

Ponsanooth NDP Baseline

Economic Activity

1.1 Figure 1 below shows that in 2021 Ponsanooth parish had a high proportion of retired economically inactive people at 35.4% [of all usual residents aged 16 years and over], compared to 28.8% in Cornwall and 21.5% in England, although only 2.3% were inactive and long term sick or disabled, lower than the corresponding figures for Cornwall [4.5%] and England [4.1%]. Overall 45.6% of the population was economically inactive; also a high proportion compared to Cornwall [44.2%] and England [39.1%].

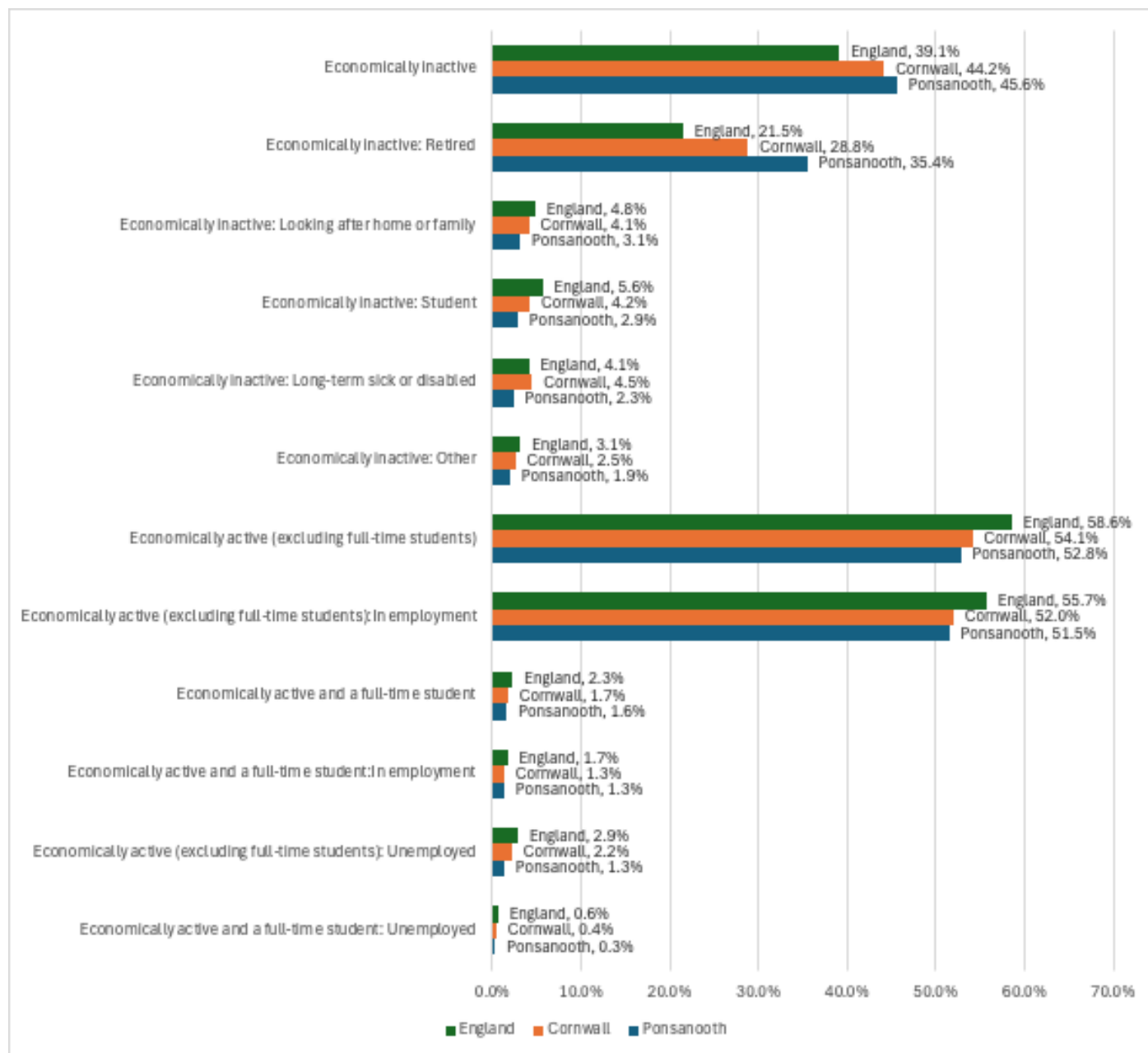


FIGURE 1: ECONOMIC ACTIVITY [SOURCE: CENSUS 2021 TABLE TS 066].

Employment Categories

1.2 In 2021, approximately 686 residents aged 16 or over were in employment. Of these Some 37.5% worked part-time, In comparison, the figure for Cornwall was 35.7% and England was 29.8%. Some 62.5% of residents in employment were full-time, compared with 64.3% for Cornwall and 70.2% for England. [Source: Census 2021 Table TS059]

Unemployment and Benefits

- 1.3 There is no data available for the entire Parish, but for the 066 LSOA which includes most of the Parish, the Jobseekers/UC 'claimant count' in August 2024 was 20. The Census 2021 recorded 21 people, or 1.6 % of the usually resident population of age 16 or over were unemployed [Source: NOMIS Claimant Count September 2024, Census 2021 Table TS066]

Industry of Residents Jobs

- 1.4 Data from the 2021 census gives details of the type of industry in which Ponsanooth people were involved. This reflects the proximity to Truro, Falmouth, and Camborne/Redruth.(See Figure 2).

	Ponsanooth	Cornwall	England
Wholesale and retail trade; repair of motor vehicles and motor cycles	14.7%	15.9%	15.0%
Human health and social work activities	14.0%	15.7%	14.6%
Education	13.8%	9.1%	9.9%
Construction	9.8%	10.7%	8.7%
Manufacturing	8.0%	6.4%	7.3%
Accommodation and food service activities	7.3%	8.6%	4.9%
Other	6.9%	4.9%	4.6%
Professional, scientific and technical activities	5.2%	5.1%	6.7%
Administrative and support service activities	3.8%	5.0%	5.3%
Information and communication	3.5%	2.3%	4.7%
Public administration and defence; compulsory social security	3.2%	5.5%	5.8%
Agriculture, forestry and fishing	3.1%	2.8%	0.8%
Transport and storage	2.5%	3.5%	5.0%
Real estate activities	2.3%	1.6%	1.6%
Financial and insurance activities	0.9%	1.2%	3.8%
Water supply; sewerage, waste management and remediation activities	0.6%	0.8%	0.7%
Electricity, gas, steam and air conditioning supply	0.3%	0.4%	0.6%
Mining and quarrying	0.1%	0.5%	0.2%

FIGURE 2: INDUSTRY OF RESIDENTS JOBS [SOURCE: CENSUS 2021 TABLE TS 060A].

Level of Jobs Held

- 1.5 Of those in employment, some 34.2% held managerial/professional posts. 18.9% were in professional occupations and 5.3% were managers, directors and senior officials. [See Figure 3. Source: Census 2021 Table TS 063].

	Ponsanooth	Cornwall	England
2. Professional occupations	130	18.9%	20.3%
1. Managers, directors and senior officials	105	15.3%	12.9%
5. Skilled trades occupations	96	14.0%	10.2%
3. Associate professional and technical occupations	90	13.1%	13.3%
6. Caring, leisure and other service occupations	64	9.3%	9.3%
9. Elementary occupations	63	9.2%	10.5%
4. Administrative and secretarial occupations	61	8.9%	9.3%
7. Sales and customer service occupations	45	6.5%	7.5%

FIGURE 3: LEVEL OF JOBS HELD BY RESIDENTS OF PONSANOOTHPARISH [Source Census 2021 Table TS063].

Socio-Economic Position

1.6 The National Statistics Socio-economic Classification shows the structure of socio-economic positions and gives an impression of social class, which can be suggestive of the wealth and life chances of the population of an area, in comparison to others [Figure 4].

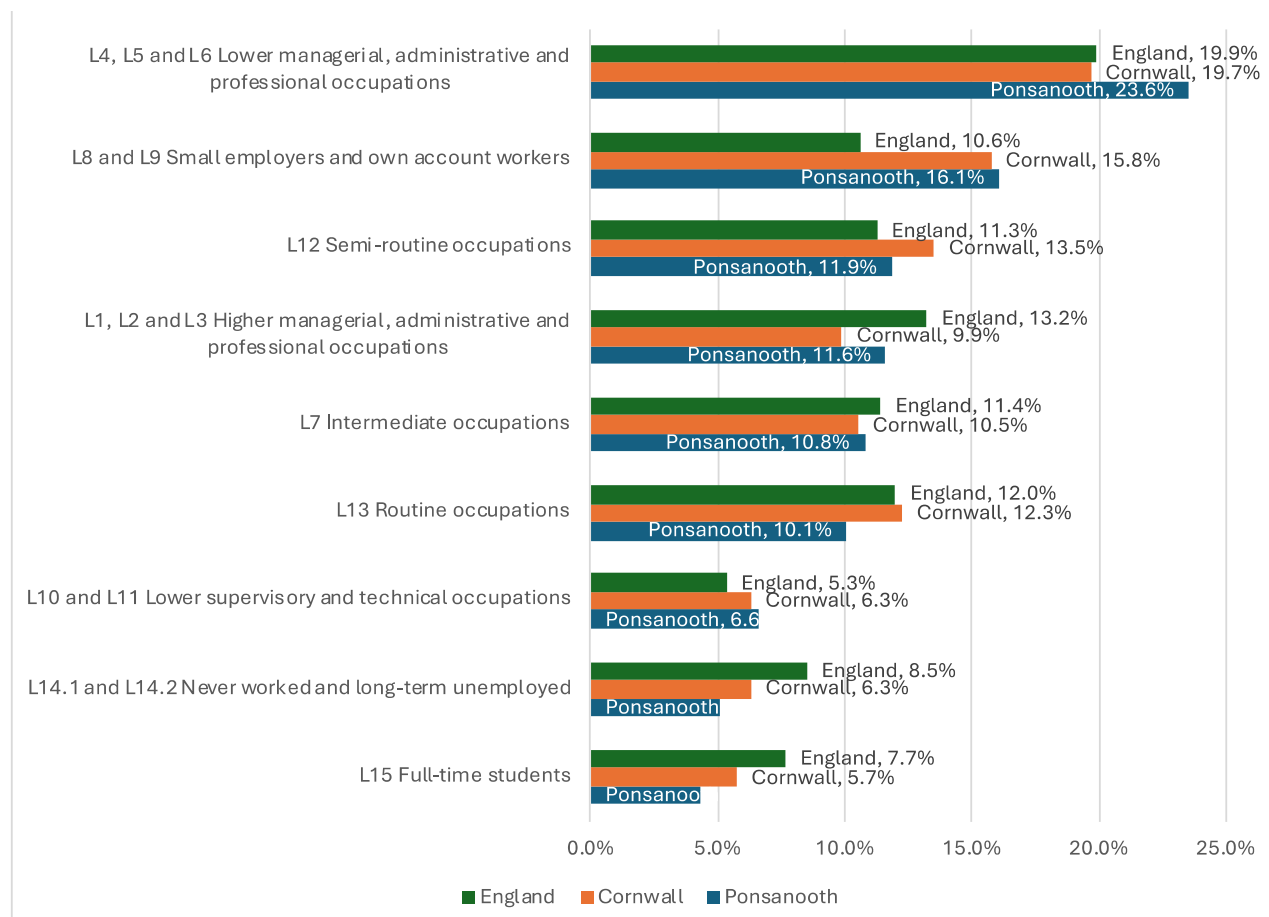


FIGURE 4: NATIONAL STATISTICS SOCIO-ECONOMIC CLASSIFICATION. [SOURCE : CENSUS 2021 TABLE TS062].

- 1.7 The proportion with higher and lower managerial, administrative and professional occupations was also higher at 35.2% than England [33.2%] and Cornwall [29.6%]. The proportions in more routine occupations were correspondingly lower at 10.1%, compared to England [12%] and Cornwall [12.3%].
- 1.8 The proportion of ‘small employers and own account workers’ at 16.1% was also higher than the 15.8% in England and 14.9% in Cornwall,
- 1.9 Overall, this data reflects a high level, proportionally, of people running their own businesses which is typical of a rural area, the presence of relatively large firms in the nearby urban areas, the location, in commutable distances, of Truro, Falmouth, and Camborne/Redruth, and also the educational specialism of nearby Falmouth Uni.
- 1.10 The high level of people in the small employers, own account and managerial etc roles is often seen as an indicator of greater wealth and better ‘life chances’ amongst the community. This may be added to by the presence of more retired people with higher levels of ‘unearned’ income (i.e. private pensions etc). It is important note that there may be, however, a core of younger adults on lower incomes whose needs must be considered [Source: Census 2021 Table TS062].

Jobs in the Parish

- 1.11 Accurate workplace data is not available at very local geographies, but we can infer some conclusions from the 2021 census on travel to work. Some 32.3% of adults 16 to 64 yrs old in employment worked from home, which is significantly higher than the figures for Cornwall [24.7%] and also above that for England [31.5%]. Another 11.5% worked less than 5km from home, from which we can surmise local jobs or in surrounding Parishes. It can be inferred therefore that about 43.8% or 299 jobs are within the Parish or very near to it, and 56.2% further afield. Compared to 2011 census data this reflects less travelling to work. [Source: Census 2021 Table TS 058].

DISTANCE TRAVELLED TO WORK	Ponsanooth %	Cornwall %	England %
Less than 2km	2.3%	13.20%	11.00%
2km to less than 5km	9.2%	8.90%	12.60%
5km to less than 10km	23.0%	9.20%	11.70%
<i>2km to 10km</i>	32.2%	18.1%	24.3
10km to less than 20km	8.4%	12.70%	10.40%
20km to less than 30km	3.1%	5.20%	4.00%
<i>10km to 30km</i>	11.5%	17.9%	14.4%
<i>Less than 2km to 30km</i>	46%	49.2%	49.7%
30km to less than 40km	2.2%	2.40%	1.70%
40km to less than 60km	1.5%	2.40%	1.30%
60km and over	2.8%	3.30%	1.30%
Works mainly from home	32.3%	24.70%	31.50%
Works mainly at an offshore installation, in no fixed place, or outside the UK	15.2%	17.90%	14.50%

FIGURE 6: DISTANCE TRAVELLED TO WORK [Source: Census 2021 Table TS 058].

Jobs outside the Parish

- 1.12 A further 32.2% work between 2km to 10km away, which would bring in the nearby urban areas, whilst 11.5% work 10km to 30km away, touching onto Camborne/Redruth, Helston and St Austell. Thus about 34.5% of work journeys are less than 10km, and 46% of journey to work trips are less than 30km. In comparison to the equivalent figures for Cornwall and England, this demonstrates that the Parish is in a relatively favoured position with several job opportunity sources in reasonable commuting distance. The other side of the coin is that this means that the Parish is a favoured place to live, bringing with it traffic congestion and additional development pressure, with inevitable consequences for local house prices. [Source: Census 2021 Table TS 058].
- 1.13 Analysis of distance travelled to work by occupation is revealing. A slightly greater proportion of people traveling less than 10km occupy the higher-level types of work [51.1%], whereas the proportion traveling 10km to less than 30km is from the lower level occupations [50.6%], underscoring the relationship of the area with the bigger centres in commutable distance, see Figure 7. [Source Census 2021 Table RM016].

By Journey to work	Less than 10km	10km to less than 30km	30km and over	Works mainly from home	Not in employment or works mainly offshore, in no fixed place or outside the UK

	34.4%	11.2%	6.2%	32.8%	15.4%
1. Managers, directors and senior officials	12.7%	9.1%	11.6%	21.7%	13.2%
2. Professional occupations	17.3%	20.8%	27.9%	25.7%	3.8%
3. Associate professional and technical occupations	11.8%	7.8%	11.6%	17.7%	9.4%
4. Administrative and secretarial occupations	9.3%	11.7%	7.0%	11.9%	0.9%
5. Skilled trades occupations	15.2%	7.8%	9.3%	5.8%	34.9%
6. Caring, leisure and other service occupations	9.3%	11.7%	9.3%	6.2%	12.3%
7. Sales and customer service occupations	8.9%	10.4%	4.7%	7.1%	0.9%
8. Process, plant and machine operatives	4.2%	5.2%	7.0%	2.2%	11.3%
9. Elementary occupations	11.4%	15.6%	11.6%	1.8%	13.2%
	100.0%	100.0%	100.0%	100.0%	100.0%
1 to 4	51.1%	49.4%	58.1%	77.0%	27.4%
5 to 9	48.9%	50.6%	41.9%	23.0%	72.6%

By type of occupation	Less than 10km	10km to less than 30km	30km and over	Works mainly from home	Not in employment or works mainly offshore, in no fixed place or outside the UK
1. Managers, directors and senior officials	28.6%	6.7%	4.8%	46.7%	13.3%
2. Professional occupations	31.3%	12.2%	9.2%	44.3%	3.1%
3. Associate professional and technical occupations	31.5%	6.7%	5.6%	44.9%	11.2%
4. Administrative and secretarial occupations	35.5%	14.5%	4.8%	43.5%	1.6%
5. Skilled trades occupations	37.5%	6.3%	4.2%	13.5%	38.5%
6. Caring, leisure and other service occupations	35.5%	14.5%	6.5%	22.6%	21.0%
7. Sales and customer service occupations	43.8%	16.7%	4.2%	33.3%	2.1%
8. Process, plant and machine operatives	29.4%	11.8%	8.8%	14.7%	35.3%
9. Elementary occupations	43.5%	19.4%	8.1%	6.5%	22.6%

FIGURES 7A AND 7B: DISTANCE TRAVELLED TO WORK BY OCCUPATION

Workspaces

Mosevic
 Cornish Garden Nurseries
 Perkins Catering Equipment
 JJ Kitchens and Bathrooms
 Olfactory Coffee Roasters
 Treens Brewery
 Dynamite Valley Brewery Ltd
 Enhance your glow
 Laura Bell Nails & Beauty
 Posh Paws
 Stag Hunt

Aussie Smoker
Pellow roofing
Foodswild
Texaco fuel station
Phillips Adam plant hire
Goonhilland Barn Yurts
Xpress signs falmouth
Lisa's dog grooming services
Cowsawes Barton
Kingsley Tresider
Devas Farm (Roskilly family)
Gadles Farm (Jonathan Hosken)
Treluswell mount farm (Bromley Family)

Superfast Broadband

- 1.14 Most of the Parish has access to VDSL2 or FTTP speeds in excess of 24mbps, although in the rural area generally sub 24mbps broadband only is available and some more rural locations have ADSL connections that offer 2 to 8Mbps only, which compare poorly with urban areas. Satellite Broadband is now becoming a more accessible option for residents and businesses of the more remote rural locations. [Source: <https://labs.thinkbroadband.com/local/broadband-map#6/51.414/-0.641/>].
- 1.15 The signal for mobile phones (voice and data) is widely variable according to location and provider, but is poor to non-existent in parts set within valleys or screened by hills etc.
- 1.16 It is important that current and future members of the community are not digitally disadvantaged, and that inward investment is not restricted by any local inadequacy in digital communications.

Working from Home and Home Based Businesses

In the 2021 Census suggests that up to 33% of all those in employment work from home. It the higher occupational level categories 1 to 4 that make up the bulk of people who work mainly from home [77%]. Some 46.7% of people in the managers, directors and senior officials positions work from home, see Figure 8 [Source: Census 2021 Table able RM016]

	Of those working from home	Of those in a particular occupational category
1. Managers, directors and senior officials	21.7%	46.7%
2. Professional occupations	25.7%	44.3%
3. Associate professional and technical occupations	17.7%	44.9%
4. Administrative and secretarial occupations	11.9%	43.5%
5. Skilled trades occupations	5.8%	13.5%
6. Caring, leisure and other service occupations	6.2%	22.6%
7. Sales and customer service occupations	7.1%	33.3%
8. Process, plant and machine operatives	2.2%	14.7%
9. Elementary occupations	1.8%	6.5%

FIGURE 8: WORKING FROM HOME, PONSANOOTH PARISH

- 1.17 Nationally the proportion of working adults who did any work from home in 2020 increased to 37% on average from 27% in 2019. Some 24% of businesses stated that they intended to use increased homeworking going forward, with the Information and Communication industry recording the highest proportion (49%). Of working adults currently homeworking, 85% wanted to use a "hybrid" approach of both home and office working in future. However, there was some uncertainty among businesses, with 32% stating they were not sure what proportion of the workforce will be working from their usual place of work.
- 1.18 According to DBIS figures (2014) 1 in 10 domestic properties are home to at least 1 business and 59% of businesses are home based, comprising (i) those that undertake most or all of their activity in the residential home and (ii) those that operate from the home but a large proportion of their activity is conducted either at the client's premises or at outdoor sites. Although the number of small business and sole proprietorships temporarily reduced as a result of COVID, it is expected they will continue to grow, and many of these will be home based, facilitated by the ability to use high speed broadband to access customers. According to Experian, 76% of retail businesses formed between April 2020 and February 2021 were registered at a residential **address**. Govt, data suggest that 60% of businesses start from home, and Centre for Economics and Business Research data suggests that 52% [2.75M] of businesses are home based. [Source: DBIS figures; 'Business and individual attitudes towards the future of homeworking, UK: April to May 2021 Report' ONS; Census 2021 Table TS 058; Experian; CEBR].
- 1.19 Although recent press reports [“Never again”: is Britain finally ready to return to the office? <https://www.theguardian.com/business/2023/aug/12/never-again-is-britain-finally-ready-to-return-to-the-office>] say that some major employers are now enforcing a return to the office, employees have enjoyed the experience, and companies are beginning to struggle to ‘attract and keep talent if they want people in the office full time five days a week’. It is reported that full-time employees in the UK, Australia, Canada and other English-speaking countries work about 1.4 days a week at home on average, and the proportion of vacancies in the UK advertised as hybrid has gone above 11% in June 2023, with and the number of jobs listed as fully remote at 15.1%.
- 1.20 These trends have the potential to make local shops and other services in rural areas more viable and by reducing travel to work have a positive impact on climate change, although the impact on supporting services in business districts may be harmful.
- 1.21 In order for the Parish to best benefit from these trends it will be important to ensure that the broadband infrastructure continues to be improved.
- 1.22 These trends also place a greater focus on the ability of people to work from home and highlight the requirement for appropriate home office or work process space and sufficient broadband speeds. People may not have a suitable space within their home from which to run a business or ‘WFH’, or they may wish to distinctly and deliberately separate their work and living space. There could also be the need, on occasion, for ancillary workers such as managers, book keepers or accountants to visit home workers. Thus to maximise the opportunity for home run enterprises to be created and supported in the long term there is a need to support the construction of extensions, the conversion of outbuildings, and the development of new free standing buildings in gardens from which businesses and home workers can operate.
- 1.23 In most cases planning permission is not required. However, where building alterations beyond Permitted Development limits are involved, or the scale of business materially changes the use of the premises, including impacts on the amenity of adjoining residents through activity outside of reasonable

work hours, or other environmental harm such as increased traffic, noise and smells, then planning permission may be required. Therefore a criteria based approach to impact assessment of planning applications for such development allows balanced consideration of the impacts that might occur in different situations.

Agricultural and Land Based Rural Business Diversification

- 1.24 Ponsanooth is a rural Parish and includes a network of farms which are an integral part of the fabric of the local area. Farmers are custodians of the landscape and biodiversity and the industry's impacts are experienced in several ways
- 1.25 Agricultural business is important for both the employment potential and its stewardship of the local landscape, biodiversity, heritage and recreational resources that benefit the Parish residents and visitors. The average income from farming enterprises is low in comparison to other industries and also unpredictable, being easily affected by currency exchange rates, supply and demand factors, and climate change impacts. The uncertainty over the future of farming and Brexit means there is a need to sustain existing businesses by providing more predictable revenue streams. Diversification of agricultural product and extended processing or into other land-based activity and local retailing can be of great assistance. However, diversification generally requires significant investment and commitment to a long payback period. It can also have negative environmental and amenity impacts which could have the potential to harm to the Tamar Valley tourism economy. It is therefore necessary to support the diversification of agricultural and land based rural businesses in ways that protect and enhance the special qualities of the area.
- 1.26 Farm specialisation is another means of raising the viability of farms. Unfortunately, some forms of specialisation can be problematic in environmental terms, such as calf-rearing, intensive dairying, and poultry rearing.