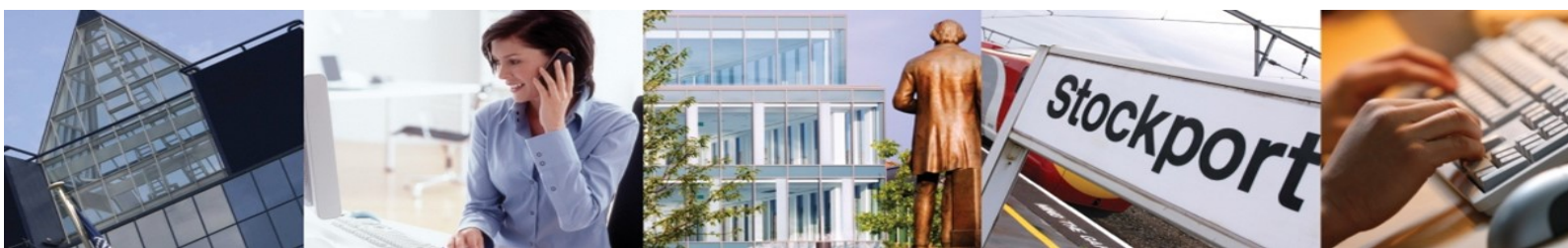


Stockport Economic Overview

2016 Edition



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STOCKPORT
METROPOLITAN BOROUGH COUNCIL

Key Facts

- Stockport's population is 286,800, 62.0% of which (176,700 individuals) are working age.
- The borough has historically enjoyed high levels of economic activity, with 81.5% of Stockport's working age population economically active. This is a 2.2% point increase on last year's report.
- Stockport supports the third largest workforce within Greater Manchester, with 119,000 people employed within the borough.
- Latest data shows that Stockport has 11,835 businesses, an increase of 300 on last year's report.
- As a result, Stockport cultivates an effective environment for enterprise and business start-ups, with data showing that the borough has consistently outperformed conurbation, regional and national levels for start-ups per capita.
- Stockport is home to a highly educated resident population, with 41.4% of residents educated to NVQ level 4 or above. Only 5.5% of the borough's population have no qualifications, compared with 10.6% across Greater Manchester.
- Stockport supports a diverse economy. Over the next 10 years, ICT, construction, administrative and support services, professional, scientific and technology, arts, entertainment and recreation are expected to be the borough's high growth sectors.

Population



Stockport houses a highly skilled, productive workforce which has established the borough as a leading business location. It is one of the most populous districts in Greater Manchester and has a resident population of 285,000, with people being drawn to the borough by the quality of life, education and opportunities on offer.

Whilst statistical analysis of both current and previous data highlights that the percentage of Stockport's resident population within the working age range (16 - 64) may be slightly lower than regional and national averages, local levels of employment and economic activity consistently exceed those found elsewhere, with 81.5% of the resident population economically active, compared with 77.2% regionally and 74.6% across the UK.

Population - Age & Gender Breakdown

	Stockport (Nos)	Stockport %	North West %	UK %
Total	286,800			
Males	140,300	48.9%	49.2%	49.2%
Females	146,500	51.1%	50.8%	50.8%
0 -15	54,500	19.0%	18.8%	18.8%
Working age (16-64)	176,700	61.6%	63.2%	63.5%
65+	55,600	19.4%	18.0%	17.7%

Source: ONS, Mid Year Population Estimates (2014)

Employment

Analysis of a range of economic and employment activity measures highlights the strength of Stockport's resident population, with local performance exceeding regional and national patterns in most indicators, which in turns infers the positive impact this will have on businesses locally. In terms of economic activity, for both employees and the self-employed, Stockport outperforms regional and national averages.

Latest data show that the employment rate for males is almost 9% points greater than average for the North West. Similarly, in line with last year, employment rates for females, at 71.4% are also above average for the North West (65%). Both groups in Stockport also outperform the national average, at 77.2% (males) and 67.4% (females).

Levels of self-employment in Stockport are higher than the regional and national averages (10.7%, versus 10.0% and 8.9%, respectively). While self-employment among males increased in the borough, from 12,400 (17.3%) in 2013 to 13,600 (15.7%) in 2014 (an increase in absolute terms but a proportionate decrease relative to the total male employment rate), self-employment fell among females from 5,500 (8.6%) to 5,100 (5.8%).

By age, Stockport residents aged 50 and above have an employment rate slightly below the national average while for ethnic minorities, Stockport is well above the national average.

Economically Active Population

	Stockport (No's)	Stockport %	North West %	UK %
Economically Active	142,700	81.5%	77.2%	74.6%
Employment Rate	134,600	76.8%	72.2%	69.2%
% of working age pop who are employees	115,000	65.7%	61.8%	59.9%
% of working age who are self-employed	18,700	10.7%	10.0%	8.9%

Source: Annual Population Survey, Jan 14 –Dec 14

Employment & Economic Activity

	Stockport (No's)	Stockport (%)	North West (%)	UK (%)
MALES				
Economically Active	76,300	87.9%	79.7%	82.7%
Employment Rate	71,400	82.3%	73.6%	77.2%
• % of working age males who are employees	57,600	66.4%	60.6%	63.1%
• % of working age males who are self-employed	13,600	15.7%	12.4%	13.6%
FEMALES				
Economically Active	66,400	75.2%	69.6%	71.7%
Employment Rate	63,100	71.4%	65.0%	67.4%
• % of working age females who are employees	57,400	65.0%	59.2%	60.5%
• % of working age females who are self-employed	5,100	5.8%	5.3%	6.4%

Source: Annual Population Survey, Jan 14 –Dec 14

Employment rate for 50+ Population

	Stockport (Nos)	Stockport (%)	North West (%)	UK (%)
Overall (16+)	138,800	60.6%	56.1%	59.0%
50+	41,700	39.1%	36.7%	40.0%

Employment rate for ethnic minority Population

	Stockport (Nos)	Stockport (%)	North West (%)	UK (%)
White	123,600	77.8%	70.6%	73.9%
Ethnic Minority	10,500	66.6%	57.3%	61.3%

Source: Annual Population Survey, Jan 14 –Dec 14

Unemployment

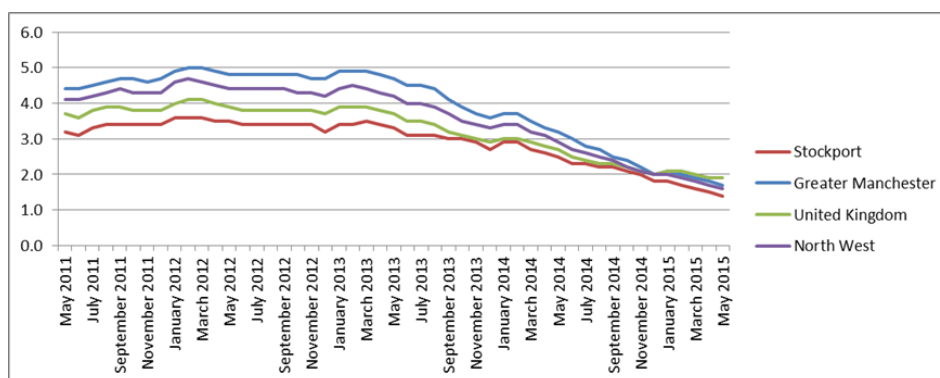
The graph and data below evidences the fact that Stockport continues to outperform regional and national patterns, with low levels of residential unemployment reinforcing the strength of the borough's economy.

Historically Stockport has experienced consistently low levels of unemployment, a pattern that has continued unabated despite the economic downturn of recent years. While particularly low recent levels of unemployment are partially attributable to changes in data collection, i.e. non-inclusion of Universal Credit claimants, data shows that, at 1.4%, Stockport experiences unemployment below the conurbation, regional and national average. However, it is important to acknowledge that challenges remain in certain neighbourhoods, where pockets of worklessness persist.

	Total Number Unemployed (May 2015)	Unemployment Rate (May 2015)
Stockport	2,499	1.4%
Greater Manchester	30,613	1.7%
North West	74,311	1.6%
Great Britain	761,962	1.9%

Source: ONS Claimant Count, DWP, 2015

Unemployment in Stockport, Greater Manchester North West & UK



Source: ONS Claimant

Local Economy



Stockport's knowledge driven economy combined with its high quality of life offer, has helped to attract above average numbers of professional occupation employees to the borough, representing just over one quarter of employees. Similarly, the borough's residents are also employed in high numbers in associate professional and technical roles, managerial and senior official occupations and sales and customer service occupations, with each accounting for over 10% of occupation types in the borough.

Resident Employment by Occupation

	Stockport No's	Stockport %	NW %	UK%
Managers & Senior Officials	14,900	10.8%	9.6%	10.1%
Professional Occupations	35,000	25.2%	18.6%	19.8%
Associate Professional & Technical	19,200	13.8%	12.3%	13.9%
Administrative & Secretarial	14,900	10.7%	11.1%	10.7%
Skilled Trades Occupations	12,200	8.8%	11.0%	10.8%
Personal Service Occupations	12,000	8.6%	9.9%	9.2%
Sales & Customer Service Occupations	14,100	10.1%	8.7%	7.8%
Process Plant & Machinery Operatives	4,400	3.2%	7.0%	6.3%
Elementary Occupations	11,300	8.2%	11.0%	10.8%

Source: Annual Population Survey, Jan 14—Dec 14

Local Economy

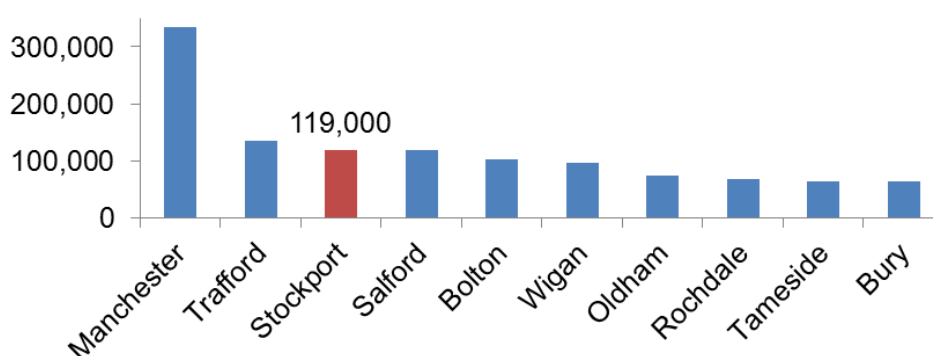


Stockport is home to a diverse and thriving local economy. It has 11,835 businesses, an increase of 300 on last year's report and the third largest workforce in Greater Manchester, with 119,000 jobs in the borough.

As this report has already identified, Stockport excels in the number of people working in higher value occupations – including professional and managerial roles. This is reflected when employment is broken down by sector, with 13.8% of employees working in the health sector, 9.5% in business administration and support services and 8.3% in professional, scientific and technical activities. Even in sectors which account for relatively low proportions of employment, such as financial and insurance services and arts, entertainment, recreation & other services, the borough outperforms conurbation, regional and national averages.

Looking forward, the 2014 Greater Manchester Forecasting Model (produced by Oxford Economics) predicts strong growth in professional, scientific & technical activities, information & communication; business administration & support services; and arts, entertainment, recreation & other services, with each sector estimated to grow by around 15-20% in terms of jobs from 2014-2024.

Greater Manchester Employees



Source: Business Register and Employment Survey, ONS, 2013

Employees by Sector

	Stockport (Nos)	Stockport (%)	Greater Manchester (%)	North West (%)	Great Britain (%)
Mining, quarrying & utilities	4,200	3.5%	1.4%	1.2%	1.3%
Manufacturing	10,100	8.5%	8.8%	10.1%	8.5%
Construction	5,200	4.4%	4.3%	4.7%	4.4%
Motor trades	1,900	1.6%	1.4%	1.6%	1.7%
Wholesale	6,800	5.7%	4.9%	4.4%	4.0%
Retail	12,500	10.5%	10.0%	10.2%	10.0%
Transport & storage (inc postal)	3,200	2.7%	5.1%	4.7%	4.4%
Accommodation & food services	5,400	4.6%	5.9%	6.6%	7.0%
Information & communication	4,600	3.8%	3.0%	2.7%	4.0%
Financial & insurance	5,900	4.9%	4.0%	3.3%	3.7%
Property	2,000	1.7%	2.1%	1.8%	1.7%
Professional, scientific & technical	9,900	8.3%	8.7%	7.6%	7.9%
Business administration & support services	11,300	9.5%	9.6%	8.0%	8.4%
Public administration & defence	4,300	3.6%	4.5%	5.0%	4.8%
Education	9,200	7.7%	9.2%	9.1%	9.5%
Health	16,300	13.8%	13.1%	14.5%	13.5%
Arts, entertainment, recreation & other services	5,800	4.9%	3.9%	4.2%	4.5%
Total Employees	118,600				

Source: Business Register and Employment Survey, ONS, 2013

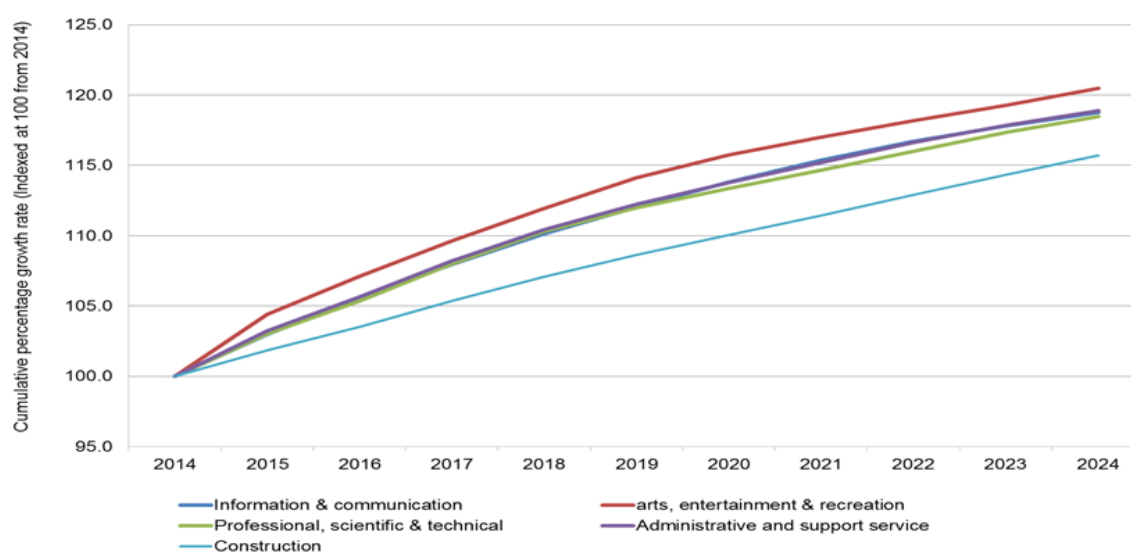


Businesses by Sector

	Stockport (No's)	Stockport (%)	Greater Manchester (%)	North West (%)	United Kingdom (%)
Agriculture, forestry & fishing	85	0.7%	0.7%	4.4%	5.5%
Manufacturing	735	6.2%	6.0%	5.7%	5.0%
Construction	1,160	9.8%	9.4%	9.5%	10.1%
Motor trades	390	3.3%	3.1%	3.2%	2.9%
Wholesale	700	5.9%	5.9%	5.0%	4.6%
Retail	1,240	10.5%	12.4%	12.0%	10.6%
Transport & storage (inc postal)	310	2.6%	3.4%	3.4%	3.3%
Accommodation & food services	605	5.1%	6.1%	6.5%	6.3%
Information & communication	875	7.4%	6.0%	5.1%	6.9%
Financial & insurance	355	3.0%	3.5%	2.9%	2.4%
Property	470	4.0%	4.3%	3.6%	3.6%
Professional, scientific & technical	2,145	18.1%	15.2%	14.4%	15.3%
Business administration & support services	880	7.4%	6.9%	6.8%	7.0%
Public administration & defence	60	0.5%	0.7%	0.8%	0.9%
Education	270	2.3%	2.6%	2.7%	2.6%
Health	725	6.1%	6.5%	6.6%	5.8%
Arts, entertainment, recreation & other services	785	6.6%	6.6%	6.6%	6.6%
Total businesses	11,835				

Source: Interdepartmental Business Register, ONS, 2014

Key Growth Sectors in Stockport 2014 - 2024

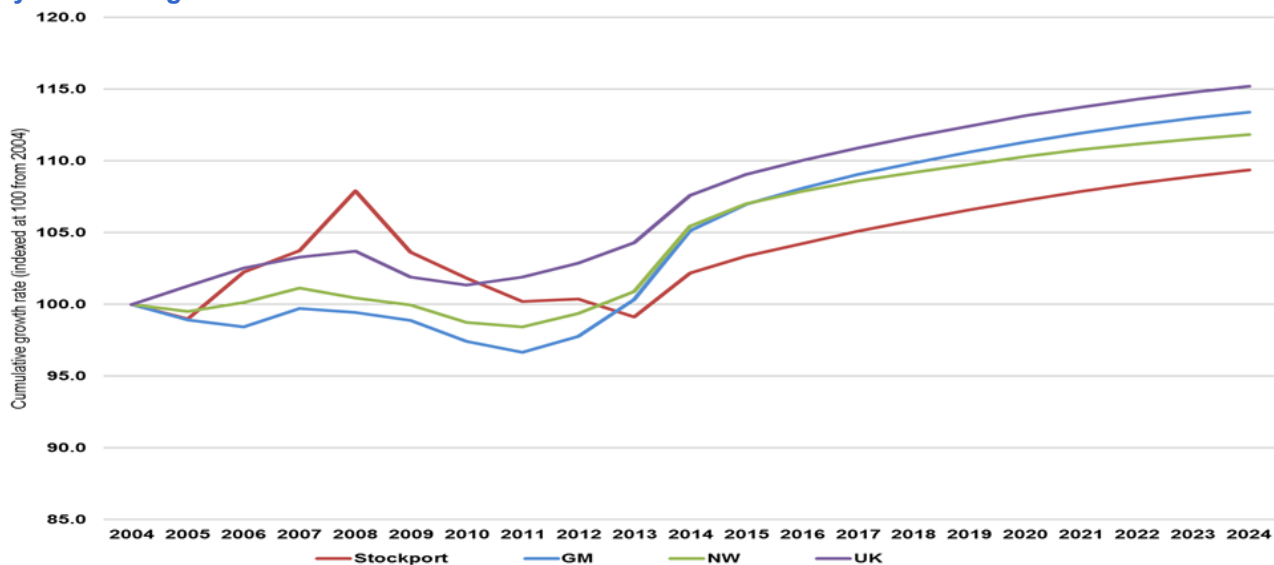


Source: Greater Manchester Forecasting Model 2014

For professional, scientific & technical services sector, in addition to the substantial growth rate predicted over the 2014-2024 period, it is also worth noting that the sector employs around 9000 people in the borough.



Employment Change 2004-2024

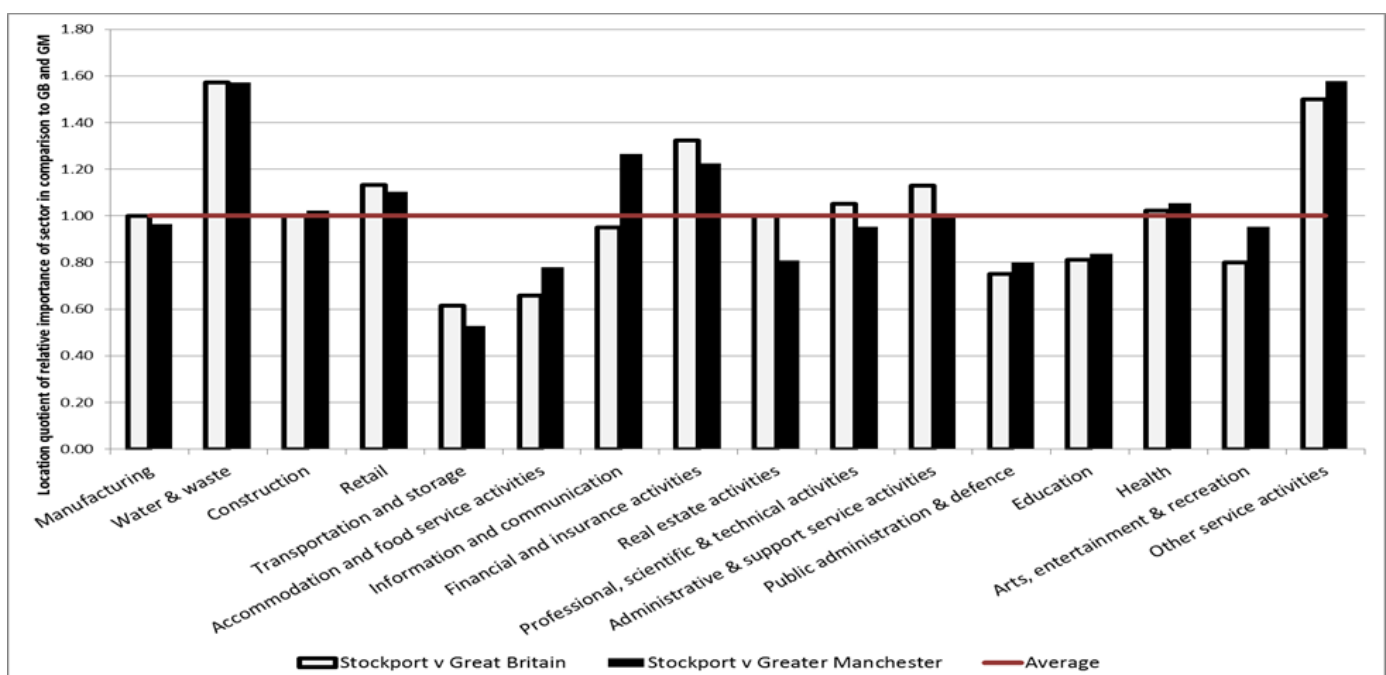


Source: The Greater Manchester Forecasting Model, 2014

Stockport Employee Location Quotients vs. Greater Manchester & Great Britain

Location quotients (LQ) are used to compare the relative importance of an industry in an area with its relative importance regionally or nationally. The LQ of an industry is an analytical statistic that measures an area's industrial specialisation relative to a benchmark (in this case Great Britain and also Greater Manchester). LQs are calculated by comparing the industry's share of employment in Stockport with its share of GB and Greater Manchester employment. For example, if a sector accounts for 10% of all jobs in an area but only 5% of all GB jobs, the area's LQ for that sector is 2. This means it is 2 times more concentrated in that area than average.

Stockport has competitive sectoral strength across a number of different industries. At the national level, the borough is competitive in professional, scientific and technical activities. Similarly, compared to Greater Manchester as a whole, Stockport has substantial competitive advantage in information and communication. Other service activities are also heavily represented in the borough. Employment with the construction, retail and health sectors is also slightly more concentrated in the borough than in Greater Manchester.

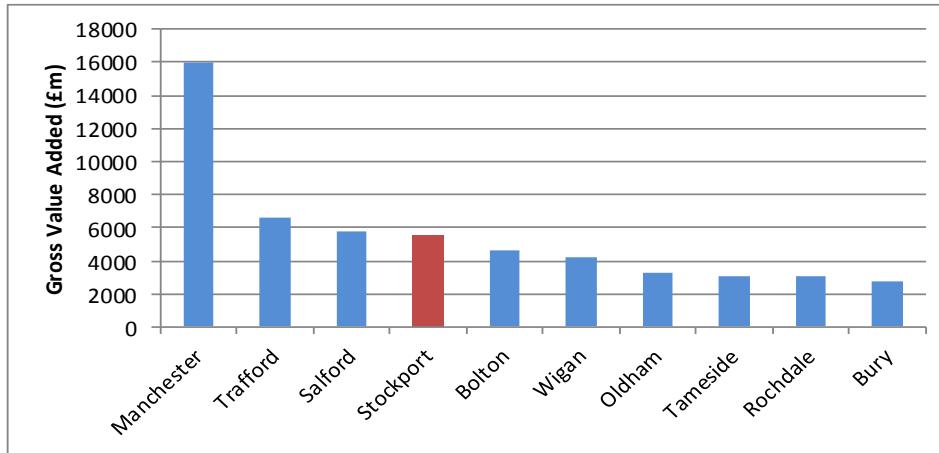


Source: Business Register and Employment Survey, 2013



Greater Manchester Gross Value Added (£m)

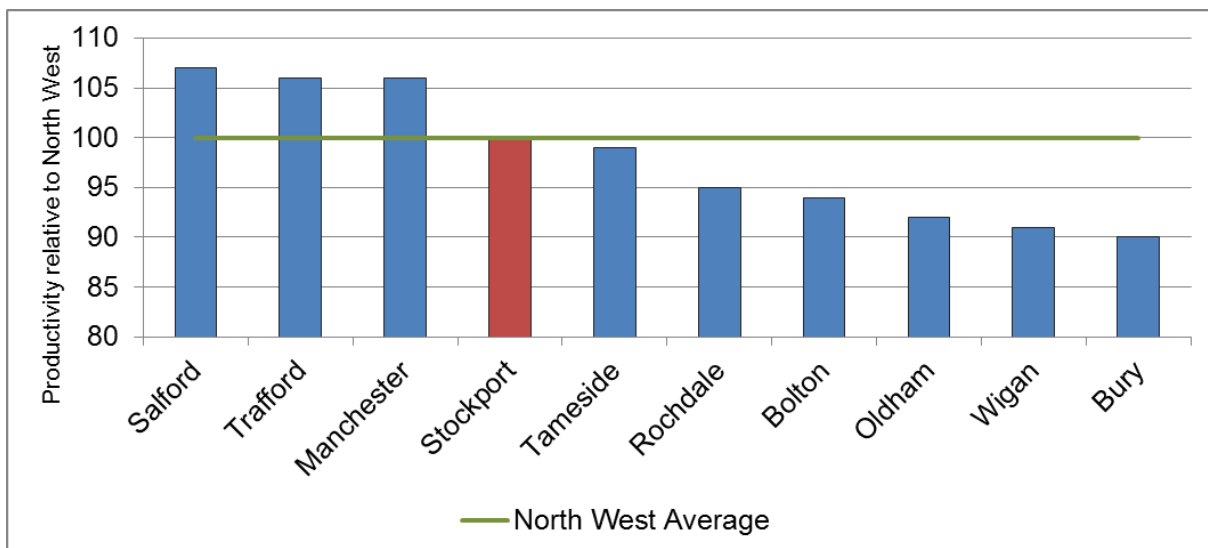
Gross value added (GVA) is used as a measure of economic activity and provides a useful insight into the strength of local economies. Analysis of current data shows that Stockport is a major contributor to the Greater Manchester economy, though the borough has fallen one place since last year's report in terms of its size against the other nine districts of the conurbation. Data highlights that Stockport is now the fourth largest contributor in terms of GVA to the Greater Manchester economy despite a disproportionately smaller population, suggesting the presence of productive businesses and employees.



Source: The Greater Manchester Forecasting Model, 2014

Productivity Relative to North West

Stockport is home to a productive workforce. Despite substantial increases in regional productivity, Stockport remains one of only four boroughs in Greater Manchester with productivity in line with or above the North West average. However, Stockport has fallen behind Salford, compared with last year's report, highlighting the challenge of remaining



Source: The Greater Manchester Forecasting Model, 2014
Please note: 100 = base year



Independent research published by both Experian and Santander has highlighted the strong levels of entrepreneurship that exist within Stockport, with one report citing that between 2010 and 2012 the borough saw the highest increase in the number of business start-ups in the UK.

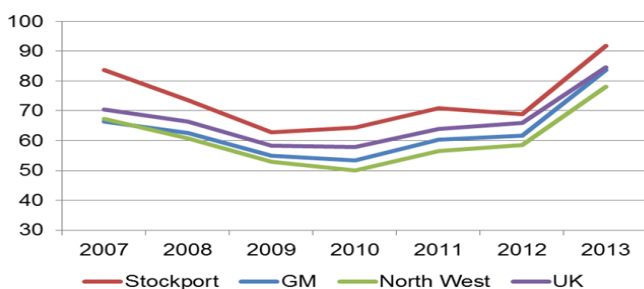
Analysis of the Interdepartmental Business Register reinforces the borough's strength in this area through the above average representation of micro businesses (those employing 0 - 4 employees) within its economy, compared to the conurbation, regional and national level. Encouragingly, business survival rates locally exceed regional and national levels for the period 2009-2012, suggesting the borough is able to cultivate as well as create new enterprise.

For larger businesses, Stockport is in line with the regional and national averages for those employing over 500 employees. Notably, key national and international companies such as Adidas, MAN Diesel & Turbo and Thales Laboratories have chosen to locate their UK headquarters in the borough.

Businesses by Size

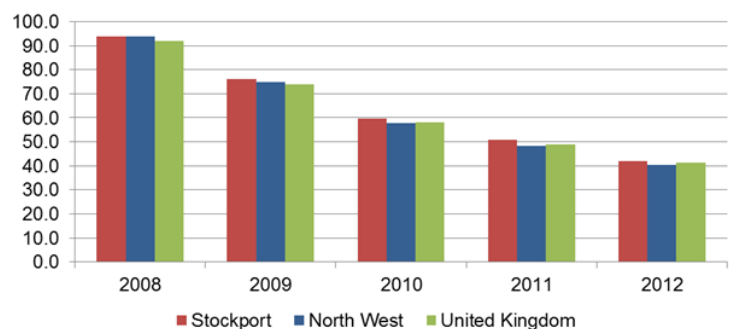
	Stockport Numbers	Stockport%	GM%	NW%	UK%
0 - 4	8,180	69.1%	65.8%	66.0%	68.4%
5-9	1,670	14.1%	15.0%	15.2%	14.5%
10-19	995	8.4%	8.9%	8.9%	8.4%
20 - 49	620	5.2%	6.3%	6.2%	5.5%
50 - 99	225	1.9%	2.2%	2.0%	1.9%
100 - 249	100	0.8%	1.2%	1.1%	1.0%
250 - 499	30	0.3%	0.4%	0.3%	0.3%
500 - 999	15	0.1%	0.1%	0.1%	0.1%
1,000 +	5	0.0%	0.1%	0.1%	0.1%
Total	11,835				

Start-Ups per 10,000 Adult Population 2007—2013



Source: Business Demography, ONS, 2013*

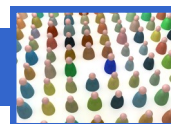
New Business Survival Rates 2008—2012



Source: Business Demography 2013, ONS

*There was a sharp rise in business start-ups between 2012 and 2013, which coincides with the new Pay As You Earn (PAYE) Real Time Information (RTI) system, which was rolled out across businesses during 2013. Nonetheless, the increase in start-ups is a positive sign that the economy is continuing in its recovery from the downturn.

Workforce



Stockport is home to a highly qualified resident population, with 41.4% of the working age population being educated to NVQ 4 & above. This small increase on last year's report is sustained at lower levels of educational attainment, also, with the borough still exceeding sub-regional, regional and national figures in terms of residents with an NVQ1 or above.

Since 2009, the qualification levels of residents have continued increasing significantly. Most notably however the attainment of higher level qualifications has grown the most dramatically, with attainment levels for NVQ 3 & above and NVQ 4 & above having risen from 54.4% and 33.8% respectively. In addition, since 2013, the number of residents with no qualifications has fallen almost 2% points, similar to the decrease for those with other qualifications.

Stockport residents and workplaces continue to receive and set pay above the conurbation and regional levels. However, while residents' earn more than the national median full-time weekly wage, at £520/week compared with £518/week, workplace wage rates are lower, at £495/week compared with £518/week nationally. More positively however, workplace-based wages in Stockport are higher than both Greater Manchester and the North West.

Qualifications of Working Age Population

	Stockport (No's)	Stockport (%)	Greater Manchester (%)	North West (%)	United Kingdom (%)
NVQ 4 & above	72,200	41.4%	31.9%	30.9%	35.8%
NVQ 3 & above	112,500	64.5%	53.3%	52.7%	56.5%
NVQ 2 & above	140,600	80.7%	71.6%	71.4%	73.1%
NVQ 1 & above	158,800	91.1%	83.1%	83.4%	84.8%
Other Qualifications	5,900	3.4%	6.3%	6.0%	6.2%
No Qualifications	9,600	5.5%	10.6%	10.6%	9.0%

Source: Annual Population Survey, Jan 14 - Dec 14

Resident & Workforce Wage Rates (full-time workers)

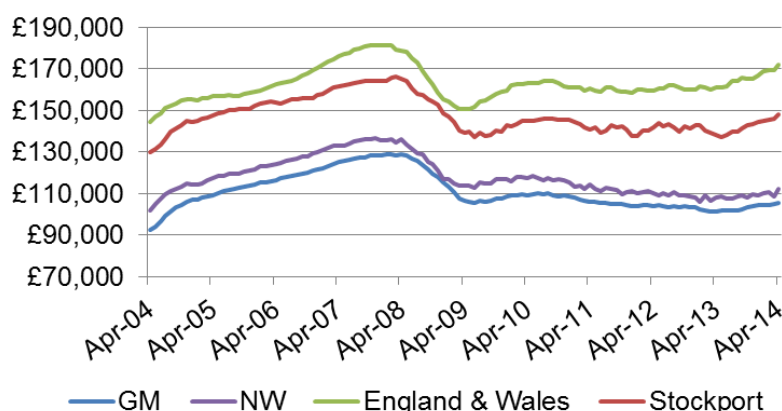
Median Weekly Pay (Gross)	Stockport	Greater Manchester	North West	United Kingdom
Resident Wage Rates	£520.1	£479.0	£484.6	£518.0
Workplace Wage Rates	£495.3	£481.8	£482.5	£518.0

Source: Annual Survey of Hours and Earnings, 2014

House Prices

Average house prices in Stockport are markedly higher than those seen across the North West underlining the attractiveness and quality of life that Stockport can offer. The average price of a house in Stockport (March 2015) was £156,421 compared to £111,149 in the North West. Compared with March 2014, this rate of increase (around £10,000 or 7%) was significantly higher than increases sub-regionally, regionally and nationally.

Average House prices in Stockport April 2004—April 2014



Source: Land Registry, 2015

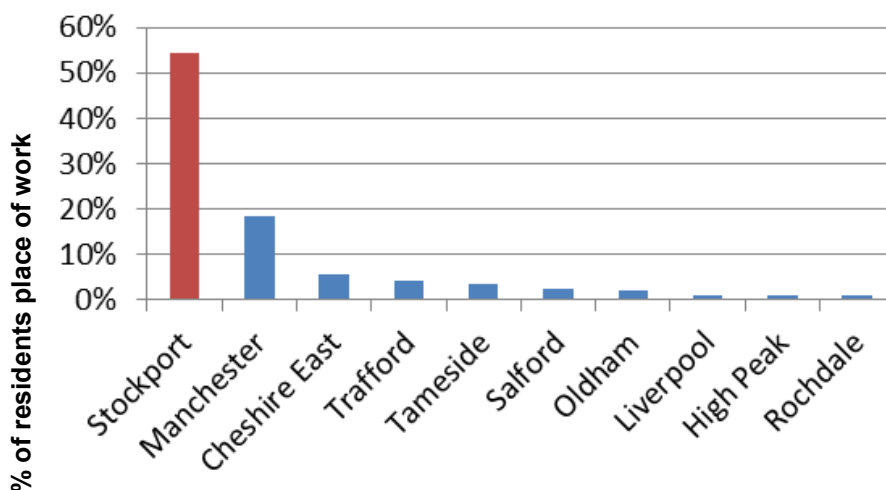
Travel to Work



Data from the 2011 Census reconfirmed that Stockport enjoys an interdependent relationship with Manchester, with a two-way commuting flow existing between the conurbation's core and Stockport. Over 20% of Stockport's residents work in Manchester underlining the excellent transport links and the high skill levels amongst residents.

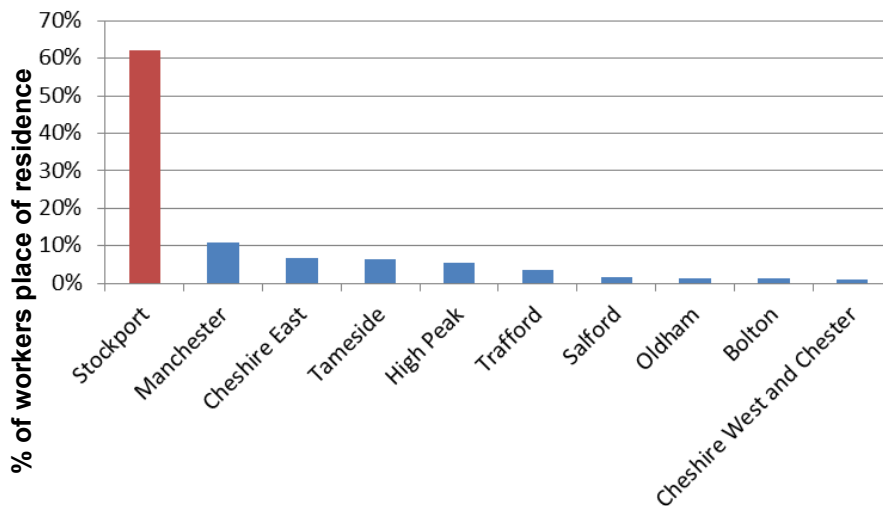
Significantly, 46.5% of Stockport's workforce commute from surrounding areas, a figure that has increased slightly over recent years. Today, a large number of commuters travel to Stockport from areas such as Tameside, Cheshire East and Trafford. The existence of this pattern reinforces the important role Stockport plays as a source of employment to the rest of Greater Manchester.

Stockport Residents Place of Work



Source: Census 2011

Stockport Workers Place of Residence



Source:

Contact Details

For more information about Stockport's economy or the support available to businesses locally please contact Stockport Council's Growth Team:

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