

Labour Market Overview Winsford

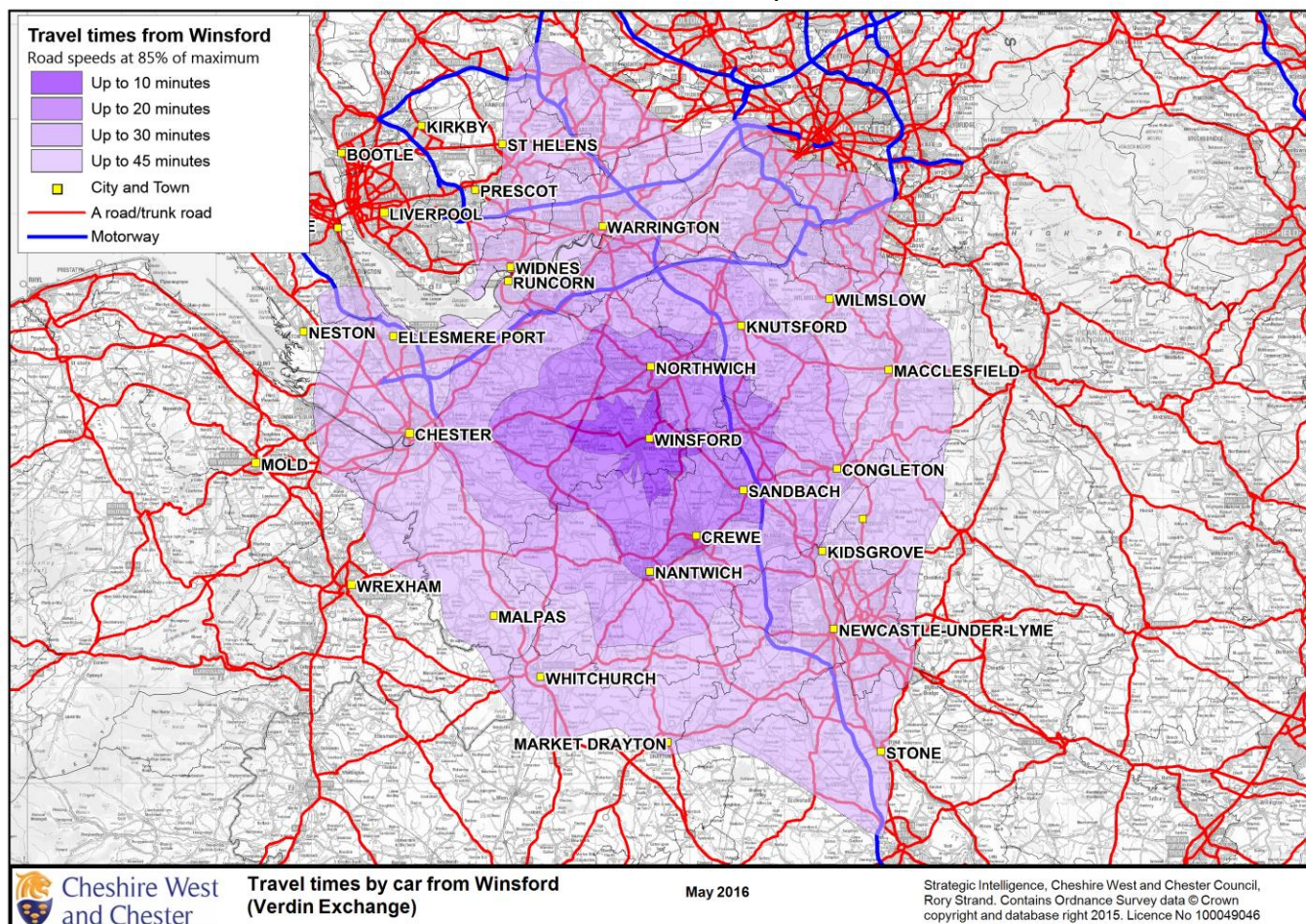
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Synopsis:

The following is a labour market review for Winsford and the surrounding areas. Its aim is to provide an understanding of the size and quality of the workforce within a reasonable commuting distance of Winsford (Verdin Exchange junction).

Commuting distances from Winsford

The map below shows the car commuting times of 10, 20, 30 and 45 minutes from Winsford at the Verdin Exchange junction. Travel times are based on 85% of road speed limits to account for the fact that traffic can travel slower than the actual speed limits.



Map 1: Car commute times from Verdin Exchange junction Winsford



Table 1: Population and Worker Availability

Population and Worker Availability				
Car commute from Winsford Verdin Exchange junction	Total Population*	16-74 Population*	16-24 Population*	Total Economically Active**
Up to 10 minutes	47,277	34,074	4,510	24,104
Up to 20 minutes	246,677	177,559	23,024	122,150
Up to 30 minutes	484,118	349,128	46,842	239,789
Up to 45 minutes	2,599,977	1,884,914	265,088	1,287,640
* population information is from 2018 mid-year population estimates				
** Economically active from Census 2011 (KS601EW) Contains public sector information licensed under the Open Government Licence v3.0				

- Within a 30 minutes commute there are nearly 240,000 economically active people potentially available for employment.

Table 2: Household access to cars or vans

Access to personal transport			
Car commute from Winsford Verdin Exchange junction	Total Households	Households with 1 or more Car or Van	Percentage of households with 1 or more Car or Van
Up to 10 minutes	19,130	15,549	81%
Up to 20 minutes	99,928	81,829	82%
Up to 30 minutes	196,714	164,508	84%
Up to 45 minutes	1,072,689	819,761	76%
Source: Census 2011 (KS404EW) Contains public sector information licensed under the Open Government Licence v3.0			

- At least 80% of households have access to at least one motor vehicle within the 30 minute commuting interval.

Table 3: Workforce availability by occupation type.

Occupation Type	Occupation Type			
	Car commute from Winsford Verdin Exchange junction			
	Up to 10 minutes	Up to 20 minutes	Up to 30 minutes	Up to 45 minutes
1. Managers, Directors and Senior Officials	2,354	13,113	28,500	124,261
2. Professional Occupations	2,864	18,126	40,448	208,274
3. Associate Professional and Technical Occupations	2,625	13,547	27,759	143,851
4. Administrative and Secretarial Occupations	2,504	11,917	23,839	132,243
5. Skilled Trades Occupations	2,498	12,520	24,003	127,733
6. Caring, Leisure and Other Service Occupations	2,355	10,815	20,058	111,900
7. Sales and Customer Service Occupations	2,090	10,019	18,458	112,448
8. Process, Plant and Machine Operatives	2,113	9,905	17,080	93,472
9. Elementary Occupations	2,897	14,302	25,135	139,720
Source: Census 2011 (KS608EW) Contains public sector information licensed under the Open Government Licence v3.0				



Within a 30 minute commute of the Winsford:

- Nearly 69,000 people are employed in professional and managerial roles.
- Over 50,000 people are employed within administrative and associate professional/technical roles.

Table 4: Highest level of qualification.

Highest level of Qualification							
Car commute from Winsford Verdin Exchange junction	Qualification level						
	No Qualifications	Level 1	Level 2	Apprenticeship	Level 3	Level 4 and Above	Other Qualifications
Up to 10 minutes	9,343	5,932	6,399	1,613	4,655	7,819	1,380
Up to 20 minutes	42,783	26,288	31,753	8,667	23,872	49,880	7,901
Up to 30 minutes	80,108	50,034	61,960	16,102	49,020	110,608	14,730
Up to 45 minutes	484,254	275,526	324,327	76,700	261,614	539,003	87,017

Source: Census 2011 (KS501EW) Contains public sector information licensed under the Open Government Licence v3.0

Within a 30 minute commute of the Winsford:

- Over 110,000 people with level 4 and above; Level 4 and above represents those with a degree qualification or equivalent and up.
- There are over 250,000 people with Level 2 (equivalent of 5+ GCSE's) qualifications and above.

Table 5: People Claiming Unemployment Benefits

People claiming Unemployment Benefits (October 2019)						
Car commute from Winsford Verdin Exchange junction	All: Aged 16+			Aged 16-24		
	Universal Credit 'Searching for Work'	JSA	Total Claimant Count	Universal Credit 'Searching for Work'	JSA	Total Claimant Count
Up to 10 minutes	745	85	830	180	-	195
Up to 20 minutes	3,165	405	3,580	570	-	665
Up to 30 minutes	5,325	765	6,130	905	-	1,155
Up to 45 minutes	41,835	6,365	48,215	7,760	40	9,040

Source: ONS Crown Copyright Reserved [from Nomis on 14 January 2020], Department for Workplace and Pensions

Numbers are rounded to the nearest 5 and are subject to independent rounding. Therefore, the sum of independent components may not sum precisely to the total.

Note: The claimant count measures the number of people claiming JSA and those placed in the Universal Credit (UC) 'searching for work category'. As UC is rolled out across the country and more people are included in the 'searching for work' category, the count is set to rise irrespective of economic conditions. (See Glossary for further details.)



Within a 30 minute commute of the Winsford:

- There are over 6,000 people claiming Job Seekers Allowance or Universal Credit (and have been placed in the 'Searching for Work' category).
- Around 19% of those claimants are aged 16-24.

Table 6: Employment by Industry (2018)

Employment in Broad Industrial Sectors (BRES 2018)				
Car commute from Winsford Verdin Exchange junction	Up to 10 minutes	Up to 20 minutes	Up to 30 minutes	Up to 45 minutes
1 : Agriculture, forestry & fishing (A)*	-	100	150	900
2 : Mining, quarrying & utilities (B,D and E)	400	1,300	2,700	23,150
3 : Manufacturing (C)	750	9,900	28,150	113,100
4 : Construction (F)	1,050	4,200	11,050	61,100
5 : Motor trades (Part G)	400	2,650	4,600	23,000
6 : Wholesale (Part G)	600	3,850	10,250	58,700
7 : Retail (Part G)	4,100	14,800	37,600	139,450
8 : Transport & storage (inc postal) (H)	200	4,500	16,850	79,800
9 : Accommodation & food services (I)	1,700	8,950	27,400	106,300
10 : Information & communication (J)	350	2,600	9,800	53,450
11 : Financial & insurance (K)	50	2,350	8,300	50,100
12 : Property (L)	50	1,750	7,200	31,050
13 : Professional, scientific & technical (M)	1,300	13,300	32,500	160,350
14 : Business administration & support services (N)	2,150	10,500	31,350	153,850
15 : Public administration & defence (O)	1,050	3,700	22,450	62,250
16 : Education (P)	1,750	9,300	26,050	118,900
17 : Health (Q)	3,150	19,600	34,750	180,400
18 : Arts, entertainment, recreation & other services (R,S,T and U)	1,400	7,050	15,100	66,400
Total	20,400	120,350	326,250	1,482,150
Source: BRES, ONS Crown Copyright Reserved [from Nomis on 14 January 2020]				
* These figures exclude farm agriculture (SIC subclass 01000).				
Numbers are rounded to the nearest 50				
Note: BRES estimates should be viewed with caution. (See Glossary for further details.)				

Within a 30 minute commute from Winsford:

- There is estimated to be over 326,250 jobs.
- The Retail industry accounts for the greatest number of jobs (37,600). The Manufacturing, Health and Professional, Scientific & Technical industries also account for a large number of employee jobs.



Conclusions from commuting information:

- Within 30 minutes' drive there are nearly 175,000 people with Level 3 qualifications and above (level 3 is equivalent to two or more A levels, or a BTEC diploma or above)
- Over 80% of households have access to at least one vehicle within a 30 minute commute
- Managers, directors and senior officials account for around 12.6% of all occupation types across the commuting area.
- There are roughly 6,300 JSA claimants who are available for and actively seeking employment, and over 41,800 Universal Credit Searching for Work claimants that must search and prepare for work (or more work) within the 45 minute commuting area.
- Jobs in the health industry account for 12% of overall jobs within the 45 minute area.

There are over 550,000 well trained (level 4 +) and economically active people across the range of commuting distances from Winsford identified here.

Cheshire West and Chester workforce statistics:

- There were around 206,500 people of working age (16-64) living in Cheshire West and Chester.
- Around a quarter (52,800) of people of working age (16-64) who lived in Cheshire West and Chester travelled outside of the Borough to work; over 51,000 who live outside the borough travel in to Cheshire West and Chester to work (Census 2011).
- 86% (180,400) of people of working age were in very good or good health; this is higher than the North West (83%) and similar to England and Wales (85%).
- 42% of residents aged 16+ were educated to at least level 3 qualifications; higher than the North West (37%) and England and Wales (40%).
- The percentage of residents (aged 16 to 74) employed in higher managerial, administrative and professional occupations increased from 10% in 2001 to 12% in 2011. The percentage employed in lower managerial, administrative and professional occupations increased from 19% in 2001 to 22% in 2011.
- The percentage of employees employed in professional or associate professional and technical occupations has increased from 26% in 2001 to 30% in 2011.

Looking ahead:

The population in Cheshire West and Chester is forecast to increase by 10% between 2015 and 2035 reaching 366,700. This reflects an additional 22,000 new dwellings planned for 2010 to 2030 in the Local Plan.

The labour supply is forecast to increase by from around 173,200 in 2015 to around 180,200 in 2035 within the Cheshire West and Chester Local Authority area.



Methodology

This document was designed to provide an overview of the available workforce in Cheshire West and Chester and the surrounding areas. It provides key statistics and forecasts derived from detailed analysis of multiple data sets, including 2011 Census, NOMIS and our Cheshire West and Chester population forecasting.

Car commuting times were identified as the key factor for worker availability (train travel only represents 2.8% of daily commuters – census 2011), and as such were key to understanding the potential labour pool. Commuting times of 10, 20, 30 and 45 minutes were chosen to represent reasonable commuting times. These commuting intervals (isochrones) were calculated based on 85% of road speed limits, due to the fact that traffic can travel slower than the maximum speed limit. The Verdin Exchange Junction was used as the central point for calculations in Winsford. As can be seen in the map, motorways have a significant influence on commuting times and workforce access.

To collate the data for workforce overview, the lower layer super output areas* (LSOAs) population weighted centroids that fell into the 10 min, 20min, 30min and 45min drive time isochrones were identified. These LSOA's were then cross-referenced with the 2011 Census Data that provided key information on education, workforce participation, access to transport and occupation type amongst others.

In the data tables, the numbers shown for each of the commuting isochrones are cumulative totals.

** Lower Layer Super Output Areas (LLSOA's or LSOA's) are national statistical boundaries created by the Office for National Statistics to improve the reporting of small area statistics. They have a minimum population of 1000 people, and a mean population of 1500.*

Glossary of terms

Economically active: 'Economically active' covers those who were in full- or part-time employment and those not in employment but actively seeking and available for work (unemployed) - it includes full time students.

Highest level of qualification;

- **No Qualifications:** No academic or professional qualifications
- **Level 1 qualifications:** 1-4 O Levels/CSE/GCSEs (any grades); Entry Level, Foundation Diploma; NVQ level 1; Foundation GNVQ; Basic/Essential Skills
- **Level 2 qualifications:** 5+ O Level (Passes)/CSEs (Grade 1)/GCSEs (Grades A* - C); School Certificate; 1 A Level/ 2-3 AS Levels/VCEs; Intermediate/Higher Diploma; Welsh Baccalaureate Intermediate Diploma; NVQ level 2; Intermediate GNVQ; City and Guilds Craft; BTEC First/General Diploma; RSA Diploma.
- **Apprenticeship**
- **Level 3 qualifications:** 2+ A Levels/VCEs; 4+ AS Levels; Higher School Certificate; Progression/Advanced Diploma; Welsh Baccalaureate Advanced Diploma; NVQ Level 3; Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND; BTEC National; RSA Advanced Diploma
- **Level 4+ qualifications:** Degree (for example BA, BSc); Higher Degree (for example MA, PhD, PGCE); NVQ Level 4-5, HNC, HND, RSA Higher Diploma; BTEC Higher level; Foundation degree (NI),
- **Other qualifications:** Vocational/Work-related Qualifications; Foreign Qualifications (Not stated/ level unknown).

Cars or vans in household: This is the number of cars or vans that are owned, or available for use, by one or more members of a household. This includes company cars and vans that are available for private use. It does not include motorbikes or scooters, or any cars or vans belonging to visitors.



Occupation: A person's occupation relates to their main job and is derived from either their job title or details of the activities involved in their job. This is used to assign responses to an occupation code based on the Standard Occupational Classification 2010 (SOC2010).

JSA: Job Seeker's Allowance is an unemployment benefit. It can be claimed by people who are available for and actively seeking employment. It was used as the headline figure for the Claimant Count, measuring the number of people claiming benefits for the reason of being unemployed, until the introduction of Universal Credit in 2013.

Universal Credit: This is a monthly benefit payment which is replacing Child Tax Credit, Housing Benefit, Income Support, income-based Jobseeker's Allowance (JSA), income-related Employment and Support Allowance (ESA), Working Tax Credit. Each Universal Credit claimant will be put into one of six conditional regime categories based on their circumstances and capability to work.

Universal Credit 'searching for work' category: Part of the design of Universal Credit is to support and encourage a wider group of benefit claimants into work. Claimants that are not working, or with very low earnings are required to secure work or more (better paid) work. These claimants must search and prepare for work, and are included in the Universal Credit 'searching for work' category.

Claimant Count: It is a measure of people claiming benefits principally for the reason of being unemployed. The claimant count measures the number of people claiming JSA and those placed in the Universal Credit (UC) 'searching for work category'. As the number of claimants in the searching for work increases with the roll out of Universal Credit, the Claimant Count is set to rise irrespective of economic conditions. The Claimant Count has been reclassified from a National Statistic to an Experimental Official Statistic due to inconsistencies within the series caused by universal credit. Caution should be taken when comparing the count over time and across locations due to the phased nature of the roll out of Universal Credit.

BRES estimates: The Business Register and Employment Survey (BRES) is the official source of employee and employment estimates by detailed geography and industry. The survey collects employment information from around 80,000 businesses across the whole of the UK economy for each site that they operate.

These figures should be treated with caution as:

- Reported workplace location and industry may not always be accurate especially for some business with employees on multiple sites or umbrella companies. (This particularly affects industries such as accounting, auditing and bookkeeping and other business support service activities.)
- BRES is a sample survey and accuracy will depend on how representative the sample is and response rates over time.
- BRES Statistics are subject to ONS rounding rules and the figures derived may be less precise than those based on the underlying, unrounded data.



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