

# West Dorset

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## Economy & Labour Market Profile





# **WEST DORSET**

## **A PROFILE OF THE ECONOMY AND LABOUR MARKET**

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## KEY STATISTICS [\[Back to contents page\]](#)

KEY STATISTICS	DCC DORSET	CHRISTCHURCH	EAST DORSET	NORTH DORSET	PURBECK	WEST DORSET	WEYMOUTH & PORTLAND
TOTAL BUSINESSES <sup>1</sup> - local units (as at 22 <sup>nd</sup> March 2010)	20,415	1,980	4,630	3,585	2,220	<b>5,875</b>	2,125
EMPLOYEES IN EMPLOYMENT <sup>2</sup> 2009	156,200	18,600	29,800	23,100	17,800	<b>46,300</b>	20,700
GROSS VALUE ADDED (GVA) <sup>3</sup> (millions) 2008	£6,080	£810	£1,300	£900	£790	<b>£1,510</b>	£770
VALUE OF TOURISM TO LOCAL ECONOMY <sup>4</sup> (millions)	£567.3	£60.7	£67.8	£51.6	£111.0	<b>£168.1</b>	£108.1
LEISURE & TOURISM EMPLOYMENT <sup>5</sup> (% total employment) 2009	5.6%	5.7%	3.3%	2.2%	9.6%	<b>5.7%</b>	9.5%
PUBLIC SECTOR EMPLOYMENT <sup>6</sup> (% total employment) 2009	Not available	18%	19%	21%	24%	<b>33%</b>	25%
RESIDENT POPULATION <sup>7</sup> (mid-year estimates 2010)	404,800	47,300	87,800	64,200	45,200	<b>96,700</b>	63,500
WORKING AGE POPULATION <sup>8</sup> (% total resident population) 2010	57.3%	54.3%	56.2%	57.4%	59.4%	<b>56.1%</b>	61.4%
PENSION AGE POPULATION <sup>9</sup> (% total resident population) 2010	25.6%	29.9%	27.7%	22.9%	24.3%	<b>26.8%</b>	21.5%
EARNINGS <sup>10</sup> - median gross weekly (residence based) 2010	£459.90	£467.60	£481.10	£432.80	£456.50	<b>£490.70</b>	£435.10
EARNINGS <sup>11</sup> - median gross weekly (workplace based) 2010	£435.00	£458.50	£437.10	£390.20	£473.60	<b>£438.60</b>	£393.40
EMPLOYMENT RATE <sup>12</sup> 2009	73.0%	73.6%	76.5%	74.5%	74.1%	<b>71.9%</b>	67.2%
UNEMPLOYMENT RATE <sup>13</sup> 2009	4.0%	4.9%	3.1%	4.9%	4.7%	<b>2.8%</b>	5.1%
CLAIMANT UNEMPLOYMENT RATE <sup>14</sup> 2010	1.8%	2.1%	1.5%	1.4%	1.8%	<b>1.4%</b>	3.0%

<sup>1</sup> Source: UK Business; Activity, Size and Location 2010, ONS. A local unit is an individual site. Excludes organisations not registered for VAT or PAYE

<sup>2</sup> Source: Business Register & Employment Survey 2009, ONS

<sup>3</sup> Source: ONS and DCC estimates- 2008 data

<sup>4</sup> Source: South West Tourism Alliance 2009

<sup>5</sup> Source: Inter-Departmental Business Register (IDBR) 2010

<sup>6</sup> Source: ONS 2009 (% of employees in employment, working in public sector organisations - by organisation type)

<sup>7</sup> Source: ONS mid-year population estimates 2010

<sup>8</sup> Source: ONS mid-year population estimates 2010

<sup>9</sup> Source: ONS mid-year population estimates 2010

<sup>10</sup> Source: Annual Survey of Hours and Earnings 2010, ONS

<sup>11</sup> Source: Annual Survey of Hours and Earnings 2010, ONS

<sup>12</sup> Source: Annual Population Survey (Jan - Dec 2010): The employment rate includes employees, the self employed, those who are part of a government training programme and unpaid family workers as a % of the population aged 16-64 years

<sup>13</sup> Source: Annual Population Survey (Jan - Dec 2010): Includes those claiming JobSeeker's Allowance and those not eligible for JobSeeker's Allowance but do not have a job and are actively seeking work as a percentage of the population aged 16-64 years

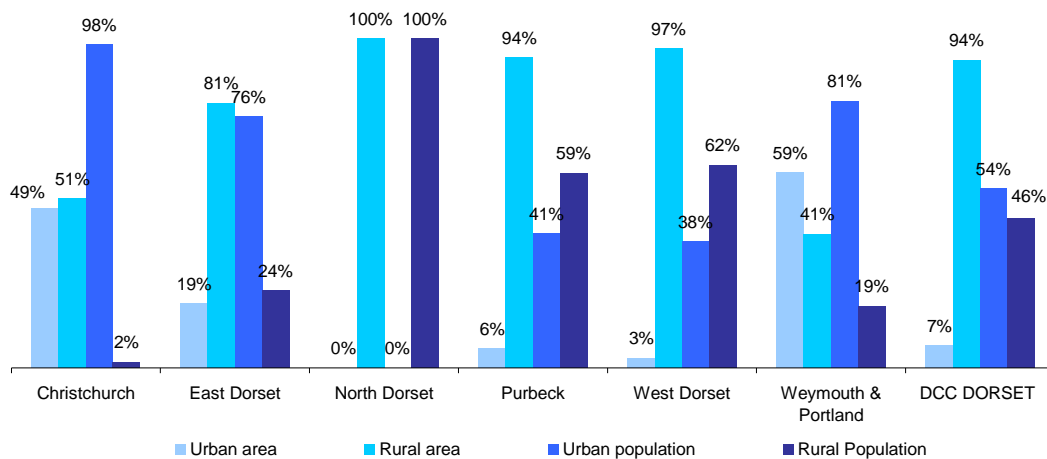
<sup>14</sup> Source: Claimant count data, ONS (annual average 2010)

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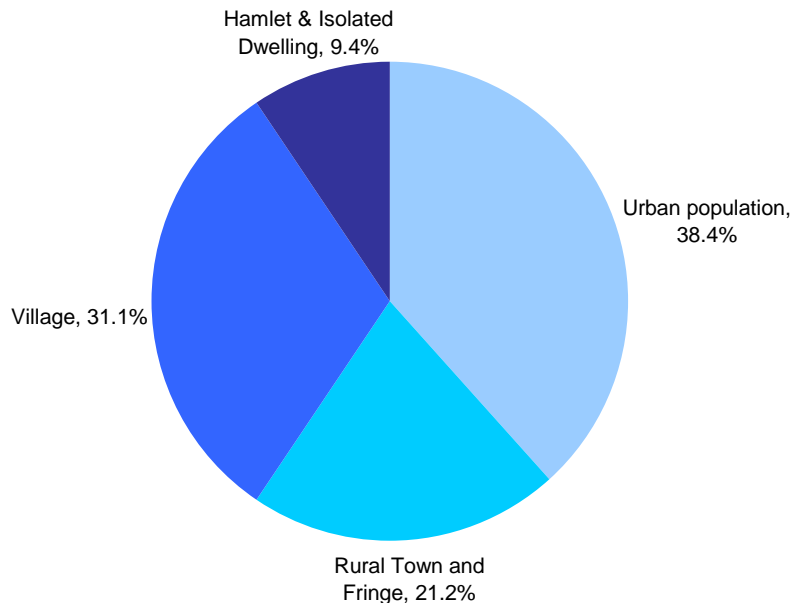
At 418 square miles, West Dorset is the largest of Dorset's districts, covering 42% of the county's total area and with a population of 97,100. West Dorset is a predominantly rural area (97%) supported by small market towns and with a relatively low population density. Of its total population, 62% lives in the rural part of the district<sup>15</sup> and two-thirds of these live in villages and hamlets/isolated dwellings.

Dorchester is a centre for employment with about 14,700 employees in employment and around 960 businesses, excluding the self-employed.

Urban/rural characteristics



West Dorset: rural and urban population split



<sup>15</sup> The settlement based Rural/Urban definition was introduced in 2004 as a joint project between a number of government departments. It comprises four settlement types, of which three are rural: Urban (population over 10,000); Town and Fringe; Village; and Hamlet and Isolated Dwellings.

With its spectacular world heritage coast and historic landmarks such as Maiden Castle and the Cerne Giant, West Dorset is a popular tourist destination. It has also been the location for many film and TV productions and was the setting for much of the work of Thomas Hardy and William Barnes.

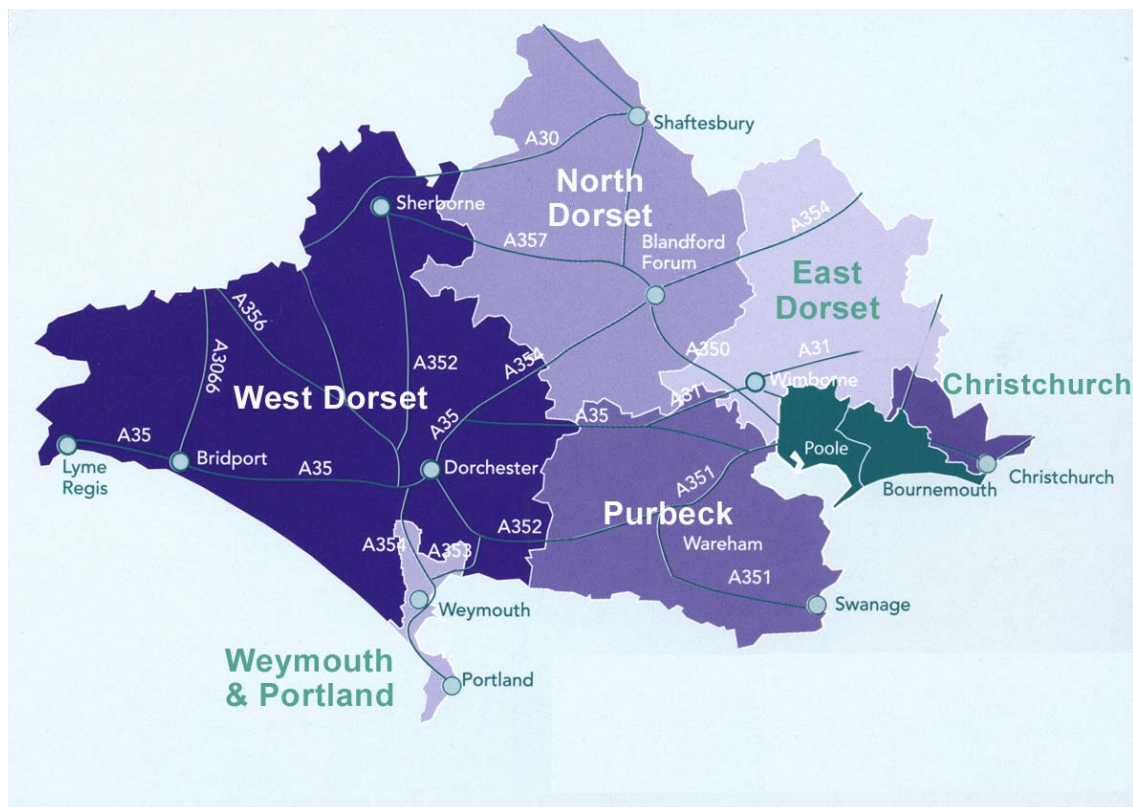
With road links to the Bournemouth-Poole conurbation and rail links from Dorchester to London and Bristol, West Dorset is by no means out of touch with the business world.

Travel times<sup>16</sup> vary with the time of year and time of day. Holiday traffic can make a big difference to travel times and there is often morning and late afternoon congestion as people travel to and from work or school.

Some approximate travel times from Dorchester are shown below, but longer should be allowed at peak times.

Poole	40 minutes
Bournemouth	45 minutes
Salisbury	1 hour
Exeter	1 hour 20 minutes
Bristol	1 hour 35 minutes
Southampton	1 hour 15 minutes
London	2 hours 55 minutes
Manchester	4 hours 40 minutes
Birmingham	3 hours 15 minutes

Dorchester and Sherborne have railway stations. By train, London is about 2 hours 40 minutes from Dorchester and 2 hours 20 minutes from Sherborne. Southampton takes just under an hour and a half from Dorchester and the town's West station has trains to Bristol, a trip which takes just over two hours.



<sup>16</sup> sourced from AA Route Planner at <http://www.theaa.com/route-planner/index.jsp>



Road distance in miles [\[Back to contents page\]](#)

Birmingham	Manchester	London																						
133	226	82	Southampton																					
91	168	118	78	Bristol																				
163	240	196	110	75	Exeter																			
133	209	165	94	44	36	Taunton																		
125	202	89	24	54	92	70	Salisbury																	
161	253	108	33	79	84	74	28	Bournemouth																
164	240	110	36	74	79	69	32	6	Poole															
159	235	145	76	53	47	31	63	50	45	<b>Beaminster</b>														
148	225	110	44	59	74	53	23	19	15	39	Blandford													
163	239	144	70	60	39	36	56	44	39	6	33	<b>Bridport</b>												
160	252	107	32	82	89	79	27	6	11	55	23	49	Christchurch											
153	229	129	55	62	55	46	40	28	24	21	18	15	35	<b>Dorchester</b>										
157	248	103	29	76	83	75	24	6	9	49	17	43	7	30	Ferndown									
156	232	155	81	67	32	29	66	55	50	17	44	10	60	26	54	<b>Lyme Regis</b>								
136	213	110	52	47	80	58	28	32	28	36	13	46	35	31	30	57	Shaftesbury							
138	214	129	65	47	54	33	47	40	36	20	21	26	44	20	28	37	16	<b>Sherborne</b>						
144	221	118	53	47	66	44	31	28	24	31	9	42	32	28	26	53	8	13	Sturminster Newton					
180	252	127	53	86	81	73	48	13	12	47	27	41	18	26	25	52	40	48	36	Swanage				
154	246	101	27	76	89	78	22	15	16	54	18	48	13	33	8	59	30	38	26	32	Verwood			
170	242	117	43	76	76	66	37	14	9	41	17	36	20	20	15	46	30	38	26	10	22	Wareham		
163	239	137	63	70	62	55	49	37	32	28	27	22	43	9	36	33	39	29	36	28	42	19	Weymouth	
159	251	106	32	71	78	68	27	11	7	44	12	38	12	23	6	49	24	33	21	24	11	14	31	Wimborne

## ECONOMIC GEOGRAPHY

Economic linkages [\[Back to contents page\]](#)

### ***What economic linkages are there between West Dorset and the wider economy?***

In terms of commuting travel<sup>17</sup>, the Census of Population shows that West Dorset has strong links with:

- Weymouth & Portland – which accounts for more than half of in-commuters (52%) and a fifth of out-commuters.
- Somerset – which is the origin of a fifth of in-commuters to West Dorset and the destination for more than a third of out-commuters (35%).
- Purbeck attracts around ten per cent of out-commuters from West Dorset.

In 2001, West Dorset showed a net gain of around 2,500 commuters. In the DCC Dorset area, just two local authorities, (Christchurch and West Dorset), and very few towns/settlements (including Dorchester, Sherborne, Chickerell and Bridport) are net importers of commuters.

28,770 people both lived and worked in West Dorset, 72 per cent of resident workers – the highest level of self containment of DCC Dorset's six districts.

	DCC Dorset	West Dorset
In commuters	29,600	13,660
Out commuters	46,160	11,150
Net loss/gain	-16,520	2,500
Live and work in area:	172,400	28,770
% of resident workers:	73%	72%

Source: Census of Population 2001, ONS

**Dorchester** was a net gainer of workers with about 8,450 coming into the town to work and 2,500 leaving to work elsewhere. In commuters were largely from Weymouth & Portland and other parts of West Dorset. These two areas were also the main destinations for Dorchester out commuters with Purbeck also significant.

**Bridport** was also a net gainer of commuters with about 1,960 in commuters and 1,780 out commuters. Commuters were largely travelling to and from parts of West Dorset.

**Sherborne** was another net gainer of workers with about 2,620 in commuters and 1,590 out commuters. Commuters were largely travelling to and from Somerset.

**Chickerell** was a net gainer of workers with about 2,600 out commuters and 3,800 coming into the area to work. Commuters were largely travelling to and from Weymouth & Portland with other parts of West Dorset also being a significant source of labour. Only 26% of Chickerell residents lived and worked in the area.

Whereas the Census of Population looked at 16-74 year olds in employment, including employed students, the Office for National Statistics has provided a commuting update from the Annual Population Survey 2008 for those in employment

<sup>17</sup> Note: commuting data includes small business owners and full time students as well as employees.

aged 16+. In all parts of the Dorset sub-region, the majority of working people aged over 16 live and work in the same local authority area (ie in all cases residence self-containment is greater than 50%)<sup>18</sup>. Residence self-containment is reported as a proportion of working residents. Workplace self-containment is reported as a proportion of jobs.

Measures of self containment for the six component district areas that comprise the area served by Dorset County Council are shown below.

	Residence self-containment	Workplace self-containment
Christchurch	52%	50%
East Dorset	51%	56%
North Dorset	75%	74%
Purbeck	53%	59%
West Dorset	75%	67%
Weymouth & Portland	70%	73%

West Dorset is less workplace self-contained than residence self-contained. This suggests that the district acts as an employment centre attracting workers from the surrounding area. Some parts of the district are very rural in nature and have associated problems of travel to neighbouring employment centres.

## Assets, Infrastructure and Key Business Sites [\[Back to contents page\]](#)

The A35 in West Dorset is a main road that passes through Dorchester, which heads west out of Dorchester towards Bridport, Honiton, Exeter and the M5. Also from Dorchester, the A35 heads east towards the A31, from which road users can travel in the direction of the M27, which provides links to Southampton, South East England and to the M3 that goes on to London. The A37 runs north from Dorchester towards Yeovil and then on to Bristol. One other main road in West Dorset is the A354, which runs north east from Portland, through Dorchester, Blandford Forum, Salisbury and on in the direction of the M4, which travels on to London or Bristol.

There are three railway lines that travel through West Dorset. One is the Weymouth to London Waterloo line, which is an important commuter link to London with a station in West Dorset at Dorchester South. The line also stops at Southampton Airport and Parkway in Hampshire, providing access to the airport, which flies to many domestic and European destinations<sup>19</sup>. The Weymouth to Bristol line has several stations in the district: Dorchester West, Maiden Newton, Chetnole, Yetminster and Thornford. Sherborne station sits on the Penzance (Cornwall) to London Paddington line, which is an important commuter link to London from the South West of England. The line runs through the north of the district.

There are two small fishing harbours along the coast of West Dorset. West Bay has 15 registered fishing vessels registered to the harbour and Lyme Regis has 14 (as at October 2010)<sup>20</sup>.

<sup>18</sup> Although in borderline cases such as Christchurch, East Dorset and Purbeck, confidence intervals mean that residence self-containment could easily be below 50%.

<sup>19</sup> Source: [www.southamptonairport.com](http://www.southamptonairport.com)

<sup>20</sup> Source: Vessel Lists (Oct 2010), [www.marinemanagement.org.uk](http://www.marinemanagement.org.uk)

The nearest colleges of further and higher education in the Bournemouth, Dorset and Poole area that students resident in West Dorset can travel to are Weymouth College and Kingston Maurward College near Dorchester. The University Centre Yeovil is also accessible to some students in West Dorset.

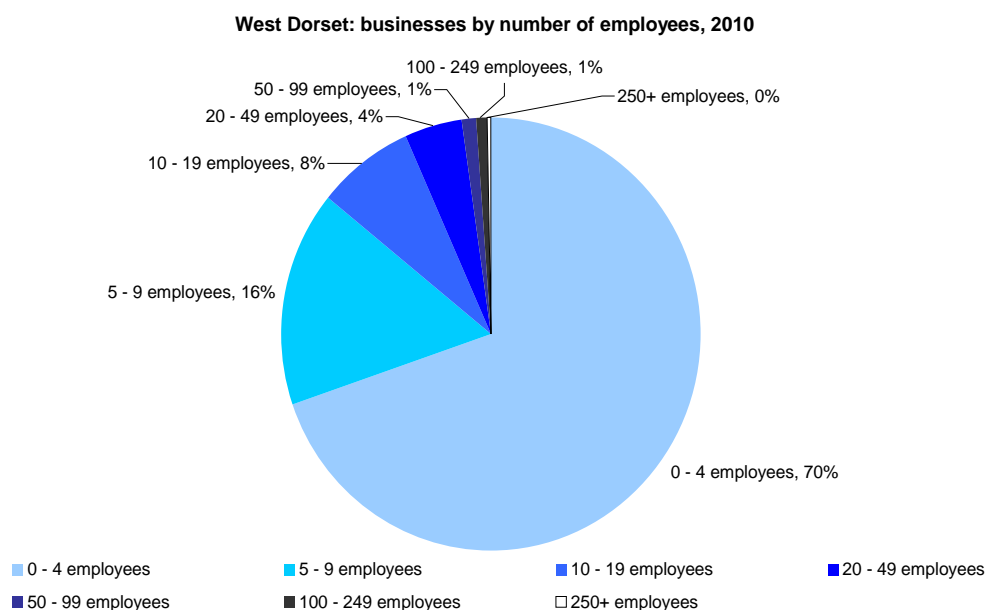
Business Parks, Industrial Estates, Trading Estates and Town Centres etc. are generally key business sites with higher employment levels than surrounding areas due to a higher density of businesses in these locations. Below is a list of some of the key industrial sites in West Dorset:

- Beaminster Business Park
- Coldharbour Business Park
- Dreadnought Trading Estate
- Gore Cross Business Park
- Granby Industrial Estate
- Great Western Trading Estate
- Lyme Regis Industrial Estate (Lyme Regis)
- Pineapple Business Park, Salwayash
- Poundbury West Industrial Estate
- Roman Hill Business Park, W. Dorset
- Sea Road North, Bridport, W. Dorset
- Station Rd Industrial Estate, Dorchester

## ECONOMIC STRUCTURE

### Businesses by size [\[Back to contents page\]](#)

In 2010, of the 5,875 local units<sup>21</sup> registered for VAT or PAYE<sup>22</sup> in West Dorset, nearly three quarters employed fewer than ten people - about 70%, equal to the County average of 70% and slightly greater than the average for England (68%).



Source: UK Business: Activity, Size and Location 2010

The size profile in West Dorset varied little from the County in 2010.

Since 2004, the total number of local units in West Dorset has risen by around 1,435 with about two-thirds of these firms employing fewer than five people. The overall growth of local units between 2004 and 2010 in the district was 32%, much in line with the county average of 31%. In West Dorset, the number of local units in the 250+ employees size band had the largest increase over the six years. The number of units tripled (up by 10 units - rounded).

### Businesses by sector<sup>23</sup> [\[Back to contents page\]](#)

About half of West Dorset's businesses fall within four main sectors: Agriculture, forestry & fishing; Retail; Construction; and Professional, scientific & technical. The top four sectors in DCC Dorset are the same.

West Dorset's service sector accounts for 68% of businesses - the second smallest service sector of the six DCC Dorset districts and falling below the county average of 70%. In Great Britain as a whole, 78% of firms are in the service sector. Businesses in the construction sector are less well represented here than in the county as a

<sup>21</sup> A local unit is an individual site i.e. may be more than one branch

<sup>22</sup> Excludes organisations not registered for VAT or PAYE

<sup>23</sup> Source: UK Business: Activity, Size and Location 2010

whole: 11% of firms compared with 13% in DCC Dorset. Information & communication is also marginally less well represented at 3% compared to 5% in the county - see following chart.

West Dorset's production sector is in line with that of DCC Dorset on average and Great Britain (6%).

The agriculture, forestry & fishing sector is strongly represented in West Dorset compared to DCC Dorset, accounting for 16% of businesses in comparison with 10% in the county as a whole. This is considerably above the national average of 5% in Great Britain.

Data from UK Business: Activity, Size & Location 2010 (ONS) indicates that in terms of number of firms, average growth over 2009-2010 in West Dorset was 1% - an increase of 70 businesses.

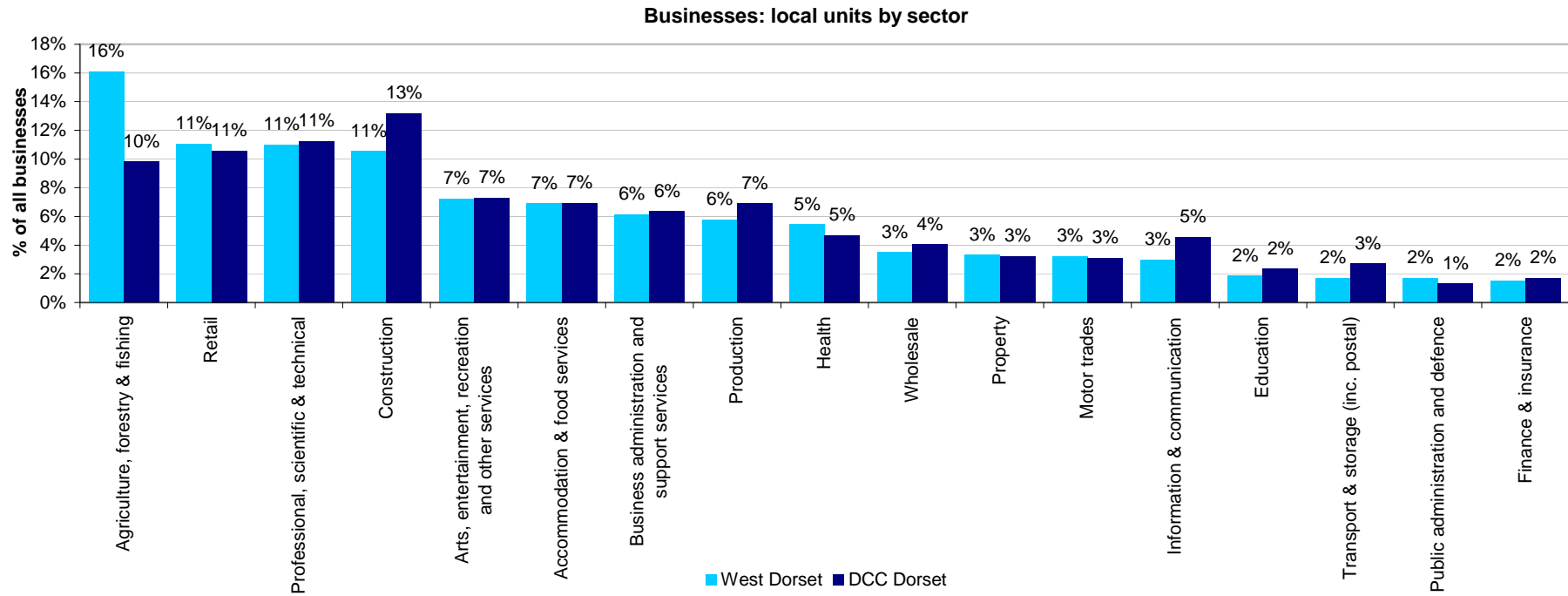
The growth sectors were (numbers rounded to the nearest 5):

- Motor trades: +5 (3%)
- Wholesale: +10 (5%)
- Property: +10 (5%)
- Professional, scientific & technical: +40 (70%)
- Public administration & defence: +50 (100%)
- Education: +5 (5%)
- Arts, entertainment, recreation & other services: +15 (4%)

DCC Dorset saw a decrease in the number of businesses over the year (-95 firms: 0%). However, the growth sectors in the county were (numbers rounded to nearest 5):

- Wholesale: +15 (2%)
- Professional, scientific & technical: +5 (0%)
- Public administration & defence: +125 (86%)
- Education: +15 (1%)
- Health: +40 (4%)
- Arts, entertainment, recreation & other services: +20 (1%)

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Source: UK Business: Activity, Size and Location 2010

## Employees in Employment and Employment by Sector<sup>24</sup> [\[Back to contents page\]](#)

According to the Business Register and Employment Survey (BRES) 2009, DCC Dorset has approximately 156,200 employees in employment. The industrial sectors with the highest number of employees are Wholesale and retail trade; repair of motor vehicles and motorcycles (18% of total employment) and Human health and social work activities (14% of total employment).

In West Dorset, it is suggested that there is a total of 46,300 employees in employment, which accounts for about 30% of the total number of employees in employment in DCC Dorset. The majority of employees in West Dorset (84%) are employed in the service sector<sup>25</sup>, which is much in line with DCC Dorset (82%).

The two employment sectors which have the highest number of employees in West Dorset are Human health and social work activities (21% of total employment - seven percentage points greater than DCC Dorset) and Wholesale and retail trade; repair of motor vehicles and motorcycles (16% - two percentage points less than DCC Dorset). The manufacturing industry in West Dorset accounts for 10% of employment. This is much in line with DCC Dorset as a whole (11%).

Knowledge driven industries<sup>26</sup> (high/medium technical manufacturing and knowledge intensive services) account for 48% of total employment in West Dorset. This is two percentage points above that for DCC Dorset (46%).

Approximately six per cent of employees are directly employed in leisure and tourism-related<sup>27</sup> businesses, which is in line with DCC Dorset as a whole.

Employees in Employment by Industry	West Dorset		DCC Dorset
	Employees	% of total employment	% of total employment
Agriculture, forestry and fishing	0	0%	0%
Mining and quarrying	Confidential	Confidential	0%
Manufacturing	4,600	10%	11%
Electricity, gas, steam and air conditioning supply	Confidential	Confidential	Confidential
Water supply; sewerage, waste management and remediation activities	Confidential	Confidential	1%
Construction	2,300	5%	6%
Wholesale and retail trade; repair of motor vehicles and motorcycles	7,500	16%	18%
Transportation and storage	1,100	2%	4%
Accommodation and food service activities	3,900	8%	10%
Information and communication	800	2%	2%
Financial and insurance activities	500	1%	1%
Real estate activities	700	1%	1%
Professional, scientific and technical activities	2,000	4%	6%
Administrative and support service activities	1,800	4%	4%
Public administration and defence; compulsory social security	4,400	10%	7%
Education	4,500	10%	10%
Human health and social work activities	9,600	21%	14%
Arts, entertainment and recreation	1,300	3%	3%
Other service activities	800	2%	2%
Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use	Confidential	Confidential	Confidential
Activities of extraterritorial organisations and bodies	0	0%	0%
<b>Total</b>	<b>46,300</b>	<b>100%</b>	<b>100%</b>

Source: Business Register and Employment Survey (BRES) 2009, Office for National Statistics

<sup>24</sup> Source: Business Register and Employment Survey 2009 (ONS). This is a sample survey that excludes the self employed. Employment figures should be treated with caution due to low sample sizes.

<sup>25</sup> This excludes Agriculture & fishing; Energy & Water; Manufacturing; Construction

<sup>26</sup> According to Eurostat definition (see appendix)

<sup>27</sup> See appendix for definition



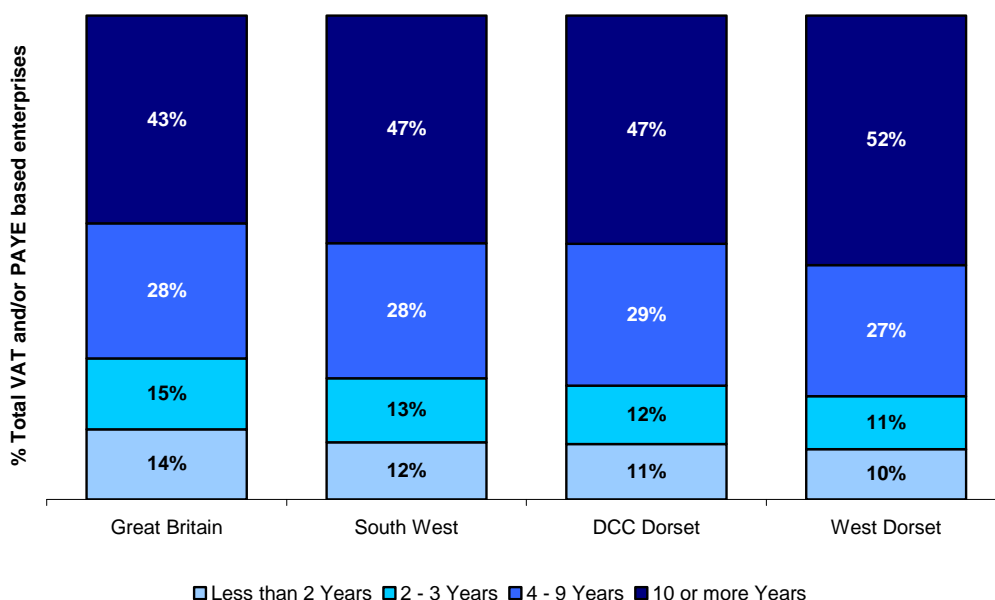
## Age of Businesses [\[Back to contents page\]](#)

	Age of Business				TOTAL
	Less than 2 Years	2 - 3 Years	4 - 9 Years	10 or more Years	
Great Britain	294,435	297,335	567,815	872,260	2,031,845
South West	23,395	26,180	55,325	93,035	197,935
Bournemouth UA	775	920	1,665	2,010	5,370
Poole UA	720	815	1,555	2,095	5,185
<b>DCC Dorset</b>	<b>2,005</b>	<b>2,120</b>	<b>5,140</b>	<b>8,265</b>	<b>17,530</b>
Dorset sub-region	3,500	3,855	8,360	12,370	28,085
Christchurch	225	195	500	710	1,630
East Dorset	505	520	1,280	1,830	4,135
North Dorset	310	355	875	1,620	3,160
Purbeck	205	240	560	935	1,940
<b>West Dorset</b>	<b>520</b>	<b>550</b>	<b>1,355</b>	<b>2,580</b>	<b>5,005</b>
Weymouth & Portland	240	260	570	590	1,660

Source: UK Businesses: Activity, Size and Location, 2010

About 52% of West Dorset's businesses<sup>28</sup> are at least ten years old, which is greater than the DCC Dorset, South West and national average. Whilst a solid base of older businesses gives stability, a churn of businesses can help build a healthy economy as new products, new skills and new demands for sourcing can be introduced to the area. New businesses can see faster growth than older ones which may have reached their maximum potential. About a fifth of West Dorset's businesses are under four years old. This is below the level for DCC Dorset, the South West and nationally.

Age of Businesses - % VAT and/or PAYE based enterprises in 2010



Source: UK Businesses: Activity, Size and Location, 2010

<sup>28</sup> VAT and/or PAYE based enterprises (may be a group of units or sites)

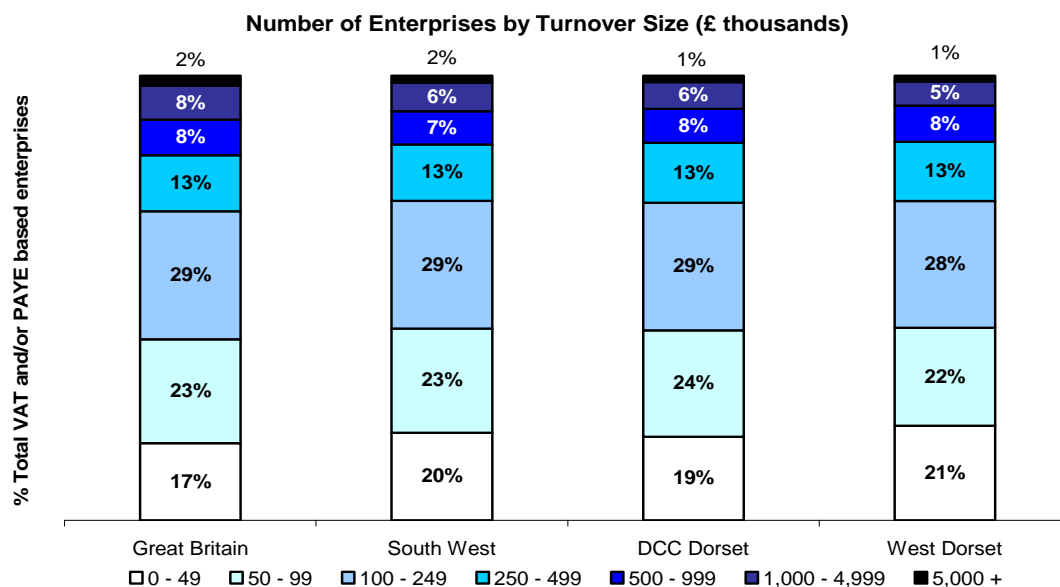
## Turnover of Businesses [\[Back to contents page\]](#)

	Turnover size (£ thousand)							TOTAL
	0 - 49	50 - 99	100 - 249	250 - 499	500 - 999	1,000 - 4,999	5,000 +	
Great Britain	352,215	474,225	585,360	256,260	163,060	153,435	47,290	2,031,845
South West	39,005	46,360	56,855	25,000	14,835	12,750	3,130	197,935
Bournemouth UA	790	1,420	1,590	670	465	365	70	5,370
Poole UA	865	1,175	1,480	725	410	410	120	5,185
DCC Dorset	3,285	4,205	5,030	2,360	1,340	1,060	250	17,530
Dorset sub-region	4,940	6,800	8,100	3,755	2,215	1,835	440	28,085
Christchurch	240	360	470	255	125	140	40	1,630
East Dorset	755	1,025	1,130	560	300	295	70	4,135
North Dorset	635	765	865	445	255	150	45	3,160
Purbeck	335	485	600	225	145	125	20	1,935
West Dorset	1,065	1,105	1,425	670	405	275	65	5,010
Weymouth & Portland	255	465	540	205	110	75	10	1,660

Source: UK Businesses: Activity, Size and Location, 2010

In 2010, there were a total of 17,530 businesses<sup>29</sup> in DCC Dorset. This represents approximately 9% of total businesses in the South West. The majority of these businesses (29%) had a turnover in the year of between £100,000 and £249,000. Approximately 1% of businesses in the county had a turnover of £5,000,000 or more. Nearly a fifth of businesses had a turnover in the year of £0 to £49,000.

In West Dorset, there was a total of 5,010 VAT and/or PAYE based businesses in 2010, accounting for about 29% of all businesses in DCC Dorset. Much in line with the county, the majority (28%) of businesses had a turnover in 2010 of between £100,000 and £249,000. The proportion of businesses that had a turnover for the year of £5,000,000 or more in the borough was 1% and 21% had a turnover of £0 to £49,000, which is much in line with DCC Dorset.



Source: UK Businesses: Activity, Size and Location, 2010

<sup>29</sup> VAT and/or PAYE based enterprises (may be a group of units or sites)

## Gross Value Added (GVA) [\[Back to contents page\]](#)

GVA for DCC Dorset in 2008 was £6,080 million<sup>30</sup>, which represents 6% of the total GVA for the South West. In West Dorset, GVA was estimated at £1,510 million, which is approximately 25% of the total GVA for DCC Dorset. This was the highest contribution to the county's GVA for 2008.

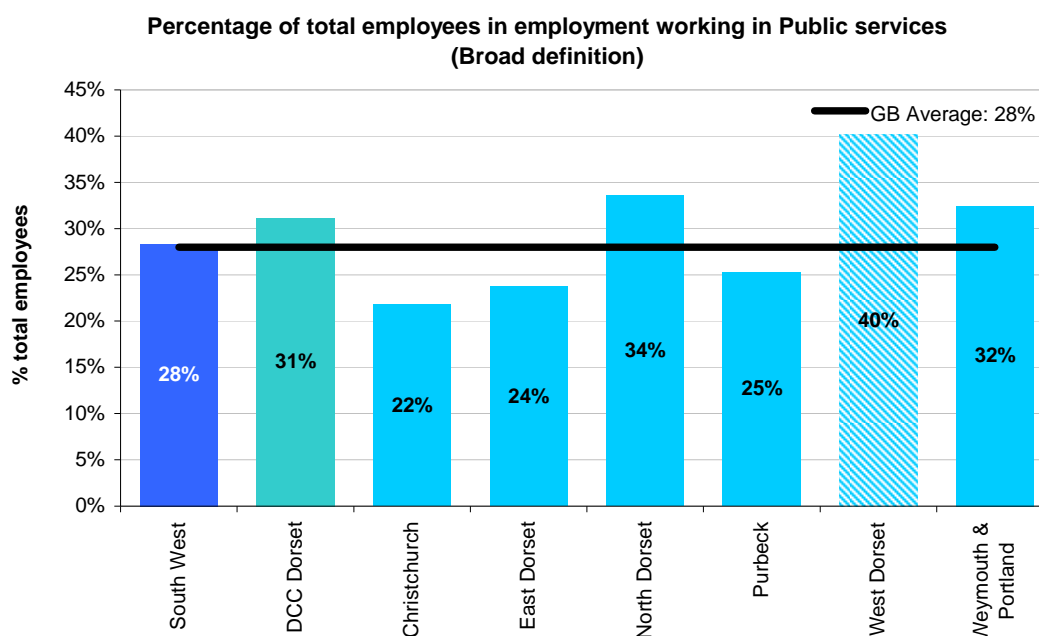
2008 Gross Value Added (GVA)	£m, current basic prices	% DCC Dorset GVA
Christchurch	810	13%
East Dorset	1,300	21%
North Dorset	900	15%
Purbeck	790	13%
<b>West Dorset</b>	<b>1,510</b>	<b>25%</b>
Weymouth & Portland	770	13%

Source: DCC Dorset Estimates

GVA per head of resident population for DCC Dorset in 2008 was £15,000 (ONS), which is 71% of the headline GVA for England as a whole. West Dorset's headline GVA was £15,600 (DCC estimate); above the DCC Dorset average at 74% of the headline GVA for England.

## Public Sector [\[Back to contents page\]](#)

The public services form a significant employment sector in DCC Dorset. In 2009<sup>31</sup>, using the wide definition of 'public services' (public administration & defence, compulsory social security; education; human health & social work activities<sup>32</sup>), this sector accounted for 31% of employees in the county and 40% of employees in employment in West Dorset. In Dorchester, 56% of employees were working in public services.



Source: Business Register & Employment Survey 2009 (ONS)

Data provided by ONS based on organisation type rather than industrial sector indicates that about 33% of employees in employment in West Dorset are working in public sector organisations in 2009. It is also suggested that this figure could still be an over-estimate since agriculture has been

<sup>30</sup> Source: ONS, Crown Copyright Reserve (headline GVA at current prices)

<sup>31</sup> Source: Business Register & Employment Survey 2009 (ONS)

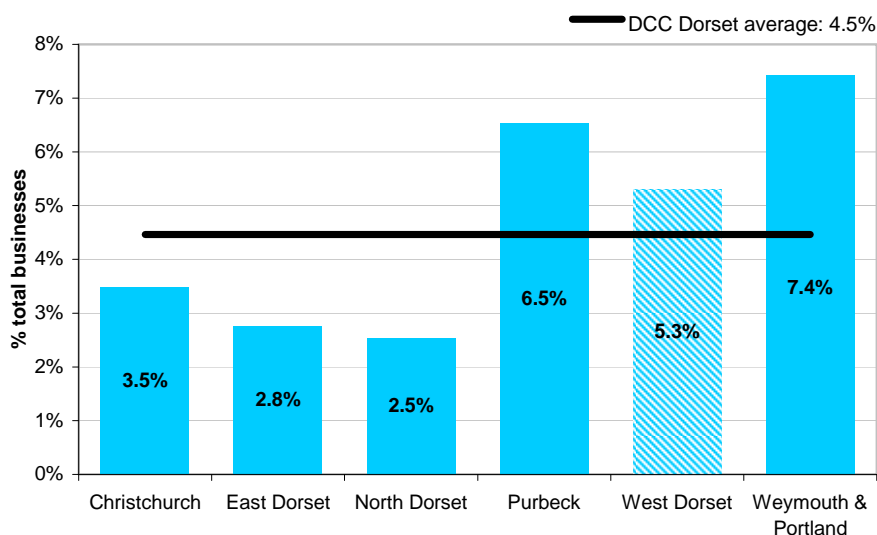
<sup>32</sup> SIC03 sections L, M and N, as used in 'Surviving the crunch', Audit Commission March 2010. This wide definition includes some private sector employment, for example in private hospitals and schools.

excluded from 'total' employment. This sector is quite significant to West Dorset and, being largely private sector, would bring down the percentage of employees in the public sector if it were to be included. The proportion of employees in the public sector who are part time workers is 50%. This is much in line with the level for DCC Dorset (approximately 52%<sup>33</sup>) but greater than the South West (43%) and national level (approximately 38%<sup>34</sup>).

## Tourism Sector [\[Back to contents page\]](#)

According to the Inter-Departmental Business Register 2010<sup>35</sup>, DCC Dorset has approximately 670 firms in the Leisure & tourism industry<sup>36</sup>, which accounts for about 4.5% of all firms in the county.

Percentage of total businesses in tourism-related industries



Source: Inter-Departmental Business Register (IDBR) 2010

In West Dorset, about 220 businesses are given as being in the Leisure & tourism industry, which is 5.3% of total businesses in the district and less than the DCC Dorset level. Compared to the other boroughs and districts in the county, West Dorset has the third highest proportion of Leisure & tourism businesses (as a % of the total in the district) after Purbeck (6.5%) and Weymouth & Portland (7.4%). 33.1% of DCC Dorset's total Leisure & tourism businesses are situated in West Dorset, which is the largest proportion of the DCC Dorset districts.

There are approximately 8,300 people employed in the Leisure & tourism sector in DCC Dorset, which is about 5.6% of total employees in the county.

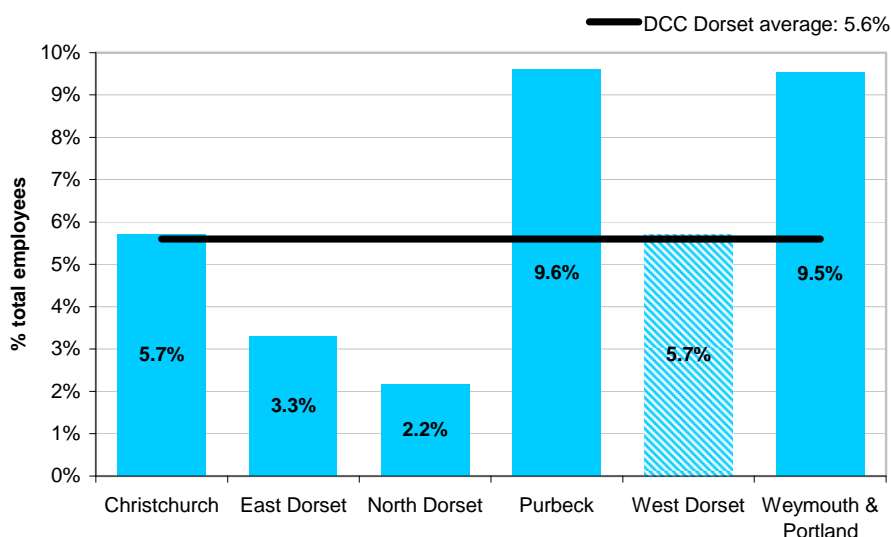
<sup>33</sup> Calculated using rounded data from the district totals

<sup>34</sup> Calculated using rounded data from the regional totals

<sup>35</sup> This includes businesses which are **PAYE only** and **PAYE & VAT** registered but does not include businesses which are **VAT only** registered. Therefore the number of businesses given is likely to be an underestimate of the true figure. It is estimated that **VAT only** registered businesses account for roughly 27% of total businesses.

<sup>36</sup> Leisure and tourism defined as: Hotels; campsites and other short stay accommodation; travel agencies, tour operators, tourist assistance services; libraries, museums and other cultural activities; sporting activities; other recreational activities; other entertainment activities

### Percentage of total employees in tourism-related industries



Source: Inter-Departmental Business Register (IDBR) 2010

West Dorset has about 2,500 employees in the Leisure & tourism industry, accounting for 5.7% of total employees in the district, much in line with DCC Dorset. In comparison with the other boroughs/districts in the county, West Dorset has the joint third largest proportion of Leisure & tourism employees (as a % of total employees in the district), alongside Christchurch. West Dorset has the largest proportion of total employees in DCC Dorset in Leisure & tourism businesses (30.1%).

Data provided by the South West Tourism Alliance for 2009 suggests about 6,500 jobs are supported by tourism, accounting for approximately 15% of total employment in the district<sup>37</sup>. Tourism spend in West Dorset accounts for nearly a third of total tourism spending in DCC Dorset. This is the highest proportion of the boroughs/districts in DCC Dorset.

2009	West Dorset	DCC Dorset <sup>38</sup>
Staying visitors	602,200	2,086,500
total nights	2,942,700	9,451,100
Bedspaces <sup>39</sup>	3,041	15,341
Tourism day visits	3,003,000	9,625,891
Staying visitor spend	£138,627,000	£449,499,000
tourism day visit spend	£130,098,000	£430,536,439
Total tourism spend	£268,725,000	£880,035,439
GVA (Value to local economy - £m)	£168,089,000	£567,341,000
% of employment	15%	13%

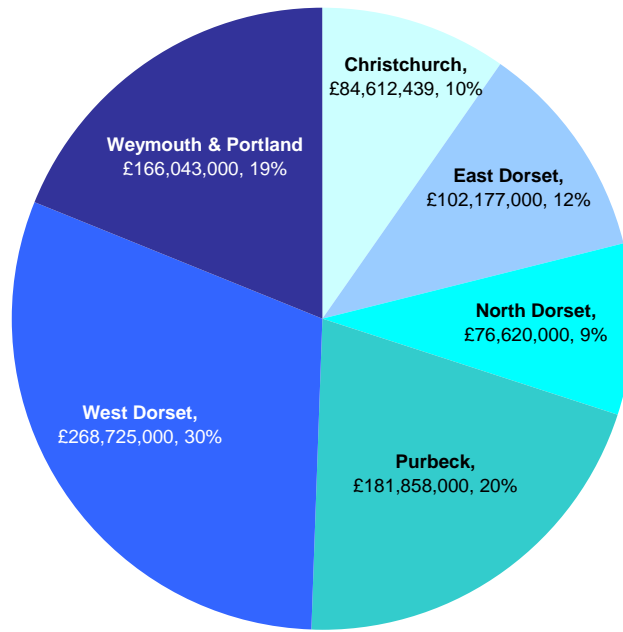
Source: South West Tourism Alliance: Value of Tourism 2009

<sup>37</sup> Note: this is a wider definition including, for example, an element of retail

<sup>38</sup> Sum of the districts.

<sup>39</sup> Bedspaces includes Hotels, Guesthouses, Inns, B&Bs, Farms, Group accommodation and Campus

**Total tourism spend in DCC Dorset by district 2009**



Source: South West Tourism Alliance 2009

## ENTERPRISE AND INNOVATION

### Business Births [\[Back to contents page\]](#)

In 2009, West Dorset had 4,730 businesses registered for PAYE and/or VAT, which accounts for 26.1% of the total business in DCC Dorset (18,110). There were 390 business births in 2009 giving a business birth rate of 8.2%; the second lowest amongst the DCC Dorset boroughs/districts alongside Purbeck.

The creation of new enterprises can also be expressed as births per 10,000 of the working age population. In 2009 in West Dorset, this was 77.7, which is above the County average.

Between 2008 and 2009, business births fell by 11.3% in Great Britain and by 14.0% in the South West region. DCC Dorset saw a 9.3% fall in business births and within the county, Christchurch and North Dorset saw the greatest percentage falls (20.9% and 20.0% respectively). West Dorset was the only district to see an increase in business births between 2008 and 2009 of 1.3%.

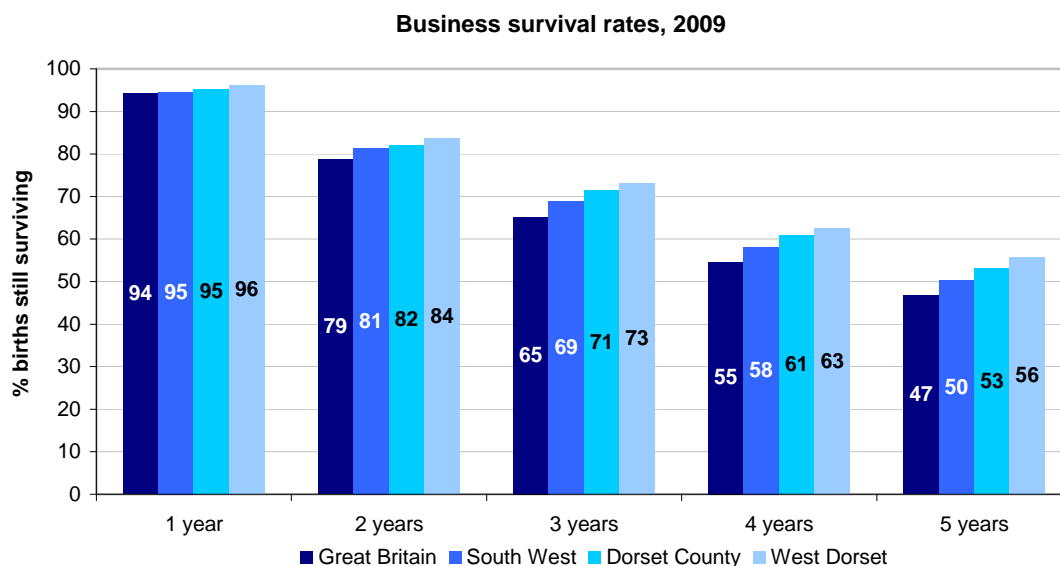
The highest business birth rate in the UK was in the Business administration & support services sector followed by the Professional, scientific & technical sector in 2009. The Professional, scientific & technical sector had the highest number of business births. In 2009, the highest rate of business deaths in the UK was in the Business administration & support services sector and the most business deaths occurred in the Construction sector, followed by the Professional, scientific & technical sector. Data for the business births and deaths is not available at a local level.

Enterprise births and deaths, 2009					
	Count	Births (2009)	Deaths (2009)	Birth rate (%)	Births per 10k wkg age pop
Great Britain	2,282,200	232,080	273,710	10.2%	62.5
South East	375,595	36,320	42,550	9.7%	70.7
South West	207,060	17,945	22,530	8.7%	57.6
Bournemouth UA	6,530	635	895	9.7%	61.8
DCC Dorset	18,110	1,520	1,780	8.4%	70.3
Poole UA	6,250	545	880	8.7%	66.3
Dorset sub-region	30,890	2,700	3,555	8.7%	67.3
Christchurch	1,945	170	230	8.7%	72.2
East Dorset	4,510	375	430	8.3%	82.3
North Dorset	2,970	220	285	7.4%	63.5
Purbeck	2,015	165	190	8.2%	65.6
<b>West Dorset</b>	<b>4,730</b>	<b>390</b>	<b>430</b>	<b>8.2%</b>	<b>77.7</b>
Weymouth & Portland	1,940	200	215	10.3%	54.1

Source: Business Demography 2009, Office for National Statistics

## Business Survival [\[Back to contents page\]](#)

In terms of business survival rates, DCC Dorset continues to fare better than the national average with 2009 seeing 53% of firms born five years ago still surviving compared with just 47% nationally. In West Dorset, business survival is slightly above the County average.



Source: Business Demography 2009, Office for National Statistics

## Self Employment [\[Back to contents page\]](#)

The Annual Population Survey (January - December 2010)<sup>40</sup> indicates that there were about 8,000 self-employed residents aged 16 years or more in West Dorset: about 10% of the population of that age or 20% of those in employment aged 16 or more. Both percentages look to be above the national average.

Self-employment (Jan-Dec 2010)	Number self-employed aged 16+	% Residents in employment aged 16+	% Resident population aged 16+
Great Britain	3,801,300	13.5%	7.8%
South West	378,400	15.1%	8.9%
Bournemouth	9,900	12.8%	7.3%
DCC Dorset	33,700	19.2%	10.2%
Poole	7,000	10.6%	6.2%
Dorset sub-region	50,600	15.9%	8.7%
Christchurch	4,200	21.9%	11.0%
East Dorset	7,400	18.7%	10.0%
North Dorset	7,300	24.7%	14.0%
Purbeck	3,900	18.7%	10.6%
<b>West Dorset</b>	<b>8,000</b>	<b>19.9%</b>	<b>10.2%</b>
Weymouth & Portland	3,000	11.7%	5.8%

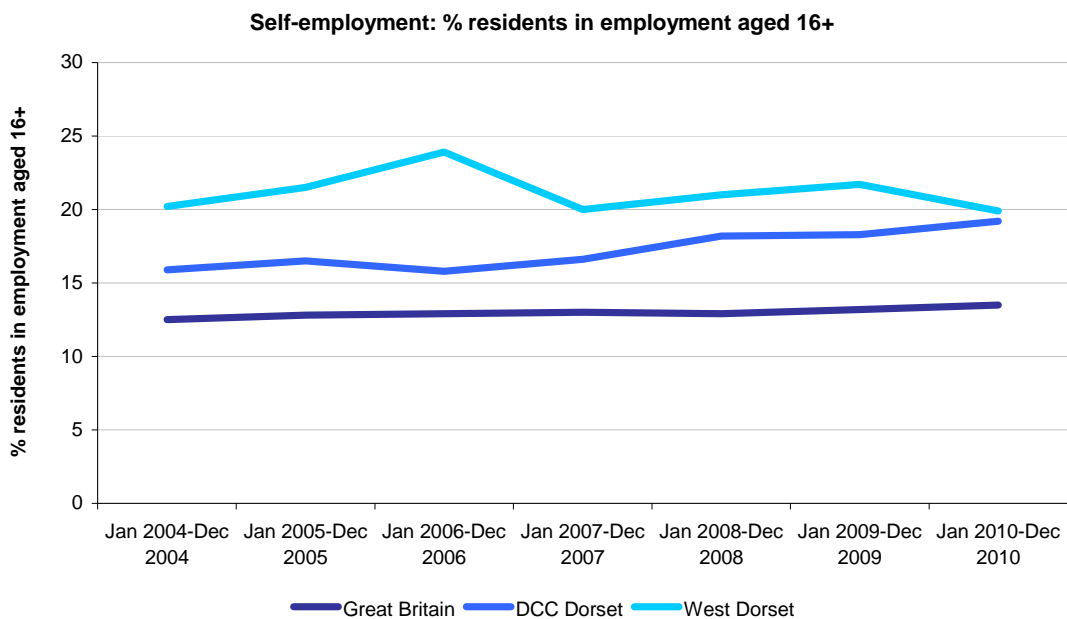
Source: Annual Population Survey (Jan-Dec 2010), Office for National Statistics

As can be seen in the following chart, self employment as a % of employed residents aged 16 or more is above the national average in DCC Dorset and the figures indicate that the level of self-employment in West Dorset lies above the levels for DCC Dorset and nationally. The figures also

<sup>40</sup> The Annual Population Survey is a sample survey and should be treated with caution



suggest that the overall change in self-employment since 2004 has changed very little, although if the confidence intervals linked to this data are taken into account than this is less clear.



## PEOPLE AND COMMUNITIES

### Demography

#### Resident and working age population [\[Back to contents page\]](#)

Data from the Office for National Statistics (ONS) provides predicted population sizes based on the 2001 Census. The table shows the mid-year estimates (rounded to nearest hundred) for 2010 of the entire population, the size of the population that is of working age<sup>41</sup> and the proportion of the population that is of working age, by geographical area.

	Population	Working Age Population	Working Age (%)
England & Wales	55,240,500	35,761,700	64.7%
South West	5,273,700	3,313,300	62.8%
Bournemouth UA	168,100	110,000	65.4%
DCC Dorset	404,800	232,100	57.3%
Poole UA	142,100	87,200	61.4%
Dorset sub-region	715,000	429,300	60.0%
Christchurch	47,300	25,700	54.3%
East Dorset	87,800	49,300	56.2%
North Dorset	64,200	36,900	57.4%
Purbeck	45,200	26,900	59.4%
<b>West Dorset</b>	<b>96,700</b>	<b>54,300</b>	<b>56.1%</b>
Weymouth & Portland	63,500	39,000	61.4%

Source: ONS Mid-year Population Estimates 2010

In terms of population, West Dorset is the largest district in DCC Dorset with about 96,700 people – approximately 24% of the DCC Dorset total population (404,800). The size of the working age population is around 54,300, which is the highest of the boroughs and districts in the county; accounting for roughly 23% of the whole working age population in DCC Dorset (232,100).

The proportion of the population in West Dorset that is of working age is 56%: the second lowest in DCC Dorset. This is lower than the proportions for Poole, Bournemouth, Dorset sub-region, the South West and nationally. West Dorset is a popular retirement destination for people from large urban areas because it is seen to offer a more relaxed lifestyle near the sea. There are also good transport links to larger urban areas such as Bournemouth, Yeovil in Somerset and Exeter in Devon. This could explain the low working age population as a proportion of the whole population.

#### Age structure of the working age population [\[Back to contents page\]](#)

The following table gives the proportions of the working age population for different age groups. The working age population is defined as the population aged between 16 and 64 years inclusive.

<sup>41</sup> 16-64 years

	Age Structure of Working Age Population				
	16-24yrs	25-34yrs	35-44yrs	45-59yrs	60-64yrs
England & Wales	18.5%	20.2%	22.0%	29.9%	9.3%
South West	18.6%	17.8%	21.2%	31.6%	10.9%
Bournemouth UA	25.5%	20.7%	19.2%	26.1%	8.5%
DCC Dorset	15.9%	12.6%	20.6%	36.5%	14.4%
Poole UA	17.9%	17.0%	21.7%	32.2%	11.1%
Dorset sub-region	18.8%	15.6%	20.4%	33.0%	12.2%
Christchurch	15.3%	14.0%	20.7%	35.6%	14.5%
East Dorset	14.9%	11.6%	20.3%	37.9%	15.3%
North Dorset	17.0%	11.7%	21.7%	35.8%	13.8%
Purbeck	16.0%	15.0%	19.7%	35.0%	14.3%
<b>West Dorset</b>	<b>15.1%</b>	<b>10.6%</b>	<b>20.5%</b>	<b>38.5%</b>	<b>15.3%</b>
Weymouth & Portland	17.6%	14.9%	20.5%	34.4%	12.6%

Source: ONS Mid-year Population Estimates 2010

In West Dorset, roughly 26% of the working age population is aged 16-34 years, slightly less than in DCC Dorset (29%), and also less than nationally and in the South West. This could be due to DCC Dorset being a largely rural area with many of the younger working age residents being attracted to larger urban areas to live and work.

#### Pensioners [\[Back to contents page\]](#)

By geographical area, the proportion of pensioners as a percentage of the population is given below. Dorset and the South West have high proportions of pensioners due to being popular destinations for those who have retired or are nearing retirement age.

Population at Pension Age and Above (% of population)	
England & Wales	16.6%
South West	19.6%
Bournemouth UA	19.0%
DCC Dorset	25.6%
Poole UA	21.2%
Dorset sub-region	23.2%
Christchurch	29.9%
East Dorset	27.7%
North Dorset	22.9%
Purbeck	24.3%
<b>West Dorset</b>	<b>26.8%</b>
Weymouth & Portland	21.5%

Source: ONS Mid-year Population Estimates 2010

West Dorset has quite a high proportion of pensioners in DCC Dorset with 26.8% of the population being of pension age and above. This is a higher proportion of pensioners than Poole, Bournemouth, Dorset sub-region, the South West and nationally, which shows that West Dorset attracts many people to live there who have retired or are nearing retirement age and is a factor in explaining why the working age population is relatively low.

## Population Density [\[Back to contents page\]](#)

The population density data is a measure of how many people there are per hectare of land. It is expected that more urbanised areas will have higher population densities because they are more built up with a greater density and range of housing.

Population data rounded to nearest hundred

Area	Population	Hectares	Population Density (Population / Hectare)
England & Wales	55,240,500	15,118,890	3.7
South East	8,523,100	1,906,948	4.5
South West	5,273,700	2,382,897	2.2
Bournemouth	168,100	4,617	36.4
DCC Dorset	404,800	254,181	1.6
Poole	142,100	6,475	22.0
Dorset sub-region	715,000	265,273	2.7
Christchurch	47,300	5,043	9.4
East Dorset	87,800	35,446	2.5
North Dorset	64,200	60,992	1.1
Purbeck	45,200	40,442	1.1
<b>West Dorset</b>	<b>96,700</b>	<b>108,153</b>	<b>0.9</b>
Weymouth & Portland	63,500	4,175	15.2

Source: ONS mid-year estimates 2010

The population density in West Dorset is very low at 0.9 people per hectare of land. This is the lowest of the boroughs/districts in the DCC Dorset. Bournemouth, Poole, Dorset sub-region, the South West and England & Wales all have a much higher population density. This is due to the fact that West Dorset covers a very large area of DCC Dorset and is predominantly rural with the population being concentrated in and around the towns of Dorchester, Bridport and Sherborne. With an area of 108,153 hectares, West Dorset accounts for 43% of the total land area in DCC Dorset.

## Ethnicity [\[Back to contents page\]](#)

The following table shows the population broken down by ethnicity: White, White British and BME (Black Minority Ethnic groups). BME is measured as the proportion of the population who are not White British. The 2001 figures are taken from the Census of Population 2001 and are the most reliable results available. The 2009 data provides the latest figure but are only a rough guide to ethnicity proportions.

2001 Census data – exact figures

Area	White	White British	BME
England and Wales	91.3%	87.5%	12.5%
South East	95.1%	91.3%	8.7%
South West	97.7%	95.4%	4.6%
Bournemouth	96.7%	92.5%	7.5%
Poole	98.2%	96.0%	4.0%
DCC Dorset	98.8%	96.8%	3.2%
Dorset sub-region	98.1%	95.6%	4.4%
Christchurch	98.9%	96.8%	3.2%
East Dorset	99.0%	97.2%	2.9%
North Dorset	98.6%	96.6%	3.4%
Purbeck	98.8%	96.6%	3.4%
<b>West Dorset</b>	<b>98.7%</b>	<b>96.7%</b>	<b>3.3%</b>
Weymouth & Portland	98.5%	96.6%	3.4%

Source: ONS 2001 Census

2009 ONS Experimental Statistics – percentages calculated using rounded data

Area	White	White British	BME
England & Wales	87.92%	83.35%	16.65%
South East	90.70%	85.72%	14.28%
South West	94.06%	90.52%	9.48%
Bournemouth	91.27%	86.72%	13.28%
DCC Dorset	94.48%	91.29%	8.64%
Poole	95.57%	92.72%	7.33%
Dorset sub-region	95.74%	92.34%	7.45%
Christchurch	96.12%	93.15%	6.62%
East Dorset	96.27%	93.62%	6.38%
North Dorset	94.69%	92.26%	7.30%
Purbeck	94.82%	92.02%	8.08%
<b>West Dorset</b>	<b>95.60%</b>	<b>92.61%</b>	<b>7.55%</b>
Weymouth & Portland	94.35%	91.04%	8.97%

Source: ONS 2009 Experimental Statistics

The following table shows the population broken down by ethnicity: White, White British and BME (Black Minority Ethnic groups). BME is measured as the proportion of the population who are not White British. The 2001 figures are taken from the Census of Population 2001 and are the most reliable results available. The 2009 data provides the latest figure but are only a rough guide to ethnicity proportions.

The 2009 experimental statistics show that the estimated proportion of the population that is BME appears to have more or less doubled since the 2001 Census, which goes for all the districts/boroughs in DCC Dorset. However, the proportion of the BME population has also grown throughout the whole of England & Wales, which means that the estimated proportion of the population that is BME in 2009 for West Dorset remains lower than Bournemouth, the South West and England & Wales.

## Population Growth [\[Back to contents page\]](#)

The change in population between 2001 and 2010 for West Dorset is provided below:

Age (years)	West Dorset				DCC Dorset 01-10%	Dorset sub-region 01-10%	South West 01-10%	England & Wales 01-10%
	2001	2010	01-10	01-10%				
0-15	16,400	16,500	200	0.9%	-1.3%	-2.3%	-1.4%	-1.7%
16-64	53,500	54,300	800	1.4%	0.9%	3.0%	7.5%	6.7%
65+	22,600	25,900	3,300	14.6%	13.3%	7.7%	12.2%	9.9%
All	92,500	96,700	4,200	4.6%	3.4%	3.1%	6.7%	5.5%

Source: ONS mid-year estimates 2010

Estimated population change in West Dorset shows that there has been growth between 2001 and 2010. This has been particularly in the 65 years plus age group with an increase of 14.6% since 2001. The 0-15 years age group has increased slightly by 0.9% and the 16-64 years age group has increased by about 1.4%, with the overall growth in the borough being more or less 4,200 individuals (4.6%).

Total population growth has been less than in the South West and the national overall population growth but more than DCC Dorset and Dorset sub-region. However, the increase in population from 2001 to 2010 in the 0-15 years age group has been greater than DCC Dorset, Dorset sub-region, the South West and nationally, where there has been negative growth in this age group.

Growth in the population aged over 65 years is greater than in DCC Dorset, Dorset sub-region, the South West and nationally, showing that West Dorset has become an increasingly popular district for the older population since 2001.

The population for those aged 16-64 years has a higher rate of growth than DCC Dorset but less than in the Dorset sub-region, the South West and nationally. This could be due to an increasing amount people in this age group going to areas outside of the Dorset sub-region to live and work or go to university where there may be the work and lifestyle that is more attractive to the younger working age population.

## Population Projections 2008-2020 [\[Back to contents page\]](#)

Population projections produced by the ONS are based on figures from the 2001 census with the assumption that Birth/Death rates and migration will remain consistent with recent trends. Dorset County Council produces its own projections that include other factors such as local development. However, the introduction of a new government in May 2010 and the recent economic recession has led to changes in government policies and local projections have become unreliable as they were based on policies/plans that now may not come to fruition.

## Population measured in thousands

AREA	Nominal change: ALL people ('000's)		Percentage change by broad age group			
	2008	2020	All	Working Age (16-64yrs)	0-15 years	65+ years
England	51,464.6	56,039.9	8.9%	4.3%	9.1%	23.5%
South East	8,368.5	9,176.5	9.7%	4.6%	8.1%	26.8%
South West	5,210.4	5,740.3	10.2%	4.6%	7.7%	25.0 %
Dorset sub-region	711.1	744.4	4.7%	-2.9%	3.0%	22.2%
Bournemouth	164.6	169.3	2.9%	0.0%	5.5%	8.8%
Poole	140.7	149.1	6.0%	-0.7%	8.2%	20.7%
DCC Dorset	405.8	426.0	5.0%	-5.1%	0.3%	26.9%
Christchurch	46.7	50.8	8.8%	2.5%	9.6%	17.7%
East Dorset	87.7	93.5	6.6%	-2.8%	3.5%	23.7%
North Dorset	65.7	68.8	4.7%	-6.6%	-0.8%	34.3%
Purbeck	45.4	47.9	5.5%	-3.2%	1.3%	26.6%
<b>West Dorset</b>	<b>96.7</b>	<b>101.3</b>	<b>4.8%</b>	<b>-7.5%</b>	<b>-4.2%</b>	<b>30.9%</b>
Weymouth & Portland	63.7	63.6	-0.2%	-10.0%	-2.8%	25.0%

Source: ONS Crown Copyright Reserve

The total population in West Dorset is projected to increase by 4.8% from 96,700 to 101,300, which is a higher rate of growth than Bournemouth, in line with Dorset sub-region but less than the projected population growth in Poole, the South West and England & Wales. The majority of this increase will be in the population above working age, which is predicted to increase by roughly 30.9%; more than Bournemouth, Poole, Dorset sub-region, the South West and England & Wales. The age band that contributes least to overall population growth is the working age population with a projected decline of 7.5%. The 0-15 years age group in West Dorset is projected to decline by about 4.2%. In comparison to the other districts/boroughs in DCC Dorset, West Dorset is estimated to have about average growth in total population from 2008 to 2020.

With the decline in the population of working age, this would be freeing up housing and could explain the increase in the population above retirement age as there is more space available in for additional individuals above retirement age. Figures have also shown that West Dorset has become increasingly popular with population above retirement age since 2001 and this is set to continue. With West Dorset being predominantly rural, the possibility to increase housing around the towns to cater is perhaps more feasible than in more urban areas.

## **Employment and income**

### **Earnings** [\[Back to contents page\]](#)

Earnings data are available on a workplace or a residence basis<sup>42</sup>. Workplace based earnings show the pay levels available in a particular area. Residence based earnings look at the pay of people living in the area who may work in the same area or may commute elsewhere. The Annual Survey of Hours and Earnings is a sample survey and subject to sample error.

<sup>42</sup> Annual Survey of Hours and Earnings 2010, ONS

<b>Median gross weekly pay for full time employees</b>		
	Workplace based	Residence based
UK	£498.80	£498.80
Great Britain	£500.40	£501.80
England & Wales	£502.30	£503.60
England	£504.50	£506.00
South West	£460.00	£468.30
South East	£523.70	£547.80
London	£642.30	£606.80
Bournemouth	£425.90	£460.00
Poole	£465.00	£436.30
<b>DCC Dorset</b>	<b>£435.00</b>	<b>£459.90</b>
Dorset sub-region	£440.70	£459.30
Christchurch	£458.50	£467.60
East Dorset	£437.10	£481.10
North Dorset	£390.20	£432.80
Purbeck	£473.60	£456.50
<b>West Dorset</b>	<b>£438.60</b>	<b>£490.70</b>
Weymouth & Portland	£393.40	£435.10

Source: Annual Survey of Hours and Earnings 2010, ONS

In 2010, the **workplace based** data shows that the median gross weekly earnings for full time employees on adult rates in DCC Dorset is below the national median earnings and appears to be below the median for the South West. For West Dorset, the median gross weekly earnings for full time employees on adult rates is below the national median, appears to be below the South West median earnings and looks like it could be greater than DCC Dorset.

For the **residence based** data, the median gross weekly earnings for full time employees on adult rates in DCC Dorset is also below the national median and the figure suggest it is below the South West median. The median for West Dorset looks as if it is above DCC Dorset and the South West . Residents in West Dorset could be commuting out of the district to work in Purbeck, Poole, Bournemouth and South Somerset where there are higher workplace based earnings. Another contributing factor to the lower workplace based earnings is the fact that there is a smaller percentage of knowledge based firms (typically high pay employment) in West Dorset when compared to DCC Dorset). The fact that residence based earnings are higher than the workplace based earnings, also suggests that residents are commuting out of the district to work.

Five per cent of employees in employment in West Dorset fall into the groups of industries with high pay<sup>43</sup>, which is four per cent less than DCC Dorset and eight per cent less than nationally. 29 per cent of employees are employed by firms in the low pay category<sup>44</sup>. This is two per cent less than DCC Dorset (31%) and equal to the national proportion of employees in low pay employment (29%)<sup>45</sup>. The strongly represented agriculture, forestry and fishing sector, which generally offers low pay employment, is strongly represented and this could explain the level of employees in low pay employment.

<sup>43</sup> At least 20% above the national median

<sup>44</sup> At least 20% below the national median

<sup>45</sup> Sources: Business Register and Employment Survey 2009, Annual Survey of Hours and Earnings 2010; both ONS



## Deprivation [\[Back to contents page\]](#)

The Indices of Deprivation were updated in March 2011. Although seven different forms of deprivation are measured, this section refers to the Index of Multiple Deprivation (IMD) which is a single composite of these measures.

At a district/borough level, although ranking 102 out of 354, Bournemouth, for example, is within the top third of the most deprived district/boroughs in England. West Dorset ranks 190 out of 354, falling in the least deprived half.

District/Borough	Average IMD Score	Rank of Average Score
Weymouth & Portland	24.02	94
Bournemouth	23.38	102
Poole	16.12	183
<b>West Dorset</b>	<b>15.79</b>	<b>190</b>
Purbeck	13.79	218
North Dorset	13.27	228
Christchurch	13.13	230
East Dorset	8.83	302

Source: Indices of Deprivation 2010, CLG

The Index of Deprivation 2010 is provided at lower super output area level (SOA) which is an area containing a population of 1,000-3,000. There are 247 SOAs in DCC Dorset and 32,482 nationally. In rural areas, many SOAs are the same areas as existing wards. The following section looks at the concentration of deprivation.

### Most deprived SOAs:

13 of the 247 SOAs in DCC Dorset fall in the top 20% of most deprived areas nationally, two of which is in West Dorset. Four, all in Weymouth & Portland, fall in the top 10% of most deprived areas nationally.

Looking at the ranking within DCC Dorset, 12 of the 57 SOAs in West Dorset fall in the top 20% of most deprived SOAs in the county, as shown in the table below. Five of West Dorset's 57 SOAs: Bridport Skilling, Bridport Court Orchard, Dorchester Town Centre, Sherborne East Gryphon and Fordington East fall in the 10% most deprived in DCC Dorset.

Most Deprived Super Output Areas in West Dorset	IMD National Rank (out of 32,482)	IMD Dorset Rank (out of 247)
Bridport Skilling	5,881	12
Bridport Court Orchard	6,220	13
Dorchester Town Centre	8,451	15
Sherborne East Gryphon	9,825	20
Fordington East	10,217	24
Bridport Centre & Allington	11,138	26
Bridport Centre North	12,835	36
Poundbury South	13,434	41
Broadwindsor	13,601	43
Beaminster South	13,873	46
Crossways	14,071	48
Marshwood Vale	14,344	49

Source: Indices of Deprivation 2010, CLG

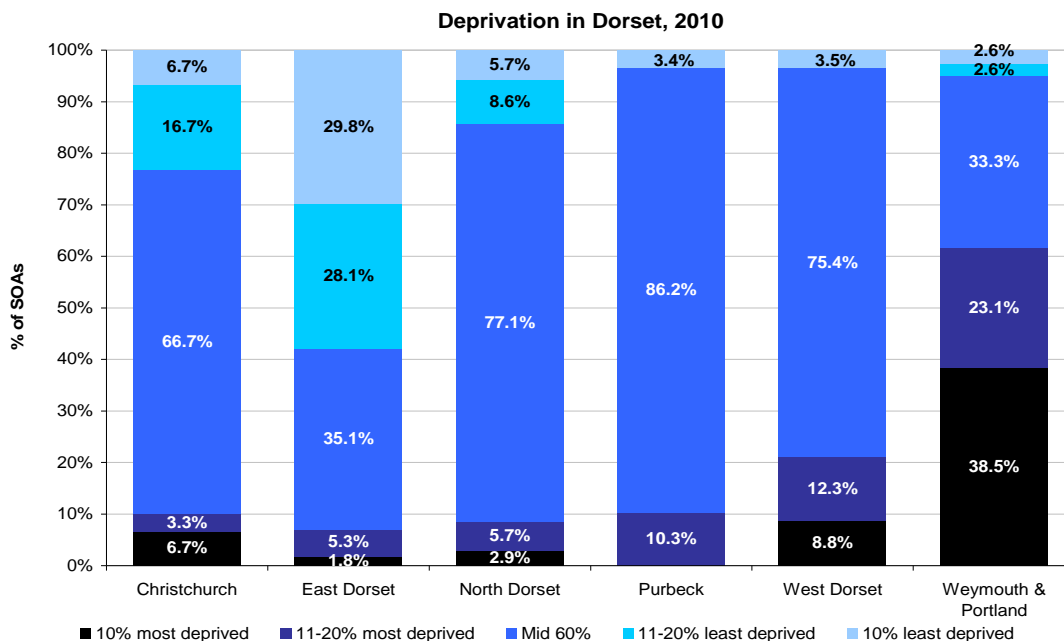
### Least deprived SOAs:

61 of the 247 DCC Dorset SOAs fall in the top 20% of least deprived areas nationally and, of these, 30 fall in the top 10%.

Four SOAs in West Dorset: Bradford Abbas, Sherborne West Lenthay, Dorchester Monmouth Road and Dorchester Manor Park, fall within the 20% least deprived areas nationally, including two (Dorchester Monmouth Road and Dorchester Manor Park) that fall within the 10% least deprived nationally and in DCC Dorset.

Least Deprived Super Output Areas in West Dorset	IMD National Rank (out of 32,482)	IMD Dorset Rank (out of 247)
Bradford Abbas	26,205	190
Sherborne West Lenthay	26,264	191
Dorchester Monmouth Road	30,185	229
Dorchester Manor Park	31,625	242

Source: Indices of Deprivation 2010, CLG

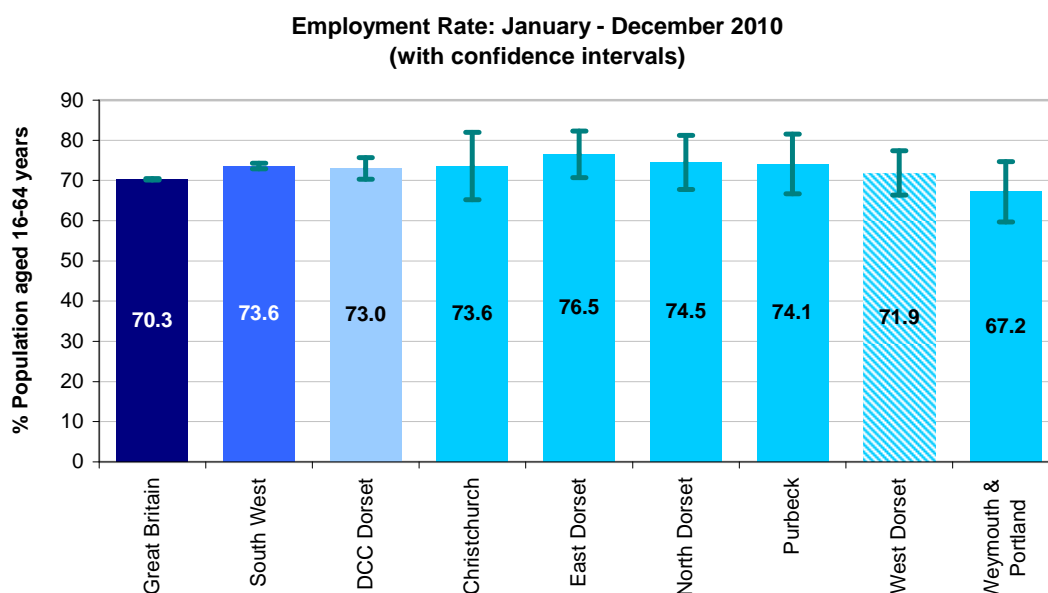


Source: Indices of Deprivation 2010, CLG

## Employment rate [\[Back to contents page\]](#)

Data on the structure of the labour market is provided by the Annual Population Survey<sup>46</sup>. The data from the survey covering January-December 2010 gives the number of economically active people aged 16-64 in West Dorset to be 39,200, with an economic activity rate of 73.9% of all 16-64 year olds in the district. This appears to be less than in DCC Dorset (76.1%) and nationally<sup>47</sup> (76.2%).

The employment rate is a measure of individuals who are employees, self employed, part of a government training programme and unpaid family workers as a percentage of the population (aged 16-64 years). In West Dorset the employment rate is 71.9%, which looks to be less than DCC Dorset (73.0%) but greater than nationally (70.3%).



## Total Employment [\[Back to contents page\]](#)

This is a workplace based measure of jobs which comprises:

- Employees (from the Business Register and Employment Survey);
- Self-employed jobs (from the Local Area Labour Force Survey/Annual Population Survey);
- People in government-supporter training (from DfES and DWP); and
- HM Forces (from MoD).

In 2009, West Dorset had **total employment** of 59,000 (compared with 46,300 employees in employment<sup>48</sup>). This showed an increase over the five years from 2005 to 2009 of 9,000 (18.0%); the second highest level of growth for the six districts after Purbeck (26.3%). DCC Dorset as a whole saw an increase of 10.0% over the same period.

<sup>46</sup> The APS is a sample survey and should be treated with caution

<sup>47</sup> National figures refer to Great Britain

<sup>48</sup> Source : Business Register & Employment Survey 2009, ONS

Area	2005	2006	2007	2008	2009	2005-2009 change	
						no.	%
Great Britain	30,539,000	30,339,000	30,667,000	30,689,000	30,266,000	<b>-273,000</b>	<b>-0.9%</b>
South West	2,643,000	2,654,000	2,685,000	2,687,000	2,717,000	<b>74,000</b>	<b>2.8%</b>
Bournemouth	93,000	88,000	89,000	88,000	83,000	<b>-10,000</b>	<b>-10.8%</b>
DCC Dorset	179,000	184,000	186,000	193,000	197,000	<b>18,000</b>	<b>10.1%</b>
Poole	78,000	80,000	80,000	81,000	85,000	<b>7,000</b>	<b>9.0%</b>
Dorset sub-region	350,000	351,000	355,000	362,000	364,000	<b>14,000</b>	<b>4.0%</b>
Christchurch	21,000	21,000	21,000	22,000	22,000	<b>1,000</b>	<b>4.8%</b>
East Dorset	37,000	36,000	37,000	36,000	37,000	<b>0</b>	<b>0.0%</b>
North Dorset	31,000	31,000	31,000	32,000	32,000	<b>1,000</b>	<b>3.2%</b>
Purbeck	19,000	20,000	20,000	22,000	24,000	<b>5,000</b>	<b>26.3%</b>
<b>West Dorset</b>	<b>50,000</b>	<b>54,000</b>	<b>54,000</b>	<b>56,000</b>	<b>59,000</b>	<b>9,000</b>	<b>18.0%</b>
Weymouth & Portland	21,000	22,000	22,000	25,000	24,000	<b>3,000</b>	<b>14.3%</b>

Source: ONS Crown Copyright Reserve

## Second Jobs [\[Back to contents page\]](#)

Data from the Annual Population Survey (January – December 2010) gives estimates for the number of people who have a second job and what industries the second jobs are in. This data should be treated with caution and used only as an indication for second jobs as the data comes from a sample survey, where the estimate and confidence is unreliable since the group sample size is small.

The data suggests that DCC Dorset has 8,700 individuals with second jobs, which is more than Poole (2,100) and Bournemouth (2,700). It appears that the majority of individuals with second jobs in DCC Dorset are female and that second jobs are predominantly in the sectors: Public administration, education & health; Distribution, hotels & restaurants; Banking, finance & insurance; Other services (includes personal and community services). Further sector data has been suppressed due to low sample numbers.

West Dorset has approximately 2,300 people with second jobs, which appears to be evenly spread between males and females. The majority of these are in the Distribution, hotels & restaurants sector and the Public administration, education and health sector. Further data for West Dorset has been suppressed due to low numbers.

## Occupational Structure [\[Back to contents page\]](#)

Broad Occupational Groups	West Dorset	DCC Dorset
<i>All people in employment as/in:</i>	40,300	175,100
Managers and senior officials	12.2%	14.8%
Professional occupations	15.5%	13.8%
Associate prof & tech occupations	12.8%	12.5%
Administrative and secretarial occupations	14.1%	12.3%
Skilled trades occupations	15.8%	13.8%
Personal service occupations	9.6%	10.7%
Sales and customer service occupations	7.5%	5.9%
Process, plant and machine operatives	3.0%	6.3%
Elementary occupations	8.7%	9.8%

Source: Annual Population Survey Residence Analysis (Jan-Dec 2010)

According to the Annual Population Survey (Jan – Dec 2010)<sup>49</sup>, the majority of people in DCC Dorset in employment are Managers & senior officials (14.8%). Sales & customer service occupations and Process, plant & machine operatives employ the lowest proportions of all people in employment (5.9% and 6.3% respectively). Approximately two fifths of all employment is in higher skill occupations (Managers & senior officials, Professional occupations and Associate professional & technical occupations).

In comparison, within the district of West Dorset, most individuals in employment are in Skilled trades occupations (15.8%), which is greater than in DCC Dorset. Another group with a high proportion of employees is Professional occupations (15.5%). The occupation group with the fewest people in employment is, like DCC Dorset, Process, plant and machine operatives (3.0%), less than DCC Dorset. In line with DCC Dorset, approximately two fifths of all employment is in high skill occupations.

The data given above relates to the occupations of people who live in Dorset. However, individuals may work in a different borough/district to where they live. Data is also provided by the Annual Population Survey giving the occupational structure for people who work in West Dorset.

The data and charts below give a comparison between the workplace based and residence based occupational structure in West Dorset.

Broad Occupational Groups	West Dorset		DCC Dorset	
	Residence	Workplace	Residence	Workplace
<i>All people in employment as/in:</i>	40,300	45,000	175,100	170,400
Managers and senior officials	12.2%	15.8%	14.8%	14.2%
Professional occupations	15.5%	11.3%	13.8%	13.2%
Associate prof & tech occupations	12.8%	12.4%	12.5%	10.8%
Administrative and secretarial occupations	14.1%	14.4%	12.3%	11.5%
Skilled trades occupations	15.8%	14.1%	13.8%	15.3%
Personal service occupations	9.6%	11.7%	10.7%	11.5%
Sales and customer service occupations	7.5%	7.4%	5.9%	5.9%
Process, plant and machine operatives	3.0%	2.6%	6.3%	6.8%
Elementary occupations	8.7%	10.4%	9.8%	10.7%

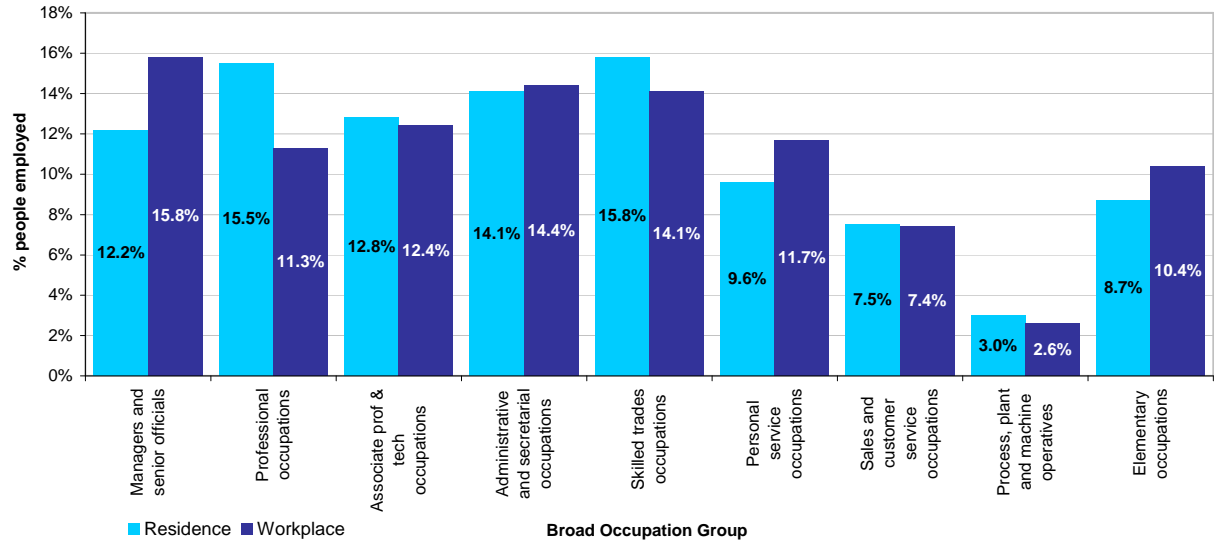
Source: Annual Population Survey Residence & Workplace Analysis (Jan-Dec 2010)

Data for DCC Dorset shows the balance between the residence based and workplace based occupational structures to be fairly even. The greatest difference is for those employed in the Associate professional & technical occupations. 12.5% of people resident in DCC Dorset work in this occupation, whereas 10.8% of people who work in DCC Dorset are employed in Associate professional & technical occupations, which would suggest that individuals employed in this area, living within DCC Dorset, commute out of the area to work.

In West Dorset, the biggest difference between residence and workplace occupational structure is in the proportion of those in employment in Professional occupations, where the percentage of employed individuals in this occupational group, resident in West Dorset, is 4.2 percentage points more than those in the same occupational group who work in the district. The imbalance between residence and workplace proportions in West Dorset suggests that there are people who work as in Professional occupations and commute out of West Dorset.

<sup>49</sup> The Annual Population Survey (ONS) is a sample survey and should be treated with caution.

**Residence/Workplace Occupational Structure Comparison:  
WEST DORSET**



Source: Annual Population Survey Residence & Workplace Analysis (Jan – Dec 2010)

## Labour Market Structure [\[Back to contents page\]](#)

	DCC Dorset				West Dorset			
	number	denominator	percent	confidence	number	denominator	percent	confidence
<b>All:</b>								
Economic activity rate - aged 16-64	174,200	229,100	76.1	2.6	39,200	53,000	73.9	5.4
Employment rate - aged 16-64	167,200	229,100	73.0	2.7	38,100	53,000	71.9	5.5
% aged 16-64 who are employees	136,000	229,100	59.4	3.0	30,400	53,000	57.5	6.0
% aged 16-64 who are self employed	30,300	229,100	13.2	2.1	7,200	53,000	13.7	4.2
Unemployment rate - aged 16-64	7,000	174,200	4.0	1.4	1,100	39,200	2.8	*
Unemployment rate - aged 16+	7,200	182,300	4.0	1.3	1,100	41,300	2.6	*
% who are economically inactive - aged 16-64	54,800	229,100	23.9	2.6	13,800	53,000	26.1	5.4
% aged 16-64 who are eco inactive - want a job	11,200	229,100	4.9	1.3	2,900	53,000	5.5	2.8
% aged 16-64 who are eco inactive - don't want job	43,600	229,100	19.1	2.4	10,900	53,000	20.6	4.9
<b>Males:</b>								
Economic activity rate males - aged 16-64	91,100	111,500	81.7	3.5	19,600	26,100	75.1	7.8
Employment rate males - aged 16-64	88,100	111,500	78.9	3.7	19,100	26,100	73.3	8.0
% of males aged 16-64 who are employees	67,100	111,500	60.2	4.4	14,200	26,100	54.3	9.0
% of males aged 16-64 who are self employed	20,300	111,500	18.2	3.5	4,500	26,100	17.4	6.8
Unemployment rate males - aged 16-64	3,100	91,100	3.4	1.8	!	19,600	!	!
Unemployment rate males - aged 16+	3,200	95,300	3.4	1.8	!	20,800	!	!
% of males who are eco inactive - aged 16-64	20,400	111,500	18.3	3.5	6,500	26,100	24.9	7.8
% males aged 16-64 who are eco inactive - want a job	5,500	111,500	4.9	1.9	2,100	26,100	8.0	*
% males aged 16-64 who are eco inactive - don't want job	14,900	111,500	13.4	3.1	4,400	26,100	16.9	6.7
<b>Females:</b>								
Economic activity rate females - aged 16-64	83,100	117,500	70.7	3.8	19,600	26,900	72.9	7.4
Employment rate females - aged 16-64	79,200	117,500	67.4	4.0	19,000	26,900	70.6	7.6
% of females aged 16-64 who are employees	68,900	117,500	58.6	4.2	16,300	26,900	60.5	8.2
% of females aged 16-64 who are self employed	10,000	117,500	8.5	2.4	2,700	26,900	10.1	5.0
Unemployment rate females - aged 16-64	4,000	83,100	4.8	2.1	600	19,600	3.2	*
Unemployment rate females - aged 16+	4,000	87,000	4.6	2.0	600	20,500	3.0	*
% of females who are eco inactive - aged 16-64	34,400	117,500	29.3	3.8	7,300	26,900	27.1	7.4
% females aged 16-64 who are eco inactive - want a job	5,700	117,500	4.8	1.8	800	26,900	3.0	*
% females aged 16-64 who are eco inactive - don't want job	28,700	117,500	24.4	3.6	6,500	26,900	24.1	7.2

Source: Annual Population Survey, January-December 2010, ONS Copyright Reserved

! Estimate and confidence interval not available since the group sample size is zero or disclosive (0-2).

\* Estimate and confidence interval unreliable since the group sample size is small (3-9).

- These figures are missing.

## Jobs Density [\[Back to contents page\]](#)

Job density figures show the number of jobs there are for each working age resident in an area.

Those areas with lower densities tend to be areas where people live rather than work. Areas with jobs density of more than one are normally importers of labour. A jobs density lower than one indicates fewer jobs than working age residents and a propensity to travel out of the area to work.

The number of jobs comprises:

- Employees;
- Agricultural employees;
- Self-employed jobs;
- Government supported trainees; and
- HM Forces

In 2009, West Dorset had a job density of 1.05, a gradual increase of 0.19 from 2004. DCC Dorset had a job density 0.82 and nationally it was 0.79, both of which are less than West Dorset.

Job Density	2004	2005	2006	2007	2008	2009	Change 2004-2009
Great Britain	0.80	0.81	0.79	0.80	0.79	0.79	-0.01
South West	0.83	0.82	0.82	0.82	0.82	0.81	-0.02
Bournemouth	0.86	0.91	0.84	0.83	0.82	0.82	-0.04
Dorset	0.74	0.76	0.78	0.78	0.82	0.82	0.08
Poole	0.88	0.91	0.93	0.92	0.93	0.92	0.04
Dorset sub-region	0.80	0.83	0.82	0.82	0.84	0.84	0.04
Christchurch	0.79	0.83	0.83	0.82	0.86	0.85	0.06
East Dorset	0.68	0.74	0.71	0.75	0.73	0.74	0.06
North Dorset	0.76	0.81	0.80	0.79	0.82	0.85	0.09
Purbeck	0.81	0.72	0.74	0.73	0.82	0.83	0.02
<b>West Dorset</b>	<b>0.86</b>	<b>0.92</b>	<b>0.97</b>	<b>0.98</b>	<b>1.01</b>	<b>1.05</b>	<b>0.19</b>
Weymouth & Portland	0.54	0.53	0.55	0.56	0.62	0.57	0.03

Source: ONS Crown Copyright Reserve

In DCC Dorset, West Dorset had the highest job density of 1.05 (2<sup>nd</sup> highest in the South West), and Weymouth & Portland had the lowest level in DCC Dorset of 0.57 (joint lowest in the South West, alongside Forest of Dean, out of 45 districts).

Within the South West region, only Exeter, Isles of Scilly and West Dorset had job densities greater than one.

## Full Time & Part Time Workers [\[Back to contents page\]](#)

The BRES 2009<sup>50</sup> provides data on full time and part time workers. The number of full time workers in DCC Dorset is approximately 94,300, which is about 60% of total employees in employment in the county. This is less than both the South West

<sup>50</sup> Business Register and Employment Survey 2009, Office for National Statistics.



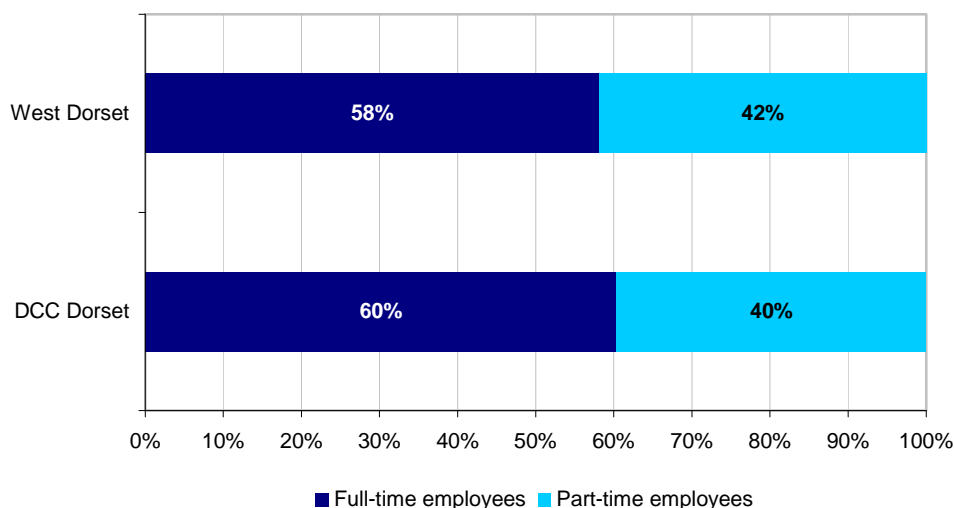
(64%) and nationally (68%). The remaining 40% of employees in DCC Dorset are part time workers.

In West Dorset, the total number of full time employees is about 26,900, 58% of the total number of employees, which is less than DCC Dorset (60%). The proportion of full time workers in the district is the second lowest in the county, after Weymouth & Portland (53%).

The other 42% of employees in West Dorset are part time workers (two percentage points greater than DCC Dorset).

	Total Employees		Full-time employees		Part-time employees	
	Number		Number	%	Number	%
Great Britain	26,206,100		17,794,900	68%	8,411,200	32%
South West	2,269,600		1,450,300	64%	819,200	36%
DCC Dorset	156,200		94,300	60%	61,900	40%
<b>West Dorset</b>	<b>46,300</b>		<b>26,900</b>	<b>58%</b>	<b>19,400</b>	<b>42%</b>

Percentage of employees by employment type



## Unemployment & Economic Inactivity [\[Back to contents page\]](#)

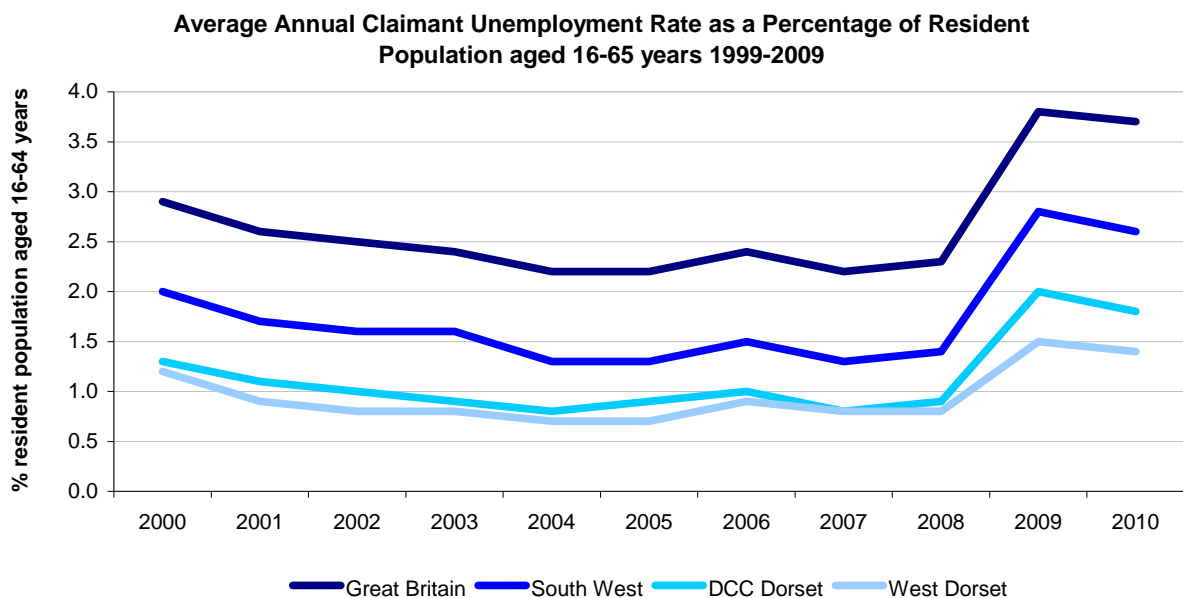
The measure of unemployment given in the Annual Population Survey not only includes those people claiming Jobseeker's Allowance but also incorporates individuals who are not eligible for Jobseeker's Allowance but do not have a job and are actively seeking work. In 2010, the unemployment rate for those aged 16-64 years in West Dorset is 2.8%. This appears to be less than DCC Dorset (4.0%) but lower than nationally (7.8%). However, this particular figure is highlighted as being statistically unreliable.

In West Dorset, the number of people who are economically inactive (aged 16-64 years) is 13,800, which accounts for 26.1% of all people aged 16-64 years. This looks to be greater than DCC Dorset (23.9%) and nationally (23.8%). More than two

fifths of the population aged 16-24 is economically inactive but this is to be expected as many people of this age are at college and university. Another age group with a high rate of economic inactivity is the 50+ years age group. Nearly two thirds of this population is economically inactive. This is because the majority are retired. The main reason individuals give for being economically inactive in West Dorset is 'long term sickness' and 'other'<sup>51</sup>.

## Claimant Unemployment [\[Back to contents page\]](#)

Over the last ten years, the claimant unemployment rate in West Dorset has consistently been slightly below the level of DCC Dorset (although in 2007 they were equal), and much below the claimant unemployment rate in the South West and nationally. The impact of the recession is evident across all geographies (see graph below) as the claimant unemployment increases considerably from 2008 to 2009. The national level reaches a high of 3.8%, while the South West and DCC Dorset remain lower at 2.8% and 2.0% respectively. The claimant unemployment rate in West Dorset nearly doubles over the year, increasing from an average of 0.8% in 2008 to 1.5% in 2009. Between 2009 and 2010, the average claimant unemployment rate across all geographies on the graph has decreased slightly.



Source: Claimant count data, ONS

In January 2011, the number of claimants in the borough was 812, with the rate of 1.5%. Compared to the other districts and boroughs in DCC Dorset, West Dorset has the joint second lowest rate, alongside East Dorset and after North Dorset (1.4). The number of people claiming JobSeeker's Allowance in January 2011 is 17.1% lower than a year ago in January 2010. The rate has decreased by 0.3 percentage points over the year.

<sup>51</sup> Source: APS Jan-Dec 2009: Possible responses were 'unavailable to start work', 'discouraged worker', 'long term sick', 'looking after family/home', 'student' and 'other'.

<b>Claimant Unemployment - January 2011</b>		
	<b>Persons</b>	<b>Rate</b>
Great Britain	1,445,379	3.7
South West	85,507	2.6
Bournemouth UA	3,787	3.5
DCC Dorset	4,493	1.9
Poole UA	2,094	2.4
Dorset sub-region	10,374	2.4
Christchurch	527	2.1
East Dorset	735	1.5
North Dorset	534	1.4
Purbeck	530	2.0
<b>West Dorset</b>	<b>812</b>	<b>1.5</b>
Weymouth & Portland	1,355	3.4

Source: Claimant count data, ONS

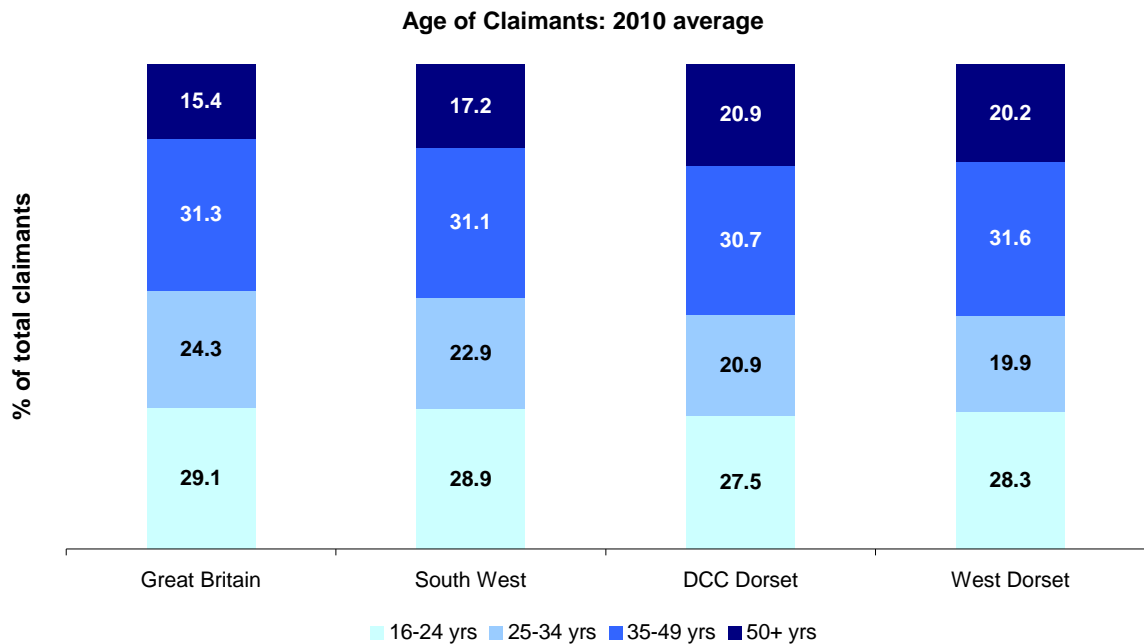
Six out of the 33 wards in West Dorset had average claimant unemployment rates for 2010 that were equal to or above the 2010 average for DCC Dorset (1.8%). Bridport South & Bothenhampton Ward had the highest rate of 2.1% and Broadmayne Ward/Puddletown Ward/Chideock & Symondsburly Ward had the lowest rates in the district of 0.6%.

<b>Average Claimant Unemployment Rate 2010</b>		
<b>West Dorset Wards</b>	<b>number</b>	<b>rate</b>
Bridport South and Bothenhampton	66	2.1
Sherborne East	47	2.1
Bradpole	26	2.1
Chickerell	63	2.0
Dorchester North	54	2.0
Bridport North	52	2.0
<b>DCC DORSET</b>	<b>4,273</b>	<b>1.8</b>
Beaminster	35	1.6
Dorchester East	43	1.5
Broadwindsor	15	1.4
Chesil Bank	17	1.3
Dorchester West	35	1.3
Lyme Regis	25	1.3
Maiden Newton	15	1.3
Winterborne St Martin	16	1.3
Halstock	13	1.2
Owermoigne	28	1.2
Piddle Valley	15	1.2
Yetminster	12	1.2
Burton Bradstock	11	1.0
Frome Valley	15	1.0
Charminster and Cerne Valley	27	1.0
Queen Thorne	13	1.0
Marshwood Vale	10	1.0
Charmouth	8	0.9
Dorchester South	23	0.9
Sherborne West	28	0.9
Cam Vale	11	0.9
Bradford Abbas	9	0.8
Loders	9	0.8
Netherbury	10	0.7
Chideock and Symondsburly	7	0.6
Puddletown	9	0.6
Broadmayne	7	0.6

Source: Claimant count data, ONS

In 2010, 70% of people claiming JobSeeker’s Allowance in West Dorset were male. This equal to DCC Dorset and much in line with the national level (71%). The claimant rate for males in the district for 2010 was 2.0% and for females it was 0.8%. For total claimants, the rate was 1.4%.

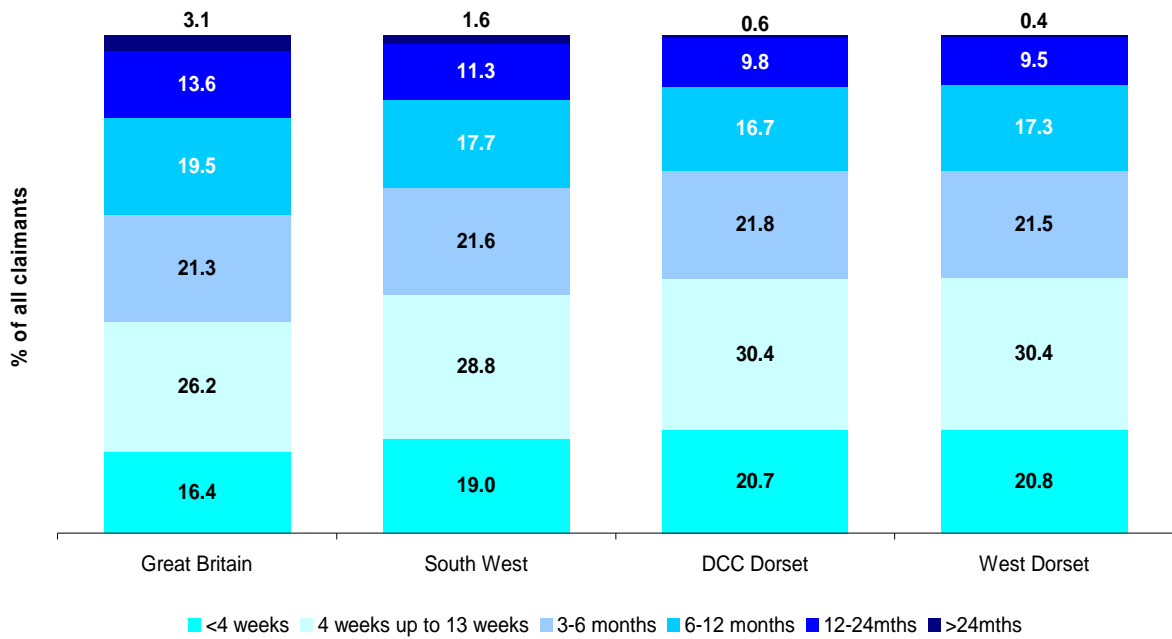
Over a quarter of claimants in West Dorset were aged 18-24 years in 2010. This was much in line with DCC Dorset (28%), the South West (29%) and nationally (29%). 20% of claimants in the district were aged over 50 years, much in line with DCC Dorset (21%) but greater than the South West (17%) and nationally (15%). The majority of claimants were aged 35-49 years (32%).



Source: Claimant count data, ONS

In 2010, 10% of claimants were long term unemployed (out of work for 12 months or more), which is about 75 in number. This is in line with DCC Dorset (10% - 445 claimants) and below the national average of 16.7%. Compared to the other boroughs/districts in DCC Dorset, West Dorset had the second lowest proportion of long term unemployed alongside Weymouth & Portland and after North Dorset (9%). The majority of claimants in West Dorset (30%), over 2010, were unemployed from 4-13 weeks, much in line with the county.

Duration of unemployment: 2010 average

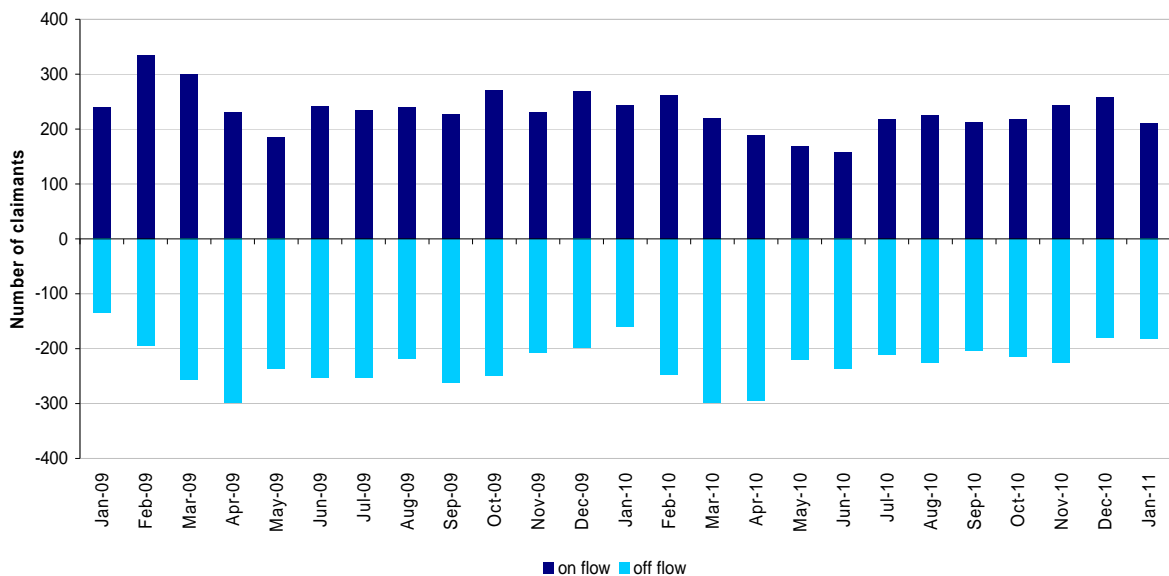


Source: Claimant count data, ONS

Since January 2009, there has been considerable movement on and off the claimant count in West Dorset. The number of people joining the count has averaged around 233 but was at its lowest in June 2010 (158). From June, the on-flow has increased slightly. The off-flow of claimants rose from January to April 2009. After that, the number of people leaving the claimant count has averaged around 227.

Of those claimants leaving the count with a known destination in West Dorset, for January 2011, 70.1% had found work. This is much in line with the DCC Dorset average of 69.0%.

Claimant flows: West Dorset



Source: Claimant count data, ONS

## Vacancies and Skill Needs [\[Back to contents page\]](#)

For January 2011, there were 243 live unfilled vacancies with Jobcentre Plus in West Dorset. Given that in the same month the number of claimants was 812, the ratio of claimants to live unfilled vacancies was 3.3. This is less than DCC Dorset as a whole (5.3) and nationally (6.4). Compared to the other boroughs/districts in DCC Dorset, West Dorset has the lowest claimant to vacancy ratio.

Looking at the number of live unfilled vacancies broken down by occupation for the fourth quarter of 2010, over 10% were in each of the following occupations: Caring personal service occupations (13%), Sales occupations (16%), Process, plant & machine operatives (12%) and Elementary administration & service occupations (11%).

However, it should be noted that not all vacancies are placed through Jobcentres and it is generally assumed that Jobcentre vacancies represent between a third and a half of total vacancies in the local economy depending on area and sector<sup>52</sup>. Vacancies in Jobcentres often tend towards the intermediate and lower skills range whilst organisations with higher skill vacancies use other recruitment channels.

Percentage of live unfilled vacancies by occupation in fourth quarter of 2010	West Dorset	DCC Dorset
11 : Corporate Managers	4%	4%
12 : Managers and Proprietors in Agriculture and Services	1%	1%
21 : Science and Technology Professionals	1%	1%
22 : Health Professionals	0%	0%
23 : Teaching and Research Professionals	1%	0%
24 : Business and Public Service Professionals	0%	0%
31 : Science and Technology Associate Professionals	1%	1%
32 : Health and Social Welfare Associate Professionals	1%	1%
33 : Protective Service Occupations	0%	0%
34 : Culture, Media and Sports Occupations	1%	1%
35 : Business and Public Service Associate Professionals	10%	8%
41 : Administrative Occupations	7%	6%
42 : Secretarial and Related Occupations	1%	1%
51 : Skilled Agricultural Trades	0%	0%
52 : Skilled Metal and Electronic Trades	4%	4%
53 : Skilled Construction and Building Trades	2%	3%
54 : Textiles, Printing and Other Skilled Trades	3%	2%
61 : Caring Personal Service Occupations	13%	17%
62 : Leisure and Other Personal Service Occupations	4%	2%
71 : Sales Occupations	16%	19%
72 : Customer Service Occupations	0%	1%
81 : Process, Plant and Machine Operatives	12%	6%
82 : Transport and Mobile Machine Drivers and Operatives	4%	5%
91 : Elementary Trades, Plant and Storage Related Occupations	5%	5%
92 : Elementary Administration and Service Occupations	11%	13%
Column Total	100%	100%

Source: ONS Crown Copyright Reserve

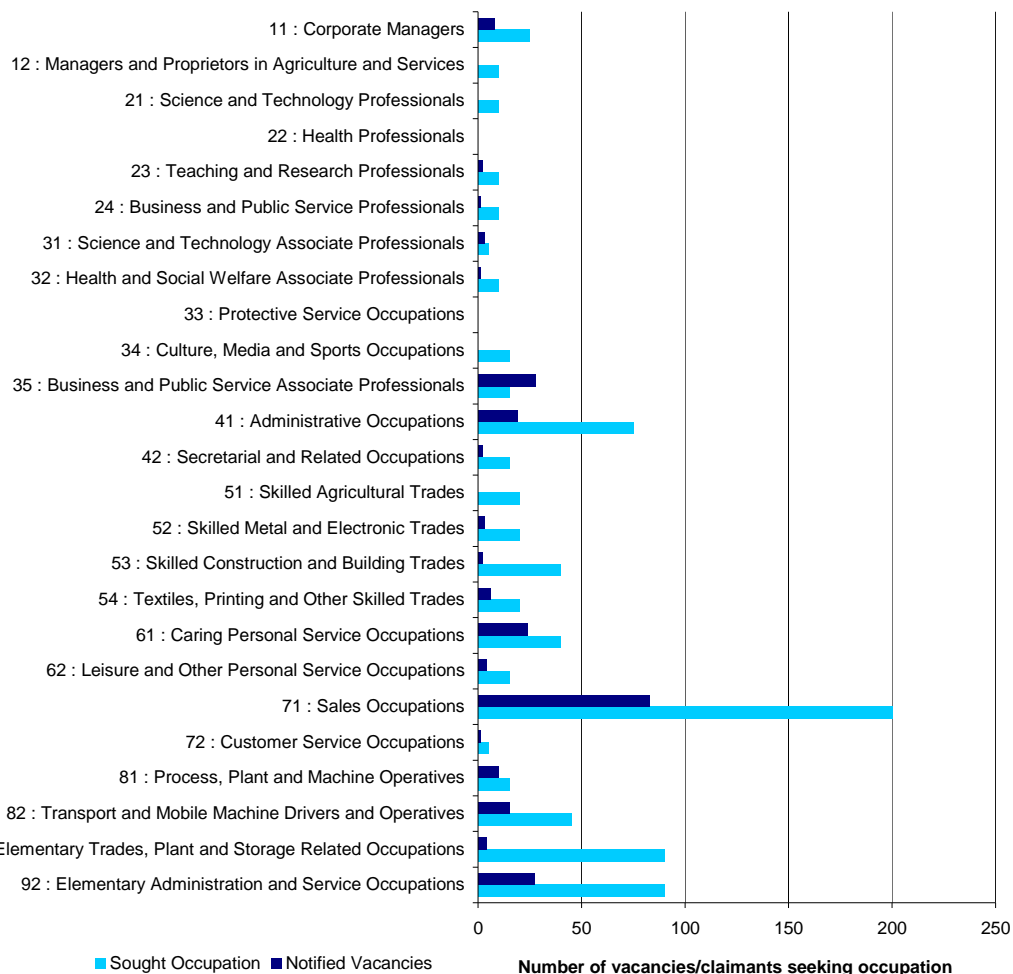
<sup>52</sup> For more information see: [http://www.statistics.gov.uk/downloads/theme\\_labour/Vacancies\\_survey.pdf](http://www.statistics.gov.uk/downloads/theme_labour/Vacancies_survey.pdf)

One problem may be in matching the skills and requirements of claimants to the vacancies available.

In January 2011, the number of claimants seeking work in Elementary administration & service occupations, Elementary trades, plant & storage related occupations, Sales occupations and Administrative occupations in West Dorset exceeded the number of vacancies by more than 50.

However, the number of vacancies in Business & public service associate professionals exceeded the number of people who were seeking jobs in that occupation by more than 10 or more.

**Mismatches between unfilled vacancies and sought occupations, October 2010:  
West Dorset**



Source: ONS Crown Copyright Reserve

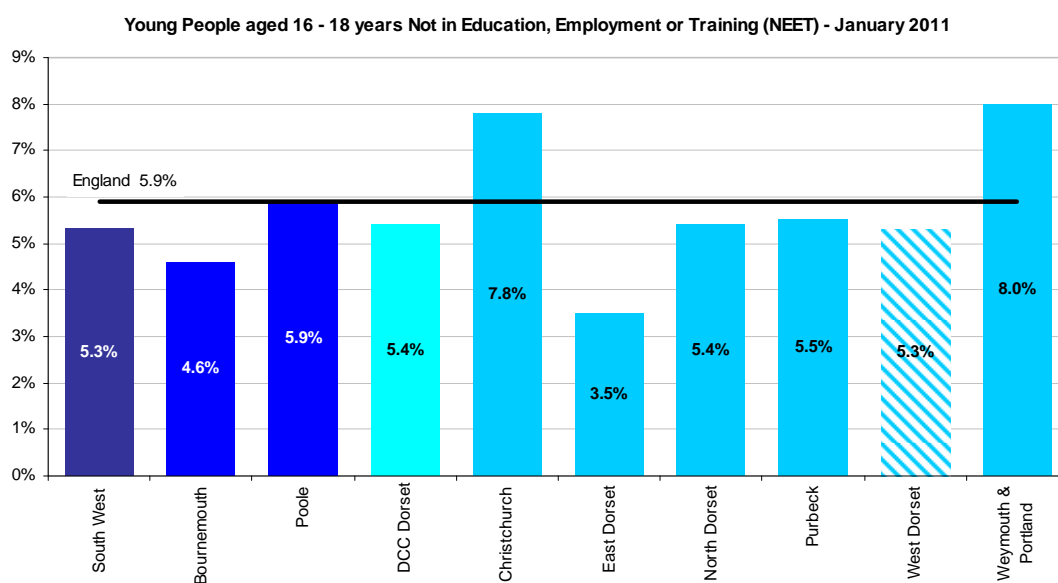
### Young People Not in Education, Employment or Training (NEET) [\[Back to contents page\]](#)

Statistics for young people aged 16 to 18 years<sup>53</sup> who are Not in Education, Employment or Training (NEET) are collated by Connexions, who provide advice and information for young people. The NEET statistics are a count of those who are known to be NEET, adjusted for those who are unknown. At 5.4%, in January 2011, the proportion of young people who are NEET in DCC Dorset is 0.5 percentage

<sup>53</sup> Note: cohort includes only those 16 year olds who have left compulsory education

points below the level for England. This is slightly less than Poole and greater than Bournemouth. Dorset is also much in line with the level of the South West (5.3%).

Within Dorset there is a lot of variation between the districts. Figures range from 3.5% in East Dorset to 8.0% in Weymouth & Portland. West Dorset has the second lowest proportion of young people who are NEET (5.3%). This is below the level for England, much in line with DCC Dorset and equal to the South West. In West Dorset, the proportion of males who are NEET is slightly less than the proportion of females who are NEET.



Source: Connexions across Bournemouth, Dorset and Poole

## Skills

### Qualifications<sup>54</sup> [\[Back to contents page\]](#)

The Annual Population Survey (Jan-Dec 2010)<sup>55</sup> suggests that the percentage of the resident population, aged 16-64 years, in West Dorset who have no qualifications is approximately 6%. This is much in line with DCC Dorset (7%) and less than nationally (11%). Compared to the other boroughs and districts in DCC Dorset, West Dorset has the second lowest proportion of resident 16-64 year old population with no qualifications, after East Dorset (5%).

About 35% (and the majority) of West Dorset's resident population aged 16-64 years have qualifications to NVQ level four or above, which is more than DCC Dorset (32%) and nationally (31%). This the highest proportion in DCC Dorset.

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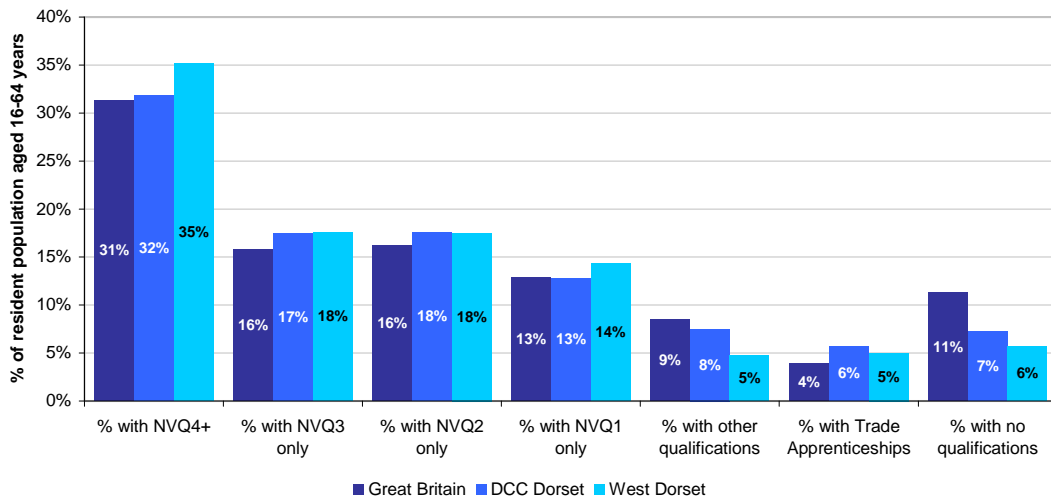
#### <sup>54</sup> Notes:

NVQ level 1:	GCSEs D-G
NVQ level 2:	GCSEs A*-C
NVQ level 3:	AS/A levels
NVQ level 4:	Bachelor degrees; diplomas/certificates of HE
NVQ level 5:	Masters degrees; post graduate certificates/diplomas; doctorates

<sup>55</sup> Data from the Annual Population Survey should be treated with caution - estimates and confidence intervals are unreliable due to low group sample sizes



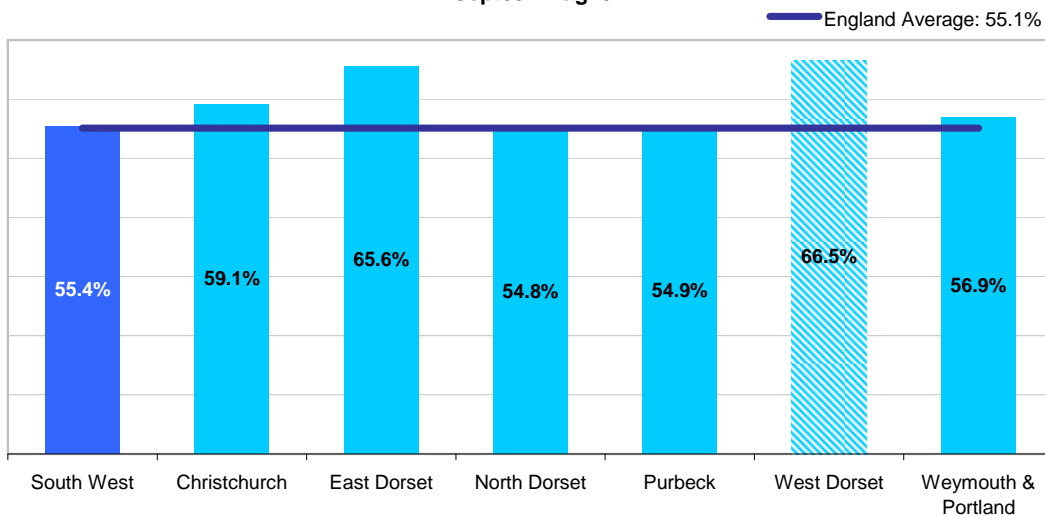
**Qualifications 2010 (resident population aged 16-64 years)**



Source: Annual Population Survey, January-December 2010

The GCSE results for pupils at the end of Key Stage 4 in 2010, residing in West Dorset, show that 83% of students achieved five or more GCSEs with grades A\* to C. This is above the England average of 76%. The proportion of students achieving five or more GCSEs (grades A\*-C) including English and Maths in West Dorset was 67% - as shown in the following graph. Again, this is greater than the England average (55%) and the highest proportion in DCC Dorset.

**% Pupils at End of KS4 achieving 5+ GCSEs at A\*-C Including English and Maths: Sept09 - Aug10**

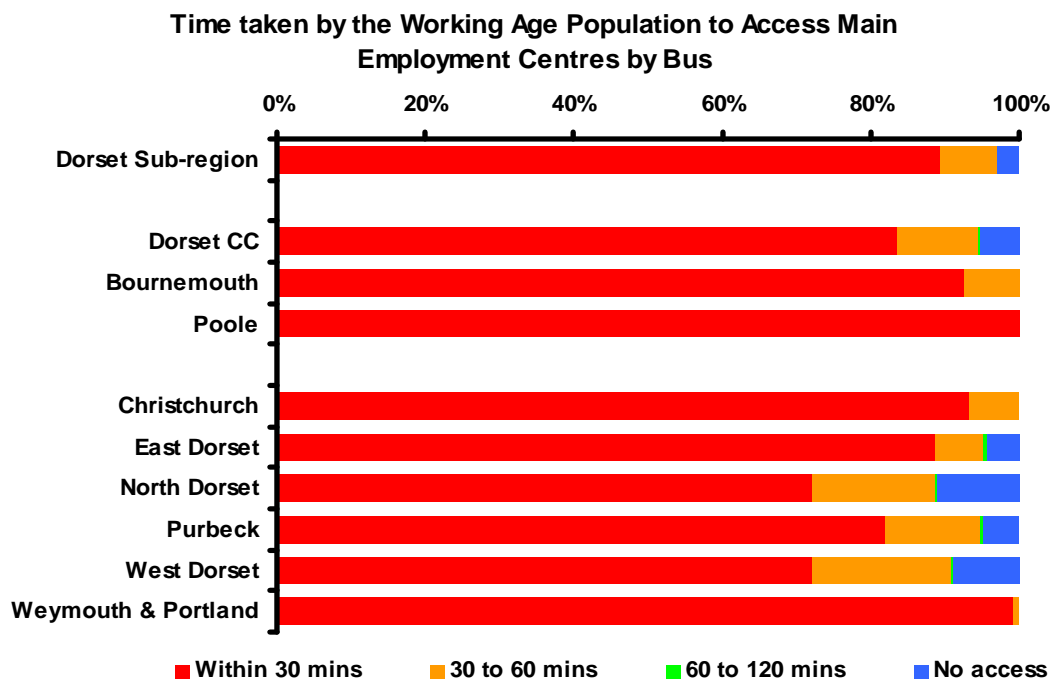


Source: Neighbourhood Statistics, ONS

## INFRASTRUCTURE

### Transport [\[Back to contents page\]](#)

A local economy is more sustainable if the working population is able to arrive at employment sites using public transport at an appropriate time. Parts of Dorset are not well served by public transport with indirect bus routes or services at a time or frequency not suited to commuters. In the chart below is shown the proportion of the working age population that can access by bus at least one of the 34 identified major employment centres (towns and industrial estates) in and around the County via a bus journey of 30 minutes or less, 30 to 60 minutes, and 60 to 120 minutes – and which runs at appropriate times<sup>56</sup>.



Approximately 10% of the working age population of both West and North Dorset live over an hour by bus away from any of the 34 employment centres. Whilst there will be some employment available locally, it is probable that employees living in these more remote areas will be dependent upon private transport to access employment.

### Car ownership [\[Back to contents page\]](#)

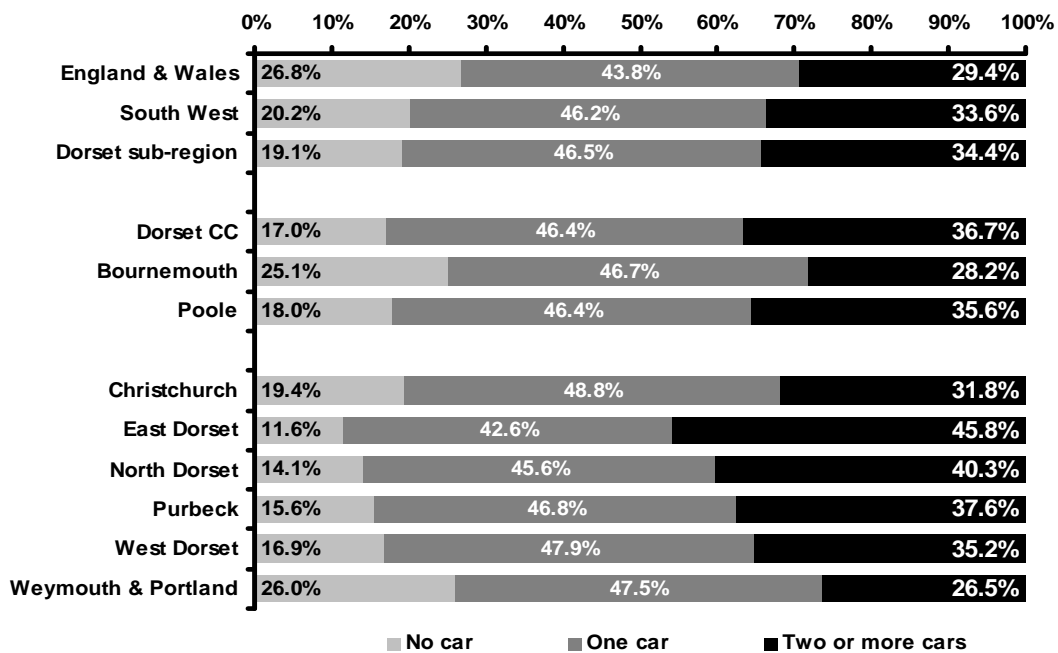
Car ownership is higher in the more rural parts of Dorset: highest in East Dorset where 88% of households have access to a car<sup>57</sup> and 46% with two or more vehicles and lowest in Weymouth & Portland where 26% of households have no car, as shown in the chart below:

In West Dorset, 83% of households have access to a car and 35% have two or more vehicles.

<sup>56</sup> Dorset County Council, unpublished study. 2010.

<sup>57</sup> Census of Population, 2001, ONS

### Proportion of Car Ownership by Household, 2001

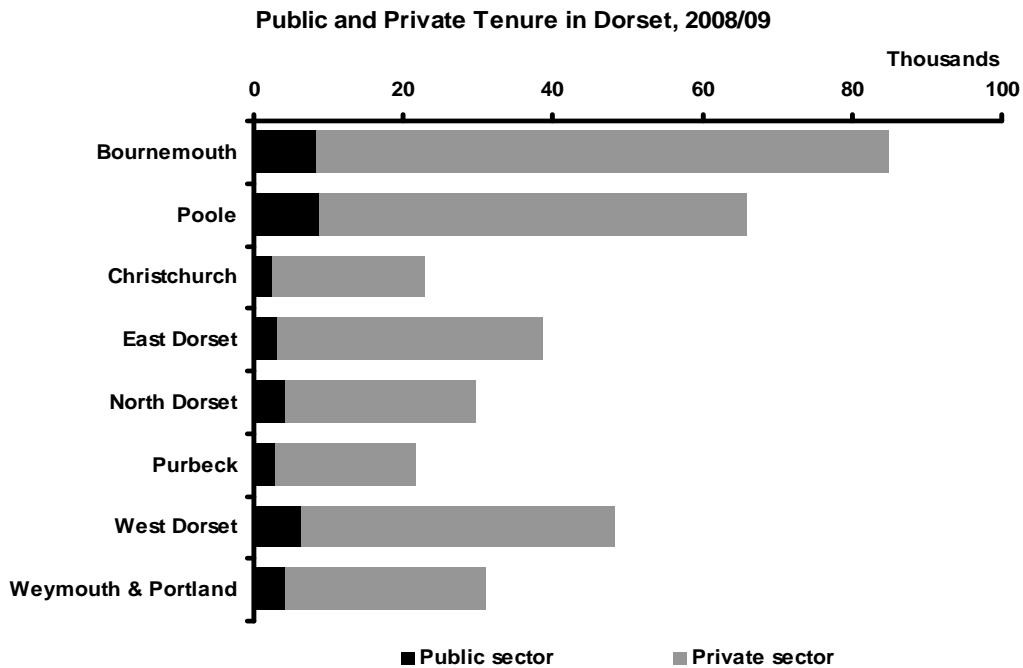


## Housing

### Household Numbers and Tenure [\[Back to contents page\]](#)

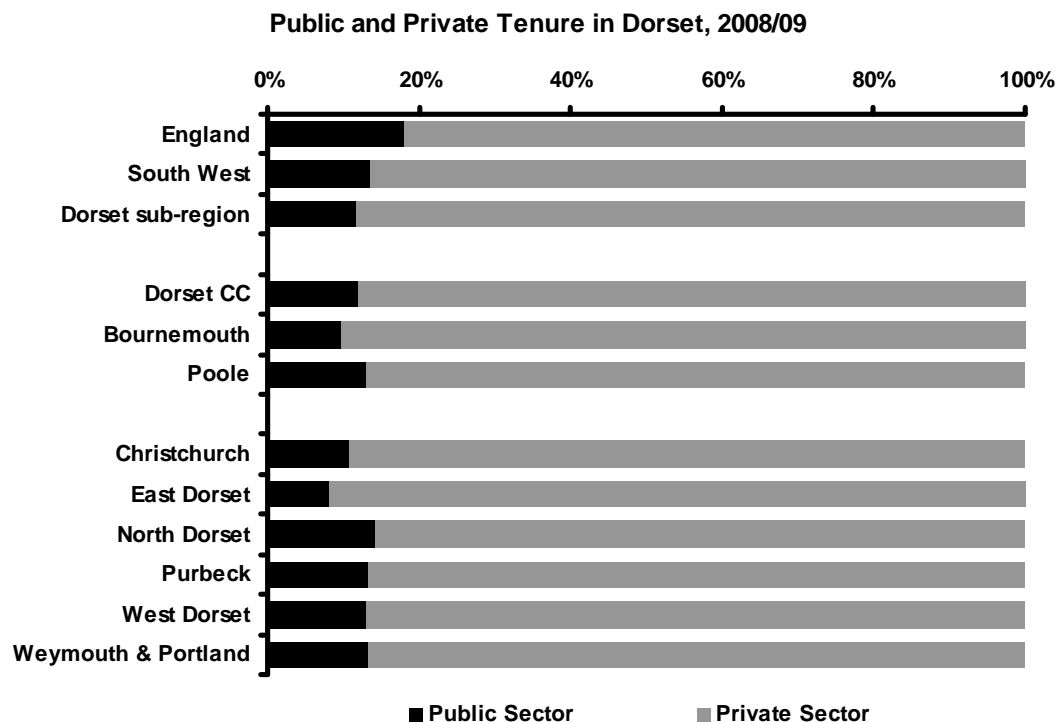
The following chart shows the number of dwellings in each of Dorset's areas and also their tenure<sup>58</sup>.

West Dorset has 48,270 dwellings, 13% of which are public sector compared with 18% nationally and 12% in DCC Dorset as a whole.

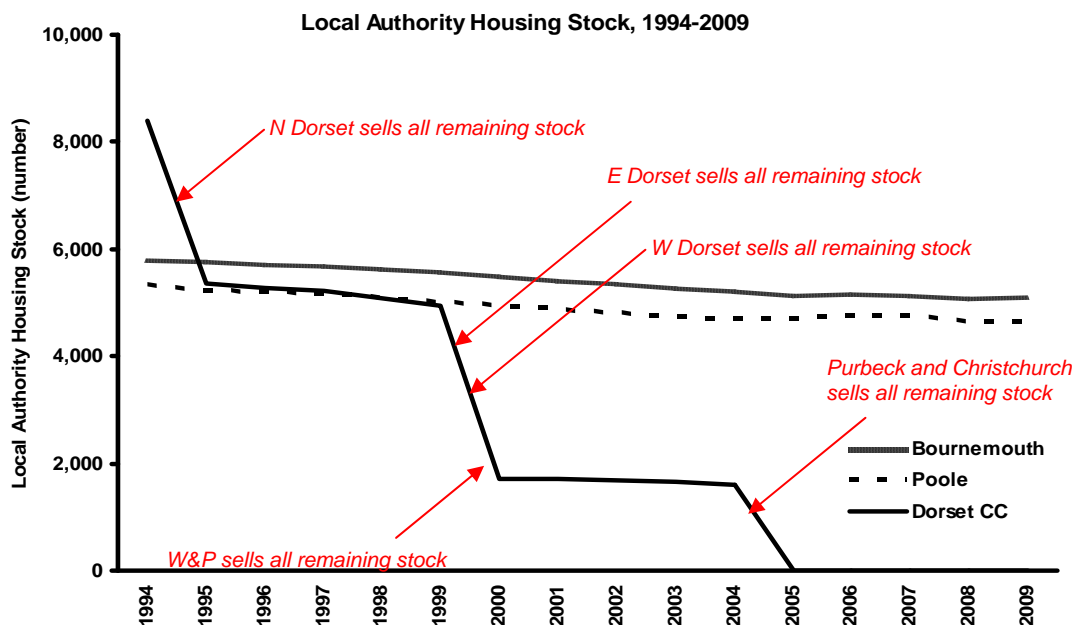


<sup>58</sup> Sources: Housing Strategy Statistical Appendix (HSSA) return; Regulatory Statistical Return; Housing Flows Reconciliation Form and Regional Planning Body 'joint returns'

In DCC Dorset, West Dorset has the highest number of dwellings, Purbeck and Christchurch the least. West Dorset has the largest stock of housing provided by the public sector (including those houses administered through Registered Social Landlords).



The graph below shows the reduction in local authority owned housing stock that has occurred over the past 15 years. The District Councils have, at various dates, sold off the entirety of their stock. There are now no local authority owned houses within the DCC Dorset area. 95% of all public sector housing in the six districts that have no local authority owned stock is now provided by Registered Social Landlords.



Source: Housing Strategy Statistical Appendix (HSSA) return

## Affordability [\[Back to contents page\]](#)

Data from the HM Land Registry provides information on the average house prices, which the recent economic recession has had an effect on. In West Dorset, comparing the second quarters (April-June) of 2009, 2010 and 2011, average overall house prices grew between 2009 and 2010 by about 10%. The average price grew across all housing types, with detached and semi-detached houses both seeing the largest percentage increase of 16%. Between 2010 and 2011, average overall house prices grew again in West Dorset by around £8,000 (3%). Semi-detached houses saw the largest fall in average prices of around £32,000 (12%). Detached houses and flats/maisonettes saw average prices grow slightly by 3% and 4% respectively.

<b>Average House Prices: April - June</b>	<b>Detached</b>	<b>Semi- Detached</b>	<b>Terraced</b>	<b>Flat/ Maisonette</b>	<b>Overall</b>
<b>West Dorset</b>	Av Price £	Av Price £	Av Price £	Av Price £	<b>Av Price £</b>
2009	£298,676	£219,733	£185,893	£162,120	<b>£235,019</b>
2010	£347,879	£255,006	£207,427	£163,870	<b>£259,162</b>
2011	£359,232	£223,356	£205,877	£170,641	<b>£267,446</b>

Source: HM Land Registry

In order to measure affordability, the ratio of house prices at the lower quartile (the value below which the lowest 25% of house prices fall) to individual earnings at the lower quartile (taken from the Annual Survey of Hours and Earnings 2010 – ASHE<sup>59</sup>) is given. This method is more appropriate for measuring affordability based on the assumption that it will be mostly young people, who are likely to have lower than average earnings and looking for lower priced houses, entering the housing market. For 2010, the lower quartile house prices in England were over 6.5 times greater than the lower quartile individual earnings. The ratio in the South West was greater at 8.17 and DCC was greater still with lower quartile house prices over ten times the lower quartile individual earnings.

The ratio in 2010 for West Dorset was 10.37, which is slightly greater than DCC Dorset. Compared to the other boroughs/districts in the county, West Dorset has the third lowest ratio of lower quartile house prices to lower quartile individual earnings after North Dorset (9.38) and Weymouth & Portland (8.69).

In West Dorset, the ratio is higher in 2010 than it was in 2006 and has fluctuated in the years between. There has also been a fluctuation in the ratio for DCC Dorset, the South West and England over the past five years, although the 2010 ratios for these geographies are slightly below the level of 2006.

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<sup>59</sup> Data should be treated with caution due to the Annual Survey of Hours and Earnings being a sample survey, with low group sample sizes

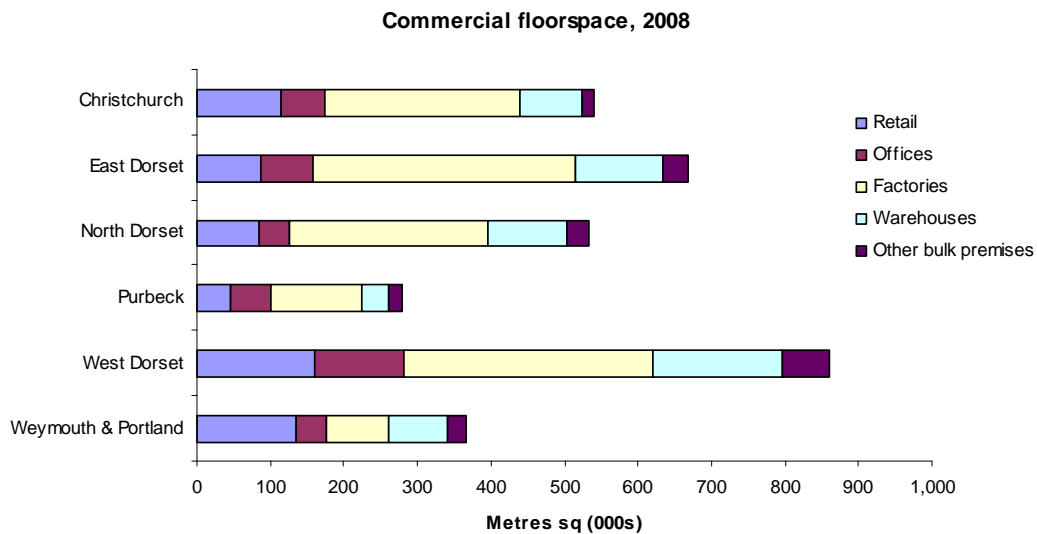
Ratio of Lower Quartile House Prices to Lower Quartile Individual Earnings					
	2006	2007	2008	2009	2010
England	7.15	7.25	6.97	6.28	6.69
South West	8.51	8.94	8.75	7.63	8.17
Bournemouth UA	10.07	8.89	8.97	8.11	8.55
DCC Dorset	10.38	10.94	11.23	9.30	10.33
Poole UA	9.98	10.11	9.72	8.44	9.55
Christchurch	11.36	12.37	11.95	9.48	11.60
East Dorset	11.84	12.90	13.62	11.18	11.83
North Dorset	9.69	9.75	10.57	8.75	9.38
Purbeck	10.70	9.32	11.20	8.00	10.90
<b>West Dorset</b>	<b>9.94</b>	<b>11.72</b>	<b>10.68</b>	<b>9.86</b>	<b>10.37</b>
Weymouth & Portland	9.74	10.41	10.80	7.89	8.69

Source: Annual Survey of Hours and Earnings (ASHE) and HM Land Registry

## Other

### Commercial premises [\[Back to contents page\]](#)

The chart below shows the amount of commercial and industrial floorspace available in the DCC Dorset area by district<sup>60</sup>.



West Dorset has the largest amount of floorspace of the Dorset districts with 861,000 square metres. About two-fifths is utilised as factory floorspace and 19% is retail floorspace, in line with the DCC Dorset average.

In Dorset, the availability of land for commercial development is in part constrained by the degree of environmental protection. New commercial and residential development is therefore encouraged on land that has been previously used for commercial purposes, thus minimising the use of “greenfield” sites. The table below shows the amount of unused but previously developed land available by district.

<sup>60</sup> Source: Commercial and Industrial Floorspace and Rateable Value Statistics (2005 Revaluation), 2008, Neighbourhood Statistics, ONS

<b><i>Hectares of Unused Previously Developed Land, 2007</i></b>		
	<b><i>Hectares</i></b>	<b><i>% of Area</i></b>
DCC Dorset	410	0.16%
Christchurch	110	2.10%
East Dorset	40	0.11%
North Dorset	30	0.05%
Purbeck	80	0.18%
West Dorset	70	0.06%
Weymouth & Portland	80	1.95%

## ECONOMIC COMPETITIVENESS

### UK Competitiveness Index 2010 [\[Back to contents page\]](#)

The UK Competitiveness Index provides a national measure of competitiveness which is produced annually by the Centre for International Competitiveness. The latest edition of the Index was published in 2010<sup>61</sup>.

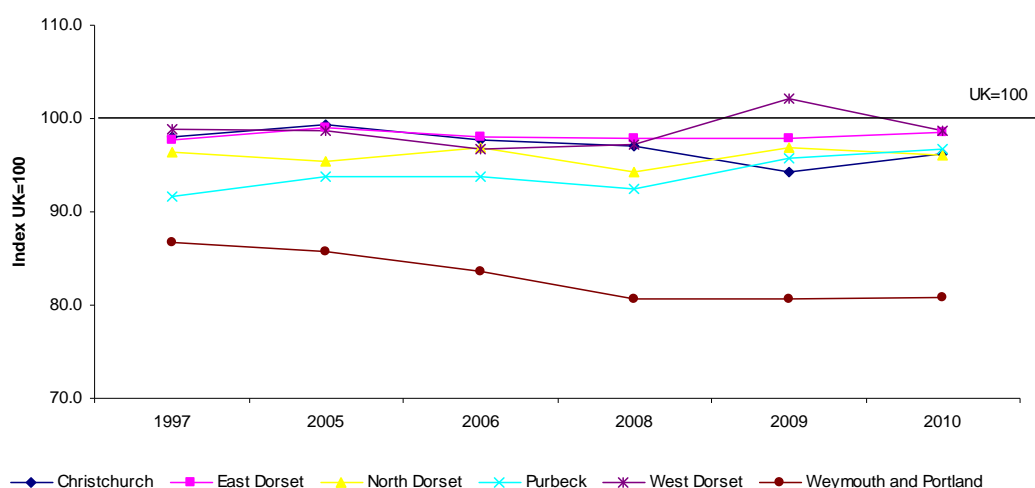
The Index is a ranked comparison of local authority areas based upon a composite measure of competitiveness. The components of competitiveness used in the Index consist of ten variables, each of which is categorized into one of three categories:

- |                          |  |
|--------------------------|--|
| <b>Input measures:</b>   | <ul style="list-style-type: none"> <li>▪ Business start-up rate</li> <li>▪ Number of businesses</li> <li>▪ Presence of knowledge intensive businesses</li> <li>▪ Economic activity</li> <li>▪ Skill level in working age population</li> </ul> |
| <b>Output measures:</b>  | <ul style="list-style-type: none"> <li>▪ GVA per <i>resident</i> head</li> <li>▪ Productivity</li> <li>▪ Employment rate</li> </ul>  |
| <b>Outcome measures:</b> | <ul style="list-style-type: none"> <li>▪ Weekly earnings</li> <li>▪ Unemployment rate</li> </ul>   |

The Index allows direct comparison of the variations in competitiveness between different local authority areas and with the national average. Unfortunately some of the definitions of the variables used in the Index differ from those used elsewhere in this document, for example the classification of what constitutes a knowledge intensive business is wider.

Looking at the composite measure of competitiveness, as shown relative to the UK in the chart below, the Dorset districts lie fairly close to one another with the exception of Weymouth & Portland which appears to be considerably less competitive. The Dorset districts are also normally less competitive than the UK average. Overall, the UK Competitiveness Index ranked West Dorset 148<sup>th</sup> out of 379 local authorities nationally.

UK Competitiveness Index



<sup>61</sup> Centre for International Competitiveness, University of Cardiff <http://www.cforic.org/pages/ukci2010.php>



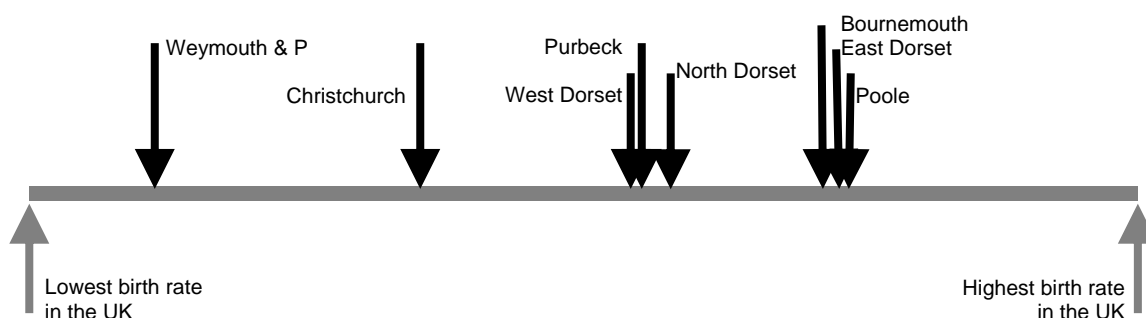
## Input Measures

### 1. Business start-up rate

This is expressed as the number of new VAT registered businesses per 10,000 resident population during 2007. (These figures differ from those quoted earlier in that these exclude PAYE registrations, use the resident rather than working age population, and take data from 2007 rather than 2008).

	<i>Business births per 10k residents</i>	<i>National Rank (out of 379)</i>
Poole	39.1	99
East Dorset	37.9	106
Bournemouth	37.7	108
<b>UK</b>	<b>33.7</b>	<b>-</b>
North Dorset	33.3	160
Purbeck	32.8	170
West Dorset	32.4	175
Christchurch	27.5	246
Weymouth & Portland	22.3	337

This shows East Dorset having a start up rate higher than the UK average whilst the other districts fall below, particularly Weymouth & Portland which records the 43<sup>rd</sup> lowest birth rate in the UK.

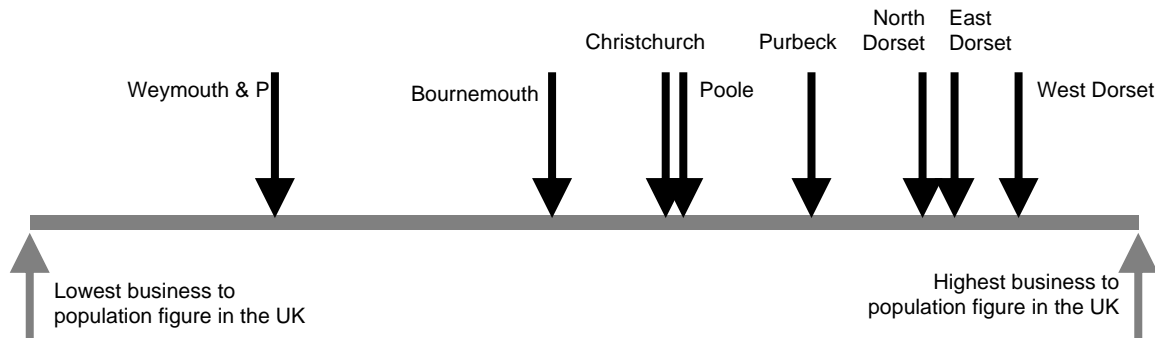


### 2. Business per 1,000 residents

This data is drawn from a different source than that used earlier in this document, using activity size and location data provided by UK Business (2009) rather than data taken from Business Demography (2008).

	<i>Businesses per 1,000 residents</i>	<i>National Rank (out of 379)</i>
West Dorset	51.6	41
East Dorset	49.0	63
North Dorset	47.6	74
Purbeck	42.1	112
Poole	38.5	156
Christchurch	37.9	162
<b>UK</b>	<b>35.1</b>	<b>-</b>
Bournemouth	34.6	201
Weymouth & Portland	26.3	296

It shows that Weymouth & Portland has a lower business to population density than that seen nationally, which suggests the presence of a number of larger employers in the area. By contrast West Dorset has a high business density, the area being ranked 41<sup>st</sup> nationally.

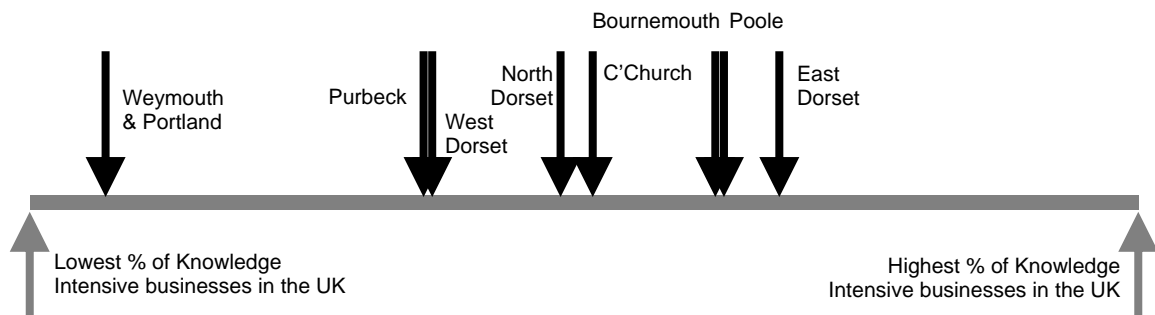


### 3. Proportion of firms in the knowledge intensive sector

Although both data sets are drawn from the Annual Business Inquiry, the definition of the Knowledge Intensive sector used in the UK Competitiveness Index is narrower than that used earlier in this document.

	<i>Businesses classed as Knowledge Intensive</i>	<i>National Rank (out of 379)</i>
East Dorset	22.3%	123
<b>UK</b>	<b>21.8%</b>	-
Poole	20.9%	142
Bournemouth	20.7%	145
Christchurch	18.8%	187
North Dorset	18.4%	198
West Dorset	16.8%	242
Purbeck	16.7%	245
Weymouth & Portland	11.9%	354

The Index shows that East Dorset has a marginally above average proportion of Knowledge Intensive businesses, whilst Weymouth & Portland has the lowest proportion (11.9%) and ranks 26<sup>th</sup> (out of 380) nationally for this measure.



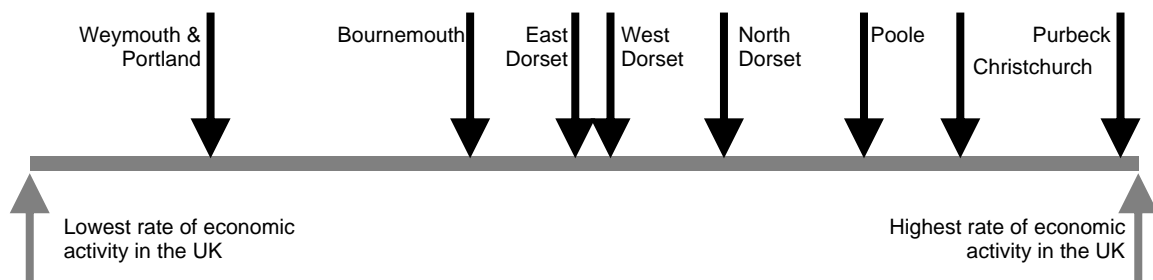
### 4. Economic activity rate

The UK Competitiveness Index used economic activity rates taken from the Annual Population Survey for the year July 2008 to June 2009. "Economically active" means not only those of working age who are in employment but also includes people of working age who are actively looking for work. In the Index the

rate of economic activity is expressed as a percentage of the total working age population (males aged 16 to 64, females aged 16 to 59).

	<b>Economic Activity Rate</b>	<b>National Rank (out of 379)</b>
Purbeck	88.9%	6
Christchurch	84.8%	61
Poole	83.2%	94
North Dorset	81.7%	142
West Dorset	80.9%	181
East Dorset	80.4%	193
Bournemouth	79.4%	229
<b>UK</b>	<b>78.7%</b>	-
Weymouth & Portland	75.8%	318

Purbeck has a very high rate of economic activity – at 88.9% the area registers the sixth highest rate of all districts in the UK. Dorset’s other districts all record economic activity rates higher than the UK average, with the exception of Weymouth & Portland which is not only below the national figure but is ranked as the 61<sup>st</sup> lowest rate in the country.

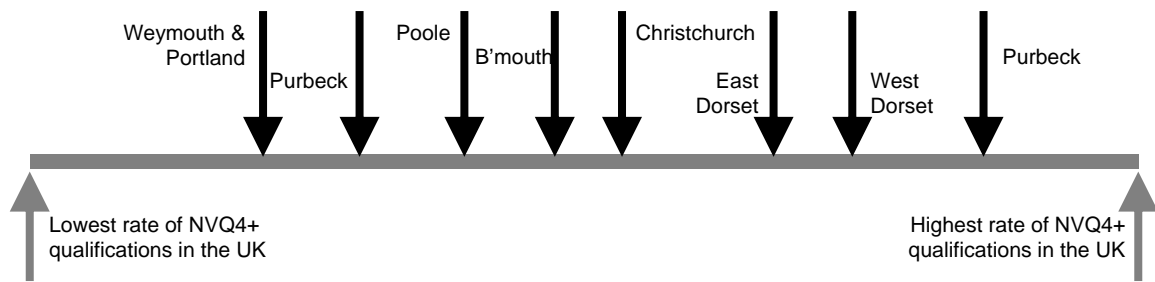


### 5. Proportion of the population educated to NVQ4+

The Index assesses skills levels by examining the proportion of the local working age population qualified to at least NVQ4 level (ie first degree level). The Index uses data from 2008.

	<b>% Working age with NVQ4+</b>	<b>National Rank (out of 379)</b>
North Dorset	38.0%	53
West Dorset	33.0%	98
East Dorset	31.3%	125
<b>UK</b>	<b>28.9%</b>	-
Christchurch	28.5%	177
Bournemouth	27.1%	200
Poole	25.3%	231
Purbeck	23.3%	267
Weymouth & Portland	21.4%	300

North Dorset has the highest proportion of NVQ4+ working age residents of Dorset’s constituent areas. West and East Dorset both have proportions higher than the UK figure, whilst Christchurch is just below average. Purbeck and Weymouth & Portland have the lowest rates.



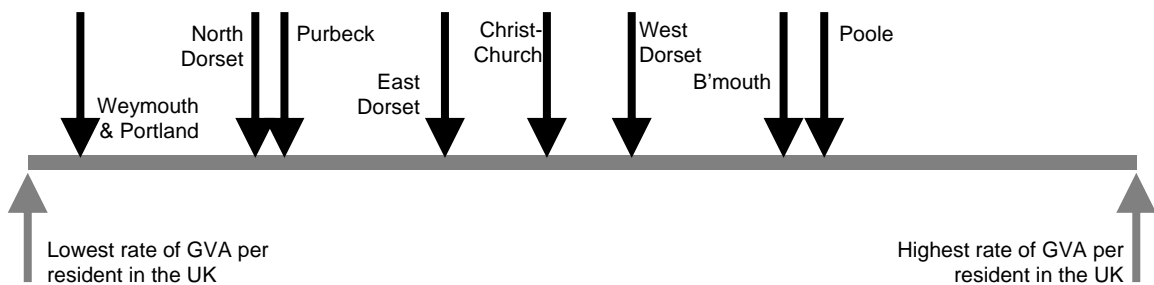
## Output Measures

### 1. GVA per resident

The UK Index of Competitiveness uses GVA per resident as part of its measure of competitiveness<sup>62</sup>.

	<i>GVA per resident</i>	<i>National Rank (out of 379)</i>
Poole	£20,480	107
<b>UK</b>	<b>£19,951</b>	<b>-</b>
Bournemouth	£19,612	121
West Dorset	£17,989	173
Christchurch	£16,199	202
East Dorset	£15,368	237
Purbeck	£13,759	292
North Dorset	£13,371	302
Weymouth & Portland	£11,375	362

Using the *per resident* measure of GVA, no Dorset districts are above the UK figure. Purbeck, North Dorset and especially Weymouth & Portland lie considerably below the UK average, (with Weymouth & Portland recorded as having the 18<sup>th</sup> lowest GVA in the country).



### 2. Output per hour worked

Productivity is gauged in the Index in terms of output per hour worked and is reported as the cumulative value of the output of an hour's work by each full time equivalent worker. Unlike the other variables used in the Index output per hour worked is NOT reported at district level geography. Instead a single figure is provided for two areas that cover the whole of the Assessment area – one covering the Bournemouth/Poole area, the other for the "DCC" Dorset area.

<sup>62</sup> Estimated at district level – differs from local estimates.

	<i>Total output per hour worked</i>	<i>National Rank(out of 129)</i>
<b>GB</b>	<b>£44,682</b>	<b>-</b>
Bournemouth/Poole	£41,101	56
DCC Dorset	£38,998	78

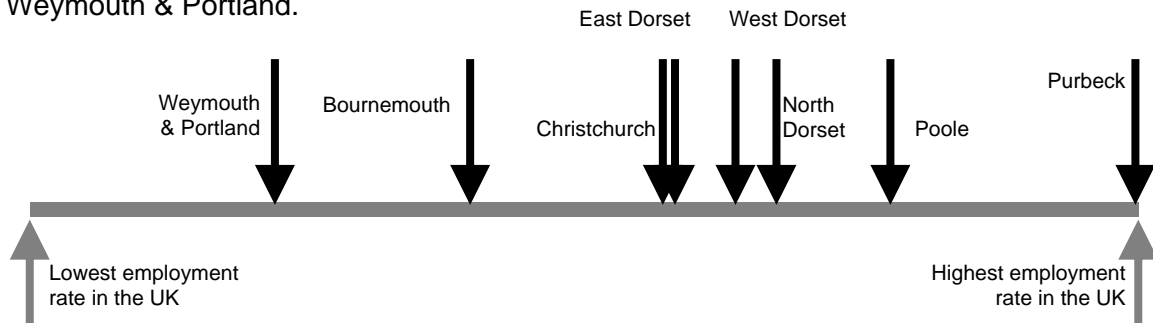
The data shows that Bournemouth/Poole area is the more productive of the two, but both fall below the average for Great Britain.

### 3. Employment rate

The Index defined the employment rate as being the proportion of the working age population that was in employment as at 2009.

	<i>Employment rate</i>	<i>National Rank(out of 379)</i>
Purbeck	88.2%	1
Poole	79.4%	85
North Dorset	78.2%	124
West Dorset	77.7%	138
East Dorset	76.7%	162
Christchurch	76.6%	163
Bournemouth	74.0%	229
<b>UK</b>	<b>73.2%</b>	<b>-</b>
Weymouth & Portland	70.8%	296

Purbeck has the highest employment rate of any local authority in the country. All other areas have a rate higher than the national figure, with the exception of Weymouth & Portland.



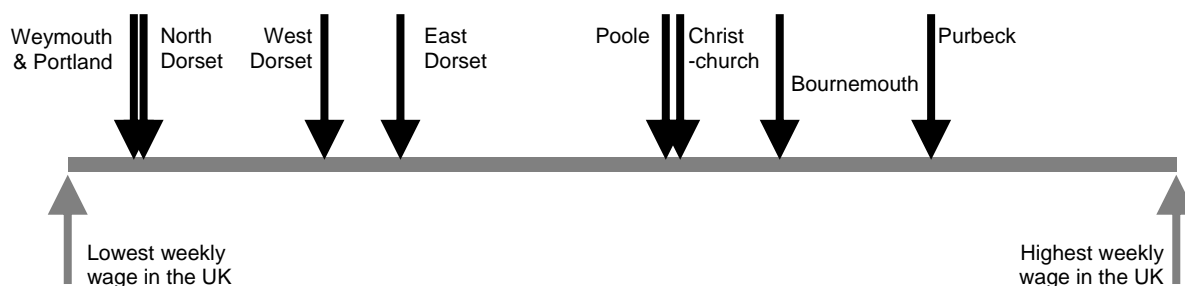
## Outcome Measures

### 1. Weekly average workplace-based earnings

The first of two variables used to measure outcomes in the UK Index of Competitiveness is the average weekly workplace (as opposed to residence-based) earnings of an area. The data is taken from the 2009 Annual Survey of Hours and Earnings.

	<i>Average weekly workplace earnings</i>	<i>National Rank (out of 378)</i>
Purbeck	£510.6	84
<b>UK</b>	<b>£488.7</b>	-
Bournemouth	£479.2	136
Christchurch	£466.4	170
Poole	£463.6	175
East Dorset	£429.6	266
West Dorset	£421.9	292
North Dorset	£392.4	353
Weymouth & Portland	£391.4	354

Both the Weymouth & Portland and North Dorset areas record low levels of average workplace earnings, and both are to be found within the lowest 10% of the national rankings. Only Purbeck has weekly earnings that are above the national figure.

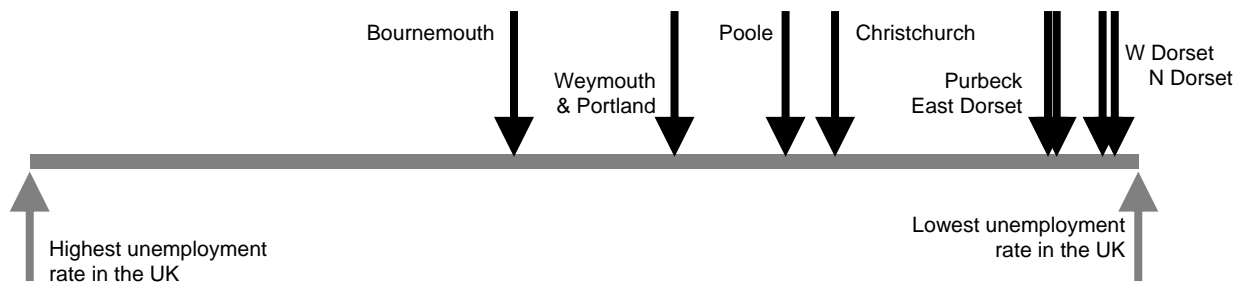


## 2. Unemployment rate

The second of the two outcome measures used in the Index considers the claimant unemployment rate, with data from the Office for National Statistics, NOMIS.

	<i>Claimant rate</i>	<i>National Rank (out of 379)</i>
<b>UK</b>	<b>4.1%</b>	-
Bournemouth	3.8%	214
Weymouth & Portland	3.2%	159
Poole	2.9%	121
Christchurch	2.7%	104
East Dorset	2.0%	31
Purbeck	2.0%	28
West Dorset	1.7%	9
North Dorset	1.6%	8

All Dorset districts recorded an unemployment rate lower than the UK figure, with the more rural areas (East, West, North Dorset and Purbeck) all being ranked amongst the 10% lowest in the United Kingdom.



## APPENDIX

### Sector definitions [\[Back to contents page\]](#)

#### Knowledge intensive firms:

The knowledge intensive 'sector' is not a standard defined sector using the Standard Industrial Classification but comprises a range of business types from the manufacturing and service sectors. The Eurostat definition of knowledge intensive service sectors and high technology/medium-high technology manufacturing sectors is used in this report.

#### Knowledge intensive services:

Water transport

Air transport

Post & telecommunications

Financial intermediation

Insurance & pensions

Activities auxiliary to financial intermediation

Real estate

Renting

Computer & related activities

R&D

Other bus activities

Education

Health & social

Recreation, culture, sport

#### High-technology manufacturing:

Manufacture of basic pharmaceutical products and pharmaceutical preparations

Manufacture of computer, electronic and optical products

Manufacture of air and spacecraft and related machinery

#### Medium-high-technology manufacturing:

Manufacture of chemicals and chemical products

Manufacture of weapons and ammunition

Manufacture of electrical equipment, Manufacture of machinery and equipment nec, Manufacture of motor vehicles, trailers and semi-trailers

Manufacture of other transport equipment excluding

Building of ships and boats, and excluding

Manufacture of air and spacecraft and related machinery

Manufacture of medical and dental instruments and supplies

#### Leisure and tourism:

This definition includes:

- hotels, camp sites and other short stay accommodation;
- travel agencies, tour operators and other tourist assistance activities;
- other entertainment activities;
- libraries, archives, museums and other cultural activities;
- sporting activities;
- other recreational activities.

Other wider definitions may include an element of distribution & retail employment estimated to be supported through tourism activities.