

KMEP Workstream / Kent & Medway Economic Framework Link	Kent & Medway Economic Indicators
Ambition 1 – Enable innovative, productive and creative businesses	GVA ; Number of Enterprises; Enterprise Size; Number of Exporting Businesses; Business Births and Deaths
Ambition 2 – Widening opportunities and unlocking talent	Qualifications of population aged 16-64; Number of Apprenticeship Starts in Kent and Medway; Number of Apprenticeship achievements in Kent and Medway; 16 –18 Destination Measures; Higher Education starters, graduate retention, graduates into local jobs (cost for data); Potential to use Burning Glass/ EMSI (data at cost)
Ambition 3 – Securing resilient infrastructure for planned, sustainable growth	Broadband Availability; Business Affected by increased Energy Prices; Number of Importing Businesses; Publicly Available EV Charging Places; Homeworking/ Hybrid Working; Potential to add Carbon Emissions; Potential to add Port Passenger Data
Ambition 4 – Placing economic opportunity at the centre of community wellbeing and prosperity	Unemployment / Employment Rates; Economic (in)activity data; Employment Structure (sectors); Self Employed data; Earnings,
Ambition 5 – Creating diverse, distinctive and vibrant places	Sector data regarding enterprise numbers; Potential for Town Centre footfall data (at cost)
Date of Last Update: 5 Nov 2024	August/ September/ October Updates: Vulnerability Index; Unemployment Claimant County by Age (figures added up to September 2024) ; Housing/Dwelling Stock (figures for 2023 added)

KMEF Ambition: Enable innovative, productive and creative businesses Vulnerability Index

Note: A red rating indicates a greater vulnerability compared to other Kent & Medway local authorities
 Blank cell indicates data is missing or unavailable – last updated October 2024

Industry Sectors selected to generate score: Agriculture, forestry & fishing (A); Mining, quarrying & utilities (B,D and E); Manufacturing ©; Construction (F); Motor trades (Part G); Wholesale (Part G); Retail (Part G); Transport & storage (inc postal) (H); Accommodation & food services (I); Information & communication (J); Financial & insurance (K); Property (L); Professional, scientific & technical (M); Business administration & support (N); Public administration & defense (O); Education (P); Health (Q); Arts, entertainment, recreation & other services (R,S,T and U)

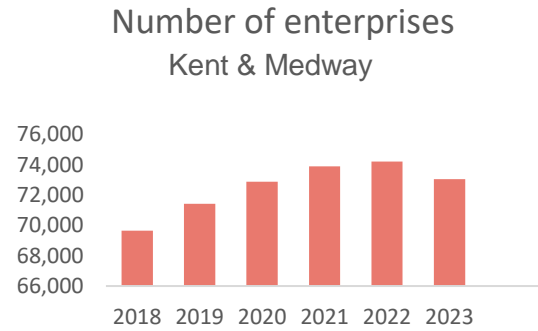
	Economically Active	Employment rate	Self employment	No qualifications	Business births to deaths	Employee job change (all industries)	% Employee jobs in vulnerable sectors	% Vulnerable sector enterprises	Annual Average Claimant Count unemployed	Universal Credit claimants	Overall Score
Ashford	0.12	0.09	1.61	2.25	0.93	-0.38	0.83	-0.64	-0.13	-0.04	4.65
Canterbury	1.92	1.40	2.00	0.39	-0.42	0.49	-1.33	0.73	-0.13	-0.23	4.80
Dartford	-0.68	-0.79	-1.36		0.83	-1.97	-0.05	0.00	-0.35	-0.25	-4.62
Dover	1.05	0.78	1.13	0.35	0.10	-0.24	-1.02	-2.26	0.39	0.76	1.05
Folkestone and Hythe	-1.00	-0.90	0.28	-0.11	0.14	-0.90	-0.41	0.00	0.69	0.46	-1.75
Gravesham	-0.94	-0.88	-1.72	0.59	-0.98	-0.09	-0.70	1.01	0.54	0.67	-2.51
Maidstone	-1.39	-1.03	-0.26		0.32	0.16	0.28	-0.51	-0.35	-0.36	-3.14
Sevenoaks	0.71	0.57	2.92	-0.91	0.07	1.62	-0.07	-1.86	-0.95	-1.18	0.94
Swale	-0.86	-0.79	1.05	0.79	0.05	-0.24	0.74	-0.80	0.32	0.65	0.89
Thanet	-0.68	0.29	1.69	1.15	-1.26	0.34	0.50	0.92	1.95	2.14	7.04
Tonbridge and Malling	0.81	0.28	-0.41	-0.48	0.61	-1.42	1.25	-0.67	-0.95	-0.95	-1.93
Tunbridge Wells	0.67	1.51	1.34	-0.21	0.28	0.49	-0.47	0.67	-0.72	-0.91	2.64
Medway	-1.02	-0.81	-0.34	-0.08	0.89	-0.19	-0.16	0.00	0.46	0.58	-0.66

Source: Kent Analytics, Kent County Council

KMEF Ambition: Enable innovative, productive and creative businesses Dashboard of Economic Indicators

Number of enterprises in 2023	73,045
1-year change	-1,165
1 year % change	-1.6%
5 year change	+3,385
5-year % change	+4.9%

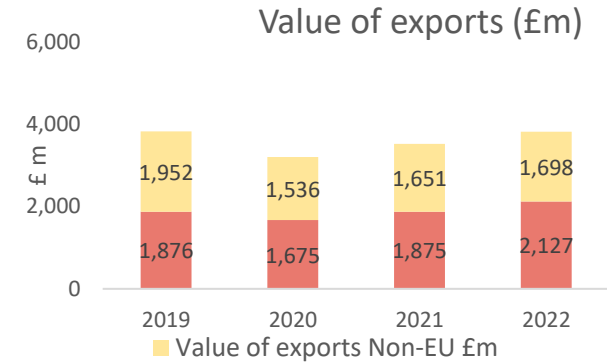
Source: ONS UK Business Counts



Total Value of Exports (£m)

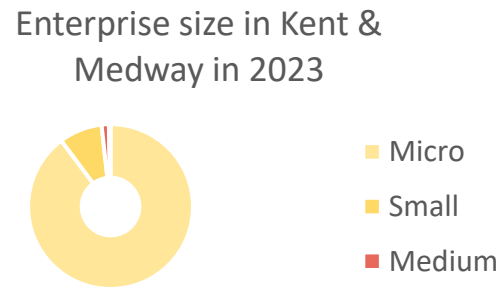
Kent & Medway	
2021	£3,526
2022	£3,825

Regional Trade in Goods (ITL3 level)
Source: HMRC



Enterprise size	Number	Percentage
Micro	65,585	89.8%
Small	6,180	8.5%
Medium	1,045	1.4%
Large	235	0.3%

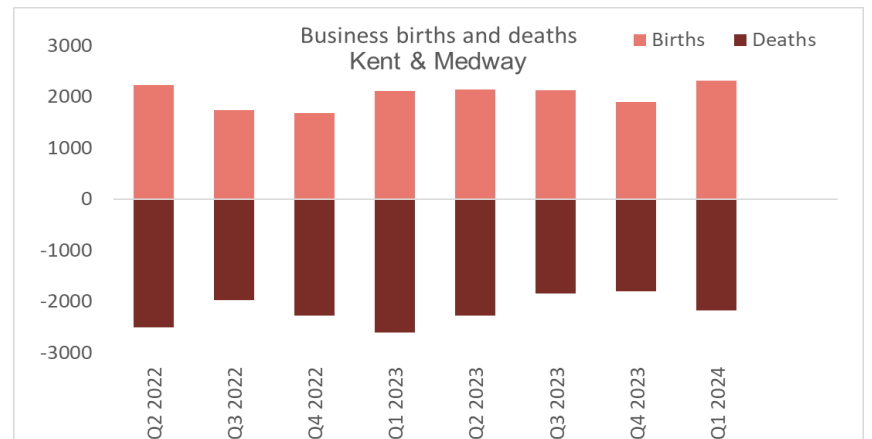
Source: ONS UK Business Counts



Business Births and Deaths Kent & Medway

	Births	Deaths
2022 Q2	2225	-2500
2024 Q1	2115	-2180

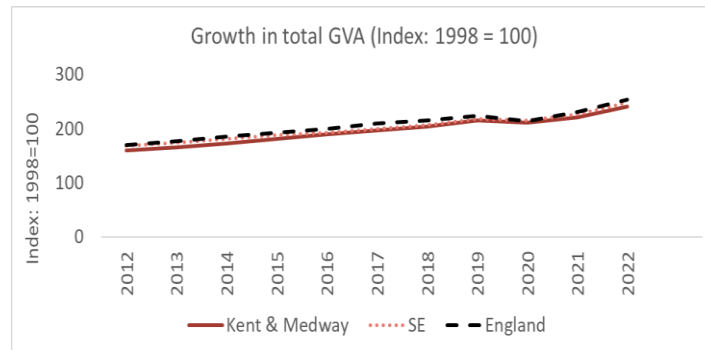
Source: ONS



GVA

Kent & Medway	2022
Total GVA (£m)	£50,691
GVA per head	£27,022

Source: ONS



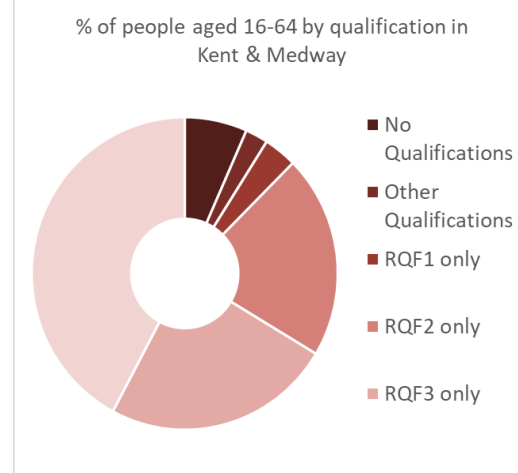
KMEF Ambition: Widening opportunities and unlocking talent Dashboard of Economic Indicators

Qualifications of population aged 16-64

(RQF = Regulated Qualifications Framework)

	Jan-Dec 2023
Kent & Medway	
No Qualifications	6.6%
Other Qualifications	2.4%
RQF1 only	3.5%
RQF2 only	21.1%
RQF3 only	24.2%
RQF4+	42.2%

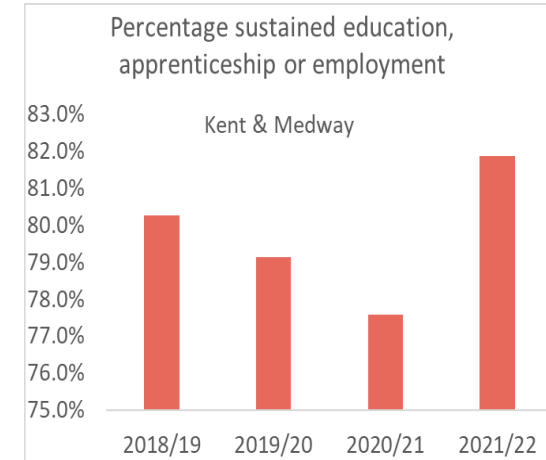
Source: Annual Population Survey



16-18 destination measures

Kent & Medway Percentage	2020/21	2021/22
Sustained education, apprenticeship or employment	77.6%	81.9%
Education	46.5%	47.9%
Sustained employment destination	25.5%	27.5%
Apprenticeship	5.6%	6.4%
Education or employment not sustained	17.0%	13.2%

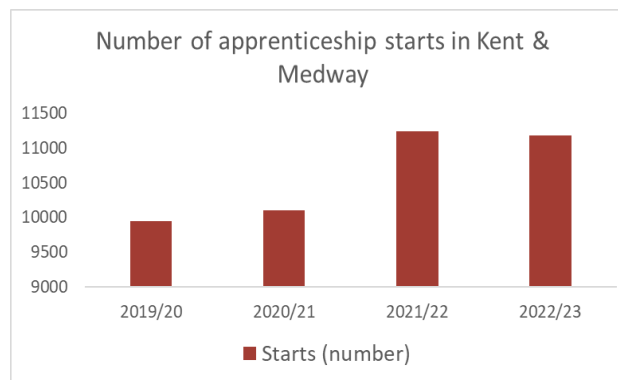
Source: Department for Education



Kent & Medway apprenticeship starts

	19/20	20/21	21/22	22/23
Starts (number)	9,950	10,100	11,240	11,180
Starts (per 10,000 pop)	54.0	54.6	60.5	59.6

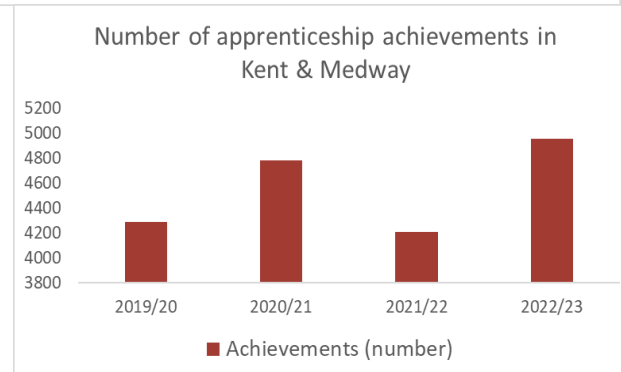
Source: Department for Education



Kent & Medway apprenticeship achievements

	19/20	20/21	21/22	22/23
Achievements (number)	4,290	4,780	4,210	4,960
Achievements (per 10,000 pop)	23.3	25.9	22.7	26.4

Source: Department for Education



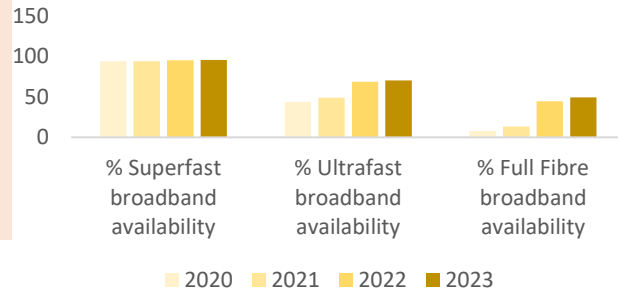
Qualifications of population aged 16 and above who are economically active (excluding full-time students)

Kent & Medway	In employment	% of all in employment	Unemployed	% of all unemployed
Total	841,098	100%	39,905	100%
No qualifications	71,390	8.5%	6,096	15.3%
Level 1 and entry level qualifications	87,331	10.4%	6,396	16.0%
Level 2 qualifications	126,789	15.1%	7,474	18.7%
Apprenticeship	43,044	5.1%	1,706	4.3%
Level 3 qualifications	177,972	21.2%	6,911	17.3%
Level 4 qualifications or above	317,263	37.7%	10,388	26.0%
Other qualifications	17,309	2.1%	934	2.3%

Source: Annual Population Survey

	% Superfast broadband availability	% Ultrafast broadband availability	% Full Fibre broadband availability
2020	93.9%	43.9%	7.8%
2021	93.9%	48.8%	13.4%
2022	95.2%	68.6%	44.6%
2023	95.6%	70.1%	49.2%

Broadband availability in Kent & Medway



Modelled staff Status

Hybrid working Working from home Working at workspace

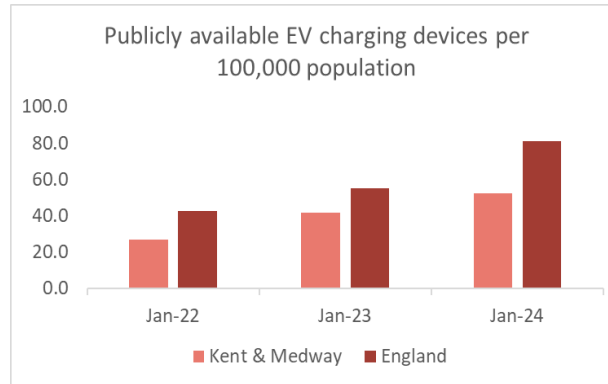
Kent & Medway

Nov 2023



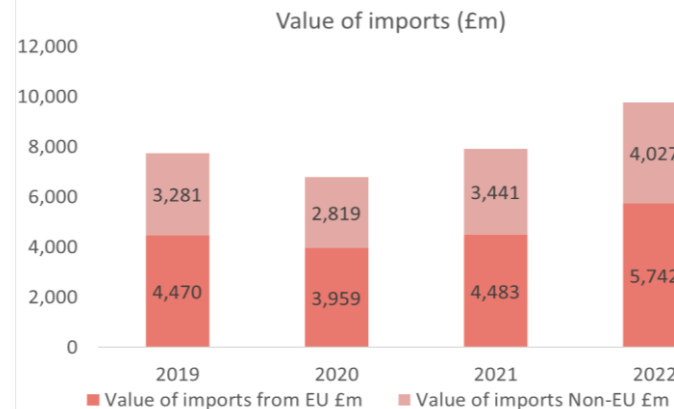
Source: OFCOM - Connected Nations

EV charging	Kent & Medway	England
Jan 2022	26.6	42.3
Jan 2023	41.7	55.1
Jan 2024	52.5	81.2



Source: DFT

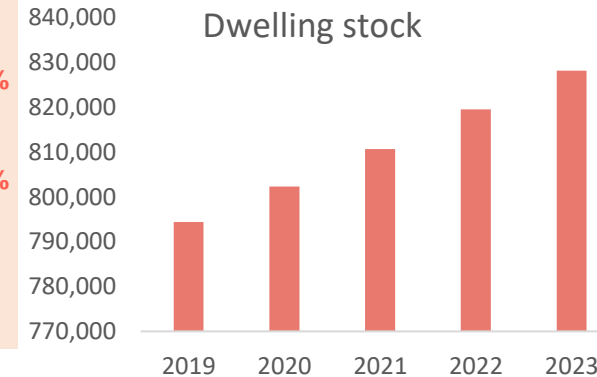
Total Value of Imports (£m)	
Kent & Medway	
2021	£7,924
2022	£9,769



	2023	5 year change	5 year % change
Kent & Medway Dwelling Stock	828,134	+41,300	+5.4%
South East	4,109,710	+205,747	+5.4%
England	25,396,447	+1,182,970	+5%

Source: DLUHC Table LT 125

Kent & Medway Dwelling stock



Regional Trade in Goods (ITL3 level)

Source: HMRC

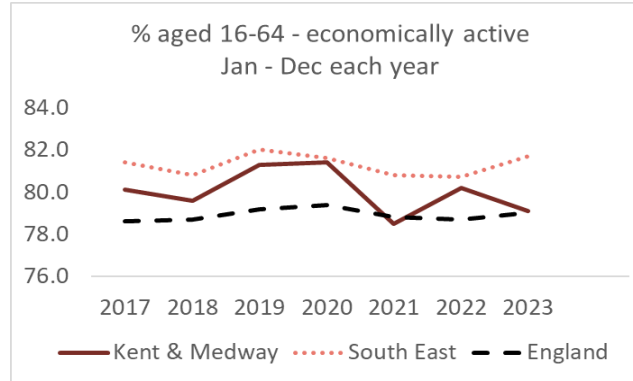
Economic Activity (aged 16-64)

Kent & Medway 2023

% Economically active 79.1%

% Economically inactive 20.9%

Source: ONS Annual Population Survey



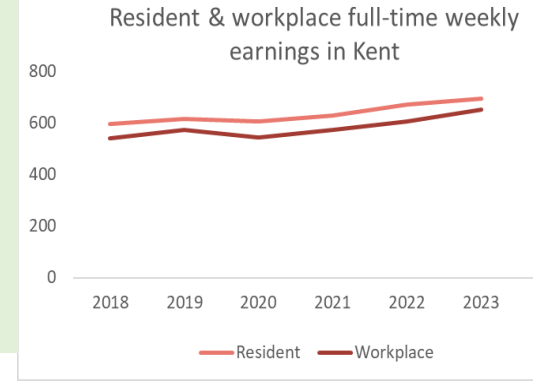
Earnings Kent

Resident Workplace

Full-time weekly earnings 2023
1-year change (£ per week)
1 year % change
5 year change (£ per week)
5-year % change

696.3 651.6
25.5 46.6
+3.8% +7.7%
98 110.6
+16.4% +20.4%

Source: ASHE ONS

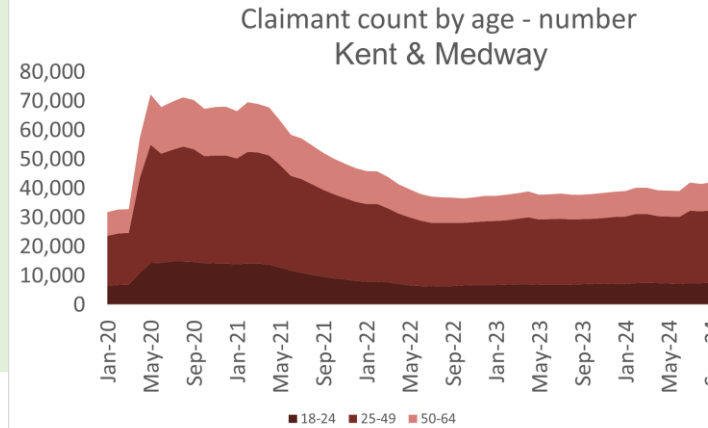


Claimant Count Unemployment by age

Kent and Medway

	May 2024	% Rate	% of all claimants
18-24	7,570	5.5%	17.9%
25-49	24,945	4.3%	59.1%
50-64	9,605	2.6%	22.8%

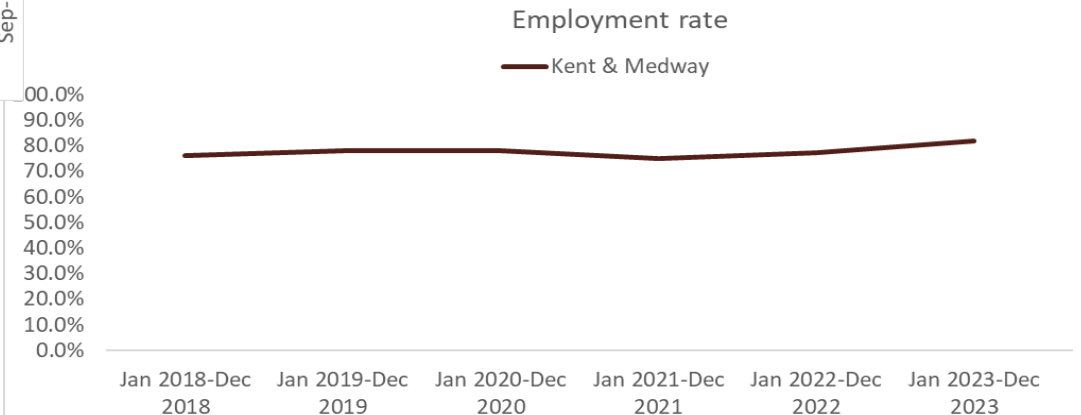
Source: ONS Claimant Count



Employment Rate

Jan 2023 – Dec 2023

Kent 81.5%
Medway 84.1%
Kent & Medway 81.9%
South East 86.1%
Great Britain 86.3%



Source: ONS Annual Population Survey

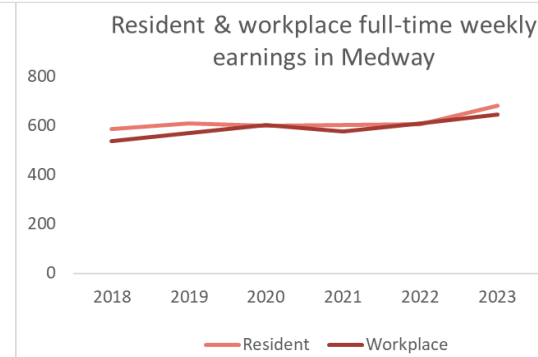
Earnings Medway

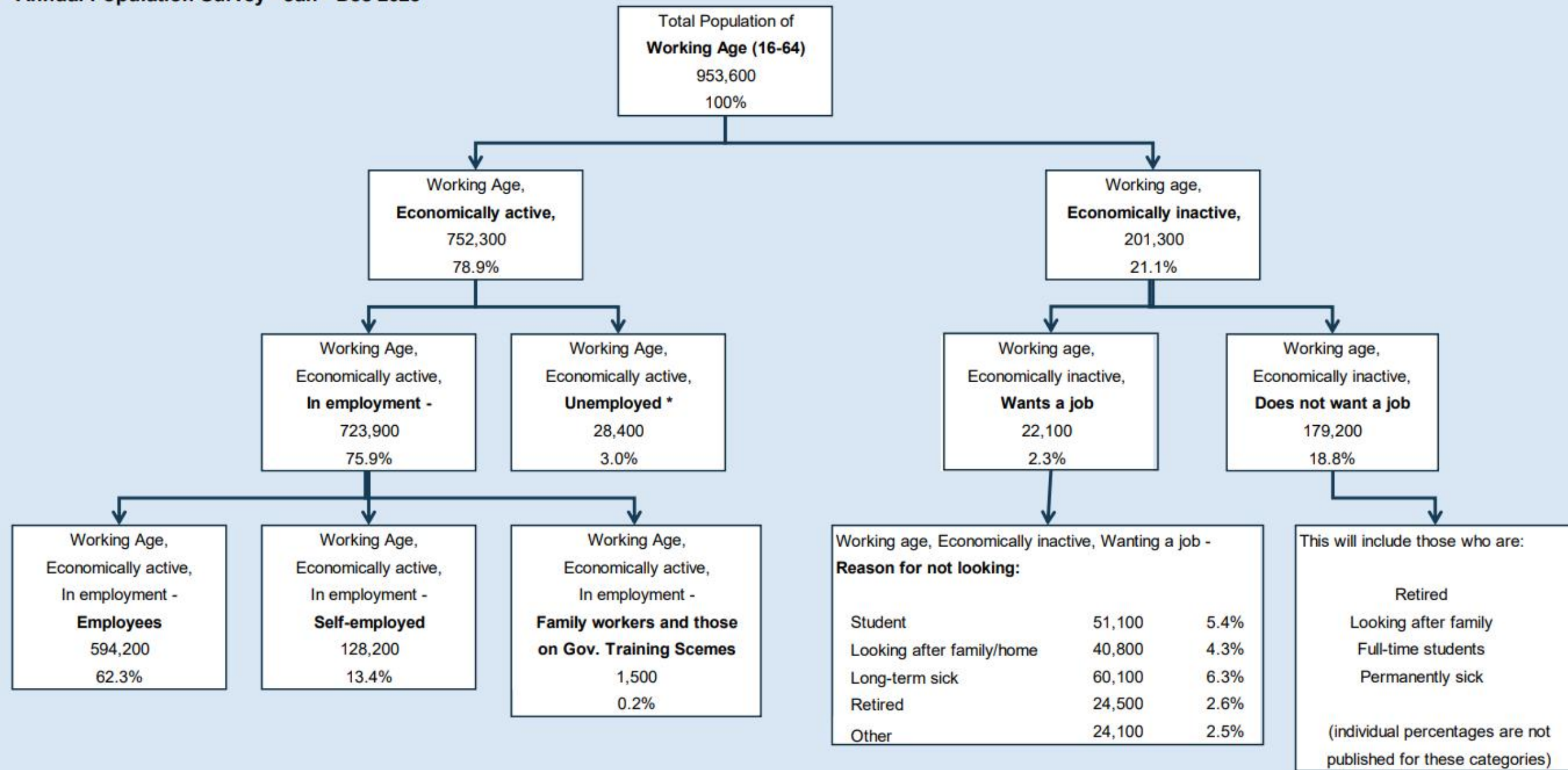
Resident Workplace

Full-time weekly earnings 2023
1-year change (£ per week)
1 year % change
5 year change (£ per week)
5-year % change

683.4 646.5
78.1 35.5
+12.9% +5.8%
94.9 109.9
+16.1% +20.5%

Source: ASHE ONS





* This is the equivalent of the International Labour Organisation (ILO) definition, which is different from the monthly claimant count of the unemployed.

All numbers have been rounded individually.

Enterprise by Industry

5 year % change in enterprises in Kent & Medway

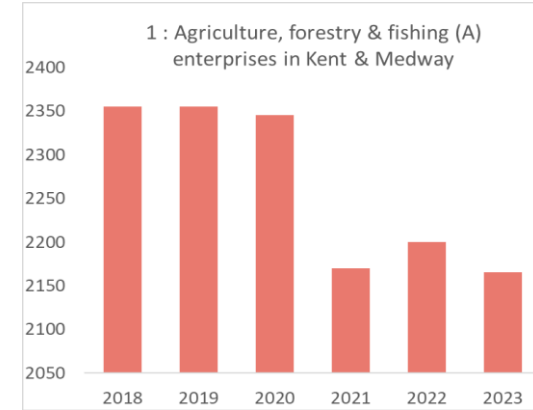
	2018	2023	% of all enterprises 2023	5 year change	5 year % change
Agriculture, forestry & fishing	2,355	2,165	3.0%	-190	-8.1%
Accommodation & food services	3,975	4,465	6.1%	+490	+12.3%
Arts, entertainment, recreation & other services	4,110	4,460	6.1%	+350	+8.5%

Source: UK Business Counts

Agriculture, forestry & fishing enterprises in Kent & Medway

Year	Number	% of all enterprises
2019	2,355	3.3%
2020	2,345	3.2%
2021	2,170	2.9%
2022	2,200	3.0%
2023	2,165	3.0%

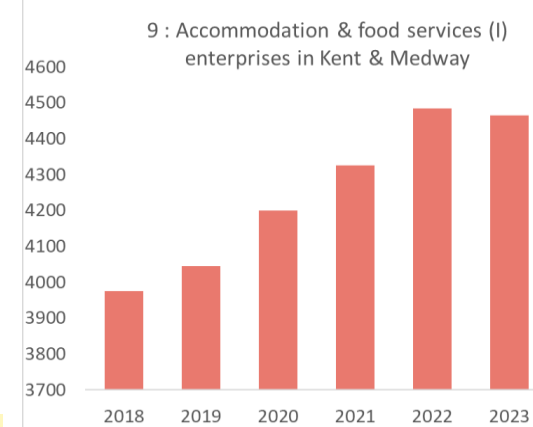
Source: UK Business Counts



Accommodation & food services enterprises in Kent & Medway

Year	Number	% of all enterprises
2019	4,045	5.7%
2020	4,200	5.8%
2021	4,325	5.9%
2022	4,485	6.0%
2023	4,465	6.1%

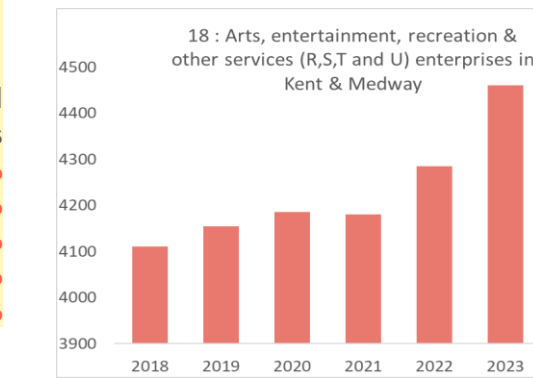
Source: UK Business Counts



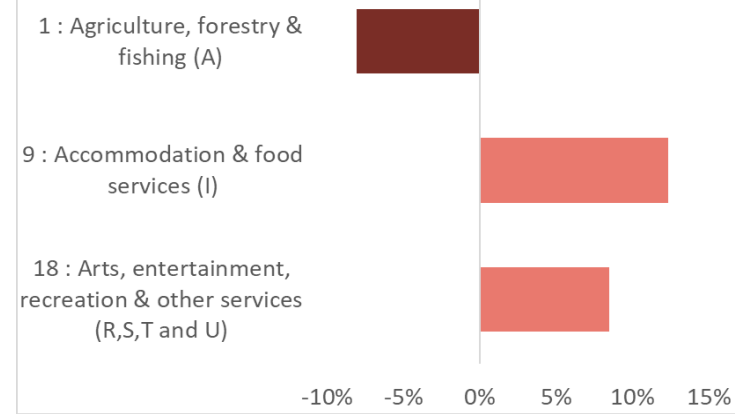
Arts, entertainment, recreation & other services enterprises in Kent & Medway

Year	Number	% of all enterprises
2019	4,155	5.8%
2020	4,185	5.7%
2021	4,180	5.7%
2022	4,285	5.8%
2023	4,460	6.1%

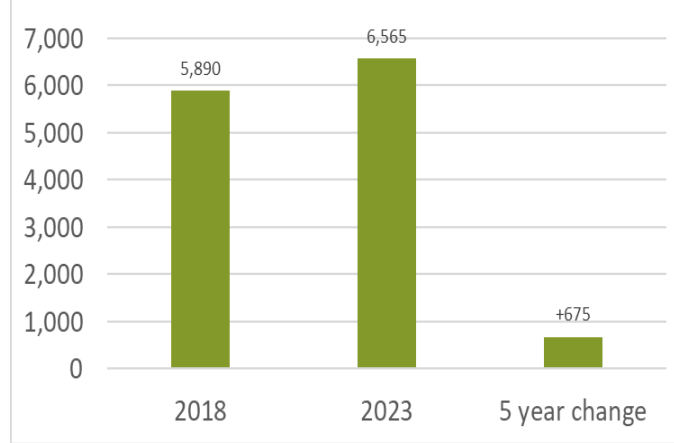
Source: UK Business Counts



5 year % change in enterprises in Kent & Medway



Tourism



Non-standard industries Kent and Medway

	2018	2023	5 year change
Tourism	5,890	6,565	+675

Source: UK Business Counts