

West Kent Partnership



West Kent Economic Profile

Appendices



Centre for

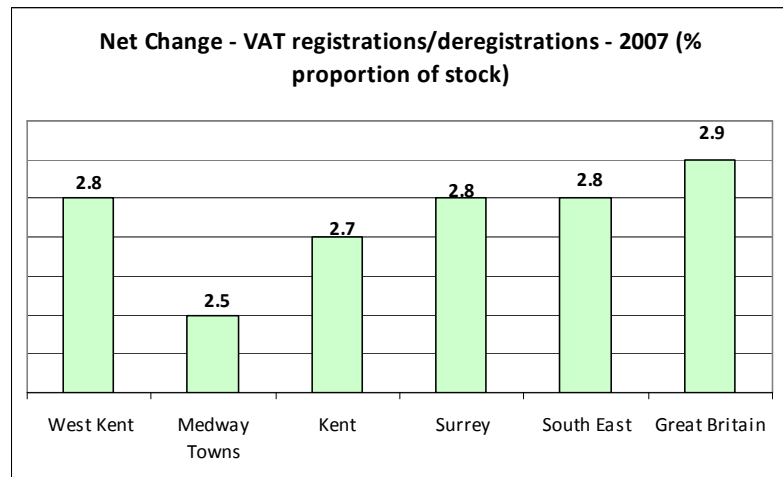
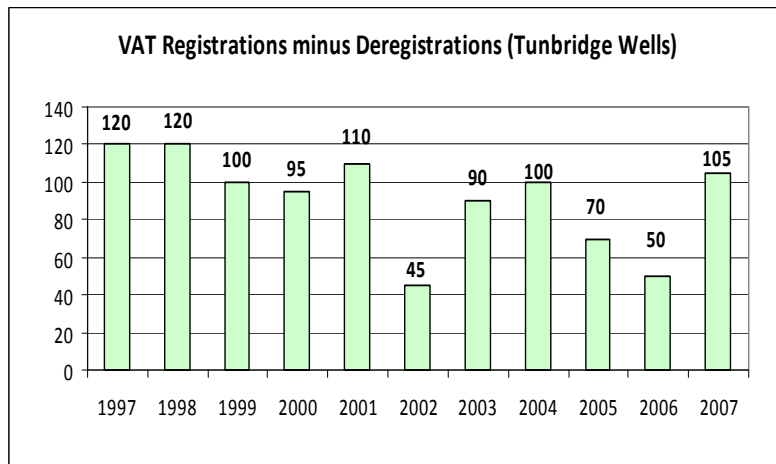
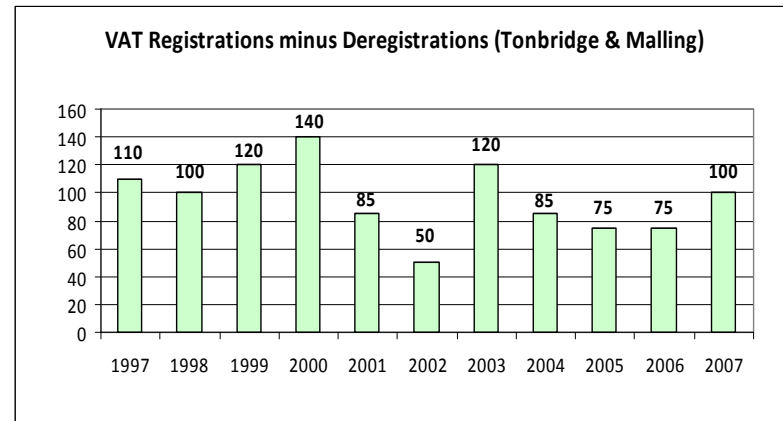
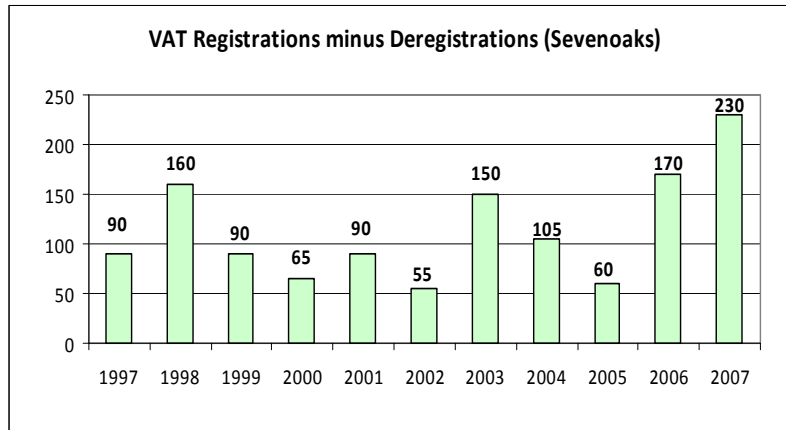
**Strategy & Evaluation
Services**

A. List of Interviews

Name	Organisation	F2F/Tel	Date
Tony Bartlett	Business Link Kent *	F2F	7 May
Rob Cottrill	Tunbridge Wells BC	F2F	8 May
David Candlin	Tunbridge Wells BC	F2F	15 May
Mark Raymond	Tonbridge & Malling BC	F2F	15 June
Robin Hales	Sevenoaks DC	F2F	15 June
Pav Ramewal	Sevenoaks DC	F2F	15 June
Hamish Buttle	Sevenoaks DC	F2F	15 June
Ross Gill	Kent County Council	F2F	28 May
Jim McKenzie	Kent County Council	F2F	28 May
Mike Bodkin	Kent County Council	F2F	29 June
Ahmad Eslami	Learning & Skills Council	F2F	15 May
Mandy Bearne	Locate in Kent	F2F	15 May
Jo James	Invicta Chamber	F2F	29 May
Simon Richardson	SEEDA	F2F	7 May
Frank Sims	Maidstone & T-Wells Trust	Tel	4 June
Paul Hannon	Hadlow College	Tel	1 June
David Nightingale	University of Kent	Tel	4 June
Alan Reed	University of Greenwich	Tel	29 May
Chris Hare	West Kent College	Tel	21 May
Rosie Serpis	AXA-PPP	Tel	18 May
Mark Salisbury	West Kent Police	Tel	21 May
Peter King	The Partnership	Tel	8 June
Scrutiny Committee Members	Tunbridge Wells Borough Council	F2F	7 October

B. Baseline Data

Net change in industrial units



B. Baseline Data

Number of VAT Based Industries (2007)

Enterprise Units	Sevenoaks		Tonbridge & Malling		Tunbridge Wells		West Kent	
	No	%	No	%	No	%	No	%
Agriculture	190	4.1	120	3.3	235	5.6	545	4.4
Production	345	7.5	290	7.9	285	6.8	920	7.4
Construction	650	14.0	575	15.6	430	10.3	1,655	13.3
Motor Trades	170	3.7	135	3.7	135	3.2	440	3.5
Wholesale	485	10.5	275	7.5	290	6.9	1,050	8.4
Retail	365	7.9	280	7.6	445	10.6	1,090	8.7
Hotels & Catering	215	4.6	195	5.3	230	5.5	640	5.1
Transport	130	2.8	165	4.5	90	2.2	385	3.1
Post & Telecommunications	35	0.8	45	1.2	35	0.8	115	0.9
Finance	30	0.6	35	1.0	35	0.8	100	0.8
Property & Business Services	1,580	34.1	1,235	33.6	1,560	37.3	4,375	35.0
Education	30	0.6	35	1.0	25	0.6	90	0.7
Health	30	0.6	20	0.5	30	0.7	80	0.6
Public Admin & Other Services	375	8.1	270	7.3	355	8.5	1,000	8.0
Total	4,630	100.0	3,675	100.0	4,180	100.0	12,485	100.0

B. Baseline Data

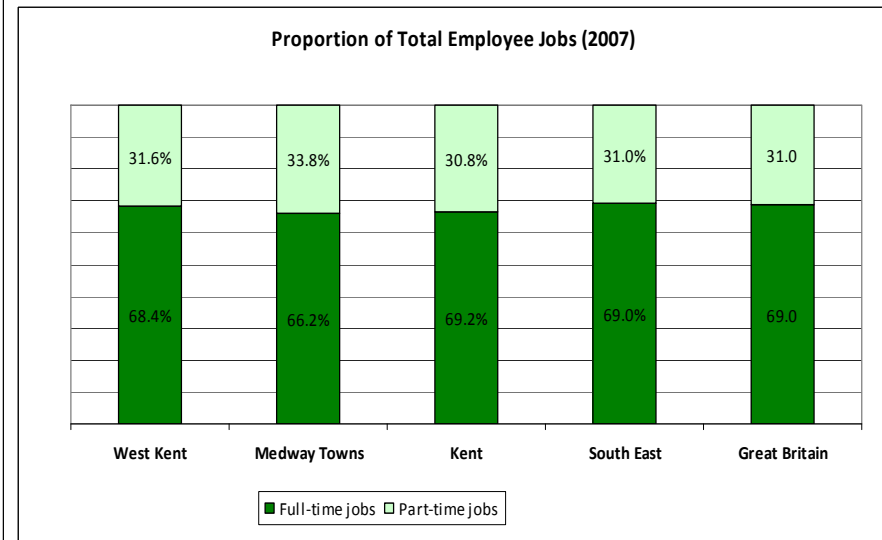
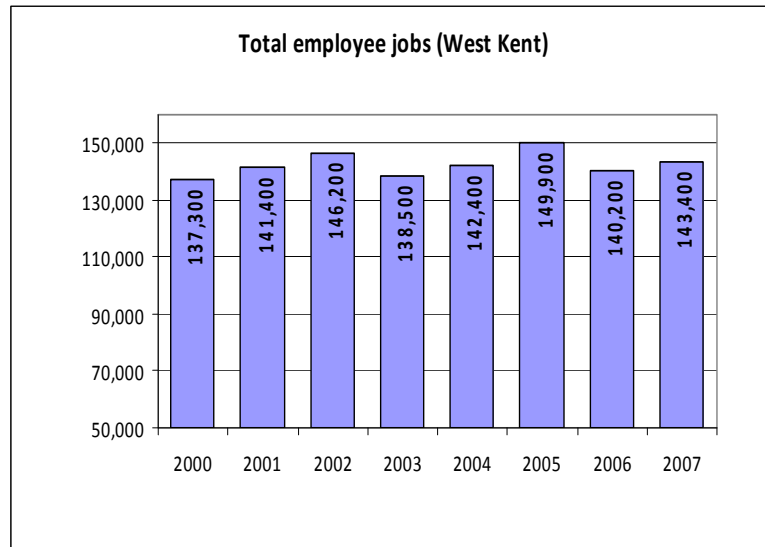
Number of VAT Based Industries by Age (2007)

Age of business	Sevenoaks		Tonbridge & Malling		Tunbridge Wells		West Kent	
	Nº	%	Nº	%	Nº	%	Nº	%
Under 2 years old	790	17.1	660	18.0	665	15.9	2,115	16.9
2 to 3 years old	660	14.3	550	15.0	620	14.8	1,830	14.7
4 to 9 years old	1,210	26.1	985	26.8	1,080	25.8	3,275	26.2
10+ years old	1,970	42.5	1,480	40.3	1,815	43.4	5,265	42.2
Total	4,630	100.0	3,675	100.0	4,180	100.0	12,485	100.0

Number of VAT Based Industries by Employment Size (2007)

Employment size band	Sevenoaks		Tonbridge & Malling		Tunbridge Wells		West Kent	
	Nº	%	Nº	%	Nº	%	Nº	%
0 to 4 persons employed	3,595	77.9	2,735	74.5	3,230	77.4	9,560	76.7
5 to 9 persons employed	585	12.7	455	12.4	525	12.6	1,565	12.6
10 to 19 persons employed	250	5.4	240	6.5	250	6.0	740	5.9
20+ persons employed	185	4.0	240	6.5	170	4.1	595	4.8
Total	4,615	100.0	3,670	100.0	4,175	100.0	12,460	100.0

B. Baseline Data



Employee jobs by Industry 2007 – West Kent districts

Industry group	Sevenoaks		Tonbridge and Malling		Tunbridge Wells	
	Nº	%	Nº	%	Nº	%
Manufacturing	3,700	9.0	5,800	10.5	3,200	6.8
Construction	3,800	9.2	3,300	5.9	1,700	3.6
Distribution, hotels & restaurants	11,100	27.0	12,900	23.2	13,200	28.2
Transport & communications	1,400	3.4	5,400	9.7	1,600	3.4
Finance, IT, other business activities	9,800	23.8	10,700	19.3	10,800	23.1
Public admin, education & health	7,800	19.0	12,800	23.1	12,600	26.9
Primary industries	800	1.9	1,900	3.4	1,200	2.6
Other services	2,600	6.3	2,800	5.0	2,500	5.3
Total	41,100	100.0	55,500	100.0	46,800	100.0

B. Baseline Data

Employee jobs by industry 2007 – comparison

Industry group	West Kent		Medway Towns		Kent	
	Nº	%	Nº	%	Nº	%
Manufacturing	12,700	8.8	8,500	10.1	57,900	9.0
Construction	8,800	6.3	4,700	5.6	36,200	5.6
Distribution, hotels & restaurants	37,200	26.2	20,600	24.5	166,700	25.8
Transport & communications	8,400	5.5	4,800	5.7	41,200	6.4
Finance, IT, other business activities	31,300	22.1	14,300	17.0	111,300	17.2
Public admin, education & health	33,200	23.0	25,300	30.0	186,000	28.8
Primary industries	3,900	2.6	1,100	1.3	16,900	2.6
Other services	7,900	5.6	5,000	5.9	30,300	4.7
Total	143,400	100.0	84,200	100.0	646,500	100.0

Unemployment claimant numbers and rate – West Kent districts

Date	Sevenoaks		Tonbridge & Malling		Tunbridge Wells	
	Nº	rate	Nº	rate	Nº	rate
January 2007	713	1.1	808	1.2	631	1.0
April 2007	614	0.9	691	1.0	595	0.9
July 2007	565	0.8	679	1.0	612	1.0
October 2007	499	0.7	610	0.9	578	0.9
January 2008	519	0.8	642	0.9	562	0.9
April 2008	503	0.7	644	0.9	579	0.9
July 2008	517	0.8	669	1.0	545	0.9
October 2008	692	1.0	756	1.1	693	1.1
January 2009	1,071	1.6	1,187	1.7	1,073	1.7
April 2009	1,498	2.2	1,660	2.4	1,433	2.3

B. Baseline Data

Claimant rates and the percent rise / fall based on the situation in January 2008

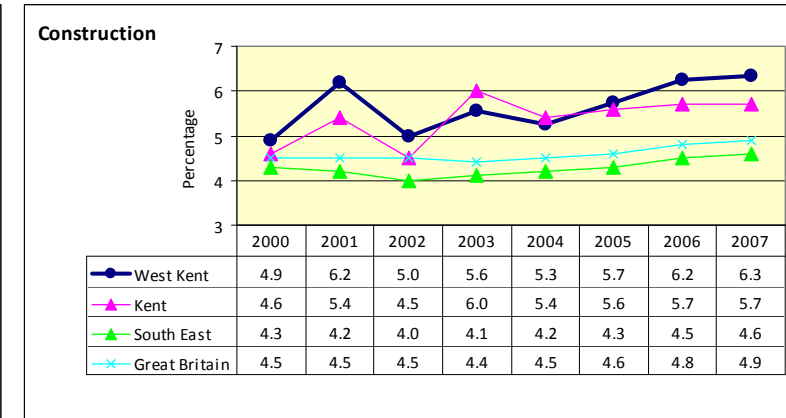
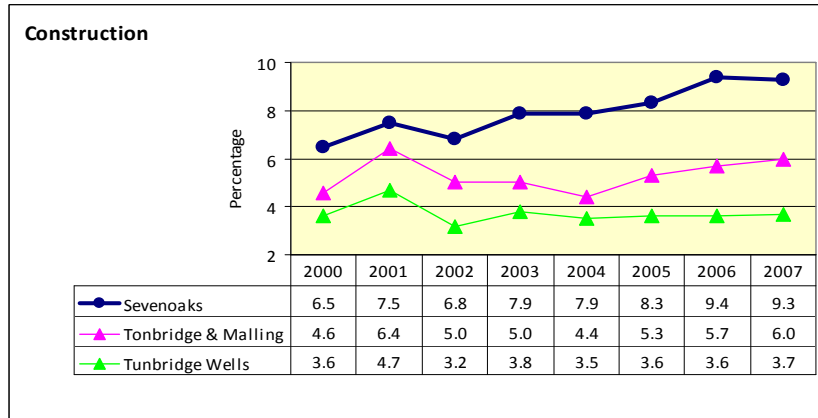
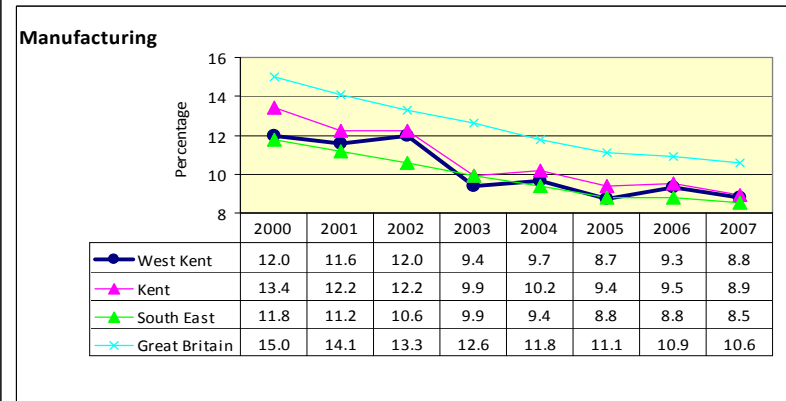
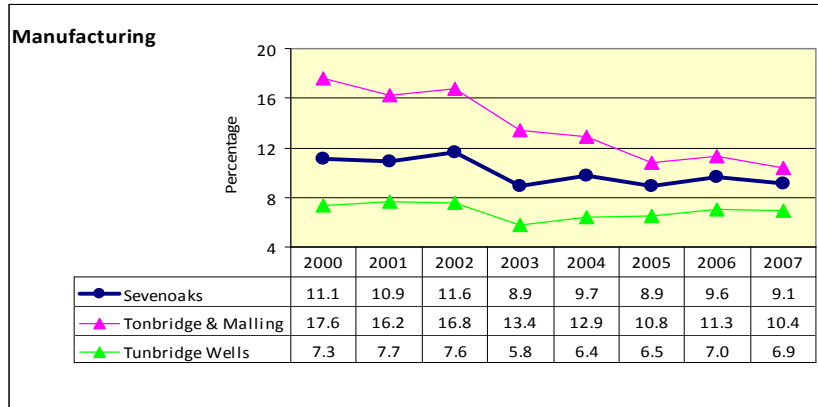
District	Jan-08	Apr-08		Jul-08		Oct-08		Jan-09		Apr-09	
	Rate	Rate	Rise/ fall	Rate	Rise/ fall	Rate	Rise/ fall	Rate	Rise/ fall	Rate	Rise/ fall
Sevenoaks	0.8	0.7	-13%	0.8	0%	1.0	25%	1.6	100%	2.2	175%
Tonbridge & Malling	0.9	0.9	0%	1.0	11%	1.1	22%	1.7	89%	2.4	167%
Tunbridge Wells	0.9	0.9	0%	0.9	0%	1.1	22%	1.7	89%	2.3	156%
Ashford	1.2	1.2	0%	1.3	8%	1.5	25%	2.2	83%	3.0	150%
Maidstone	1.1	1.1	0%	1.2	9%	1.4	27%	2.0	82%	2.7	145%

Unemployment claimant numbers and rate – comparison

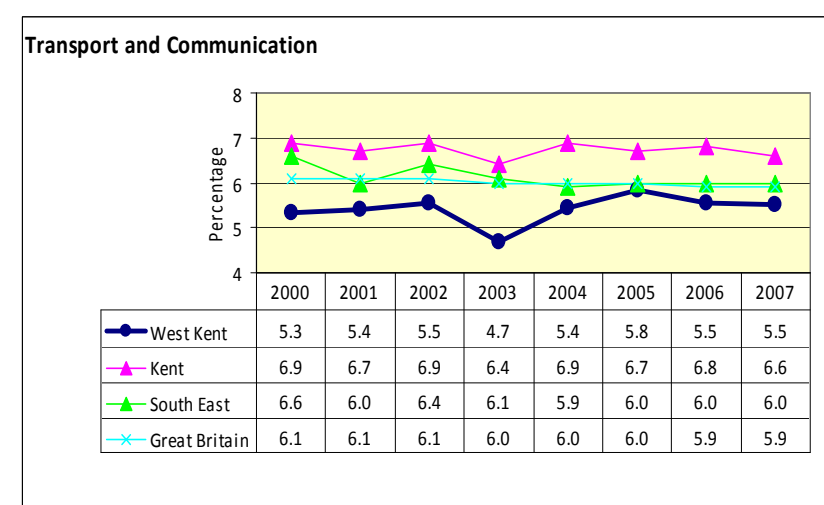
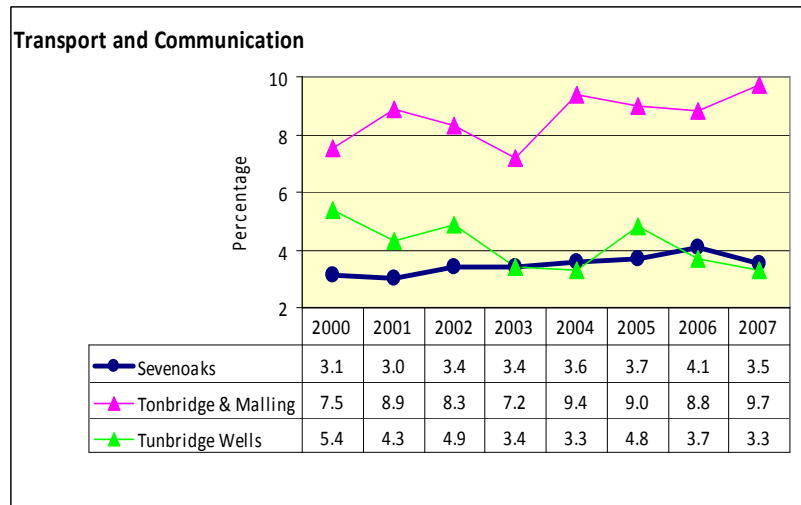
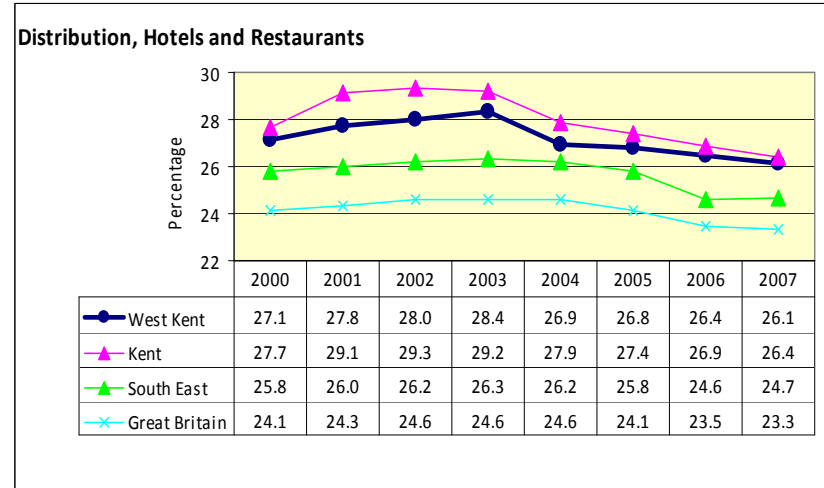
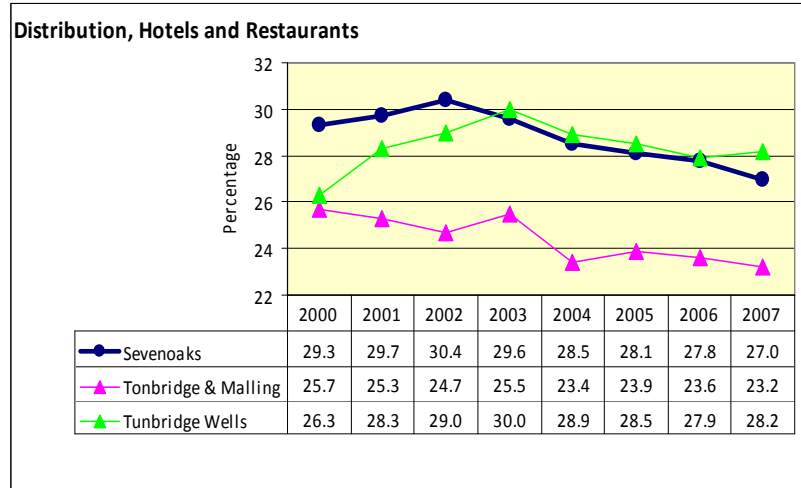
Date	West Kent		Medway		Kent		Great Britain	
	Nº	rate	Nº	rate	Nº	rate	Nº	rate
January 2007	2,152	1.1	4,387	2.8	16,784	2.0	938,625	2.5
April 2007	1,900	0.9	4,213	2.6	16,224	1.9	893,329	2.4
July 2007	1,856	0.9	3,695	2.3	14,438	1.7	829,900	2.3
October 2007	1,687	0.8	3,536	2.2	13,289	1.6	778,057	2.1
January 2008	1,723	0.9	3,464	2.2	13,466	1.6	806,431	2.2
April 2008	1,726	0.8	3,681	2.3	13,378	1.6	810,417	2.2
July 2008	1,731	0.9	3,733	2.3	13,727	1.6	843,888	2.3
October 2008	2,141	1.1	4,188	2.6	15,662	1.9	939,900	2.6
January 2009	3,331	1.7	5,501	3.5	22,440	2.7	1,243,064	3.4
April 2009	4,591	2.3	6,808	4.3	27,924	3.3	1,510,759	4.1

B. Baseline Data

Trends of employee jobs in industry groups - West Kent districts and comparison (% is proportion of total employee jobs)

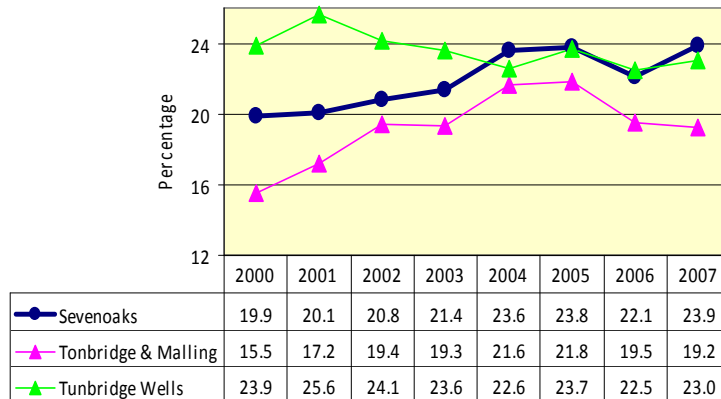


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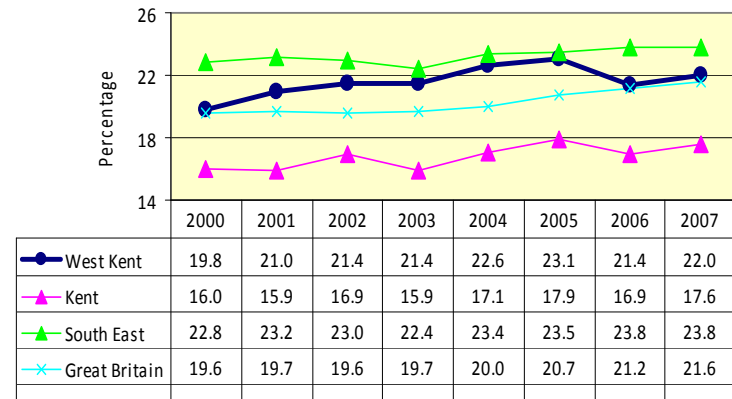


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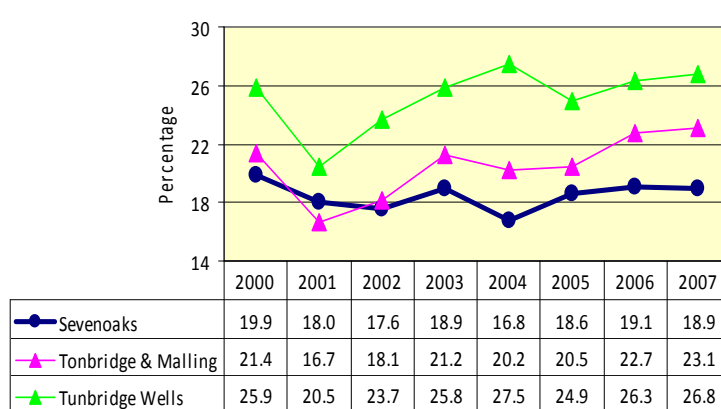
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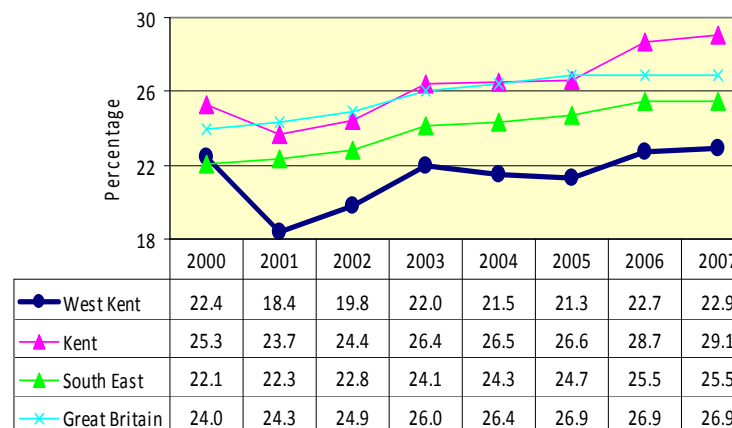
Banking, Finance and Insurance



Public administration, Education and Health

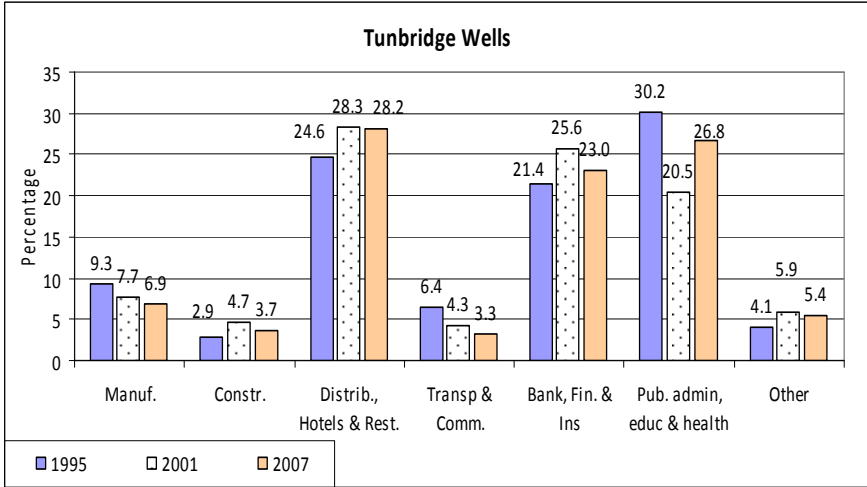
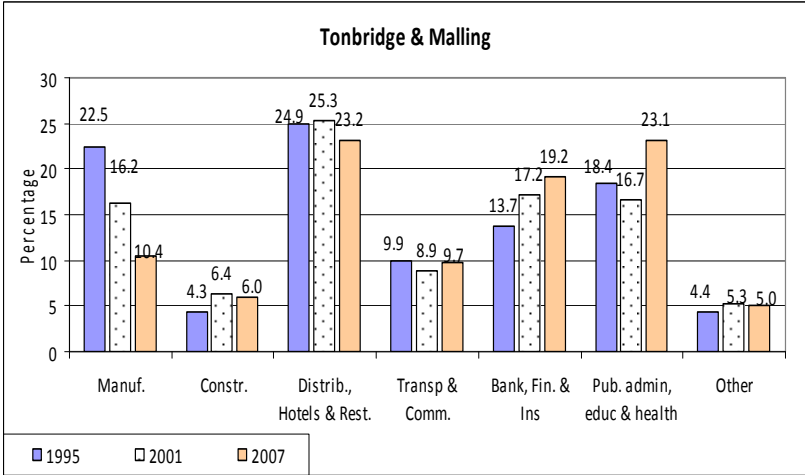
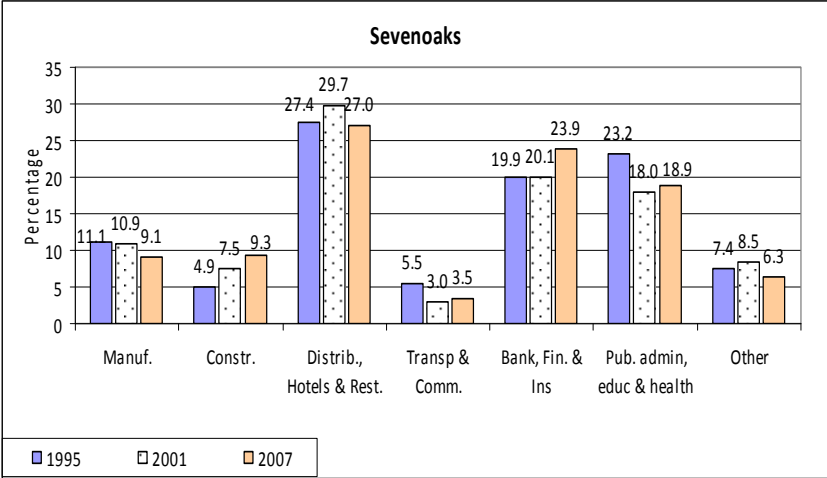


Public administration, Education and Health



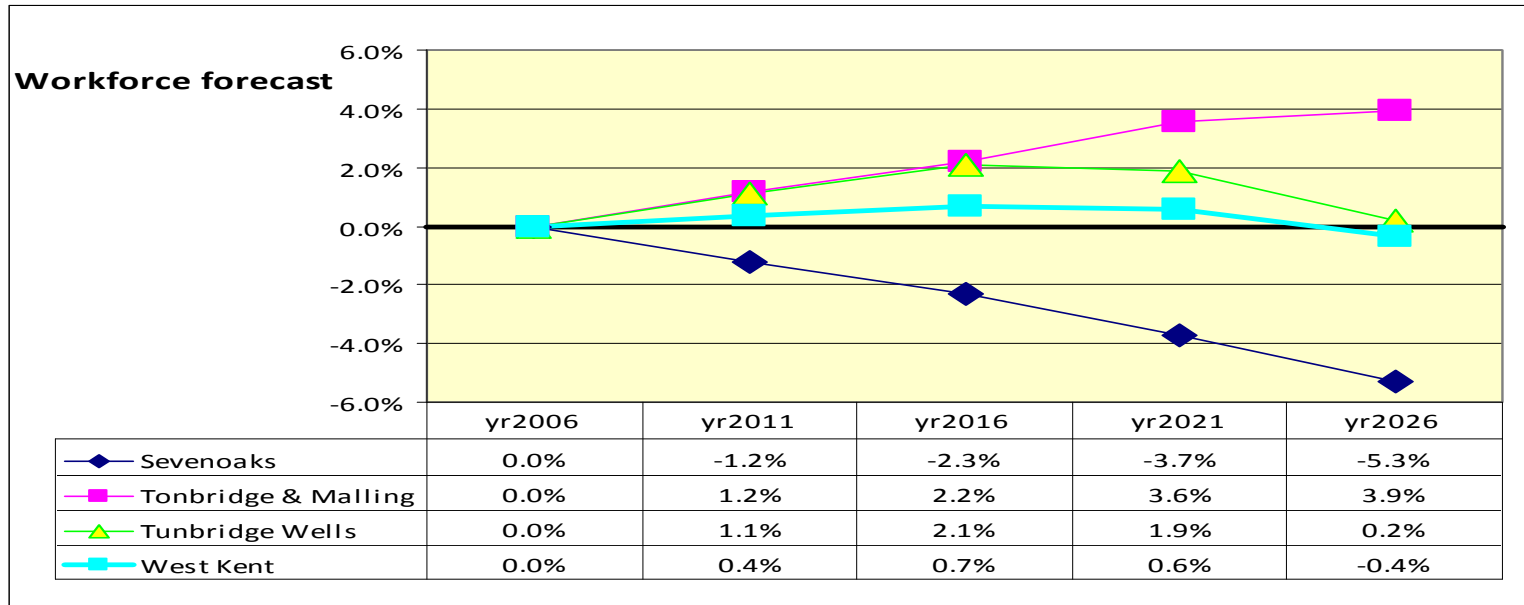
B. Baseline Data

Trends in employment jobs within industrial groups - snapshots of 1995, 2001 and 2007



B. Baseline Data

Population forecast of economically active (% rise/ fall based on year 2006)

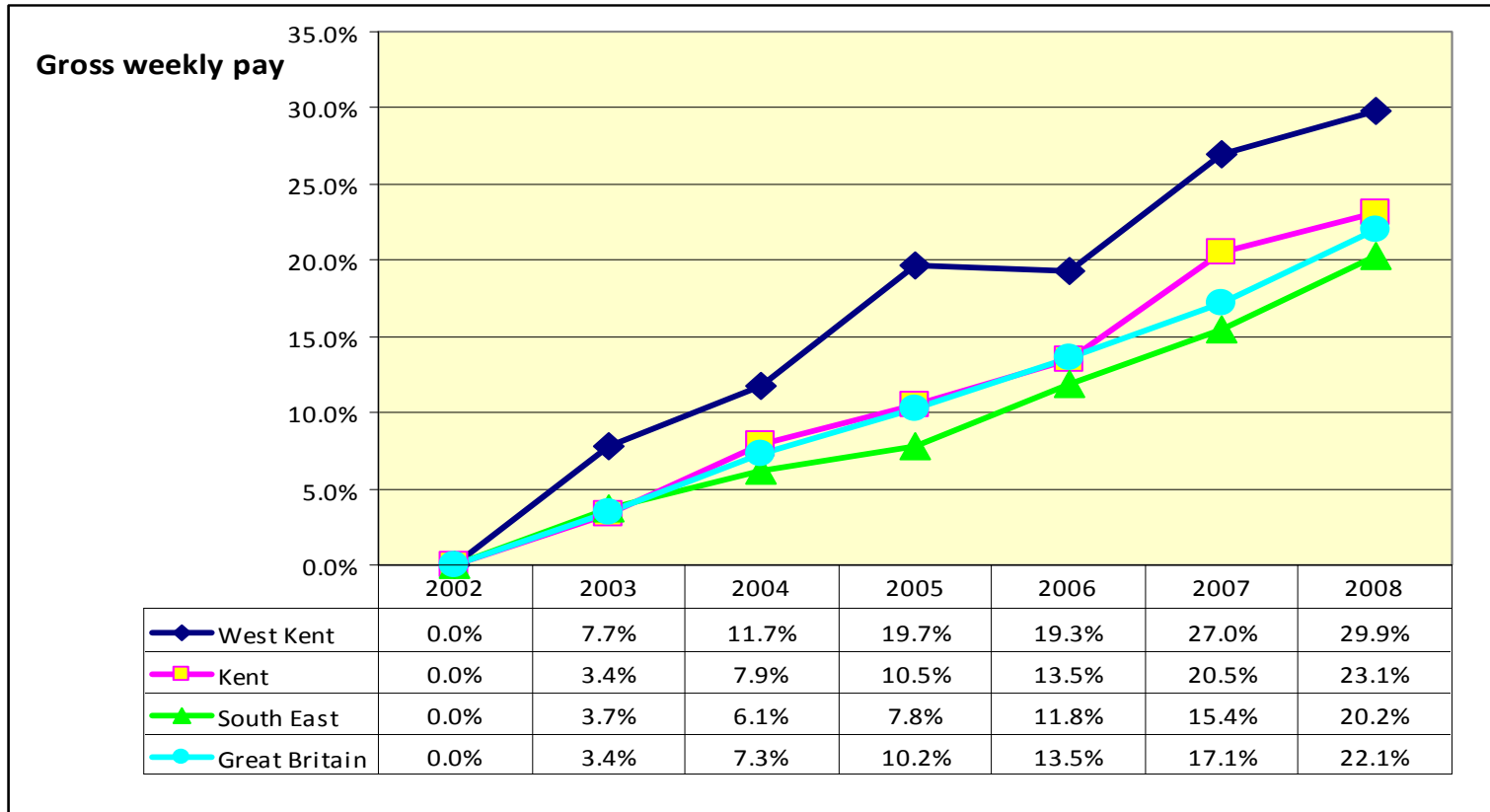


Trend in gross weekly pay (£) for full-time resident employees (calculated as a median)

Year	Sevenoaks	Tonbridge & Malling	Tunbridge Wells	West Kent	Kent	South East
2002	444.6	418.5	439.0	434.0	411.8	435.1
2003	499.0	449.3	454.5	467.6	425.6	451.0
2004	506.0	469.0	479.6	484.9	444.3	461.8
2005	564.0	490.7	504.1	519.6	455.1	468.9
2006	550.9	515.1	487.9	518.0	467.4	486.5
2007	575.5	519.5	558.5	551.2	496.1	502.3
2008	602.3	518.4	570.3	563.7	507.0	523.2

B. Baseline Data

Percentage rise of earnings since 2002 - comparison



B. Baseline Data

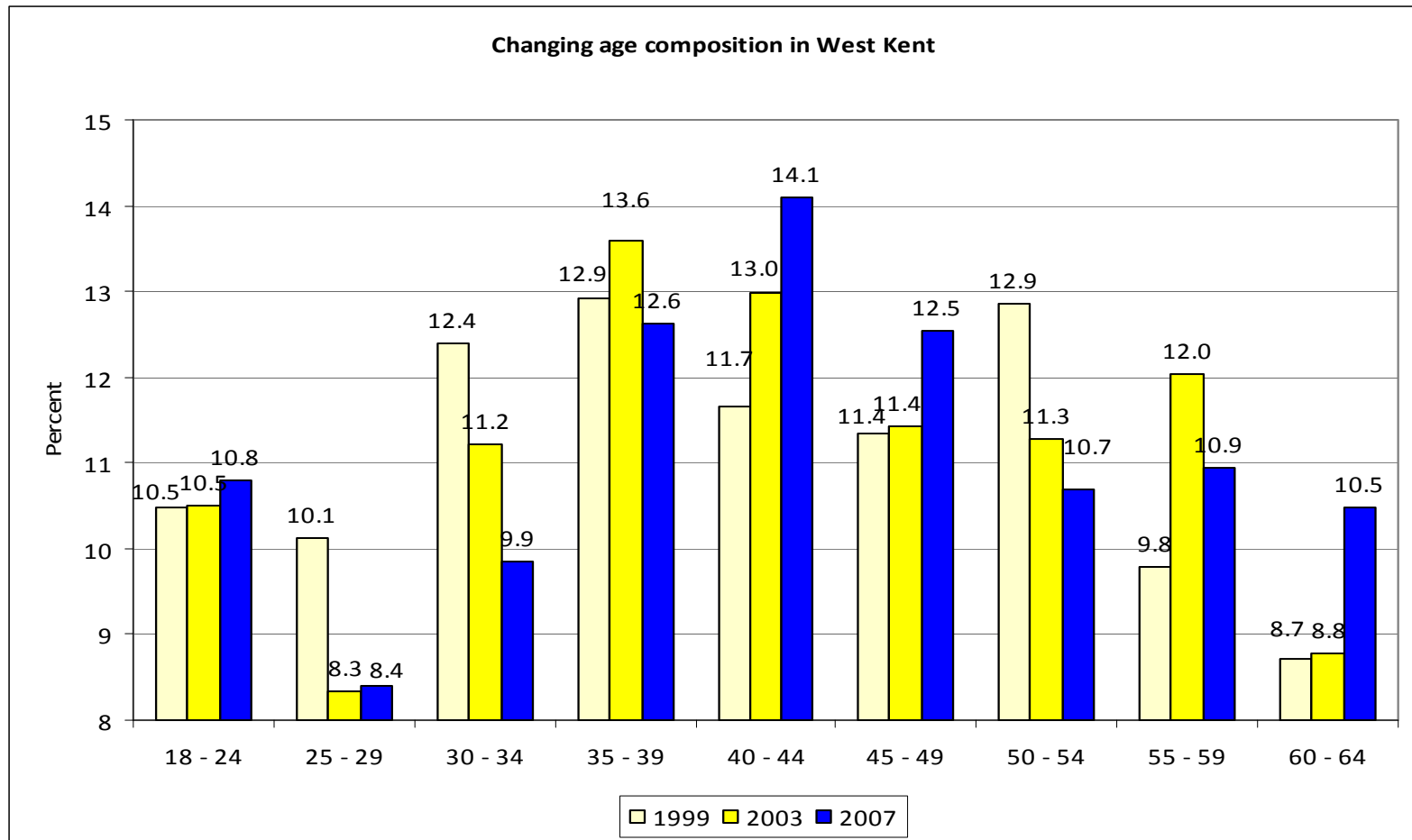
Total number of people qualified (% of working age population)

Qualifications	Sevenoaks		Tonbridge & Malling		Tunbridge Wells		West Kent	
	Nº	%	Nº	%	Nº	%	Nº	%
NVQ4 and above	21,600	31.9	19,500	28.0	19,700	31.4	60,800	30.4
NVQ3 and above	29,500	43.5	34,400	49.4	31,600	50.4	95,500	47.7
NVQ2 and above	41,800	61.7	47,900	68.7	45,000	71.8	134,700	67.3
NVQ1 and above	52,600	77.6	57,000	81.8	54,000	86.1	163,600	81.7
Other qualifications	4,900	7.2	6,700	9.6	3,700	5.9	15,300	7.6
No qualifications	10,700	15.8	5,600	8.0	3,900	6.2	20,200	10.1
All people - working age	67,800	100.0	69,700	100.0	62,700	100.0	200,200	100.0

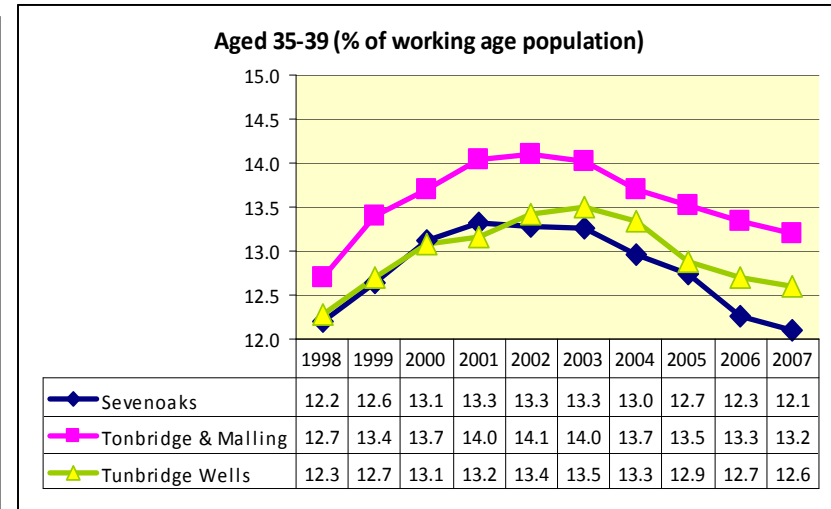
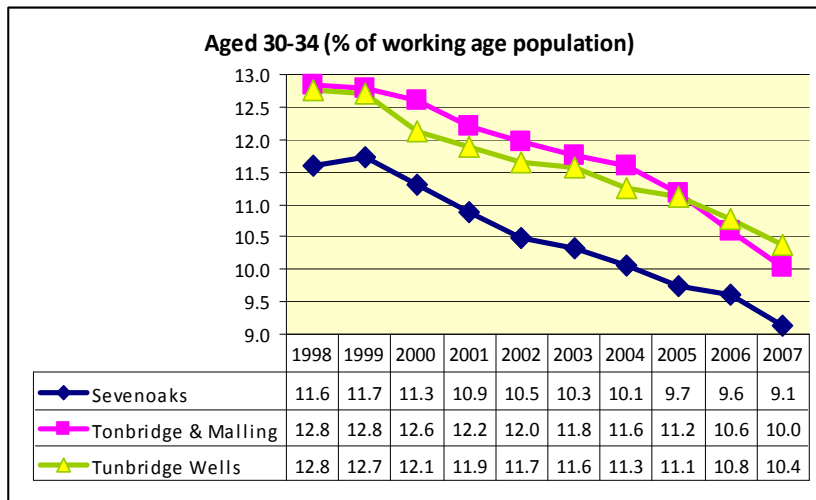
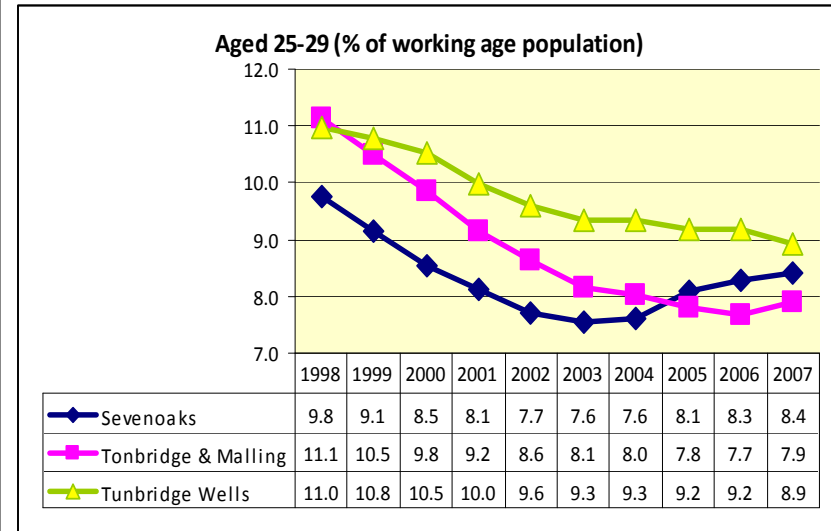
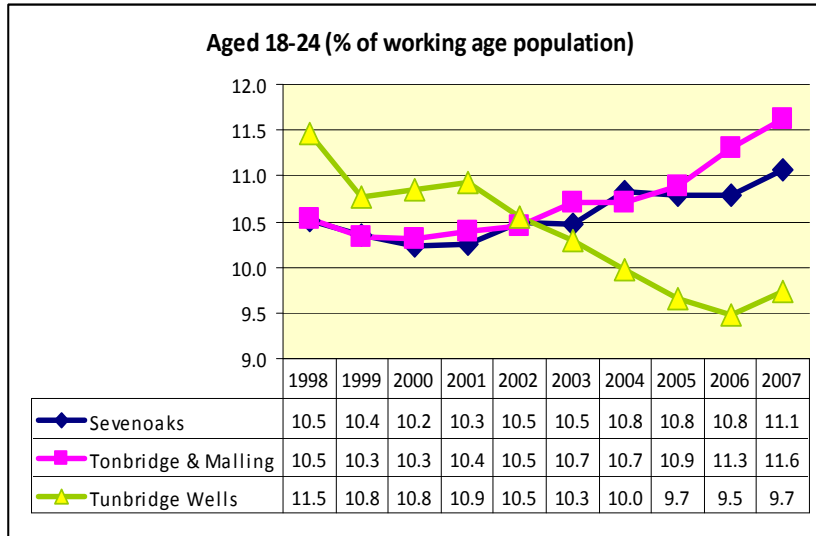


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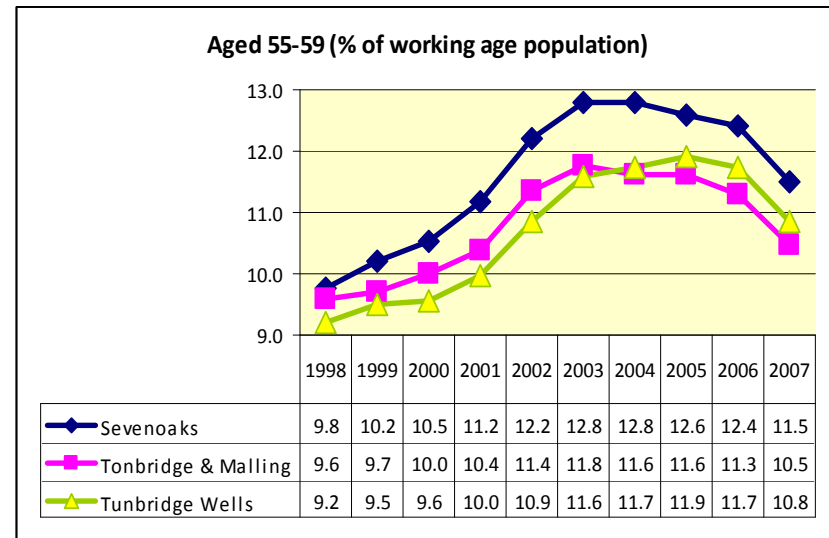
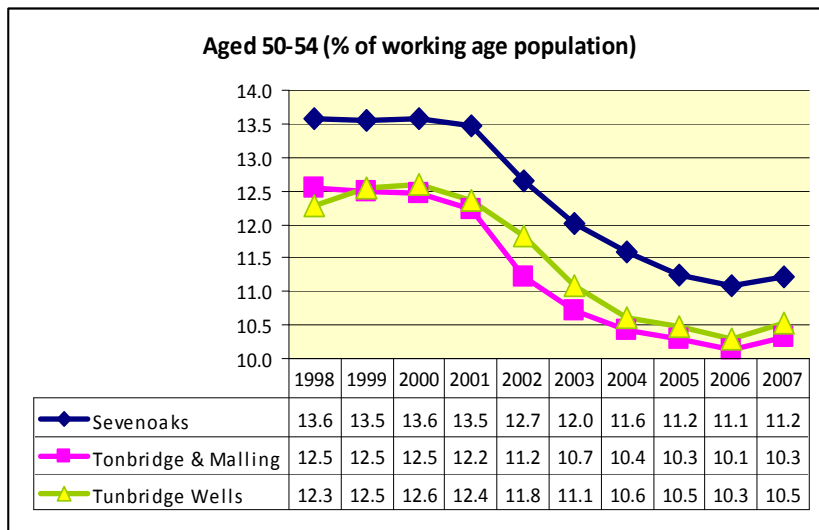
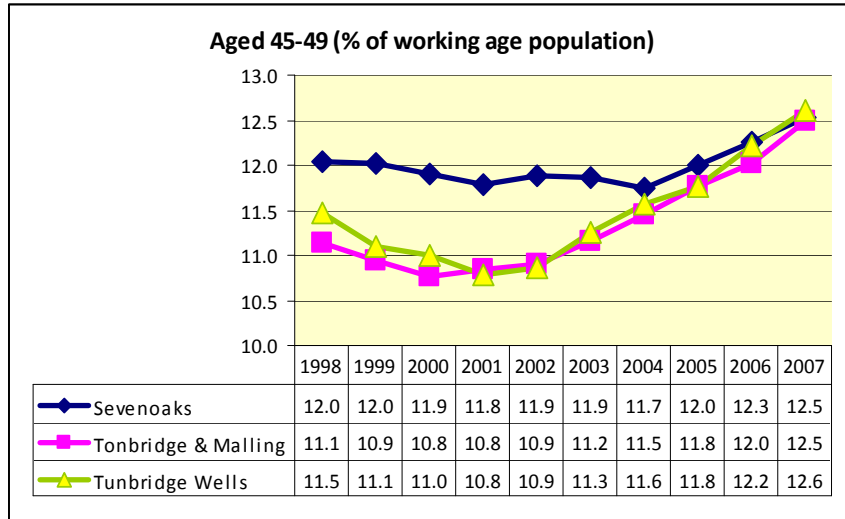
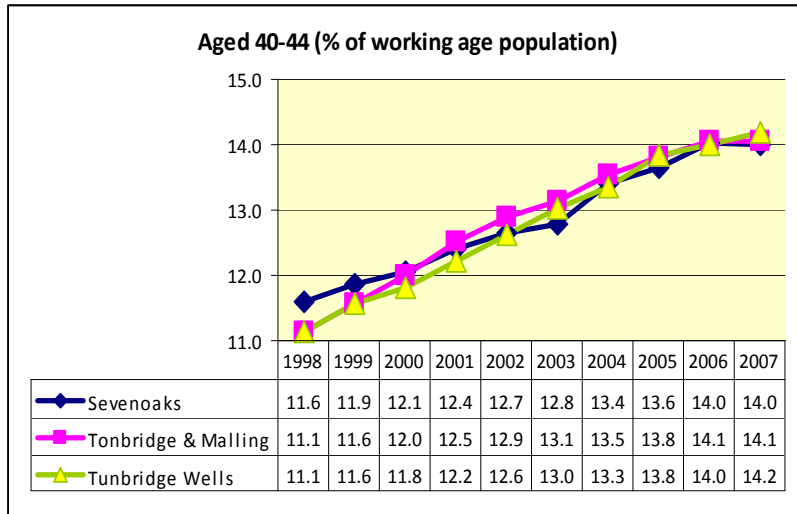
Trend in working age composition in West Kent (% of total working age population)



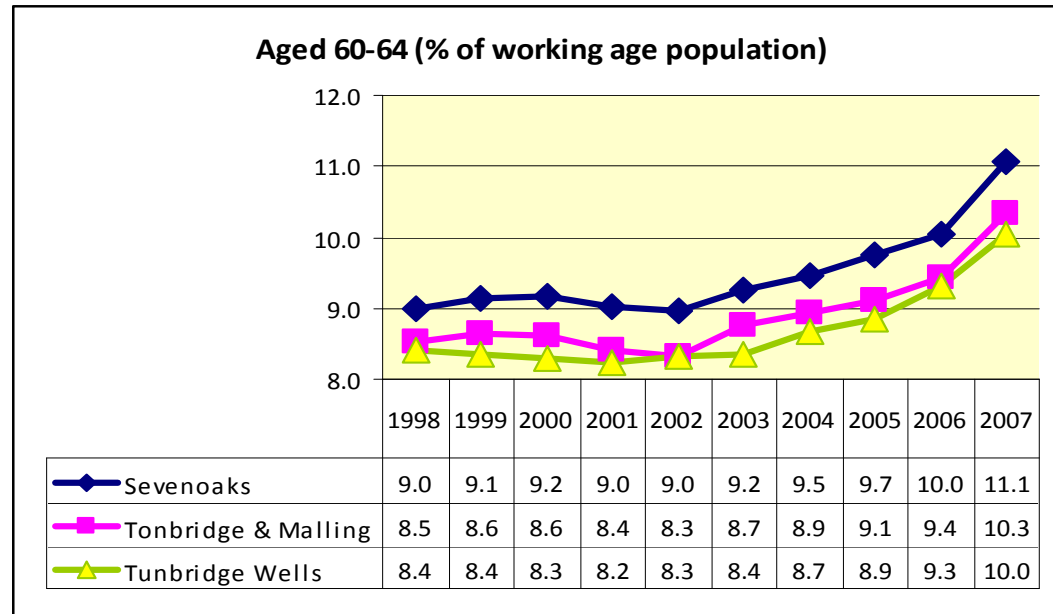
B. Baseline Data



B. Baseline Data



B. Baseline Data



B. Baseline Data

Most and Least Deprived Areas In Sevenoaks LA

Lower Level Super Output Areas in Sevenoaks that fall into the Worst Deprived 20% in Kent & Medway

SOA	Part of 'ELECTORAL WARD'	IMD SCORE	Kent & Medway Rank (where 1 is the most deprived, out of 1047 LLSOAs)
E01024477	Swanley St Mary's	33.80	99
E01024476	Swanley St Mary's	33.13	106
E01024480	Swanley White Oak	30.06	140
E01024481	Swanley White Oak	27.50	184

Lower Level Super Output Areas in Sevenoaks that fall into the Least Deprived 20% in Kent & Medway

SOA	Part of 'ELECTORAL WARD'	IMD SCORE	Kent & Medway Rank (where 1 is the most deprived, out of 1047 LLSOAs)
E01024454	Otford and Shoreham	8.46	840
E01024414	Ash	8.18	854
E01024462	Sevenoaks Kippington	7.85	866
E01024438	Fawkham and West Kingsdown	7.43	891
E01024484	Westerham and Crockham Hill	7.26	898
E01024458	Seal and Weald	7.02	907
E01024431	Eynsford	6.96	912
E01024416	Brasted, Chavening and Sundridge	6.47	927
E01024479	Swanley White Oak	5.93	947
E01024473	Swanley Christchurch and Swanley Villag	5.74	953
E01024426	Edenbridge North and East	5.16	968
E01024442	Hartley and Hodsoll Street	4.93	974
E01024461	Sevenoaks Eastern	4.93	975
E01024445	Hextable	4.63	984
E01024471	Sevenoaks Town and St Johns	4.46	992
E01024483	Westerham and Crockham Hill	4.44	994
E01024418	Brasted, Chavening and Sundridge	4.35	996
E01024469	Sevenoaks Town and St Johns	4.23	1003
E01024468	Sevenoaks Town and St Johns	4.19	1004
E01024415	Ash	3.95	1010
E01024474	Swanley Christchurch and Swanley Villag	3.89	1013
E01024423	Dunton Green and Riverhead	3.83	1014
E01024464	Sevenoaks Kippington	3.81	1015
E01024449	Kemsing	3.74	1016
E01024446	Hextable	3.66	1020
E01024463	Sevenoaks Kippington	3.49	1023
E01024470	Sevenoaks Town and St Johns	3.06	1032
E01024441	Hartley and Hodsoll Street	2.78	1036
E01024453	Otford and Shoreham	2.71	1037
E01024443	Hartley and Hodsoll Street	2.71	1038
E01024467	Sevenoaks Northern	2.39	1041
E01024424	Dunton Green and Riverhead	1.38	1047

Most and Least Deprived Areas In Tonbridge & Malling LA

Lower Level Super Output Areas in Tonbridge & Malling that fall into the Worst Deprived 20% in Kent & Medway

SOA	Part of 'ELECTORAL WARD'	IMD SCORE	Kent & Medway Rank (where 1 is the most deprived, out of 1047 LLSOAs)
E01024741	East Malling	35.32	82
E01024775	Trench	28.07	172

Lower Level Super Output Areas in Tonbridge & Malling that fall into the Least Deprived 20% in Kent & Medway

SOA	Part of 'ELECTORAL WARD'	IMD SCORE	Kent & Medway Rank (where 1 is the most deprived, out of 1047 LLSOAs)
E01024734	Castle	8.33	846
E01024737	Ditton	7.94	861
E01024754	Hildenborough	7.90	863
E01024744	East Peckham and Golden Green	7.84	868
E01024753	Hildenborough	7.67	880
E01024765	Larkfield South	7.48	888
E01024757	Judd	7.47	889
E01024735	Ditton	7.34	895
E01024730	Cage Green	6.94	910
E01024785	West Malling and Leybourne	6.82	915
E01024773	Snodland West	6.66	920
E01024750	Higham	6.52	926
E01024724	Borough Green and Long Mill	6.21	941
E01024731	Cage Green	5.74	954
E01024781	Wateringbury	5.67	957
E01024745	Hadlow, Mereworth and West Peckham	5.63	958
E01024768	Medway	5.60	960
E01024733	Castle	5.26	965
E01024755	Ightham	5.02	971
E01024725	Borough Green and Long Mill	4.71	982
E01024782	West Malling and Leybourne	4.56	988
E01024784	West Malling and Leybourne	4.32	999
E01024722	Blue Bell Hill and Walderstade	3.99	1009
E01024778	Vauxhall	3.92	1012
E01024718	Aylesford	3.58	1021
E01024759	Kings Hill	3.43	1024
E01024748	Higham	3.20	1030
E01024720	Blue Bell Hill and Walderstade	3.19	1031
E01024751	Higham	2.82	1035
E01024752	Hildenborough	2.45	1040

Most and Least Deprived Areas In Tunbridge Wells LA

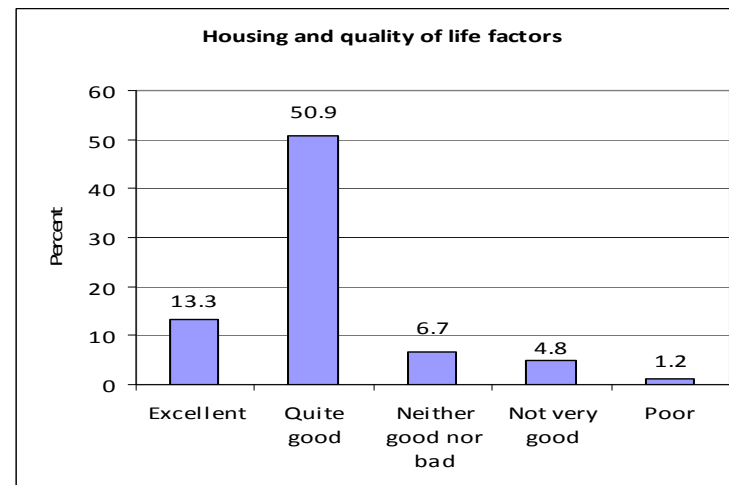
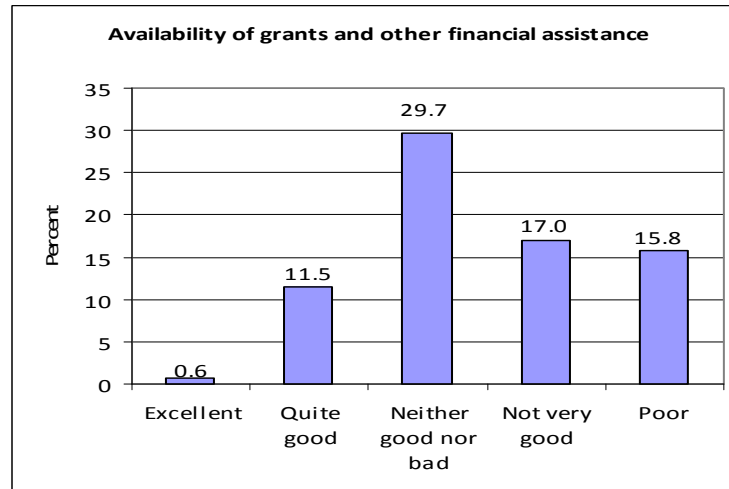
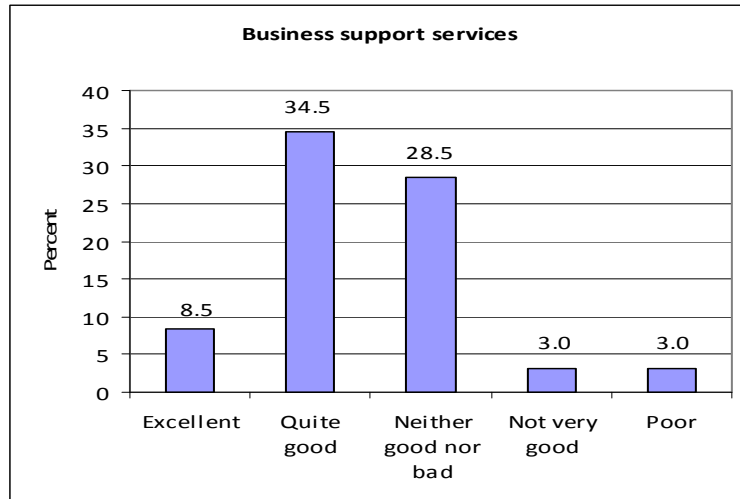
Lower Level Super Output Areas in Tunbridge Wells that fall into the Worst Deprived 20% in Kent & Medway

SOA	Part of 'ELECTORAL WARD'	IMD SCORE	Kent & Medway Rank (where 1 is the most deprived, out of 1047 LLSOAs)
E01024840	Shenwood	31.28	128
E01024795	Broadwater	27.93	179
E01024796	Broadwater	26.25	200

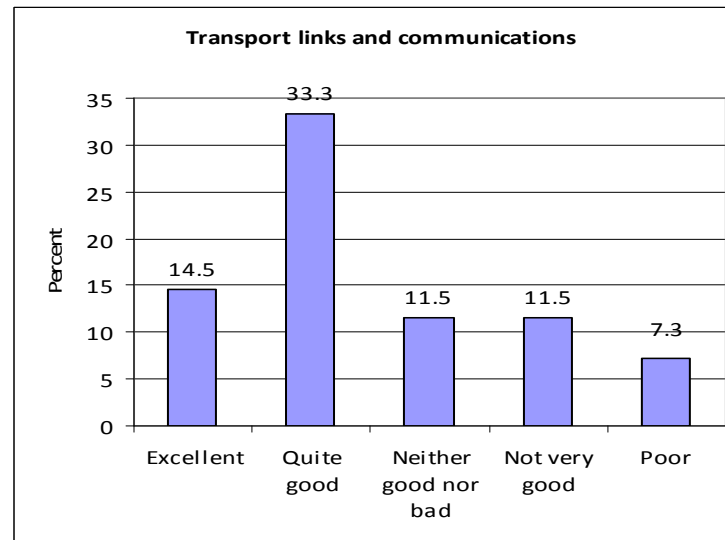
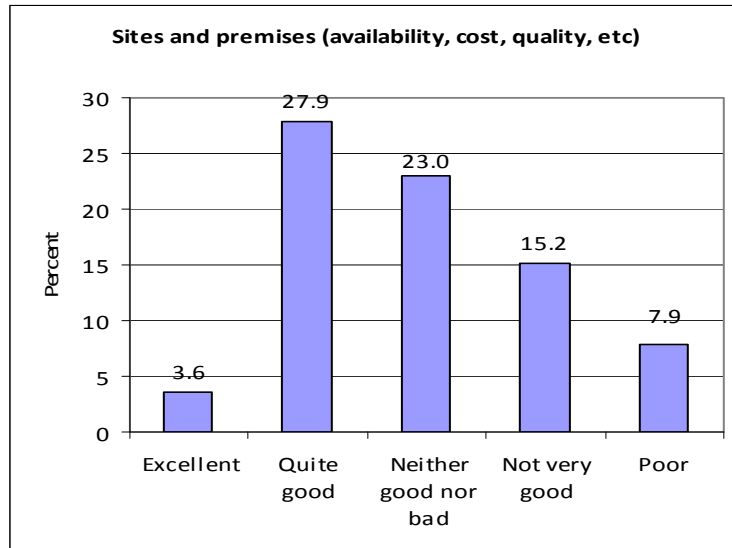
Lower Level Super Output Areas in Tunbridge Wells that fall into the Least Deprived 20% in Kent & Medway

SOA	Part of 'ELECTORAL WARD'	IMD SCORE	Kent & Medway Rank (where 1 is the most deprived, out of 1047 LLSOAs)
E01024823	Park	8.45	841
E01024832	St James'	8.41	844
E01024821	Park	7.77	872
E01024853	Speldhurst and Bidborough	7.72	877
E01024797	Broadwater	7.12	905
E01024829	Rusthall	7.03	906
E01024837	St John's	6.73	918
E01024792	Branchley and Horsmonden	6.39	931
E01024825	Pembury	6.36	934
E01024817	Pantiles and St Mark's	6.23	937
E01024808	Hawkhurst and Sandhurst	5.77	949
E01024791	Benenden and Cranbrook	5.29	963
E01024851	Speldhurst and Bidborough	5.28	964
E01024835	St John's	5.12	969
E01024838	St John's	4.97	972
E01024854	Speldhurst and Bidborough	4.79	979
E01024850	Southborough North	4.30	1000
E01024814	Paddock Wood West	4.30	1001
E01024800	Culverden	4.15	1006
E01024811	Paddock Wood East	3.92	1011
E01024824	Park	3.73	1017
E01024820	Pantiles and St Mark's	3.20	1029
E01024852	Speldhurst and Bidborough	1.43	1046

C. Business Survey Data



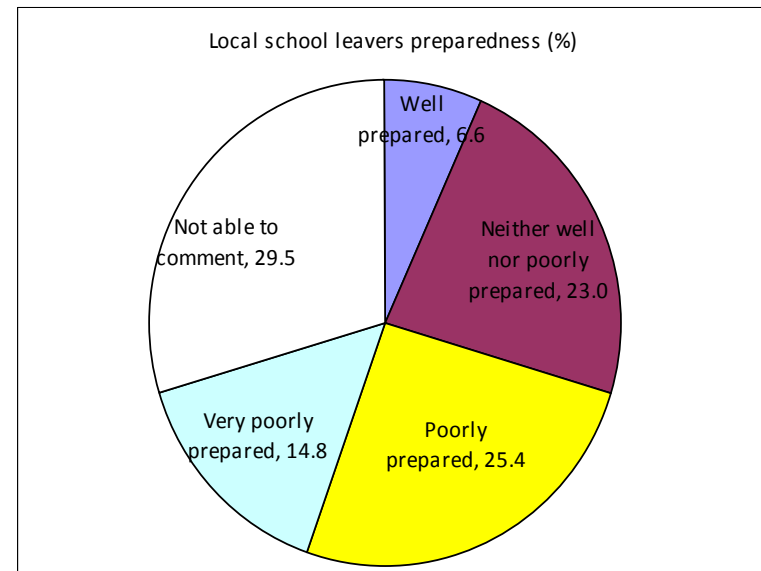
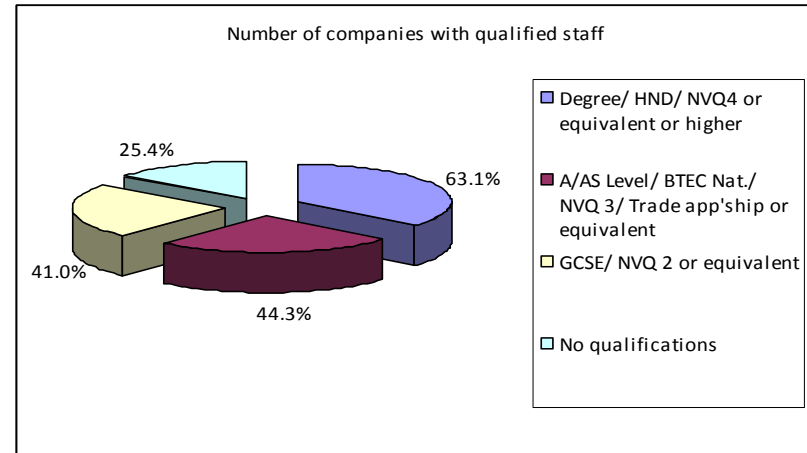
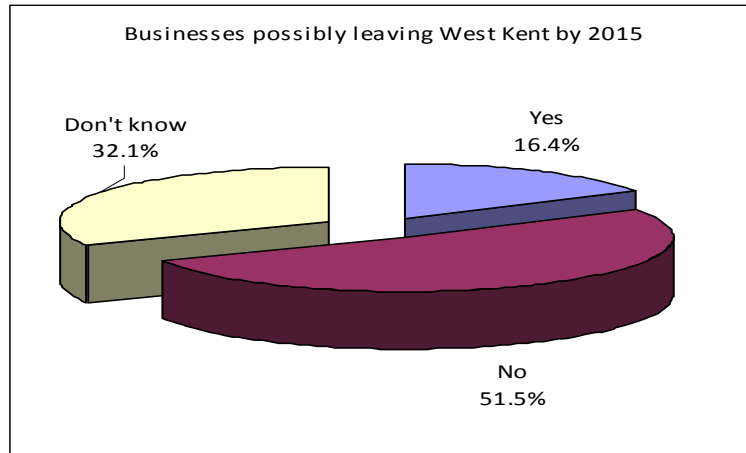
C. Business Survey Data



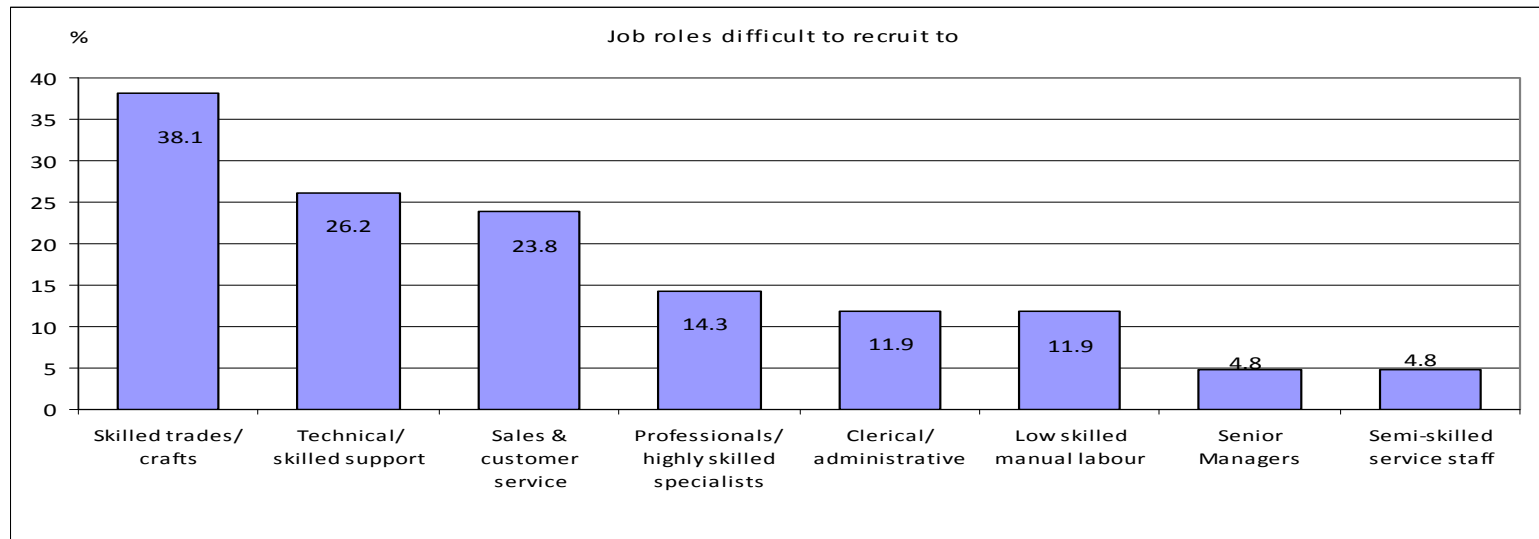
West Kent will be WORSE for these services than given areas by 2015

Factors	Ashford		Maidstone		East Kent		North Kent		East Sussex		Don't know		Total	
	Nº	%	Nº	%	Nº	%	Nº	%	Nº	%	Nº	%	Nº	%
Business support services	9	5.5	8	4.8	5	3.0	8	4.8	3	1.8	132	80.0	165	100
Availability of grants etc	9	5.5	6	3.6	11	6.7	8	4.8	7	4.2	124	75.2	165	100
Labour	11	6.7	10	6.1	8	4.8	9	5.5	8	4.8	119	72.1	165	100
Housing and quality of life	8	4.8	7	4.2	4	2.4	4	2.4	10	6.1	132	80.0	165	100
Sites and premises	20	12.1	20	12.1	15	9.1	17	10.3	14	8.5	79	47.9	165	100
Transport links & communications	17	10.3	11	6.7	6	3.6	13	7.9	4	2.4	114	69.1	165	100

C. Business Survey Data



C. Business Survey Data



Opinion of how different sectors of the West Kent economy will perform over the next 10 years or so

Sector	Very high growth		Quite high growth		Quite low growth		Very low growth		Negative growth		Don't know		Total	
	Nº	%	Nº	%	Nº	%	Nº	%	Nº	%	Nº	%	Nº	%
Agriculture	2	1.6	17	13.9	34	27.9	10	8.2	6	4.9	53	43.4	122	100
Construction	6	4.9	32	26.2	28	23.0	6	4.9	2	1.6	48	39.3	122	100
Education	10	8.2	32	26.2	26	21.3	3	2.5	0	0.0	51	41.8	122	100
Electricity, gas and water	3	2.5	29	23.8	32	26.2	4	3.3	3	2.5	51	41.8	122	100
Engineering	0	0.0	14	11.5	41	33.6	7	5.7	7	5.7	53	43.4	122	100
Financial services	5	4.1	19	15.6	31	25.4	10	8.2	2	1.6	55	45.1	122	100
Food, drink and tobacco	5	4.1	34	27.9	23	18.9	5	4.1	2	1.6	53	43.4	122	100

C. Business Survey Data

Health and social work	9	7.4	31	25.4	27	22.1	4	3.3	1	0.8	50	41.0	122	100
Hotels and restaurants	3	2.5	28	23.0	31	25.4	7	5.7	3	2.5	50	41.0	122	100
Mining and quarrying	0	0.0	4	3.3	18	14.8	18	14.8	27	22.1	55	45.1	122	100
Public administration and defence	5	4.1	16	13.1	26	21.3	16	13.1	5	4.1	54	44.3	122	100
Other business services	1	0.8	21	17.2	32	26.2	7	5.7	0	0.0	61	50.0	122	100
Other services	2	1.6	15	12.3	31	25.4	8	6.6	2	1.6	64	52.5	122	100
Rest of manufacturing	0	0.0	10	8.2	31	25.4	16	13.1	10	8.2	55	45.1	122	100
Retail and distribution	5	4.1	26	21.3	27	22.1	7	5.7	3	2.5	54	44.3	122	100
Transport and communications	5	4.1	26	21.3	30	24.6	5	4.1	3	2.5	53	43.4	122	100

D. Investment & Redundancies Data

Data was provided by Locate in Kent on investments and redundancies for the periods 2007-8 and 2008-9. This data was collected from a wide range of sources. While it cannot be considered to be a statistically valid representation, it does provide some insight into the investments and redundancies in Kent and West Kent for the period in question.

D.1 Investments

The share between the parts of Kent remained relatively stable over the two years in question.

Investments in Kent by Area				
Investments	2007-8	%	2008-9	%
Number recorded	2547		2629	
Central Corridor	573	22	607	23
East Kent	594	23	659	25
Thames Gateway	845	33	851	32
West Kent	534	21	510	19
Source: Locate in Kent data				

From the point of view of sector shares, Retail and Wholesale remain the strongest, followed by Business Services, Construction and Property, Public Administration and Leisure and Tourism.

Investments in West Kent, sector shares (top 5 sectors)		
	2007-8 (%)	2008-9 (%)
Retail and Wholesale	23	20
Business Services	16	15
Construction and Property	15	14
Public Administration	11	12
Leisure and Tourism	8	9
Source: Locate in Kent data		

D.2 Redundancies

As regards redundancies over the two years in question, unsurprisingly, the absolute number has risen, and the share of West Kent has increased by some 4%.

Redundancy announcements in Kent by area				
	2007-8	%	2008-9	%
Number recorded	70		168	
Central Corridor	12	17	31	18
East Kent	15	21	37	22
Thames Gateway	31	44	67	40
West Kent	9	13	29	17
Source: Locate in Kent data				

D. Investment & Redundancies Data

From a sector point of view, the number of jobs lost in West Kent is set out in the table below.

Jobs lost in West Kent, by sector (top 5)			
2007-8		2008-9	
Other Manufacturing	195	Printing, Paper & Publishing	370
Food and Agriculture	116	Financial Services	230
Transport & Logistics	59	Automotive	182
Public Administration	14	Retail and Wholesale	108
Life Sciences	11	Transport and Logistics	87

Source: Locate in Kent data

C. Business Survey Data

