

THE NORTH CORNWALL ECONOMY 2007

Accelerating Growth

PART I

Highlights

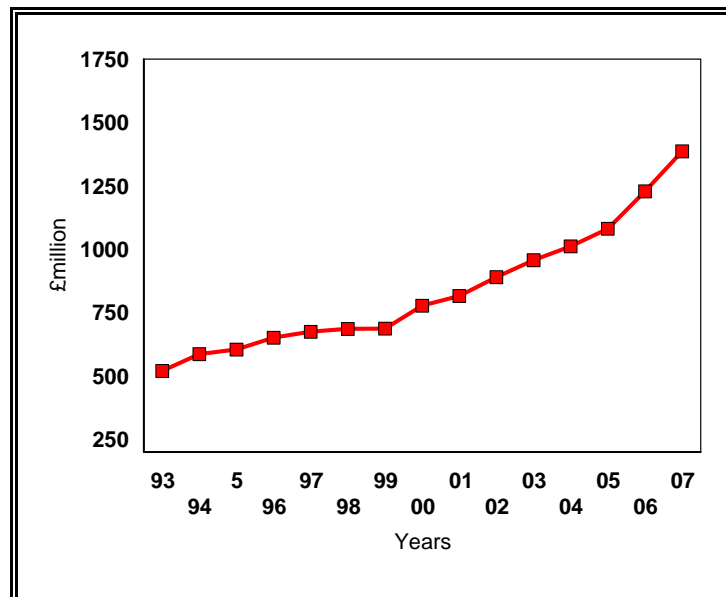
- the North Cornwall economy grew between 2002 and 2007, overall, at a healthy 9.3 per cent per annum.
- the North Cornwall economy has maintained a strong rate of growth of 7.5 per cent per annum over the whole period between 1997 and 2007 (see Chart 1 and Table 1).
- with annual rates of growth at 7.5 per cent per annum compared with a national growth rate of 5.6 per cent per annum the ratio of North Cornwall's income per head to the national average has increased steadily over the decade, from 69.8 per cent in 1997 to 78.5 per cent by 2007 (see Tables 3 and 4).
- increases in the public sector, particularly in health and education, have been the main drivers over the decade although healthy growth was enjoyed by many other sectors (see Table 1).
- the focus of the growth in the education sector was in schools. The growth in the health and social services sector was primarily in hospitals and social care.
- the manufacturing sector performed moderately well. Its average rate of growth between 1997 and 2007 was 4.8 per cent per annum. The rate between 2002 and 2007 was faster at 7.0 per cent per annum (see Table 1).
- the hotels and catering sector had a modest rate of growth of 4.8 per cent per annum over the decade to 2007 but the period from 2002 to 2007 showed an acceleration to 6.9 per cent per annum. The robust growth over the decade has been thanks to a strong growth in eating out (see Table 10 and Chart 6).
- the business services sector grew strongly by 8.4 per cent per annum between 1997 and 2007. Professional activities were particularly buoyant (see Table 13).
- total employment increased between 2002 and 2007 by 2.4 per cent per annum.

PART II

1. The rest of this report examines the North Cornwall economy in detail.
2. The North Cornwall economy grew by 7.5 per cent per annum between 1997 and 2007; comfortably above the national rate over the past decade (see Table 2). However, whilst the rate of growth was 5.7 per cent per annum between 1997 and 2002, it accelerated to 9.3 per cent per annum between 2002 and 2007. In addition to the maintenance of strong growth over the decade, the year 2007 showed a strong rise in output of 12.8 per cent per annum thanks to a buoyancy in the agriculture, manufacturing, construction, business services and public sectors. After a fall in the share taken of total output by manufacturing between 1997 and 2002 the share has stabilised. For the decade 1997 to 2007 manufacturing output has grown at a rate of 4.8 per cent compared with a growth rate for the North Cornwall economy as a whole of 7.5 per cent per annum. However, the performance has been much better than for manufacturing nationally which grew by only 0.4 per cent per annum over the same period.

CHART 1

NORTH CORNWALL Gross Value Added



3. Within the total growth in output (gross value added) between 2002 and 2007 there was a recovery in agriculture as a result of an increase in farm incomes and also above average increases in the transport and communication and the business services sectors.
4. A feature of the growth in output over the past decade has been the strong growth in the education sector.
5. With a growth in output well above that of the national rate, North Cornwall's gross value added per head relative to the national value has increased from 69.8 per cent in 1997 to 78.5 per cent in 2007.
6. The measure of gross value added per head is used by central government as its main basis of comparison of regional and county variations and North Cornwall for the reason given in the previous paragraph, fares favourably compared with other areas in Cornwall.

7. The indicator measures how much output is produced in the area divided by the number of people resident in the area. It is, therefore, very sensitive to a number of factors such as the ratio of retired to working members of the population, the composition of the working population itself (numbers of female or part time workers etc.) and also by the numbers of workers who move either in or out of the area to their place of work.
8. Another very significant factor to bear in mind is that income from employment, self employment or profits (the elements in the calculation of gross value added) are not the only sources of income enjoyed by residents. Residents receive pension income, social security benefits to supplement income although there are also payments to be made such as taxes and social security contributions.
9. Areas such as Cornwall and in particular North Cornwall with lower than average incomes and a larger than average proportion of the elderly are net beneficiaries if these extra transactions are taken into account. There are no official figures for North Cornwall but they have been published up to 1999 for Cornwall as a whole and they show that the gap with national in the gross value added per head comparison of 35 per cent (65.5 per cent) is reduced to 11 per cent (89.0 per cent) when comparing total household income per head.
10. The following table (Table 1) summarizes the movements over the decade of the principal industrial sectors. The moderate growth in manufacturing overall between 1997 and 2007 of 4.8 per cent per annum has been accompanied by strong growth in distribution (wholesaling and retailing), construction, transport and communications, business services and the education sectors.

TABLE 1

**NORTH CORNWALL
Growth in Gross Value Added at Basic Prices**

| | 1997 £m | 2002 £m | 2007 £m | 1997/2002 % pa | 2002/2007 % pa | 1997/2007 % pa |
|---------------------------------|--------------------|--------------------|--------------------|---------------------------|---------------------------|---------------------------|
| Agriculture/Forestry | 30.2 | 36.0 | 59.5 | 3.6 | 10.6 | 7.0 |
| Fishing | 1.2 | 0.5 | 0.5 | -16.9 | 1.3 | -8.3 |
| Mining and Quarrying | 8.4 | 6.0 | 3.9 | -6.6 | -8.0 | -7.3 |
| Manufacturing | 123.7 | 141.6 | 198.6 | 2.7 | 7.0 | 4.8 |
| Electricity/Gas/Water | 8.9 | 7.5 | 15.7 | -3.3 | 16.0 | 5.9 |
| Construction | 77.5 | 109.6 | 202.2 | 7.2 | 13.0 | 10.1 |
| Wholesale/Retail/Repair | 96.6 | 127.4 | 212.6 | 5.7 | 10.8 | 8.2 |
| Hotels and Catering | 73.9 | 84.3 | 117.9 | 2.7 | 6.9 | 4.8 |
| Transport & Communication | 17.5 | 25.5 | 48.4 | 7.8 | 13.7 | 10.7 |
| Financial Services | 9.0 | 13.6 | 15.6 | 8.5 | 2.8 | 5.6 |
| Real Estate/Business Activities | 109.4 | 165.9 | 249.7 | 8.7 | 8.5 | 8.6 |
| Public Admin/Defence/Soc Sec | 17.9 | 28.0 | 41.6 | 9.3 | 8.3 | 8.8 |
| Education | 22.6 | 38.9 | 55.1 | 11.5 | 7.2 | 9.3 |
| Health & Social Work | 44.5 | 55.0 | 95.0 | 4.4 | 11.5 | 7.9 |
| Other Community Services | 33.6 | 50.4 | 70.1 | 8.5 | 6.8 | 7.7 |
| Gross Added Value | 674.8 | 890.1 | 1,386.6 | 5.7 | 9.3 | 7.5 |

11. The following table (Table 2) compares the North Cornwall performance with the national average. Overall North Cornwall's growth was faster than nationally between 1997 and 2007. The table also shows that the proportion taken by manufacturing (14.3 per cent) is now greater than the national average (12.6 per cent). Hotels and catering and distribution were significantly higher than the national average.

TABLE 2

**NORTH CORNWALL AND NATIONAL
Composition of Output 2007 and Rates of Growth 1997-2007
(per cent and per cent per annum)**

| | North Cornwall % Share of Output 2007 | North Cornwall Rate of Growth of Output 1997/2007 | National ¹¹ % Share of Output 2007 | National ¹ Rate of Growth of Output 1997/2007 |
|-----------------------------------|---|---|---|--|
| Agriculture and Forestry | 4.3 | 7.0 | 0.7 | -1.6 |
| Fishing | 0.0 | -8.3 | 0.0 | 1.9 |
| Mining and Quarrying | 0.3 | -7.3 | 2.6 | 6.0 |
| Manufacturing | 14.3 | 4.8 | 12.6 | 0.4 |
| Electricity/Gas/Water | 1.1 | 5.9 | 1.5 | 1.6 |
| Construction | 14.6 | 10.1 | 6.4 | 7.7 |
| Distribution | 15.3 | 8.2 | 11.4 | 5.1 |
| Hotels and Catering | 8.5 | 4.8 | 2.9 | 6.1 |
| Transport and Communication | 3.5 | 10.7 | 6.8 | 4.1 |
| Financial Services | 1.1 | 5.6 | 7.6 | 15.5 |
| Real Estate/Business Activities | 18.0 | 8.6 | 24.3 | 7.6 |
| Public Administration | 3.0 | 8.8 | 5.1 | 4.8 |
| Education | 4.0 | 9.3 | 5.9 | 6.4 |
| Health and Social Work | 6.8 | 7.9 | 6.9 | 6.5 |
| Other Community Services | 5.1 | 7.7 | 5.1 | 6.7 |
| Gross Value Added at Basic Prices | 100.0 | 7.5 | 100.0 | 5.6 |

12. The following table (Table 3) illustrates how the share of output has varied over time. Manufacturing as a share of total output has fallen below the levels of the early 1990s. Hotels and catering has remained steady in terms of share, whilst distribution and business services have increased.

¹¹ National data incorporated in the local GVA model is reproduced courtesy of the Office of National Statistics (© ONS)

TABLE 3

NORTH CORNWALL
Change in the Composition of Output 1997-2007 (%)

| Measured by Output | 1997 | 2002 | 2007 |
|-----------------------------------|-------------|-------------|-------------|
| Agriculture/Forestry | 4.5 | 4.0 | 4.3 |
| Fishing | 0.2 | 0.1 | 0.0 |
| Mining and Quarrying | 1.3 | 0.7 | 0.3 |
| Manufacturing | 18.3 | 15.9 | 14.3 |
| Electricity/Gas/Water | 1.3 | 0.8 | 1.1 |
| Construction | 11.5 | 12.3 | 14.6 |
| Distribution | 14.3 | 14.3 | 15.3 |
| Hotels and Catering | 11.0 | 9.5 | 8.5 |
| Transport and Communication | 2.6 | 2.9 | 3.5 |
| Financial Services | 1.3 | 1.5 | 1.1 |
| Real Estate/Business Activities | 16.2 | 18.6 | 18.0 |
| Public Admin/Defence/Soc Security | 2.7 | 3.1 | 3.0 |
| Education | 3.3 | 4.4 | 4.0 |
| Health | 3.8 | 3.2 | 3.9 |
| Social Services | 2.8 | 2.9 | 2.9 |
| Sanitary Services | 0.4 | 0.1 | 0.2 |
| Other Services | 4.6 | 5.5 | 4.9 |
| Gross Added Value at Basic Prices | 100.0 | 100.0 | 100.0 |

13. The following table (Table 4) compares North Cornwall's gross value added per head with the national levels. It contains estimates derived from dividing total gross added value by total population. It shows that the share grew from 69.8 in 1997 to 78.5 in 2007.

TABLE 4

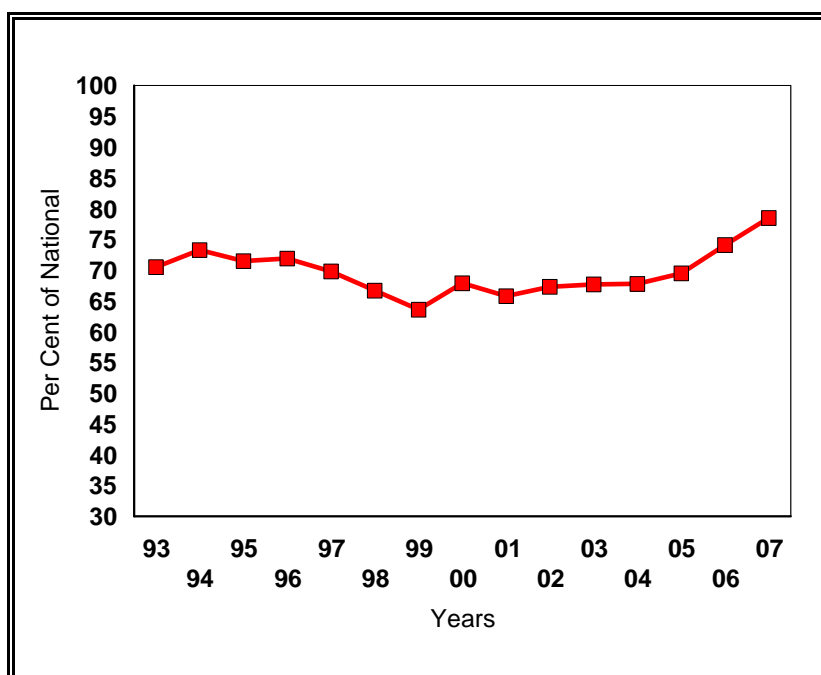
NORTH CORNWALL AND NATIONAL
Comparison of Per Capita Income

| Gross Value Added per Head (£) | 1997 | 2002 | 2007 |
|---------------------------------------|-------------|-------------|-------------|
| North Cornwall | 8,629 | 10,855 | 16,067 |
| National | 12,358 | 16,134 | 20,463 |
| North Cornwall as a % of National | 67.4 | 67.3 | 78.5 |

14. The following chart (Chart 2) illustrates the year on year movement of gross value added per head relative to the national average. After falling between 1993 and 1999 the ratio has increased steadily since.

CHART 2

**NORTH CORNWALL
Gross Value Added per Head Relative to National (%)**



15. The following table (Table 5) is a useful guide to explaining the differences in the per capita income between North Cornwall and the national average. It shows that North Cornwall has a significantly higher proportion of part-time employees and self-employed. Each of these is likely to hold down income levels. Part-time employees clearly do not earn as much as full-time employees and the self-employed as a whole (where construction workers and small businesses predominate) do not earn as much as, say, full-time male workers in manufacturing.

Table 5

**NORTH CORNWALL
Key Employment Comparisons**

| | North Cornwall 2007 | National 2007 |
|---|--------------------------------|--------------------------|
| Per capita income (£) | 16,067 | 20,463 |
| % Gap with National | 78.5 | 0.0 |
| Women as % of total employees | 47.3 | 48.7 |
| Part-time as % of total employees | 35.9 | 25.3 |
| Services as % of total employees | 72.2 | 89.4 |
| Self-employees as % of total labour force | 24.1 | 13.9 |
| Labour force as % of total population | 51.8 | 47.8 |
| Labour force per capita income (£) | 31,022 | 42,799 |
| % Gap with National | 72.5 | 0.0 |

16. The following table (Table 6) gives the figures for the gross added value as measured by incomes. Earnings per head for full time employees grew on average by 6.5 per cent per annum between 2002 and 2007. The comparable figure for part time employees was 7.2 per cent per annum.

TABLE 6

NORTH CORNWALL
Gross Added Value at Basic Prices Measured by Income

| | 1997 £m | 2002 £m | 2007 £m | 1997/ 2002 % pa | 2002/ 2007 % pa | 1997/ 2007 % pa |
|-----------------------------------|--------------------|--------------------|--------------------|--------------------------------|--------------------------------|--------------------------------|
| Compensation of Employees | 335.5 | 446.9 | 726.4 | 5.9 | 10.2 | 8.0 |
| Mixed Incomes | 171.3 | 237.9 | 318.3 | 6.8 | 6.0 | 6.4 |
| Taxes less Subsidies | 15.2 | 17.2 | 25.7 | 2.5 | 8.3 | 5.4 |
| Operating Surplus and Rents | 152.8 | 188.0 | 316.2 | 4.2 | 11.0 | 7.5 |
| Gross Value Added at Basic Prices | 674.8 | 890.1 | 1,386.6 | 5.7 | 9.3 | 7.5 |

17. The following table (Table 7) gives details of output as measured by expenditure. The main driver over the period 1997 to 2007 has been public expenditure growing at 8.9 per cent per annum.

TABLE 7

NORTH CORNWALL
Gross Added Value at Basic Prices Measured by Expenditure

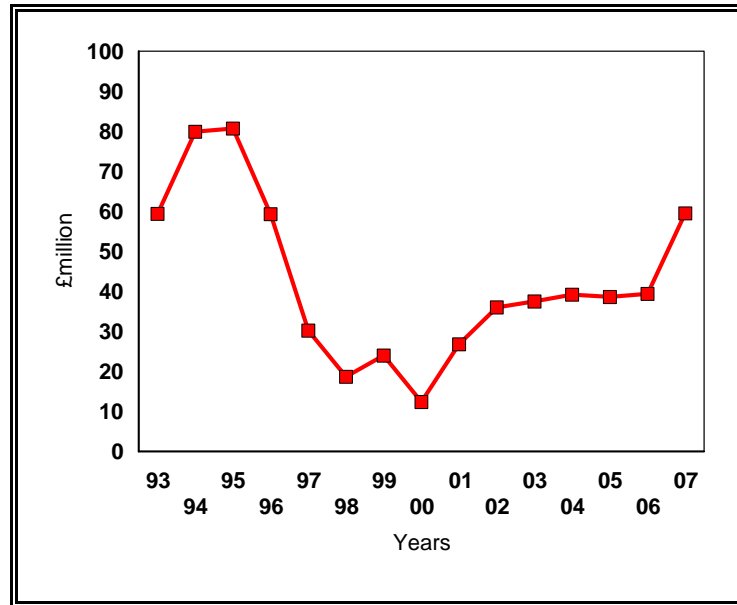
| | 1997 £m | 2002 £m | 2007 £m | 1997/ 2002 % pa | 2002/ 2007 % pa | 1997/ 2007 % pa |
|-----------------------------|--------------------|--------------------|--------------------|--------------------------------|--------------------------------|--------------------------------|
| Consumers' Expenditure | 552.7 | 726.5 | 1,073.5 | 5.6 | 8.1 | 6.9 |
| Public Expenditure | 150.3 | 218.8 | 352.8 | 7.8 | 10.0 | 8.9 |
| Investment | 114.7 | 168.9 | 257.9 | 8.0 | 8.8 | 8.4 |
| Exports of Goods/Services | 749.7 | 948.5 | 1,457.8 | 4.8 | 9.0 | 6.9 |
| Total Final Expenditure | 1,567.4 | 2,062.6 | 3,142.1 | 5.6 | 8.8 | 7.2 |
| Less Imports Goods/Services | 847.1 | 1,100.5 | 1,688.5 | 5.4 | 8.9 | 7.1 |
| GDP (market prices) | 720.3 | 962.1 | 1,453.5 | 6.0 | 8.6 | 7.3 |
| Factor Cost Adjustment | 97.8 | 130.8 | 194.5 | 6.0 | 8.3 | 7.1 |
| GDP (factor cost) | 622.5 | 831.2 | 1,259.1 | 6.0 | 8.7 | 7.3 |

Agriculture

18. The year by year movements in the agriculture sector are illustrated in the chart (Chart 3) below. It shows that the sector was hit particularly hard between 1995 and 2000. A recovery appears to have begun in 2001 helped by an increase in farm incomes in 2007.

CHART 3

**NORTH CORNWALL
Agriculture Output**

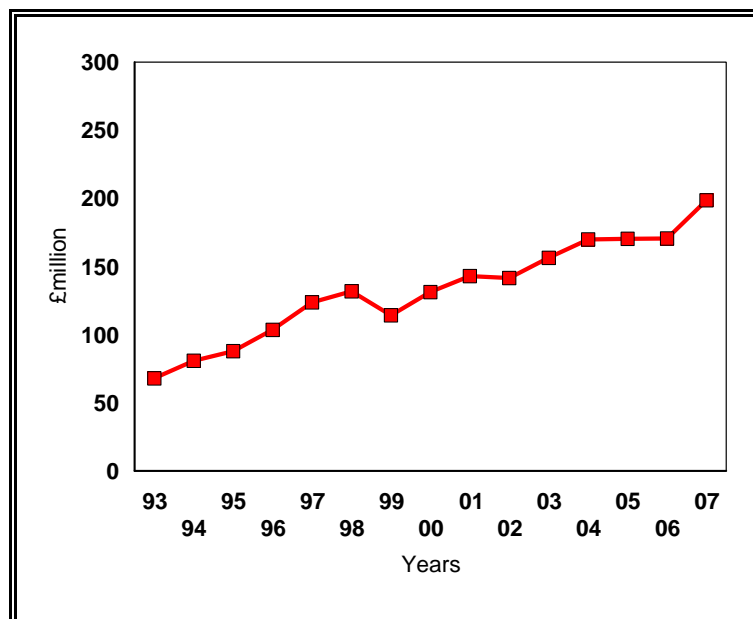


Manufacturing

19. The movement in output in the manufacturing sector overall is illustrated in the chart (Chart 4) below. It shows that after falling back from a peak in 1998 output has grown steadily since 1999.

Chart 4

**NORTH CORNWALL
Manufacturing Output**



20. The following table (Table 8) gives more detail of the manufacturing sector. It shows that dominant roles of food and drink manufacturing and paper and publishing accounting for just over 58 per cent of the total.

TABLE 8

**NORTH CORNWALL
Net Output of the Manufacturing Sector (%)**

| | 1997 | 2002 | 2007 | 1997/2007 % pa |
|---------------------------|-------------|-------------|-------------|---------------------------|
| Food, Drink & Tobacco | 27.4 | 35.2 | 42.4 | 9.5 |
| Clothing | 7.9 | 3.5 | 1.8 | -9.5 |
| Leather & Footwear | 0.2 | 0.4 | 0.3 | 7.2 |
| Timber & Furniture | 3.3 | 4.7 | 6.6 | 12.3 |
| Paper & Publishing | 14.5 | 20.3 | 15.9 | 5.8 |
| Chemicals | 2.9 | 3.7 | 2.3 | 2.8 |
| Rubber & Plastic | 7.5 | 5.4 | 5.0 | 0.7 |
| Non-metal Manufacturing | 2.4 | 1.9 | 2.6 | 5.7 |
| Metal Manufacture | 2.3 | 1.4 | 1.1 | -2.8 |
| Other Metal Manufacturing | 9.8 | 6.2 | 4.9 | -2.2 |
| Mechanical Engineering | 3.6 | 2.4 | 3.3 | 3.9 |
| Electrical Engineering | 10.1 | 9.9 | 8.4 | 2.9 |
| Instrument Engineering | 4.5 | 2.1 | 1.5 | -6.0 |
| Transport Manufacturing | 1.5 | 1.0 | 1.3 | 3.9 |
| Other Manufacturing | 2.2 | 1.9 | 2.7 | 6.6 |
| Total Manufacturing | 100.0 | 100.0 | 100.0 | 4.8 |

Food and drink manufacturing

21. The following table (Table 9) gives more detail for the food and drink manufacturing sector. The sector grew overall by 9.5 per cent per annum between 1997 and 2007 and is dominated by the meat and meat products and bread and biscuits sectors.

TABLE 9

**NORTH CORNWALL
Output of the Food and Drink Manufacturing Sector (%)**

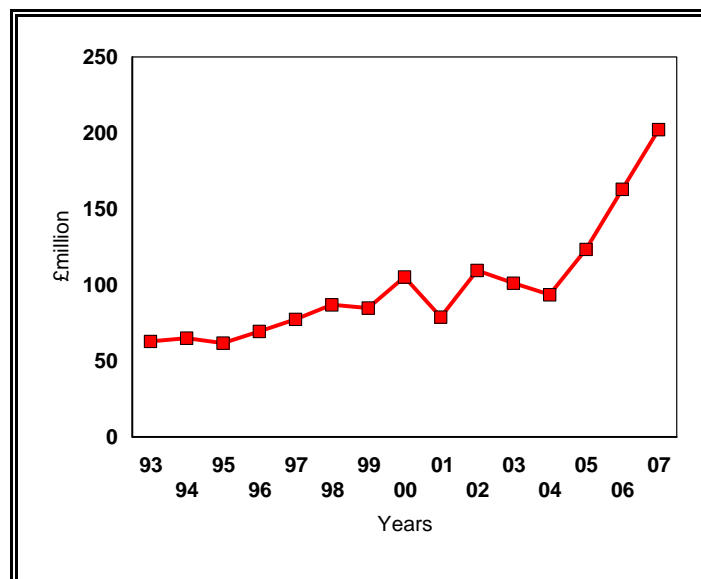
| | 1997 | 2002 | 2007 | 1997/2007 % pa |
|------------------------|-------------|-------------|-------------|---------------------------|
| Meat and Meat Products | 36.3 | 52.6 | 52.2 | 13.6 |
| Fish | 0.0 | 0.2 | 0.2 | 0.0 |
| Fruit and Vegetables | 0.0 | 0.1 | 0.2 | 25.0 |
| Oils and Fats | 0.0 | 0.1 | 0.0 | 0.0 |
| Dairy Products | 23.0 | 7.1 | 4.5 | -6.9 |
| Ice Cream | 5.5 | 0.9 | 1.1 | -7.1 |
| Grains and Starches | 0.0 | 0.0 | 0.0 | 0.0 |
| Animal Foods | 1.0 | 2.7 | 0.0 | 0.0 |
| Bread and Biscuits | 23.4 | 34.8 | 37.8 | 14.9 |
| Sugar and Cocoa | 0.8 | 0.0 | 0.0 | 0.0 |
| Other Foods | 8.8 | 0.0 | 0.0 | 0.0 |
| Alcohol | 1.2 | 1.5 | 0.0 | 23.2 |
| Soft Drinks | 0.0 | 0.0 | 0.1 | 0.0 |
| Tobacco | 0.0 | 0.0 | 0.0 | 0.0 |
| Total | 100.0 | 100.0 | 100.0 | 9.5 |

Construction

22. The construction sector grew by 10.1 per cent per annum between 1997 and 2007. The rate of increase between 2002 and 2007 was even greater at 13.0 per cent per annum. As the following chart (Chart 5) confirms the construction sector's strong but erratic rate of growth since 1999.

Chart 5

**NORTH CORNWALL
Construction Output**

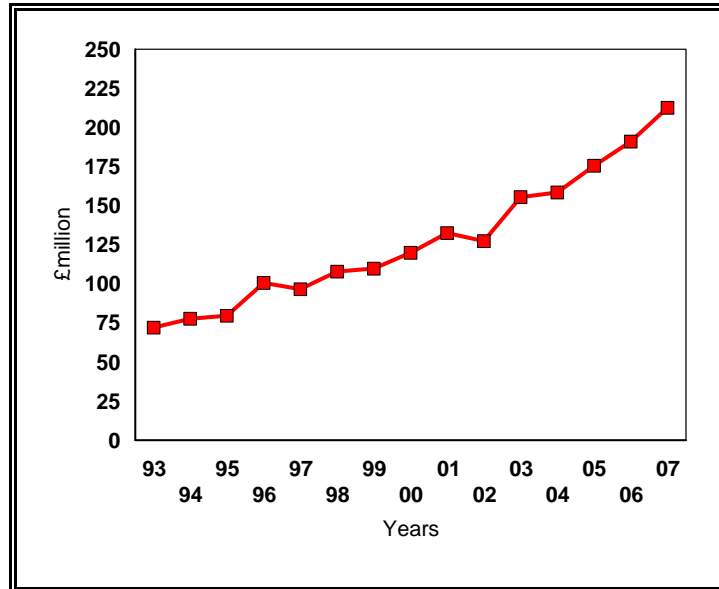


Distribution

23. The distribution sector grew by 8.2 per cent per annum between 1997 and 2007 with a slight faster rate of 10.8 per cent per annum between 2002 and 2007. The following chart (Chart 6) indicates the increase in the distribution (wholesale and retailing) sector between 1997 and 2007 with an acceleration in the latter part of the decade.

CHART 6

NORTH CORNWALL Distribution Output



Hotels and Catering

24. The hotels and catering sector grew by 4.8 per cent per annum between 1997 and 2007 with an acceleration between 2002 to 2007 where the rate of increase was 6.9 per cent per annum. The following table (Table 10) gives more detail of the hotels and catering sector. It shows a steady decline in the contribution of hotels compensated by a growth in various eating outlets.

TABLE 10

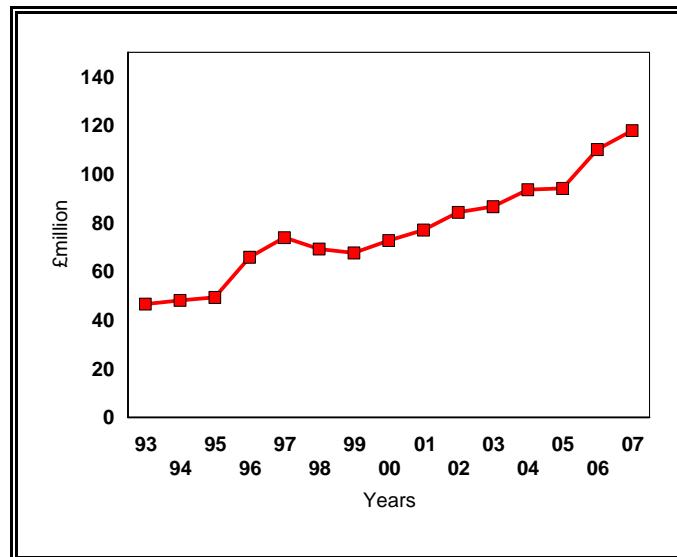
NORTH CORNWALL Net Output of the Hotels and Catering Sector (%)

| | 1997 | 2002 | 2007 | 1997/2007 % pa |
|----------------------------|-------|-------|-------|-------------------|
| Hotels with Restaurants | 24.1 | 27.5 | | |
| Hotels without Restaurants | 15.3 | 18.6 | | |
| All Hotels | 39.4 | 46.1 | 40.2 | 5.0 |
| Camping Sites | 2.2 | 2.0 | 4.7 | 13.2 |
| Other Lodgings | 16.7 | 18.6 | 17.1 | 5.1 |
| Restaurants, Cafés, etc | 11.2 | 16.8 | 18.4 | 10.1 |
| Bars | 12.6 | 15.7 | 17.4 | 8.3 |
| Catering Contractors | 18.0 | 0.9 | 2.2 | -15.2 |
| Total | 100.0 | 100.0 | 100.0 | 4.8 |

25. The hotels and catering sector does not capture the whole of tourist activity. There is a variety of other activities, leisure, sporting etc, which also contributes. It is estimated that the total gross income received from tourism was approximately £300 million in 2007.
26. The year on year movements in the output of the hotels and catering sector are shown in the chart (Chart 7) below. It suggests a slightly accelerated rate of growth since 1998.

CHART 7

**NORTH CORNWALL
Hotels and Catering Output**



The financial and business services sector

27. The following table (Table 11) gives more detail for the finance and business services sector. It shows the dominant role of real estate activities and other business services. Banking services declined as a share between 1997 and 2007, reflecting the increased computerisation of services. Over the whole decade the main drivers were professional services and other business services. Computer services continue to grow strongly although the growth is from a very small base.

TABLE 11

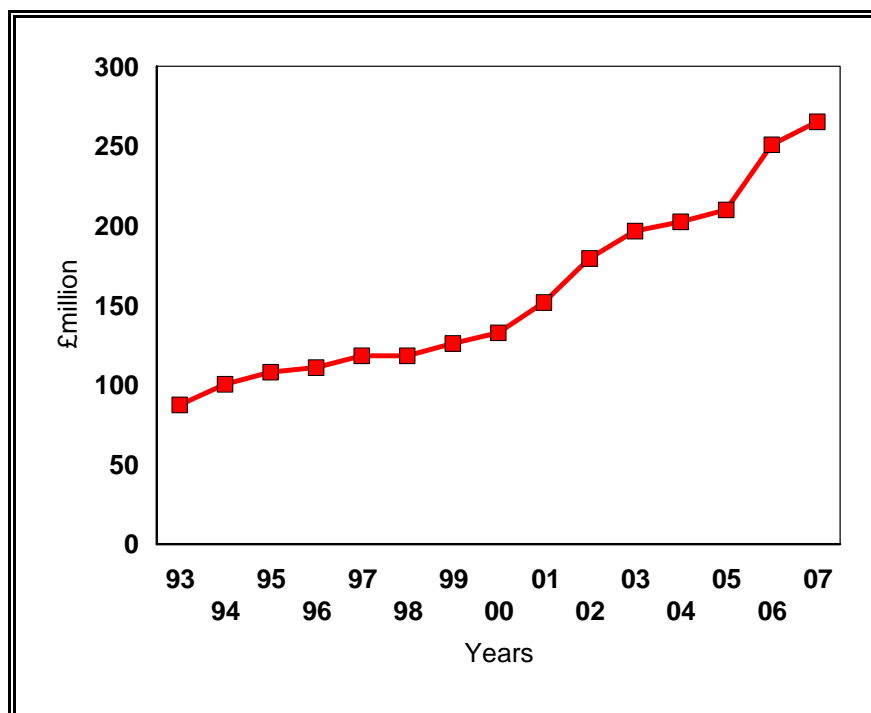
**NORTH CORNWALL
Net Output of the Business Services Sector (%)**

| | 1997 | 2002 | 2007 | 1997/2007 % pa |
|-------------------------|-------|-------|-------|-------------------|
| Banking/Finance | 4.4 | 4.5 | 3.2 | 5.2 |
| Insurance | 1.3 | 0.9 | 0.9 | 4.2 |
| Insurance Brokers | 2.0 | 2.2 | 1.8 | 7.2 |
| Real Estate Activities | 62.6 | 59.6 | 61.6 | 8.2 |
| Rent Moveables | 2.4 | 2.0 | 2.3 | 8.2 |
| Computer Services | 3.1 | 3.4 | 4.5 | 12.4 |
| Research & Development | 1.2 | 1.8 | 0.9 | 5.7 |
| Legal Services | 4.4 | 4.7 | 3.9 | 7.1 |
| Accountants | 6.6 | 6.1 | 5.8 | 7.0 |
| Market Research | 0.3 | 0.3 | 0.4 | 11.1 |
| Management Consultants | 1.4 | 3.5 | 2.1 | 12.7 |
| Architects | 3.9 | 4.4 | 3.9 | 8.5 |
| Advertising | 0.5 | 0.6 | 0.7 | 12.4 |
| Other Business Services | 5.9 | 6.0 | 8.1 | 11.8 |
| Total | 100.0 | 100.0 | 100.0 | 8.4 |

28. The following chart (Chart 8) shows the growth in the output of the business services sector through 1993 to 2007. The average growth over the decade ending in 2007 was 8.4 per cent per annum although there are signs of an acceleration since 2000..

CHART 8

**NORTH CORNWALL
Output of Business Services**

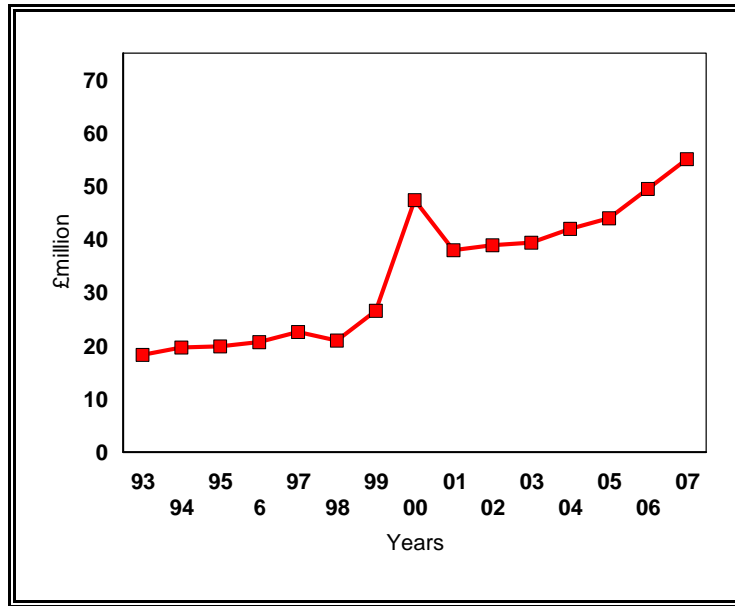


The public sector

29. The year on year movements in the output of the **education sector** are shown in the chart (Chart 9) overleaf. The sector grew strongly at a rate of 9.3 per cent per annum between 1997 and 2007. In terms of employment there was a net increase of 141 between 2002 and 2007 made up of an increase in numbers employed in schools offset by a falls in higher education and vocational training.

CHART 9

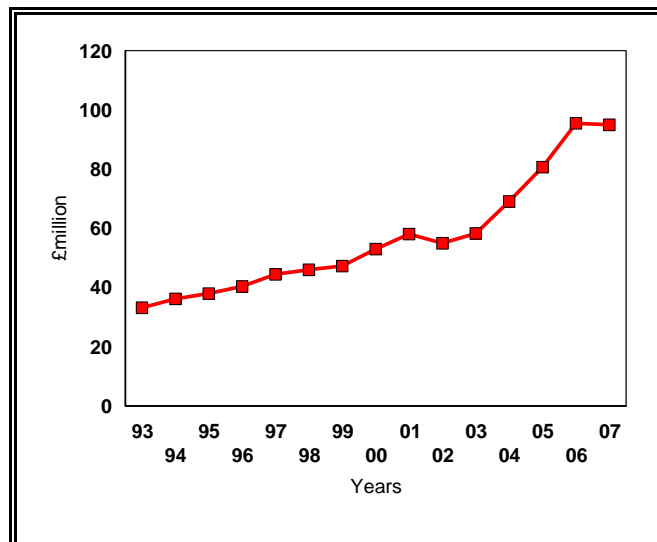
NORTH CORNWALL
Education Output



30. The **health and social work** sector grew strongly at a rate of 7.9 per cent per annum between 1997 and 2007. The year on year movements in the output of the sector are shown in the chart (Chart 10) below. There was an increase in numbers employed in the sector between 2002 and 2007 of 651 made up of an increase in employees of 251 in hospitals, 101 in GP's practices, 101 in other medical activities and a rise of 174 in social services.

CHART 10

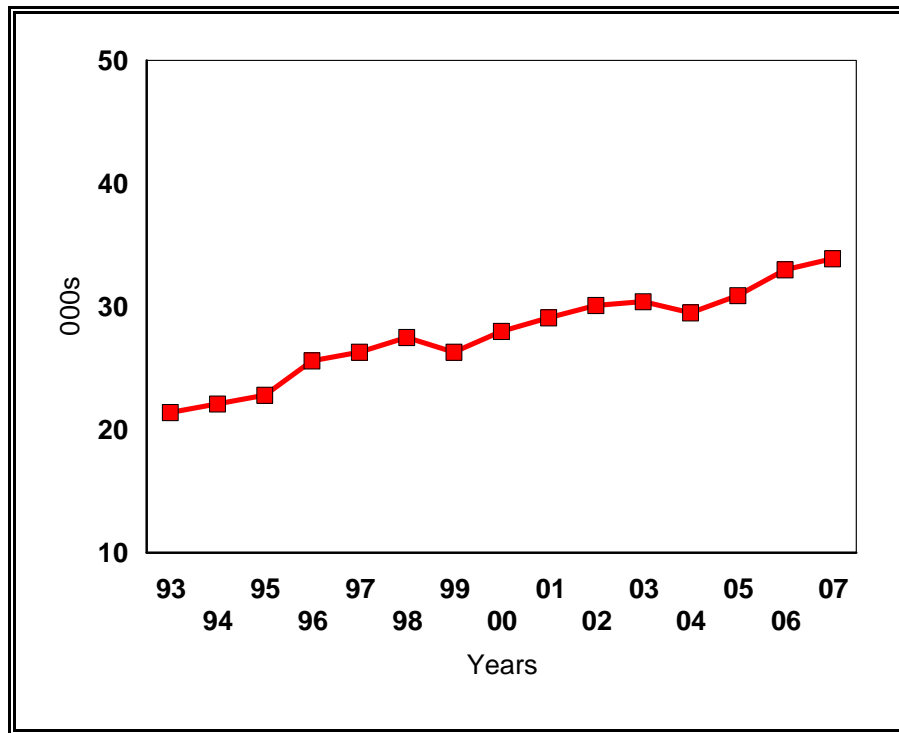
NORTH CORNWALL
Health and Social Work Output



31. The second half of the 1997 to 2007 decade has been one of healthy expansion in the North Cornwall economy, growing at 9.3 per cent per annum. The result has been an increase in the numbers employed, as the chart (Chart 11) below illustrates. Overall growth in employment between 1997 and 2007 was 2.6 per cent per annum. Whilst the rate in the period 1997 to 2002 was 2.7 per cent per annum, followed by a slightly slower rate of 2.4 per cent per annum between 2002 and 2007.

CHART 11

**NORTH CORNWALL
Growth in Employment**



32. Numbers in employment increased by 3,827 between 2002 and 2007. The increase was largely accounted for by the rise in service sector employment, with an increase of 2,922, seventy per cent of which were full time and seventy per cent, male. Of the total increase of 3,827 between 2002 and 2007, 3,103 were full time jobs of which 2,674 were male and 429 female. Of the increase in part time jobs of 724, 276 were male and 448, female.