



SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

Ashford Economy Overview

Emsi Q1 2018 Data Set, Sept 2018



Economy Overview

Ashford

Emsi Q1 2018 Data Set

September 2018

Parameters

Regions

| Code | Description |
|------|-------------|
| 29UB | Ashford |

Timeframe

2011 - 2017

Datarun

2018.1 – Employees

Additional data sources and further information

Official Labour Market Statistics: www.nomisweb.co.uk

FE Data Library: <https://www.gov.uk/government/collections/fe-data-library>

Ashford Council: <https://www.ashford.gov.uk/>

Office for National Statistics: <https://www.ons.gov.uk/>

Commuting patterns in and out of Ashford:

<https://www.nomisweb.co.uk/census/2011/WU03UK/chart/1132462217>




















Economy Overview



| | |
|----------------------|--------|
| Population (2017) | 126.7k |
| Jobs (2017) | 56.9k |
| Average Wages (2017) | £27.5k |
| Exports (2014) | £2.9b |
| Imports (2014) | £4.4b |

Population



















| | |
|--|---|
| 126.7k 2017 Population 1.4% of Gov't Office Region | 5.5% Population Growth for the Last 5 Years Gov't Office Region Growth 3.8% |
|--|---|

| Age Group | 2017 Population | % of Population | |
|-------------------|-----------------|-----------------|---|
| Under 5 years | 8,175 | 6.5% |  |
| 5 to 9 years | 8,440 | 6.7% |  |
| 10 to 13 years | 6,255 | 4.9% |  |
| 14 to 15 years | 3,034 | 2.4% |  |
| 16 to 18 years | 4,563 | 3.6% |  |
| 19 to 24 years | 7,614 | 6.0% |  |
| 25 to 29 years | 7,613 | 6.0% |  |
| 30 to 34 years | 7,355 | 5.8% |  |
| 35 to 39 years | 7,425 | 5.9% |  |
| 40 to 44 years | 7,715 | 6.1% |  |
| 45 to 49 years | 9,388 | 7.4% |  |
| 50 to 54 years | 9,535 | 7.5% |  |
| 55 to 59 years | 7,992 | 6.3% |  |
| 60 to 64 years | 6,831 | 5.4% |  |
| 65 to 69 years | 7,145 | 5.6% |  |
| 70 to 74 years | 6,737 | 5.3% |  |
| 75 to 79 years | 4,291 | 3.4% |  |
| 80 to 84 years | 3,193 | 2.5% |  |
| 85 years and over | 3,406 | 2.7% |  |

Jobs by Industry

56,912

Total Jobs (2017)

| SIC | Industry | 2017 Jobs |
|-----|--|--|
| A | Agriculture, Forestry and Fishing | 1,119  |
| B | Mining and Quarrying | 12 |
| C | Manufacturing | 5,239  |
| D | Electricity, Gas, Steam and Air Conditioning Supply | 326  |
| E | Water Supply; Sewerage, Waste Management and Remediation Activities | 243  |
| F | Construction | 2,568  |
| G | Wholesale and Retail Trade; Repair Of Motor Vehicles and Motorcycles | 11,816  |
| H | Transportation and Storage | 3,701  |
| I | Accommodation and Food Service Activities | 3,340  |
| J | Information and Communication | 1,431  |
| K | Financial and Insurance Activities | 545  |
| L | Real Estate Activities | 642  |
| M | Professional, Scientific and Technical Activities | 3,020  |
| N | Administrative and Support Service Activities | 5,375  |
| O | Public Administration and Defence; Compulsory Social Security | 2,097  |
| P | Education | 4,791  |
| Q | Human Health and Social Work Activities | 7,572  |
| R | Arts, Entertainment and Recreation | 1,083  |
| S | Other Service Activities | 1,993  |

Average Wages by Industry

£27.5k

Avg. Wages (2017)

97% of Nation Avg.

| SIC | Industry | Avg. Wages (2017) | |
|-----|--|-------------------|--|
| A | Agriculture, Forestry and Fishing | £21,719 | |
| B | Mining and Quarrying | £31,504 | |
| C | Manufacturing | £35,779 | |
| D | Electricity, Gas, Steam and Air Conditioning Supply | £39,804 | |
| E | Water Supply; Sewerage, Waste Management and Remediation Activities | £39,336 | |
| F | Construction | £33,289 | |
| G | Wholesale and Retail Trade; Repair Of Motor Vehicles and Motorcycles | £24,972 | |
| H | Transportation and Storage | £33,996 | |
| I | Accommodation and Food Service Activities | £16,580 | |
| J | Information and Communication | £42,857 | |
| K | Financial and Insurance Activities | £38,422 | |
| L | Real Estate Activities | £28,424 | |
| M | Professional, Scientific and Technical Activities | £35,589 | |
| N | Administrative and Support Service Activities | £24,609 | |
| O | Public Administration and Defence; Compulsory Social Security | £30,095 | |
| P | Education | £23,222 | |
| Q | Human Health and Social Work Activities | £22,250 | |
| R | Arts, Entertainment and Recreation | £19,319 | |
| S | Other Service Activities | £33,267 | |

Region Exports

£2.9b




















Exports (2014)

64% of Supply

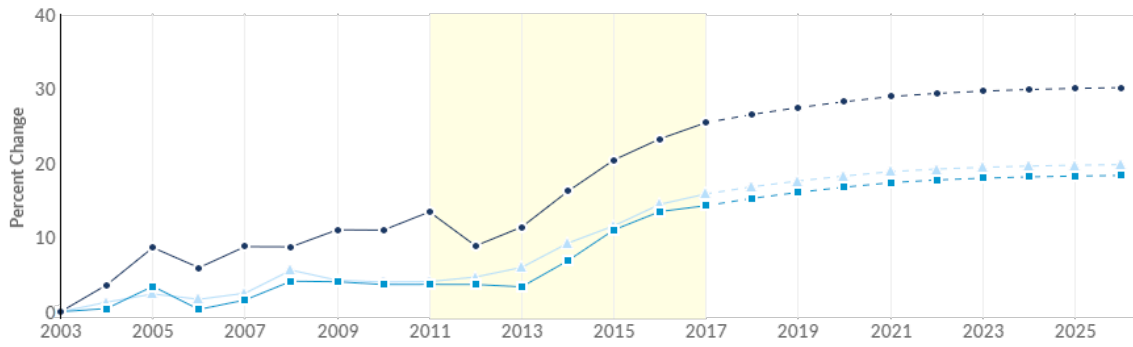
| SIC | Industry | Exports (2014) |
|-----|--|----------------|
| A | Agriculture, Forestry And Fishing | £71,183,374 |
| B | Mining And Quarrying | £16,101,225 |
| C | Manufacturing | £470,277,340 |
| D | Electricity, Gas, Steam And Air Conditioning Supply | £126,535,739 |
| E | Water Supply; Sewerage, Waste Management And Remediation Activities | £21,731,723 |
| F | Construction | £292,200,870 |
| G | Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles | £454,705,055 |
| H | Transportation And Storage | £173,206,512 |
| I | Accommodation And Food Service Activities | £51,224,901 |
| J | Information And Communication | £71,642,336 |
| K | Financial And Insurance Activities | £52,461,044 |
| L | Real Estate Activities | £50,015,012 |
| M | Professional, Scientific And Technical Activities | £267,456,499 |
| N | Administrative And Support Service Activities | £165,927,106 |
| O | Public Administration And Defence; Compulsory Social Security | £162,182,295 |
| P | Education | £85,707,280 |
| Q | Human Health And Social Work Activities | £298,664,919 |
| R | Arts, Entertainment And Recreation | £34,746,604 |
| S | Other Service Activities | £47,090,279 |

Region Imports

| | |
|--|--|
| £4.4b Imports (2014) 73% of Demand | £1.6b Locally Produced & Consumed (2014) 27% of Demand |
|--|--|

| SIC | Industry | Imports (2014) |
|-----|--|---|
| A | Agriculture, Forestry And Fishing | £67,782,089  |
| B | Mining And Quarrying | £35,367,583  |
| C | Manufacturing | £757,917,310  |
| D | Electricity, Gas, Steam And Air Conditioning Supply | £139,278,735  |
| E | Water Supply; Sewerage, Waste Management And Remediation Activities | £53,785,772  |
| F | Construction | £69,116,901  |
| G | Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles | £751,910,402  |
| H | Transportation And Storage | £240,669,837  |
| I | Accommodation And Food Service Activities | £308,858,385  |
| J | Information And Communication | £221,529,132  |
| K | Financial And Insurance Activities | £446,911,237  |
| L | Real Estate Activities | £213,155,023  |
| M | Professional, Scientific And Technical Activities | £245,606,210  |
| N | Administrative And Support Service Activities | £184,042,452  |
| O | Public Administration And Defence; Compulsory Social Security | £16,943,741  |
| P | Education | £186,356,511  |
| Q | Human Health And Social Work Activities | £165,883,057  |
| R | Arts, Entertainment And Recreation | £208,843,857  |
| S | Other Service Activities | £110,252,931  |

Regional Trends



| | Region | 2011 Jobs | 2017 Jobs | Change | % Change |
|---|----------------------------|------------|------------|-----------|----------|
| ● | Region | 51,461 | 56,912 | 5,451 | 10.6% |
| ● | LEP - South East (revised) | 1,411,156 | 1,555,330 | 144,174 | 10.2% |
| ● | Nation | 26,588,784 | 29,606,940 | 3,018,156 | 11.4% |

Business Local Unit Size Distribution







2017 Overview

■ Small (1-49)
 ■ Medium (50-249)
 ■ Large (250+)









| Category | 2014 Local Units | 2015 Local Units | 2016 Local Units | 2017 Local Units |
|-------------------|------------------|------------------|------------------|------------------|
| 0-4 Employees | 4,416 | 4,672 | 4,859 | 5,156 |
| 5-9 Employees | 832 | 847 | 903 | 870 |
| 10-19 Employees | 449 | 461 | 480 | 482 |
| 20-49 Employees | 303 | 312 | 306 | 325 |
| 50-99 Employees | 82 | 90 | 73 | 82 |
| 100-249 Employees | 51 | 41 | 67 | 59 |
| 250-499 Employees | 15 | 15 | 13 | 17 |
| 500-999 Employees | 7 | 4 | 5 | 2 |
| 1000+ Employees | 2 | 0 | 0 | 1 |
| Total | 6,157 | 6,443 | 6,708 | 6,994 |

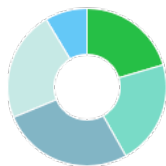
Growing & Declining Occupations

| Occupation | Change in Jobs (2011-2017) | |
|---|----------------------------|---|
| Elementary storage occupations | 506 |  |
| Sales and retail assistants | 344 |  |
| Cleaners and domestics | 317 |  |
| Animal care services occupations n.e.c. | -117 |  |
| Bar staff | -139 |  |
| Vehicle technicians, mechanics and electricians | -232 |  |

Growing & Declining Industries

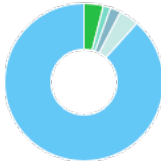
| Industry | Change in Jobs (2011-2017) |
|---|--|
| Warehousing and storage | 829  |
| Public administration and defence; compulsory social security | 826  |
| Other business support service activities n.e.c. | 663  |
| Hospital activities | -466  |
| Market research and public opinion polling | -493  |
| Service activities incidental to land transportation | -1,329  |

2017 Age Cohort Demographics



| | Age Cohort | 2017 Population | 2017 Percent |
|---|-------------------|--------------------|---|
| ● | Under 16 years | 25,904 | 20.4%  |
| ● | 16 to 34 years | 27,145 | 21.4%  |
| ● | 35 to 54 years | 34,063 | 26.9%  |
| ● | 55 to 74 years | 28,705 | 22.7%  |
| ● | 75 years and over | 10,890 | 8.6%  |

2017 Ethnicity Demographics



| | Ethnicity | 2017 Population | 2017 Percent |
|---|-------------------------------------|-----------------|--------------|
| ● | All Other Ethnicities | 4,997 | 3.9% ■ |
| ● | Mixed: All Mixed | 1,919 | 1.5% ■ |
| ● | Asian or Asian British: Other Asian | 2,732 | 2.2% ■ |
| ● | White: Other White | 5,049 | 4.0% ■ |
| ● | White: British | 112,011 | 88.4% ■ |

Top Regional Businesses

Business Name

Smiths Medical International Limited

Quest International Flavours And Fragrances Ltd.

Mission Aviation Fellowship International

South East Health Ltd.

S.b.e. Ltd.

Appendix A - Data Sources and Calculations

Input-Output Data

This report contains data from Emsi's Input-Output model. It is based on data from Office for National Statistics's Input-Output supply and use tables, Census flows data, UK Business Counts from BRES, and several Emsi in-house data sets.

Equifax Business-Level Data

Data for individual businesses is provided by Equifax, which maintains a database of more than 5 million business entities in Great Britain. Note that in aggregate it will not be consistent with Emsi labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.