

## Ashford Economic Profile 2017 Summary

### Section 1: Qualification Levels

#### 1.1: Comparative Qualification Levels with the South East and GB

- Ashford residents (16-64) are less well qualified at all NVQ levels, and have proportionately more people with no qualifications, than the average of Kent and the South East.
- Ashford residents are less well qualified at NVQ levels 3 and 4 than the average for Kent.
- Ashford has slightly fewer residents with no qualifications than the GB average.
- Between January 2006 and December 2016, qualifications for Ashford residents (16-64) increased by the following:

	<b>Ashford</b>	<b>Kent</b>	<b>South East</b>	<b>GB</b>
Level 4 & above	23.0% to 29.1%	23.8% to 36.9%	29.4% to 41.4%	26.6% to 38.2%
Level 3 & above	41.3% to 47.6%	42.5% to 54.4%	48.4% to 58.8%	44.4% to 55.8%
Level 2 & above	61.9% to 65.9%	61.9% to 73.1%	67.2% to 77.5%	62.9% to 74.3%
Level 1 & above	78.1% to 81.3%	79.7% to 86.6%	82.2% to 88.8%	77.1% to 85.3%
No quals	12.3% to 7.9%	13.3% to 7%	10.3% to 5.4%	14.3% to 8.0%

Source: ONS annual population survey.

Comparing districts against the Kent average:

- Canterbury, Gravesham, Maidstone, Sevenoaks, Tonbridge & Malling and Tunbridge Wells have a more highly skilled resident population.
- Ashford, Dover, Shepway, Swale and Thanet have lower skilled resident populations.
- Dartford sits around the average.

### Section 2: The Ashford Economy

#### 2.1: Population

- According to the KCC interactive population toolkit, the population of Ashford will increase between 2017 and 2026 in the following ways:

	<b>0-15</b>		<b>16-19</b>		<b>16-64</b>		<b>65+</b>	
	<b>2017</b>	<b>2026</b>	<b>2017</b>	<b>2026</b>	<b>2017</b>	<b>2026</b>	<b>2017</b>	<b>2026</b>
<b>Male</b>	13,200	14,600	3,000	3,400	37,600	41,500	11,300	14,500
<b>Female</b>	12,900	14,400	2,900	3,300	39,100	42,700	13,500	16,700
<b>Total</b>	<b>26,100</b>	<b>28,900</b>	<b>5,900</b>	<b>6,700</b>	<b>76,700</b>	<b>84,200</b>	<b>24,800</b>	<b>31,100</b>

## 2.2: Economic activity in Ashford

In the year to December 2016;

- **84%** of the Ashford population of 16 - 64 year olds were economically active. This compares to **78.9%** in Kent, **81%** in the South East, and **77.8%** in Great Britain.
- **64.4 %** of the Ashford population of 16-64 year olds were employees and **14.6%** were self-employed. This is above the average of **10.6%** for self-employment in Great Britain.
- **4.7%** of the Ashford economically active population over 16 years old were unemployed. This compares to **5.2%** in Kent and **4.0 %** in the South East.
- economic activity across Kent districts can be divided into 3 groups:

<b>% 16-64 year olds economically active</b>	<b>Low – 70% to 77.9%</b>	<b>Medium – 78% to 79.9%</b>	<b>High – 80% to 85.9%</b>
<b>Districts</b>	Canterbury Gravesham Thanet	Maidstone Sevenoaks	<b>Ashford</b> Dartford Dover Shepway Tonbridge & Malling Tunbridge Wells Swale

Source: ONS population survey.

- unemployment as a proportion of economic activity can also be divided into 3 groups:

<b>Unemployment as a % of economically active population</b>	<b>High – 5.9% to 7.1%</b>	<b>Medium – 5.0% to 5.8%</b>	<b>Low – 3.4% to 4.9%</b>
<b>Districts</b>	Gravesham Swale Thanet	Canterbury Dover Shepway	<b>Ashford</b> Dartford Maidstone Sevenoaks Tonbridge & Malling Tunbridge Well

Source: ONS population survey.

## 2.3: Overall NEET and Not Known Figures in Ashford

- In April 2017, Ashford had **2.88%** of Yr 12 & 13 NEETS (academic age 16 & 17) and **4.17%** unknowns. The target for January is 2.10% NEET.
- Since April 2014, the NEET figure in Ashford has varied between -3.83% and -0.63% of target.

## 2.4 Employment and Self-Employment in Ashford– what do people do

- The key **employment sectors** in Ashford are:

	<b>Main employment sectors 2015</b>	<b>No. employees</b>	<b>% total employment</b>
<b>Ashford</b>	Wholesale and retail	11,500	20.9%
	Health & Social work	8,400	15.3%
	Manufacturing	5,200	9.4%
	Education	4,200	7.6%
	Professional, scientific & technical	3,900	7.1%
	Admin & support services	3,900	7.1%

Source: BRES 2016

	<b>Main employment sectors 2015</b>	<b>No. employees</b>	<b>% total employment</b>
<b>Kent</b>	Wholesale & retail	109,500	18.1
	Human health & social work	82,900	13.7
	Education	60,400	10.0
	Admin. & support services	56,700	9.4
	Accommodation & food service	43,600	7.2

Source: BRES 2016

- The **occupations** of **Ashford** residents are summarised below:

	<b>Ashford (%)</b>	<b>Kent (%)</b>	<b>South East (%)</b>	<b>Great Britain (%)</b>
<b>Soc 2010 Major Group 1-3</b>	<b>34.8</b>	<b>45.1</b>	<b>49.7</b>	<b>45.5</b>
1 Managers, Directors And Senior Officials	7.9	11.1	11.9	10.6
2 Professional Occupations	16.7	19.2	22.4	20.3
3 Associate Professional & Technical	10.2	14.7	15.3	14.4
<b>Soc 2010 Major Group 4-5</b>	<b>24.9</b>	<b>22.4</b>	<b>20.6</b>	<b>20.6</b>
4 Administrative & Secretarial	8.4	10.1	10.3	10.2
5 Skilled Trades Occupations	16.5	12.3	10.3	10.3
<b>Soc 2010 Major Group 6-7</b>	<b>24.3</b>	<b>16.6</b>	<b>16</b>	<b>16.8</b>
6 Caring, Leisure And Other Service Occupations	13.0	9.0	9.2	9.1
7 Sales And Customer Service Occs	11.4	7.5	6.8	7.5
<b>Soc 2010 Major Group 8-9</b>	<b>16.0</b>	<b>16</b>	<b>13.6</b>	<b>17.2</b>
8 Process Plant & Machine Operatives	8.0	5.8	4.8	6.4
9 Elementary Occupations	8.0	10.2	8.8	10.7

Source: ONS annual population survey

- The differences in the relative structure of the largest industry sectors across Kent are small. However differences in the occupations of residents, which include out-commuters and the self-employed, are more marked. Ashford residents are less likely to be senior managers, and more likely to be in service occupations, than the rest of Kent.

## 2.5 Employment in Ashford: What People Earn

- The table below illustrates average earnings in Ashford by residence, including out commuters. Earnings are equivalent to the average in Kent.

December 2016	Ashford £	Kent £
<b>Gross weekly pay</b>		
Full-time workers	544.9	555.3
Male full-time workers	594.0	600.2
Female full-time workers	441.3	470.0
<b>Hourly pay - excluding overtime</b>		
Full-time workers	13.45	13.78
Male full-time workers	13.81	14.78
Female full-time workers	11.77	12.36

Source: ONS – Inter Departmental Business Register 2016

- The table below illustrates the average earnings by workplace in Ashford, including in commuters. Workplace earnings in Ashford are higher than the Kent average.

December 2016	Ashford £	Kent £
<b>Gross weekly pay</b>		
Full-time workers	543.6	517.5
Male full-time workers	609.0	566.8
Female full-time workers	436.7	450.4
<b>Hourly pay - excluding overtime</b>		
Full-time workers	13.45	12.95
Male full-time workers	14.14	13.63
Female full-time workers	11.13	11.91

Source: ONS – Inter Departmental Business Register 2016

## 2.6: Employment in Ashford: Company Size

- In Ashford, 91% of companies are micro, a larger percentage than the average for Kent, the South East and Great Britain.
- In Ashford, 0.2% of companies are large, a smaller percentage than the Kent, South East and Great Britain averages.

<b>Enterprises</b>	<b>Ashford %</b>	<b>Kent %</b>
Micro (0 to 9)	91.0	89.5
Small (10 to 49)	7.6	8.7
Medium (50 to 249)	1.2	1.5
Large (250+)	0.2	0.3

Source: ONS – Inter Departmental Business Register 2016

## 2.7 Employment in Ashford: Vacancies by Occupation

- Using data derived from the Burning Glass “Labour Insight” database of vacancies advertised online, the table below summarises the 10 occupations with the most adverts across the year, in Ashford. The occupations broadly correspond with the key industrial sectors identified in section 2.5, representing both total employment demand and high levels of employment “churn” in the Ashford economy.

<b>Year to 31 May 2017</b>	
<b>Occupation</b>	<b>No. Postings</b>
Nurses	527
Business sales executives	414
Other administrative occupations	404
Book-keepers, payroll managers and wages clerks	341
Vehicle technicians, mechanics and electricians	271
Chartered and certified accountants	269
Secondary education teaching professionals	225
Programmers and software development professionals	224
Care workers and home carers	215
Managers and directors in retail and wholesale	196

- In the year to 31 May 2017, the top 20 employers advertising online for vacancies in Ashford were:

NHS, Brake Brothers Group, TESCO, Headford Shipping (agency), ATTB (agency), QHotels, Homewood School, HR Go (agency), Newcross Healthcare, ID Medical Ltd, Shepherd Neame, SERCO, Bannatynes, Ashford School, COTY, Smiths Medical Group, Advanced Computer Software Group, Prima Ardella (agency), LPS Nuclear (specialist nuclear agency)

**Ashford Data Pack**  
**Ashford Economic Profile 2017**

**Section 1: Skill Levels of 16-64 Year Olds**

**1.1: Comparative Qualification Levels in Ashford**

Table 1.1 below compares the qualification levels of Ashford working age population residents (16-64) against Kent, South East and Great Britain, as at December 2016.

<b>Table 1.1</b>	<b>Ashford No.</b>	<b>Ashford %</b>	<b>Kent %</b>	<b>South East %</b>	<b>GB %</b>
NVQ 4 And Above	21,500	29.1	36.9	41.4	38.2
NVQ 3 And Above	35,200	47.6	54.4	60.3	56.9
NVQ 2 And Above	48,700	65.9	73.1	77.5	74.3
NVQ 1 And Above	60,600	81.3	86.6	88.8	85.3
Other Qualifications	8,000	10.8	6.5	5.8	6.6
No Qualifications	5,800	7.9	7.0	5.4	8.0

Source: ONS annual population survey.

Ashford residents are less well qualified at all NVQ levels, and have more people with no qualifications, compared to the Kent average and the South East and Great Britain.

Looked at on a time series basis the improvement in qualifications of the workforce overtime is evident, but Ashford residents still lag behind. Tables 1.2 to 1.7 illustrate the growth in qualification levels from January 2006 to December 2016.

**Table 1.2: Time series for NVQ Level 4 qualifications and above.**

<b>Table 1.2</b>	<b>Ashford Actual</b>	<b>Ashford %</b>	<b>Kent %</b>	<b>South East %</b>	<b>GB %</b>
Jan 06-Dec 06	15,600	23.0	25.5	30.4	27.5
Jan 07-Dec 07	22,100	32.1	26.0	30.8	28.6
Jan 08-Dec 08	17,200	23.7	25.1	31.1	28.6
Jan 09-Dec 09	14,400	20.5	28.6	32.7	29.9
Jan 10-Dec 10	14,600	20.3	30.0	34.0	31.2
Jan 11-Dec 11	21,400	30.4	31.5	36.1	32.8
Jan 12-Dec 12	21,400	29.1	29.5	36.8	34.2
Jan 13-Dec 13	18,800	26.2	33.4	38.2	35.1
Jan 14-Dec 14	25,600	35.0	32.4	39.1	36.0
Jan 15-Dec 15	24,400	32.9	34.3	39.8	37.1
Jan 16-Dec 16	21,100	29.1	36.9	41.4	38.2

Source: ONS annual population survey.

**Table 1.3: Time series for NVQ Level 3 qualifications and above.**

<b>Table 1.3</b>	<b>Ashford Actual</b>	<b>Ashford %</b>	<b>Kent %</b>	<b>South East %</b>	<b>GB %</b>
Jan 06-Dec 06	28,000	41.3	43.4	49.2	45.3
Jan 07-Dec 07	35,000	50.8	44.5	49.4	46.2
Jan 08-Dec 08	33,700	46.4	45.0	49.8	46.1
Jan 09-Dec 09	32,600	46.4	47.6	50.7	47.3
Jan 10-Dec 10	29,300	40.5	48.3	52.1	48.9
Jan 11-Dec 11	36,800	52.3	50.2	55.1	50.8
Jan 12-Dec 12	41,900	57.0	51.8	56.6	53.1
Jan 13-Dec 13	36,600	50.9	53.7	57.7	53.9
Jan 14-Dec 14	38,300	52.4	53.8	58.8	55.0
Jan 15-Dec 15	35,500	48.1	53.8	58.8	55.8
Jan 16-Dec 16	35,200	47.6	54.4	60.3	56.9

Source: ONS annual population survey.

**Table 1.4: Time series for NVQ Level 2 qualifications and above.**

<b>Table 1.4</b>	<b>Ashford Actual</b>	<b>Ashford %</b>	<b>Kent %</b>	<b>South East %</b>	<b>GB %</b>
Jan 06-Dec 06	42,000	61.9	63.6	67.6	63.6
Jan 07-Dec 07	45,700	66.3	63.3	67.9	64.2
Jan 08-Dec 08	47,300	65.0	63.6	67.8	63.9
Jan 09-Dec 09	46,700	66.3	66.9	69.0	65.3
Jan 10-Dec 10	45,800	63.5	68.9	70.8	67.2
Jan 11-Dec 11	48,700	69.3	69.2	73.3	69.5
Jan 12-Dec 12	53,600	72.9	71.2	75.4	71.8
Jan 13-Dec 13	49,800	69.4	74.7	76.5	72.4
Jan 14-Dec 14	52,200	71.4	74.0	77.1	73.3
Jan 15-Dec 15	47,700	64.5	73.5	76.8	73.6
Jan 16-Dec 16	48,700	65.9	73.1	77.5	74.3

Source: ONS annual population survey.

**Table 1.5: Time series for NVQ Level 1 qualifications and above.**

<b>Table 1.5</b>	<b>Ashford Actual</b>	<b>Ashford %</b>	<b>Kent %</b>	<b>South East %</b>	<b>GB %</b>
Jan 06-Dec 06	53,000	78.1	80.0	82.4	77.5
Jan 07-Dec 07	58,700	85.2	79.4	82.0	77.9
Jan 08-Dec 08	62,400	85.8	80.4	82.4	77.6
Jan 09-Dec 09	57,800	82.1	81.8	83.0	78.8
Jan 10-Dec 10	57,400	79.6	82.4	84.1	80.1
Jan 11-Dec 11	61,400	87.4	84.4	86.6	82.5
Jan 12-Dec 12	65,100	88.5	85.0	87.7	83.9
Jan 13-Dec 13	60,400	84.1	87.5	88.4	84.3
Jan 14-Dec 14	60,700	83.0	87.4	89.2	85.0
Jan 15-Dec 15	58,400	79.0	87.0	88.5	84.9
Jan 16-Dec 16	60,100	81.3	86.6	88.8	85.3

Source: ONS annual population survey.

**Table 1.6: Time series for Ashford residents with other qualifications**

<b>Table 1.6</b>	<b>Ashford Actual</b>	<b>Ashford %</b>	<b>Kent %</b>	<b>South East %</b>	<b>GB %</b>
Jan 06-Dec 06	5,000	7.2	7.5	7.8	8.6
Jan 07-Dec 07	3,000	4.1	8.2	8.2	8.9
Jan 08-Dec 08	3,900	5.5	7.0	7.9	8.9
Jan 09-Dec 09	7,700	10.6	6.6	7.9	8.8
Jan 10-Dec 10	1,700	2.4	6.0	7.5	8.5
Jan 11-Dec 11	3,500	4.7	5.2	5.5	6.8
Jan 12-Dec 12	6,000	8.3	6.9	5.4	6.3
Jan 13-Dec 13	8,300	11.3	5.2	5.2	6.3
Jan 14-Dec 14	7,600	10.3	6.0	5.2	6.2
Jan 15-Dec 15	8,000	10.8	6.1	5.2	6.5
Jan 16-Dec 16	6,500	9.6	6.5	5.8	6.6

Source: ONS annual population survey.

Includes foreign qualifications and some non-accredited professional qualifications.

**Table 1.7: Time series for Ashford residents with no qualifications**

<b>Table 1.7</b>	<b>Ashford Actual</b>	<b>Ashford %</b>	<b>Kent %</b>	<b>South East %</b>	<b>GB %</b>
Jan 06-Dec 06	8,300	12.3	12.6	9.8	13.9
Jan 07-Dec 07	5,200	7.6	12.4	9.8	13.3
Jan 08-Dec 08	7,300	10.1	12.6	9.7	13.5
Jan 09-Dec 09	8,800	12.4	11.6	9.1	12.4
Jan 10-Dec 10	7,100	9.8	11.6	8.4	11.3
Jan 11-Dec 11	7,200	10.2	10.4	7.9	10.7
Jan 12-Dec 12	4,900	6.7	8.1	6.9	9.7
Jan 13-Dec 13	5,500	7.6	7.3	6.5	9.4
Jan 14-Dec 14	4,200	5.7	6.6	5.6	8.8
Jan 15-Dec 15	7,900	10.7	6.9	6.3	8.6
Jan 16-Dec 16	5,800	7.9	7.0	5.4	8.0

Source: ONS annual population survey.



## Section 2: The Ashford Economy

### 2.1: Population

**Table 2:1 The resident population of Ashford in 2016:**

	<b>Ashford</b>	<b>Kent</b>	<b>South East</b>	<b>Great Britain</b>
<b>Total</b>	124,300	1,524,700	8,947,900	63,258,400
<b>Males</b>	60,400	747,400	4,404,400	31,165,300
<b>Females</b>	63,800	777,300	4,543,500	32,093,100

Source: ONS annual population survey population

**Table 2:2 Age and sex breakdown of Ashford population 2016:**

The population can be broken down by ages in the following way:

Note: all percentages are of the total population.

#### Male

<b>Area</b>	<b>Aged 0 - 15</b>		<b>Aged 16 - 64</b>		<b>Aged 16-19</b>		<b>Aged 65 and over</b>	
	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>
Ashford	12,900	21.4	36,800	60.9	3,800	6.3	10,700	17.7
Kent	149,800	20.0	461,500	61.7	47,800	6.4	136,200	18.2
Great Britain	6,080,100	19.5	19,977,000	64.1	1,902,100	6.1	5,122,300	16.4
South East	874,500	19.9	2,770,400	62.9	274,300	6.2	758,300	17.2

#### Female

<b>Area</b>	<b>Aged 0 - 15</b>		<b>Aged 16 - 64</b>		<b>Aged 16-19</b>		<b>Aged 65 and over</b>	
	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>
Ashford	12,500	19.6	38,400	60.2	3,700	5.9	12,900	20.2
Kent	142,100	18.3	471,100	60.6	45,900	5.9	164,100	21.1
Great Britain	5,792,600	18.0	20,090,300	62.6	1,801,100	5.6	6,197,100	19.3
South East	829,900	18.3	2,794,300	61.5	256,500	5.6	921,300	20.3

**All**

<b>Area</b>	<b>Aged 0 - 15</b>		<b>Aged 16 – 64</b>		<b>Aged 16-19</b>		<b>Aged 65 and over</b>	
	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>
Ashford	25,500	21.4	75,200	60.5	7,600	6.1	23,600	19.0
Kent	291,000	19.1	932,500	61.2	93,700	6.1	300,300	19.7
Great Britain	11,872,700	18.8	40,042,600	63.3	3,703,300	5.9	11,319,300	17.9
South East	1,704,500	19.0	5,565,600	62.2	530,800	5.9	1,679,600	18.8

Source: ONS annual population survey; population

Tables 2.3 to 2.6 project the Ashford population forward to 2026, using the KCC Interactive Population Toolkit

**Table 2.3: Projected Ashford Population aged 0-15**

<b>Ashford Population Aged 0-15 - Projection</b>										
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>
<b>Male</b>	13,200	13,300	13,500	13,600	13,900	14,000	14,200	14,300	14,400	14,600
<b>Female</b>	12,900	13,000	13,200	13,400	13,700	13,900	14,000	14,100	14,200	14,400
<b>Total</b>	<b>26,100</b>	<b>26,300</b>	<b>26,600</b>	<b>27,000</b>	<b>27,600</b>	<b>27,900</b>	<b>28,200</b>	<b>28,400</b>	<b>28,700</b>	<b>28,900</b>

**Table 2.4: Projected Ashford Population aged 16-64**

<b>Ashford Population Aged 16-64 - Projection</b>										
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>
<b>Male</b>	37,600	37,800	38,300	38,900	39,600	40,000	40,400	40,800	41,300	41,500
<b>Female</b>	39,100	39,200	39,700	40,200	40,800	41,200	41,600	41,900	42,300	42,700
<b>Total</b>	<b>76,700</b>	<b>76,900</b>	<b>78,100</b>	<b>79,100</b>	<b>80,500</b>	<b>81,200</b>	<b>82,000</b>	<b>82,800</b>	<b>83,600</b>	<b>84,200</b>

**Table 2.5: Projected Ashford Population aged 16-19**

<b>Ashford Population Aged 16-19 - Projection</b>										
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>
<b>Male</b>	3,000	3,000	3,000	3,100	3,100	3,100	3,200	3,300	3,400	3,400
<b>Female</b>	2,900	2,800	2,900	2,900	2,900	2,900	3,000	3,100	3,200	3,300
<b>Total</b>	<b>5,900</b>	<b>5,800</b>	<b>5,900</b>	<b>6,000</b>	<b>6,000</b>	<b>6,000</b>	<b>6,200</b>	<b>6,400</b>	<b>6,600</b>	<b>6,700</b>

**Table 2.6: Projected Ashford Population aged 65+**

<b>Ashford Population Aged 65+ - Projection</b>										
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>
<b>Male</b>	11,300	11,600	11,900	12,200	12,500	12,900	13,200	13,600	14,000	14,500
<b>Female</b>	13,500	13,800	14,100	14,400	14,800	15,100	15,400	15,800	16,200	16,700
<b>Total</b>	<b>24,800</b>	<b>25,300</b>	<b>25,900</b>	<b>26,600</b>	<b>27,300</b>	<b>28,000</b>	<b>28,700</b>	<b>29,400</b>	<b>30,200</b>	<b>31,100</b>

Forecast produced by Business Intelligence, Research & Evaluation, Kent County Council.

## 2.2: Economic Activity in Ashford

Table 2.7 below illustrates employment and unemployment rates in Ashford compared to Kent, the South East and Great Britain, in December 2016. These are obtained from the ONS Annual Population Survey and reflect total economic activity and inactivity levels, not benefit claimant levels, which tend to be lower.

**Table 2.7: Ashford Economic Activity Rates as at December 2016.**

	<b>Ashford No.</b>	<b>Ashford %</b>	<b>Kent %</b>	<b>South East %</b>	<b>Great Britain %</b>
<b>All People</b>					
Economically Active†	63,600	84.0	78.9	81.0	77.8
In Employment†	60,000	79.1	74.7	77.6	74.0
Employees†	47,900	64.4	61.0	65.3	63.1
Self Employed†	12,100	14.6	13.4	12.1	10.6
Unemployed§	3,000	4.7	5.2	4.0	4.8
<b>Males</b>					
Economically Active†	34,700	91.8	84.9	86.3	83.2
In Employment†	32,500	85.8	80.1	82.6	79.0
Employees†	24,900	67.1	62.7	66.6	64.4
Self Employed†	7,600	18.8	17.4	15.7	14.2
Unemployed§	#	#	5.4	4.1	4.9
<b>Females</b>					
Economically Active†	28,900	76.1	73.1	75.8	72.6
In Employment†	27,400	72.2	69.4	72.7	69.1
Employees†	23,000	61.7	59.4	64.0	61.7
Self Employed†	4,400	10.5	9.6	8.5	7.0
Unemployed§	#	#	4.9	4.0	4.7

Source: ONS annual population survey

† - numbers are for those aged 16 and over, % are for those aged 16-64

§ - numbers and % are for those aged 16 and over. % is a proportion of economically active

# Sample size too small for reliable estimate

The sum of employees and self employed will not equal the **in employment** figure due to the inclusion of those on government-supported training and employment programmes, and those doing unpaid family work in the **employment** figure.

Table 2.8 below breaks the remaining percentage of people into the categories of the economically inactive. In the table below the following definitions apply:

**Economically inactive:** People who are neither in employment nor unemployed. This group includes, for example, all those who were looking after a home or retired.

**Wanting a job:** People not in employment who want a job but are not classed as unemployed because they have either not sought work in the last four weeks or are not available to start work.

**Not wanting a job:** People who are neither in employment nor unemployed and who do not want a job.

**Table 2.8: Ashford economic inactivity rates as at December 2016 (Note ages 16-64 only) – category breakdown**

<b>All People</b>	<b>Ashford No.</b>	<b>Ashford %</b>	<b>Kent %</b>	<b>South East %</b>	<b>Great Britain %</b>
<b>Total</b>	<b>11,800</b>	<b>16</b>	<b>21.1</b>	<b>19.0</b>	<b>22.2</b>
Student	#	#	29.4	25.0	26.3
Looking After Family/Home	3,500	29.5	24.6	25.9	24.7
Temporary Sick	!	!	!	1.6	2.0
Long-Term Sick	3,900	32.8	17.8	18.3	22.3
Discouraged	!	!	!	0.2	0.4
Retired	#	#	15.1	14.9	13.3
Other	!	!	12.8	14.1	10.9
Wants A Job	#	#	22.8	26.2	23.9
Does Not Want A Job	9,100	77.1	77.2	73.8	76.1

**Source: ONS annual population survey**

# Sample size too small for reliable estimate

! Sample size disclosive

**Table 2.9: Ashford economic activity rates from January 2012 to December 2016**

	<b>Ashford Numbers 2016</b>	<b>Ashford %</b>	<b>Ashford Numbers 2015</b>	<b>Ashford %</b>	<b>Ashford Numbers 2014</b>	<b>Ashford %</b>	<b>Ashford Numbers 2013</b>	<b>Ashford %</b>	<b>Ashford Numbers 2012</b>	<b>Ashford %</b>
<b>All people</b>										
Economically active†	62,100	84.0	59,200	80.1	58,500	80.1	61,400	84.6	58,200	78.5
In employment†	58,400	79.1	56,000	75.7	56,100	76.8	57,400	79.2	55,100	74.2
Employees†	47,600	64.4	49,500	66.9	48,400	66.2	49,100	67.7	46,800	63.1
Self employed†	10,800	14.6	6,000	8.2	7,800	10.6	7,900	10.9	7,600	10.3
Unemployed§	3,600	5.7	3,200	5.2	2,400	3.8	3,900	6.0	3,400	5.6

**Source: ONS annual population survey**

† numbers are for those aged 16 and over. % are for those aged 16-64

§ numbers and % are for those aged 16 and over. % is a proportion of economically active.

The sum of employees and self employed will not equal the **in employment** figure due to the inclusion of those on government-supported training and employment programmes, and those doing unpaid family work in the **employment** figure

### 2.3: NEET and Vulnerable Groups

**Table 2.10: Overall NEET and Not Known Figures in Ashford – monthly comparison**

ASHFORD	NEETS					Not Knowns	
	Total cohort Y12 & Y13	No. NEET Y12 & Y13	% NEET Y12 & Y13	Target Jan	Diff from Target	Total Y12 & Y13	% of cohort
<b>Dec 2016</b>	3,031	83	2.74%	2.10%	-0.63%	144	4.75%
<b>Jan 2017</b>	3,038	87	2.91%	2.10%	-0.81%	96	3.16%
<b>Feb 2017</b>	3,035	101	3.38%	2.10%	-1.27%	92	3.03%
<b>March 2017</b>	3,034	90	3.01%	2.10%	-0.90%	83	2.74%
<b>April 2017</b>	3,023	86	2.88%	2.10%	-0.74%	126	4.17%

Source: KCC Management Information

**Table 2.11: Overall NEET and Not Known Figures in Ashford – annual comparisons**

\* The reportable cohort for NEET changed on 1 September 2016 from academic age 16 & 18 to academic age 16 & 17.

Ashford	NEETS					Not Knowns	
	*Total cohort 16-18	No. NEET 16-18	% NEET 16-18	Target 16-18 Jan	Diff from Target	Total	% cohort
<b>April 2014</b>	4,599	233	5.63%	4.55%	-1.09%	348	7.57%
<b>April 2015</b>	4,642	244	5.93%	2.10%	-3.83%	468	10.08%
<b>April 2016</b>	4,749	183	4.34%	0.84%	-3.50%	325	6.84%
	*Total cohort Y12 & Y13	No. NEET Y12 & Y13	% NEET Y12 & Y13	Target Jan 2018	Diff from Target	Total	% cohort
<b>April 2017</b>	3,023	86	2.88%	2.10%	-0.74%	126	4.17%



## 2.4: Employment and Self-Employment in Ashford – what do people do

Using the Office for National Statistics Business Register and Employment Survey (BRES) we can describe the employment profile of Ashford by industrial sector. This excludes self-employment and is based on business location.

**Table 2.12: Employment by industrial sector in Ashford 2010 - 2015**

Ashford	2010	2011	2012	2013	2014	2015	Structure 2015
Primary Industries (Agriculture/Mining/Utilities)	2,200	2,200	2,300	2,400	2,400	<b>2,500</b>	<b>4.6%</b>
Manufacturing	4,700	4,900	4,800	4,700	4,600	<b>5,200</b>	<b>9.4%</b>
Construction	3,600	2,400	2,200	2,100	2,100	<b>2,200</b>	<b>4.0%</b>
Wholesale and retail trade	10,200	11,100	11,000	10,600	11,200	<b>11,500</b>	<b>20.9%</b>
Transportation and storage	3,600	3,700	2,400	2,200	3,000	<b>2,600</b>	<b>4.6%</b>
Accommodation and food service activities	3,100	3,900	3,100	3,500	3,600	<b>3,800</b>	<b>6.9%</b>
Information and communication	1,300	1,200	1,200	1,400	1,200	<b>1,400</b>	<b>2.6%</b>
Financial and insurance activities	800	700	800	700	600	<b>700</b>	<b>1.3%</b>
Real estate activities	600	400	500	500	600	<b>600</b>	<b>1.1%</b>
Professional, scientific and technical activities	2,900	3,300	3,500	3,700	4,100	<b>3,900</b>	<b>7.1%</b>
Administrative and support service activities	3,600	3,700	3,800	4,100	4,200	<b>3,900</b>	<b>7.1%</b>
Public administration and defence	1,700	1,400	1,200	1,500	2,100	<b>1,700</b>	<b>3.1%</b>
Education	4,100	4,000	3,900	4,400	4,200	<b>4,200</b>	<b>7.6%</b>
Human health and social work activities	7,700	7,800	7,500	7,500	7,300	<b>8,400</b>	<b>15.3%</b>
Arts, entertainment and recreation	1,000	1,000	900	1,000	900	<b>1,100</b>	<b>1.9%</b>
Other service activities	1,100	1,200	1,200	1,400	1,500	<b>1,500</b>	<b>2.6%</b>
<b>Total</b>	<b>51,700</b>	<b>52,100</b>	<b>50,300</b>	<b>51,600</b>	<b>53,700</b>	<b>55,200</b>	<b>100%</b>

Source: BRES 2016, via KCC Business Intelligence Unit

**Table 2.13: Change in industrial sector employment between 2010 and 2015 in Ashford**

	<b>Change 2010 to 2015</b>	
<b>Ashford</b>	<b>No.</b>	<b>%</b>
Primary Industries (Agriculture/Mining/Utilities)	300	13.6%
Manufacturing	500	10.6%
Construction	-1,400	-38.9%
Wholesale and retail trade	1,300	12.7%
Transportation and storage	-1,000	-27.8%
Accommodation and food service activities	700	22.6%
Information and communication	100	7.7%
Financial and insurance activities	-100	-12.5%
Real estate activities	0	0.0%
Professional, scientific and technical activities	1,000	34.5%
Administrative and support service activities	300	8.3%
Public administration and defence	0	0.0%
Education	100	2.4%
Human health and social work activities	700	9.1%
Arts, entertainment and recreation	100	10.0%
Other service activities	400	36.4%
<b>Total</b>	<b>3,100</b>	<b>6.0%</b>

Source: BRES 2016

**Table 2.14: Employment by industrial sector in Kent 2010 - 2015**

<b>Kent</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>Structure 2015</b>
Primary Industries (Agriculture/Mining/Utilities)	22,100	21,100	20,200	20,000	21,100	<b>21,400</b>	<b>3.5%</b>
Manufacturing	40,400	39,000	37,800	35,900	36,900	<b>38,800</b>	<b>6.4%</b>
Construction	35,500	30,300	31,300	35,300	35,100	<b>34,200</b>	<b>5.7%</b>
Wholesale and retail trade	103,600	106,000	106,100	106,100	105,100	<b>109,500</b>	<b>18.1%</b>
Transportation and storage	29,500	29,100	29,700	27,500	32,700	<b>32,500</b>	<b>5.4%</b>
Accommodation and food service activities	36,000	41,200	34,500	39,900	42,100	<b>43,600</b>	<b>7.2%</b>
Information and communication	13,000	13,400	15,100	16,000	14,400	<b>17,800</b>	<b>2.9%</b>
Financial and insurance activities	16,300	15,800	16,200	16,700	20,400	<b>16,100</b>	<b>2.7%</b>
Real estate activities	8,000	7,300	8,200	7,500	9,300	<b>10,000</b>	<b>1.7%</b>
Professional, scientific and technical activities	33,400	33,500	34,000	30,100	37,000	<b>37,300</b>	<b>6.2%</b>
Administrative and support service activities	41,400	44,900	48,800	48,900	52,100	<b>56,700</b>	<b>9.4%</b>
Public administration and defence	31,400	27,000	24,300	24,900	24,100	<b>23,600</b>	<b>3.9%</b>
Education	64,800	61,200	57,200	62,100	60,500	<b>60,400</b>	<b>10.0%</b>
Human health and social work activities	76,100	80,400	73,900	72,700	72,200	<b>82,900</b>	<b>13.7%</b>
Arts, entertainment and recreation	12,200	12,800	12,300	12,700	12,900	<b>12,900</b>	<b>2.1%</b>
Other service activities	10,800	11,000	11,500	11,900	11,400	<b>12,000</b>	<b>2.0%</b>
<b>Total</b>	<b>574,500</b>	<b>573,800</b>	<b>561,200</b>	<b>568,200</b>	<b>587,300</b>	<b>609,700</b>	<b>100.0%</b>

Source: BRES 2016, via KCC Business Intelligence Unit

**Table 2.15: Change in industrial sector employment between 2010 and 2015 in Kent**

<b>Kent</b>	<b>Change 2010 to 2015</b>	
	<b>No.</b>	<b>%</b>
Primary Industries (Agriculture/Mining/Utilities)	-700	-3.2%
Manufacturing	-1,600	-4.0%
Construction	-1,300	-3.7%
Wholesale and retail trade	5,900	5.7%
Transportation and storage	3,000	10.2%
Accommodation and food service activities	7,600	21.1%
Information and communication	4,800	36.9%
Financial and insurance activities	-200	-1.2%
Real estate activities	2,000	25.0%
Professional, scientific and technical activities	3,900	11.7%
Administrative and support service activities	15,300	37.0%
Public administration and defence	-7,800	-24.8%
Education	-4,400	-6.8%
Human health and social work activities	6,800	8.9%
Arts, entertainment and recreation	700	5.7%
Other service activities	1,200	11.1%
<b>Total</b>	<b>35,200</b>	<b>6.1%</b>

Source: BRES 2016, via KCC Business Intelligence Unit

Using ONS Annual Population Survey we can describe the Standard Occupational Classification of jobs in Ashford by residence. Differences between measures by business and by residency are accounted for by out commuting and the inclusion of self-employment data.

**Table 2.16: Employment by Standard Occupational Classification in Ashford, December 2016**

	<b>Ashford (Numbers)</b>	<b>Ashford (%)</b>	<b>Kent (%)</b>	<b>South East (%)</b>	<b>Great Britain (%)</b>
<b>Soc 2010 Major Group 1-3</b>	<b>20,900</b>	<b>34.8</b>	<b>45.1</b>	<b>49.7</b>	<b>45.5</b>
1 Managers, Directors And Senior Officials	4,700	7.9	11.1	11.9	10.6
2 Professional Occupations	10,000	16.7	19.2	22.4	20.3
3 Associate Professional & Technical	6,100	10.2	14.7	15.3	14.4
<b>Soc 2010 Major Group 4-5</b>	<b>14,900</b>	<b>24.9</b>	<b>22.4</b>	<b>20.6</b>	<b>20.6</b>
4 Administrative & Secretarial	5,000	8.4	10.1	10.3	10.2
5 Skilled Trades Occupations	9,900	16.5	12.3	10.3	10.3
<b>Soc 2010 Major Group 6-7</b>	<b>14,600</b>	<b>24.3</b>	<b>16.6</b>	<b>16</b>	<b>16.8</b>
6 Caring, Leisure And Other Service Occupations	7,800	13	9	9.2	9.1
7 Sales And Customer Service Occs	6,800	11.4	7.5	6.8	7.5
<b>Soc 2010 Major Group 8-9</b>	<b>9,600</b>	<b>16</b>	<b>16</b>	<b>13.6</b>	<b>17.2</b>
8 Process Plant & Machine Operatives	4,800	8	5.8	4.8	6.4
9 Elementary Occupations	4,800	8	10.2	8.8	10.7

Source: ONS annual population survey

Notes: Numbers and % are for those of 16+

% is a proportion of all persons in employment

**Table 2.17: Time series changes in occupational structure in Ashford**

	Ashford 2016		Ashford 2015		Ashford 2014		Ashford 2013	
	Number	%	Number	%	Number	%	Number	%
<b>Total SOC 2010 major group 1-3</b>	<b>20,800</b>		<b>19,900</b>		<b>23,200</b>		<b>23,700</b>	
1 Managers, directors and senior officials	4,700	7.9	5,400	9.1	4,800	8.1	5,700	9.1
2 Professional occupations	10,000	16.7	9,500	16.0	9,700	16.2	7,900	12.7
3 Associate professional & technical	6,100	10.2	5,000	8.4	8,700	14.6	10,100	16.3
<b>Total SOC 2010 major group 4-5</b>	<b>14,900</b>		<b>16,400</b>		<b>12,900</b>		<b>11,600</b>	
4 Administrative & secretarial	5,000	8.4	8,000	13.6	5,900	9.8	4,000	6.5
5 Skilled trades occupations	9,900	16.5	8,400	14.1	7,000	11.8	7,600	12.3
<b>Total SOC 2010 major group 6-7</b>	<b>14,600</b>		<b>11,500</b>		<b>10,600</b>		<b>10,400</b>	
6 Caring, leisure and other service occupations	7,800	13.0	6,200	10.4	5,100	8.5	7,600	12.2
7 Sales and customer service occupations	6,800	11.4	5,300	8.9	5,500	9.2	2,800	4.5
<b>Total SOC 2010 major group 8-9</b>	<b>9,600</b>		<b>11,500</b>		<b>13,100</b>		<b>15,900</b>	
8 Process plant & machine operatives	4,800	8.0	3,800	6.5	6,100	10.2	5,200	8.4
9 Elementary occupations	4,800	8.0	7,700	13.0	7,000	11.7	10,700	17.2
<b>Total</b>	<b>59,900</b>		<b>59,300</b>		<b>59,800</b>		<b>61,600</b>	

Source: ONS annual population survey

Notes: Numbers and % are for those of 16+

% is a proportion of all persons in employment

## 2.5: Employment in Ashford: What People Earn

Table 2.18: Earnings for adults resident in Ashford, including those people who work out of county.

December 2016	Ashford £	Kent £	South East £	GB £
<b>Gross weekly pay</b>				
Full-time workers	544.9	555.3	582.0	541.0
Male full-time workers	594.0	600.2	634.5	581.2
Female full-time workers	441.3	470.0	512.3	481.1
<b>Hourly pay - excluding overtime</b>				
Full-time workers	13.45	13.78	14.85	13.66
Male full-time workers	13.81	14.78	15.76	14.25
Female full-time workers	11.77	12.36	13.59	12.84

Source: ONS Annual survey of hours and earnings

Table 2.19: Time series for earnings by adults resident in Ashford, including those who work out of county

	2016	2015	2014	2013	2012	2011	2010
<b>Gross weekly pay</b>	£	£	£	£	£	£	£
Full-time workers	544.9	549.0	507.4	512.5	496.6	507.9	470.0
Male full-time workers	594.0	605.5	563.0	564.9	565.7	608.2	579.2
Female full-time workers	441.3	404.7	394.7	391.5	380.2	380.5	369.2

Source: ONS Annual survey of hours and earnings

**Table 2.20: Earnings by workplace; adult employees working in Ashford but not necessarily living in Ashford**

<b>2016 average</b>	<b>Ashford £</b>	<b>Kent £</b>	<b>South East £</b>	<b>GB £</b>
<b>Gross weekly pay</b>				
Full-time workers	543.6	517.5	566.0	540.2
Male full-time workers	609.0	566.8	611.5	580.6
Female full-time workers	436.7	450.4	497.8	480.8
<b>Hourly pay - excluding overtime</b>				
Full-time workers	13.45	12.95	14.31	13.64
Male full-time workers	14.14	13.63	15.10	14.24
Female full-time workers	11.13	11.91	13.20	12.83

Source: ONS Annual survey of hours and earnings

**Table 2.21 Time series for workplace earnings in Ashford**

	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>	<b>2010</b>
<b>Gross weekly pay</b>	£	£	£	£	£	£	£
Full-time workers	543.6	493.4	469.5	476.1	467.7	472.2	470.2
Male full-time workers	609.0	594.4	526.0	542.9	545.2	523.4	520.5
Female full-time workers	436.7	388.1	383.8	389.9	356.2	357.6	355.4

Source: ONS Annual survey of hours and earnings



## 2.6: Employment in Ashford: Company Size

Table 2.22: Company size by number of employees in Ashford

	Ashford No.	Ashford %	Kent No.	Kent %	South East %	GB %
<b>Enterprises</b>						
Micro (0 to 9)	5,260	91.0	52,740	89.5	89.8	89.2
Small (10 to 49)	440	7.6	5,110	8.7	8.3	8.9
Medium (50 to 249)	70	1.2	890	1.5	1.5	1.6
Large (250+)	10	0.2	195	0.3	0.4	0.4
<b>Total</b>	<b>5,780</b>		<b>58,940</b>			
<b>Local Units</b>						
Micro (0 to 9)	5,755	86.0	58,295	84.6	85.2	84.1
Small (10 to 49)	780	11.7	8,700	12.6	12.0	12.9
Medium (50 to 249)	140	2.1	1,650	2.4	2.4	2.7
Large (250+)	20	0.3	235	0.3	0.4	0.4
<b>Total</b>	<b>6,695</b>		<b>68,880</b>			

Source: ONS – Inter Departmental Business Register 2016

The table presents analysis of businesses at both Enterprise and Local Unit level. An Enterprise is the smallest combination of legal units (generally based on VAT and/or PAYE records) which has a certain degree of autonomy within an Enterprise Group. An individual site (for example a factory or shop) in an enterprise is called a local unit. For example at the end of 2016, Kent had 58,940 businesses (enterprises), which comprised 68,880 individual factories, shops or units.

**Table 2.23: Time series of company size by number of employees in Ashford (enterprises)**

	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>
Micro (0 to 9)	5,260	5,025	4,785	4,630	4,615	4,580
Small (10 to 49)	440	435	415	415	400	395
Medium-sized (50 to 249)	70	65	60	60	55	65
Large (250+)	10	15	15	15	15	10
<b>Total</b>	<b>5,780</b>	<b>5,540</b>	<b>5,280</b>	<b>5,120</b>	<b>5,090</b>	<b>5,050</b>

Source: ONS – Inter Departmental Business Register 2016

## 2.7: Employment in Ashford: Vacancies by Occupation

All data for tables 2.24 to 2.37 are derived from the Burning Glass “Labour Insight” database of online advertised vacancies.

**Table 2.24: Top 20 Vacancies by Occupation in Ashford**

Year to 31 May 2015		Year to 31 May 2016		Year to 31 May 2017	
Occupation	No. Postings	Occupation	No. Postings	Occupation	No. Postings
Nurses	205	Nurses	333	Nurses	527
Other administrative occupations	188	Other administrative occupations	285	Business sales executives	414
Programmers and software development professionals	133	Business sales executives	270	Other administrative occupations	404
Primary and nursery education teaching professionals	125	Programmers and software development professionals	260	Book-keepers, payroll managers and wages clerks	341
Business sales executives	121	Secondary education teaching professionals	252	Vehicle technicians, mechanics and electricians	271
Secondary education teaching professionals	120	Primary and nursery education teaching professionals	217	Chartered and certified accountants	269
Care workers and home carers	113	Web design and development professionals	202	Secondary education teaching professionals	225
Sales and retail assistants	112	Care workers and home carers	181	Programmers and software development professionals	224
Large goods vehicle drivers	95	Vehicle technicians, mechanics and electricians	162	Care workers and home carers	215
Sales related occupations	94	Sales related occupations	151	Managers and directors in retail and wholesale	196
Call and contact centre occupations	91	Sales and retail assistants	150	Customer service occupations	192
Kitchen and catering assistants	84	Book-keepers, payroll managers and wages clerks	146	Teaching assistants	175
Chefs	78	IT user support technicians	145	Primary and nursery education teaching professionals	165

IT user support technicians	77	Sales accounts and business development managers	130	Human resources and industrial relations officers	155
Customer service occupations	76	Marketing associate professionals	127	Sales Supervisors	149
Teaching assistants	75	Call and contact centre occupations	126	Chefs	138
Vehicle technicians, mechanics and electricians	74	Chartered and certified accountants	125	IT user support technicians	138
Book-keepers, payroll managers and wages clerk	73	Managers and directors in retail and wholesale	118	Sales and retail assistants	136
Sales Supervisors	69	Chefs	112	Sales related occupations	135
Marketing associate professionals	61	Human resources and industrial relations officers	109	Sales accounts and business development managers	133

**Table 2.25: Top 20 Skills Demanded in Ashford**

Year to 31 May 2015		Year to 31 May 2016		Year to 31 May 2017	
Skills	No. Postings	Skills	No. Postings	Skills	No. Postings
Customer Service	482	Customer Service	790	Customer Service	1,072
Microsoft Excel	317	Microsoft Excel	715	Microsoft Excel	916
Sales	272	Sales	467	Sales	604
Teaching	271	Teaching	461	Contract Accountancy	554
Contract Management	257	Repair	408	Accountancy	500
Repair	198	JavaScript	405	Repair	458
Microsoft Office	197	Microsoft Office	396	Teaching	449
Product Sales	191	Contract Management	395	Microsoft Office	445
Business Management	162	Business Management	390	Key Performance Indicators	438
Project Management	155	SQL	367	Invoicing	417
Customer Contact	150	Key Performance Indicators	333	Business Management	415
Microsoft Windows	149	Product Sales	328	Customer Contact	380
SQL	144	Project Management	300	Product Sales	378
Facebook	140	Microsoft C#	299	Project Management	314
Cleaning	131	Customer Contact	287	Sales Recruiting	306
Business Development	126	Business Development	267	SAP	277
Key Performance Indicators	125	Microsoft Windows	258	Business Development	266
Microsoft C#	123	Accountancy	252	Budgeting	264
Invoicing	117	.NET Programming	247	Secretarial Skills	257
.NET Programming	112	Invoicing	238	Contract Management	253

**Table 2.26: Specific computer skills demanded in Ashford**

Year to 31 May 2017	
Computer Skills	No. Postings
Microsoft Excel	916
Microsoft Office	445
SAP	277
Microsoft Windows	212
SQL	180
Microsoft C#	171
Microsoft Powerpoint	154
Computer Aided Draughting/Design (CAD)	138
Enterprise Resource Planning (ERP)	128
JavaScript	113
Microsoft Word	111
JAVA	89
.NET Programming	85
Customer Relationship Management (CRM)	71
Oracle	69

**Table 2.27: Advertised salaries in Ashford**

	Year to 31 May 2015	Year to 31 May 2016	Year to 31 May 2017
More than £90,000	15	55	40
£80,000 to £89,999	27	57	67
£70,000 to £79,999	24	53	57
£60,000 to £69,999	60	148	169
£50,000 to £59,999	123	379	292
£40,000 to £49,999	225	643	623
£30,000 to £39,999	559	1,197	1,464
£20,000 to £29,999	1,049	2,023	2,321
£15,000 to £19,999	823	1,216	1,774
£10,000 to £14,999	374	417	332
Less than £10,000	111	206	239

Source: Burning Glass/Labour Insight 2016

**Table 2.28: Top employers in Ashford**

<b>Year to 31 May 2017</b>	
<b>Employer/Agency</b>	<b>No. Postings</b>
NATIONAL HEALTH SERVICE	587
BRAKES GROUP	210
TESCO	103
HEADFORD SHIPPING	88
ATTB	61
QHOTELS GROUP	49
HOMEWOOD SCHOOL AND SIXTH FORM CENTRE	43
HR GO ASHFORD LIMITED	41
NEWCROSS HEALTHCARE	41
ID MEDICAL LIMITED	38
SHEPHERD NEAME LIMITED	36
SERCO GROUP	35
THE BANNATYNE GROUP	35
ASHFORD SCHOOL	32
COTY INC	28
SMITHS MEDICAL GROUP LIMITED	28
ADVANCED COMPUTER SOFTWARE GROUP	25
PRIMA ARDELLE	25
LPS NUCLEAR	23

**Table 2.29: Top industry sectors in Ashford**

<b>Year to 31 May 2017</b>	
<b>Industry</b>	<b>No. Postings</b>
HUMAN HEALTH AND SOCIAL WORK ACTIVITIES (Q)	1,490
EDUCATION (P)	830
MANUFACTURING (C)	779
ACCOMMODATION AND FOOD SERVICE ACTIVITIES (I)	755
WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES (G)	699
PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES (M)	383
ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES (N)	213
TRANSPORTATION AND STORAGE (H)	182
FINANCIAL AND INSURANCE ACTIVITIES (K)	168
CONSTRUCTION (F)	153
OTHER SERVICE ACTIVITIES (S)	150
INFORMATION AND COMMUNICATION (J)	72
REAL ESTATE ACTIVITIES (L)	58
WATER SUPPLY; SEWERAGE, WASTE MANAGEMENT AND REMEDIATION ACTIVITIES (E)	46
ARTS, ENTERTAINMENT AND RECREATION (R)	41
PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY (O)	33
ELECTRICITY, GAS, STEAM AND AIR CONDITIONING SUPPLY (D)	15
MINING AND QUARRYING (B)	6
AGRICULTURE, FORESTRY AND FISHING (A)	2