

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: 25 March 2025	25 March Updates: <b>Vulnerability Index; Business Births and Deaths for Kent and Medway updated to 2024 Q4; Destination Measures 16 – 18, updated for 2022/2023 Claimant Count Unemployment by Age, updated to October 2024, Claimant Count Unemployment Rate by Age, updated to Feb 2025</b>

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

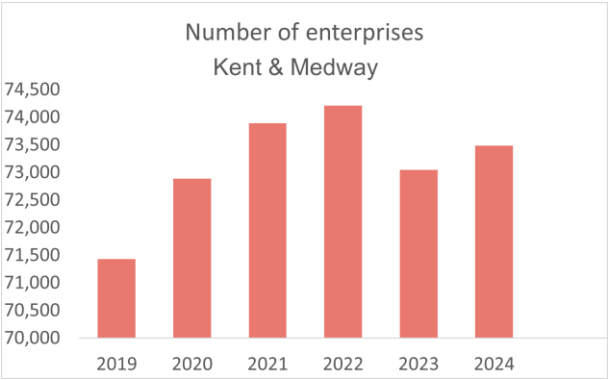
Note: A red rating indicates a greater vulnerability compared to other Kent & Medway local authorities  
Blank cell indicates data is missing or unavailable – last updated 25 March 2025

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)

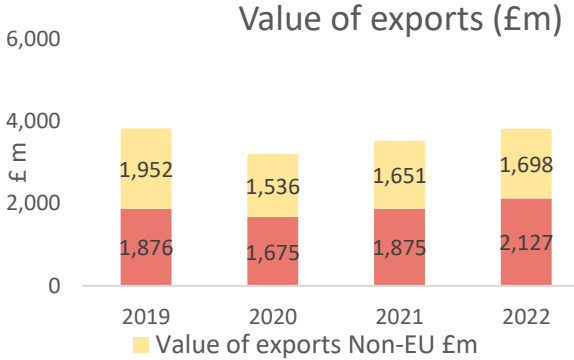
	Economically Active	Employment rate	Self employment	No qualifications	Business births to deaths	Employee job change (all industries)	% Employee jobs in vulnerable sectors	% Vulnerable sector enterprises	Annual Average Claimant Count unemployed	Annual Average Universal Credit claimants	Overall Score
Ashford	0.12	0.09	1.61	2.25	-0.82	-0.84	-0.16	1.92	-0.30	-0.07	3.81
Canterbury	1.92	1.40	2.00	0.39	0.00	-0.10	0.22	-2.13	-0.10	-0.19	3.42
Dartford	-0.68	-0.79	-1.36		-0.60	-1.22	1.03	-1.73	-0.30	-0.33	-5.98
Dover	1.05	0.78	1.13	0.35	-1.03	-0.87	-0.29	-1.05	0.18	0.73	0.98
Folkestone and Hythe	-1.00	-0.90	0.28	-0.11	-0.39	-0.04	-1.06	-1.05	0.39	0.45	-3.43
Gravesham	-0.94	-0.88	-1.72	0.59	1.71	0.12	1.20	-0.96	0.73	0.69	0.52
Maidstone	-1.39	-1.03	-0.26		-0.31	0.50	1.18	-0.47	-0.30	-0.36	-2.44
Sevenoaks	0.71	0.57	2.92	-0.91	0.07	0.34	0.26	0.04	-0.99	-1.10	1.91
Swale	-0.86	-0.79	1.05	0.79	-1.03	0.06	-1.59	0.04	0.11	0.63	-1.59
Thanet	-0.68	0.29	1.69	1.15	-0.70	0.22	-0.87	0.94	1.35	1.99	5.39
Tonbridge and Malling	0.81	0.28	-0.41	-0.48	0.46	-0.87	-1.56	0.72	-0.92	-0.91	-2.89
Tunbridge Wells	0.67	1.51	1.34	-0.21	0.13	0.05	-0.75	0.71	-0.71	-0.86	1.87
Medway	-1.02	-0.81	-0.34	-0.08	-0.53	0.20	-1.00	-0.87	0.32	0.47	-3.67

Number of enterprises in 2024	73,485
1-year change	+440
1 year % change	+0.6%
5 year change	+2,050
5-year % change	+2.9%

Source: ONS UK Business Counts

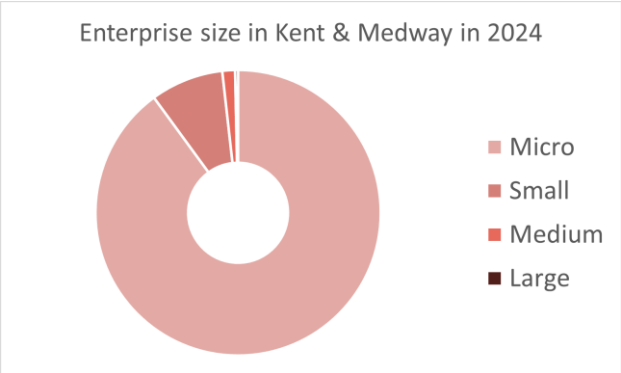


Total Value of Exports (£m)	
Kent & Medway	
2021	£3,526
2022	£3,825
Regional Trade in Goods (ITL3 level)	
Source: HMRC	



Enterprise size	Number	Percentage
Micro	66,100	90.0%
Small	6,080	8.3%
Medium	1,065	1.4%
Large	240	0.3%

Source: ONS UK Business Counts

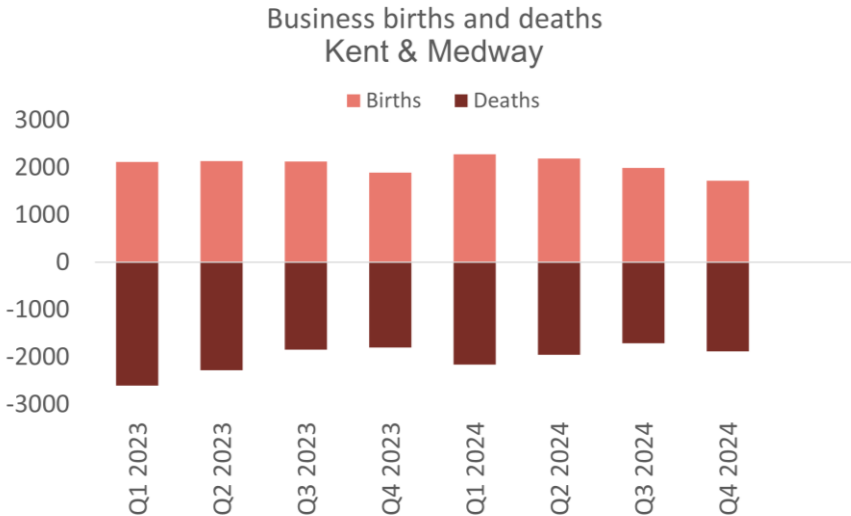
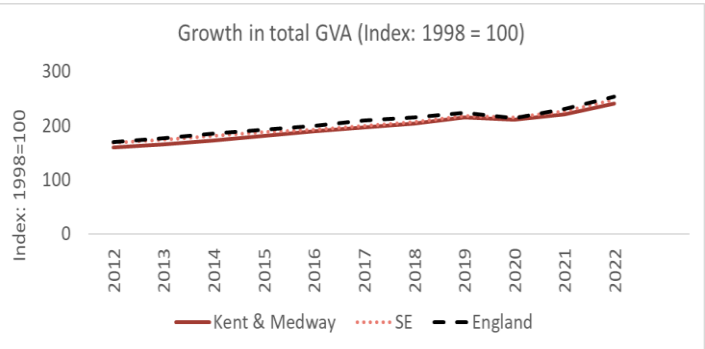


Business Births and Deaths	Births	Deaths
Kent & Medway		
2023 Q1	2115	-2600
2024 Q4	1720	-1880

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)

Kent & Medway		Jan-Dec 2023
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

## 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

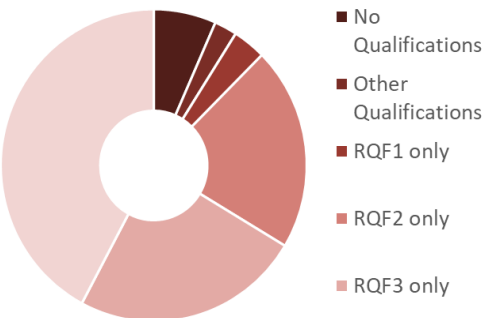
Source: Department for Education

## 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

% of people aged 16-64 by qualification in Kent & Medway

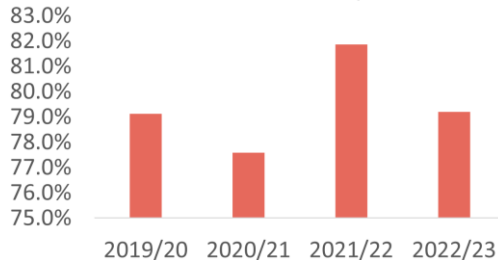


## 16-18 destination measures

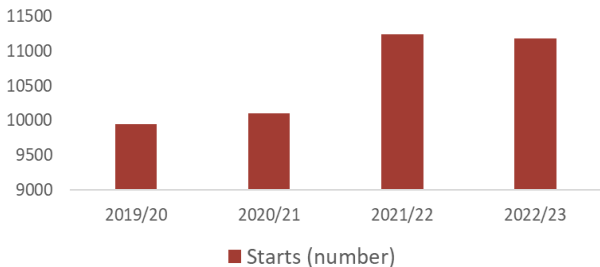
Kent & Medway Percentage	2021/22	2022/23
Sustained education, apprenticeship or employment	81.9%	79.2%
Education	47.9%	42.2%
Sustained employment destination	27.5%	31.0%
Apprenticeship	6.4%	6.0%
Education or employment not sustained	13.2%	15.3%

Source: Department for Education

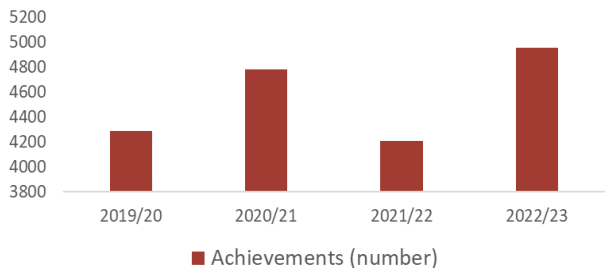
Percentage sustained education, apprenticeship or employment Kent & Medway



Number of apprenticeship starts in Kent & Medway



Number of apprenticeship achievements in Kent & Medway



## 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%

Source: OFCOM - Connected Nations

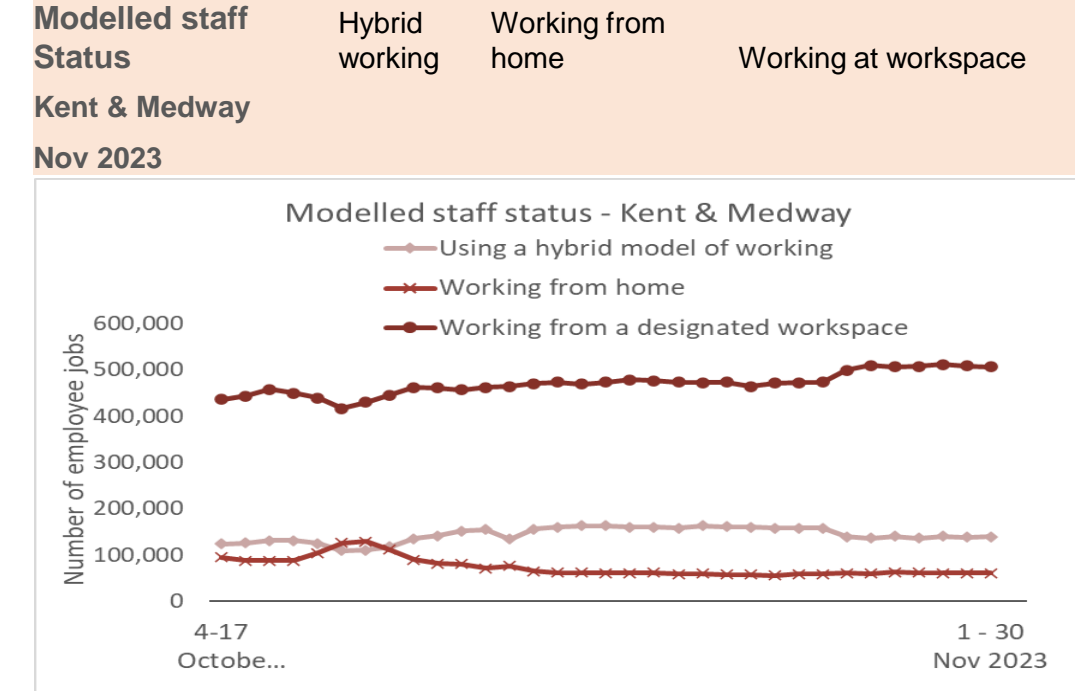
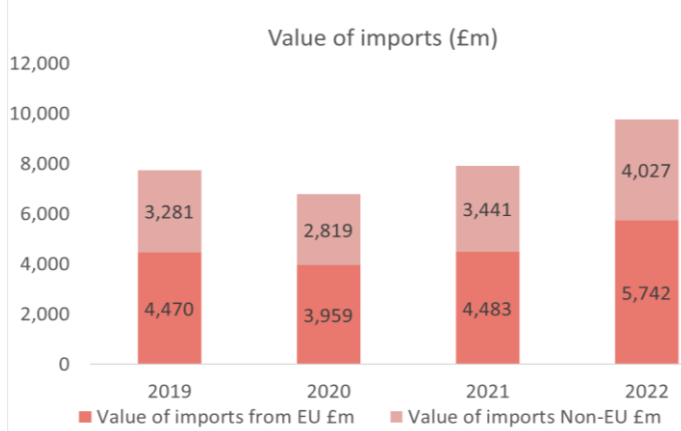
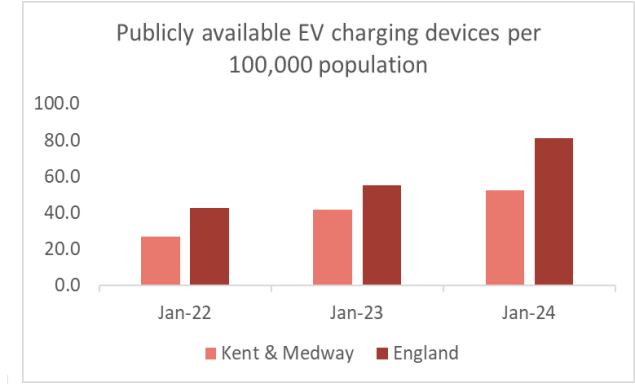
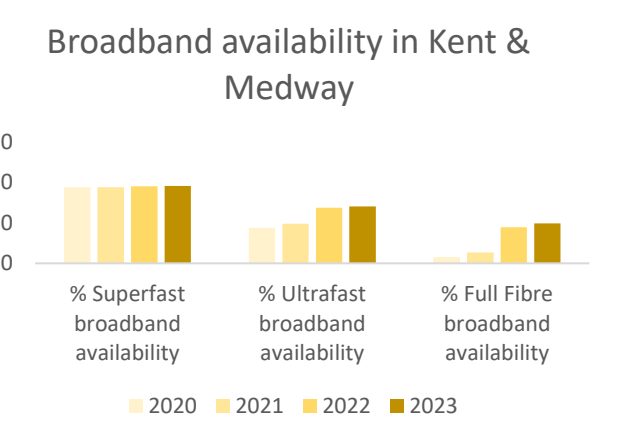
EV charging	Kent & Medway	England
Jan 2022	26.6	42.3
Jan 2023	41.7	55.1
Jan 2024	52.5	81.2

Source: DFT

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

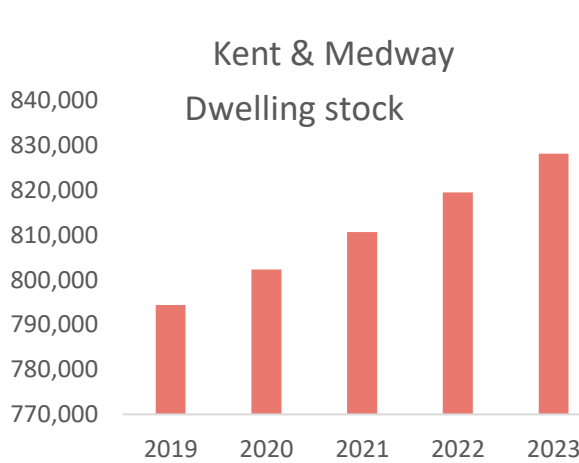
Regional Trade in Goods (ITL3 level)

Source: HMRC



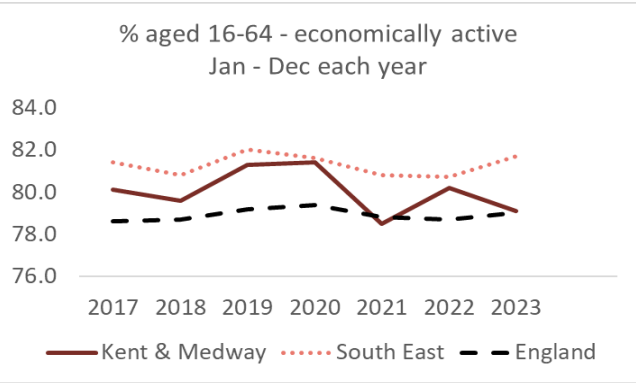
	2023	5 year change	5 year % change
Kent & Medway Dwelling Stock	828,134	+41,300	+5.4%
Kent & Medway			
South East	4,109,710	+205,747	+5.4%
England	25,396,447	+1,182,970	+5%

Source: DLUHC Table LT 125

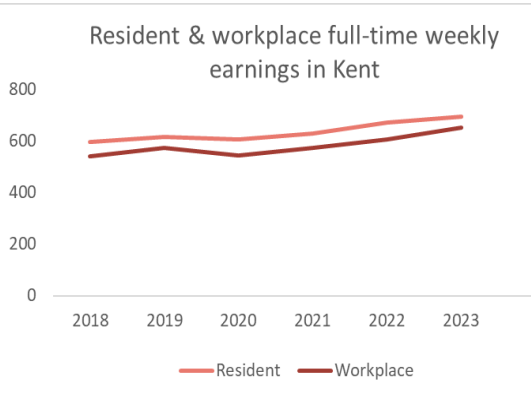


Economic Activity (aged 16-64)	
Kent & Medway	2023
% Economically active	79.1%
% Economically inactive	20.9%

Source: ONS Annual Population Survey



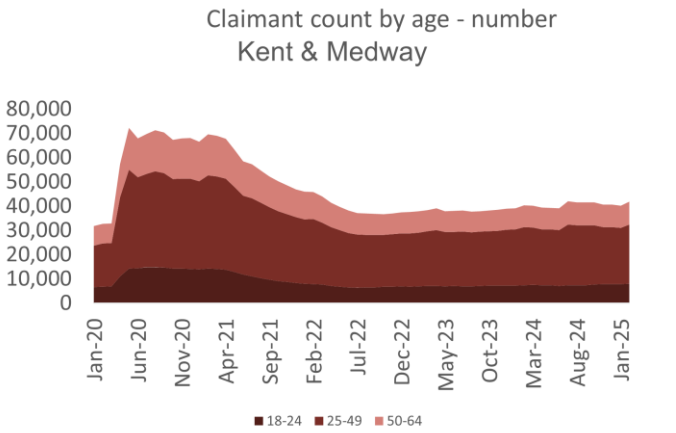
Earnings Kent	Resident	Workplace
Full-time weekly earnings 2023	696.3	651.6
1-year change (£ per week)	25.5	46.6
1 year % change	+3.8%	+7.7%
5 year change (£ per week)	98	110.6
5-year % change	+16.4%	+20.4%



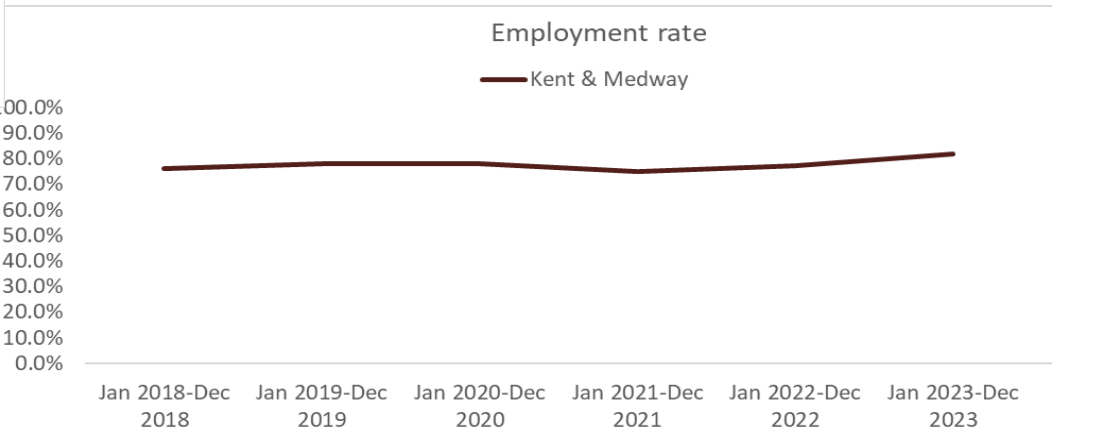
Source: ASHE ONS

Claimant Count Unemployment by age		Kent and Medway	
	Feb 2025	% Rate	% of all claimants
18-24	8,005	6.0%	19.1%
25-49	24,425	4.1%	58.2%
50-64	9,450	2.5%	22.5%

Source: ONS Claimant Count



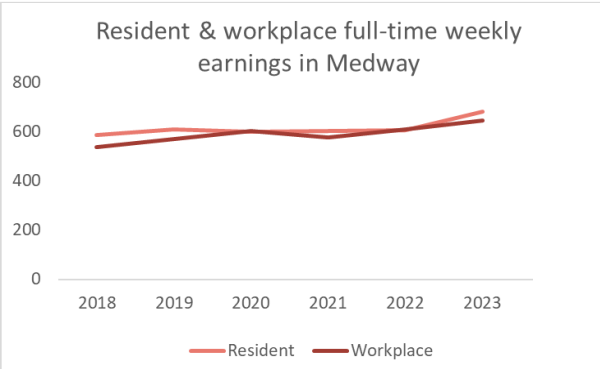
Employment Rate	Jan 2023 – Dec 2023
Kent	81.5%
Medway	84.1%
Kent & Medway	81.9%
South East	86.1%
Great Britain	86.3%



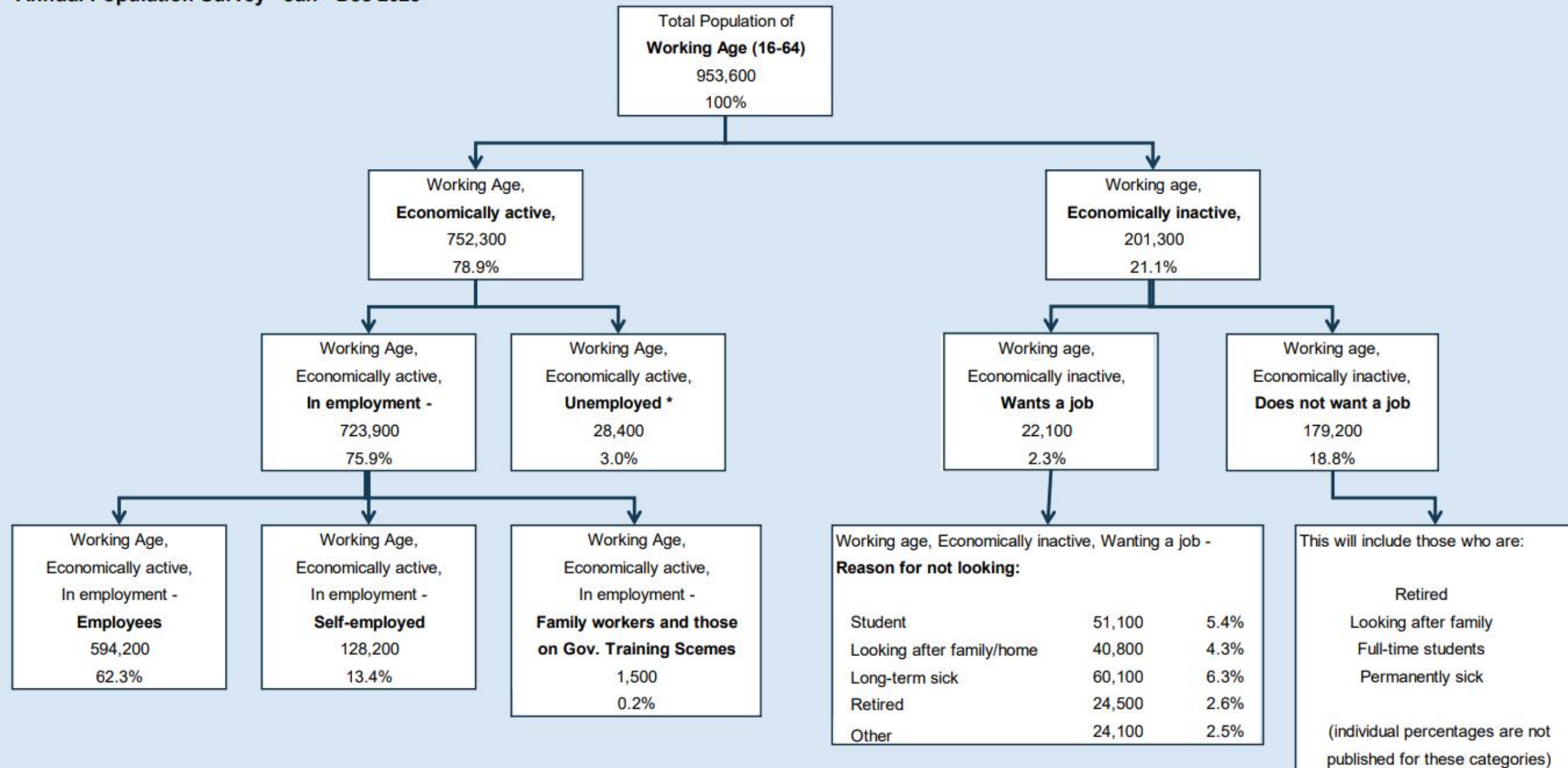
Source: ONS Annual Population Survey

Earnings Medway	Resident	Workplace
Full-time weekly earnings 2023	683.4	646.5
1-year change (£ per week)	78.1	35.5
1 year % change	+12.9%	+5.8%
5 year change (£ per week)	94.9	109.9
5-year % change	+16.1%	+20.5%

Source: ASHE ONS







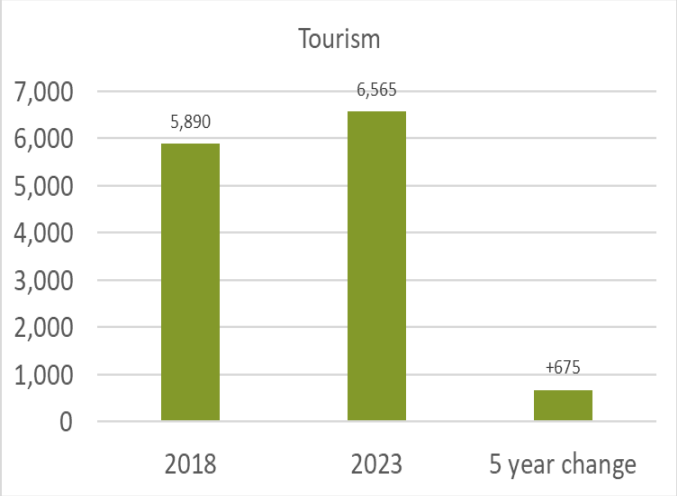
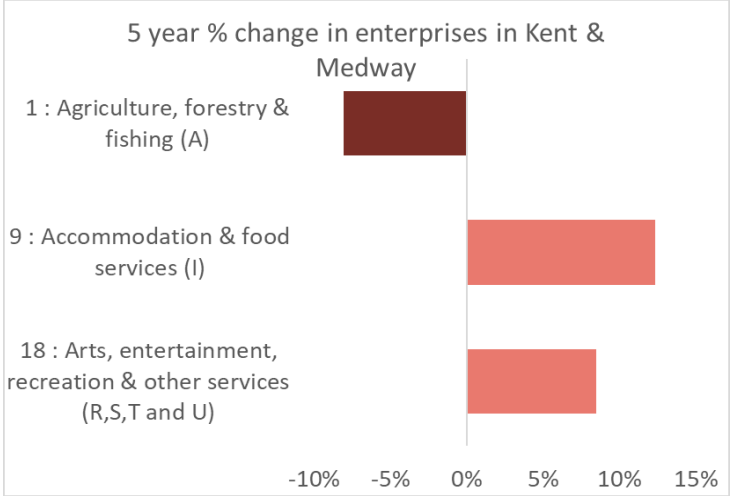
\* This is the equivalent of the International Labour Organisation (ILO) definition, which is different from the monthly claimant count of the unemployed.

All numbers have been rounded individually.

Presented by: Kent Analytics, Kent County Council

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

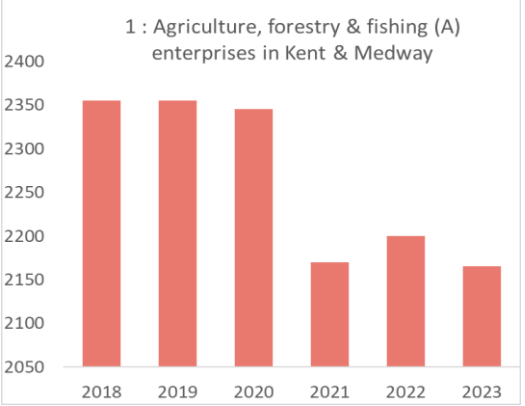


Non-standard industries Kent and Medway			
	2018	2023	5 year change
Tourism	5,890	6,565	+675

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

