



Rochford

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

E07000075 Rochford

Class of Worker

Employees

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

Economy Overview

87,586

Population (2020)

Population **grew by 2,394** over the last 5 years and is projected to **grow by 2,609** over the next 5 years.

22,107

Total Regional Employment

Jobs **grew by 992** over the last 5 years and are projected to **grow by 728** over the next 5 years.

£28.3k

Avg. Wages Per Job (2020)

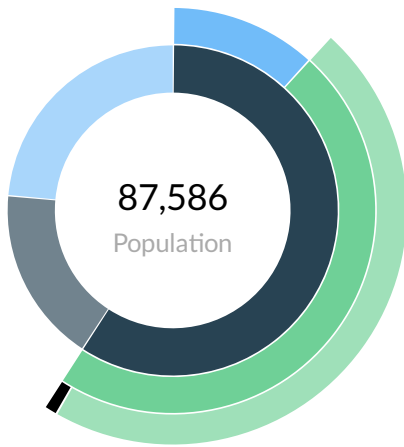
Regional average wages per job are **£1.9k below** the national average wages of £30.2k per job.

Takeaways

- As of 2020 the region's population **increased by 2.8%** since 2015, growing by 2,394. Population is expected to **increase by 3.0%** between 2020 and 2025, adding 2,609.
- From 2015 to 2020, jobs **increased by 4.7%** in Rochford from 21,115 to **22,107**. This change **fell short of the national growth rate of 5.5% by 0.8%**.
- Concerning educational attainment, **22.8% of Rochford residents possess a Degree or Equivalent and Above - SCQF L9** (9.5% below the national average), and **8.7% hold a Higher Education Below Degree Level - SCQF L7-8** (0.4% above the national average).
- The top three industries in 2020 are Primary education, Restaurants and mobile food service activities, and Hospital activities.

	Population (2020)	Jobs (2020)	GVA	Imports	Exports
Region	87,586	22,107	£862.32m	£2.85b	£1.39b
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

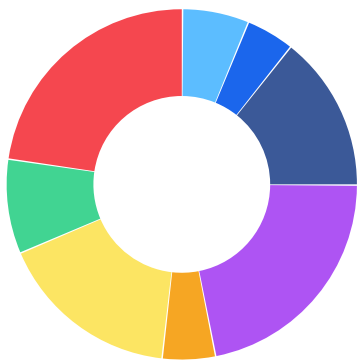
2020 Labour Force Breakdown



	Population
● Total Working Age Population (16-64)	51,781
● Not in Labour Force	10,222
● Labour Force	41,559
● Employed	40,750
● Unemployed	809
● Under 16	15,096
● Over 64	20,709

Educational Attainment

Concerning educational attainment, **22.8% of Rochford residents possess a Degree or Equivalent and Above - SCQF L9** (9.5% below the national average), and **8.7% hold a Higher Education Below Degree Level - SCQF L7-8** (0.4% above the national average).



	% of Population	Population
● No Qualifications (NVQ)	6.1%	3,181
● Other Qualifications (NVQ)	4.5%	2,307
● NVQ 1 - SCQF L4	14.4%	7,454
● NVQ 2 - SCQF L5	21.8%	11,306
● Trade Apprenticeships	4.9%	2,536
● NVQ 3 - SCQF L6	16.8%	8,700
● Higher Education Below Degree Level - SCQF L7-8	8.7%	4,511
● Degree or Equivalent and Above - SCQF L9	22.8%	11,786

Demographics

2020 Age Cohort Demographics



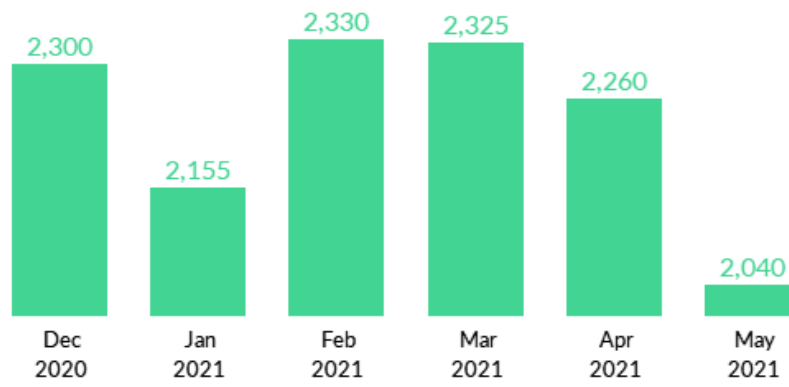
Age Cohort	2020 Population	2020 Percent
Under 16 years	15,096	17.2%
16 to 34 years	16,940	19.3%
35 to 54 years	22,650	25.9%
55 to 74 years	23,091	26.4%
75 years and over	9,808	11.2%

2020 Ethnicity Demographics



Ethnicity	2020 Population	2020 Percent
All Other Ethnicities	1,279	1.5%
Black or Black British: Black African	306	0.3%
Asian or Asian British: Other Asian	334	0.4%
Mixed: All Mixed	1,036	1.2%
White	84,631	96.6%

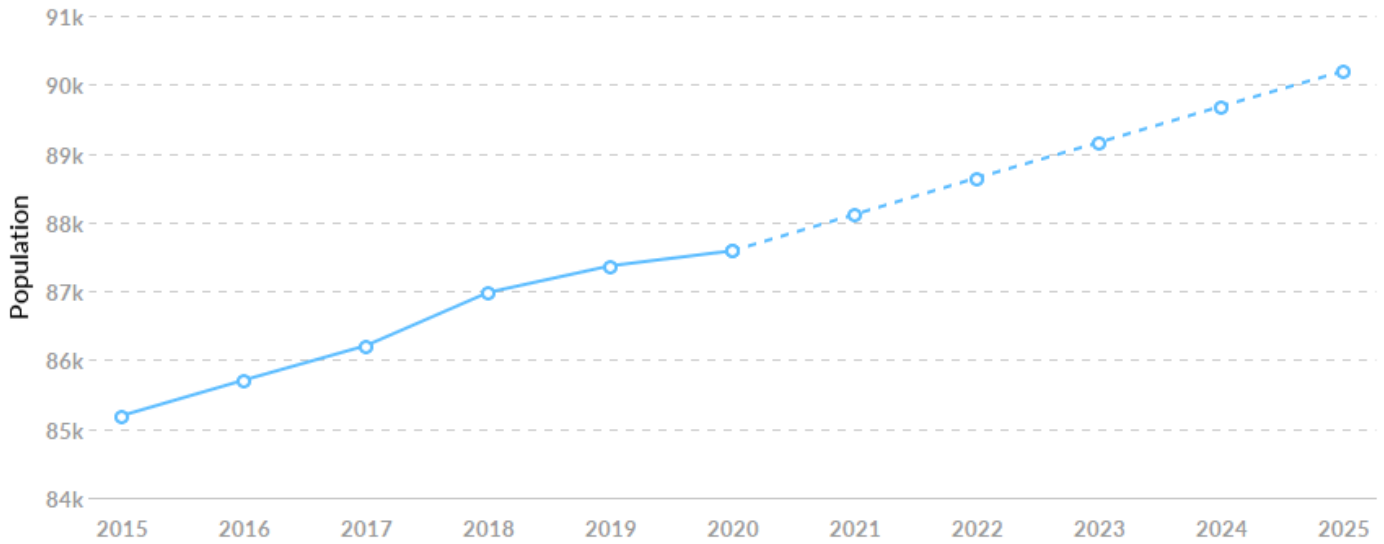
Full Claimant Counts



Historic & Projected Trends

Population Trends

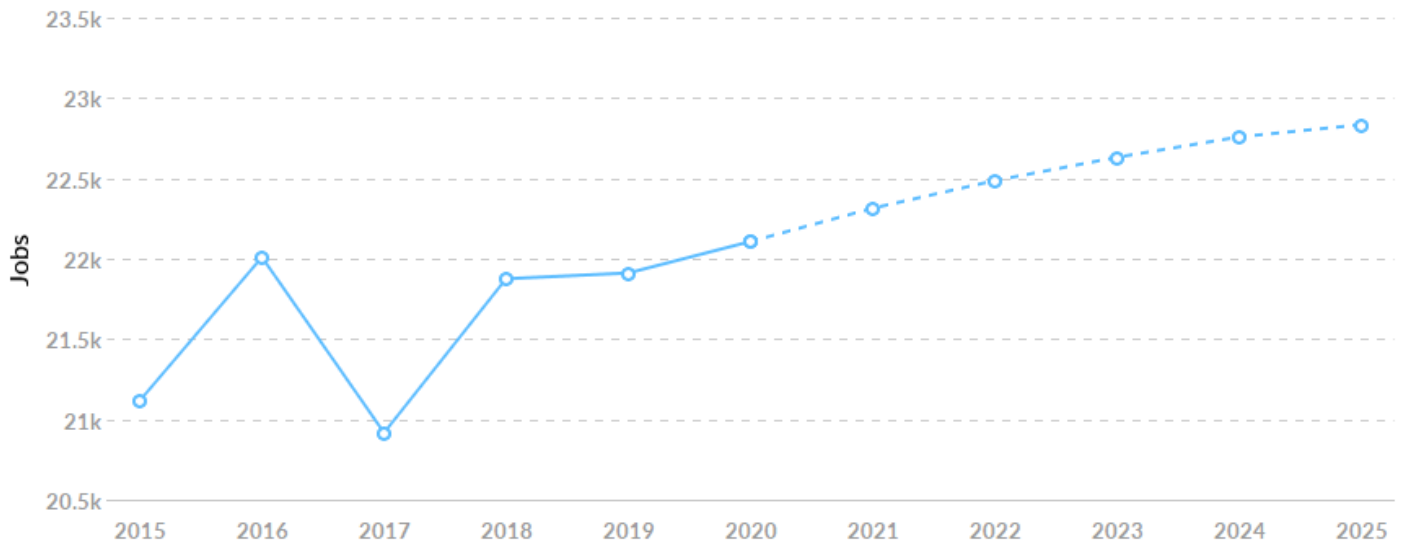
As of 2020 the region's population **increased by 2.8%** since 2015, growing by 2,394. Population is expected to **increase by 3.0%** between 2020 and 2025, adding 2,609.



Timeframe	Population
2015	85,192
2016	85,708
2017	86,209
2018	86,981
2019	87,368
2020	87,586
2021	88,114
2022	88,645
2023	89,160
2024	89,684
2025	90,195

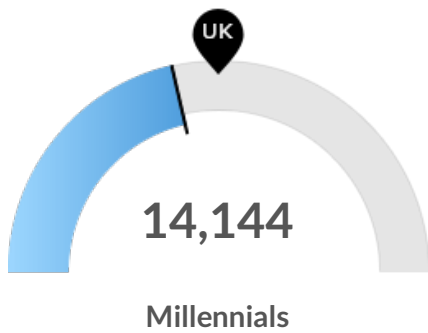
Job Trends

From 2015 to 2020, jobs increased by 4.7% in Rochford from 21,115 to 22,107. This change fell short of the national growth rate of 5.5% by 0.8%.

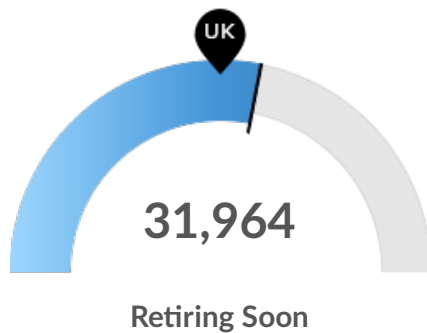


Timeframe	Jobs
2015	21,115
2016	22,008
2017	20,915
2018	21,875
2019	21,911
2020	22,107
2021	22,314
2022	22,486
2023	22,631
2024	22,758
2025	22,834

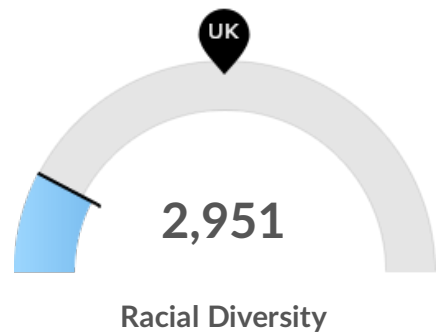
Population Characteristics



Rochford has 14,144 millennials (ages 25-39). The national average for an area this size is 17,536.



Retirement risk is high in Rochford. The national average for an area this size is 26,860 people 55 or older, while there are 31,964 here.



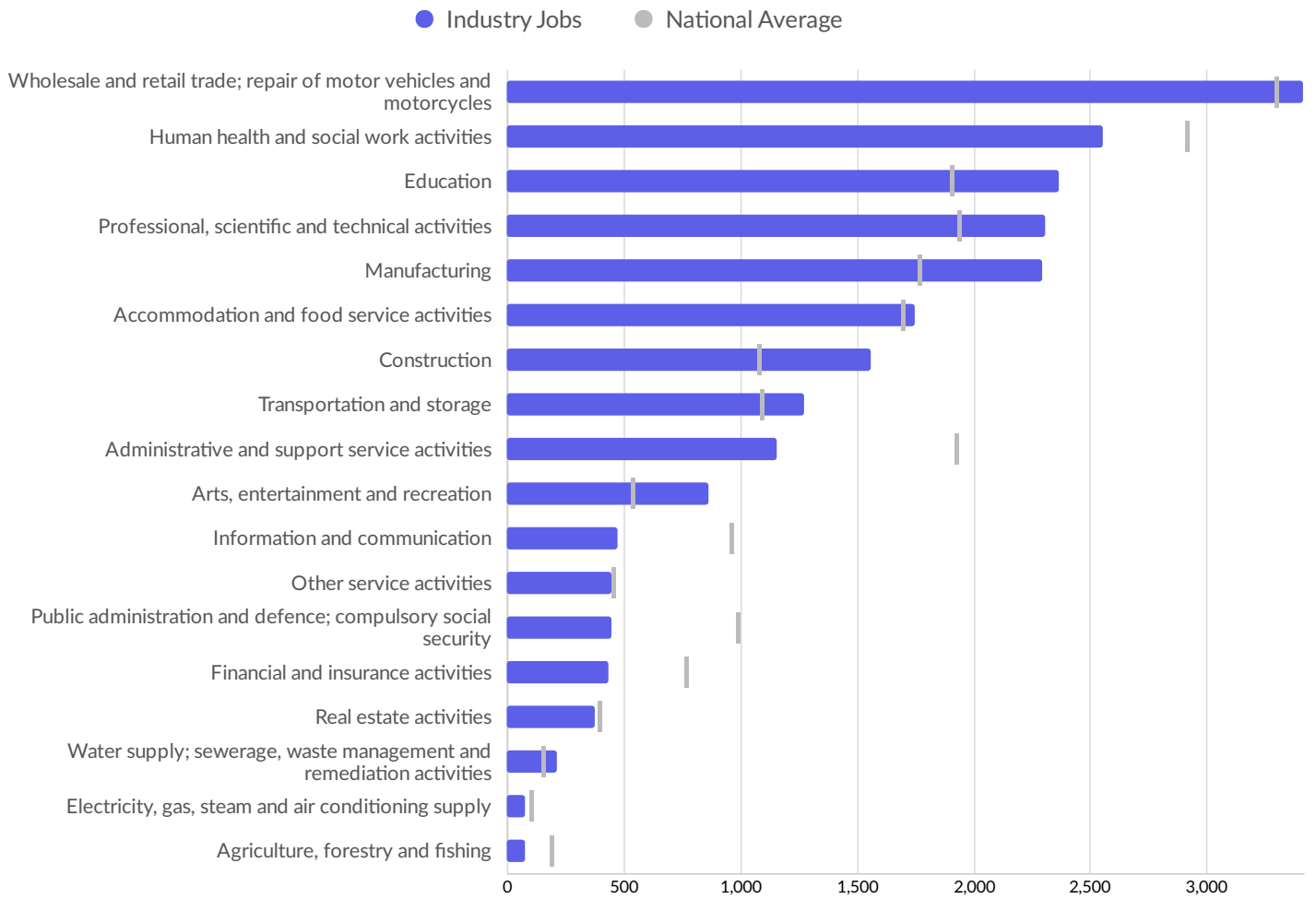
Racial diversity is low in Rochford. The national average for an area this size is 12,265 racially diverse people, while there are 2,951 here.

Industry Characteristics

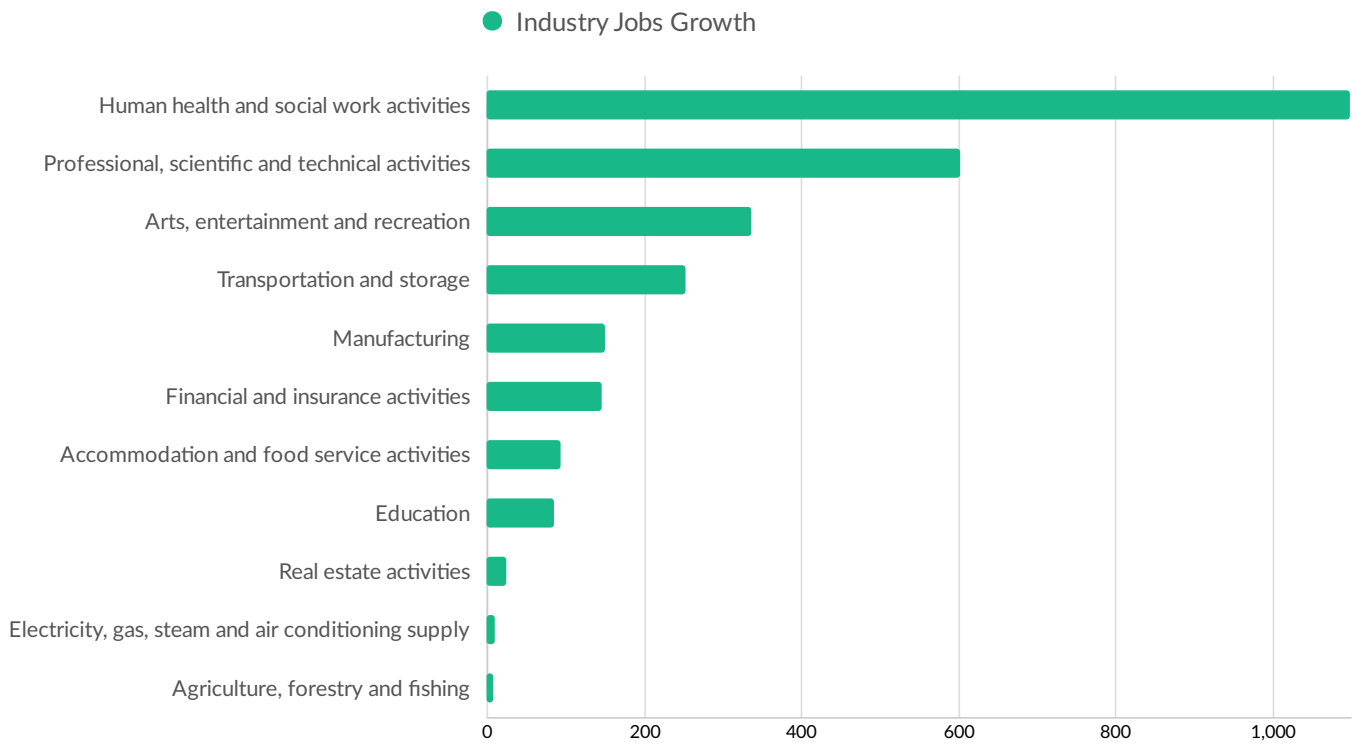
Industry Overview

Industry	Total Jobs	Avg. Wages Per Job (2020)	Industry LQ	% Job Change (2015 - 2020)	GVA (2018)	% of Total GVA
Repair of watches, clocks and jewellery	52	£30,217	39.30	-30.93%	£1,218,528	0.14%
Cargo handling	191	£32,931	28.60	630.13%	£1,253,626	0.15%
Repair of electronic and optical equipment	50	£26,732	15.12	60.52%	£1,680,609	0.19%
Manufacture of sports goods	53	£32,504	14.43	-49.42%	£1,866,228	0.22%
Manufacture of other products of wood; manufacture of articles of cork, straw and plaiting materials	64	£25,832	14.33	441.57%	£695,836	0.08%
Pre-press and pre-media services	68	£34,042	13.73	41.66%	£2,005,997	0.23%
Manufacture of engines and turbines, except aircraft, vehicle and cycle engines	149	£55,376	12.86	-20.22%	£8,113,525	0.94%
Cutting, shaping and finishing of stone	66	£34,064	10.70	208.88%	£3,204,169	0.37%
Repair and maintenance of aircraft and spacecraft	129	£31,381	8.39	-21.67%	£3,057,016	0.35%
Service activities incidental to air transportation	335	£42,984	7.87	11.12%	£23,677,111	2.75%

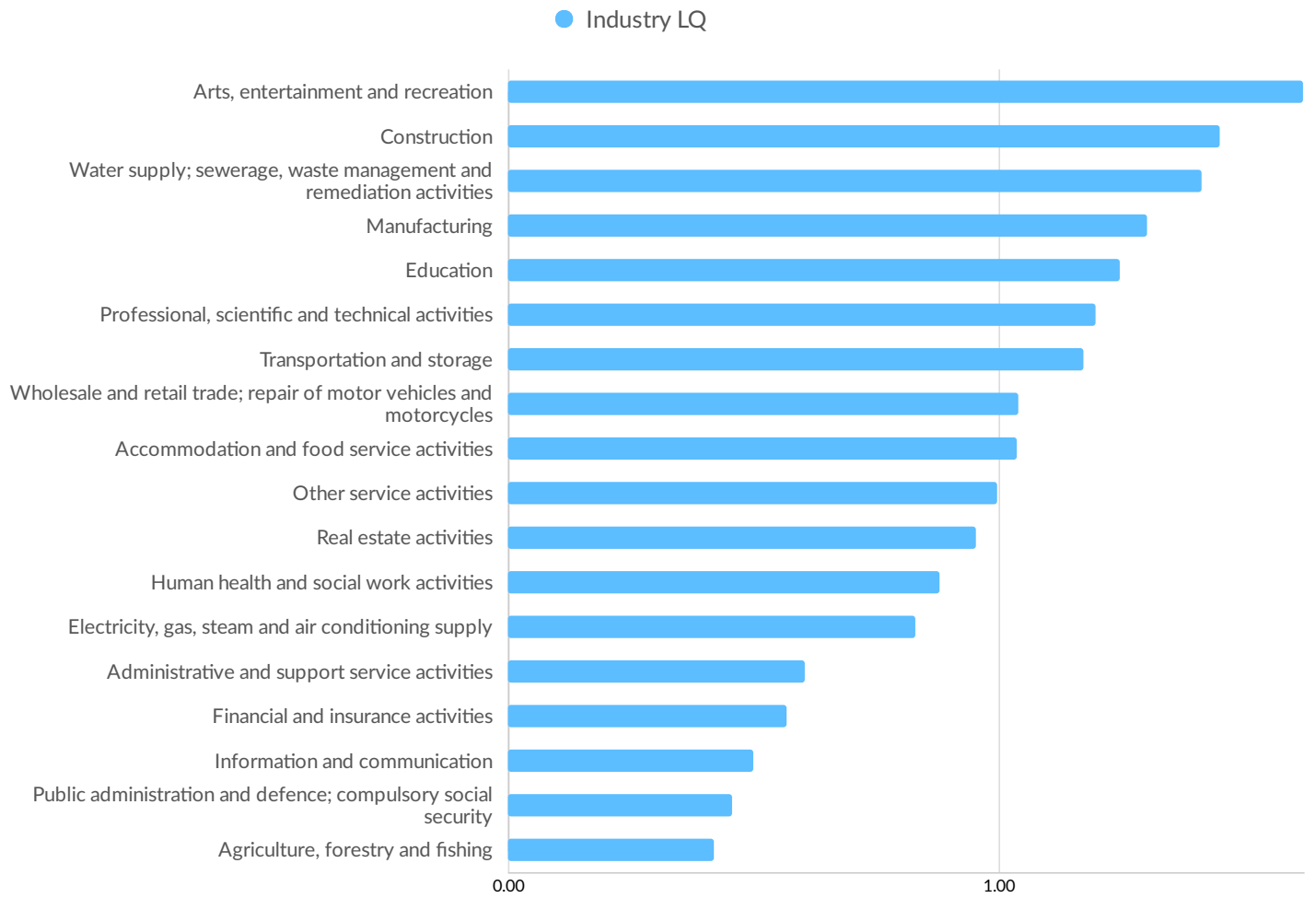
Largest Industries



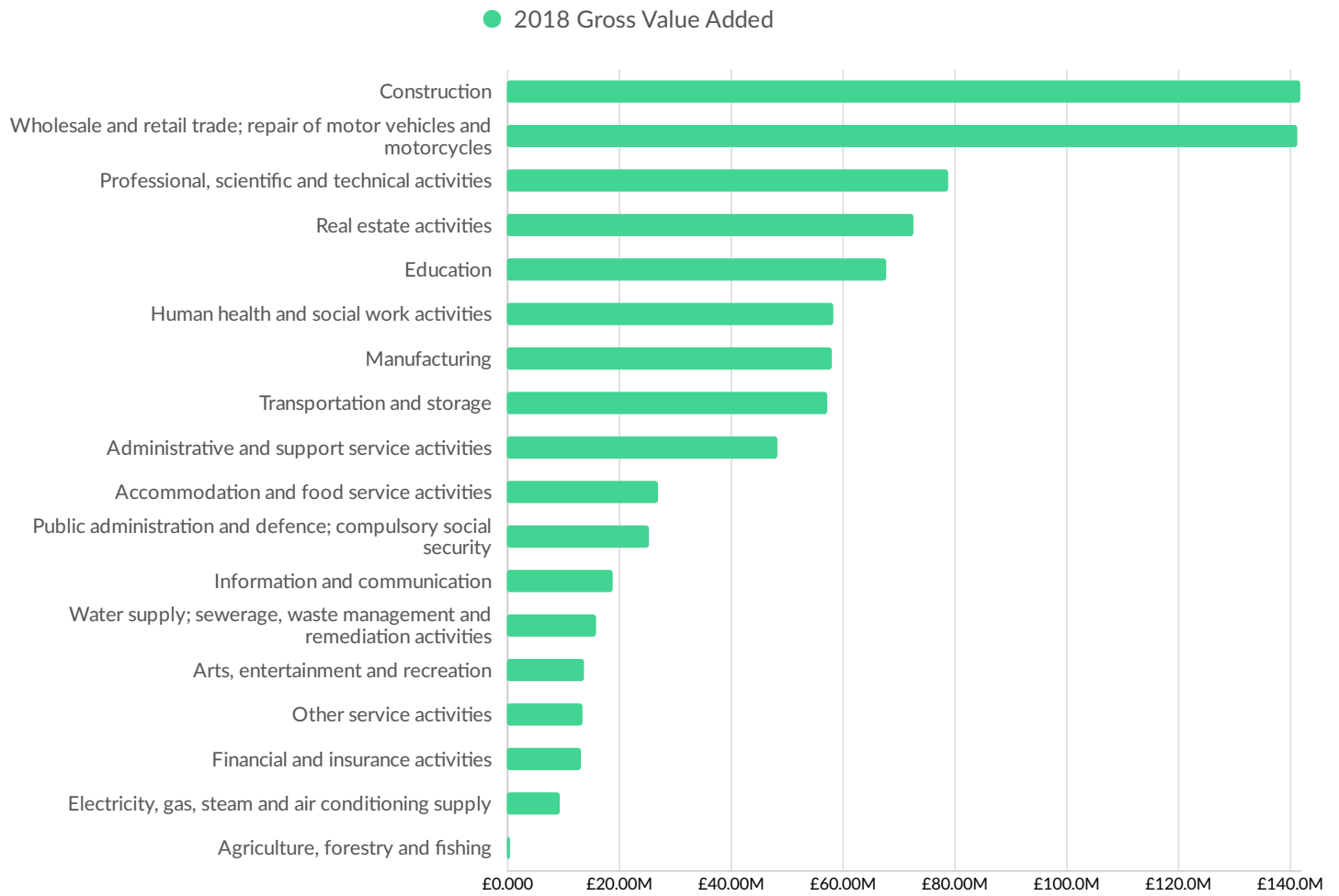
Top Growing Industries



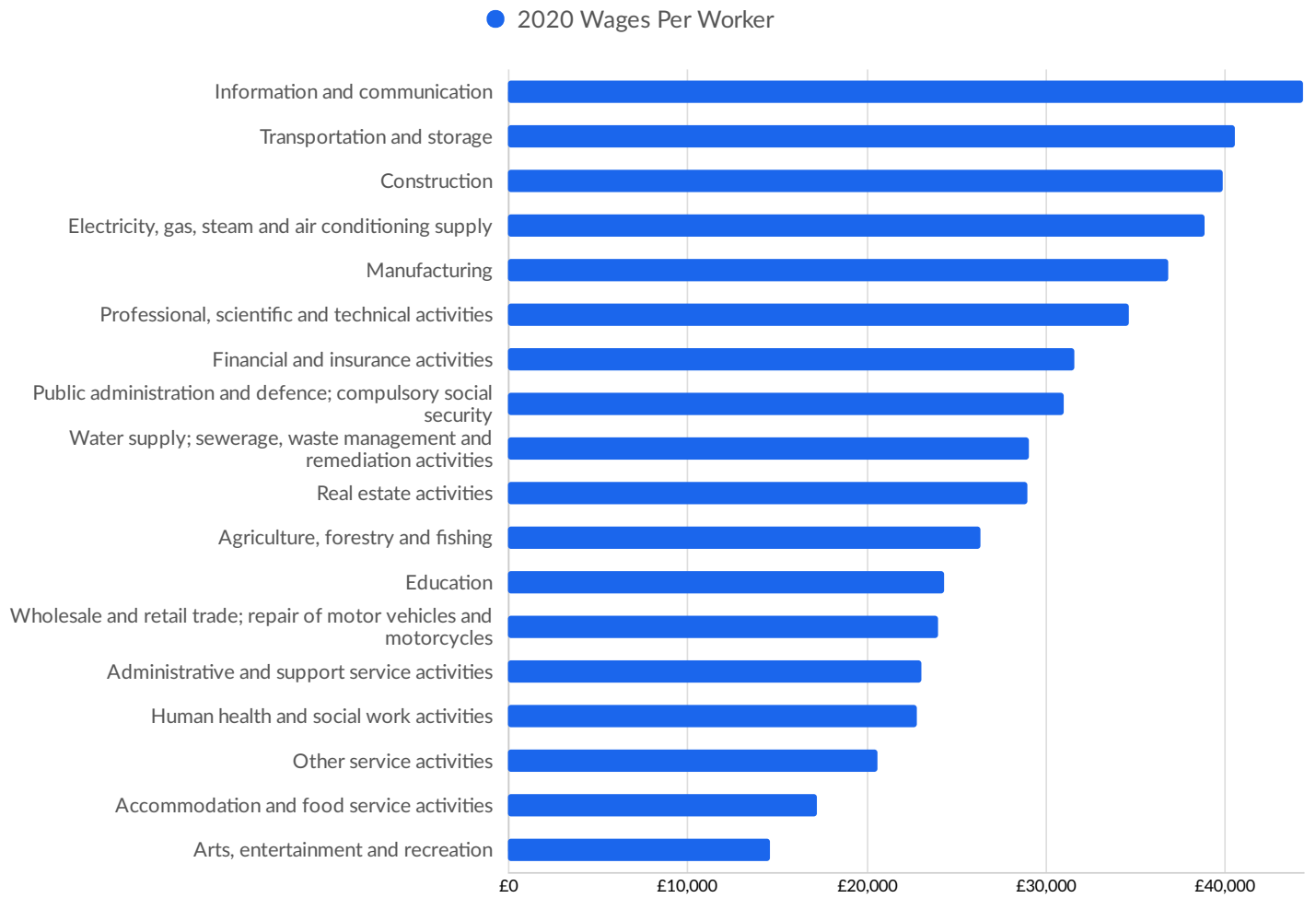
Top Industry LQ



Top Industry GVA

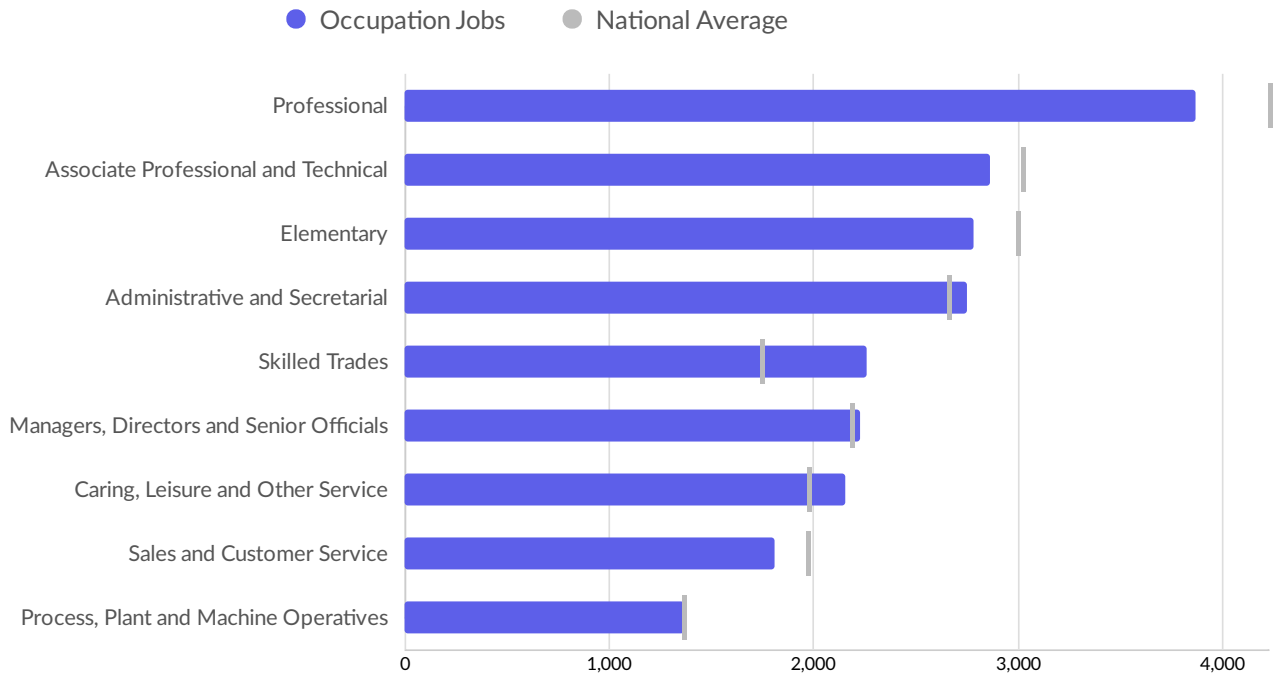


Top Industry Wages

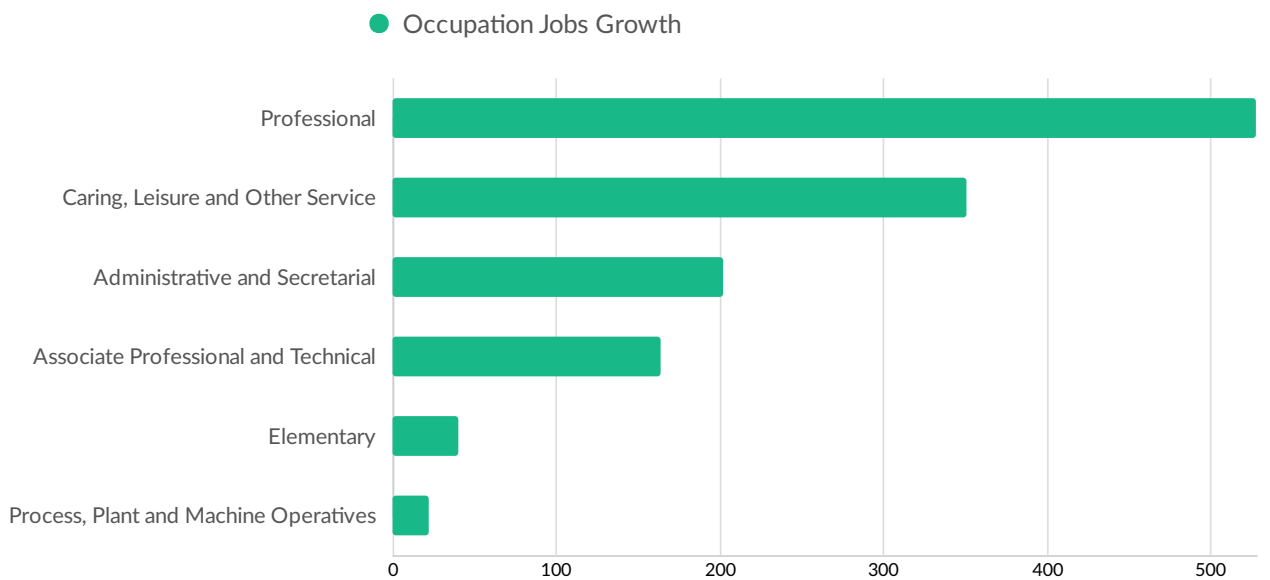


Workforce Characteristics

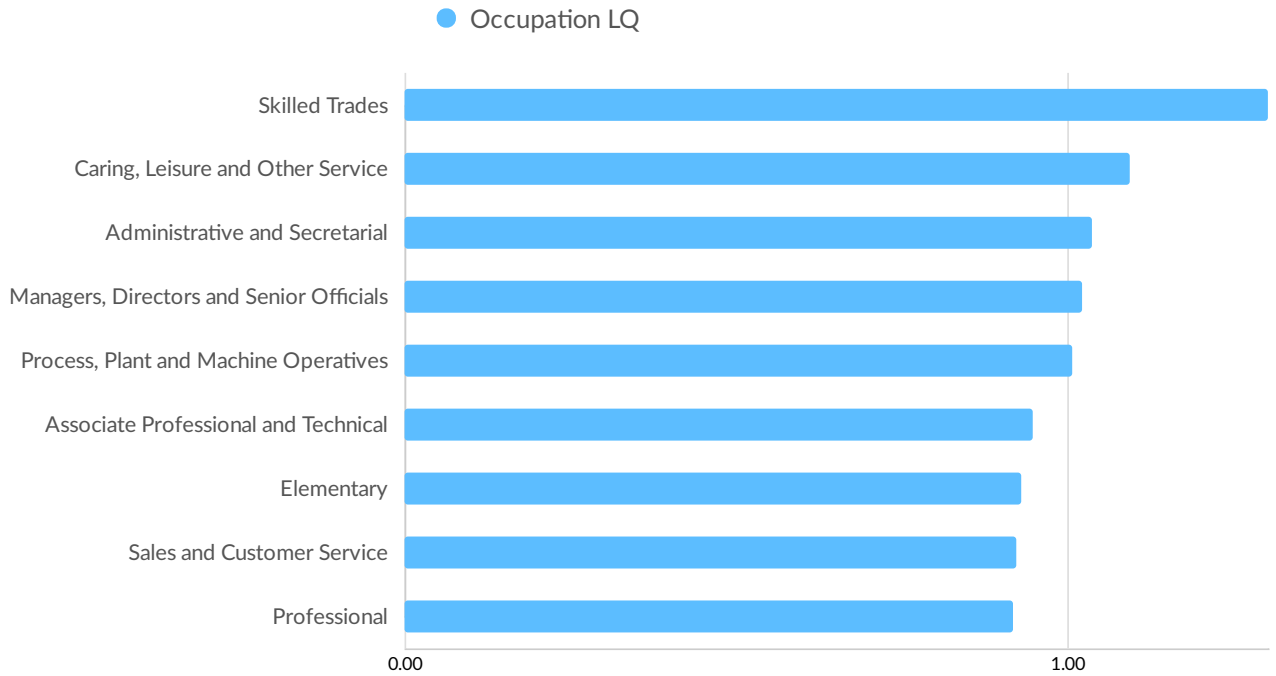
Largest Occupations



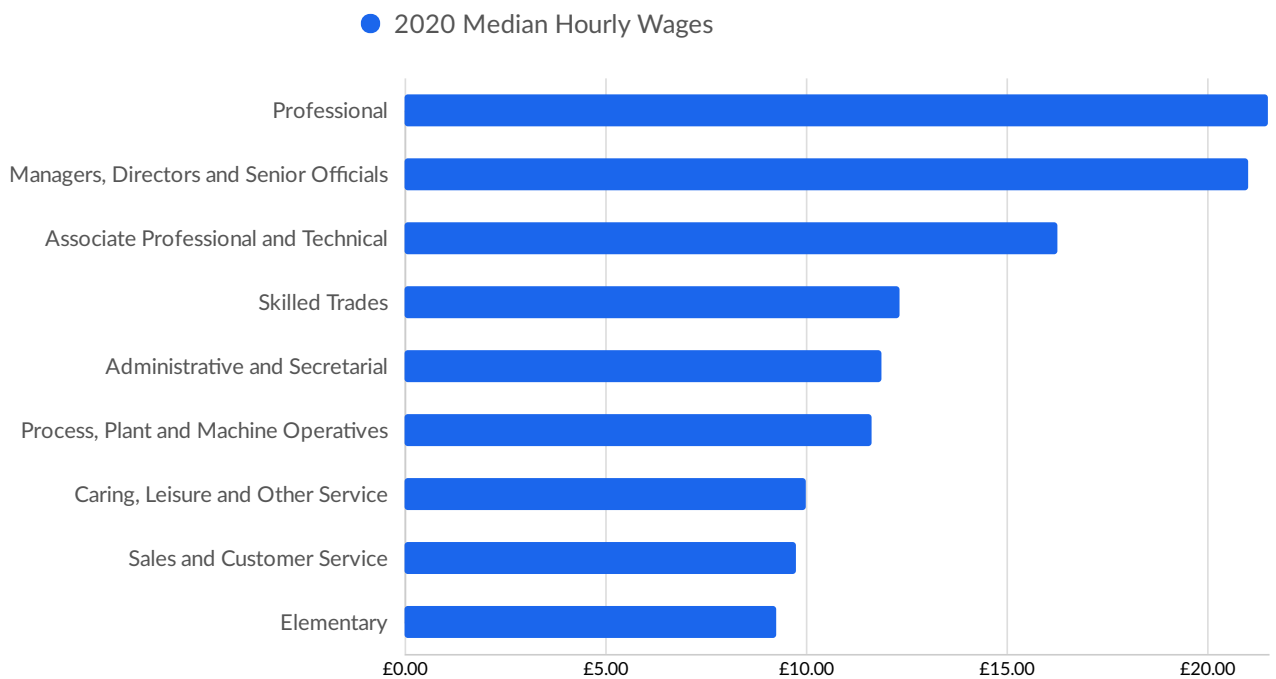
Top Growing Occupations



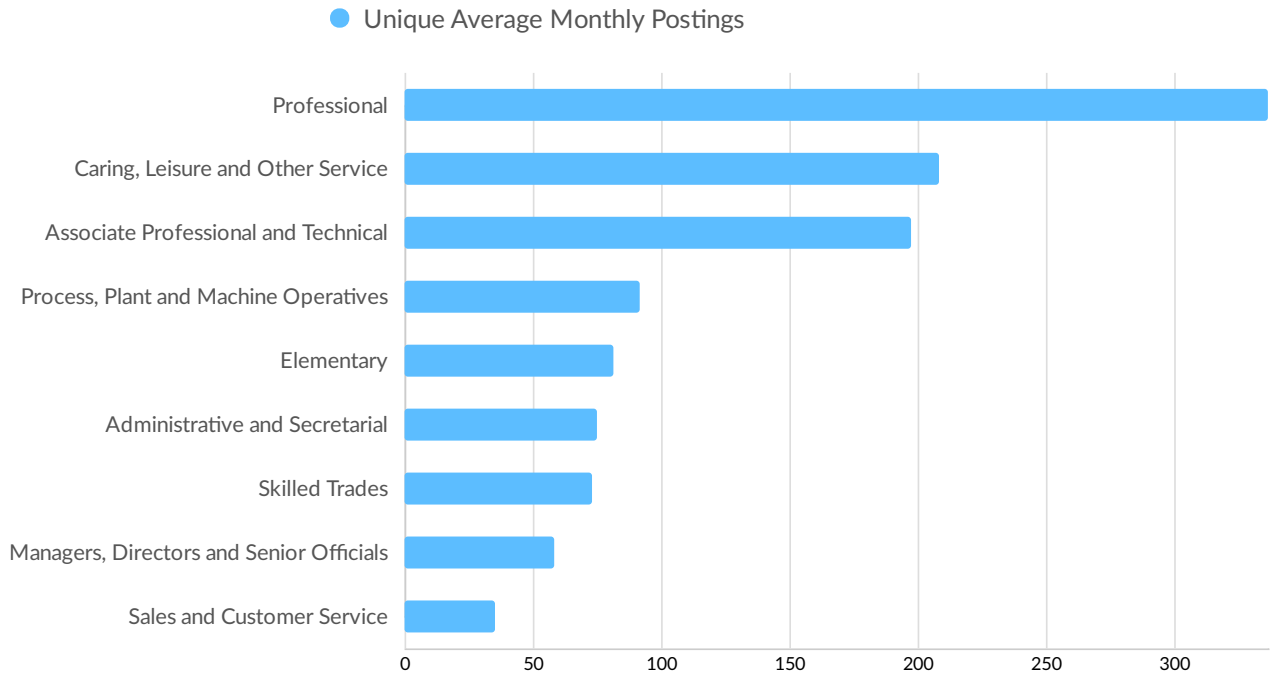
Top Occupation LQ



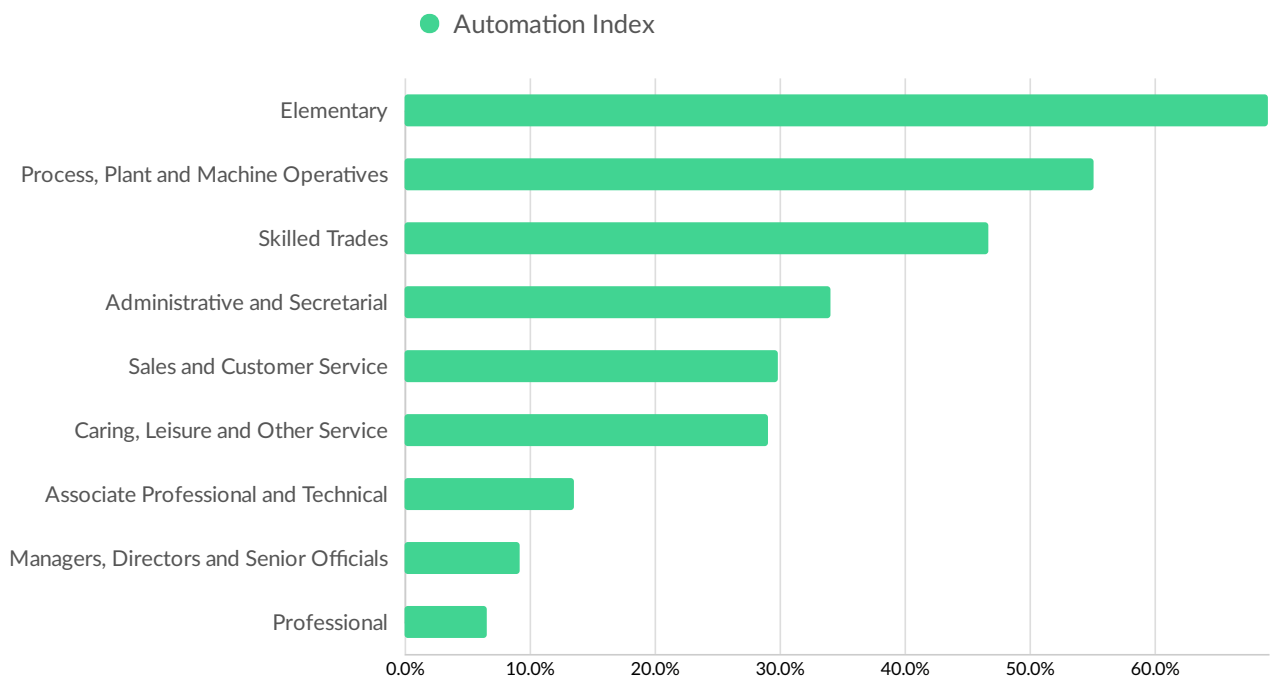
Top Occupation Wages



Top Posted Occupations



Automation Index



In-Demand Skills

