

# Business births, deaths & survival rates

## Related documents

Further information about businesses in Kent can be found on our [Economy](#) webpages

*NOTE: within this bulletin 'Kent' refers to the Kent County Council (KCC) area which excludes Medway*

## Further Information

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The Business Demography dataset is published annually by the Office for National Statistics (ONS) and is based on information from the VAT and PAYE administrative systems. This dataset provides information on the births and deaths of businesses and their survival rates. It also provides a count of the number of enterprises which were active throughout the year.

## Summary

- In 2020 there were 8,300 enterprises births in Kent, down from 8,465 the previous year. This equates to an enterprise birth rate of 11.7%, just below the GB average (12.0%).
- There were 7,135 business deaths in Kent in 2020, 5 fewer than the previous year. This equates to an enterprise death rate of 10.1%, lower than the GB rate (10.6%).
- Enterprise survival rates show that in 2020 89.4% of enterprises survived their first year of trading, 58.9% has survived 3 years from their birth and 42.6% were still trading after 5 years.
- There were 245 high growth enterprises in Kent in 2020 (had 10 or more employees and saw 20% or more employee growth each year for the previous 3 years).

## Introduction

Business Demography is an annual dataset produced by the Office for National Statistics from an extract taken from the Inter-Departmental Business Register (IDBR). The publication focuses on changes to the registered business population, that is, those businesses registered at Her Majesty's Revenue and Customs (HMRC) for Value Added Tax (VAT) and/or Pay-As-You-Earn (PAYE) and at Companies House.

As well as information on business births (start-ups), business deaths (closures) and survival rates of businesses at local authority district level the data also provide information on the number of businesses which have shown high employee growth over the last three years.

The Office for National Statistics produces two sources of business survey data. In addition to the Business Demography dataset there is also the UK business: activity, size, and location data set. This is also based on VAT/PAYE data and is covered in a separate bulletin entitled "[UK Business Counts](#)".

There are differences between these two data sets. Although both products are extracts from the IDBR the Business Demography data set returns a higher count of active businesses. It counts all business activity taking place during the whole financial year. A single enterprise could have been "born", gone out of business, and then been "re-born" all within the same year. Each of these births would be counted individually. Similarly, it counts all businesses which have been active at any point within the year. These enterprises may have also closed within the time period but if they have been active during any part of the year they would have been counted as an active enterprise.

The UK Business Counts data set counts businesses at a fixed point in time, usually during March and so provides a snapshot of businesses at that point in time.

The latest data from the Business Demography dataset is for 2020 and the tables presented in this bulletin cover the latest 10-year period 2010-2020. The Business Demography dataset uses the term "enterprises". For the purposes of this bulletin enterprises and businesses should be taken as referring to the same thing.

## Enterprise births

The number of enterprise births for the Kent Districts and Medway is available from 2004-2020.

Between 2004 and 2010 Kent saw a general trend of decline in enterprise births, despite gains in some areas during 2007. Overall, since 2010 the number of enterprise births has grown however there were fewer births in 2017 and 2018 than seen in either of the previous two years. The Office for National Statistics suggest that potential uncertainty related to the UK's future relationship with the EU could have been a cause for the decline in the rate of enterprise births in 2017, along with the slowing broader economy and the depreciation of sterling following the EU referendum.

In 2020 there were 8,300 enterprise births in Kent. This was a reduction over the previous year (-1.9% or 165 fewer enterprise births).

Despite the overall fall in enterprise births, four Kent districts (Dover, Folkestone & Hythe, Maidstone, and Tunbridge Wells) saw an increase in new enterprises. The biggest increase was in Maidstone which a 13.1% increase in enterprise births over the previous year (135 more than seen in 2019).

Dartford local authority saw the biggest reduction in enterprise births with 125 fewer than in 2019 (-13.8%).

### Chart 1: Enterprise births from 2004

Enterprise births in Kent 2004-2020



Source: Office for National Statistics  
Prepared by: Kent Analytics, Kent County Council

Tables 1 shows the count of births of new enterprises and the enterprise birth rate in 2020 and the change over the last one and ten years.

**Table 1: Count of births of new enterprises**

| 2020                  | Number       | Birth rate  | Change 2010-2020 |              | Change 2019 - 2020 |              |
|-----------------------|--------------|-------------|------------------|--------------|--------------------|--------------|
|                       |              |             | No.              | %            | No.                | %            |
| Ashford               | 755          | 11.2        | 245              | 48.0%        | -70                | -8.5%        |
| Canterbury            | 635          | 10.6        | 120              | 23.3%        | -50                | -7.3%        |
| Dartford              | 780          | 13.7        | 395              | 102.6%       | -125               | -13.8%       |
| Dover                 | 495          | 12.7        | 235              | 90.4%        | 55                 | 12.5%        |
| Folkestone & Hythe    | 460          | 11.2        | 125              | 37.3%        | 35                 | 8.2%         |
| Gravesham             | 590          | 12.6        | 290              | 96.7%        | -75                | -11.3%       |
| Maidstone             | 1,165        | 13.6        | 525              | 82.0%        | 135                | 13.1%        |
| Sevenoaks             | 715          | 9.7         | 120              | 20.2%        | -45                | -5.9%        |
| Swale                 | 575          | 10.6        | 185              | 47.4%        | -40                | -6.5%        |
| Thanet                | 625          | 13.4        | 240              | 62.3%        | -25                | -3.8%        |
| Tonbridge And Malling | 795          | 11.5        | 305              | 62.2%        | -5                 | -0.6%        |
| Tunbridge Wells       | 710          | 10.4        | 135              | 23.5%        | 45                 | 6.8%         |
| <b>Kent</b>           | <b>8,300</b> | <b>11.7</b> | <b>2,920</b>     | <b>54.3%</b> | <b>-165</b>        | <b>-1.9%</b> |
| Medway                | 1,520        | 14.5        | 775              | 104.0%       | 10                 | 0.7%         |
| Kent & Medway         | 9,820        | 12.1        | 3,695            | 60.3%        | -155               | -1.6%        |
| South East            | 50,760       | 10.9        | 13,850           | 37.5%        | -4,035             | -7.4%        |
| England               | 321,650      | 12.1        | 114,130          | 55.0%        | -28,025            | -8.0%        |
| England And Wales     | 333,555      | 12.1        | 118,530          | 55.1%        | -28,385            | -7.8%        |
| Great Britain         | 351,350      | 12.0        | 120,795          | 52.4%        | -32,255            | -8.4%        |
| United Kingdom        | 357,725      | 11.9        | 122,580          | 52.1%        | -32,505            | -8.3%        |

All Numbers Rounded Individually.

Source: Business Demography Dataset, ONS

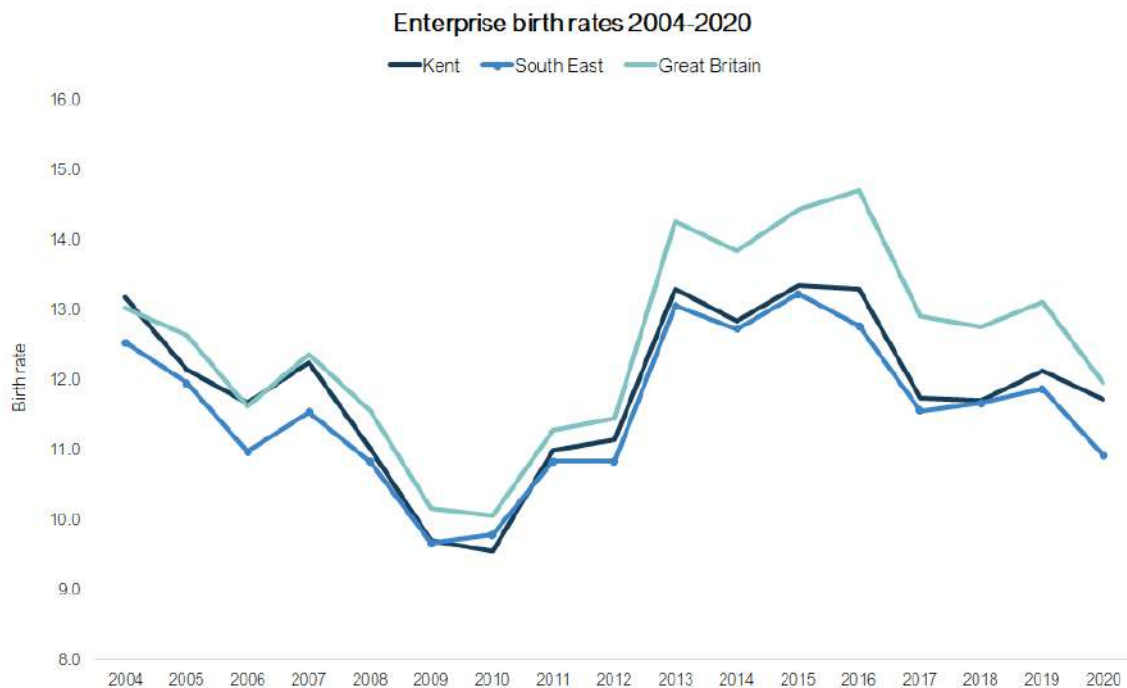
Presented By: Kent Analytics, Kent County Council

Enterprises birth rates are calculated as enterprise births as a percentage of total active enterprises.

Nationally (Great Britain) the enterprise birth rate is at its lowest level since 2012 falling by 1.2 percentage points in the last year. Kent birth rates have remained fairly constant over the last four years and have seen a smaller percentage point change since 2019 (-0.4 percentage points) than seen nationally and regionally.

Chart 2 shows enterprise birth rates in Kent since 2004 compared to the South East Region and Great Britain.

## Chart 2: New enterprise birth rates



Source: Office for National Statistics  
Prepared by: Kent Analytics, Kent County Council

## Enterprise deaths

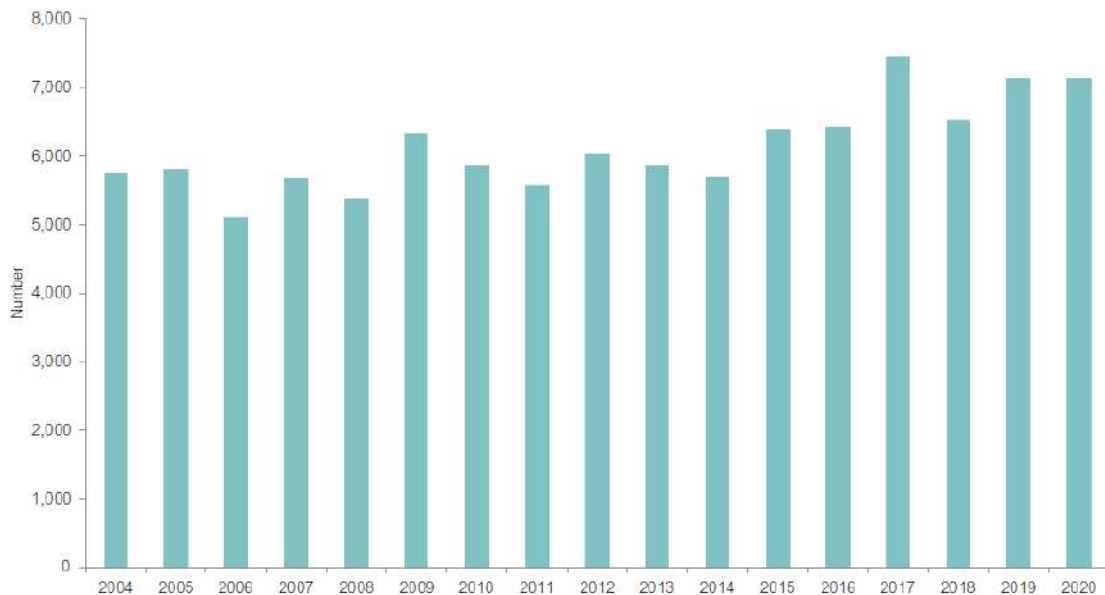
There were 5 fewer enterprise deaths in Kent in 2020 than seen during the previous year. In 2020 Kent saw 7,135 enterprise deaths resulting in an overall death rate of 10.1%. This is calculated as the number of deaths as a proportion of total active businesses.

There were fewer enterprise deaths in eight Kent local authorities than seen in the previous year. Dover saw the fewest enterprise deaths (330). This was 35 fewer deaths than in 2019.

Dartford saw the largest number of enterprise births in 2020 (775) and the biggest increase over the previous year (+225, +40.9%). Dartford has the highest enterprise death rate in the county (13.6%).

### Chart 3: Business Deaths from 2004

Enterprise deaths in Kent 2004-2020



Source: Office for National Statistics  
Prepared by: Kent Analytics, Kent County Council

### Table 3: Count of deaths of enterprises

| 2020                  | Number       | Death rate  | Change 2010-2020 |              | Change 2019 - 2020 |              |
|-----------------------|--------------|-------------|------------------|--------------|--------------------|--------------|
|                       |              |             | No.              | %            | No.                | %            |
| Ashford               | 675          | 10.0        | 40               | 6.3%         | -35                | -4.9%        |
| Canterbury            | 575          | 9.6         | 90               | 18.6%        | 15                 | 2.7%         |
| Dartford              | 775          | 13.6        | 410              | 112.3%       | 225                | 40.9%        |
| Dover                 | 330          | 8.5         | 30               | 10.0%        | -35                | -9.6%        |
| Folkestone & Hythe    | 390          | 9.5         | 0                | 0.0%         | -30                | -7.1%        |
| Gravesham             | 510          | 10.9        | 160              | 45.7%        | -30                | -5.6%        |
| Maidstone             | 760          | 8.9         | 100              | 15.2%        | -65                | -7.9%        |
| Sevenoaks             | 765          | 10.4        | 180              | 30.8%        | 5                  | 0.7%         |
| Swale                 | 525          | 9.7         | 25               | 5.0%         | 10                 | 1.9%         |
| Thanet                | 505          | 10.8        | 65               | 14.8%        | -25                | -4.7%        |
| Tonbridge And Malling | 655          | 9.5         | 120              | 22.4%        | -20                | -3.0%        |
| Tunbridge Wells       | 670          | 9.8         | 45               | 7.2%         | -20                | -2.9%        |
| <b>Kent</b>           | <b>7,135</b> | <b>10.1</b> | <b>1,265</b>     | <b>21.6%</b> | <b>-5</b>          | <b>-0.1%</b> |
| Medway                | 1,065        | 10.2        | 270              | 34.0%        | -40                | -3.6%        |
| Kent & Medway         | 8,200        | 10.1        | 1,535            | 23.0%        | -45                | -0.5%        |
| South East            | 46,510       | 10.0        | 8,225            | 21.5%        | -485               | -1.0%        |
| England               | 282,565      | 10.7        | 63,535           | 29.0%        | -6,400             | -2.2%        |
| England And Wales     | 292,765      | 10.6        | 64,545           | 28.3%        | -6,965             | -2.3%        |
| Great Britain         | 311,410      | 10.6        | 68,005           | 27.9%        | -7,610             | -2.4%        |
| United Kingdom        | 316,310      | 10.5        | 67,715           | 27.2%        | -8,095             | -2.5%        |

All Numbers Rounded Individually.

Source: Business Demography Dataset, ONS

Presented By: Kent Analytics, Kent County Council

Chart 4 shows the enterprises death rates in Kent since 2004 compared to the South East Region and Great Britain.

#### Chart 4: Enterprise death rates

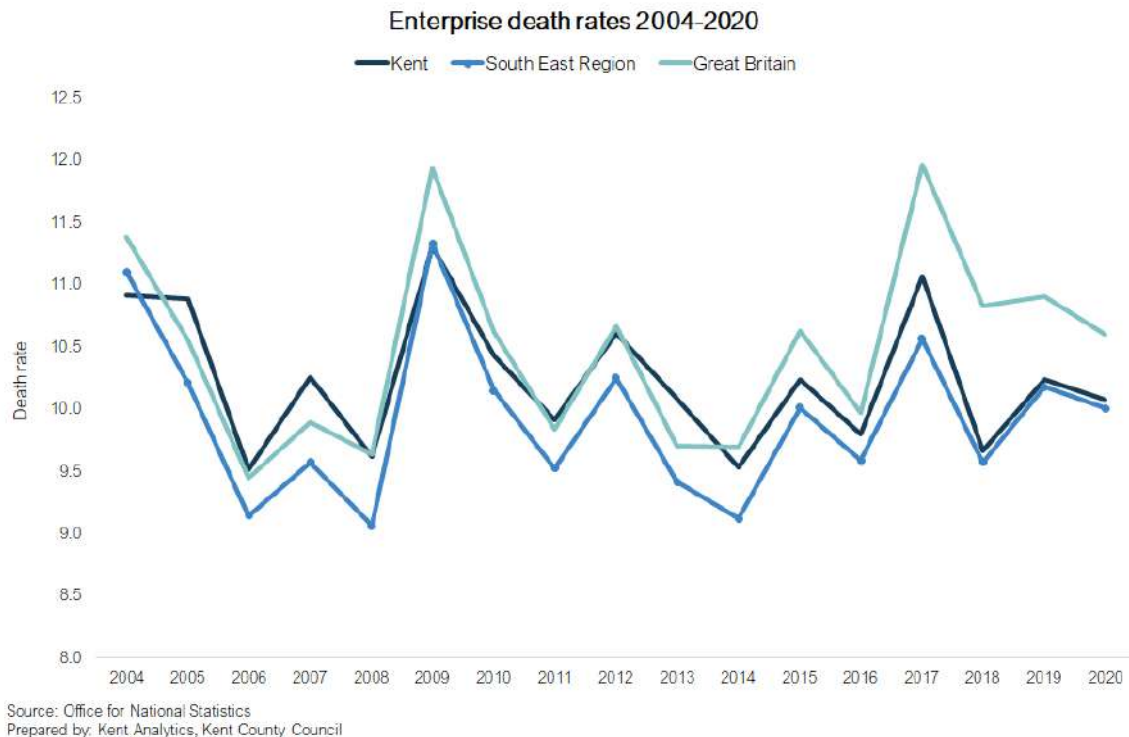


Table 4 (overleaf) shows the ratio of business births to deaths, over the period 2010 to 2020. A ratio of births to deaths above 1.0 means that there were more enterprise births than deaths.

The table clearly shows the effects of the recession (which began in 2009) during 2010 and 2012. The ratio of births to deaths made a significant recovery in 2013 which was largely maintained into 2016. In 2017, while the number of enterprise births in Kent was still greater than the number of deaths the ratio fell to its lowest level in six years. Over the last three years Kent’s enterprise birth to death ratio fallen from 1.21 in 2018 to 1.16 in 2020, however there were still more enterprise births than deaths.

All local authorities in Kent saw more births than deaths in 2020 with the exception of Sevenoaks.

The highest enterprise birth to death ratio was in Maidstone (1.53), the lowest ratio was Sevenoaks (0.93).



**Table 4: Ratio of enterprise births to deaths**

|                       | 2010        | 2011        | 2012        | 2013        | 2014        | 2015        | 2016        | 2017        | 2018        | 2019        | 2020        |
|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Ashford               | 0.80        | 0.95        | 0.94        | 1.17        | 1.33        | 1.18        | 1.43        | 1.05        | 1.44        | 1.16        | 1.12        |
| Canterbury            | 1.06        | 1.04        | 1.05        | 1.29        | 1.24        | 1.14        | 1.40        | 1.02        | 1.18        | 1.22        | 1.10        |
| Dartford              | 1.05        | 1.32        | 1.25        | 1.73        | 1.62        | 1.69        | 1.63        | 1.09        | 1.34        | 1.65        | 1.01        |
| Dover                 | 0.87        | 1.21        | 1.08        | 1.28        | 1.27        | 1.10        | 1.37        | 1.01        | 1.14        | 1.21        | 1.50        |
| Folkestone & Hythe    | 0.86        | 1.22        | 1.19        | 1.22        | 1.22        | 1.20        | 1.55        | 0.83        | 1.14        | 1.01        | 1.18        |
| Gravesham             | 0.86        | 1.21        | 1.12        | 1.55        | 1.49        | 1.51        | 1.60        | 1.13        | 1.15        | 1.23        | 1.16        |
| Maidstone             | 0.97        | 0.98        | 1.09        | 1.33        | 1.32        | 1.41        | 1.21        | 1.16        | 1.16        | 1.25        | 1.53        |
| Sevenoaks             | 1.02        | 1.17        | 1.09        | 1.37        | 1.29        | 1.35        | 1.29        | 1.07        | 1.29        | 1.00        | 0.93        |
| Swale                 | 0.78        | 1.07        | 0.94        | 1.37        | 1.47        | 1.40        | 1.49        | 1.03        | 1.19        | 1.19        | 1.10        |
| Thanet                | 0.88        | 1.00        | 0.92        | 1.34        | 1.33        | 1.40        | 1.24        | 1.14        | 1.18        | 1.23        | 1.24        |
| Tonbridge And Malling | 0.92        | 1.22        | 1.06        | 1.32        | 1.49        | 1.35        | 1.44        | 1.10        | 1.20        | 1.19        | 1.21        |
| Tunbridge Wells       | 0.92        | 1.14        | 0.97        | 1.13        | 1.23        | 1.06        | 1.03        | 1.05        | 1.10        | 0.96        | 1.06        |
| <b>Kent</b>           | <b>0.92</b> | <b>1.11</b> | <b>1.05</b> | <b>1.32</b> | <b>1.35</b> | <b>1.30</b> | <b>1.36</b> | <b>1.06</b> | <b>1.21</b> | <b>1.19</b> | <b>1.16</b> |
| Medway                | 0.94        | 1.22        | 1.07        | 1.62        | 1.39        | 1.42        | 1.43        | 1.06        | 1.13        | 1.37        | 1.43        |
| Kent & Medway         | 0.92        | 1.12        | 1.05        | 1.35        | 1.35        | 1.32        | 1.37        | 1.06        | 1.20        | 1.21        | 1.20        |
| South East Region     | 0.96        | 1.14        | 1.06        | 1.39        | 1.39        | 1.32        | 1.33        | 1.09        | 1.22        | 1.17        | 1.09        |
| England               | 0.95        | 1.15        | 1.08        | 1.48        | 1.44        | 1.38        | 1.50        | 1.08        | 1.18        | 1.21        | 1.14        |
| England And Wales     | 0.94        | 1.14        | 1.08        | 1.47        | 1.43        | 1.37        | 1.49        | 1.08        | 1.18        | 1.21        | 1.14        |
| Great Britain         | 0.95        | 1.15        | 1.07        | 1.47        | 1.43        | 1.36        | 1.47        | 1.08        | 1.18        | 1.20        | 1.13        |
| United Kingdom        | 0.95        | 1.14        | 1.07        | 1.46        | 1.42        | 1.36        | 1.47        | 1.09        | 1.18        | 1.20        | 1.13        |

A Ratio Less Than 1 Indicates That The Number Of Deaths Is Greater Than The Number Of Births.

Source: Business Demography Dataset, Ons

Presented By: Kent Analytics, Kent County Council

## Stock of active enterprises

During 2020 Kent had 70,815 enterprises active at some point during the year, 1,065 higher than the previous year. Maidstone had the highest number of active enterprises in the county (8,560). Dover district had the lowest number (3,885).

Between 2010 and 2020, the number of active businesses in Kent increased by 25.8%. This is below the Great Britain rate of 28.2% but greater than the average for the South East (23.2%).

Within Kent all districts saw growth in the number of active enterprises since 2010. The highest growth was seen in Dartford (+70.4% or +2,350 enterprises). Folkestone & Hythe district saw the smallest growth in number (+555 enterprises) and Tunbridge Wells saw the smallest percentage growth over the last 10 years (10.7%).

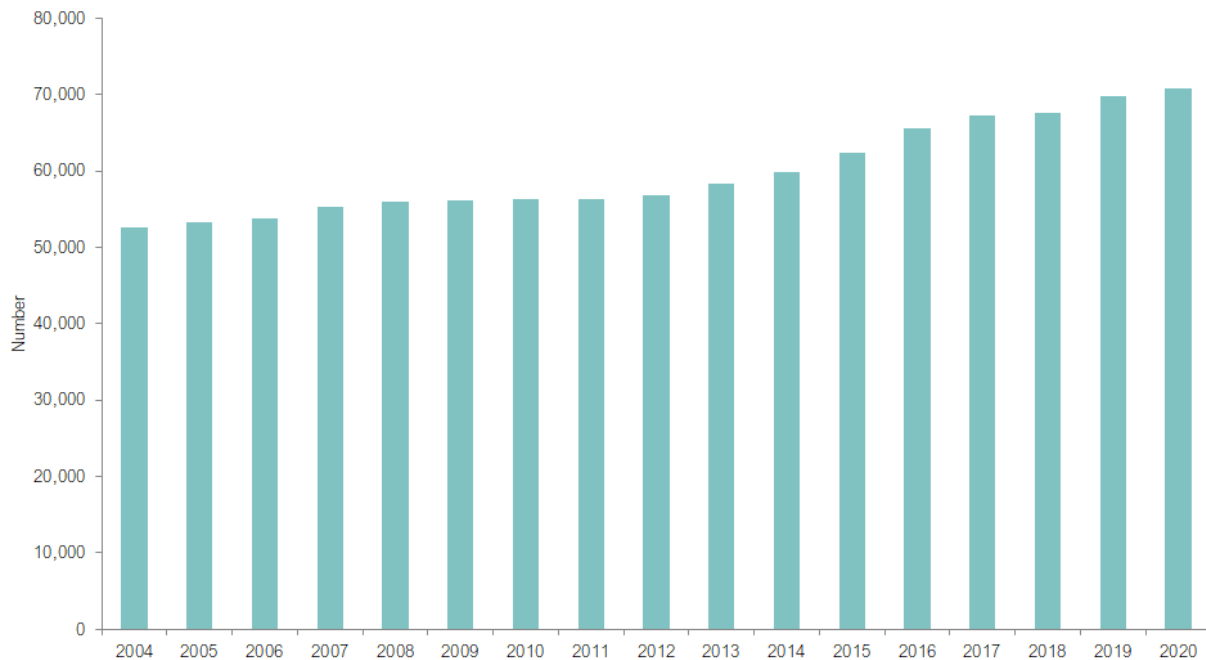
Over the last year (2019-2020) Kent saw a small increase of 1.5% in active enterprises, higher than was seen nationally (+0.4%) and in the South East Region (+0.7%).

All areas of Kent saw growth in the number of active enterprises since 2019 except Sevenoaks which saw a 1.4% fall (-105 enterprises). Maidstone saw the highest number growth in active enterprises with 285 more enterprises than in 2019, an increase of 3.4%.



## Chart 5: Active Enterprises

Count of active enterprises in Kent 2004-2020



Source: Office for National Statistics  
Prepared by: Kent Analytics, Kent County Council

## Table 5: Count of active enterprises

| 2020                  | Number        | Change<br>2010 - 2020 |              | Change<br>2019 - 2020 |             |
|-----------------------|---------------|-----------------------|--------------|-----------------------|-------------|
|                       |               | No.                   | %            | No.                   | %           |
| Ashford               | 6,745         | 1,310                 | 24.1%        | 70                    | 1.0%        |
| Canterbury            | 5,985         | 890                   | 17.5%        | 50                    | 0.8%        |
| Dartford              | 5,690         | 2,350                 | 70.4%        | 235                   | 4.3%        |
| Dover                 | 3,885         | 785                   | 25.3%        | 145                   | 3.9%        |
| Folkestone & Hythe    | 4,090         | 555                   | 15.7%        | 30                    | 0.7%        |
| Gravesham             | 4,665         | 1,570                 | 50.7%        | 55                    | 1.2%        |
| Maidstone             | 8,560         | 1,840                 | 27.4%        | 285                   | 3.4%        |
| Sevenoaks             | 7,370         | 880                   | 13.6%        | -105                  | -1.4%       |
| Swale                 | 5,425         | 1,015                 | 23.0%        | 65                    | 1.2%        |
| Thanet                | 4,680         | 1,005                 | 27.3%        | 70                    | 1.5%        |
| Tonbridge And Malling | 6,885         | 1,650                 | 31.5%        | 160                   | 2.4%        |
| Tunbridge Wells       | 6,835         | 660                   | 10.7%        | 5                     | 0.1%        |
| <b>Kent</b>           | <b>70,815</b> | <b>14,510</b>         | <b>25.8%</b> | <b>1,065</b>          | <b>1.5%</b> |
| Medway                | 10,485        | 3,120                 | 42.4%        | 440                   | 4.4%        |
| Kent & Medway         | 81,300        | 17,630                | 27.7%        | 1,505                 | 1.9%        |
| South East            | 464,950       | 87,635                | 23.2%        | 3,205                 | 0.7%        |
| England               | 2,653,080     | 606,770               | 29.7%        | 13,830                | 0.5%        |
| England And Wales     | 2,757,525     | 620,780               | 29.1%        | 14,505                | 0.5%        |
| Great Britain         | 2,938,870     | 646,430               | 28.2%        | 12,365                | 0.4%        |
| United Kingdom        | 3,003,470     | 652,045               | 27.7%        | 13,150                | 0.4%        |

All Numbers Rounded Individually.

Source: Business Demography Dataset, Ons

Presented By: Kent Analytics, Kent County Council

## Enterprise survival rates

Survival rate data looks at the annual survival rates for newly born businesses for the first 5 years of their existence. So, it is possible to look at survival rates for each of the first five years of a newly created business. One-year, three-year and five-year enterprise survival rates are presented here.

### One-year survival rates

In 2020 one-year business survival rates in Kent (89.4%) were at their lowest level since 2011. This was the same as the South East rate but higher than the rate for Great Britain as a whole (88.4%). Each of these areas have seen one-year survival rates fall since the previous year.

Dartford district had the highest one-year survival rate in the county in 2020 with 93.4% of new enterprises born in 2019 surviving their first year of trading.

The lowest survival rates were in Tonbridge & Malling (83.1%).

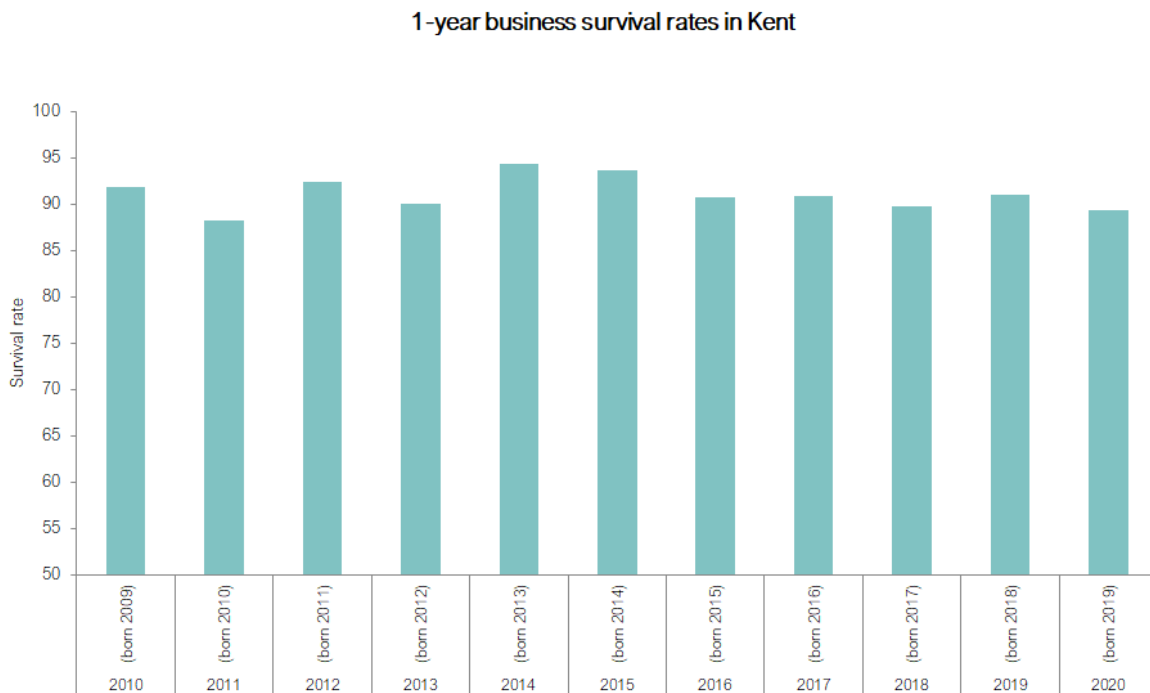
Most authorities in Kent saw one-year survival rates fall since 2019 except for Maidstone, Sevenoaks, and Dartford. The biggest increase was in Sevenoaks where survival rates increased from 89.5% in 2019 to 90.8% in 2020.

Thanet saw the biggest decrease in survival rates since 2019, falling 4.7 percentage points to 86.2%.

Chart 6 overleaf shows one-year enterprise survival rates in Kent since 2010.

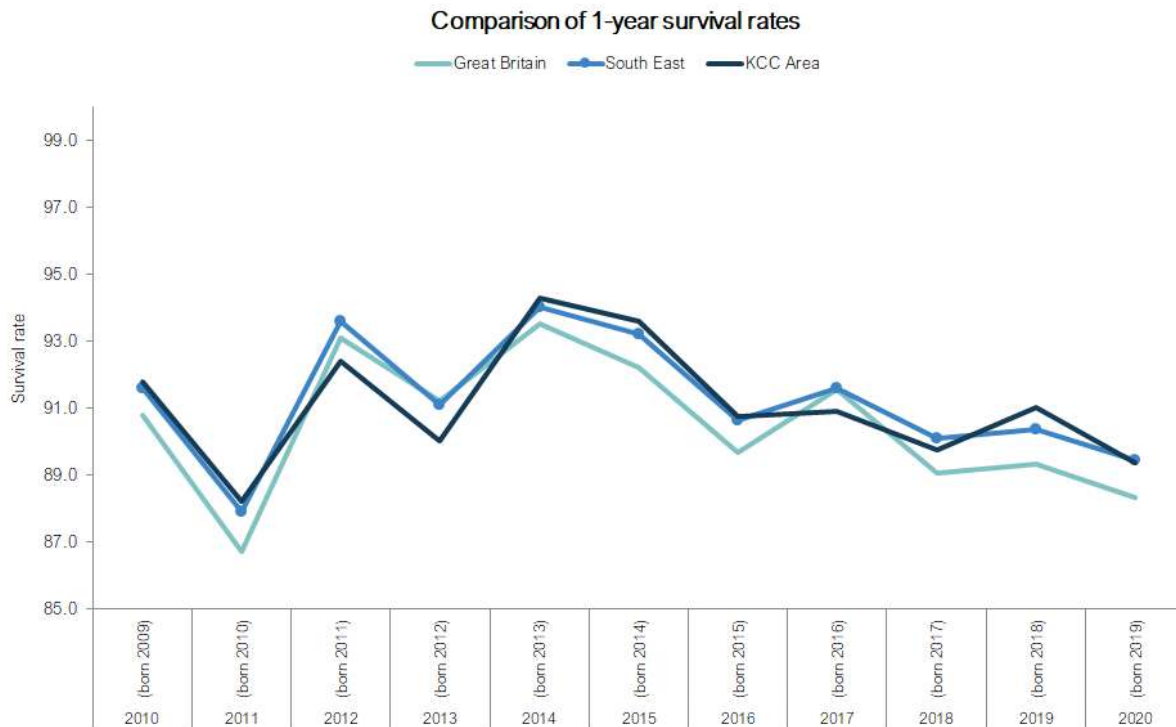
Chart 7 summarises one-year survival rates for UK, the South East and Kent from 2010.

## Chart 6: 1-year business survival rates in Kent



Source: Office for National Statistics  
Prepared by: Kent Analytics, Kent County Council

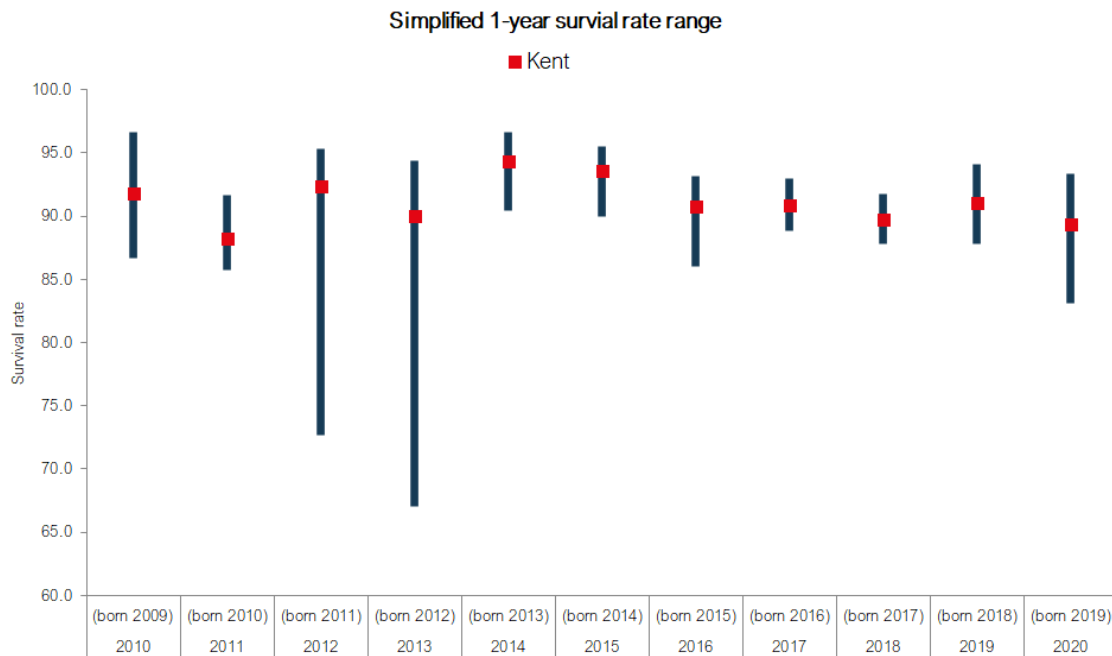
## Chart 7: 1-year survival rates in Great Britain, the South East and Kent



Source: Office for National Statistics  
Prepared by: Kent Analytics, Kent County Council

Normally one-year survival rates within Kent do not differ greatly between the highest and lowest survival rates, however, during 2012 and 2013 they ranged anywhere between 67.0% and 95.3%. Since 2013 they have settled and now range between 83.1% in Tonbridge & Malling and 93.4% in Dartford.

### Chart 8: Simplified one-year survival rates



Source: Office for National Statistics  
Prepared by: Kent Analytics, Kent County Council

### Three-year survival rates

At 58.9% three-year business survival rates in Kent are above the national rate (GB 53.2%) and the regional rate (58.5%).

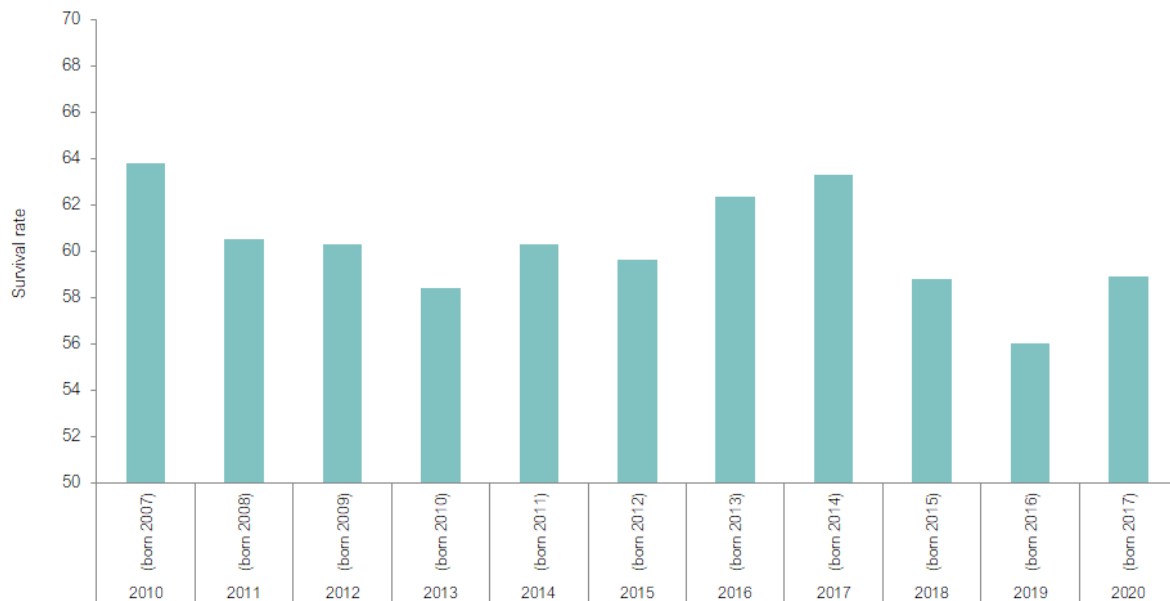
The proportion of Kent enterprises surviving three years following their birth fell continuously between 2009 and 2013. In 2016 the three-year survival rate began to improve and in 2017 reached its highest level for seven years. However, since 2018 the three-year survival rate of enterprises fell considerably when compared to recent years to its lowest level in 56% in 2019. In 2020 the three-year survival rate increased to its highest level in four years.

Chart 9 overleaf shows three-year enterprise survival rates in Kent since 2010.

Chart 10 summarises three-year survival rates for UK, the South East and Kent from 2010.

## Chart 9: Three-year business survival rates in Kent

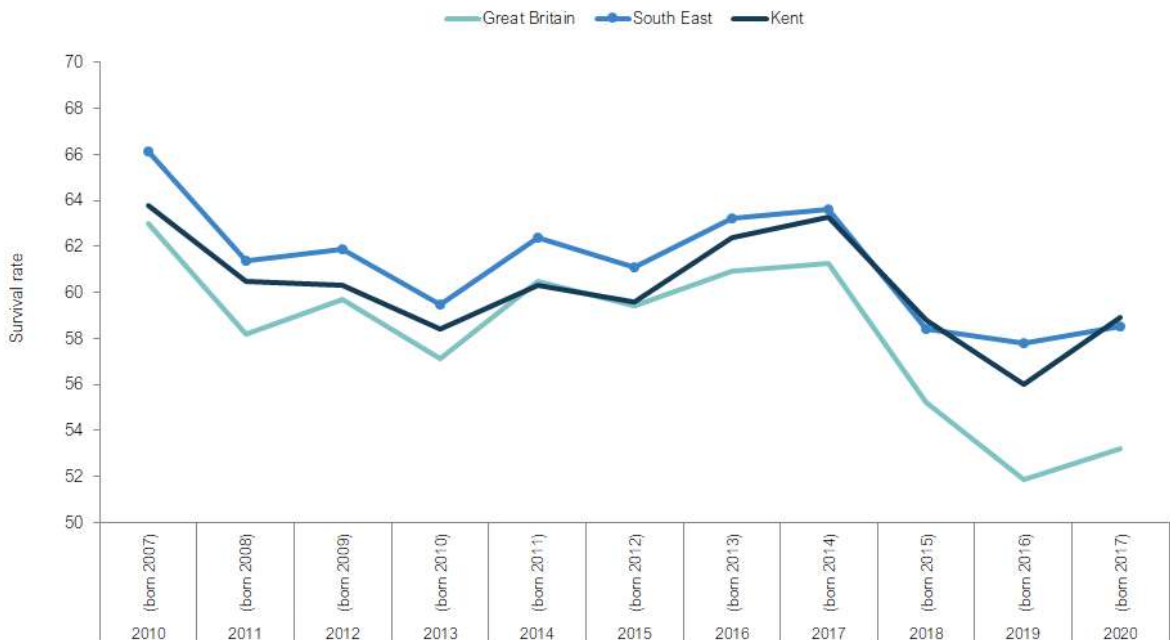
Three-year business survival rates in Kent



Source: Office for National Statistics  
Prepared by: Kent Analytics, Kent County Council

## Chart 10: Three-year survival rates in Great Britain, the South East and Kent

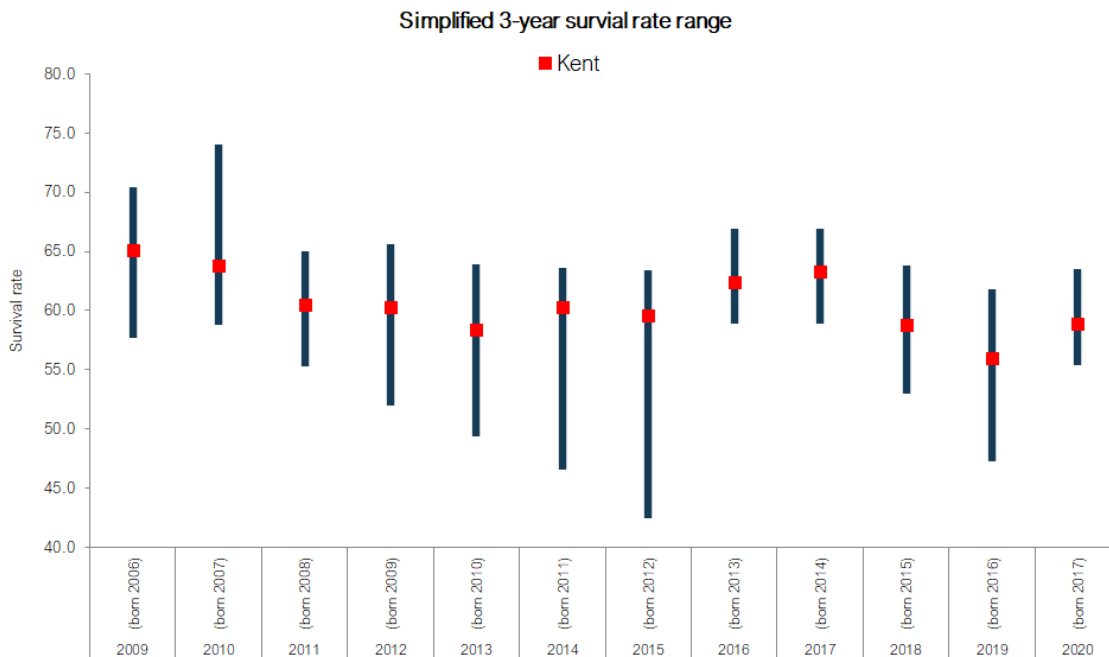
Comparison of 3-year survival rates



Source: Office for National Statistics  
Prepared by: Kent Analytics, Kent County Council

Chart 11 shows the range of three-year survival rates in Kent. In 2020 three-year survival rates within Kent varied between 55.4% in Dover and 63.5% in Tunbridge Wells.

### Chart 11: Three-year business survival rates in Kent



Source: Office for National Statistics  
Prepared by: Kent Analytics, Kent County Council

### Five-year survival rates

At 42.6% five-year business survival rates in Kent are above the national rate (GB 39.5%) and the same as the regional rate.

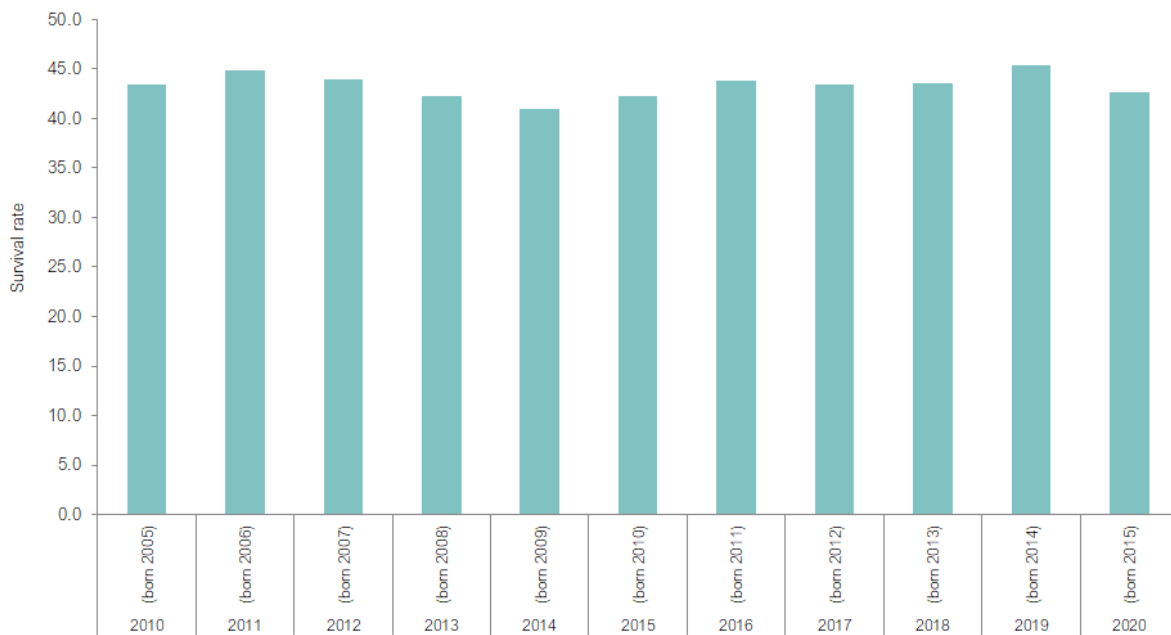
The proportion of Kent enterprises surviving five years following their birth is generally stable. In 2014 five-year survival rates of Kent businesses fell to their lowest level (41.0%). This would have included enterprises that had formed during 2009. From 2016 the rate began to improve and remained just under 44% until 2018 and rose to just over 45% in 2019. In 2020 the five-year survival rate fell to its lowest level since 2015.

Chart 12 overleaf shows five-year enterprise survival rates in Kent since 2010.

Chart 13 summarises five-year survival rates for UK, the South East and Kent from 2010.

## Chart 12: Five-year business survival rates in Kent

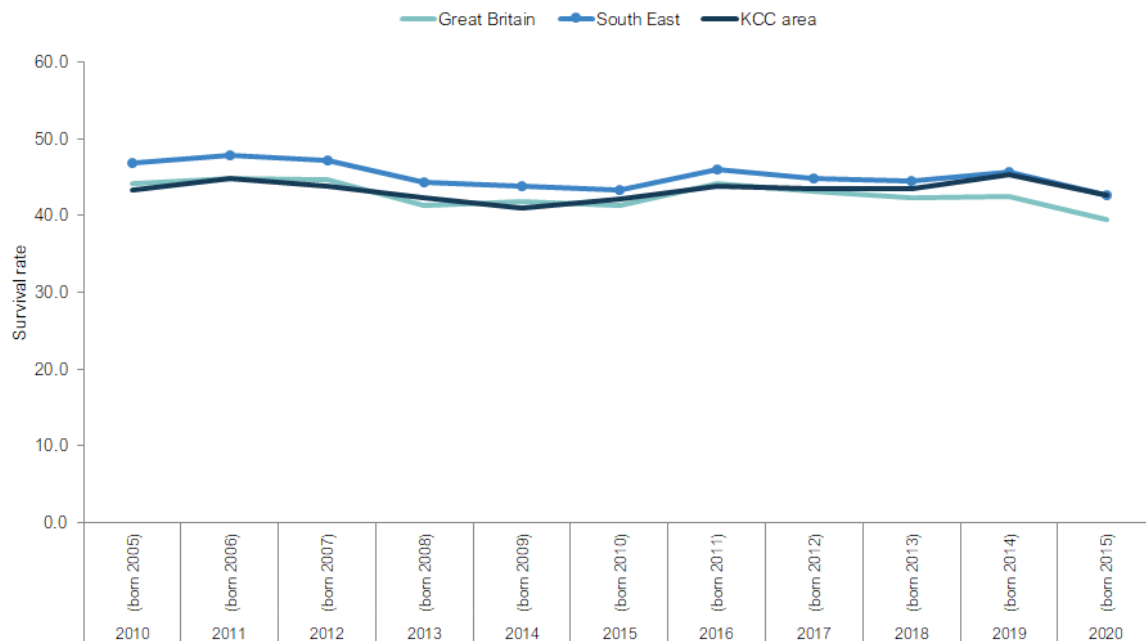
5-year business survival rates in Kent



Source: Office for National Statistics  
Prepared by: Kent Analytics, Kent County Council

## Chart 13: Five-year survival rates in Great Britain, the South East and Kent

Comparison of 5-year survival rates

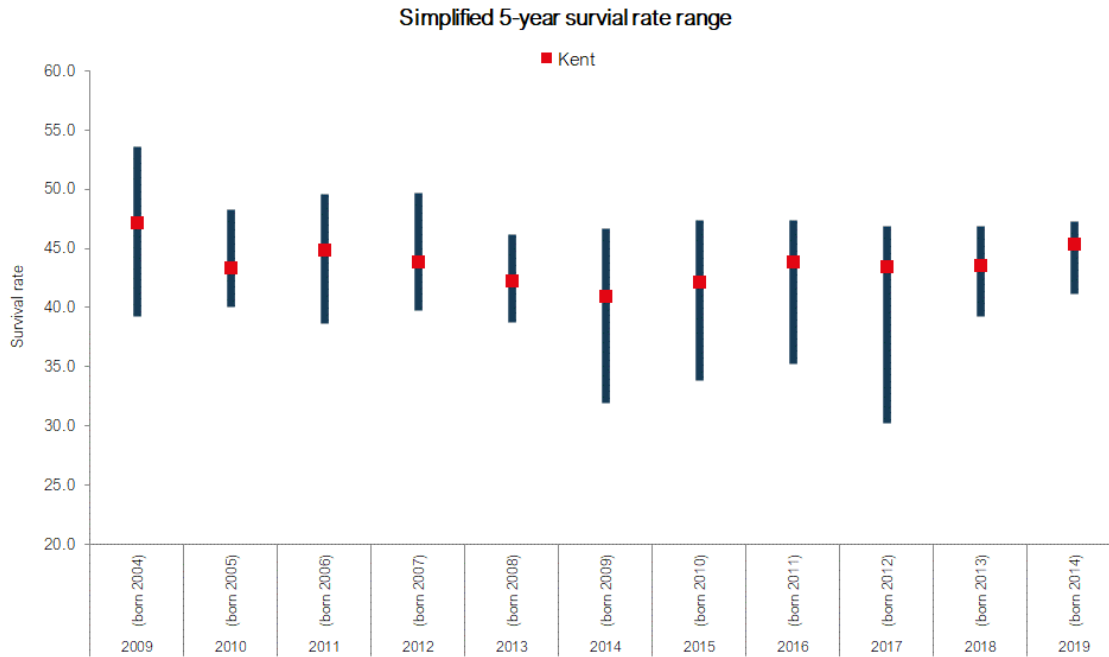


Source: Office for National Statistics  
Prepared by: Kent Analytics, Kent County Council



Chart 14 shows the range of five-year survival rates in Kent. Generally, five-year survival rates within Kent do not differ greatly between the highest and lowest survival rates. In 2020 five-year survival rates ranged from 38.0% in Dover to 48.5% in Swale.

**Chart 14: Five-year business survival rates in Kent**



Source: Office for National Statistics  
Prepared by: Strategic Kent Analytics, Kent County Council

Tables 6 to 8 look at one-year, three-year and five-year survival rates for businesses from 2010.

**Table 6: First year survival rates of newly born enterprises**

|                       | 2010<br>(born 2009) | 2011<br>(born 2010) | 2012<br>(born 2011) | 2013<br>(born 2012) | 2014<br>(born 2013) | 2015<br>(born 2014) | 2016<br>(born 2015) | 2017<br>(born 2016) | 2018<br>(born 2017) | 2019<br>(born 2018) | 2020<br>(born 2019) |
|-----------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Ashford               | 93.2                | 88.2                | 93.1                | 90.3                | 93.6                | 94.3                | 88.1                | 89.8                | 89.7                | 92.3                | 90.9                |
| Canterbury            | 90.2                | 88.3                | 93.3                | 94.4                | 94.9                | 93.1                | 92.1                | 91.2                | 87.8                | 91.3                | 90.5                |
| Dartford              | 92                  | 85.7                | 95.3                | 91.7                | 95.0                | 95.2                | 91.2                | 92.6                | 88.6                | 92.2                | 93.4                |
| Dover                 | 96.6                | 88.5                | 92.8                | 92.6                | 96.6                | 91.4                | 91.1                | 91.4                | 89.2                | 93.8                | 93.2                |
| Folkestone & Hythe    | 86.7                | 86.6                | 72.7                | 67.0                | 90.4                | 90.0                | 86.0                | 88.8                | 89.0                | 92.4                | 89.4                |
| Gravesham             | 93.9                | 91.7                | 95.1                | 91.8                | 95.3                | 95.5                | 91.8                | 91.4                | 90.5                | 93.2                | 88.7                |
| Maidstone             | 92.6                | 89.1                | 94.6                | 92.8                | 94.9                | 94.0                | 93.1                | 89.6                | 91.8                | 89.1                | 89.8                |
| Sevenoaks             | 92.2                | 87.4                | 93.8                | 92.1                | 92.4                | 91.8                | 89.9                | 89.6                | 89.9                | 89.5                | 90.8                |
| Swale                 | 91                  | 88.5                | 94.7                | 92.1                | 96.4                | 94.8                | 92.3                | 92.8                | 91.5                | 94.1                | 89.4                |
| Thanet                | 91.7                | 88.3                | 95.0                | 93.6                | 96.3                | 93.3                | 91.7                | 89.9                | 90.5                | 90.8                | 86.2                |
| Tonbridge And Malling | 89.5                | 88.8                | 91.8                | 91.7                | 93.3                | 94.4                | 88.4                | 90.9                | 88.4                | 87.8                | 83.1                |
| Tunbridge Wells       | 93.2                | 87.8                | 94.0                | 90.2                | 93.8                | 93.3                | 91.9                | 93.0                | 89.2                | 89.2                | 87.2                |
| <b>Kent</b>           | <b>91.8</b>         | <b>88.2</b>         | <b>92.4</b>         | <b>90.0</b>         | <b>94.3</b>         | <b>93.6</b>         | <b>90.8</b>         | <b>90.9</b>         | <b>89.7</b>         | <b>91.0</b>         | <b>89.4</b>         |
| Medway                | 93.2                | 91.3                | 95.4                | 91.5                | 94.7                | 93.9                | 92.0                | 92.2                | 90.0                | 90.9                | 91.1                |
| South East Region     | 91.6                | 87.9                | 93.6                | 91.1                | 94.0                | 93.2                | 90.6                | 91.6                | 90.1                | 90.3                | 89.4                |
| England               | 90.9                | 86.8                | 93.1                | 91.1                | 93.5                | 92.2                | 89.6                | 91.6                | 89.1                | 89.3                | 88.2                |
| England And Wales     | 90.9                | 86.8                | 93.1                | 91.2                | 93.5                | 92.2                | 89.7                | 91.6                | 89.1                | 89.3                | 88.3                |
| Great Britain         | 90.9                | 86.7                | 93.1                | 91.2                | 93.6                | 92.2                | 89.7                | 91.6                | 89.1                | 89.4                | 88.4                |
| United Kingdom        | 90.8                | 86.7                | 93.1                | 91.2                | 93.5                | 92.2                | 89.7                | 91.5                | 89.0                | 89.3                | 88.3                |

All numbers rounded individually.

Source: Business Demography Dataset, ONS

Presented by: Kent Analytics, Kent County Council

**Table 7: Three-year business survival rates**

|                       | 2010<br>(born 2007) | 2011<br>(born 2008) | 2012<br>(born 2009) | 2013<br>(born 2010) | 2014<br>(born 2011) | 2015<br>(born 2012) | 2016<br>(born 2013) | 2017<br>(born 2014) | 2018<br>(born 2015) | 2019<br>(born 2016) | 2020<br>(born 2017) |
|-----------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Ashford               | 74                  | 57.0                | 63.1                | 56.9                | 59.5                | 58.4                | 61.0                | 63.6                | 57.3                | 55.4                | 57.5                |
| Canterbury            | 59.5                | 64.2                | 58.7                | 56.3                | 61.9                | 62.6                | 60.1                | 60.0                | 56.4                | 55.4                | 60.3                |
| Dartford              | 60.7                | 59.7                | 54.7                | 49.4                | 62.8                | 62.5                | 59.5                | 63.5                | 57.1                | 53.4                | 59.1                |
| Dover                 | 60.9                | 59.1                | 63.8                | 53.8                | 55.1                | 55.9                | 59.1                | 61.7                | 53.2                | 47.3                | 55.4                |
| Folkestone & Hythe    | 58.8                | 55.7                | 52.0                | 56.7                | 46.6                | 42.5                | 59.6                | 58.9                | 53.0                | 51.7                | 56.0                |
| Gravesham             | 65.4                | 60.0                | 60.6                | 56.7                | 61.7                | 61.2                | 58.9                | 65.2                | 59.0                | 54.0                | 56.3                |
| Maidstone             | 62.4                | 62.4                | 65.6                | 61.7                | 63.1                | 62.5                | 65.3                | 64.7                | 58.8                | 57.5                | 59.8                |
| Sevenoaks             | 64.8                | 59.7                | 64.3                | 63.9                | 62.1                | 61.9                | 64.7                | 64.6                | 62.9                | 59.5                | 61.7                |
| Swale                 | 60.5                | 55.3                | 57.3                | 62.8                | 61.1                | 61.8                | 67.0                | 67.0                | 63.8                | 56.1                | 57.3                |
| Thanet                | 60.4                | 59.5                | 54.2                | 54.5                | 58.8                | 59.0                | 59.8                | 61.0                | 57.8                | 52.9                | 57.8                |
| Tonbridge And Malling | 67.4                | 65.0                | 59.0                | 60.2                | 63.6                | 60.6                | 62.2                | 65.0                | 59.4                | 61.0                | 58.2                |
| Tunbridge Wells       | 65.2                | 63.7                | 64.1                | 60.0                | 62.4                | 63.4                | 66.3                | 62.0                | 61.5                | 61.8                | 63.5                |
| <b>Kent</b>           | <b>63.8</b>         | <b>60.5</b>         | <b>60.3</b>         | <b>58.4</b>         | <b>60.3</b>         | <b>59.6</b>         | <b>62.4</b>         | <b>63.3</b>         | <b>58.8</b>         | <b>56.0</b>         | <b>58.9</b>         |
| Medway                | 61.6                | 56.7                | 61.5                | 61.7                | 60.6                | 58.0                | 61.3                | 61.0                | 56.9                | 52.0                | 57.1                |
| South East Region     | 66.1                | 61.4                | 61.9                | 59.5                | 62.4                | 61.1                | 63.2                | 63.6                | 58.4                | 57.8                | 58.5                |
| England               | 62.9                | 57.9                | 59.7                | 57.1                | 60.4                | 59.2                | 60.8                | 61.4                | 55.2                | 51.5                | 53.0                |
| England And Wales     | 62.9                | 58.0                | 59.7                | 57.1                | 60.4                | 59.2                | 60.8                | 61.3                | 55.2                | 51.6                | 53.1                |
| Great Britain         | 63                  | 58.2                | 59.7                | 57.1                | 60.5                | 59.4                | 60.9                | 61.3                | 55.2                | 51.9                | 53.2                |
| United Kingdom        | 63                  | 58.0                | 59.6                | 57.1                | 60.5                | 59.4                | 60.8                | 61.2                | 55.3                | 52.0                | 53.4                |

All numbers rounded individually.

Source: Business Demography Dataset, ONS

Presented by: Kent Analytics, Kent County Council

**Table 8: Five-year business survival rates**

|                       | 2010<br>(born 2005) | 2011<br>(born 2006) | 2012<br>(born 2007) | 2013<br>(born 2008) | 2014<br>(born 2009) | 2015<br>(born 2010) | 2016<br>(born 2011) | 2017<br>(born 2012) | 2018<br>(born 2013) | 2019<br>(born 2014) | 2020<br>(born 2015) |
|-----------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Ashford               | 41.5                | 44.4                | 49.6                | 42.2                | 42.7                | 38.2                | 45.7                | 43.4                | 44.0                | 45.7                | 43.4                |
| Canterbury            | 40.1                | 46.0                | 42.4                | 42.2                | 38.0                | 40.8                | 44.8                | 44.9                | 41.3                | 44.6                | 41.4                |
| Dartford              | 40.3                | 40.0                | 44.0                | 40.3                | 34.7                | 33.8                | 44.2                | 46.9                | 44.6                | 44.4                | 38.1                |
| Dover                 | 43.1                | 46.1                | 40.3                | 42.4                | 41.4                | 38.5                | 37.7                | 39.7                | 43.2                | 46.9                | 38.0                |
| Folkestone & Hythe    | 40.0                | 41.9                | 40.2                | 39.2                | 34.7                | 40.3                | 35.2                | 30.2                | 40.4                | 41.1                | 40.0                |
| Gravesham             | 40.7                | 39.2                | 43.6                | 38.7                | 39.4                | 40.0                | 44.4                | 44.7                | 39.3                | 45.5                | 40.3                |
| Maidstone             | 43.2                | 48.2                | 43.7                | 41.8                | 46.7                | 44.5                | 43.8                | 45.4                | 44.9                | 47.3                | 42.2                |
| Sevenoaks             | 47.4                | 49.6                | 42.5                | 45                  | 44.3                | 47.1                | 45.5                | 45.3                | 46.5                | 45.6                | 47.8                |
| Swale                 | 42.0                | 41.0                | 41.8                | 39.4                | 40.4                | 47.4                | 45.3                | 43.8                | 42.9                | 47.0                | 48.5                |
| Thanet                | 44.3                | 38.6                | 39.8                | 40.5                | 31.9                | 41.6                | 42.5                | 44.9                | 39.3                | 41.9                | 39.4                |
| Tonbridge And Malling | 48.3                | 48.2                | 47.1                | 46.2                | 41.9                | 45.9                | 44.5                | 45.0                | 45.2                | 46.2                | 42.6                |
| Tunbridge Wells       | 46.5                | 49.1                | 47.7                | 45.2                | 46.2                | 42.6                | 47.4                | 45.5                | 46.9                | 46.0                | 45.3                |
| <b>Kent</b>           | <b>43.4</b>         | <b>44.9</b>         | <b>43.9</b>         | <b>42.3</b>         | <b>41.0</b>         | <b>42.2</b>         | <b>43.9</b>         | <b>43.5</b>         | <b>43.6</b>         | <b>45.4</b>         | <b>42.6</b>         |
| Medway                | 41.0                | 43.8                | 44.4                | 40                  | 39.2                | 45.0                | 45.7                | 43.6                | 41.2                | 42.3                | 38.7                |
| South East Region     | 46.8                | 47.8                | 47.3                | 44.3                | 43.8                | 43.4                | 46.0                | 44.8                | 44.6                | 45.6                | 42.6                |
| England               | 44.1                | 44.8                | 44.4                | 41.2                | 41.8                | 41.4                | 44.0                | 43.1                | 42.5                | 42.5                | 39.5                |
| England And Wales     | 44.1                | 44.8                | 44.4                | 41.3                | 41.7                | 41.4                | 44.0                | 43.1                | 42.5                | 42.5                | 39.5                |
| Great Britain         | 44.2                | 44.9                | 44.6                | 41.4                | 41.8                | 41.4                | 44.1                | 43.2                | 42.4                | 42.5                | 39.5                |
| United Kingdom        | 44.4                | 45.0                | 44.6                | 41.3                | 41.7                | 41.4                | 44.1                | 43.2                | 42.4                | 42.5                | 39.6                |

All numbers rounded individually.

Source: Business Demography Dataset, ONS

Presented by: Kent Analytics, Kent County Council

## High Growth Enterprises

A high growth enterprise is defined as a business with ten or more employees which has seen at least 20% employee growth each year for the previous three-year period. These data are shown as the number of enterprises and as a proportion of all active enterprises with 10 or more employees in the area. Data is available from 2013.

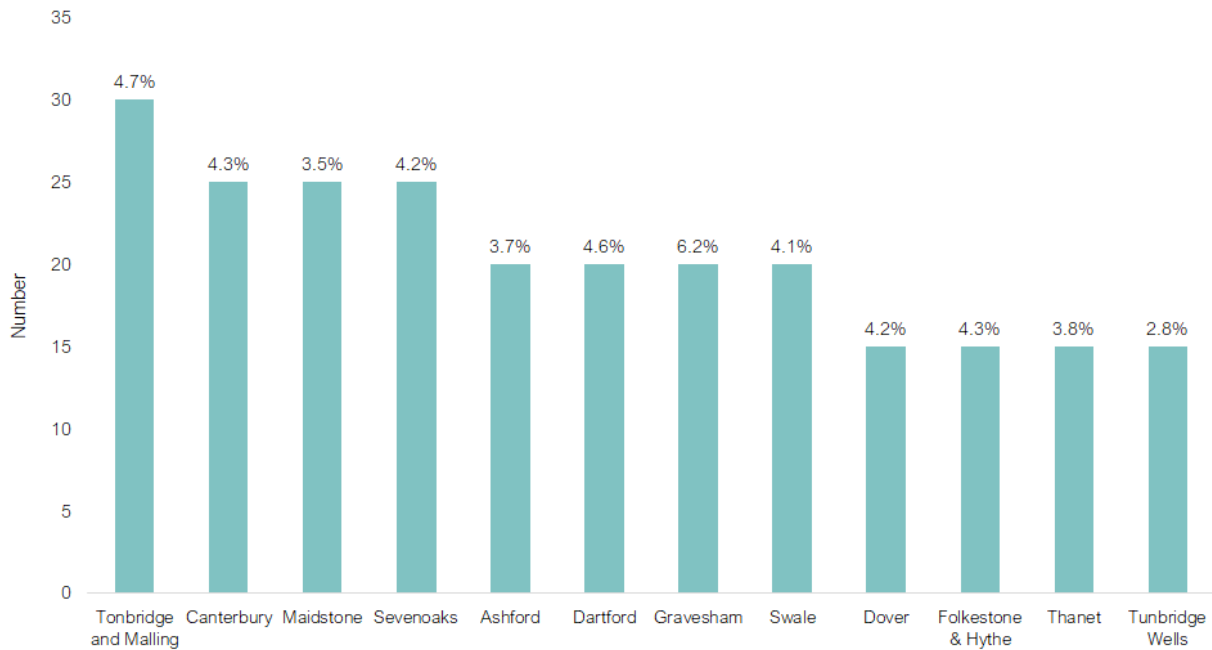
In Kent there were 245 enterprises that were classed as high growth in 2020, lower than in previous years. These account for 4.1% of all enterprises with 10 or more employees in the county.

Dartford, Dover, Gravesham, and Swale were the only Kent districts to see any increase in high growth enterprises since 2019.

Tonbridge & Malling had the highest number of high growth enterprises in 2020 (30). Gravesham had the highest proportion with 6.2% of enterprises with 10 or more employees classed as high growth.

### Chart 15: High growth enterprises in Kent districts

Number & percentage of high growth enterprises in Kent districts, 2020



Source: Office for National Statistics  
Prepared by: Kent Analytics, Kent County Council

Tables 9 and 10 overleaf show the number and percentage of high growth enterprises.

**Table 9: Count of high growth enterprises**

|                       | 2013       | 2014       | 2015       | 2016       | 2017       | 2018       | 2019       | 2020       |
|-----------------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Ashford               | 15         | 15         | 15         | 25         | 20         | 30         | 20         | 20         |
| Canterbury            | 20         | 25         | 30         | 20         | 25         | 20         | 25         | 25         |
| Dartford              | 25         | 25         | 20         | 25         | 25         | 20         | 15         | 20         |
| Dover                 | 20         | 15         | 15         | 15         | 15         | 15         | 10         | 15         |
| Folkestone & Hythe    | 10         | 10         | 10         | 10         | 15         | 15         | 20         | 15         |
| Gravesham             | 15         | 20         | 10         | 15         | 5          | 10         | 10         | 20         |
| Maidstone             | 40         | 35         | 35         | 40         | 45         | 40         | 30         | 25         |
| Sevenoaks             | 35         | 45         | 30         | 30         | 35         | 30         | 35         | 25         |
| Swale                 | 20         | 25         | 15         | 15         | 25         | 25         | 15         | 20         |
| Thanet                | 10         | 15         | 15         | 20         | 20         | 20         | 20         | 15         |
| Tonbridge and Malling | 30         | 35         | 25         | 25         | 30         | 35         | 35         | 30         |
| Tunbridge Wells       | 25         | 25         | 30         | 30         | 30         | 35         | 25         | 15         |
| <b>Kent</b>           | <b>265</b> | <b>290</b> | <b>250</b> | <b>270</b> | <b>290</b> | <b>295</b> | <b>260</b> | <b>245</b> |
| Medway UA             | 25         | 35         | 35         | 35         | 30         | 35         | 30         | 35         |
| Kent & Medway         | 290        | 325        | 285        | 305        | 320        | 330        | 290        | 280        |
| SOUTH EAST GOR        | 1,800      | 2,055      | 1,830      | 1,990      | 1,930      | 2,030      | 1,845      | 1,715      |
| ENGLAND               | 11,040     | 12,455     | 10,650     | 11,910     | 11,535     | 12,225     | 11,070     | 10,620     |
| ENGLAND AND WALES     | 11,480     | 12,940     | 11,085     | 12,415     | 12,030     | 12,740     | 11,530     | 11,060     |
| GREAT BRITAIN         | 12,280     | 13,920     | 11,915     | 13,325     | 12,875     | 13,645     | 12,335     | 11,805     |
| UNITED KINGDOM        | 12,495     | 14,190     | 12,180     | 13,665     | 13,165     | 13,965     | 12,600     | 12,090     |

All numbers rounded individually.

Source: Business Demography Dataset, ONS

Presented by: Kent Analytics, Kent County Council

**Table 10: Percentage of high growth enterprises**

|                       | 2013        | 2014        | 2015        | 2016        | 2017        | 2018        | 2019        | 2020        |
|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Ashford               | 3.3%        | 3.1%        | 3.0%        | 4.9%        | 3.9%        | 5.8%        | 3.7%        | 3.7%        |
| Canterbury            | 3.8%        | 4.5%        | 5.6%        | 3.6%        | 4.3%        | 3.5%        | 4.3%        | 4.3%        |
| Dartford              | 6.4%        | 6.3%        | 4.9%        | 5.7%        | 5.9%        | 4.7%        | 3.5%        | 4.6%        |
| Dover                 | 6.0%        | 4.2%        | 4.2%        | 4.4%        | 4.3%        | 4.3%        | 2.8%        | 4.2%        |
| Folkestone & Hythe    | 2.9%        | 2.7%        | 2.8%        | 2.8%        | 4.1%        | 4.1%        | 5.4%        | 4.3%        |
| Gravesham             | 5.3%        | 6.3%        | 3.1%        | 4.8%        | 1.6%        | 3.1%        | 3.1%        | 6.2%        |
| Maidstone             | 5.7%        | 4.8%        | 4.8%        | 5.4%        | 6.1%        | 5.4%        | 4.1%        | 3.5%        |
| Sevenoaks             | 6.1%        | 7.6%        | 5.0%        | 5.0%        | 5.7%        | 5.0%        | 5.7%        | 4.2%        |
| Swale                 | 4.4%        | 5.4%        | 3.2%        | 3.2%        | 5.2%        | 5.1%        | 3.1%        | 4.1%        |
| Thanet                | 2.6%        | 3.8%        | 3.7%        | 4.8%        | 5.1%        | 5.0%        | 4.9%        | 3.8%        |
| Tonbridge and Malling | 5.5%        | 6.3%        | 4.4%        | 4.2%        | 4.9%        | 5.6%        | 5.6%        | 4.7%        |
| Tunbridge Wells       | 4.4%        | 4.3%        | 5.1%        | 4.9%        | 4.9%        | 5.8%        | 4.3%        | 2.8%        |
| <b>Kent</b>           | <b>4.8%</b> | <b>5.0%</b> | <b>4.3%</b> | <b>4.6%</b> | <b>4.9%</b> | <b>4.9%</b> | <b>4.3%</b> | <b>4.1%</b> |
| Medway UA             | 3.5%        | 4.7%        | 4.7%        | 4.6%        | 3.8%        | 4.5%        | 3.9%        | 4.5%        |
| Kent & Medway         | 4.6%        | 5.0%        | 4.3%        | 4.6%        | 4.7%        | 4.9%        | 4.2%        | 4.2%        |
| SOUTH EAST GOR        | 4.9%        | 5.4%        | 4.7%        | 5.1%        | 4.9%        | 5.1%        | 4.6%        | 4.3%        |
| ENGLAND               | 5.1%        | 5.5%        | 4.6%        | 5.0%        | 4.8%        | 5.0%        | 4.5%        | 4.4%        |
| ENGLAND AND WALES     | 5.0%        | 5.4%        | 4.6%        | 5.0%        | 4.8%        | 5.0%        | 4.5%        | 4.4%        |
| GREAT BRITAIN         | 5.0%        | 5.4%        | 4.6%        | 5.0%        | 4.7%        | 5.0%        | 4.5%        | 4.4%        |
| UNITED KINGDOM        | 4.9%        | 5.4%        | 4.5%        | 5.0%        | 4.7%        | 5.0%        | 4.5%        | 4.3%        |

All numbers rounded individually.

Source: Business Demography Dataset, ONS

Presented by: Kent Analytics, Kent County Council

