



Swale

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Report Parameters

1 Local Authority

E07000113 Swale

Class of Worker

Employees

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

Economy Overview

151,311

Population (2020)

Population **grew by 8,846** over the last 5 years and is projected to **grow by 7,459** over the next 5 years.

49,261

Total Regional Employment

Jobs **grew by 179** over the last 5 years and are projected to **grow by 1,471** over the next 5 years.

£29.7k

Avg. Wages Per Job (2020)

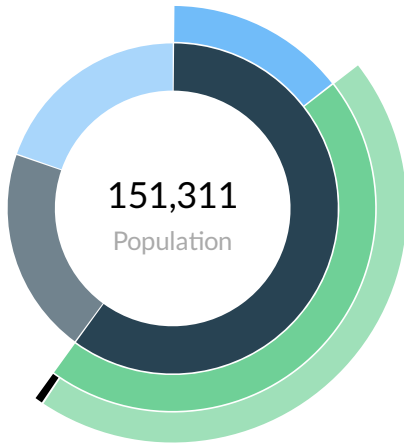
Regional average wages per job are **£565 below** the national average wages of £30.2k per job.

Takeaways

- As of 2020 the region's population **increased by 6.2%** since 2015, growing by 8,846. Population is expected to **increase by 4.9%** between 2020 and 2025, adding 7,459.
- From 2015 to 2020, jobs **increased by 0.4%** in Swale from 49,082 to **49,261**. This change **fell short of the national growth rate of 5.5% by 5.1%**.
- Concerning educational attainment, **19.5% of Swale residents possess a Degree or Equivalent and Above - SCQF L9** (12.8% below the national average), and **6.9% hold a Higher Education Below Degree Level - SCQF L7-8** (1.4% below the national average).
- The top three industries in 2020 are Primary education, Retail sale in non-specialised stores with food, beverages or tobacco predominating, and Warehousing and storage.

	Population (2020)	Jobs (2020)	GVA	Imports	Exports
Region	151,311	49,261	£1.92b	£5.15b	£3.19b
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)	90,733
● Not in Labour Force	21,785
● Labour Force	68,948
● Employed	67,950
● Unemployed	998
● Under 16	30,687
● Over 64	29,892

Educational Attainment

Concerning educational attainment, **19.5% of Swale residents possess a Degree or Equivalent and Above - SCQF L9** (12.8% below the national average), and **6.9% hold a Higher Education Below Degree Level - SCQF L7-8** (1.4% below the national average).



	% of Population	Population
● No Qualifications (NVQ)	8.7%	7,865
● Other Qualifications (NVQ)	7.0%	6,349
● NVQ 1 - SCQF L4	14.7%	13,293
● NVQ 2 - SCQF L5	21.0%	19,094
● Trade Apprenticeships	2.9%	2,615
● NVQ 3 - SCQF L6	19.3%	17,491
● Higher Education Below Degree Level - SCQF L7-8	6.9%	6,300
● Degree or Equivalent and Above - SCQF L9	19.5%	17,727

Demographics

2020 Age Cohort Demographics



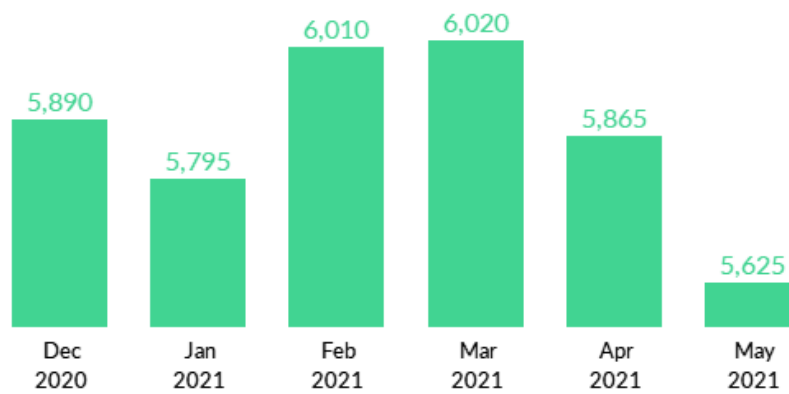
Age Cohort	2020 Population	2020 Percent
Under 16 years	30,687	20.3%
16 to 34 years	32,154	21.3%
35 to 54 years	38,526	25.5%
55 to 74 years	36,686	24.2%
75 years and over	13,258	8.8%

2020 Ethnicity Demographics



Ethnicity	2020 Population	2020 Percent
All Other Ethnicities	2,045	1.4%
Asian or Asian British: Indian	651	0.4%
Black or Black British: Black African	1,309	0.9%
Mixed: All Mixed	1,894	1.3%
White	145,413	96.1%

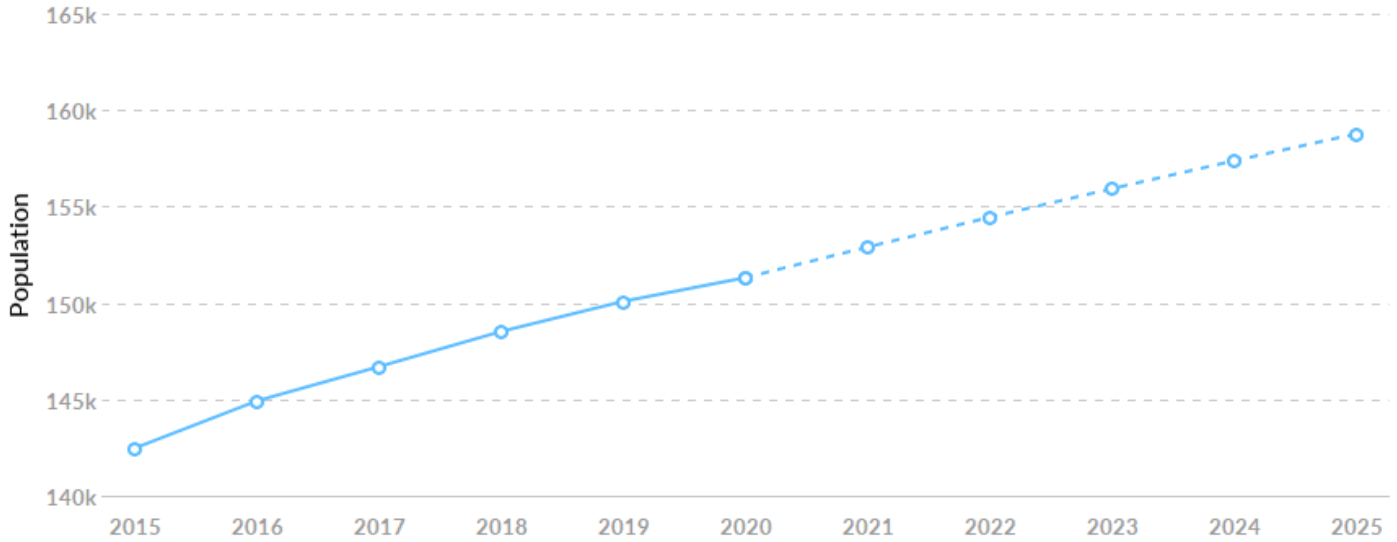
Full Claimant Counts



Historic & Projected Trends

Population Trends

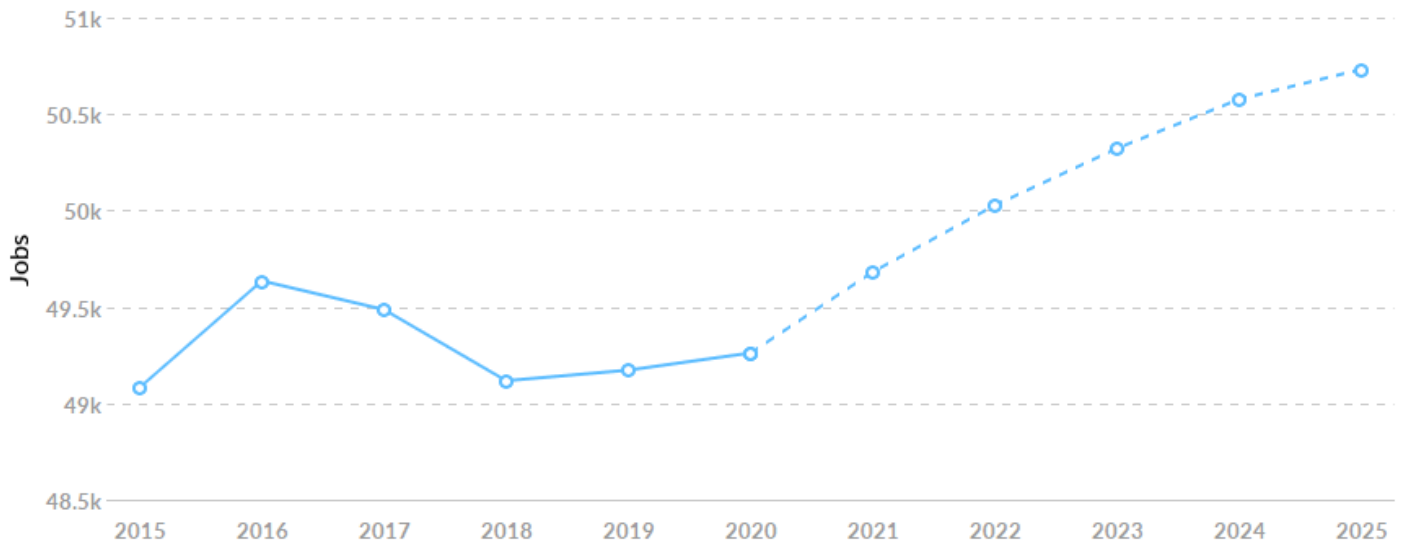
As of 2020 the region's population **increased by 6.2%** since 2015, growing by 8,846. Population is expected to **increase by 4.9%** between 2020 and 2025, adding 7,459.



Timeframe	Population
2015	142,465
2016	144,917
2017	146,694
2018	148,519
2019	150,082
2020	151,311
2021	152,899
2022	154,442
2023	155,925
2024	157,373
2025	158,770

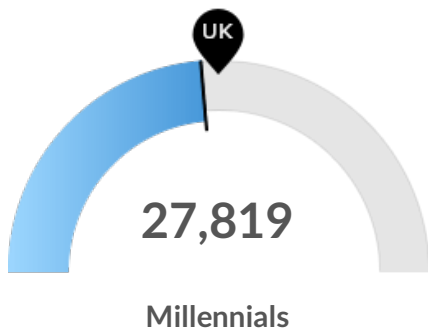
Job Trends

From 2015 to 2020, jobs increased by 0.4% in Swale from 49,082 to 49,261. This change fell short of the national growth rate of 5.5% by 5.1%.

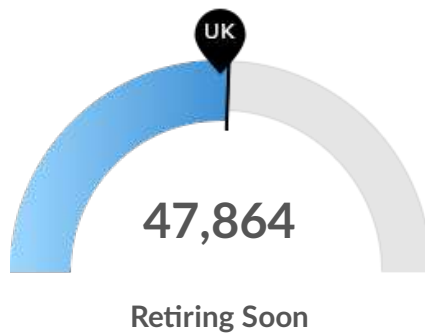


Timeframe	Jobs
2015	49,082
2016	49,635
2017	49,486
2018	49,117
2019	49,172
2020	49,261
2021	49,681
2022	50,027
2023	50,322
2024	50,577
2025	50,732

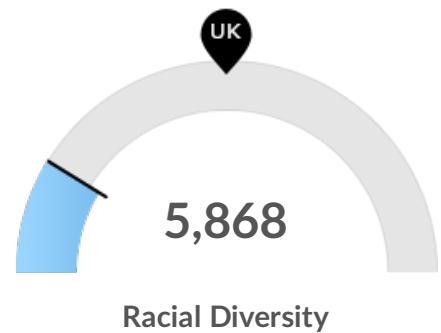
Population Characteristics



Swale has 27,819 millennials (ages 25-39). The national average for an area this size is 30,124.



Retirement risk is about average in Swale. The national average for an area this size is 46,141 people 55 or older, while there are 47,864 here.



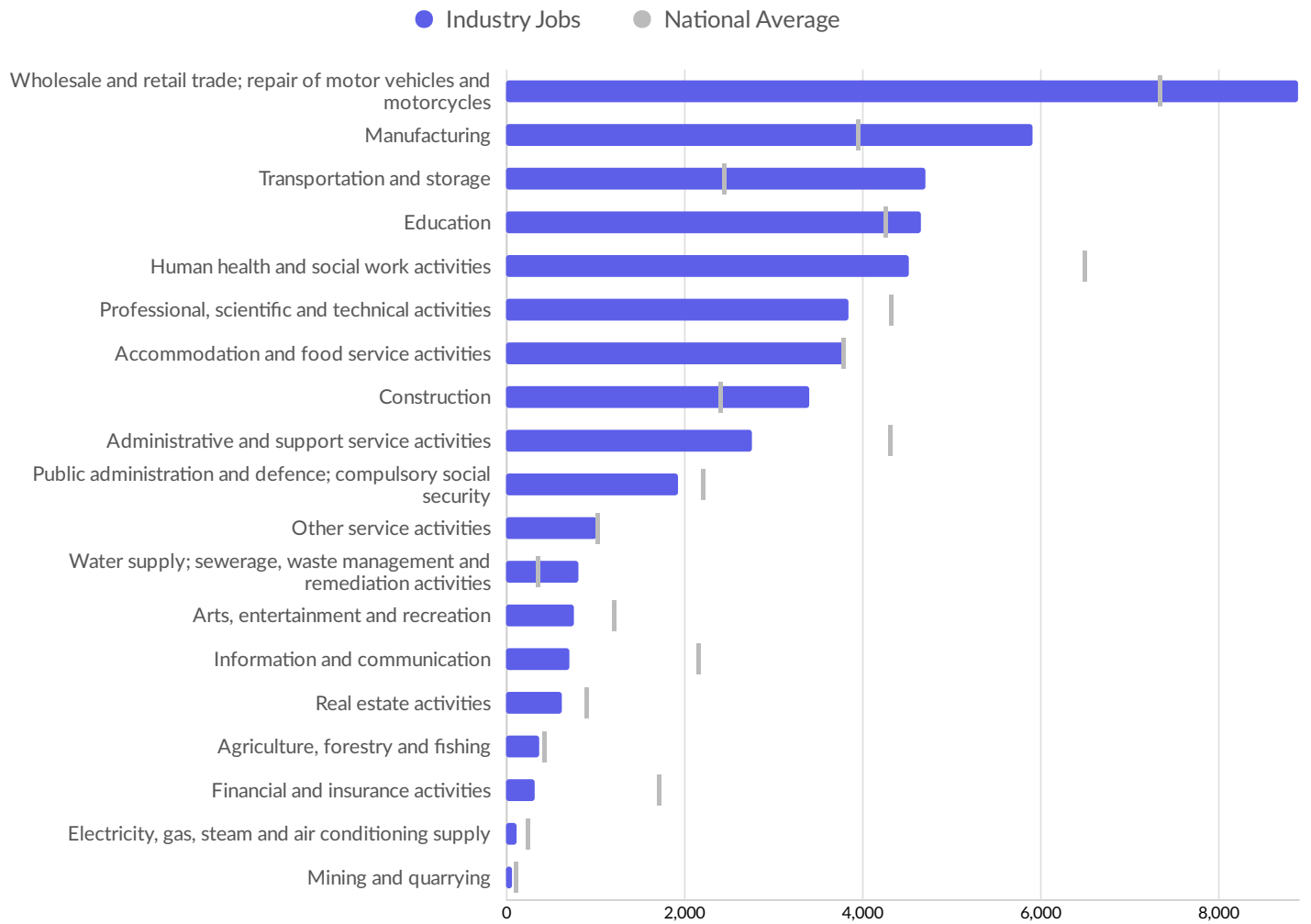
Racial diversity is low in Swale. The national average for an area this size is 21,069 racially diverse people, while there are 5,868 here.

Industry Characteristics

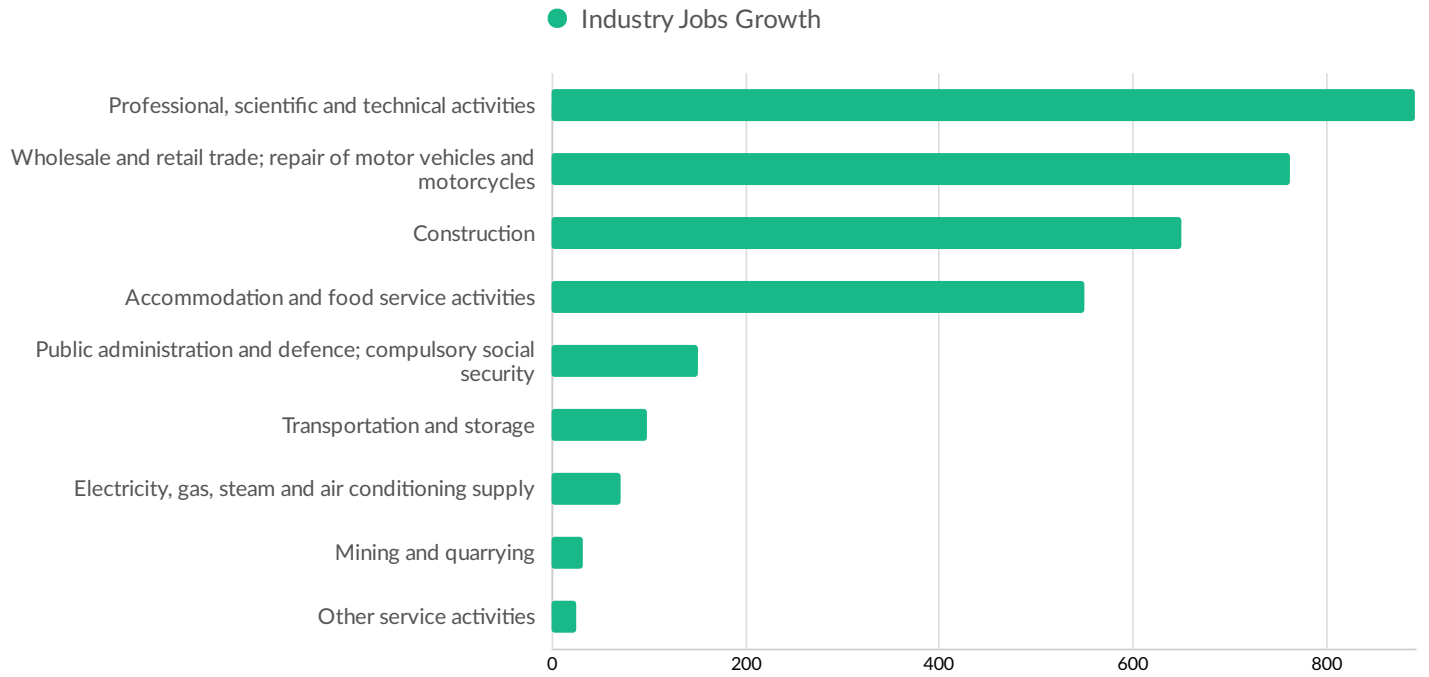
Industry Overview

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	342	£31,982	91.71	35.95%	£11,131,996	0.58%
Manufacture of machinery for textile, apparel and leather production	102	£34,955	52.78	9.72%	£3,520,022	0.18%
Manufacture of paper and paperboard	270	£47,834	18.93	-34.17%	£20,107,471	1.05%
Manufacture of bicycles and invalid carriages	56	£31,220	14.25	0.54%	£1,631,926	0.09%
Manufacture of prepared pet foods	136	£32,024	13.61	164.53%	£2,805,821	0.15%
Post-harvest crop activities	25	£20,031	12.53	-83.09%	£7,073,193	0.37%
Wholesale of fruit and vegetables	600	£35,110	10.85	1,570.61%	£5,079,675	0.27%
Repair of other equipment	86	£33,299	10.41	377.68%	£3,308,539	0.17%
Manufacture of prepared meals and dishes	455	£30,969	10.12	62.10%	£11,979,467	0.63%
Repair of electrical equipment	115	£40,544	10.07	-20.48%	£4,384,011	0.23%

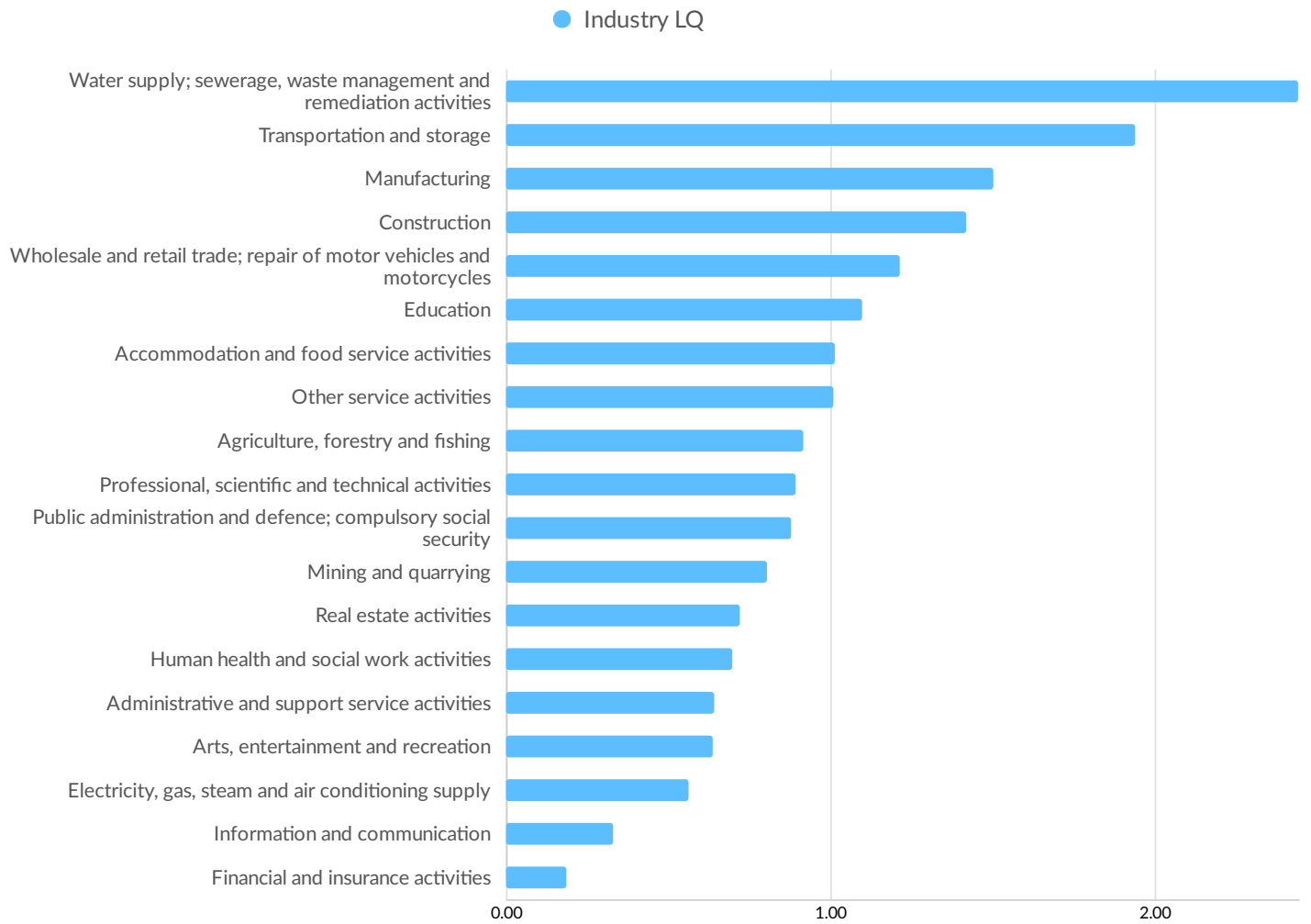
Largest Industries



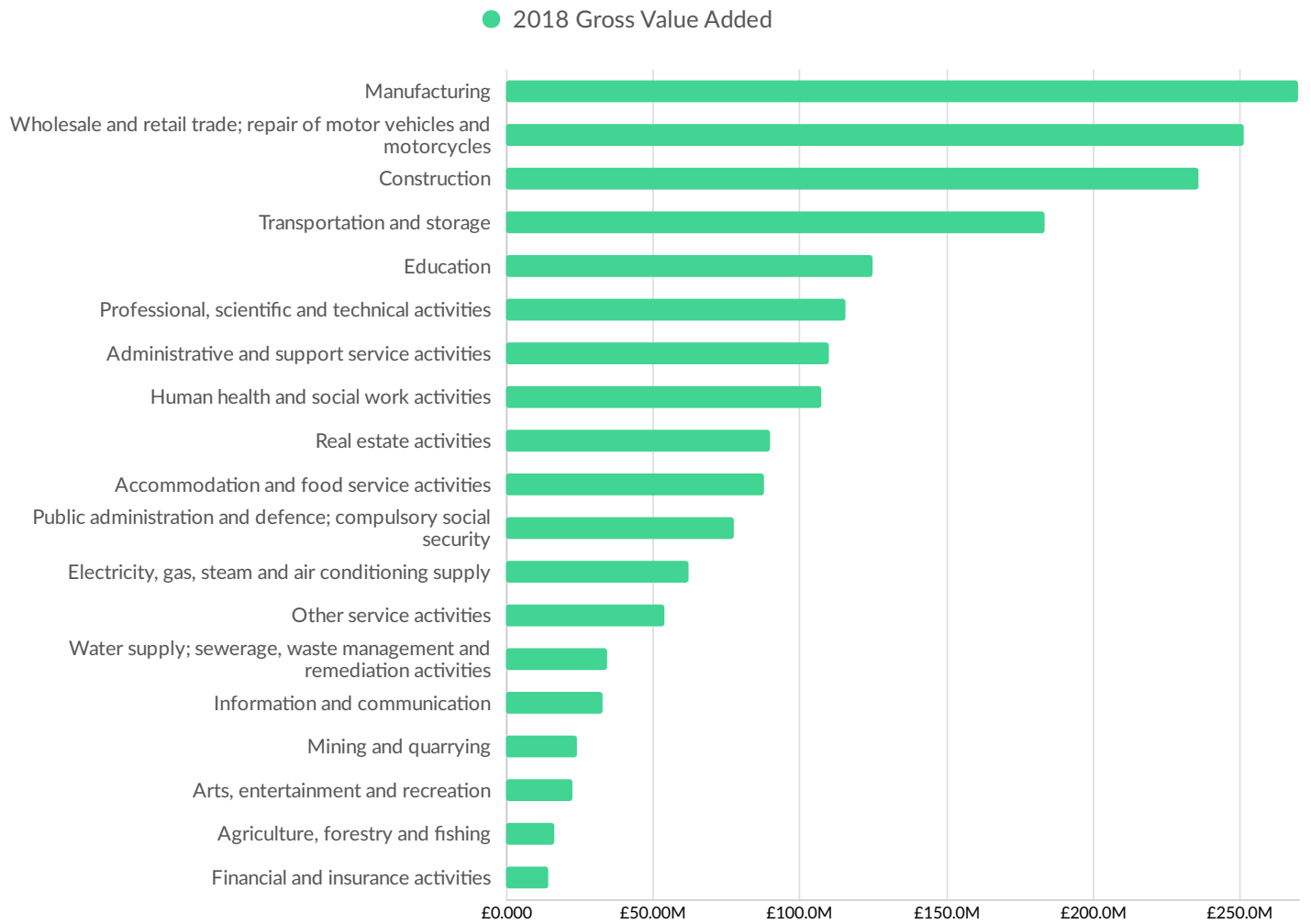
Top Growing Industries



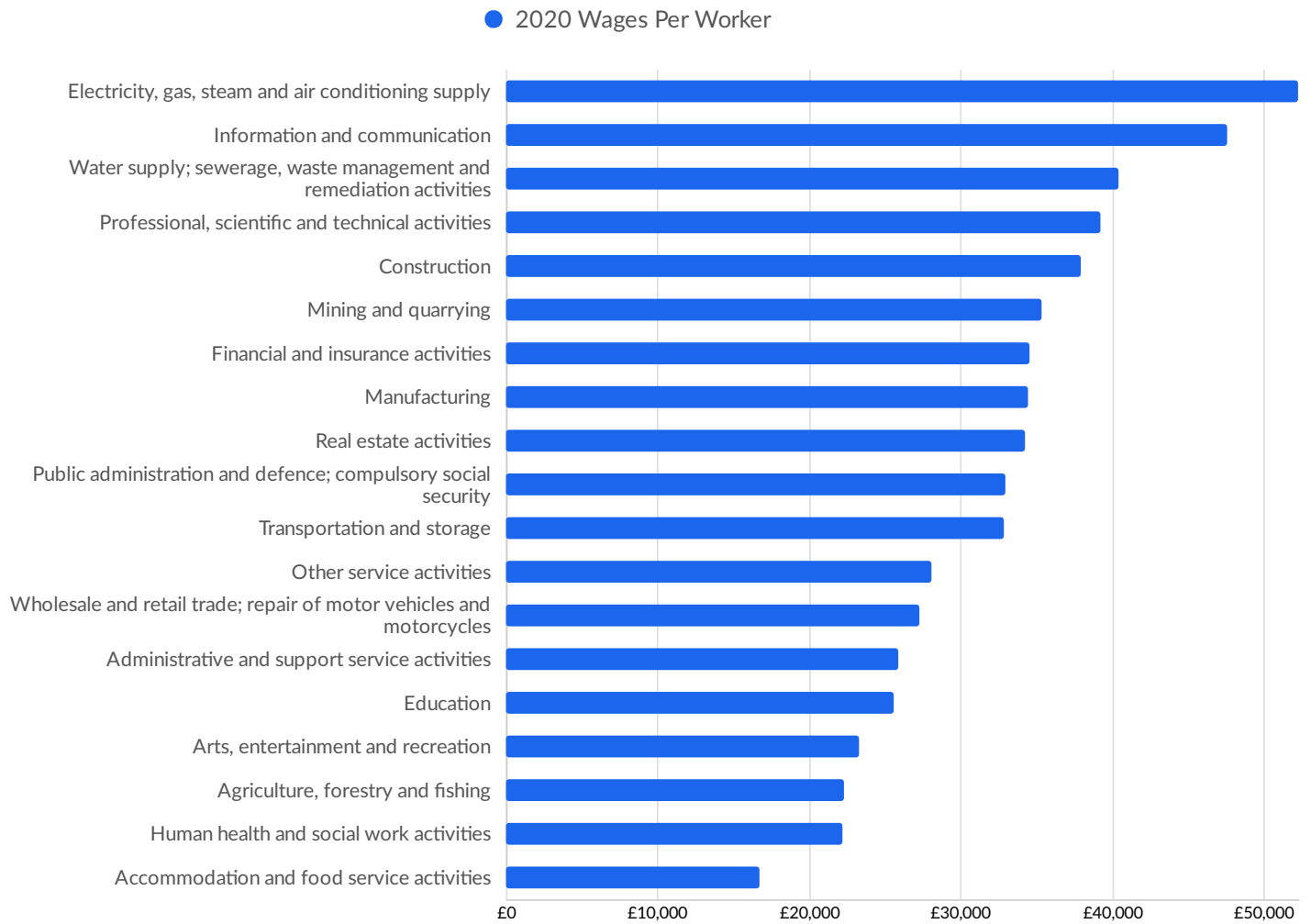
Top Industry LQ



Top Industry GVA

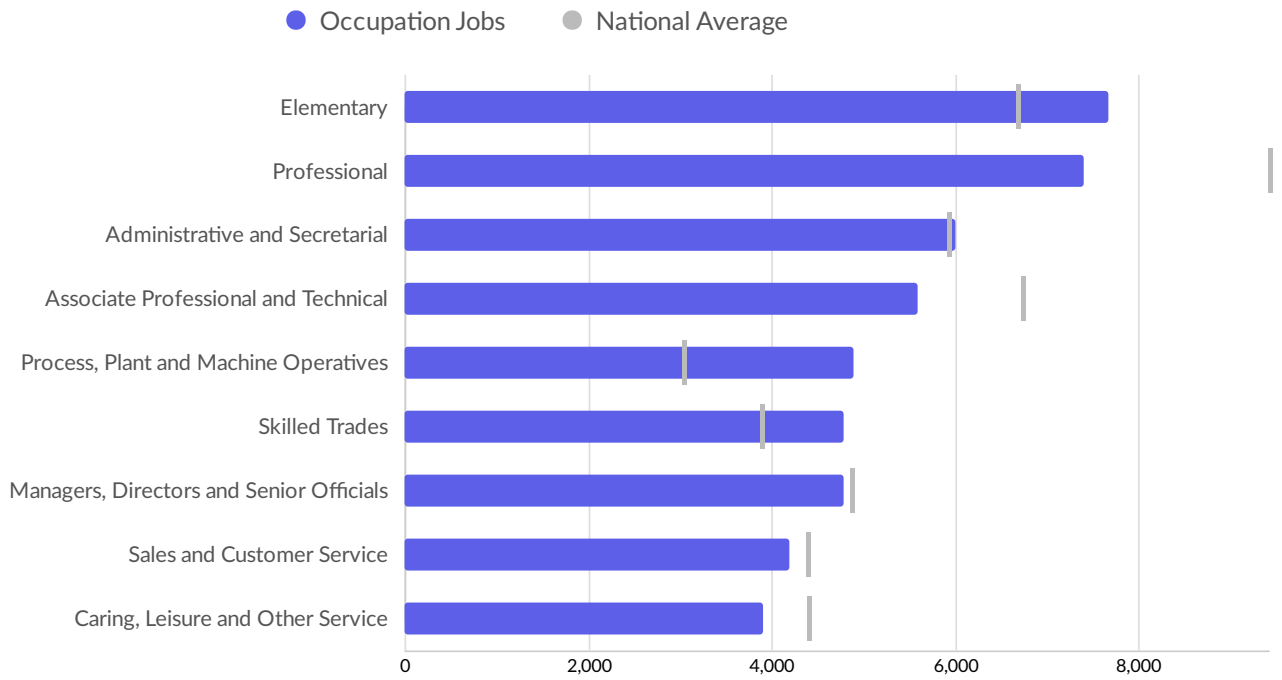


Top Industry Wages

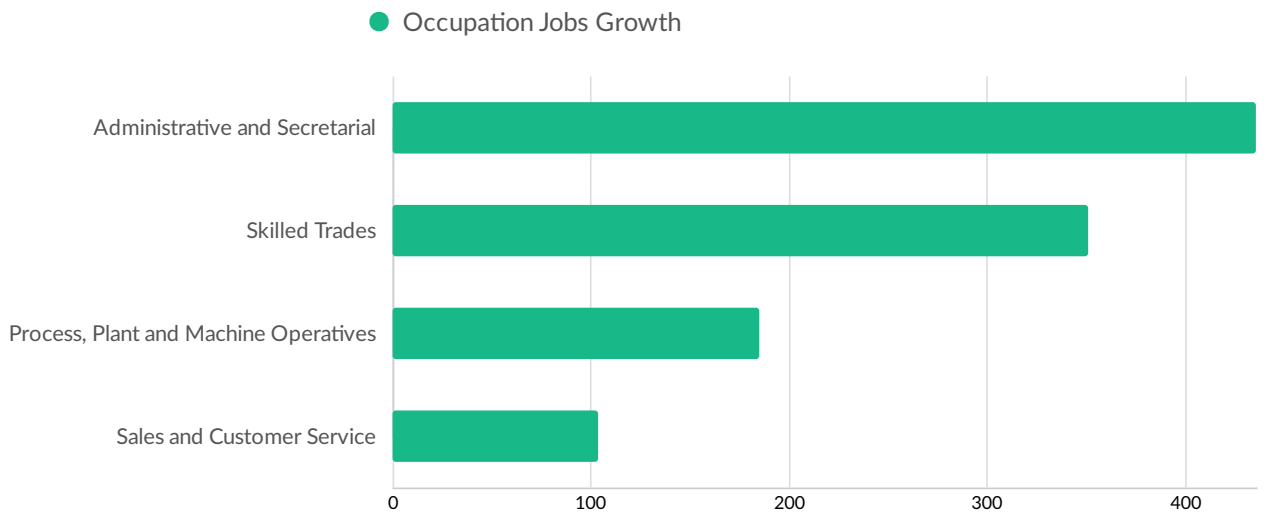


Workforce Characteristics

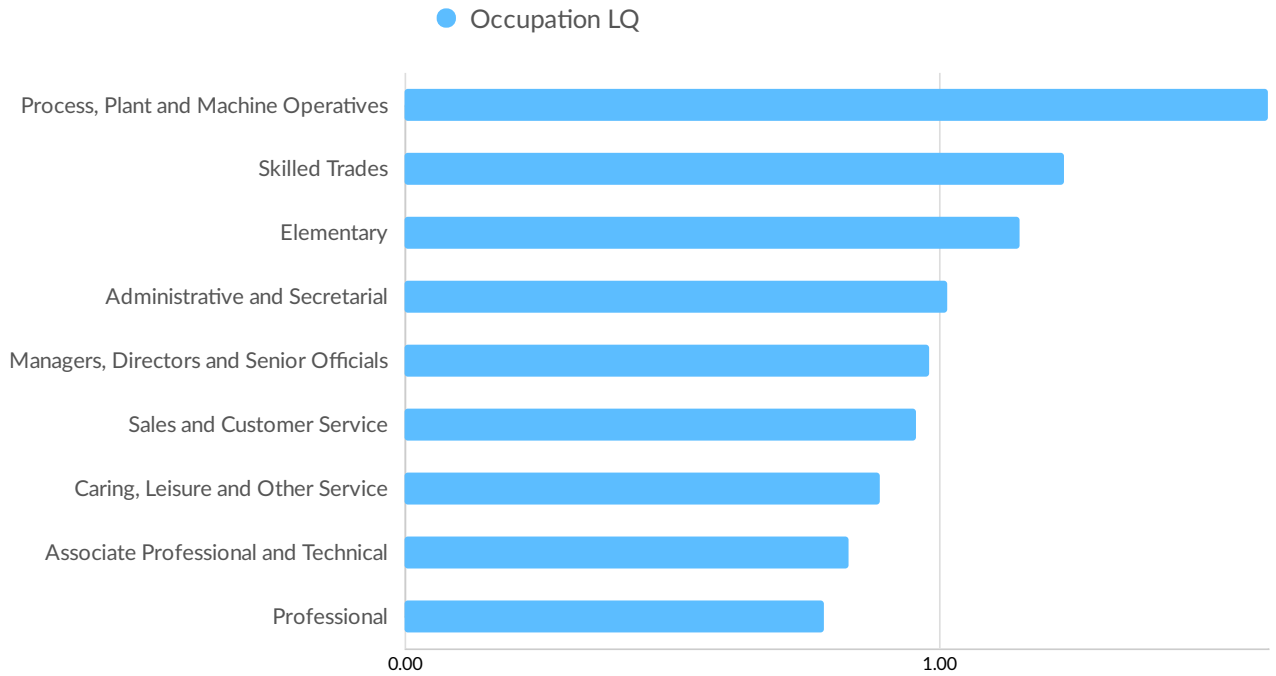
Largest Occupations



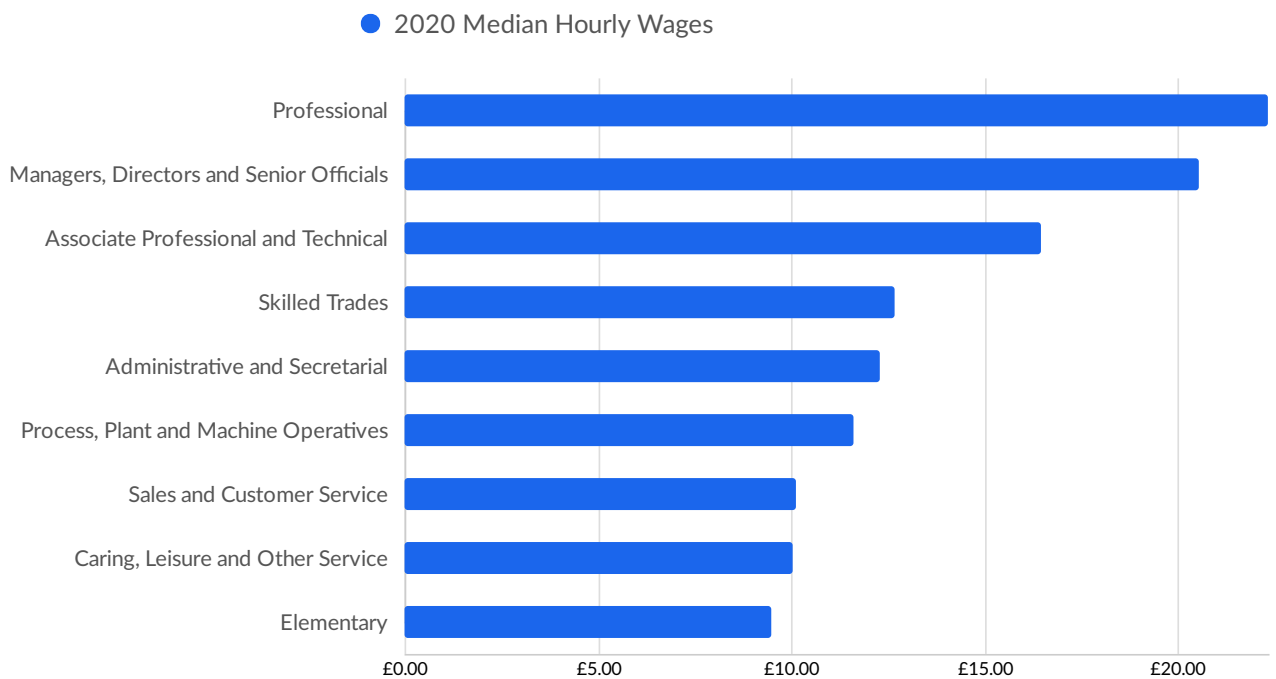
Top Growing Occupations



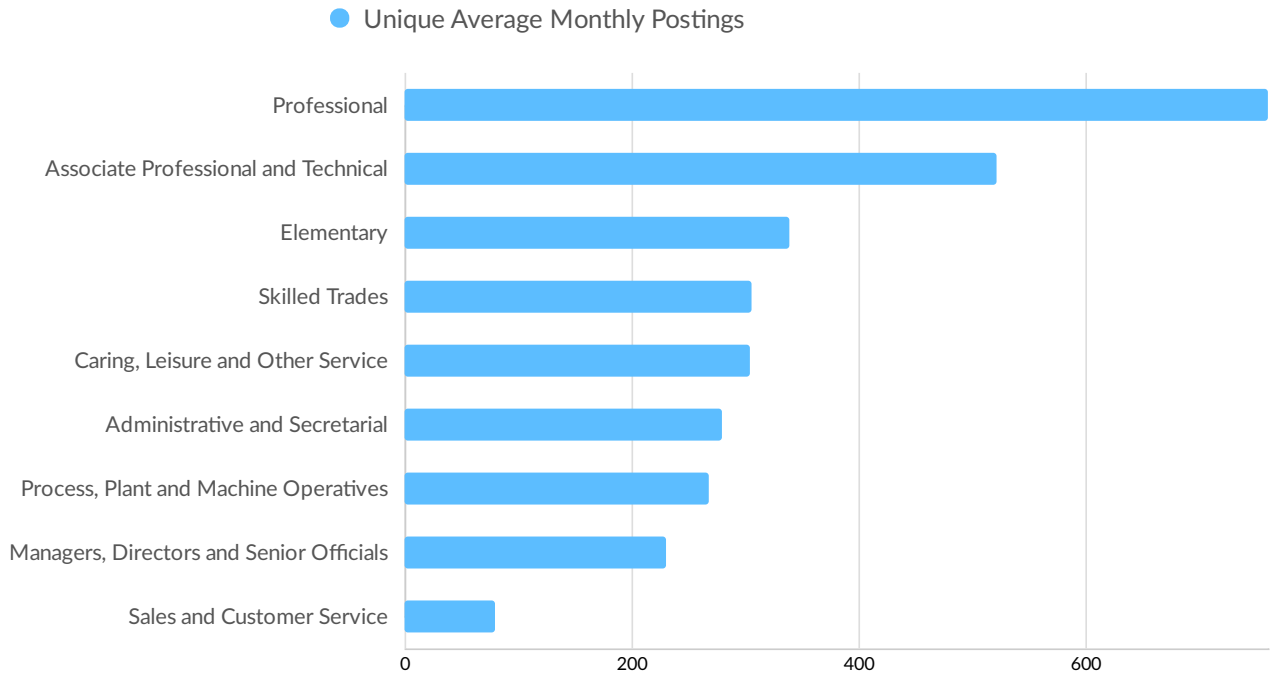
Top Occupation LQ



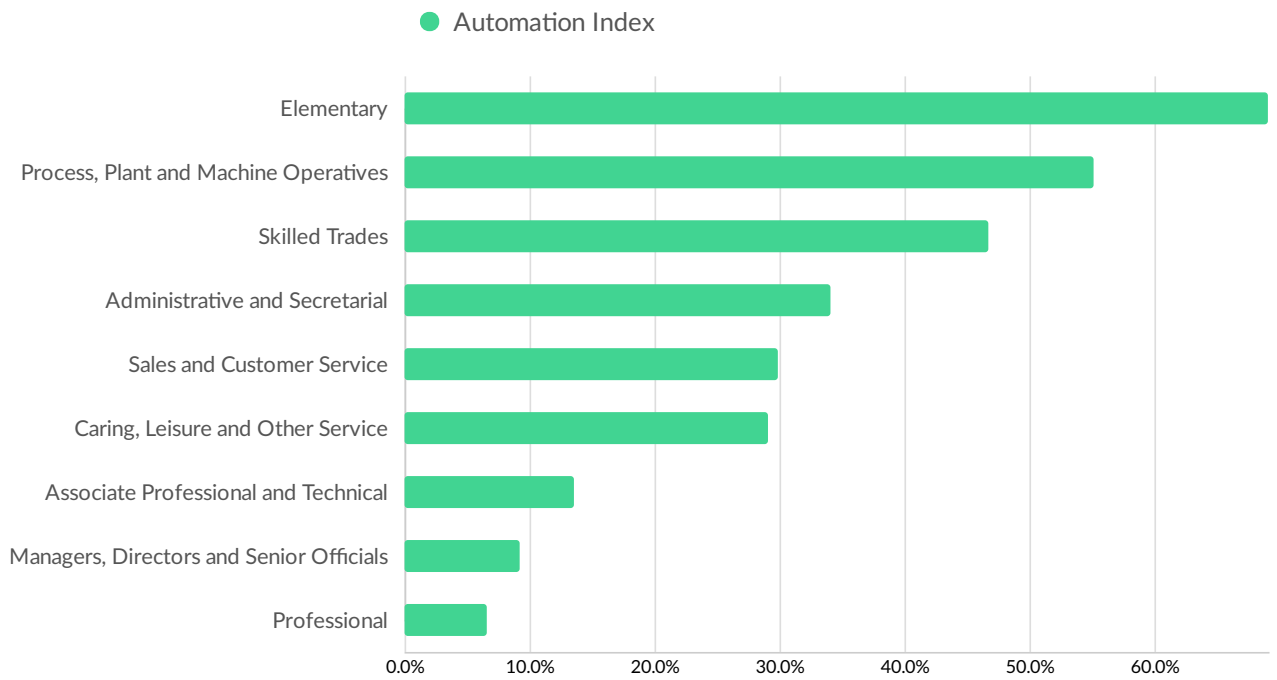
Top Occupation Wages



Top Posted Occupations



Automation Index



In-Demand Skills

