

Weymouth & Portland

Produced
September 2011

Dorset County Council



Economy & Labour Market Profile



INVESTOR IN PEOPLE



WEYMOUTH & PORTLAND

A PROFILE OF THE ECONOMY AND LABOUR MARKET

Anne Gray and Rebecca Porter

Research and Information Group
Dorset County Council
(01305) 224575
(01305) 221299

Contents

KEY STATISTICS	1
INTRODUCTION	2
ECONOMIC GEOGRAPHY	5
Economic linkages	5
Assets, Infrastructure and Key Business Sites	6
ECONOMIC STRUCTURE	7
Businesses by size	7
Businesses by sector	7
Employees in Employment and Employment by Sector	10
Age of Businesses	11
Turnover of Businesses	12
Gross Value Added (GVA)	13
Public Sector	13
Tourism Sector	14
ENTERPRISE AND INNOVATION.....	17
Business births	17
Business survival	18
Self employment	18
PEOPLE AND COMMUNITIES	20
DEMOGRAPHY	20
Resident and working age population	20
Age structure of the working age population	20
Pensioners	21
Population Density	22
Ethnicity	22
Population Growth	24
Population Projections 2008-2020	24

EMPLOYMENT AND INCOME	25
Earnings	25
Deprivation	27
Employment rate	29
Total Employment	30
Second Jobs	30
Occupational Structure	31
Jobs Density	34
Full Time & Part Time Workers	35
Unemployment & Economic Inactivity	35
Claimant Unemployment	36
Vacancies and Skill Needs	39
Young People Not in Education, Employment or Training (NEET)	41
SKILLS	42
Qualifications	42
INFRASTRUCTURE	44
Transport	44
Car ownership	44
Housing	45
Household Numbers and Tenure	45
Affordability	47
Other	48
Commercial premises	48
ECONOMIC COMPETITIVENESS	50
UK Competitiveness Index 2010	50
APPENDIX.....	58
Sector definitions	58

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

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

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

² Source: Business Register & Employment Survey 2009, ONS

³ Source: ONS and DCC estimates- 2008 data

⁴ Source: South West Tourism Alliance 2009

⁵ Source: Inter-Departmental Business Register (IDBR) 2010

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

⁷ Source: ONS mid-year population estimates 2010

⁸ Source: ONS mid-year population estimates 2010

⁹ Source: ONS mid-year population estimates 2010

¹⁰ Source: Annual Survey of Hours and Earnings 2010, ONS

¹¹ Source: Annual Survey of Hours and Earnings 2010, ONS

¹² 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

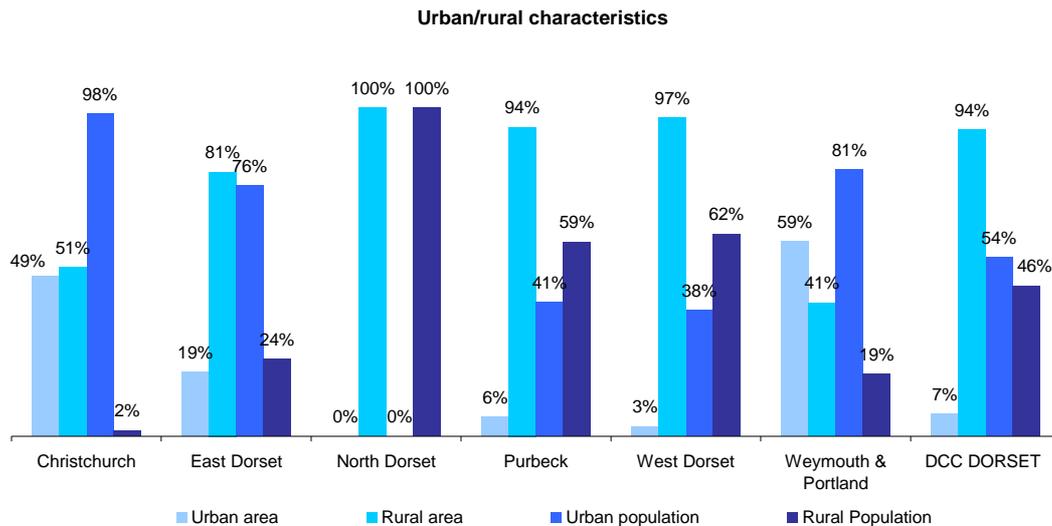
¹³ Source: Annual Population Survey (Jan - Dec 2010): Includes those claiming JobSeeker's Allowance and those not eligible for JobSeeker's Allowance but do not have a job and are actively seeking work as a percentage of the population aged 16-64 years

¹⁴ Source: Claimant count data, ONS (annual average 2010)

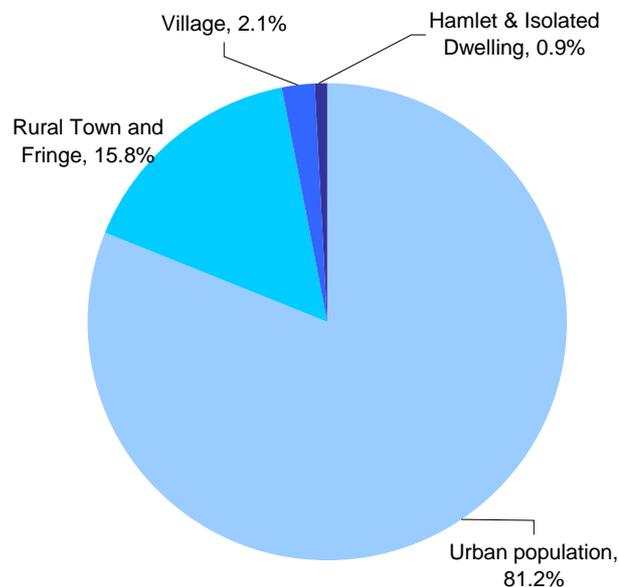
INTRODUCTION [\[Back to Contents page\]](#)

At 16 square miles, Weymouth & Portland is the smallest borough/district in Dorset. It is a densely populated area with its total population now around 65,100¹⁵. The urban area¹⁶, covering 59% of the borough, houses 81% of the population.

The Weymouth & Portland area is a centre for employment with about 19,000 employees in employment and around 2,180 businesses, excluding the self-employed.



Weymouth & Portland: rural and urban population split



¹⁵ Mid year population estimates 2007

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.

With its beaches, gardens, RSPB reserves, castles, museums and leisure facilities, Weymouth & Portland offers a host of attractions and activities for all the family to enjoy.

The borough has road links through Dorchester or Wareham to the Bournemouth-Poole conurbation and rail links to London and Bristol, together with a seasonal high-speed catamaran to the Channel Islands. The construction of the new Weymouth relief road should help local businesses with communications and transport links, just in time for the focus of attention to be turned to the borough as the sailing events venue for the 2012 Olympic Games.

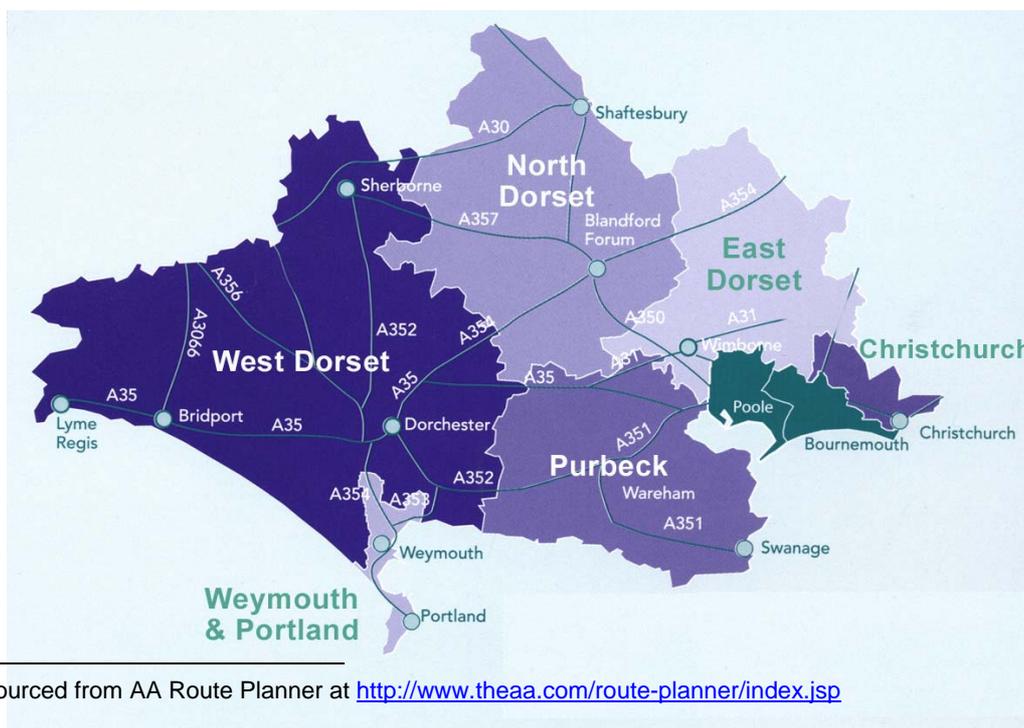
Travel times¹⁷ vary with the season and time of day. Holiday traffic can make a big difference to travel times and there is often morning and late afternoon congestion as people travel to and from work or school.

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

Poole	45 minutes
Bournemouth	55 minutes
Dorchester	15 minutes
Salisbury	1 hour 10 minutes
Exeter	1 hour 30 minutes
Bristol	1 hour 45 minutes
Southampton	1 hour 30 minutes
London	3 hours
Manchester	4 hours 50 minutes
Birmingham	3 hours 20 minutes

Weymouth has a railway station with connections to both London and Bristol. By train, London is about 2 hours 45 minutes from Weymouth and Southampton takes just over an hour and a half. A trip to Bristol takes about 2 hours 20 minutes.

Sailing from Weymouth, Condor Ferries offers passage to the Channel Islands and St Malo in France.



¹⁷ 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	Beaminster																				
148	225	110	44	59	74	53	23	19	15	39	Blandford Forum																			
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															
138	215	112	53	49	67	45	29	37	33	38	18	44	40	36	35	Gillingham														
156	232	155	81	67	32	29	66	55	50	17	44	10	60	26	54	51	Lyme Regis													
136	213	110	52	47	80	58	28	32	28	36	13	46	35	31	30	5	57	Shaftesbury												
138	214	129	65	47	54	33	47	40	36	20	21	26	44	20	28	15	37	16	Sherborne											
144	221	118	53	47	66	44	31	28	24	31	9	42	32	28	26	10	53	8	13	Sturminster Newton										
180	252	127	53	86	81	73	48	13	12	47	27	41	18	26	25	45	52	40	48	36	Swanage									
154	246	101	27	76	89	78	22	15	16	54	18	48	13	33	8	35	59	30	38	26	32	Verwood								
170	242	117	43	76	76	66	37	14	9	41	17	36	20	20	15	35	46	30	38	26	10	22	Wareham							
163	239	137	63	70	62	55	49	37	32	28	27	22	43	9	36	44	33	39	29	36	28	42	19	Weymouth						
159	251	106	32	71	78	68	27	11	7	44	12	38	12	23	6	29	49	24	33	21	24	11	14	31	Wimborne					

ECONOMIC GEOGRAPHY

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

What economic linkages are there between Weymouth & Portland and the wider economy?

In terms of commuting travel¹⁸, the Census of Population shows that Weymouth & Portland has strong links with:

- West Dorset – which accounts for 70% of in-commuters and is the destination for almost two-thirds of Weymouth & Portland's out-commuters (64%).
- Purbeck is a significant destination for out-commuters (11%), but has less significance as a source of in-commuters (five per cent of all).

In 2001, Weymouth & Portland showed a net loss of around 7,800 commuters. In the DCC Dorset area, just two local authorities, (Christchurch and West Dorset), and very few towns are net importers of commuters.

17,250 people both lived and worked in Weymouth & Portland, 61% of resident workers – compared to 72% in West Dorset, the highest of the six DCC Dorset districts.

	DCC Dorset	Weymouth & Portland
In commuters	29,600	3,200
Out commuters	46,160	11,000
Net loss/gain	-16,520	-7,800
Live and work in area:	172,400	17,250
% of resident workers:	73%	61%

Source: Census of Population 2001, ONS

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 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%)¹⁹. 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%

¹⁸ Note: commuting data includes small business owners and full time students as well as employees.

¹⁹ Although in borderline cases such as Christchurch, East Dorset and Purbeck, confidence intervals mean that residence self-containment could easily be below 50%.

Weymouth & Portland is more workplace self-contained than residence self-contained suggesting that to an extent it acts as a residential base losing workers to the surrounding area.

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

The A354 is the main road in Weymouth & Portland that runs north east from Portland, through Dorchester, Blandford Forum, Salisbury and on in the direction of the M4, which travels on to London. Other roads from Dorchester that the A354 has links to is the A35 (eastward) to Poole, Bournemouth and the A31 (heading towards Southampton, the South East and the M3 to London). The A35 (westward) heads out of Dorchester towards Bridport, Honiton, Exeter and the M5 and the A37 runs north from Dorchester towards Yeovil and then on Bristol.

There are two train lines that run out of Weymouth. The Weymouth to London Waterloo line is an important commuter link to London. Stations on the line in Weymouth & Portland are Weymouth and Upwey. The line also stops at Southampton Airport and Parkway in Hampshire, providing access to the airport, which flies to many domestic and European destinations²⁰. The other train line is the Weymouth to Bristol line, again with stations in Weymouth & Portland at Weymouth and Upwey.

Weymouth & Portland have harbours with registered fishing vessels. Weymouth has 59 vessels and Portland has 27 (as at October 2010)²¹. A ferry service to the Channel Islands and St. Malo in France runs from Weymouth, while Portland Port offers services for commercial shipping and cruises.

The nearest colleges of further and higher education in the Bournemouth, Dorset and Poole area that students resident in Weymouth & Portland can travel to are Weymouth College and Kingston Maurward College, near Dorchester.

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 the key industrial sites in Weymouth & Portland:

- Immosthay Industrial Estate
- Jubilee Enterprise Centre/Basepoint, Weymouth
- Lynch Lane Industrial Estate
- Mt Pleasant Business Park/Weymouth Gateway
- Osprey Quay
- Portland Port
- Southwell Business Park
- St Georges Centre Workshops
- Tradecroft Industrial Estate

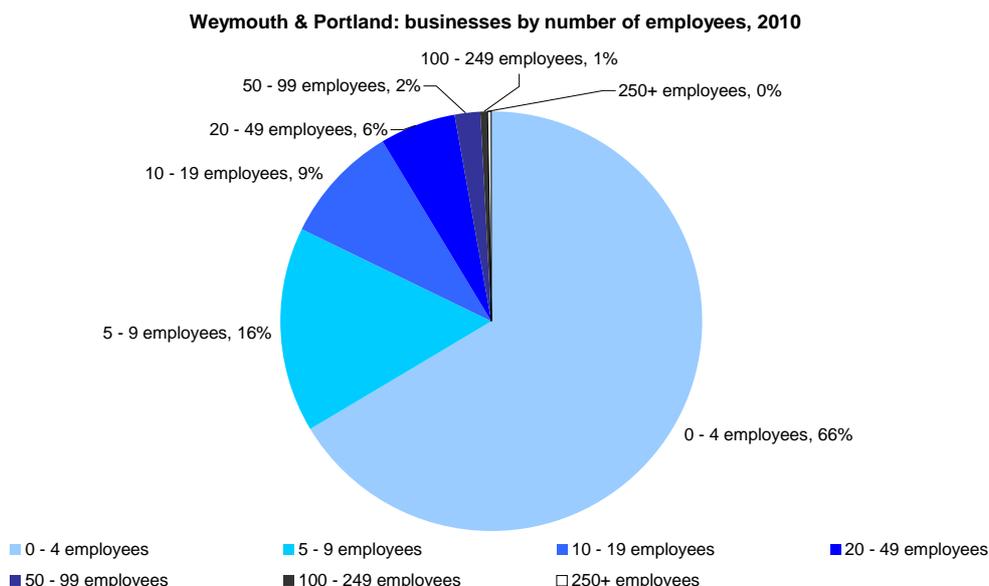
²⁰ Source: www.southamptonairport.com

²¹ Source: Vessel Lists (Oct 2010), www.marinemanagement.org.uk

ECONOMIC STRUCTURE

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

In 2010, of the 2,125 local units²² registered for VAT or PAYE²³ in Weymouth & Portland, nearly two thirds employed fewer than five people - about 66%, below the County average of 70% and much in line with the average for England (68%).



Source: UK Business: Activity, Size and Location 2010

The size profile in Weymouth & Portland varied little from the County in 2010.

Since 2004, the total number of local units in Weymouth & Portland has risen by around 570 with nearly three quarters of these firms employing fewer than five people. The overall growth of local units between 2004 and 2010 in the borough was 37%, above the county average of 31%.

Businesses by sector²⁴ [\[Back to Contents page\]](#)

About 40% of Weymouth & Portland's businesses fall within three main sectors: Retail; Construction; and Accommodation & food services. The Retail and Construction sectors are also in the top four sectors in DCC Dorset.

Weymouth & Portland's service sector accounts for 80% of businesses - the largest service sector of the six DCC Dorset districts and is greater than the county average of 70%. In Great Britain as a whole, 78% of firms are in the service sector. Businesses in the construction sector in line with the county as a whole: 13% of firms. Information & communication is less well represented at 3% compared to 5% in the county - see following chart.

²² A local unit is an individual site i.e. may be more than one branch

²³ Excludes organisations not registered for VAT or PAYE

²⁴ Source: UK Business: Activity, Size and Location 2010

Weymouth & Portland's production sector (5%) is less than that of DCC Dorset (7%) and Great Britain (6%).

The agriculture, forestry & fishing sector is not as strongly represented in Weymouth & Portland compared to DCC Dorset, accounting for 3% of businesses in comparison with 10% in the county as a whole. The national average for Great Britain is 5%.

Data from UK Business: Activity, Size & Location 2010 (ONS) indicates that in terms of number of firms, over 2009-2010, Weymouth & Portland saw a decrease of 25 (1%).

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

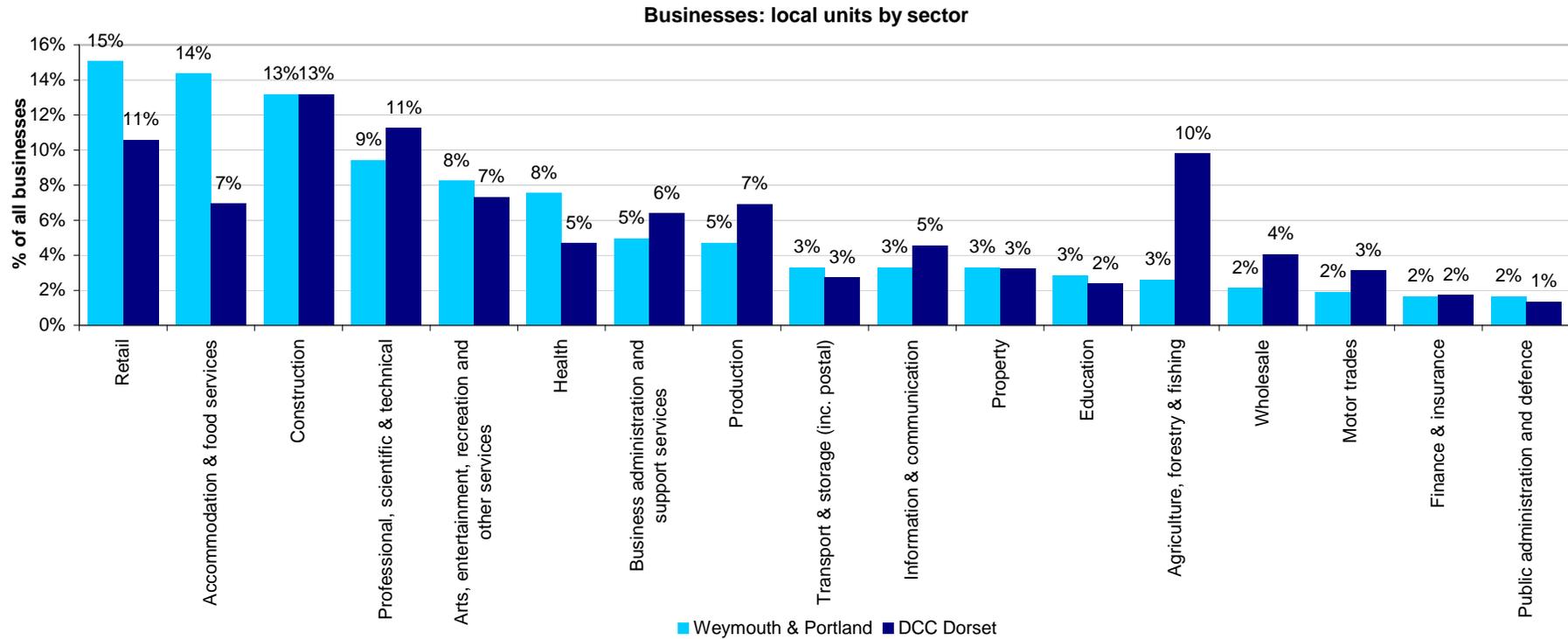
- Agriculture, forestry & fishing: +5 (10%)
- Information & communication: +5 (8%)
- Professional, scientific & technical: +5 (3%)
- Public administration & defence: +15 (75%)
- Education: +5 (9%)
- Health: +5 (3%)
- Arts, entertainment, recreation & other services: +10 (6%)

In percentage terms, the Public administration & defence sector saw considerable growth in Weymouth & Portland (75%) but the number of businesses was small.

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%)

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



Source: UK Business: Activity, Size and Location 2010

Employees in Employment and Employment by Sector²⁵ [\[Back to Contents page\]](#)

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 Weymouth & Portland, it is suggested that there is a total of 20,700 employees in employment, which accounts for about 13% of the total number of employees in employment in DCC Dorset. The majority of employees in Weymouth & Portland (91%) are employed in the service sector²⁶, which is nine percentage points greater than DCC Dorset (82%).

The two employment sectors which have the highest number of employees in Weymouth & Portland are Wholesale and retail trade; repair of motor vehicles and motorcycles and Accommodation and food service activities, both 17%. The manufacturing industry in Weymouth & Portland accounts for 4% of employment. This is seven percentage points less than DCC Dorset as a whole (11%).

Knowledge driven industries²⁷ (high/medium technical manufacturing and knowledge intensive services) account for 46% of total employment in Weymouth & Portland. This is equal to DCC Dorset.

Employees in Employment by Industry	Weymouth & Portland		DCC Dorset
	Employees	% of total employment	% of total employment
Agriculture, forestry and fishing	Confidential	Confidential	0%
Mining and quarrying	Confidential	Confidential	0%
Manufacturing	900	4%	11%
Electricity, gas, steam and air conditioning supply	Confidential	Confidential	Confidential
Water supply; sewerage, waste management and remediation activities	Confidential	Confidential	1%
Construction	800	4%	6%
Wholesale and retail trade; repair of motor vehicles and motorcycles	3,500	17%	18%
Transportation and storage	900	4%	4%
Accommodation and food service activities	3,500	17%	10%
Information and communication	200	1%	2%
Financial and insurance activities	200	1%	1%
Real estate activities	200	1%	1%
Professional, scientific and technical activities	2,100	10%	6%
Administrative and support service activities	600	3%	4%
Public administration and defence; compulsory social security	1,500	7%	7%
Education	2,800	14%	10%
Human health and social work activities	2,400	11%	14%
Arts, entertainment and recreation	600	3%	3%
Other service activities	300	1%	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%
Total	20,700	100%	100%

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

²⁵ 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.

²⁶ This excludes Agriculture & fishing; Energy & Water; Manufacturing; Construction

²⁷ According to Eurostat definition (see appendix)

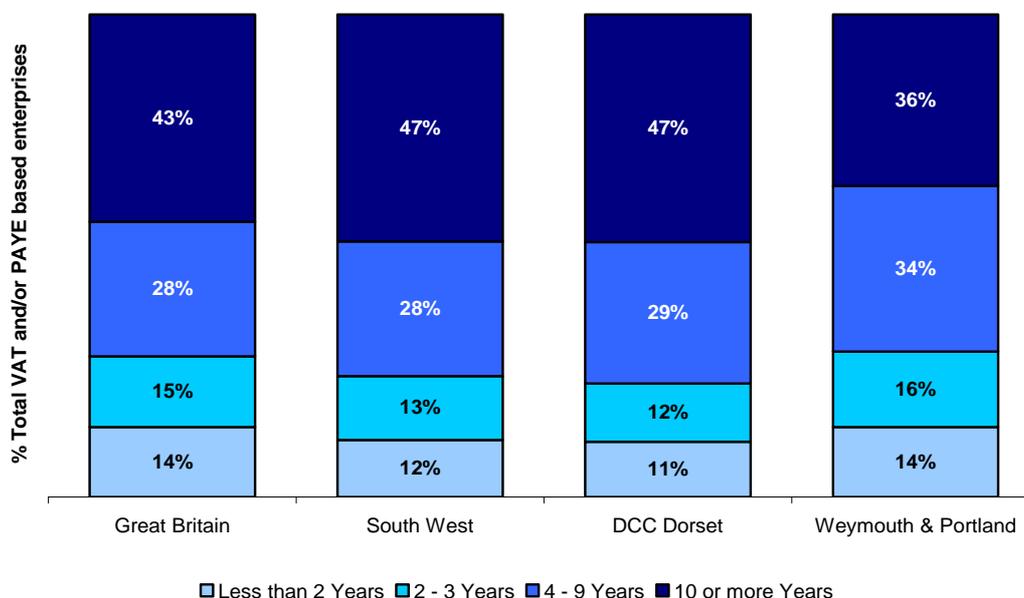
Age of Businesses [\[Back to Contents page\]](#)

	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
DCC Dorset	2,005	2,120	5,140	8,265	17,530
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
West Dorset	520	550	1,355	2,580	5,005
Weymouth & Portland	240	260	570	590	1,660

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

About 36% of Weymouth & Portland's businesses²⁸ are at least ten years old, which is less 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. 30% of Weymouth & Portland's businesses are under four years old. This is above the level for DCC Dorset and the South West but much in line with the national average.

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



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

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

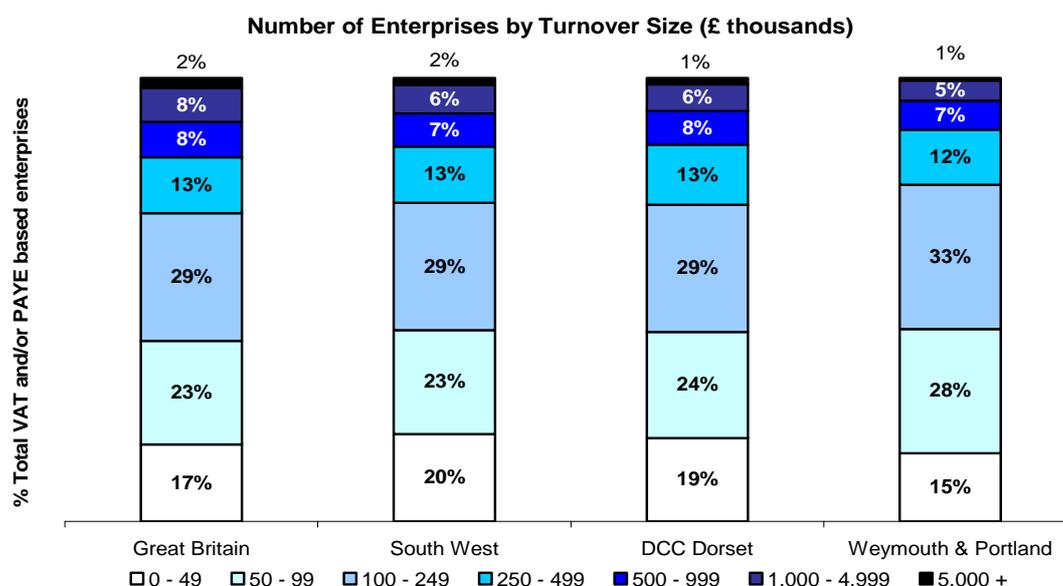
Turnover of Businesses [\[Back to Contents page\]](#)

	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 businesses²⁹ 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 Weymouth & Portland, there was a total of 1,660 VAT and/or PAYE based businesses in 2010, accounting for about 9% of all businesses in DCC Dorset. The majority (33%) 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 15% had a turnover of £0 to £49,000, which is less than DCC Dorset.



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

²⁹ 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 million³⁰, which represents 6% of the total GVA for the South West. In Weymouth & Portland, GVA was estimated at £770 million, which is approximately 13% of the total GVA for DCC Dorset. This was the joint lowest contribution to the county's GVA for 2008, alongside Christchurch and Purbeck.

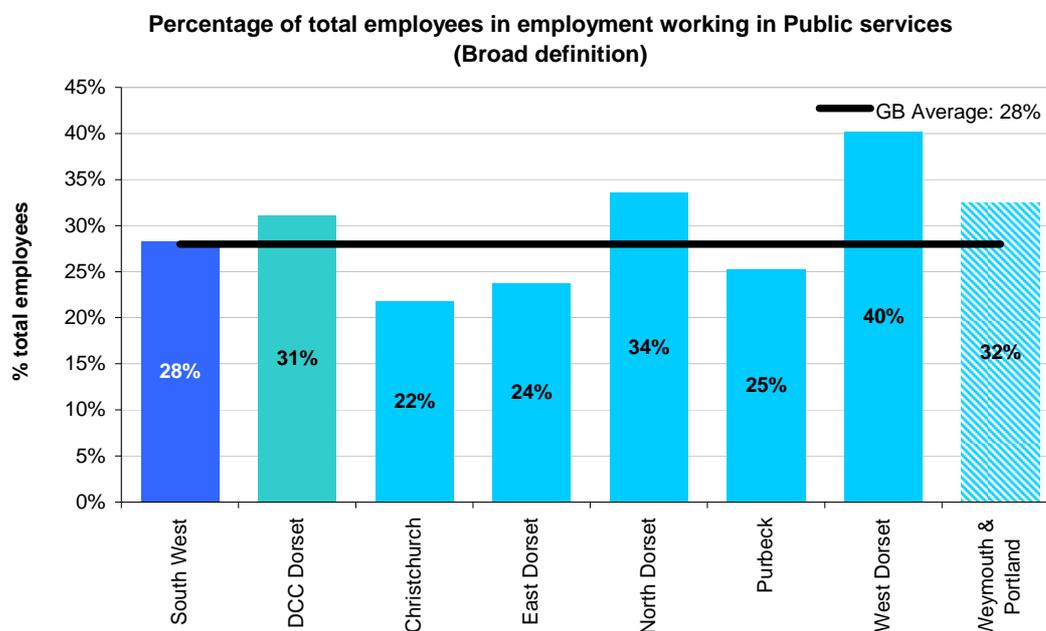
2008 Gross Value Added (GVA)	£m, current basic prices	% DCC Dorset GVA
Christchurch	810	13%
East Dorset	1,300	21%
North Dorset	900	15%
Purbeck	790	13%
West Dorset	1,510	25%
Weymouth & Portland	770	13%

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. Weymouth & Portland's headline GVA was £12,200 (DCC estimate); below the DCC Dorset average at 58% of the headline GVA for England.

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

The public services form a significant employment sector in DCC Dorset. In 2009³¹, using the wide definition of 'public services' (public administration & defence, compulsory social security; education; human health & social work activities³²), this sector accounted for 31% of employees in the county and 32% of employees in employment in Weymouth & Portland. On Portland and in Weymouth Town, 38% and 31% of employees were working in public services, respectively.



Source: Business Register & Employment Survey 2009 (ONS)

Data provided by ONS based on organisation type rather than industrial sector indicates that about 25% of employees in employment in Weymouth & Portland are working in public sector organisations in 2009. It is also suggested that this figure could still be an over-estimate since

³⁰ Source: ONS, Crown Copyright Reserve (headline GVA at current prices)

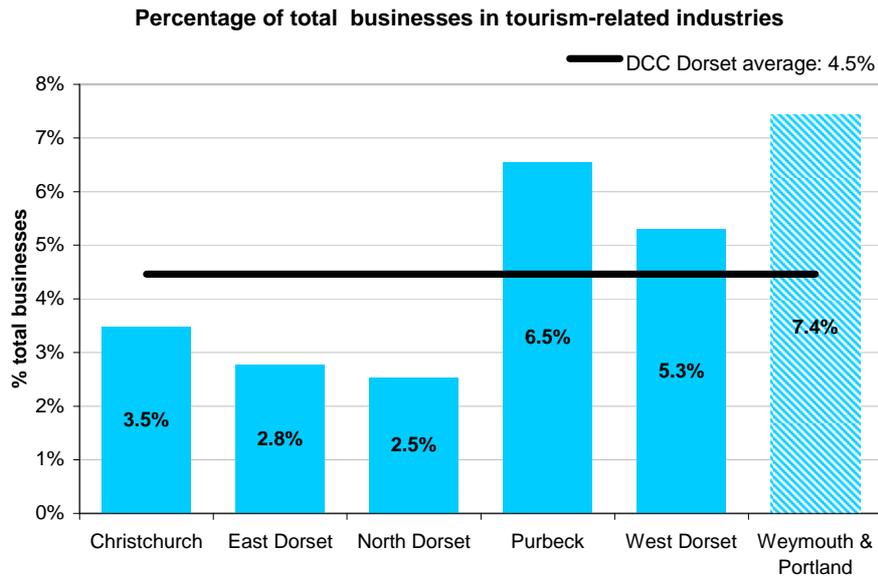
³¹ Source: Business Register & Employment Survey 2009 (ONS)

³² SIC07 sections O, P and Q. This wide definition includes some private sector employment, for example in private hospitals and schools.

agriculture has been excluded from 'total' employment, although this is unlikely to make much difference to the Weymouth & Portland figure. The proportion of employees in the public sector who are part time workers is over half at 54%. This is much in line with the level for DCC Dorset (approximately 52%³³) but greater than the South West (43%) and national level (approximately 38%³⁴).

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

According to the Inter-Departmental Business Register 2010³⁵, DCC Dorset has approximately 670 firms in the Leisure & tourism industry³⁶, which accounts for about 4.5% of all firms in the county.



Source: Inter-Departmental Business Register (IDBR) 2010

In Weymouth & Portland, about 130 businesses are given as being in the Leisure & tourism industry, which is 7.4% of total businesses in the borough and greater than the DCC Dorset level. Compared to the other boroughs and districts in the county, Weymouth & Portland has the highest proportion of Leisure & tourism businesses (as a % of the total in the borough). 19.0% of DCC Dorset's total Leisure & tourism businesses are situated in Weymouth & Portland, which is the second highest proportion of the DCC Dorset districts after West Dorset (33.1%).

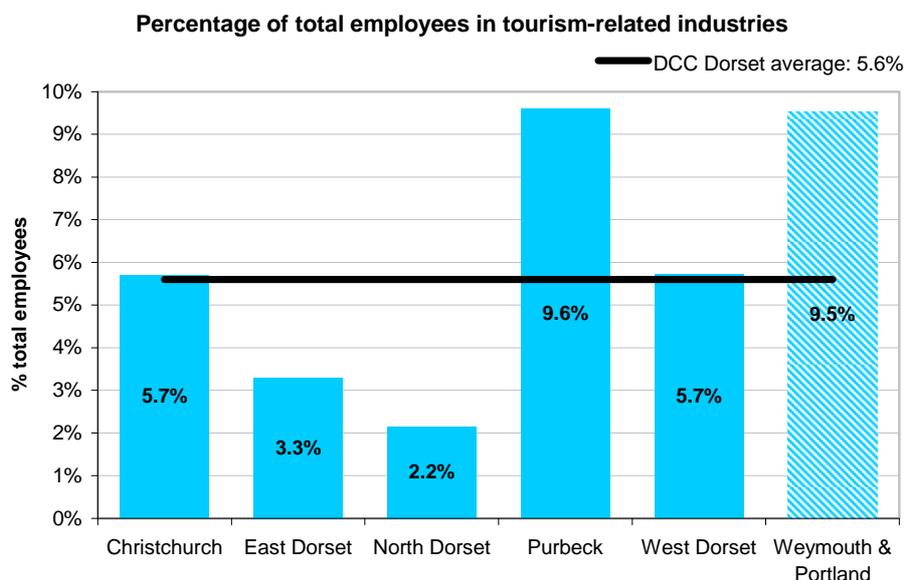
There are approximately 8,300 people employed in the Leisure & tourism sector in DCC Dorset, which is about 5.6% of total employees in the county.

³³ Calculated using rounded data from the district totals

³⁴ Calculated using rounded data from the regional totals

³⁵ 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.

³⁶ 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



Source: Inter-Departmental Business Register (IDBR) 2010

Weymouth & Portland has about 1,800 employees in the Leisure & tourism industry, accounting for 9.5% of total employees in the borough, which is greater than DCC Dorset. In comparison with the other districts/boroughs in the county, Weymouth & Portland has the second largest proportion of Leisure & tourism employees (as a % of the total in the borough), after Purbeck (9.6%). Weymouth & Portland has the second highest proportion of total employees in DCC Dorset in Leisure & tourism businesses (21.7%) after West Dorset (30.1%).

Data provided by the South West Tourism Alliance for 2009 suggests about 4,400 jobs are supported by tourism, accounting for approximately 18% of total employment in the borough³⁷. Tourism spend in Weymouth & Portland accounts for 19% of total tourism spending in DCC Dorset. This is the third highest proportion of the boroughs/districts in DCC Dorset, after Purbeck (20%) and West Dorset (30%).

2009	Weymouth & Portland	DCC Dorset ³⁸
Staying visitors	434,300	2,086,500
total nights	1,711,400	9,451,100
Bedspaces ³⁹	6,208	15,341
Tourism day visits	1,196,000	9,625,891
Staying visitor spend	£98,512,000	£449,499,000
tourism day visit spend	£67,531,000	£430,536,439
Total tourism spend	£166,043,000	£880,035,439
GVA (Value to local economy - £m)	£108,127,000	£567,341,000
% of employment	18%	13%

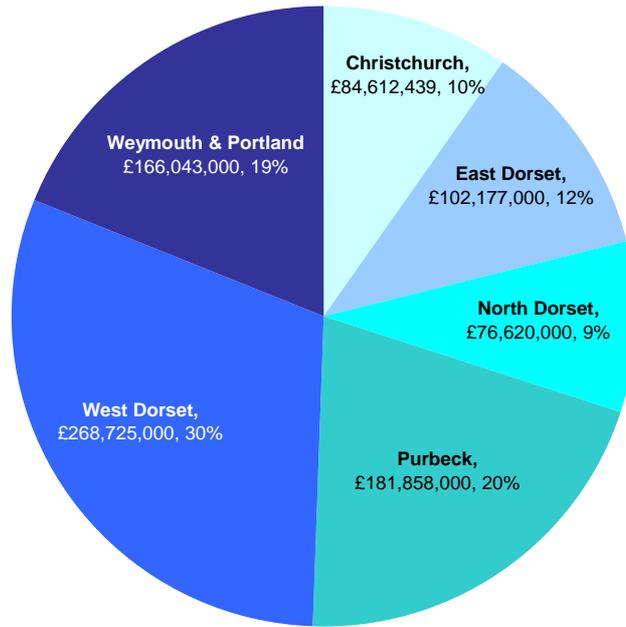
Source: South West Tourism Alliance: Value of Tourism 2009

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

³⁸ Sum of the districts.

³⁹ Bedspaces includes Hotels, Guesthouses, Inns, B&Bs, Farms, Group accommodation and Campus

Total tourism spend in DCC Dorset by district 2009



ENTERPRISE AND INNOVATION

Business births [\[Back to Contents page\]](#)

In 2009, Weymouth & Portland had 1,940 businesses registered for PAYE and/or VAT, which accounts for 10.7% of the total business in DCC Dorset (18,110). There were 200 business births in 2009 giving a business birth rate of 10.3%; the highest amongst the DCC Dorset boroughs/districts.

The creation of new enterprises can also be expressed as births per 10,000 of the working age population. In 2009 in Weymouth & Portland, this was 54.1, which is below 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%. Weymouth & Portland had a decrease of 7.0%

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.

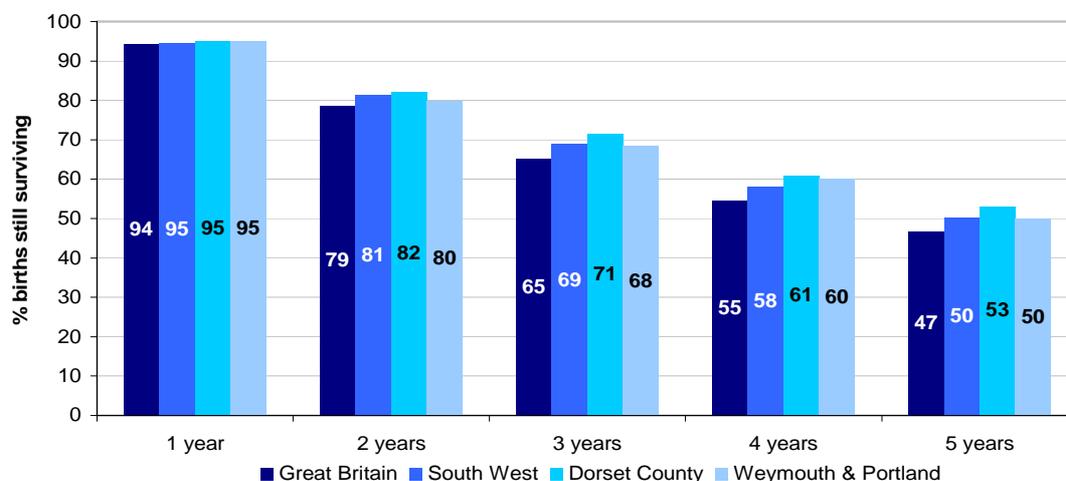
Enterprise births and deaths, 2009					
	Count	Births (2009)	Deaths (2009)	Birth rate (%)	Births per 10k wkg age pop
Great Britain	2,282,200	232,080	273,710	10.2%	62.5
South East	375,595	36,320	42,550	9.7%	70.7
South West	207,060	17,945	22,530	8.7%	57.6
Bournemouth UA	6,530	635	895	9.7%	61.8
DCC Dorset	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
West Dorset	4,730	390	430	8.2%	77.7
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 Weymouth & Portland, business survival is a little below the County average.

Business survival rates, 2009



Source: Business Demography 2009, Office for National Statistics

Self employment [\[Back to Contents page\]](#)

The Annual Population Survey (January - December 2010)⁴⁰ indicates that there were about 3,000 self-employed residents aged 16 years or more in Weymouth & Portland: about 6% of the population of that age or 12% of those in employment aged 16 or more. Both percentages are the below the national average.

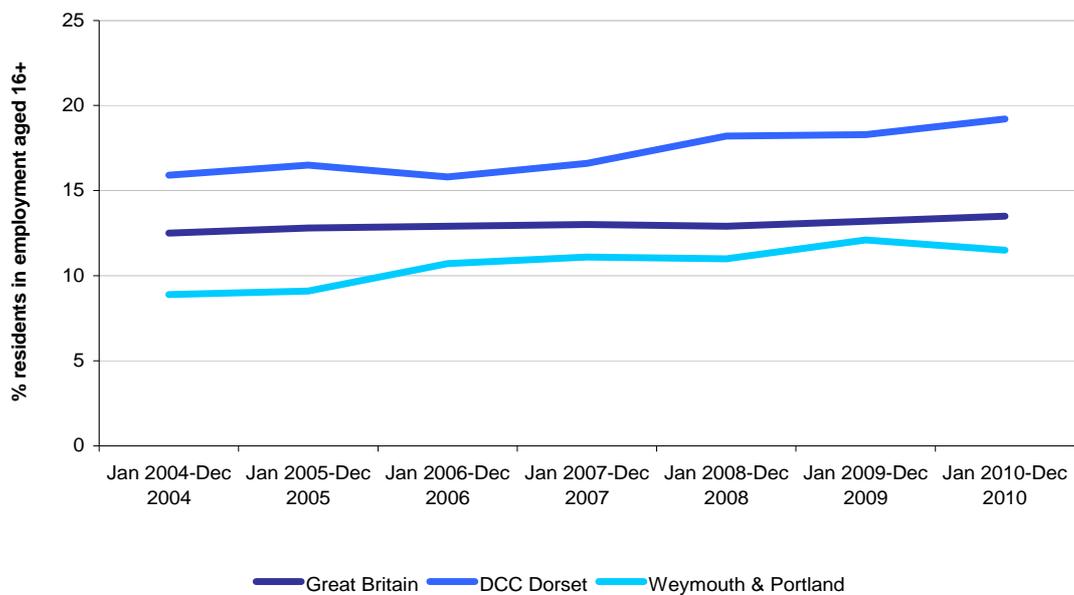
Self-employment (Jan-Dec 2010)	Number self-employed aged 16+	% Residents in employment aged 16+	% Resident population aged 16+
Great Britain	3,801,300	13.5%	7.8%
South West	378,400	15.1%	8.9%
Bournemouth	9,900	12.8%	7.3%
DCC Dorset	33,700	19.2%	10.2%
Poole	7,000	10.6%	6.2%
Dorset sub-region	50,600	15.9%	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%
West Dorset	8,000	19.9%	10.2%
Weymouth & Portland	3,000	11.7%	5.8%

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

As can be see 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 Weymouth & Portland is below the levels for DCC Dorset and nationally. The figures also suggest that self-employment has grown slightly since 2004, although if the confidence intervals linked to this data are taken into account than this is less clear.

⁴⁰ The Annual Population Survey is a sample survey and should be treated with caution

Self-employment: % residents in employment aged 16+



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 age⁴¹ 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%
West Dorset	96,700	54,300	56.1%
Weymouth & Portland	63,500	39,000	61.4%

Source: ONS Mid-year Population Estimates 2010

Weymouth has a population of approximately 63,500 people – approximately 16% of the DCC Dorset total population (404,800). The size of the working age population is around 39,000; accounting for roughly 17% of the whole working age population in DCC Dorset (232,100).

The proportion of the population in Weymouth and Portland that is of working age is 61%: the highest in DCC Dorset. This is equal to Poole and more than the Dorset sub-region but less than the proportions for Bournemouth, the South West and nationally. Relatively lower house prices with rail and road commuter links to the rest of the Dorset sub-region from Weymouth and Portland could be a reason why the working age population is the largest in DCC Dorset

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.

⁴¹ 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%
West Dorset	15.1%	10.6%	20.5%	38.5%	15.3%
Weymouth & Portland	17.6%	14.9%	20.5%	34.4%	12.6%

Source: ONS Mid-year Population Estimates 2010

In Weymouth and Portland, roughly 33% of the working age population is aged 16-34 years, more than in DCC Dorset (29%). However, this is 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%
West Dorset	26.8%
Weymouth & Portland	21.5%

Source: ONS Mid-year Population Estimates 2010

Weymouth and Portland has the lowest proportion of pensioners in DCC Dorset with about a fifth of the population (21.5%) being of pension age and above. This is a much in line with Poole, but greater than Bournemouth, the South West and nationally, which shows that Weymouth & Portland attracts many people to live there who have retired or are near retirement age but not as many as the other districts/boroughs. This could be because pensioners may find the services and lifestyle they prefer more accessible in the other districts/boroughs of DCC Dorset.

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
West Dorset	96,700	108,153	0.9
Weymouth & Portland	63,500	4,175	15.2

Source: ONS mid-year estimates 2010

The population density in Weymouth & Portland is high at 15.2 people per hectare of land. This is greater than all the boroughs/districts in the DCC Dorset. Bournemouth and Poole each have a higher population density but the amount of people per hectare in Weymouth & Portland is greater than DCC Dorset, Dorset sub-region, the South West and England & Wales. Weymouth & Portland is the smallest in terms of its area compared to the other districts/boroughs in DCC Dorset. With an area of 4,175 hectares, Weymouth & Portland accounts for just 2% 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%
West Dorset	98.7%	96.7%	3.3%
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%
West Dorset	95.60%	92.61%	7.55%
Weymouth & Portland	94.35%	91.04%	8.97%

Source: ONS 2009 Experimental Statistics

According to the 2001 census data, Weymouth & Portland has BME proportion of 3.4% of the population, much in line with the other districts/boroughs in DCC Dorset. The White British population in Weymouth & Portland accounts for nearly 97% of the population, which is approximately equal to DCC Dorset and only marginally greater than Poole, Dorset sub-region and the South West. In addition the White British population is roughly 2% higher than Bournemouth and 9% higher than England & Wales.

The 2009 experimental statistics show that the estimated proportion of the population that is BME appears to have more than doubled since the 2001 Census, which is in line with the trend 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 Weymouth & Portland 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 Weymouth & Portland is provided below:

Age (years)	Weymouth & Portland				DCC Dorset	Dorset sub-region	South West	England & Wales
	2001	2010	01-10	01-10%	01-10%	01-10%	01-10%	01-10%
0-15	11,800	10,800	-900	-7.9%	-1.3%	-2.3%	-1.4%	-1.7%
16-64	39,700	39,000	-600	-1.6%	0.9%	3.0%	7.5%	6.7%
65+	12,300	13,700	1,300	10.8%	13.3%	7.7%	12.2%	9.9%
All	63,800	63,500	-200	-0.4%	3.4%	3.1%	6.7%	5.5%

Source: ONS mid-year estimates 2010

Estimated population change in Weymouth & Portland shows that there has been a slight decline between 2001 and 2010. This has been particularly in the 0-15 years age group with an decrease of 7.9% since 2001. The 16-64 years age group has decreased by 1.6% and the 65+ age group has increased by 10.8%, with the overall decrease in the population in the borough being more or less 200 individuals (0.4%).

Weymouth & Portland is the only borough to have an overall decline in the population. DCC Dorset, the Dorset sub-region, the South West and the national populations all have grown since 2001. However, the decrease in population from 2001 to 2010 in the 0-15 years age group has been much greater than DCC Dorset, Dorset sub-region, the South West and nationally, all of which have had negative growth in this age group.

Growth in the population aged over 65 years has been less than in DCC Dorset and the South West but more than the Dorset sub-region and nationally. Weymouth & Portland has become an increasingly popular borough for the older population since 2001.

The population of those aged 16-64 years has decreased, whereas DCC Dorset, the Dorset sub-region, the South West and national population have all had population growth in this age group. This could be due to an increasing amount people in this age group going to areas outside of the Weymouth & Portland 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%
West Dorset	96.7	101.3	4.8%	-7.5%	-4.2%	30.9%
Weymouth & Portland	63.7	63.6	-0.2%	-10.0%	-2.8%	25.0%

Source: ONS Crown Copyright Reserve

The total population in Weymouth & Portland is projected to decline slightly by 0.2% from 63,700 to 63,600, which is the only declining population in DCC Dorset. However, the population for those above retirement age is projected to grow by 25%. The age band that declines the most is the working age population with a projected decrease of 10%. The 0-15 years age group in Weymouth & Portland is also projected to decline by about 2.8%. In comparison to the other districts/boroughs in DCC Dorset, Weymouth & Portland is estimated to be the only borough to see a decline in the overall population and has the biggest decline in the working age population.

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 Weymouth & Portland has become increasingly popular with population above retirement age since 2001 and this is set to continue.

Employment and income

Earnings [\[Back to Contents page\]](#)

Earnings data are available on a workplace or a residence basis⁴². 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.

⁴² Annual Survey of Hours and Earnings 2010, ONS

Median gross weekly pay for full time employees		
	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
DCC Dorset	£435.00	£459.90
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
West Dorset	£438.60	£490.70
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 Weymouth & Portland, the median gross weekly earnings for full time employees on adult rates is below the national median and appears to be below the DCC Dorset and South West levels.

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 Weymouth & Portland is also below the national median and appears to be below those for DCC Dorset and the South West. Workplace based earnings are less than residence based earnings, which could mean that residents of Weymouth & Portland are travelling out of the borough to work. West Dorset and Purbeck are important destinations for commuters. There is a low level of businesses in the Professional, Scientific & Technical sector and the Information & Communication sector (generally high pay employment) and this could be pulling down the workplace based earnings when compared to DCC Dorset.

Thirteen per cent of employees in employment in Weymouth and Portland fall into the groups of industries with high pay⁴³, which is four per cent more than DCC Dorset and equal to nationally. 42 per cent of employees are employed by firms in the low pay category⁴⁴. This is 11 per cent more DCC Dorset (31%) and 13 per cent more than the national proportion of employees in low pay employment (29%)⁴⁵. There is a high level of employees in low pay employment, which could be due to the strong representation of the Accommodation & Food and Retail sectors; linked to the high level of tourism in the borough.

⁴³ At least 20% above the national median

⁴⁴ At least 20% below the national median

⁴⁵ 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 2010. 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 108 out of 354, Bournemouth, for example, is within the top third of the most deprived district/boroughs in England. Weymouth & Portland ranks 94, showing a higher level of deprivation than Bournemouth and falling in the most deprived half.

District/Borough	Average IMD Score	Rank of Average Score
Weymouth & Portland	24.02	94
Bournemouth	23.38	102
Poole	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

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, 10 of which is in Weymouth & Portland. Four, all in Weymouth & Portland, fall in the top 10% of most deprived areas nationally.

Looking at the ranking within DCC Dorset, 15 of the 39 SOAs in Weymouth & Portland fall in the top 10% of most deprived SOAs in the county. Another nine fell in the 20% most deprived, as shown in the table below.

Most Deprived Super Output Areas in Weymouth & Portland	IMD National Rank (out of 32,482)	IMD Dorset Rank (out of 247)
Melcombe Regis Town Centre	1,721	1
Melcombe Regis Park District	2,128	2
Fortuneswell North	2,386	3
Littlemoor West	3,044	4
Melcombe Regis Carlton Road	3,548	5
Westham North Westhaven	3,813	6
Rodwell and Chapelhay	4,206	7
Westham East Knightsdale Road	5,117	8
Melcombe Regis Lodmoor Hill	5,264	10
Castletown and Chiswell	5,600	11
Westham North Goldcroft Road	8,747	16
Weston West	8,758	17
Westham East Abbotsbury Road	9,280	18
Fortuneswell South	9,604	19
Westham West Lanehouse	9,927	22
Rodwell and the Nothe	11,859	29
Littlemoor East	12,307	30
Upwey and Broadway East	12,338	31
Weymouth West Doncaster Rd	12,472	32
Westham West St Augustines	12,528	33
Tophill East Grove Road	12,725	34
Weymouth West Everest Road	12,742	35
Wyke Square	13,752	44
Weston East	13,783	45

Source: Indices of Deprivation 2010, CLG

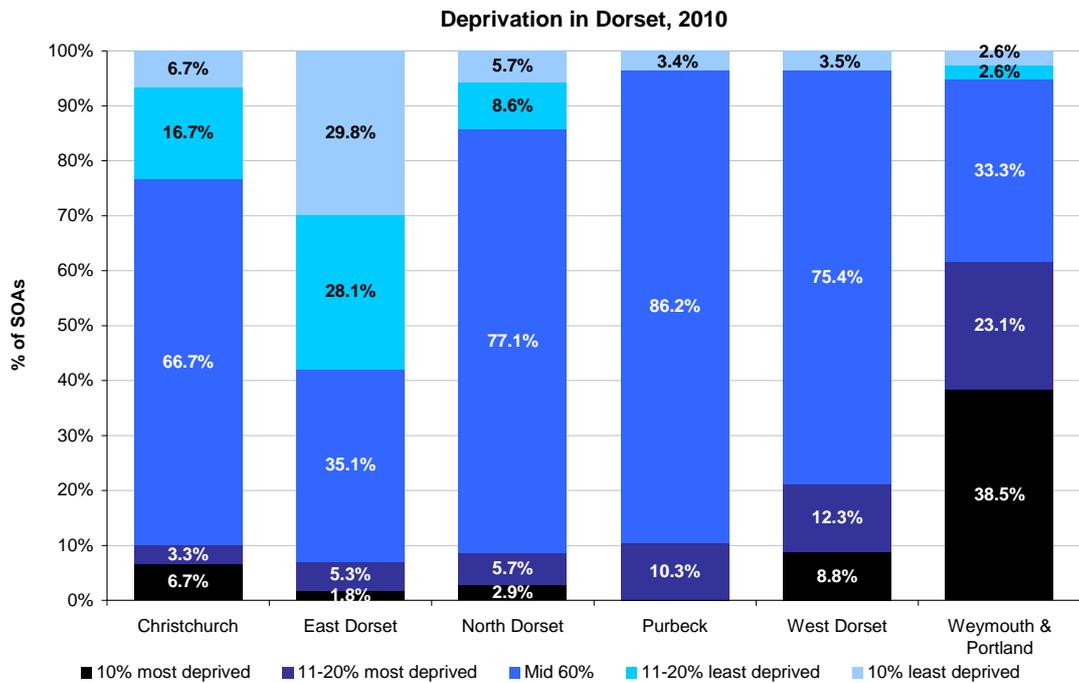
Least deprived SOAs:

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 Weymouth & Portland (Wey Valley & Radipole North Radipole North Village; Preston Sutton Poyntz; Radipole East and Preston) fall within the 20% least deprived areas nationally. Only the latter two fall within the top 20% least deprived in the county and Preston is also in the top 10% least deprived, both nationally and in DCC Dorset.

Least Deprived Super Output Areas in Weymouth & Portland	IMD National Rank (out of 32,482)	IMD Dorset Rank (out of 247)
Wey Valley & Radipole North Radipole Village	26,093	188
Preston Sutton Poyntz	26,301	193
Radipole East	27,392	201
Preston	29,849	227

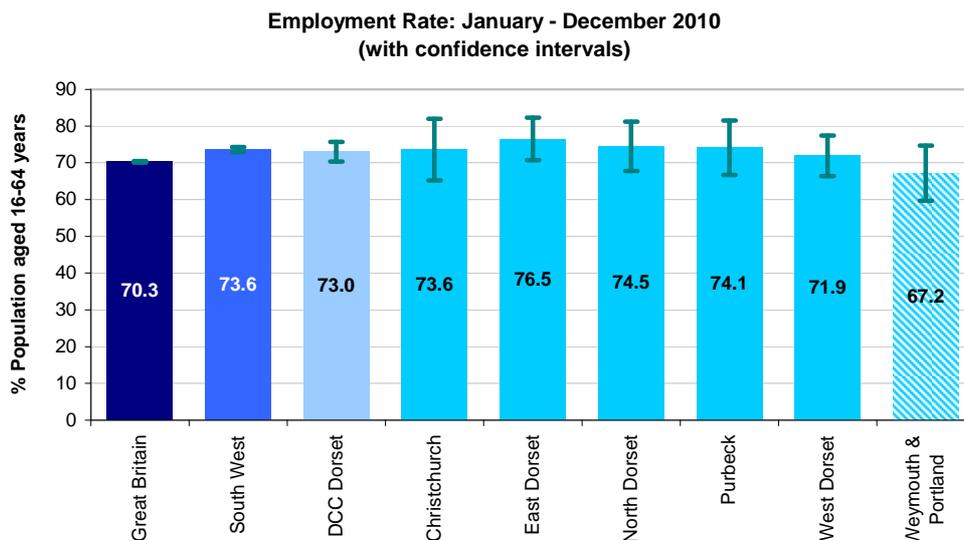
Source: Indices of Deprivation 2010, CLG



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

Data on the structure of the labour market is provided by the Annual Population Survey⁴⁶. The data from the survey covering January-December 2010 gives the number of economically active people aged 16-64 in Weymouth & Portland to be 26,500, with an economic activity rate of 70.8% of all 16-64 year olds in the borough. This appears to be lower than nationally⁴⁷ (76.2%) and in DCC Dorset (76.1%).

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 Weymouth & Portland the employment rate is 67.2%, which looks to be lower than DCC Dorset (73.0%) and nationally (70.3%).



⁴⁶ The APS is a sample survey and should be treated with caution

⁴⁷ National figures refer to Great Britain

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, Weymouth & Portland had **total employment** of 24,000 (compared with 20,700 employees in employment⁴⁸). This showed an increase over the five years from 2005 to 2009 of 3,000 (14.3%); the third highest level of growth for the six districts after West Dorset (18.0%) and Purbeck (26.3%). DCC Dorset as a whole saw an increase of 10.0% over the same period.

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	-273,000	-0.9%
South West	2,643,000	2,654,000	2,685,000	2,687,000	2,717,000	74,000	2.8%
Bournemouth	93,000	88,000	89,000	88,000	83,000	-10,000	-10.8%
DCC Dorset	179,000	184,000	186,000	193,000	197,000	18,000	10.1%
Poole	78,000	80,000	80,000	81,000	85,000	7,000	9.0%
Dorset sub-region	350,000	351,000	355,000	362,000	364,000	14,000	4.0%
Christchurch	21,000	21,000	21,000	22,000	22,000	1,000	4.8%
East Dorset	37,000	36,000	37,000	36,000	37,000	0	0.0%
North Dorset	31,000	31,000	31,000	32,000	32,000	1,000	3.2%
Purbeck	19,000	20,000	20,000	22,000	24,000	5,000	26.3%
West Dorset	50,000	54,000	54,000	56,000	59,000	9,000	18.0%
Weymouth & Portland	21,000	22,000	22,000	25,000	24,000	3,000	14.3%

Source: ONS Crown Copyright Reserve

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

Data from the Annual Population Survey (January – December 2010)⁴⁹ 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.

Weymouth & Portland has approximately 1,200 people with second jobs, who appear to be mostly females. Sector information for Weymouth & Portland has been suppressed due to low numbers.

⁴⁸ Source : Business Register & Employment Survey 2009, ONS

⁴⁹ The Annual Population Survey is a sample survey and should be treated with caution

Broad Occupational Groups	Weymouth & Portland	DCC Dorset
<i>All people in employment as/in:</i>	25,600	175,100
Managers and senior officials	11.8%	14.8%
Professional occupations	17.0%	13.8%
Associate prof & tech occupations	14.7%	12.5%
Administrative and secretarial occupations	9.3%	12.3%
Skilled trades occupations	12.2%	13.8%
Personal service occupations	12.7%	10.7%
Sales and customer service occupations	7.7%	5.9%
Process, plant and machine operatives	7.3%	6.3%
Elementary occupations	7.3%	9.8%

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

According to the Annual Population Survey (Jan – Dec 2010)⁵⁰, 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 borough of Weymouth & Portland, most individuals in employment are in Professional occupations (17.0%), which is higher than DCC Dorset. The occupation groups with the fewest people in employment are Process, plant & machine operatives and Elementary occupations, both of which are 7.3%. 43.5% of all employment is in high skill occupations, which is greater than DCC Dorset.

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 Weymouth & Portland.

The data and charts below give a comparison between the workplace based and residence based occupational structure in Weymouth & Portland.

Broad Occupational Groups	Weymouth & Portland		DCC Dorset	
	Residence	Workplace	Residence	Workplace
<i>All people in employment as/in:</i>	25,600	26,500	175,100	170,400
Managers and senior officials	11.8%	12.1%	14.8%	14.2%
Professional occupations	17.0%	16.5%	13.8%	13.2%
Associate prof & tech occupations	14.7%	11.9%	12.5%	10.8%
Administrative and secretarial occupations	9.3%	11.5%	12.3%	11.5%
Skilled trades occupations	12.2%	14.0%	13.8%	15.3%
Personal service occupations	12.7%	10.7%	10.7%	11.5%
Sales and customer service occupations	7.7%	7.4%	5.9%	5.9%
Process, plant and machine operatives	7.3%	5.9%	6.3%	6.8%
Elementary occupations	7.3%	10.0%	9.8%	10.7%

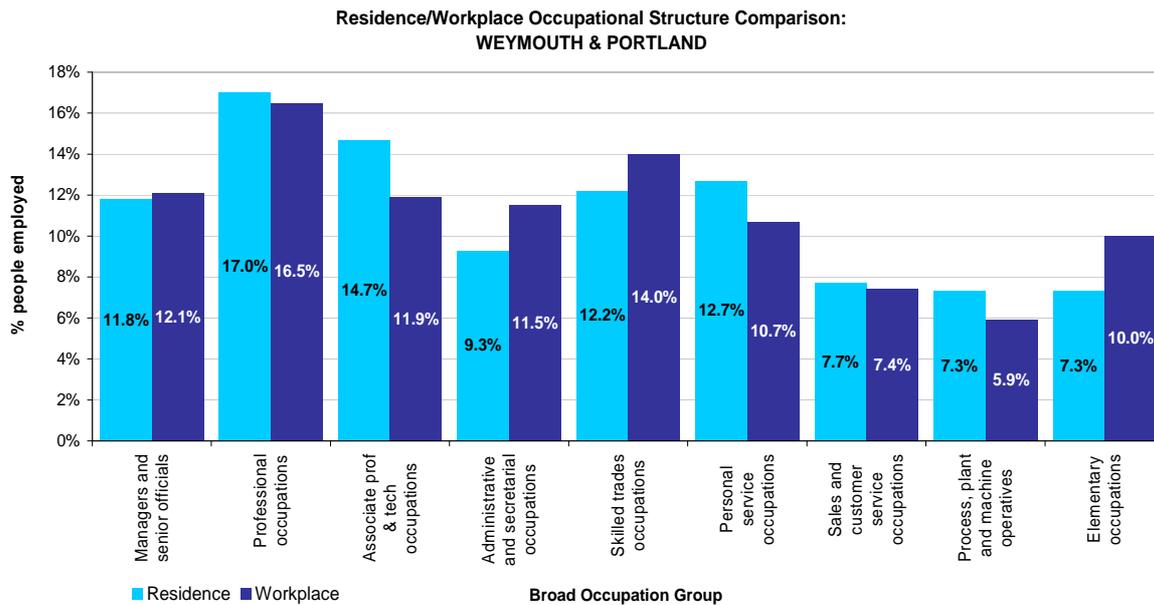
Source: Annual Population Survey Residence & Workplace Analysis (Jan-Dec 2010)

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

⁵⁰ The Annual Population Survey (ONS) is a sample survey and should be treated with caution.

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 Weymouth & Portland, the occupational group showing the biggest difference between residence and workplace occupational structures is Associate professional & technical occupations, which differs by nearly three percentage points. The proportion of residents employed in this occupation is greater than those who work in the same group; suggesting that individuals commute to work outside the borough. There is also a difference of nearly three percentage points between residence/workplace proportions for those employed in Elementary occupations. 7.3% of residents work in Elementary occupations, while 10.0% of people working in Weymouth & Portland are in Elementary occupations. This suggests that employees travel into the borough to work in this occupation.



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

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

	DCC Dorset				Weymouth & Portland			
	number	denominator	percent	confidence	number	denominator	percent	confidence
All:								
Economic activity rate - aged 16-64	174,200	229,100	76.1	2.6	26,500	37,400	70.8	7.3
Employment rate - aged 16-64	167,200	229,100	73.0	2.7	25,100	37,400	67.2	7.5
% aged 16-64 who are employees	136,000	229,100	59.4	3.0	22,200	37,400	59.3	7.8
% aged 16-64 who are self employed	30,300	229,100	13.2	2.1	3,000	37,400	7.9	4.3
Unemployment rate - aged 16-64	7,000	174,200	4.0	1.4	1,300	26,500	5.1	*
Unemployment rate - aged 16+	7,200	182,300	4.0	1.3	1,500	27,100	5.6	*
% who are economically inactive - aged 16-64	54,800	229,100	23.9	2.6	10,900	37,400	29.2	7.3
% aged 16-64 who are eco inactive - want a job	11,200	229,100	4.9	1.3	3,300	37,400	8.9	4.6
% aged 16-64 who are eco inactive - don't want job	43,600	229,100	19.1	2.4	7,600	37,400	20.2	6.4
Males:								
Economic activity rate males - aged 16-64	91,100	111,500	81.7	3.5	15,000	18,800	80.0	9.7
Employment rate males - aged 16-64	88,100	111,500	78.9	3.7	14,700	18,800	78.5	9.9
% of males aged 16-64 who are employees	67,100	111,500	60.2	4.4	12,600	18,800	67.1	11.3
% of males aged 16-64 who are self employed	20,300	111,500	18.2	3.5	2,200	18,800	11.5	*
Unemployment rate males - aged 16-64	3,100	91,100	3.4	1.8	!	15,000	!	!
Unemployment rate males - aged 16+	3,200	95,300	3.4	1.8	!	15,200	!	!
% of males who are eco inactive - aged 16-64	20,400	111,500	18.3	3.5	3,800	18,800	20.0	9.7
% males aged 16-64 who are eco inactive - want a job	5,500	111,500	4.9	1.9	1,600	18,800	8.7	*
% males aged 16-64 who are eco inactive - don't want job	14,900	111,500	13.4	3.1	2,100	18,800	11.3	*
Females:								
Economic activity rate females - aged 16-64	83,100	117,500	70.7	3.8	11,500	18,600	61.6	10.4
Employment rate females - aged 16-64	79,200	117,500	67.4	4.0	10,400	18,600	55.8	10.6
% of females aged 16-64 who are employees	68,900	117,500	58.6	4.2	9,600	18,600	51.5	10.7
% of females aged 16-64 who are self employed	10,000	117,500	8.5	2.4	800	18,600	4.3	*
Unemployment rate females - aged 16-64	4,000	83,100	4.8	2.1	1,100	11,500	9.3	*
Unemployment rate females - aged 16+	4,000	87,000	4.6	2.0	1,100	11,900	8.9	*
% of females who are eco inactive - aged 16-64	34,400	117,500	29.3	3.8	7,200	18,600	38.4	10.4
% females aged 16-64 who are eco inactive - want a job	5,700	117,500	4.8	1.8	1,700	18,600	9.2	*
% females aged 16-64 who are eco inactive - don't want job	28,700	117,500	24.4	3.6	5,500	18,600	29.3	9.7

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, Weymouth & Portland had a job density of 0.57, a small increase of 0.03 from 2004. DCC Dorset had a job density 0.82 and nationally it was 0.79, both of which are greater than Weymouth & Portland.

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
West Dorset	0.86	0.92	0.97	0.98	1.01	1.05	0.19
Weymouth & Portland	0.54	0.53	0.55	0.56	0.62	0.57	0.03

Source: ONS Crown Copyright Reserve

Elsewhere in DCC Dorset, West Dorset had the highest job density of 1.05 (2nd highest in the South West). 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 [\[Back to Contents page\]](#)

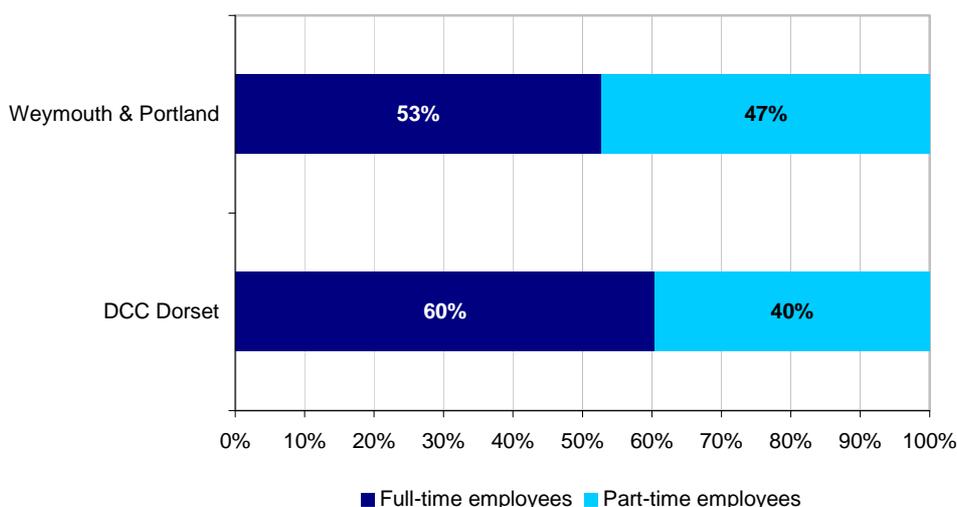
The BRES 2009⁵¹ provides data on full time and part time workers. The number of full time workers in DCC Dorset is approximately 94,300, which is about 60% of total employees in employment in the county. This is less than both the South West (64%) and nationally (68%). The remaining 40% of employees in DCC Dorset are part time workers.

In Weymouth & Portland, the total number of full time employees is about 10,900, 53% of the total number of employees, which is less than DCC Dorset (60%). The proportion of full time workers in the district is the lowest in the county.

The other 47% of employees in Weymouth & Portland are part time workers (seven 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%
Weymouth & Portland	20,700	10,900	53%	9,800	47%

Percentage of employees by employment type



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

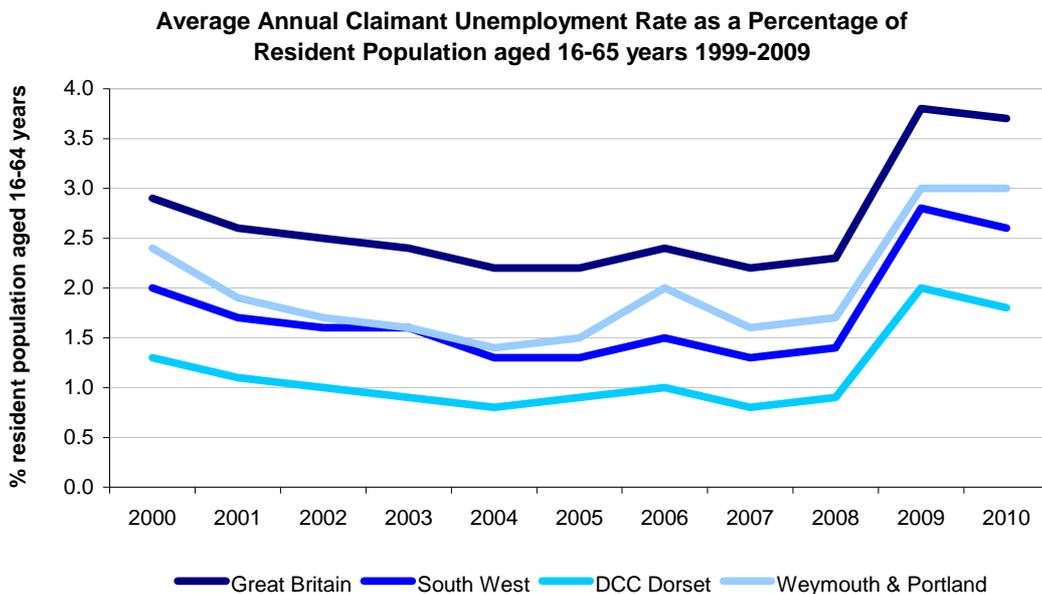
The measure of unemployment given in the Annual Population Survey not only includes those people claiming Jobseeker's Allowance but also incorporates individuals who are not eligible for Jobseeker's Allowance but do not have a job and are actively seeking work. In 2010, the unemployment rate for those aged 16-64 years in Weymouth & Portland is 5.1%. This appears to be greater than DCC Dorset (4.0%) but less than nationally (7.8%). However, this particular figure is highlighted as being statistically unreliable.

⁵¹ Business Register and Employment Survey 2009, Office for National Statistics.

In Weymouth & Portland, the number of people who are economically inactive (aged 16-64 years) is 10,900, which accounts for 29.2% of all people aged 16-64 years. This appears to be greater than nationally (23.8%) and DCC Dorset (23.9%). Nearly one third 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. About 60% of this population are economically inactive. This is because the majority are retired. The main reason individuals give for being economically inactive in Weymouth & Portland is 'long term sickness' and 'looking after family/home'.⁵²

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

Over the last ten years, the claimant unemployment rate in Weymouth & Portland has consistently been above the level of DCC Dorset and the South West but below the national level. 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 Weymouth & Portland nearly doubles over the year, increasing from an average of 1.7% in 2008 to 3.0% in 2009. Between 2009 and 2010, the average claimant unemployment rate across all geographies on the graph has decreased slightly.



In January 2011, the number of claimants in the borough was 1,355, with the rate of 3.4%. Compared to the other districts and boroughs in DCC Dorset, Weymouth & Portland has the highest rate. The number of people claiming JobSeeker's Allowance in January 2011 is 11.3% lower than a year ago in January 2010. The rate has decreased by 0.4 percentage points over the year.

⁵² Source: APS Jan-Dec 2010: Possible responses were 'unavailable to start work', 'discouraged worker', 'long term sick', 'looking after family/home', 'student' and 'other'.

Claimant Unemployment - January 2011		
	Persons	Rate
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
West Dorset	812	1.5
Weymouth & Portland	1,355	3.4

Source: Claimant count data, ONS

13 out of the 15 wards in Weymouth & Portland had average claimant unemployment rates for 2010 that were equal to or above the 2010 average for DCC Dorset (1.8%). Melcombe Regis Ward had the highest rate of 5.4% and Wey Valley Ward had the lowest rate in the borough of 1.2%.

Average Claimant Unemployment Rate 2010		
Weymouth & Portland Wards	number	rate
Melcombe Regis	220	5.4
Littlemoor	105	4.5
Westham East	92	3.8
Underhill	101	3.6
Weymouth East	78	3.5
Westham North	95	3.0
Tophill West	90	2.7
Westham West	53	2.5
Weymouth West	84	2.5
Wyke Regis	75	2.1
Upwey and Broadwey	47	2.0
Tophill East	49	1.9
Radipole	41	1.8
DCC DORSET	4,273	1.8
Preston	37	1.4
Wey Valley	24	1.2

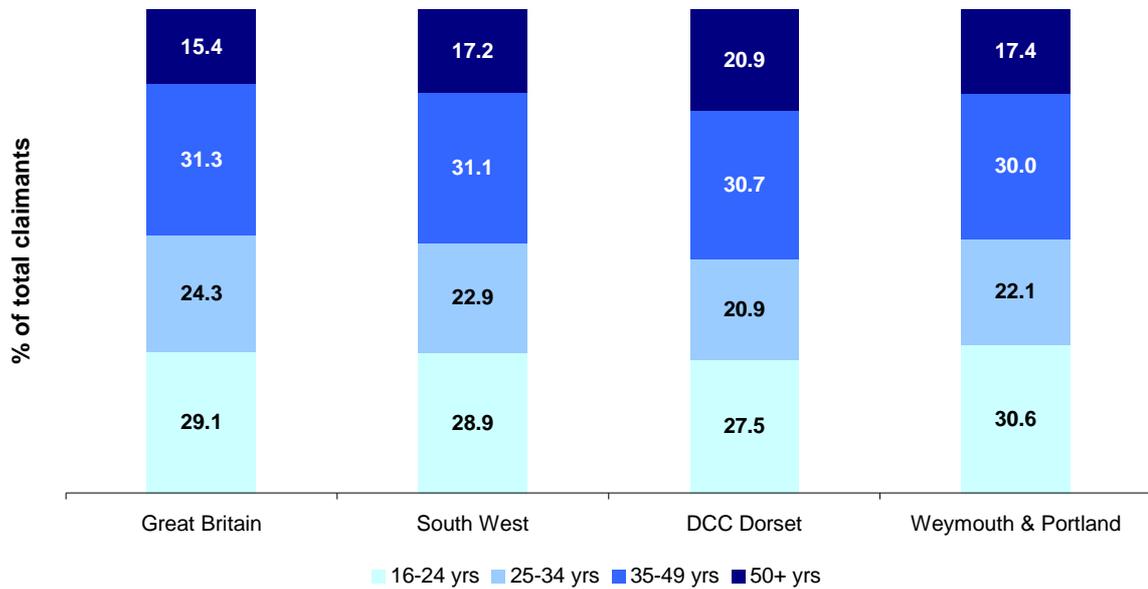
Source: Claimant count data, ONS

In 2010, 74% of people claiming JobSeeker's Allowance in Weymouth & Portland were male. This is greater than DCC Dorset (70%) and nationally (71%). The claimant rate for males in the borough for 2010 was 4.4% and for females it was 1.6%. For total claimants, the rate was 3.0%.

Just under a third of claimants in Weymouth & Portland were aged 18-24 years in 2010. This was greater than DCC Dorset (28%), the South West (29%) and nationally (29%). 17% of claimants in the borough were aged over 50 years, less than DCC

Dorset (21%) but much in line with the South West (17%) and nationally (15%). The majority of claimants were aged 35-49 years (30%).

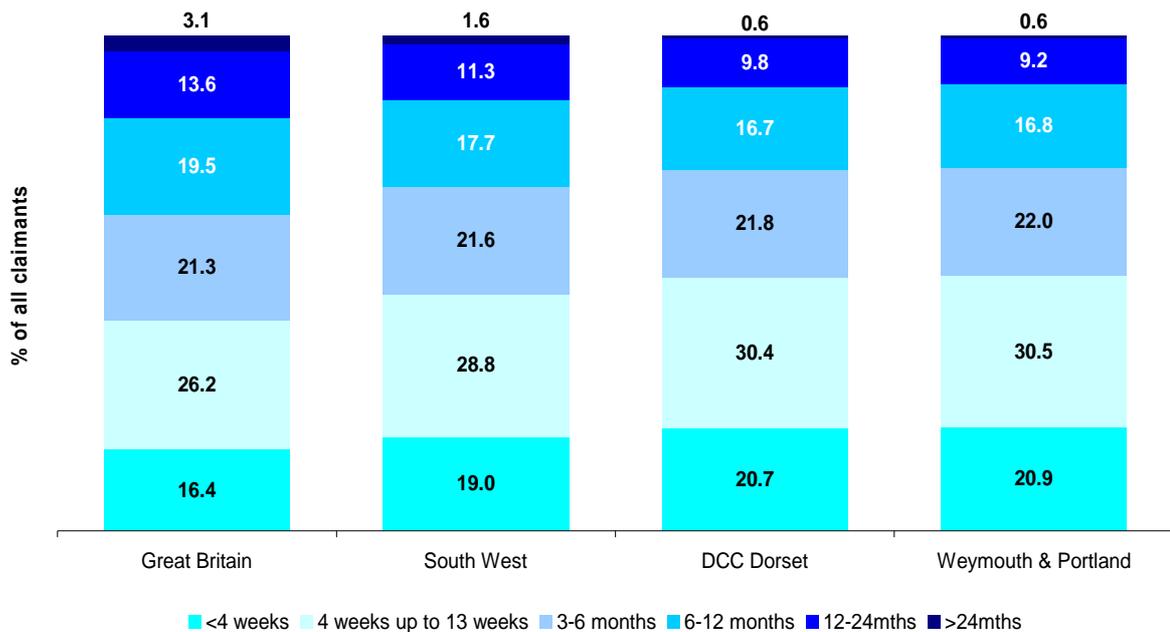
Age of Claimants: 2010 average



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 115 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, Weymouth & Portland had the second lowest proportion of long term unemployed alongside West Dorset and after North Dorset (9%). The majority of claimants in Weymouth & Portland (31%), over 2010, were unemployed from 4-13 weeks, much in line with the county.

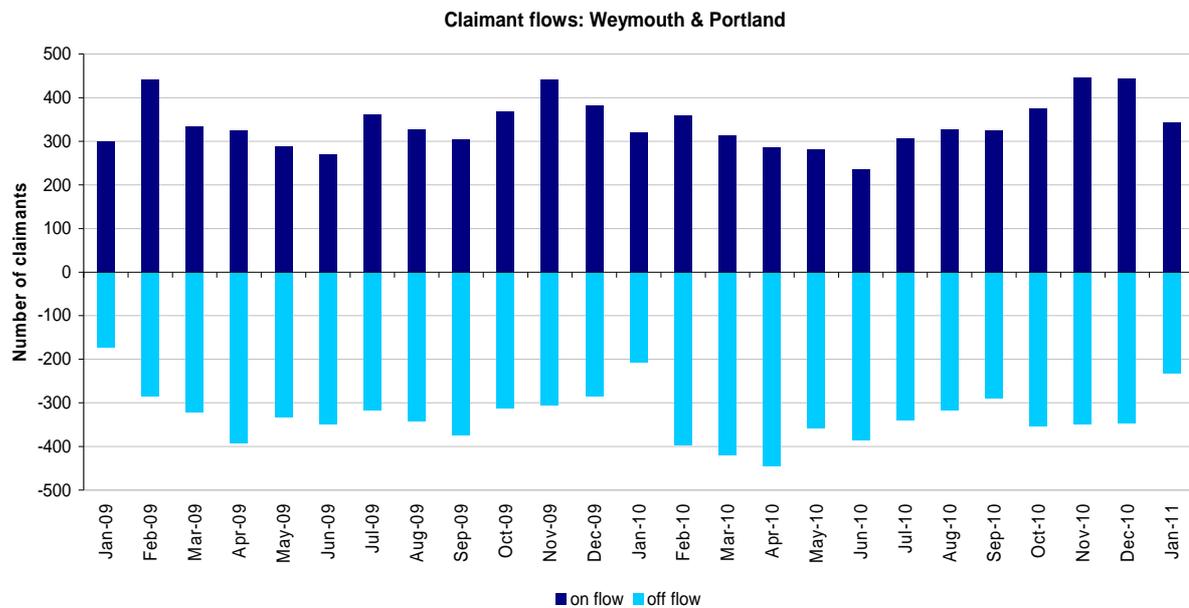
Duration of unemployment: 2010 average



Source: Claimant count data, ONS

Since January 2009, there has been considerable movement on and off the claimant count in Weymouth & Portland. The number of people joining the count has averaged around 340 but was at its lowest in June 2010 (235). From June, the on-flow has increased. The off-flow of claimants rose from January to April 2009. After that, the number of people leaving the claimant count has averaged around 336.

Of those claimants leaving the count with a known destination in Weymouth & Portland, for January 2011, 65.6% had found work. This is below the DCC Dorset average of 69.0%.



Source: Claimant count data, ONS

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

For January 2011, there were 143 live unfilled vacancies with Jobcentre Plus in Weymouth & Portland. Given that in the same month the number of claimants was 1,355, the ratio of claimants to live unfilled vacancies was 9.5. This is greater than DCC Dorset as a whole (5.3) and nationally (6.4). Compared to the other boroughs/districts in DCC Dorset, Weymouth & Portland has the highest claimant to vacancy ratio.

Looking at the number of live unfilled vacancies broken down by occupation for the fourth quarter of 2010, nearly a third were in Sales occupations (32%) and more than a quarter were in Elementary administration & service occupations (28%).

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 sector⁵³. Vacancies in Jobcentres often tend towards the intermediate and lower skills range whilst organizations with higher skill vacancies use other recruitment channels.

⁵³ For more information see: http://www.statistics.gov.uk/downloads/theme_labour/Vacancies_survey.pdf

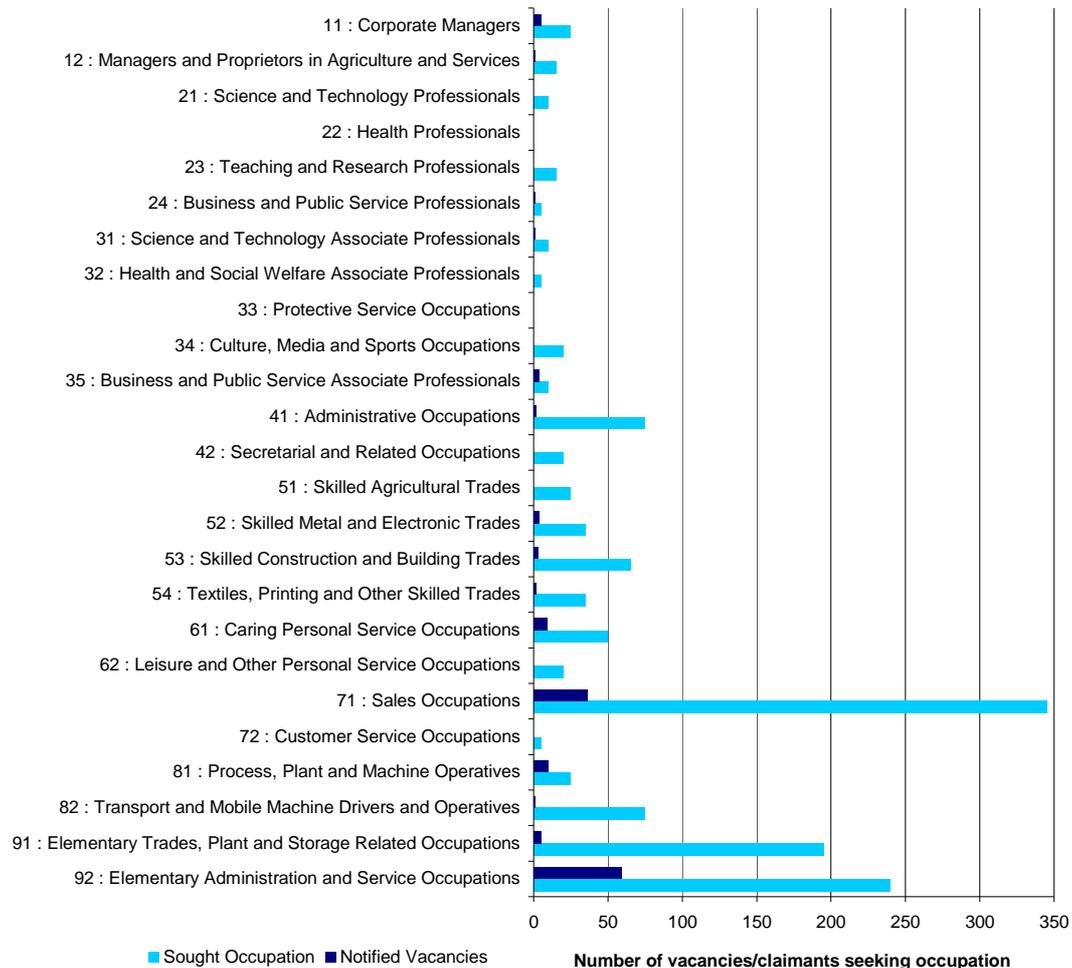
Percentage of live unfilled vacancies by occupation in fourth quarter of 2010	Weymouth & Portland	DCC Dorset
11 : Corporate Managers	4%	4%
12 : Managers and Proprietors in Agriculture and Services	1%	1%
21 : Science and Technology Professionals	1%	1%
22 : Health Professionals	0%	0%
23 : Teaching and Research Professionals	0%	0%
24 : Business and Public Service Professionals	0%	0%
31 : Science and Technology Associate Professionals	0%	1%
32 : Health and Social Welfare Associate Professionals	1%	1%
33 : Protective Service Occupations	0%	0%
34 : Culture, Media and Sports Occupations	0%	1%
35 : Business and Public Service Associate Professionals	5%	8%
41 : Administrative Occupations	2%	6%
42 : Secretarial and Related Occupations	1%	1%
51 : Skilled Agricultural Trades	0%	0%
52 : Skilled Metal and Electronic Trades	1%	4%
53 : Skilled Construction and Building Trades	4%	3%
54 : Textiles, Printing and Other Skilled Trades	1%	2%
61 : Caring Personal Service Occupations	11%	17%
62 : Leisure and Other Personal Service Occupations	1%	2%
71 : Sales Occupations	32%	19%
72 : Customer Service Occupations	0%	1%
81 : Process, Plant and Machine Operatives	2%	6%
82 : Transport and Mobile Machine Drivers and Operatives	2%	5%
91 : Elementary Trades, Plant and Storage Related Occupations	3%	5%
92 : Elementary Administration and Service Occupations	28%	13%
Column Total	100%	100%

Source: ONS Crown Copyright Reserve

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, Transport & mobile machinery drivers & occupations, Sales occupations, Skilled construction & building trades and Administrative occupations in Weymouth & Portland exceeded the number of vacancies by more than 50.

**Mismatches between unfilled vacancies and sought occupations, January 2011:
Weymouth & Portland**



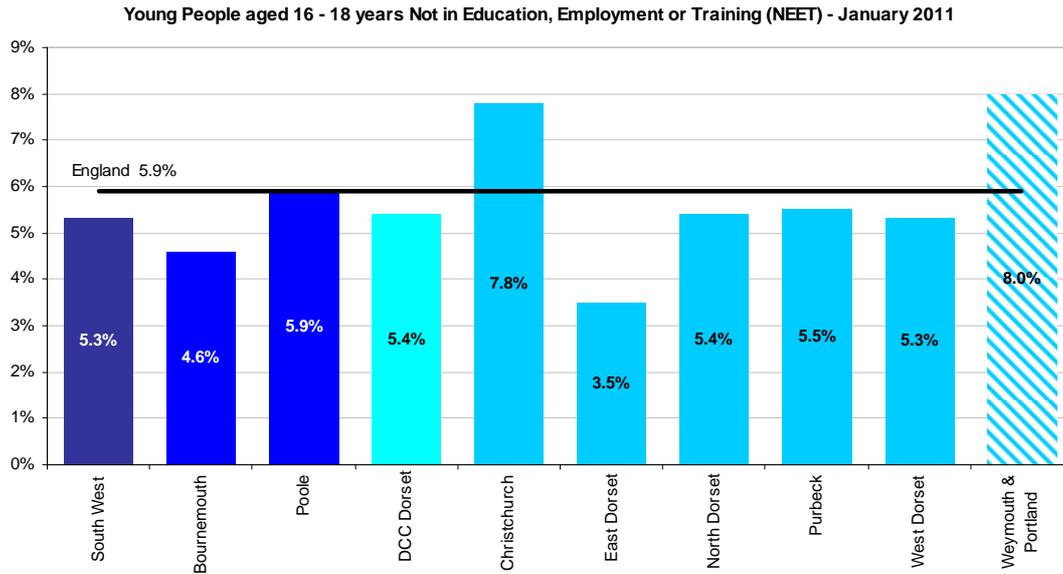
Source: ONS Crown Copyright Reserve

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

Statistics for young people aged 16 to 18 years⁵⁴ 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 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. Weymouth & Portland has the highest proportion of young people who are NEET (8.0%). This is above the level for England and is also greater than DCC Dorset and the South West. East Dorset has the lowest proportion of young people who are NEET in DCC Dorset (3.5%). In Weymouth & Portland, the proportion of males and the proportion of females who are NEET are about equal.

⁵⁴ Note: cohort includes only those 16 year olds who have left compulsory education



Source: Connexions across Bournemouth, Dorset and Poole

Skills

Qualifications⁵⁵ [\[Back to Contents page\]](#)

The Annual Population Survey (Jan-Dec 2010)⁵⁶ suggests that the percentage of the resident population, aged 16-64 years, in Weymouth & Portland who have no qualifications is approximately 8%. This is much in line with DCC Dorset (7%) and less than nationally (11%). Compared to the other boroughs and districts in DCC Dorset, Weymouth & Portland has the third lowest proportion of resident 16-64 year old population with no qualifications after West Dorset (6%) and East Dorset (5%).

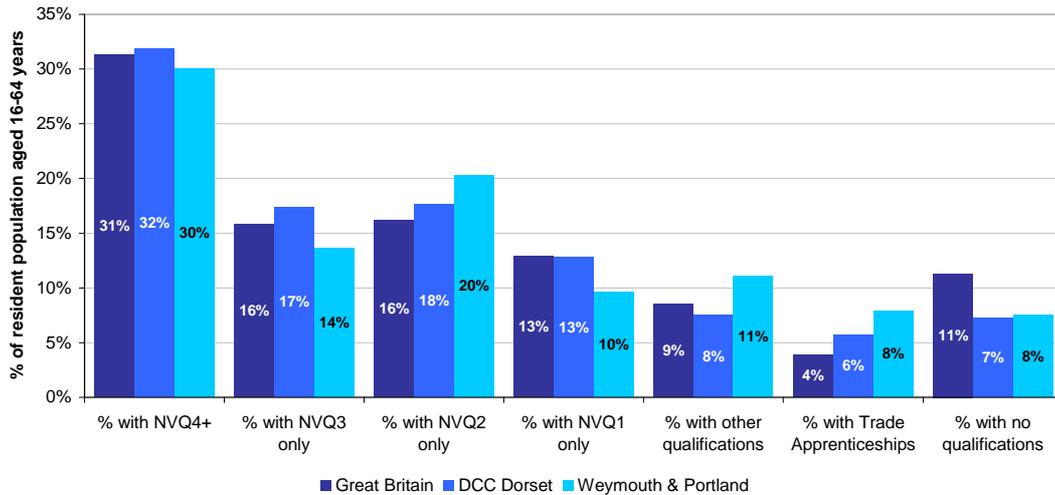
About 30% (and the majority) of Weymouth & Portland's resident population aged 16-64 years have qualifications to NVQ level four or above, which is much in line with DCC Dorset (32%) and nationally (31%). This is the second lowest proportion in DCC Dorset after Christchurch (28%).

⁵⁵ 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

⁵⁶ Data from the Annual Population Survey should be treated with caution - estimates and confidence intervals are unreliable due to low group sample sizes

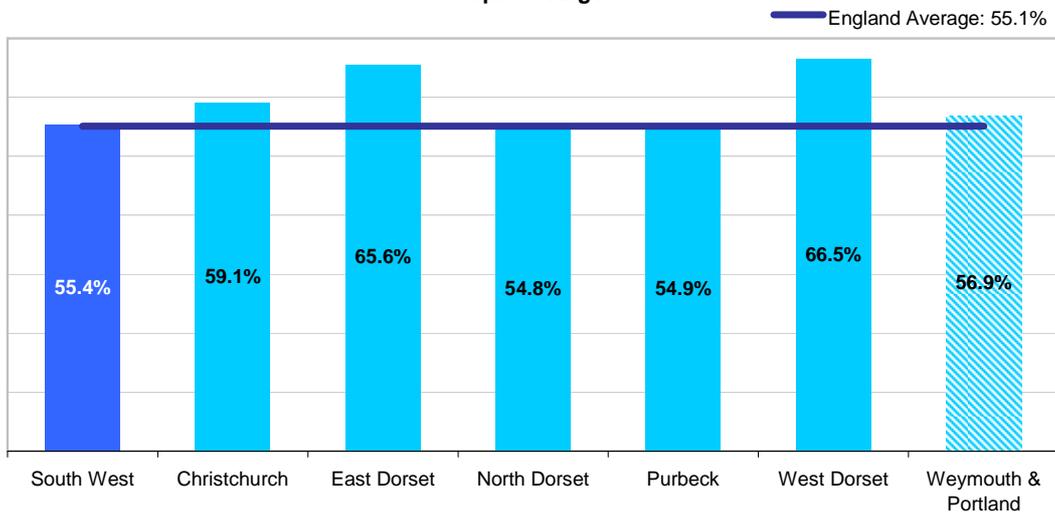
Qualifications 2010 (resident population aged 16-64 years)



Source: Annual Population Survey, January-December 2010

The GCSE results for pupils at the end of Key Stage 4 in 2010, residing in Weymouth & Portland, show that 77% of students achieved five or more GCSEs with grades A* to C. This is much in line with the England average of 76%. The proportion of students achieving five or more GCSEs (grades A*-C) including English and Maths in Weymouth & Portland was 57% - as shown in the following graph. Again, this is much in line with the England average (55%) and the second lowest proportion in DCC Dorset, after Purbeck and North Dorset (both 55%).

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

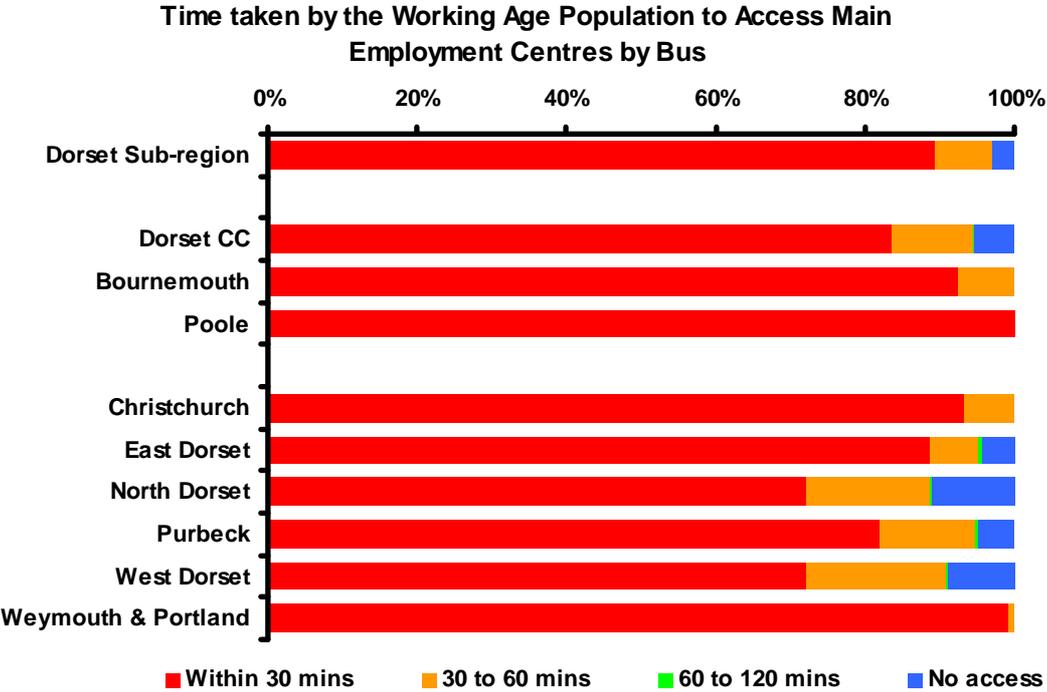


Source: Neighbourhood Statistics, ONS

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 times⁵⁷.



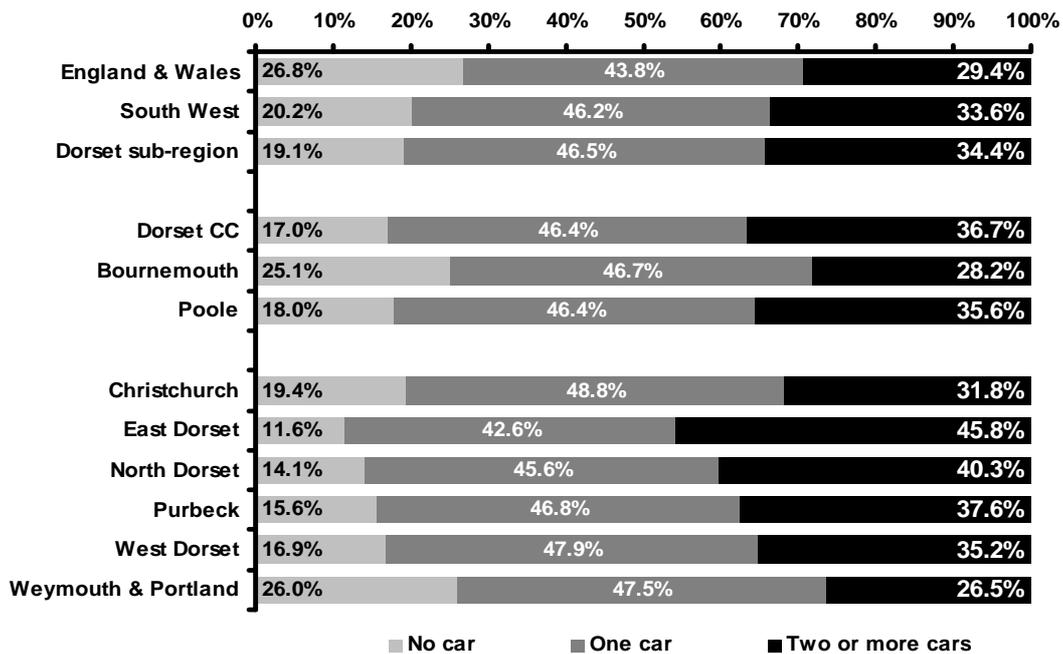
Approximately 10% of the working age population of both West and North Dorset live over an hour by bus away from any of the 34 employment centres. Whilst there will be some employment available locally, it is probable that employees living in these more remote areas will be dependent upon private transport 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 car⁵⁸ 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:

⁵⁷ Dorset County Council, unpublished study. 2010.
⁵⁸ Census of Population, 2001, ONS

Proportion of Car Ownership by Household, 2001

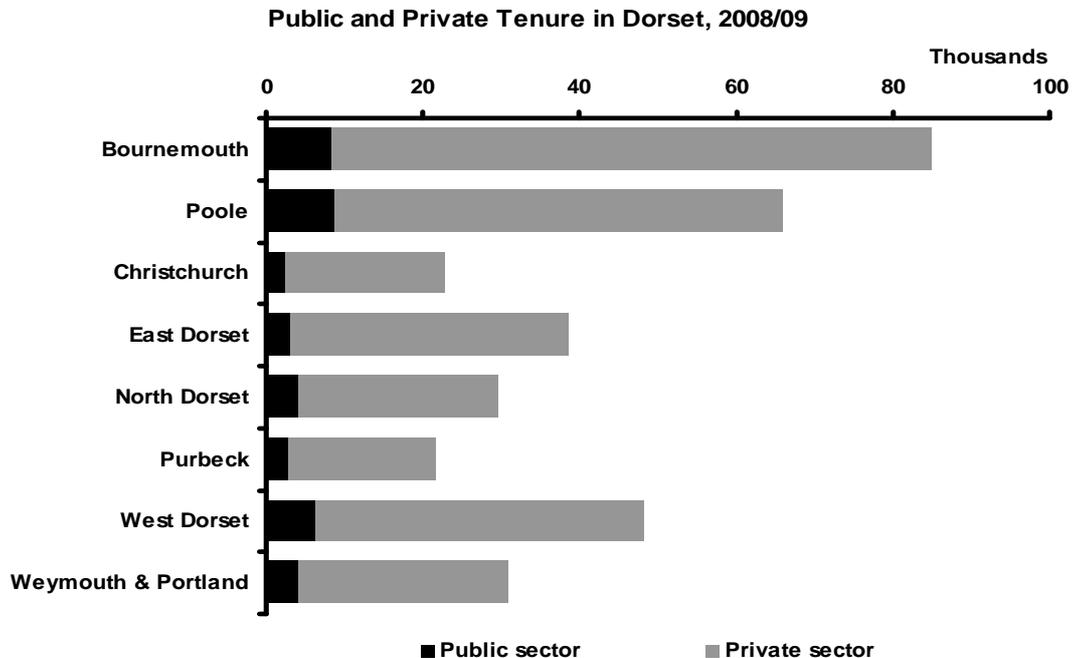


Housing

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

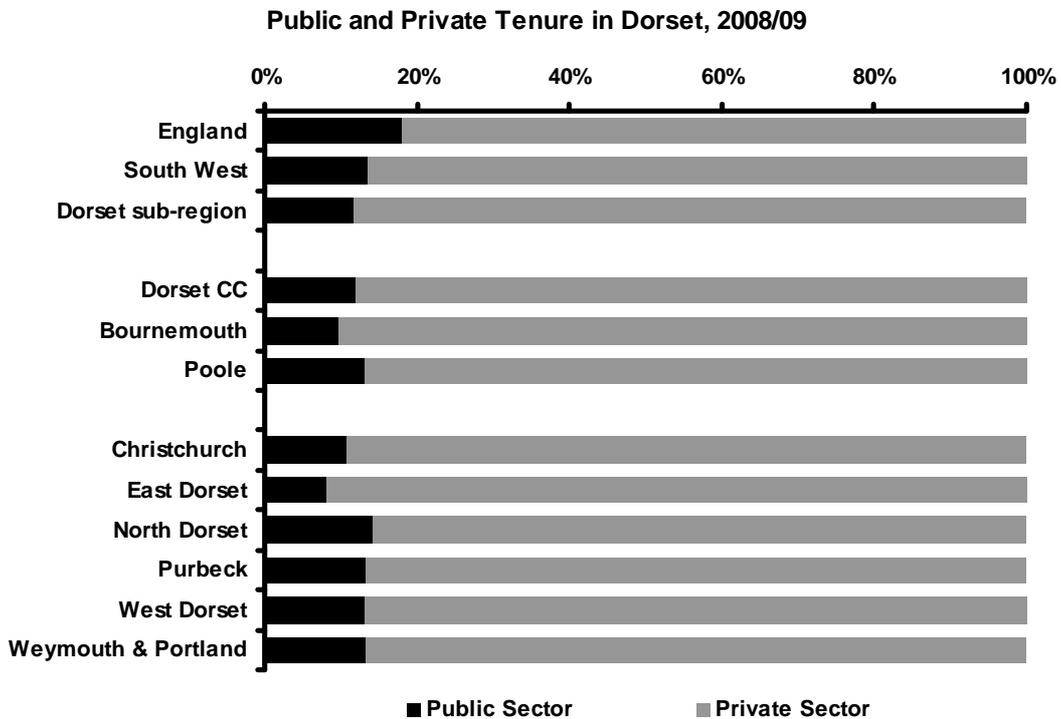
The following chart shows the number of dwellings in each of Dorset's areas and also their tenure⁵⁹.

Weymouth & Portland has 30,870 dwellings, 13% of which are public sector compared with 18% nationally and 12% in DCC Dorset as a whole.

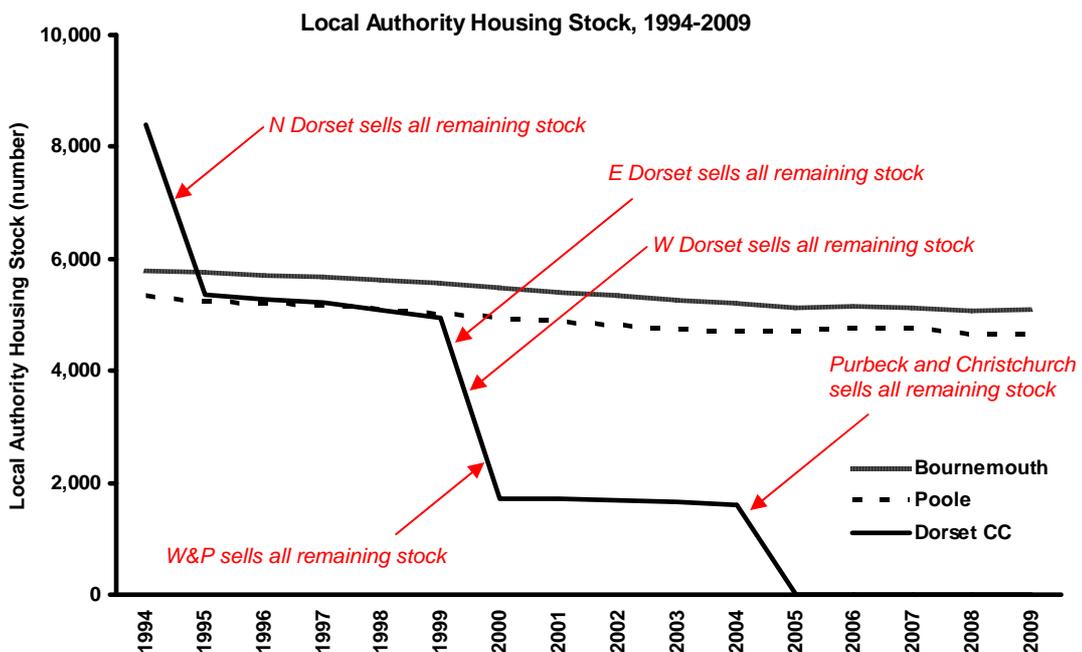


⁵⁹ Sources: Housing Strategy Statistical Appendix (HSSA) return; Regulatory Statistical Return; Housing Flows Reconciliation Form and Regional Planning Body 'joint returns'

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 Weymouth & Portland, comparing the second quarters (April-June) of 2009, 2010 and 2011, average overall house prices grew between 2009 and 2010 by about 12%. The average price grew across all housing types, with detached houses seeing the largest percentage increase of 13%, a rise of over £35,000. Between 2010 and 2011, average overall house prices grew very slightly in Weymouth & Portland by around £1,500 (1%). Semi-detached and terraced house both saw a rise in the average house price of 1% but detached houses and flat/maisonettes saw a fall in the average price by 6% and 1% respectively.

Average House Prices: April - June	Detached	Semi- Detached	Terraced	Flat/ Maisonette	Overall
Weymouth & Portland	Av Price £	Av Price £	Av Price £	Av Price £	Av Price £
2009	£265,790	£189,578	£162,655	£145,568	£184,560
2010	£301,564	£194,121	£173,015	£151,909	£207,559
2011	£283,177	£195,760	£175,224	£149,720	£209,013

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 – ASHE⁶⁰) 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 Weymouth & Portland was 8.69, which is less than DCC Dorset. Compared to the other boroughs/districts in the county, Weymouth & Portland has the lowest ratio of lower quartile house prices to lower quartile individual earnings, whereas East Dorset (11.83) has the highest.

In Weymouth & Portland, the ratio is lower in 2010 than it was in 2006 and has fluctuated in the years between. This pattern can similarly be seen in DCC Dorset, the South West and England.

⁶⁰ Data should be treated with caution due to the Annual Survey of Hours and Earnings being a sample survey, with low group sample sizes

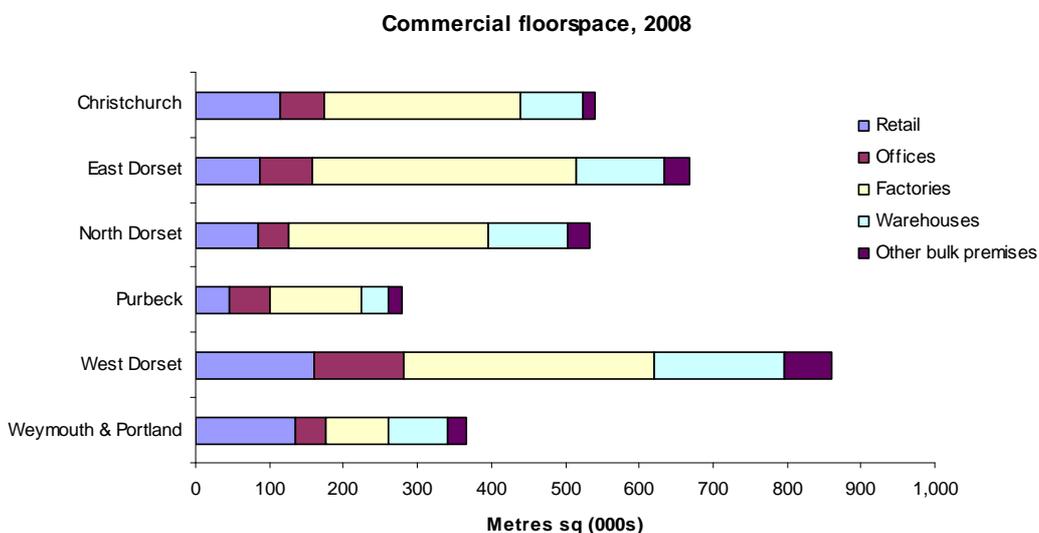
Ratio of Lower Quartile House Prices to Lower Quartile Individual Earnings					
	2006	2007	2008	2009	2010
England	7.15	7.25	6.97	6.28	6.69
South West	8.51	8.94	8.75	7.63	8.17
Bournemouth UA	10.07	8.89	8.97	8.11	8.55
DCC Dorset	10.38	10.94	11.23	9.30	10.33
Poole UA	9.98	10.11	9.72	8.44	9.55
Christchurch	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
West Dorset	9.94	11.72	10.68	9.86	10.37
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 district⁶¹.



Weymouth & Portland has 367,000 square metres of commercial and industrial floorspace with just over one-fifth of this utilised as factory floorspace (23%), the smallest proportion of the Dorset districts. 37% is retail floorspace, the highest proportion of the Dorset districts and above the DCC Dorset average of 19%.

⁶¹ Source: Commercial and Industrial Floorspace and Rateable Value Statistics (2005 Revaluation), 2008, Neighbourhood Statistics, ONS

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.

<i>Hectares of Unused Previously Developed Land, 2007</i>		
	<i>Hectares</i>	<i>% of Area</i>
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 2010⁶².

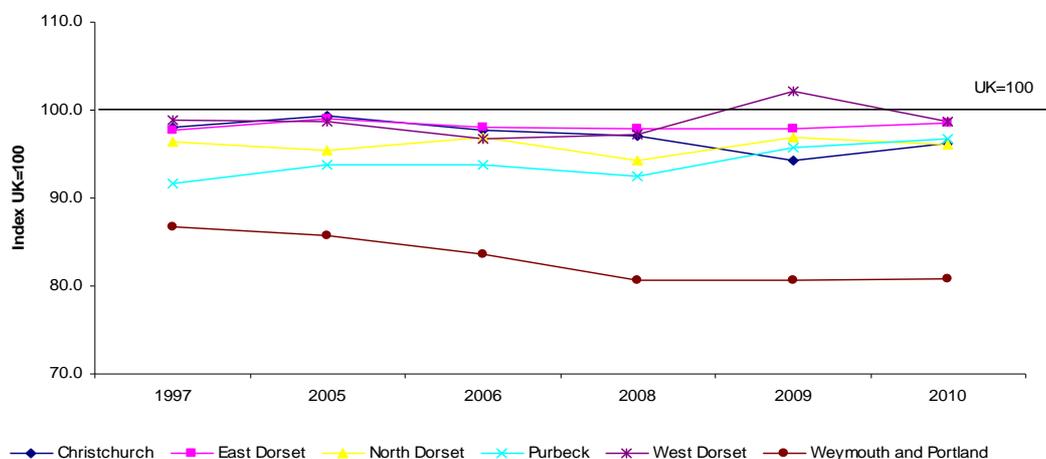
The Index is a ranked comparison of local authority areas based upon a composite measure of competitiveness. The components of competitiveness used in the Index consist of ten variables, each of which is categorized into one of three categories:

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

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 Weymouth & Portland 364th out of 379 local authorities nationally.

UK Competitiveness Index



⁶² Centre for International Competitiveness, University of Cardiff <http://www.cforic.org/pages/ukci2010.php>

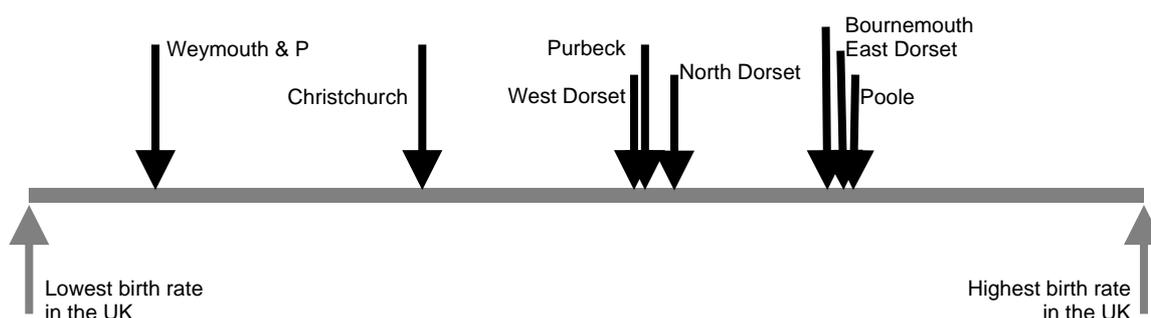
Input Measures

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
UK	33.7	-
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 43rd lowest birth rate in the UK.



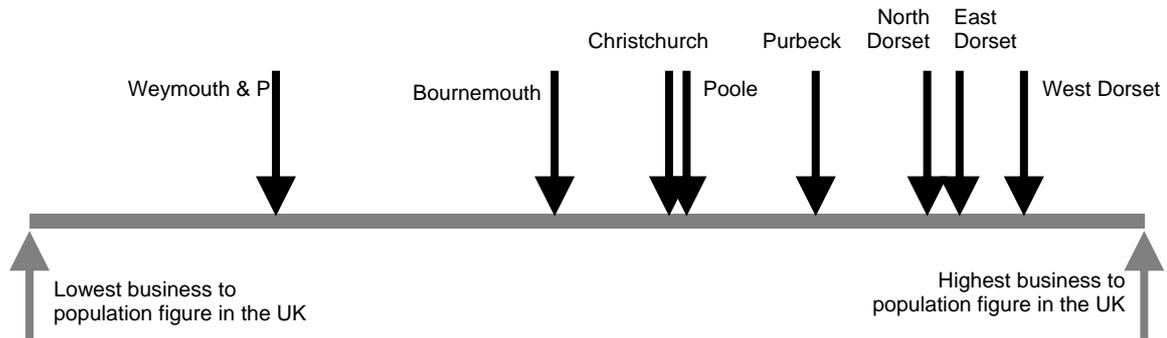
2. Business per 1,000 residents

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
UK	35.1	-
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 41st nationally.

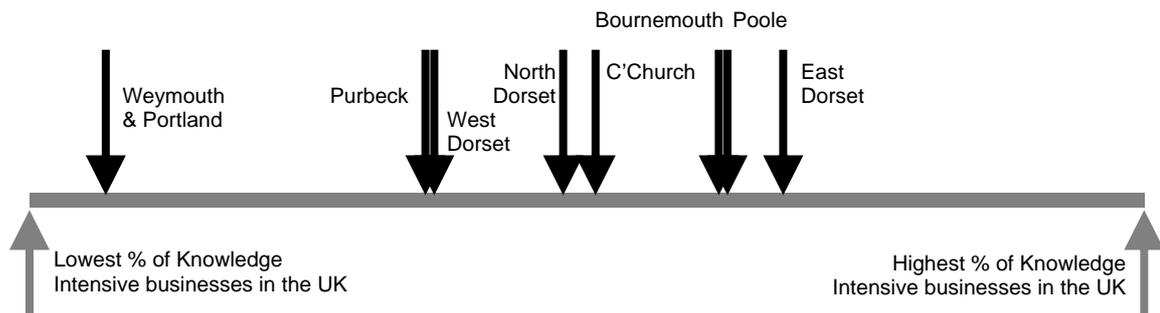


3. Proportion of firms in the knowledge intensive sector

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
UK	21.8%	-
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 26th (out of 380) nationally for this measure.

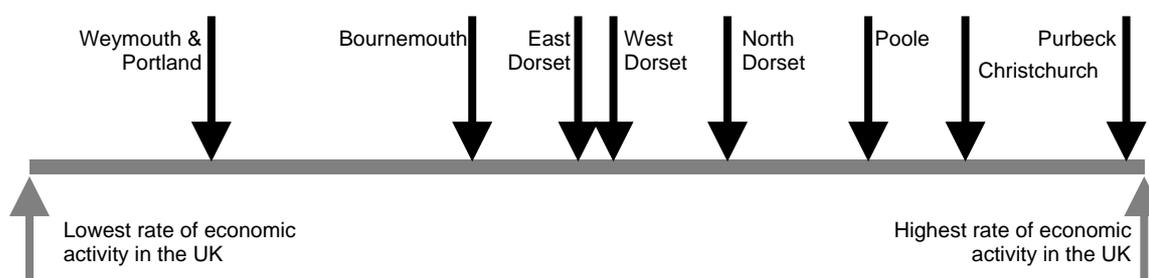


4. Economic activity rate

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).

	Economic Activity Rate	National Rank (out of 379)
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
UK	78.7%	-
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 61st lowest rate in the country.

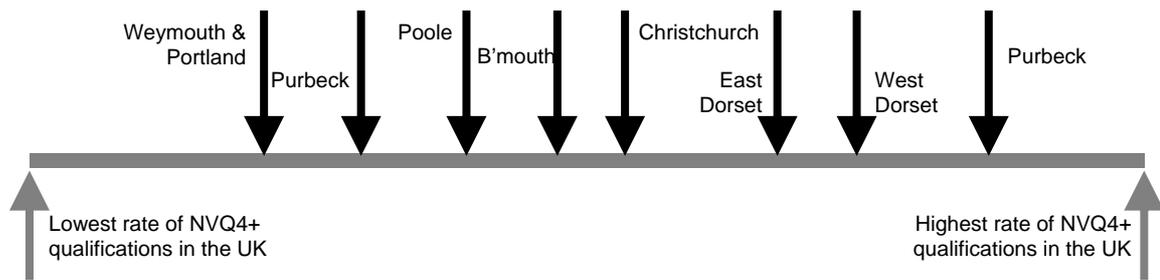


5. Proportion of the population educated to NVQ4+

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.

	% Working age with NVQ4+	National Rank (out of 379)
North Dorset	38.0%	53
West Dorset	33.0%	98
East Dorset	31.3%	125
UK	28.9%	-
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.



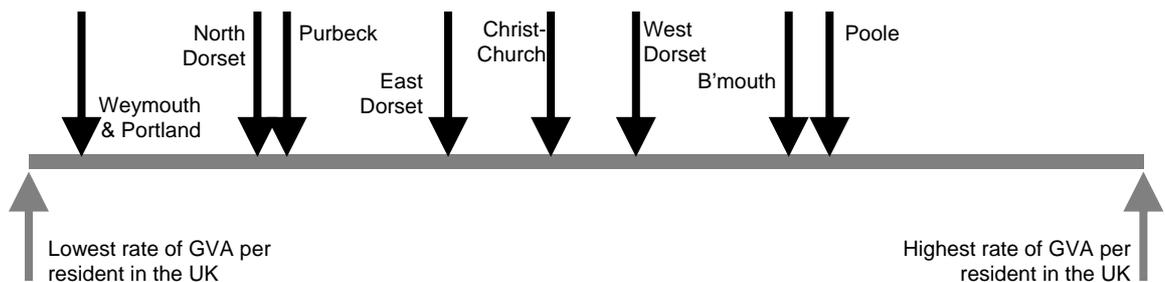
Output Measures

1. GVA per resident

The UK Index of Competitiveness uses GVA per resident as part of its measure of competitiveness⁶³.

	<i>GVA per resident</i>	<i>National Rank (out of 379)</i>
Poole	£20,480	107
UK	£19,951	-
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 18th 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.

⁶³ Estimated at district level – differs from local estimates.

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

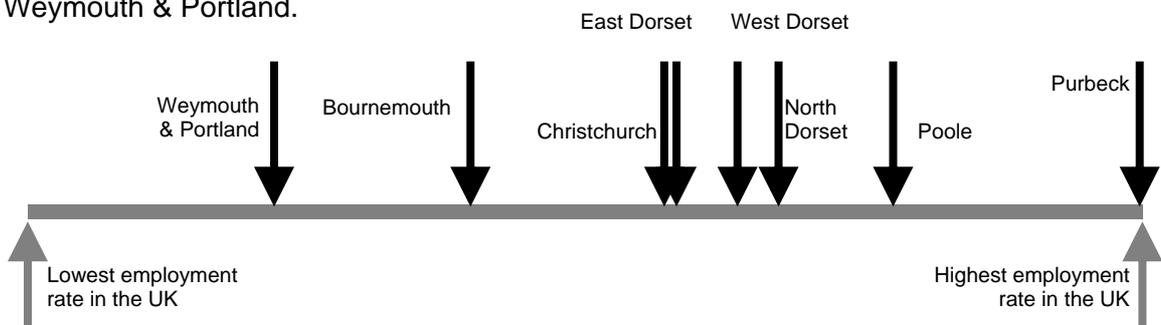
The data shows that Bournemouth/Poole area is the more productive of the two, but both fall below the average for Great Britain.

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
UK	73.2%	-
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.



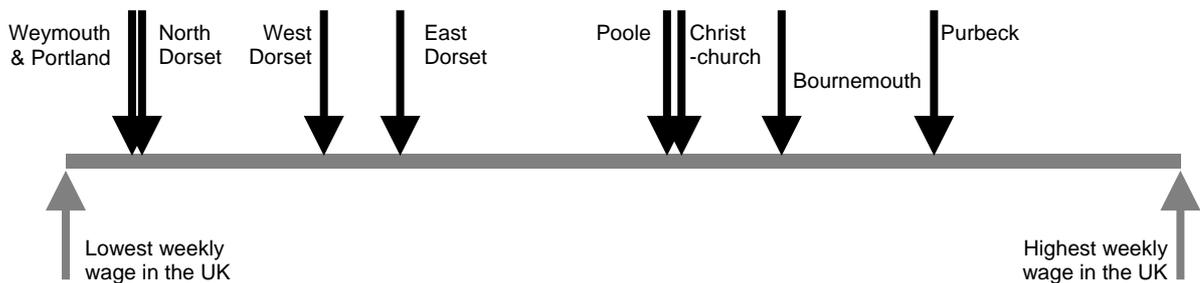
Outcome Measures

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
UK	£488.7	-
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.

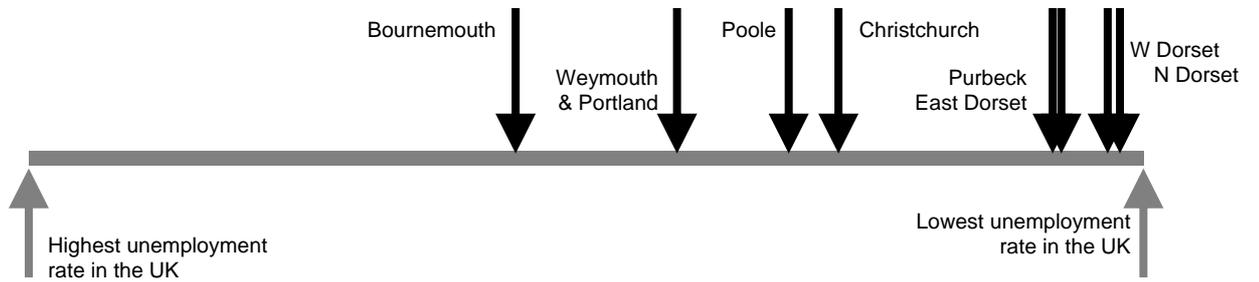


2. Unemployment rate

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>
UK	4.1%	-
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.