

Swale Economic Profile 2017 Summary

Section 1: Qualification Levels

1.1: Comparative Qualification Levels with the South East and GB

- In the year to December 2016, Swale residents had qualification levels broadly in line with Kent and GB averages, but lag behind the South East.
- The percentage of Swale residents with NVQ Level 4 and above was lower than Kent, South East and GB averages.
- The percentage of people with no qualifications, at 8.9% was higher than Kent, South East and GB averages.
- However it is clear from time series data (tables 1.2 to 1.7) that over time the trend is for Swale to lag behind Kent, the South East and GB in levels of qualifications, and may continue to do so for sometime.
- Between January 2006 and December 2016, qualifications for Swale residents (16-64) increased by the following:

	Swale	Kent	South East	GB
Level 4 & above	19.4% to 33.5%	23.8% to 36.9%	29.4% to 41.4%	26.6% to 38.2%
Level 3 & above	41.1% to 54.1%	42.5% to 54.4%	48.4% to 58.8%	44.4% to 55.8%
Level 2 & above	61.0% to 74.7%	61.9% to 73.1%	67.2% to 77.5%	62.9% to 74.3%
Level 1 & above	80.2% to 86.1%	79.7% to 86.6%	82.2% to 88.8%	77.1% to 85.3%
No quals	14.5% to 8.9%	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 a lower skilled resident population.
- Dartford sits around the average.

Section 2: The Swale Economy

2.1: Population

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

	0-15		16-19		16-64		65+	
	2017	2026	2017	2026	2017	2026	2017	2026
Male	14,800	16,200	3,400	3,900	43,600	46,900	13,000	16,600
Female	14,000	15,400	3,200	3,700	43,900	47,200	15,000	18,400
Total	28,700	31,700	6,700	7,600	87,500	94,100	28,000	35,000

2.2: Economic activity in Swale

In the year to December 2016;

- **81.1%** of the Swale 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.
- **65.3 %** of the Swale population of 16-64 year olds were employees and **10.4%** were self-employed. This is below the average of **10.6%** for self-employment in Great Britain.
- **6.0%** of the Swale 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:

% 16-64 year olds economically active	Low – 70% to 77.9%	Medium – 78% to 79.9%	High – 80% to 85.9%
Districts	Canterbury Gravesham Thanet	Maidstone Sevenoaks	Ashford 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:

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

Source: ONS population survey.

2.3: Overall NEET and Not Known Figures in Swale

- In April 2017, Swale had **4.28%** of Yr 12 & 13 NEETS (academic age 16 & 17) and **3.71%%** unknowns. The target for January is 3.04%% NEET.
- Since April 2014, the NEET figure in Swale has varied between -6.26% and -0.47% of target.

2.4 Employment and Self-Employment in Swale– what do people do

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

	Main employment sectors 2015	No. employees	% total employment
Swale	Wholesale & retail trade	7,800	15.7%
	Manufacturing	6,300	12.7%
	Human health & social work	4,900	9.8%
	Education	4,500	9.0%
	Transportation & storage	4,300	8.7%
	Admin. & support services	3,800	7.6%

Source: BRES 2016

	Main employment sectors 2015	No. employees	% total employment
Kent	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 **Swale** residents are summarised below:

	Swale (%)	Kent (%)	South East (%)	Great Britain (%)
Soc 2010 Major Group 1-3	32.9	45.1	49.7	45.5
1 Managers, Directors And Senior Officials	7.0	11.1	11.9	10.6
2 Professional Occupations	11.6	19.2	22.4	20.3
3 Associate Professional & Technical	14.2	14.7	15.3	14.4
Soc 2010 Major Group 4-5	28.9	22.4	20.6	20.6
4 Administrative & Secretarial	12.4	10.1	10.3	10.2
5 Skilled Trades Occupations	16.5	12.3	10.3	10.3
Soc 2010 Major Group 6-7	19.4	16.6	16.0	16.8
6 Caring, Leisure And Other Service Occupations	7.1	9.0	9.2	9.1
7 Sales And Customer Service Occs	12.3	7.5	6.8	7.5
Soc 2010 Major Group 8-9	18.8	16.0	13.6	17.2
8 Process Plant & Machine Operatives	6.2	5.8	4.8	6.4
9 Elementary Occupations	12.6	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. Swale residents are less likely to be senior managers, and more likely to be in skilled trade occupations, than the rest of Kent.

2.5 Employment in Swale: What People Earn

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

December 2016	Swale £	Kent £
Gross weekly pay		
Full-time workers	546.2	555.3
Male full-time workers	580.7	600.2
Female full-time workers	476.9	470.0
Hourly pay - excluding overtime		
Full-time workers	13.05	13.78
Male full-time workers	13.05	14.78
Female full-time workers	12.75	12.36

Source: ONS – Inter Departmental Business Register 2016

- The table below illustrates the average earnings by workplace in Swale, including in commuters. Average earnings are slightly below the Kent average in Swale.

December 2016	Swale £	Kent £
Gross weekly pay		
Full-time workers	497.0	517.5
Male full-time workers	518.2	566.8
Female full-time workers	450.8	450.4
Hourly pay - excluding overtime		
Full-time workers	11.97	12.95
Male full-time workers	11.96	13.63
Female full-time workers	11.93	11.91

Source: ONS – Inter Departmental Business Register 2016

2.6: Employment in Swale: Company Size

- In Swale, 88.6% of companies are micro, a larger percentage than the average for Kent, the South East and Great Britain.
- In Swale, 0.3% of companies are large, a similar percentage to the Kent, South East and Great Britain averages.

Enterprises	Swale %	Kent %
Micro (0 to 9)	88.6	89.5
Small (10 to 49)	9.3	8.7
Medium (50 to 249)	1.7	1.5
Large (250+)	0.3	0.3

Source: ONS – Inter Departmental Business Register 2016

2.7 Employment in Swale: 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 Swale. 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 Swale economy.

Year to 31 May 2017	
Occupation	No. Postings
Secondary education teaching professionals	290
Large goods vehicle drivers	264
Nurses	200
Other administrative occupations	173
Vehicle technicians, mechanics and electricians	171
Care workers and home carers	147
Primary and nursery education teaching professionals	143
Book-keepers, payroll managers and wages clerks	128
IT user support technicians	117
Teaching assistants	111

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

NHS, Headford Shipping (transport & logistics agency), Consort Medical (formerly Aesica Pharmaceuticals), Shepherd Neame, Fulston Manor School, Tesco, Care Com Ltd, Igloo Ltd (Specialist automotive technician recruitment agency), Morrisons, Westlands School, Care UK (Care homes provider), Highsted Grammar School, Age UK, Concur Technologies (management of 3rd party client travel and expenses), SERCO, Barchester Healthcare (Care homes provider), Queen Elizabeth Grammar School), GO Resource Group, Amicus Horizon (housing association and training provider).

Swale Data Pack
Swale Economic Profile 2017

Section 1: Skill Levels of 16-64 Year Olds

1.1: Comparative Qualification Levels in Swale

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

Table 1.1	Swale No.	Swale %	Kent %	South East %	GB %
NVQ 4 And Above	29,000	33.5	36.9	41.4	38.2
NVQ 3 And Above	46,800	54.1	54.4	60.3	56.9
NVQ 2 And Above	64,600	74.7	73.1	77.5	74.3
NVQ 1 And Above	74,500	86.1	86.6	88.8	85.3
Other Qualifications	#	#	6.5	5.8	6.6
No Qualifications	7,700	8.9	7.0	5.4	8.0

Source: ONS annual population survey.

In the year to December 2016, Swale residents have qualification levels broadly in line with Kent and GB averages, but lag behind the South East. However the percentage of people with no qualifications is higher than these areas and the percentage of people with NVQ Level 4 and above is lower.

Looked at on a time series basis the improvement in qualifications of the workforce over time is evident. It is clear from this data that over time Swale has lagged behind Kent, the South East and GB in levels of qualifications. 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.

Table 1.2	Swale Actual	Swale %	Kent %	South East %	GB %
Jan 06-Dec 06	15,100	19.4	25.5	30.4	27.5
Jan 07-Dec 07	14,600	18.3	26.0	30.8	28.6
Jan 08-Dec 08	15,400	18.8	25.1	31.1	28.6
Jan 09-Dec 09	14,300	17.3	28.6	32.7	29.9
Jan 10-Dec 10	21,200	25.8	30.0	34.0	31.2
Jan 11-Dec 11	21,000	25.6	31.5	36.1	32.8
Jan 12-Dec 12	20,800	25.1	29.5	36.8	34.2
Jan 13-Dec 13	22,800	27.0	33.4	38.2	35.1
Jan 14-Dec 14	23,700	27.9	32.4	39.1	36.0
Jan 15-Dec 15	20,300	23.8	34.3	39.8	37.1
Jan 16-Dec 16	29,000	33.5	36.9	41.4	38.2

Source: ONS annual population survey.

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

Table 1.3	Swale Actual	Swale %	Kent %	South East %	GB %
Jan 06-Dec 06	31,800	41.1	43.4	49.2	45.3
Jan 07-Dec 07	30,000	37.7	44.5	49.4	46.2
Jan 08-Dec 08	32,500	39.8	45.0	49.8	46.1
Jan 09-Dec 09	30,800	37.3	47.6	50.7	47.3
Jan 10-Dec 10	36,200	44.1	48.3	52.1	48.9
Jan 11-Dec 11	39,300	48.1	50.2	55.1	50.8
Jan 12-Dec 12	37,900	45.8	51.8	56.6	53.1
Jan 13-Dec 13	39,600	47.4	53.7	57.7	53.9
Jan 14-Dec 14	38,800	45.7	53.8	58.8	55.0
Jan 15-Dec 15	41,700	49.1	53.8	58.8	55.8
Jan 16-Dec 16	46,800	54.1	54.4	60.3	56.9

Source: ONS annual population survey.

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

Table 1.4	Swale Actual	Swale %	Kent %	South East %	GB %
Jan 06-Dec 06	47,300	61.0	63.6	67.6	63.6
Jan 07-Dec 07	46,300	58.2	63.3	67.9	64.2
Jan 08-Dec 08	47,500	58.0	63.6	67.8	63.9
Jan 09-Dec 09	48,100	58.2	66.9	69.0	65.3
Jan 10-Dec 10	51,900	63.2	68.9	70.8	67.2
Jan 11-Dec 11	55,600	67.9	69.2	73.3	69.5
Jan 12-Dec 12	57,700	69.7	71.2	75.4	71.8
Jan 13-Dec 13	61,400	73.5	74.7	76.5	72.4
Jan 14-Dec 14	55,400	65.2	74.0	77.1	73.3
Jan 15-Dec 15	61,300	72.1	73.5	76.8	73.6
Jan 16-Dec 16	64,600	74.7	73.1	77.5	74.3

Source: ONS annual population survey.

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

Table 1.5	Swale Actual	Swale %	Kent %	South East %	GB %
Jan 06-Dec 06	62,200	80.2	80.0	82.4	77.5
Jan 07-Dec 07	57,700	72.5	79.4	82.0	77.9
Jan 08-Dec 08	63,000	77.0	80.4	82.4	77.6
Jan 09-Dec 09	64,200	77.6	81.8	83.0	78.8
Jan 10-Dec 10	62,100	75.6	82.4	84.1	80.1
Jan 11-Dec 11	66,300	81.0	84.4	86.6	82.5
Jan 12-Dec 12	67,700	81.8	85.0	87.7	83.9
Jan 13-Dec 13	72,100	86.4	87.5	88.4	84.3
Jan 14-Dec 14	72,000	84.6	87.4	89.2	85.0
Jan 15-Dec 15	73,500	86.4	87.0	88.5	84.9
Jan 16-Dec 16	74,500	86.1	86.6	88.8	85.3

Source: ONS annual population survey.

Table 1.6: Time series for Swale residents with other qualifications

Table 1.6	Swale Actual	Swale %	Kent %	South East %	GB %
Jan 06-Dec 06	4,100	5.3	7.5	7.8	8.6
Jan 07-Dec 07	6,300	7.9	8.2	8.2	8.9
Jan 08-Dec 08	7,200	8.7	7.0	7.9	8.9
Jan 09-Dec 09	6,600	7.9	6.6	7.9	8.8
Jan 10-Dec 10	5,200	6.4	6.0	7.5	8.5
Jan 11-Dec 11	5,700	6.9	5.2	5.5	6.8
Jan 12-Dec 12	5,800	7.0	6.9	5.4	6.3
Jan 13-Dec 13	4,400	5.3	5.2	5.2	6.3
Jan 14-Dec 14	5,800	6.8	6.0	5.2	6.2
Jan 15-Dec 15	#	#	6.1	5.2	6.5
Jan 16-Dec 16	#	#	6.5	5.8	6.6

Source: ONS annual population survey.

Includes foreign qualifications and some non-accredited professional qualifications.

sample size too small for reliable estimates

Table 1.7: Time series for Swale residents with no qualifications

Table 1.7	Swale Actual	Swale %	Kent %	South East %	GB %
Jan 06-Dec 06	11,200	14.5	12.6	9.8	13.9
Jan 07-Dec 07	15,600	19.6	12.4	9.8	13.3
Jan 08-Dec 08	11,700	14.3	12.6	9.7	13.5
Jan 09-Dec 09	11,900	14.4	11.6	9.1	12.4
Jan 10-Dec 10	14,800	18.0	11.6	8.4	11.3
Jan 11-Dec 11	9,800	12.0	10.4	7.9	10.7
Jan 12-Dec 12	9,300	11.2	8.1	6.9	9.7
Jan 13-Dec 13	7,000	8.3	7.3	6.5	9.4
Jan 14-Dec 14	7,200	8.5	6.6	5.6	8.8
Jan 15-Dec 15	8,700	10.2	6.9	6.3	8.6
Jan 16-Dec 16	7,700	8.9	7.0	5.4	8.0

Source: ONS annual population survey.

Section 2: The Swale Economy

2.1: Population

Table 2:1 The resident population of Swale in 2016:

	Swale	Kent	South East	Great Britain
Total	142,400	1,524,700	8,947,900	63,258,400
Males	70,400	747,400	4,404,400	31,165,300
Females	72,000	777,300	4,543,500	32,093,100

Source: ONS annual population survey population

Table 2:2 Age and sex breakdown of Swale population 2016:

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

Note: all percentages are of the total population.

Male

Area	Aged 0 - 15		Aged 16 - 64		Aged 16-19		Aged 65 and over	
	Number	%	Number	%	Number	%	Number	%
Swale	14,600	20.7	43,400	61.6	4,500	6.4	12,400	17.6
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

Area	Aged 0 - 15		Aged 16 - 64		Aged 16-19		Aged 65 and over	
	Number	%	Number	%	Number	%	Number	%
Swale	13,700	19.1	43,800	60.8	4,300	6.0	14,500	20.1
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

Area	Aged 0 - 15		Aged 16 – 64		Aged 16-19		Aged 65 and over	
	Number	%	Number	%	Number	%	Number	%
Swale	28,300	19.9	87,300	61.3	8,800	6.2	26,900	18.8
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 Swale population forward to 2026, using the KCC Interactive Population Toolkit

Table 2.3: Projected Swale Population aged 0-15

Swale Population Aged 0-15 - Projection										
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Male	14,800	14,900	15,100	15,400	15,800	15,900	16,000	16,100	16,200	16,200
Female	14,000	14,100	14,300	14,600	14,900	15,100	15,200	15,300	15,400	15,400
Total	28,700	29,000	29,400	30,100	30,800	31,000	31,200	31,400	31,600	31,700

Table 2.4: Projected Swale Population aged 16-64

Swale Population Aged 16-64 - Projection										
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Male	43,600	43,700	43,600	44,500	45,400	45,700	46,100	46,400	46,700	46,900
Female	43,900	44,000	44,000	44,900	45,900	46,100	46,400	46,700	46,900	47,200
Total	87,500	87,600	87,600	89,400	91,300	91,900	92,500	93,100	93,600	94,100

Table 2.5: Projected Swale Population aged 16-19

Swale Population Aged 16-19 - Projection										
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Male	3,400	3,300	3,200	3,300	3,300	3,500	3,600	3,800	3,900	3,900
Female	3,200	3,100	3,000	3,100	3,200	3,300	3,400	3,500	3,600	3,700
Total	6,700	6,400	6,200	6,400	6,500	6,700	7,000	7,200	7,400	7,600

Table 2.6: Projected Swale Population aged 65+

Swale Population Aged 65+ - Projection										
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Male	13,000	13,300	13,600	14,000	14,500	14,900	15,300	15,700	16,100	16,600
Female	15,000	15,300	15,600	15,900	16,400	16,700	17,100	17,500	18,000	18,400
Total	28,000	28,600	29,200	29,900	30,900	31,600	32,400	33,200	34,100	35,000

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

2.2: Economic Activity in Swale

Table 2.7 below illustrates employment and unemployment rates in Swale 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: Swale Economic Activity Rates as at December 2016.

	Swale No.	Swale %	Kent %	South East %	Great Britain %
All People					
Economically Active†	73,100	81.1	78.9	81.0	77.8
In Employment†	69,100	76.5	74.7	77.6	74.0
Employees†	58,400	65.3	61.0	65.3	63.1
Self Employed†	10,000	10.4	13.4	12.1	10.6
Unemployed§	4,400	6.0	5.2	4.0	4.8
Males					
Economically Active†	38,400	87.0	84.9	86.3	83.2
In Employment†	37,700	85.6	80.1	82.6	79.0
Employees†	29,900	69.5	62.7	66.6	64.4
Self Employed†	7,800	16.0	17.4	15.7	14.2
Unemployed§	#	#	5.4	4.1	4.9
Females					
Economically Active†	34,700	75.4	73.1	75.8	72.6
In Employment†	31,400	67.8	69.4	72.7	69.1
Employees†	28,500	61.3	59.4	64.0	61.7
Self Employed†	#	#	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: Swale economic inactivity rates as at December 2016 (Note ages 16-64 only) – category breakdown

All People	Swale No.	Swale %	Kent %	South East %	Great Britain %
Total	16,300	18.9	21.1	19.0	22.2
Student	3,300	20.4	29.4	25.0	26.3
Looking After Family/Home	5,600	34.1	24.6	25.9	24.7
Temporary Sick	!	!	!	1.6	2.0
Long-Term Sick	3,800	23.1	17.8	18.3	22.3
Discouraged	!	!	!	0.2	0.4
Retired	1,700	10.4	15.1	14.9	13.3
Other	1,900	11.9	12.8	14.1	10.9
Wants A Job	3,500	21.4	22.8	26.2	23.9
Does Not Want A Job	12,800	78.6	77.2	73.8	76.1

Source: ONS annual population survey

Sample size too small for reliable estimate

! Sample size disclosive

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

	Swale Numbers 2016	Swale %	Swale Numbers 2015	Swale %	Swale Numbers 2014	Swale %	Swale Numbers 2013	Swale %	Swale Numbers 2012	Swale %
All people										
Economically active†	73,100	81.1	68,700	77.4	72,500	81.4	68,800	78.3	69,300	81.8
In employment†	69,100	76.5	65,500	73.6	69,800	78.3	62,800	71.2	64,200	75.6
Employees†	58,400	65.3	55,000	61.7	59,700	67.3	52,700	60.7	55,100	65.7
Self employed†	10,000	10.4	10,200	11.5	10,100	11.0	10,100	10.5	8,600	9.3
Unemployed§	4,400	6.0	4,100	5.9	4,600	6.2	5,900	8.6	5,900	8.4

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 Swale – monthly comparison

Swale	NEETS					Not Knowns	
	Total cohort Y12 & Y13	No. NEET Y12 & Y13	% NEET Y12 & Y13	Target Jan	Diff from Target	Total Y12 & Y13	% of cohort
Dec 2016	3,452	150	4.35%	3.04%	-1.30%	157	4.55%
Jan 2017	3,450	154	4.52%	3.04%	-1.48%	112	3.25%
Feb 2017	3,444	151	4.43%	3.04%	-1.39%	118	3.43%
March 2017	3,433	150	4.42%	3.04%	-1.38%	90	2.62%
April 2017	3,422	145	4.28%	3.04%	-1.24%	127	3.71%

Source: KCC Management Information

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

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

Swale	NEETS					Not Knowns	
	*Total cohort 16-18	No. NEET 16-18	% NEET 16-18	Target 16-18 Jan	Diff from Target	Total	% cohort
April 2014	5,251	337	7.04%	6.57%	-0.47%	423	8.06%
April 2015	5,391	367	7.55%	3.04%	-4.51%	511	9.48%
April 2016	5,360	368	7.48%	1.22%	-6.26%	405	7.56%
	*Total cohort Y12 & Y13	No. NEET Y12 & Y13	% NEET Y12 & Y13	Target Jan 2018	Diff from Target	Total	% cohort
April 2017	3,422	145	4.28%	3.04%	-1.24%	127	3.71%

2.4: Employment and Self-Employment in Swale – what do people do

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

Table 2.12: Employment by industrial sector in Swale 2010 - 2015

Swale	2010	2011	2012	2013	2014	2015	Structure 2015
Primary Industries (Agriculture/Mining/Utilities)	3,400	2,800	2,700	2,400	3,000	3,200	6.5%
Manufacturing	6,400	5,800	6,400	6,000	6,100	6,300	12.7%
Construction	2,900	2,600	2,500	2,900	2,800	3,000	6.1%
Wholesale and retail trade	6,800	7,300	7,000	7,500	7,200	7,800	15.7%
Transportation and storage	3,700	3,700	4,200	4,000	4,800	4,300	8.7%
Accommodation and food service activities	2,500	2,800	2,300	2,800	3,100	3,300	6.6%
Information and communication	600	700	700	800	700	1,000	2.0%
Financial and insurance activities	600	500	600	600	500	500	1.0%
Real estate activities	600	500	500	500	600	800	1.5%
Professional, scientific and technical activities	2,200	2,100	2,400	2,000	2,500	2,800	5.7%
Administrative and support service activities	3,800	3,400	2,800	3,400	3,900	3,800	7.6%
Public administration and defence	2,300	1,900	1,800	2,000	1,900	1,800	3.6%
Education	4,800	4,600	4,300	4,700	4,400	4,500	9.0%
Human health and social work activities	4,700	4,700	4,600	4,500	4,100	4,900	9.8%
Arts, entertainment and recreation	1,100	1,000	900	900	1,000	900	1.8%
Other service activities	700	700	700	700	700	900	1.8%
Total	47,100	45,200	44,700	45,700	47,400	49,800	100%

Source: BRES 2016, via KCC Business Intelligence Unit

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

Swale	Change 2010 to 2015	
	No.	%
Primary Industries (Agriculture/Mining/Utilities)	-200	-5.8%
Manufacturing	-100	-1.5%
Construction	100	3.4%
Wholesale and retail trade	1,000	14.7%
Transportation and storage	600	16.2%
Accommodation and food service activities	800	32.0%
Information and communication	400	66.7%
Financial and insurance activities	-100	-16.7%
Real estate activities	200	33.3%
Professional, scientific and technical activities	600	27.3%
Administrative and support service activities	0	0.00%
Public administration and defence	-500	-21.7%
Education	-300	-6.3%
Human health and social work activities	200	4.23%
Arts, entertainment and recreation	-200	-18.2%
Other service activities	200	28.6%
Total	2,700	5.7%

Source: BRES 2016

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

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

Source: BRES 2016, via KCC Business Intelligence Unit

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

Kent	Change 2010 to 2015	
	No.	%
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%
Total	35,200	6.1%

Source: BRES 2016, via KCC Business Intelligence Unit

Using ONS Annual Population Survey we can describe the Standard Occupational Classification of jobs in Swale 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 Swale, December 2016

	Swale (Numbers)	Swale %	Kent (%)	South East (%)	Great Britain (%)
Soc 2010 Major Group 1-3	22,700	32.9	45.1	49.7	45.5
1 Managers, Directors And Senior Officials	4,900	7.0	11.1	11.9	10.6
2 Professional Occupations	8,000	11.6	19.2	22.4	20.3
3 Associate Professional & Technical	9,800	14.2	14.7	15.3	14.4
Soc 2010 Major Group 4-5	20,000	28.9	22.4	20.6	20.6
4 Administrative & Secretarial	8,600	12.4	10.1	10.3	10.2
5 Skilled Trades Occupations	11,400	16.5	12.3	10.3	10.3
Soc 2010 Major Group 6-7	13,400	19.4	16.6	16.0	16.8
6 Caring, Leisure And Other Service Occupations	4,900	7.1	9.0	9.2	9.1
7 Sales And Customer Service Occs	8,500	12.3	7.5	6.8	7.5
Soc 2010 Major Group 8-9	13,000	18.8	16.0	13.6	17.2
8 Process Plant & Machine Operatives	4,300	6.2	5.8	4.8	6.4
9 Elementary Occupations	8,700	12.6	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 Swale

	Swale 2016		Swale 2015		Swale 2014		Swale 2013	
	Number	%	Number	%	Number	%	Number	%
Total SOC 2010 major group 1-3	22,700	32.9	23,300	35.5	29,000	41.4	24,600	39.2
1 Managers, directors and senior officials	4,900	7.0	6,500	9.9	8,800	12.5	3,600	5.8
2 Professional occupations	8,000	11.6	8,700	13.2	10,800	15.5	13,500	21.4
3 Associate professional & technical	9,800	14.2	8,100	12.4	9,400	13.4	7,500	12.0
Total SOC 2010 major group 4-5	20,000	28.9	14,300	21.9	16,300	23.4	16,900	26.9
4 Administrative & secretarial	8,600	12.4	5,400	8.3	6,700	9.6	7,700	12.2
5 Skilled trades occupations	11,400	16.5	8,900	13.6	9,600	13.8	9,200	14.7
Total SOC 2010 major group 6-7	13,400	19.4	17,700	27.0	14,500	20.8	12,700	20.1
6 Caring, leisure and other service occupations	4,900	7.1	11,500	17.5	9,100	13.1	7,500	11.9
7 Sales and customer service occupations	8,500	12.3	6,200	9.5	5,400	7.7	5,200	8.2
Total SOC 2010 major group 8-9	13,000	18.8	10,300	15.7	10,000	14.4	8,700	13.8
8 Process plant & machine operatives	4,300	6.2	3,700	5.6	4,100	5.9	3,800	6.0
9 Elementary occupations	8,700	12.6	6,600	10.1	5,900	8.5	4,900	7.8
Total	69,100		65,600		69,800		62,900	65,600

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 Swale: What People Earn

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

December 2016	Swale £	Kent £	South East £	GB £
Gross weekly pay				
Full-time workers	546.2	555.3	582.0	541.0
Male full-time workers	580.7	600.2	634.5	581.2
Female full-time workers	476.9	470.0	512.3	481.1
Hourly pay - excluding overtime				
Full-time workers	13.05	13.78	14.85	13.66
Male full-time workers	13.05	14.78	15.76	14.25
Female full-time workers	12.75	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 Swale, including those who work out of county

	2016	2015	2014	2013	2012	2011	2010
Gross weekly pay	£	£	£	£	£	£	£
Full-time workers	546.2	537.8	538.5	538.7	536.6	538.4	523.1
Male full-time workers	580.7	564.8	548.2	604.4	563.1	604.4	563.1
Female full-time workers	476.9	458.3	513.7	451.3	431.9	488.1	418.0

Source: ONS Annual survey of hours and earnings

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

2016 average	Swale £	Kent £	South East £	GB £
Gross weekly pay				
Full-time workers	497.0	517.5	566.0	540.2
Male full-time workers	518.2	566.8	611.5	580.6
Female full-time workers	450.8	450.4	497.8	480.8
Hourly pay - excluding overtime				
Full-time workers	11.97	12.95	14.31	13.64
Male full-time workers	11.96	13.63	15.10	14.24
Female full-time workers	11.93	11.91	13.20	12.83

Source: ONS Annual survey of hours and earnings

Table 2.21 Time series for workplace earnings in Swale

	2016	2015	2014	2013	2012	2011	2010
Gross weekly pay	£	£	£	£	£	£	£
Full-time workers	497.0	501.6	468.4	476.3	427.2	457.1	482.9
Male full-time workers	518.2	539.0	511.1	536.1	456.7	518.1	523.5
Female full-time workers	450.8	464.3	454.3	405.9	388.9	382.8	382.8

Source: ONS Annual survey of hours and earnings

2.6: Employment in Swale: Company Size

Table 2.22: Company size by number of employees in Swale

	Swale No.	Swale %	Kent No.	Kent %	South East %	GB %
Enterprises						
Micro (0 to 9)	4,085	88.6	52,740	89.5	89.8	89.2
Small (10 to 49)	430	9.3	5,110	8.7	8.3	8.9
Medium (50 to 249)	80	1.7	890	1.5	1.5	1.6
Large (250+)	15	0.3	195	0.3	0.4	0.4
Total	4,610		58,940			
Local Units						
Micro (0 to 9)	4,535	83.4	58,295	84.6	85.2	84.1
Small (10 to 49)	735	13.5	8,700	12.6	12.0	12.9
Medium (50 to 249)	155	2.8	1,650	2.4	2.4	2.7
Large (250+)	20	0.4	235	0.3	0.4	0.4
Total	5,440		68,880			

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 Swale (enterprises)

	2016	2015	2014	2013	2012	2011
Micro (0 to 9)	4,085	3,930	3,610	3,420	3,455	3,405
Small (10 to 49)	430	425	415	400	400	375
Medium-sized (50 to 249)	80	75	80	80	80	75
Large (250+)	15	20	20	15	15	15
Total	4,610	4,455	4,120	3,915	3,950	3,875

Source: ONS – Inter Departmental Business Register 2016

2.7: Employment in Swale: 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 Swale

Year to 31 May 2015		Year to 31 May 2016		Year to 31 May 2017	
Occupation	No. Postings	Occupation	No. Postings	Occupation	No. Postings
Primary and nursery education teaching professionals	132	Large goods vehicle drivers	237	Secondary education teaching professionals	290
Nurses	125	Secondary education teaching professionals	220	Large goods vehicle drivers	264
Secondary education teaching professionals	121	Other administrative occupations	183	Nurses	200
Teaching assistants	112	Vehicle technicians, mechanics and electricians	177	Other administrative occupations	173
Large goods vehicle drivers	102	Nurses	173	Vehicle technicians, mechanics and electricians	171
Other administrative occupations	100	Primary and nursery education teaching professionals	135	Care workers and home carers	147
Care workers and home carers	82	Customer service occupations	126	Primary and nursery education teaching professionals	143
Programmers and software development professionals	74	Business sales executives	111	Book-keepers, payroll managers and wages clerks	128
Sales related occupations	74	Care workers and home carers	108	IT user support technicians	117
Van drivers	73	Programmers and software development professionals	107	Teaching assistants	111
Business sales executives	69	Book-keepers, payroll managers and wages clerks	95	Customer service occupations	100
Sales and retail assistants	62	Teaching assistants	88	Web design and development professionals	95

Customer service occupations	53	IT user support technicians	84	Programmers and software development professionals	94
Managers and proprietors in other services	51	Financial and accounting technicians	82	Business sales executives	92
Call and contact centre occupations	48	Sales and retail assistants	79	Chartered and certified accountants	90
Vehicle technicians, mechanics and electricians	47	IT business analysts, architects and systems designers	75	Chefs	87
Kitchen and catering assistants	44	Sales related occupations	67	Financial and accounting technicians	87
Production managers and directors in manufacturing	43	Van drivers	67	Elementary storage occupations	75
Book-keepers, payroll managers and wages clerks	41	Sales Supervisors	66	Production managers and directors in manufacturing	73
Human resources and industrial relations officers	41	Call and contact centre occupations	65	Engineering technicians	72

Table 2.25: Top 20 Skills Demanded in Swale

Year to 31 May 2015		Year to 31 May 2016		Year to 31 May 2017	
Skills	No. Postings	Skills	No. Postings	Skills	No. Postings
Teaching	316	Customer Service	451	Microsoft Excel	490
Customer Service	292	Microsoft Excel	435	Customer Service	473
Contract Management	271	Teaching	339	Teaching	375
Microsoft Excel	213	Sales	259	Repair	293
Sales	169	Repair	248	Key Performance Indicators	254
Facebook	157	Microsoft Office	231	Sales	213
Business Management	120	Invoicing	212	Business Management	209
Project Management	114	Contract Management	203	Invoicing	209
Microsoft Office	109	Key Performance Indicators	173	Microsoft Office	203
Repair	109	Business Management	171	Project Management	191
Key Performance Indicators	97	Project Management	163	Microsoft Windows	188
Product Sales	82	Accountancy	151	Accountancy	180
Customer Contact	78	Product Sales	140	Contract Accountancy	169
Cleaning	77	Administrative Functions	131	Contract Management	150
Accountancy	69	Microsoft Windows	129	Product Sales	149
Order and Invoice Processing	69	Automotive Repair	127	Business Development	148
Supervisory Skills	69	Sales Recruiting	126	Budgeting	145
Microsoft Windows	67	Customer Contact	122	Customer Contact	131
JAVA	66	Contract Accountancy	109	Automotive Repair	126
Marketing Sales	63	Marketing Sales	103	Cleaning	117

Table 2.26: Specific computer skills demanded in Swale

Year to 31 May 2017	
Computer Skills	No. Postings
Microsoft Excel	490
Microsoft Office	203
Microsoft Windows	188
SQL	100
SQL Server	72
JavaScript	71
SAP	71
Windows Server	71
Computer Aided Draughting/Design (CAD)	66
.NET Programming	61
ASP	61
Microsoft C#	54
Microsoft Powerpoint	54
Microsoft Exchange	47
Customer Relationship Management (CRM)	45

Table 2.27: Advertised salaries in Swale

	Year to 31 May 2015	Year to 31 May 2016	Year to 31 May 2017
More than £90,000	10	19	19
£80,000 to £89,999	12	16	25
£70,000 to £79,999	17	32	25
£60,000 to £69,999	34	50	70
£50,000 to £59,999	40	111	111
£40,000 to £49,999	159	215	280
£30,000 to £39,999	368	660	751
£20,000 to £29,999	635	1,165	1,356
£15,000 to £19,999	494	760	910
£10,000 to £14,999	222	227	206
Less than £10,000	78	132	161

Source: Burning Glass/Labour Insight 2016

Table 2.28: Top employers in Swale

Year to 31 May 2017	
Employer/Agency	No. Postings
NATIONAL HEALTH SERVICE	214
HEADFORD SHIPPING	60
CONSORT MEDICAL	56
SHEPHERD NEAME LIMITED	50
FULSTON MANOR SCHOOL	45
TESCO	39
CARE COM LIMITED	37
IGLOO LIMITED	37
MORRISON (WM) SUPERMARKETS	26
WESTLANDS SCHOOL	25
CARE UK HEALTH AND SOCIAL CARE	24
AESICA PHARMACEUTICALS	23
HIGHSTED GRAMMAR SCHOOL	23
AGE UK	22
CONCUR TECHNOLOGIES	21
SERCO GROUP	20
BARCHESTER HEALTHCARE	18
QUEEN ELIZABETHS GRAMMAR SCHOOL	18
GO RESOURCE GROUP	17
AMICUSHORIZON LTD	14

Table 2.29: Top industry sectors in Swale

Year to 31 May 2017	
Industry	No. Postings
HUMAN HEALTH AND SOCIAL WORK ACTIVITIES (Q)	762
EDUCATION (P)	691
MANUFACTURING (C)	594
WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES (G)	318
ACCOMMODATION AND FOOD SERVICE ACTIVITIES (I)	240
TRANSPORTATION AND STORAGE (H)	232
ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES (N)	146
CONSTRUCTION (F)	145
PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES (M)	143
FINANCIAL AND INSURANCE ACTIVITIES (K)	112
OTHER SERVICE ACTIVITIES (S)	71
REAL ESTATE ACTIVITIES (L)	46
PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY (O)	40
WATER SUPPLY; SEWERAGE, WASTE MANAGEMENT AND REMEDIATION ACTIVITIES (E)	20
INFORMATION AND COMMUNICATION (J)	18
ARTS, ENTERTAINMENT AND RECREATION (R)	17
AGRICULTURE, FORESTRY AND FISHING (A)	12
ELECTRICITY, GAS, STEAM AND AIR CONDITIONING SUPPLY (D)	6
HUMAN HEALTH AND SOCIAL WORK ACTIVITIES (Q)	762