**Bridport Area Neighbourhood Plan: Economy Working Group**

**Economic Profile of the Local Economy**

This paper provides a summary of economic statistics for the Neighbourhood Plan (NP) area, which consists of the five parishes of Allington, Bradpole, Bridport, Bothenhampton & Walditch and Symondsbury. It is intended to add to the evidence base which underpins the NP.

The main data source used is the 2011 Census of Population, from which it has been possible to produce statistics for the NP area i.e. the five parishes. Some other relevant data sources are also cited, though they cover different geographies. The paper highlights particular features of the local economy and makes comparison with national averages.

**Key findings**

Compared with England averages, the economy of the area is characterised by:

* A high proportion in part-time employment and who are self employed.
* A high proportion employed in skilled trades; sales, caring and leisure services; and elementary occupations.
* A low proportion employed in professional and associate professional occupations.
* A low proportion of adults with qualifications at A level or Degree level.
* Low average wage levels and many people working in low paying sectors.
* A high proportion employed in accommodation, food services, retail, construction, manufacturing and agriculture.
* A low proportion employed in financial services, information services, transport and administrative support.
* One local neighbourhood that falls within the most deprived 20% of neighbourhoods nationally.
* A high proportion who travel only a short distance to work and a high proportion who walk to work.
1. **Labour Force**

**Employment status**

Table 1: Employment status of residents aged 16 to 74

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Status** | **NP Area (number)** | **NP Area (%)** | **W Dorset (%)** | **England (%)** |
| Employee full time | 3,115 | 30.1 | 32.9 | 38.6 |
| Employee part time | 1,746 | 16.9 | 15.5 | 13.7 |
| Sub-total: all employees | 4,861 | 47.0 | 48.4 | 52.3 |
| Self employed | 1,551 | 15.0 | 14.6 | 9.8 |
| Unemployed | 275 | 2.7 | 2.3 | 4.4 |
| Long term sick or disabled | 408 | 3.9 | 2.9 | 4.0 |
| Student | 498 | 4.8 | 5.7 | 9.2 |
| Looking after home or family | 355 | 3.4 | 3.4 | 4.4 |
| Retired | 2,243 | 21.7 | 21.2 | 13.7 |
| Other categories | 158 | 1.5 | 1.5 | 2.2 |
| All residents aged 16 to 74 | 10,349 | 100.0 | 100.0 | 100.0 |

*Source: 2011 Census*

The Census finds that the most common employment status for residents aged 16 to 74 in the NP area is being in a full-time employee (30%).

Compared with the England average the NP area has:

* A high percentage of residents who are: i) part-time employees; ii) self employed; and iii) retired.
* A low percentage of residents who are: i) full-time employees; ii) unemployed; iii) students; and iv) looking after the home or family.

**Hours worked**

Table 2: Hours worked per week by residents in employment aged 16 to 74

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Hours worked** | **NP Area (number)** | **NP Area %** | **W Dorset %** | **England %** |
| 31 hours or more | 4,129 | 62.4 | 65.9 | 70.9 |
| 16 to 30 hours | 1,606 | 24.3 | 21.9 | 19.4 |
| 15 hours or less | 886 | 13.4 | 12.1 | 9.6 |
| All employed (total) | 6,621 | 100.0 | 100.0 | 100.0 |

*Source: 2011 Census*

The Census finds that most residents in employment (62%) in the NP area are categorised as working full time, which is officially defined as working 31 hours or more per week.

However, when compared with the England average the NP area has:

* A high percentage of residents who are: working part time.
* A low percentage of residents who are: working full time.

**Occupational structure**

Table 3: Occupational group of residents in employment aged 16 to 74

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Occupational groups** | **NP Area (number)** | **NP Area (%)** | **W Dorset (%)** | **England (%)** |
| Managers, directors, senior officials | 743 | 11.2 | 12.2 | 10.9 |
| Professional occupations | 832 | 12.6 | 17.3 | 17.5 |
| Associate technical and professional | 662 | 10.0 | 11.4 | 12.8 |
| Administrative and secretarial | 619 | 9.3 | 9.8 | 11.5 |
| Skilled trades | 1,181 | 17.8 | 16.2 | 11.4 |
| Caring, leisure and other services | 715 | 10.8 | 9.9 | 9.3 |
| Sales and customer services | 607 | 9.2 | 7.1 | 8.4 |
| Process, plant, machine operatives | 442 | 6.7 | 5.6 | 7.2 |
| Elementary occupations | 820 | 12.4 | 10.5 | 11.1 |
| All employed (total) | 6,621 | 100.0 | 100.0 | 100.0 |

*Source: 2011 Census*

The Census finds that the most numerous employment group in the NP area (18%) is skilled trades.

Compared with the England average the NP area has:

* A high percentage of residents who are in: i) skilled trades; ii) sales and customer services; iii) caring, leisure and other services; and iv) elementary occupations.
* A low percentage of residents who are in: i) professional occupations; ii) associate technical and professional; iii) administrative and secretarial; and iv) process, plant and machine operatives.

**Workforce qualifications**

Table 4: Highest level of qualification of all residents aged 16 and over

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Qualification level** | **NP Area (number)** | **NP Area (%)** | **W Dorset (%)** | **England (%)** |
| No qualifications | 3,088 | 24.7 | 20.1 | 22.5 |
| Level 1 (1 to 4 GCSEs or equiv.) | 1,809 | 14.5 | 12.6 | 13.3 |
| Level 2 (5+ GCSEs are grade C) | 2,047 | 16.4 | 16.5 | 15.2 |
| Apprenticeships | 592 | 4.7 | 4.4 | 3.6 |
| Level 3 (2+ A levels of equiv.) | 1,454 | 11.6 | 11.8 | 12.4 |
| Level 4 (Degree or higher) | 3,034 | 24.3 | 30.8 | 27.4 |
| Other qualifications | 485 | 3.9 | 3.9 | 5.7 |
| All aged 16 and over (totals) | 12,509 | 100.0 | 100.0 | 100.0 |

*Source: 2011 Census*

The Census finds that the two main groups of residents within the NP area are those who have no qualifications (25%) and those who have a degree or higher (24%).

Compared with the England average the NP area has:

* A high percentage of residents whose highest qualification level is: i) no qualification; ii) level 1; iii) level 2; and iv) an apprenticeship.
* A low percentage of residents whose highest qualification level is: i) level 3; ii) level 4; and iii) other qualifications.

Without wishing to play this down, it could be said that the differences between figures for the NP area and the England averages are not especially large.

**Wages**

Dorset County Council has analysed various data sets to generate figures for the main towns in the county. This includes figures for Bridport, which is a smaller geographic area than the five NP area parishes. However, the figures are of interest and so are quoted.

The proportion of employment that is in traditionally low paying sectors is:

Bridport = 69%

Dorset = 54%

England = 49%

*Source: Business Register and Employment Survey 2013*

The Annual Survey of Hours & Earnings has weekly pay figures for West Dorset. It is not possible to produce figures for smaller areas.

Table 5: Median gross weekly pay for employees in full-time work

 **Based on place of work Based on place of residence**

NP area not available not available

West Dorset £457 £506

Dorset (county) £470 £498

England £523 £524

*Source: Annual Survey of Hours & Earnings 2014*

This shows that jobs within West Dorset are relatively poorly paid. The residence-based figure is higher than the workplace-based figure, which indicates that better pay can be found by commuting to jobs outside West Dorset.

1. **Businesses**

**Industry of employment**

Table 6: Industrial sector in which employed residents aged 16 to 74 are working

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Industrial sectors** | **NP Area (number)** | **NP Area (%)** | **W Dorset (%)** | **England (%)** |
| Agriculture, forestry and fishing | 94 | 1.4 | 4.1 | 0.8 |
| Manufacturing | 723 | 10.9 | 8.7 | 8.8 |
| Electricity, gas, water and waste | 69 | 1.0 | 0.9 | 1.3 |
| Construction | 716 | 10.8 | 8.3 | 7.7 |
| Retail, wholesale and repair | 1,257 | 19.0 | 14.9 | 15.9 |
| Transport, storage | 188 | 2.8 | 2.7 | 5.0 |
| Accommodation and food services | 570 | 8.6 | 6.9 | 5.6 |
| Real estate | 104 | 1.6 | 1.7 | 1.5 |
| Financial services and insurance | 84 | 1.3 | 1.5 | 4.4 |
| Information services and communications | 130 | 2.0 | 2.1 | 4.1 |
| Professional, scientific and technical services | 306 | 4.6 | 5.6 | 6.7 |
| Administration, support services | 274 | 4.1 | 4.2 | 4.9 |
| Education, health, social care and public administration | 1,759 | 26.6 | 32.8 | 28.2 |
| Other industrial sectors | 347 | 5.2 | 5.3 | 5.0 |
| All employed (totals) | 6,621 | 100.0 | 100.0 | 100.0 |

*Source: 2011 Census*

The Census finds that the most numerous employment sector in the NP area (27%) is education, health, social care and public administration. The next most numerous (19%) is that for retail, wholesale and repair.

However, when compared with the England average the NP area has:

* A high percentage of residents employed in: i) accommodation and food services; ii) retail, wholesale and repair; iii) construction; iv) manufacturing; and v) agriculture and fishing. The first two of these reflect the importance of tourism the town centre (retail) to the local economy.
* A notably low percentage of residents employed in: i) financial services and insurance; ii) information services and communications; iii) transport and storage; and iv) administration and support services.
* A slightly low percentage of residents who are in: i) electricity, gas, water and waste; and ii) education, health, social care and public administration.

**Business numbers**

Dorset County Council analysis of the 2014 UK Business Dataset has figures for Bridport (town only).

It finds that the number of VAT and/or PAYE registered businesses in Bridport was 655.

This figure will exclude businesses which both have no employees and have a low turnover (so are not registered for VAT).

**Business size**

The UK Business Dataset also provides figures for the size of businesses in Bridport (town only), in terms of the number of employees.

 Table 7: Businesses by the number of employees

 **Bridport Bridport Dorset England**

**Employee numbers (numbers) (%) (%) (%)**

Micro (0 to 9) 252 80% 85% 83%

Small (10 to 49) 120 18% 13% 14%

Medium (50 to 249) 15 2% 2% 3%

Large (250 plus) 0 0% <1% <1%

*Source: UK Business Dataset 2014*

There are a high percentage of small businesses (10 to 49 employees) in Bridport. There are no large businesses (250+ employees).

Again, it should be noted that these figures will under-report the number of micro-businesses, as some will not be VAT or PAYE registered.

**Business sectors**

The UK Business Dataset shows Bridport (town only) business by their sector. It rounds the numbers to the nearest five.

Table 8: Businesses by their sector

 **Bridport Bridport Dorset England**

**Ten main sectors locally (number) (%) (%) (%)**

Retail 120 18% 10% 10%

Construction 75 11% 12% 10%

Accommodation and food 65 10% 7% 6%

Professional, scientific + technical 65 10% 12% 16%

Arts, entertainment + recreation 50 8% 7% 7%

Manufacturing 45 7% 6% 5%

Health care 40 6% 5% 6%

Business administration + support 30 5% 6% 7%

Property 25 4% 3% 4%

Motor trades 25 4% 3% 3%

Agriculture, forestry + fishing 20 3% 10% 4%

*Source: UK Business Dataset 2014*

Well over half of Bridport’s businesses fall into the first five sectors listed above. They indicate a leaning towards tourism and leisure related activities.

Compared with the England average, Bridport has:

* A high proportion of businesses in sectors for: i) retail; ii) accommodation and food; and iii) manufacturing.
* A low proportion of businesses in sectors for: i) professional, scientific and technical; and ii) business administration and support.

**Visitor economy**

Dorset County Council analysis of the 2013 Business Register and Employment Survey provides some further evidence about the local importance of the visitor economy.

It estimates that 9% of employment in Bridport (town only) is within tourism and leisure businesses. In other words, these jobs depend specifically on tourism and leisure. By comparison the figure for the county is 8% and for England is 6%.

It should be noted that other jobs will be in businesses which partly depend on spend from tourists and visitors (e.g. visitor spend in high street shops), whilst other jobs will be in business deriving an indirect benefit (e.g. where tourism businesses, in turn, purchase local goods and services).

1. **Deprivation**

Government produces a composite measure of deprivation. These are produced for Lower Super Output Areas (LSOAs), which are statistical units used to gather Census data. They do not match up accurately with the NP area parishes. Indeed, two or three of the LSOAs go well beyond the NP area boundary, as is evident from their names.

Table 9: Scores from the Indices of Deprivation for relevant LSOAs

**LSOA name**  **Rank (of 58 in W Dorset)** **Rank (of 32,844 in England)**

North Allington/Court Orchard 1 6,420

Skilling 2 9,003

Allington Parish, Salway Ash & Netherbury 9 13,876

Bridport South Centre & West Allington 11 14,420

Bridport North Centre 13 15,711

Symondsbury, Eype & Chideock 15 16,696

Walditch, Loders & Powerstock 22 18,054

Bradpole and Jessops Avenue 36 21,830

Watton Hill & Sea Road North 46 24,158

Bothenhampton & West Bay 49 25,254

*Source: English Indices of Deprivation 2015*

North Allington/Court Orchard LSOA ranks within the highest 20% of deprivation scores in England and is the highest ranked LSOA within West Dorset.

1. **Travel to work**

**Mode of travel**

Table 10: Main mode of travel to work for residents aged 16 to 74 in employment

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Travel mode** | **NP Area (number)** | **NP Area %** | **W Dorset %** | **England %** |
| Work from home | 517 | 7.8 | 10.1 | 5.4 |
| Drive car or van | 3,839 | 58.0 | 60.8 | 57.0 |
| Car passenger | 356 | 5.4 | 4.5 | 5.0 |
| Cycle | 254 | 3.8 | 2.5 | 3.0 |
| Walk | 1,378 | 20.8 | 17.0 | 10.7 |
| Bus | 118 | 1.8 | 1.7 | 7.5 |
| Other | 159 | 2.4 | 3.5 | 11.4 |
| All modes (totals) | 6,621 | 100.0 | 100.0 | 100.0 |

*Source: 2011 Census*

The Census shows that by far the most common mode of travel to work in the NP area (58%) is driving a car or van. The second most common mode (21%) is walking to work.

Compared with the England average the NP area has:

* A very high percentage of residents who: walk to work.
* A fairly high percentage of residents who: i) work at home; and ii) cycle to work.
* A typical percentage of residents who: i) drive to work; and ii) go to work as a car passenger.
* A very low percentage of residents who: i) go to work by bus; and ii) use other transport modes.

**Distance travelled**

Table 11: Distance travelled to work by residents aged 16 to 74 in employment

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Distance travelled** | **NP Area (number)** | **NP Area (%)** | **W Dorset (%)** | **England (%)** |
| Work from home | 1,011 | 15.3 | 17.8 | 10.3 |
| Less than 2 kms | 2,246 | 33.9 | 22.2 | 16.6 |
| 2 to 10 kms | 1,015 | 15.3 | 21.1 | 35.7 |
| 10 to 30 kms | 1,222 | 18.5 | 20.4 | 21.0 |
| More than 30 kms | 429 | 6.5 | 9.4 | 8.0 |
| Not known | 698 | 10.5 | 9.0 | 8.5 |
| All distances (totals) | 6,621 | 100.0 | 100.0 | 100.0 |

*Source: 2011 Census*

The Census finds that the most common distance travelled to work (34%) by residents in the NP area is less than 2 kilometres (kms). This figure excludes a further 15% who don’t travel because they usually work from home.

Compared with the England average the NP area has:

* A very high percentage of residents who: travel less than 2 kms to work.
* A fairly high percentage of residents who: work from home.
* A very low percentage of residents who: travel between 2 and 10 kms to work.
* A fairly low percentage of residents who: i) travel between 10 and 30 kms; and ii) travel more than 30 kms to work.

It could be concluded from these figures that the NP area has a relatively self contained labour market i.e. a lot of people both live and work here.

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