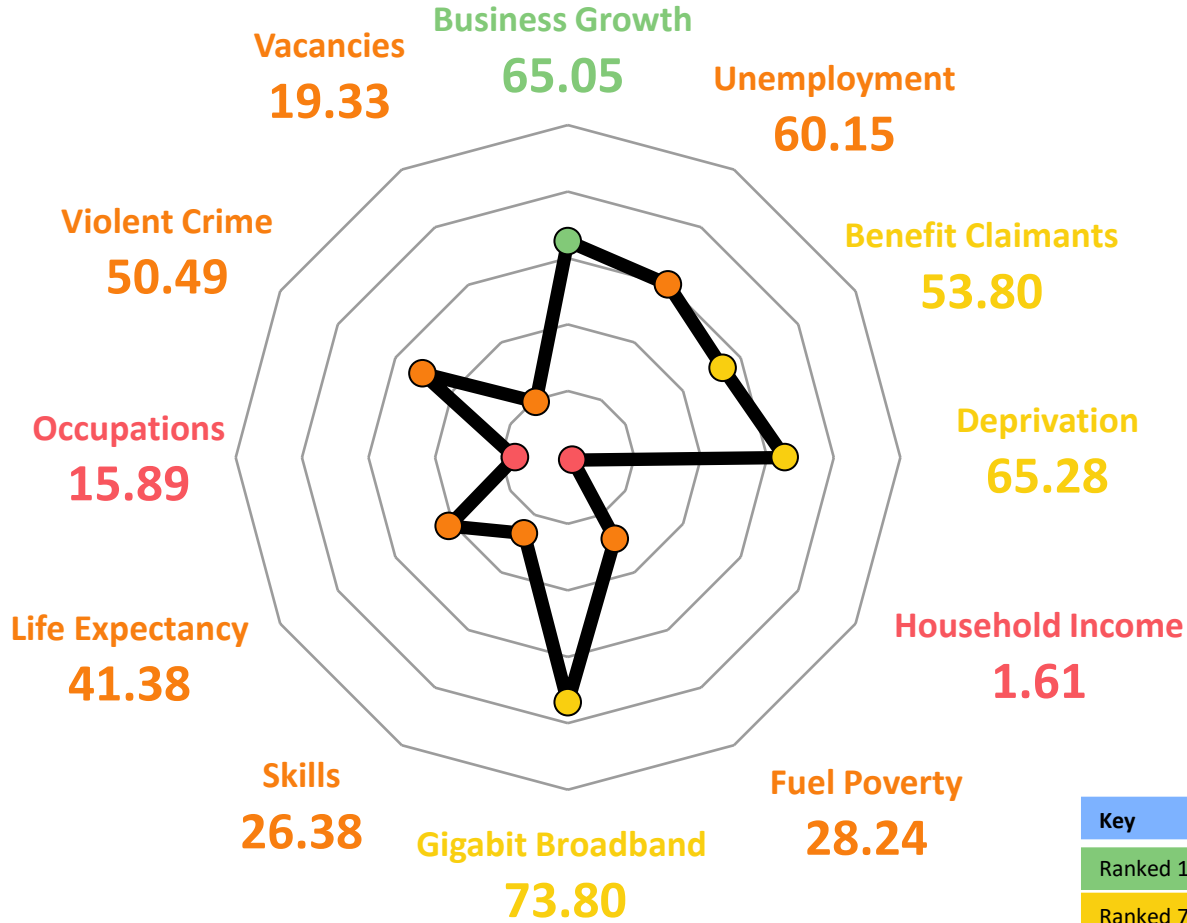
St Blazey Data

Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	21.6%	1/22	5%
Unemployment	%	4.7%	5/22	15%
Benefit Claimants	%	16.12%	11/22	15%
Deprivation	IMD score	26.09	18/22	10%
Household Income	GBP	£22,400	22/22	10%
Fuel Poverty	%	13%	21/22	7.5%
Gigabit Broadband	%	5%	21/22	5%
High Skill Levels	%	15.8%	22/22	10%
Life Expectancy	Age	81.4	9/22	5%
Occupations	%	20%	22/22	7.5%
Violent Crime with injury	Per 1000	5.8	11/22	5%
Vacancies	Rate	1.2	11/22	5%

Town Economic Vitality Index

Total Weighted Score: 42.23/100
Town Priority Ranking: 7/22

Unweighted Index Scores for the Town of Hayle



Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

Hayle Data

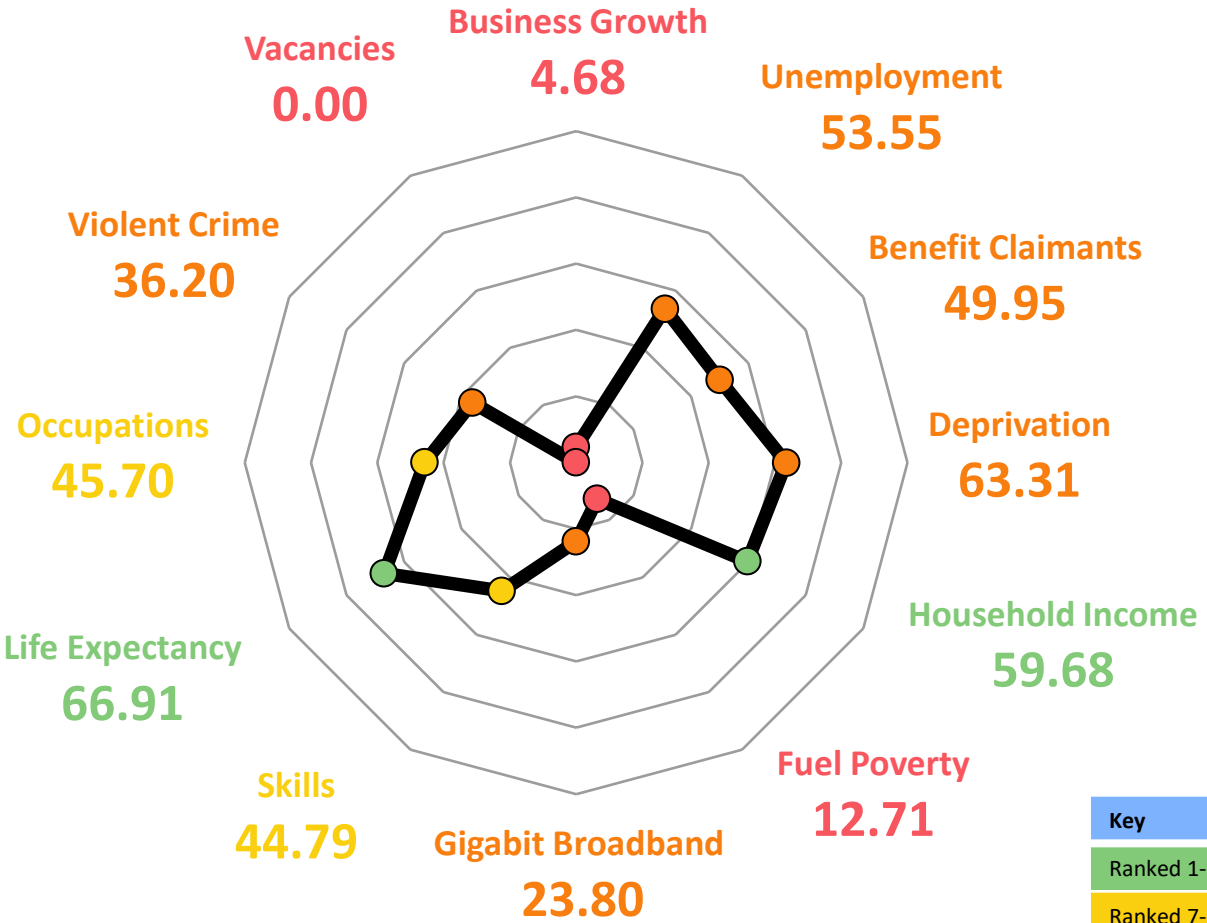
Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	11.1%	3/22	5%
Unemployment	%	6.2%	13/22	15%
Benefit Claimants	%	16.16%	12/22	15%
Deprivation	IMD score	22.99	12/22	10%
Household Income	GBP	£22,500	21/22	10%
Fuel Poverty	%	12%	16/22	7.5%
Gigabit Broadband	%	48%	8/22	5%
High Skill Levels	%	20.1%	16/22	10%
Life Expectancy	Age	81.1	13/22	5%
Occupations	%	22.4%	20/22	7.5%
Violent Crime with injury	Per 1000	6.7	13/22	5%
Vacancies	Rate	0.9	18/22	5%

#8

Town Economic Vitality Index

Total Weighted Score: 43.26/100
Town Priority Ranking: 8/22

Unweighted Index Scores for the Town of Looe



A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

Looe Data

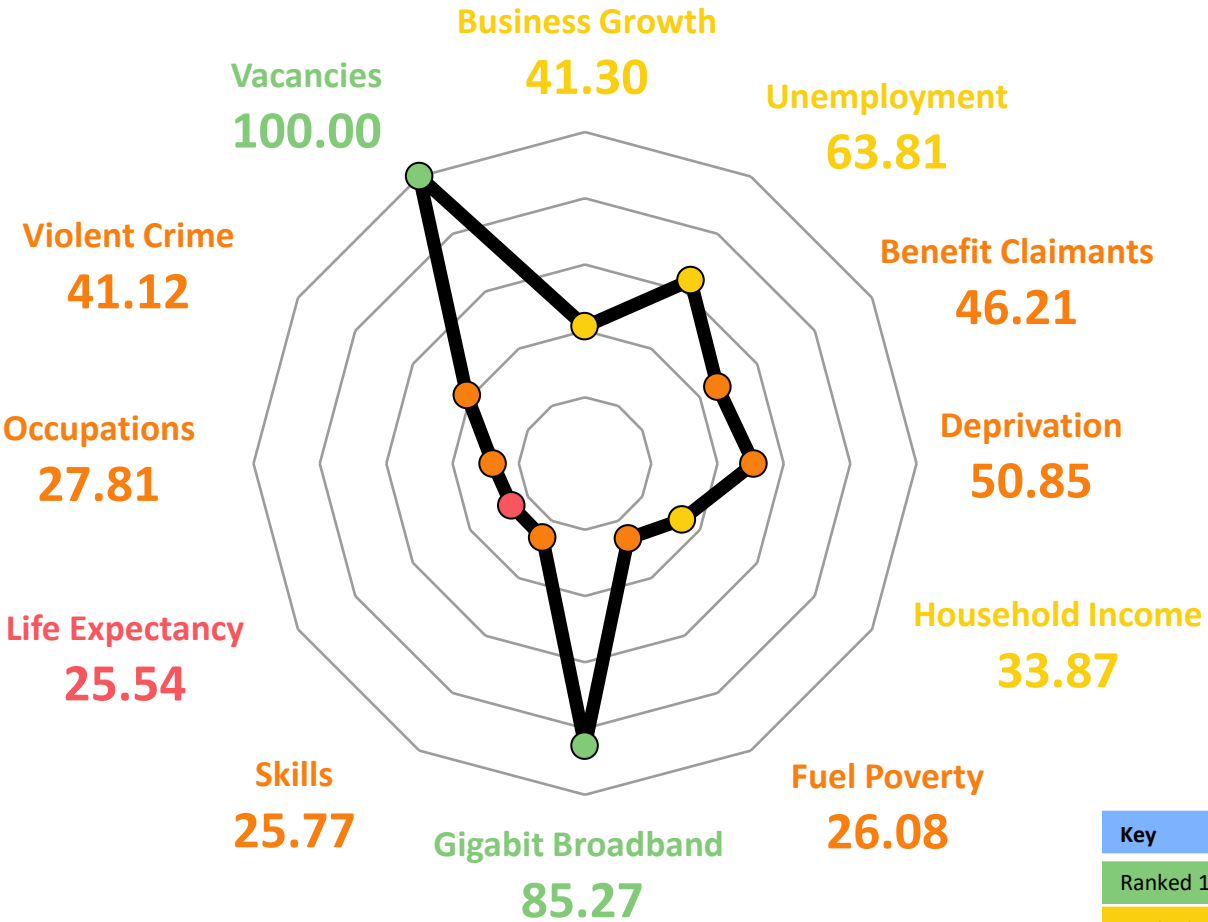
Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	-7%	21/22	5%
Unemployment	%	6.5%	15/22	15%
Benefit Claimants	%	16.65%	14/22	15%
Deprivation	IMD score	23.4	13/22	10%
Household Income	GBP	£26,100	4/22	10%
Fuel Poverty	%	13%	20/22	7.5%
Gigabit Broadband	%	16%	18/22	5%
High Skill Levels	%	23.1%	10/22	10%
Life Expectancy	Age	82.5	3/22	5%
Occupations	%	26.9%	10/22	7.5%
Violent Crime with injury	Per 1000	7.8	18/22	5%
Vacancies	Rate	0.6	22/22	5%

#9

Town Economic Vitality Index

Total Weighted Score: 46.26/100
Town Priority Ranking: 9/22

Unweighted Index Scores for the Town of Redruth



Redruth Data

Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	4%	11/22	5%
Unemployment	%	6%	12/22	15%
Benefit Claimants	%	16.92%	15/22	15%
Deprivation	IMD score	26.04	17/22	10%
Household Income	GBP	£24,500	12/22	10%
Fuel Poverty	%	12%	18/22	7.5%
Gigabit Broadband	%	55%	6/22	5%
High Skill Levels	%	20%	18/22	10%
Life Expectancy	Age	80.2	19/22	5%
Occupations	%	24.2%	17/22	7.5%
Violent Crime with injury	Per 1000	7.4	17/22	5%
Vacancies	Rate	2.4	1/22	5%

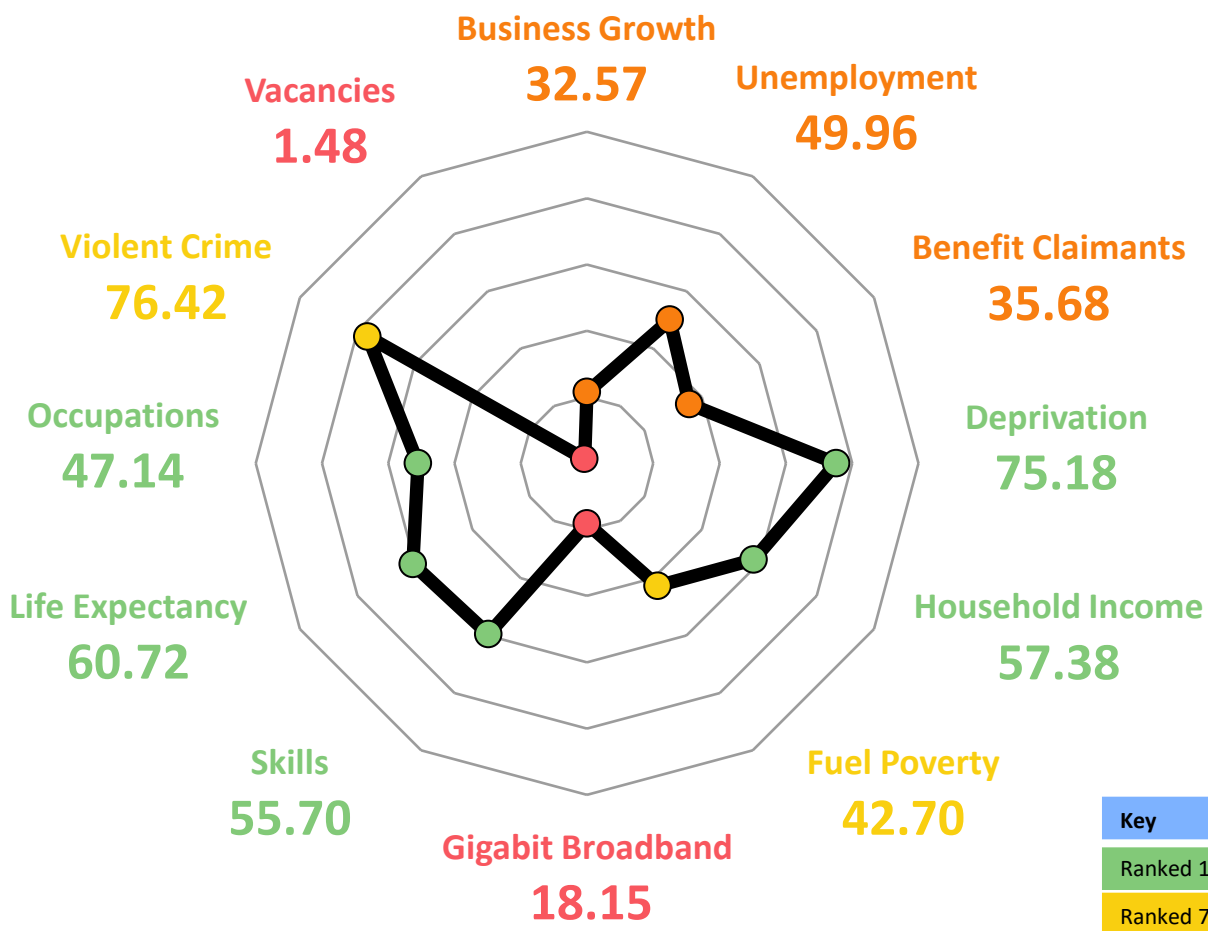
Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

#10 Town Economic Vitality Index

Total Weighted Score: 48.06/100
Town Priority Ranking: 10/22

Unweighted Index Scores for the Town of **St Ives**



St Ives Data

Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	-2%	17/22	5%
Unemployment	%	6.7%	17/22	15%
Benefit Claimants	%	17.97%	17/22	15%
Deprivation	IMD score	20.9	6/22	10%
Household Income	GBP	£26,000	6/22	10%
Fuel Poverty	%	11%	12/22	7.5%
Gigabit Broadband	%	12%	19/22	5%
High Skill Levels	%	25.5%	5/22	10%
Life Expectancy	Age	82.2	6/22	5%
Occupations	%	27.7%	6/22	7.5%
Violent Crime with injury	Per 1000	4.7	10/22	5%
Vacancies	Rate	0.6	21/22	5%

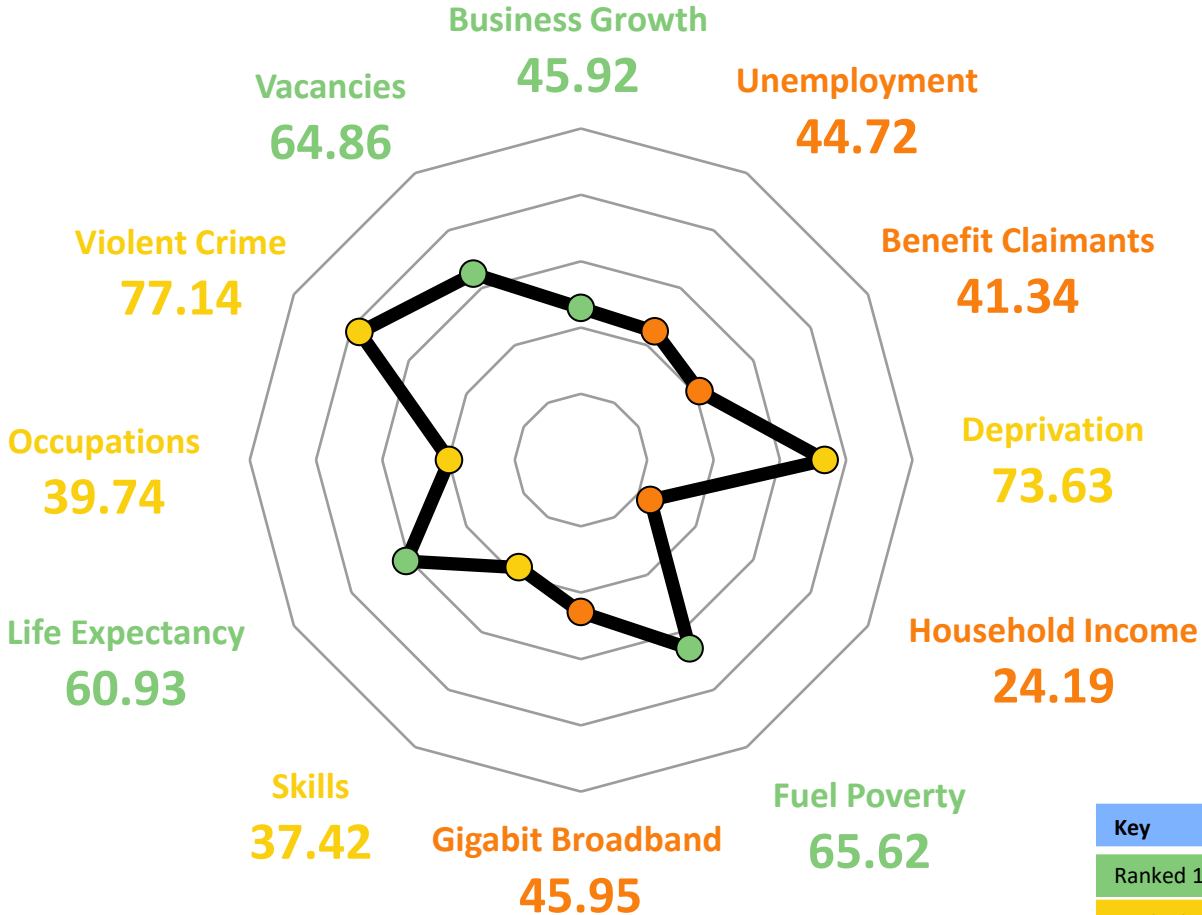
Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

#11 Town Economic Vitality Index

Total Weighted Score: 49.07/100
Town Priority Ranking: 11/22

Unweighted Index Scores for the Town of Bude



Bude Data

Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	5.4%	6/22	5%
Unemployment	%	7%	18/22	15%
Benefit Claimants	%	17.41%	16/22	15%
Deprivation	IMD score	21.22	8/22	10%
Household Income	GBP	£23,900	16/22	10%
Fuel Poverty	%	10%	5/22	7.5%
Gigabit Broadband	%	30%	13/22	5%
High Skill Levels	%	21.9%	12/22	10%
Life Expectancy	Age	82.2	5/22	5%
Occupations	%	26%	11/22	7.5%
Violent Crime with injury	Per 1000	4.7	9/22	5%
Vacancies	Rate	1.7	3/22	5%

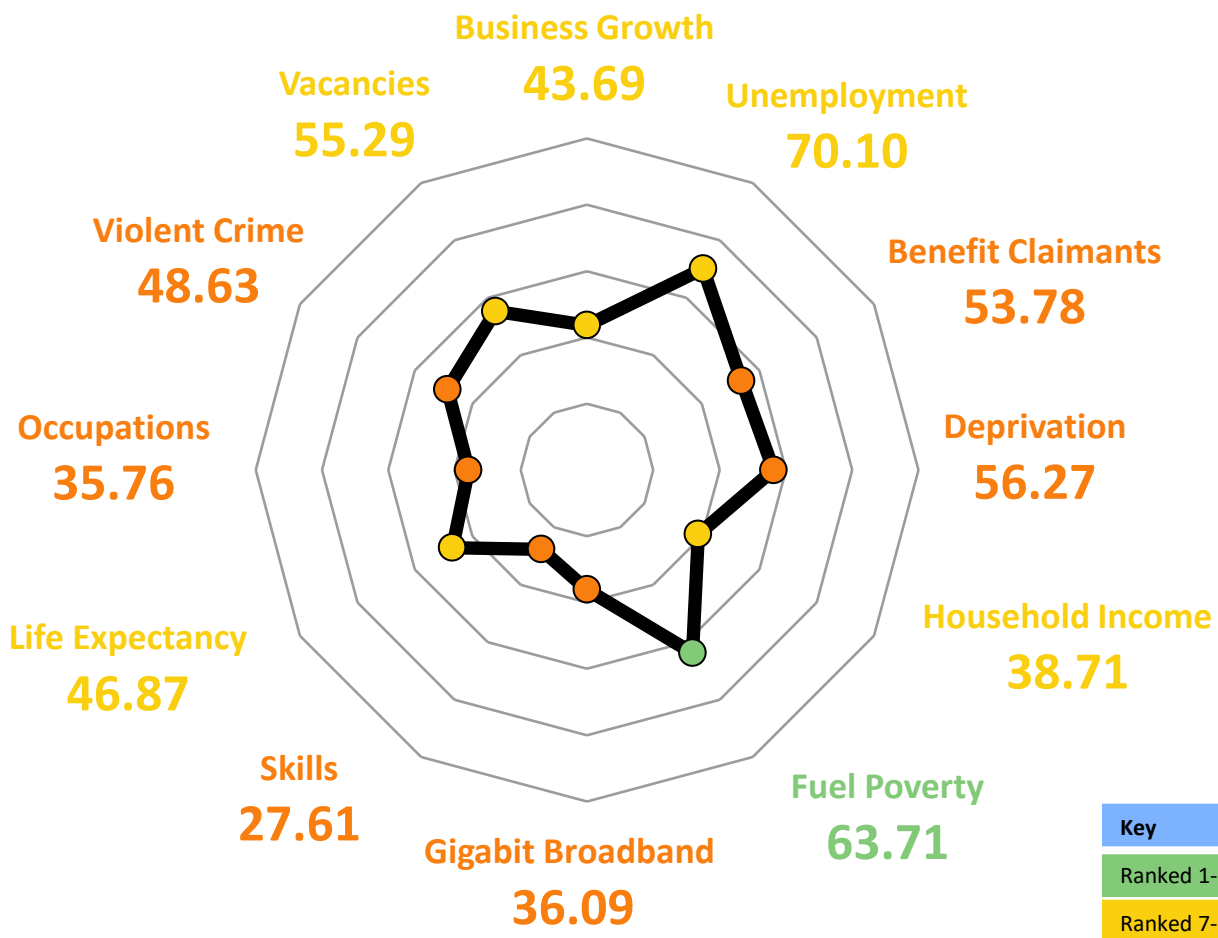
Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

#12 Town Economic Vitality Index

Total Weighted Score: 49.83/100
Town Priority Ranking: 12/22

Unweighted Index Scores for the Town of **St Austell**



Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

St Austell Data

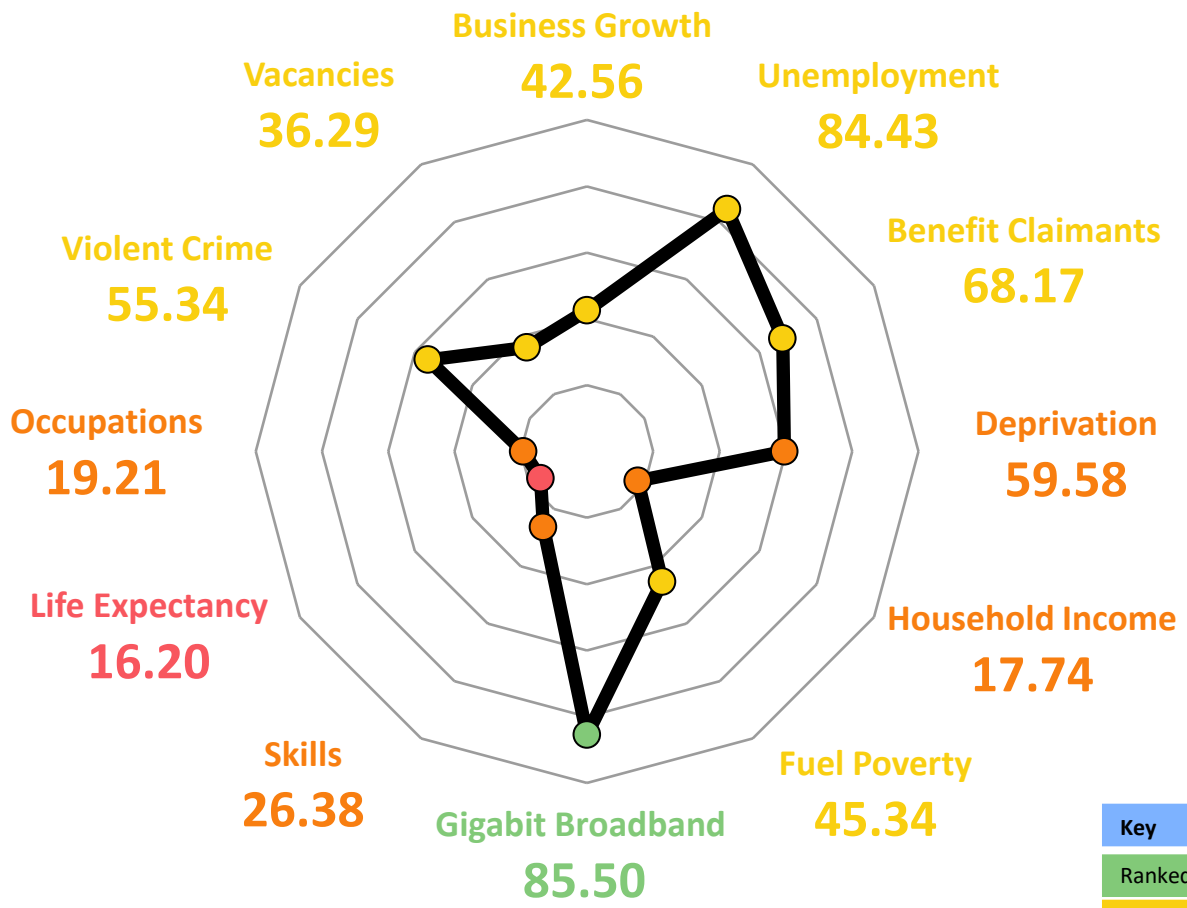
Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	4.7%	7/22	5%
Unemployment	%	5.7%	11/22	15%
Benefit Claimants	%	16.17%	13/22	15%
Deprivation	IMD score	24.89	16/22	10%
Household Income	GBP	£24,800	11/22	10%
Fuel Poverty	%	10%	6/22	7.5%
Gigabit Broadband	%	24%	17/22	5%
High Skill Levels	%	20.3%	15/22	10%
Life Expectancy	Age	81.4	10/22	5%
Occupations	%	25.4%	14/22	7.5%
Violent Crime with injury	Per 1000	6.8	14/22	5%
Vacancies	Rate	1.6	7/22	5%

A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

#13 Town Economic Vitality Index

Total Weighted Score: 49.90/100
Town Priority Ranking: 13/22

Unweighted Index Scores for the Town of **Launceston**



Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

Launceston Data

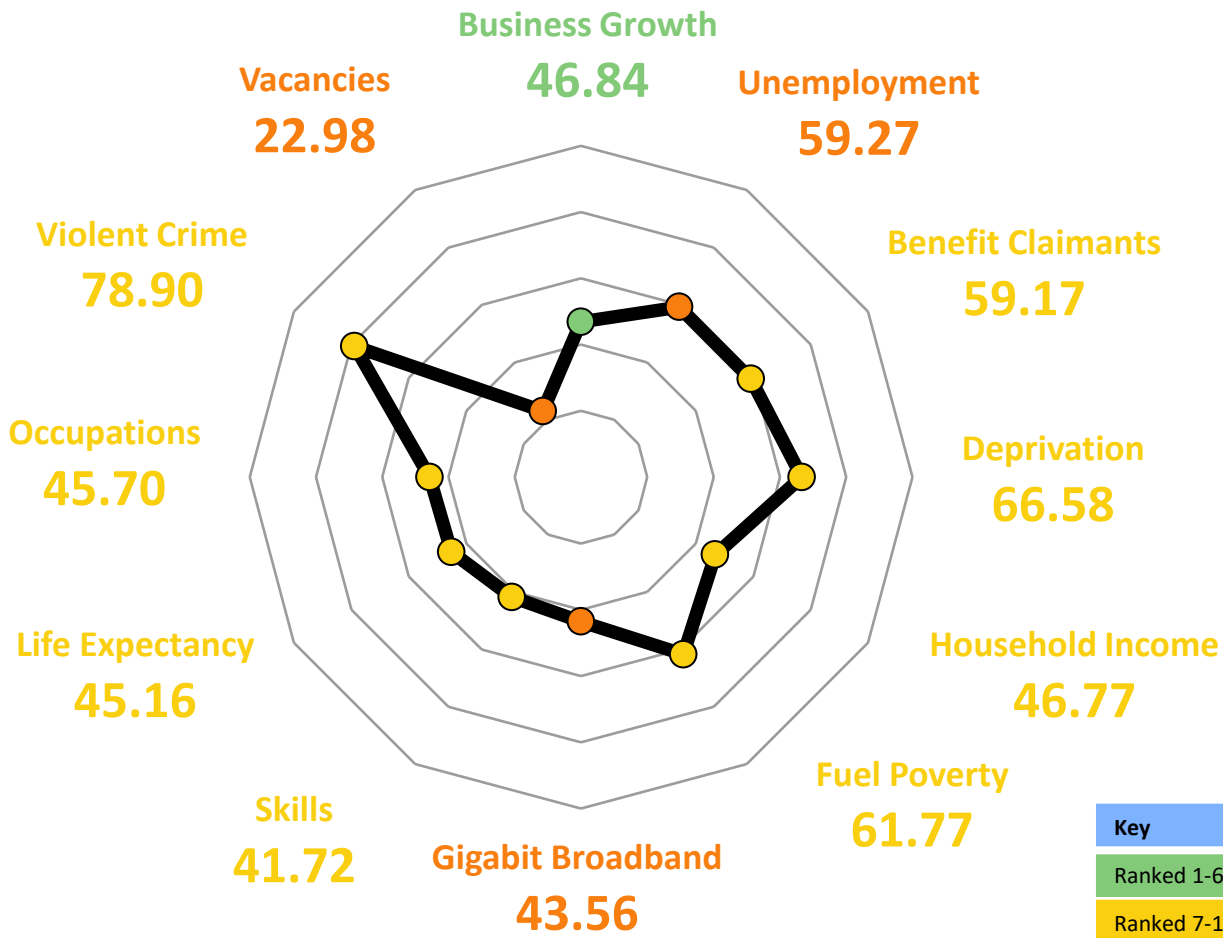
Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	4.3%	9/22	5%
Unemployment	%	4.9%	7/22	15%
Benefit Claimants	%	14.73%	9/22	15%
Deprivation	IMD score	24.19	15/22	10%
Household Income	GBP	£23,500	17/22	10%
Fuel Poverty	%	11%	11/22	7.5%
Gigabit Broadband	%	56%	5/22	5%
High Skill Levels	%	20.1%	17/22	10%
Life Expectancy	Age	79.7	20/22	5%
Occupations	%	22.9%	18/22	7.5%
Violent Crime with injury	Per 1000	6.3	12/22	5%
Vacancies	Rate	1.2	12/22	5%

A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

#14 Town Economic Vitality Index

Total Weighted Score: 53.21/100
Town Priority Ranking: 14/22

Unweighted Index Scores for the Town of **Callington**



Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

Callington Data

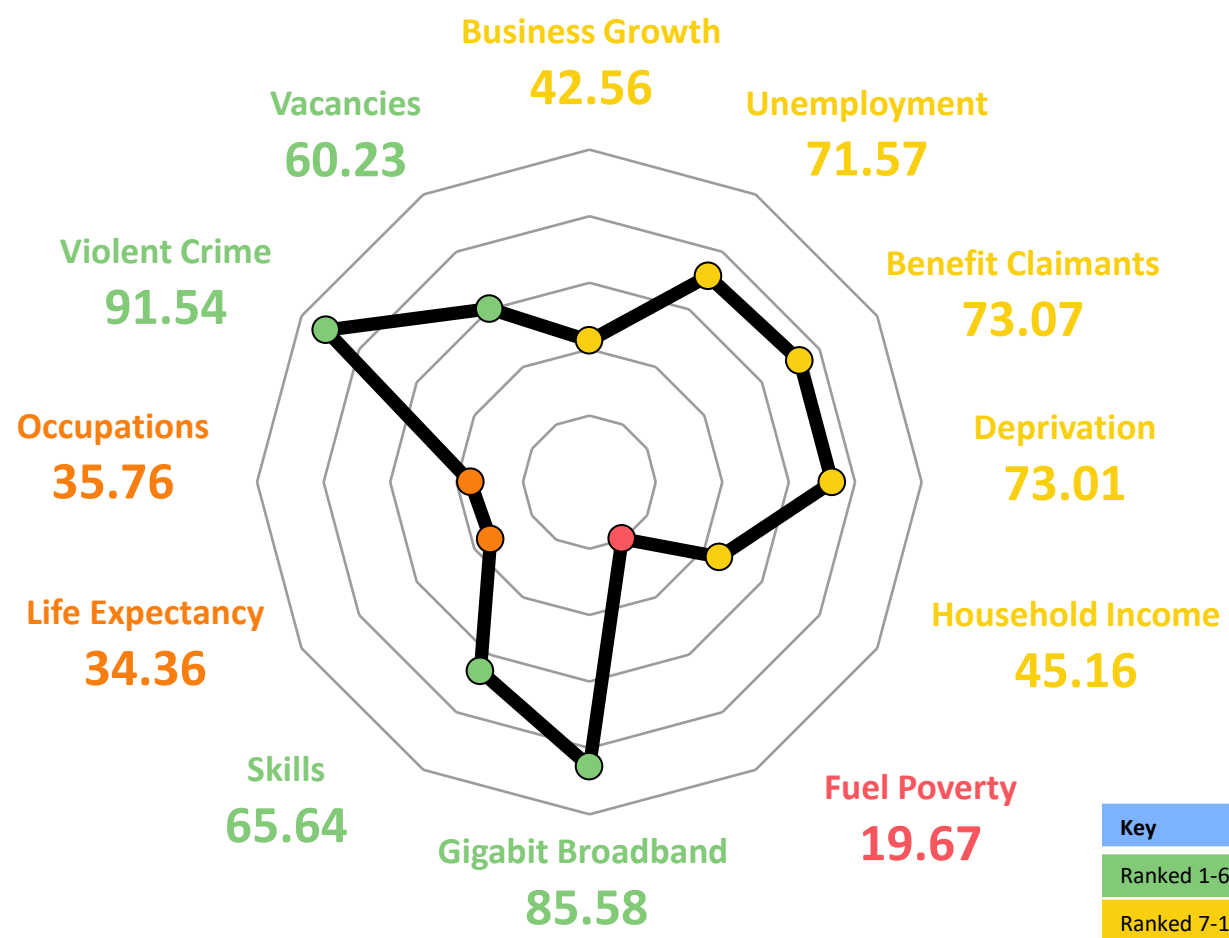
Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	5.6%	5/22	5%
Unemployment	%	6.2%	14/22	15%
Benefit Claimants	%	15.63%	10/22	15%
Deprivation	IMD score	22.71	11/22	10%
Household Income	GBP	£25,300	9/22	10%
Fuel Poverty	%	10%	7/22	7.5%
Gigabit Broadband	%	28%	14/22	5%
High Skill Levels	%	22.6%	11/22	10%
Life Expectancy	Age	81.3	11/22	5%
Occupations	%	26.9%	9/22	7.5%
Violent Crime with injury	Per 1000	4.6	7/22	5%
Vacancies	Rate	1.0	16/22	5%

A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

#15 Town Economic Vitality Index

Total Weighted Score: 59.95/100
Town Priority Ranking: 15/22

Unweighted Index Scores for the Town of Penryn



A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

Penryn Data

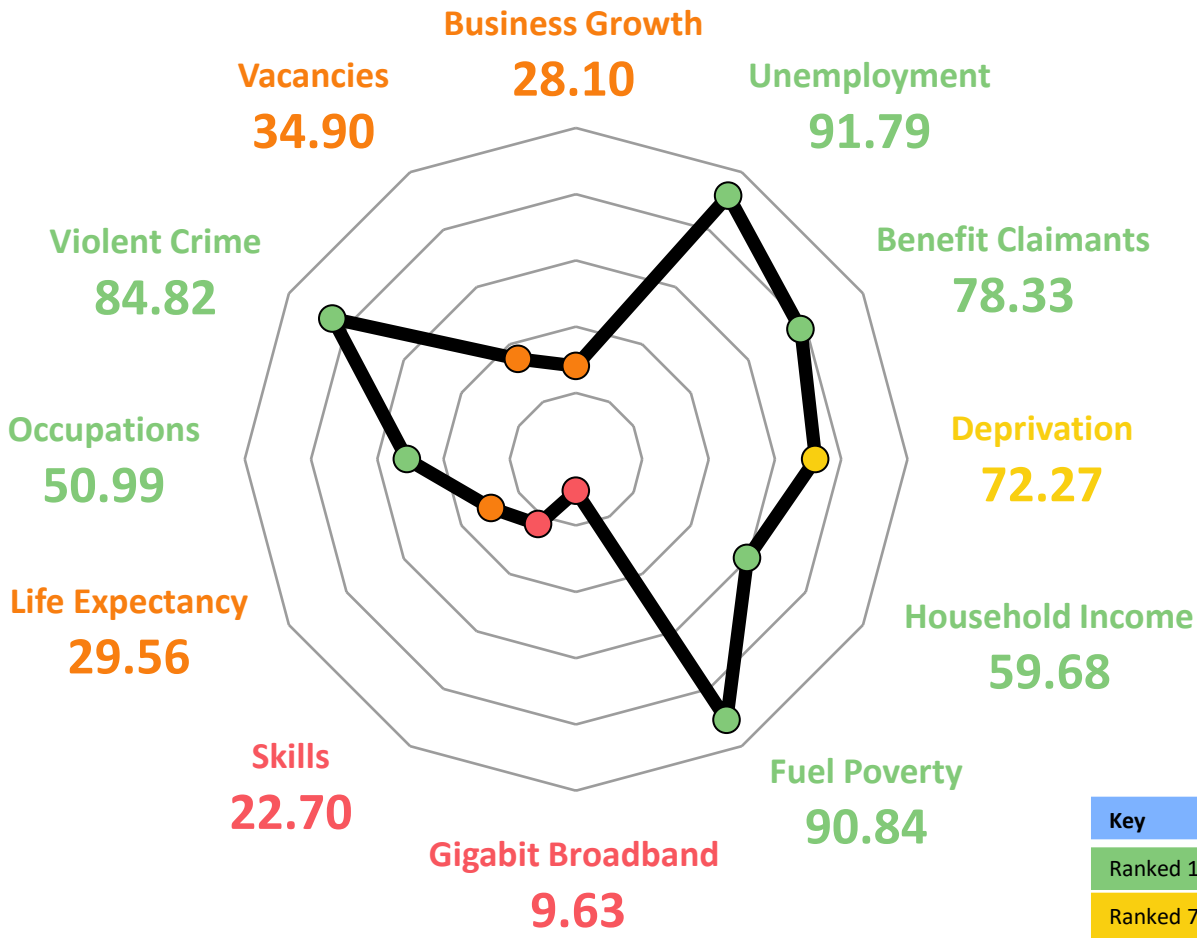
Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	4.3%	10/22	5%
Unemployment	%	5.6%	10/22	15%
Benefit Claimants	%	14.25%	8/22	15%
Deprivation	IMD score	21.35	9/22	10%
Household Income	GBP	£25,200	10/22	10%
Fuel Poverty	%	13%	19/22	7.5%
Gigabit Broadband	%	56%	4/22	5%
High Skill Levels	%	26.5%	3/22	10%
Life Expectancy	Age	80.7	15/22	5%
Occupations	%	25.4%	13/22	7.5%
Violent Crime with injury	Per 1000	3.6	2/22	5%
Vacancies	Rate	1.7	6/22	5%

Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

#16 Town Economic Vitality Index

Total Weighted Score: 60.97/100
Town Priority Ranking: 16/22

Unweighted Index Scores for the Town of Torpoint



Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

Torpoint Data

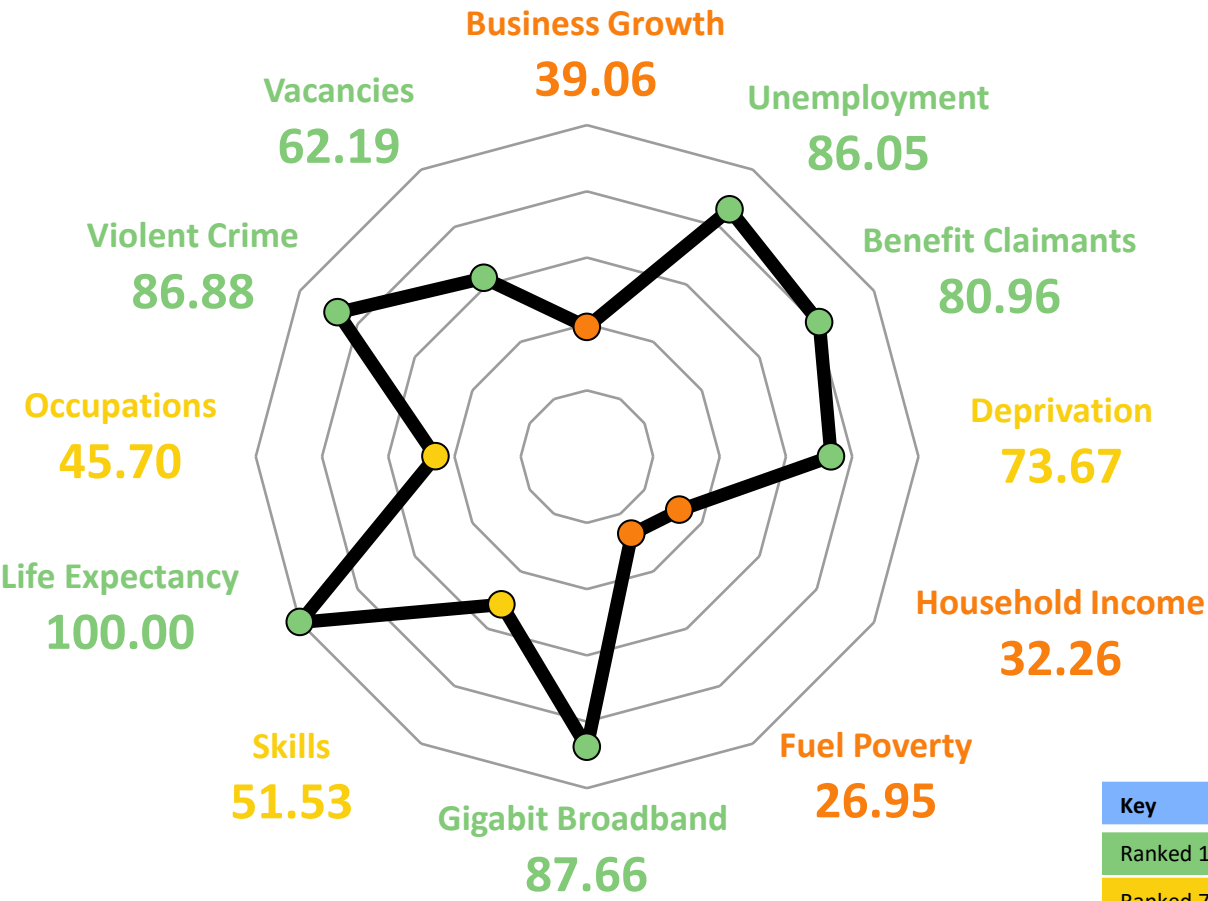
Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	0.0%	16/22	5%
Unemployment	%	4.5%	4/22	15%
Benefit Claimants	%	13.72%	6/22	15%
Deprivation	IMD score	21.51	10/22	10%
Household Income	GBP	£26,100	3/22	10%
Fuel Poverty	%	9%	2/22	7.5%
Gigabit Broadband	%	6%	20/22	5%
High Skill Levels	%	19.5%	19/22	10%
Life Expectancy	Age	80.4	17/22	5%
Occupations	%	27.7%	5/22	7.5%
Violent Crime with injury	Per 1000	4.1	5/22	5%
Vacancies	Rate	1.2	13/22	5%

A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

#17 Town Economic Vitality Index

Total Weighted Score: 65.03/100
Town Priority Ranking: 17/22

Unweighted Index Scores for the Town of Padstow



A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

Padstow Data

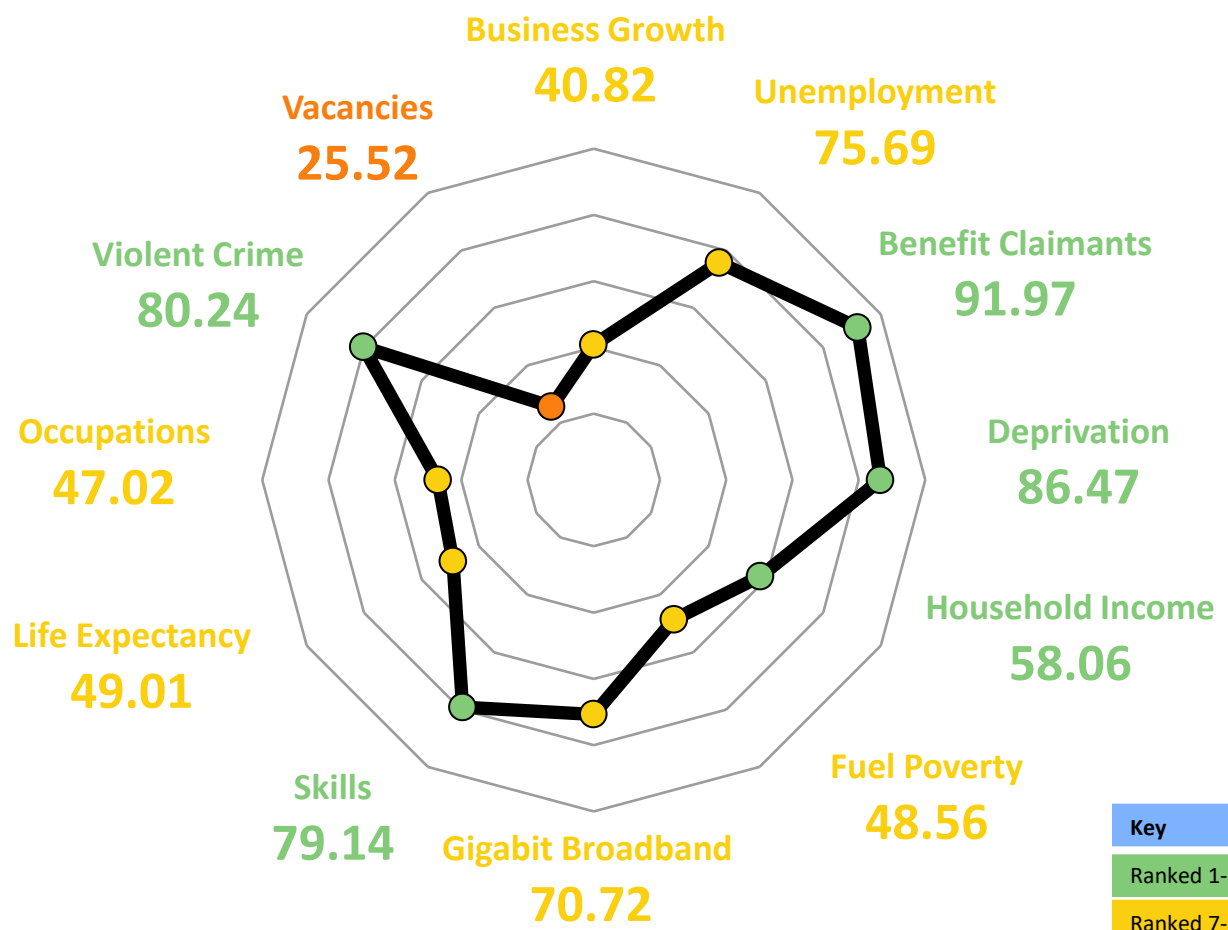
Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	3.3%	13/22	5%
Unemployment	%	4.8%	6/22	15%
Benefit Claimants	%	13.46%	5/22	15%
Deprivation	IMD score	21.22	7/22	10%
Household Income	GBP	£24,400	13/22	10%
Fuel Poverty	%	12%	17/22	7.5%
Gigabit Broadband	%	65%	2/22	5%
High Skill Levels	%	24.2%	8/22	10%
Life Expectancy	Age	84.4	1/22	5%
Occupations	%	26.9%	8/22	7.5%
Violent Crime with injury	Per 1000	4.0	4/22	5%
Vacancies	Rate	1.7	5/22	5%

Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

#18 Town Economic Vitality Index

Total Weighted Score: 68.00/100
Town Priority Ranking: 18/22

Unweighted Index Scores for the Town of **Falmouth**



A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

Falmouth Data

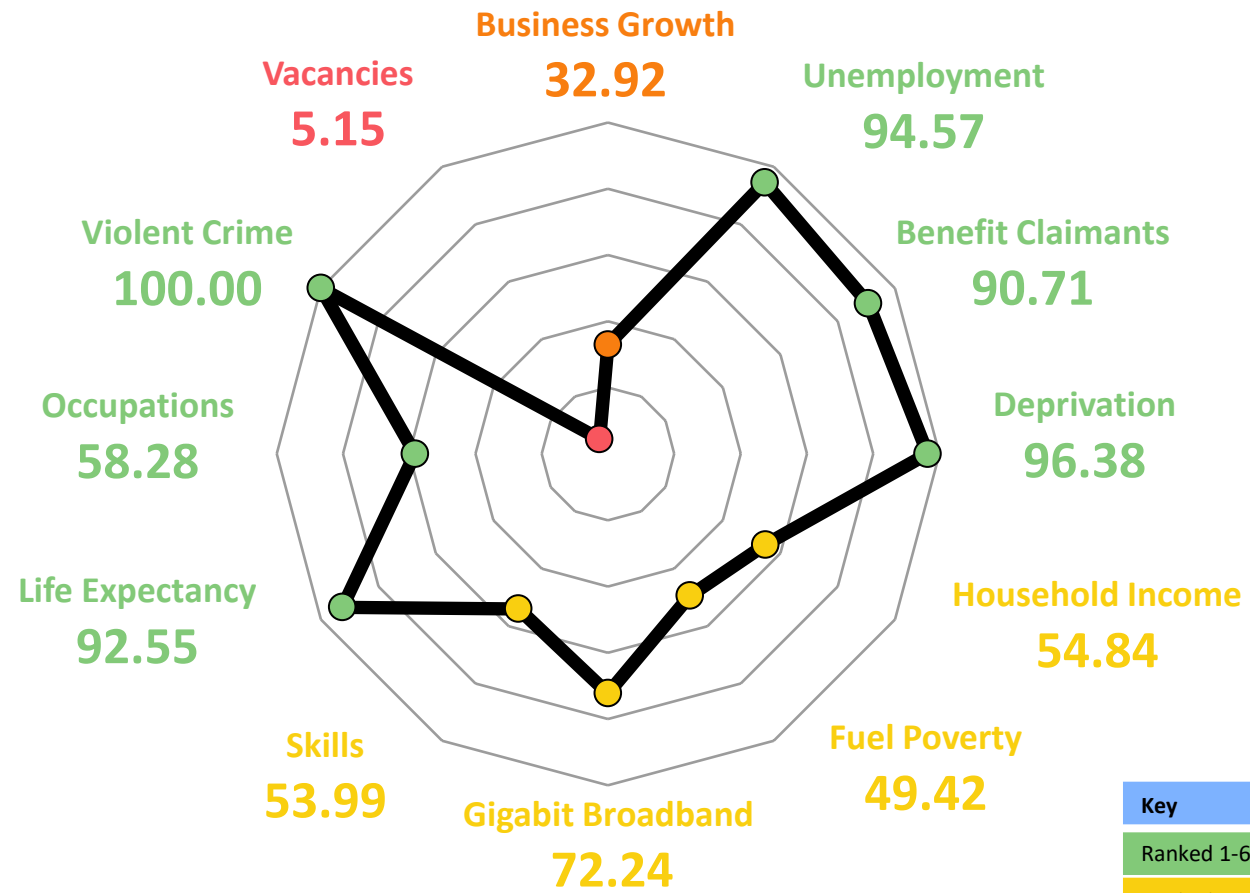
Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	3.8%	12/22	5%
Unemployment	%	5.4%	9/22	15%
Benefit Claimants	%	12.37%	3/22	15%
Deprivation	IMD score	18.51	5/22	10%
Household Income	GBP	£26,000	5/22	10%
Fuel Poverty	%	11%	10/22	7.5%
Gigabit Broadband	%	46%	12/22	5%
High Skill Levels	%	28.7%	2/22	10%
Life Expectancy	Age	81.5	8/22	5%
Occupations	%	27.1%	7/22	7.5%
Violent Crime with injury	Per 1000	4.5	6/22	5%
Vacancies	Rate	1.0	15/22	5%

Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

#19 Town Economic Vitality Index

Total Weighted Score: 71.53/100
Town Priority Ranking: 19/22

Unweighted Index Scores for the Town of Wadebridge



A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

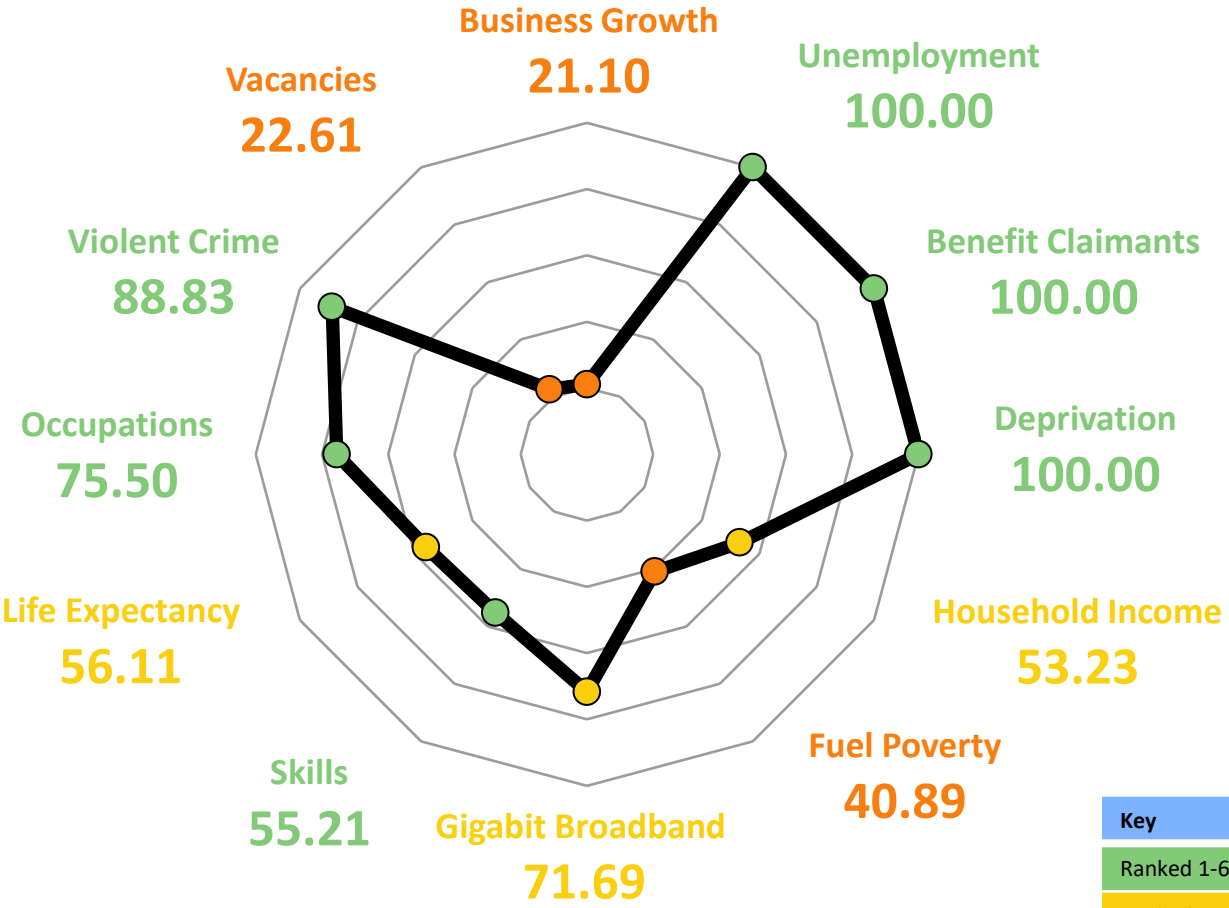
Wadebridge Data

Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	1.4%	15/22	5%
Unemployment	%	4.4%	3/22	15%
Benefit Claimants	%	12.49%	4/22	15%
Deprivation	IMD score	16.41	3/22	10%
Household Income	GBP	£25,800	7/22	10%
Fuel Poverty	%	11%	9/22	7.5%
Gigabit Broadband	%	47%	10/22	5%
High Skill Levels	%	24.6%	7/22	10%
Life Expectancy	Age	84	2/22	5%
Occupations	%	28.8%	4/22	7.5%
Violent Crime with injury	Per 1000	3.0	1/22	5%
Vacancies	Rate	0.7	20/22	5%

#20 Town Economic Vitality Index

Total Weighted Score: 72.59/100
Town Priority Ranking: 20/22

Unweighted Index Scores for the Town of Helston



Helston Data

Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	-2.1%	19/22	5%
Unemployment	%	4.1%	1/22	15%
Benefit Claimants	%	11.57%	1/22	15%
Deprivation	IMD score	15.65	1/22	10%
Household Income	GBP	£25,700	8/22	10%
Fuel Poverty	%	12%	13/22	7.5%
Gigabit Broadband	%	47%	11/22	5%
High Skill Levels	%	24.8%	6/22	10%
Life Expectancy	Age	81.9	7/22	5%
Occupations	%	31.4%	3/22	7.5%
Violent Crime with injury	Per 1000	3.8	3/22	5%
Vacancies	Rate	1.0	17/22	5%

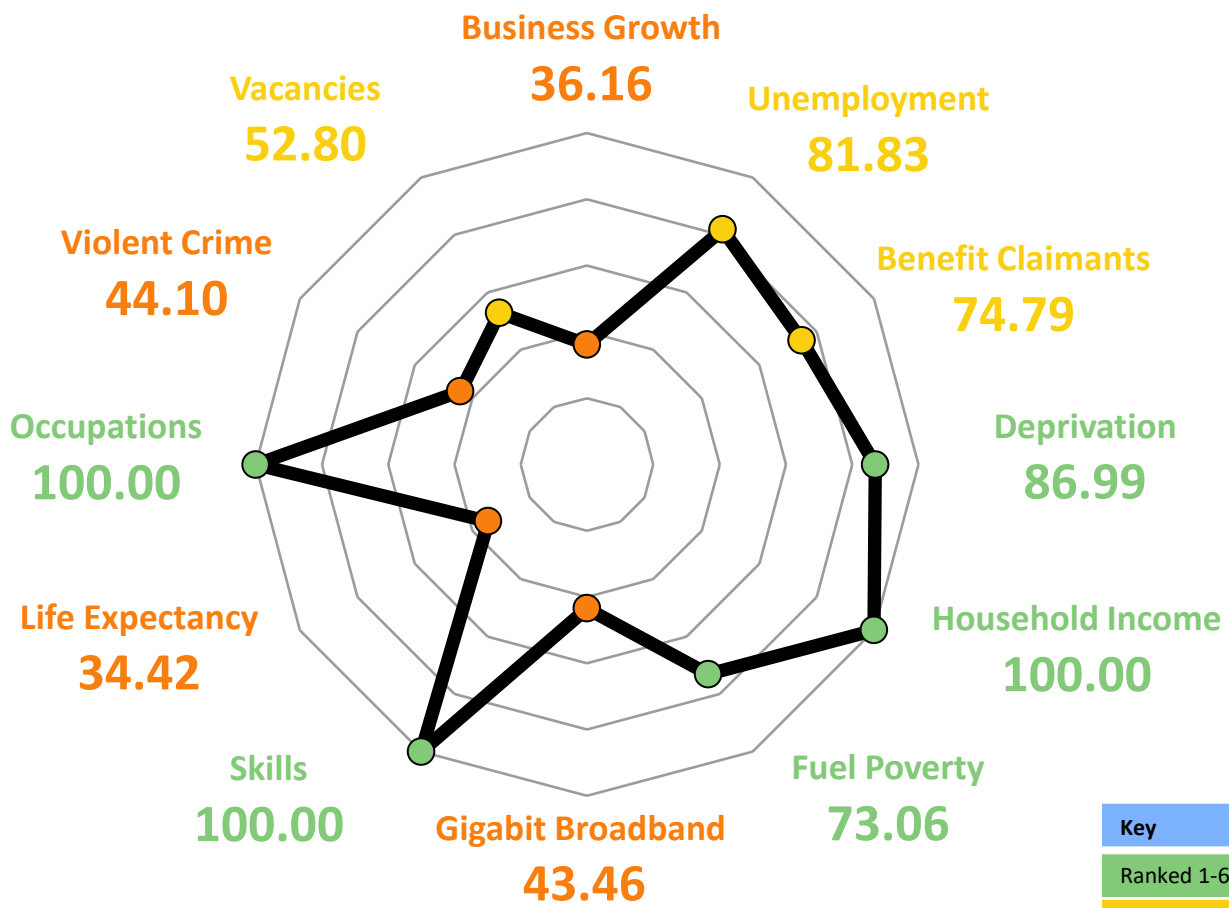
Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

#21 Town Economic Vitality Index

Total Weighted Score: 75.72/100
Town Priority Ranking: 21/22

Unweighted Index Scores for the Town of Truro (including TMS)



Truro Data

Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	2.4%	14/22	5%
Unemployment	%	5%	8/22	15%
Benefit Claimants	%	14.08%	7/22	15%
Deprivation	IMD score	18.4	4/22	10%
Household Income	GBP	£28,600	2/22	10%
Fuel Poverty	%	10%	3/22	7.5%
Gigabit Broadband	%	28%	15/22	5%
High Skill Levels	%	32.1%	1/22	10%
Life Expectancy	Age	80.7	14/22	5%
Occupations	%	35.1%	1/22	7.5%
Violent Crime with injury	Per 1000	7.2	16/22	5%
Vacancies	Rate	1.5	8/22	5%

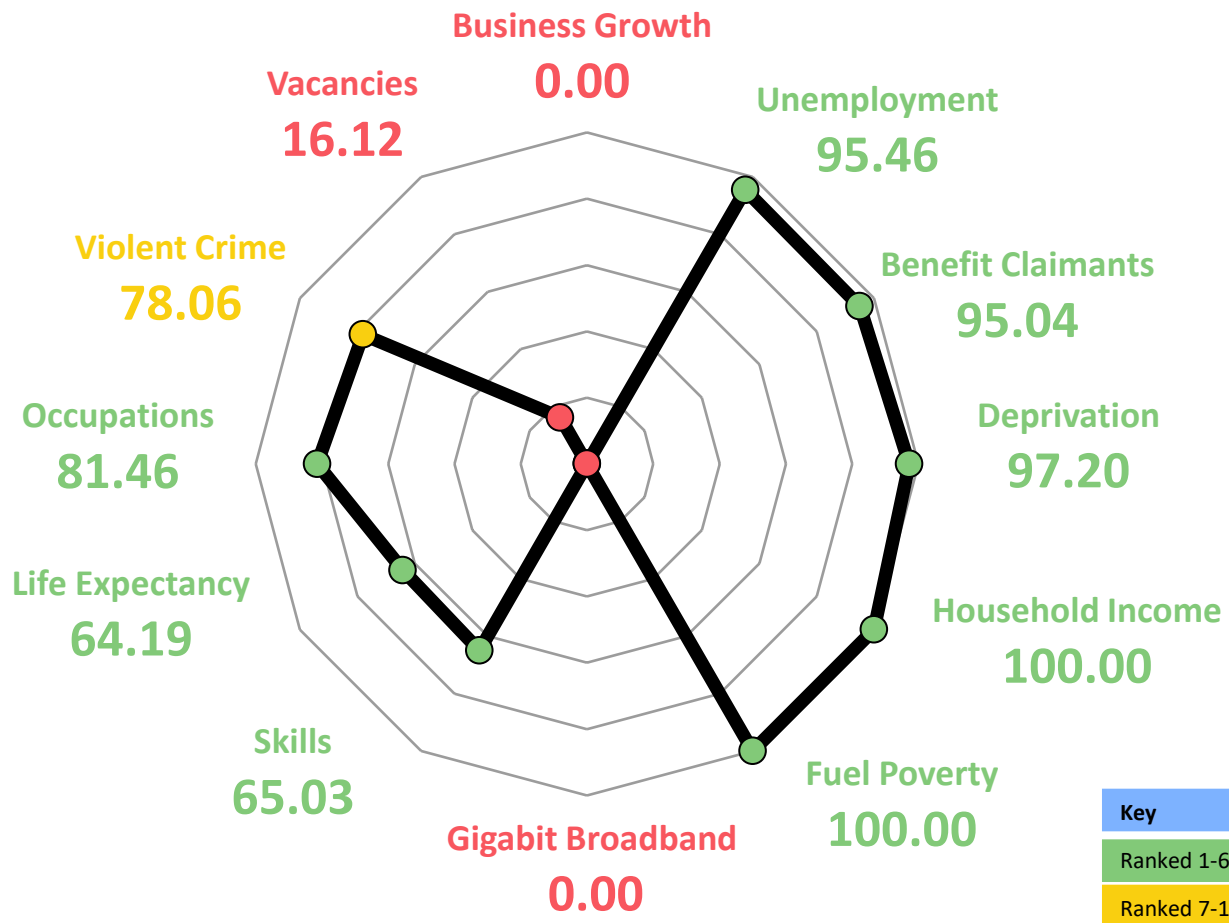
Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

#22 Town Economic Vitality Index

Total Weighted Score: 76.33/100
Town Priority Ranking: 22/22

Unweighted Index Scores for the Town of Saltash



A high score indicates good performance (100 = best performing)
 A low score shows poor performance (0 = worst performing)

Saltash Data

Indicator	Unit	Town Data	Town Ranking	Wgt
Business Growth	%	-8.5%	22/22	5%
Unemployment	%	4.3%	2/22	15%
Benefit Claimants	%	12.06%	2/22	15%
Deprivation	IMD score	16.24	2/22	10%
Household Income	GBP	£28,600	1/22	10%
Fuel Poverty	%	8%	1/22	7.5%
Gigabit Broadband	%	0%	22/22	5%
High Skill Levels	%	26.4%	4/22	10%
Life Expectancy	Age	82.4	4/22	5%
Occupations	%	32.3%	2/22	7.5%
Violent Crime with injury	Per 1000	4.6	8/22	5%
Vacancies	Rate	0.9	19/22	5%

Key
Ranked 1-6
Ranked 7-12
Ranked 13-18
Ranked 19-22

Town Economic Vitality Index

What about our Rural Communities?

- The importance of our rural areas is recognised through the recent Rural and Coastal Communities Member Inquiry such as recommended action or focus in the following areas:
 - Physical connectivity of rural and coastal areas
 - Digital connectivity of rural and coastal areas
 - Development of new workspaces in rural and coastal areas where need is identified
- There is an ambition to investigate the creation of something similar to this Town index for our rural areas
- Data will be a challenge at a rural level but this can be investigated
- We need to be sure that a rural index will give us information and intelligence that we don't already have and offers an economic outlook to feed into place based decision making



Summary and Actions

The aim is to use and implement the Economic Town Vitality Index to inform place shaping work, economic growth and spatial targeting. It will evolve as new and relevant data sets become available for inclusion. Annual reports can be provided to update on developments.

1. For Members to consider and comment on the Index as set out, including:
 - That the indicators currently included provide the scope Members intended
 - That the weightings currently used offer the right balance
2. That the draft Town Economic Vitality Index, as outlined above, is supported.

