

A detailed road map of the Ashford area in Kent, UK. A white silhouette of the town's boundary is overlaid on the map. A hand holding a pen is visible in the upper right corner, pointing towards the map. The map shows various roads, including the A263, and geographical features like the River Stour.

# Ashford

# Contents

Report Parameters .....	1
Economy Overview .....	2
Demographics .....	4
Historic & Projected Trends .....	6
Population Characteristics .....	8
Industry Characteristics .....	9
Workforce Characteristics .....	15
In-Demand Skills .....	18

## Report Parameters

### 1 Local Authority

---

E07000105 Ashford

---

### Class of Worker

Employees

The information in this report pertains to the chosen geographical area.

# Economy Overview

131,296

Population (2020)

Population **grew by 7,249** over the last 5 years and is projected to **grow by 6,036** over the next 5 years.

58,762

Total Regional Employment

Jobs **grew by 3,696** over the last 5 years and are projected to **grow by 2,437** over the next 5 years.

£29.1k

Avg. Wages Per Job (2020)

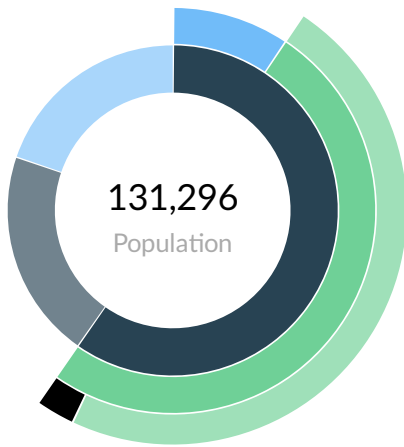
Regional average wages per job are **£1.2k below** the national average wages of £30.2k per job.

## Takeaways

- As of 2020 the region's population **increased by 5.8%** since 2015, growing by 7,249. Population is expected to **increase by 4.6%** between 2020 and 2025, adding 6,036.
- From 2015 to 2020, jobs **increased by 6.7%** in Ashford from 55,067 to **58,762**. This change **outpaced the national growth rate of 5.5% by 1.2%**.
- Concerning educational attainment, **24.8% of Ashford residents possess a Degree or Equivalent and Above - SCQF L9** (7.5% below the national average), and **7.8% hold a Higher Education Below Degree Level - SCQF L7-8** (0.5% below the national average).
- The top three industries in 2020 are Hospital activities, Primary education, and Retail sale in non-specialised stores with food, beverages or tobacco predominating.

	Population (2020)	Jobs (2020)	GVA	Imports	Exports
Region	131,296	58,762	£2.14b	£4.81b	£3.23b
LEP - South East (revised) (2015)	4,311,328	1,625,951	£68.82b	£131.74b	£83.57b
Essex CC	1,504,035	592,661	£25.82b	£51.03b	£32.83b
Medway CC	286,286	94,855	£4.05b	£10.05b	£6.17b
Kent CC	1,591,871	622,672	£27.10b	£51.85b	£36.17b
East Sussex CC	567,059	185,366	£6.56b	£15.49b	£8.87b
Southend-on-Sea	185,757	63,999	£2.29b	£5.43b	£3.15b
Nation	67,233,643	31,121,359	£1.42t	£2.01t	£1.28t

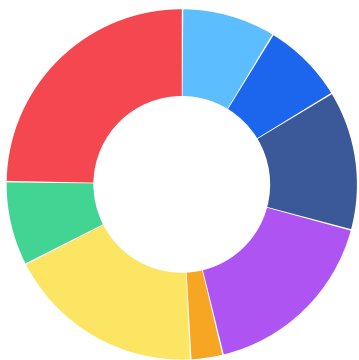
## 2020 Labour Force Breakdown



	Population
● Total Working Age Population (16-64)	78,305
● Not in Labour Force	12,223
● Labour Force	66,082
● Employed	62,550
● Unemployed	3,532
● Under 16	26,942
● Over 64	26,050

## Educational Attainment

Concerning educational attainment, **24.8% of Ashford residents possess a Degree or Equivalent and Above - SCQF L9** (7.5% below the national average), and **7.8% hold a Higher Education Below Degree Level - SCQF L7-8** (0.5% below the national average).



	% of Population	Population
● No Qualifications (NVQ)	8.6%	6,760
● Other Qualifications (NVQ)	7.6%	5,965
● NVQ 1 - SCQF L4	12.9%	10,074
● NVQ 2 - SCQF L5	17.0%	13,337
● Trade Apprenticeships	3.0%	2,327
● NVQ 3 - SCQF L6	18.3%	14,324
● Higher Education Below Degree Level - SCQF L7-8	7.8%	6,083
● Degree or Equivalent and Above - SCQF L9	24.8%	19,435

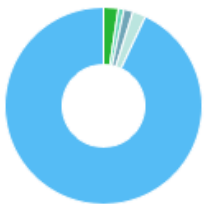
# Demographics

## 2020 Age Cohort Demographics



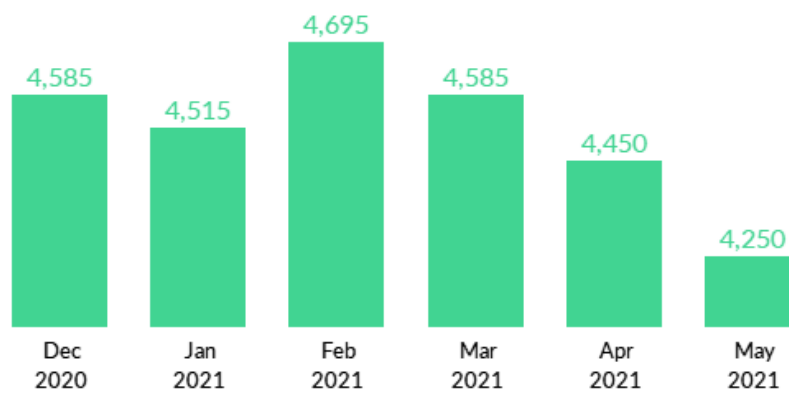
Age Cohort	2020 Population	2020 Percent
Under 16 years	26,942	20.5%
16 to 34 years	27,169	20.7%
35 to 54 years	34,592	26.3%
55 to 74 years	30,612	23.3%
75 years and over	11,980	9.1%

## 2020 Ethnicity Demographics



Ethnicity	2020 Population	2020 Percent
All Other Ethnicities	3,186	2.4%
Asian or Asian British: Indian	1,207	0.9%
Mixed: All Mixed	1,965	1.5%
Asian or Asian British: Other Asian	2,831	2.2%
White	122,107	93.0%

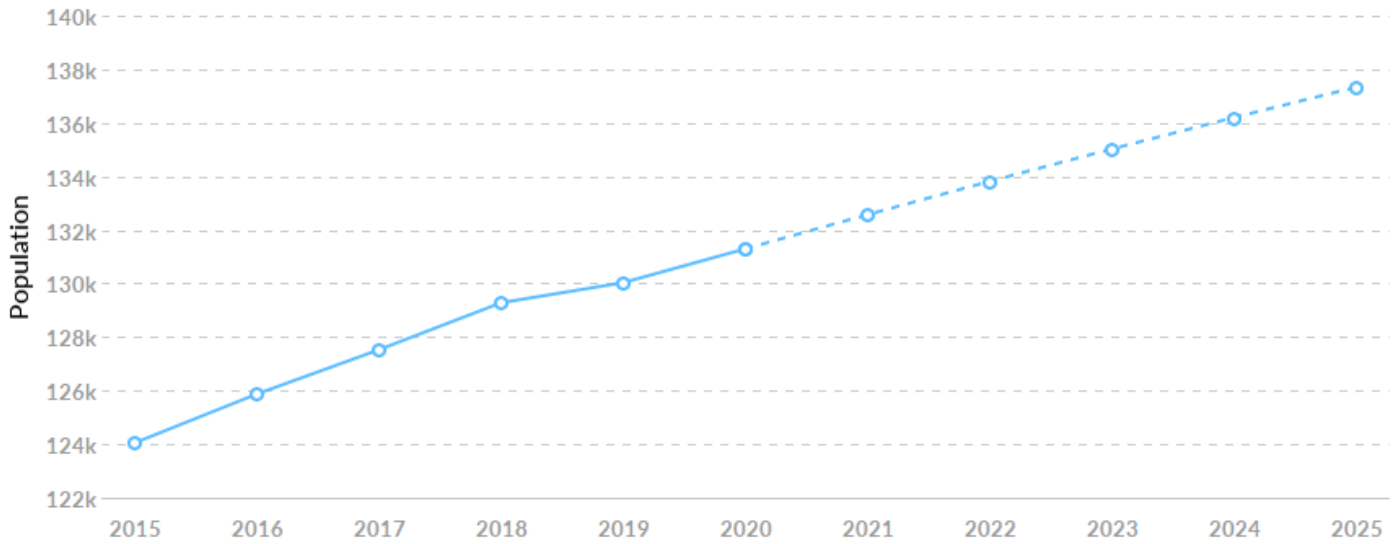
## Full Claimant Counts



# Historic & Projected Trends

## Population Trends

As of 2020 the region's population **increased by 5.8%** since 2015, growing by 7,249. Population is expected to **increase by 4.6%** between 2020 and 2025, adding 6,036.

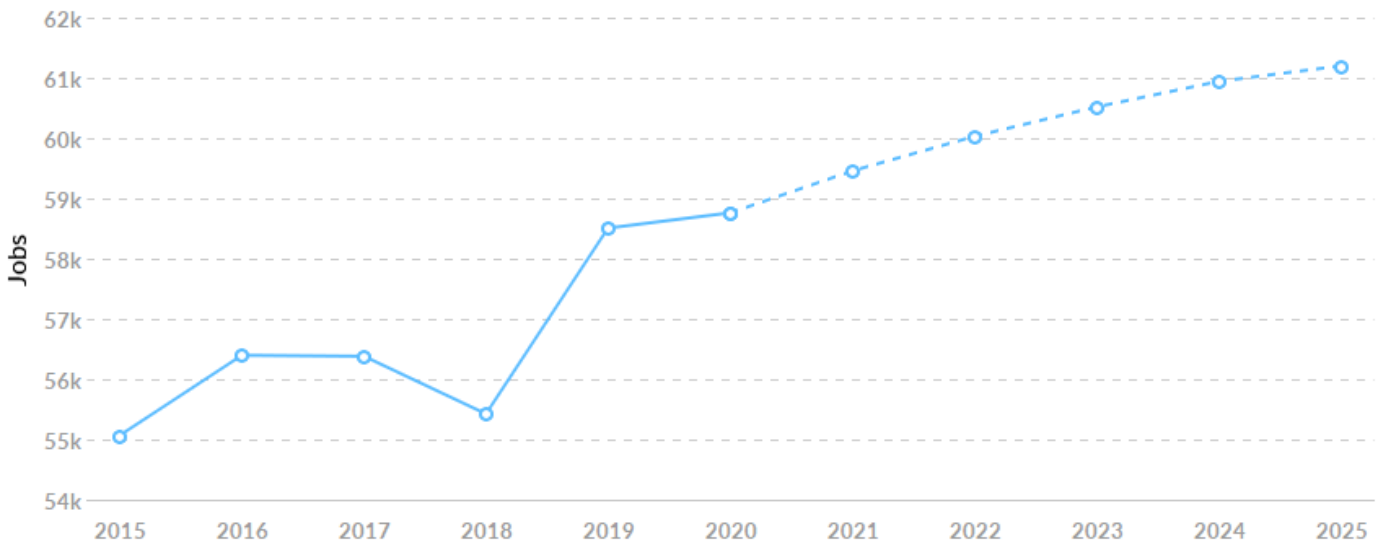


Timeframe	Population
2015	124,047
2016	125,871
2017	127,527
2018	129,281
2019	130,032
2020	131,296
2021	132,571
2022	133,816
2023	135,023
2024	136,199
2025	137,333



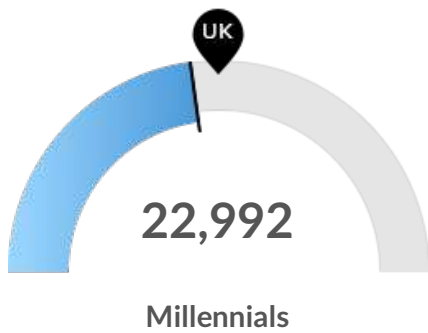
## Job Trends

From 2015 to 2020, jobs increased by 6.7% in Ashford from 55,067 to 58,762. This change outpaced the national growth rate of 5.5% by 1.2%.

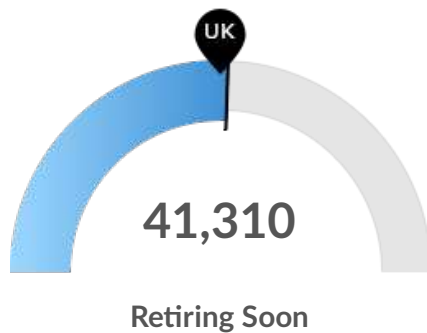


Timeframe	Jobs
2015	55,067
2016	56,397
2017	56,381
2018	55,423
2019	58,509
2020	58,762
2021	59,459
2022	60,032
2023	60,520
2024	60,944
2025	61,200

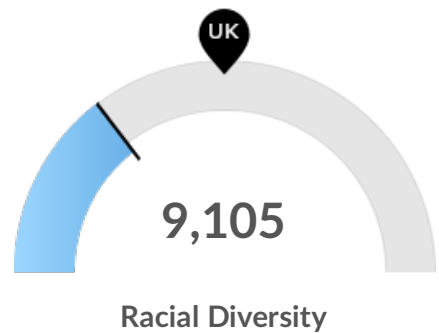
## Population Characteristics



Ashford has 22,992 millennials (ages 25-39). The national average for an area this size is 26,099.



Retirement risk is about average in Ashford. The national average for an area this size is 39,977 people 55 or older, while there are 41,310 here.



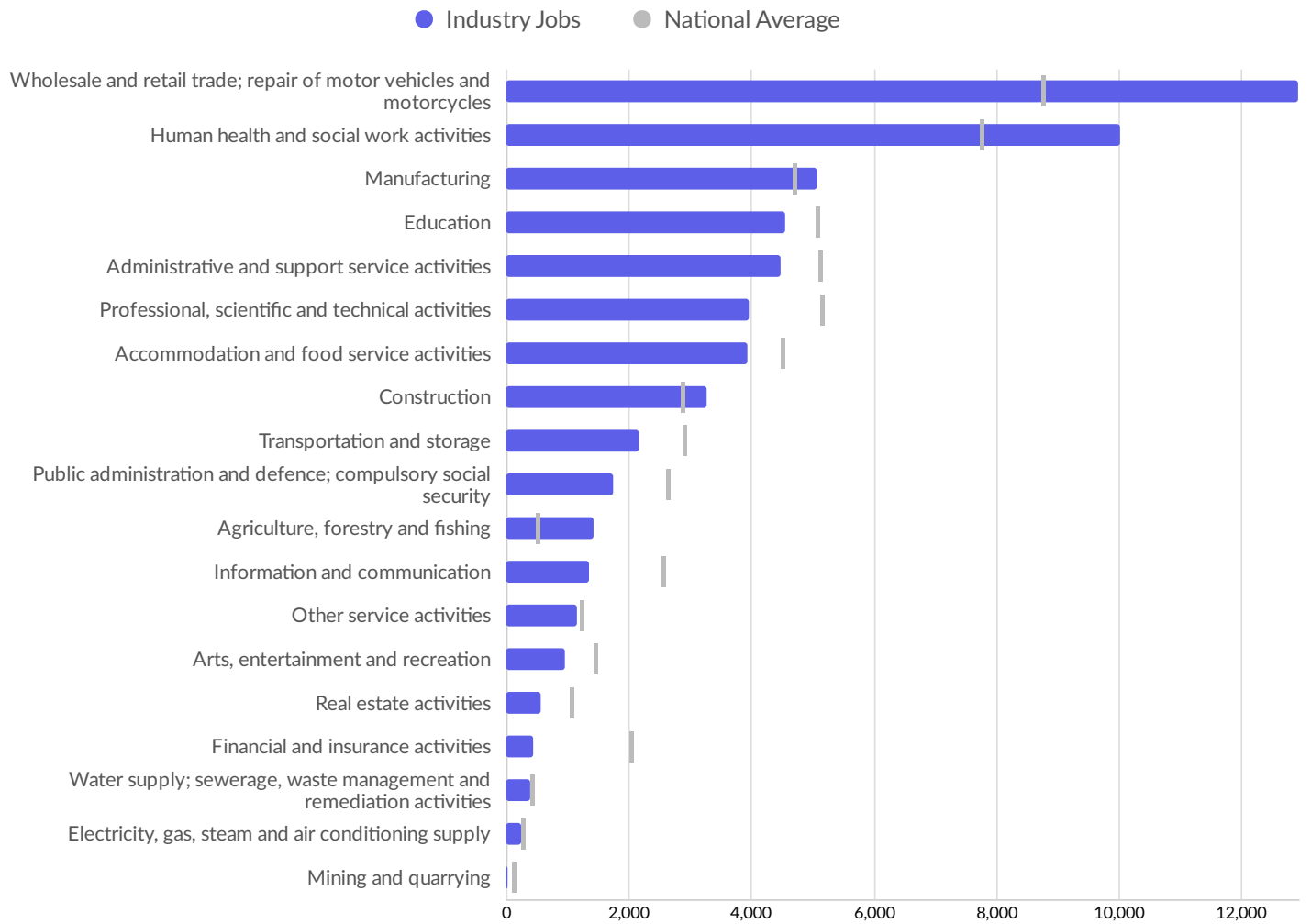
Racial diversity is low in Ashford. The national average for an area this size is 18,254 racially diverse people, while there are 9,105 here.

# Industry Characteristics

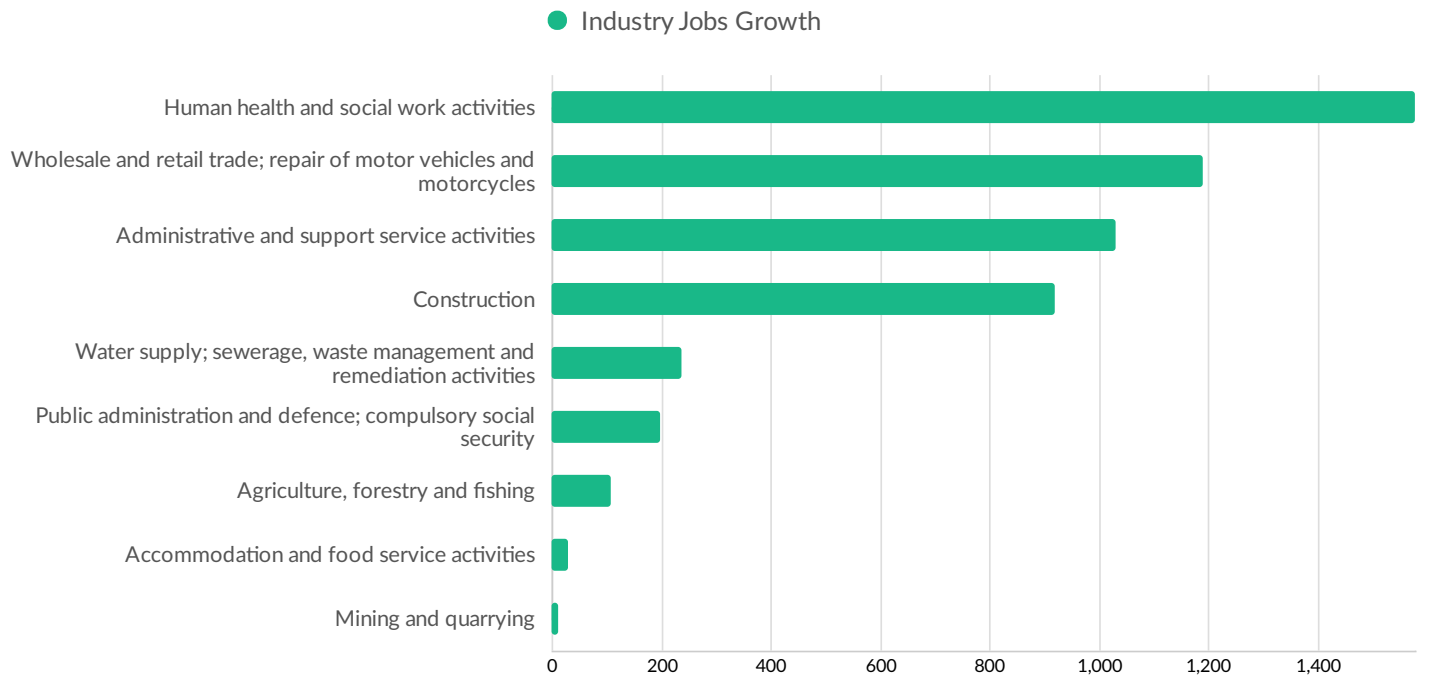
## Industry Overview

Industry	Total Jobs	Avg. Wages Per Job (2020)	Industry LQ	% Job Change (2015 - 2020)	GVA (2018)	% of Total GVA
Manufacture of essential oils	306	£36,911	53.43	6.07%	£25,197,264	1.18%
Manufacture of wine from grape	56	£23,963	26.15	-17.19%	£5,418,385	0.25%
Wholesale of meat and meat products	1,155	£34,834	25.57	92.99%	£15,795,089	0.74%
Manufacture of perfumes and toilet preparations	640	£28,644	22.34	67.45%	£40,078,572	1.87%
Manufacture of cider and other fruit wines	66	£24,976	17.89	9.11%	£9,797,476	0.46%
Manufacture of other articles of paper and paperboard	172	£41,561	9.90	5.25%	£9,856,538	0.46%
Repair and maintenance of other transport equipment	214	£39,232	8.40	-34.10%	£9,343,103	0.44%
Manufacture of medical and dental instruments and supplies	598	£33,586	8.27	-23.90%	£18,346,035	0.86%
Support activities for crop production	150	£29,431	8.10	-36.96%	£4,010,739	0.19%
Non-specialised wholesale of food, beverages and tobacco	1,210	£31,213	7.62	-3.35%	£37,122,744	1.73%

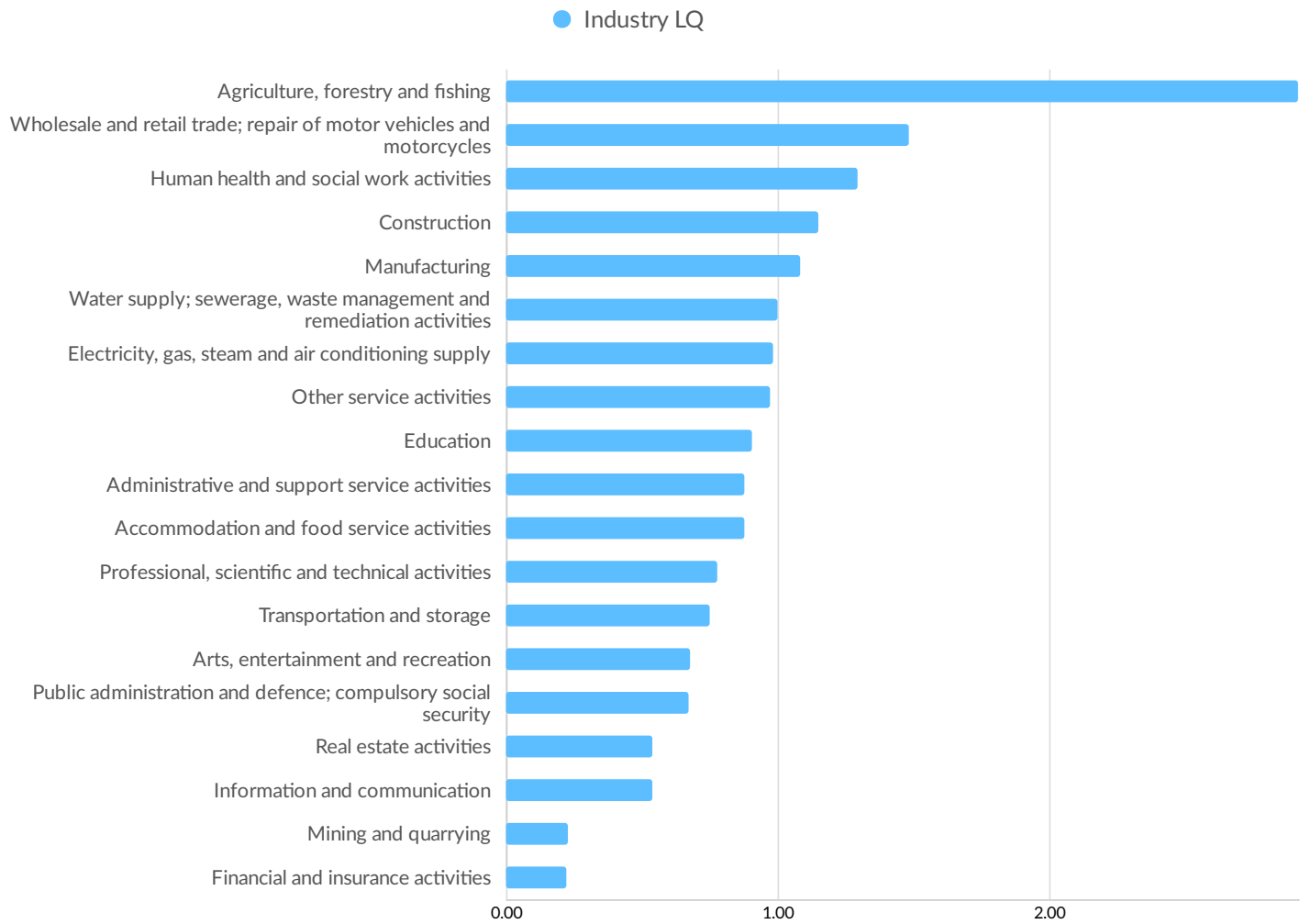
## Largest Industries



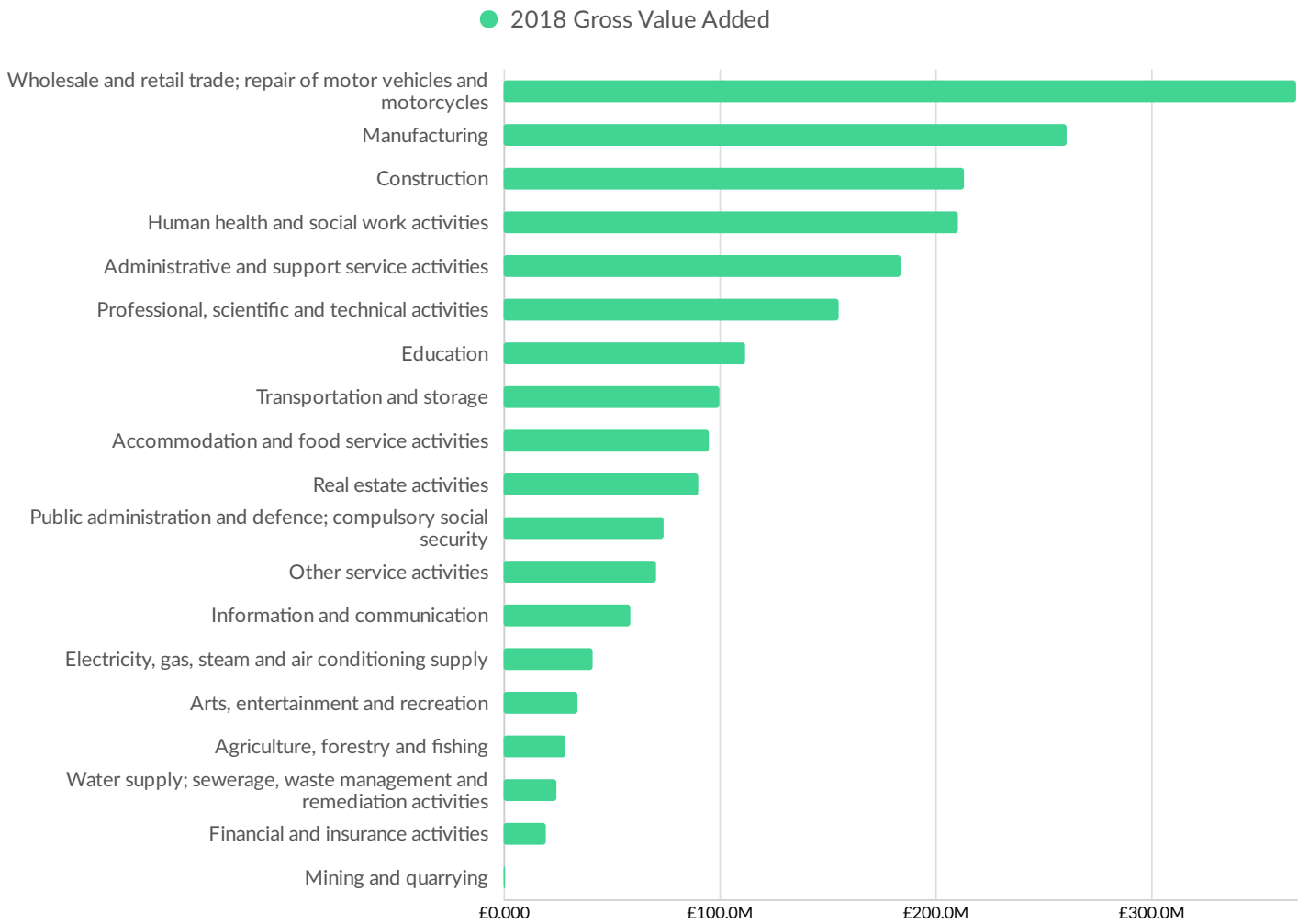
## Top Growing Industries



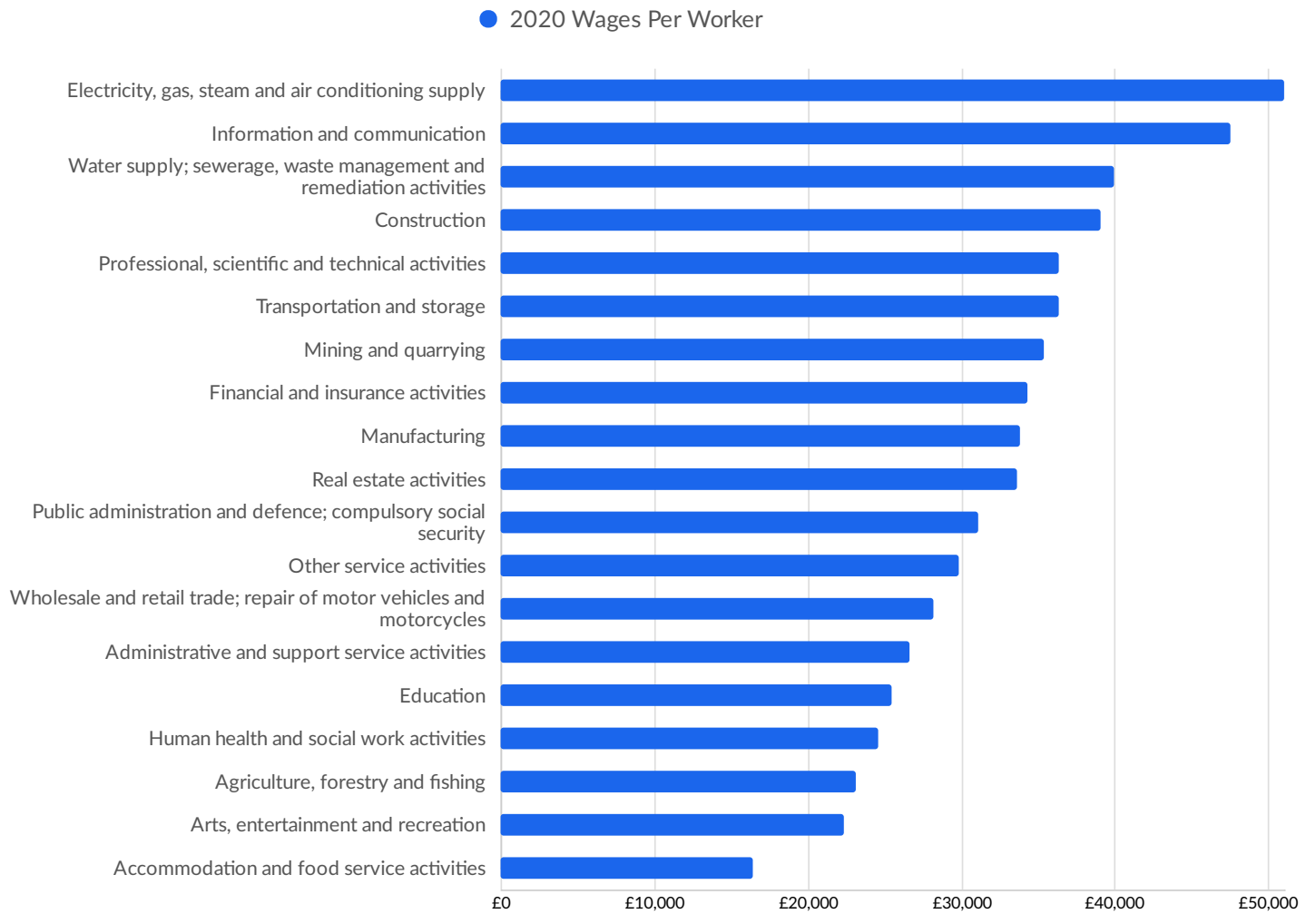
## Top Industry LQ



## Top Industry GVA



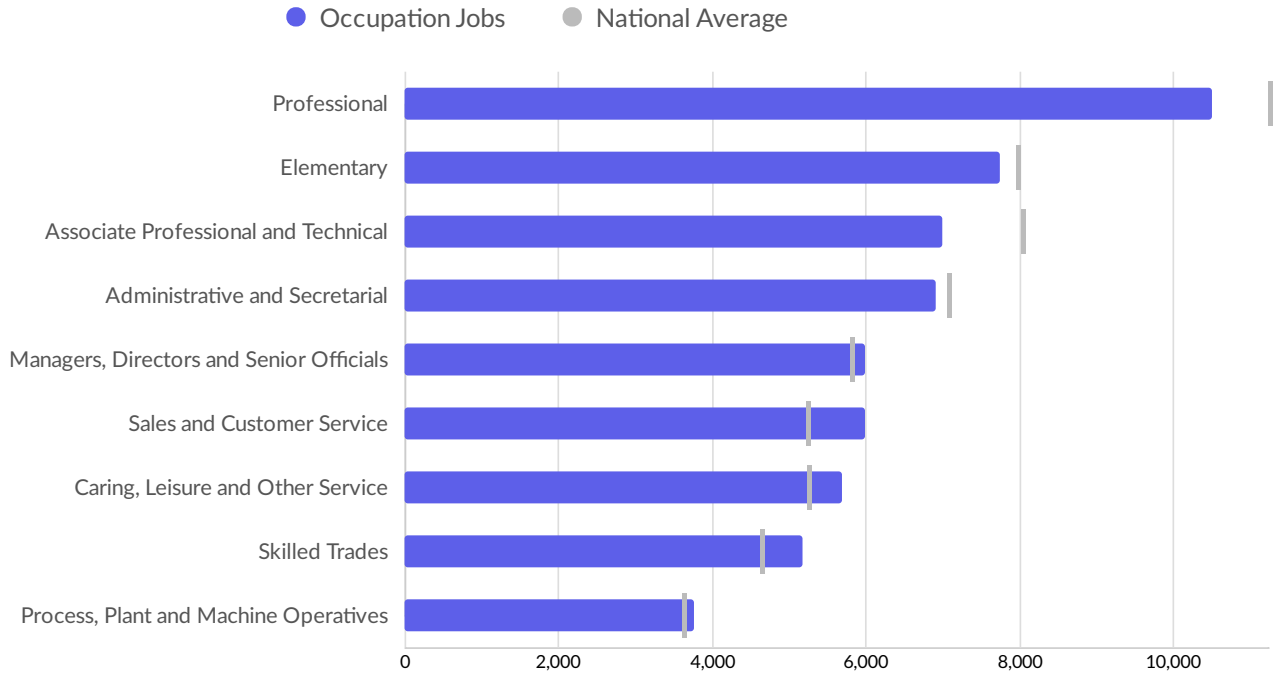
## Top Industry Wages



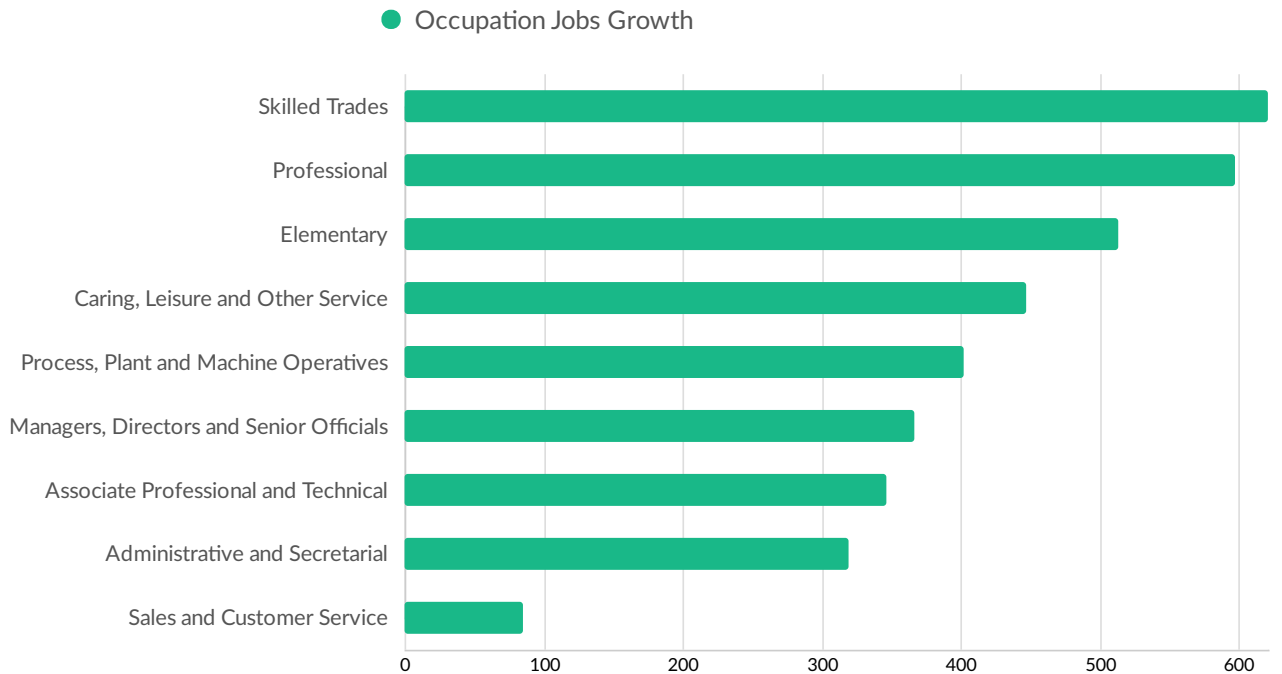


# Workforce Characteristics

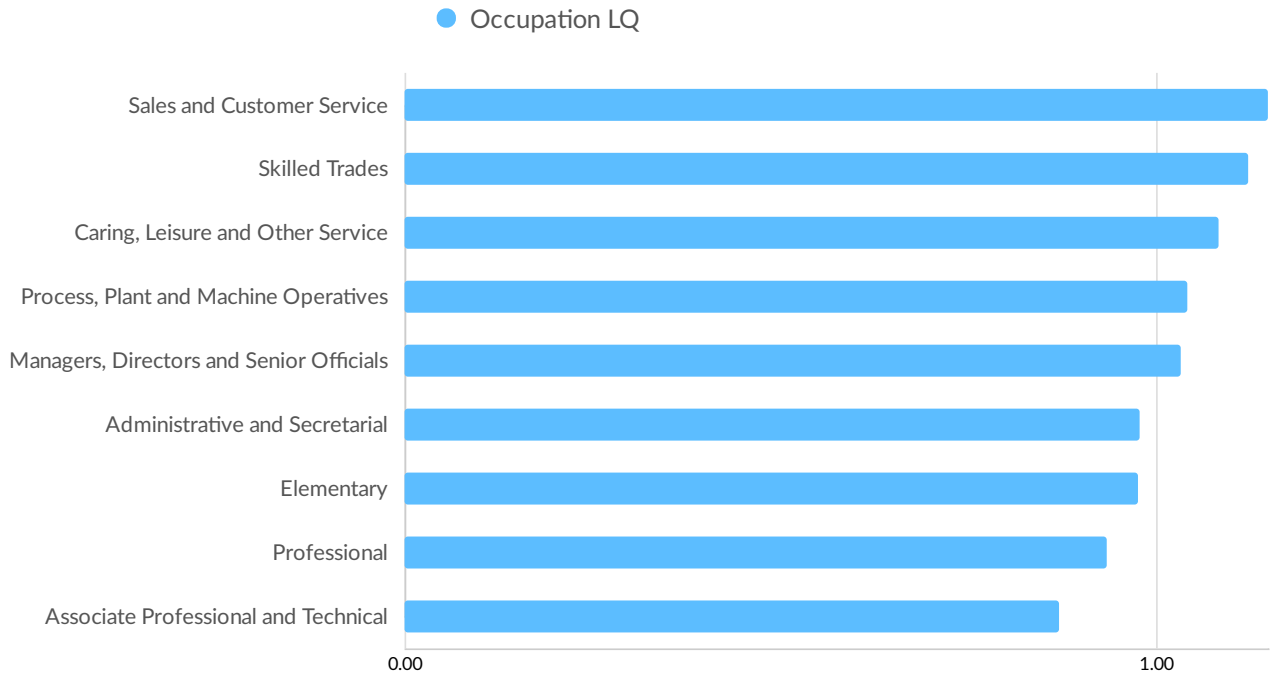
## Largest Occupations



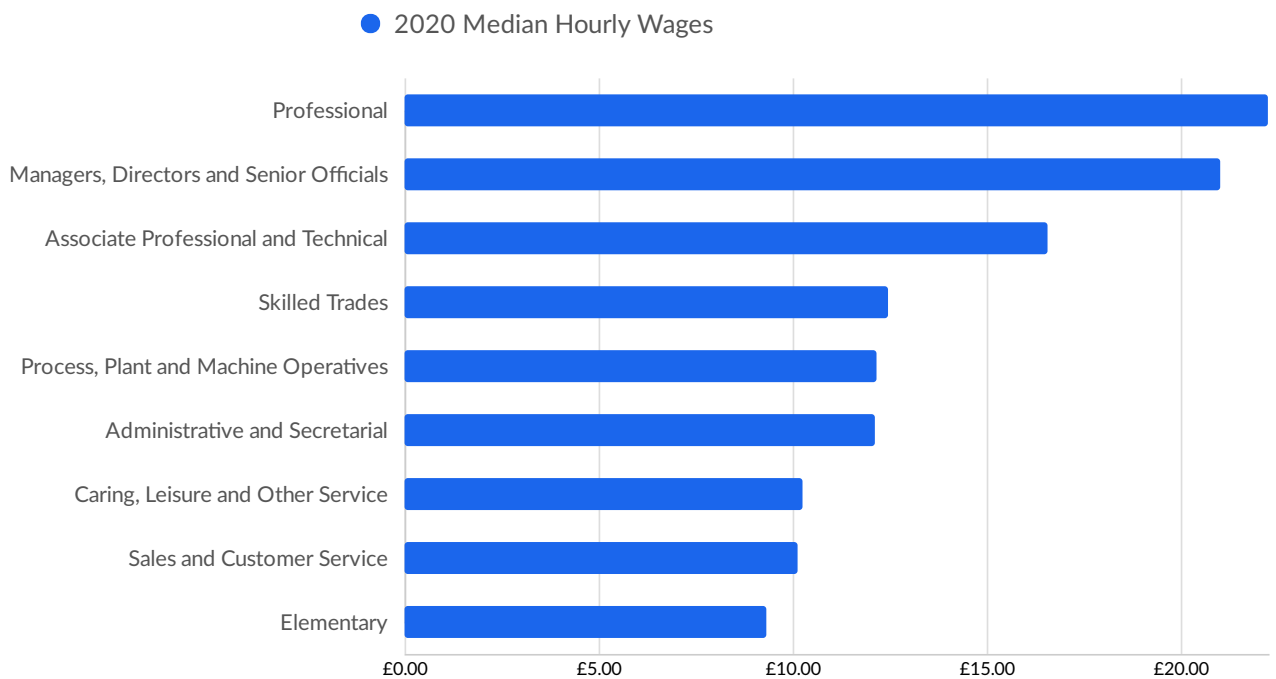
## Top Growing Occupations



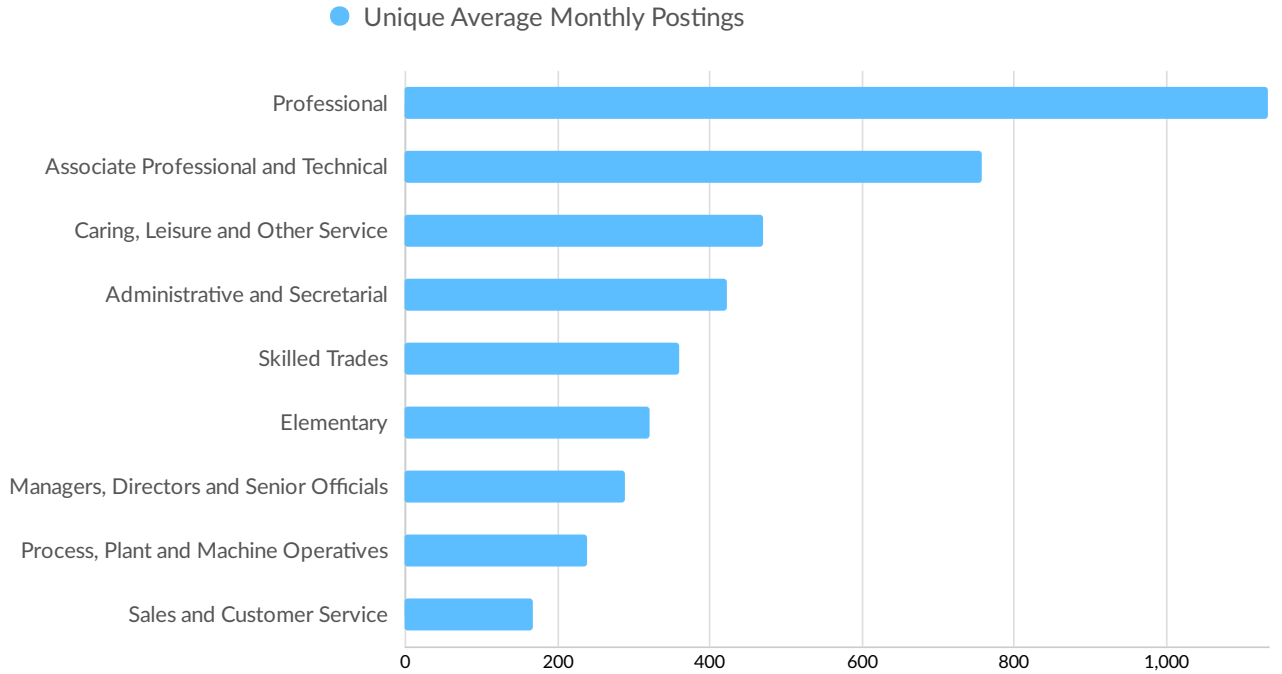
## Top Occupation LQ



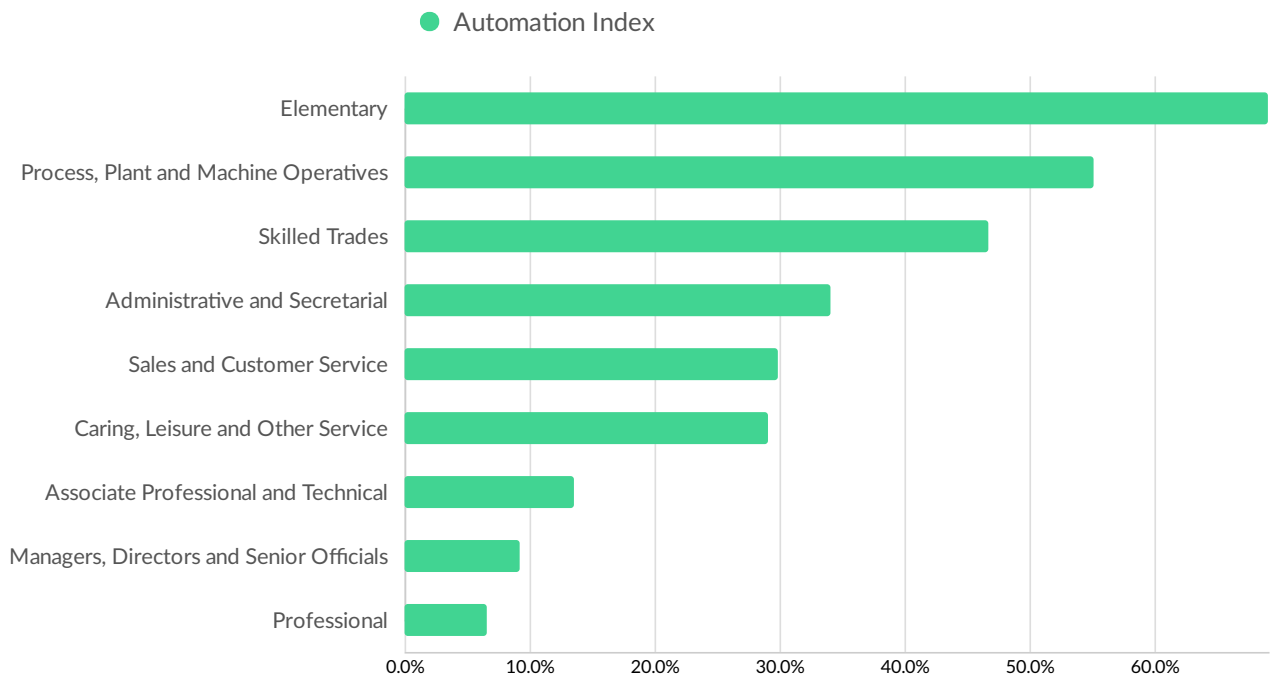
## Top Occupation Wages



## Top Posted Occupations



## Automation Index



# In-Demand Skills

