



Location Review – Spectrum Business Park

2009

Introduction

The following report provides a thorough assessment of the demographic profile, local labour market and extent of recruitment potential applicable to Spectrum, County Durham.

The catchment serving this area, referred to as the Journey To Work Area or JTWA throughout, has been modelled based on the current commute to work patterns of those working in administrative positions in the County Durham area on salaries between £12,500 and £16,000 per year. It maps to an approximate 30 minute geography using a mixture of public and private transport modes.

In addition, a 45 minute Journey To Work area has been assessed. Although those on salaries below £15,000 per year will be unlikely to travel from this larger area, the 45 minute geography is applicable to middle management staff and those earning in excess of £18,000 per year given the relatively long travel distances observed of employees in the North East region.

All data within the report relate to these two JTWAs unless otherwise stated.

The report is further supported by ...

- A detailed Location Matrix containing a comprehensive set of demographic, workforce, training, skills and labour market cost data for the area, presented as Annex A.

The Location

Broad Sub-Regional Location:

North East

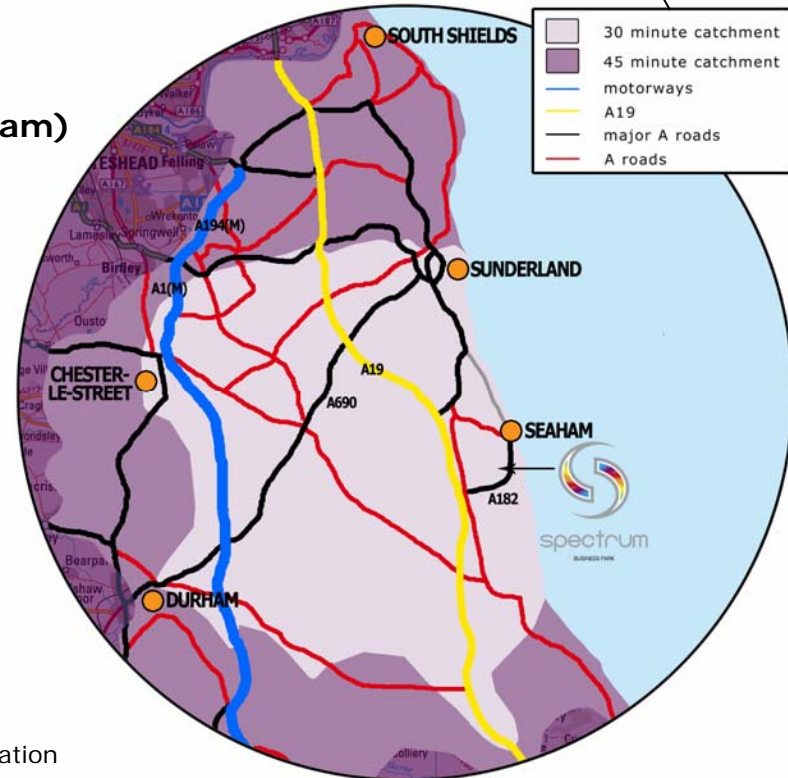
- County Durham
- A19/A182



Average Travel Times:

	Road (Peak)	Rail (Seaham)
■ Birmingham	3 hrs 50	4 hrs 20
■ Durham	25 mins	55 mins
■ Edinburgh	3 hrs 30	2 hrs 15
■ Glasgow	3 hrs 50	3 hrs 20
■ Leeds	2 hrs	2 hrs 35
■ Central London	5 hrs	2 hrs 45*
■ Manchester	2 hrs 30	3 hrs 35
■ Middlesbrough	40 mins	50 mins
■ Newcastle	40 mins	35 mins
■ Sunderland	15 mins	10 mins
■ Newcastle International Airport	40 mins	-

*Durham rail station



Infrastructure investments in the catchment area have led to a significant reduction in local peak-hour journey times. The Sunderland Southern Radial Route consists of upgraded sections of road and new links that provide a faster, more direct route between the north of Seaham and Sunderland City Centre. Construction of the New Tyne Crossing is due for completion in 2010. The Tunnel will improve journey times from north of the River Tyne and extend the current catchment scale.

The Journey To Work Catchment

30 and 45 minute Journey To Work Areas (JTWA), Peak Hours



A Significant Local Catchment

Overall Demographics (30 minute JTWA)

Catchment Population (2007)	228,150
male	111,120
female	117,030
Working Age Population (16 – 64)	146,980
male	72,630
female	74,350
Population Change, 2001 - 2007 (North East +2.0%, England +4.0%)	+0.5%
Working Age Change, 2001 - 2007 (North East +3.3%, England +5.0%)	+2.0%

Forecast Population (16 - 64)

Net Change (to 2017)	-1,400
Growth, % of Current Population (North East -1.5%, England -0.2%)	-1.0%

- Close to a quarter of a million people live within a 30 minute peak time Journey To Work Area (JTWA) of Spectrum, a catchment similar in scale to a small city location such as York (227,000 people) and is 18% larger than the catchment serving Peterlee to the south.
- The working age group accounts for 64.4% of total, closely matching the North East average of 64.5%.
- The overall population has experienced growth of 0.5% since 2001 with growth of 2% occurring amongst those of working age.
- Looking forward, the catchment is expected to experience a slight decrease in its working age group up to 2017. However, the forecast 1% decline is lower than that predicted across the region and the trend of outwards migration from Seaham itself has noticeably slowed in recent years as improved new housing developments and employment opportunities have become available.

Overall Demographics (45 minute JTWA)

Catchment Population (2007)	699,300
male	340,530
female	358,770
Working Age Population (16 – 64)	448,240
male	221,990
female	226,250
Population Change, 2001 - 2007 (North East +2.0%, England +4.0%)	+0.5%
Working Age Change, 2001 - 2007 (North East +3.3%, England +5.0%)	+1.0%

Forecast Population (16 - 64)

Net Change (to 2017)	9,300
Growth, % of Current Population (North East -1.5%, England -0.2%)	+2.1%

- Around 700,000 people live within a 45 minute peak time Journey To Work Area of Spectrum. This catchment is similar in scale to the catchment of Edinburgh City Centre (696,630 people).
- The working age population represents 64.1% of total. Women account for 50.5% of this group against 50% nationally.
- The overall population has experienced a growth of 0.5% since 2001 with a growth of 1% amongst those of working age.
- In contrast to the decline predicted in the region and England over the next decade, the larger catchment's forecast working age population is set to increase by 2.1% by 2017, with over 9,000 5 to 14 year olds maturing into the working age group replacing a smaller number of those retiring. The relatively young profile of South Tyneside and Sunderland inside the larger area drive this result.

Demographic Profile by Age and Gender

16 to 19 Year Olds (30 minute JTWA)

Total Residents, 16 to 19	11,520
males	5,840
females	5,680

20 to 29 Year Olds

Total Residents, 20 to 29	29,420
males	14,970
females	14,450

30 to 39 Year Olds

Total Residents, 30 to 39	29,330
males	14,380
females	14,950

Those Approaching Retirement

55 to 64 Year Olds	27,960
--------------------	--------

16 to 19 Year Olds (45 minute JTWA)

Total Residents, 16 to 19	37,850
males	19,020
females	18,830

20 to 29 Year Olds

Total Residents, 20 to 29	89,250
males	45,120
females	44,130

30 to 39 Year Olds

Total Residents, 30 to 39	98,240
males	47,970
females	50,250

Those Approaching Retirement

55-64 Year Olds	78,140
-----------------	--------

- Residents aged between 16 and 19 years old represent 7.8% of the working age group, matching the regional profile. Males in this group form a majority of 50.7%.
- Those in their twenties account for one in five residents of working age. Males make up 50.9% of this group.
- Residents aged between 30 and 39 years old also make up one in five people of working age. At exactly 20%, this profile stands above the 19.2% average reported for the North East as a whole. Females start to form the majority in working age sub-groups from 30 years old upwards accounting for 51% of all residents in their thirties.
- Those in their last ten years of working age account for 19% of the working age population, closely matching regional average of 19.1% and above 18.1% in England.
- The 45 minute catchment is home to a younger demographic profile, 16 to 19 year olds accounting for 8.4% of working age against 7.8% regionally and 8% at national level. Males account for 50.2% of the group against regional and national averages of 51.1% and 51.6% respectively.
- Residents in their twenties represent 19.9% of working age in the area, males accounting for 50.6% of total.
- 21.9% of the working age group are aged between 30 and 39, considerably above 19.2% in the North East and 21.5% nationally. The working age group is predominantly female from the age of 30 upwards.
- In total, 20 to 39 year olds form 41.8% of those of working age in the 45 minute area against 40% in the North East.
- Residents approaching retirement account for 17.4% of working age, below 19.1% and 18.1% in the region and nationally.

A Relatively Young Workforce Profile..

Employment Data (2007) (30 minute JTWA)	
Overall Employees	103,070
males	55,300
females	47,770
Young Employed, 16 to 24 yr olds	18,250
males	10,140
females	8,110
Employed, 25 to 34 yr olds	21,400
males	10,410
females	10,990
'New Grey' Employees	3,130
% of Employees	3.0%
(North East 3.0%, England 4.2%)	

Employment Data (2007) (45 minute JTWA)	
Overall Employees	311,860
males	166,680
females	145,180
Young Employed, 16 to 24 yr olds	53,060
males	29,150
females	23,910
Employed, 25 to 34 yr olds	62,230
males	32,490
females	29,740
'New Grey' Employees	9,380
% of Employees	3.0%
(North East 3.0%, England 4.2%)	

- Over 103,000 residents were in work at 2007 with a majority of 53.7% of these being male. Close to 100,000 employees were of working age with males forming a slightly higher majority of 54.6%.
- The 30 minute catchment has a young workforce profile with those aged between 16 and 24 years old making up a significant 17.7% of total. This is considerably above the regional average of 16% and 14% in England.
- Employed residents aged between 25 and 34 years old account for 20.8% of all employees against 19.9% in the region. In contrast to the overall profile, women within this age group form a substantial majority of 51.4% compared to 46.3% in the North East and 45% nationally.
- Those working beyond the official age of retirement represent 3% of employees, mirroring the region.
- 83.5% of 'New Grey' employees work on a part time basis, significantly above 71.9% regionally and 69.8% in England.

- Close to 312,000 of the 45 minute catchment's residents were employed in 2007, men accounting for 53.4%.
- Around 302,500 employees were of working age with males making up a 54.3% majority.
- Mirroring the population profile, the catchment's workforce is also young with 16 to 24 year old employees accounting for 17% of total, notably above regional and national average (16% and 14% respectively).
- One in five employees are aged between 25 and 34 years old, slightly above 19.9% in the North East.
- In total, employees aged between 20 and 34 years old make up 31.1% of total against 30.7% in the region.
- Over 9,000 people work beyond official retirement age. At 3% of all employees this matches regional average.
- Part time employees amongst this group account for 63.8% of total, falling well below 71.9% in the North East and a 69.8% part time incidence reported nationally.

Employment by Sector

Employment by Sector (30 minute JTWA)

Manufacturing Sector Employees	18,500
males	14,490
females	4,010
Service Sector Employees (Private)	41,380
males	20,130
females	21,250
Public Sector Administration	31,970
males	8,350
females	23,620
Financial and Business Services	22,300
<i>of which</i>	
Retail Banking	2,900
Insurance Related	2,600
Other Financial Services	1,200
Computer & Research Activities	2,400
Other Business Services	10,400

Employment by Sector (45 minute JTWA)

Manufacturing Sector Employees	49,640
males	38,880
females	10,760
Service Sector Employees (Private)	127,710
males	62,120
females	65,590
Public Sector Administration	98,260
males	25,680
females	72,580
Financial and Business Services	49,300
<i>of which</i>	
Retail Banking	5,600
Insurance Related	6,100
Other Financial Services	2,500
Computer & Research Activities	4,600
Other Business Services	24,900

- Due to the nature of industry in the local area, Manufacturing employment remains high in relation to national average. 17.9% of working residents are involved in this sector compared to 14% regionally and 13.1% in England. Men form a majority of 78.3%.
- However, the largest employing sector is the Private Service Sector, accounting for two in five employed resident's jobs (40.1%).
- A further 31% are employed in Public Administrative posts of which 73.9% are women.
- There is a high incidence of employment in Finance and Business Services in the catchment; 21.6% against 16.1% in the North East and 21.9% nationally.
- A breakdown of this sector shows proportionately more employees working in Banking, Insurance and Other Financial Services than in the region and England. Most of these are back-office type Finance related positions.

- Manufacturing remains strong amongst employed residents in the 45 minute catchment, 15.9% of total compared to 14% in the region and 13.1% in England.
- Private Service Sector companies employ 41% of the catchment's residents of which 51.4% are women, notably different to the national position where females make up only 46.6% of all these employees.
- A further 31.5% of residents hold Public Administrative positions, well above the national rate of 27.4%.
- 13.1% of those in Financial and Business Services work in banking operations against 11.9% regionally. The same high incidence is witnessed in insurance related activity, 11.7% of the sector against 10.8% in the North East.
- The majority of Business services positions are found in 'Other Business Services', made up from a range of legal posts, accountants and a broad range of HR and general business consultancy activities.

Employment by Occupation

Employment by Occupation (30 minute JTWA)	
Professional Staff	9,540
Part-Qualified Professionals	13,190
Managers & Senior Officials	35,870
Sales/Customer Service jobs	10,620
Admin/Secretarial jobs	12,320
Part Time Employees	
Total Employed Part Time	21.3%
(North East 23.1%, England 22.6%)	

Employment by Occupation (45 minute JTWA)	
Professional Staff	31,440
Part-Qualified Professionals	41,850
Managers & Senior Officials	12,320
Sales/Customer Service jobs	31,500
Admin/Secretarial jobs	37,020
Part Time Employees	
Total Employed Part Time	22.8%
(North East 23.1%, England 22.6%)	

- By occupation, 9.3% of employees living in the catchment are Fully Qualified Professionals with a further 12.8% in Semi-Qualified positions.
- 12% of residents are employed as Managers and Senior Officials, closely matching 12.2% in the North East.
- Sales and Customer Service positions account for 10.3% of resident's jobs, notably above 9.3% in the North East as a whole and the national incidence of 7.6%.
- Clerical posts represent 12% of jobs held by the catchment's residents, marginally above regional and national average (both 11.9%).
- Several areas of the 30 minute catchment have an established pattern of both full and part time shift work. This offers significant scope for a 24-hour operation and weekend work patterns at Spectrum.
- A high proportion of Seaham's working residents currently out-commute to other nearby areas daily, principally to sites located along the A19 corridor. These movements offer a significant opportunity to recruit to an operation at Spectrum, offering a highly attractive alternative to those living in Seaham but having to travel elsewhere at present.

- One in ten residents living in the 45 minute catchment are Fully Qualified Professionals. A further 13.4% are Semi-Qualified matching the regional average of 13.4%.
- Managers and Senior Officials account for 11.5% of resident's jobs.
- Sales and Customer Service positions continue to provide a high proportion of employment to residents in the 45 minute catchment area, accounting for 10.1% of total jobs. This incidence stands well above 9.3% in the North East and the national average of 7.6%.
- Clerical and Administrative positions account for 11.9% of resident's jobs, matching regional and national averages.
- Over 71,000 residents are employed on a part time basis. At 22.8%, this stands slightly above the national rate of 22.6% but falls marginally below 23.1% reported throughout the North East as a whole.
- Close to a quarter of part time employees are under 25 years of age. At 24.2%, this is above 23.5% in the region and significantly above 21.1% in England as a whole. The incidence of part time employees under 25 years old in the 30 minute catchment rises to 25.9%.

Jobseekers and Other Labour Pools

Unemployment Data (30 minute JTWA)

Unemployed (Average 2007)	4,005
males	3,115
females	890
Unemployment Rate	2.9%
(North East 3.1%, England 2.1%)	
Unemployed 20 to 29	1,475
males	1,165
females	310
Unemployed 30 to 39	730
males	635
females	95

The Hidden Labour Market

Economically Inactive Population	35,000
females	19,950
16 to 34 year olds	14,240
% Who State They Want Work	20.3%

Unemployment Data (45 minute JTWA)

Unemployed (Average 2007)	13,460
males	10,390
females	3,070
Unemployment Rate	3.1%
(North East 3.1%, England 2.1%)	
Unemployed 20 to 29	4,755
males	3,770
females	985
Unemployed 30 to 39	2,405
males	2,060
females	345

The Hidden Labour Market

Economically Inactive Population	107,020
females	60,290
16 to 34 year olds	44,830
% Who State They Want Work	23.5%

- Around 4,000 people per month were actively seeking work and living in the catchment during 2007. A majority of 77.8% of these were male.
- The catchment's average unemployment rate of 2.9% falls below the North East rate but remains above the national position. Localised rates in the catchment vary from 0.6% to 6.3%.
- The majority of jobseekers are young, with over half (51.8%) under 30 years old against a 48% regional rate and 44.2% nationally.
- 23.8% of the catchment's working age population are economically inactive (not employed or actively seeking work) of which 40.7% are under 35 years old.
- Moreover, 20.3% of this group have stated a preference to work given suitable employment opportunities. This equates to a large group of 7,120 people.
- An average of 13,460 people per month were seeking work in the 45 minute catchment during 2007.
- The unemployment rate of 3.1% matched that of the North East. Localised rates within the 45 minute catchment varied from 0.2% to 7.8%.
- Close to half of all jobseekers (49.1%) were aged between 16 and 29 years.
- Economically inactive individuals account for 23.9% of the catchment's working age group. Generally, women form the majority of this group, 56.3% of total.
- 41.9% of the economically inactive are aged between 16 and 34 years old.
- A significant group of 25,170 people have expressed a preference to work if the right conditions are available. Often quoted suitable opportunities include childcare facilities and flexibility of working hours.

A Well Qualified and Skilled Population

Workforce & Resident Training (30 minute JTWA)

% of Population in Training	22.8%
males	16,220
females	17,360
Employees in Training	31.1%
Service Sector Employees in Training	34.2%
Population with NVQ Level 3+	48,080
Employees with NVQ Level 3+	36,040
Population with NVQ Level 4+	26,220
Employees with NVQ Level 4+	22,380

- Close to 34,000 residents in the 30 minute catchment benefit from work related training at any time. At 22.8% of working age, this matches the regional participation rate but stands considerably above 19.3% in England.
- Over 32,000 of these trainees are also in work, with 78.3% being service sector employees. In total, over 25,000 service sector employees are undertaking work related training, a participation rate of 34.2% being significantly higher than national average of 28.6%.
- Additionally, close to a third of the catchment's working age population (32.7%) hold an NVQ at Level 3 or higher. 54.4% of these also hold an NVQ at Level 4 or higher, broadly equivalent to a degree qualification.
- Over 12,000 of those holding a Level 3 VQ are currently not in work, with close to 4,000 of these possessing the higher NVQ Level 4. These groups form an important, highly skilled target group for recruitment purposes.
- A number of Centres of Vocational Excellence exist within the wider area. These include advanced engineering and manufacturing centres along with a broad range of other occupations as shown at top right.

Workforce & Resident Training (45 minute JTWA)

% of Population in Training	22.5%
males	48,720
females	52,080
Employees in Training	30.7%
Service Sector Employees in Training	34.5%
Population with NVQ Level 3+	160,840
Employees with NVQ Level 3+	120,330
Population with NVQ Level 4+	86,270
Employees with NVQ Level 4+	74,460

Training Excellence

Nationally recognised Centres of Vocational Excellence in training exist in the catchment in the following areas:

Nautical Science & Marine Engineering

Logistics

ICT / Networking

Customer Contact

Aerospace & Allied Engineering

Automotive Technology

Business & Management

Culinary Excellence

Health & Social Car

- Over 100,000 residents in the 45 minute catchment are participating in work related training. At 22.5%, this stands notably above the national average of 19.3%.
- 95% of trainees are in work, of which four out of five are employed by the service sector. At 34.5%, the rate of trainees within the service sector is slightly above 34.4% in the region but considerably above 28.6% in England.
- Over a third of the catchment's working age population (35.9%) hold an NVQ at Level 3 or higher of which 53.6% hold the higher NVQ Level 4 or above.
- Moreover, a significant 40,500 residents holding NVQ Level 3 or higher are not employed of which 11,800 hold NVQ Level 4, highlighting an important, large and skilled target group for recruitment.

Strong Education Activity in the Catchment

School Leaving Data (2007) (45 JTWA)

Proportion of Pupils Gaining..	
5 or more GCSEs (A* - G grades)	90.7%
(North East 90.0%, England 91.1%)	
5 or more GCSEs (A* - C grades)	59.6%
(North East 60.3%, England 59.8%)	
Average GCSE points score	379.6
(North East 378.0, England 372.8)	
Average A Level score	694.6
(North East 689.4, England 711.2)	

- School leaving data for the 45 minute catchment show a higher proportion of pupils gaining 5 or more GCSEs graded A* to G (90.7%) than in the region as a whole.
- When considering those gaining 5 or more GCSEs at higher A* to C grades (59.6% of catchment pupils), performance falls slightly short of 60.3% reported in the North East but closely matches the national average 59.8%.
- At 379.6 points, the average GCSE Points Score gained by pupils in the catchment's schools outperforms 378.0 regionally and significantly outperforms the national position of 372.8.
- At 694.6 average A Level scores gained within the catchment considerably outperform the average of 689.4 reported regionally.
- The catchment benefits from high ranking schools found in County Durham and the fact that generally GCSE results in the North East compare very well to other regions in England across a range of indicators.

University Labour Pools (2007) (45 JTWA)

University Undergraduates	65,900
overseas, % of total	11.5%
University Postgraduates	21,060
overseas, % of total	41.2%
Modern Languages %*	7.9%
IT (Computer Sciences) %*	4.2%
Business Studies %*	12.7%
Law %*	5.7%

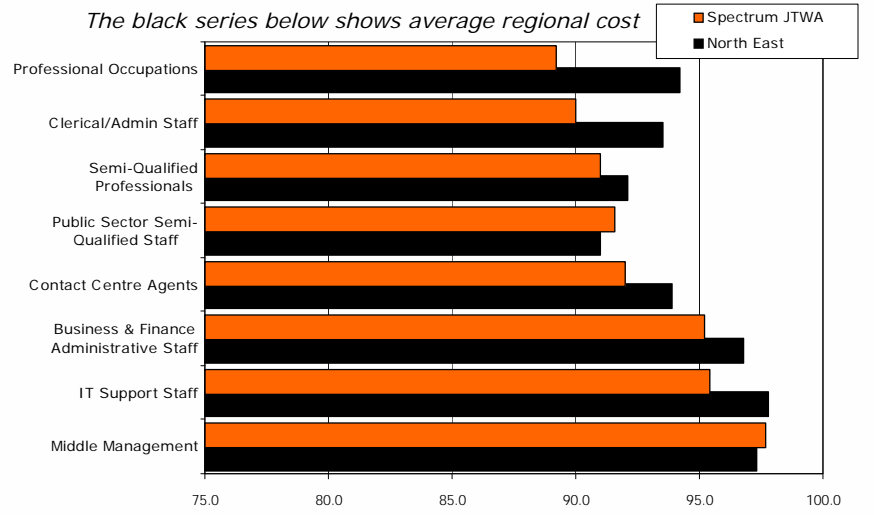
*First degree students only, ignores those studying languages or IT as a secondary subject.

- Employers can draw directly on the graduate labour pool available from four of the North East's Universities. Although the two Newcastle Universities lie outside of the immediate catchment area, graduates tend to travel slightly longer distances to work than other staff for attractive salaries.
- Close to 87,000 students attend the four institutions, of which close to a quarter study at Postgraduate level.
- There is a high incidence of overseas students attending the four Universities. 11.5% of Undergraduates against 9.3% nationally and 41.2% of Postgraduates compared to 32.9% in England. This adds to the diversity of the labour pool and is an important factor in considering the recruitment of staff speaking foreign languages.
- Particular strengths in area of study are Modern Languages, 7.9% of students study this subject against 6.5% nationally and Law, 5.7% against 4.9% in England.
- At 12.7%, the group studying Business related courses closely matches a 12.5% incidence nationally.
- Over 20,600 students graduated in 2007 with a First or Other Degree from the four institutions with a further 5,600 obtaining a Postgraduate qualification.

Competitive Labour Market Costs

Spectrum Catchment Cost Index (England=100)

All Sectors Professionals	89.2
All Semi-Qualified Professionals	91.0
Public Semi-Qualified Professionals	91.6
Middle Management Staff	97.7
General Clerical/Admin Staff	90.0
Business and Finance Administration	95.2
IT Support Staff	95.4
Customer Service Positions	92.0



- The cost of recruiting staff in the catchment is extremely cost competitive compared to national averages and, in most occupations, also against regional cost levels.
- When considering the cost of employing Professional staff, employers can save close to 11% compared to national average salary levels and 5% against the average cost reported across the North East.
- Similarly, general Clerical and Administrative staff costs are 10% below national average and 3.5% less than those in the region as a whole.
- Semi-Qualified Professionals rates in private organisations are 9% below average national levels and fall slightly short of regional average rates in most occupations.
- Savings of over 8% can be identified in the cost of employing Public Sector Semi-Qualified staff compared to national rates.
- Average costs of Contact Centre staff living in the catchment area serving Spectrum are 8% below national rates on a like for like basis, and close to 2% lower than those currently being paid in the North East as a whole.
- Business and Financial Services Clerical and Administrative salaries in the catchment are around 5% below current national average levels and 2% less than comparative rates reported in the North East region.
- The cost of recruiting IT Support staff is also competitive locally, following the general trend in clerical salary levels at close to 5% below national average.

Location Summary

Key Observations

Due to extremely easy access to the A19 and improved linkages that now exist between Seaham and Sunderland, Spectrum enjoys a large 30 minute recruitment catchment relative to the size of the immediate town. A general lack of congestion and infrastructure improvements across the North East region also provides a large scale 45 minute recruitment catchment area. The 45 minute catchment has a generally young population with a healthy future forecast increase amongst the working age group over the following decade. This is in stark contrast to the declining working age population predicted in other areas, throughout the region as a whole and in England over the same time period.

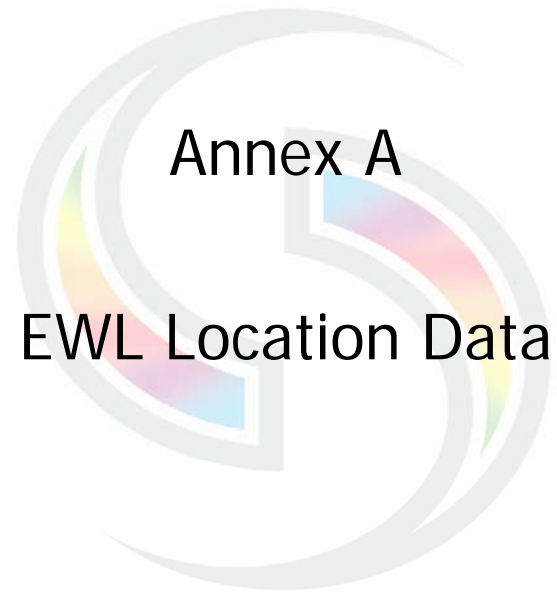
Both catchments are home to a relatively young workforce, especially those aged under 25 years old compared to both regional and national workforce profiles. The 30 minute catchment currently provides a high proportion of female employees in their thirties. Although a high incidence of Manufacturing employment continues in both catchments, Private Service Sector firms provide the majority of resident's jobs. Banking, Insurance and Other Business and Finance jobs are particularly high in the 30 minute catchment, predominantly back of office positions. By occupation, Sales and Customer Service positions are prevalent within both catchment areas.

A large proportion of Seaham's residents currently out-commute to other areas for their work with Durham and Sunderland being the major destinations for service sector employment. Limited recruitment competition in the local area and the diversity of non-competing employer types around Spectrum offer an employment location where residents can be readily attracted to work closer to home.

Both catchments have high work related training participation rates compared to national average, in particular amongst those employed within the service sector. Over 40,000 residents in the 45 minute catchment holding an NVQ at Level 3 or higher are out of work with 12,000 of these living in the 30 minute catchment.

Some 87,000 students attend four Universities in the wider area, a quarter of these studying at Postgraduate level. 20,600 students graduated during 2007 with a First Degree or equivalent and 5,600 obtained a Postgraduate qualification. A high rate of overseas students is notable as are a high incidence of Modern Languages study and Law studies compared to national average. School leaving data shows good results with GCSE scores notably outperforming those of the region and England.

Salary costs are highly competitive against both regional and national rates, with savings of up to 10% on national levels available for Business and Finance Semi-Qualified Professionals and Administrative staff. Professional staff costs are close to 11% lower than those on a national level. Customer Service staff and Public Sector Semi-Qualified Professionals typically attract salaries 8% lower than national average.



Annex A

EWL Location Data

spectrum

BUSINESS PARK

Sources:

East West Locations Ltd, 'JTWA Model', 2000 - 2008; Office for National Statistics/Census 2001, Crown copyright;
ONS, mid-year Population Estimates, 2007, NOMIS Crown copyright;
Labour Force Survey 2004/05 / Annual Population Survey 2006/07; Annual Business Inquiry 2006, NOMIS Crown copyright;
Official Claimant Count Series, Jobcentre +/NOMIS, 2007; Crown copyright.
School Attainment Data, DCSF, 2006/07. Higher Education Statistics Agency, Students in Higher Education 2006/07.
East West Locations Ltd, Service Sector Pay Database, 2008; Incomes Data Services, 2000-2008; IDS, Pay Benchmark, Sept 2008.
prospects.ac.uk; monster.co.uk; redgoldfish.co.uk; ad hoc salary investigation (Oct 2008).

SPECTRUM JTWA's MATRIX, PREPARED DECEMBER 2008

D	Demographic Data	Spectrum 30JTWA	Spectrum 45JTWA	North East	England
D1	Total Population, 2007	228,150	699,310	2,564,500	51,092,000
D1b	male	111,120	340,530	1,253,800	25,114,400
D1c	female	117,030	358,770	1,310,700	25,977,700
D2	Population, 5 - 14	26,540	87,420	290,100	5,960,800
D2b	male	13,610	45,030	148,700	3,050,400
D2c	female	12,930	42,390	141,500	2,910,400
D3	Population, 16 - 19	11,520	37,850	128,300	2,664,100
D3b	male	5,840	19,020	65,500	1,374,800
D3c	female	5,680	18,830	62,800	1,289,300
D4	Population, 20 - 29	29,420	89,250	343,800	6,815,600
D4b	male	14,970	45,120	176,700	3,463,000
D4c	female	14,450	44,130	167,100	3,352,600
D4d	% females	49.1%	49.4%	48.6%	49.2%
D5	Population, 30 - 39	29,330	98,240	318,500	7,141,800
D5b	male	14,380	47,970	155,000	3,565,200
D5c	female	14,950	50,260	163,500	3,576,600
D5d	% females	51.0%	51.2%	51.3%	50.1%
D6	Population, 40 - 49	33,520	97,700	381,100	7,502,400
D6b	male	16,270	48,140	186,400	3,721,600
D6c	female	17,250	49,560	194,700	3,780,800
D7	Population, 50+	82,030	241,330	916,500	17,279,000
D7b	male	37,960	110,870	425,700	8,029,300
D7c	female	44,060	130,470	490,800	9,249,700
D8	Population of working age	146,980	448,240	1,655,200	33,243,500
D8b	male	72,630	221,990	822,900	16,609,900
D8c	female	74,350	226,250	832,300	16,633,600
D8d	% of total population	64.4%	64.1%	64.5%	65.1%
D9	Population 20 - 39, as % of working age population	40.0%	41.8%	40.0%	42.0%
D10	Rate of change in population, 1991 - 2007	4.9%	-1.2%	0.8%	8.6%
D11	Rate of change in working age population, 1991 - 2007	6.1%	-0.7%	2.3%	10.6%
D12	Rate of change in population, 2001 - 2007	0.5%	0.5%	2.0%	4.0%
D13	Rate of change in working age population, 2001 - 2007	2.0%	1.0%	3.3%	5.8%
D14	Absolute change in working age population, to 2017	-1,400	9,300	-25,300	-64,300
D15	% change in working age population, to 2017	-1.0%	2.1%	-1.5%	-0.2%

SPECTRUM JTWA's MATRIX, PREPARED DECEMBER 2008

W	Workforce Data	Spectrum 30JTWA	Spectrum 45JTWA	North East	England
W1	Official Labour Pool (W3 + U2)	107,075	325,320	1,211,780	25,151,745
W2	Total Employed Of Working Age (Annual Average 2007)	99,940	302,480	1,127,400	23,396,000
W2b	male	54,520	164,140	608,900	12,902,500
W2c	female	45,410	138,340	518,500	10,493,500
W3	Total Employed (Annual Average 2007)	103,070	311,860	1,162,300	24,425,100
W3b	male	55,300	166,680	617,600	13,242,600
W3c	female	47,770	145,180	544,700	11,182,500
W4	Total Employed (under 20)	6,230	18,160	60,000	1,141,900
W4b	male	3,080	9,150	31,200	568,500
W4c	female	3,150	9,010	28,800	573,400
W5	Total Employed 20 - 24	12,020	34,900	125,400	2,269,000
W5b	male	7,060	20,000	68,300	1,207,500
W5c	female	4,960	14,900	57,100	1,061,500
W5d	Total Employed 25 - 34	21,400	62,230	231,700	5,299,800
W6	male	10,410	32,490	124,400	2,915,500
W6b	female	10,990	29,740	107,300	2,384,300
W7	20 - 34 year old employees, % of total	32.4%	31.1%	30.7%	31.0%
W8	Total 'New Grey' Employees, i.e. of retirement age	3,130	9,380	34,900	1,029,100
W8b	Proportion of Employees above retirement age	3.0%	3.0%	3.0%	4.2%
W9	Manufacturing Employment	18,500	49,640	162,900	3,187,500
W9b	male	14,490	38,880	129,670	2,383,600
W9c	female	4,010	10,760	33,230	803,900
W9d	Manufacturing Employees, % of total	17.9%	15.9%	14.0%	13.1%
W10	Public Sector Employees	31,970	98,260	374,400	6,699,200
W10b	male	8,350	25,680	105,330	1,812,290
W10c	female	23,620	72,580	269,070	4,886,910
W10d	Public Sector Employees, % of total	31.0%	31.5%	32.2%	27.4%
W11	Service Sector Employment, excl. public sector	41,380	127,710	492,300	11,970,100
W11b	male	20,130	62,120	246,270	6,387,580
W11c	female	21,250	65,590	246,030	5,582,520
W11d	Service Sector Employees, % of total	40.1%	41.0%	42.4%	49.0%
W12	Financial & Business Services Employment	22,300	49,300	135,600	5,352,900
W12b	Financial & Business Services Employment, % of total	21.6%	15.8%	11.7%	21.9%
W13	Professional Occupations	9,540	31,440	139,200	3,207,900
W13b	Professional Occupations, % of total	9.3%	10.1%	12.0%	13.1%
W14	Newly Qualified / Semi-Qualified Professionals	13,190	41,850	157,000	3,517,200
W14b	Newly Qualified / Semi-Qualified Professionals, % of total	12.8%	13.4%	13.5%	14.4%
W15	Employees in Sales and Customer Service Occupations	10,620	31,500	108,700	1,846,100
W15b	Sales & Customer Service Occupations, % of total	10.3%	10.1%	9.4%	7.6%
W16	Employees in Clerical & Admin Occupations	12,320	37,020	138,200	2,904,900
W16b	Employees in Clerical & Admin Occupations, % of total	12.0%	11.9%	11.9%	11.9%
W17	Part Time Workforce, all ages	21,910	71,180	268,800	5,530,800
W17b	Part Time Workforce, aged under 25	5,670	17,230	63,200	1,166,900

SPECTRUM JTWAs MATRIX, PREPARED DECEMBER 2008

U	Unemployment Data	Spectrum 30JTWA	Spectrum 45JTWA	North East	England
U1	Rate of Unemployment (2007 average)	2.9%	3.1%	3.1%	2.1%
U2	Total Unemployed (Claimant Count)	4,005	13,460	49,480	726,645
U2b	male	3,115	10,390	37,300	526,745
U2c	female	890	3,070	12,180	199,900
U3	Total Unemployed 16 - 19	600	1,860	6,630	84,675
U3b	male 16 - 19	395	1,220	4,135	50,795
U3c	female 16 - 19	205	640	2,495	33,880
U4	Total Unemployed 20 - 29	1,475	4,755	17,105	236,695
U4b	male 20 - 29	1,165	3,770	13,380	174,445
U4c	female 20 - 29	310	985	3,725	62,250
U5	Unemployed aged 16 - 29, % of total	51.8%	49.1%	48.0%	44.2%
U6	Total Unemployed 30 - 39	730	2,405	9,330	150,740
U6b	male 30 - 39	635	2,060	7,705	120,040
U6c	female 30 - 39	95	345	1,625	30,700
U7	Total Unemployed 40 - 49	690	2,400	8,605	137,095
U8	Total Unemployed 50+	510	2,040	7,810	117,440
U9	Economically Inactive Population (2007 average)	62,580	189,460	685,600	12,921,600
U9b	Economically Inactive, as % of official labour pool (W1)	58.4%	58.2%	56.6%	52.7%
U10	Economically Inactive, of working age	35,000	107,020	370,500	6,728,800
U10b	male	15,050	46,730	162,200	2,711,500
U10c	female	19,950	60,290	208,300	4,017,300
U11	Economically Inactive 16 - 24 year olds	10,220	31,210	103,900	2,027,800
U12	Economically Inactive 25 - 34 year olds	4,020	13,620	47,900	1,059,100
U13	% Economically Inactive who 'Want A Job'	6.7%	7.7%	7.8%	6.8%

SPECTRUM JTWA's MATRIX, PREPARED DECEMBER 2008

Ed	Education/Training Data	Spectrum 30JTWA	Spectrum 45JTWA	North East	England
Ed1	Working Age Residents in work-related training (2007)	33,580	100,800	374,100	6,429,400
Ed1b	male	16,220	48,720	185,300	3,133,800
Ed2	female	17,360	52,080	188,800	3,295,600
Ed2b	as % of working age resident population	22.8%	22.5%	22.8%	19.3%
Ed3	Employees in work-related training	32,030	95,740	351,200	5,965,600
Ed3b	as % of total employees	31.1%	30.7%	30.2%	24.4%
Ed4	Service sector employees in work-related training	25,070	77,980	298,300	5,337,700
Ed4b	as % of service sector employees	34.2%	34.5%	34.4%	28.6%
Ed5	OWA Residents with NVQ Level 2 or higher	81,970	258,730	976,700	19,435,700
Ed6	% OWA out of work with NVQ Level 2 or higher	16.9%	18.2%	17.7%	15.2%
Ed7	OWA Residents with NVQ Level 3 or higher	48,080	160,840	651,400	13,765,000
Ed7b	% OWA out of work with NVQ Level 3 or higher	8.2%	9.0%	9.7%	9.0%
Ed8	OWA Residents with NVQ Level 4 or higher	26,220	86,270	346,300	8,319,500
Ed9	% OWA out of work with NVQ Level 4 or higher	2.6%	2.6%	2.8%	3.3%
Ed10	OWA Residents possessing a degree or other HE qualification	26,220	86,270	346,300	8,319,400
Ed11	Total Enrolled HE Students - First and Other Degree (2006/07)	-	65,895	117,190	1,494,765
Ed12	Total Enrolled HE Students - Postgraduate Degree	-	21,055	23,720	462,430
Ed13	Annual Number of HE Graduates - First and Other Degree	-	20,615	27,790	376,135
Ed14	Annual Number of HE Graduates - Postgraduate Degree	-	5,630	6,120	108,670
Ed14	% of school leavers with 5+ GCSEs at A* - C grades	-	59.6%	60.3%	59.8%
Ed15	% of school leavers with 5+ GCSEs at A* - G grades	-	90.7%	90.0%	91.1%
Ed16	% of school leavers with 5+ GCSEs at A* - G grades (incl. Maths & English)	-	40.5%	41.7%	45.7%
Ed17	Average GCSE point score per student (uncapped)	-	379.6	378.0	372.8
Ed18	Average point score for those with 2+ A Levels	-	694.6	689.4	711.2

C	Salary Competitiveness Data	Spectrum 30JTWA	Spectrum 45JTWA	North East	England
C1	Professionals (All), gross wage rates, gross wage rates % of national average	as left	89.2	94.2	100.0
C2	Semi-Qualified Professionals (Public Sector), % of national average	as left	91.6	91.0	100.0
C3	Semi-Qualified Professionals (All), % of national average	as left	91.0	92.1	100.0
C4	Middle Management Staff, % of national average	as left	97.7	97.3	100.0
C5	General Clerical/Admin staff, % of national average	as left	90.0	93.5	100.0
C6	Clerical / Admin Staff (Business & Finance only), % of national average	as left	95.2	96.8	100.0
C7	Customer Service staff, % of national average	as left	92.0	93.9	100.0
C8	IT Support Staff, % of national average	as left	95.4	97.8	100.0

Further information available from East West Locations

people places property



01484 847004
www.ewlocations.com
info@ewlocations.com

east west locations ltd
the old dairy
bank top
marsden
hd7 6nj