

3 Economy

Key issues

- **Economic deprivation.** Based on the Index of Multiple Deprivation, parts of Wincanton are fairly deprived relative to the rest of South Somerset. Tower (the ward immediately to the north of Wincanton), which on most counts shows low levels of deprivation, exhibits the highest level of housing and service deprivation in the whole of South Somerset.
- **Employment.** Employment rates are good but earnings are relatively low. The local economy is not overly dependent on any one large employer. Nearly half the local labour force works away from Wincanton but there is a net migration of workers into the town.
- **Business.** Over 300 private sector businesses operate in and around Wincanton. A survey in 2001 found around a third thought their premises might become unsuitable over the following two years. A variety of grants and business rate relief may be available to local businesses. The nearest Business Link is located in Taunton, although considerable information is available by Internet. Wincanton has the benefit of Broadband.
- **Retail and town centre.** Wincanton town centre hosts 57 goods shops and 30 other commercial outlets. Vacancy rates were low at the time of the Healthcheck.
- **Tourism.** Wincanton itself does not have any significant natural or historic tourist attractions. However, there is potential for Wincanton to act as a holiday/short-break centre for visitors to attractions in the surrounding area. Wincanton hosts some significant events which draw visitors nationally, including racing at Wincanton Racecourse and Discworld® events. (Wincanton is home the only Discworld® Emporium and is officially twinned with Ankh Morpork, the fictional world created by Terry Pratchett in his Discworld® books.) There is insufficient visitor accommodation locally to meet demand from visitors to Discworld® events.

Key issues continued overleaf

Key issues continued

- **Training and education.** Wincanton has a lower proportion of working-age people with higher skills and educational attainment than South Somerset or England. There is probably a shortage of pre-school provision. In 2004, educational attainment of pupils at Wincanton Primary School is broadly in line with the averages for Somerset and England, but has been tending to decline over the last few years. The best performing local primary school was Abbas & Templecombe. Attainment by pupils at King Arthur's Community School was in line with England but lags behind other secondary schools in the area. Wincanton offers no post-16 education. Wincanton has a significantly higher proportion of pupils with special educational needs than South Somerset or England but seems to lack adequate SEN funding.

3.1 Economic deprivation

To gauge the extent to which people in a community are living below the standards generally accepted as customary or desirable, it is useful to look at its Index of Multiple Deprivation (IMD). In some respects, the IMD can be considered as a measure of poverty but its scope is much wider. In a single score or ranking, it describes these aspects of a community¹:

- **Income deprivation** by measuring the proportion of households receiving means-tested state benefits
- **Employment deprivation** which includes the proportion of people claiming benefits due to unemployment or illness that prevents them from working
- **Health deprivation and disability** which measures the number of people dying prematurely or whose quality of life is reduced because of health problems or disability
- **Education, skills and training deprivation** considers the test and exam results children achieve in school, absence rates, proportion not staying on to sixth form and proportion not going into higher education. It also looks at the proportion of working age adults with no or only low qualifications
- **Barriers to housing and services.** This part of the index captures homelessness, household over-crowding, barriers to owner-occupation and

¹ Office of the Deputy Prime Minister (ODPM), 2004, *The English Indices of Deprivation 2004 (revised)*, London, ODPM.

road distance to doctors' surgeries, schools, supermarket or convenience store and post office

- **Living environment deprivation.** This is split into two parts. The first looks at indoor deprivation in terms of poor-condition housing and lack of central heating. The second captures outdoor deprivation by looking at air quality and road traffic accidents
- **Crime** by looking at recorded statistics for burglary, theft, criminal damage and violence.

The different scores for each of the above aspects can be combined to arrive at an overall score. Each geographical region can then be ranked against all the others according to its score. IMDs measure deprivation for each 'Super Output Area' (SOA), a geographical region drawn up to contain between 1,000 and 1,500 residents. South Somerset is divided into 103 SOAs in total. Somerset contains 327 SOAs. Wincanton comprises three SOAs: Wincanton Centre, Wincanton South and Wincanton North. Tower ward just to the north of Wincanton is a single SOA.

Table 3.1 below shows how the position of the Wincanton and Tower SOAs when all 103 South Somerset SOAs are ranked in order of deprivation with the most deprived area being ranked as '1' and the least deprived as '103'.

With overall IMD rankings of 24 and 25, the central and southern areas of Wincanton are among the quarter most deprived SOAs in South Somerset, though there are variations between the four areas which make up the Wincanton town and district:

- **Wincanton centre.** Access to housing and services in the centre are comparatively good but, on all other aspects, central Wincanton has relatively high levels of deprivation compared with South Somerset as a whole
- **Wincanton South** suffers very high living environment deprivation and there are relatively high barriers to housing and services, but it has the least income deprivation of the three Wincanton areas
- **Wincanton North** is ranked relatively poorly for living environment but otherwise has much lower levels of deprivation than the rest of Wincanton and is ranked around middling looking at all the SOAs across South Somerset
- **Tower** is the least deprived of the four areas overall and on every count bar one. The exception is housing and services deprivation where Tower ranks as the most deprived area in the whole of South Somerset.

At the electoral level, South Somerset is divided into 39 wards. On the basis of its IMD, the Wincanton ward ranks as the 18th most deprived out of the 39. Tower ranks as 10th out of the 39.

Table 3.1 Index of multiple deprivation (IMD)

Aspect of deprivation	Ranking against the 103 SOAs in South Somerset			
	Wincanton Centre	Wincanton South	Wincanton North	Tower
Income deprivation	20	62	44	94
Employment deprivation	26	39	81	95
Health deprivation and disability	29	41	45	102
Education, skills and training deprivation	22	51	63	91
Barriers to housing and services	81	36	46	1
Living environment deprivation	27	5	24	94
Crime	26	54	50	77
Overall IMD	24	25	50	61

Source: South Somerset District Council (SSDC), 2005, *South Somerset Ward Profiles 2005*, Somerset, SSDC

Table 3.2 shows how Wincanton and Tower SOAs fare when all 327 SOAs in Somerset are ranked. For comparison, Table 3.2 also includes the rankings for selected other Somerset towns (Bruton, Castle Cary, Chard, Crewkerne, Ilminster, Langport, Milborne Port) and the Blackmore Vale area. It highlights the following points:

- **overall deprivation.** In broad terms, Wincanton is less deprived than parts of Chard, Crewkerne and Castle Cary. Wincanton North and Tower have relatively low deprivation levels overall
- **income deprivation.** Only Wincanton Central shows any significant income deprivation relative to the rest of Somerset. Even then, it is not as badly off as parts of Chard, Crewkerne and Castle Cary
- **educational deprivation.** Wincanton Central ranks 78th out of 327, suggesting some relative deprivation but not as much as parts of Chard, Crewkerne, Castle Cary and Ilminster
- **employment and health.** In both these areas, Wincanton generally ranks towards the middle of the 327 SOAs. Tower exhibits low levels of relative deprivation
- **housing deprivation.** Tower stands out for its high level of deprivation in this area
- **crime.** The index suggests a moderate level of relative deprivation in Wincanton Centre but not the other areas of the town and definitely not in Tower which ranks 236 out of the 327 Somerset SOAs. However, on crime, both Chard and Crewkerne have relatively greater problems than Wincanton.

Table 3.2 Index of multiple deprivation IMD scores at Somerset level (327 SOAs)

SOA Name	Ward Name	Overall IMD ranking	Income ranking	Employment ranking	Health ranking	Education ranking	Environment ranking	Housing ranking	Crime ranking
Chard Avishayes (W)	Chard Avishayes	40	41	32	46	14	129	271	79
Chard Holyrood (N)	Chard Holyrood	45	26	35	60	27	287	296	28
Chard Jocelyn (W)	Chard Jocelyn	46	31	64	48	17	84	276	85
Chard Crimchard (E)	Chard Crimchard	61	135	227	148	47	5	102	291
Crewkerne (CN)	Crewkerne	103	65	99	107	59	194	244	63
Castle Cary Town	Cary	108	51	140	68	49	210	220	157
Wincanton (C)	Wincanton	121	90	150	141	78	70	256	83
Wincanton (S)	Wincanton	125	229	184	175	159	18	127	159
Crewkerne (CS)	Crewkerne	127	134	204	206	30	47	204	231
Langport	Langport and Huish	135	82	102	103	104	152	257	113
Chard Combe	Chard Combe	139	93	109	164	87	274	239	48
Chard Avishayes (E)	Chard Avishayes	146	260	162	213	86	30	283	91
Chard Jocelyn (E)	Chard Jocelyn	148	243	201	188	121	23	143	235
Blackmoor Vale (S)	Blackmoor Vale	175	98	161	167	132	140	139	211
Blackmoor Vale (C)	Blackmoor Vale	176	137	172	220	140	128	82	298
Bruton Town	Bruton	177	112	223	177	153	69	202	158
Ilminster (SW)	Ilminster	182	147	213	228	46	121	208	135
Chard Holyrood (S)	Chard Holyrood	186	160	173	191	54	113	231	182
Ilminster (E)	Ilminster	189	99	147	243	89	232	253	141
Wincanton (N)	Wincanton	195	171	280	190	189	64	154	152
Tower	Tower	212	303	314	320	274	284	9	236
Crewkerne (W)	Crewkerne	214	144	167	162	182	267	265	52
Chard Crimchard (W)	Chard Crimchard	216	309	296	319	177	20	180	196
Cary (S)	Cary	223	286	278	308	285	255	18	217
Crewkerne (S)	Crewkerne	242	232	256	237	150	62	158	302
Crewkerne (N)	Crewkerne	257	298	237	307	242	37	185	247
Blackmoor Vale (N)	Blackmoor Vale	260	245	294	272	269	226	45	320
Milborne Port (S)	Milborne Port	289	248	236	223	133	130	250	273
Cary (N)	Cary	300	320	253	296	223	103	221	119
Bruton Outer	Bruton	312	301	324	327	254	146	121	172
Milborne Port (N)	Milborne Port	321	294	309	278	310	117	209	266
Ilminster (NW)	Ilminster	322	280	318	309	173	311	186	263

Source: Somerset County Council, IMD scores ranking analysis, retrieved from www.somerset.gov.uk on 10 December 2005.

3.2 Employment

Labour market participation and earnings

The rate of employment in Wincanton is relatively high compared with the rate for England and Wales as a whole. Nearly 67 per cent of Wincanton adults aged 16 to 74 were in work at the time of the 2001 Census (against 61 per cent for England and Wales) – see Table 3.3.

In Wincanton, 62 per cent of working-age women and 79 per cent of working-age men were classified as ‘economically active’ (in work, unemployed or studying full-time). Almost a quarter of working-age women were in part-time work compared with only 3 per cent of men. One person in nine of working age was self-employed.

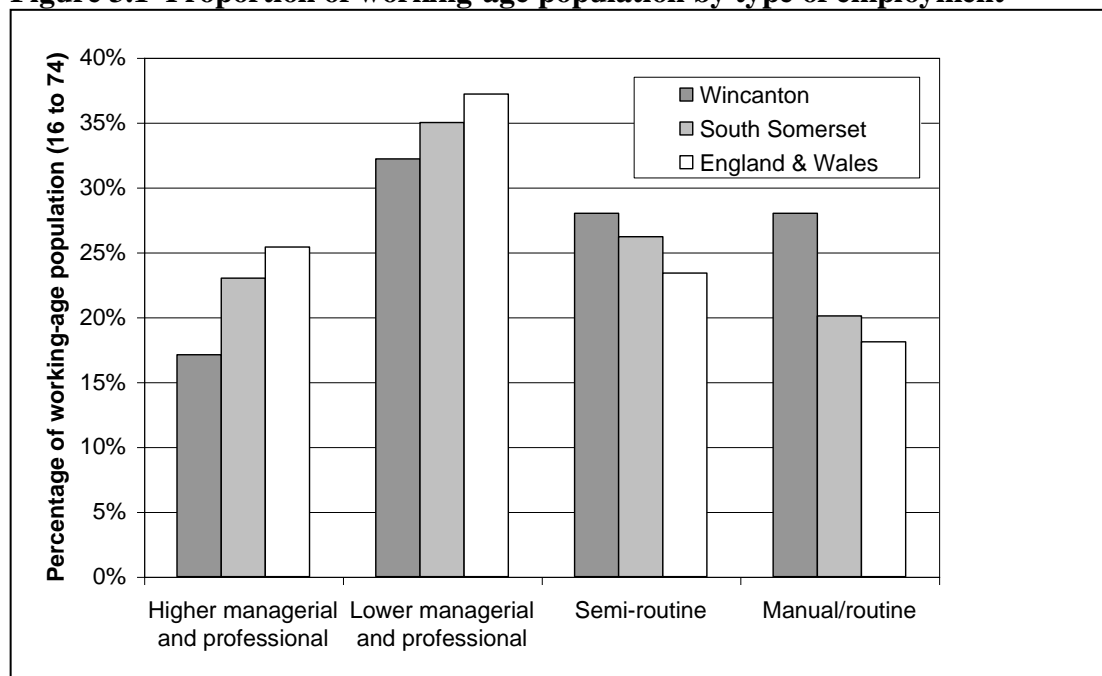
Table 3.3 Economic activity

Activity classification	Wincanton	Tower	South Somerset	England & Wales
Employed	66.8%	63%	64.9%	60.6%
Unemployed	1.8%	2%	2.1%	3.4%
Working student	1.7%	2%	1.9%	2.6%
Non-working student	2.1%	5%	2.8%	4.7%
Retired	15.4%	18%	18.6%	13.6%
Looking after home/family	5.8%	7%	6.0%	6.5%
Permanently sick/disabled	4.0%	2%	3.7%	5.5%
Other economically inactive	0.7%	0%	2.2%	3.1%

Source: SSDC, 2005, *South Somerset Ward Profiles 2005*. Census 2001 data.

As Figure 3.1 shows, Wincanton has a higher proportion of its workforce in manual, routine and semi-routine jobs than either South Somerset or England and Wales as a whole. The town has a lower proportion in professional and managerial work.

Since manual and semi-skilled work are usually lower paid than professional and managerial jobs, it is unsurprising to find that average household earnings in Wincanton are lower than the averages for either South Somerset or Great Britain – see Table 3.4. Women’s lower pay compared with men’s is a national phenomenon largely reflecting social factors, in particular the impact of part-time working, career breaks and other adjustments associated with women’s traditional roles as carers and homemakers.

Figure 3.1 Proportion of working-age population by type of employment

Source: Healthcheck worksheet, 2005, *Wincanton population statistics*. Data from Census 2001.

Table 3.4 Average earnings in 2004

	Average gross annual earnings		
	Wincanton	South Somerset	Great Britain
Men	£21,211	£24,231	£30,131
Women	£15,506	£19,180	£21,730

Source: NOMIS (New Earnings Survey).

Dependence on particular industries and employers

The most important industry sector for Wincanton in terms of numbers employed is wholesale and retail trade and repair of motor vehicles (22 per cent of the economically active workforce) followed by manufacturing (17 per cent) – see Table 3.5.

Although accounting for fairly small proportions of the employed population, transport, storage and communications (8 per cent) and agriculture (4 per cent) are more important to Wincanton than to the other settlements covered in Table 3.5. This probably reflects Wincanton's continuing involvement in the milk industry and the presence of Wincanton plc in the town.

Table 3.5 Employment of by industry sector

Industry	Wincanton		% of economically active working-age population												
	Number employed	% of economically active working-age population	Blandford Forum	Chard	Crewkerne	Frome	Gillingham	Ilminster	Norton-Radstock	Shaftesbury	Sherborne	Street	Warminster	Wells	Yeovil
Wholesale and retail trade, repair of motor vehicles	496	22%	17%	20%	18%	18%	21%	17%	19%	16%	16%	25%	17%	17%	22%
Manufacturing	382	17%	18%	31%	27%	20%	19%	27%	24%	15%	14%	20%	12%	16%	23%
Real estate, renting and business activities	231	10%	10%	7%	10%	9%	9%	9%	10%	9%	10%	8%	9%	11%	9%
Health and social work	198	9%	9%	10%	10%	10%	10%	11%	9%	10%	11%	8%	8%	11%	10%
Construction	189	8%	7%	8%	8%	8%	11%	10%	8%	10%	7%	8%	6%	8%	6%
Transport, storage and communications	188	8%	5%	4%	4%	7%	5%	4%	5%	5%	5%	5%	5%	5%	6%
Education	175	8%	10%	5%	7%	8%	6%	6%	7%	9%	16%	10%	7%	11%	6%
Public administration and defence, social security	104	5%	10%	3%	3%	6%	5%	4%	5%	6%	5%	4%	20%	5%	8%
Other community, social and personal services activities	92	4%	5%	4%	4%	4%	6%	5%	4%	9%	6%	4%	4%	5%	4%
Agriculture, hunting and forestry	79	4%	2%	2%	2%	1%	2%	3%	1%	2%	2%	2%	1%	1%	1%
Hotels and restaurants	74	3%	5%	5%	4%	5%	3%	4%	4%	5%	5%	5%	7%	6%	3%
Financial intermediation	26	1%	3%	2%	2%	2%	3%	1%	3%	3%	2%	2%	2%	3%	2%
Electricity, gas and water supply	6	Under 1%	Under 1%	Under 1%	1%	Under 1%	Under 1%	Under 1%	1%	1%	Under 1%	Under 1%	Under 1%	1%	Under 1%
Private households with employed persons	5	Under 1%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Mining and quarrying	3	Under 1%	Under 1%	Under 1%	Under 1%	2%	Under 1%	Under 1%	Under 1%	Under 1%	Under 1%	Under 1%	Under 1%	1%	Under 1%
Extra-territorial organisations and bodies	3	Under 1%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Fishing	0	0%	Under 1%	0%	0%	Under 1%	Under 1%	0%	0%	0%	0%	Under 1%	0%	0%	0%
TOTAL	2251	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Sources: Healthcheck worksheet, 2005, Wincanton - local employment situation; South West Regional Assembly, *Functional Analysis of Settlements*, Final Tables, April 2005.

In 2005, the four largest employers in Wincanton were²:

- **Wincanton plc.** 180 employees
- **The Natural Selection Company Ltd.** 100 employees
- **Watchbell Co Ltd.** 51 employees
- **Bayford Builders.** 47 employees.

Given the fact that other companies in Wincanton have fewer than 50 employees and the relatively small size of Wincanton's largest employer, there is no over-dependence in the local economy on large employers.

Working away from Wincanton

Nearly half (49 per cent) of working Wincanton residents work either from home or within 2 kilometres of home – see Table 3.6. Slightly less (43 per cent) travel 5 kilometres or more to work and so can be assumed to be working outside the local economy. Surprisingly this is very little different to the average for South Somerset (42 per cent commuting 5 kilometres or more).

In the Tower ward, over a quarter of residents work from home which is significantly higher than for either Wincanton or South Somerset. Unsurprisingly given the rural nature of the ward, only a small proportion of working residents (10 per cent) other than those working from home are within 2 kilometres of their workplace.

Census 2001 data show that 3,037 people working in Wincanton compared with a resident working population of 2,248. This shows there is net migration into Wincanton for work and that the number of jobs available exceeds the number of resident workers.

² Source: Healthcheck worksheet, 2005, *Employment*.

Table 3.6 Distance travelled to work by residents

Distance travelled	Wincanton		Tower		South Somerset
	Number travelling	Percentage of working residents	Number travelling	Percentage of working residents	
Work mainly at or from home	229	10%	295	27%	12%
Less than 2km	870	39%	116	10%	27%
2km but less than 5km	51	2%	124	11%	15%
5km but less than 10km	254	11%	124	11%	14%
10km but less than 20km	318	14%	120	11%	16%
20km but less than 30km	220	10%	78	7%	5%
30km but less than 40km	43	2%	32	3%	2%
40km but less than 60 km	75	3%	49	4%	2%
60km and over	63	3%	72	6%	3%
No fixed place of work	117	5%	n/a	n/a	n/a
Working outside the UK	8	0%	n/a	n/a	n/a
TOTAL	2248	100%	1108	90%	98%

Source: South Somerset District Council (SSDC), 2004, *South Somerset Ward Profiles 2004*, Yeovil: SSDC. Data from National Statistics, *Census 2001*.

Unemployment

The unemployment rate for Wincanton stood at 1.8 per cent in 2001 and had fallen further to 0.9 per cent (24 people) by the start of January 2005³. This is slightly lower than the January 2005 rate for South Somerset as a whole (1.0 per cent) and substantially lower than the rate for England and Wales (2.4 per cent).

Table 3.7 shows a breakdown of jobseekers allowance claimants by gender, age and duration of claim. It shows that very few claims lasted more than six months suggesting there is no long-term unemployment problem locally. This is generally in line South Somerset but indicative of a much healthier labour market than for Great Britain as a whole.

Turning back to the Index of Multiple Deprivation (see Table 3.1), on employment, Wincanton Centre and Wincanton South have rankings of 25 and 39, respectively, out of 103 indicating a relatively high level of unemployment compared with other areas of South Somerset but this should be interpreted within the context of the relatively low unemployment rate across the whole region. Wincanton North, with a ranking of 81, suffers less unemployment than most areas of South Somerset.

Wincanton Library and the Town Hall Community Office both keep an up-to-date list of employment vacancies which they receives from Jobcentre Plus and the Connexions service. The nearest Jobcentre Plus is located in Yeovil (16 miles). The nearest Connexions outlet is also in Yeovil.

³ Jobseekers allowance claimant count, January 2005. Supplied by South Somerset District Council.

Table 3.7 Jobseekers allowance claimants by age and duration of claim

	Percentage of all claimants		
	Wincanton	South Somerset	Great Britain
<i>Claimants by age</i>			
Aged 18 - 24	17.4%	29.2%	28.0%
Aged 25 - 49	56.5%	48.7%	53.8%
Aged 50 and over	21.7%	19.1%	16.8%
<i>Claimants by duration of claim</i>			
Up to 6 months	87.0%	85.9%	69.7%
Over 6 months up to 12 months	8.7%	8.6%	15.9%
Over 12 months	4.3%	5.5%	14.4%
TOTAL	100%	100%	100%

Source: Jobseekers allowance claimant count, January 2005. Supplied by South Somerset District Council.

3.3 Business

Number of businesses

The *Wincanton Directory 2005* and the online business directory maintained by South Somerset District Council together list over 300 private sector businesses operating in and around Wincanton.

According to the 2001 Census, 11.1 per cent of Wincanton residents are self-employed which is similar to the proportion for South Somerset as a whole (10.6 per cent).

Business start-ups and closures

There is no information available on the level of business start-ups and closures for Wincanton in isolation. Looking at the whole of South Somerset, the total number of VAT-registered businesses has changed very little over the last three years (-0.2 per cent in 2004, +0.4 per cent in 2003 and -0.8 per cent in 2002) and this is in line with Great Britain as a whole.

In 2005-6, VAT registration is compulsory only for businesses with an annual turnover of £60,000 or more although smaller businesses may register voluntarily⁴. Therefore, the statistics for VAT-registered businesses do not capture start-ups and closures of micro businesses.

⁴ HM Customs & Excise (HMCE), 2005, *VAT: Increased turnover limits for registration and deregistration*, Press Release, 16 March, London, HMCE.

Business premises

In 2001, South Somerset District Council conducted a survey of local businesses to investigate current and future demand for workspace⁵. The results give an indication of the desire of existing forms to expand or relocate. The survey found:

- **Duration.** Over half (53 per cent) of firms in Wincanton had been in their existing premises for ten or more years. Around 16 per cent had been there for fewer than three years
- **Relocation.** 63 per cent had always been located in Wincanton either at their existing or previous premises. Around 20 per cent had come to Wincanton from a location outside Somerset, which is a higher proportion than for South Somerset as a whole (10 per cent) suggesting that, in the past, Wincanton has been more successful than the district as a whole in attracting inward investment. The remaining 20 per cent of Wincanton businesses had relocated to Wincanton from elsewhere in Somerset
- **Suitability of premises.** Around two-thirds of Wincanton businesses thought their existing premises would continue to be suitable over the next two years. The rest felt their premises would become difficult or unsuitable and, of these, about 40 per cent thought they would take steps to improve their premises
- **Likelihood of moving.** A quarter of Wincanton businesses thought a premises move was possible or probable within the next two years. This proportion rises to 46 per cent when looking at a five-year horizon. Most of those respondents thinking a move was probable expected to move locally
- **Views on availability of premises.** Only 4 per cent of Wincanton businesses surveyed thought the availability of premises in Wincanton was good (compared with 13 per cent for South Somerset as a whole) – see Table 3.8
- **Premises meeting business needs.** Four-fifths of Wincanton businesses surveyed said they wanted basic or value-for-money premises. Only one-fifth (19 per cent) wanted high-standard accommodation (for example, fully wired for IT and with a quality image) – this is slightly lower than the proportion for South Somerset as a whole (24 per cent).

⁵ South Somerset District Council (SSDC), 2001, *Business perspective on property*, Yeovil, SSDC.

Table 3.8 Views on the availability of business premises

	Availability is good	A lot of premises available but not good quality	Very little business space available	No strong views
Wincanton	4%	8%	40%	47%
South Somerset	13%	6%	41%	40%

Source: Cousins, L, 2002, *Wincanton Area Economy. Update report*, Yeovil, South Somerset District Council

Table 3.9 Availability of commercial land and property in Wincanton

	1996	2002
Development sites		
Land in acres (Lawrence Hill Business Park was only area where available)	20	16
Industrial premises		
Total in square feet	35,600	c 20,000
Typical costs per square foot	£2.50 to £3.50	£3.50 to £6.00
Offices		
Total in square feet	c 5,000	Under 1,000
Typical costs	£3.30 to £5.50	n/a

Source: Cousins, L, 2002, *Wincanton Area Economy. Update report*, Yeovil, South Somerset District Council

In 1996 and again in 2002, South Somerset District Council reviewed the supply of commercial property available in Wincanton. The results are shown in Table 3.9 above. The review concluded:

*'A large number of businesses are thinking about moving and the majority want to move locally. Given the supply situation, there must be concerns that businesses which want to move are unable to do so and that future potential inward investors will not have sufficient choice of space.'*⁶

Table 3.10 provides data on the existence of business units (both occupied and available) in Wincanton and selected other towns in the South West. It suggests that:

- Wincanton has little scope to house businesses needing large premises, whereas several adjacent towns have greater scope
- Wincanton is in line with Crewkerne and Gillingham when it comes to hosting medium-sized businesses, but has less capacity for this sector than Blandford, Chard, Shaftesbury or Sherborne

⁶ Cousins, L, *Wincanton Area Economy. Update report*, Yeovil, South Somerset District Council, August 2002.

- the existence of premises for small businesses is broadly in line with that for other similar towns, such as Blandford, Chard, Gillingham, and Shaftesbury, but lags behind Sherborne
- overall Wincanton's business premises are skewed more heavily towards smaller businesses than is the case in most other towns in Table 3.10.

South Somerset District Council operates a commercial property search facility on its website (www.southsomerset.gov.uk) for use by businesses seeking land or premises. A search for property available in Wincanton in September 2005 revealed only three business premises and one area of employment land.

Table 3.10 Number of business units

	Number of large business units (200+ employees)	Number of medium business units (6-199 employees)	Number of small business units (1-5 employees)	Total	% Large business units	% Medium business units	% Small business units
Blandford Forum	4	153	324	481	0.83	31.81	67.36
Chard	5	154	262	421	1.19	36.58	62.23
Crewkerne	0	91	208	299	0.00	30.43	69.57
Frome	3	266	600	869	0.35	30.61	69.04
Gillingham	2	101	307	410	0.49	24.63	74.88
Ilminster	1	69	132	202	0.50	34.16	65.35
Norton-Radstock	6	252	540	798	0.75	31.58	67.67
Shaftesbury	2	146	291	439	0.46	33.26	66.29
Sherborne	2	186	344	532	0.38	34.96	64.66
Street	3	210	366	579	0.52	36.27	63.21
Westbury	1	129	293	423	0.24	30.50	69.27
Wincanton	1	104	294	399	0.25	26.07	73.68
Yeovil	16	677	978	1671	0.96	40.51	58.53

Source: South West Regional Assembly, 2005, *Functional Analysis of Settlements*, Final Tables. Data from Annual Business Inquiry workplace analysis 2003.

In 2002, a report⁷ was commissioned from Prism Research to study the commercial land and property market in Somerset. Most of the report considers the position at county and district levels, but some of the findings are pertinent to Wincanton:

- **Background.** Most businesses prefer not to relocate. If they do move, it usually reflects dissatisfaction with the current situation. Usually a move is

⁷ Prism Research Ltd, *Somerset Commercial Land and Property Market Study. A Final Report to the Somerset Strategic Partnership and the South West Regional Development Agency*, February 2002.

triggered by issues relating to premises, for example, lease expiry, rent increase, or business growth outstripping accommodation

- **Perceived advantages of locating in Somerset.** High quality of life, ease of access to key destinations (such as London and the South East, Midlands and so on) via the A303 and M5, lack of congestion in market towns, frequent and fast rail services to London, varied and attractive natural environment. Competitive land prices and wages, diverse employment base. Some of these factors apply specifically to Wincanton – for example, the key road link via the A303 – and could be used to market Wincanton as a good business location
- **Perceived disadvantages of locating in Somerset.** Poor internal road network, rural image, perceived to be an inaccessible county and not suitable advanced in ICT, lack of higher education provision, lack of grant aid, poor conference facilities. In marketing the town as a business location, Wincanton needs to consider how it can address these issues
- **Business enquiries.** In 2001, South Somerset District Council received 350 enquiries about land and premises. 30 per cent were from manufacturers, 45 per cent from service sector firms and 25 per cent from employers in other sectors. 10 per cent of these enquiries were directed at locating on the A303 corridor (which covers the towns of Ilminster and Martock as well as Wincanton). Table 3.11 summarises the main features of the 350 enquiries
- **Important issues when relocating.** 56 per cent of firms which had moved cited land and premises issues as being significant. One third stated that transport and infrastructure were key, especially good road links. Supply chain issues (especially proximity to customers) were important in attracting a firm to a location. Only a fifth cited lifestyle issues (of which quality of environment was the most important).

Prism Research used a forecasting model to estimate what might happen to the commercial property market over the next ten years. Overall, it expected an increased demand for floorspace mainly due to a projected rise in public sector services employment (particularly health, education, tourism and leisure). Demand for industrial floorspace was forecast to fall reflecting a general decline in manufacturing. Prism suggested this created opportunities to redevelop manufacturing sites to meet other commercial uses.

Table 3.11 Nature of enquiries received by South Somerset District Council in 2001 about commercial land and premises

Feature	Detail	Prospects
Existing premises or new?	Majority – existing. 1/5 th for development land but aversion to land where developer has option to design and build (businesses felt get poor deal from developers). Strong demand for freehold serviced development land of ½ acre or more, Very few enquiries for development land over 4 acres.	Wincanton deemed in 2001 to have reasonable supply of employment development land.
Industrial and warehousing	Most enquiries for units under 5,000 square feet are for pre-existing buildings. Usually looking for leasehold but demand for freehold increases with size. SSDC has waiting list for small units (size of a double garage). Generally private sector does not provide units of this size.	Demand in places like Wincanton was ‘warm’ (rather than strong) in 2001 and prices had risen sharply. Market was expected to flatten out.
Offices	Limited demand for offices. Demand usually locally driven.	
Retail	Centred on Yeovil. No comments specific to Wincanton.	Independent specialist retailers tended to favour Sherborne over Yeovil or other locations. Demand for retail units in South Somerset towns declining because of out-of-town shopping and inability of independent retailers to offer quality and accessibility customers expect (for example, because of closing for lunch and half-day closing).

Source: Prism Research Ltd, *Somerset Commercial Land and Property Market Study. A Final Report to the Somerset Strategic Partnership and the South West Regional Development Agency*, February 2002.

Business services

Business conference facilities are available for hire at Wincanton Racecourse (edge of town) and Holbrook House Hotel (edge of town).

Broadband is available throughout Wincanton.

Availability of business support and grants

As is the case throughout England, the main gateway for business support is Business Link. A range of online services are accessible through the national portal (www.businesslink.gov.uk). Further assistance is available through the local branch, Business Link Somerset, which is based in Taunton and also operates its own website (www.businesslinksomerset.co.uk).

Somerset is not designated as an Assisted Area (a designation which qualifies businesses in an area for a variety of government aid) nor does it eligible for special assistance from the European Union.

However, the following locally-based schemes may be open to Wincanton businesses:

- **Rural Business Chest Grant Scheme.** This is a joint initiative between Somerset county Council and Somerset's district councils. It can provide small grants up to £750 on a matched funding basis to micro businesses (five employees or less) in rural areas in Somerset. Grants are typically used to purchase equipment, develop marketing materials, and so on. Grants are accessed through Business Link
- **Somerset Young Entrepreneurs Fund.** This is a pilot collaboration between Somerset County Council, The Prince's Trust and Wessex Reinvestment Trust with support from the Mackintosh foundation. It can provide loans up to £4,000 to 18- to 30-year olds newly starting in business and who have been unable to borrow from mainstream sources.

A search of the national Business Link online grant finder in September 2005 produced 246 grant schemes, 31 awards and 101 loan schemes that may be open to businesses starting up or operating in the Wincanton area. Eligibility for any particular scheme will depend on a variety of factors, for example, business sector, size of firm, purpose of grant or loan, and so on.

Wincanton Chamber of Trade acts as an information and lobbying group for local business members. Its interests focus particularly, though not exclusively, on the retail trade in the town.

Business rate relief

In the Wincanton Survey 2003⁸, around one respondent in seven (14 per cent) had at some stage started a business or seriously thought about starting one in Wincanton. This group was asked whether there were facilities or support lacking in Wincanton that would help new businesses. The most common response was that business rates were too high.

Since then, a number of new business rate relief schemes have been introduced:

- **transitional relief.** Following the revaluation of business properties with effect from 1 April 2005, if the revaluation resulted in a significant rise in its rates bill, a business may be able to claim transitional relief to spread the increase over up to four years
- **small business rate relief.** The rateable value of premises is multiplied by a 'multiplier' to arrive at the annual bill. A lower multiplier (41.5p instead of 42.2p) applies if the rateable value of the property (or combined value of more than one) is under £15,000. In addition, the ratepayer may qualify for a reduction of up to 50 per cent of the bill for the only or main premises if the rateable value is less than £5,000. The reduction decreases by roughly 1 per cent for each £100 of rateable value over £5,000. There is no reduction if the rateable value is over £10,000. With more than one property, the ratepayer is eligible for the reduction only if the additional properties each have a rateable value of less than £2,200 and the combined value of all the properties is less than £15,000. Ratepayers must apply for this relief each year within six months of the end of the financial year – for example, by 30 September 2006 for the year ending 31 March 2006
- **rural village with population under 3,000.** The ratepayer can claim a 50 per cent reduction in the bill (or more at the discretion of the local authority) if they run the only village store or post office and the rateable value is under £7,000, they run the only village pub or petrol station and the rateable value is less than £10,500, or they run a food shop with a rateable value under £7,000

A survey by the Federation of Small Businesses⁹ has found that one in five of its members are failing to claim reliefs to which they are entitled. Some 15 per cent of retailers, 23 per cent of manufacturers and 27 per cent of construction companies were failing to claim. No comparable data exists for Wincanton but it is possible that similar results would apply.

⁸ Lowe J, 2003, *Wincanton Survey 2003*, Wincanton, Wincanton Town Council.

⁹ 'Small businesses miss rate relief', 2005, *Financial Times*, 5 September.

3.4 Retail and town centre

The main retail area of Wincanton comprises the High Street, Church Street, Market Place, South Street and Carrington Way. It hosts 57 goods shops, another 30 commercial outlets (including banks, solicitors, dental surgeries, cafes and public houses) and a post office which is combined with a retail outlet. A breakdown of the types of shop is given in Table 3.12.

At the time of the Healthcheck, four retail outlets were empty.

No new shops have been built in Wincanton centre during the last three years. However five have been granted change of use while remaining as retail/commercial outlets. Three have been converted from retail outlets to residential use.

Within the retail area, there is also a health centre, library, police station, museum, premises of the local Conservative Association and two public conveniences. Slightly away from the town centre, a third set of public conveniences is in the process of being rebuilt.

Wincanton has one supermarket (Coopers) and one convenience store (Alldays now owned by The Cooperative Group) within the town centre. It also has an edge-of-town supermarket (Morrison).

There is no regular general market in the area but a farmers' market is held in central Wincanton on the first Friday of each month (9am to 1pm) and a Women's Institute produce market takes place every Friday morning.

Table 3.12 Shops in Wincanton centre

Type of outlet	Number
Antiques	2
Bakery	1
Bank/ building society agency	6
Bookmaker	1
Butcher	1
Car spares	1
Dentist	2
Dry cleaner	1
Electrical	2
Estate agent	3
Greengrocer	1
Grocer/delicatessen (other than supermarket)	2
Hairdresser / beauty	6
Hardware	1
Newsagent	1
Off licence	1
Office services / computer services	4
Optician	2
Other health-related	2
Post office	1
Restaurant/café/ takeaway food	9
Shoes and clothes	4
Supermarket/ convenience store	2
Video/photographic	1
Other	31

Source: Healthcheck worksheet, *Economy*, Appendix one

3.5 Tourism

Tourist attractions and specialisms

Wincanton, while a pleasant town, has no natural or historic features that particularly attract tourists. Its main tourist strengths are events – see Table 3.13 – and its association with Discworld®.

Wincanton is home to the Cunning Artificer Discworld® Emporium which is a unique visitor attraction. It is the only Discworld® Emporium in the world and has a strong association with the creator of Discworld®, the author Terry Pratchett. Wincanton hosts two Discworld® events a year – in May and December – attracting hundreds of fans from across the country. Terry Pratchett usually attends, taking part in events and signing books and memorabilia. The Cunning Artificer creates objects that owe their inspiration to the writings of Terry Pratchett. The Cunning Artificer sells books, sculpture, pictures, T-shirts, strange objets d’art and all things Discworld®. In December 2002, Wincanton was officially twinned with Ankh Morpork, the fictitious place taken from the Discworld® books.

There is a wide range of attractions in the surrounding area (see Table 3.14) which gives Wincanton the opportunity to market itself as a centre – either for holidays or short breaks – for tourists drawn to these other attractions. By number of visitors, the top attractions are thought to be: Fleet Air Arm Museum at Yeovilton, Haynes Motor Museum at Sparkford, Wincanton Racecourse and Stourhead house and gardens.

Table 3.13 Wincanton tourist attractions

Nature of attraction	Attraction	When takes place/ is open
Attractions/events likely to draw tourists from beyond local area	Discworld® Weekends	May/Dec
	Green Dragon Antiques	Open year round
	Wincanton Classic Car Show	Jun
	Wincanton Racecourse (15 racedays)	Oct - May
	Wincanton Racecourse (events)	Any time
Attractions/events likely to attract visitors from a fairly local area	Carols around Christmas tree	December
	Farmers' Market	Monthly (first Friday)
	Remembrance Day Parade	November
	Roundtable Fireworks	November
	WI Country Market	Weekly (Friday)
	Wincanton Amateur Dramatics – panto and play	Feb/Jul
	Wincanton Carnival	Oct
	Wincanton Choral Society concerts	Two/three times year
	Wincanton Flower Show	Aug/Sep
	Wincanton Horse Show	Summer
	Wincanton Scout & Guide Show ('Gang' Show)	October (alternate years)
Places which might not attract visitors but would be used by visitors already in the area	Wincanton Golf Course	Open year round
	Wincanton Museum	Apr-Sep
	Wincanton Sports Centre	Open year round
Other	Wincanton Twinings (week long visits by visitors from twin towns in France and Germany)	French – alternate years (often summer) German – alternate years (generally Easter or summer)

Source: Healthcheck Worksheet EC5, *Tourism and Visitor Services*, 2005.

Table 3.14 Tourist attractions in the area surrounding Wincanton

Attraction	Details
Bath & West Show	Shepton Mallet (June)
Blackmore Vale & Sparkford Hunt	
Bruton Dovecote	National Trust
Bruton Museum	Bruton
Cadbury Castle	South Cadbury
Castle Cary Carnival	Castle Cary
Castle Cary Museum	Castle Cary
Fleet Air Arm Museum	Yeovilton
Gants Mill and Garden	Bruton
Gartell Light Railway	Yenston
Gillingham & Shaftesbury Show	Gillingham (August)
Hadspen Gardens	Between Wincanton and Castle Cary
Haynes Motor Museum	Sparkford
Iron Man Event	Sherborne (June)
King Alfred's Tower	Brewham National Trust
Long Acre Plants	Charlton Musgrove
Moldram's Ground Nature Reserve	Pen Selwood
Point-to-Point races	Charlton Horethorne
Sherborne Abbey	Sherborne
Sherborne Castle (old and new)	Sherborne
Stourhead	Beyond Zeals National Trust house and gardens Events: Horse Event (August), Fête Champetre (July)
The Lockup	Castle Cary
Yeovilton Air Day	Yeovilton (September)

Source: Healthcheck Worksheet EC5, *Tourism and Visitor Services*, 2005.

Impact of tourism on the local economy

Table 3.15, shows that 3.4 per cent of Wincanton employees are employed in hotel and catering. This is generally in line with other similar towns in the area. The percentage is higher for towns with their own major tourist attractions, such as Sherborne.

According to the 2001 Census, in Somerset as a whole, 15 per cent of the employed workforce (full-time, part-time and seasonal) are in tourism-related work. 73 per cent of these jobs are directly supported by visitor spend.

Table 3.15 Employment in hotel and catering

	People aged 16 - 74 in employment working in: Hotels and catering	%
Chard	264	5.0
Crewkerne	129	3.6
Gillingham	124	3.2
Ilminster	71	3.6
Norton-Radstock	404	4.0
Shaftesbury	167	5.3
Sherborne	171	5.1
Warminster	617	7.1
Wincanton	78	3.4
Yeovil	721	3.5
South West Settlements' Average /Sum	2746	4.4

Source: South West Regional Assembly, *Functional Analysis of Settlements*, Final Tables, April 2005.
Data for 2001 from 2001 Census

Table 3.16 summarises the tourist accommodation available in Wincanton. Discworld® weekends are relatively new events for Wincanton but appear set to attract consistently large numbers of weekend visitors and accommodation in town has to date been insufficient.

Although the area around Wincanton receives many summer visitors, year-round activities such as Discworld® weekends means that there is a demand for accommodation throughout the year.

The Wincanton Twinning visits attract reasonably large numbers of visitors from the French and German twin towns, but this does not offer an opportunity for local hotels and inns because the visitors are hosted in the private homes of the members of the twinning associations.

Table 3.16 Accommodation available in and around Wincanton

Type of accommodation	Number	Comment
<i>Wincanton</i>		
Hotels/inns	5 hotels 49 beds	3 pubs in town, 1 pub in adjacent village of Bayford. Plus Holbrook House Hotel (edge of town) which is dedicated hotel with conference facilities etc. Listed in <i>Where to stay in Wincanton and District 2004</i>
Bed & Breakfast	11 beds	Listed in <i>Where to stay in Wincanton and District 2004</i>
Caravan/camping		At Wincanton Racecourse
TOTAL WINCANTON BEDS	60	
<i>Immediate surrounding area</i>		
Hotels/inns	10	Horsington
Bed & breakfast	22	Various locations
<i>Country breaks</i>		
Bed & Breakfast	5 double 2 twin 3 double/twin	Sparkford Inn
Caravan/camping	75 caravan pitches 75 camping pitches 3 static vans	Long Hazel, Sparkford
Self-catering	1	Charlton Musgrove
	5	Castle Cary
	1	Cucklington
	1	Horsington
	1	Shepton Montagu
	1	South Brewham

Source: Healthcheck Worksheet EC5, *Tourism and Visitor Services*, 2005.

Tourist information

Wincanton had a tourist information centre for many years located in the local library and run by Somerset County Council. This office was closed down and Wincanton Town Council (initially with some support from South Somerset District Council which was subsequently withdrawn) took over the provision of tourist information.

The Town Council operates the tourist information centre as part of its overall local information centre located at the Town Hall. Tourist enquiries are dealt with year round. Table 3.17 summarises the number of enquiries handled in the first two years of operation. Although there was a decline in the number of enquiries in 2004-5

compared with 2003-4, the centre has been operating too short a time to draw any conclusions about trends.

At the time of writing, there were no up-to-date visitor guides about Wincanton itself. Previous 'Wincanton – Queen of the Vale' and 'Wincanton Town Trail' leaflets were out of date. The local information centre was in the process of seeking quotes for reprinting a new leaflet which would update and amalgamate these earlier publications and include a larger, improved map of the town.

Signing within the town to its attractions and main resources (museum, tourist information, public conveniences, car parks, and so on) is adequate.

Table 3.17 Tourist enquiries handled by Wincanton local information centre

Type of enquiry	2003-4			2004-5		
	Apr-Sep	Oct-Mar	Full Year	Apr-Sep	Oct-Mar	Full Year
In person	1,226	n/a	n/a	1,025	479	n/a
By phone	318	n/a	n/a	154	120	n/a
Other	22	n/a	n/a	6	0	n/a
Total for period	1,566	615	2,181	1,185	599	1,784
% change on year ago				-24.3%	-2.6%	-18.2%

Source: Healthcheck Worksheet EC5, *Tourism and Visitor Services*, 2005.

3.6 Training and education

Qualifications of working age adults

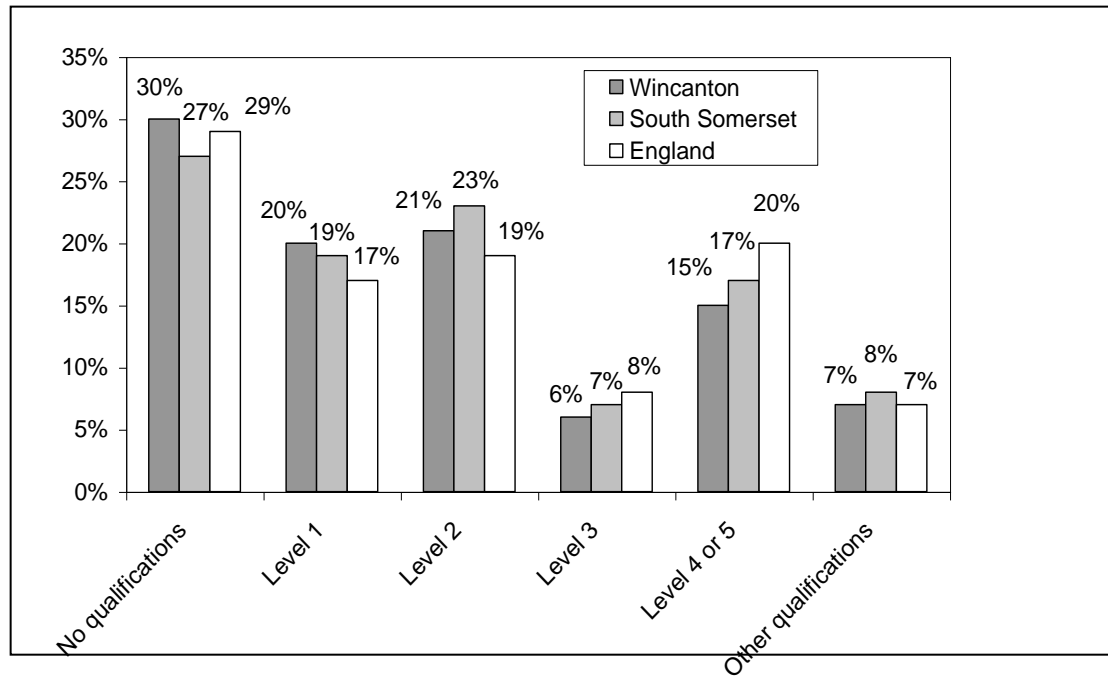
The 2001 Census found that just under a third (30 per cent) of the working-age population in Wincanton have no qualifications. This is a slightly higher proportion than for South Somerset (27 per cent) but broadly in line with England as a whole (29 per cent) – see Figure 3.2.

A fifth (20 per cent) of the Wincanton working-age population is qualified to Level 1 (equivalent to GCSE Grades D to G – see Box), which is slightly higher than for South Somerset (19 per cent) or England (17 per cent).

Fewer working-age Wincanton people (15 per cent) have qualifications at Levels 4 and 5 (equivalent to certificates of higher education and foundation degrees) than in South Somerset (17 per cent) or England as a whole (20 per cent).

The data on educational attainment and skills tends to reinforce the pattern of a community with a high incidence of unskilled or low-skilled work and lower-than-average wages.

Figure 3.2 Education and skills of working-age population



Source: Data from National Statistics, *Census 2001* and supplied by South Somerset District Council.

What the national qualification levels mean

Level 1	Basic knowledge and skills, ability to apply them with guidance or supervision. Equivalent to NVQ1 and GCSE grades D to G.
Level 2	Ability to gain and apply good knowledge and understanding and to perform tasks with some guidance or supervision. Equivalent to NVQ2 and GCSE grades A* to C.
Level 3	Involves obtaining detailed knowledge and skills. Equivalent to NVQ3 and A levels.
Level 4	Involve specialist learning and detailed analysis, appropriate for people working in technical and professional jobs and/or managing or developing other people. Equivalent to, for example, Diploma in Sport and Recreation, Certificate in Site Management and Certificate in Early Years Practice.
Level 5	Ability to increase depth of knowledge and understanding and enable formulation of solutions and responses to complex problems and situations. Appropriate for people working as higher grade technicians, professionals or managers. Equivalent to intermediate higher education qualifications and foundation degrees.
Level 6	Specialist high level knowledge enabling use of person's own ideas and research. Appropriate for work in knowledge-based professions or professional management. Equivalent to a Bachelors degree with honours, graduate certificates and graduate diplomas.
Level 7	Highly developed and complex levels of knowledge enabling development of in-depth and original responses to complicated and unpredictable problems and situations. Appropriate to senior professionals and managers. Equivalent to Masters degree, postgraduate certificates and postgraduate diplomas.
Level 8	Leading experts or practitioners developing new and creative approaches that extend or redefine existing knowledge or professional practice. Specialist awards.

Source: Based on information about the National Qualifications Framework from the Qualifications and Curriculum Authority website. Retrieved from www.qca.org.uk on 4 September 2005.

Pre-school provision

The 2001 Census records 281 Wincanton residents aged 0 to 4. Table 3.18 lists the pre-school provision available in the town. The compilers of the Healthcheck worksheet commented: *'It seems doubtful that the four play providers have sufficient capacity to cater for 281 infants. Therefore there is a need for increased pre-school/play provision'*.

Table 3.18 Pre-school provision in Wincanton

Type of provision	Number	Providers
Out-of-school care	0	
Parent and toddler group	3	<ul style="list-style-type: none"> • Mums and Toddlers, Community Church • Wincanton Baby & Toddler Group, The Baptist Hall • Parent Toddler Group, Wincanton Sports Ground
Day nursery	1	<ul style="list-style-type: none"> • Busy Kids, The Balsam Centre
Maintained nursery school and classes	0	
Pre-school playgroup	3	<ul style="list-style-type: none"> • Little Ark Pre-School, Our Lady's Primary School • South Street Pre-School, Wincanton Primary School • Westhill Nursery, King Arthur's Community School
Private nursery school	0	

Source: Healthcheck worksheet, 2005, *Training and education* supplemented by entries from *Wincanton directory 2005* and Healthcheck Worksheet, 2005, *Social and Community*.

Primary school provision

Wincanton has two primary schools: Wincanton Primary School and Our Lady of Mount Carmel Catholic Primary School. A few of the surrounding villages have their own primary schools. Nine primary schools in total are classified as partner schools of Wincanton's only secondary school and are the main source of the latter's pupils¹⁰.

Table 3.19 gives the key data for each partner school. Table 3.20 summarises the educational attainment of the pupils at Key Stage 2 (KS2), in other words of pupils aged 11.

The partnership schools have a much lower proportion of statemented pupils with special educational needs (SEN) than the average for Somerset or England. However, the two Wincanton primary schools and Henstridge have a higher incidence of SEN

¹⁰ King Arthur's Community School (KACS), 2004, *Prospectus 2004-5*, Wincanton, KACS.

pupils without statements than the average for Somerset of England. Both authorised and unauthorised absence at Our Lady of Mount Carmel were high in 2004 compared with other schools in the area and the averages for Somerset and England.

Table 3.19 Key data for Wincanton's partner primary schools

School	Total number of pupils	Percentage of pupils with special educational needs		Absences (Percentage of half days missed)	
		With statements	Without statements	Authorised	Unauthorised
Wincanton Primary School	336	0.6%	17.0%	5.0%	0.2%
Our Lady of Mount Carmel, Wincanton	101	0.0%	16.8%	7.5%	1.1%
Abbas & Templecombe	126	0.8%	12.7%	5.3%	Less than 0.05%
Bruton	314	0.3%	9.9%	4.3%	0.3%
Charlton Horethorne	56	0.0%	8.9%	4.6%	0.1%
Horsington	83	0.0%	15.7%	5.1%	Less than 0.05%
Milborne Port	173	0.0%	14.5%	4.6%	0.1%
St Nicholas, Henstridge	55	0.0%	18.2%	3.7%	0.2%
Upton Noble	144	0.0%	11.1%	5.9%	0.5%
Average for Somerset LEA	Not given	2.3%	12.8%	5.0%	0.3%
Average for England	Not given	3.2%	15.4%	5.1%	0.4%

Source: Department for Education and Skills, 2004, *Performance tables*, Retrieved from www.dfes.gov.uk on 5 September 2005.

Key points to note from Table 3.20 are:

- **Average point score.** A score above 27 indicates that at least some pupils are achieving levels above those expected of most 11-year olds. Wincanton Primary School is in line with the average for Somerset and England. Abbas & Templecombe and Bruton primary schools are performing significantly above this level while Charlton Horethorne and Upton Noble are markedly below
- **Value added.** This is based on a score of 100. A higher score indicates that the school's pupils are progressing better than the national average for similar pupils. Abbas & Templecombe and Milborne Port both have scores above 100. Wincanton Primary School scores very slightly below 100 and is in line with the average for Somerset
- **Aggregate of test percentages.** These enable a year-on-year comparison of a school's performance but will be influenced by the ability of individual pupils in each year group so should be treated with care. The maximum possible

score is 300. Abbas & Templecombe comes out particularly well on this basis in both 2002 and 2004. The results for Wincanton Primary School show a declining trend. The trend for Somerset shows a slight rise.

Table 3.20 Educational attainment of pupils at Key Stage 2 (age 11)

School	Number of pupils eligible for KS2 testing	Average point score [1]	Value added [3]	Aggregate of test percentages [4]			
				2001	2002	2003	2004
Wincanton Primary School	50	27.4	99.9	264	251	227	224
Our Lady of Mount Carmel, Wincanton	8	[2]	[2]	Not available	Not available	Not available	Not available
Abbas & Templecombe	25	30.5	102.4	242	290	264	292
Bruton	53	29.2	99.7	240	273	275	266
Charlton Horethorne	11	24.5	98.4	200	227	n/a	173
Horsington	12	28.2	99.3	233	236	269	242
Milborne Port	25	28.4	101.2	251	216	267	256
St Nicholas, Henstridge	8	[2]	[2]	Not available	Not available	Not available	Not available
Upton Noble	18	24.9	97.5	257	247	273	183
Average for Somerset LEA	Not given	27.5	99.9	231	234	235	239
Average for England	Not given	27.5	Not given	234	234	234	237

Source: Department for Education and Skills, 2004, *Performance tables*, Retrieved from www.dfes.gov.uk on 5 September 2005.

[1] **Average points score:** KS2 results in English, mathematics and science are assigned scores, added together and divided by the number of pupils tested. If all pupils attained the level expected of most 11-year olds in all three subjects, the average score would be 27. A higher score indicates that at least some pupils are performing above this level. A lower score indicates that at least some are performing below this level. An exact score of 27 could indicate a range of performance with individual results both above and below the average.

[2] Results not published because, with so few eligible pupils, there is a risk of individual pupils' results being identified.

[3] **Value added:** Measures the progress of pupils between Key Stage 1 (age seven) and KS2 and so allows for differing levels of ability in a school's intake. Based on a score of 100, a score above 100 indicates a school where pupils have on average made more progress than similar pupils nationally. A score below 100 indicates they have made less progress than the national average for similar pupils.

[4] **Aggregate of test percentages:** For each of the three subjects, English, mathematics and science, the percentage of pupils achieving the level expected of most 11-year olds or above is recorded. The three percentages are added together to give the aggregate of test percentage. Therefore the maximum possible score would be 300.

Wincanton Primary School was the subject of an Ofsted inspection in February 2004. The main conclusions of the report are set out in the box below and the grades achieved in the inspection are summarised in Table 3.21.

Main points from Ofsted report for Wincanton Primary School

‘OVERALL EVALUATION

Wincanton Primary School is a good school that provides good value for money. Good teaching helps pupils to attain standards that match national averages overall and this is good achievement in relation to their past attainment. The new headteacher’s very good leadership and management are major strengths. Staff are highly committed to ensuring that all pupils receive a high quality of education that fully meets their needs. The very good care and support that pupils receive are important aspects of the school’s overall effectiveness. The school’s main strengths and weaknesses are:

- *The headteacher provides very good leadership and management.*
- *Very good assessment is a significant feature of the good quality of teaching that is helping most pupils to achieve well.*
- *The good provision for pupils’ personal development results in pupils behaving well and having good attitudes and values.*
- *By the end of Year 2, standards in the fluency and range of vocabulary used in speaking are below average.*
- *The very good provision for pupils with special educational needs owes much to very good coordination and the high quality of the work of teaching assistants.*
- *The school provides very good care, support and guidance for all pupils.*
- *There is insufficient monitoring of pupils’ standards in subjects other than English, mathematics and science.*

...

IMPROVEMENTS NEEDED

The most important things the school should do to improve are:

- *Raise the standard of pupils’ speaking skills by the end of Year 2 by increasing opportunities for them to organise what they say and extend the vocabulary used in all subjects.*
- *As finance permits, develop the outdoor facilities that can be used for children’s physical development in the Foundation Stage.*
- *Ensure that there is regular monitoring and evaluation of pupils’ standards in all subjects in order to identify the action needed to raise standards still further.’*

Source: Office for Standards in Education (Ofsted), 2004, *Inspection Report. Wincanton Primary School*, Inspection number 258448, London, Ofsted.

Table 3.21 How the Ofsted inspectors graded Wincanton Primary School

Attribute	Grade [1]
The overall effectiveness of the school	3
How inclusive the school is	3
How the school's effectiveness has changed since its last inspection	3
Value for money provided by the school	3
Overall standards achieved	4
Pupils' achievement	3
Pupils' attitudes, values and other personal qualities	3
Attendance	3
Attitudes	3
Behaviour, including the extent of exclusions	3
Pupils' spiritual, moral, social and cultural development	3
The quality of education provided by the school	3
The quality of teaching	3
How well pupils learn	3
The quality of assessment	2
How well the curriculum meets pupils' needs	4
Enrichment of the curriculum, including out-of-school activities	3
Accommodation and resources	4
Pupils' care, welfare, health and safety	2
Support, advice and guidance for pupils	2
How well the school seeks and acts on pupils' views	3
The effectiveness of the school's links with parents	3
The quality of the school's links with the community	3
The school's links with other schools and colleges	3
The leadership and management of the school	3
The governance of the school	3
The leadership of the headteacher	2
The leadership of other key staff	3
The effectiveness of management	3

[1] Inspectors make judgements on a scale: excellent (grade 1); very good (2); good (3); satisfactory (4); unsatisfactory (5); poor (6); very poor (7).

Source: Office for Standards in Education (Ofsted), 2004, *Inspection Report. Wincanton Primary School*, Inspection number 258448, London, Ofsted.

Secondary school provision

Wincanton has one secondary school, King Arthur's Community School, which provides education from age 11 to 16. Its intake is largely from the partner primary schools discussed above. The main competing state schools at secondary level are:

- Sexey's School, Bruton (boarders only), 5 miles
- Ansford Community School, Castle Cary, 7 miles
- Gillingham School, Dorset, 7 miles
- The Gryphon School, Sherborne, Dorset, 11 miles.

Table 3.21 shows key data for King Arthur's and its four competitors. King Arthur's has a relatively high level of unstatemented SEN pupils and a fairly high level of authorised absence, but is otherwise much in line with other schools in the group.

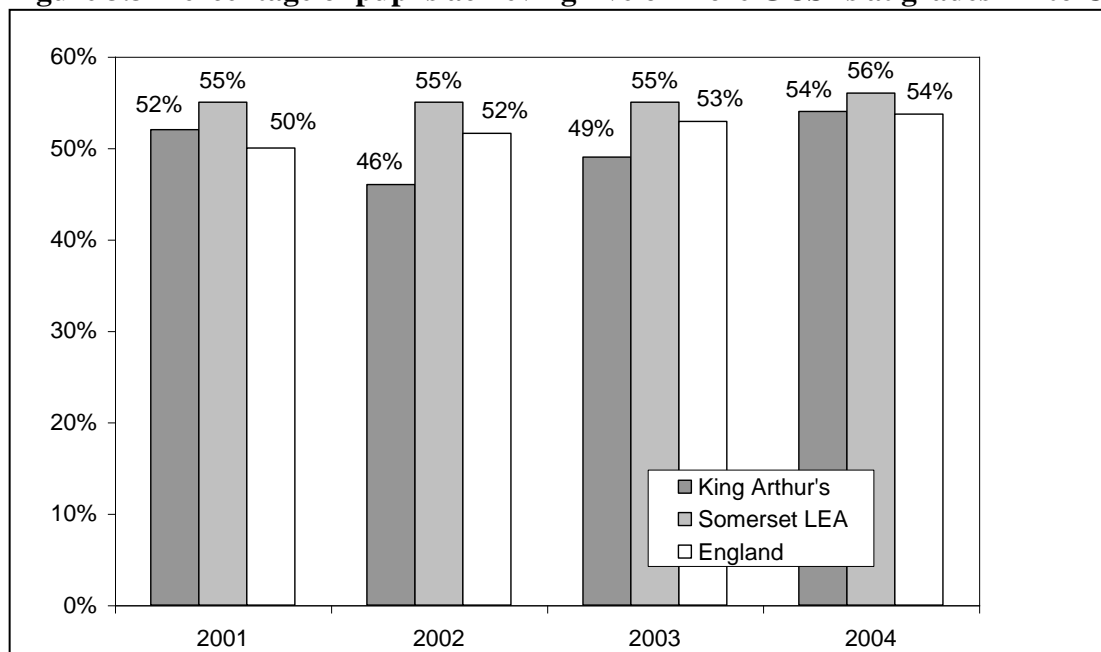
Neither King Arthur's nor Ansford schools have a sixth form and this is reflected in their relatively small size (in terms of total pupils) compared with the two Dorset schools both of which offer education through to sixth form.

Table 3.21: Key data for local state secondary schools

School	Total number of pupils	Percentage of pupils with special educational needs		Absences (Percentage of half days missed)	
		With statements	Without statements	Authorised	Unauthorised
King Arthur's Community School	772	1.9%	12.7%	8.0%	0.5%
Ansford Community School	727	0.8%	8.3%	5.5%	0.8%
Gillingham School	1,500	1.8%	10.6%	6.0%	0.2%
The Gryphon School, Sherborne	1,315	3.7%	11.6%	7.2%	0.3%
Somerset LEA average	Not given	3.3%	9.4%	6.9%	0.9%
England average	Not given	4.3%	12.7%	7.0%	1.2%

Source: Department for Education and Skills, 2004, *Performance tables*, Retrieved from www.dfes.gov.uk on 5 September 2005.

Figure 3.3 Percentage of pupils achieving five or more GCSEs at grades A* to C



Source: Department for Education and Skills, 2004, *Performance tables*, Retrieved from www.dfes.gov.uk on 5 September 2005.

Table 3.22 summarises the educational attainment of pupils at King Arthur's Community School and its competitors. Key points to note are:

- **Pupils attaining Level 2 (five or more GCSEs at grades A* to C).** King Arthur's is in line with the national average but lags behind other secondary schools in the area. Figure 5 shows how this percentage has changed over the last four years. After a dip in 2002, King Arthur's results have been improving
- **Pupils attaining at least Level 1 (five or more GCSEs at grades A* to G).** King Arthur's lags slightly behind the national average and significantly behind other schools in the area
- **Average total point score per 15-year old.** This gives a measure of the average attainment of pupils in the school. The average for King Arthur's is slightly lower than the national average and significantly lower than for competing schools in the area
- **Value added.** As with primary schools (see above), a 'value-added' measure can be used to take account of the differing abilities of pupil intake. A score of 1,000 would indicate that pupil's in a school had progressed between Key Stage 2 (age 11) and age 15 in line with the national average for similar pupils. A lower score indicates that pupils have not progressed as much. The score for King Arthur's is significantly below 1,000 and lower than the average for the Somerset LEA. The competing state schools all attained scores above 1,000.

Table 3.22: Educational attainment of pupils at age 15

School	Number of students aged 15	Percentage obtaining equivalent of		Average total point score per 15-year old [1]	Value added [2]
		Level 2 5 or more GCSEs at grade A* to C	Level 1 5 or more GCSEs at grade A* to G		
King Arthur's Community School	149	54%	87%	337.6	968.9
Ansford Community School	151	60%	95%	383.8	1,003.8
Gillingham School	262	68%	97%	391.4	1,027.6
The Gryphon School, Sherborne	226	61%	94%	379.6	1,002.2
Somerset LEA average	Not given	56%	90%	356.2	992.1
England average	Not given	54%	89%	340.4	Not given

Source: Department for Education and Skills, 2004, *Performance tables*, Retrieved from www.dfes.gov.uk on 5 September 2005.

[1] **Average total point score:** GCSEs and equivalent qualifications are assigned points which vary according to the grade achieved, for example, GCSE grade A* = 58 points, GCSE grade C = 40 points, GCSE in vocational subjects (double award) grade B = 46 points. Total points for all pupils aged 15 are divided by the number of 15-year old pupils on roll to give the average score for the school.

[2] **Value added:** This measure takes account of the differing abilities of pupil intake. The measure based on a score of 1,000. A score of 1,000 would indicate that pupil's in a school had progressed between Key Stage 2 (age 11) and age 15 in line with the national average for similar pupils. A higher score indicates they have progressed by more than the average for similar pupils. A lower score indicates that pupils have not progressed as much.

Of the pupils leaving King Arthur's at the end of the 2003-4 academic year, 60 per cent went on to further education. This is slightly lower than the proportion for South Somerset as a whole. Table 3.23 shows the destinations they chose.

Table 3.23 Further education destinations for King Arthur's leavers in 2004

Destination	Number of pupils
Yeovil College	30
Sexey's School VI form	28
Strode College	17
Gillingham School VI form	4
The Gryphon School VI form	4
Other	6

Source: King Arthur's Community School (KACS), 2004, *Destinations report for King Arthur's 2004*, Wincanton, KACS.

The last Ofsted report for King Arthur’s Community School was carried out in 2002. As this was some time ago and the school can be expected to have made further progress since then, the report is not summarised here.

Post-16 education

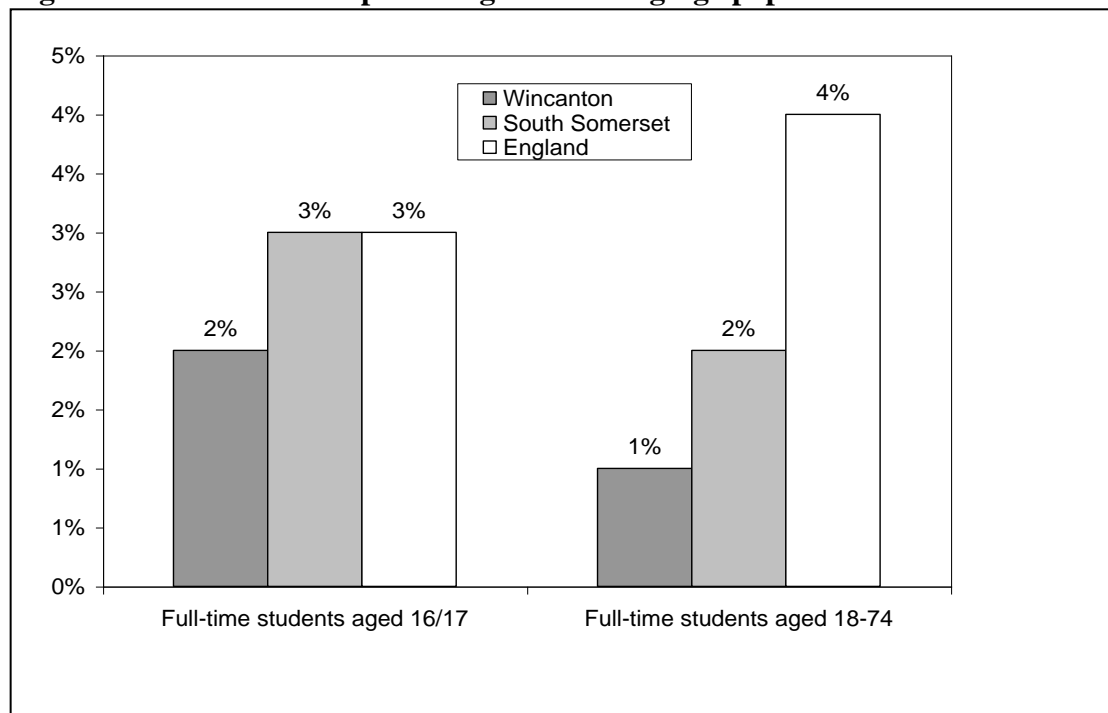
Wincanton offers no post-16 education. The nearest state facilities are:

- Sexey’s School (VI form), Bruton, Somerset, 5 miles
- Gillingham School (VI form), Gillingham, Dorset, 7 miles
- The Gryphon School (VI form), Sherborne, Dorset, 11 miles
- Yeovil College, Yeovil, Somerset, 16 miles
- Strode College, Street, Somerset, 34 miles.

Some pupils ‘go private’ at sixth form. The nearest private schools offering a sixth form are Bruton School for Girls (5 miles) and Kings School, Bruton, (5 miles). Other private schools are located in Sherborne (11 miles) and Street (34 miles).

Data from the 2001 Census shows that Wincanton and South Somerset have fewer full-time students, including mature students, than England as a proportion of working-age population – see Figure 3.4.

Figure 3.4 Students as a percentage of working-age population



Access to Internet-based and other distance learning

All children and young people have access to the Internet through school. A growing number also have access from home.

Considering public access more generally, the Internet is available through schools and the local library. Computer courses are run by the Balsam Centre.

Local need for public provision of Internet access is unclear.

Provision of vocational training

The main source of vocational training is the University Centre Yeovil (UCY) based at Yeovil College (16 miles from Wincanton).

UCY offers a wide range of vocational foundation degrees. Foundation degrees are designed to be responsive to the needs of local industry and local employers are directly involved in the design of such programmes to ensure that the course content is tailored to their particular needs. An example is the foundation degrees in Aerospace Engineering designed with Westland Helicopters, GKN and Honeywell. Other foundation degrees include Business Management, Early Years Development and Sports Coaching and Development. All include vocational placements with local employers. See Box overleaf for a list of Wincanton companies working with UCY in 2005.

UCY is a partner of Bournemouth university and the University of Exeter. After completing a two-year foundation degree programme, students can study for an additional year at Bournemouth, Exeter or another local university to achieve a full honours degree. Thus residents in Wincanton have the opportunity to study reasonably locally for a university-level qualification with valuable workplace experience. This may help to bridge the local skills gap and raise skill levels in local industry. It may also encourage young people to stay and work in the area rather than moving away to university towns.

In a recent survey of sixth form students at Yeovil College¹¹, the most popular higher education course preference not currently offered by UCY was Journalism and Media Studies. At present, there is no state-of-the-art media studio available to deliver such a course and this is perceived to be a significant gap in current provision. However, students taking a foundation degree in Digital Media may have the opportunity to be placed at *The Western Gazette* offices.

Many existing Higher National Diplomas are in the process of being converted to foundation degrees.

¹¹ Mentioned in Healthcheck worksheet, 2005, *Training and Education*.

Wincanton companies and organisations working with Yeovil College/ UCY in 2005

Anthony Barker (Packaging) Ltd	Park Healthcare Ltd
The Balsam Centre	Rochford Garden Machinery Ltd
The Beer Seller	Area Director, South Somerset District Council
Bradshaws	T/A Framing by Bayford House Gallery
Community Education, King Arthur's	Verrington Hospital
Computer Help	Watchbell Meat Company
Deverill Estates	White Horse Hotel
Elliscombe House	Wincanton plc
Dr C F Farrant & Partners Health Centre	Wincanton Primary School
The Growing Space (Wincanton) Ltd	Wincanton Sport Centre
G S Worrall	Wincanton Print
Stephen Hewett	Balsam Project (Wincanton Community Venture)
Holbrook House Hotel	Wincanton Tandoori
King Arthur's Community School	Wincanton Racecourse
Markus Products	WMJ & Son Ltd, The Red Lion
Mill Street Social Club	Our Lady of Mount Carmel Primary School
Myakka Ltd	
North Downs Dairy Company	Suddon House

Provision of non-vocational courses

There is a wide variety of courses available at local school sixth forms and Yeovil College, as well as adult learning classes at King Arthur's Community School.

However, the respondents to the Healthcheck Worksheet on *Youth* commented that '*more vocational courses [are needed] for less academic students - cost of such needs to be kept low – need for encouraging employers to take students*'.

Other aspects of education in the Wincanton area

3.1 per cent of pupils in Wincanton have a fixed exclusion from school compared with 4.3 per cent for South Somerset and 4.7 per cent for England.

In Wincanton Primary School, 17.5 per cent have special educational needs compared with 12.9 per cent for South Somerset and 13.3 per cent for England. The Healthcheck worksheet compilers comment that: '*there is a need for increased support for SEN pupils locally*'.

Returning to the Index of Multiple Deprivation discussed at the start of this Chapter, on education, skills and training, Wincanton Centre ranks 22 out of the 103 Super Output Areas in South Somerset indicating a relatively high level of deprivation. Wincanton South and Wincanton North rank 51 and 63, respectively.