

Kent Economic Indicators (revised)

Data is included for 12 indicators from a variety of sources. The latest data available as of September 2022 is presented.

This bulletin was revised on 14 December 2022 and supersedes the bulletin published in September 2022.

NOTE: The term “Kent” refers to the Kent County Council area and excludes Medway.

Further Information

Kent Analytics
Kent County Council
Invicta House
Maidstone
Kent
ME14 1XQ

Email:
research@kent.gov.uk

Tel: 03000 417444

[Facts and figures about Kent](#)

This bulletin presents a summary of the economy at county and district level based on twelve economic indicators.

The analysis uses two models: one at County level, the other at District level.

The County-level model summarises a range of indicators for all 152 County and Unitary Authorities in England.

The district-level model does the same for the 309 District and Unitary Authorities in England.

In both models, the performance chart shows how each area performs compared to the national median, based on these indicators.

Contents

Kent Economic Indicators (revised)	0
Methodology	2
Indicators	2
Publication dates/survey dates	3
Kent County Council area	6
Ashford	8
Canterbury	10
Dartford	12
Dover	14
Folkestone & Hythe	16
Gravesham	18
Maidstone	20
Sevenoaks	22
Swale	24
Thanet	26
Tonbridge & Malling	28
Tunbridge Wells	30
Medway	32

Introduction

Methodology

The County-level model summarises a range of indicators for all 152 County and Unitary Authorities in England, ranks the indicators and then converts the ranks to percent-ranks (a rank score out of 100). This standardises all the scores and enables direct comparison of what are very disparate indicator values.

The district-level model does the same for the 309 District and Unitary Authorities in England.

In ranking the indicators, the order in which they are ranked has been set so that the higher the score the “better” the outcome. So, for example the earnings indicators are ranked in ascending order where the highest earnings (good) have a percent rank score of 100. In the case of unemployment however, the indicators are ranked in descending order, so that the lowest unemployment rates (good) have a percent rank score of 100. The closer to 100 the percent rank score is the better.

Indicators

12 indicators are used within the district and county models.

Unemployment – taken from the ONS Annual Population Survey model-based estimates of unemployment. This shows the percentage of all people aged 16+ without a job who were available to start work in the two weeks following their interview and who had either looked for work in the four weeks prior to interview or were waiting to start a job they had already obtained.

Job Density – This is an indicator of labour demand in an area showing the number of jobs available per working age resident. It is calculated by dividing the number of jobs in an area by the resident population aged 16-64. A job density of 1.0 would mean that there is one job for every resident aged 16-64. A density of less than 1 indicates there are fewer than 1 job per resident.

The total number of jobs is a workplace-based measure and comprises employee jobs, self-employed, government-supported trainees and HM Forces.

Employees – This looks at the change in number of employees since 2015. This indicator uses Business Register and Employment Survey (BRES) data.

Employees in the Knowledge Economy – using figures from the BRES this shows the proportion of employees who are employed in the Knowledge Economy. The Knowledge Economy comprises those industries whose main purpose centres on knowledge or information, from highly technical industries and knowledge intensive services to creative industries. The knowledge economy has been identified as a key sector to drive future economic growth.

Employment rate – shows the proportion of those aged 16-64 who are in employment using data from the Annual Population Survey.

Earnings – using data from the Annual Survey of Hours and Earnings this looks at the average (median) weekly earnings on a resident and workplace basis.

GVA – using Office for National Statistics estimates which shows the GVA (the value of the goods and services produced in the economy) which is used to measure the overall economic well-being of an area. Data is shown as the amount of GVA per head of adult population.

Business Stock – this gives a snapshot of the number of vat registered businesses in the area. This data comes from the ONS Business Demography dataset.

3 Year Survival Rates – this shows the proportion of new businesses which remain surviving after 3 years of trading. This data comes from the ONS Business Demography dataset.

NVQ4+ - using figures from the Annual Population Survey this shows the proportion of the population aged 16-64 who are qualified to NVQ level 4 or above. This is based on a sample survey and results at district level may fluctuate.

NVQ2 - using figures from the Annual Population Survey this shows the proportion of the population aged 16-64 who are qualified to NVQ level 2 and above. This is based on a sample survey and results at district level may fluctuate.

Publication dates/survey dates

The charts and tables are published based on what is available at the time of publishing. The charts therefore show the latest data that is available as of September for each of the indicators. Some datasets lag in terms of their release date compared to their actual survey date. The following table sets out the actual survey dates for each dataset that are used in each performance chart.

Table 1: Year to which data relates

	2016	2017	2018	2019	2020	2021
Job Density	2015	2016	2017	2018	2019	2020
Model-based unemployment	2016	2017	2018	2019	2020	2021
Median Gross Weekly Workplace Earnings	2016	2017	2018	2019	2020	2021
Median Gross Weekly Resident Earnings	2016	2017	2018	2019	2020	2021
Employment Rate	2016	2017	2018	2019	2020	2021
% NVQ4+	2016	2017	2018	2019	2020	2021
% NVQ2+	2016	2017	2018	2019	2020	2021
% change in employees since 2015		2016	2017	2018	2019	2020
Stock of businesses	2015	2016	2017	2018	2019	2020
3-year Business Survival Rate	2015	2016	2017	2018	2019	2020
GVA per Head	2015	2016	2017	2018	2019	2020
% Employees in the Knowledge Economy	2015	2016	2017	2018	2019	2020

Tables and charts

The following pages show:

Table

Time-series table of the indicator values for each area. Tables for England and the South East are presented at the beginning of this bulletin for comparison.

Performance Chart

Chart showing the score for each area compared to other areas in England and against the England Median.

The Kent chart shows Kent's position compared to the 152 counties and unitary authorities in England. The district charts show each districts national performance compared to all district and unitary authorities in the South East.

Table 2: Indicator Values for England

England	2016	2017	2018	2019	2020	2021
Job Density	0.84	0.86	0.87	0.87	0.88	0.85
Model-based unemployment (%)	4.8%	4.4%	4.1%	3.9%	4.7%	4.5%
Median Gross Weekly Workplace Earnings (£)	£544.2	£555.8	£574.8	£592.2	£590.0	£613.3
Median Gross Weekly Resident Earnings (£)	£544.7	£555.8	£574.8	£592.1	£589.9	£613.3
Employment Rate (%)	74.2%	75.1%	75.4%	76.0%	75.6%	75.1%
% NVQ4+	37.8%	38.2%	39.0%	40.0%	42.8%	43.1%
% NVQ2+	74.2%	74.6%	75.0%	75.7%	78.0%	78.2%
% change in employees since 2015		1.7%	3.1%	3.6%	5.0%	3.0%
Stock of businesses	2,347,740	2,498,605	2,575,355	2,571,980	2,639,250	2,653,080
3-year Business Survival Rate (%)	59.2%	60.8%	61.4%	55.2%	51.5%	53.0%
GVA per Head (£)	27,165	28,096	28,992	29,826	30,840	29,757
% Employees in the Knowledge Economy	20.5%	21.0%	20.7%	20.6%	21.0%	21.0%

Table 3: Indicator values for the South East

South East	2016	2017	2018	2019	2020	2021
Job Density	0.89	0.93	0.95	0.97	0.97	0.87
Model-based unemployment (%)	4.0%	3.2%	3.4%	3.0%	4.0%	3.8%
Median Gross Weekly Workplace Earnings (£)	£565.4	£574.9	£589.1	£614.0	£604.7	£635.0
Median Gross Weekly Resident Earnings (£)	£581.8	£595.9	£614.9	£636.3	£629.0	£660.1
Employment Rate (%)	77.6%	78.8%	78.0%	79.5%	78.2%	77.6%
% NVQ4+	41.4%	41.3%	42.2%	43.4%	45.1%	45.1%
% NVQ2+	77.5%	78.7%	78.9%	79.1%	80.5%	80.7%
% change in employees since 2015		1.8%	0.8%	1.8%	3.4%	0.9%
Stock of businesses	420,270	438,315	446,190	448,645	461,745	464,950
3-year Business Survival Rate (%)	61.1%	63.2%	63.6%	58.4%	57.8%	58.5%
GVA per Head (£)	28,796	29,315	30,027	30,947	32,326	31,176
% Employees in the Knowledge Economy	22.0%	22.5%	20.7%	21.6%	21.0%	22.0%

Kent County Council area

Kent ranks above the national median in 6 indicators: median gross weekly resident earnings; stock of businesses; 3-year business survival rate; GVA per head; percentage of employees in the knowledge economy and percentage of the population qualified to NVQ2 and above.

Kent ranks below the national median in 6 indicators: Job density; unemployment rate; median gross weekly workplace earnings; employment rate; percentage change in employees since 2015 and percentage qualified to NVQ4 and above.

Kent performs best compared to other counties and unitary authorities for stock of businesses with a score of 98 out of 100.

Kent performs worst compared to other counties and unitary authorities for percentage change in employees since 2015 with a score of 31.7 out of 100.

The values for each indicator for Kent are shown in table 4.

Table 4: Indicator values for Kent

Kent	2016	2017	2018	2019	2020	2021
Job Density	0.79	0.8	0.79	0.79	0.81	0.79
Model-based unemployment (%)	5.3%	3.3%	4.6%	3.9%	3.9%	4.5%
Median Gross Weekly Workplace Earnings (£)	£517.5	£519.7	£541.0	£572.6	£543.6	£574.9
Median Gross Weekly Resident Earnings (£)	£554.6	£574.9	£598.3	£616.3	£606.6	£631.9
Employment Rate (%)	74.7%	77.2%	75.7%	78.2%	78.6%	74.5%
% NVQ4+	36.9%	33.7%	35.4%	36.6%	40.7%	38.5%
% NVQ2+	73.2%	72.8%	73.9%	74.5%	78.5%	80.6%
% change in employees since 2015		-0.5%	-0.6%	-1.1%	1.5%	-0.4%
Stock of businesses	62,410	65,645	67,260	67,540	69,750	70,815
3-year Business Survival Rate (%)	59.6%	62.4%	63.3%	58.8%	56.0%	58.9%
GVA per Head (£)	22,073	22,996	23,298	23,975	24,877	27,907
% Employees in the Knowledge Economy	16.4%	16.4%	15.0%	15.6%	15.0%	15.7%

Kent's indicator scores and performance compared to other counties and unitary authorities, and the England median is shown in chart 1 overleaf.

Chart 1: Kent performance chart



Ashford

Ashford performs above the national median in 5 indicators: job density; Percentage change in employees since 2015; stock of businesses; 3-year business survival rates and GVA per head.

Ashford performs below the national median in 7 indicators: unemployment rate; median gross weekly workplace earnings; median gross weekly resident earnings; employment rate; percentage of employees in the knowledge economy; percentage of the population qualified to NVQ4 and above and percentage of the population qualified to NVQ2 and above.

Ashford performs best for percentage change in employees since 2015 scoring 70.1 out of 100.

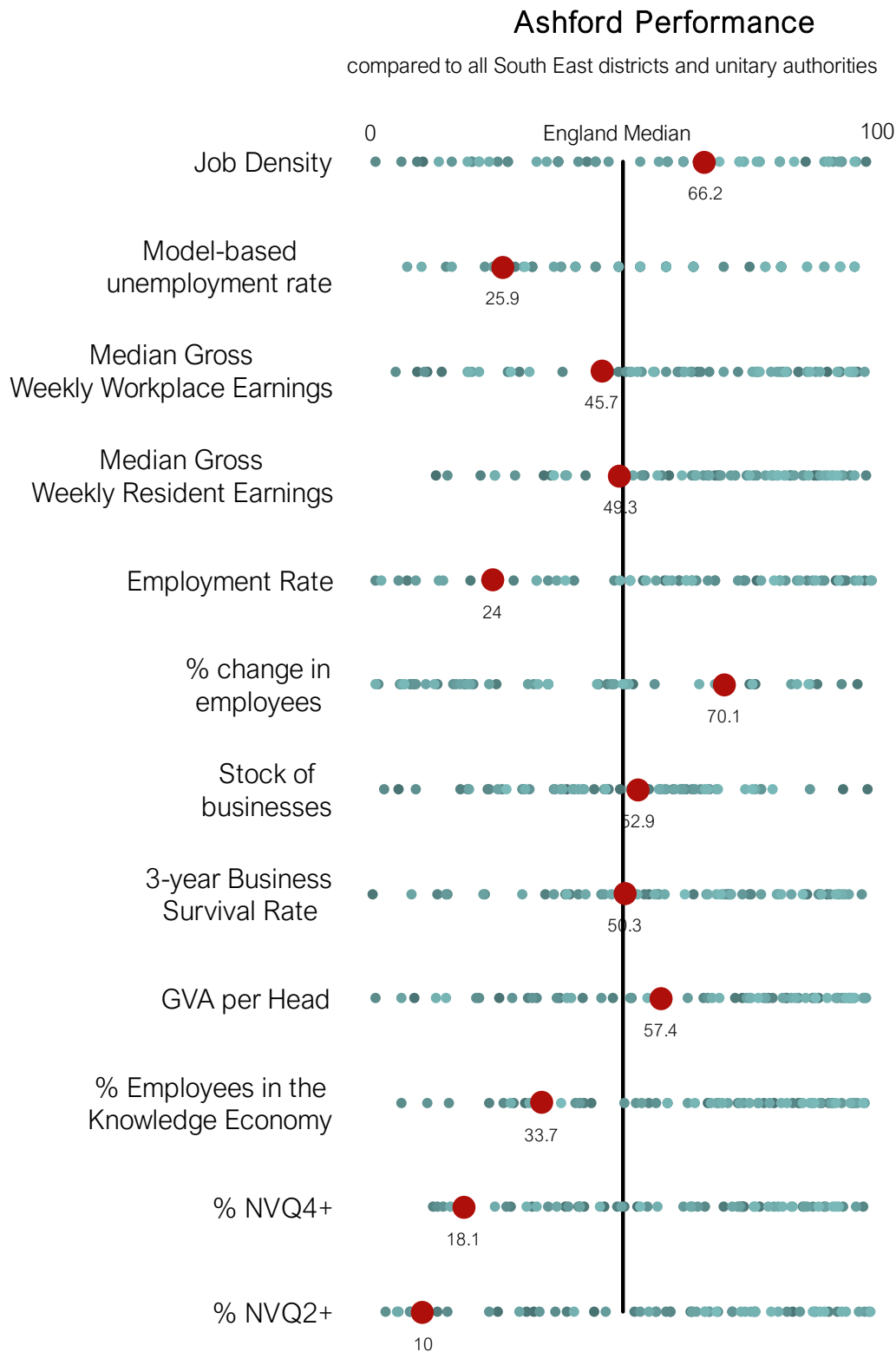
Ashford performs worst for percentage of the population qualified to NVQ2 and above scoring 10 out of 100.

Table 5: Indicator values for Ashford

Ashford	2016	2017	2018	2019	2020	2021
Job Density	0.89	0.93	0.95	0.97	0.97	0.87
Model-based unemployment rate (%)	4.7%	3.9%	3.7%	3.7%	3.9%	4.7%
Median Gross Weekly Workplace Earnings (£)	£541.9	£523.5	£552.6	£571.5	£519.2	£572.9
Median Gross Weekly Resident Earnings (£)	£544.3	£559.3	£580.1	£607.5	£571.9	£598.3
Employment Rate (%)	79.1%	76.3%	79.9%	78.8%	79.3%	72.5%
% NVQ4+	29.1%	24.5%	28.9%	39.5%	39.3%	31.9%
% NVQ2+	66.1%	64.2%	67.2%	72.0%	74.2%	70.4%
% change in employees since 2015		3.0%	3.5%	1.2%	8.0%	6.3%
Stock of businesses	5,690	6,095	6,335	6,365	6,675	6,745
3-year Business Survival Rate (%)	58.4%	61.0%	63.6%	57.3%	55.4%	57.5%
GVA per Head (£)	25,007	24,628	24,465	24,203	25,255	23,752
% Employees in the Knowledge Economy	12.8%	12.5%	10.6%	10.8%	10.3%	12.3%

Ashford's indicator scores and national performance compared to other districts and unitary authorities in the South East, and the England median is shown in chart 2 overleaf.

Chart 2: Ashford performance chart



Canterbury

Canterbury performs above the national median in 4 indicators: employment rate; percentage change in employees since 2015; 3-year business survival rates; and percentage of employees in the knowledge economy.

Canterbury performs below the national median in 8 indicators: job density; unemployment rate; median gross weekly workplace earnings; median gross weekly resident earnings; stock of businesses; GVA per head; percentage of the population qualified to NVQ4 and above; and percentage of the population qualified to NVQ2 and above.

Canterbury performs best for percentage employees in the knowledge economy scoring 85 out of 100.

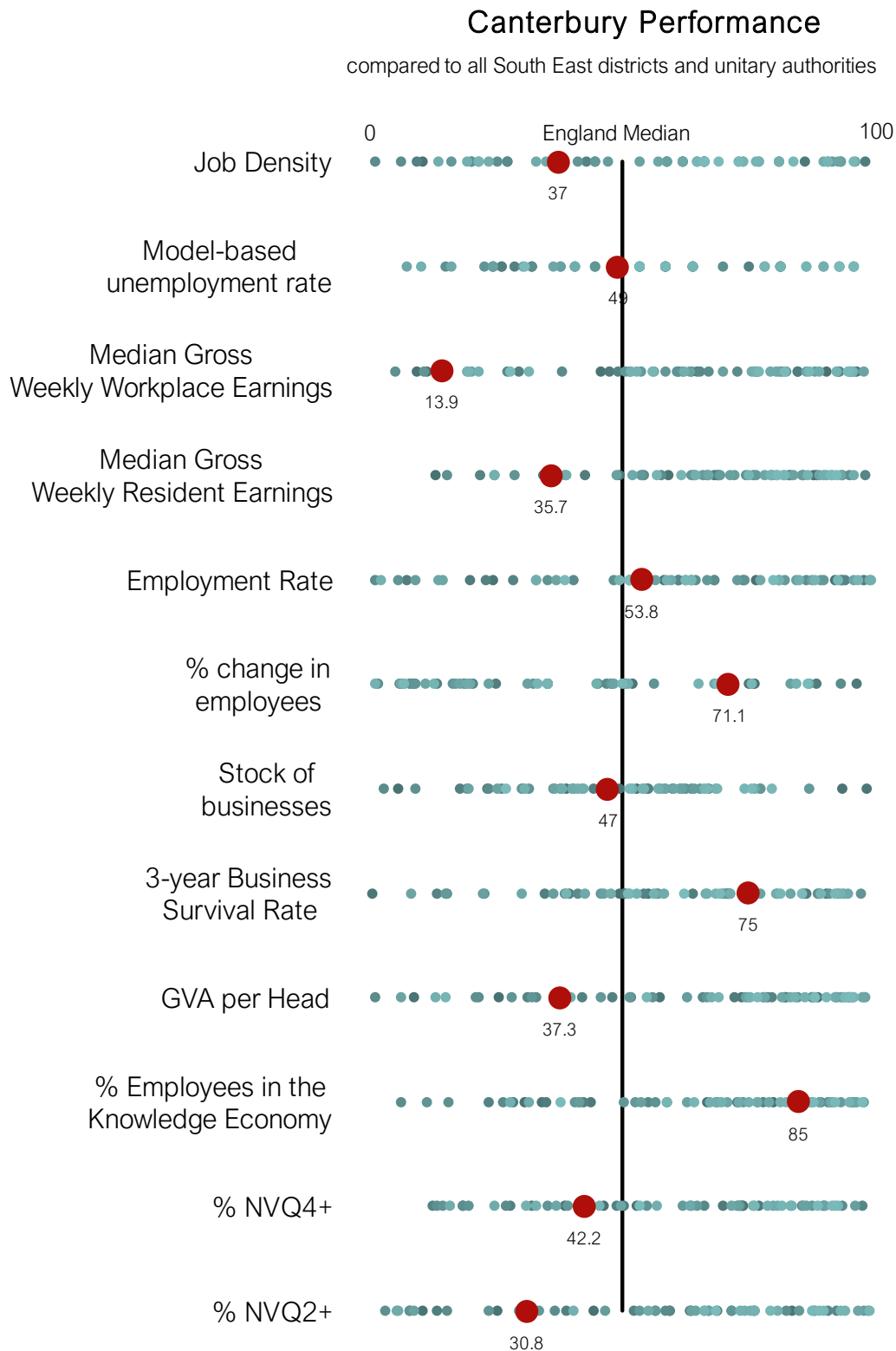
Canterbury performs worst for median gross weekly workplace earnings scoring 13.9 out of 100.

Table 6: Indicator values for Canterbury

Canterbury	2016	2017	2018	2019	2020	2021
Job Density	0.77	0.8	0.8	0.8	0.82	0.76
Model-based unemployment rate (%)	5.0%	3.9%	5.0%	4.2%	3.9%	3.8%
Median Gross Weekly Workplace Earnings (£)	£481.9	£484.8	£514.6	£536.4	£525.1	£520.3
Median Gross Weekly Resident Earnings (£)	£558.4	£555.8	£582.5	£626.5	£598.4	£578.5
Employment Rate (%)	65.8%	73.6%	65.8%	69.3%	80.3%	76.4%
% NVQ4+	45.9%	38.8%	37.2%	38.2%	46.2%	37.5%
% NVQ2+	74.2%	75.8%	80.4%	80.2%	84.7%	75.0%
% change in employees since 2015		2.2%	7.0%	4.3%	4.0%	3.8%
Stock of businesses	5,560	5,745	5,825	5,785	5,935	5,985
3-year Business Survival Rate (%)	62.6%	60.1%	60.0%	56.4%	55.4%	60.3%
GVA per Head (£)	20,249	19,458	20,006	20,401	20,478	19,903
% Employees in the Knowledge Economy	21.4%	26.2%	23.0%	24.8%	22.6%	24.2%

Canterbury's indicator scores and national performance compared to other districts and unitary authorities in the South East, and the England median is shown in chart 2 overleaf.

Chart 3: Canterbury performance chart



Dartford

Dartford performs above the national median in 7 indicators: job density; median gross weekly workplace earnings; median gross weekly resident earnings; 3-year business survival rate; GVA per head; percentage qualified to NVQ4 and above; and percentage qualified to NVQ2 and above.

Dartford performs below the national median in 5 indicators: unemployment rate; employment rate; percentage change in employees since 2015; stock of businesses; and percentage of employees in the knowledge economy.

Dartford performs best for median gross weekly workplace earnings scoring 93.1 out of 100.

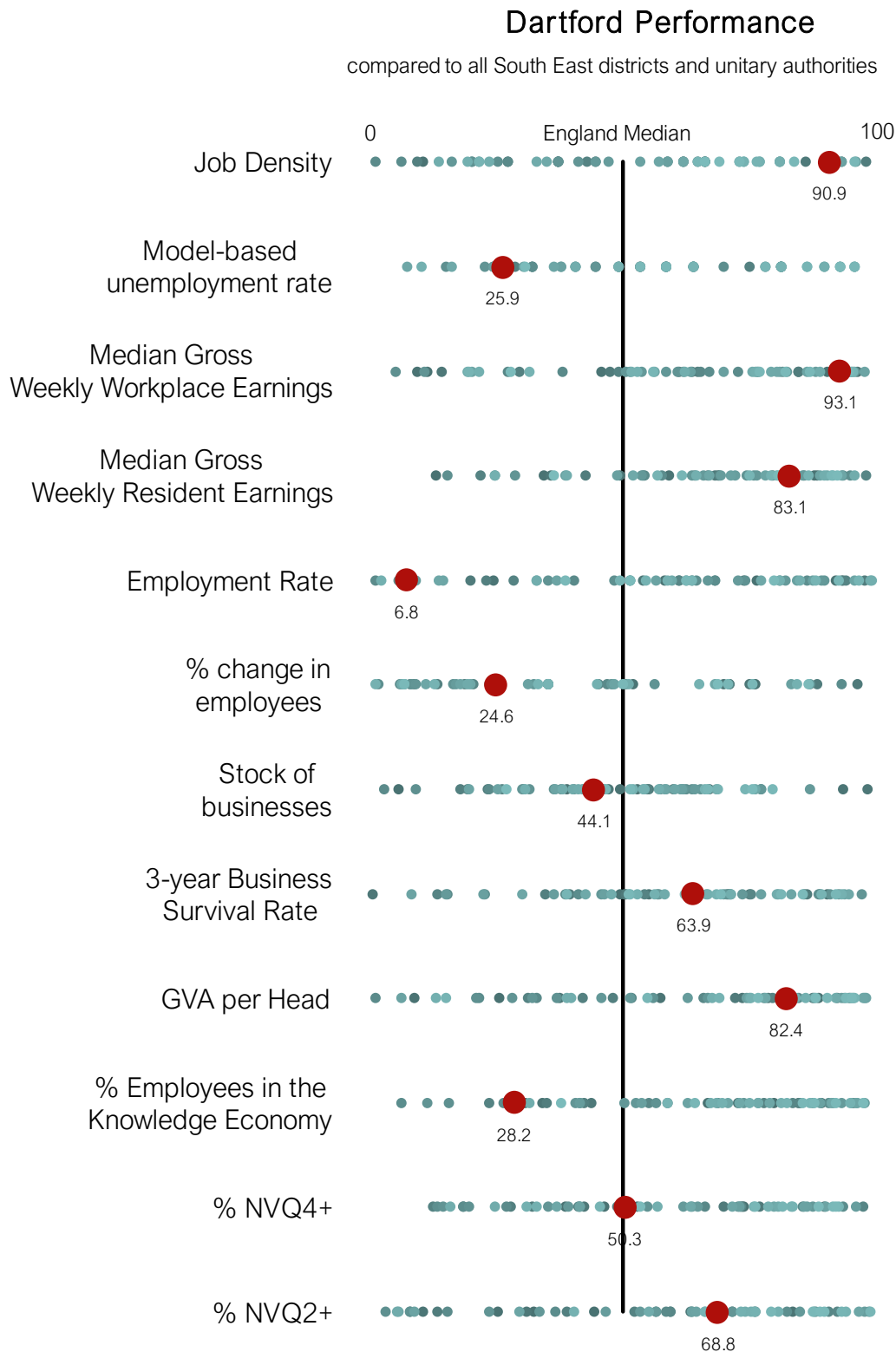
Dartford performs worst for employment rate scoring 6.8 out of 100.

Table 7: Indicator values for Dartford

Dartford	2016	2017	2018	2019	2020	2021
Job Density	1.04	1.1	0.97	0.96	0.95	1.11
Model-based unemployment rate (%)	4.2%	2.7%	2.9%	2.5%	3.5%	4.7%
Median Gross Weekly Workplace Earnings (£)	£599.1	£602.5	£622.5	£651.8	£574.9	£713.9
Median Gross Weekly Resident Earnings (£)	£618.1	£642.3	£633.6	£648.1	£687.0	£701.8
Employment Rate (%)	81.7%	90.9%	85.3%	88.8%	83.9%	67.4%
% NVQ4+	32.3%	41.7%	46.0%	40.9%	40.5%	39.9%
% NVQ2+	68.6%	84.4%	75.1%	73.4%	71.5%	81.5%
% change in employees since 2015		-1.2%	-8.5%	-6.4%	-5.0%	-4.9%
Stock of businesses	4,270	4,655	4,925	5,030	5,455	5,690
3-year Business Survival Rate (%)	62.5%	59.5%	63.5%	57.1%	53.4%	59.1%
GVA per Head (£)	38,607	40,954	37,576	36,579	35,904	32,363
% Employees in the Knowledge Economy	10.4%	10.4%	10.4%	11.7%	10.7%	11.4%

Dartford's indicator scores and national performance compared to other districts and unitary authorities in the South East, and the England median is shown in chart 4 overleaf.

Chart 4: Dartford performance chart



Dover

Dover performs above the national median in 2 indicators: median gross weekly workplace earnings and median gross weekly resident earnings.

Dover performs below the national median in the remaining 10 indicators: job density; unemployment rate; employment rate; percentage change in employees since 2015; stock of businesses; 3-year business survival rates; GVA per head; percentage of employees in the knowledge economy; percentage qualified to NVQ4 and above; and percentage qualified to NVQ2 and above.

Dover performs best for median gross weekly resident earnings scoring 66.8 out of 100.

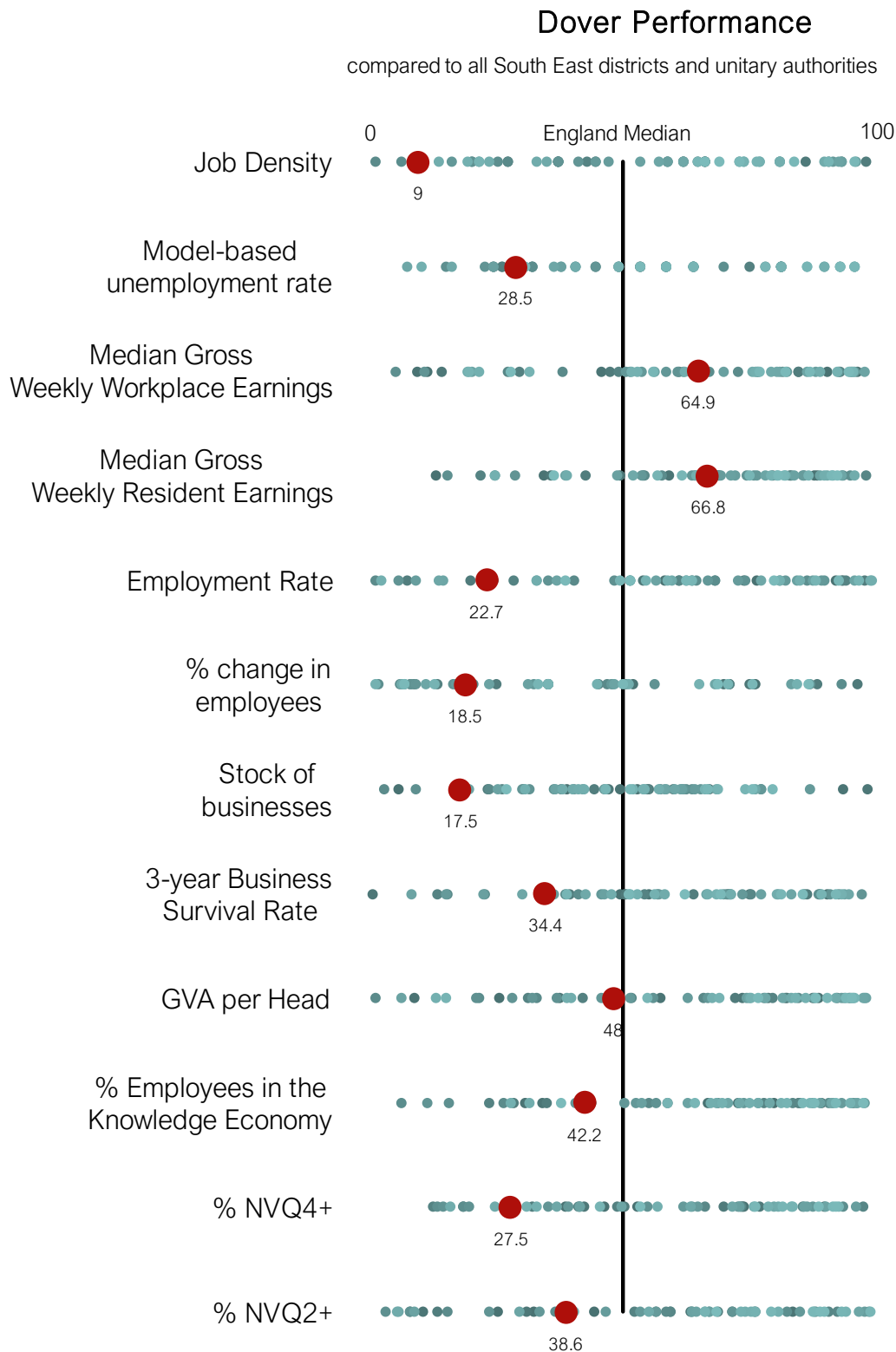
Dover performs worst for job density scoring 9 out of 100.

Table 8: Indicator values for Dover

Dover	2016	2017	2018	2019	2020	2021
Job Density	0.59	0.62	0.63	0.61	0.62	0.6
Model-based unemployment rate (%)	5.2%	4.2%	3.4%	5.0%	5.5%	4.6%
Median Gross Weekly Workplace Earnings (£)	£520.0	£522.1	£540.2	£596.8	£615.1	£607.9
Median Gross Weekly Resident Earnings (£)	£501.4	£523.0	£574.6	£594.5	£610.6	£645.0
Employment Rate (%)	76.8%	75.1%	82.1%	73.0%	75.9%	72.4%
% NVQ4+	33.0%	34.6%	36.5%	33.3%	39.4%	34.5%
% NVQ2+	69.5%	77.4%	73.2%	75.5%	82.1%	76.5%
% change in employees since 2015		-3.0%	-1.2%	-2.0%	1.1%	-1.5%
Stock of businesses	3,390	3,565	3,635	3,630	3,740	3,885
3-year Business Survival Rate (%)	55.9%	59.1%	61.7%	53.2%	47.3%	55.4%
GVA per Head (£)	23,271	21,785	21,666	21,835	21,891	21,559
% Employees in the Knowledge Economy	10.9%	12.1%	10.3%	11.2%	12.9%	13.4%

Dover's indicator scores and national performance compared to other districts and unitary authorities in the South East, and the England median is shown in chart 5 overleaf.

Chart 5: Dover performance chart



Folkestone & Hythe

Folkestone & Hythe performs above the national median in 3 indicators: median gross weekly resident earnings; percentage qualified to NVQ4 and above and percentage qualified to NVQ2 and above.

Folkestone & Hythe performs below the national median in 9 indicators: job density; unemployment rate; median gross weekly workplace earnings; employment rate; percentage change in employees since 2015; stock of businesses: 3-year business survival rates; GVA per head and percentage of employees in the knowledge economy.

Folkestone & Hythe performs best for population qualified to NVQ4 and above scoring 73.3 out of 100.

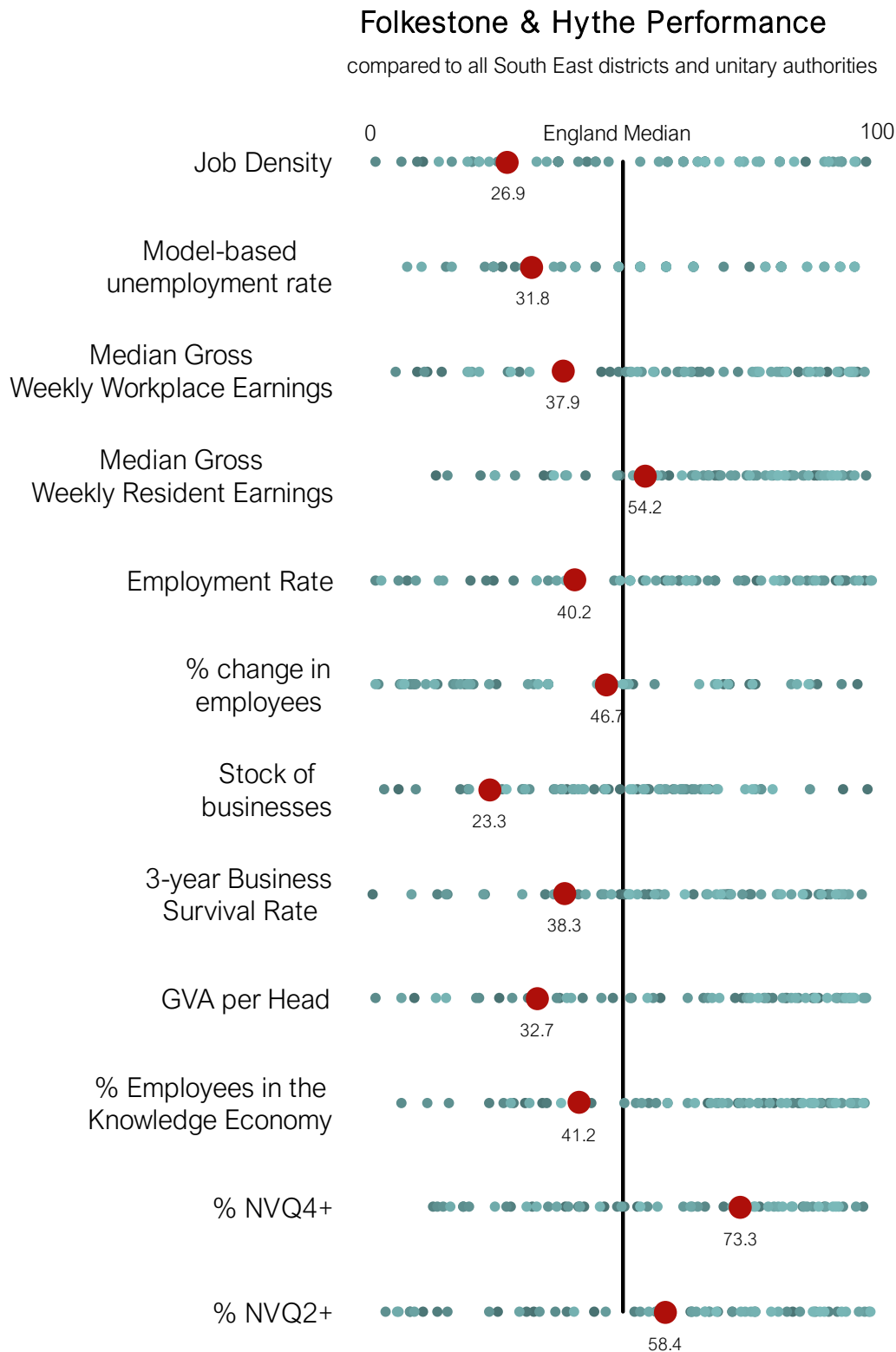
Folkestone & Hythe performs worst for stock of businesses scoring 23.3 out of 100.

Table 9: Indicator values for Folkestone & Hythe

Folkestone & Hythe	2016	2017	2018	2019	2020	2021
Job Density	0.73	0.7	0.68	0.62	0.71	0.71
Model-based unemployment rate (%)	5.3%	3.7%	4.2%	3.7%	4.0%	4.3%
Median Gross Weekly Workplace Earnings (£)	£458.4	£538.6	£505.8	£500.0	£489.9	£561.2
Median Gross Weekly Resident Earnings (£)	£490.5	£520.0	£515.5	£561.3	£552.6	£607.8
Employment Rate (%)	77.4%	75.7%	73.7%	82.3%	81.3%	75.0%
% NVQ4+	32.2%	36.1%	20.1%	30.8%	38.3%	47.4%
% NVQ2+	67.8%	70.9%	71.2%	74.0%	76.5%	79.8%
% change in employees since 2015		-0.7%	-3.7%	-2.3%	3.4%	2.0%
Stock of businesses	3,855	4,080	4,150	4,005	4,060	4,090
3-year Business Survival Rate (%)	42.5%	59.6%	58.9%	53.0%	51.7%	56.0%
GVA per Head (£)	19,511	20,680	20,991	20,022	20,381	19,052
% Employees in the Knowledge Economy	12.2%	13.7%	12.0%	13.9%	13.2%	13.3%

Folkestone & Hythe's indicator scores and national performance compared to other districts and unitary authorities in the South East, and the England median is shown in chart 6 overleaf.

Chart 6: Folkestone & Hythe performance chart



Gravesham

Gravesham performs above the national median in 4 indicators: median gross weekly workplace earnings; median gross weekly resident earnings; and employment rate.

Gravesham performs below the national median in 8 indicators: job density; unemployment rate; stock of businesses; 3-year business survival rates; GVA per head; percentage of employees in the knowledge economy; percentage qualified to NVQ4 and above and percentage qualified to NVQ2 and above.

Gravesham performs best for percentage change in employees scoring 93.5 out of 100.

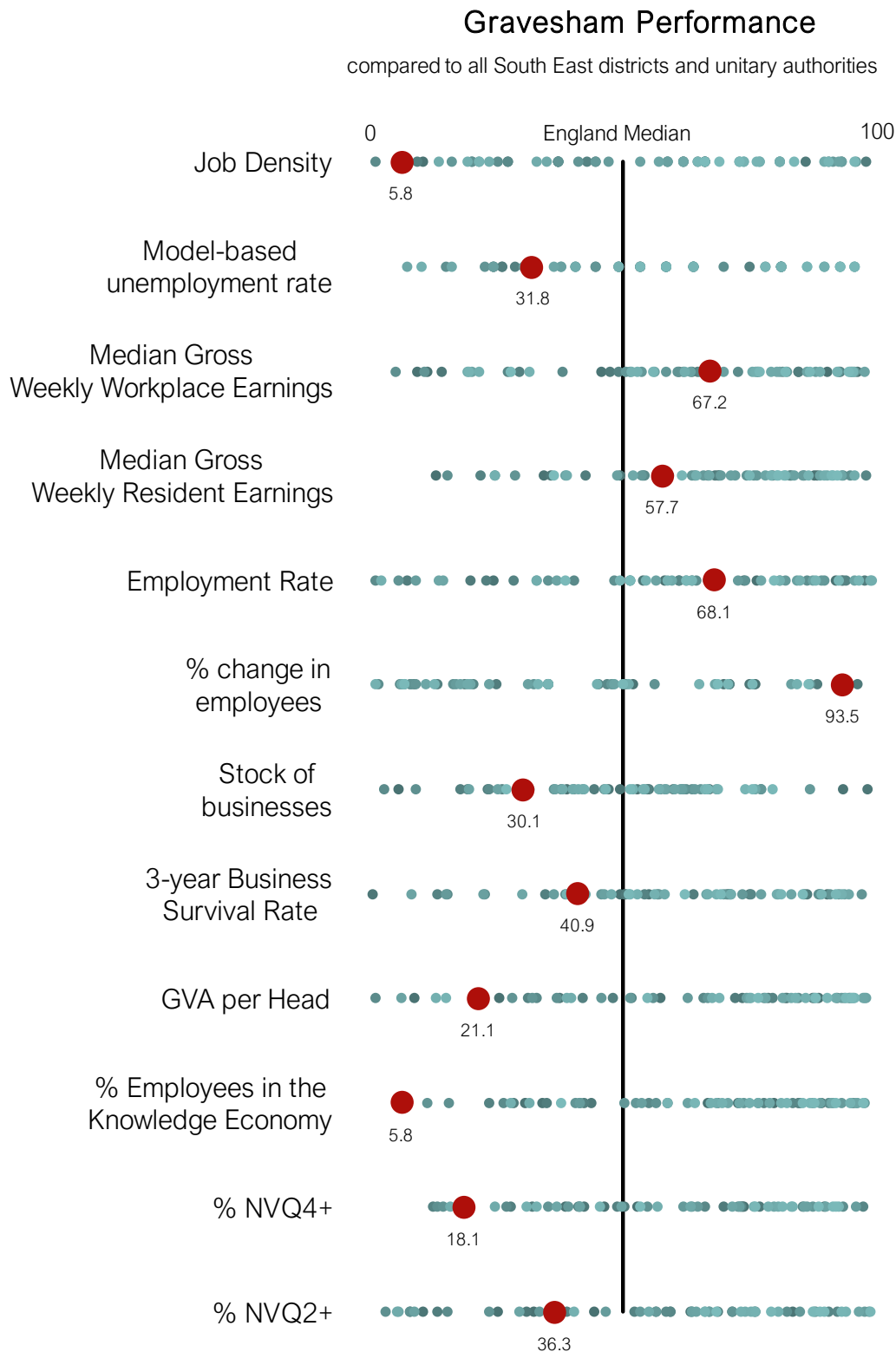
Gravesham performs worst for job density and percentage of employees in the Knowledge Economy scoring 5.8 out of 100 for both indicators.

Table 10: Indicator values for Gravesham

Gravesham	2016	2017	2018	2019	2020	2021
Job Density	0.5	0.59	0.62	0.57	0.56	0.57
Model-based unemployment rate (%)	7.1%	4.6%	4.2%	4.6%	4.7%	4.3%
Median Gross Weekly Workplace Earnings (£)	£542.1	£555.3	£538.2	£679.4	£651.0	£610.6
Median Gross Weekly Resident Earnings (£)	£545.9	£550.0	£577.2	£621.1	£551.1	£614.9
Employment Rate (%)	63.0%	75.4%	79.8%	80.7%	78.6%	78.6%
% NVQ4+	43.8%	32.7%	28.4%	32.7%	32.5%	31.9%
% NVQ2+	77.8%	72.4%	69.2%	77.6%	80.1%	76.0%
% change in employees since 2015		4.8%	9.3%	9.4%	12.9%	11.6%
Stock of businesses	3,920	4,230	4,405	4,420	4,610	4,665
3-year Business Survival Rate (%)	61.2%	58.9%	65.2%	59.0%	54.0%	56.3%
GVA per Head (£)	15,107	15,713	15,963	16,139	16,982	17,074
% Employees in the Knowledge Economy	8.2%	9.0%	7.0%	8.6%	8.3%	8.5%

Gravesham's indicator scores and national performance compared to other districts and unitary authorities in the South East, and the England median is shown in chart 7 overleaf.

Chart 7: Gravesham performance chart



Maidstone

Maidstone performs above the national median in 11 indicators: job density; unemployment rate; median gross weekly workplace earnings; median gross weekly resident earnings; employment rate; stock of businesses; 3-year business survival rate; GVA per head; percentage employees in the knowledge economy; percentage qualified to NVQ4 and above and percentage qualified to NVQ2 and above.

Maidstone performs below the national median in 1 indicator: percentage change in employees.

Maidstone performs best for percentage qualified to NVQ2 and above and above scoring 99 out of 100.

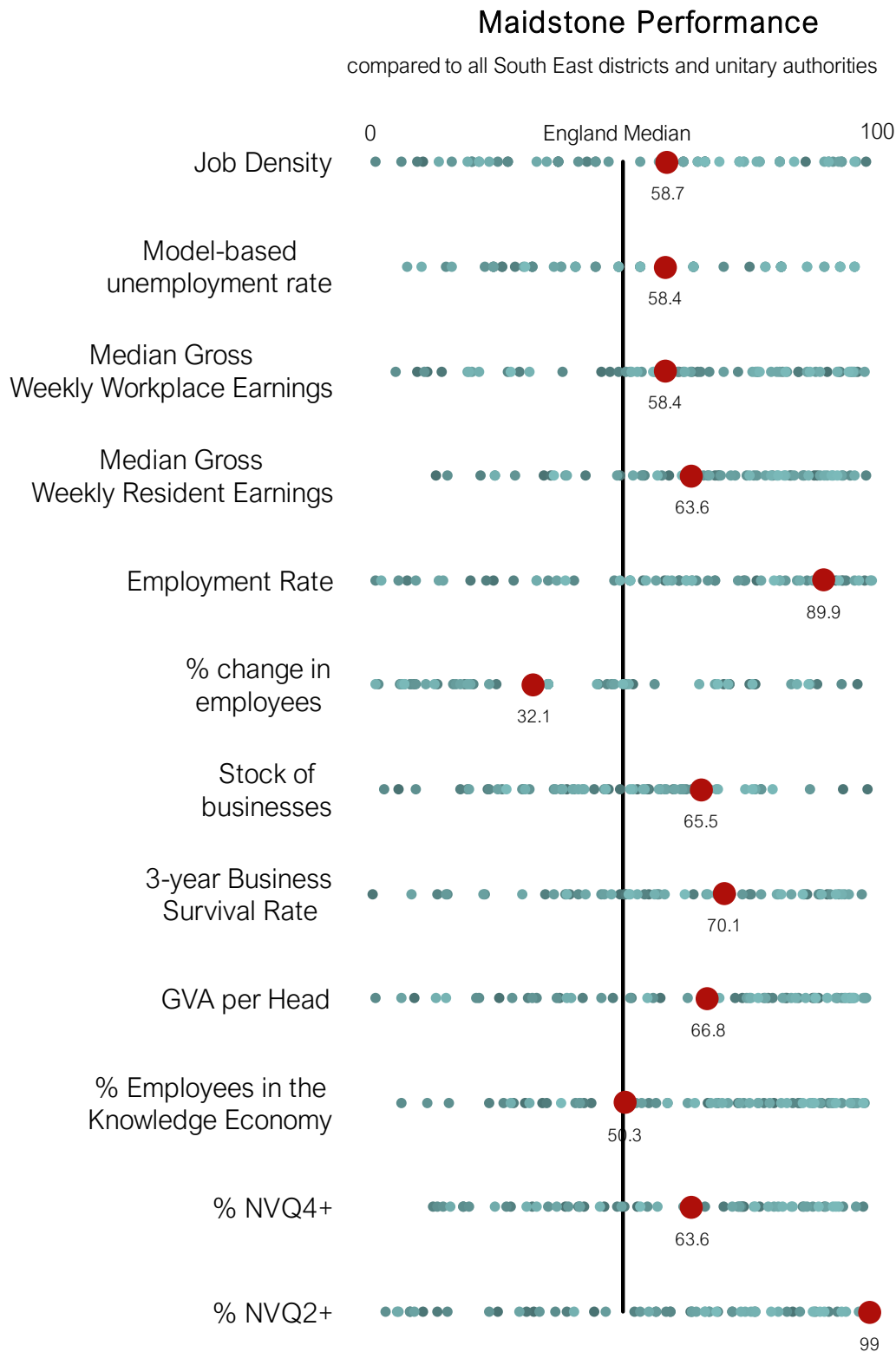
Maidstone performs worst for percentage change in employees scoring 32.1 out of 100.

Table 11: Indicator values for Maidstone

Maidstone	2016	2017	2018	2019	2020	2021
Job Density	0.89	0.87	0.84	0.91	0.87	0.84
Model-based unemployment rate (%)	4.4%	3.4%	2.8%	2.9%	3.8%	3.6%
Median Gross Weekly Workplace Earnings (£)	£514.8	£542.9	£540.9	£569.1	£545.0	£595.7
Median Gross Weekly Resident Earnings (£)	£545.1	£562.9	£589.2	£596.6	£579.0	£631.4
Employment Rate (%)	74.1%	77.4%	79.5%	82.1%	80.1%	82.3%
% NVQ4+	43.7%	34.5%	35.4%	38.5%	52.3%	43.8%
% NVQ2+	76.8%	71.8%	75.8%	70.9%	84.6%	91.2%
% change in employees since 2015		0.8%	-0.2%	0.0%	2.5%	-0.5%
Stock of businesses	7,410	7,755	7,935	7,990	8,275	8,560
3-year Business Survival Rate (%)	62.5%	65.3%	64.7%	58.8%	57.5%	59.8%
GVA per Head (£)	24,772	25,012	25,100	25,501	26,550	25,714
% Employees in the Knowledge Economy	13.9%	13.2%	12.0%	13.3%	13.6%	14.7%

Maidstone's indicator scores and national performance compared to other districts and unitary authorities in the South East, and the England median is shown in chart 8 overleaf.

Chart 8: Maidstone performance chart



Sevenoaks

Sevenoaks performs above the national median in 9 indicators: job density; median gross weekly workplace earnings; median gross weekly resident earnings; stock of businesses; 3-year business survival rate; GVA per head; percentage employees in the knowledge economy; percentage qualified to NVQ4 and above and percentage qualified to NVQ2 and above.

Sevenoaks performs below the national median in 3 indicators: unemployment rate; employment rate and percentage change in employees.

Sevenoaks performs best for percentage qualified to NVQ2 and above scoring 97 out of 100.

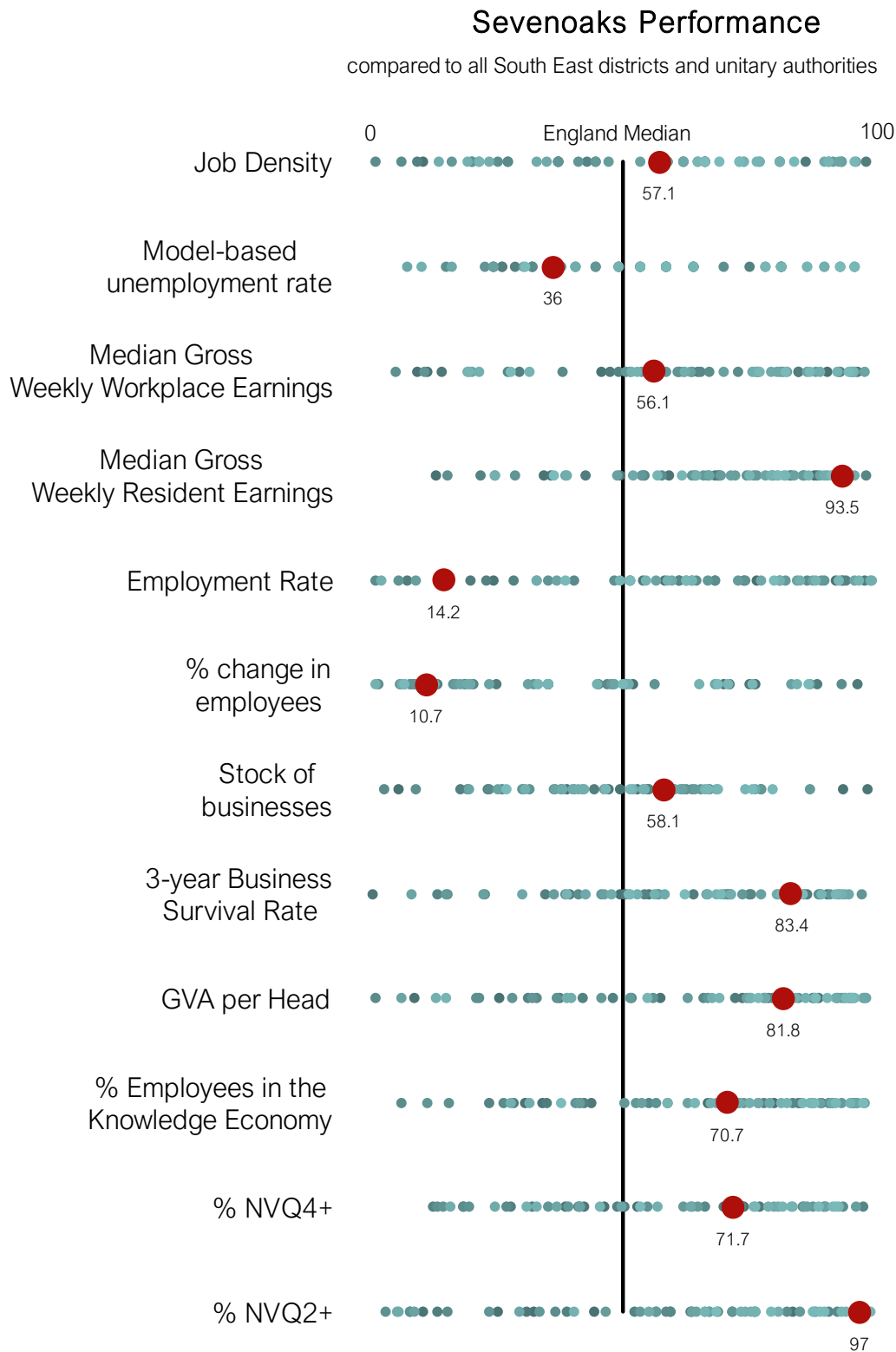
Sevenoaks performs worst for percentage change in employees scoring 10.7 out of 100.

Table 12: Indicator values for Sevenoaks

Sevenoaks	2016	2017	2018	2019	2020	2021
Job Density	0.83	0.87	0.93	0.85	0.91	0.83
Model-based unemployment rate (%)	3.8%	2.6%	3.0%	2.7%	4.1%	4.2%
Median Gross Weekly Workplace Earnings (£)	£534.9	£493.6	£536.8	£594.0	£583.8	£590.3
Median Gross Weekly Resident Earnings (£)	£586.0	£613.3	£585.3	£703.7	£716.3	£749.2
Employment Rate (%)	71.7%	73.6%	73.5%	79.1%	73.4%	70.5%
% NVQ4+	30.4%	39.7%	44.1%	49.1%	50.9%	46.2%
% NVQ2+	77.0%	70.2%	73.6%	77.4%	82.0%	90.2%
% change in employees since 2015		0.4%	7.2%	-0.8%	-0.1%	-4.1%
Stock of businesses	7,010	7,190	7,145	7,275	7,475	7,370
3-year Business Survival Rate (%)	61.9%	64.7%	64.6%	62.9%	59.5%	61.7%
GVA per Head (£)	30,466	31,871	32,312	34,383	33,714	31,750
% Employees in the Knowledge Economy	18.8%	22.8%	25.9%	24.0%	22.5%	19.8%

Sevenoaks' indicator scores and national performance compared to other districts and unitary authorities in the South East, and the England median is shown in chart 9 overleaf.

Chart 9: Sevenoaks performance chart



Swale

Swale performs above the national median in 2 indicators: percentage change in employees; and percentage qualified to NVQ2 and above.

Swale performs below the national median in 10 indicators: job density; unemployment rate; median gross weekly workplace earnings; median gross weekly resident earnings; employment rate; stock of businesses; 3-year business survival rates; GVA per head; percentage of employees in the knowledge economy; and percentage qualified to NVQ4 and above.

Swale performs best for percentage qualified to NVQ2 and above scoring 66.2 out of 100.

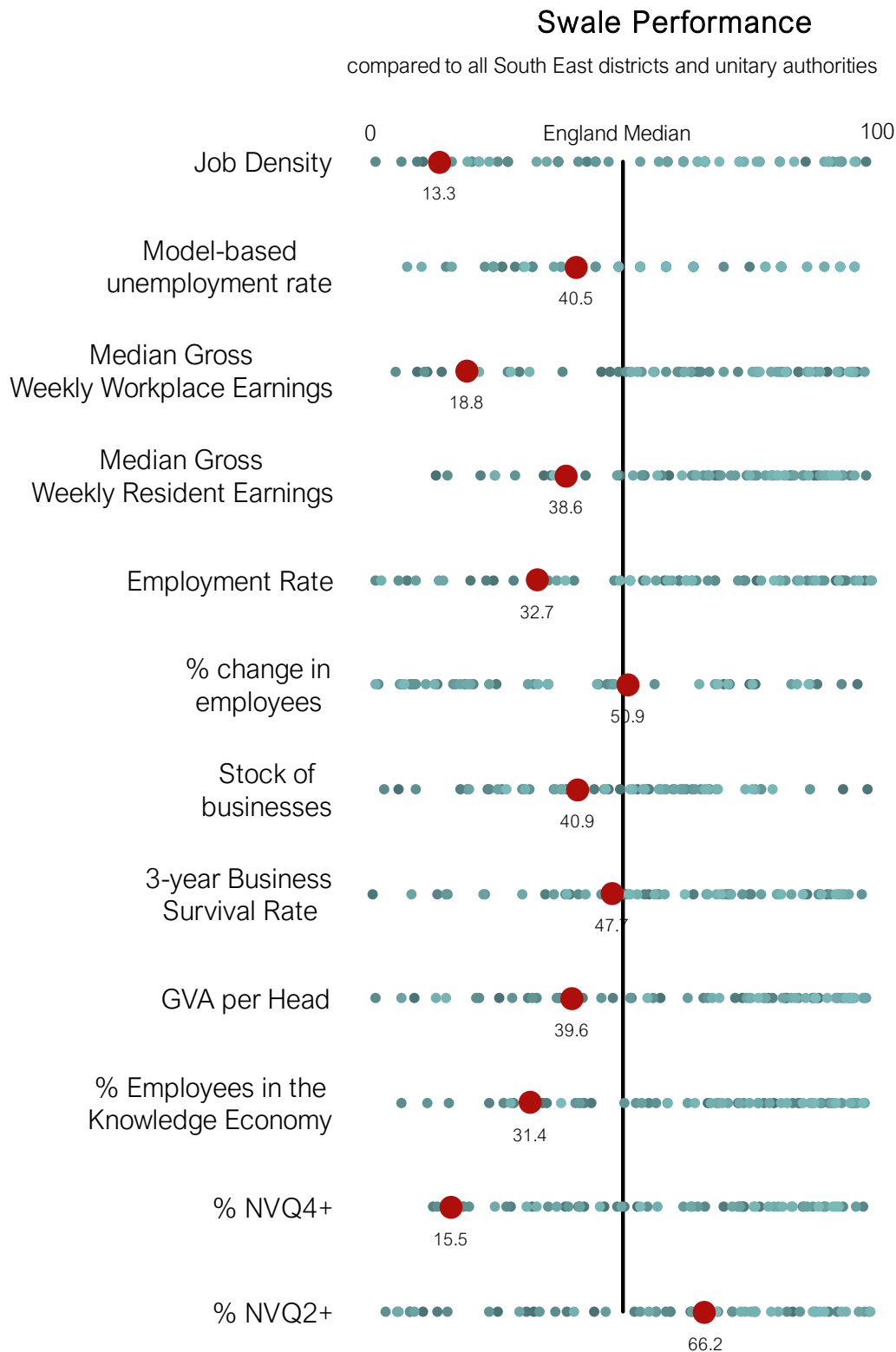
Swale performs worst for job density scoring 13.3 out of 100.

Table 13: Indicator values for Swale

Swale	2016	2017	2018	2019	2020	2021
Job Density	0.66	0.67	0.64	0.71	0.7	0.63
Model-based unemployment rate (%)	6.0%	4.8%	5.6%	4.7%	5.5%	4.0%
Median Gross Weekly Workplace Earnings (£)	£497.0	£488.5	£535.6	£508.9	£480.9	£530.7
Median Gross Weekly Resident Earnings (£)	£546.2	£568.9	£598.3	£582.3	£574.3	£580.2
Employment Rate (%)	76.4%	73.0%	66.5%	72.1%	78.3%	74.2%
% NVQ4+	33.4%	22.7%	31.7%	24.7%	23.8%	31.2%
% NVQ2+	74.8%	68.8%	68.6%	63.2%	68.3%	81.1%
% change in employees since 2015		1.8%	2.1%	3.5%	2.1%	1.5%
Stock of businesses	4,780	5,085	5,185	5,225	5,360	5,425
3-year Business Survival Rate (%)	61.8%	67.0%	67.0%	63.8%	56.1%	57.3%
GVA per Head (£)	19,135	19,487	19,060	19,735	23,087	20,276
% Employees in the Knowledge Economy	11.1%	11.9%	9.9%	9.7%	11.7%	11.9%

Swale's indicator scores and national performance compared to other districts and unitary authorities in the South East, and the England median is shown in chart 10 overleaf.

Chart 10: Swale performance chart



Thanet

Thanet performs above the national median in 2 indicators: 3-year business survival rate; and percentage qualified to NVQ2 and above.

Thanet performs below the national median in the remaining 10 indicators: job density; unemployment rate; median gross workplace earnings; median gross resident earning; employment rate; percentage change in employees; stock of businesses; GVA per head; percentage of employees in the knowledge economy; and percentage qualified to NVQ4 and above.

Thanet performs best for percentage qualified to NVQ2 and above scoring 80.8 out of 100.

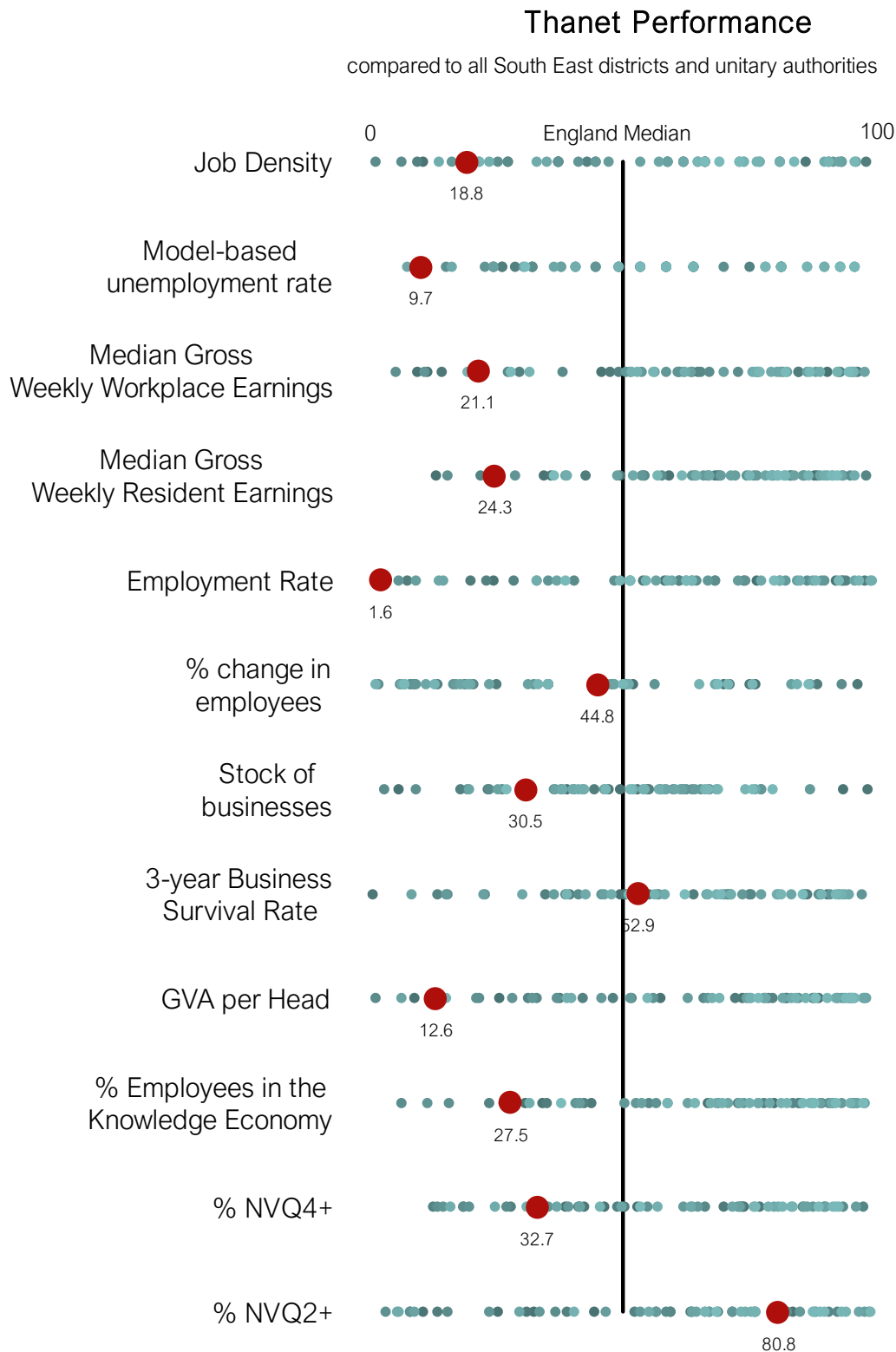
Thanet performs worst for employment rate scoring 1.6 out of 100.

Table 14: Indicator values for Thanet

Thanet	2016	2017	2018	2019	2020	2021
Job Density	0.59	0.68	0.7	0.66	0.7	0.66
Model-based unemployment rate (%)	6.4%	4.5%	4.5%	5.7%	5.7%	5.9%
Median Gross Weekly Workplace Earnings (£)	£420.0	£422.9	£462.9	£504.7	£473.2	£535.1
Median Gross Weekly Resident Earnings (£)	£462.3	£480.2	£522.8	£509.1	£522.5	£560.3
Employment Rate (%)	75.1%	80.2%	71.5%	71.5%	70.2%	63.8%
% NVQ4+	29.9%	25.3%	30.4%	23.1%	26.5%	35.5%
% NVQ2+	70.6%	62.5%	69.1%	70.3%	71.7%	84.1%
% change in employees since 2015		-0.7%	0.6%	-0.8%	2.6%	-1.1%
Stock of businesses	3,935	4,210	4,325	4,355	4,610	4,680
3-year Business Survival Rate (%)	59.0%	59.8%	61.0%	57.8%	52.9%	57.8%
GVA per Head (£)	14,318	14,635	15,162	15,351	15,720	15,164
% Employees in the Knowledge Economy	10.2%	10.4%	8.9%	9.0%	8.9%	11.3%

Thanet's indicator scores and national performance compared to other districts and unitary authorities in the South East, and the England median is shown in chart 11 overleaf.

Chart 11: Thanet performance chart



Tonbridge & Malling

Tonbridge & Malling performs above the national median in 11 indicators: job density; unemployment rate; median gross weekly workplace earnings; median gross weekly resident earnings; employment rate; percentage change in employees; stock of businesses; 3-year business survival rate; GVA per head; percentage employees in the knowledge economy; and percentage qualified to NVQ2 and above.

Tonbridge & Malling performs below the national median in 1 indicator: percentage qualified to NVQ4 and above.

Tonbridge & Malling performs best for unemployment rate scoring 86.6 out of 100.

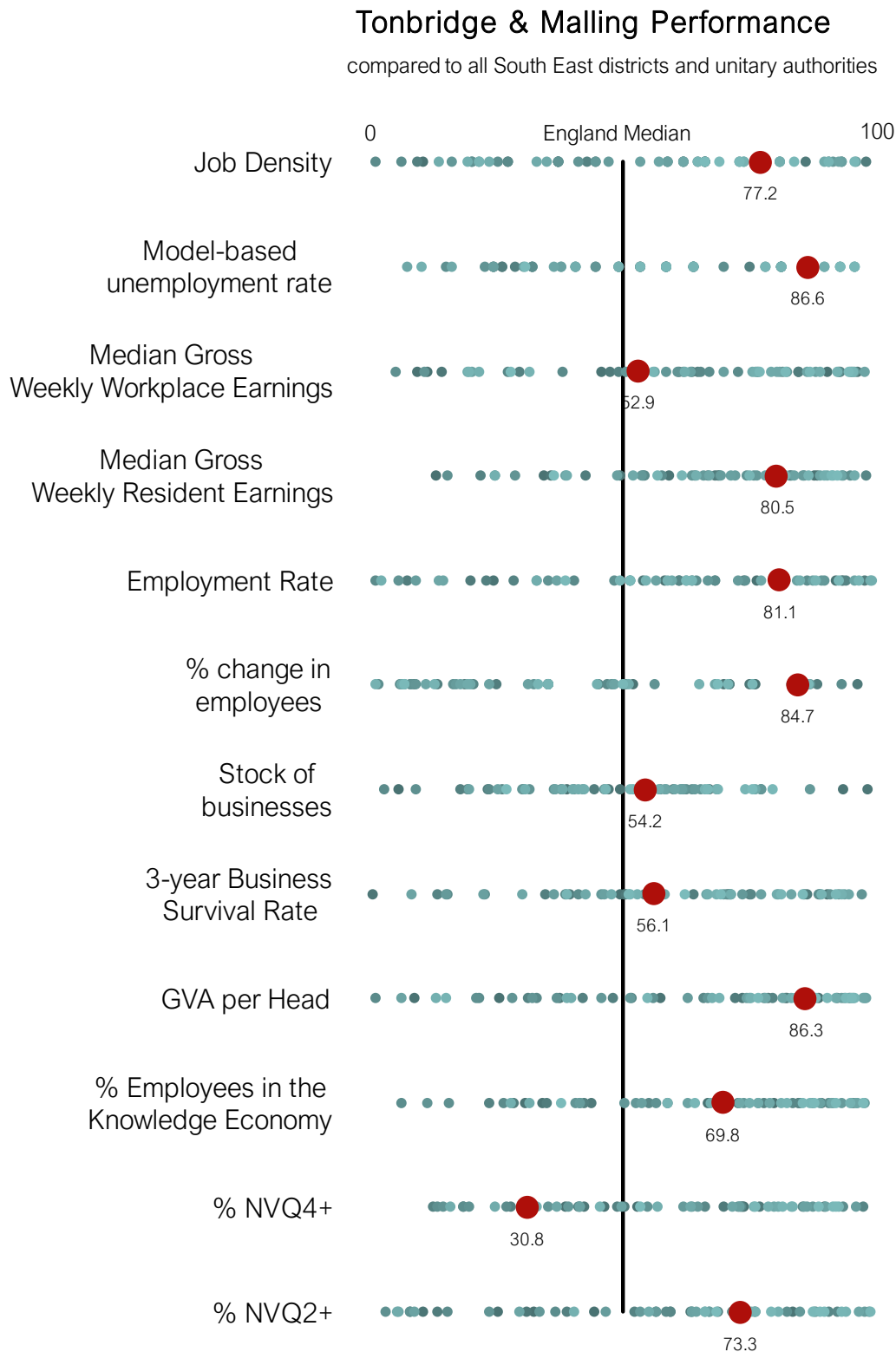
Tonbridge & Malling performs worst for percentage qualified to NVQ4 and above scoring 30.8 out of 100.

Table 15: Indicator values for Tonbridge & Malling

Tonbridge & Malling	2016	2017	2018	2019	2020	2021
Job Density	0.87	0.9	0.83	0.87	0.94	0.94
Model-based unemployment rate (%)	3.7%	3.3%	3.0%	2.6%	3.4%	3.0%
Median Gross Weekly Workplace Earnings (£)	£540.6	£534.4	£548.7	£551.8	£562.3	£579.2
Median Gross Weekly Resident Earnings (£)	£654.4	£619.9	£657.6	£670.1	£689.9	£692.4
Employment Rate (%)	77.2%	74.8%	81.5%	84.4%	82.1%	80.6%
% NVQ4+	35.1%	35.4%	35.9%	36.8%	34.5%	35.3%
% NVQ2+	75.3%	80.4%	82.0%	77.4%	76.9%	82.2%
% change in employees since 2015		0.7%	-0.4%	1.5%	5.9%	6.2%
Stock of businesses	5,875	6,095	6,395	6,465	6,725	6,885
3-year Business Survival Rate (%)	60.6%	62.2%	65.0%	59.4%	61.0%	58.2%
GVA per Head (£)	32,454	33,109	33,742	34,902	38,289	36,690
% Employees in the Knowledge Economy	20.0%	21.4%	19.0%	19.7%	18.7%	19.4%

Tonbridge & Malling's indicator scores and national performance compared to other districts and unitary authorities in the South East, and the England median is shown in chart 12 overleaf.

Chart 12: Tonbridge & Malling performance chart



Tunbridge Wells

Tunbridge Wells performs above the national median in 9 indicators: job density; median gross weekly workplace earnings; median gross weekly resident earnings; employment rate; stock of businesses; 3-year business survival rate; GVA per head; percentage employees in the knowledge economy; and percentage qualified to NVQ4 and above.

Tunbridge Wells performs below the national median in 3 indicators: unemployment rate; percentage change in employees; and percentage qualified to NVQ2 and above.

Tunbridge Wells performs best for 3-year business survival rate scoring 93.5 out of 100.

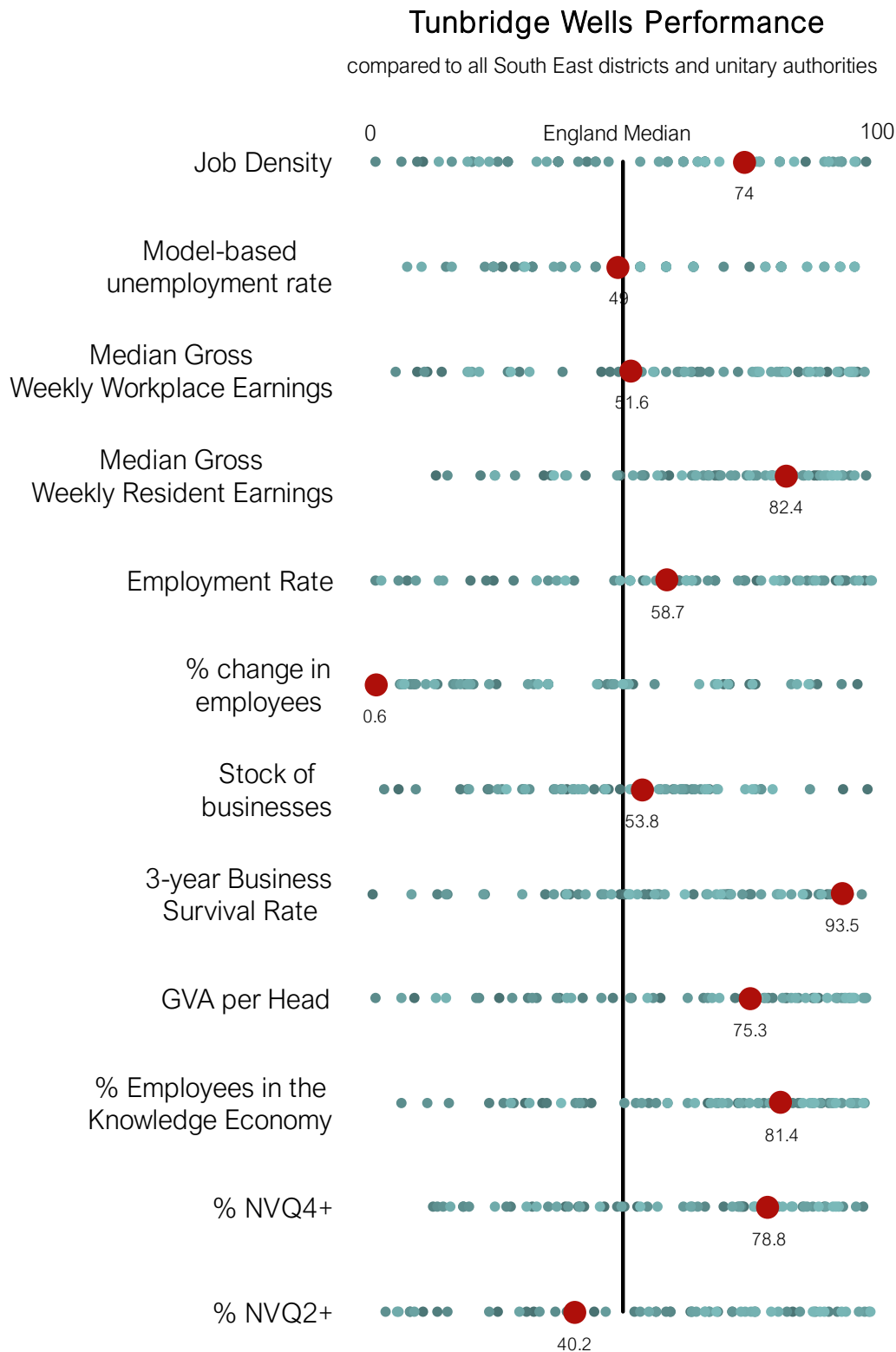
Tunbridge Wells performs worst for percentage change in employees scoring 0.6 out of 100.

Table 16: Indicator values for Tunbridge Wells

Tunbridge Wells	2016	2017	2018	2019	2020	2021
Job Density	1.02	0.92	0.9	0.86	0.91	0.92
Model-based unemployment rate (%)	3.2%	2.7%	3.6%	2.5%	3.2%	3.8%
Median Gross Weekly Workplace Earnings (£)	£523.9	£514.8	£536.4	£564.0	£560.1	£577.0
Median Gross Weekly Resident Earnings (£)	£554.9	£583.4	£664.1	£688.5	£690.1	£698.7
Employment Rate (%)	82.0%	83.0%	74.2%	81.1%	79.7%	77.1%
% NVQ4+	49.4%	40.3%	49.9%	53.9%	63.1%	49.8%
% NVQ2+	77.2%	76.4%	79.2%	84.4%	88.6%	76.7%
% change in employees since 2015		-13.0%	-17.5%	-18.6%	-16.7%	-19.8%
Stock of businesses	6,715	6,940	7,000	6,995	6,830	6,835
3-year Business Survival Rate (%)	63.4%	66.3%	62.0%	61.5%	61.8%	63.5%
GVA per Head (£)	30,649	32,158	32,246	30,681	30,356	28,611
% Employees in the Knowledge Economy	35.5%	25.2%	22.3%	23.5%	22.1%	22.8%

Tunbridge Wells' indicator scores and national performance compared to other districts and unitary authorities in the South East, and the England median is shown in chart 13 overleaf.

Chart 13: Tunbridge Wells performance chart



Medway

Medway performs above the national median in 6 indicators: median gross weekly workplace earnings; median gross weekly resident earnings; employment rate; percentage change in employees; stock of businesses; and percentage employees in the knowledge economy.

Medway performs below the national median in 6 indicators: job density; unemployment rate; 3-year business survival rates; GVA per head; percentage qualified to NVQ4 and above and percentage qualified to NVQ2 and above.

Medway performs best for percentage change in employees and above scoring 87.3 out of 100.

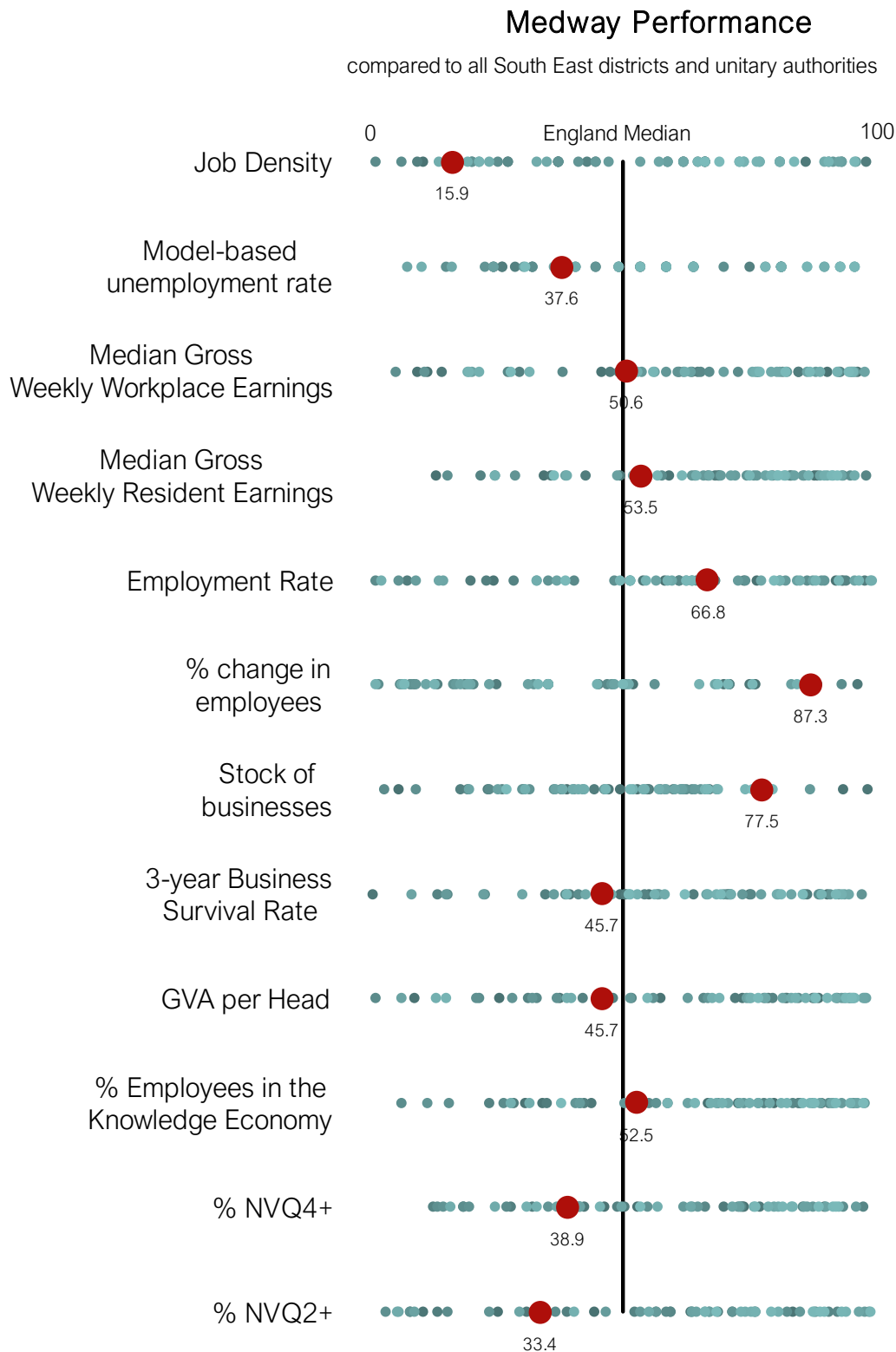
Medway performs worst for job density scoring 15.9 out of 100.

Table 17: Indicator values for Medway

Medway	2016	2017	2018	2019	2020	2021
Job Density	0.58	0.61	0.62	0.63	0.61	0.64
Model-based unemployment rate (%)	6.0%	4.6%	3.9%	4.1%	4.8%	4.1%
Median Gross Weekly Workplace Earnings (£)	£522.5	£524.1	£536.6	£569.9	£603.8	£575.8
Median Gross Weekly Resident Earnings (£)	£565.0	£558.0	£588.5	£610.0	£600.4	£606.1
Employment Rate (%)	74.8%	76.8%	77.8%	77.9%	75.0%	78.2%
% NVQ4+	30.3%	31.0%	28.1%	32.9%	37.7%	36.9%
% NVQ2+	73.2%	75.0%	71.4%	75.2%	79.5%	75.3%
% change in employees since 2015		5.2%	3.1%	6.8%	7.8%	8.9%
Stock of businesses	8,765	9,415	9,740	9,710	10,045	10,485
3-year Business Survival Rate (%)	58.0%	61.3%	61.0%	56.9%	52.0%	57.1%
GVA per Head (£)	19,289	19,707	20,244	20,536	21,425	21,151
% Employees in the Knowledge Economy	14.2%	15.2%	13.7%	14.4%	14.2%	15.2%

Medway's indicator scores and national performance compared to other districts and unitary authorities in the South East, and the England median is shown in chart 14 overleaf.

Chart 14: Medway performance chart



Related documents

Further information on a wide range of economic indicators can be found on our [Economy & Employment](#) webpages.