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Enabling and supporting growth of the economy and opportunity for investment and jobs is one of the Council's strategic priorities to deliver the Council's vision of 'A high-speed district of growth, enterprise and opportunity' (Corporate Plan 2012 – 2016).

## 1. KEY ECONOMIC INDICATORS - SUMMARY AND COMPARISONS

Dover	2009	2010	2011	2012	2013	2014	2015	
% 16-64 claiming out of work benefits	11.1	12.6	13.1	12.7	12.5	12.2	11.5	↓
Unemployment Rate (%)	2.1	3.5	3.4	3.6	3.9	3.4	2.7	↓
Median Gross Weekly Workplace Earnings (£)	457.5	531.0	508.6	496.3	498.6	480.6	508.9	↑
Median Gross Weekly Resident Earnings (£)	498.0	500.6	510.0	507.7	507.9	501.8	532.9	↑
Employment Rate (%)	75.5	70.6	71.1	69.1	67.5	71.2	64.8	↓
3-year Business Survival Rate (%)	61.0	61.7	61.8	60.9	59.1	61.2	53.8	↓
GVA per Head (£)	15,274	15,299	14,749	14,756	14,162	13,766	14,874	↑
% Employees in the Knowledge Economy	12.6	12.8	14.4	13.6	11.7	10.6	10.1	↓
% NVQ4+	21.5	21.6	29.7	27.3	18.4	32.4	28.6	↓

↓ Down from 2014 ↑ Up from 2014 --- No change from 2014

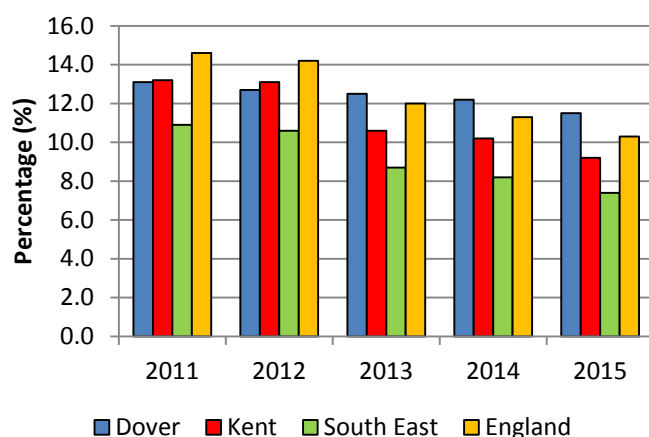
Source: KCC Research & Evaluation. Please see end notes for the dates to which the data relates.

2015	England	South East	Kent	Dover
% 16-64 claiming out of work benefits	10.3	7.4	9.2	11.5
Unemployment Rate (%)	2.4	1.5	2.0	2.7
Median Gross Weekly Workplace Earnings (£)	523.3	541.4	489.7	508.9
Median Gross Weekly Resident Earnings (£)	523.6	567.0	541.5	532.9
Employment Rate (%)	72.5	75.8	73.9	64.8
3-year Business Survival Rate (%)	57.1	59.5	58.4	53.8
GVA per Head (£)	24,091	25,843	19,835	14,874
% Employees in the Knowledge Economy	19.8	21.5	15.1	10.1
% NVQ4+	35.7	39.1	32.4	28.6

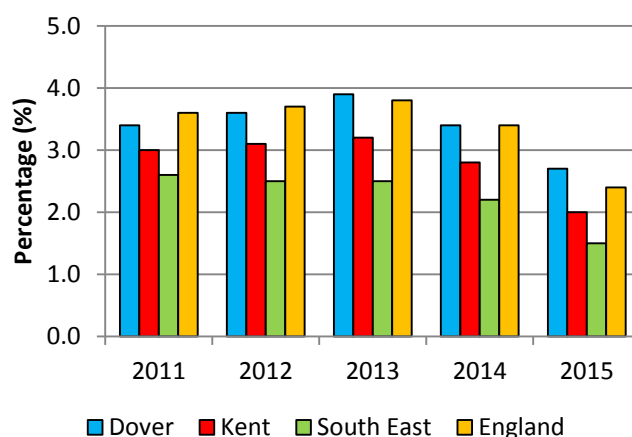
Source: KCC Research & Evaluation. Please see end notes for the dates to which the data relates.

## 2. KEY ECONOMIC INDICATORS – COMPARISONS

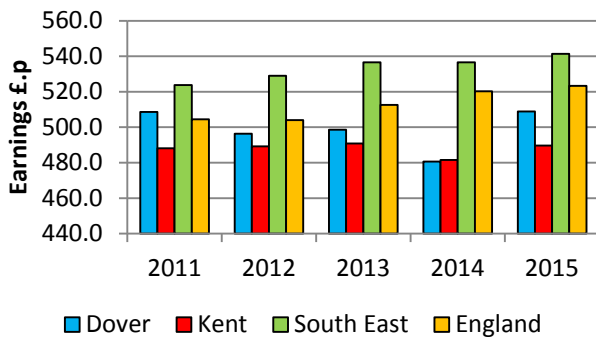
% 16-64 claiming out of work benefits, 2011 to 2015



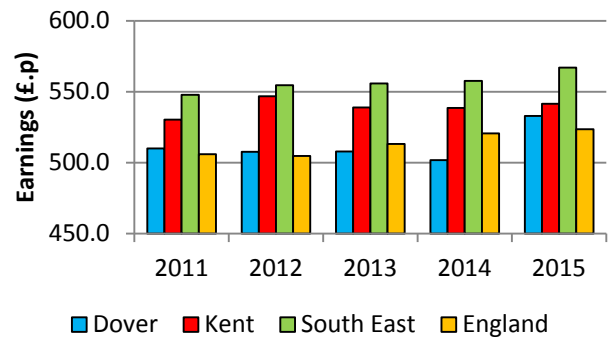
Unemployment Rate (%), 2011 to 2015



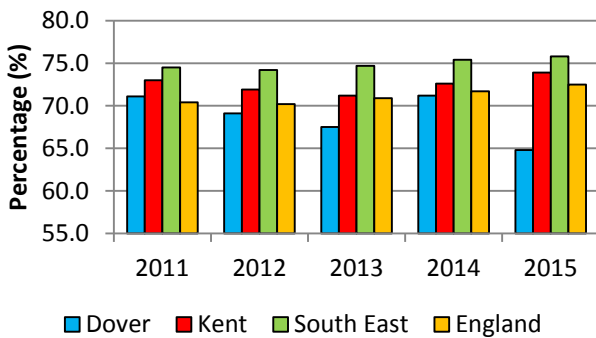
**Gross Weekly Workplace Earnings  
(%), 2011 to 2015**



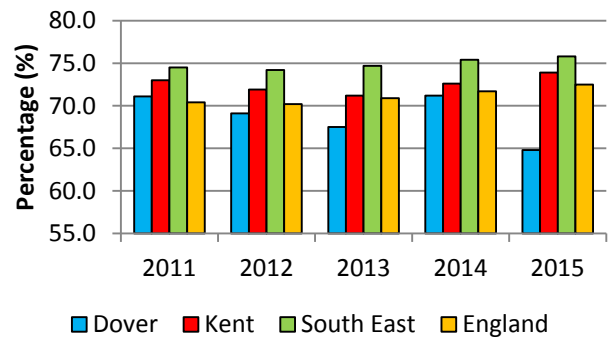
**Gross Weekly Resident Earnings,  
2011 to 2015**



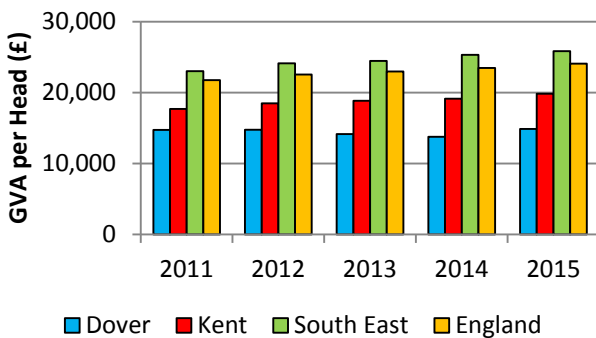
**Employment Rate (%),  
2011 to 2015**



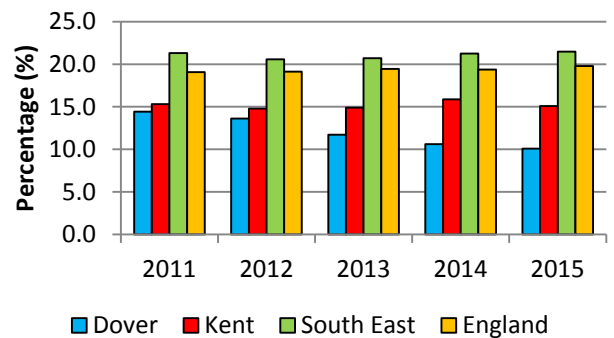
**3-year Business Survival Rate (%),  
2011 to 2015**



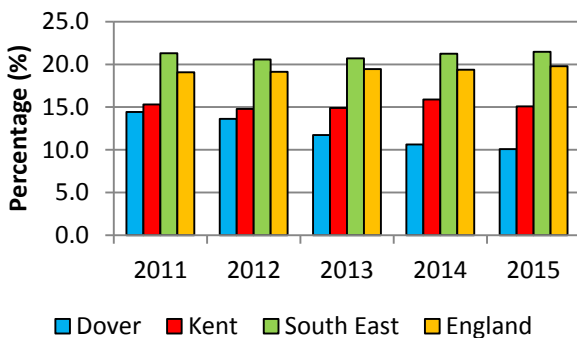
**GVA per Head (£),  
2011 to 2015**



**% Employees in the Knowledge  
Economy, 2011 to 2015**



**% NVQ4+,  
2011 to 2015**

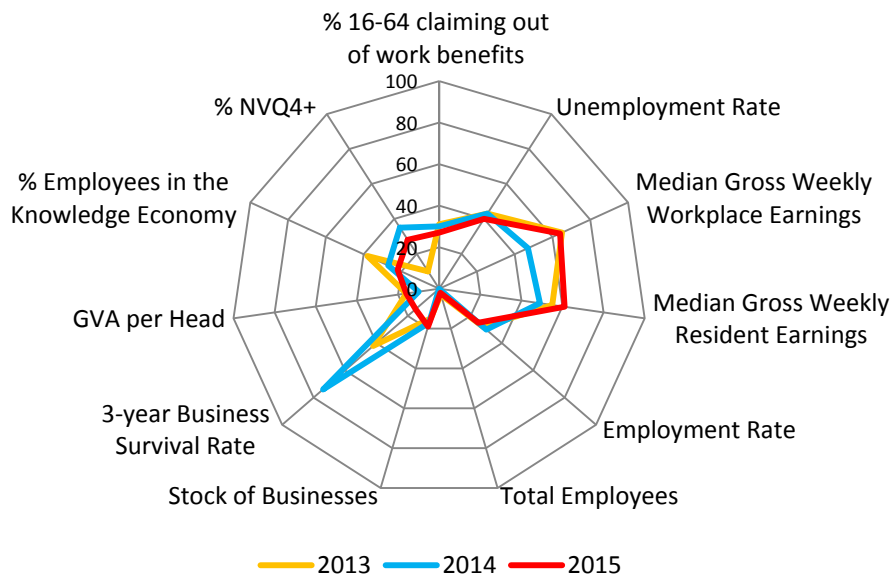


Further information on these key economic indicators is covered in the remainder of this chapter.

### 3. ECONOMIC INDICATOR RANKINGS

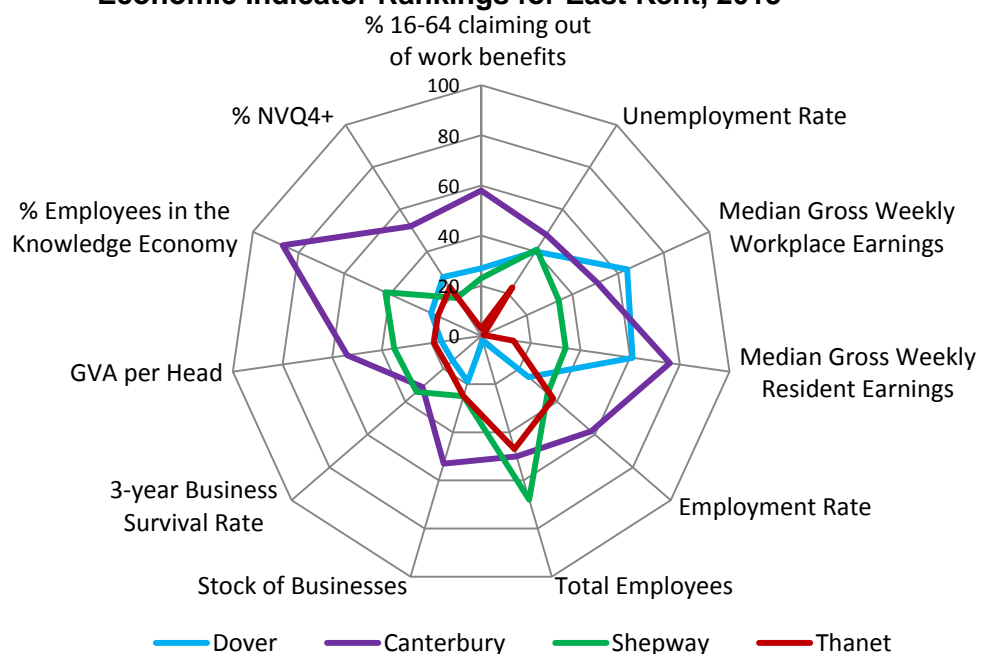
- The spider chart below shows the 'shape' of the economy for the Dover district over the past three years, based on eleven economic indicators. The Kent County Council model summarises a range of indicators for all 326 District and Unitary Authorities in England, ranks the indicators and then converts the ranks to percent-ranks (a rank score out of 100). This standardises all of the scores and enables direct comparison of indicator values.
- In ranking the indicators, the order in which they are ranked has been set so that the higher the score the 'better' the outcome. This means that the nearer the outside of the spider chart, or closer to 100 the percent rank score is, the better.

#### Economic Indicator Rankings for the Dover District, 2013 to 2015



Source: Strategic Business Development and Intelligence, Kent County Council

#### Economic Indicator Rankings for East Kent, 2015



Source: Strategic Business Development and Intelligence, Kent County Council

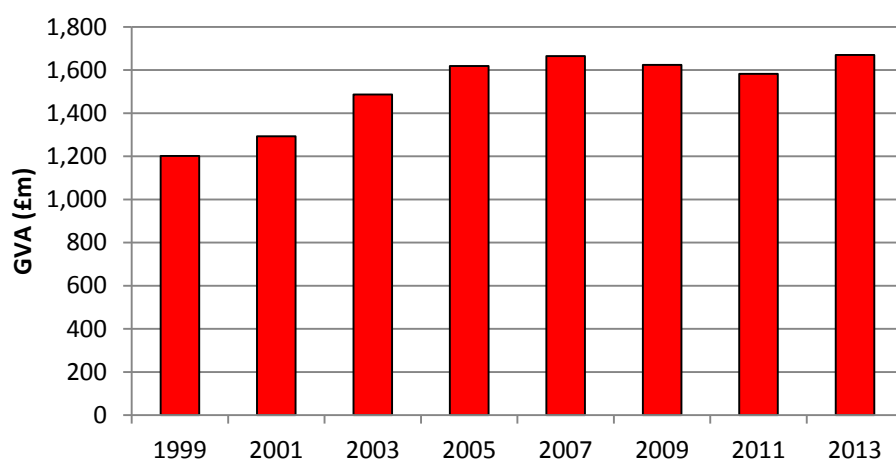
## 4. ANNUAL GROWTH

- **Gross Value Added (GVA)** is the value of the goods and services produced in the economy. It is key measure of economic wealth generation within a local area and is the measure preferred by the ONS to assess the economic health of an area.
- GVA is based on workplace data and, as such, tends to 'inflate' the figures for locations with strong employment bases and 'deflate' them for surrounding areas. For areas that are net exporters of labour – this impacts negatively on the GVA measure. The latest GVA data is for 2013<sup>1</sup> (for upper tier and unitary authorities).
- Kent County Council (KCC) has calculated unofficial estimates of GVA and GVA per Head for all the Kent Districts and these figures are used below. However, it should be noted that the reliability of GVA estimates at district level is limited and should be used with caution.

### a) Gross Value Added

- The data shows that total GVA in Kent is £29,623 million – growing by 85.9% since 1998, a slightly faster rate than is seen across England (+85.7%) and in the South East (+84.5%).
- KCC estimates show that Maidstone has the highest total GVA in Kent (£3,575 million), whilst Gravesham has the lowest GVA in Kent (£1,359 million). Although increasing, the Dover district has the second lowest GVA in Kent (£1,670 million).

**Total GVA Estimates for the Dover District,  
1999 to 2013**



Dover Total GVA estimate (£m)	
2009	1,624
2010	1,639
2011	1,582
2012	1,539
2013	1,670

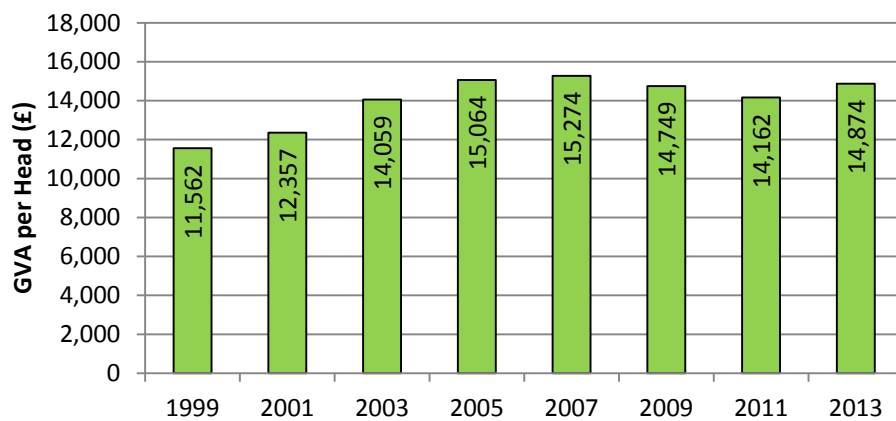
Source: KCC

### b) GVA per head (£)

- GVA per head in Kent is £19,835. This is below the national figure (£24,091) and the South East (£25,843). Dartford is estimated to have the highest GVA per head in Kent (£29,928) and is the only district in Kent to be above the level for the South East region.
- In contrast, Gravesham has the lowest GVA per head in Kent and the South East region (£13,093). Dover has the second lowest GVA per head in Kent and the 4<sup>th</sup> lowest in the South East (£14,874). Thanet has the 6<sup>th</sup> lowest (£15,299).

<sup>1</sup> Released by the ONS in December 2014. This contains revisions to previously released data - therefore the estimates used supersede previously published data

### GVA per Head Estimates for the Dover District, 1999 to 2013



#### Dover Total GVA per head estimate (£)

2009	14,749
2010	14,756
2011	14,162
2012	13,766
2013	14,874

Source: KCC

### GVA and GVA per head: 2012-13 change

All councils across Kent saw an increase in GVA and GVA per head during the 2012-13 period, with the Dover district experiencing the largest percentage increase in both GVA (8.5%) and GVA per Head (8.1%).

## 5. BUSINESS IN THE DOVER DISTRICT

### a) Number of Businesses

- The Dover District is home to **3,000** businesses – this number is up from 2,905 in 2013.
- Broad industry groups in the Dover district are broken down as follows:

Broad Industry Groups in the Dover District	2011	2012	2013	2014 No.	2014 %	% change
Agriculture, forestry & fishing	175	180	200	190	6.3	↓
Production	165	170	170	185	6.2	↑
Construction	415	405	390	430	14.3	↑
Motor trades	120	125	120	115	3.8	↓
Wholesale	100	95	95	105	3.5	↑
Retail	280	270	265	280	9.3	↑
Transport & storage (inc postal)	160	145	140	150	5.0	↑
Accommodation & food services	255	260	260	265	8.8	↓
Information & communication	120	140	150	145	4.8	↓
Finance & insurance	30	35	35	35	1.2	---
Property	75	65	70	70	2.3	↓
Professional, scientific & technical	325	365	385	400	13.3	---
Business administration & support services	155	170	155	160	5.3	---
Public administration and defence	10	20	25	30	1.0	↑
Education	60	70	70	70	2.3	↓
Health	145	155	150	165	5.5	↑
Arts, entertainment, recreation and other services	210	220	225	205	6.8	↓
<b>TOTAL</b>	2800	2,890	2,905	<b>3,000</b>	<b>100</b>	

Percentage of all enterprises ↓ Down from 2013 ↑ Up from 2013 --- No change from 2013

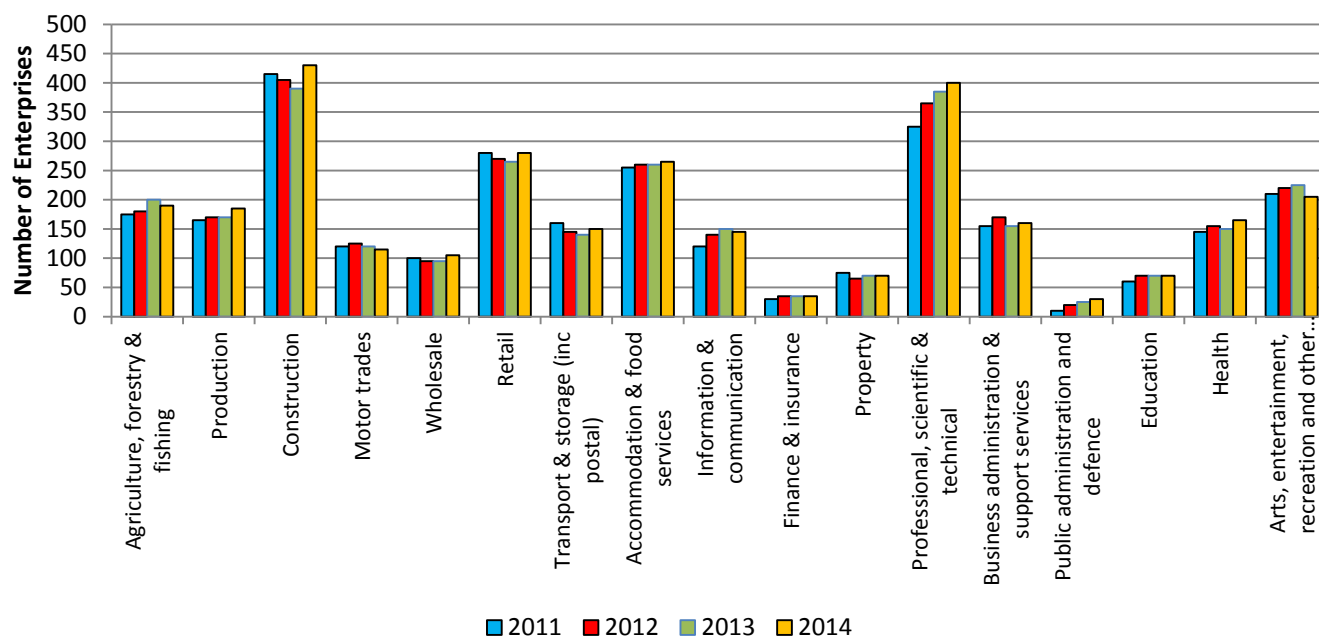
Source: ONS dataset UKBA01b

### b) Types of Business

- 'Construction' has increased by 40 enterprises between 2013 and 2014 and now comprises 14.3% of all enterprises in the district. Although this is below the county average (15.2%) it is above regional (12.7%) and national levels (11.7%).

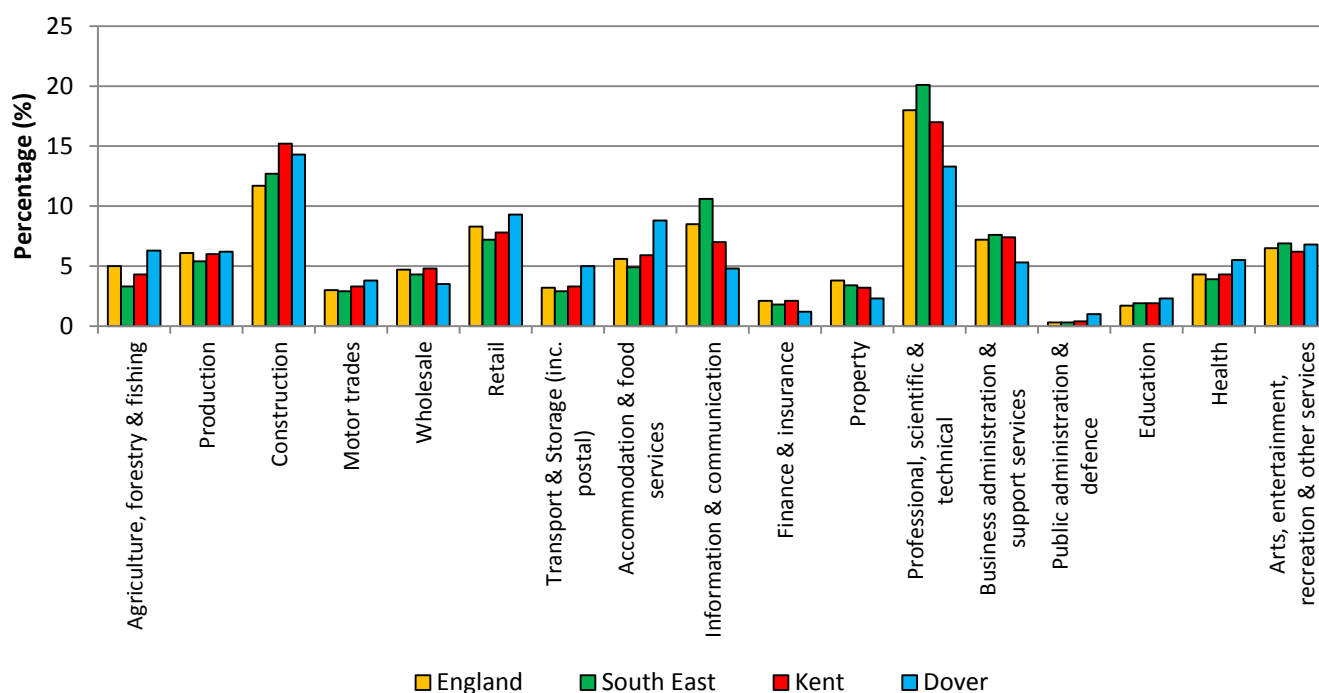
- There has been a steady increase in the number of 'Professional, Scientific & Technical' enterprises in the district, which now make up 13.3% of all enterprises in the district. However, this is still lower than county (17.0%), regional (20.1%) and national (18.0%) figures.
- Over the past year, there has been growth in a number of types of enterprises including 'Production', 'Retail' and 'Health'.
- There has been a fall in the number of broad industry groups between 2013 and 2014 including 'Agriculture, Forestry & Fishing'; 'Motor Trades'; and 'Arts, Entertainment, Recreation and Other Services'.

**Number of Enterprises by Broad Industry Groups in the Dover District 2011-2014**



Source: ONS dataset UKBA01b (2014) and Table B1.1 Analysis of UK VAT and/or PAYE based Enterprises

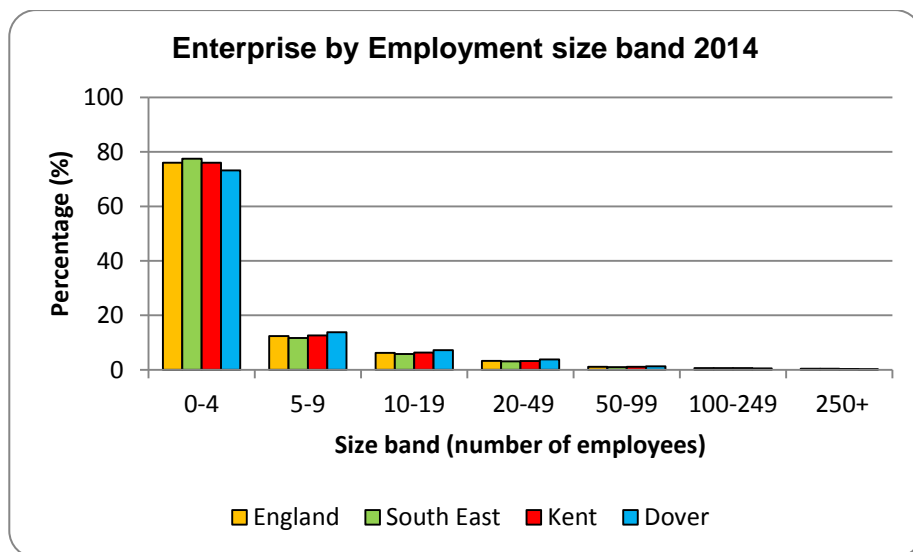
**% of Enterprises by Broad Industry Group 2014**



Source: ONS dataset UKBA01b

### c) Number of Employees

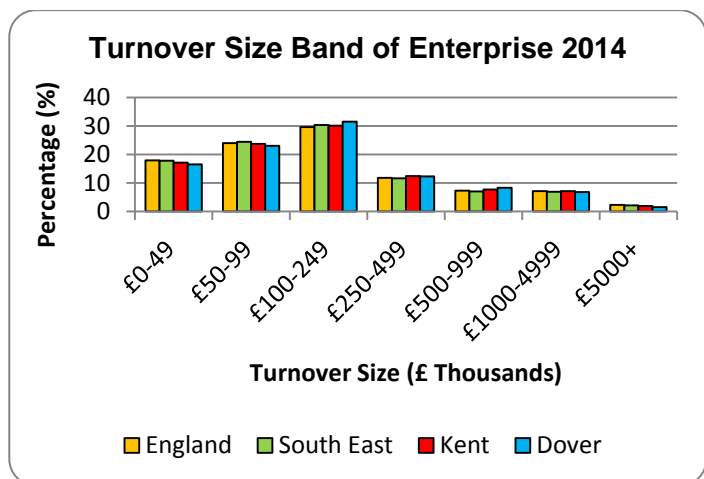
As is the case across the country, the majority of enterprises in the Dover district are small businesses. Small and medium enterprises (SMEs), employing less than 250 people, account for 99.8% of businesses in the Dover District.



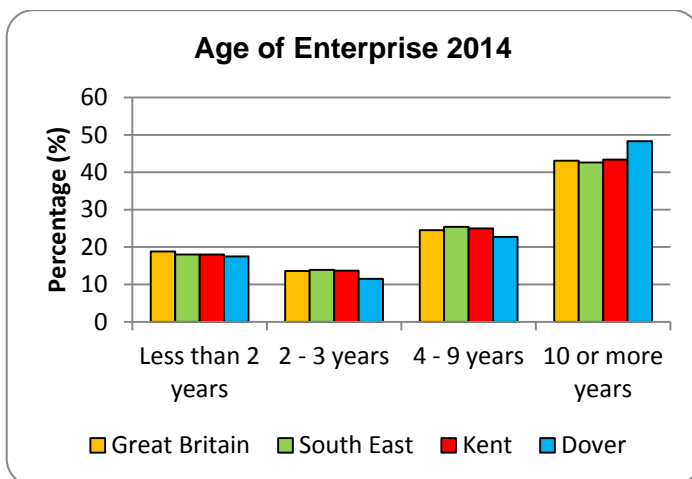
Source: ONS dataset UKBD01

- In particular:
  - Micro businesses (0-4 employees) account for 73.2% of total businesses (up slightly from 73.1% in 2013)
  - Small businesses (5 to 49 employees) account for 24.8% (down slightly from 25.0% in 2013)
  - Medium businesses (50 to 249 employees) account for 1.8% (up slightly from 1.7% in 2013)
  - Large businesses (over 250 employees) account for 0.2% (no change from 2013).

### d) Turnover and Age of Business



Source: ONS dataset UKF01



Source: ONS

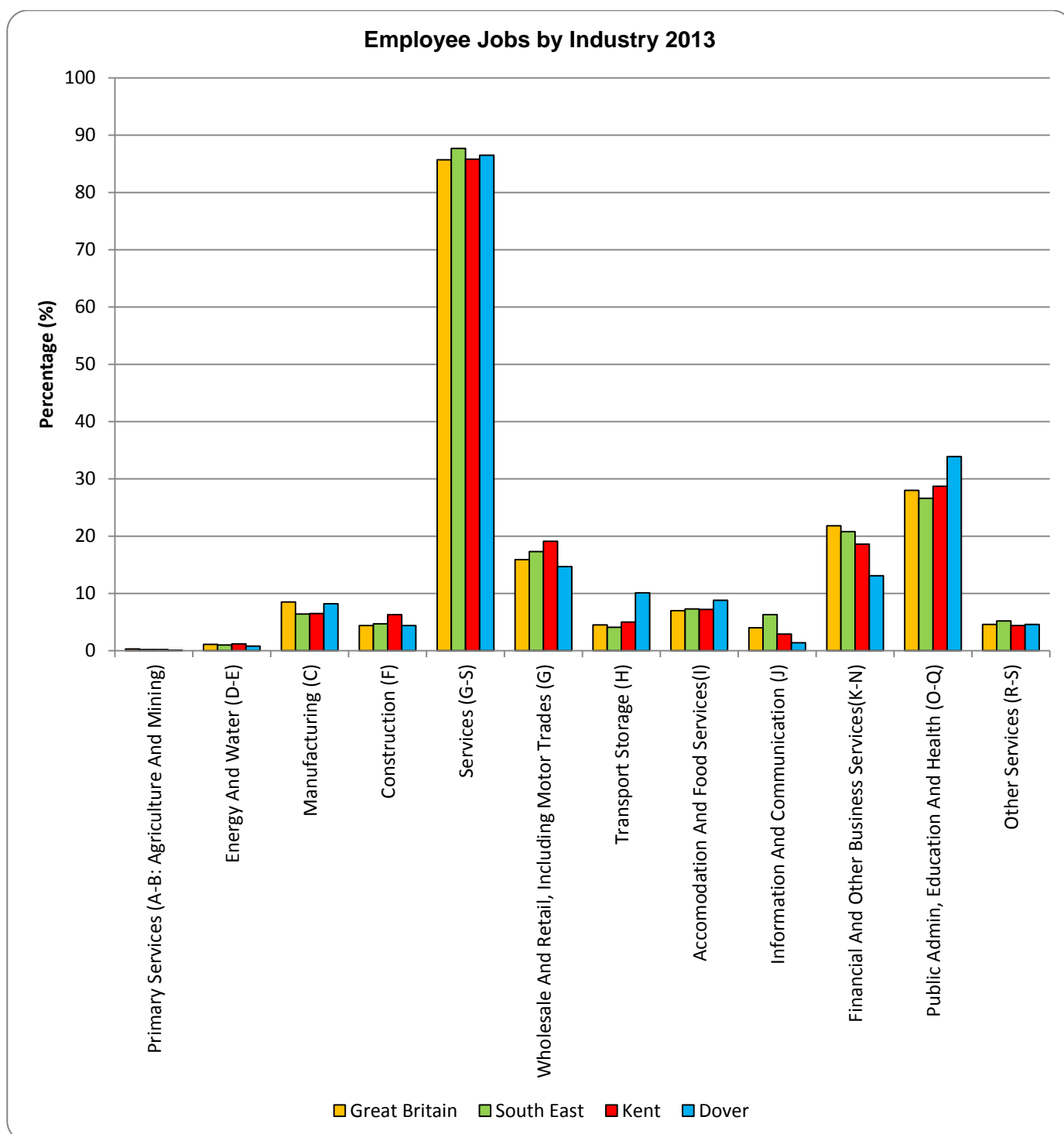
- 31.5% of enterprises in the Dover district have a turnover size between £100,000 - £249,000, which is above the average for Kent (30.1%), South East (30.3%) and England (29.6%)
- In the Dover district, 48.3% of businesses (1,450) are over 10 years old, which is higher than the averages for Kent (43.4%), South East (42.6%) and Great Britain (43.1%).

### e) Employee jobs by industry, 2013

- In the Dover district, there were a total of 31,300 jobs – an increase from 29,800 in 2012. 20,400 (65.2%) are full-time and 10,900 (34.8%) are part-time. The proportion of part-time jobs in the district is above the regional (33.5%) and national averages (32.3%) but below county (35.0%).
- As across the country, the services industry employs the highest number of people in the district, with 27,100 jobs (86.5%).
- In the Dover district, the 'Public Admin, Education and Health' sectors employ 10,600 people (33.9%). This is a higher proportion than Kent (28.7%), South East (26.6%) and Great Britain (28.0%).
- The number of employees in the Transport Storage industry has fallen from 12.1% in 2012 to 10.1% in 2013. However, the proportion is still significantly higher percentage than Kent (5.0%); South East (4.1%) and Great Britain (4.5%).



- The sectors employing the least amount of people in the district are: Energy and Water (0.8%); Information and Communication (1.4%); Construction (4.4%) and Manufacturing (8.2%).
- From the data available, Primary Services (agriculture and mining) showed the lowest proportion (0.1%), however the data excludes farm-based agriculture.



Source: NOMIS (% is a proportion of total employee jobs (Employee jobs excludes self-employed, government-supported trainees and HM Forces)

#### f) Public and Private Sector Employees

2011 Dover District Total employees		2012 Dover District Total employees		2013 Dover District Total employees	
Public sector	7,800	Public sector	6,100	Public sector	7,400
Private sector	24,300	Private sector	23,700	Private sector	23,900
All sectors	32,100	All sectors	29,800	All sectors	31,300

Source: ONS Business Register and Employment Survey (BRES) 2013 - Table 6: Local Authority District (provisional)

## g) Business Births, Death and Active Businesses

- In 2013, the number of new enterprises starting in the Dover district rose from 340 to 440 (29.4%). This compares to 22.5% in Kent, 23.4% in the South East and 28.6% across Great Britain. All districts in Kent, except Shepway, saw an increase in the number of enterprise births.

Dover	Enterprise Births	Enterprise Deaths	Active Enterprises
2004	385	345	3,085
2005	350	375	3,085
2006	380	250	3,095
2007	335	305	3,175
2008	330	310	3,170
2009	290	360	3,140
2010	260	300	3,100
2011	345	285	3,115
2012	340	320	3,180
2013	440	345	3,305


Source: UK Business Demography 2013, ONS (Table 1.1/1.2; 2.1/2.2/3.1/3.2)

- There was also an increase in the number of enterprise deaths from 320 to 345 (+7.8%).
- This compares to falls in Kent (-2.7%), South East (-6.0%) and Great Britain (-6.1%).
- During this period, Ashford, Canterbury and Tunbridge Wells also saw a rise in the number of enterprise deaths.

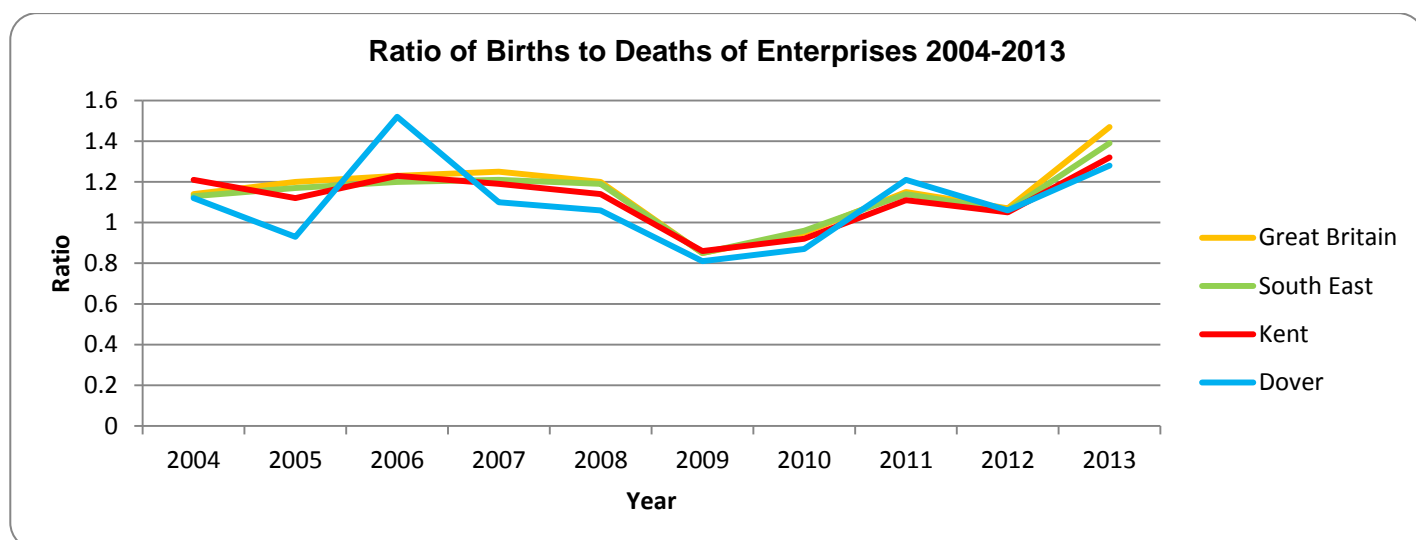
- There has been a percentage growth in the number of active enterprises in the Dover district – increasing by 3.9% (125 enterprises) from 2012 to 2013. This compares to an increase of +2.6% in Kent, +2.4% in the South East and +3.3% across Great Britain.

## h) Ratio of Births to Deaths of Enterprises 2004 – 2013

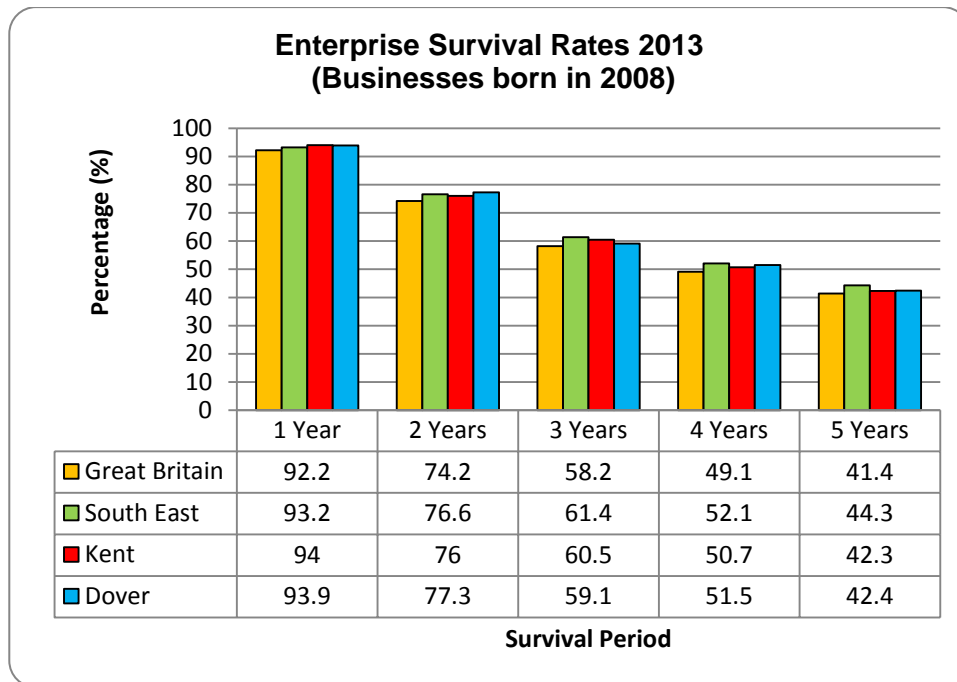
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Great Britain	1.14	1.20	1.23	1.25	1.2	0.85	0.95	1.15	1.07	1.47
South East	1.13	1.17	1.2	1.21	1.19	0.85	0.96	1.14	1.06	1.39
Kent	1.21	1.12	1.23	1.19	1.14	0.86	0.92	1.11	1.05	1.32
<b>Dover</b>	<b>1.12</b>	<b>0.93</b>	<b>1.52</b>	<b>1.1</b>	<b>1.06</b>	<b>0.81</b>	<b>0.87</b>	<b>1.21</b>	<b>1.06</b>	<b>1.28</b>

 A ratio less than 1 indicates that the number of deaths is greater than the number of births. There was a noticeable increase in deaths in 2009, not just in Dover but across the country, reflecting the initial impacts of the recession. There are now encouraging signs of improvement, with Dover achieving a ratio over 1.0 for the past 3 years.

Source: ONS UK Business Demography 2013



### i) Enterprise Survival Rates 2013

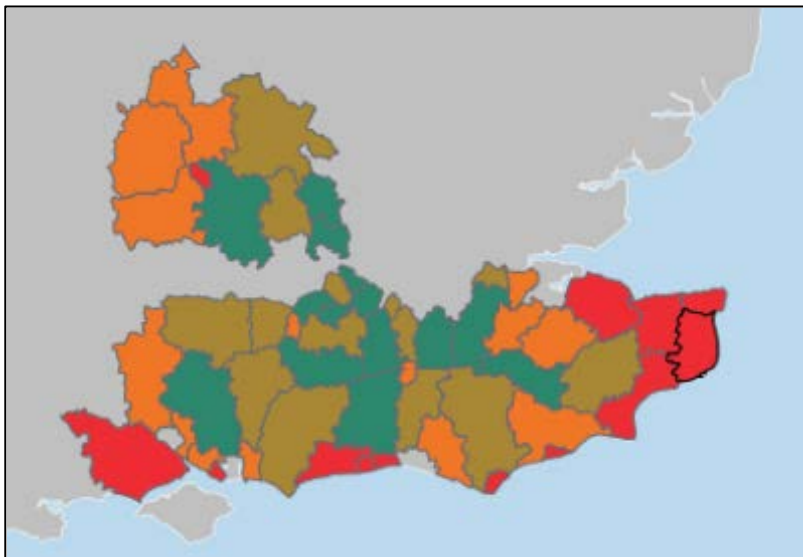


- The chart shows the survival rates for enterprises born in 2008.
- Enterprises in the Dover district have a higher survival rate than that seen nationally.
- In the Dover district, 93.9% of enterprises survived one year; reducing to 77.3% surviving two years, 59.1% three years and 51.5% four years.
- 42.4% of new businesses in the Dover district survived five years (to 2013) compared to 42.3% in Kent, 44.3% in the South East and 41.4% across Great Britain.

Source: ONS UK Business Demography (Tables 5.1)

### j) New business registration rate per 10,000 resident population aged 16 and above (raw values) (2013) for Dover and all local authority districts in South East

Quantiles of all local authority districts in South East



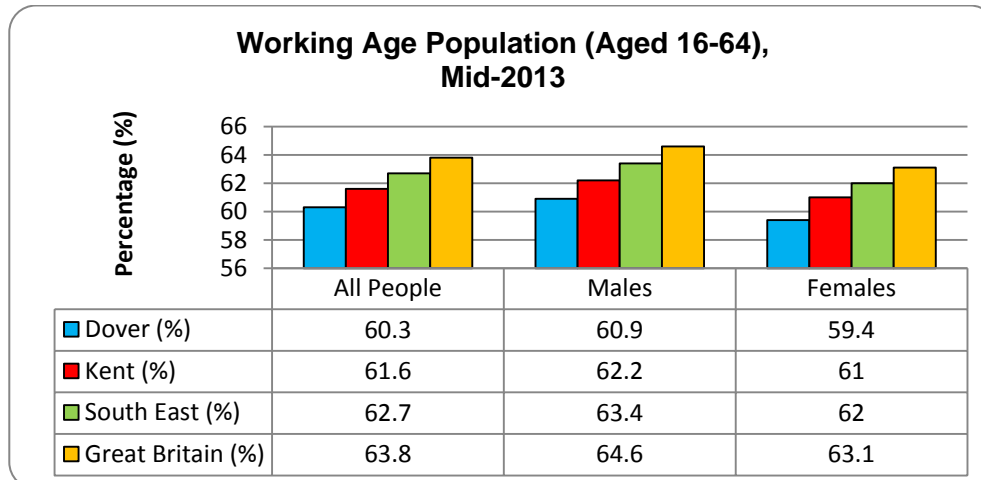
Source: ONS (LG Inform)

- The full definition of the measure is new businesses registering for VAT and PAYE and some smaller businesses reaching the VAT threshold or running a PAYE scheme for the first time. Business registrations are a proxy measure for business start-ups. However, the figures do not give the complete picture of start-up activity in the economy.
- The new business registration rate in the Dover district has increased from 37.7 in 2011 to 47.7 in 2013. However, this figure is still the third lowest in the South East (ahead of Arun and Gosport) and is below the average for the region (71.5). In Kent, only Sevenoaks, Tunbridge Wells and Ashford were above the South East average.

## 6. ECONOMIC ACTIVITY AND EMPLOYMENT

### a) Working Age Population

- There are fewer people of working age (16-64 years old) in the Dover district compared to the national profile. The number has fallen by 300 (-0.4%) over the year.

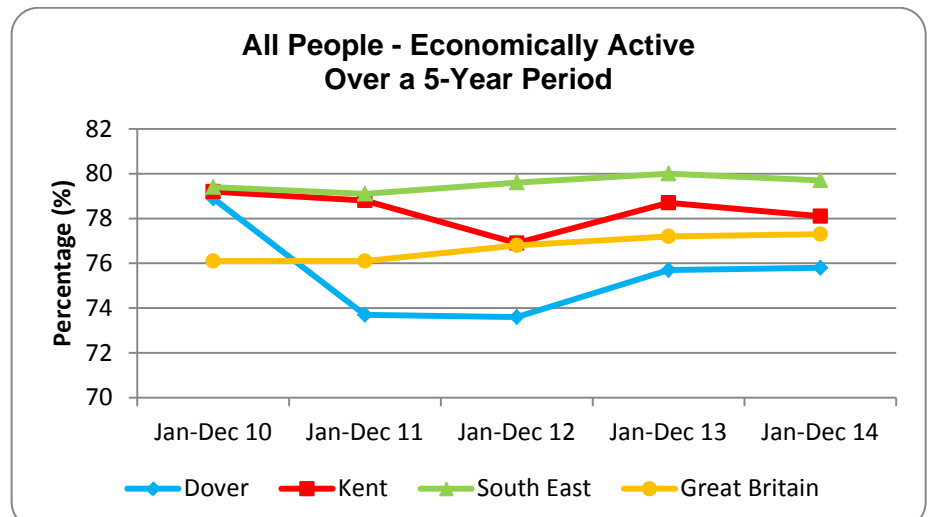


Source: ONS mid-year population estimates; % is a proportion of total population

- In the Dover district, there are 67,700 people of working age (16-64 years), which equates to 60.3% of the population.
- The proportion of working age people in the Dover district is lower than Kent, South East and Great Britain.
- There is a slightly higher number of working age females (34,000) to men (33,600) in the Dover district.

### b) Economic Activity

- Economic activity measures the proportion of the working age population that is theoretically available for work, including all those in employment, self-employed and those who are unemployed.
- 53,900 people (75.8%) in the Dover district were economically active during January to December 2014.



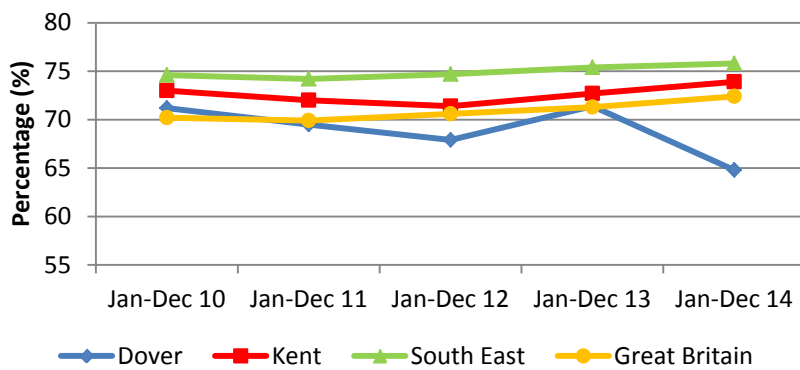
Source: ONS Nomis (Jan 2010 – Dec 2014)

- Although this is a slight rise from 75.4% the year before, it is lower than the levels seen across Kent (78.1%) South East (79.7%) and Great Britain (77.3%).
- Over the year, the number of males economically active in the district has remained the same whilst the number of females has increased by 1,300 (+5.3%).

Proportion of Males and Females Economically Active 2014						
Date		Dover	Dover (%)	Kent (%)	South East (%)	Great Britain (%)
Jan-Dec 2014	Males	28,100	81.6	83.1	84.7	82.8
Jan-Dec 2014	Females	25,800	70.3	73.3	74.9	71.9

Source: NOMIS - ONS annual population survey

### All People - In Employment Over a 5-Year Period (2010 to 2014)



Source: ONS Nomis (Jan 2010 – Dec 2014)

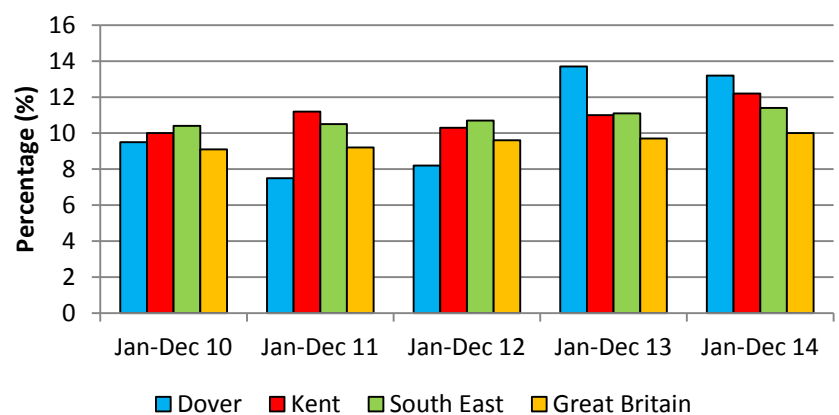
### c) In Employment

- For the period January to December 2014, there were an estimated 36,600 employees (50.7%) and a further 9,200 self-employed people (13.2%) in the Dover district.
- This takes the total number of people in employment in the district to 46,400 (64.8%) - a fall from 49,500 people (71.2%) in 2013.
- This compares to 73.9% in Kent, 75.8% in the South East and 72.4% for Great Britain.

### d) Self Employed

- In the Dover district, the self-employment rate for January to December 2014 was 13.2% (9,200 people), a fall from 13.7% for the same period in 2013.
- This is higher than figures for Kent (12.2%), South East (11.4%) and Great Britain (10%).

### Self Employed - Over a 5-Year Period, 2010 to 2014



Source: ONS Nomis (Jan 2010 – Dec 2014)

### e) Residence and Workplace Based Earnings

Another way to look at an areas relative economic strength is to consider individual incomes. This can be done by measuring disposable household income (these figures are only recorded at county level and above) and measuring wage levels.

### Earnings by residence 2014

- Resident based earnings show the amount a worker earns based on where they live.
- In 2014, the median residence based earnings for full-time workers, living in the Dover district, was £532.90pw – up from 503.80pw in 2013.
- This figure is lower than Kent (£541.50pw) and the South East (£567.00pw) but above the national figure (£520.80pw). In 2014, the median residence based earnings for all workers (full and part-time) in the Dover district was £434.70.

### Gross weekly full-time earnings by residence (2014)



Source: ONS annual survey of hours & earnings – resident analysis

- In 2014, the hourly pay for full-time workers (residence based) in Dover was £13.43. This compares to £13.81 in Kent, £14.47 in the South East and £13.22 in Great Britain.
- The weekly full-time earnings for males living in Dover was £579.60pw. This has fallen by 11.1% from 2013 and is higher than county (£546.30pw) and national (£561.50pw) figures but lower than the regional average (£620.60pw). The weekly full-time earnings for females living in Dover was £455.80 – an increase of 0.8% from 2013.
- People living in the west of Kent have higher earnings than in the east. The highest earners live in the Tunbridge Wells and Sevenoaks districts with average weekly full time earnings of £646.40pw and £628.10pw respectively (within the top 20% in the country). Residents in Thanet district had the lowest median weekly full-time earnings at £450.90pw.
- There are four areas in Kent with residence-based earnings lower than the Dover district – these are Maidstone (£515.40pw), Ashford (£506.30pw), Shepway (£481.40pw) and Thanet (£450.90pw).

## Workplace Based Earnings 2014

- Workplace based earnings show the amount a worker earns based on where they work.
- In 2014, for workplace based earnings, the median gross pay in the Dover district was £508.90pw – an increase of 5.8% from the previous year.
- This figure is above Kent (£489.70pw) but below the South East (£541.40pw) and nationally (£520.20pw).

**Gross weekly full-time earnings by workplace (2014)**



Source: ONS annual survey of hours & earnings – workplace analysis

**Gross Weekly Earnings - Residence and Workplace Based (2014)**



Source: ONS annual survey of hours & earnings

## Gross Weekly Earnings

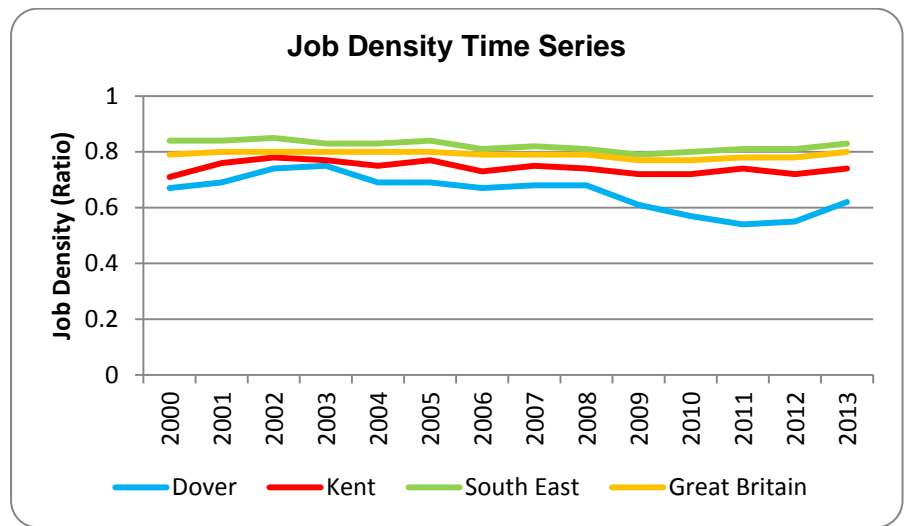
- The earnings for people who work in the Dover district are 4.5% (£24.00) lower than the earnings for workers who live in the Dover district.
- This could be because people living in the district are commuting to areas, such as London, where the salaries are higher.
- In Kent, the biggest difference can be seen in Tunbridge Wells, where workplace earnings are 19.5% lower (£125.90) than resident earnings.

- In 2014, the hourly pay for full-time workers (workplace based) in Dover was £10.94. This compares to £10.86 in Kent, £12.32 in the South East and £11.66 in Great Britain.



## f) Job Density

- Job density is the number of jobs in an area relative to the size of the working age population and is a measure of availability of employment for residents in an area.
- A job density of 1.0 would mean that there is one job for every resident aged 16-64 years.
- In the Dover district, in 2013, there were 42,000 jobs. This equates to 0.62 jobs per resident population aged 16 to 64 years – up from 0.55 in 2011 and reversing the decline that started in 2008.

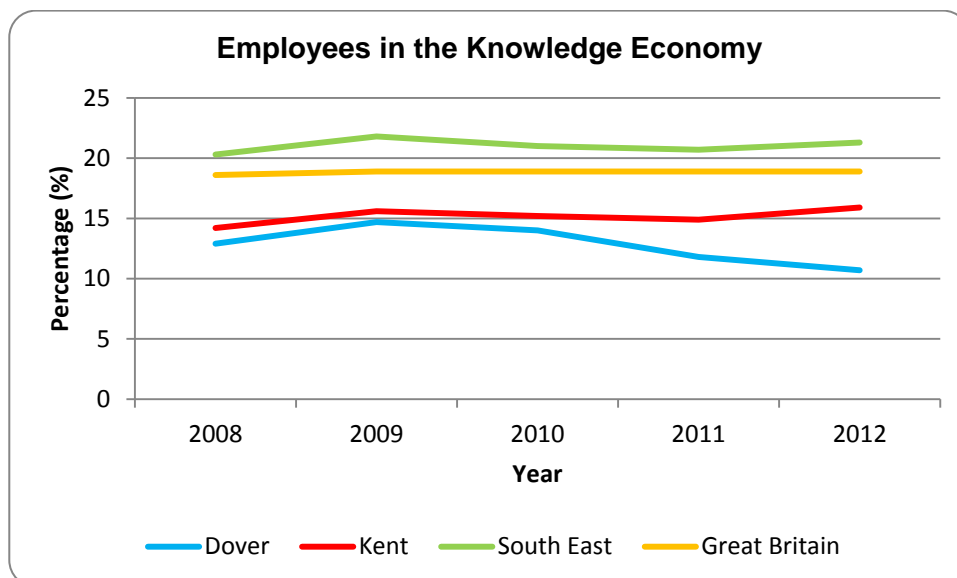


Source: ONS jobs density

- This is lower than the national average for Great Britain (0.8), South East (0.83) and Kent (0.74).
- Job density is relatively low in the Dover district. Of the Kent districts, only Gravesham has a lower job density with 0.48.

## g) Knowledge Economy

The Knowledge Economy comprises those industries whose main purpose centres on knowledge or information, from highly technical industries and knowledge intensive services to creative industries. It is often seen as a key driver for economic growth in the UK.



Source: KCC Research & Evaluation

### Percentage of Knowledge Economy Employees

- As at 2012 (the latest data available), there are 87,000 knowledge employees in Kent (15.9% of all employees)
- Canterbury has the highest proportion of knowledge economy employees in Kent, accounting for 22.2% of all employees.
- Gravesham and Dover have the lowest proportions of knowledge economy employees in Kent, with 9.3% and 10.7% respectively.

- There has been a significant decline in the number employees in the Knowledge Economy in the Dover district, with 1,400 fewer employees than in 2008 (-30.4%). This decline probably reflects the gradual closure of the Pfizer site based in Sandwich.
- Following the designation of Discovery Park as an Enterprise Zone, substantial investment is being made to ensure its future success as a focal point for the life science industry.

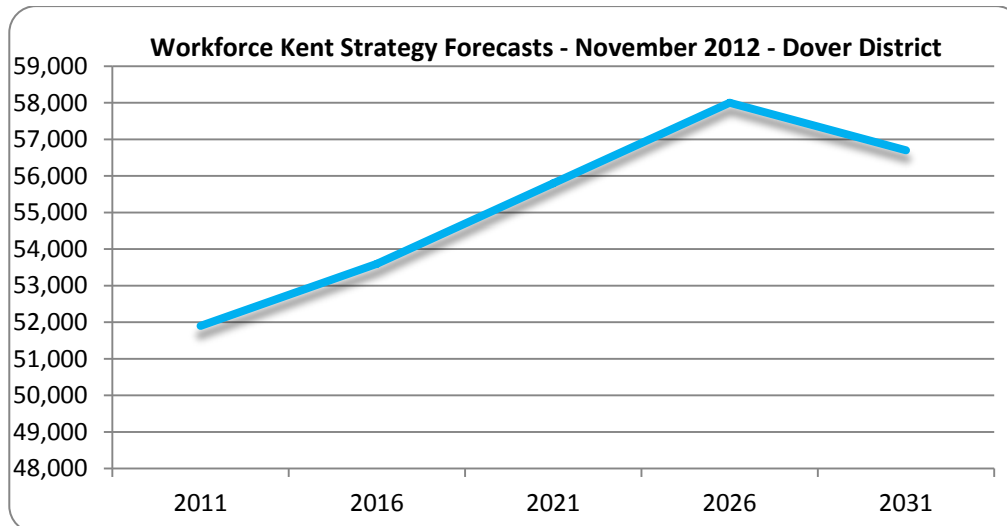
## h) Labour market pressure

Labour market pressure		
Mid 2013	Dover	Kent
Those aged 5-14	12,400	177,100
Those aged 55-64	15,000	175,733
Ratio	0.8	1.0

Source: KCC Area Profiles

- Labour market pressure is the difference between those about to leave and those about to join the labour market.

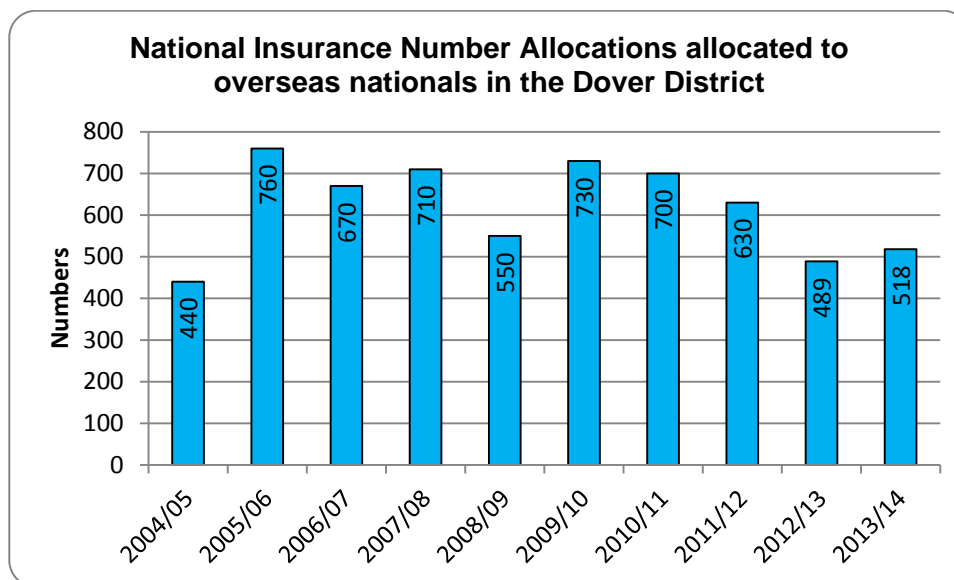
## i) Workforce Forecast (Economically Active Population)



Source: KCC Research & Evaluation

- The workforce in the Dover district is forecast to increase from 51,900 in 2011 to 58,000 in 2026, at which point it will start to fall to 56,700 by 2031.

## j) Migrant Workers in the Dover District

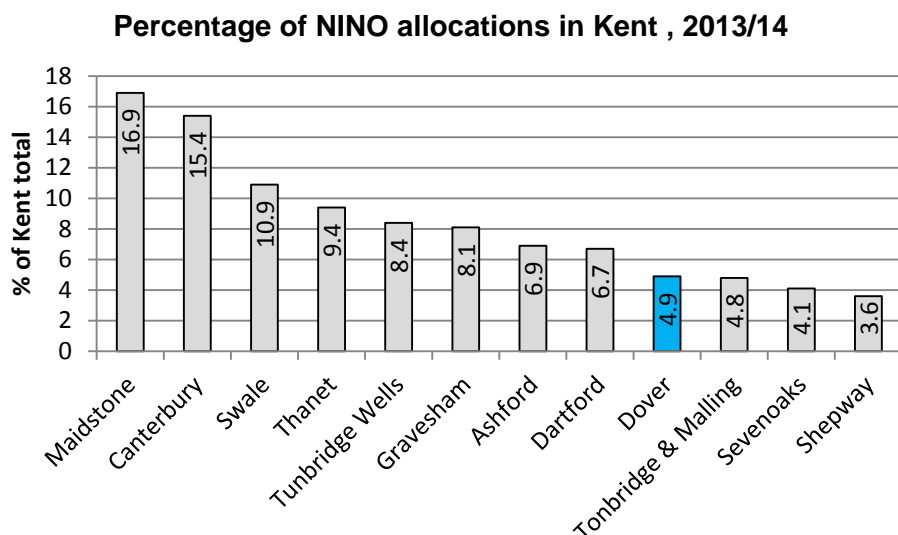


Source: KCC Research

- There was a total of 518 new National Insurance Numbers (NINOs) allocated to overseas nationals in the Dover district in 2013/14. This is up from 489 in 2012/13 (+5.9%).
- This compares to increases of 7.7% in Kent, 11.2% in the South East and 7.7% in England over the same period.
- In 2013/14, over two-thirds of new migrant workers allocated a NINO in the district (68.5%) were aged 34 and under at the time of registration. This is below the Kent and national averages of 76.1% and 76.9% respectively.

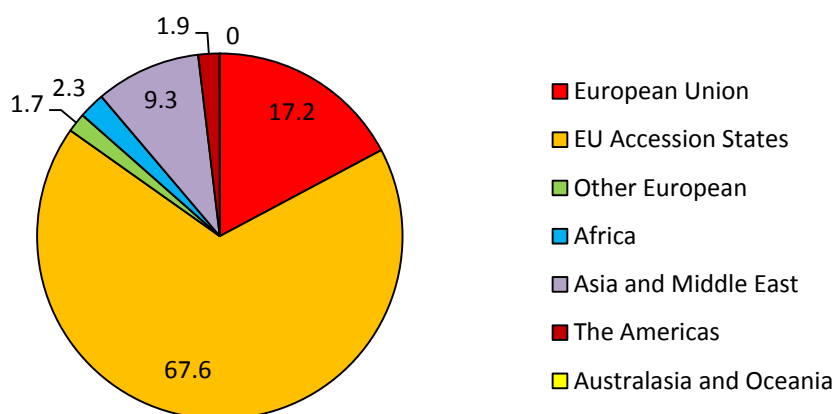


- Within Kent, Maidstone saw the highest proportion of all Kent's new migrant workers with 16.9% of all allocations for 2013/14 (1,802 allocations).
- Shepway had the lowest proportion with 3.6% (386 allocations).



Source: KCC Research

**NINO allocations by World Area of Origin in Dover District (%), 2013/14**

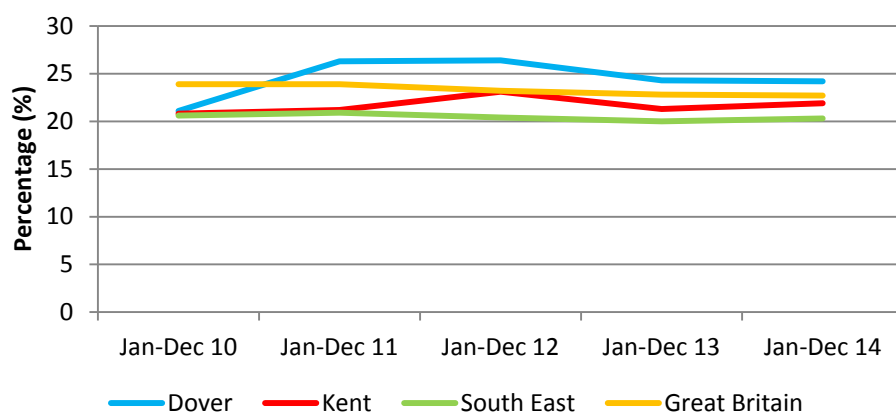


Source: KCC Research

- The world area of origin chart shows the origin of applicants registering in the district based on their nationality.
- Of the 518 NINO allocations made, the majority (67.6%) originated from workers from the EU Accession States.
- NINO allocations to workers from the European Union made up the second largest proportion of allocations in the district.
- The top three countries of origin in the Dover district are: Poland (109 NINOs), Slovak Republic (66 NINOs) and Lithuania (45 NINOs).

## 7. ECONOMIC INACTIVITY AND UNEMPLOYMENT

**All people - Economically Inactive  
Over a 5-Year Period**



Source: ONS annual population survey

### a) All People – Economically Inactive

- Economic inactivity refers to people who are neither in employment nor unemployed and includes, for example, those looking after a home, long term sick or retired.
- In the Dover district, for period from January – December 2014, 24.2% (16,400 people) of the resident population aged 16 to 64 years were economically inactive.

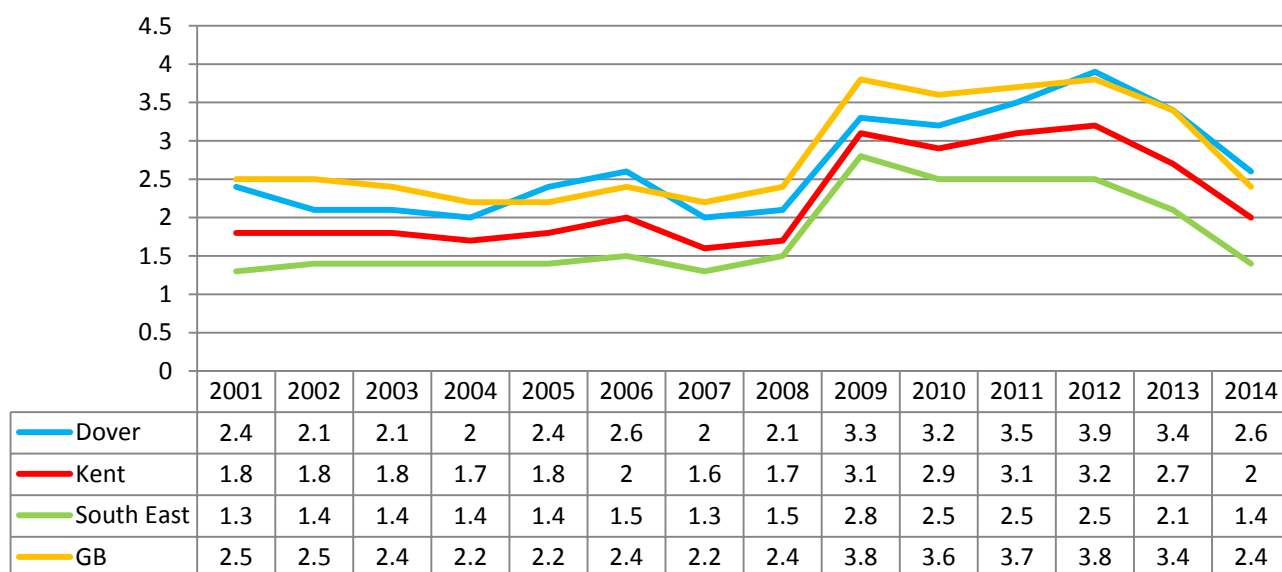
- This is above county (21.9%), regional (20.3%) and national (22.7%) figures.
- Of those economically inactive in the district, 29.3% (4,800) wanted a job and 70.7% (11,600) did not want a job. The percentage not wanting a job is higher than the average for Kent (69.7%) but lower than the South East (73.1%) and Great Britain (75.0%).

## Unemployment

### b) Annual Average Unemployment Rate 2001-2014

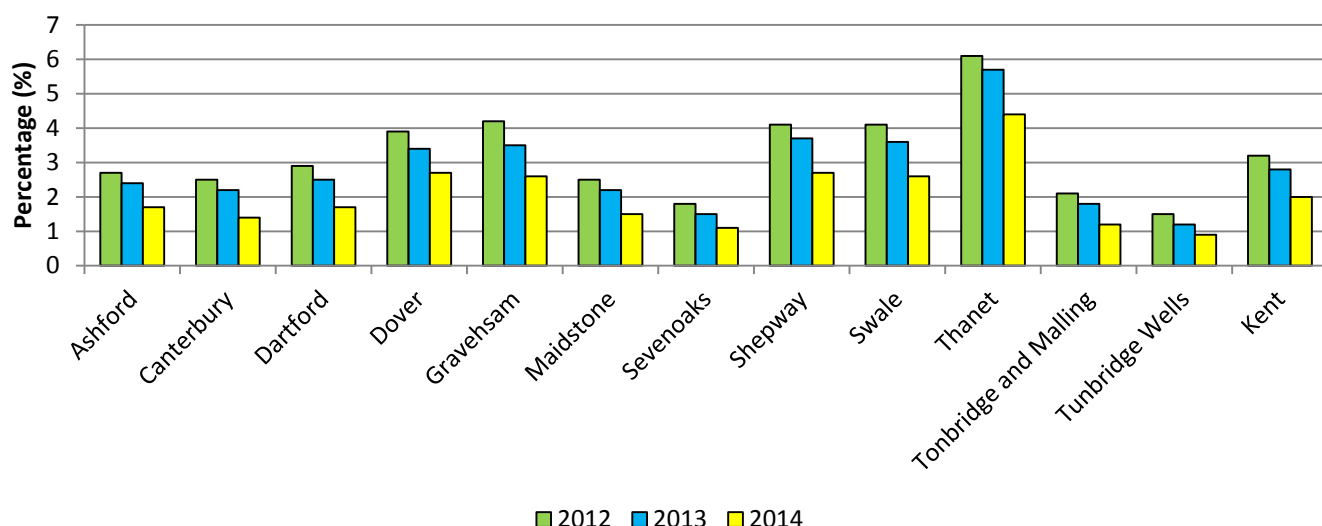
- During 2014, the annual average unemployment rate in the Dover district was 2.6% of the population aged 16 – 64 years. This is higher than the rate for Kent (2.0%), South East (1.4%) and national (2.4%).
- The annual average unemployment rate in the district has fluctuated over the years. Overall, the annual average unemployment rate in Dover has increased by 0.2 percentage points between 2001 to 2014, as has the figure for Kent.

**Annual Average Unemployment Rate 2001-2014**



Source: ONS NOMIS – JSA Claimant Count; % is numbers of persons claiming JSA as a proportion of those aged 16-64

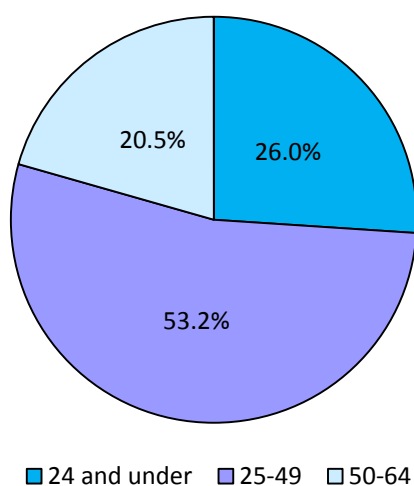
### Annual Unemployment Rates in Kent



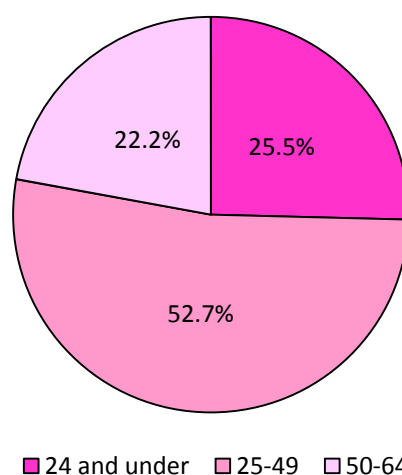
Source: NOMIS - Claimant Count, KCC Economic Indicators Report 2015

### Dover District: Annual average unemployment by age and gender, 2014

#### % of unemployed males (2014)



#### % of unemployed females (2014)



- In 2014, of those unemployed in the Dover district, 53.0% were in the 25-49 year old age group.

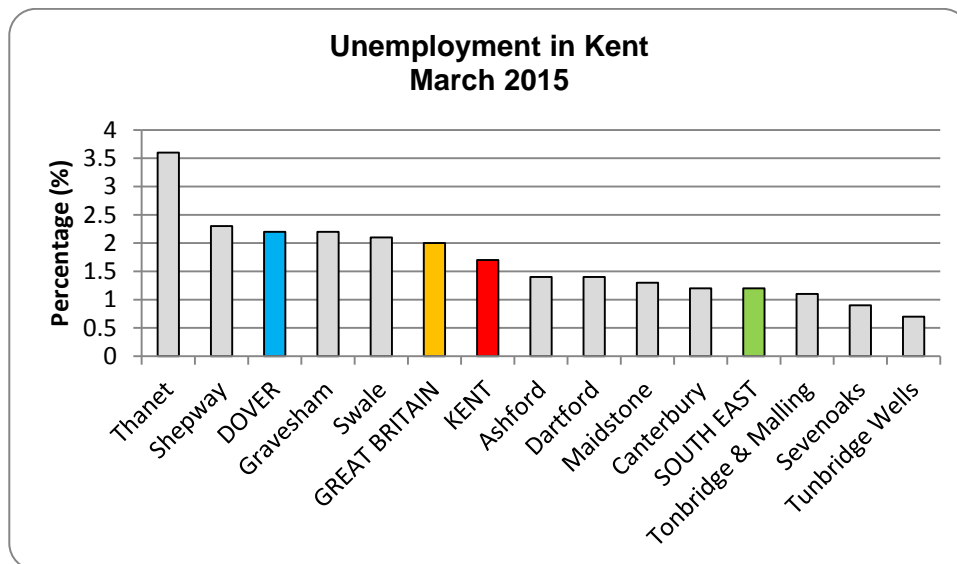
### c) Summary of Unemployment March 2015

March 2015	Unemployment rate	Change Since Last Month		Change Since Last Year	
	%	Number	%	Number	%
Dover	2.2	-78	-5.0%	-687	-31.8%
Kent	1.7	-366	-2.3%	-6,449	-29.4%
South East	1.2	-2,681	-3.9%	-30,581	-31.4%
GB	2.0	-29,643	-3.7%	-357,609	-31.4%

Source: ONS NOMIS Claimant Count

- As at March 2015, there are 1,475 people claiming Jobseeker's Allowance (JSA) in the Dover district (1,014 males and 461 females).
- The unemployment rate in the district of 2.2% is above Kent (1.7%), South East (1.2%) and Great Britain (2.0%).

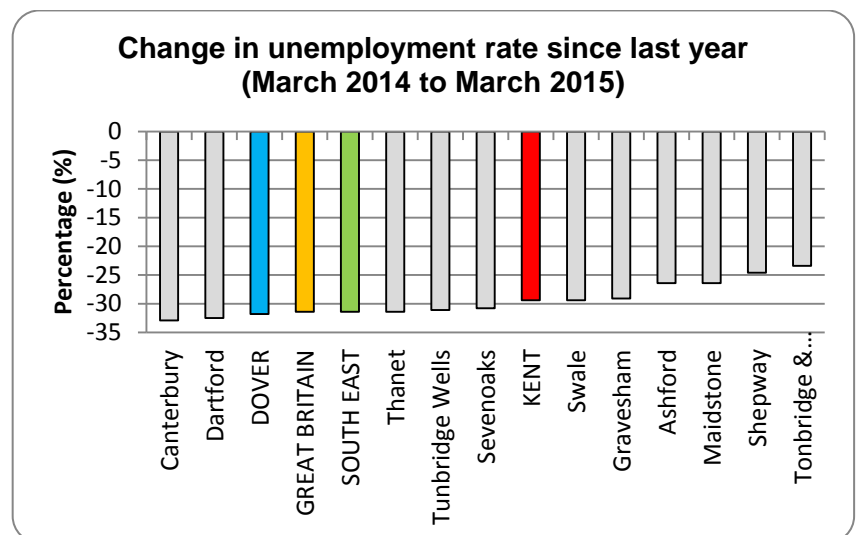
The chart below shows the percentage of people claiming unemployment benefits in Kent and compares them to regional and national percentages:



- In March 2015, unemployment across the Kent districts varied from a low of 0.7% in Tunbridge Wells to a high of 3.6% in Thanet.
- The Dover district has the third highest percentage of people unemployed in Kent (behind Thanet and Shepway).

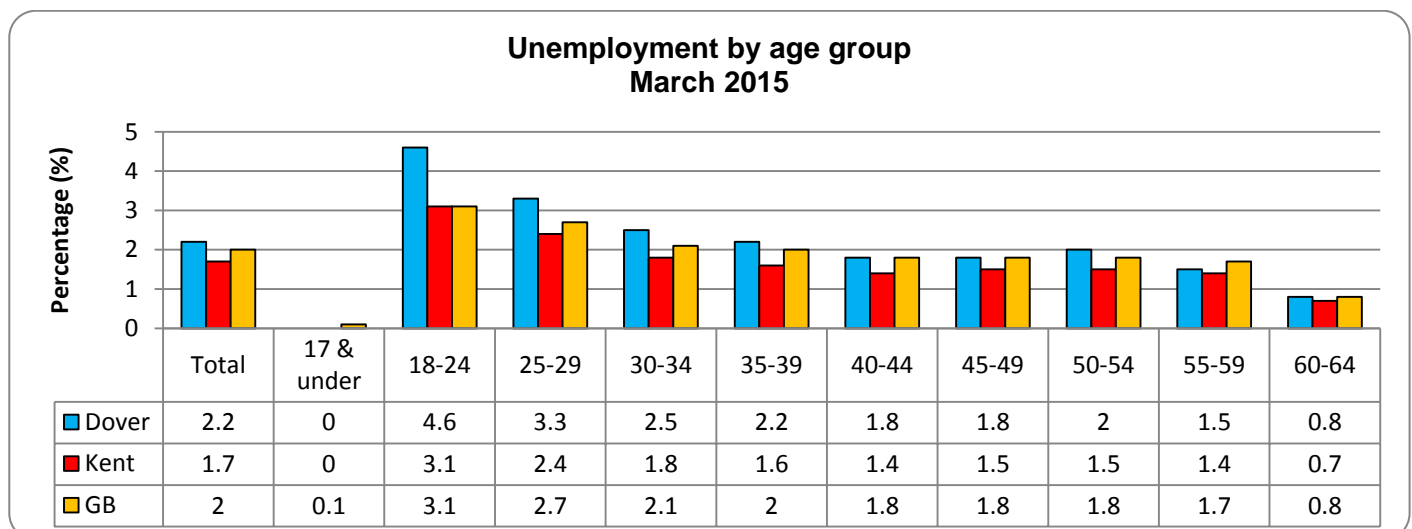
Source: KCC Unemployment in Kent April 2015

- All Kent districts saw a reduction in the number of people claiming unemployment related benefit since the previous year.
- Canterbury saw the largest percentage fall over the year (-32.9%) and Tonbridge and Malling the smallest (-23.4%).
- Unemployment in the Dover district fell by -687 people (-31.8%).



Source: KCC Unemployment in Kent April 2015

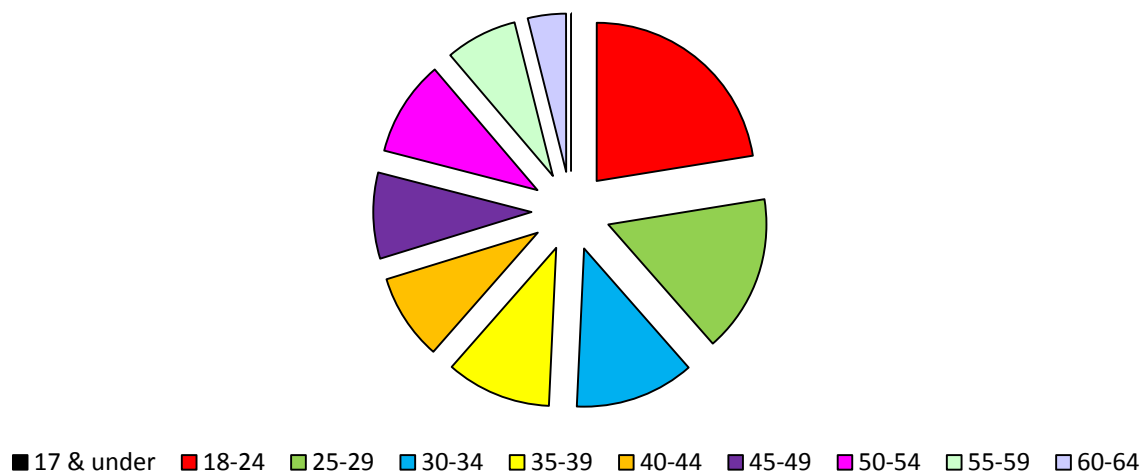
#### d) Unemployment by Age Group



Source: KCC Unemployment in Kent April 2015

- The table above shows the unemployment rate for each age group in the Dover district compared to the averages across in Kent and Great Britain.
- In March 2015, the following age groups in the Dover district had unemployment rates above the national average: 18-24 years, 25-29 years, 30-34 years, 35-39 years and 50-54 years.

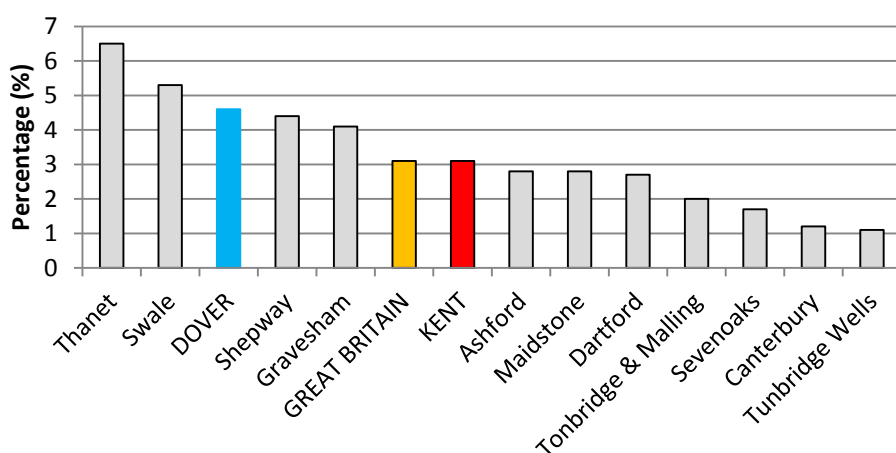
**Unemployment in the Dover District by Age Group**



Source: KCC Unemployment in Kent April 2015

**e) Youth unemployment – aged 18-24 years old**

**Youth Unemployment in Kent  
March 2015**



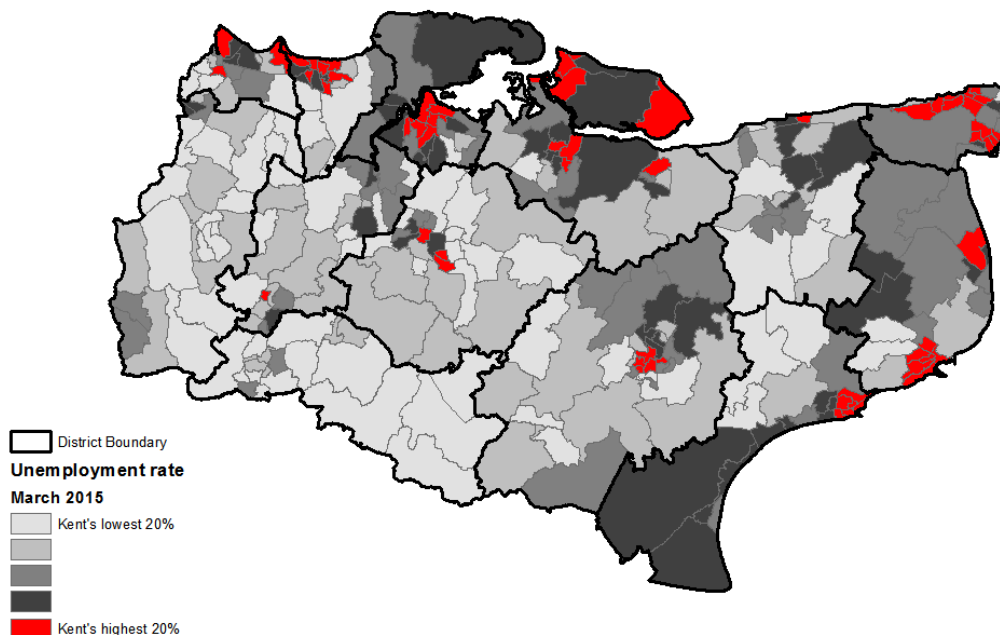
Source: KCC Unemployment in Kent April 2015

- The chart shows the number of 18-24 year olds in Kent who are claiming unemployment benefit.
- Five districts in Kent have youth unemployment rates above the national average of 3.1%.
- The Dover district (4.6%) has the third highest rate behind Thanet (6.5%) and Swale (5.3%).
- The Dover district also has the fifth highest rate in the South East (behind Thanet, Hastings, Swale and Isle of Wight).

**f) Ward Unemployment**

- The following map shows the levels of unemployment across Kent (including Medway) at ward level.
- The red areas show the 20% of wards in Kent and Medway with the highest rates of unemployment – this includes some wards in the Dover district.

## Ward Unemployment Rates in Kent March 2015



Source: KCC Unemployment in Kent April 2015. This map is produced by Business intelligence, Kent County Council © crown Copyright and database right 2015, Ordnance Survey 100019238

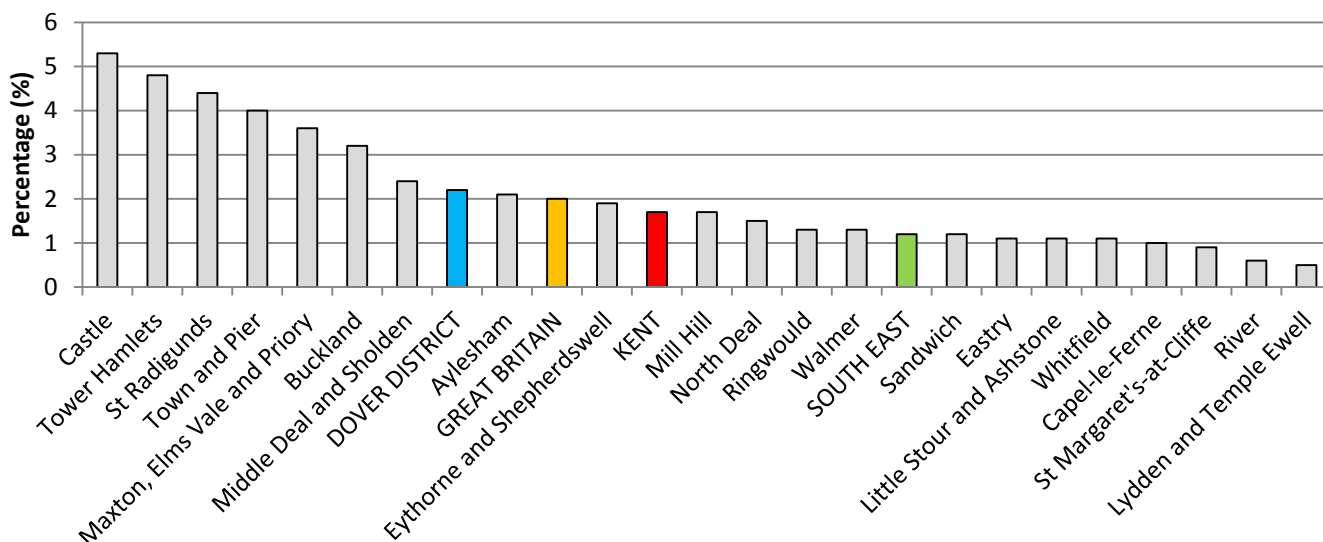
Monthly Summary of Ward Unemployment Rates (Resident Based) March 2015						
	Unemployed March 2015		Change Since Last Month		Change Since Last Year	
	Number	%	Number	%	Number	%
GB		2.0		-4.6		-26.3
South East		1.2		-6.2		-30.9
Kent		1.7		-5.1		-25.6
Dover District	1,475	2.2	-78	-5.0	-687	-31.8
Aylesham	63	2.1	-2	-3.1	-17	-21.3
Buckland	156	3.2	-12	-7.1	-62	-28.4
Capel-le-Ferne	13	1.0	-2	-13.3	-3	-18.8
Castle	78	5.3	1	1.3	-56	-41.8
Eastry	33	1.1	-2	-5.7	-17	-34.0
Eythorne and Shepherdswell	55	1.9	-7	-11.3	-13	-19.1
Little Stour and Ashstone	44	1.1	-1	-2.2	-12	-21.4
Lydden and Temple Ewell	8	0.5	-5	-38.5	0	0.0
Maxton, Elms Vale and Priory	185	3.6	-12	-6.1	-99	-34.9
Middle Deal and Sholden	104	2.4	3	3.0	-48	-31.6
Mill Hill	84	1.7	-1	-1.2	-43	-33.9
North Deal	67	1.5	3	4.7	-55	-45.1
Ringwould	14	1.3	-5	-26.3	-5	-26.3
River	16	0.6	-3	-15.8	-5	-23.8
St Margaret's-at-Cliffe	24	0.9	-2	-7.7	-14	-36.8
St Radigunds	156	4.4	-7	-4.3	-75	-32.5
Sandwich	47	1.2	-8	-14.5	-16	-25.4
Tower Hamlets	191	4.8	-13	-6.4	-72	-27.4
Town and Pier	51	4.0	3	6.3	-35	-40.7
Walmer	53	1.3	-6	-10.2	-22	-29.3
Whitfield	33	1.1	0	0.0	-18	-35.3

Source: KCC Unemployment in Kent April 2015

Figures in red indicate a rise in unemployment benefit claimants. A negative number indicates a drop in unemployment benefit claimants.

- In March 2015, 7 wards had unemployment above the average for the Dover district: Castle (5.3%), Tower Hamlets (4.8%), St Radigunds (4.4%), Town and Pier (4.0%), Maxton, Elms Vale and Priory (3.6%), Buckland (3.2%) and Middle Deal and Sholden (2.4%).
- 3 wards had unemployment levels below 1%: Capel-le-Ferne (0.9%), River (0.8%) and Lydden and Temple Ewell (0.7%).
- Over the year, all wards (except Lydden and Temple Ewell where there was no change) saw a fall in the percentage of benefit claimants. North Deal saw the biggest percentage change (-45.1%), followed by Castle (-41.8%) and Town and Pier (-40.7%).

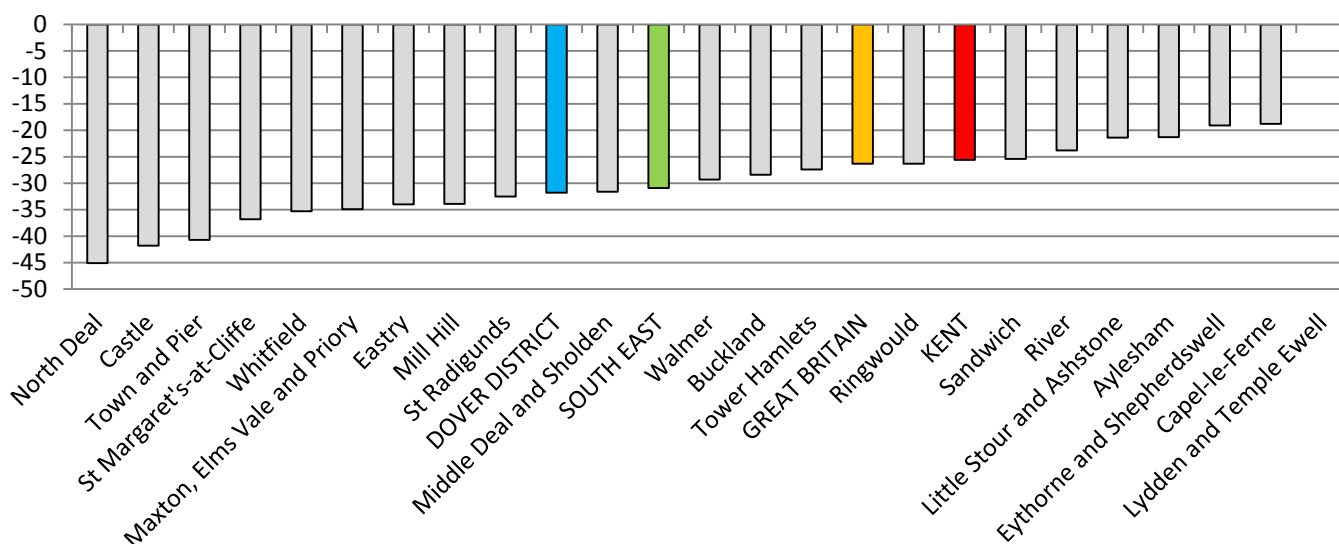
**Ward Unemployment Rates (Resident Based)  
March 2015**



Source: KCC Unemployment in Kent April 2015

#### Dover District Ward Unemployment Rates and Percentage Change March 2015

**Ward Unemployment (Resident Based) March 2015  
Percentage change since last year**



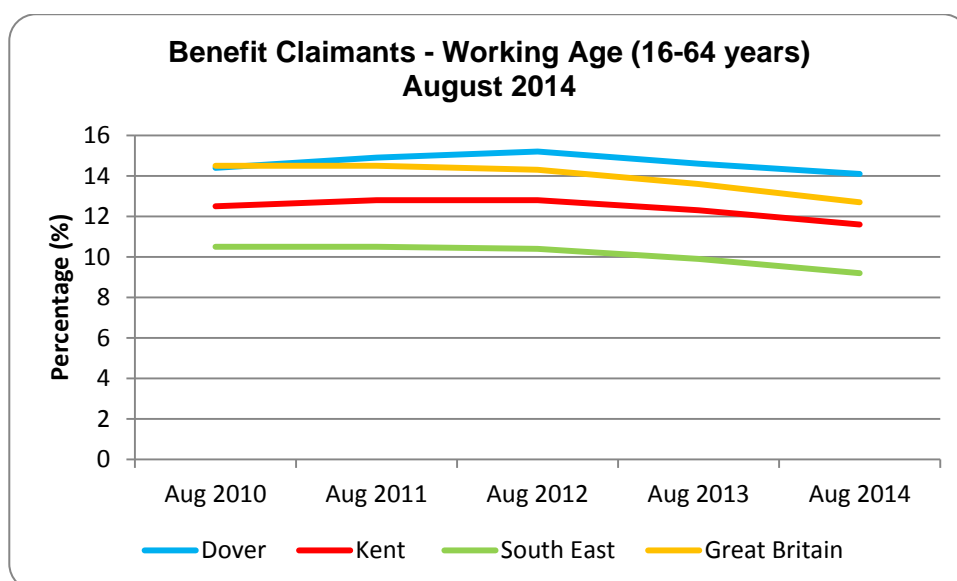
Source: KCC Unemployment in Kent April 2015

## 8. OUT-OF-WORK BENEFIT CLAIMANTS AGED 16-64

- As at August 2014, there are a total of 9,540 benefit claimants in the Dover district. This is equivalent to 14.1% of the population aged 16-64 and is significantly higher than the proportion claiming out-of-work benefits for the South East (9.2%). It is also above the national (12.7%) and county (11.6%) levels.

Date	Dover (numbers)	Dover (%)	Kent	South East (%)	Great Britain (%)
August 2010	9,880	14.4	12.5	10.5	14.5
August 2011	10,240	14.9	12.8	10.5	14.5
August 2012	10,370	15.2	12.8	10.4	14.3
August 2013	9,900	14.6	12.3	9.9	13.6
August 2014	9,540	14.1	11.6	9.2	12.7

Source: DWP benefit claimants - working age client group. % is a proportion of resident population of area aged 16-64



- Since August 2012, the proportion of working-age residents in the Dover district claiming benefits has been falling.
- This trend is seen across the south east and the country.

Source: DWP benefit claimants - working age client group.

### a) Working-age client group (August 2014)

- The table below shows the statistical grouping of benefits claimants of working age. These groupings are used by the DWP to determine the main reason why a person is claiming benefit.

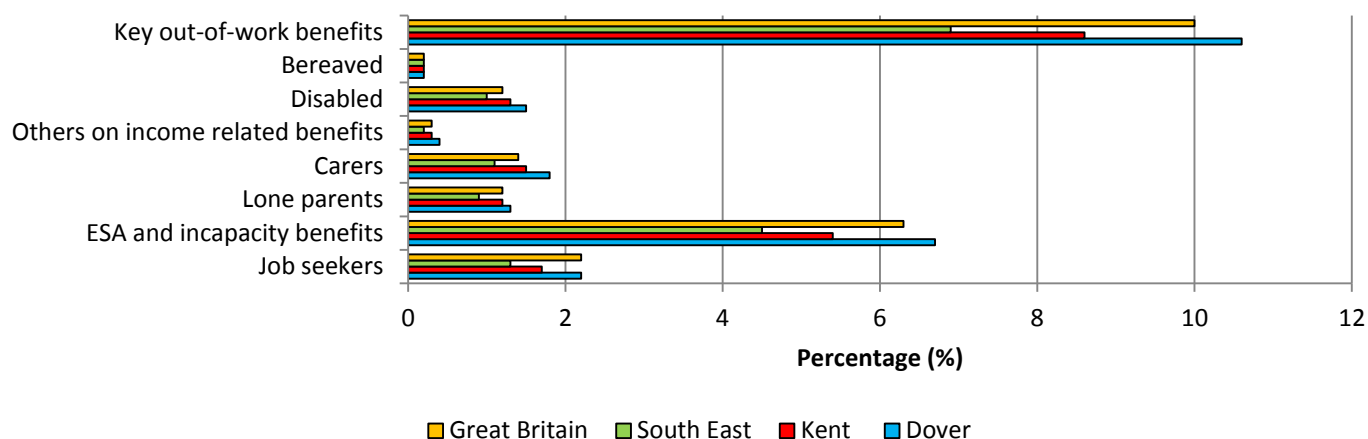
	Dover (numbers)	Dover (%)	Kent (%)	South East (%)	Great Britain (%)
Total claimants	9,540	14.1	11.6	9.2	12.7
<b>By statistical group</b>					
Job seekers	1,470	2.2	1.7	1.3	2.2
ESA and incapacity benefits	4,550	6.7	5.4	4.5	6.3
Lone parents	880	1.3	1.2	0.9	1.2
Carers	1,230	1.8	1.5	1.1	1.4
Others on income related benefits	260	0.4	0.3	0.2	0.3
Disabled	1,010	1.5	1.3	1.0	1.2
Bereaved	140	0.2	0.2	0.2	0.2
Key out-of-work benefits	7,160	10.6	8.6	6.9	10.0

Source: DWP benefit claimants - working age client group. % is a proportion of resident population of area aged 16-64

Key out-of-work benefits includes the groups: job seekers, ESA and incapacity benefits, lone parents and others on income related benefits.

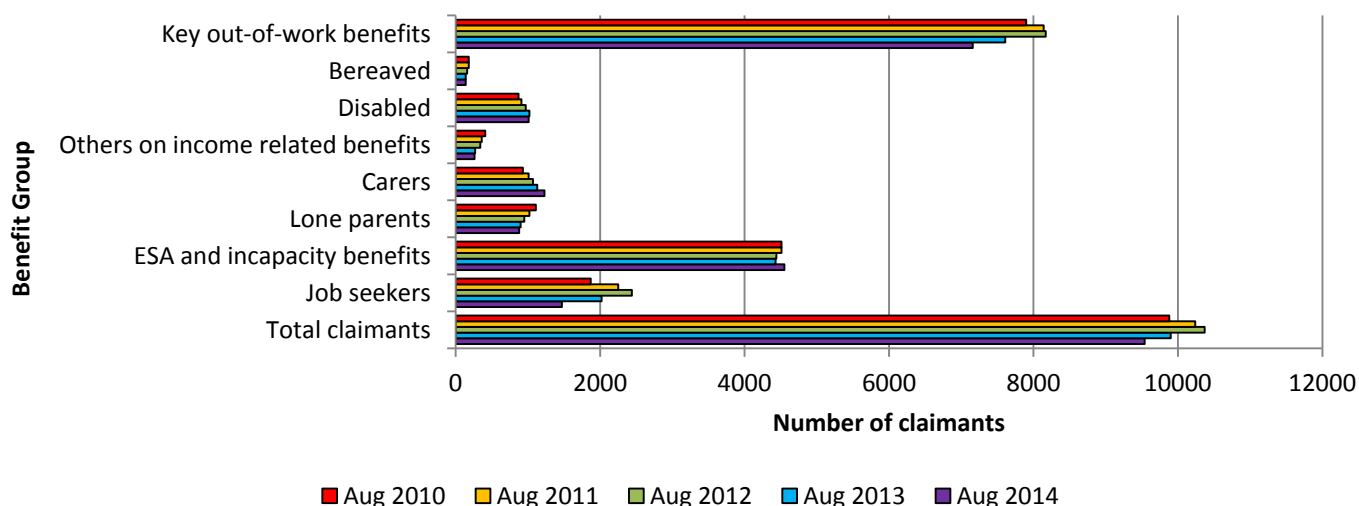


### Benefit Claimants - Working Age (16-64 years) Benefit Groups August 2014



- As at August 2014, there are 7,160 residents aged 16-64 (10.6%) in the district claiming key out-of-work benefits. This is a fall from 7,610 (11.2%) the previous year.
- This compares to 8.6% in Kent, 6.9% in the South East and 10.0% across the country.

### Benefit Claimants - Working Age (16-64 years) Dover District Time Series



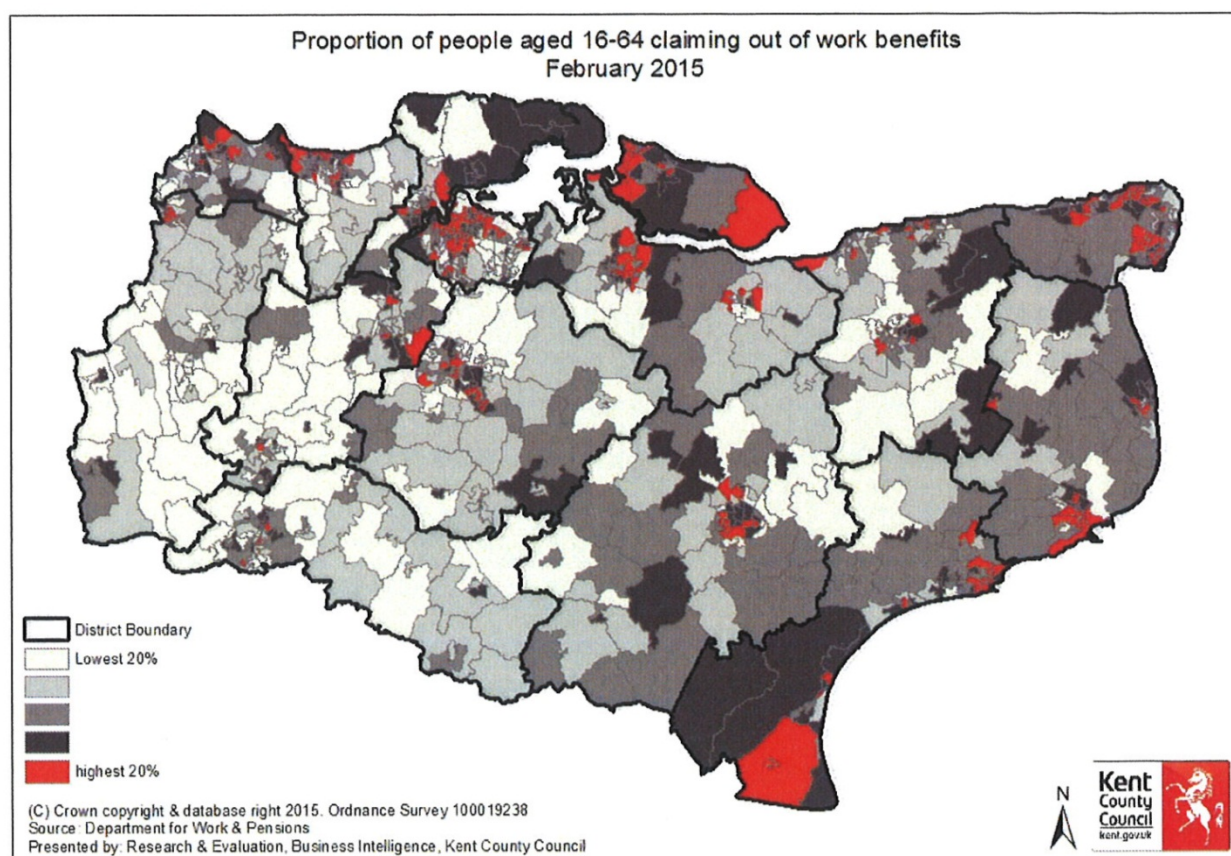
- Over the year, the number of people claiming carers allowance has increased by 100 to 1,230 (8.9%).
- The number of people claiming Employment and Support Allowance (ESA) and incapacity benefits has also increased by 120 to 4,550 (2.7%).

Numbers	Aug 2010	Aug 2011	Aug 2012	Aug 2013	Aug 2014
Total claimants	9,880	10,240	10,370	9,900	9,540
By statistical group					
Job seekers	1,870	2,250	2,440	2,020	1,470
ESA and incapacity benefits	4,510	4,510	4,440	4,430	4,550
Lone parents	1,110	1,020	950	900	880
Carers	930	1,010	1,070	1,130	1,230
Others on income related benefits	410	360	340	270	260
Disabled	870	910	970	1,020	1,010
Bereaved	180	180	160	140	140
Key out-of-work benefits	7,900	8,140	8,170	7,610	7,160

Percentage	Aug 2010	Aug 2011	Aug 2012	Aug 2013	Aug 2014
Total claimants	14.4	14.9	15.2	14.6	14.1
By statistical group					
Job seekers	2.7	3.3	3.6	3.0	2.2
ESA and incapacity benefits	6.6	6.6	6.5	6.5	6.7
Lone parents	1.6	1.5	1.4	1.3	1.3
Carers	1.4	1.5	1.6	1.7	1.8
Others on income related benefits	0.6	0.5	0.5	0.4	0.4
Disabled	1.3	1.3	1.4	1.5	1.5
Bereaved	0.3	0.3	0.2	0.2	0.2
Key out-of-work benefits	11.5	11.8	12.0	11.2	10.6

## b) WORKLESSNESS IN KENT

- The map below shows the concentrations of worklessness across Kent as at February 2015. Those areas coloured red indicate the 20% of LSOAs<sup>2</sup> that have the highest proportion of 16-64 year old people claiming out of work benefits.
- The pattern of distribution is broadly similar to other indicators of need, such as: deprivation, poverty and low income, in that the concentrations are to be found mainly (though not exclusively), in urban areas of the county / district.



<sup>2</sup> Lower Layer Super Output Areas

### c) Job Seekers Allowance Claimants

The only frequently updated and locally accurate indicator of how the economy is faring in recession is the Jobseekers' Allowance claimant count, which is published monthly.

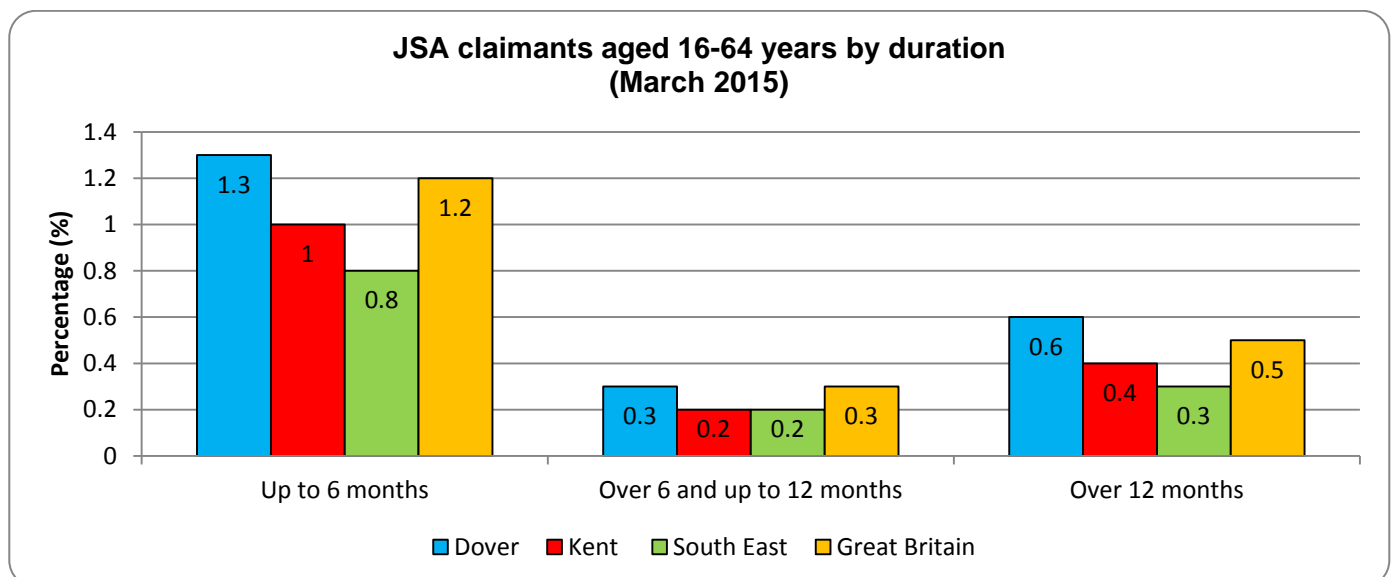
The Jobseeker's Allowance (JSA) is payable to people under pensionable age who are available for, and actively seeking, work of at least 40 hours a week.

March 2015	Dover (numbers)	Dover (%)	Kent (%)	South East (%)	Great Britain (%)
All people	1,475	2.2	1.7	1.2	2.0
Males	1,014	3.0	2.2	1.6	2.5
Females	461	1.4	1.2	0.9	1.4

Source: ONS claimant count with rates and proportions

Note: % is a proportion of resident population of area aged 16-64 and gender

- In March 2015, the claimant rate for the resident population in Dover (2.2%) was higher than the claimant rate for Kent (1.7%), the South East region (1.2%) and nationally (2.0%). The number of people claiming JSA in Dover has fallen from 2,162 (3.2%) in March 2014.
- A higher proportion of the JSA claimants in the Dover district were male (68.7%) than female (31.3%).



Source: ONS claimant count - age duration with proportions

### JSA by duration

- In March 2015, there were a higher percentage of longer-term JSA claimants in the Dover district compared to the averages for Kent, South East and Great Britain.
- 395 claimants in the district had been claiming for over 12 months. This equates to 0.6%, compared to Kent 0.4%; South East 0.3% and Great Britain 0.5%. However, this is down from March 2014 at which time there had been 585 claimants (0.9%) over 12 months.
- In March 2015, 20 people had been claiming JSA for over 260 weeks (up from 10 the previous year).
- A further 220 claimants had been claiming for between 6 and 12 months. The largest number of claimants, 1,475 people, had been claiming for up to 6 months in the district. This equates to 1.3%, compared to Kent 1.0%, South East 0.8% and Great Britain 1.2%.

## JSA claimants by age group and duration (March 2015)

	Dover (number)	Dover (%)	Kent (%)	South East (%)	Great Britain (%)
<b>Aged 16 To 64</b>					
<b>Total</b>	<b>1,475</b>	<b>2.2</b>	<b>1.7</b>	<b>1.2</b>	<b>2</b>
Up To 6 Months	860	1.3	1.0	0.8	1.2
Over 6 And Up To 12 Months	220	0.3	0.2	0.2	0.3
Over 12 Months	395	0.6	0.4	0.3	0.5
<b>Aged 18 To 24</b>					
<b>Total</b>	<b>385</b>	<b>4.6</b>	<b>3.1</b>	<b>2</b>	<b>3.1</b>
Up To 6 Months	270	3.2	2.3	1.5	2.2
Over 6 And Up To 12 Months	60	0.7	0.4	0.2	0.4
Over 12 Months	55	0.7	0.4	0.2	0.4
<b>Aged 25 To 49</b>					
<b>Total</b>	<b>750</b>	<b>2.3</b>	<b>1.7</b>	<b>1.2</b>	<b>2.1</b>
Up To 6 Months	420	1.3	1.0	0.8	1.2
Over 6 And Up To 12 Months	115	0.3	0.2	0.2	0.3
Over 12 Months	215	0.6	0.5	0.3	0.6
<b>Aged 50 To 64</b>					
<b>Total</b>	<b>340</b>	<b>1.5</b>	<b>1.2</b>	<b>1</b>	<b>1.4</b>
Up To 6 Months	170	0.7	0.6	0.6	0.7
Over 6 And Up To 12 Months	45	0.2	0.2	0.1	0.2
Over 12 Months	125	0.5	0.4	0.3	0.5

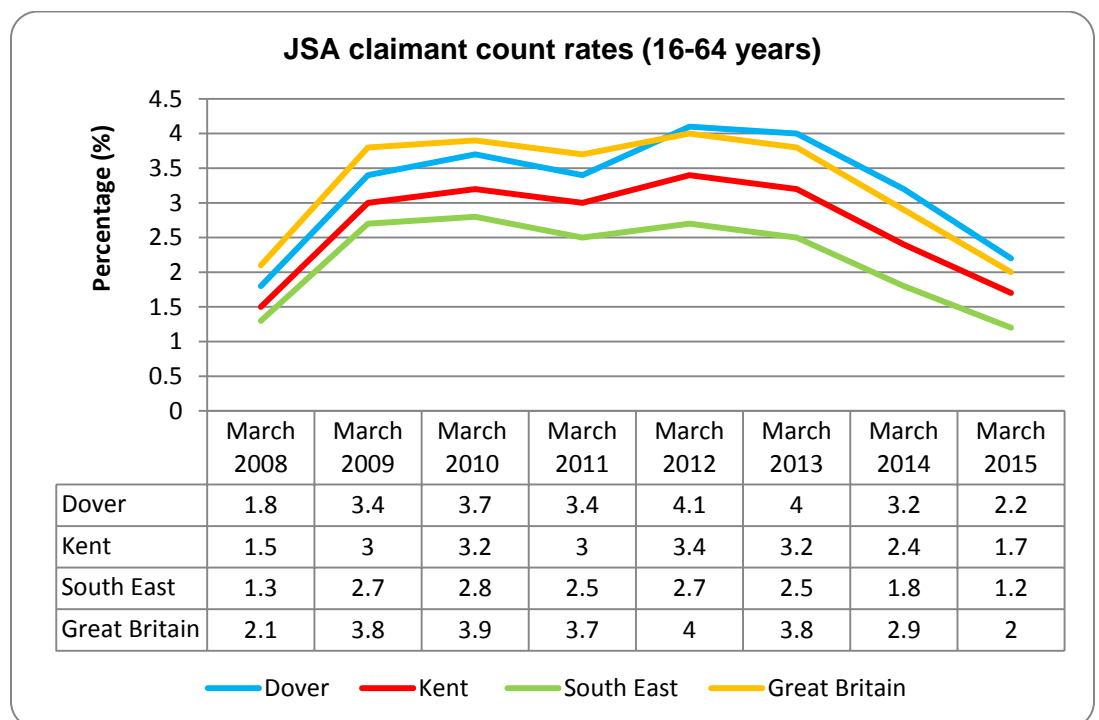
Source: ONS claimant count - age duration with proportions

Note: % is number of persons claiming JSA as a proportion of resident population of the same age

- In March 2015, the 18-24 year old age group claiming JSA in the Dover district (4.6%) was also higher than the averages for the South East (2%), Kent and Great Britain (both 3.1%).

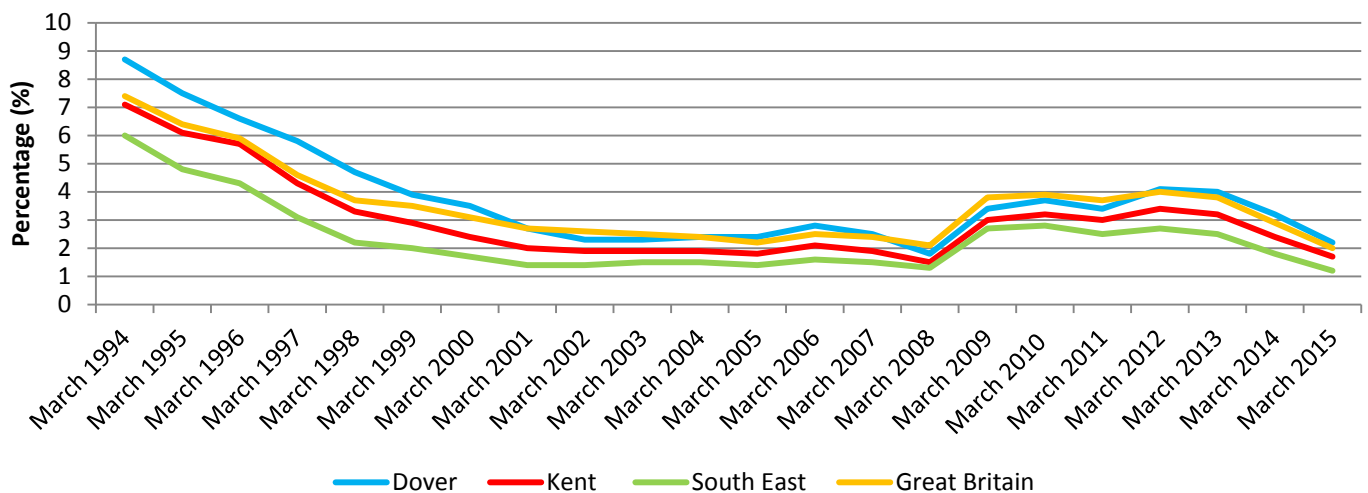
## JSA claimant count rates (16-64 years)

- Although the proportion of residents claiming JSA in the Dover district has fallen from 3.2% (2,160 people) in March 2014 to 2.2% (1,475 people) in March 2015, it is still above the rate recorded at the start of the economic downturn in 2008.
- In March 2008, there were 1,210 claimants (1.8% of working age population).



Source: ONS claimant count with rates and proportions

### All people claiming Jobseekers Allowance Time Series 1994-2015



Source: ONS claimant count with rates and proportions

Note: % is a proportion of resident population of area aged 16-64

- The level of JSA claimants in the Dover district has generally followed the national, regional and county trend.
- On the whole, claimant count levels have been below those experienced in previous recessions. This may be explained by greater labour market flexibility (including increased recourse to part-time working and less secure contracts) and reluctance by employers to lose key skills.

Date to which data relates	2015	Source
% 16-64 claiming out of work benefits	Feb-14	Working Age Benefits Claimants - DWP Longitudinal Study
Unemployment Rate	2014	ONS Claimant Count
Median Gross Weekly Workplace Earnings	2014	Annual Survey of Hours and Earnings - Workplace Analysis
Median Gross Weekly Resident Earnings	2014	Annual Survey of Hours and Earnings - Resident Analysis
Employment Rate	2014	Annual Population Survey
Total Employees	2013	ONS Business Register and Employment Survey (BRES)
Stock of businesses	2013	ONS Business Demography Data Set
3-year Business Survival Rate	2013	ONS Business Demography Data Set
GVA per Head	2013	GVA District Estimates - Research & Evaluation, Kent County Council
% Employees in the Knowledge Economy	2013	ONS Business Register and Employment Survey (BRES)
% NVQ4+	2014	Annual Population Survey