



SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP

Rother Economy Overview

Emsi Q1 2018 Data Set, Sept 2018



Economy Overview

Rother

Emsi Q1 2018 Data Set

September 2018

Parameters

Regions

Code	Description
21UG	Rother

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>

Rother Council: <http://www.rother.gov.uk/>

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

Commuting patterns in and out of Rother (2011 Census):




















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

Economy Overview



Population (2017)	93.6k
Jobs (2017)	27.7k
Average Wages (2017)	£26.4k
Exports (2014)	£1.8b
Imports (2014)	£2.6b

















Population

93.6k 2017 Population 1.0% of Gov't Office Region		2.8% Population Growth for the Last 5 Years Gov't Office Region Growth 3.8%	
Age Group	2017 Population	% of Population	
Under 5 years	4,186	4.5%	
5 to 9 years	4,761	5.1%	
10 to 13 years	3,747	4.0%	
14 to 15 years	1,763	1.9%	
16 to 18 years	2,966	3.2%	
19 to 24 years	4,180	4.5%	
25 to 29 years	3,829	4.1%	
30 to 34 years	3,586	3.8%	
35 to 39 years	3,826	4.1%	
40 to 44 years	4,285	4.6%	
45 to 49 years	5,968	6.4%	
50 to 54 years	7,112	7.6%	
55 to 59 years	6,870	7.3%	
60 to 64 years	6,862	7.3%	
65 to 69 years	7,676	8.2%	
70 to 74 years	7,682	8.2%	
75 to 79 years	5,138	5.5%	
80 to 84 years	4,214	4.5%	
85 years and over	4,957	5.3%	

Jobs by Industry

27,694

Total Jobs (2017)

SIC	Industry	2017 Jobs
A	Agriculture, Forestry and Fishing	662 
B	Mining and Quarrying	0
C	Manufacturing	1,529 
D	Electricity, Gas, Steam and Air Conditioning Supply	0
E	Water Supply; Sewerage, Waste Management and Remediation Activities	33
F	Construction	1,748 
G	Wholesale and Retail Trade; Repair Of Motor Vehicles and Motorcycles	4,006 
H	Transportation and Storage	1,178 
I	Accommodation and Food Service Activities	2,729 
J	Information and Communication	551 
K	Financial and Insurance Activities	2,001 
L	Real Estate Activities	638 
M	Professional, Scientific and Technical Activities	1,763 
N	Administrative and Support Service Activities	1,643 
O	Public Administration and Defence; Compulsory Social Security	725 
P	Education	3,256 
Q	Human Health and Social Work Activities	3,760 
R	Arts, Entertainment and Recreation	628 
S	Other Service Activities	844 

Average Wages by Industry

£26.4k

Avg. Wages (2017)

93% of Nation Avg.

















SIC	Industry	Avg. Wages (2017)	
A	Agriculture, Forestry and Fishing	£21,562	
B	Mining and Quarrying	£0	
C	Manufacturing	£32,774	
D	Electricity, Gas, Steam and Air Conditioning Supply	£0	
E	Water Supply; Sewerage, Waste Management and Remediation Activities	£38,195	
F	Construction	£34,216	
G	Wholesale and Retail Trade; Repair Of Motor Vehicles and Motorcycles	£23,991	
H	Transportation and Storage	£27,577	
I	Accommodation and Food Service Activities	£18,541	
J	Information and Communication	£44,406	
K	Financial and Insurance Activities	£39,472	
L	Real Estate Activities	£28,085	
M	Professional, Scientific and Technical Activities	£35,839	
N	Administrative and Support Service Activities	£22,022	
O	Public Administration and Defence; Compulsory Social Security	£30,095	
P	Education	£23,611	
Q	Human Health and Social Work Activities	£20,422	
R	Arts, Entertainment and Recreation	£19,554	
S	Other Service Activities	£22,068	

Region Exports

£1.8b




















Exports (2014)

65% of Supply

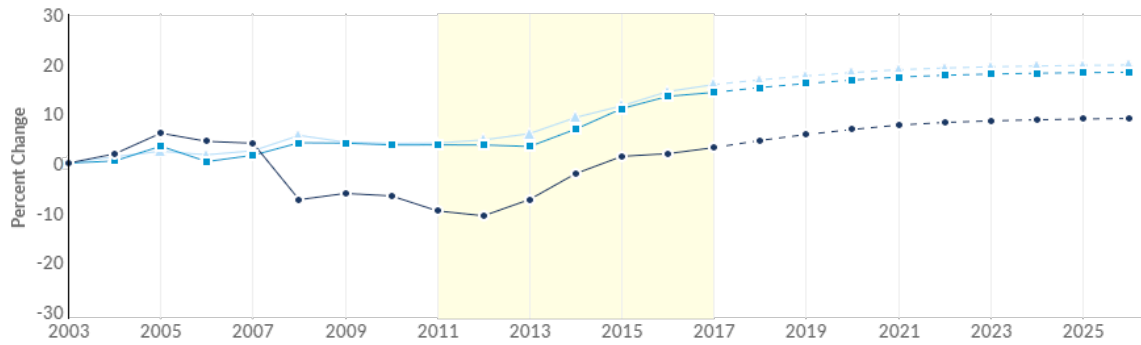
SIC	Industry	Exports (2014)
A	Agriculture, Forestry And Fishing	£34,871,075 
B	Mining And Quarrying	£60,954
C	Manufacturing	£223,472,500 
D	Electricity, Gas, Steam And Air Conditioning Supply	£0
E	Water Supply; Sewerage, Waste Management And Remediation Activities	£5,236,799
F	Construction	£212,031,424 
G	Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles	£171,101,519 
H	Transportation And Storage	£56,441,225 
I	Accommodation And Food Service Activities	£93,809,497 
J	Information And Communication	£22,720,733 
K	Financial And Insurance Activities	£279,397,619 
L	Real Estate Activities	£72,559,191 
M	Professional, Scientific And Technical Activities	£124,598,841 
N	Administrative And Support Service Activities	£76,592,033 
O	Public Administration And Defence; Compulsory Social Security	£62,354,933 
P	Education	£84,557,138 
Q	Human Health And Social Work Activities	£189,566,305 
R	Arts, Entertainment And Recreation	£25,512,786 
S	Other Service Activities	£17,884,585 

Region Imports

£2.6b Imports (2014) 73% of Demand	£943.2m Locally Produced & Consumed (2014) 27% of Demand
--	--

SIC	Industry	Imports (2014)
A	Agriculture, Forestry And Fishing	£45,850,552 
B	Mining And Quarrying	£6,083,940 
C	Manufacturing	£404,372,064 
D	Electricity, Gas, Steam And Air Conditioning Supply	£99,411,333 
E	Water Supply; Sewerage, Waste Management And Remediation Activities	£30,497,443 
F	Construction	£52,417,636 
G	Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles	£436,802,225 
H	Transportation And Storage	£140,938,748 
I	Accommodation And Food Service Activities	£175,327,630 
J	Information And Communication	£149,915,061 
K	Financial And Insurance Activities	£275,211,015 
L	Real Estate Activities	£86,722,977 
M	Professional, Scientific And Technical Activities	£162,739,591 
N	Administrative And Support Service Activities	£126,929,223 
O	Public Administration And Defence; Compulsory Social Security	£14,150,811 
P	Education	£100,436,809 
Q	Human Health And Social Work Activities	£96,410,661 
R	Arts, Entertainment And Recreation	£122,284,578 
S	Other Service Activities	£66,845,283 

Regional Trends



	Region	2011 Jobs	2017 Jobs	Change	% Change
●	Region	24,262	27,694	3,432	14.1%
●	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	3,266	3,419	3,429	3,479
5-9 Employees	550	609	567	579
10-19 Employees	288	314	332	322
20-49 Employees	171	177	172	165
50-99 Employees	49	50	45	51
100-249 Employees	22	20	20	23
250-499 Employees	5	5	3	2
500-999 Employees	1	1	1	1
1000+ Employees	0	1	0	1
Total	4,352	4,596	4,569	4,624

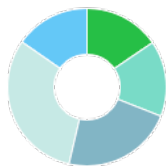
Growing & Declining Occupations

Occupation	Change in Jobs (2011-2017)
Sales and retail assistants	244 
Finance and investment analysts and advisers	182 
Cleaners and domestics	143 
Insurance underwriters	-61 
Pensions and insurance clerks and assistants	-110 
Care workers and home carers	-124 

Growing & Declining Industries

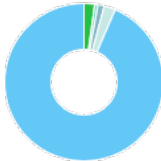
Industry	Change in Jobs (2011-2017)	
Activities auxiliary to financial services and insurance activities	1,741	
Growing of crops, market gardening, horticulture; Farming of animals	498	
Business and other management consultancy activities	232	
Temporary employment agency activities	-192	
Other residential care activities	-514	
Insurance, reinsurance and pension funding, except compulsory social security	-1,152	

2017 Age Cohort Demographics



	Age Cohort	2017 Population	2017 Percent
●	Under 16 years	14,457	15.4% 
●	16 to 34 years	14,560	15.6% 
●	35 to 54 years	21,191	22.6% 
●	55 to 74 years	29,090	31.1% 
●	75 years and over	14,308	15.3% 

2017 Ethnicity Demographics



	Ethnicity	2017 Population	2017 Percent
●	All Other Ethnicities	2,033	2.2%
●	White: Irish	634	0.7%
●	Mixed: All Mixed	1,183	1.3%
●	White: Other White	2,188	2.3%
●	White: British	87,569	93.6% ██████████

Top Regional Businesses

Business Name

Hastings Holdings Limited

Cp Equityco Limited

Cinque Ports Leisure Limited

Leaderboard Golf Holdings Limited

Dnp Restaurants 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.