



Rother

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Report Parameters

1 Local Authority

E07000064 Rother

Class of Worker

Employees

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

Economy Overview

96,776

Population (2020)

Population **grew by 3,584** over the last 5 years and is projected to **grow by 4,098** over the next 5 years.

28,507

Total Regional Employment

Jobs **grew by 474** over the last 5 years and are projected to **grow by 962** over the next 5 years.

£27.0k

Avg. Wages Per Job (2020)

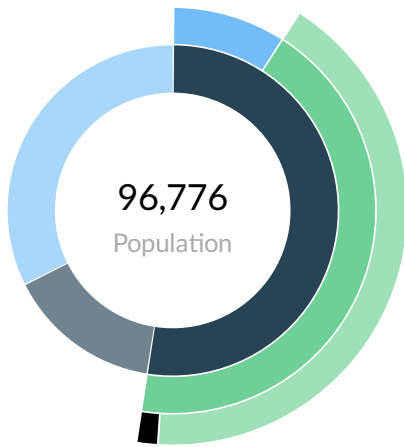
Regional average wages per job are **£3.3k below** the national average wages of £30.2k per job.

Takeaways

- As of 2020 the region's population **increased by 3.8%** since 2015, growing by 3,584. Population is expected to **increase by 4.2%** between 2020 and 2025, adding 4,098.
- From 2015 to 2020, jobs **increased by 1.7%** in Rother from 28,033 to **28,507**. This change **fell short of the national growth rate of 5.5% by 3.8%**.
- Concerning educational attainment, **20.9% of Rother residents possess a Degree or Equivalent and Above - SCQF L9** (11.4% below the national average), and **11.3% hold a Higher Education Below Degree Level - SCQF L7-8** (3.0% above the national average).
- The top three industries in 2020 are Activities of insurance agents and brokers, Primary education, and Restaurants and mobile food service activities.

	Population (2020)	Jobs (2020)	GVA	Imports	Exports
Region	96,776	28,507	£912.41m	£2.45b	£1.27b
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)	50,715
● Not in Labour Force	8,719
● Labour Force	41,996
● Employed	40,574
● Unemployed	1,422
● Under 16	14,637
● Over 64	31,423

Educational Attainment

Concerning educational attainment, **20.9% of Rother residents possess a Degree or Equivalent and Above - SCQF L9** (11.4% below the national average), and **11.3% hold a Higher Education Below Degree Level - SCQF L7-8** (3.0% above the national average).



	% of Population	Population
● No Qualifications (NVQ)	10.2%	5,179
● Other Qualifications (NVQ)	5.4%	2,755
● NVQ 1 - SCQF L4	10.3%	5,208
● NVQ 2 - SCQF L5	21.0%	10,642
● Trade Apprenticeships	2.9%	1,494
● NVQ 3 - SCQF L6	18.0%	9,115
● Higher Education Below Degree Level - SCQF L7-8	11.3%	5,733
● Degree or Equivalent and Above - SCQF L9	20.9%	10,588

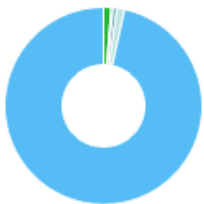
Demographics

2020 Age Cohort Demographics



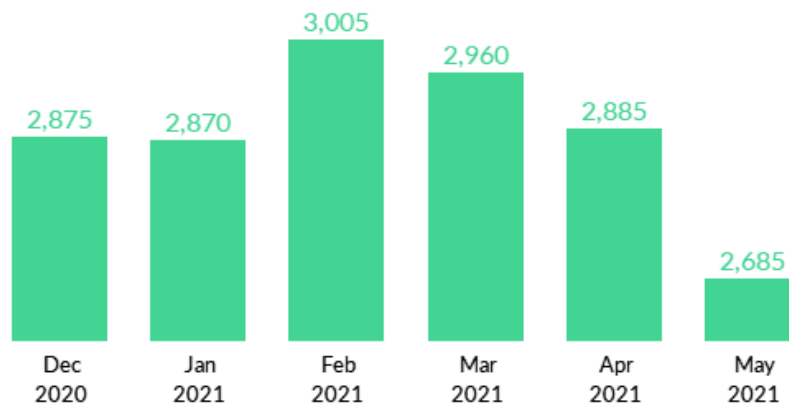
Age Cohort	2020 Population	2020 Percent
Under 16 years	14,637	15.1%
16 to 34 years	14,955	15.5%
35 to 54 years	20,792	21.5%
55 to 74 years	31,197	32.2%
75 years and over	15,194	15.7%

2020 Ethnicity Demographics



Ethnicity	2020 Population	2020 Percent
All Other Ethnicities	1,203	1.2%
Asian or Asian British: Indian	331	0.3%
Asian or Asian British: Other Asian	608	0.6%
Mixed: All Mixed	1,192	1.2%
White	93,441	96.6%

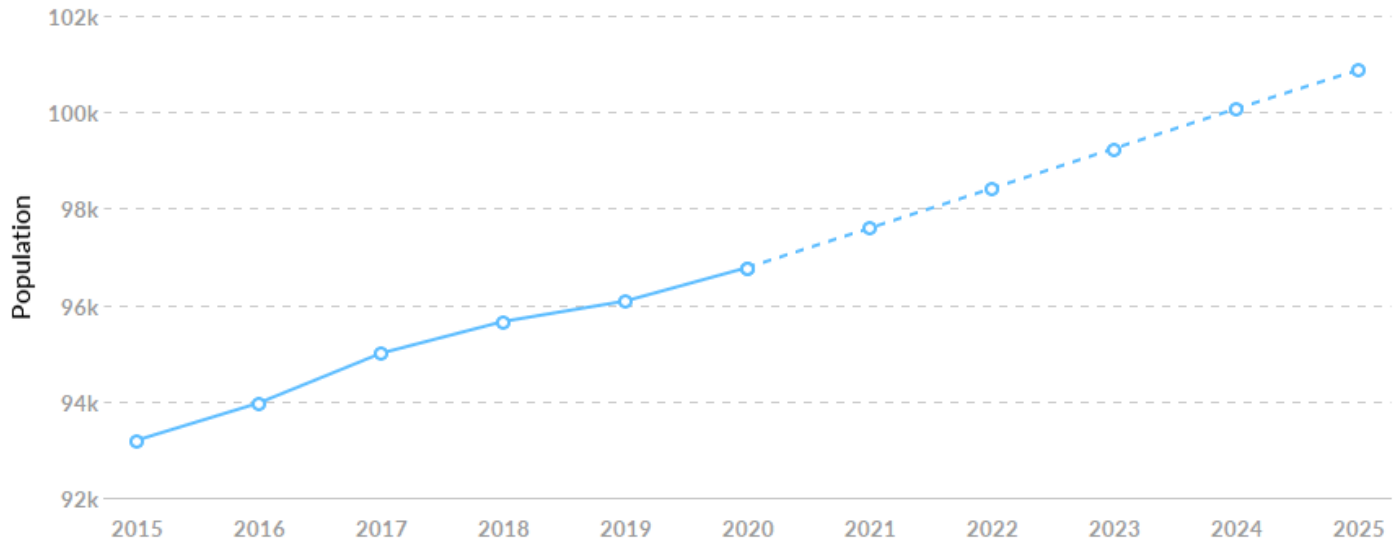
Full Claimant Counts



Historic & Projected Trends

Population Trends

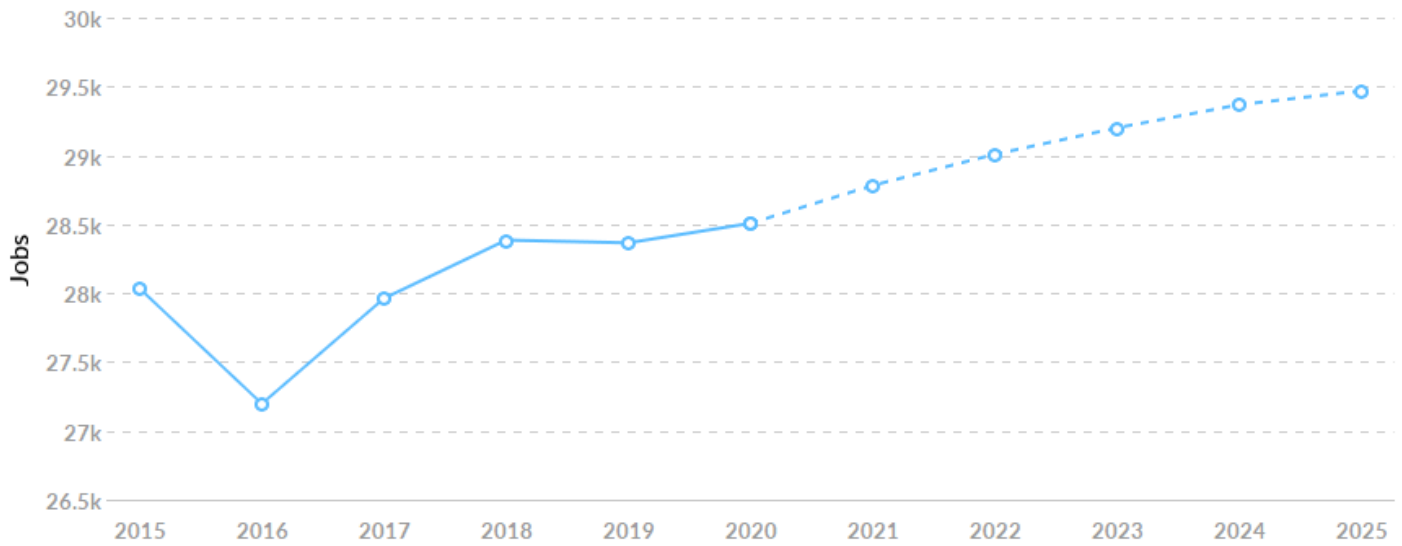
As of 2020 the region's population **increased by 3.8%** since 2015, growing by 3,584. Population is expected to **increase by 4.2%** between 2020 and 2025, adding 4,098.



Timeframe	Population
2015	93,192
2016	93,966
2017	94,997
2018	95,656
2019	96,080
2020	96,776
2021	97,593
2022	98,416
2023	99,244
2024	100,069
2025	100,874

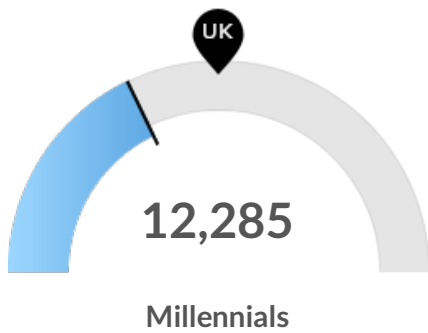
Job Trends

From 2015 to 2020, jobs increased by 1.7% in Rother from 28,033 to **28,507**. This change fell short of the national growth rate of 5.5% by 3.8%.

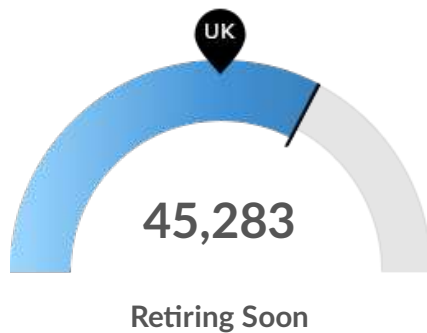


Timeframe	Jobs
2015	28,033
2016	27,197
2017	27,962
2018	28,385
2019	28,365
2020	28,507
2021	28,782
2022	29,008
2023	29,200
2024	29,368
2025	29,469

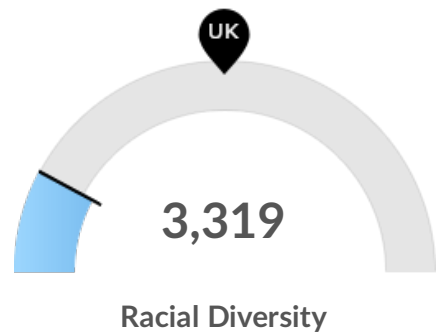
Population Characteristics



Rother has 12,285 millennials (ages 25-39). The national average for an area this size is 19,285.



Retirement risk is high in Rother. The national average for an area this size is 29,539 people 55 or older, while there are 45,283 here.



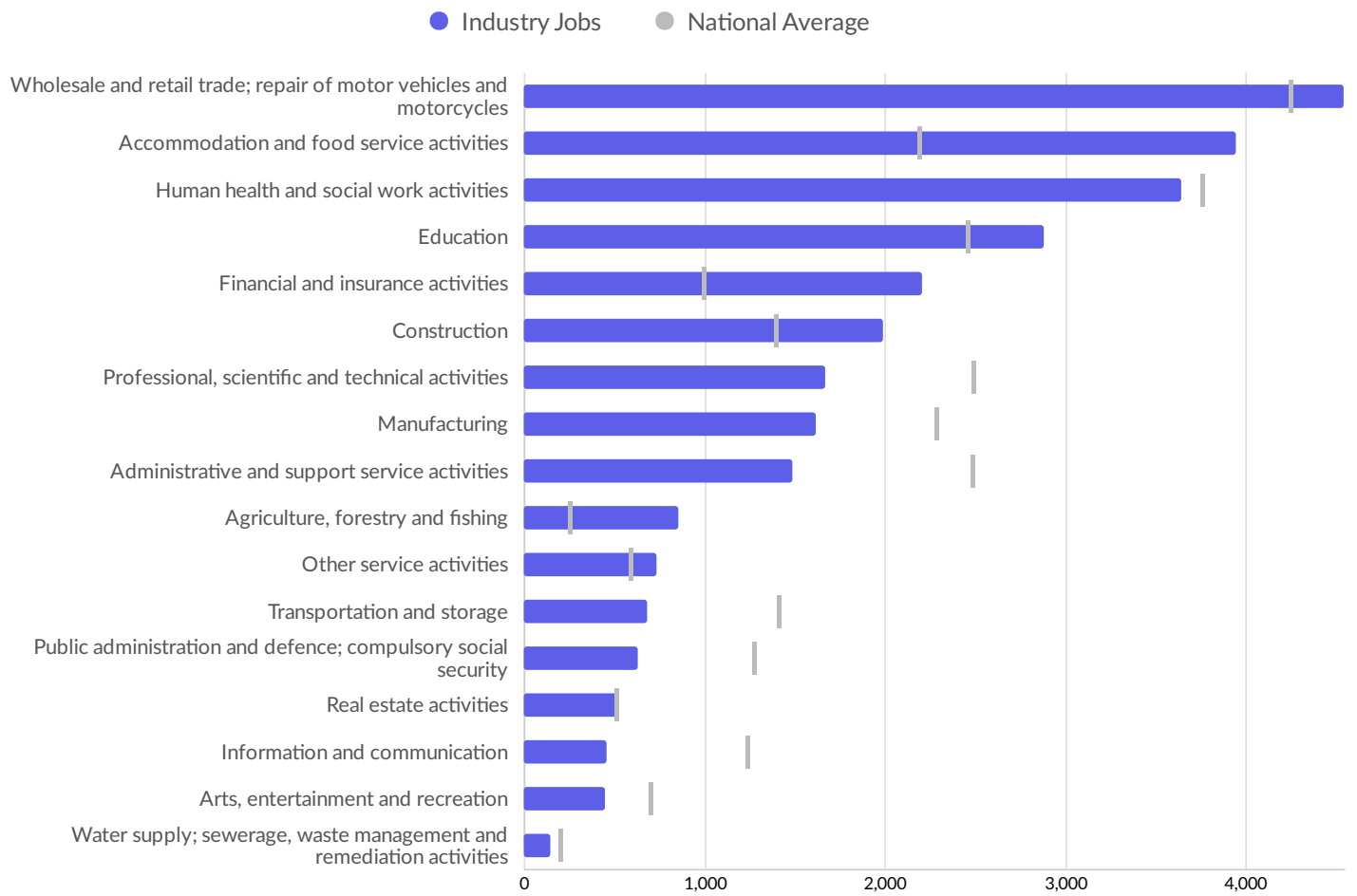
Racial diversity is low in Rother. The national average for an area this size is 13,488 racially diverse people, while there are 3,319 here.

Industry Characteristics

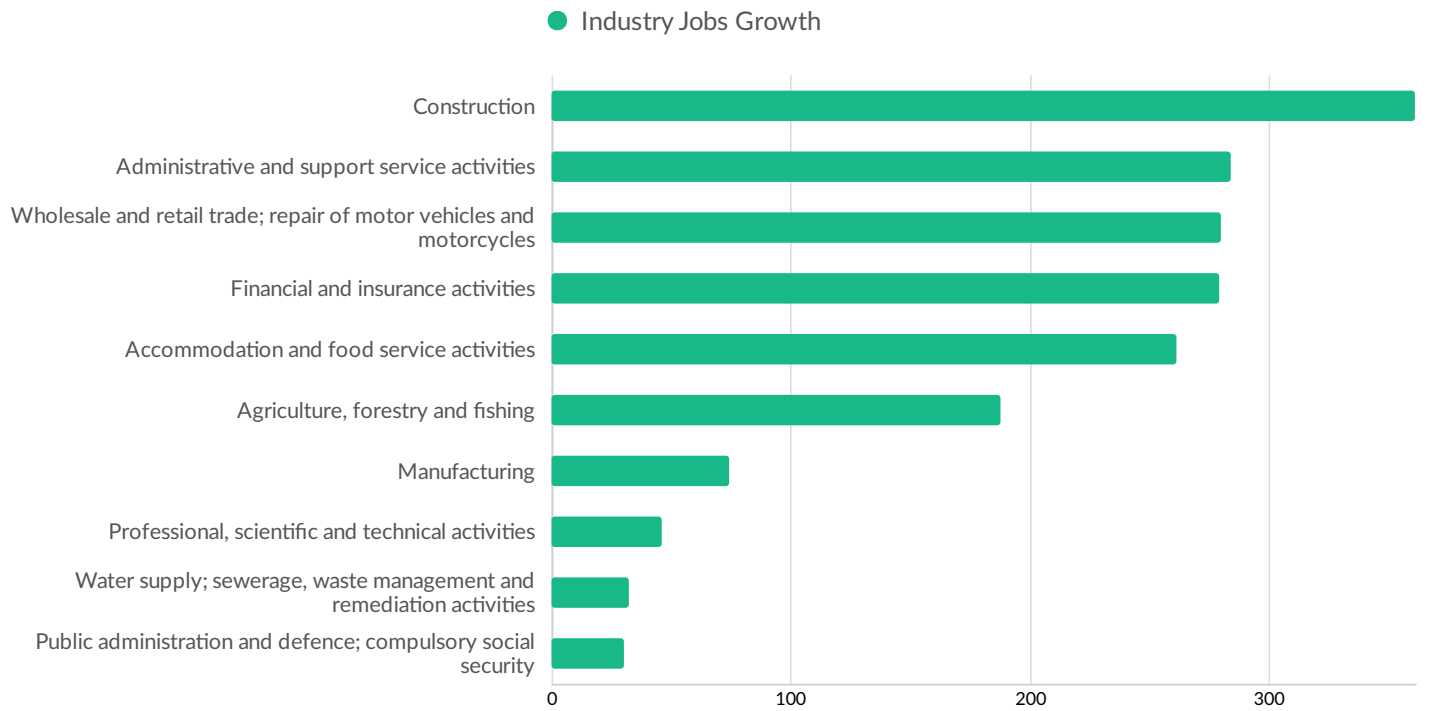
Industry Overview

Industry	Total Jobs	Avg. Wages Per Job (2020)	Industry LQ	% Job Change (2015 - 2020)	GVA (2018)	% of Total GVA
Manufacture of plaster products for construction purposes	120	£31,982	55.75	-9.19%	£4,336,824	0.48%
Manufacture of bricks, tiles and construction products, in baked clay	95	£29,052	24.49	-39.10%	£4,422,392	0.48%
Activities of insurance agents and brokers	2,023	£26,054	18.04	5,166.83%	£60,431,786	6.62%
Camping grounds, recreational vehicle parks and trailer parks	609	£28,656	16.49	56.26%	£11,069,881	1.21%
Manufacture of other products of wood; manufacture of articles of cork, straw and plaiting materials	93	£20,291	16.14	53.79%	£627,552	0.07%
Removal services	125	£22,260	7.88	-25.43%	£4,880,219	0.53%
Manufacture of other builders' carpentry and joinery	319	£25,704	6.82	271.25%	£5,148,289	0.56%
Manufacture of plastics and rubber machinery	14	£30,192	6.34	13.38%	£57,432	0.01%
Specialist medical practice activities	168	£18,905	6.33	-28.25%	£3,184,382	0.35%
Manufacture of other non-metallic mineral products n.e.c.	38	£36,231	6.18	1.61%	£2,275,018	0.25%

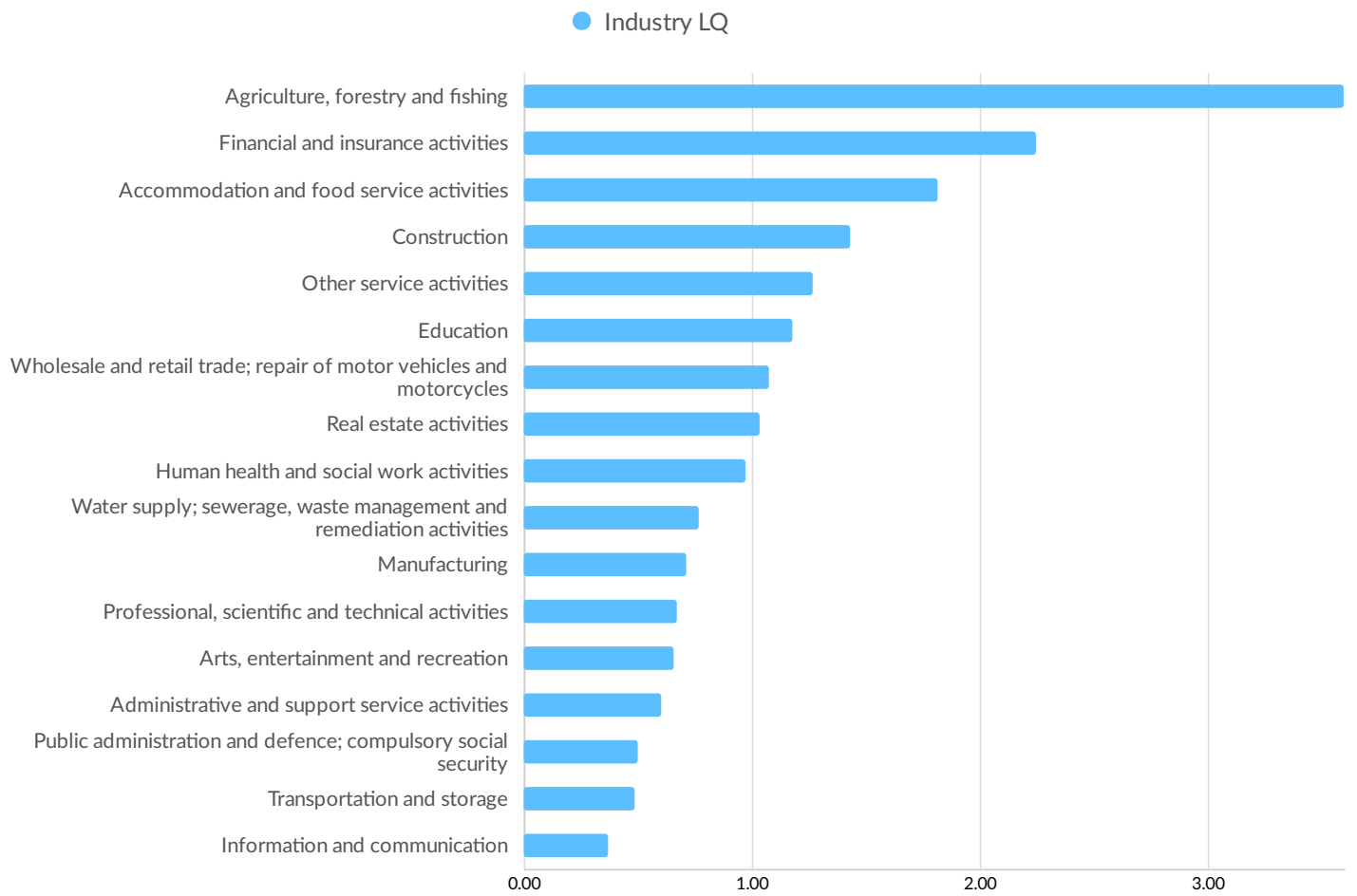
Largest Industries



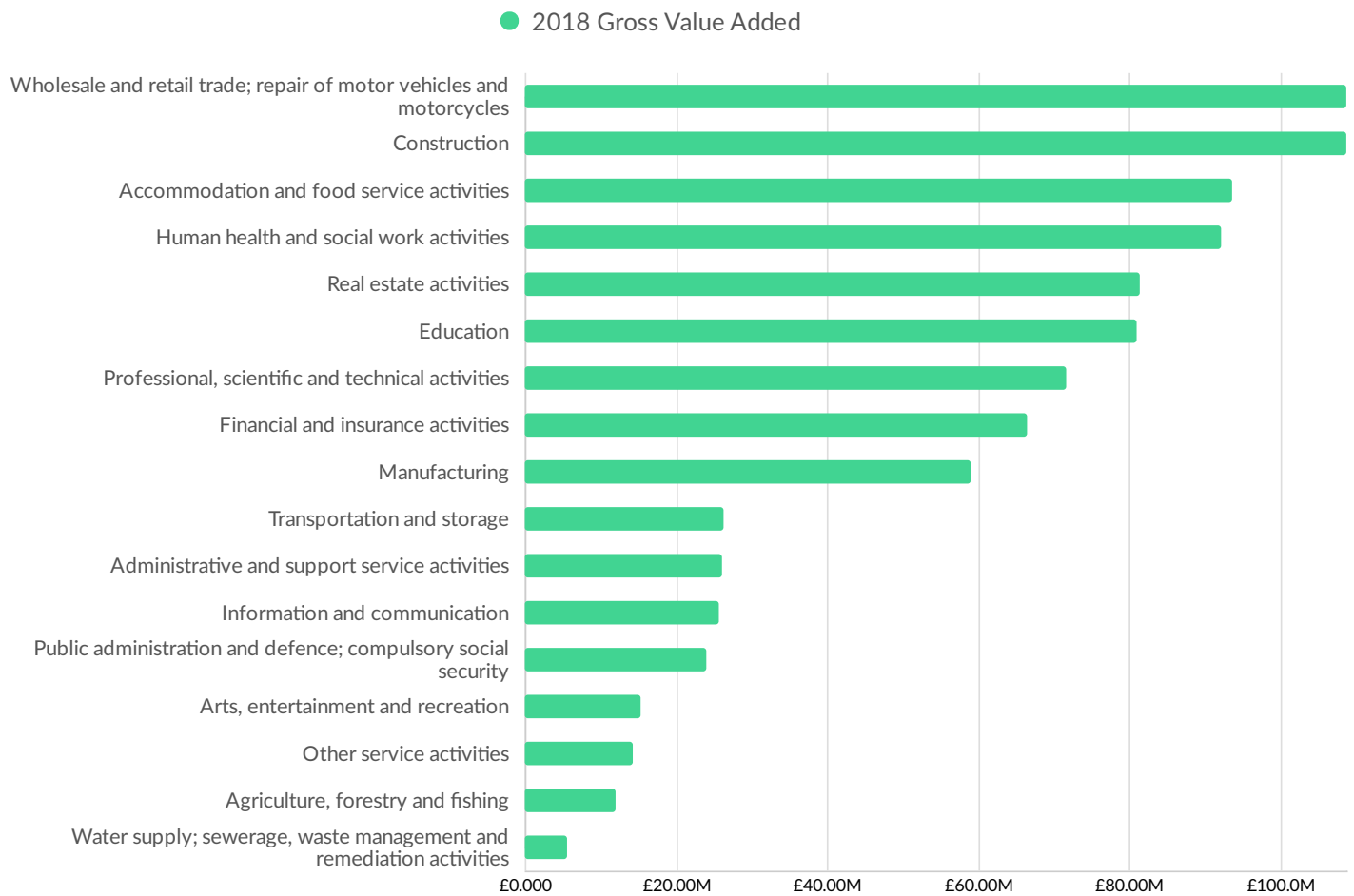
Top Growing Industries



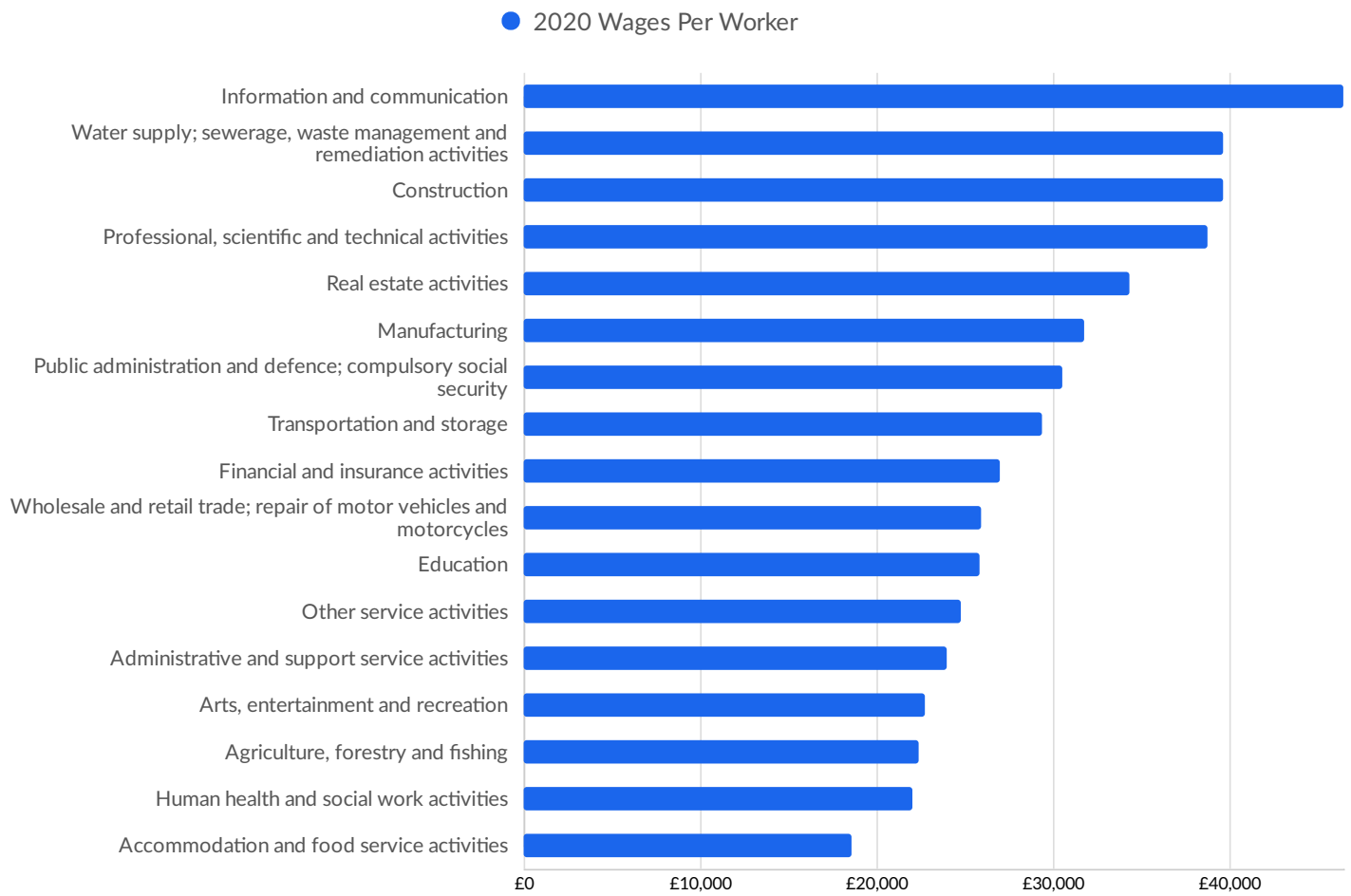
Top Industry LQ



Top Industry GVA

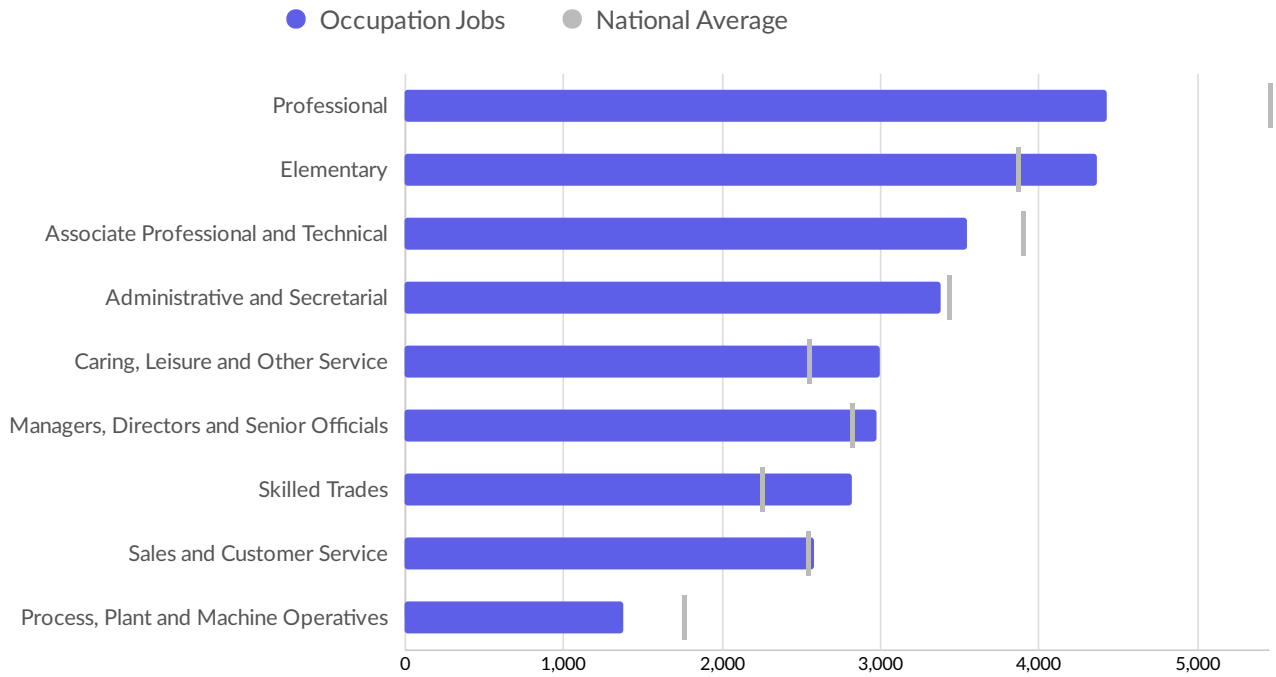


Top Industry Wages

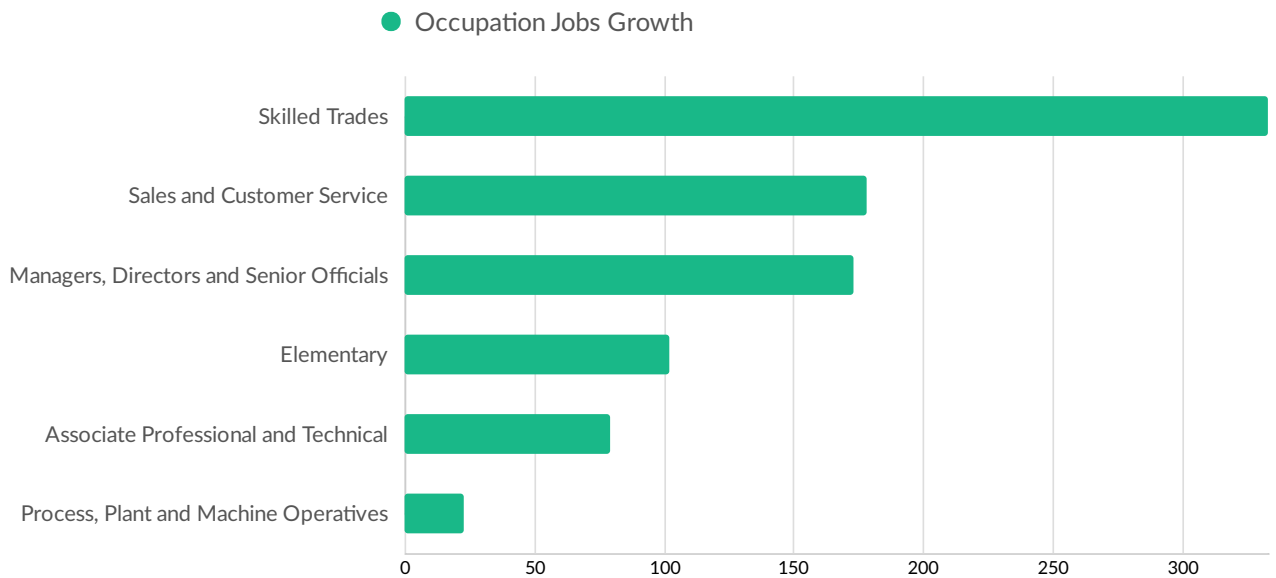


Workforce Characteristics

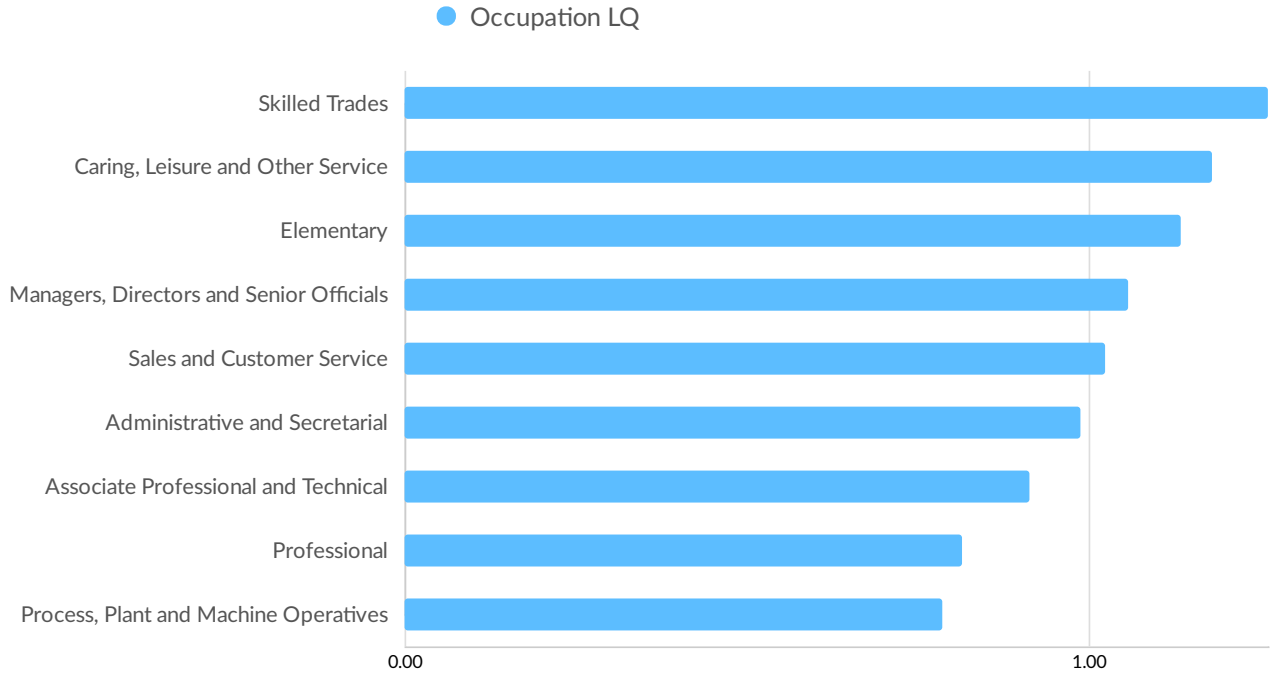
Largest Occupations



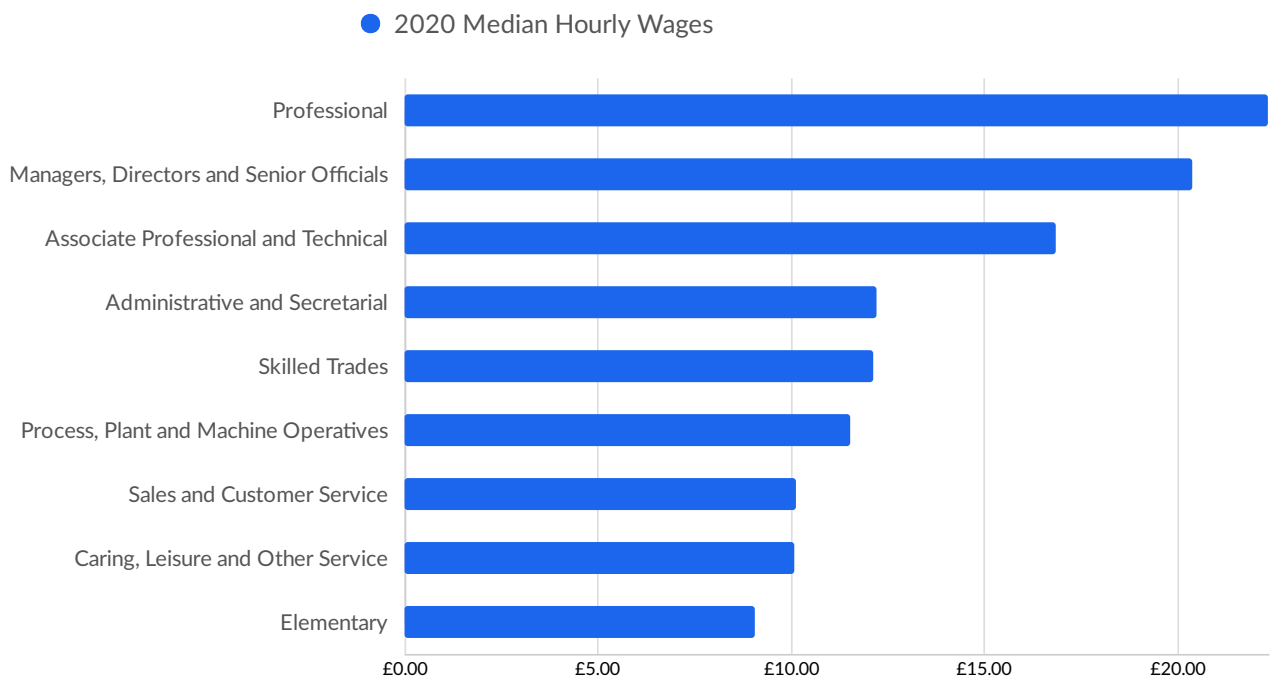
Top Growing Occupations



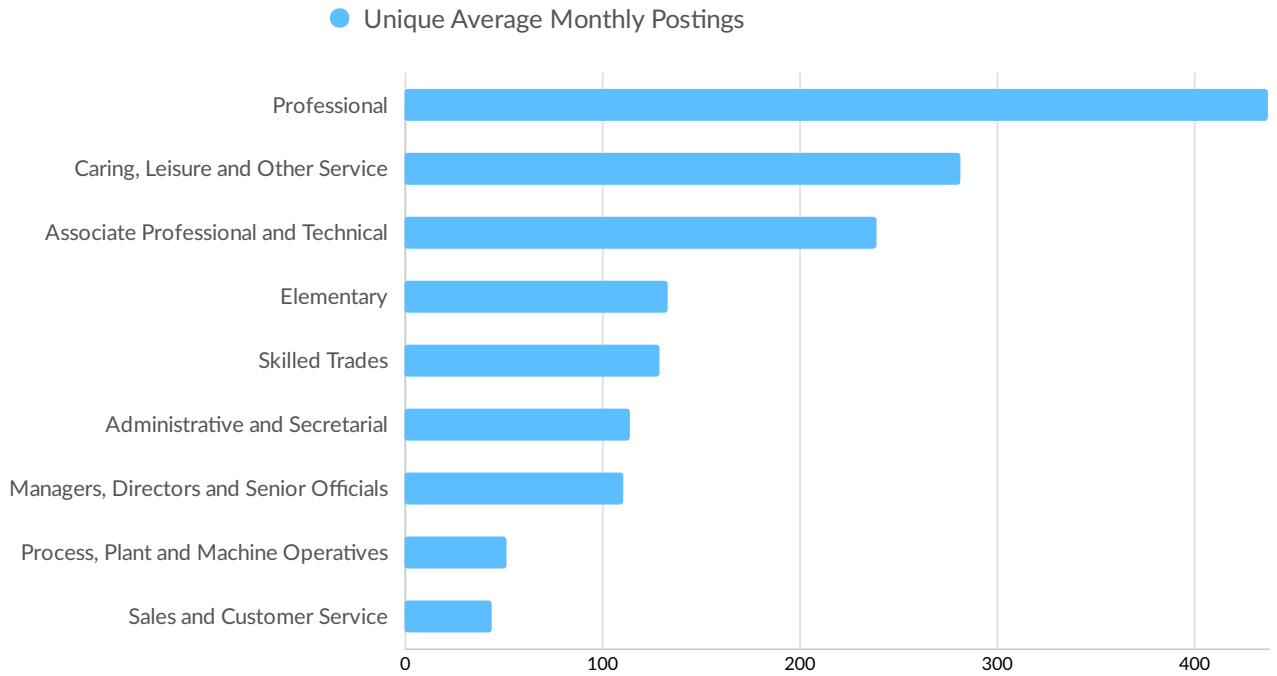
Top Occupation LQ



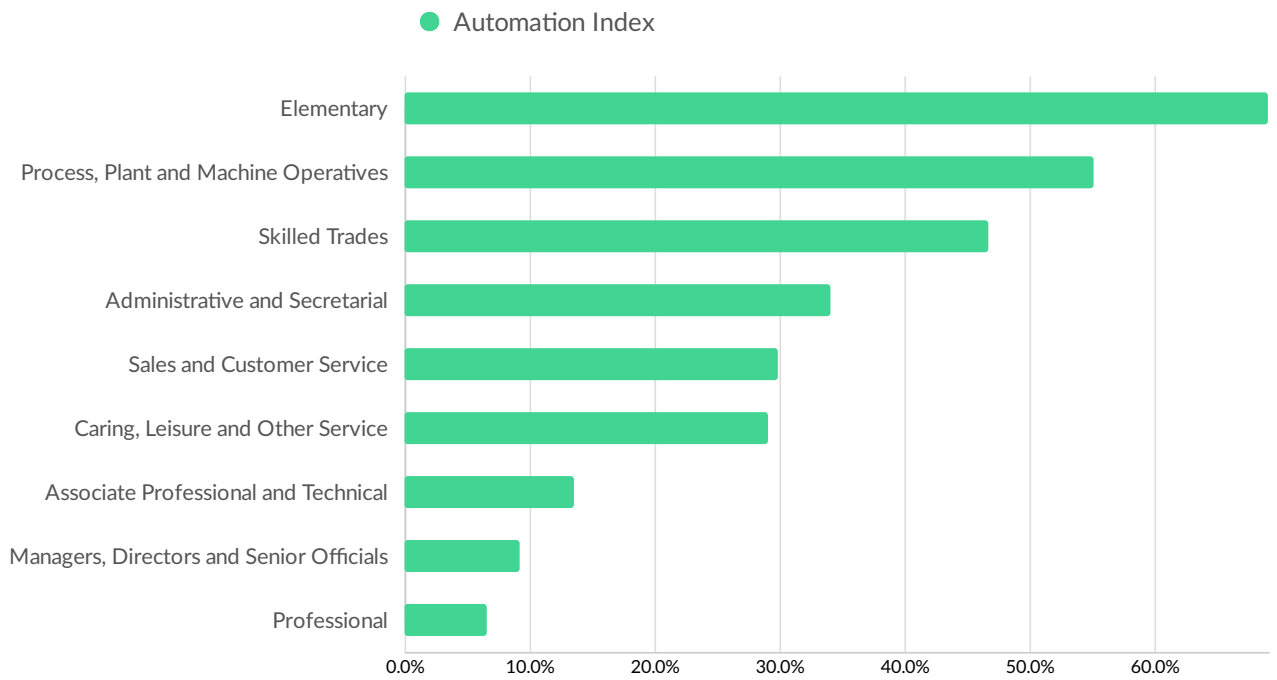
Top Occupation Wages



Top Posted Occupations



Automation Index



In-Demand Skills

