# Economic Profile of Adur

2019

# Contents

# Introduction

This Economic Profile of Adur has been developed from the extensive range of quantitative data contained in the updated Adur and Worthing Databank 2019. The databank draws together a comprehensive range of economic, labour market, community, infrastructure and communications data in Excel format. The intention is to update this on a regular basis to provide an information source for Adur and Worthing Councils and partners.

The Economic Profile highlights some key data and findings relating to Adur from the Adur and Worthing Databank 2019 and illustrates these with charts and graphs. Not all the data is included in this profile and partners seeking more detailed data than is contained in this brief profile are advised to consult the revised Databank 2019.

## Methodology

Adur's economic performance has to be set in context. It forms part of the Coastal economy of West Sussex as well as the wider sub region and regional economies. For the purpose of this report, we have used other comparator geographies as follows:

- The South East Region
- The Coast to Capital Local Enterprise Partnership sub-region, comprising the London Borough of Croydon, the city of Brighton and Hove, the seven districts and boroughs of West Sussex, the four east Surrey districts of Epsom & Ewell, Mole Valley, Reigate & Banstead and Tandridge and the East Sussex district of Lewes
- West Sussex County comprising Adur, Arun, Chichester, Crawley, Horsham, Mid Sussex and Worthing
- Greater Brighton comprising Brighton and Hove, Mid Sussex, Lewes, Adur and Worthing
- Coastal West Sussex, comprising Adur, Arun, Chichester and Worthing.

Although there is overlap, each of these geographies supplies a different perspective from which to view the performance of Adur. Coastal West Sussex shows many of the characteristics of coastal economies around the UK with decline mitigated by some signs of renaissance. Greater Brighton is showing signs of becoming a city region, attracting skills and investment and delivering growth. Coast to Capital benefits from proximity to London and Gatwick to deliver growth in the northern part of the sub-region. This fast growth does not tend to extend as far as the coast with the exception of Brighton and Hove.

# Adur Economic Profile

## Background

Adur lies between Worthing and Brighton and Hove and covers an area of just over 16 square miles (41.8 square kilometres) of the West Sussex coastal region. Adur is part of the Brighton to Worthing conurbation and is classified as urban but it also includes an area of the South Downs and the River Adur estuary and supports a wide range of natural habitats and biodiversity.

Adur's main settlements are Sompting, Lancing, Shoreham-by-Sea as well as the smaller ones of Fishersgate and Southwick. It has a resident population of 63,400 and over 2,200 businesses providing around 20,000 jobs. Adur is home to several major companies including Ricardo, Duddman Aggregates, Infinity Foods and Higgidy Pies. Shoreham port handles over 2m tonnes of cargo per year as well as providing a range of services to commercial and leisure marine industries. Shoreham Airport, also known as Brighton City Airport, is a popular business location providing easy access to the A27 and a range of aviation and non-aviation businesses are located there.

## Adur's Economy

*Adur has a reasonable track record on growing the business base. Between 2014 and 2018, the number of businesses in Adur grew by nearly 13.56%. Adur outperforms Coastal West Sussex on this measure.*

### Growth in businesses

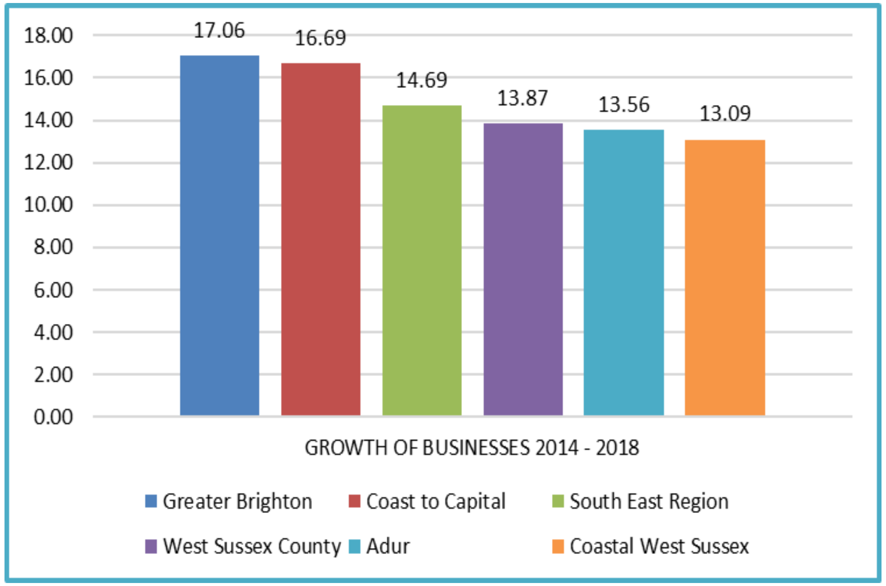


**Figure 1: Percentage growth in business stock in the South East, Coast to Capital, West Sussex, Greater Brighton, Coastal West Sussex and Adur, 2014-2018**

Source: ONS UK Business Counts/Simpson Consulting

In 2018, there was a total of 2,345 businesses in Adur, an increase of 13.56% since 2014, greater than the increase in Coastal West Sussex as a whole of 13.09% but below that of the other comparator geographies. Greater Brighton saw an increase of 17.06% over the same period.

The higher performance of Coast to Capital and Greater Brighton on this measure are largely due to exceptional growth rates in the local authority areas of: Croydon, Crawley, Epsom & Ewell; Brighton & Hove and Reigate & Banstead, all of which have seen growth in the business stock well above the regional average of 14.69%. Both Adur and Worthing performed below the Coast to Capital average but were not the lowest performers. Mole Valley is an outlier among the faster growth districts in the north of the LEP area, possibly because of restrictions on employment space.

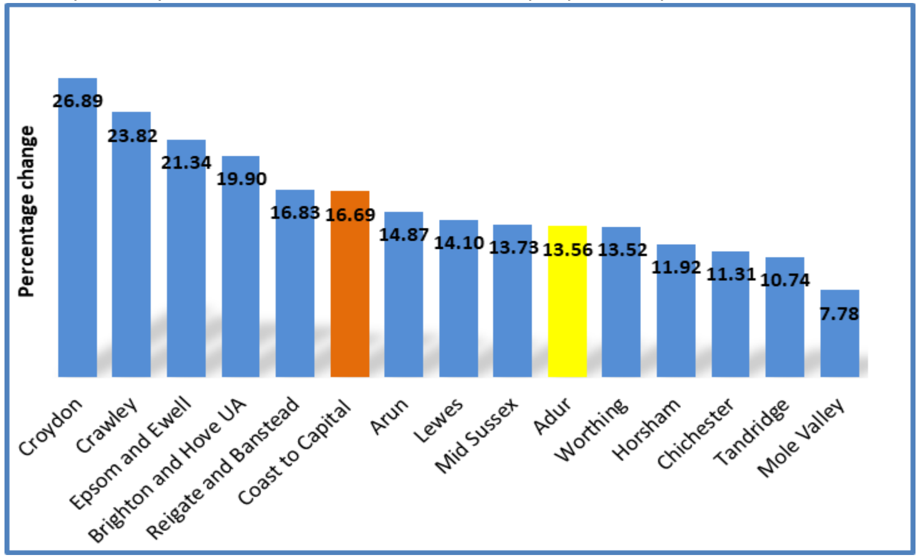


**Figure 2: Percentage growth in business stock in Coast to Capital LADs 2014-2018**

Source: ONS UK Business Counts/Simpson Consulting

## New business creation

*At 11.09% of the business stock in 2017, Adur's new business creation rate is better than Coastal West Sussex and West Sussex county rates of new business creation, although lower than Coast to Capital's rate.*

A key measure of the dynamism of a local economy is the new business creation rate. Adur's new business creation rate as a percentage of active enterprises at 11.09% in 2017, was better than that of the county and Coastal West Sussex but below that of Coast to Capital, Greater Brighton and the South East. Figure 3

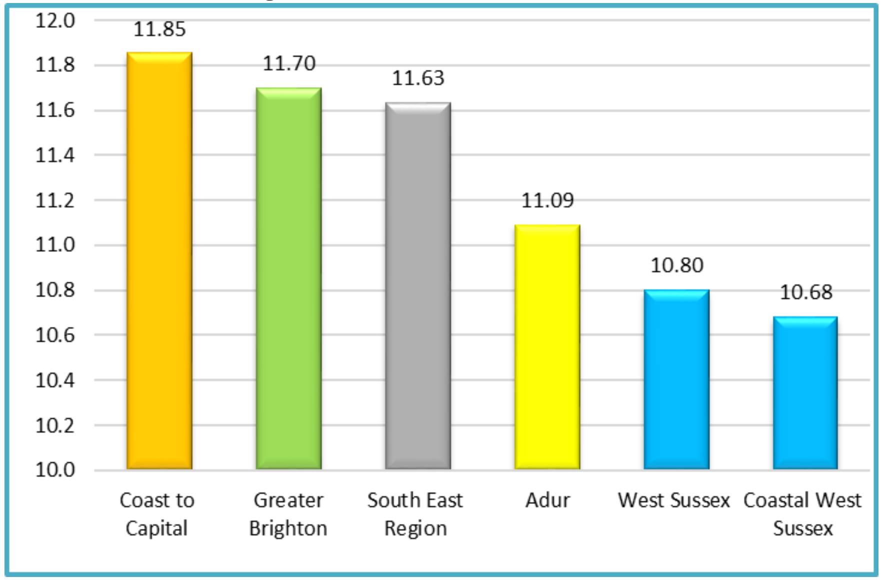


**Figure 3: New businesses as a %age of active enterprises in Adur and the reference geographies in 2017**
Source: ONS Business Demography & UK Business Counts/Simpson Consulting

Again, significantly higher performing areas in Coast to Capital for new business creation tend to be in the north, close to Gatwick and the motorway network. Brighton & Hove is the only coastal area that is above average on new business creation. Figure 4

Mole Valley, however, runs counter to the trend of high growth in new businesses taking place in the north and M23 corridor to Brighton, and is the fourth lowest performing local authority in Coast to Capital on this measure.

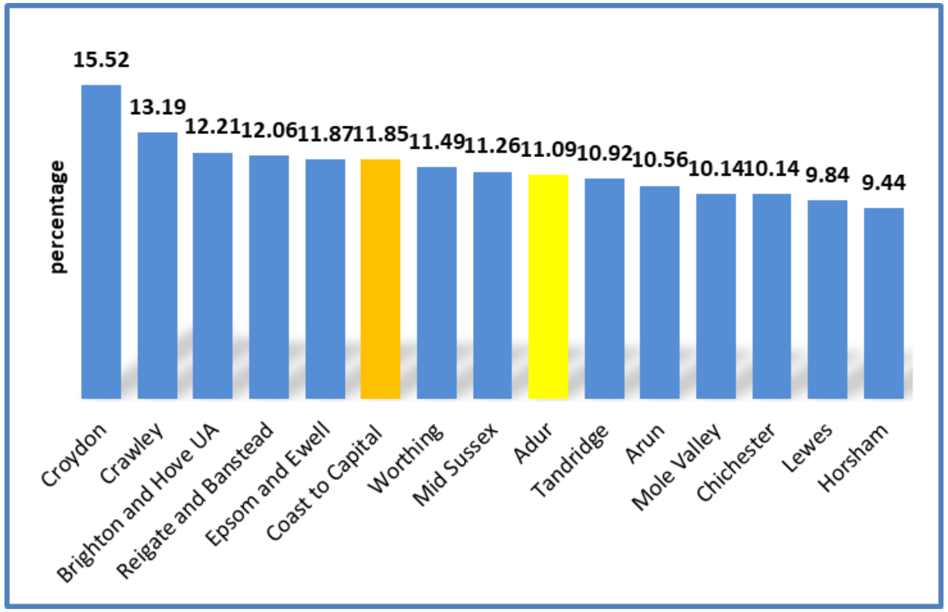


**Figure 4: New businesses created as a percentage of active enterprises in Coast to Capital LADs in 2017**
Source: ONS Business Demography/Simpson Consulting

## Business Churn Rates

High rates of business creation accompanied by high death rates (churn) are often thought to be a sign of a dynamic economy. In all the geographies, over the 2013 to 2017 reference period, there has been a decline in birth rates and a rise in death rates which is not ideal.

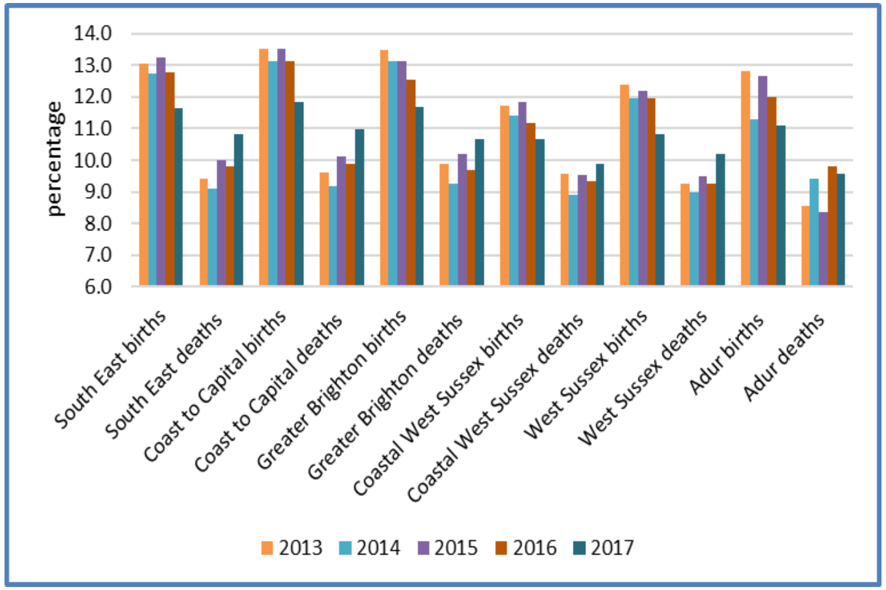


**Figure 5: Business births and business deaths as percentage of active enterprises in Adur and the comparator areas 2013-2017**
Source: ONS Business Demography/Simpson Consulting

Business births per 10,000 head of working age population are a good measure of entrepreneurialism. Figure 6 shows that Adur has consistently underperformed on this measure during the 2013 to 2017 reference period.

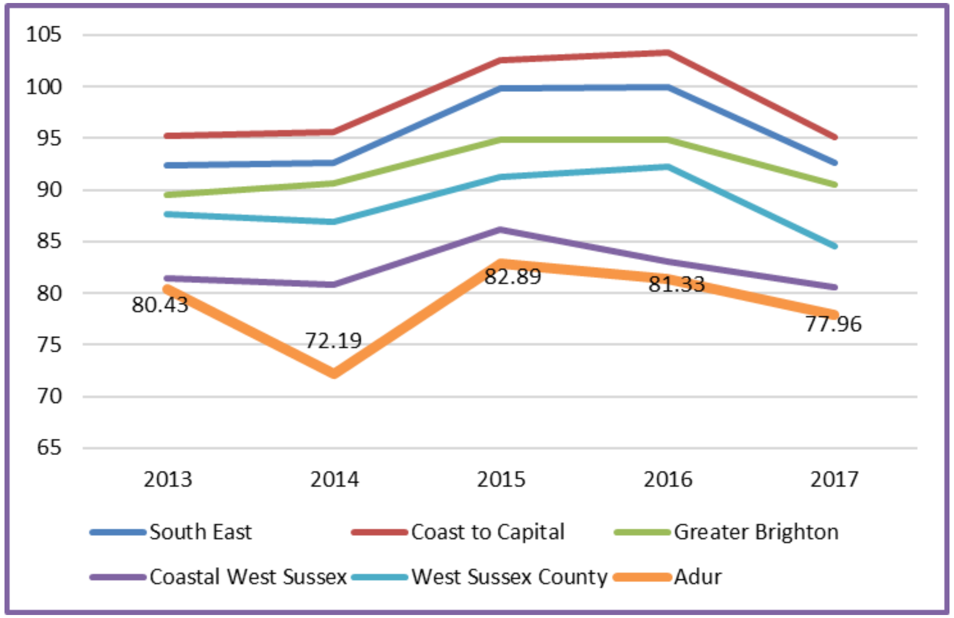


**Figure 6: Business births per 10,000 working age population 2013 to 2017 in Adur and the comparator geographies**
Source: ONS Business Demography & Mid Year Population estimates/Simpson Consulting

## New business survival

*Adur's five-year business survival rates are somewhat lower than the comparator areas although the Adur numbers are relatively small at 220 new businesses in 2012.*

Business survival rates are quite similar across the Coast to Capital sub region but Arun appears to have had five-year business survival rates somewhat below those of the other geographies over the period from 2012 to 2017, as Figure 7 and Table 1 show. However, it should be noted that the total number of business births in Arun in 2012 was 220 so the sample is relatively small.

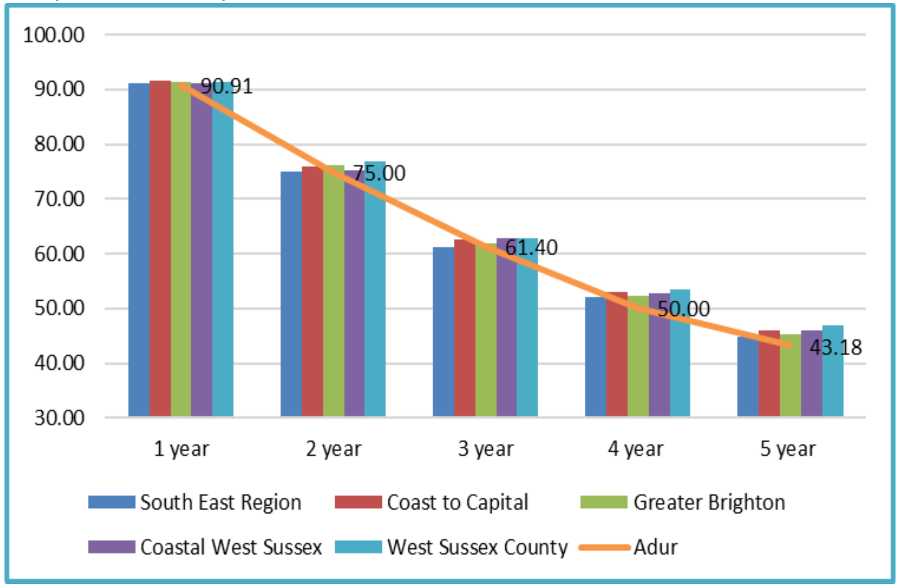


**Figure 7: 1-5-year percentage survival rates of businesses born in 2012 in Adur and the reference geographies (numbers shown are Arun's)**
Source: UK Business Demography/Simpson Consulting

Adur's lower survival rates appears to have been relatively consistent over the period with widening gap at the 4 and 5 year points. However, the number of new businesses in Adur's cohort is small. Table 1.

| | 1 year | 2 year | 3 year | 4 year | 5 year |
|---|---|---|---|---|---|
| **South East Region** | 91.10 | 74.90 | 61.10 | 52.07 | 44.79 |
| **Coast to Capital** | 91.61 | 76.06 | 62.52 | 53.07 | 45.94 |
| **Greater Brighton** | 91.38 | 76.12 | 61.87 | 52.35 | 45.37 |
| **Coastal West Sussex** | 91.07 | 75.33 | 62.95 | 52.74 | 46.05 |
| **West Sussex County** | 91.32 | 76.80 | 62.80 | 53.40 | 47.03 |
| **Adur** | 90.91 | 75.00 | 61.40 | 50.00 | 43.18 |

**Table 1: 1-5-year survival rates of businesses born in 2012 in Adur and the reference geographies**
Source: UK Business Demography/Simpson Consulting

## Size of businesses

*Adur has slightly fewer micro businesses and tends to have slightly higher percentages of small and medium businesses but it has the lowest percentage share of large businesses among the comparator areas.*

In all the comparator areas, micro businesses form the majority, making up over 89% of the business population in all areas. Adur's business population contains slightly fewer micro businesses than any of the other areas and has the third highest percentage of small businesses (10 to 49 employees), and is joint first with the South East for medium businesses (50 to 249 employees) but has the lowest share of large businesses (250+) than the other geographies.

Small and medium businesses make up 10.02% of the total business population in Adur compared to 8.85% in Coast to Capital as a whole. See Table 2 / Figure 8

| 2018 | Micro 0-49 | Small 10-49 | Medium 50-249 | Large 250+ |
|---|---|---|---|---|
| South East | 89.95 | 8.18 | 1.49 | 0.38 |
| Coast to Capital | 90.81 | 7.59 | 1.26 | 0.32 |
| Greater Brighton | 89.87 | 8.33 | 1.42 | 0.38 |
| Coastal West Sussex | 89.54 | 8.87 | 1.36 | 0.23 |
| West Sussex County | 89.68 | 8.57 | 1.42 | 0.33 |
| Adur | 89.55 | 8.53 | 1.49 | 0.21 |

**Table 2: Percentage of businesses in each size band in Adur and the comparator areas in 2018**

Source: ONS UK Business Counts/Simpson Consulting

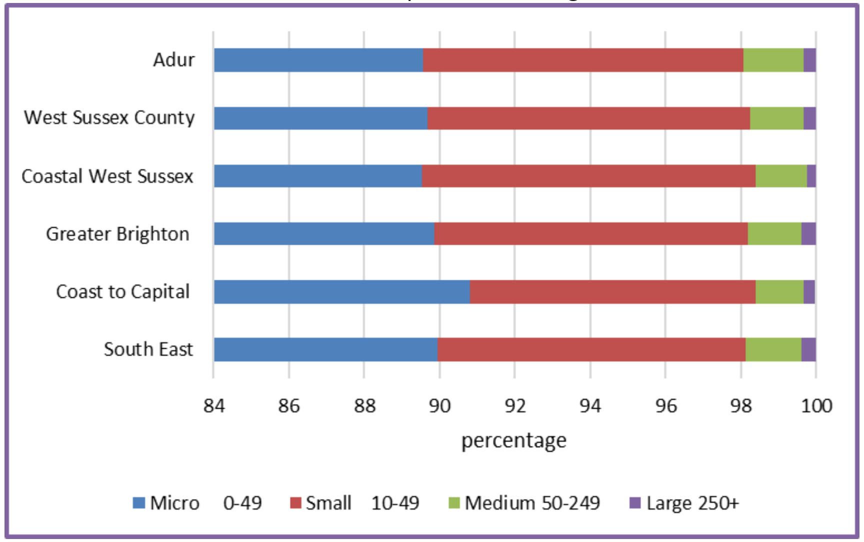


**Figure 8: Percentage of businesses by size band in Adur and the comparator areas in 2018**

Source: ONS UK Business Activity, Size and Location/Simpson Consulting

## Turnover size band

*Adur has a higher than average percentage of businesses in the £1-5m and £5-10m turnover brackets and is slightly above average on £2m-5m. This indication of a strong, middle-sized business base is encouraging.*

Adur has fewer businesses in the lowest turnover size band than any of the comparator geographies. Adur has the largest percentage of businesses in the critical £1m to £2m and £5m-£10m size bands of any of the comparator geographies although it performs around the average for the £2m to £5m category. It has the second lowest share of businesses in the £50m+ turnover size band. Table 3 and Figure 9

| | < £1m | £1m-2m | £2m-5m | £5m-10m | £10m-50m | £50m + |
|---|---|---|---|---|---|---|
| South East | 91.00 | 3.99 | 2.78 | 1.02 | 0.91 | 0.31 |
| Coast to Capital | 91.96 | 3.74 | 2.49 | 0.87 | 0.68 | 0.25 |
| Greater Brighton | 91.70 | 3.79 | 2.48 | 0.87 | 0.84 | 0.28 |
| Coastal West Sussex | 91.69 | 4.01 | 2.66 | 0.86 | 0.53 | 0.19 |
| West Sussex | 91.03 | 4.00 | 2.82 | 1.03 | 0.84 | 0.28 |
| Adur | 90.41 | 4.48 | 2.56 | 1.28 | 0.85 | 0.21 |

**Table 3: Percentage of businesses in each turnover size band in Adur and the comparator geographies in 2018**

Source: ONS UK Business Activity, Size and Location/Simpson Consulting

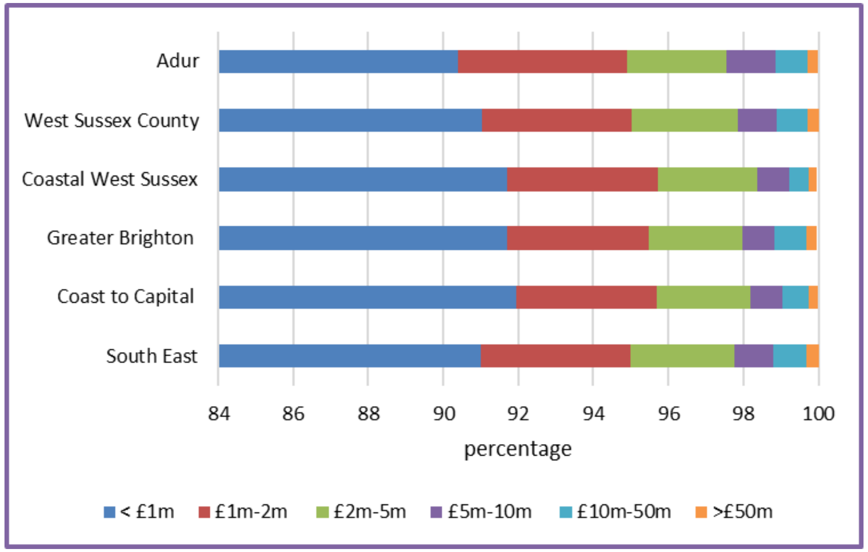


**Figure 9: Percentage of businesses in each turnover band in Adur and the comparator geographies in 2018**
Source: UK Business Activity, Size and Location/Simpson Consulting

## Sectoral Composition

*Adur has the largest percentage share of all the comparator areas at just under 20% of all businesses. Adur also has the highest shares of Manufacturing, Wholesale, Transport & Storage, Motor Trades and Mining, Quarrying & Utilities. It has fewer Professional, Scientific and Technical and Information and Communications businesses pointing to a less knowledge intensive business base*

| | South East | Coast to Capital | Greater Brighton | Coastal West Sussex | West Sussex County | Adur |
|---|---|---|---|---|---|---|
| **Construction** | 13.47 | 13.86 | 12.64 | 15.34 | 14.06 | 19.87 |
| **Prof. sci. & tech.** | 20.08 | 20.15 | 19.10 | 17.39 | 18.95 | 14.10 |
| **Biz admin & support** | 8.72 | 9.00 | 8.67 | 8.36 | 8.95 | 8.12 |
| **Info & comms** | 11.04 | 11.01 | 11.43 | 7.56 | 8.90 | 7.91 |
| **Retail** | 6.72 | 7.51 | 8.97 | 7.61 | 6.82 | 7.48 |
| **Manufacturing** | 4.63 | 4.18 | 4.28 | 5.98 | 5.47 | 7.26 |
| **Arts, ent., rec.** | 6.42 | 6.90 | 7.67 | 7.14 | 6.79 | 7.05 |
| **Accomm. & food** | 4.72 | 4.97 | 5.84 | 5.81 | 4.82 | 5.13 |
| **Wholesale** | 3.71 | 3.58 | 3.53 | 3.60 | 4.01 | 4.49 |
| **Health** | 3.83 | 4.17 | 4.19 | 4.32 | 3.93 | 3.85 |
| **Transport & storage** | 3.12 | 2.31 | 2.28 | 2.44 | 2.70 | 3.63 |
| **Motor trades** | 2.73 | 2.36 | 2.04 | 2.91 | 2.82 | 3.21 |
| **Financ. & ins.** | 2.00 | 1.96 | 1.91 | 1.61 | 2.04 | 1.92 |
| **Property** | 3.33 | 3.35 | 3.33 | 3.57 | 3.36 | 1.92 |
| **Education** | 1.85 | 1.87 | 2.05 | 1.66 | 1.78 | 1.92 |
| **Ag., for. & fish.** | 2.92 | 2.21 | 1.44 | 3.93 | 3.79 | 1.07 |
| **Mining, quar. & util** | 0.42 | 0.42 | 0.50 | 0.44 | 0.54 | 0.85 |
| **Public admin.** | 0.30 | 0.17 | 0.14 | 0.33 | 0.29 | 0.21 |

**Table 4: Percentage of businesses in each major sector (Broad Industrial Group) in Adur and the reference geographies in 2018**
Source: UK Business Counts Industry /Simpson Consulting Ltd

Adur's sectoral make up shows some key differences from the comparator geographies. Table 4

Some points to note are:

- The largest sector in Adur is *Construction* whereas in all the comparator areas, it is *Professional, Scientific & Technical*. Adur has the largest percentage share of *Construction* by some margin at just under 20% of all businesses
- Adur also has the highest shares of *Manufacturing, Wholesale, Transport & Storage, Motor Trades* and *Mining, Quarrying & Utilities*.
- Adur has the lowest percentage share of *Professional, Scientific & Technical* businesses among the comparator areas
- Adur also has the second lowest share of *Information & Communications* at 7.91%
- Adur also has the lowest concentrations of *Business Administration & Support, Property* and *Agriculture, Forestry & Fishing.*

## Sectoral change

Over the 2014 to 2018 reference period, there have been some small but significant sectoral changes in the make up of Adur's economy as Figure 10 shows. Four sectors where Adur has an overrepresentation compared to the other areas, *Manufacturing, Construction, Motor Trades & Transport* have all grown. *Construction*, Adur's largest sector has grown the most. Some of the sectors where Adur has a lower percentage than the comparator areas have also grown, e.g. *Business Administration & Support Services*. However, a concern is that *Information & Communications,* a key knowledge economy sector, where Adur has a significant under-representation has declined between 2014 and 2018.

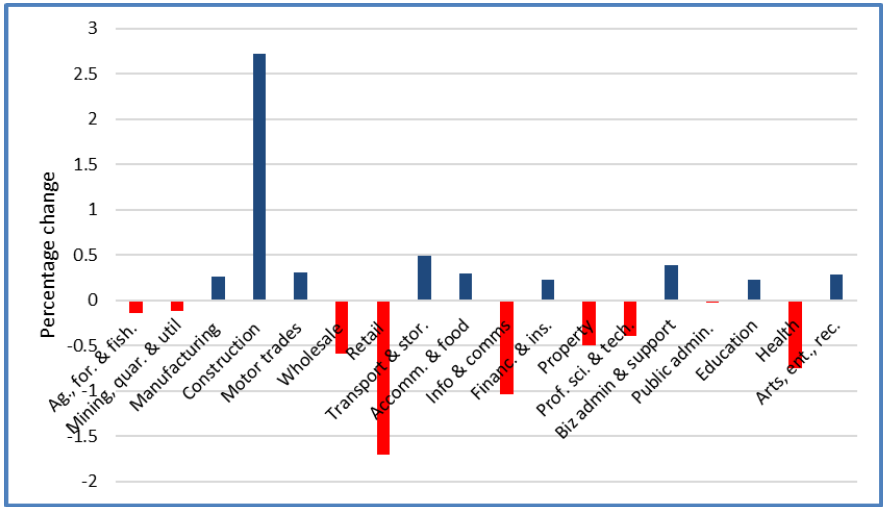


**Figure 10: Change by sector in percentage of business population in Adur 2014-2018**

Source: ONS UK Business counts/Simpson Consulting

This means that there have been some changes in the sector ranking by size. Although *Construction* and *Professional, Scientific & Technical* are still the largest two sectors measured by percentage of all enterprises, *Business Administration & Support* is now in third place, replacing *Retail* which has fallen to 5th place reflecting the national trend of decline in the sector. Table 5

| | 2014 | | 2018 |
|---|---|---|---|
| Construction | 17.15 | Construction | 19.87 |
| Professional, scientific & tech. | 14.49 | Professional, scientific & tech | 14.10 |
| Retail | 9.18 | Business admin & support | 8.12 |
| Information & communications | 8.94 | Information & communications | 7.91 |
| Business admin & support | 7.73 | Retail | 7.48 |
| Manufacturing | 7.00 | Manufacturing | 7.26 |
| Arts, entertainment & recreation | 6.76 | Arts, entertainment & recreation | 7.05 |
| Wholesale | 5.07 | Accommodation. & food | 5.13 |
| Accommodation. & food | 4.83 | Wholesale | 4.49 |
| Health | 4.59 | Health | 3.85 |
| Transport & storage. | 3.14 | Transport & storage | 3.63 |
| Motor trades | 2.90 | Motor trades | 3.21 |
| Property | 2.42 | Finance & insurance. | 1.92 |
| Finance. & insurance | 1.69 | Property | 1.92 |
| Education | 1.69 | Education | 1.92 |
| Agriculture, forestry & fishing | 1.21 | Agriculture, forestry & fishing | 1.07 |
| Mining, quarrying & utilities | 0.97 | Mining, quarrying & utilities | 0.85 |
| Public administration. | 0.24 | Public administration. | 0.21 |

**Table 5: Changes in rank of sectors by percentage of business population in Adur 2014-2018**
Source: ONS UK Business counts/Simpson Consulting

## Advanced manufacturing and engineering (AME)

Advanced manufacturing and engineering has shown a decline in all the areas apart from in Adur where it has grown by nearly half a percentage point over the reference period, maintaining its lead for the concentration of these businesses among the comparator areas. Nearby Worthing has been included as this is showing the greatest decline possibly indicating some degree of clustering in Adur. Figure 11 & Table 6

| | 2014 | 2015 | 2016 | 2017 | 2018 | +/- |
|---|---|---|---|---|---|---|
| South East | 4.74 | 4.73 | 4.73 | 4.69 | 4.54 | -0.20 |
| Coast to Capital | 4.41 | 4.36 | 4.31 | 4.22 | 4.08 | -0.33 |
| Greater Brighton | 4.01 | 3.94 | 3.89 | 3.82 | 3.71 | -0.30 |
| Coastal W. Sussex | 4.85 | 4.76 | 4.72 | 4.60 | 4.62 | -0.23 |
| West Sussex | 5.02 | 4.93 | 4.91 | 4.77 | 4.68 | -0.34 |
| Worthing | 5.07 | 4.79 | 4.66 | 4.47 | 4.33 | -0.74 |
| Adur | 5.08 | 5.72 | 5.52 | 5.38 | 5.54 | 0.46 |

**Table 6 Change by percentage of business population in the advanced manufacturing sector in Adur & Worthing and the comparator areas 2014-2018**
Source: ONS UK Business counts/Simpson Consulting

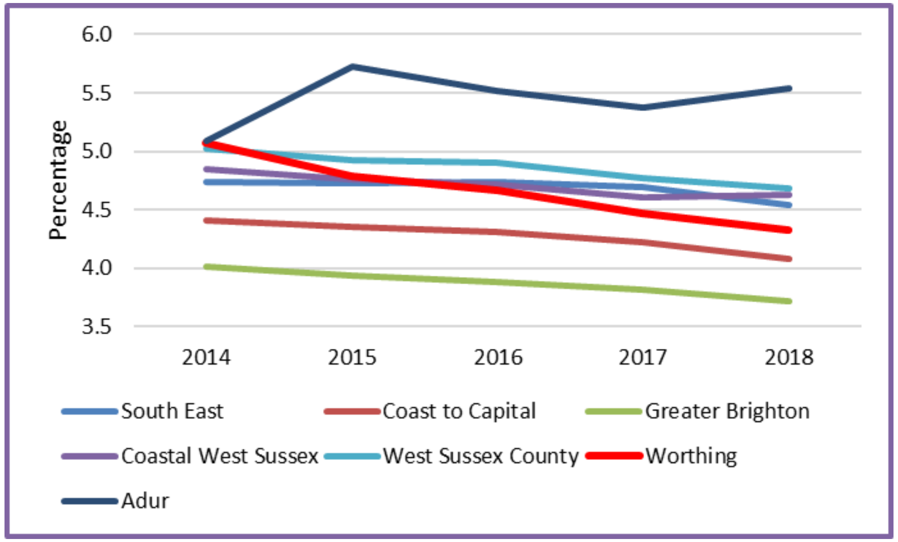


**Figure 11: Change by percentage of business population in the advanced manufacturing sector in Adur & Worthing and the comparator areas 2014-2018**
Source: ONS UK Business counts/Simpson Consulting

## Health and Social Care

Adur's percentage share of Health and Social Care businesses has declined over the 2014-18 reference period and is now the lowest at 3.84%, the lowest share among the comparator areas. Numbers are small, however and with just 90 businesses in the sector in 2018, a few businesses moving in or out can make a difference. Table 7 & Figure 12

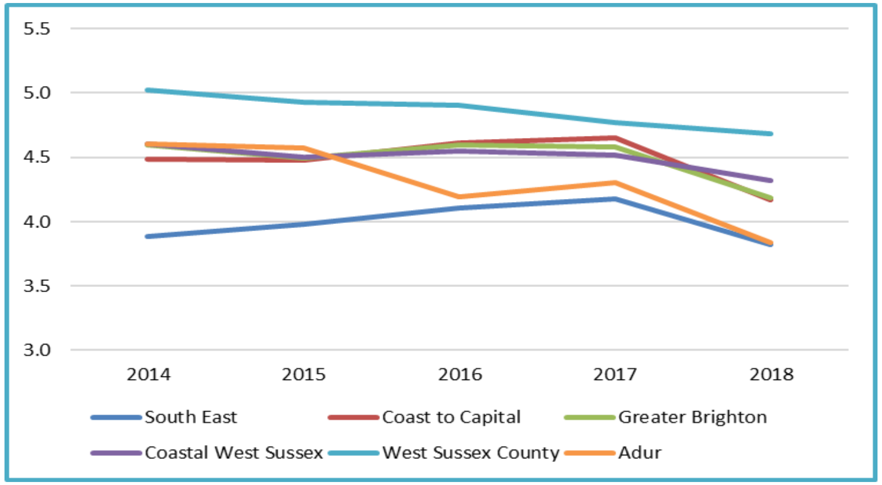


**Figure 12: Change by percentage of business population in the health and social care sector in Adur and the comparator areas 2014-2018**
Source: ONS UK Business counts/Simpson Consulting

| | 2014 | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|---|
| **South East** | 3.89 | 3.98 | 4.11 | 4.17 | 3.83 |
| **Coast to Capital** | 4.49 | 4.48 | 4.61 | 4.65 | 4.17 |
| **Greater Brighton** | 4.60 | 4.49 | 4.60 | 4.58 | 4.18 |
| **Coastal West Sussex** | 4.60 | 4.50 | 4.55 | 4.52 | 4.32 |
| **West Sussex County** | 5.02 | 4.93 | 4.91 | 4.77 | 4.68 |
| **Adur** | 4.60 | 4.58 | 4.19 | 4.30 | 3.84 |

**Table 7: Change by percentage of business population in the health and social care sector in Adur and the comparator areas 2014-2018**
Source: ONS UK Business counts/Simpson Consulting

## Tech sector

There were 205 businesses in the technology sector in Adur in 2018, an increase of just 5 since 2014 and a decline of nearly 1% in percentage share terms. The tech sector makes up 8.74% of Adur's businesses which is higher than Coastal West Sussex but below the tech sector share in West Sussex, Coast to Capital, the South East and Greater Brighton. In Brighton and Hove City, the tech sector makes up 15.2% of the business population demonstrating the clustering effect in the city's economy. Figure 13

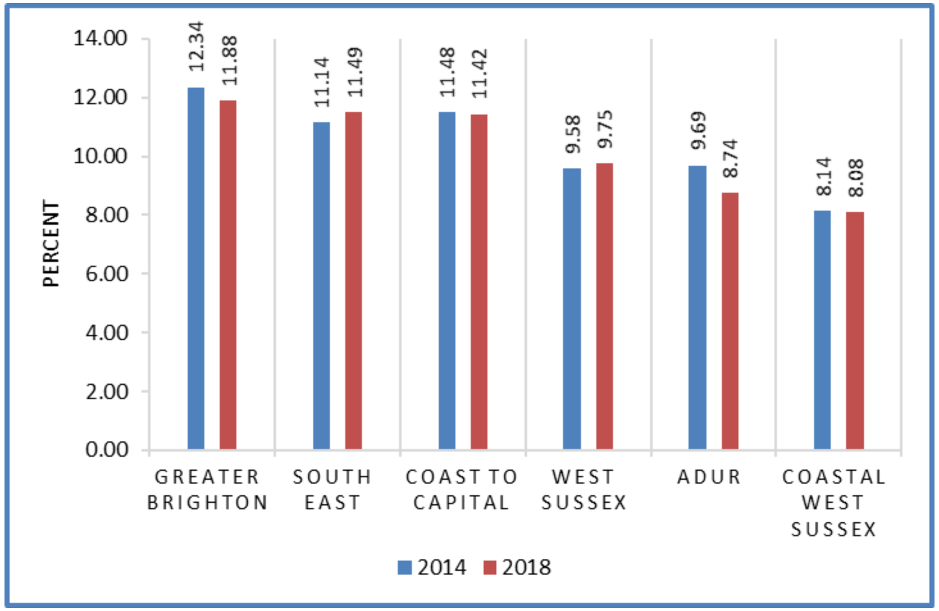


**Figure 13 Change by percentage of business population in the tech sector in Adur and the comparator areas 2014-2018**
Source: ONS UK Business counts/Simpson Consulting

## Tourism

Tourism is an important sector in Coastal West Sussex but Adur has the lowest share of all the comparator areas at 8.74% of all enterprises in 2018. This is perhaps unsurprising, given Adur's more industrial nature, although it does have some attractive areas. Figure 14

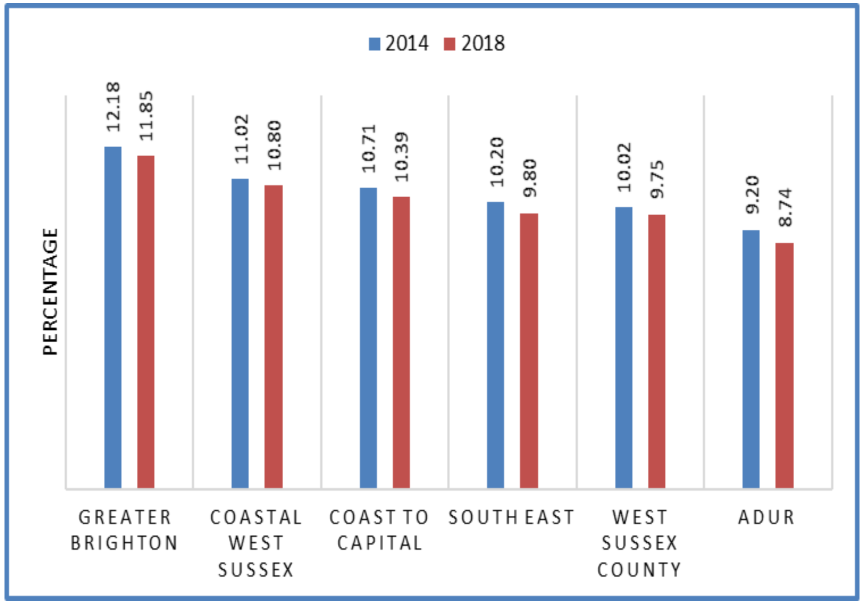


**Figure 14: Tourism businesses as a percentage of all businesses in the Coast to Capital local authorities in 2018**

Source: ONS UK Business Counts/Simpson Consulting

In spite of the rise in "staycations", the sector has declined slightly in all areas in percentage share terms since 2014. A decline in percentage share does not necessarily mean a decline in actual numbers as it depends on how other sectors are growing/ declining. In Adur the number of tourism businesses has increased from 190 to 205 over the reference period.

| | 2014 | 2018 | =/- |
|---|---|---|---|
| South East | 10.20 | 9.80 | -0.40 |
| Coast to Capital | 10.71 | 10.39 | -0.32 |
| Greater Brighton | 12.18 | 11.85 | -0.33 |
| Coastal West Sussex | 11.02 | 10.80 | -0.22 |
| West Sussex County | 10.02 | 9.75 | -0.27 |
| Adur | 9.20 | 8.74 | -0.46 |

**Table 8: Tourism businesses as a percentage of all businesses in Adur and the comparator areas in 2014 and 2018**

Source: ONS UK Business Counts/ Simpson Consulting

## Knowledge economy

Adur had a slightly higher representation of knowledge economy businesses than Coastal West Sussex in 2018 with 10.87% of its businesses in knowledge economy sectors. However, this remains below the West Sussex average and significantly below the regional, Coast to Capital and Greater Brighton knowledge economy concentrations. Greater Brighton outperforms all the other comparator geographies with a notable strong knowledge economy making up 14.25% of all businesses. (Table 9)

The knowledge economy declined in Adur by 0.38% between 2014 and 2018, compared to the regional rate of knowledge economy growth of 0.46% over the period and worse than the other comparator areas. However, variations are small overall and the knowledge economy could be said to be more or less static in all areas (See Table 9.)

Figure 15 shows a familiar Coast to Capital pattern of the Coastal West Sussex authorities (Adur, Arun, Chichester and Worthing) performing below the Coast to Capital average while the high performers consist of Brighton and Hove and the local authority districts in the north.

The more rural districts of Mid Sussex, Tandridge and Horsham fall somewhere in the middle.

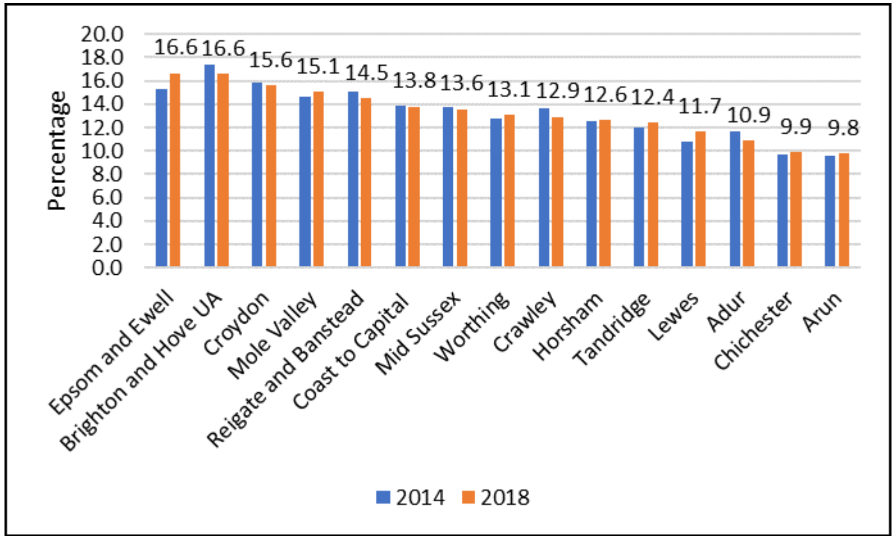


**Figure 15. Percentage of businesses in the knowledge economy (ONS definition) in Coast to Capital LADs in 2014 and 2018**

Source: UK Business Counts Local Units/Simpson Consulting

| | 2014 | 2015 | 2016 | 2017 | 2018 | +/- |
|---|---|---|---|---|---|---|
| **South East** | 13.59 | 13.54 | 13.86 | 13.97 | 14.05 | 0.46 |
| **Coast to Capital** | 13.82 | 13.52 | 13.82 | 13.83 | 13.81 | -0.01 |
| **Greater Brighton** | 14.54 | 14.08 | 14.42 | 14.38 | 14.25 | -0.30 |
| **Coastal W. Sussex** | 10.55 | 10.20 | 10.46 | 10.68 | 10.63 | 0.08 |
| **West Sussex** | 11.87 | 11.58 | 11.90 | 12.02 | 11.85 | -0.03 |
| **Adur** | 11.62 | 11.21 | 10.82 | 11.18 | 10.87 | -0.75 |

**Table 9: Percentage of businesses in the knowledge economy (ONS narrow definition) in Adur and the reference geographies in 2014 and 2018**

Source: UK Business Counts Local Units/Simpson Consulting

## Knowledge economy subsectors

The largest knowledge economy subsector in all areas is *IT services* which makes up 50.86% of all knowledge economy businesses in the South East at the top of the range. Adur is at the bottom of the range with 43.14% in this subsector of the knowledge economy. However, Adur does appear to have some possible advantages. Among the comparator areas, Adur has the highest percentage of *Communications* as well as *Computing* and *Financial Technology Services.* Adur is ranked second on *Other Technical Consultancy* businesses. Table 10

| | Medic/Bio/ Pharma | IT services | Comms | Computing | Other tech, consultancy | Aerospace & Transport | Creative Content | Software | Fintech services |
|---|---|---|---|---|---|---|---|---|---|
| **South East** | 3.81 | 50.86 | 2.10 | 1.16 | 17.28 | 1.79 | 7.43 | 12.53 | 3.04 |
| **Coast to Capital** | 3.32 | 49.72 | 2.04 | 1.08 | 17.83 | 1.20 | 9.35 | 12.55 | 2.84 |
| **Greater Brighton** | 3.20 | 44.86 | 2.00 | 1.30 | 18.48 | 1.20 | 12.29 | 14.19 | 2.40 |
| **Coastal W. Sussex** | 5.47 | 43.23 | 2.60 | 2.08 | 22.14 | 3.13 | 7.55 | 9.90 | 2.86 |
| **West Sussex** | 4.77 | 48.60 | 2.21 | 1.86 | 19.65 | 2.09 | 6.74 | 10.93 | 3.37 |
| **Adur** | 1.96 | 43.14 | 3.92 | 5.88 | 21.57 | 0.00 | 7.84 | 9.80 | 3.92 |

**Table 10: Knowledge economy subsectors as a percentage of all knowledge economy businesses in Adur and the comparator areas in 2018**
Source: ONS UK Business Counts/Simpson Consulting

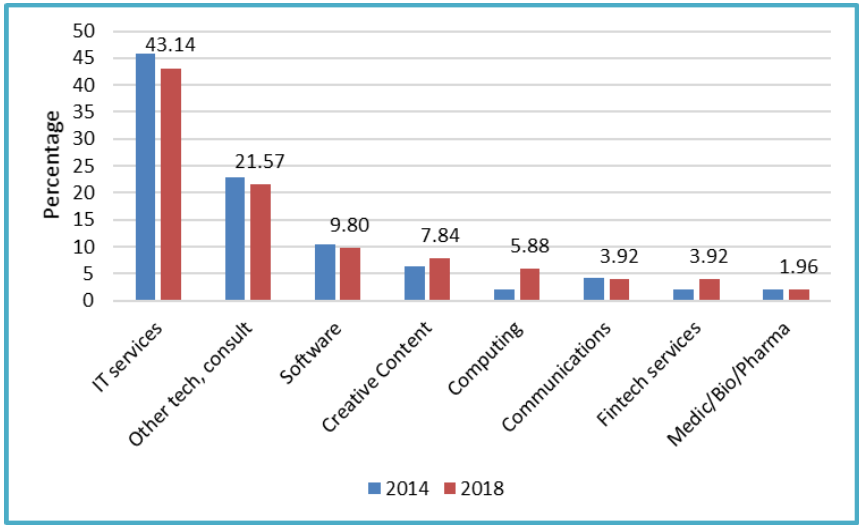


**Figure 16: Knowledge economy subsectors in Adur as a percentage of all knowledge economy businesses in 2018**
Source: ONS UK Business Counts/Simpson Consulting

Since 2014 Software, *Creative Content* and *Computing* as well as *Financial Technology* Services have all shown growth in their share of the total knowledge economy in Adur. Figure 16

## Productivity

*Adur's total output grew by 15.74% between 2012 and 2016, the fifth highest growth rate in Coast to Capital. GVA per head in Adur is lower than any of the comparator geography averages and is the fifth lowest of Coast to Capital authorities.*

Adur accounted for 2.30% of Coast to Capital's total output or £1,169m out of a total of £50,752m in 2016. Adur's total GVA increased by 15.74% between 2012 and 2016, the fifth highest growth rate over the reference period of all Coast to Capital local authorities. Table 11

| | 2012 | 2013 | 2014 | 2015 | 2016 | % +/- |
|---|---|---|---|---|---|---|
| Crawley | 3,831 | 4,157 | 4,514 | 4,797 | 4,977 | 29.91 |
| Lewes | 1,637 | 1,674 | 1,789 | 1,989 | 2,049 | 25.17 |
| Brighton & Hove | 6,157 | 6,553 | 6,889 | 7,251 | 7,349 | 19.36 |
| Horsham | 3,033 | 3,176 | 3,382 | 3,531 | 3,573 | 17.80 |
| Adur | 1,010 | 1,064 | 1,055 | 1,172 | 1,169 | 15.74 |
| Mid Sussex | 3,173 | 3,365 | 3,521 | 3,587 | 3,622 | 14.15 |
| Coast to Capital | 44,638 | 46,620 | 48,502 | 49,857 | 50,752 | 13.70 |
| Tandridge | 1,961 | 2,050 | 2,110 | 2,199 | 2,225 | 13.46 |
| Mole Valley | 3,133 | 3,163 | 3,089 | 3,408 | 3,503 | 11.81 |
| Croydon | 6,952 | 7,004 | 7,565 | 7,363 | 7,727 | 11.15 |
| Epsom & Ewell | 1,823 | 1,852 | 1,917 | 1,992 | 1,989 | 9.11 |
| Arun | 2,341 | 2,439 | 2,409 | 2,502 | 2,549 | 8.89 |
| Chichester | 2,909 | 3,003 | 3,000 | 3,098 | 3,132 | 7.67 |
| Reigate & Banstead | 4,118 | 4,579 | 4,615 | 4,386 | 4,302 | 4.47 |
| Worthing | 2,560 | 2,541 | 2,647 | 2,582 | 2,586 | 1.02 |

**Table 11: Total GVA in Coast to Capital LADs 2012 to 2016 and %age change**
Source: ONS GVA Statistics (balanced method)/Simpson Consulting

GVA per head in Adur at £18,411 in 2016 was lower than all of the comparator geographies, although the rate of growth was reasonably strong. Table 12

| | 2012 | 2013 | 2014 | 2015 | 2016 | %+/- |
|---|---|---|---|---|---|---|
| Greater Brighton | 23,201 | 24,235 | 25,319 | 26,273 | 26,507 | 14.25 |
| South East | 25,642 | 26,412 | 27,279 | 28,137 | 28,683 | 11.86 |
| Coast to Capital | 22,951 | 23,745 | 24,475 | 24,945 | 25,161 | 9.63 |
| Coastal West Sussex | 20,313 | 20,665 | 20,636 | 21,001 | 21,002 | 3.39 |
| Adur | 16,307 | 17,016 | 16,707 | 18,472 | 18,411 | 12.90 |

**Table 12. GVA £s per head in Adur and the reference geographies 2012-16 and %age change**
Source: ONS GVA Statistics (balanced method) / Simpson Consulting

GVA per head is not strictly a measure of productivity since it is arrived at by dividing the total output for the area by the total population of all ages. It is influenced by commuting flows and population density. For example, the City of London has very high rates of in-commuting but a relatively small resident population so the GVA per head is comparatively high. Conversely, areas with high out-commuting tend to have lower rates of GVA per head since the GVA generated by those workers will be attributed to the areas in which they work. Job density is also a factor since, in areas with low job density, there are lower proportions of workers to add to the GVA total.

This weak performance on GVA per head in Adur may be in part due to out-commuting as Adur has a relatively high net loss of workers on a daily basis (See travel to work patterns).

A better measure of productivity is GVA per worker. These statistics are not released by ONS at district and borough level but calculations show that Adur performs relatively well on GVA per employee and is actually ranked third out of the Coast to Capital local authorities on this measure in 2016 following a growth of 11.36% over the reference period. Sectoral make up will have a bearing here as some sectors such as manufacturing have higher productivity than others. Table 13

| | 2012 | 2013 | 2014 | 2015 | 2016 | +/- |
|---|---|---|---|---|---|---|
| **Arun** | 52,952 | 54,357 | 50,841 | 49,196 | 49,787 | -5.98 |
| **Horsham** | 53,380 | 55,667 | 52,574 | 52,909 | 52,200 | -2.21 |
| **Chichester** | 51,833 | 52,695 | 54,117 | 52,246 | 53,350 | 2.93 |
| **Epsom & Ewell** | 48,448 | 51,167 | 49,344 | 51,323 | 53,733 | 10.91 |
| **Mid Sussex** | 51,618 | 51,696 | 52,845 | 52,254 | 54,017 | 4.65 |
| **Tandridge** | 45,065 | 52,000 | 52,563 | 54,594 | 55,226 | 22.55 |
| **Brighton & Hove** | 55,488 | 55,977 | 57,119 | 56,321 | 57,161 | 3.01 |
| **Lewes** | 57,774 | 59,094 | 58,444 | 57,417 | 58,600 | 1.43 |
| **Coast to Capital** | 61,855 | 61,705 | 61,957 | 60,982 | 61,370 | -0.78 |
| **Croydon** | 68,630 | 67,278 | 65,026 | 64,709 | 63,460 | -7.53 |
| **Crawley** | 59,765 | 63,459 | 68,318 | 64,473 | 63,979 | 7.05 |
| **Worthing** | 73,848 | 67,739 | 75,178 | 70,447 | 66,354 | -10.15 |
| **Adur** | 60,167 | 62,889 | 57,700 | 60,850 | 67,000 | 11.36 |
| **Mole Valley** | 81,930 | 79,674 | 72,689 | 79,933 | 79,267 | -3.25 |
| **Reigate & Banstead** | 91,508 | 81,415 | 85,250 | 79,353 | 82,831 | -9.48 |

**Table 13: GVA per employee in the Coast to Capital local authorities 2012 to 2016**

Source: ONS GVA statistics (balanced method)/Simpson Consulting

# People and work

*Adur's population grew by 7.24% between 2000 and 2017 and is set to grow by 11.32% between 2016 and 2031, above the Coast to Capital forecast population growth of 10.59%. In common with other areas, the population is ageing and the 65+ age group will see a significant increase.*

## Population

From 2000 to 2017, Adur's population grew by 7.24%, below the Coast to Capital rate of 14.02% and the South East's rate of 13.64%. Table 14

| | 2000 | 2017 | Number | Percentage |
|---|---|---|---|---|
| **South East** | 7,990,600 | 9,080,800 | 1,090,200 | 13.64 |
| **Coast to Capital** | 1,778,600 | 2,027,900 | 249,300 | 14.02 |
| **Brighton & Hove** | 248,800 | 288,200 | 39,400 | 15.84 |
| **Croydon** | 334,200 | 384,800 | 50,600 | 15.14 |
| **Adur** | 59,400 | 63,700 | 4,300 | 7.24 |
| **Arun** | 140,300 | 158,700 | 18,400 | 13.11 |
| **Chichester** | 106,400 | 120,200 | 13,800 | 12.97 |
| **Crawley** | 100,000 | 111,700 | 11,700 | 11.70 |
| **Horsham** | 121,500 | 140,100 | 18,600 | 15.31 |
| **Mid Sussex** | 126,900 | 148,300 | 21,400 | 16.86 |
| **Worthing** | **97,800** | **109,600** | **11,800** | **12.07** |
| **Epsom and Ewell** | 67,200 | 79,500 | 12,300 | 18.30 |
| **Mole Valley** | 80,000 | 87,100 | 7,100 | 8.88 |
| **Reigate & Banstead** | 125,500 | 146,400 | 20,900 | 16.65 |
| **Tandridge** | 79,000 | 87,300 | 8,300 | 10.51 |
| **Lewes** | 91,600 | 102,300 | 10,700 | 11.68 |

**Table 14. Population growth in the South East and the Coast to Capital local authorities 2000 to 2017**

Source: ONS population estimates/Simpson Consulting

Between 2016 and 2031, Adur's population is forecast to increase by 11.32% or 7,199 more people rising from 63,621 to 70,820. Figure 17

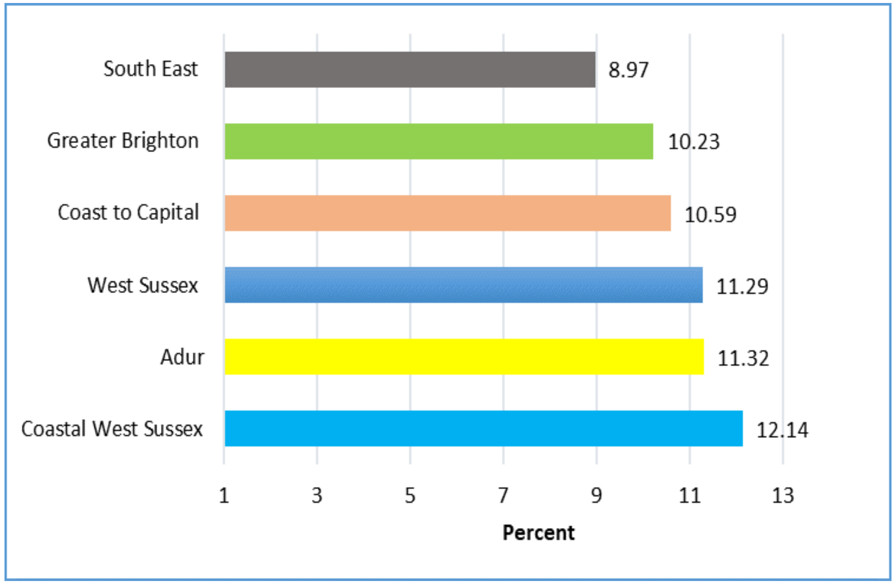


**Figure 17: Projected population growth in Adur and the comparator areas 2016 to 2031**
Source: ONS Population Estimates /Simpson Consulting

In terms of the age profile, Table 15 and Figures 18 to 20 illustrate the changing demographics in the comparator areas between now and 2031. The percentages of young children will decline quite significantly except that Adur's 5 to 9 year olds will show a slight increase. 10 to 19 year olds will grow in all areas and by a higher percentage in Adur. 20 to 24 year olds will also see growth in percentage terms as will 35 to 44 year olds while the older working age population or 45 to 54 year olds will decline. It is striking just how much increase there will be in the older population of 60 and over though Adur's percentage increase will be the lowest.

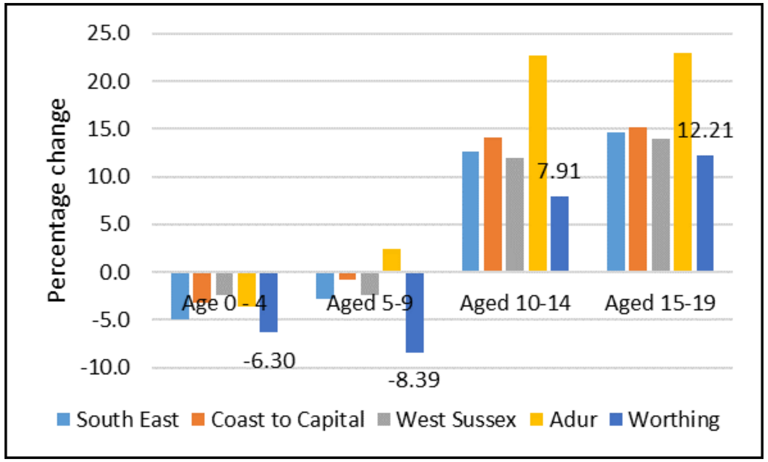


**Figure 18: Forecast percentage change in those age 0-19 in the South East, Coast to Capital, West Sussex, Adur and Worthing 2016 to 2031**
Source: ONS Population Forecasts/Simpson Consulting

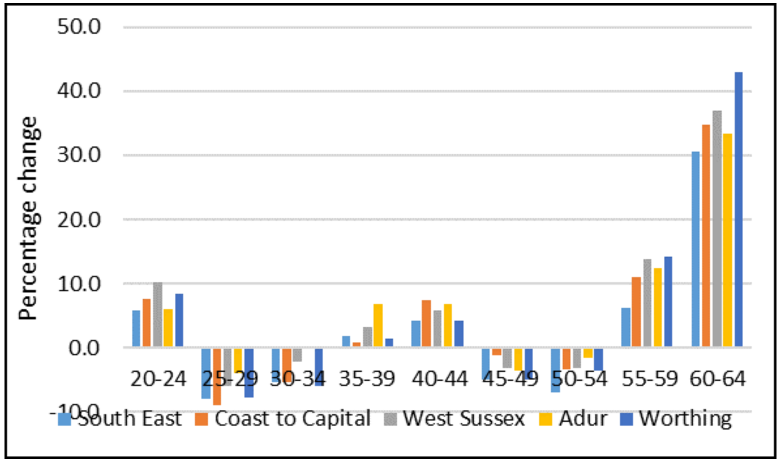


**Figure 19: Forecast percentage change in those age 20 to 64 in the South East, Coast to Capital, West Sussex, Adur and Worthing 2016 to 2031**
Source: ONS Population Forecasts/Simpson Consulting

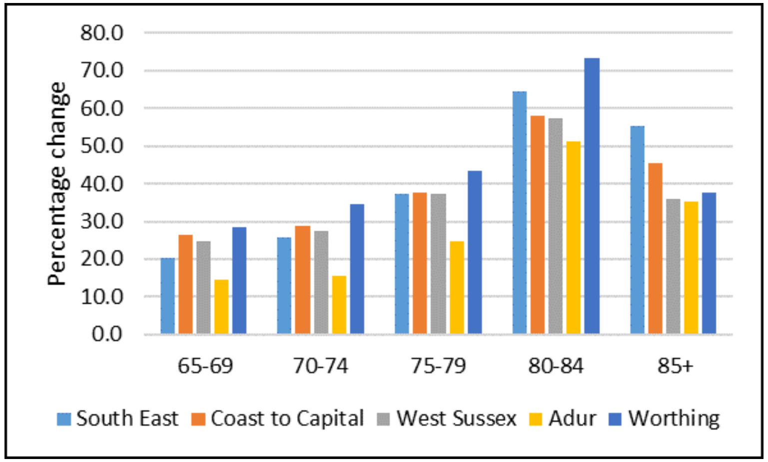


**Figure 20: Forecast percentage change in those age 65+in the South East, Coast to Capital, West Sussex, Adur and Worthing 2016 to 2031**
Source: ONS Population Forecasts/Simpson Consulting

In numerical terms, the figures for Adur are in Table 15. In summary in Adur in 2031, there will be:

- 1,440 more children and young people aged 0 to 19
- 2,092 more working age people aged 20 to 64
- 3,667 more people aged 65 and over

| Age | 2016 | 2021 | 2026 | 2031 | Total +/_ |
|---|---|---|---|---|---|
| All Ages | 63,621 | 66,144 | 68,669 | 70,820 | 7,199 |
| 0 - 4 | 3,814 | 3,647 | 3,672 | 3,676 | -138 |
| 5-9 | 3,797 | 4,024 | 3,862 | 3,888 | 91 |
| 10-14 | 3,250 | 3,963 | 4,145 | 3,988 | 738 |
| 15-19 | 3,253 | 3,253 | 3,898 | 4,002 | 749 |
| 20-24 | 2,851 | 2,599 | 2,579 | 3,024 | 173 |
| 25-29 | 3,177 | 3,281 | 3,086 | 3,052 | -125 |
| 30-34 | 3,546 | 3,678 | 3,730 | 3,541 | -5 |
| 35-39 | 3,916 | 3,999 | 4,171 | 4,179 | 263 |
| 40-44 | 4,266 | 4,296 | 4,371 | 4,559 | 293 |
| 45-49 | 4,700 | 4,431 | 4,448 | 4,529 | -171 |
| 50-54 | 4,578 | 4,775 | 4,495 | 4,510 | -68 |
| 55-59 | 4,044 | 4,653 | 4,829 | 4,545 | 501 |
| 60-64 | 3,691 | 4,095 | 4,755 | 4,923 | 1,232 |
| 65-69 | 4,249 | 3,719 | 4,159 | 4,861 | 612 |
| 70-74 | 3,522 | 4,070 | 3,611 | 4,066 | 544 |
| 75-79 | 2,720 | 3,226 | 3,767 | 3,392 | 672 |
| 80-84 | 2,113 | 2,241 | 2,705 | 3,197 | 1,084 |
| 85+ | 2,134 | 2,191 | 2,389 | 2,889 | 755 |

:

**Table 15: Forecast numerical change by 5 year age band in Adur 2016 to 2031**
Source: ONS Population Forecasts/Simpson Consulting

## Ethnicity

*At the time of the last Census in 2011, Adur had a relatively small ethnic minority population of 4%, the fourth lowest in Coast to Capital. The largest group within the Black and Minority Ethnic (BAME) population was Asian/Asian British.*

According to the 2011 Census, Adur had a total Black and Minority Ethnic (BAME) population of 4%, the fourth lowest in the Coast to Capital area. By contrast, Croydon's ethnic minority population was 45% and Crawley's was 20%, as Figure 12 shows.

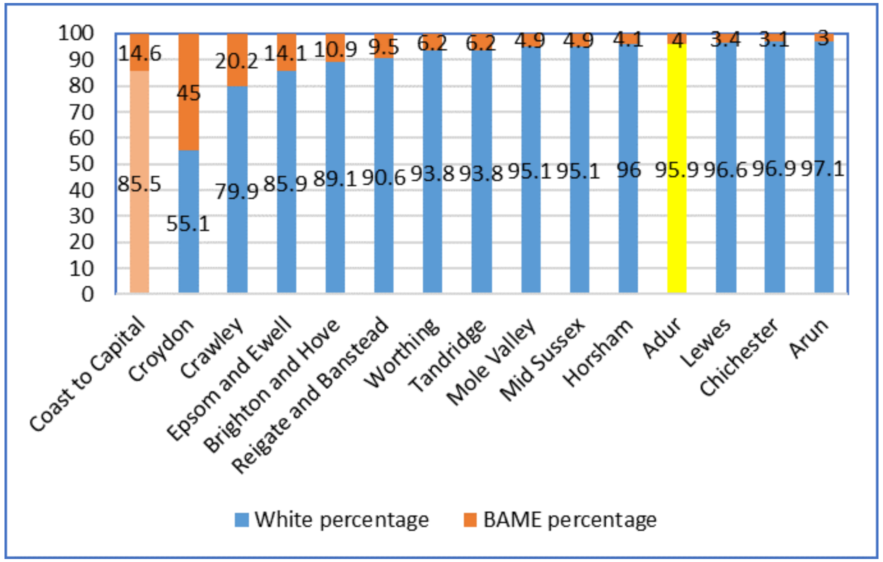


**Figure 21: BAME as a percentage of population in Coast to Capital in 2011**
Source: ONS Census 2011/Simpson Consulting

The detailed breakdown of BAME groups is shown in Figure 13. The largest BAME group is Asian/ Asian British

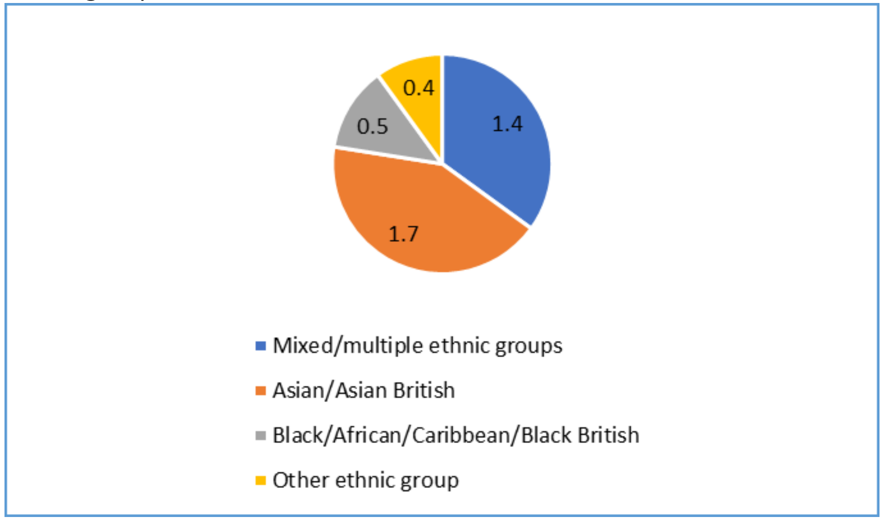


**Figure 22: Breakdown of the 4% BAME population in Adur in 2011.**
Source: ONS Census 2011/Simpson Consulting

## Working Age Qualifications

*Adur has a relatively less well-skilled workforce with lower levels of qualifications at NVQ3 and NVQ4 and a relatively high percentage of working age people with no qualifications.*

Adur has less of its workforce qualified at each level than any of the comparator areas and is particularly less well qualified at Level 4 and above. Only 28.7% of the working age population hold qualifications at degree level and above compared to nearly 46% in Greater Brighton. Figures 23 to 26

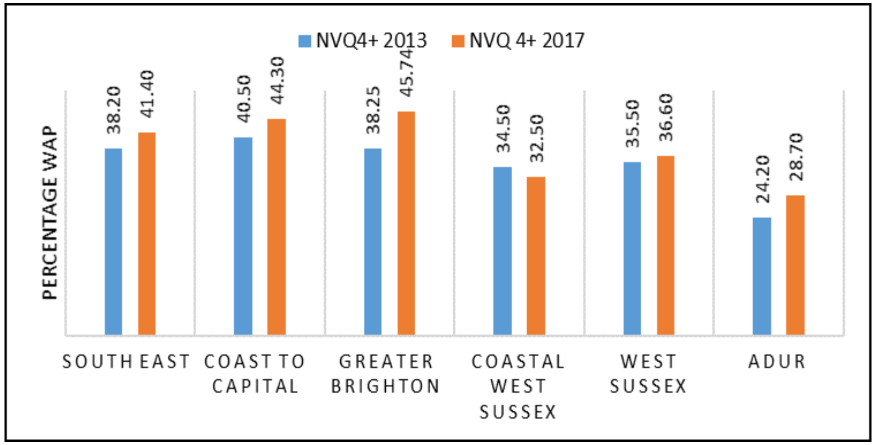


**Figure 23: Percentage of Working Age Population (WAP) qualified to NVQ Level 4 and above in Adur and the comparator areas in 2013 & 2017.**
Source: ONS Annual Population Survey / Simpson Consulting

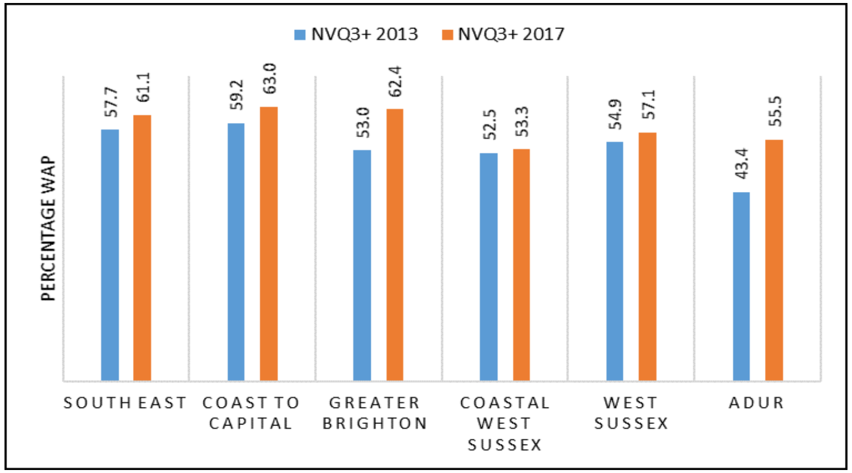


**Figure 25: Percentage of Working Age Population (WAP) qualified to NVQ Level 3 and above in Adur and the comparator areas 2013 and 2017.**
Source: ONS Annual Population Survey / Simpson Consulting

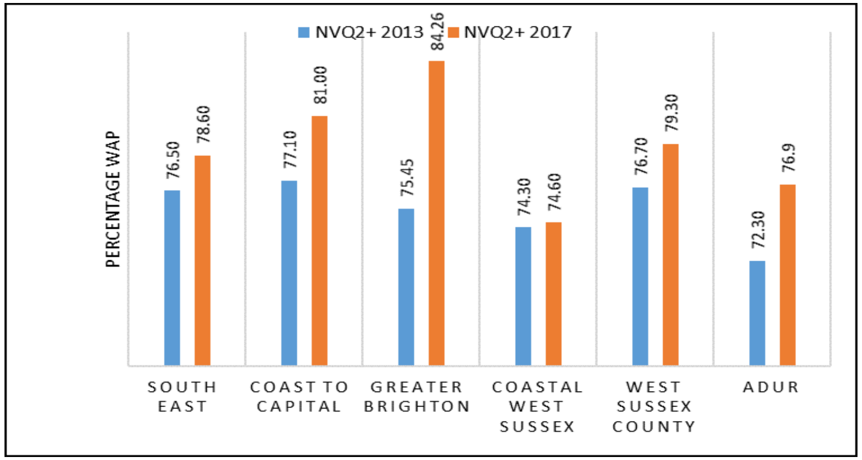


**Figure 24: Percentage of Working Age Population (WAP) qualified to NVQ Level 2 and above in Adur and the comparator areas 2013 and 2017**
Source: ONS Annual Population Survey / Simpson Consulting

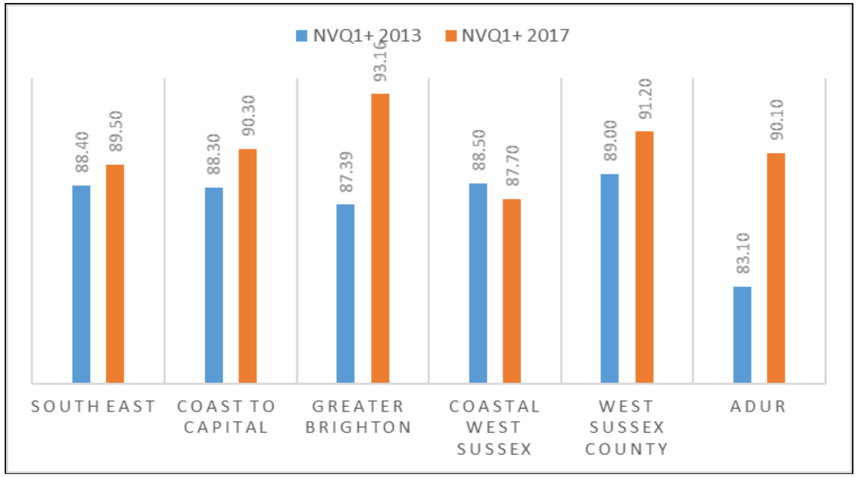


**Figure 26: Percentage of Working Age Population (WAP) qualified to NVQ Level 1 and above in Adur and the comparator areas 2013 and 2017**
Source: ONS Annual Population Survey/Simpson Consulting

Adur has seen some growth in higher level qualifications of 4.5% between 2013 and 2017, above the Coast to Capital average of 3.8%. However, this is unlikely to be enough to catch up in the foreseeable future as Adur is starting from a very low base. Figure 27

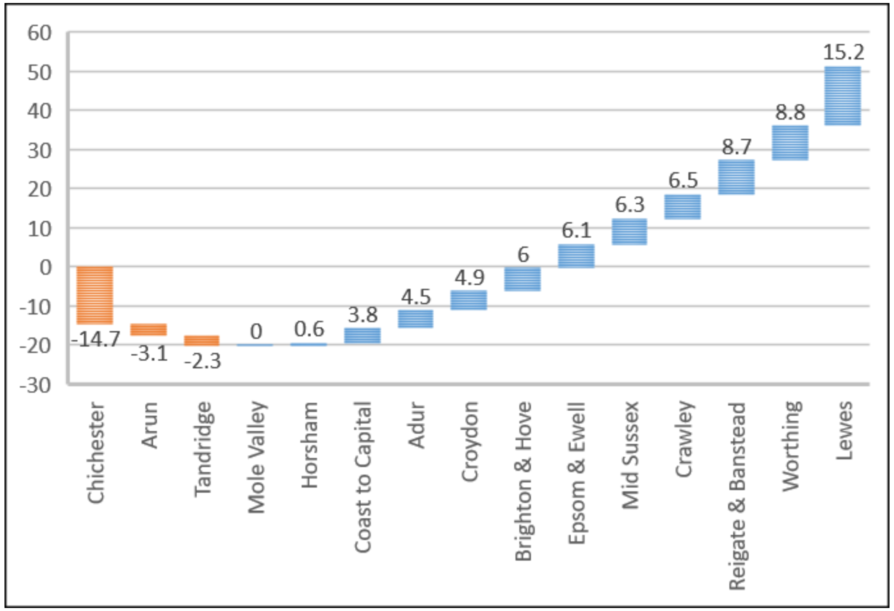


**Figure 27: Percentage increase in NVQ4+ qualifications in Coast to Capital between 2013 and 2017.**
Source: ONS Annual Population Survey/Simpson Consulting

## Employment by occupational groups

*Adur has a lower percentage of working age residents employed in the top occupational groups, Group 1, Managers, Directors and Senior Officials, Group 2: Professionals and Group 3, Associated Professional and Technical and Group 4: Administrative and Secretarial. However, it has more of its workforce employed in the less skilled occupational groups 5 to 8 and 19% are employed in Group 6: Caring, leisure and other service occupations.*

Fewer Adur residents are employed in the top occupational group, *Group 1: Managers, Directors and Senior Officials* than any of the comparator areas than Greater Brighton. Adur also has the lowest percentage in Group *2: Professional Occupations; Group 3: Associate Prof & Technical Occupations* and *Group 4: Administrative and Secretarial Occupations.* It is only in the less skilled occupational Groups. 5 to 9, that Adur has higher percentages of its residents employed than in the comparator areas. Adur has over 19% of its population employed in *Group 6: caring, leisure and other service occupations.* Table 16 and Figure 28

| Area/Occupational Group | Group 1 | Group 2 | Group 3 | Group 4 | Group 5 | Group 6 |
|---|---|---|---|---|---|---|
| South East | 12.3 | 22.2 | 15.4 | 10.7 | 9.8 | 8.8 |
| Coast to Capital | 13.1 | 23.3 | 15.3 | 11.2 | 8.2 | 10.3 |
| Greater Brighton | 10.1 | 25.6 | 15.9 | 11.3 | 8.5 | 10.7 |
| Coastal West Sussex | 13.7 | 17.9 | 11.3 | 10.3 | 10.5 | 10.7 |
| West Sussex County | 12.2 | 19.8 | 13.6 | 12.3 | 9.8 | 11.1 |
| Adur | 10.2 | 16.0 | 10.5 | 8.9 | 11.4 | 19.3 |

**Table 16: Employment by occupational group in Adur, the South East, Coast to Capital, Greater Brighton, Coastal West Sussex and West Sussex in 2017**
Source: ONS Annual Population Survey 2018/Simpson Consulting

**Key to occupational groups**
Group 1: managers, directors and senior officials
Group 2: professional occupations
Group 3: associate prof & tech occupations
Group 4: administrative and secretarial occupations
Group 5: skilled trades occupations
Group 6: caring, leisure and other service occupations
Group 7: sales and customer service occupations
Group 8: process, plant and machine operatives
Group 9: elementary occupations

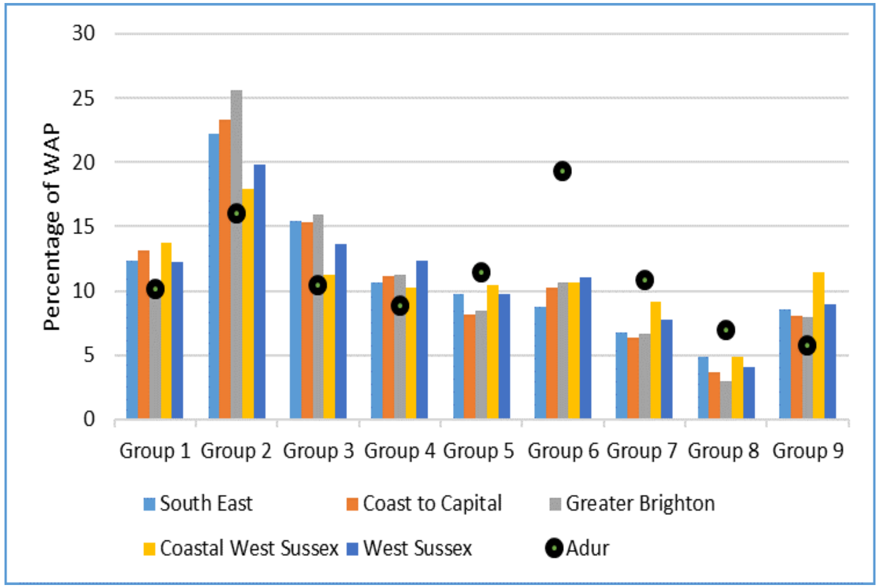


**Figure 28. Employment by occupational group in Adur, the South East, Coast to Capital, Greater Brighton, Coastal West Sussex and West Sussex in 2017.**
Source: ONS Annual Population Survey 2018/Simpson Consulting

## Location Quotients

*Location Quotients are a useful way of measuring concentrations of employment in a locality. Adur has lower employment rates than the other areas. At 75% of the working age population this is nearly 9% below the employment rate of Coast to Capital as a whole.*

Location Quotients (LQs) are a useful means of analysing the degree of specialism in a local economy. They are a measure of the concentration of employment in a sector at the local level compared to the national concentration. Any number higher than 1 indicates that there is some degree of specialisation. Table 17

Adur's most significant specialism is *SIC 03: Fishing and aquaculture*. Although this numbers only fifty jobs, the employment concentration in Adur is 10 times the national average. *SIC 38: Waste collection, treatment & materials recovery* is the second most specialised industry with 6 times the national concentration.

Several manufacturing sectors have higher than average concentrations of employment including: *SIC 31: Manufacture of furniture, SIC 32: Other manufacturing, SIC 27: Manufacture of electrical equipment, SIC 22: Manufacture of rubber and plastic products, SIC 28: Manufacture of machinery and equipment n.e.c., SIC 10: Manufacture of food products* and *SIC 25: Manufacture of fabricated metal products*.

| Industry | No of jobs | LQ |
|---|---|---|
| 03 : Fishing and aquaculture | 50 | 10.1 |
| 38 :Waste collection, treatment; materials recovery | 600 | 6.1 |
| 31 : Manufacture of furniture | 300 | 5.3 |
| 32 : Other manufacturing | 250 | 4.8 |
| 61 : Telecommunications | 600 | 4.1 |
| 18 : Printing and reproduction of recorded media | 225 | 3.2 |
| 71 : Architectural & engineering; tech testing and analysis | 800 | 2.3 |
| 65 : Insurance, reinsurance and pension funding, | 150 | 2.3 |
| 27 : Manufacture of electrical equipment | 125 | 2.1 |
| 22 : Manufacture of rubber and plastic products | 225 | 1.8 |
| 93 : Sports activities & amusement & recreation activities | 600 | 1.8 |
| 43 : Specialised construction activities | 900 | 1.7 |
| 94 : Activities of membership organisations | 225 | 1.4 |
| 45 : Wholesale & retail trade and repair of motor vehicles | 500 | 1.4 |
| 28 : Manufacture of machinery and equipment n.e.c. | 175 | 1.4 |
| 96 : Other personal service activities | 300 | 1.3 |
| 90 : Creative, arts and entertainment activities | 75 | 1.3 |
| 66 : Activities auxiliary to financial services and insurance | 400 | 1.3 |
| 47 : Retail trade, except of motor vehicles | 2,500 | 1.3 |
| 26 : Manufacture of computer, electronic & optical | 100 | 1.2 |
| 82: Office administrative support & other business support | 450 | 1.2 |
| 87 : Residential care activities | 600 | 1.2 |
| 77 : Rental and leasing activities | 125 | 1.2 |
| 33 : Repair and installation of machinery and equipment | 100 | 1.2 |
| 10 : Manufacture of food products | 300 | 1.2 |
| 25 : Manufacture of fabricated metal products, | 250 | 1.2 |

**Table 17: Adur sectors with a Location Quotient higher than 1 in 2018**

Source: Business Register & Employment Survey/Simpson Consulting

## Wages

*There is a general pattern of lower wage rates along the coast and both resident median wages in Adur are below the South-East median and Coast to Capital rates, taking both full and part-time wages into account. Adur performs better on workplace wages which are nearly on a par with Coast to Capital, probably due to better paid manufacturing jobs.*

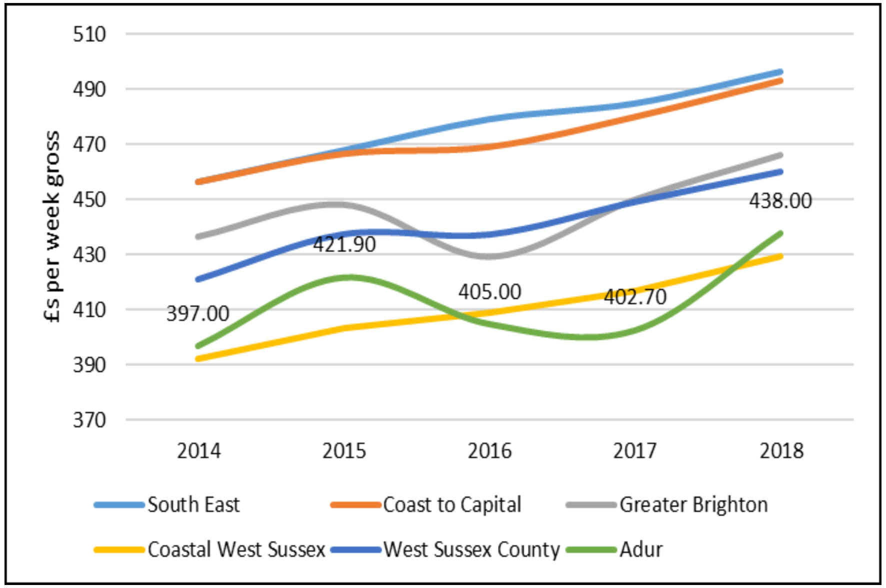


**Figure 29: Resident median weekly wages (full and part-time) in Adur and the comparator areas 2014-2018. (Numbers are Adur wages in £s)**
Source: Source: ONS Annual Survey of Hours and Earnings, Resident Analysis 2018 / Simpson Consulting

Residents' wages in Adur have fluctuated over the reference period and have recently over taken the Coastal West Sussex average. At £438.00 per week this is significantly below the South East median weekly wage of £496.20. Figure 29.

In Coast to Capital, Adur resident's wages are the third lowest, similar to the other Coastal West Sussex local authorities. (Figure 30) Coast to Capital's average median weekly wage is broadly on a par with that of the South East but the M25 effect is clear to see among the above average local authorities. Residents with the requisite skills can commute from these areas to the better paid jobs in the capital.

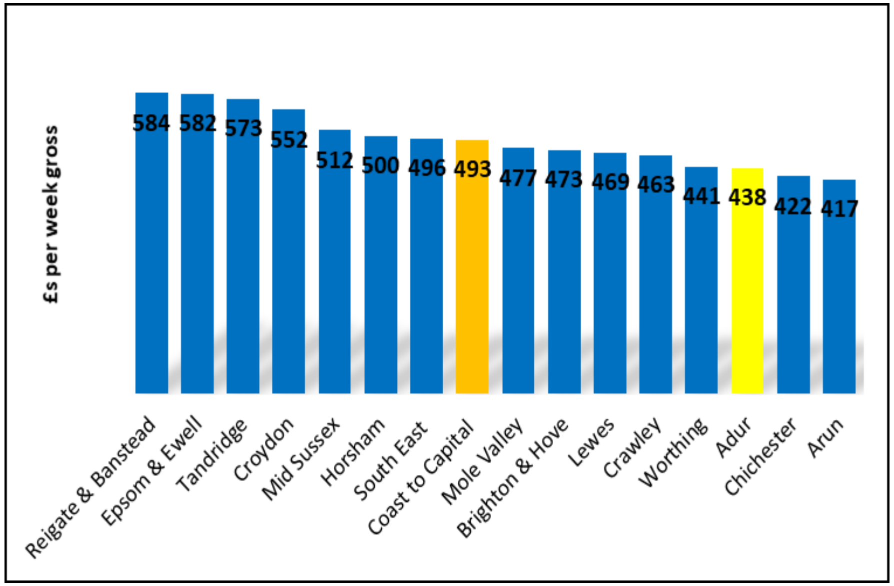


**Figure 30: Resident median weekly wages (full and part-time) in Coast to Capital local authorities and the South East in 2018**
Source: ONS Annual Survey of Hours and Earnings Resident Analysis 2018/Simpson Consulting

On median weekly workplace wages, however, Adur scores only slightly below the Coast to Capital average and is ahead of the Coastal West Sussex local authorities as well as Brighton and Hove, Horsham, Epsom & Ewell and Lewes. Better paid manufacturing jobs in Adur are probably a factor here. Figure 31

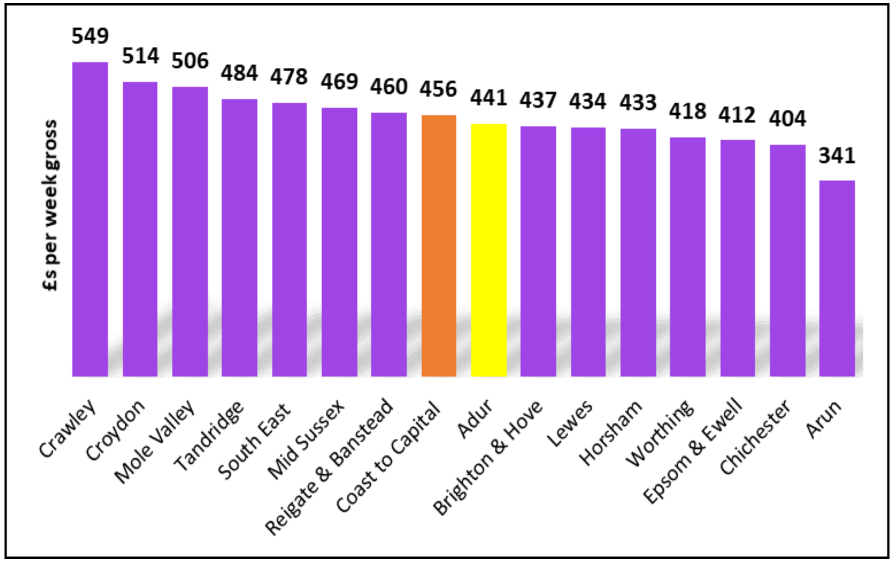


**Figure 31: Workplace median weekly wages (full and part-time) in Coast to Capital local authorities and the South East in 2018**
Source: ONS Annual Survey of Hours and Earnings Workplace Analysis 2018/Simpson Consulting

Workplace wages tend to be lower than residents' wages in areas with high commuting rates as the better skilled commute out to higher paid jobs. The gap is particularly apparent in the M25 corridor local authorities including Reigate & Banstead, Epsom & Ewell and Tandridge, although interestingly not in Mole Valley where workplace wages are higher than both the Coast to Capital and South East averages. In Adur and the other Coastal West Sussex districts there tends to be a smaller gap, although not in Arun which has the lowest median resident and even lower workplace wages. Figure 3)

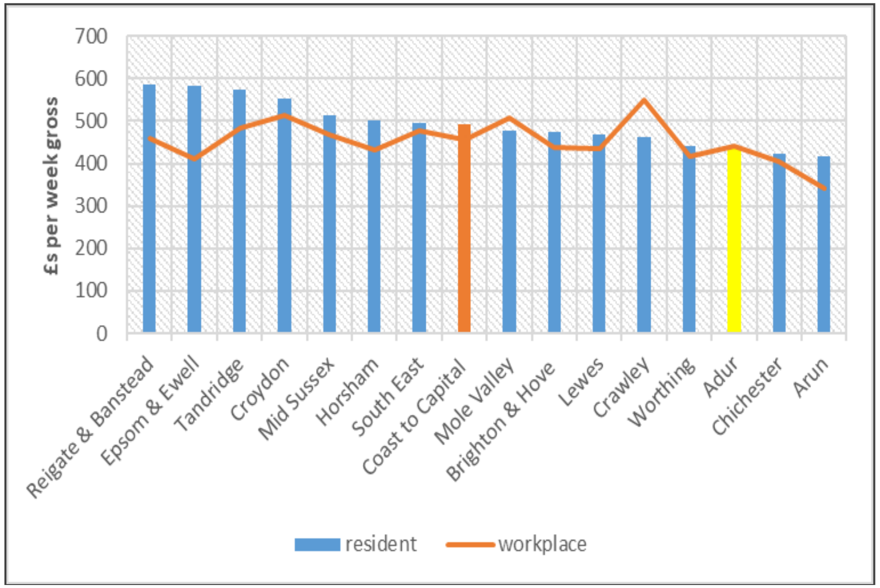


**Figure 32: Resident and workplace median weekly wages (full and part-time) in Coast to Capital local authorities and the South East in 2018**
Source: ONS Annual Survey of Hours and Earnings Workplace Analysis 2018 / Simpson Consulting ONS/Simpson Consulting

## Employment rates

*Adur had the lowest employment rate in 2017 of all the comparator areas. At 73.3% of the working age population this was 7 percentage points below West Sussex County as a whole. However, Adur's rate has fluctuated quite noticeably over the reference period.*

Adur had a lower employment rate among the working age population in 2017 than all the other reference geographies, as Figure 33 demonstrates.

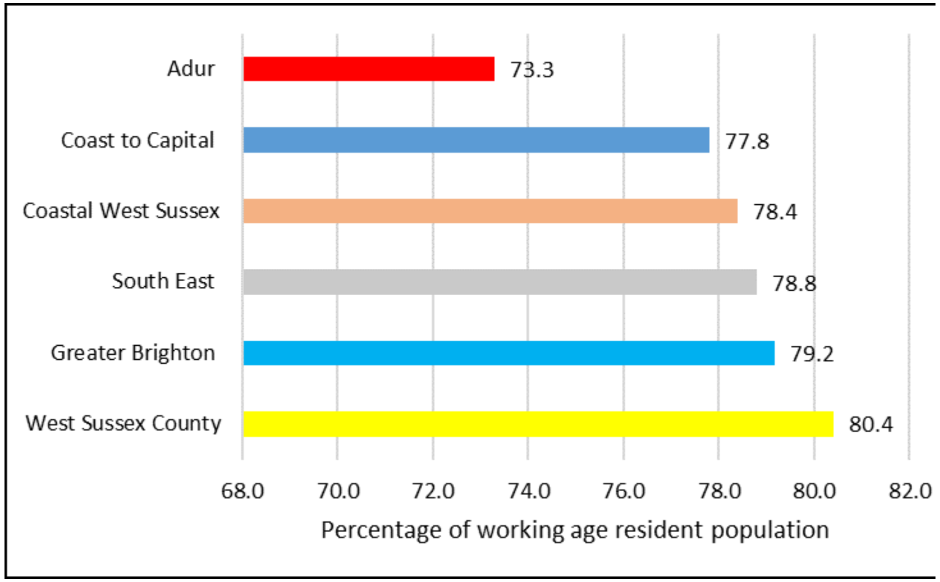


**Figure 33: Employment rates in Worthing, Coastal West Sussex, Greater Brighton, South East, West Sussex and Coast to Capital in 2017**
Source: ONS Annual Population Survey 2016/Simpson Consulting

However, Adur's employment rates have varied considerably during the 2013 to 17 reference period and have gone from the second highest to lowest ranging from 78.9% of the working age population to just 73.3% in 2017. Coast to Capital's rates have taken a downturn recently which seems to be mainly due to declines in Mole Valley, Tandridge, Mid Sussex, Adur and Arun and Horsham. (Figure 34).

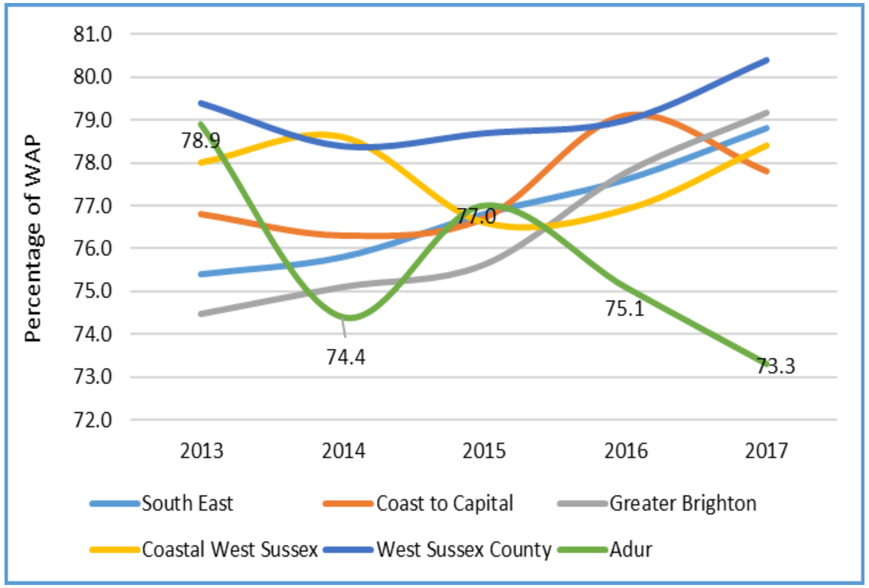


**Figure 34: Percentage change in employment rates among the working age population in Coast to Capital districts 2012 to 2017**
Source: ONS Annual Population Survey 2016/Simpson Consulting

## Self-employment

Figures for self employment in Adur are not available for 2017 due to sampling issues. However Adur's self employment rate of 11.1% in 2016 is below average for Coast to Capital at 13.6% although higher than Crawley and Arun. Table 18.

| | 2013 | 2014 | 2015 | 2016 |
|---|---|---|---|---|
| Chichester | 11 | 17 | 22.3 | 22.1 |
| Lewes | 14.5 | 14.6 | 15.4 | 18.2 |
| Worthing | 13.4 | 13.8 | 13.6 | 16.7 |
| Tandridge | 23.7 | 21.5 | 12.8 | 15.8 |
| Brighton & Hove | 13 | 13.4 | 13.6 | 15.1 |
| Horsham | 15.3 | 12.8 | 10.9 | 13.9 |
| Reigate & Banstead | 15.4 | 12.9 | 13.7 | 13.6 |
| Coast to Capital | 12.2 | 12.7 | 13.1 | 13.6 |
| Mole Valley | 11.8 | 10.9 | 10.6 | 13.6 |
| Mid Sussex | 10.3 | 11.1 | 12.6 | 13.3 |
| Croydon | 11 | 11.4 | 11 | 12.8 |
| Epsom & Ewell | 10 | 12.9 | 7.2 | 11.7 |
| Adur | 13.5 | 10.8 | 10.6 | 11.1 |
| Crawley | 3.8 | 8.8 | 20.1 | 8.1 |
| Arun | 8.7 | 10.8 | 10.9 | 6.2 |

**Table 18. Self- employment rates as a %age of all employment in Coast to Capital LADs 2013 to 2016**

Source: ONS Annual Population Survey 2016 /Simpson Consulting

Adur's self-employment rate has decreased 2.4% since 2013. Employment is made up of both employees and the self employed. In the last year 2015 to 2016 for which self employment statistics are available, the employee rate has fallen slightly while the self employment rate seems to have risen slightly. This might be expected as people move out of employment into self employment. Over the same time the overall employment rate has fallen while economic inactivity has risen. Figure 35

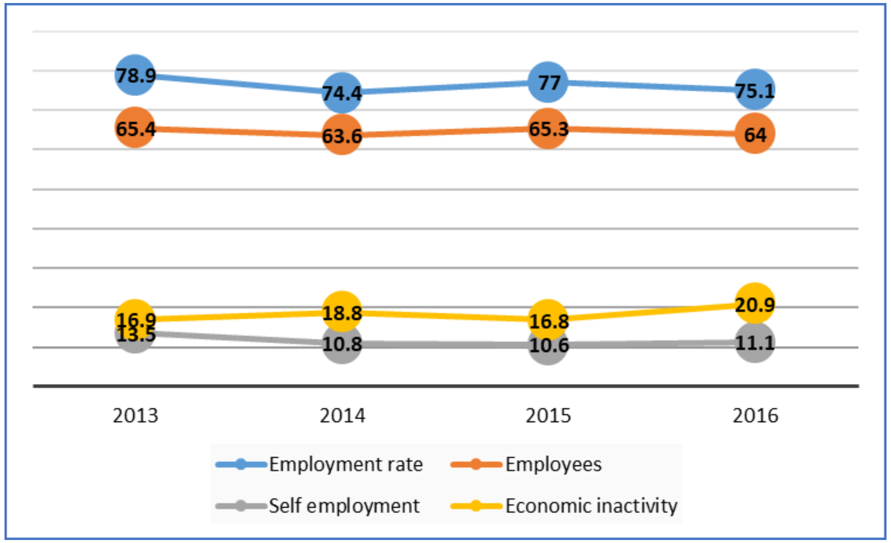


**Figure 35: Total employment rate, employee rate and self employment rate as a percentage of working age population in Adur 2013 to 2016**

Source: APS/Simpson Consulting Ltd.

## Unemployment

*Unemployment rates are generally low and Adur is no exception; with a rate of at 3.4% broadly on a par with the South East rate. Unemployment has fallen relatively quickly in Adur between 2013 to 2017.*

Adur has a marginally higher unemployment rate than the South East, Coastal West Sussex and West Sussex County as a whole. At the end of 2017, Adur's unemployment rate was 3.4% compared to 2.9% in West Sussex and 3.08% in Coastal West Sussex. It was below the Coast to Capital and Greater Brighton rates of 4.3% and 3.53%

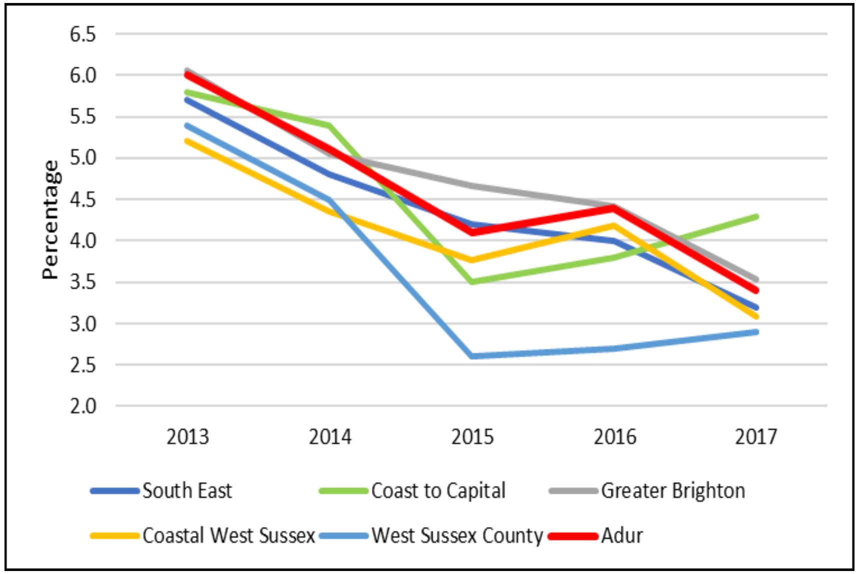


**Figure 36 Unemployment rates as a percentage of the economically active in Adur and the comparator areas 2013 to 2017**
Source: ONS Model Based unemployment/Simpson Consulting

| | 2013 | 2014 | 2015 | 2016 | 2017 |
|---|---|---|---|---|---|
| South East | 5.70 | 4.80 | 4.20 | 4.00 | 3.20 |
| Coast to Capital | 5.80 | 5.40 | 3.50 | 3.80 | 4.30 |
| Greater Brighton | 6.05 | 5.05 | 4.67 | 4.42 | 3.53 |
| Coastal West Sussex | 5.20 | 4.35 | 3.76 | 4.18 | 3.08 |
| West Sussex County | 5.40 | 4.50 | 2.60 | 2.70 | 2.90 |
| Adur | 6.00 | 5.10 | 4.10 | 4.40 | 3.40 |

**Table 19: . Unemployment rates as a percentage of the economically active in Adur and the comparator areas 2013 to 2017**
Source: ONS Model Based unemployment/Simpson Consulting

Unemployment fell in all local authority districts in Coast to Capital between 2013 and 2017 including Adur which has seen a fall of 2.6%, the fourth highest. At the end of 2017 there were an estimated 1,100 unemployed people in Adur, a fall of 800 since 2013. Table 20

| | no.s | %age |
|---|---|---|
| Crawley | -2,200 | -4.6 |
| Worthing | -1,200 | -3.0 |
| Brighton and Hove | -4,000 | -2.7 |
| Adur | -800 | -2.6 |
| Chichester | -1,500 | -2.5 |
| Lewes | -1,000 | -2.4 |
| Reigate and Banstead | -1,100 | -1.6 |
| Epsom and Ewell | -600 | -1.5 |
| Coast to Capital | -14,700 | -1.5 |
| Horsham | -1,,000 | -1.4 |
| Arun | -1,100 | -1.3 |
| Croydon | -2,100 | -1.3 |
| Tandridge | -600 | -1.1 |
| Mole Valley | -600 | -1 |
| Mid Sussex | -800 | -0.9 |

**Table 20: Change in unemployment in Coast to Capital local authorities between 2013 and 2017**
Source: ONS Model based unemployment 2016 /Simpson Consulting

## Deprivation

*Adur scores relatively highly on deprivation. It is in the bottom half of England's local authorities on 9 out of the 10 indices and is in the bottom quintile for education, skills and training.*

Adur scores relatively highly on the Index of Multiple Deprivation in relation to the other areas in Coast to Capital and is ranked in the bottom half of English local authorities on 9 out of the 10 measures (marked in pink in Table 19)[1]. The only indice on which Adur does not rank in the bottom half is on *Barriers to Housing and Services*. Adur scores particularly badly on *Education Skills and Training.* It is ranked 53rd worst local authority on this measure.

| | IMD - Rank | Income - Rank | Employment - Rank | Education, Skills and Training - Rank | Health Deprivation and Disability - Rank | Crime - Rank | Barriers to Housing and Services - Rank | Living Environment - Rank | Income Deprivation Affecting Children Index (IDACI) - Rank | Income Deprivation Affecting Older People (IDAOPI) - Rank |
|---|---|---|---|---|---|---|---|---|---|---|
| Brighton and Hove | 109 | 122 | 150 | 192 | 99 | 104 | 56 | 49 | 148 | 50 |
| Croydon | 91 | 72 | 117 | 207 | 155 | 21 | 14 | 94 | 57 | 117 |
| Adur | 150 | 146 | 145 | 53 | 136 | 144 | 245 | 123 | 146 | 155 |
| Arun | 174 | 164 | 151 | 84 | 134 | 183 | 145 | 263 | 159 | 206 |
| Chichester | 231 | 236 | 245 | 238 | 237 | 279 | 88 | 167 | 240 | 260 |
| Crawley | 151 | 139 | 177 | 65 | 179 | 83 | 39 | 318 | 122 | 126 |
| Horsham | 295 | 299 | 295 | 300 | 300 | 285 | 47 | 260 | 300 | 316 |
| Mid Sussex | 321 | 319 | 316 | 282 | 320 | 264 | 198 | 286 | 317 | 315 |
| Worthing | 172 | 165 | 138 | 149 | 117 | 150 | 320 | 99 | 185 | 170 |
| Epsom and Ewell | 313 | 311 | 309 | 310 | 307 | 201 | 202 | 198 | 298 | 314 |
| Mole Valley | 305 | 317 | 305 | 306 | 301 | 294 | 132 | 191 | 316 | 321 |
| Reigate and Banstead | 292 | 279 | 286 | 267 | 285 | 181 | 137 | 267 | 264 | 302 |
| Tandridge | 284 | 283 | 276 | 249 | 278 | 108 | 183 | 256 | 270 | 309 |
| Lewes | 201 | 178 | 172 | 165 | 204 | 242 | 108 | 250 | 181 | 224 |

**Table 21. Rank of Coast to Capital local authority districts on Indices of Multiple Deprivation 2015**

Source DCLG English Indices of Deprivation 2015/Simpson Consulting

## Travel to work

*Adur is a net exporter of labour; 7,191 more people commute out each day than commute in. The majority of the workforce (80%) works somewhere along the coast.*

Adur is a net exporter of labour; 9,355 people commute into Adur from other areas and 16,546 people commute out of Adur each day resulting in a net population decrease of 7,191 in Adur. The most popular destinations for Adur residents who commute out are Brighton and Hove (28.2%), Worthing (18.1%), Horsham (4.2%) and Mid Sussex (3.3%). Figure 37 and Table 22

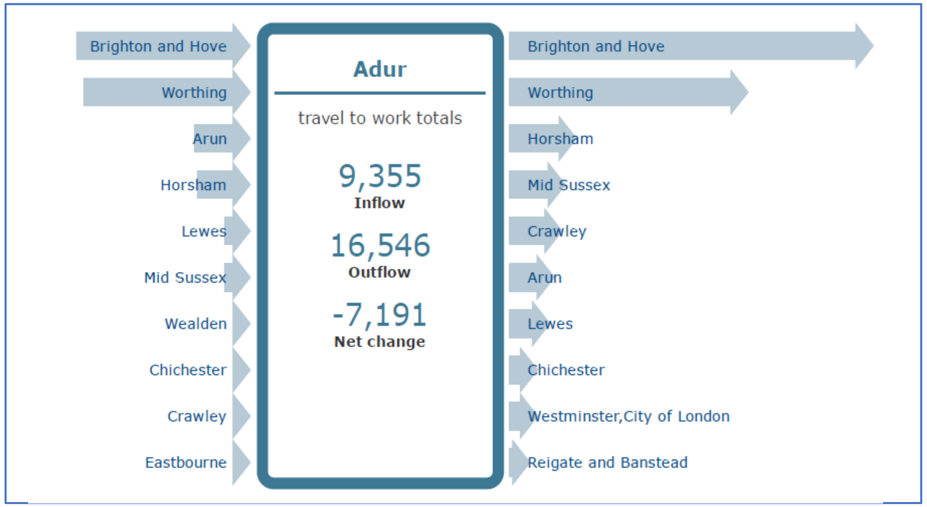


**Figure 37: Adur commuting inflow and outflow patterns**

Source: ONS Census 2011/ Simpson Consulting

[1] The lower the score, the worse the deprivation

| Adur | |
|---|---:|
| **Place of work: top 10** | **%** |
| **Adur** | **29.7** |
| **Brighton and Hove** | **28.2** |
| **Worthing** | **18.1** |
| **Horsham** | **4.2** |
| **Mid Sussex** | **3.3** |
| **Crawley** | **3.0** |
| **Arun** | **2.4** |
| **Lewes** | **2.1** |
| **Chichester** | **1.1** |
| **Westminster, City of London** | **1.1** |

**Table 22: Top ten places of work for Adur residents in employment**
Source: ONS Census 2011/ Simpson Consulting

## Housing demand and affordability

*Adur's growing population is driving increased demand for housing and over 3,000 new households will be created by 2031, an increase of nearly 11%. Although house prices in Adur tend to be lower than in the nearby hotspots of Chichester and Brighton and Hove, when wages are taken into account, they are becoming increasingly unaffordable for residents with a house price to earnings ratio of over 12 to 1 in 2017.*

In common with the wider region, Adur's projected population growth means that demand for housing is continuing to rise. Between 2016 and 2031, an additional 3,000 additional households will be created in Worthing, an increase of 10.71%,, significantly above the regional growth rate of 12.25%. Table 23

| | 2016 | 2021 | 2026 | 2031 | %age + |
|---|---:|---:|---:|---:|---:|
| **South East** | 3,705 | 3,850 | 4,007 | 4,159 | 12.25 |
| **Coast to Capital** | 842 | 877 | 917 | 956 | 13.55 |
| **Greater Brighton** | 610 | 638 | 670 | 702 | 12.91 |
| **Coastal West Sussex** | 199 | 208 | 219 | 229 | 15.34 |
| **West Sussex** | 362 | 378 | 397 | 415 | 14.75 |
| **Adur** | 28 | 29 | 30 | 31 | 10.71 |

**Table 23: Numbers of households (000s) between 2016 and 2031 in the reference geographies and Adur**
Source DCLG Live tables for Household Projections / Simpson Consulting

Although Adur houses are less expensive in monetary terms than some nearby areas such as Chichester, they are becoming increasingly unaffordable when wages are taken into account. In 2017, Adur median house prices were over 12 times median wages for residents, higher than any of the comparator areas. Table 24 and Figure 38

| | 2013 | 2014 | 2015 | 2016 | 2017 |
|---|---:|---:|---:|---:|---:|
| **South East** | 7.89 | 8.20 | 8.81 | 9.43 | 9.79 |
| **Coast to Capital** | 8.86 | 9.50 | 10.33 | 10.93 | 11.44 |
| **Greater Brighton** | 8.44 | 8.91 | 9.65 | 10.12 | 10.82 |
| **Coastal West Sussex** | 9.07 | 9.62 | 10.02 | 10.50 | 11.18 |
| **West Sussex County** | 8.51 | 8.91 | 9.56 | 10.07 | 10.79 |
| **Adur** | 9.72 | 9.87 | 10.31 | 11.56 | 12.23 |

**Table 24: Median House Price to Median Wage Ratio 2010 to 2016 in Adur and the reference geographies. Resident based.**
Source: ONS House Price Affordability Ratios/Simpson Consulting

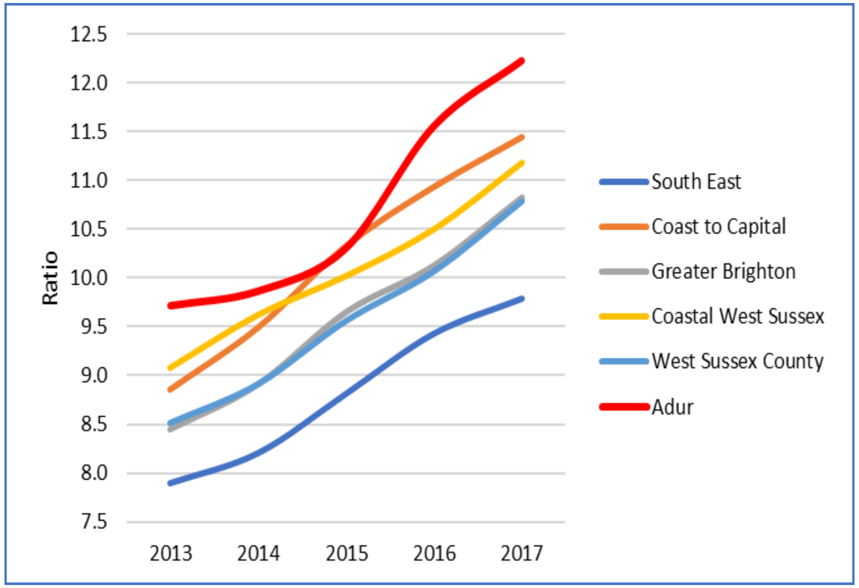


**Figure 38 Median House Price to Median Wage Ratio 2010 to 2016 in Adur and the reference geographies. Resident based.**
**Source: ONS House Price Affordability Ratios/Simpson Consulting**

## Gross Disposable Household Income

Gross Disposable Household Income (GDHI) is a useful measure of prosperity as it measures how much households have at their disposal after housing and other costs are taken into account.

In Adur, household income has risen between 2013 and 2017, as in the other areas. Adur's GDHI has followed a similar trajectory to that of Coastal West Sussex over the reference period, remaining below that of Greater Brighton, West Sussex County, the South East region and Coast to Capital. In 2017, it has converged with that of Greater Brighton. Table 25 and Figure 39

| | 2013 | 2014 | 2015 | 2016 | 2017 |
|---|---|---|---|---|---|
| Coast to Capital | 20,370 | 21,088 | 21,352 | 22,736 | 22,767 |
| South East | 19,998 | 20,678 | 21,026 | 22,313 | 22,375 |
| West Sussex | 19,865 | 20,616 | 20,815 | 22,100 | 22,073 |
| Greater Brighton | 19,376 | 20,095 | 20,351 | 21,617 | 21,568 |
| Adur | 18,881 | 19,656 | 19,928 | 21,456 | 21,528 |
| Coastal W. Sussex | 18,890 | 19,653 | 19,846 | 21,340 | 21,384 |

**Table 25: Gross Disposable Household Income in Adur and the comparator areas 2013 to 2017**
Source: ONS GDHI/Simpson Consulting

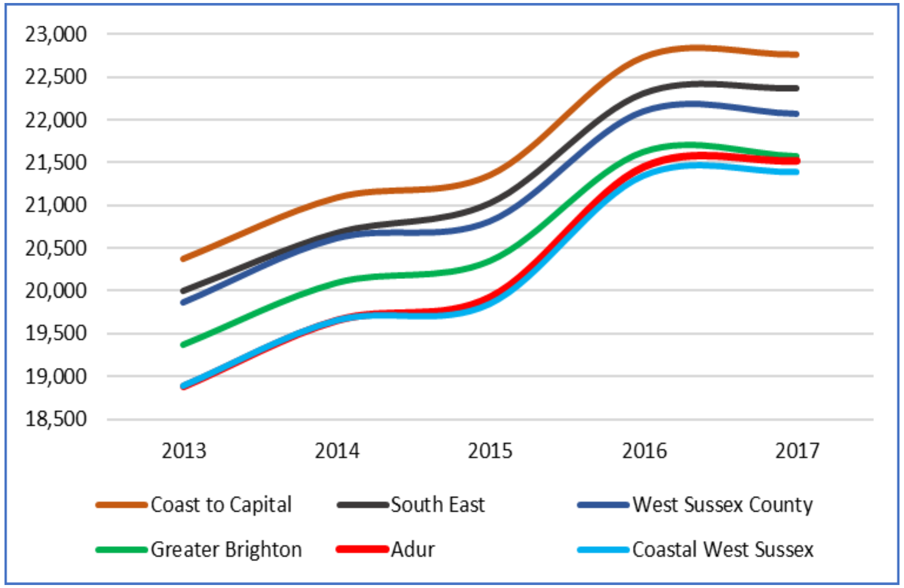


**Figure 39: Gross Disposable Household Income in Adur and the comparator areas 2013 to 2017**
Source: ONS GDHI/Simpson Consulting

## Life expectancy

Both male and female life expectancy rates are lower in Adur than in the comparator areas as Figures 40/Table 26 and Figure 41/ Table 27 show people born in 2012-14 in Adur are forecast to enjoy at least a six months' less life than the Coast to Capital average. Females born in Adur in 2012-14 are forecast enjoy nearly a year's less life than the Coast to Capital average.

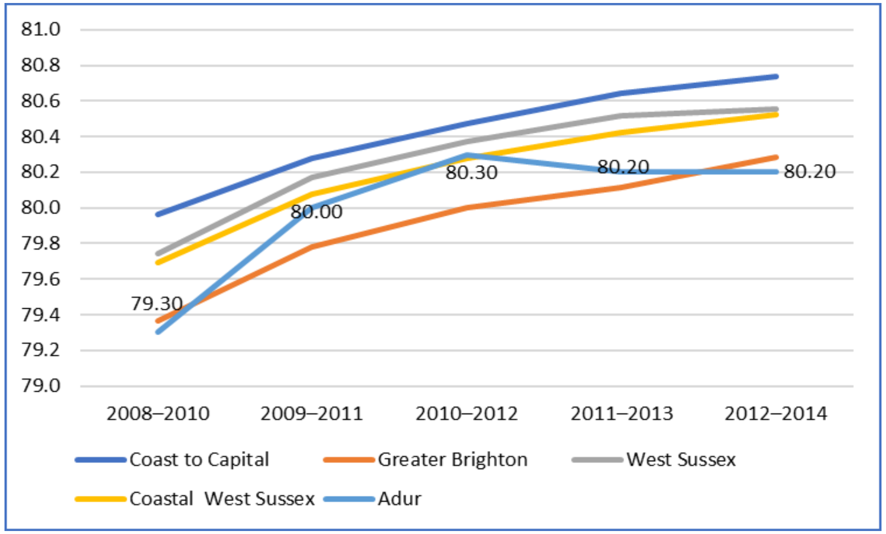


**Figure 40: Male life expectancy in Adur and the comparator areas for those born between 2008 and 2014.**

Source: ONS Population Statistics/Simpson Consulting

| | 2008– 10 | 2009–11 | 2010–12 | 2011–13 | 2012–14 |
|---|---|---|---|---|---|
| Coast to Capital | 79.96 | 80.28 | 80.47 | 80.64 | 80.74 |
| Greater Brighton | 79.37 | 79.78 | 80.00 | 80.12 | 80.28 |
| West Sussex | 79.74 | 80.17 | 80.37 | 80.51 | 80.56 |
| Coastal W.Sussex | 79.69 | 80.08 | 80.28 | 80.42 | 80.53 |
| Adur | 79.30 | 80.00 | 80.30 | 80.20 | 80.20 |

**Table 26: Male life expectancy in Adur and the comparator areas for those born between 2008 and 2014.**

Source: ONS Population Statistics/Simpson Consulting

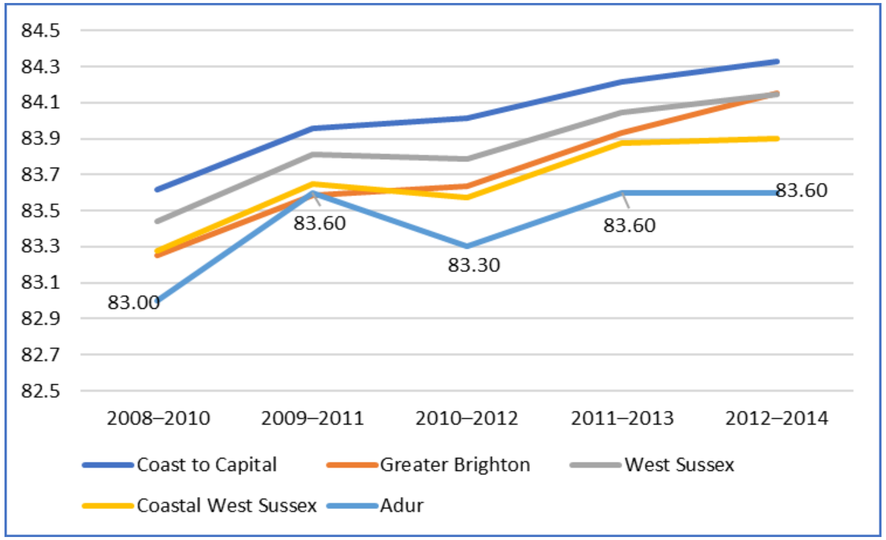


**Figure 41: Female life expectancy in Adur and the comparator areas for those born between 2008 and 2014.**

Source: ONS Population Statistics/Simpson Consulting

| | 2008– 10 | 2009–11 | 2010–12 | 2011–13 | 2012–14 |
|---|---|---|---|---|---|
| Coast to Capital | 83.61 | 83.96 | 84.01 | 84.21 | 84.33 |
| Greater Brighton | 83.25 | 83.58 | 83.63 | 83.93 | 84.15 |
| West Sussex | 83.44 | 83.81 | 83.79 | 84.04 | 84.14 |
| Coastal W. Sussex | 83.28 | 83.65 | 83.58 | 83.88 | 83.90 |
| Adur | 83.00 | 83.60 | 83.30 | 83.60 | 83.60 |

**Table 27: Female life expectancy in Adur and the comparator areas for those born between 2008 and 2014.**

Source: ONS Population Statistics/Simpson Consulting

## Apprenticeships

Following the introduction of the Apprenticeship Levy on large employers in April 2017, there has been a decline in starts in Coast to Capital of 3,020 or 24.61% between 2016/17 and 2017/18. Table 28. This is somewhat lower than the national level of a 28% fall across England as a whole.

| | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
|---|---|---|---|---|---|
| **Coast to Capital** | **10,550** | **11,560** | **12,490** | **12,270** | **9,250** |
| **Brighton and Hove** | 1,370 | 1,310 | 1,570 | 1,490 | 1,360 |
| **Croydon** | 2,140 | 2,440 | 2,510 | 2,330 | 1,330 |
| **Adur** | 430 | 470 | 480 | 520 | 210 |
| **Arun** | 1,120 | 1,250 | 1,370 | 1,330 | 490 |
| **Chichester** | 560 | 610 | 730 | 680 | 980 |
| **Crawley** | 730 | 760 | 830 | 940 | 1,000 |
| **Horsham** | 600 | 660 | 720 | 680 | 550 |
| **Mid Sussex** | 650 | 790 | 840 | 870 | 540 |
| **Worthing** | 720 | 860 | 810 | 900 | 840 |
| **Epsom and Ewell** | 300 | 370 | 370 | 350 | 320 |
| **Mole Valley** | 310 | 380 | 420 | 360 | 330 |
| **Reigate & Banstead** | 630 | 690 | 710 | 720 | 600 |
| **Tandridge** | 420 | 380 | 440 | 470 | 240 |
| **Lewes** | 570 | 590 | 690 | 630 | 460 |

**Table 28: Apprenticeship starts in Coast to Capital by academic year 2013-2018**
Source: DfE/Simpson Consulting

However, within Coast to Capital there have been considerable variations in the rate of change at the local level with Adur showing the second highest decline of over 51% since the beginning of the reference period. Table 29

| | number | percent |
|---|---|---|
| **Coast to Capital** | **-1,300** | **-12.32** |
| **Brighton & Hove** | -10 | -0.73 |
| **Croydon** | -810 | -37.85 |
| **Adur** | -220 | -51.16 |
| **Arun** | -630 | -56.25 |
| **Chichester** | 420 | 75.00 |
| **Crawley** | 270 | 36.99 |
| **Horsham** | -50 | -8.33 |
| **Mid Sussex** | -110 | -16.92 |
| **Worthing** | 120 | 16.67 |
| **Epsom & Ewell** | 20 | 6.67 |
| **Mole Valley** | 20 | 6.45 |
| **Reigate & Banstead** | -30 | -4.76 |
| **Tandridge** | -180 | -42.86 |
| **Lewes** | -110 | -19.30 |

**Table 29: Total change in number and percentage of Apprenticeship starts between 2013/14 and 2017/8**
Source: DfE/Simpson Consulting

Various explanations have been suggested for this decline in Apprenticeship starts. Some employers have said that the grant does not cover the costs so that it is cheaper to employ trainees outside the apprenticeship scheme. Others have said that the right sort of training is not available[2]. It is not clear at this point whether this is due to teething troubles with the new arrangements or whether there is a more fundamental problem.

However, given Adur's poor skills profile, this level of decline is a matter for concern.

[2] See: www.personneltoday.com/hr/whats-going-wrong-with-apprenticeship-levy

ENDS