

West Dorset

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Dorset County Council



Economy & Labour Market Profile



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Key Statistics [Back to Contents]	DCC Dorset	Christchurch	East Dorset	North Dorset	Purbeck	West Dorset	Weymouth & Portland
Total businesses - local units (as at 22nd March 2013) ¹	20,220	2,025	4,520	3,595	2,210	5,850	2,020
Gross Value Added (GVA) (millions) 2011 ²	6,709	760	1,380	1,060	810	1,930	780
Value of tourism to local economy (millions) ³	£553.9	£59.7	£68.7	£51.5	£103.9	£164.9	£105.2
Leisure & Tourism Employees (% of total employees) 2012 ⁴	7.7%	9.6%	5.2%	3.2%	12.3%	7.1%	13.5%
Services Employees (% of total employees) 2012 ⁵	79.7%	81.5%	74.8%	76.2%	75.3%	81.2%	90.7%
Public sector employees (% of total employees) 2012 ⁶	22.0%	13.8%	15.4%	17.4%	21.2%	30.7%	24.2%
Knowledge Intensive Employees (% of total employees) 2012 ⁷	46.5%	43.4%	42.3%	45.2%	47.4%	50.7%	45.9%
Resident Population (Mid-Year Estimates 2012) ⁸	414,900	48,000	87,800	69,300	45,300	99,500	65,000
Population aged 16-64 (Mid-Year estimates 2012) ⁹	238,700	25,800	48,700	41,300	26,500	56,500	40,000
Population aged 65+ (Mid-Year Estimates 2012) ¹⁰	109,000	14,700	25,600	15,700	11,400	27,400	14,300
Earnings - median gross weekly (residence based) 2012 ¹¹	£480.0	£486.2	£518.1	£479.8	£439.5	£506.3	£449.1
Earnings - median gross weekly (workplace based) 2012 ¹²	£458.5	£477.4	£458.5	£379.9	£484.6	£452.7	£437.5
Employment rate 2012 ¹³	76.6%	68.5%	76.9%	80.8%	71.9%	78.5%	78.5%
Unemployment rate 2012 ¹⁴	5.1%	5.9%	6.0%	2.2%	8.6%	2.9%	7.0%
Claimant Unemployment 2012 ¹⁵	1.7%	1.8%	1.3%	1.3%	1.6%	1.3%	2.8%

¹ Source: UK Business: Size, activity & location 2013, ONS. Note: A local unit is an individual site. This data excludes organisations not registered for VAT/PAYE

² Source: ONS and DCC estimates 2011

³ Source: Value of Tourism 2011 - Dorset, The South West Research Company

⁴ Source: Business Register and Employment Survey 2012, ONS

⁵ Source: Business Register and Employment Survey 2012, ONS

⁶ Source: Business Register and Employment Survey 2012, ONS

⁷ Source: Business Register and Employment Survey 2012, ONS

⁸ Source: ONS Mid-Year Estimates, 2012

⁹ Source: ONS Mid-Year Estimates, 2012

¹⁰ Source: ONS Mid-Year Estimates, 2012

¹¹ Source: Annual Survey of Hours and Earnings 2012, ONS

¹² Source: Annual Survey of Hours and Earnings 2012, ONS

¹³ Source: Annual Population Survey (Jan-Dec12), ONS

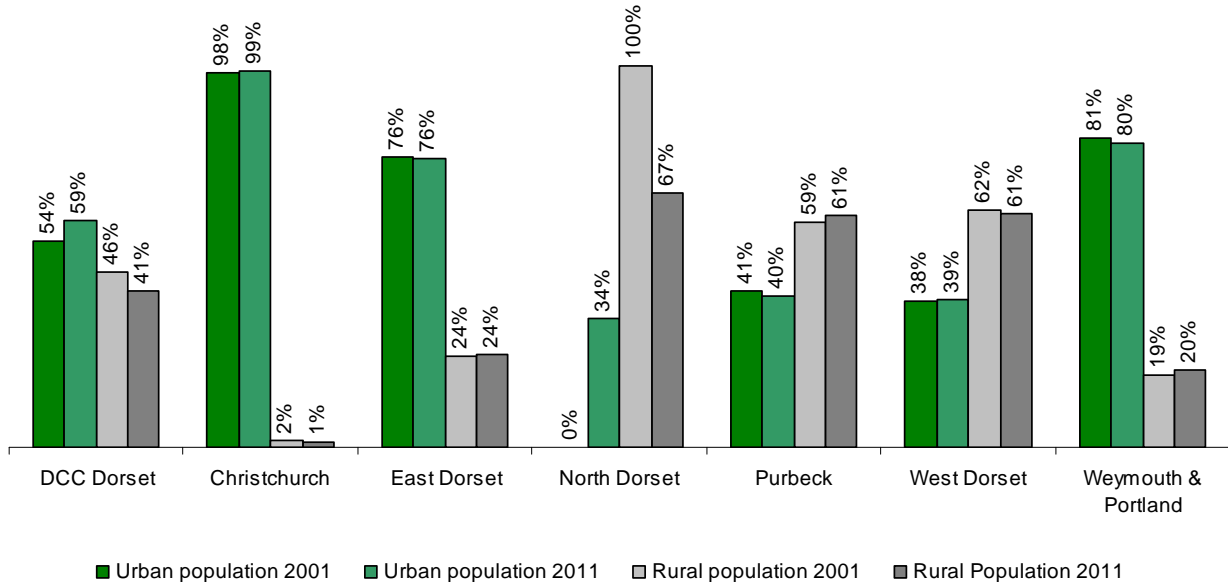
¹⁴ Source: Annual Population Survey (Jan-Dec12), ONS

¹⁵ Claimant Count, ONS. Annual average, 2012. Proportion of resident population aged 16-64

INTRODUCTION [\[Back to Contents\]](#)

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 99,500. West Dorset is a predominantly rural area (97%) supported by small market towns and with a relatively low population density.

Rural/Urban classifications: 2001 and 2011



Of the total population in West Dorset, 61% live in the rural part of the district¹⁶ and 60% of these live in villages and hamlets/isolated dwellings. The proportion of residents in West Dorset that live in hamlets/isolated is 11%, which is the highest proportion of residents living in this type of area among the Dorset districts, after North Dorset.

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 times¹⁷ 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

¹⁶ 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.

¹⁷ sourced from AA Route Planner at <http://www.theaa.com/route-planner/index.jsp>

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.

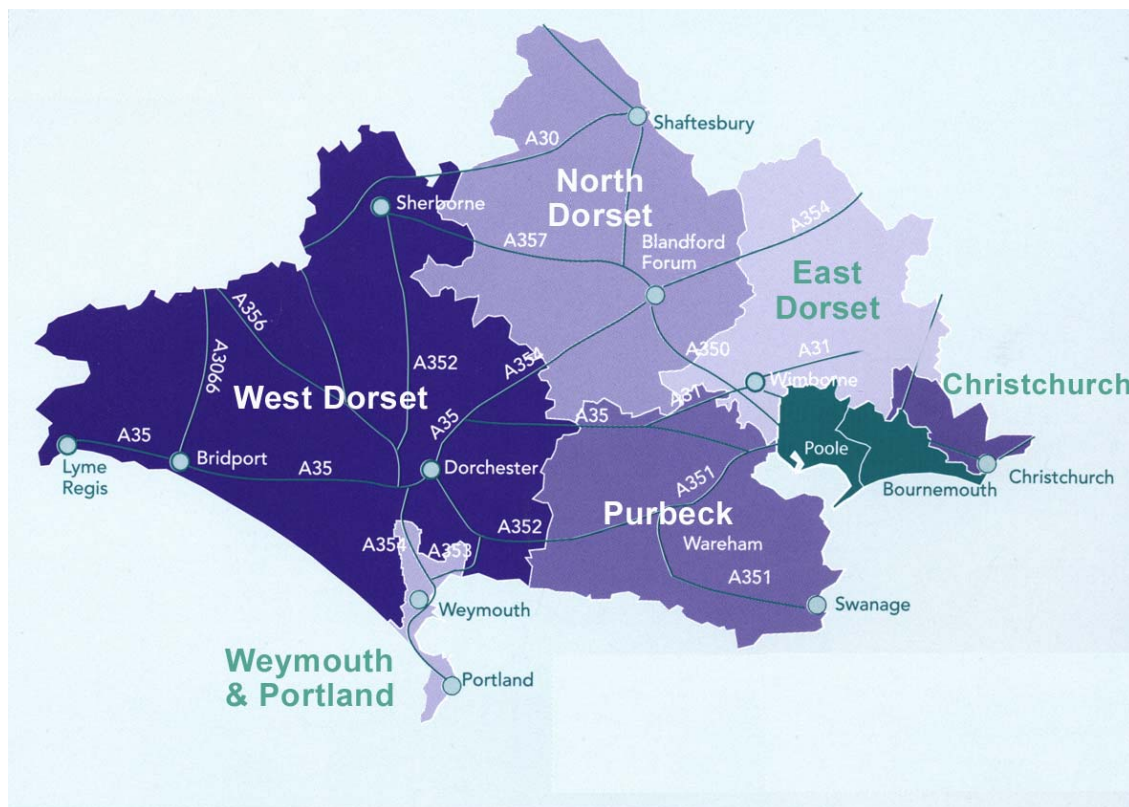
Road distance in miles [\[Back to Contents\]](#)

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	Beaminster														
148	225	110	44	59	74	53	23	19	15	39	Blandford													
163	239	144	70	60	39	36	56	44	39	6	33	Bridport												
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	Dorchester										
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	Lyme Regis								
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	Sherborne						
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 Linkages and Infrastructure

In terms of commuting, West Dorset has strong links with Weymouth & Portland, Somerset and Purbeck. Dorchester is a net gainer of workers, as are Bridport, Sherborne and Chickerell.

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.



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 destinations¹⁸. 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 14 fishing vessels registered to the harbour and Lyme Regis has 14 (as at October 2013)¹⁹.

The nearest colleges of further and higher education in the area, that students resident in West Dorset can travel to, are Weymouth College, Kingston Maurward College near Dorchester and Yeovil

¹⁸ Source: www.southamptonairport.com

¹⁹ Source: Vessel Lists (Oct 2013), www.marinemanagement.org.uk

College in Somerset. 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
- Pineapple Business Park
- Poundbury West Industrial Estate
- Roman Hill Business Park
- Sea Road North
- Station Road Industrial Estate
- Lynch Lane Industrial Estate

PEOPLE AND COMMUNITIES [\[Back to Contents\]](#)

Demography

Resident and working age (16-64) population

Data from the Office of National Statistics (ONS) provides predicted population sizes based on the 2011 Census based mid-year estimates. The table below shows the mid-year estimates (rounded to the nearest hundred) for 2012 of the entire population, the size of the population that is 'working age' (16-64)²⁰ and the proportion of the population that is working age by geographical area.

	Population	Working Age Population (16-64)	Working Age (%)
England & Wales	56,567,800	36,328,600	64.1%
South West	5,339,600	3,316,700	62.1%
Bournemouth UA	186,700	124,200	66.5%
Poole UA	148,600	91,100	61.3%
DCC Dorset	414,900	238,700	57.5%
Dorset LEP	750,300	454,000	60.5%
Christchurch	48,000	25,800	53.8%
East Dorset	87,800	48,700	55.4%
North Dorset	69,300	41,300	59.5%
Purbeck	45,300	26,500	58.5%
West Dorset	99,500	56,500	56.7%
Weymouth & Portland	65,000	40,000	61.5%

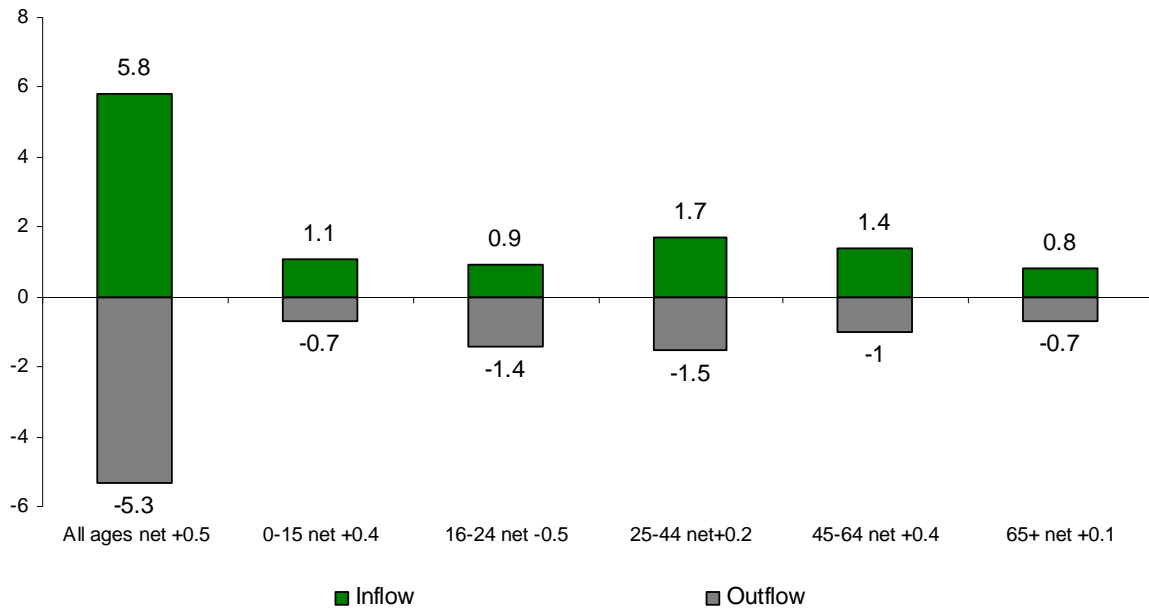
Source: ONS Mid-year Estimates, 2012

²⁰ Working age throughout this document refers to age 16-64

In terms of population, West Dorset is the largest district in DCC Dorset with about 99,500 people – approximately 24% of the DCC Dorset total population (414,900). The size of the working age population is around 56,500 which is the highest among the Dorset districts, accounting for roughly 24% of the whole working age population in DCC Dorset (238,700).

The proportion of the population that is working age, in West Dorset, is around 57%; slightly below the average in DCC Dorset (58%), the South West (62%) and nationally²¹ (64%). When looking at migration²², West Dorset saw a net gain overall with the greatest net increase among those aged 45-64 and the greatest net loss among those aged 16-24.

Migration in West Dorset (thousands)



Age structure of the working age population (16-64) [\[Back to Contents\]](#)

The following table gives the proportions of the working age population for different age groups.

Age structure: % of population aged 16-64					
	16-24	25-34	35-44	45-59	60-64
England and Wales	18.3%	21.1%	21.1%	30.7%	8.9%
South West	18.1%	18.6%	20.4%	32.7%	10.3%
Bournemouth UA	21.6%	24.1%	19.9%	26.5%	7.9%
Poole UA	16.0%	19.7%	21.3%	32.9%	10.1%
DCC Dorset	15.9%	14.9%	19.8%	36.4%	13.0%
Dorset LEP Area	17.5%	18.4%	20.1%	33.0%	11.0%
Christchurch	15.6%	15.3%	20.5%	35.5%	13.1%
East Dorset	15.2%	13.1%	19.6%	38.0%	14.0%
North Dorset	16.9%	16.2%	20.4%	34.7%	11.8%
Purbeck	16.0%	15.2%	19.6%	36.2%	13.1%
West Dorset	15.4%	13.6%	19.1%	38.0%	14.0%
Weymouth and Portland	16.9%	17.1%	19.7%	34.8%	11.5%

Source: ONS Mid-year Estimates, 2012

²¹ Nationally refers to England & Wales

²² Source: Local area migration indicators suite, August 2013 - ONS

In West Dorset more than half (52%) of all working age residents are aged 45-64 which is higher than the figure for DCC Dorset (49%), the South West (43%) and nationally (40%). According to the Annual Population Survey (January-December 2012)²³, of those qualified to NVQ level 4 or higher in West Dorset, 40% are aged 50-64; whereas of those joining the workforce (aged 16-24), almost no people are qualified to NVQ level 4 or higher.

[65+ age group](#) [\[Back to Contents\]](#)

By geographical area, the proportion of residents aged 65+, as a percentage of the total population, is given below. DCC Dorset and the South West have higher proportions due to being popular destinations for those who have retired or are nearing retirement age.

Population aged 65+ (% of total population)	
England and Wales	17.0%
South West	20.3%
Bournemouth UA	17.8%
Poole UA	21.2%
DCC Dorset	26.3%
Dorset LEP Area	23.2%
Christchurch	30.6%
East Dorset	29.1%
North Dorset	22.6%
Purbeck	25.3%
West Dorset	27.5%
Weymouth and Portland	22.0%

Source: ONS Mid-year Estimates, 2012

West Dorset has quite a high proportion of residents aged 65 or more with 28% of the population. This is one of the highest proportions among the Dorset districts, higher than the DCC Dorset figure, the South West and nationally²⁴.

Life expectancy²⁵ in England & Wales is 78.81 years for males and 82.81 years for females. In West Dorset, life expectancy is higher at 80.5 years for males and 84.9 years for females.

Population Density

Population density is a measure of how many people there are per hectare of land. The population data in the following table is rounded to the nearest hundred.

²³ The Annual Population Survey is a sample survey and should be treated with caution

²⁴ Nationally refers to England & Wales

²⁵ Source: Life expectancy at birth and at age 65 by local areas in England & Wales, 2009-11 - ONS

Area	Population	Hectares	Population Density (Population/Hectare)
England and Wales	56,567,800	15,101,354	3.7
South West	5,339,600	2,383,736	2.2
Bournemouth UA	186,700	4,618	40.4
DCC Dorset	414,900	254,162	1.6
Poole UA	148,600	6,475	23.0
Dorset LEP Area	750,300	265,255	2.8
Christchurch	48,000	5,039	9.5
East Dorset	87,800	35,437	2.5
North Dorset	69,300	60,922	1.1
Purbeck	45,300	40,442	1.1
West Dorset	99,500	108,147	0.9
Weymouth and Portland	65,000	4,176	15.6

Source: ONS MYE 2012

Population density in West Dorset is very low at 0.9 people per hectare of land. Population in the more urban boroughs of Christchurch and Weymouth & Portland is high compared to the rest of Dorset. England & Wales and the South West also have a lower density.

Ethnicity [[Back to Contents](#)]

The Census of Population gives us the most accurate picture of population by ethnic group in Dorset. A comparison of Census data from 2001 and 2011 reveals that BME (Black Minority Ethnic) groups in DCC Dorset have increased from 1.3% to 2.1% over the decade. In West Dorset, the percentage of the population that is BME has increased from 1.3% to two per cent and is now the third smallest proportion among the Dorset districts.

Population Growth

The change in population between the Census of Population 2001 and 2011 for West Dorset is provided below with figures rounded to the nearest ten.

Age (years)	West Dorset				DCC Dorset % Change	South West % Change	England & Wales % Change
	2001	2011	Person Change	% Change			
0-15	16,340	15,730	-620	-3.8%	-3.6%	-0.9%	0.9%
16-64	53,410	57,260	3,850	7.2%	5.1%	8.2%	9.1%
65+	22,600	26,280	3,680	16.3%	13.9%	12.7%	11.0%
All	92,350	99,260	6,910	7.5%	5.6%	7.3%	7.8%

Source: ONS Census data 2001 and 2011

Population change in West Dorset shows that there has been growth between 2001 and 2011 of 6,910 people, particularly in the 65 years or older age group where there has been a 16% increase. This is higher than the increase in the age group in DCC Dorset (14%), the South West (13%) and

nationally (11%)²⁶. The working age group (16-64) has increased by seven per cent, which is above the county increase (five per cent) but below the South West (eight per cent) and nationally (nine per cent). The 0-15 years age group has seen a negative increase of four per cent over the decade – in line with the county. Total population growth was above that for the county and the South West and in line with England.

Population Projections 2011-2021

Population projections produced by the ONS are based on the indicative mid-2011 population estimates with the assumption that birth/death rates and migration will remain consistent with recent trends.

The total population in West Dorset is projected to grow by 0.7% per annum to 106,300 by 2021. This is greater than the projected growth in the county but less than in the South West and England. The 65+ age group in West Dorset is expected to increase the most with a projected growth of 2.4% p.a., which is one of the highest projected increases in this age group among the Dorset districts and is higher than in DCC Dorset and England.

	Nominal change: All People		Change per annum by broad age group			
	2011	2021	All	Working Age (16-64)	0-15	65+
England	53,107,200	57,687,800	0.8%	0.4%	1.2%	2.1%
South West	5,300,800	5,743,200	0.8%	0.2%	1.2%	2.3%
Bournemouth UA	183,500	201,200	0.9%	0.5%	2.2%	1.3%
Poole UA	148,100	163,100	1.0%	0.4%	1.8%	2.0%
DCC Dorset	413,800	440,100	0.6%	-0.4%	1.4%	2.2%
Dorset LEP Area	745,300	804,300	0.8%	0.0%	1.7%	2.0%
Christchurch	47,900	53,300	1.1%	0.5%	2.0%	1.6%
East Dorset	87,300	93,800	0.7%	-0.2%	1.5%	1.9%
North Dorset	69,000	72,100	0.4%	-0.8%	1.5%	2.6%
Purbeck	45,200	48,000	0.6%	-0.3%	1.3%	2.2%
West Dorset	99,300	106,300	0.7%	-0.5%	1.6%	2.4%
Weymouth & Portland	65,100	66,600	0.2%	-0.7%	0.8%	2.3%

Source: Office of National Statistics

The working age group (16-64) is projected to decline by 0.5% p.a. in West Dorset which is above the expected decrease in DCC Dorset. The South West and England are both projected to see growth in this age group.

Deprivation [\[Back to Contents\]](#)

The Indices of Deprivation 2010²⁷ were updated in March 2011. Although several 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, West Dorset ranks 190 out of 326 therefore falls within the least deprived half of districts/boroughs in England.

²⁶ Nationally refers to England & Wales

²⁷ Source: English Indices of Deprivation 2010, CLG. 1=Most Deprived

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

The Index of Deprivation 2010 is provided at Lower Super Output Area (LSOA) which is an area containing a population of 1,000 to 3,000. There are 247 LSOAs in DCC Dorset and 32,482 in England. In rural areas many LSOAs are the same areas as existing wards. The following section looks at the concentration of deprivation.

Most deprived LSOAs: [\[Back to Contents\]](#)

Thirteen of the 247 LSOAs in DCC Dorset fall in the 20% most deprived areas in England, two of which are in West Dorset. Four, all in Weymouth & Portland, fall in the most deprived 10% in England.

Looking at the ranking within DCC Dorset, 16 of the 57 LSOAs in West Dorset fall in the 20% most deprived areas in the county. Five of West Dorset's 57 LSOAs fall in the most deprived 10% in DCC Dorset, as shown in the table below.

Most deprived LSOAs in West Dorset	IMD National Rank	IMD Dorset Rank
Bridport Skilling	5881	12
Bridport Court Orchard	6220	13
Dorchester Town Centre	8451	15
Sherborne East Gryphon	9825	20
Fordington East	10217	24

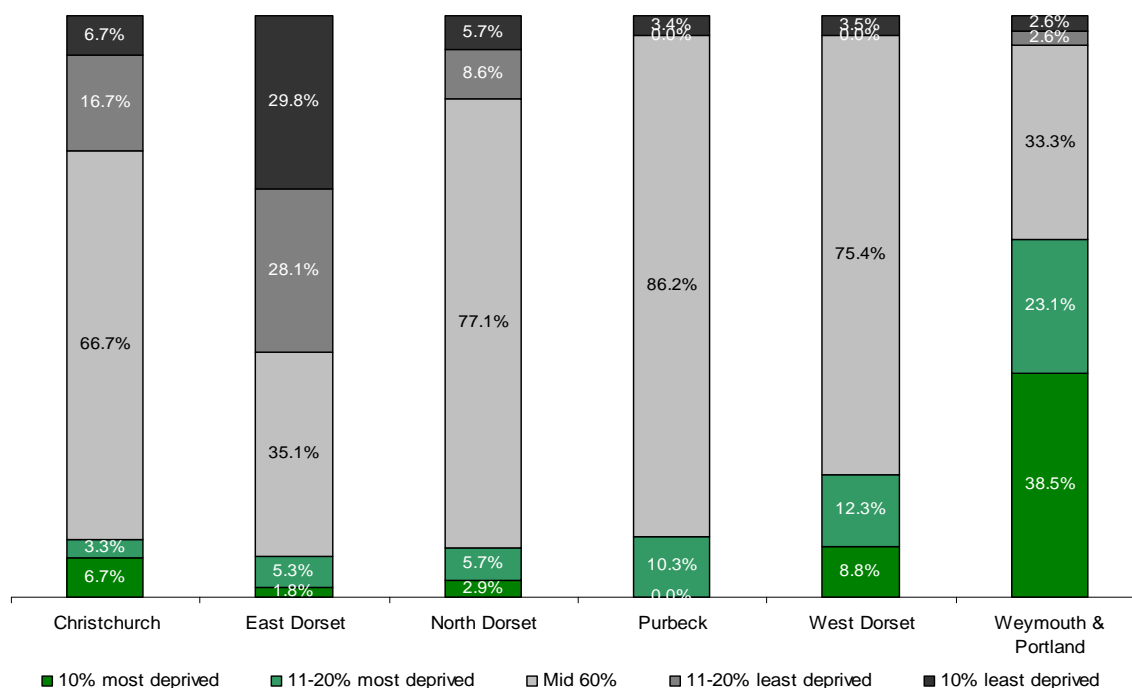
Least deprived LSOAs:

Sixty-one of the 247 DCC Dorset LSOAs are among the 20% least deprived areas in England and of these, 30 fall in the 10% least deprived. Four LSOAs in West Dorset are in the 20% least deprived in England and two are in the 10% least deprived in England and DCC Dorset, as shown in the table below.

Least deprived LSOAs in West Dorset	IMD National Rank	IMD Dorset Rank
Dorchester Manor Park	31625	242
Dorchester Monmouth Road	30185	229

The following chart shows the percentage of LSOAs in each district which are in the 10%/20% least/most deprived and the mid 60% in DCC Dorset. West Dorset has a high percentage of LSOAs in the mid 60% and the second highest proportion of LSOAs in the 20% most deprived in DCC Dorset, after Weymouth & Portland.

Deprivation in DCC Dorset



ECONOMIC STRUCTURE [\[Back to Contents\]](#)

Businesses by Size

In 2013, there were 20,220 local businesses²⁸ in DCC Dorset which accounts for eight per cent²⁹ of total businesses in the South West. In West Dorset, there were 5,850 businesses registered for VAT/PAYE which accounts for 29% of total businesses in DCC Dorset. Of the 5,850 businesses in West Dorset, 85% employed fewer than ten people which is in line with DCC Dorset but marginally above the figure for the South West and nationally³⁰ (both 83%).

Fifteen³¹ businesses in West Dorset, in 2013, employed 250 or more people which represents 0.3% of all local units. This looks to be about in line with DCC Dorset, the South West and nationally. A further 1.4% of businesses employed 50-99 people which is below the average in DCC Dorset (1.5%), the South West (1.8%) and nationally (1.9%).

Since 2012 the total number of local units in West Dorset has increased by 25 representing a 0.4% increase. The number of businesses employing 10-19 people has increased by 35 local units and the number of businesses employing fewer than ten people has decreased by 20.

Businesses by Sector

In 2013, half of West Dorset's businesses³² fall within four main sectors: Agriculture, forestry and fishing; Construction; Retail; and Professional, scientific and technical. The main four sectors in DCC Dorset are the same.

²⁸ Businesses in this section refers to local units i.e. individual sites. Note: This dataset does not include businesses not registered for VAT/PAYE i.e. likely to be very small

²⁹ Source: UK Business: Activity, Size and Location 2012, ONS

³⁰ Nationally here refers to Great Britain

³¹ Figures rounded to nearest five

³² Businesses in this section refers to local units i.e. individual sites. Note: This dataset does not include businesses not registered for VAT/PAYE i.e. likely to be very small

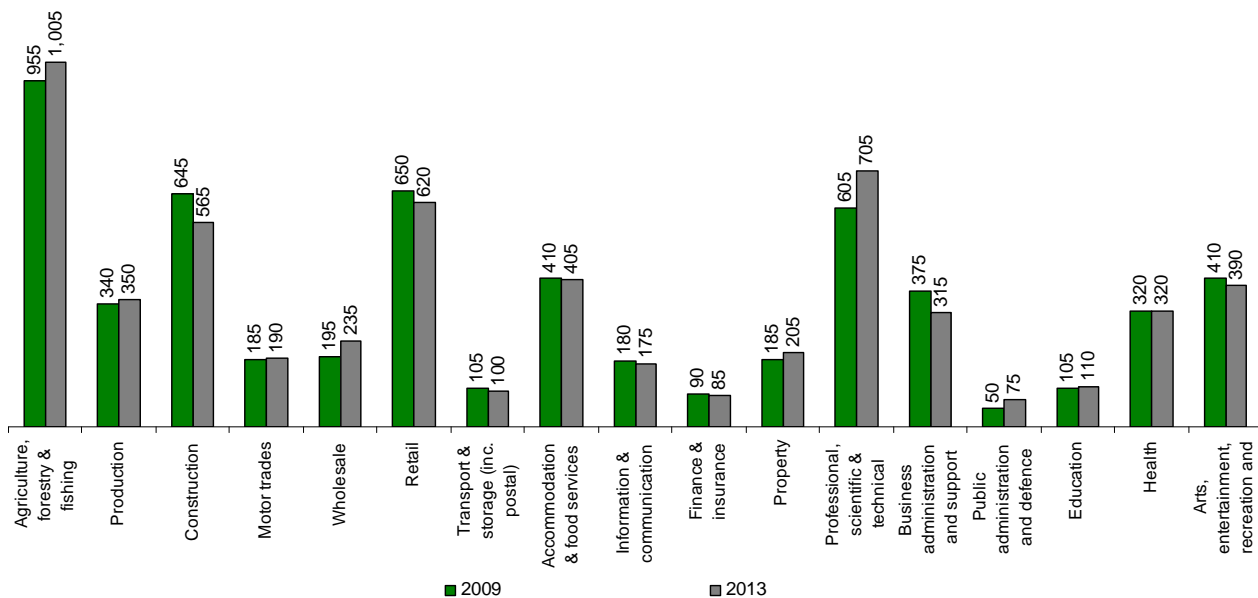
Between 2009 and 2013 indications are that West Dorset saw an increase of 45 businesses representing a 0.8% rise. The Public administration & defence sector grew by 50% between 2009 and 2013 and the Wholesale sector grew by 21%.

Other sectors seeing growth since 2009 in West Dorset were (figures rounded to the nearest five):

- Agriculture, forestry & fishing: +50 (5%)
- Motor trade: +5 (3%)
- Production: +10 (3%)
- Property: +20 (11%)
- Professional, scientific & technical: +100 (17%)
- Education: +5 (5%)

The greatest losses were in Business administration & support services and Construction.

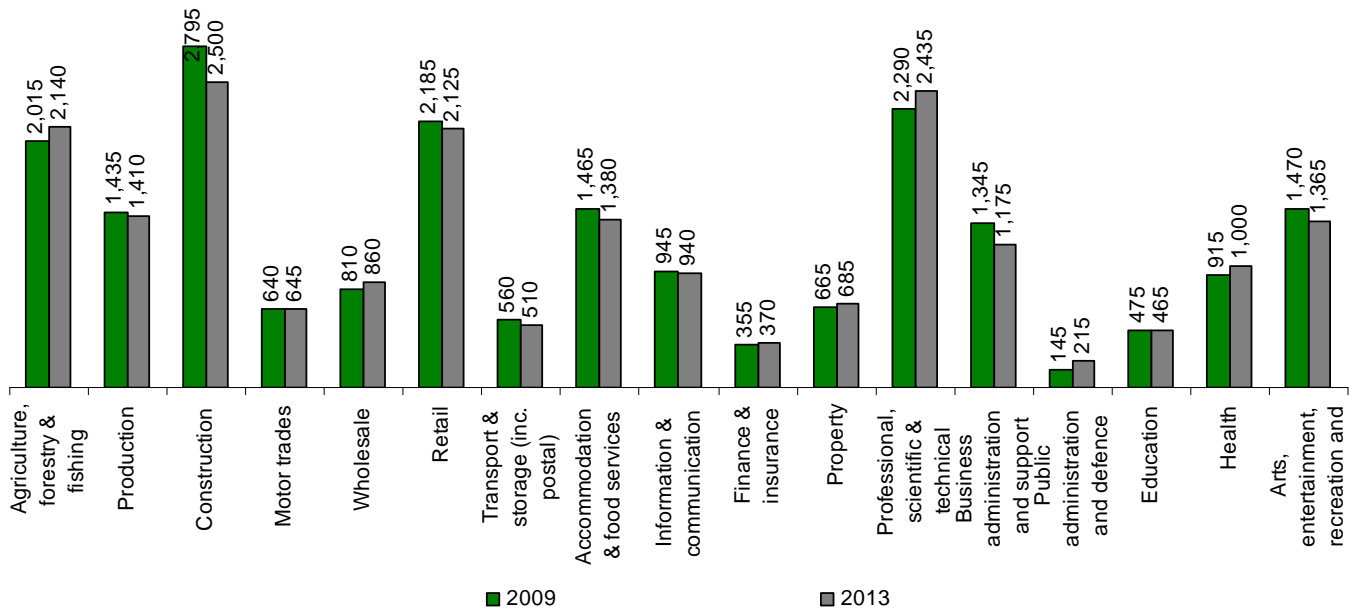
Number of local units by industry: West Dorset 2009 and 2013



Overall, DCC Dorset saw a loss of 290 firms representing a one per cent reduction since 2009. Firms which saw growth were in the following sectors (numbers rounded to the nearest five):

- Agriculture, forestry & fishing: +125 (6%)
- Motor trades: +5 (1%)
- Wholesale: +50 (6%)
- Finance & insurance: +15 (4%)
- Property: +20 (3%)
- Professional, scientific & technical: +145 (6%)
- Public administration & defence: +70 (48%)
- Health: +85 (9%)

Number of local units by industry: DCC Dorset 2009 and 2013



Turnover of Businesses [\[Back to Contents\]](#)

In 2013, there were about 17,390 enterprises³³ in DCC Dorset, accounting for about nine per cent of total enterprises in the South West. The majority of these businesses (29%) had a turnover in the year of between £100,000 and £249,000 which is in line with the South West. Almost a quarter of businesses (23%) in DCC Dorset had a turnover in the year of between £50,000 and £99,000 which is about in line with the South West and nationally³⁴. Approximately one per cent of businesses in the county had a turnover of £5,000,000 or more (about 250 enterprises).

In West Dorset, there was a total of 5,015 VAT and/or PAYE based enterprises in 2013, accounting for about 29% of all businesses in DCC Dorset. The majority of businesses had a turnover of between £100,000 and £249,000 (28%). The proportion of businesses that had a turnover of between £50,000 and £99,000 was 22%, which is marginally below the figure for the county and the South West (both 23%) and nationally (24%). The proportion of businesses that had a turnover in the year of £5,000,000 or more was one per cent (around 65 enterprises).

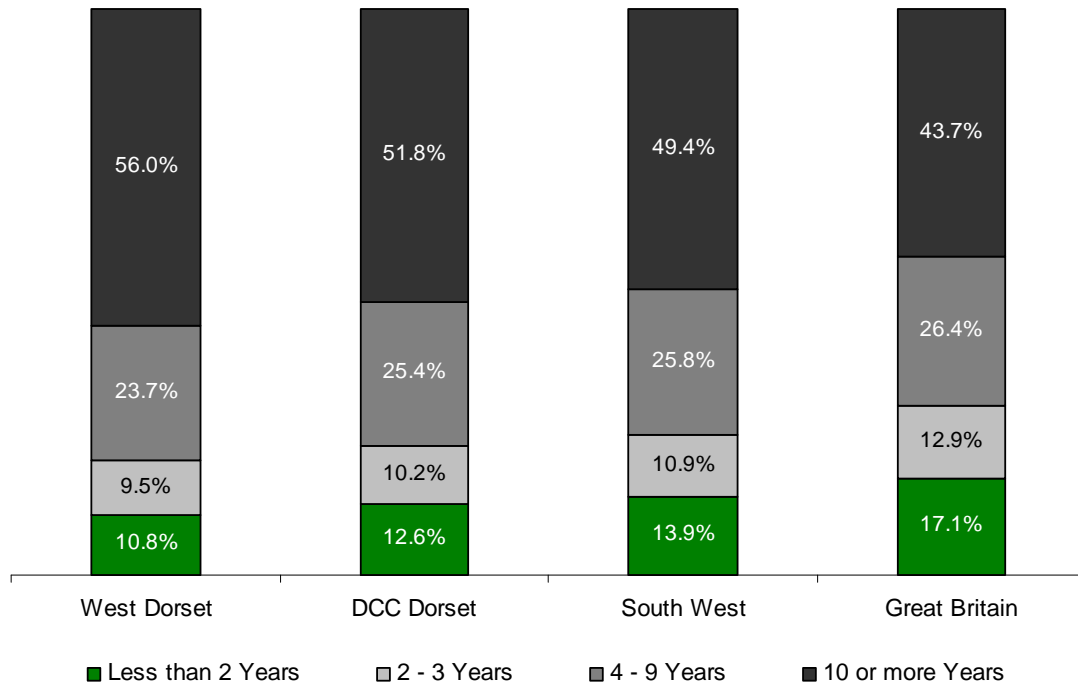
Age of Businesses

More than half (56%) of West Dorset's businesses, in 2013, were at least ten years old, which looks to be greater than the average for DCC Dorset (52%), the South West (49%) and nationally (44%). Whilst a solid base of older firms gives stability, a churn of businesses can help build a healthy economy as new products, skills and 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. Twenty per cent of West Dorset's local businesses were less than four years old, which appears to be below the average for DCC Dorset (23%), the South West (25%) and nationally (30%).

³³ Enterprises refers to businesses that are registered for VAT/PAYE but may be a group of units or sites

³⁴ Nationally refers to Great Britain

Age of Businesses: % VAT and/or PAYE based enterprises 2013



Gross Value Added (GVA)

GVA for DCC Dorset in 2011 was £6,709 million³⁵ which represents seven per cent of the total GVA for the South West. West Dorset's estimated GVA was £1,930 million for 2011, which represents approximately 29% of the headline figure for DCC Dorset and growth of 1.6% over the year.

GVA per head of resident population for DCC Dorset in 2011 was £16,538 which is 77% of the figure for England as a whole (£21,349). The estimated GVA per head of resident population in West Dorset was £19,440³⁶.

ENTERPRISE AND INNOVATION [\[Back to Contents\]](#)

Business Births

In West Dorset, there were 370 business³⁷ births in 2011 giving a business birth rate of eight per cent; the lowest proportion among the Dorset districts³⁸. The creation of new enterprises can also be expressed as births per 10,000 of the working age population³⁹. In 2011 in West Dorset, this was 64.7 which is in line with the county. Between 2010 and 2011, business births increased by 12% in England & Wales and by 11% in the South West. DCC also saw an increase of 11% which is above the increase in West Dorset (seven per cent).

Data for business births and deaths by industry is not available at a local level, however; the highest business birth rate in the UK was in the Professional, scientific and technical sector (22%) particularly in activities of head offices; management and consultancy services where there were 20,305 births in 2011. Fifteen per cent of business births in the UK were in Wholesale & retail trade and repair of motor vehicles.

³⁵ Source: ONS, Crown Copyright Reserve (headline GVA at current prices)

³⁶ Source: Based on Local Economy Forecasting Model (Baseline, 2013), Cambridge Econometrics

³⁷ Businesses refers to enterprises registered to pay VAT and/or PAYE

³⁸ Source: Business Demography 2011, ONS

³⁹ Working age refers to ages 16-64

In 2011 the highest rate of business deaths in the UK was also in the Professional, scientific and technical sector particularly in activities of head offices; management and consultancy services where there were 14,605 deaths in 2011. Sixteen per cent of business deaths were in Wholesale & retail trade and repair of motor vehicles.

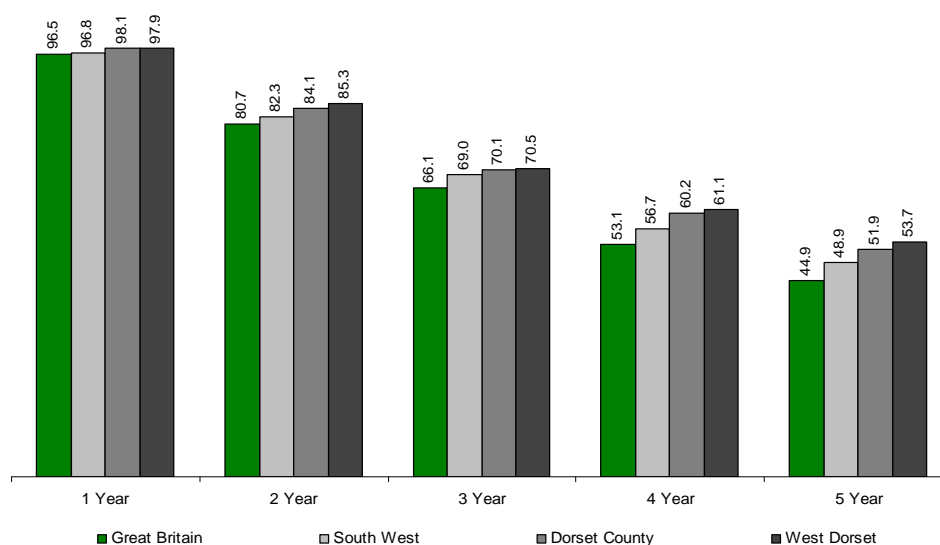
Enterprise births and deaths 2011						
	Count	Births	Deaths	Births %	Deaths %	Births per 10k of population aged 16-64
England & Wales	2,129,570	240,685	210,785	11.3%	9.9%	66.3
South West	205,470	19,750	18,825	9.6%	9.2%	59.4
Dorset LEP estimate	30,485	2,970	2,930	9.7%	9.6%	65.1
Bournemouth UA	6,415	785	670	12.2%	10.4%	64.1
Poole UA	6,155	630	615	10.2%	10.0%	68.5
DCC Dorset	17,915	1,555	1,645	8.7%	9.2%	64.4
Christchurch	1,975	185	210	9.4%	10.6%	70.7
East Dorset	4,445	380	430	8.5%	9.7%	77.3
North Dorset	2,930	255	250	8.7%	8.5%	61.2
Purbeck	2,005	180	170	9.0%	8.5%	67.0
West Dorset	4,680	370	395	7.9%	8.4%	64.7
Weymouth & Portland	1,880	185	190	9.8%	10.1%	45.6

Source: Business Demography 2011, ONS

Business Survival [\[Back to Contents\]](#)

In terms of business survival rates, DCC Dorset continued to fare better than the national⁴⁰ average, in 2011, with 52% of firms born five years ago still surviving compared with 45% nationally. In West Dorset, the businesses survival rate was higher than DCC Dorset with 54% surviving after five years.

Enterprise survival rates 2011



Source: Business Demography 2011, ONS

⁴⁰ Nationally refers to Great Britain

Self Employment [\[Back to Contents\]](#)

The Census of Population 2011 gives the most accurate picture of self-employment in Dorset. The Annual Population Survey is a sample survey of households in Great Britain and aims to provide data between the ten-yearly Censuses'. Both sets of data will be presented in this section.

According to the Census of Population, there were 36,700 self-employed residents (aged 16-74) in DCC Dorset, representing 18% of the total population aged 16-74. In West Dorset, the percentage of self-employed residents was higher at 22% and this was also the highest percentage among the Dorset districts.

Self-employment – Census of Population 2011	No. of self-employed 16-74	% of self-employed 16-74
England & Wales	3,987,700	13.9%
South West	433,200	16.0%
Bournemouth UA	14,000	14.5%
Poole UA	10,900	14.4%
Dorset LEP Area	61,600	16.6%
DCC Dorset	36,700	18.4%
Christchurch	3,700	17.5%
East Dorset	7,600	18.4%
North Dorset	6,700	19.3%
Purbeck	4,000	17.6%
West Dorset	10,300	21.5%
Weymouth & Portland	4,400	13.8%

The Annual Population Survey (January-December 2012)⁴¹ indicates that there were about 11,300 self-employed residents aged 16 or more in West Dorset. This is about a quarter of the employed residents in this age group or 14% of all those aged 16 or more in the district.

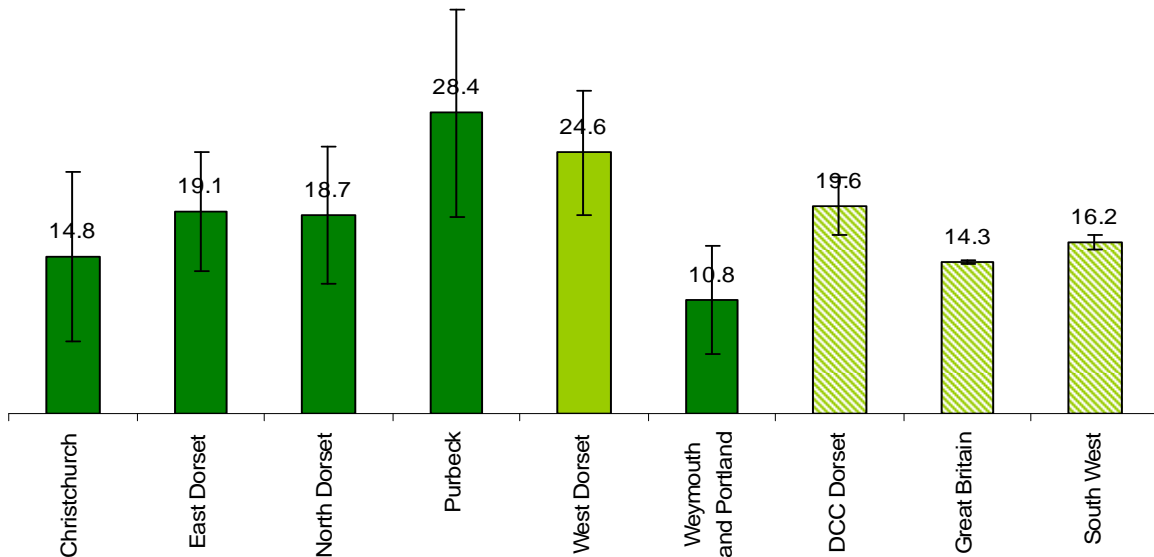
Self-employment (Jan-Dec 2012)	No. of self-employed 16+	% of employed residents 16+	% of resident population 16+
Great Britain	4,076,400	14.3	8.3%
South West	407,500	16.2	9.4%
Bournemouth UA	12,300	15.4	8.7%
Poole UA	9,800	14.7	8.6%
Dorset LEP Area	58,200	17.6	9.9%
DCC Dorset	36,100	19.6	10.9%
Christchurch	2,800	14.8	6.7%
East Dorset	7,900	19.1	10.6%
North Dorset	5,400	18.7	11.0%
Purbeck	5,600	28.4	15.0%
West Dorset	11,300	24.6	14.0%
Weymouth and Portland	3,100	10.8	6.5%

Source: Annual Population Survey (Jan-Dec 2012), ONS

⁴¹ The Annual Population Survey is a sample survey and should be treated with caution

As can be seen from the following chart, self-employment as a percentage of employed residents aged 16+ was above the national average⁴² in DCC Dorset, and the figures indicate that the level of self-employment in West Dorset was higher than in DCC Dorset; however, if confidence levels associated with this data are taken into account then the picture is less clear. The confidence levels have been indicated on the chart.

Self-employment: % of residents aged 16+



EMPLOYMENT AND EARNINGS [\[Back to Contents\]](#)

Earnings

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

	Median gross weekly pay for full time employees	
	Workplace Based (£)	Residence Based (£)
Great Britain	507.6	508.0
South West	467.0	476.5
Bournemouth UA	479.4	482.1
Poole UA	485.6	519.9
DCC Dorset	458.5	480.0
Christchurch	477.4	486.2
East Dorset	458.5	518.1
North Dorset	379.9	479.8
Purbeck	484.6	439.5
West Dorset	452.7	506.3
Weymouth & Portland	437.5	449.1

Source: Annual Survey of Hours and Earnings 2012, ONS

⁴² Nationally refers to Great Britain

In 2012, workplace based data suggests that the median gross weekly pay for full-time employees on adult rates in DCC Dorset was below the median for the South West and nationally⁴³. For West Dorset, the median gross weekly pay for full-time employees on adult rates was below the median for DCC Dorset and, therefore, the South West and nationally.

Residence based data indicates that the median gross weekly earnings for full-time employees on adult rates in DCC Dorset was above the median for the South West but below Great Britain. The median for West Dorset also appears to be above that for DCC Dorset and the South West but marginally below the national median. This might suggest that residents in West Dorset could be commuting out of the area to work where the median workplace based earnings are higher.

Employees in Employment [\[Back to Contents\]](#)

Employees by Sector

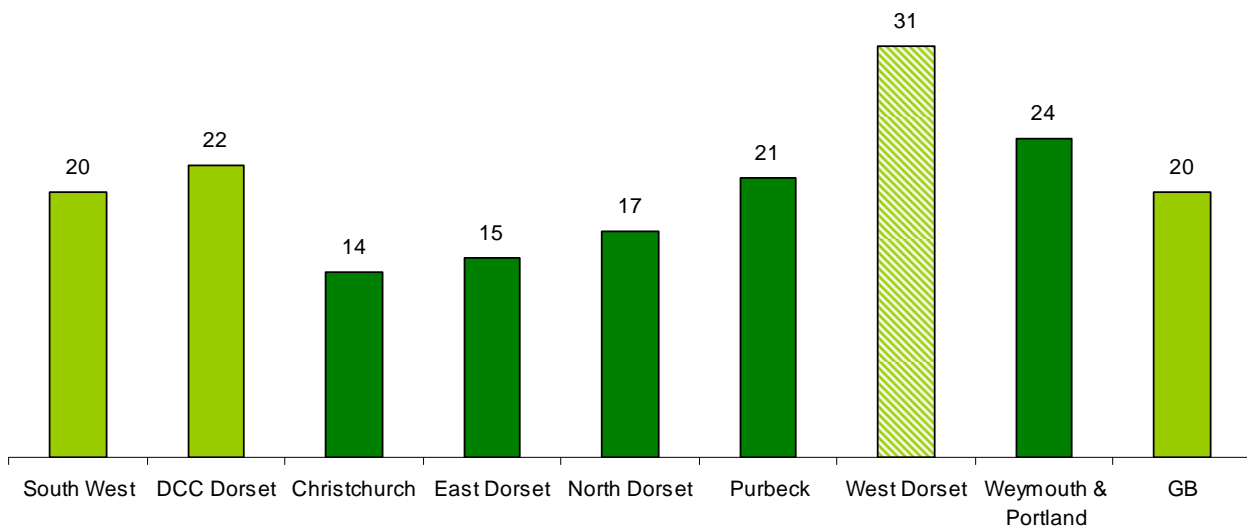
In DCC Dorset in 2012, the highest proportion of employees⁴⁴ were working in Wholesale & retail trade and repair of motor vehicles (18%)⁴⁵. This is above the figure for the South West (17%) and nationally (16%). Human health & social work was also significant with 13% of all employees working in the sector in DCC Dorset, about in line with the South West and nationally.

In West Dorset, unlike in DCC Dorset, the Health sector held the highest proportion of employees in the district. With 16% of all employees working in this sector, this was above the figure for DCC Dorset (13%), the South West (14%) and nationally (13%).

Public Sector Employees

The percentage of employees working in the public sector, in 2012, appears to be higher in DCC Dorset than nationally and West Dorset had the highest proportion of employees working in the public sector, among the Dorset districts.

Percentage of employees in the public sector 2012



⁴³ Nationally here refers to Great Britain. Note: This data should be used with caution due to high confidence indicators associated with the data.

⁴⁴ Employment refers to employees and working proprietors

⁴⁵ Source: Business Register and Employment Survey 2012, ONS

Tourism Sector [\[Back to Contents\]](#)

DCC Dorset had around 7,600 employees working in the leisure and tourism sector in 2012⁴⁶ which accounts for about eight per cent of all employees in the county. In West Dorset, around 3,400 employees were working in the leisure and tourism sector, accounting for about seven per cent of employees in the district. This is the third lowest proportion among the Dorset districts.

Data suggests that tourism contributes £164.9 million to West Dorset's local economy⁴⁷. This is approximately 31% of the total tourism contribution to DCC Dorset's economy.

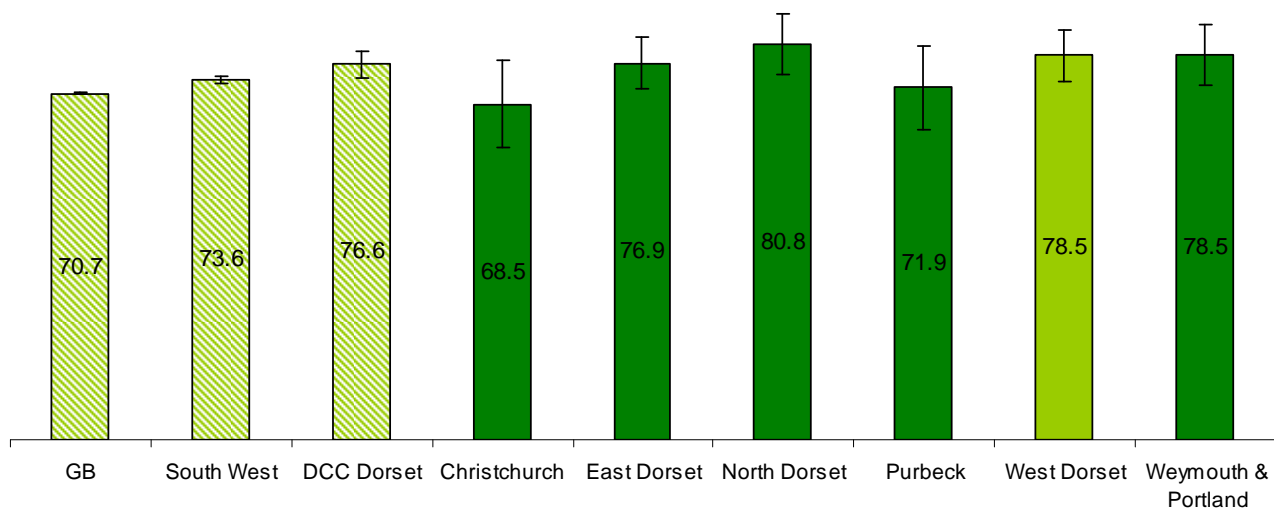
Knowledge Intensive Sectors

Around 46% of employment in 2012 was in knowledge intensive sectors⁴⁸ in DCC Dorset. Nationally⁴⁹, this figure was higher at 53% with the South West slightly below this figure at 51%. In West Dorset, 51% of employees were working in knowledge intensive sectors, which is the highest proportion among the Dorset districts and higher than the average in DCC Dorset. If knowledge intensive sectors are split into manufacturing and services, West Dorset had the highest proportion of employees in knowledge intensive services among the Dorset districts.

Employment Rate

Data on the structure of the labour market is provided by the Annual Population Survey⁵⁰. The data from the survey covering January–December 2012 gives the number of economically active people, aged 16-64 in West Dorset, to be 42,800 with an economic activity rate of 81% of all 16-64 year olds in the district. This appears to be in line with DCC Dorset but above the average for the South West (78%) and nationally (77%). Of those that were economically active, around 41,600 people were employed giving an employment rate of 79%, which is in line with the South West and above the average for DCC Dorset (77%) and nationally (71%).

Employment Rate (% of all 16-64 year olds)



⁴⁶ Note: See appendix for definition

⁴⁷ Source: Value of Tourism 2011 - Dorset, The South West Research Company

⁴⁸ Note: See appendix for definition

⁴⁹ National refers to Great Britain

⁵⁰ The Annual Population Survey is a sample survey and should be treated with caution

Second Jobs [[Back to Contents](#)]

Data from the Annual Population Survey⁵¹ gives estimates for the number of people who had a second job in 2012 and what industries the second jobs were 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 confidence is unreliable since the group sample size is small.

The data suggests that DCC Dorset had 10,200 individuals with second jobs which is more than in Poole (3,400) and Bournemouth (2,800). It appears that more than two-thirds of individuals with second jobs in DCC Dorset were females (6,900) and that second jobs were predominantly in the following sectors: Distribution, hotels and restaurants; Banking, finance and insurance; Public administration, education and health; and Other services (includes personal and community services). Further sector data has been suppressed due to low sample size.

West Dorset had approximately 2,600 people with second jobs, 57% of these were females. The majority of these were employed in Banking, finance and insurance and Public administration, education and health. Further data for West Dorset has been suppressed due to low sample size.

Occupation Structure

According to the Annual Population Survey, the majority of people in DCC Dorset in employment were working in Professional occupations (17%). Approximately 44% of all employment was in higher skill level occupations (Managers, directors and senior officials; Professional occupations; and Associate professional and technical occupations). Process, plant and machine operatives represented the lowest proportion of employed residents (five per cent).

Within West Dorset, the majority of individuals were employed in Professional occupations (19%) which is greater than in DCC Dorset. The proportion of residents employed in high skill level occupations in West Dorset was marginally higher than DCC Dorset at 48%. Fifteen per cent of employed residents were working as Managers, directors and senior officials – three percentage points higher than DCC Dorset. As in DCC Dorset, the lowest proportion of residents were employed as Process, plant and machine operatives (four per cent) which is marginally below the DCC Dorset average.

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

Broad Occupation Groups	West Dorset		DCC Dorset	
	Residence Based	Workplace Based	Residence Based	Workplace Based
All people employed in/as:	19,700	15,700	183,800	171,900
Managers, directors & senior officials	17.5%	16.6%	11.6%	11.2%
Professional occupations	14.1%	11.4%	17.4%	15.8%
Associate professional & technical occupations	17.1%	20.3%	15.3%	13.6%
Administrative & secretarial occupations	5.6%	8.4%	11.3%	11.6%
Skilled trades occupations	8.2%	19.3%	11.4%	13.2%
Caring, leisure & other service occupations	15.9%	10.3%	8.4%	8.9%
Sales & customer service occupations	0.0%	0.0%	7.1%	7.6%
Process, plant & machine operatives	6.1%	2.4%	4.8%	4.6%
Elementary occupations	12.5%	9.6%	12.2%	13.5%

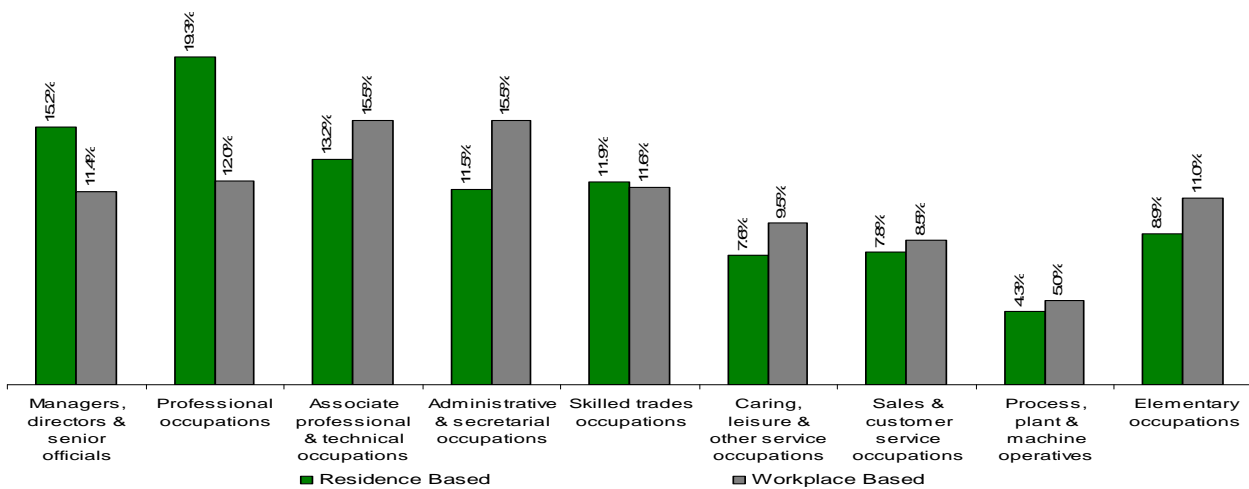
Source: Annual Population Survey Workplace Analysis (January-December 2012)

⁵¹ Annual Population Survey January-December 2012

Data for DCC Dorset shows the balance between the residence and workplace based occupational structures to be relatively even. Around 32,100 people who live in DCC Dorset were working in Professional occupations; whereas, 27,100 people who work in DCC Dorset were employed in the same occupation group. About 20,900 people who live in DCC Dorset worked in Skilled trades occupations whereas 22,800 people working in DCC Dorset were employed in the same occupations. This could suggest that individuals employed in these occupations commute into DCC Dorset to work.

In West Dorset, the biggest difference between residence and workplace occupational structure was also among the number of people employed in Professional occupations. The number of individuals employed in this occupation group, resident in West Dorset, was 3,100 more than those in the same occupation group who work in the district. The imbalance here suggests, again, that there are people who work in professional occupations that commute out of West Dorset.

Residence/Workplace Occupation Structure



Full-time & Part-time workers [\[Back to Contents\]](#)

The Business Register and Employment Survey 2012 provides data on full-time and part-time workers. The number of full-time workers in DCC Dorset in 2012 was approximately 90,400, which is about 60% of total employees in employment in the county. This is below the national average⁵² where more than two-thirds of employees are full-time (67%).

In Christchurch, there were around 27,000 full-time employees, which represents around 57% of all employees in employment in the district. This is below the figure for DCC Dorset and therefore below the national figure.

⁵² National refers to Great Britain

KEY STATISTICS⁵³ [\[Back to Contents\]](#)

Labour Market Structure	DCC Dorset				West Dorset			
	Number	Denominator	Percent	Confidence	Number	Denominator	Percent	Confidence
All:								
Economic activity rate - aged 16-64	181,000	224,300	80.7	2.4	42,800	52,900	80.8	5.0
Employment rate - aged 16-64	171,800	224,300	76.6	2.6	41,600	52,900	78.5	5.3
% aged 16-64 who are employees	139,900	224,300	62.4	3.0	32,300	52,900	61.0	6.2
% aged 16-64 who are self employed	30,500	224,300	13.6	2.1	9,100	52,900	17.1	4.8
Unemployment rate - aged 16-64	9,300	181,000	5.1	1.5	1,200	42,800	2.9	*
Unemployment rate - aged 16+	10,200	194,000	5.2	1.5	2,100	48,200	4.3	*
% who are economically inactive - aged 16-64	43,200	224,300	19.3	2.4	10,200	52,900	19.2	5.0
% of economically inactive who want a job	11,000	43,200	25.4	6.1	2,900	10,200	28.9	13.4
% of economically inactive who do not want a job	32,300	43,200	74.6	6.1	7,200	10,200	71.1	13.4
Males:								
Economic activity rate males - aged 16-64	92,800	110,000	84.3	3.3	21,600	25,800	83.8	7.0
Employment rate males - aged 16-64	87,500	110,000	79.5	3.6	21,400	25,800	82.9	7.2
% of males aged 16-64 who are employees	67,800	110,000	61.7	4.4	16,000	25,800	62.0	9.2
% of males aged 16-64 who are self employed	18,700	110,000	17.0	3.4	5,400	25,800	20.9	7.7
Unemployment rate males - aged 16-64	5,300	92,800	5.7	2.3	!	21,600	!	!
Unemployment rate males - aged 16+	6,100	101,900	6.0	2.2	!	25,300	!	!
% of males who are economically inactive - aged 16-64	17,200	110,000	15.7	3.3	4,200	25,800	16.2	7.0
% of economically inactive males who want a job	4,300	17,200	24.9	9.9	1,400	4,200	32.3	*
% of economically inactive males who do not want a job	12,900	17,200	75.1	9.9	2,800	4,200	67.7	23.7
Females:								
Economic activity rate females - aged 16-64	88,300	114,300	77.2	3.5	21,200	27,200	78.0	7.2
Employment rate females - aged 16-64	84,300	114,300	73.7	3.7	20,200	27,200	74.4	7.6
% of females aged 16-64 who are employees	72,000	114,300	63.0	4.1	16,300	27,200	60.0	8.5
% of females aged 16-64 who are self employed	11,800	114,300	10.3	2.6	3,700	27,200	13.5	5.9
Unemployment rate females - aged 16-64	4,000	88,300	4.6	2.0	1,000	21,200	4.7	*
Unemployment rate females - aged 16+	4,000	92,100	4.4	1.9	1,000	22,900	4.3	*
% of females who are economically inactive - aged 16-64	26,000	114,300	22.8	3.5	6,000	27,200	22.0	7.2
% of economically inactive females who want a job	6,700	26,000	25.7	7.7	1,600	6,000	26.5	*
% of economically inactive females who do not want a job	19,300	26,000	74.3	7.7	4,400	6,000	73.5	16.3

⁵³ Source: Annual Population Survey (Jan-Dec 2012) ! 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), ~ Estimate is less than 500, - These figures are missing.

UNEMPLOYMENT AND ECONOMIC INACTIVITY [\[Back to Contents\]](#)

The measure of unemployment given in the Annual Population Survey not only includes those people claiming Jobseeker's Allowance but also those individuals who are not eligible for Jobseeker's Allowance but do not have a job and are actively seeking work.

In 2012, the unemployment rate for those aged 16-64 in West Dorset was three per cent. This appears to be less than the average in DCC Dorset (five per cent) and nationally⁵⁴ (eight per cent). However, this figure is highlighted as being statistically unreliable due to a small sample size.

In West Dorset the number of residents who were economically inactive (aged 16-64) was 10,200 which accounts for 19% of all residents aged 16-64 in West Dorset. This looks to be in line with DCC Dorset (19%) and less than nationally (23%).

Forty per cent of residents aged 16-19 were economically inactive. This is in line with DCC Dorset (40%) but below than the national figure (51%). A high proportion of 16-19 year olds are expected to be economically inactive due to many being enrolled in school or college.

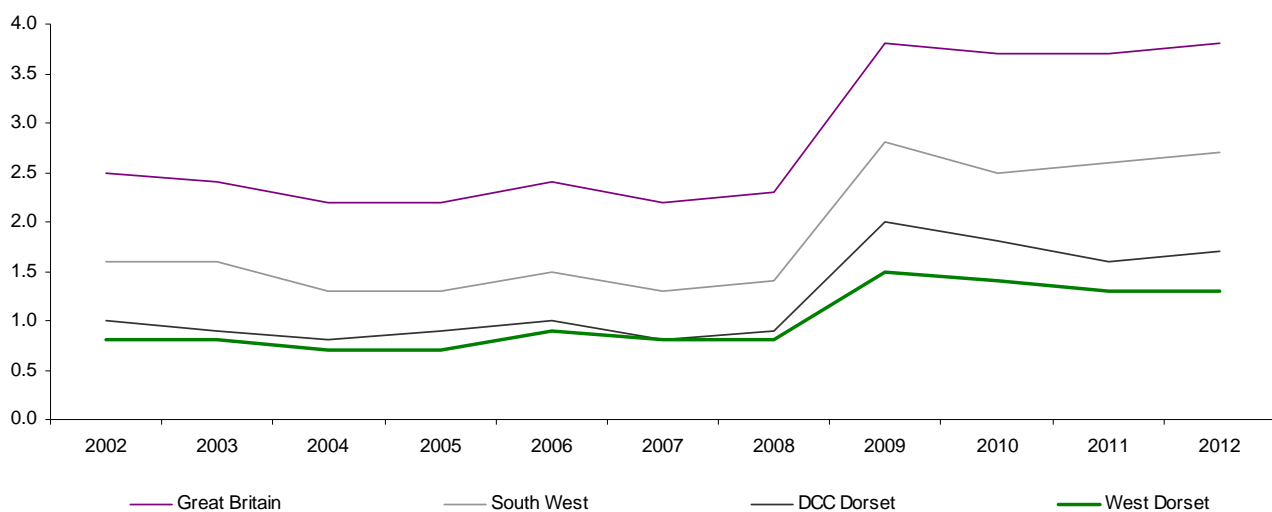
In 2012, the main reasons given for economic inactivity in West Dorset were 'long-term sick' and 'retired'. Thirty-one per cent of economically inactive residents in West Dorset, in 2012, were retired. The highest proportion of economically inactive females were retired and the highest proportion of economically inactive males responded 'other'.

Claimant Unemployment

The annual average for claimant unemployment in West Dorset in 2012 was 731 with a rate of 1.3%⁵⁵. This is marginally less than the average for DCC Dorset (1.7%) and much lower than the average nationally (3.8%).

Over the past ten years, the claimant count in West Dorset has remained less than or equal to the rate in DCC Dorset. In the seven years before 2009, the rate had not exceeded one per cent until it almost doubled to 1.5% in 2009. Since 2010 the rate has been gradually declining and has remained at 1.3% for the past two years.

Average Annual Claimant Unemployment Rate (% of 16-64 year olds)



⁵⁴ Nationally refers to Great Britain

⁵⁵ Source: Claimant Count, ONS. Note: The rate is a proportion of all residents aged 16-64

Over 2012, the annual DCC Dorset rate of claimant unemployment was 1.7%. In West Dorset, four out of the 33 wards had the same or a higher rate of claimant unemployment than DCC Dorset as can be seen from the table following.

Average Claimant Unemployment Rate 2012 – West Dorset Wards		
	Persons	Rate
Great Britain		3.8
DCC Dorset		1.7
Beaminster	33	1.5
Bradford Abbas	13	1.2
Bradpole	11	1.0
Bridport North	46	1.8
Bridport South and Bothenhampton	59	1.9
Broadmayne	8	0.6
Broadwindsor	14	1.6
Burton Bradstock	7	0.6
Cam Vale	12	1.0
Charminster and Cerne Valley	30	1.1
Charmouth	10	1.2
Chesil Bank	17	1.4
Chickerell	50	1.6
Chideock and Symondsburry	11	1.2
Dorchester East	43	1.6
Dorchester North	56	1.9
Dorchester South	13	0.5
Dorchester West	42	1.6
Frome Valley	12	0.8
Halstock	14	1.2
Loders	9	0.8
Lyme Regis	29	1.6
Maiden Newton	15	1.3
Marshwood Vale	8	0.8
Netherbury	16	1.3
Owermoigne	23	1.1
Piddle Valley	16	1.2
Puddletown	8	0.6
Queen Thorne	8	0.6
Sherborne East	43	2.0
Sherborne West	35	1.2
Winterborne St Martin	12	1.0
Yetminster	10	1.2

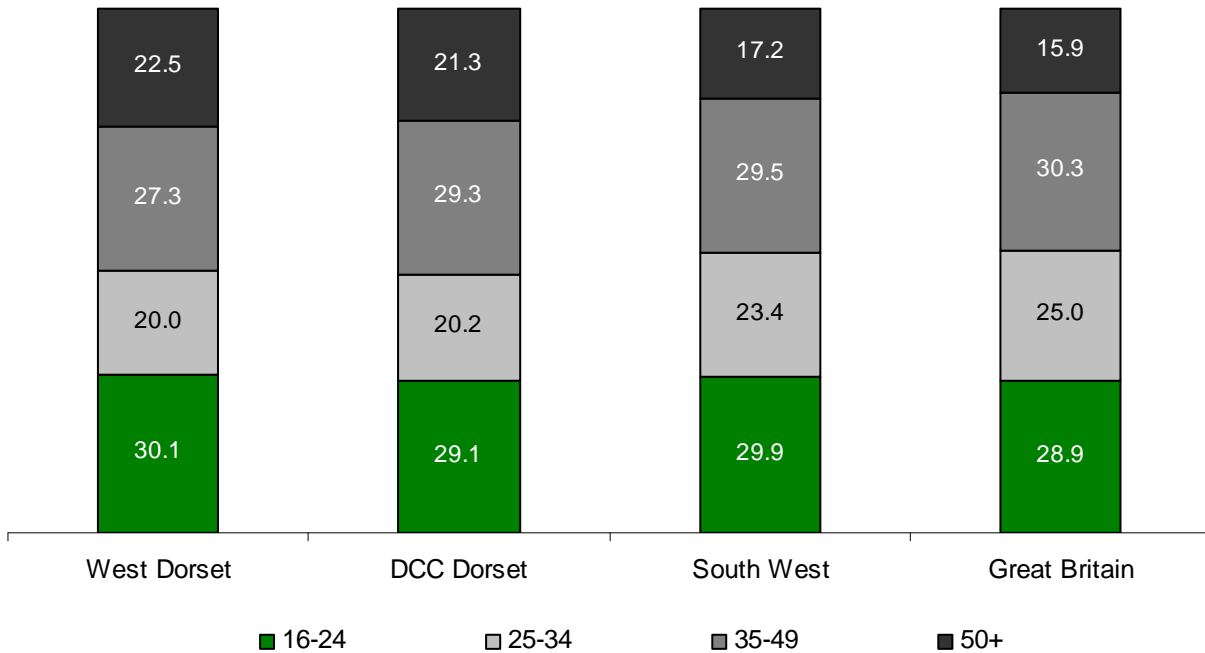
Sixty-five per cent of claimants in West Dorset, in 2012, were male which is just below the figure for DCC Dorset and nationally⁵⁶ (both 66%). The rate of claimant unemployment for males in the district was 1.7% and for females was 0.9%.

Thirty per cent of claimants in West Dorset were aged 16-24, which is marginally higher than the figure in DCC Dorset and nationally (29%) but in line with the South West. Twenty-three per cent of

⁵⁶ Nationally refers to Great Britain

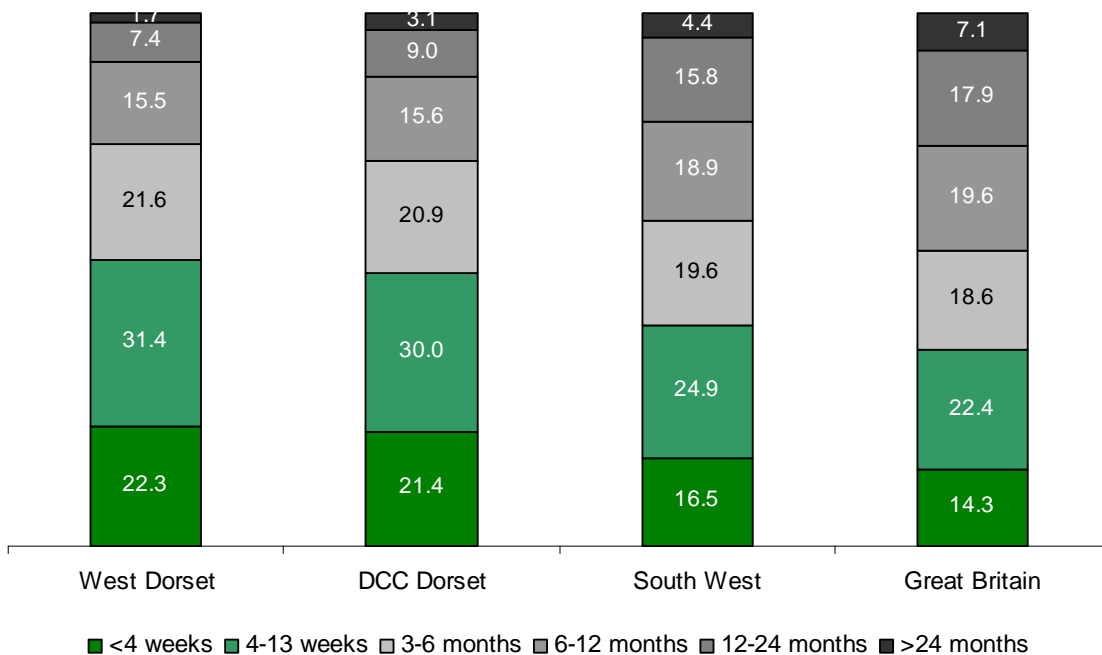
claimants were aged 50+ which is marginally above the average for DCC Dorset (21%) and nationally (16%). The highest proportion of claimants were aged 16-24.

Age of claimants: 2012 average (%)



Around 65 residents were long-term unemployed (12 months or longer) in West Dorset in 2012, which is about nine per cent of all claimant unemployed residents in West Dorset. This is the lowest percentage of long-term unemployed residents among the Dorset districts and is less than the average for DCC Dorset (12%) and nationally (25%). The highest proportion of claimants were unemployed for 4-13 weeks (31%).

Duration of unemployment: 2012 average (%)



In September 2013, the claimant count in West Dorset was 530 with a rate of 0.9%. This appears to be less than the figure for DCC Dorset (1.3%) and nationally (3.2%)⁵⁷. This was also the lowest rate among the Dorset districts. The number of claimants in September 2013 was 110 less than in September 2012 representing a 17% decrease over the year. After Christchurch, this is the highest percentage loss among the Dorset districts and is greater than the decrease in DCC Dorset (13%) and nationally (15%).

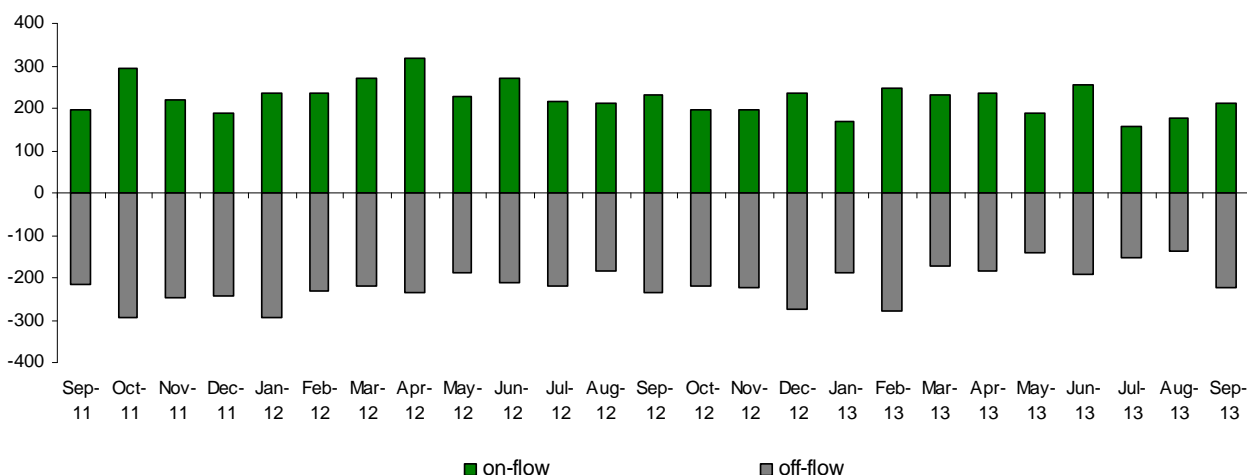
Claimant Unemployment September 2013		
	Persons	Rate
Great Britain	1,262,739	3.2
South West	69,153	2.1
DCC Dorset	3,063	1.3
Christchurch	364	1.4
East Dorset	512	1.1
North Dorset	455	1.1
Purbeck	307	1.2
West Dorset	530	0.9
Weymouth and Portland	895	2.2

Source: Claimant Count, ONS (% of resident population aged 16-64)

Since September 2011, there has been considerable movement on and off the claimant count in West Dorset. The number of people joining the count averaged 225 with peaks in October 2011 (293), April 2012 (317) and June 2012 (272). Since the beginning of 2013 the claimant count has averaged 208.

The number of people leaving the count since 2011 averaged 216 with peaks in October 2011 (293), December 2012 (274), February 2013 (280) and June 2013 (193). Since the beginning of 2013, the number of people leaving the count has averaged 186.

Claimant flows: September 2011-13



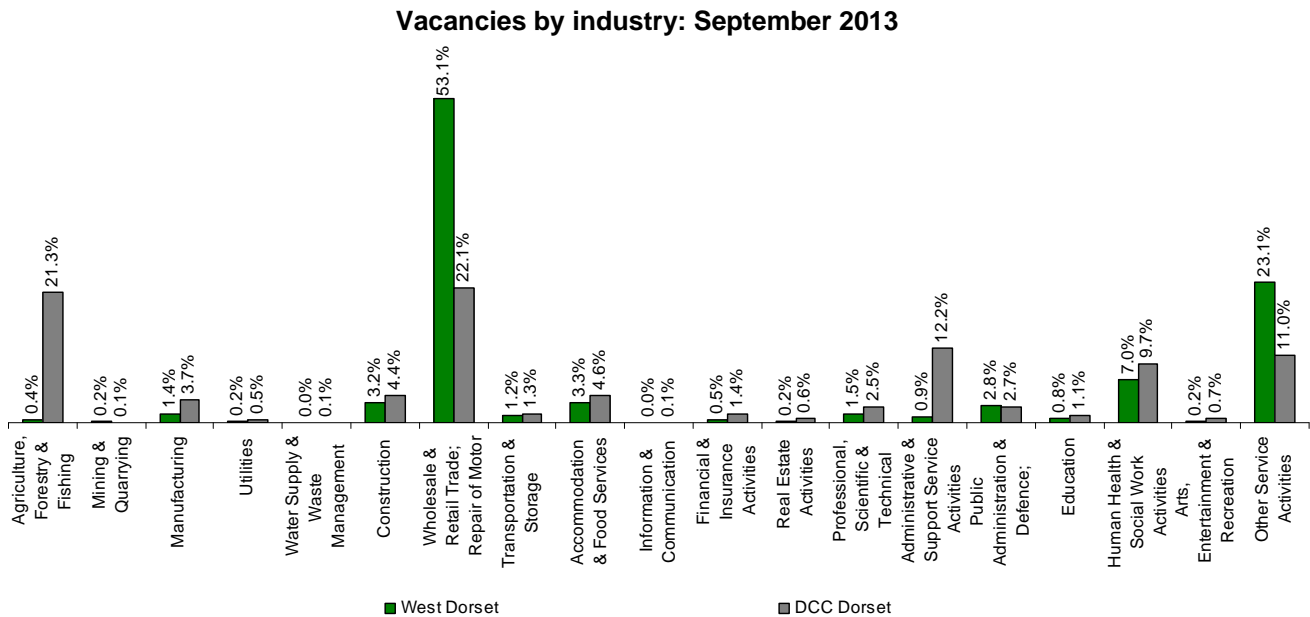
Of the claimants leaving the count in September 2013, 43% found work which is in line with DCC Dorset. Thirty-one per cent of claimants left the count due to failing to sign which is marginally above the figure for DCC Dorset (30%). Three per cent of claimants left the count due to claiming another benefit which is in line with DCC Dorset.

⁵⁷ Nationally refers to Great Britain

Vacancies and skill needs [\[Back to Contents\]](#)

In September 2013, there were 1,986 vacancies for DCC Dorset placed via Universal Jobmatch (excluding those by employment agencies⁵⁸). The highest percentage were in Wholesale & retail trade and repair of motor vehicles (22%) followed by Agriculture, forestry & fishing (21%).

In West Dorset, there were 1,064 vacancies placed via Universal Jobmatch. More than half of these vacancies (53%) were in Wholesale & retail trade and repair of motor vehicles. This is above the figure for DCC Dorset and the highest proportion of vacancies in this sector among the Dorset districts. A further 23% of vacancies were in Other service activities such as personal care services. This proportion is, again, higher than that in DCC Dorset.



Young People Not in Education, Employment or Training (NEET)

Data on young people aged 16-18 who are Not in Education, Employment or Training (NEET)⁵⁹ are a count of those who are known to be NEET, adjusted for those who are unknown. In DCC Dorset, there were 566 16-18 year olds classified as NEET. At 4.5% this is below the figure for the South West and England (both 5.9%). In West Dorset, the percentage of young people who are classified as NEET, as a proportion of all 16-18 year olds in the district, was below that for DCC Dorset; at 3.6% (112 NEET), it was also one of the lowest proportions among the Dorset districts after Purbeck (3.3%).

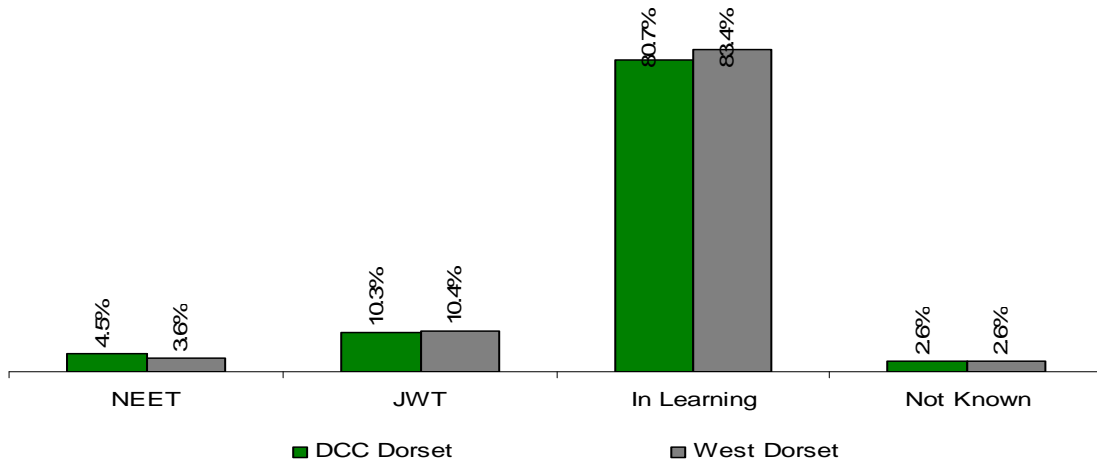
There were 1,344 16-18 year olds in DCC Dorset working in Jobs Without Training (JWT)⁶⁰. This represents 10.3% of all 16-18 year olds in the area. In West Dorset, the percentage of 16-18 year olds employed in JWT was around the same at 10.4% (316 16-18 year olds in JWT).

⁵⁸ Not all job vacancies are placed via Universal Jobmatch. Recruitment agencies have been excluded as they can place multiple adverts for the same position and are not categorised by industry.

⁵⁹ Source: Ansbury. Dorset Quarterly Report 16-18 year olds (academic age), 30 April 2013

⁶⁰ Jobs Without Training includes part-time employment and temporary employment figures

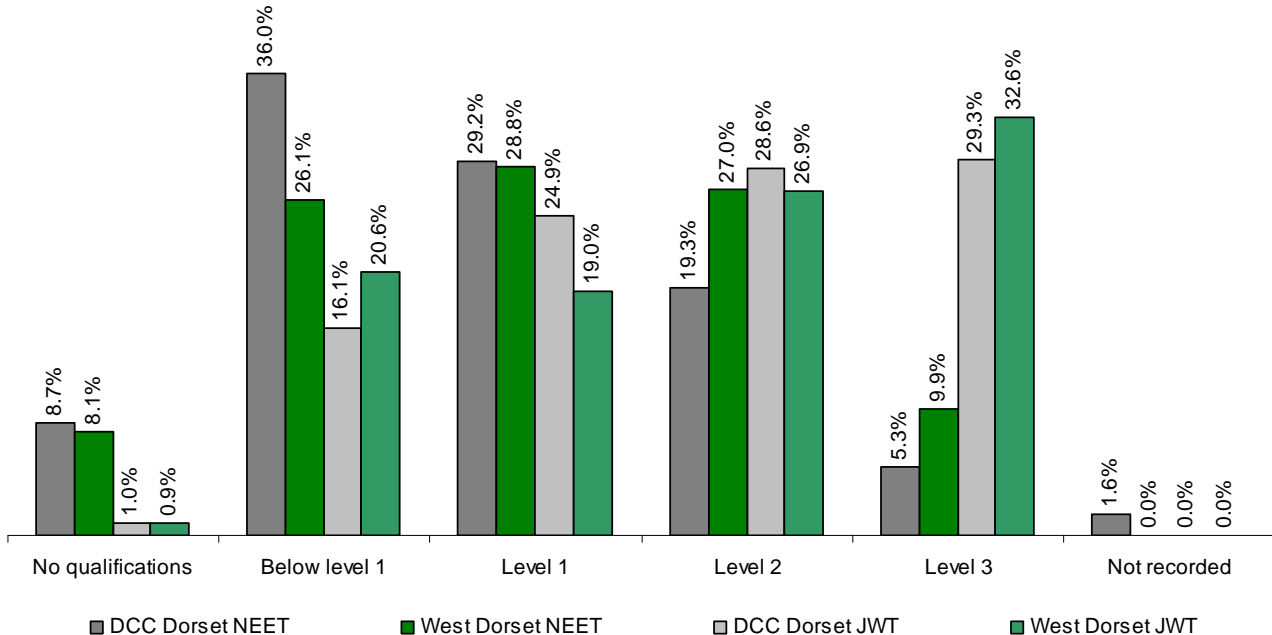
Percentage of 16-18 year olds NEET, in JWT, in learning or unknown



When looking at the skill level held by those classified as NEET in DCC Dorset, the highest proportion (36%) held qualifications below NVQ level 1⁶¹. A further 29% held NVQ level 1 qualifications. In West Dorset, the highest proportion (29%) held NVQ level 1 qualifications. A further 27% held NVQ level 2 qualifications, which is the highest proportion of NEETs qualified to this level among the Dorset districts (followed by North Dorset at 20%).

Of those young people employed in JWT in DCC Dorset, the highest proportion of 16-18 year olds held NVQ level 2/3 qualifications (both 29%). In West Dorset, the highest proportion of 16-18 year olds in JWT were qualified to NVQ level 3 also (33%). A further 27% were qualified to NVQ level 2.

Qualification level: NEETs and those in JWT



Data is also available on what sectors those young people in JWT were working in. In DCC Dorset, the highest proportion (26%) of 16-18 year olds in JWT were working in Wholesale, retail and certain

⁶¹ Note:

Level 1: GCSEs D-G grades

Level 2: GCSEs A*-C grades

Level 3: AS/A Levels

Level 4: Bachelors degree; diplomas/certificates of higher education

Level 5: Master degree; post graduate certificates/diplomas; doctorates

repair. In West Dorset, this sector was also significant at 20%, however; the highest proportion of 16-18 year olds employed in JWT was working in Hotels and restaurants (22%).

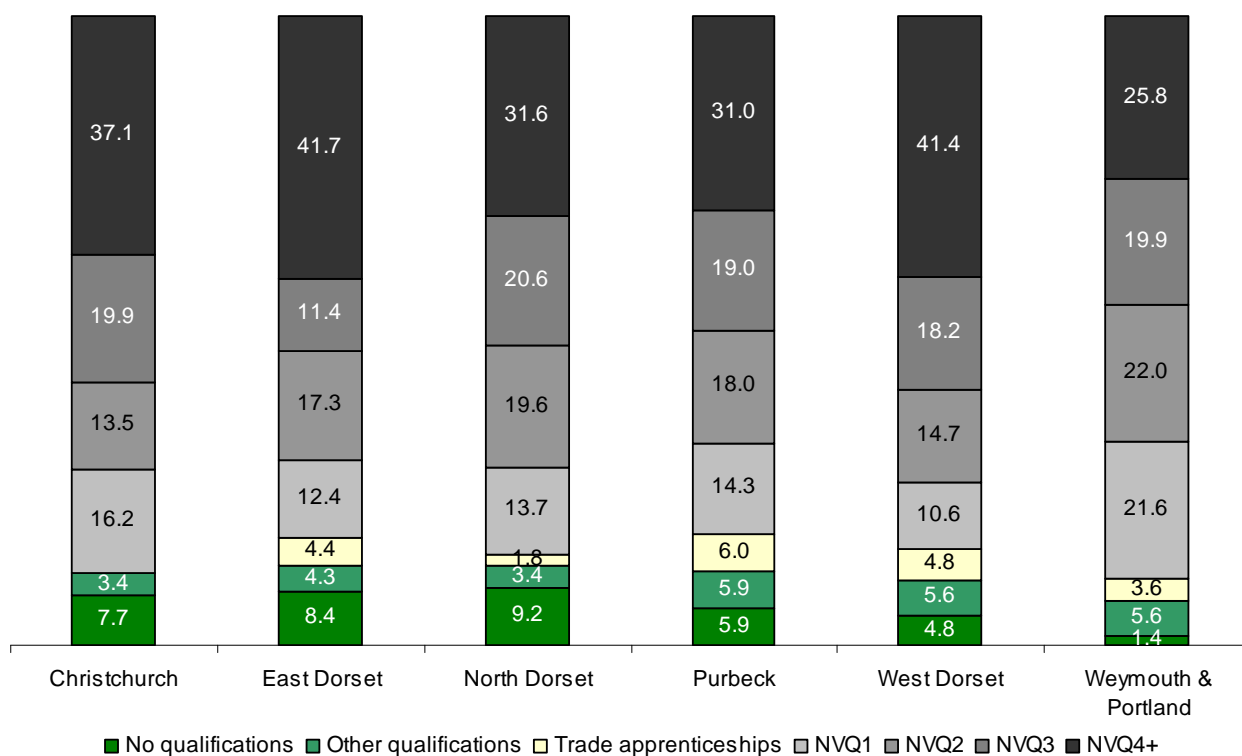
Skills [\[Back to Contents\]](#)

Qualifications

The Annual Population Survey (January-December 2012)⁶² suggests that the percentage of the resident population, aged 16-64 years, in West Dorset who have no qualifications was approximately five per cent. This is below the figure for DCC Dorset (six per cent) and the South West (seven per cent). In comparison with the other Dorset districts, West Dorset had the lowest proportion of 16-64 year olds with no qualifications after Weymouth & Portland (1.4%).

More than 40% of the population, aged 16-64 in West Dorset, held NVQ level 4 or higher qualifications which is the highest proportion of residents, aged 16-64 qualified to this level, among the Dorset districts and higher than DCC Dorset (36%) and the South West (34%).

Qualifications 2012 (% of resident population aged 16-64)



Data is provided for GCSE results by location of pupil residence for the year 2011/12. Of those residing in West Dorset, 58% gained five or more A*-C grades including Maths and English. This is in line with the South West but marginally below the English average (59%).

INFRASTRUCTURE

Transport

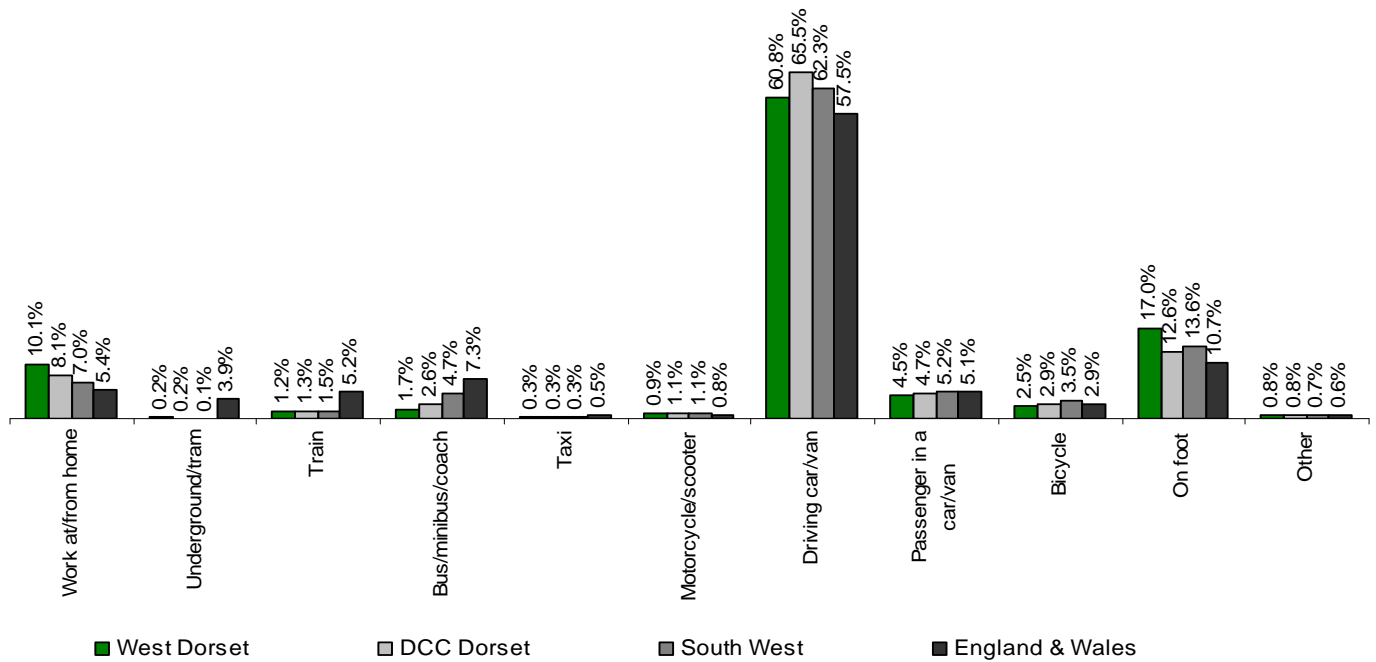
The Census of Population 2011 indicates that of those in employment, the highest proportion of residents, in West Dorset, travelled to work by driving a car/van (61%). This is below the average in DCC Dorset (66%) but above the national⁶³ level (58%). The next most popular method of travel to

⁶² The Annual Population Survey is a sample survey and should be treated with caution.

⁶³ National refers to England & Wales

work was on foot at 17%. This is above the figure for DCC Dorset (13%), the South West (14%) and nationally (11%).

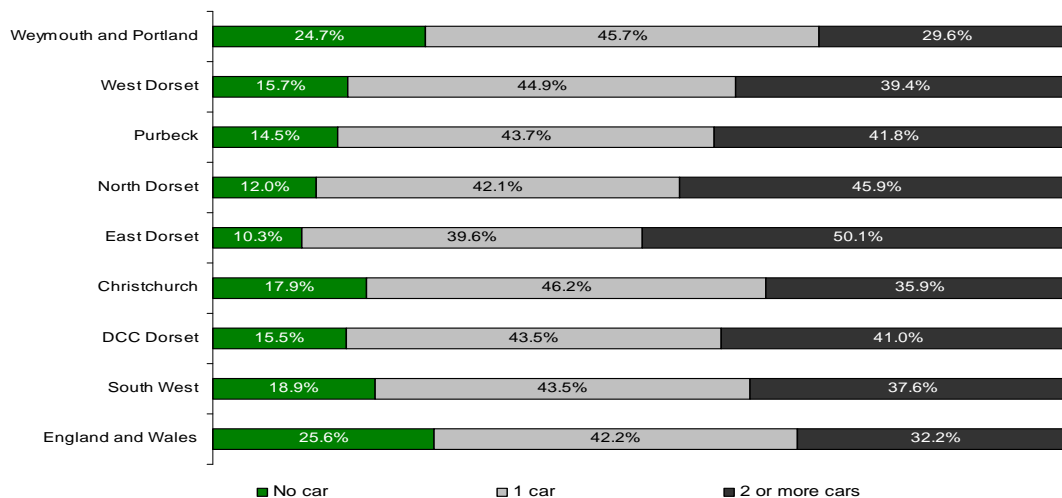
Method of travel to work: % of those in employment



Car Ownership [\[Back to Contents\]](#)

Overall, car ownership in West Dorset was about in line with DCC Dorset at 84%⁶⁴. This is higher than in the South West (81%) and nationally (74%)⁶⁵. In urban areas of West Dorset, car/van ownership was lower (78%) than the other Dorset districts, except for Weymouth & Portland (75%). In rural areas, households owning at least one car/van was also relatively low when compared with the other Dorset districts at 88% and only Weymouth & Portland had a lower proportion (76%). Overall, in West Dorset, 39% of households owned two or more cars which is below the average in DCC Dorset (41%) but higher than the South West (38%) and nationally (32%).

Car/van ownership: Households



⁶⁴ Source: Census of Population 2011, ONS

⁶⁵ Nationally refers to England & Wales

Housing [\[Back to Contents\]](#)

Household numbers and tenure

West Dorset has the highest number of households in DCC Dorset at 44,386 which represents around a quarter of all households in DCC Dorset⁶⁶. Seventy per cent of households in West Dorset are owned or part-owned, which is less than DCC Dorset as a whole (73%) but greater than the South West (68%) and England & Wales (64%).

West Dorset has a relatively high proportion of households that are living rent-free. At around two per cent, this is higher than the South West and nationally (both 1.4%).

	Owned (incl. part owned)	Social rented	Private rented	Living rent free
England and Wales	64.3%	17.6%	16.7%	1.4%
South West	68.2%	13.3%	17.1%	1.4%
Bournemouth UA	57.8%	11.2%	30.0%	1.0%
Poole UA	71.2%	11.5%	16.2%	1.1%
DCC Dorset	72.7%	12.4%	13.3%	1.6%
Dorset LEP Area	68.7%	11.9%	18.1%	1.3%
Christchurch	75.2%	13.0%	10.8%	1.0%
East Dorset	81.1%	8.3%	9.2%	1.3%
North Dorset	70.5%	13.5%	14.3%	1.7%
Purbeck	70.4%	12.5%	15.3%	1.8%
West Dorset	70.3%	13.9%	13.7%	2.1%
Weymouth and Portland	67.4%	13.6%	17.8%	1.2%

Affordability

The ratio of lower quartile house prices (the value below which the lowest 25% of house prices fall) to lower quartile earnings (taken from ASHE data) allows us to gain a measure of affordability. For 2012⁶⁷, the lower quartile house prices in England were over 6.5 times greater than the lower quartile individual earnings.

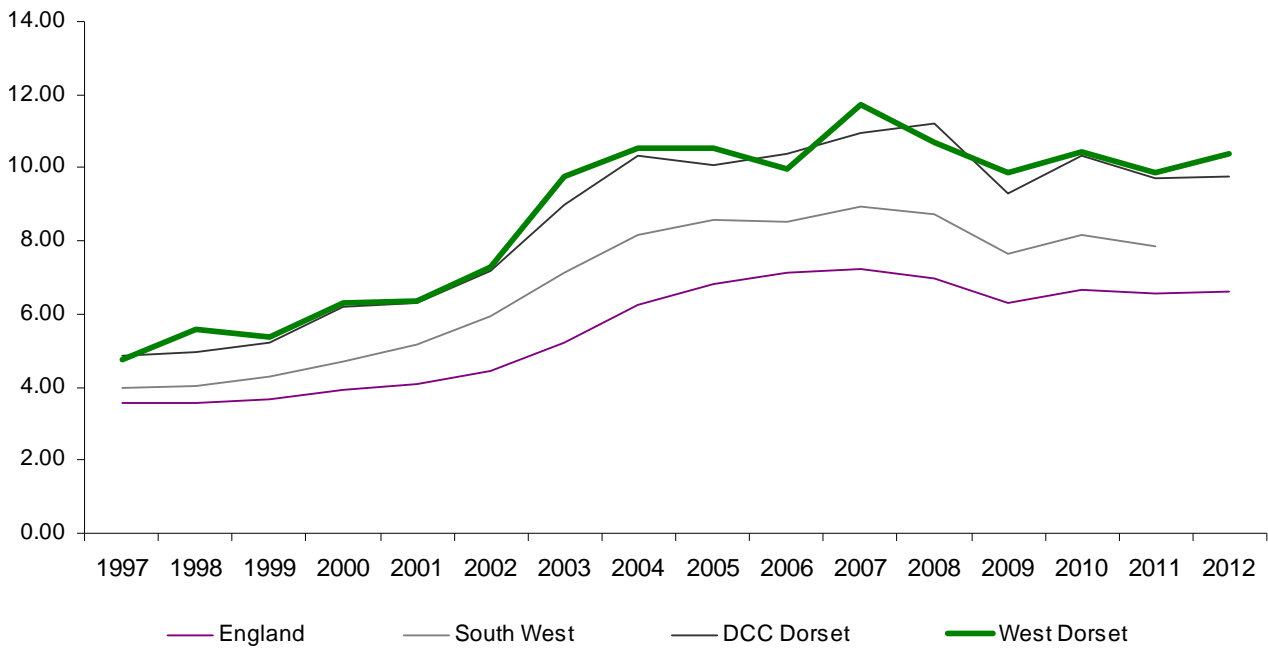
In DCC Dorset, the lower quartile house prices were 9.75 times higher than the lower quartile individual earnings. In West Dorset, the rate was even higher with lower quartile house prices 10.36 times greater than lower quartile individual earnings. West Dorset had the third lowest ratio among the Dorset districts, after North Dorset (9.87) and Weymouth & Portland (7.61).

The ratio in 2012 was higher than in 2011 but has historically fluctuated which appears to be the case in DCC Dorset and the South West.

⁶⁶ Source: Census of Population 2011, ONS

⁶⁷ Source: Ratio of lower quartile house prices to lower quartile earnings, CLG. Note: 2012 figures are provisional and based on the 2011 ASHE.

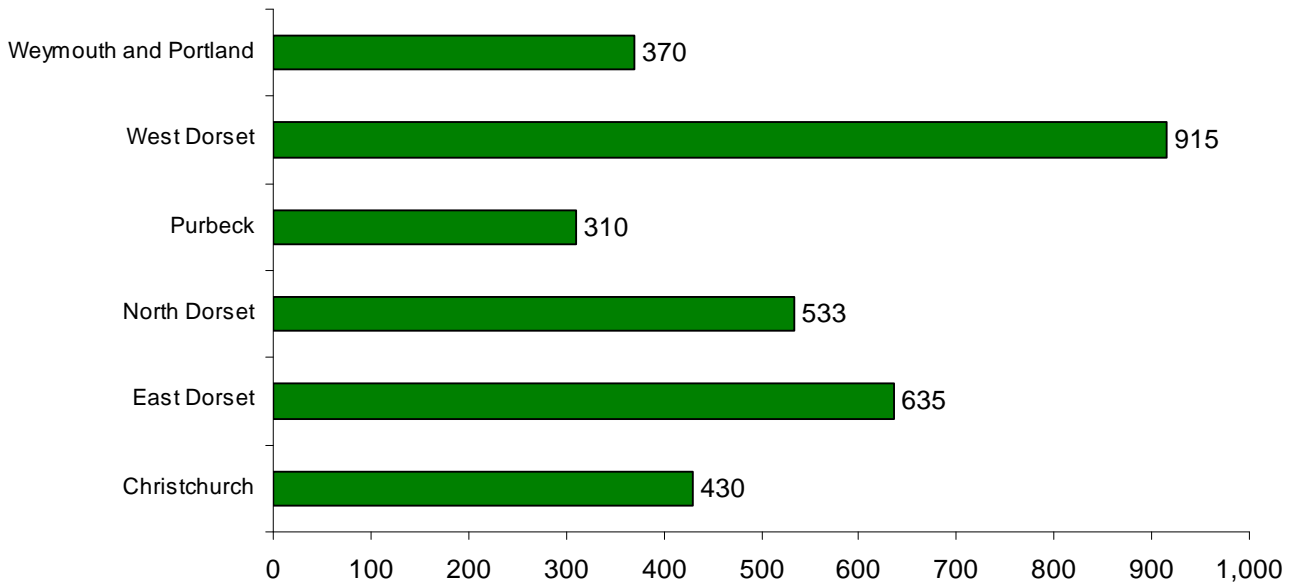
Ratio of lower quartile house prices and lower quartile earnings: 1997-2012



Commercial Premises [\[Back to Contents\]](#)

The chart below shows the amount of commercial and industrial floorspace available in the DCC Dorset area by district in 2012⁶⁸.

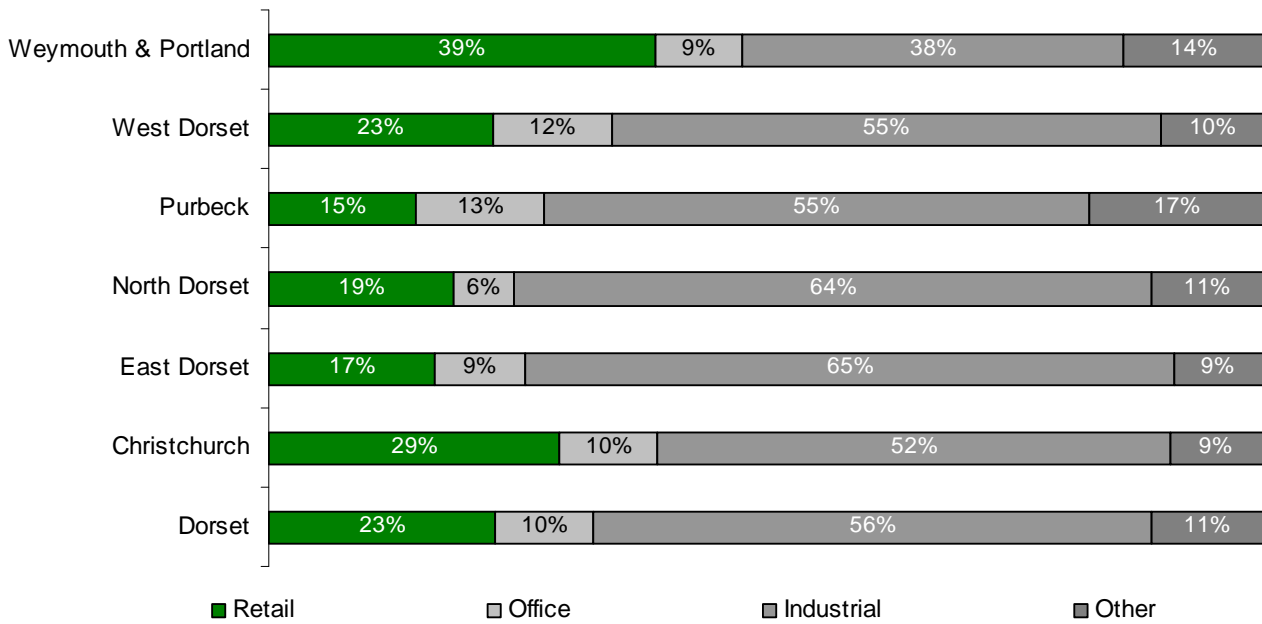
Commercial Floorspace 2012 (thousands) m²



West Dorset had the largest amount of commercial floorspace among the Dorset districts. More than half of available floorspace was used as industrial space. Almost a quarter of floorspace, in West Dorset, was used as retail space.

⁶⁸ Business Floorspace (Experimental Statistics) 2012, ONS

Available floorspace by type



APPENDIX [\[Back to Contents\]](#)

Sector definitions

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

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

Education
Health & social
Recreation, culture, sport

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.