

Highlands and Islands Enterprise

Location Profile – Keith

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Executive Summary

 **Nearly 200,000 people work in the catchment area and in general have attained higher skill levels; work longer; and receive lower salaries than for Scotland as a whole.**

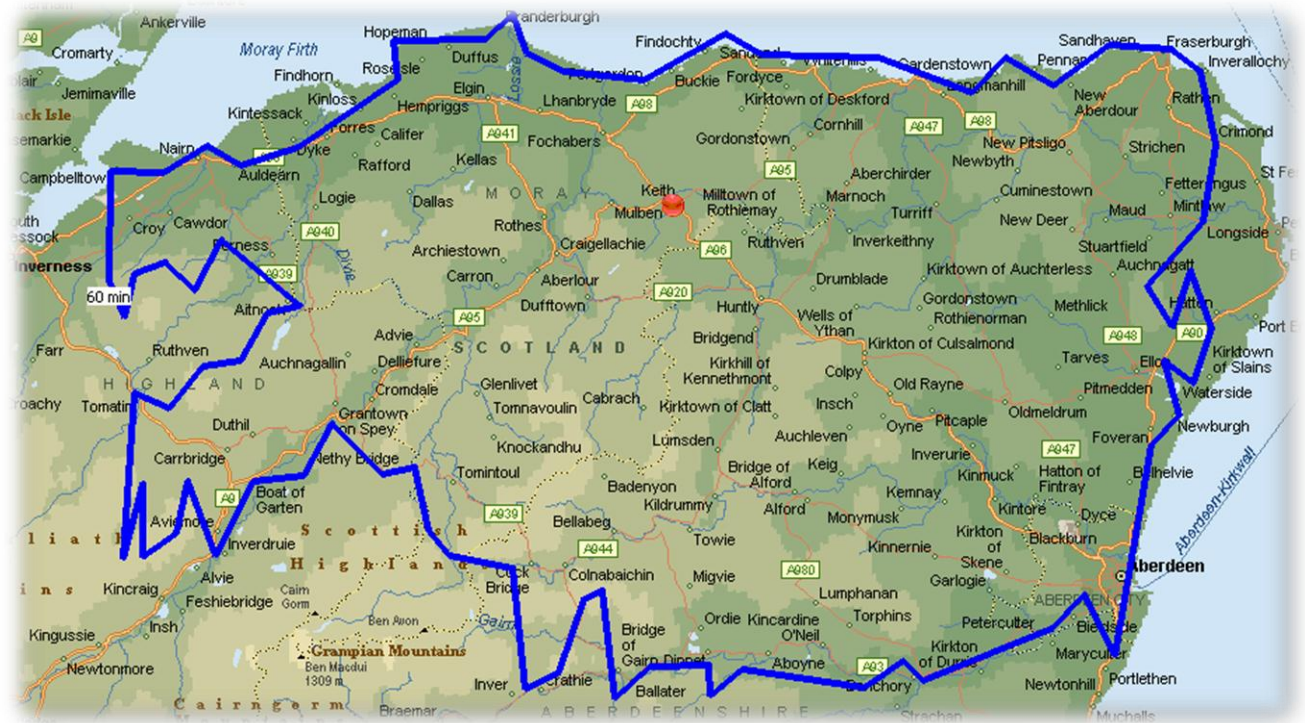
- Within an hour's catchment of Keith there is a resident population of 383,347 and a working age population of 251,276 people.
- Of this working age population 170,692 are in employment and this represents a 68% participation rate which is high compared to the Scottish average (63%).
- The unemployment rate in Keith is low although there are now 4,623 unemployment benefit claimants within the 1 hour drive areas which represents an opportunity to prospective employers.
- The daytime working population of the area within 1 hour of Keith is 197,263 and this represents an in commute of 26,571 further highlighting the mobility of the work force in the area.
- Of those residents in employment, 26,969 are recognised as having a skilled trade and at 16% of the work force this is significantly stronger than the Scottish national average (11%).
- Manufacturing remains an important activity. With 18,129 employees representing over 9% of the workforce it is an important aspect of the economy.
- Also important are Professional, scientific and technical activities (10.6% of employment) and the role of the offshore industry contributing the strength of employment in extractive industries. The Keith catchment area helps support the activity of Aberdeen.
- Underpinning these skills and manufacturing activity are the vocational skills of the area. The catchment working age population is more likely to have >NVQ2 qualification than across Scotland as a whole.
- Not only is the workforce skilled but working age residents of the catchment area are also likely to work longer and get paid less than the average for Scotland.

Introduction

When considering a location it is important to consider the population and labour market within a catchment area of a potential investment location. This location profile establishes the labour market and demographic environment within one hour of an investment location in Keith.

The map below illustrates a one hour drive time of Keith and this drive time area is then used as the boundary in the collation of all the labour market data for investor locating in Keith.

▶ The map shows a 1 hour drive of Keith and establishes the boundary on which all the labour market information is based.



Population

▶ The working age population within 1 hours drive of Keith is 251,276

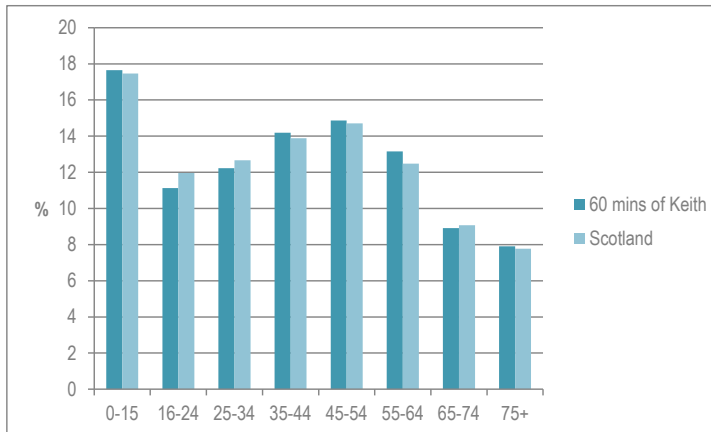
Population Absolute Numbers

	Male	Female	Total
Total Population	189,817	193,530	383,347
Working Age Population (16-64)	126,653	124,623	251,276

Age Distribution in numbers

	0-15	16-24	25-34	35-44	45-54	55-64	65-74	75+
Males	34,840	21,926	24,480	26,952	28,200	25,095	16,291	12,033
Females	32,795	20,707	22,378	27,441	28,766	25,331	17,868	18,244
Total	67,635	42,633	46,858	54,393	56,966	50,426	34,159	30,277

Age Distribution Proportions



Working Population Profile

▶ There is a strong work ethic in the area with greater proportions of the population in work than for Scotland as a whole.

▶ With unemployment at 4,623 this represents an opportunity for employers

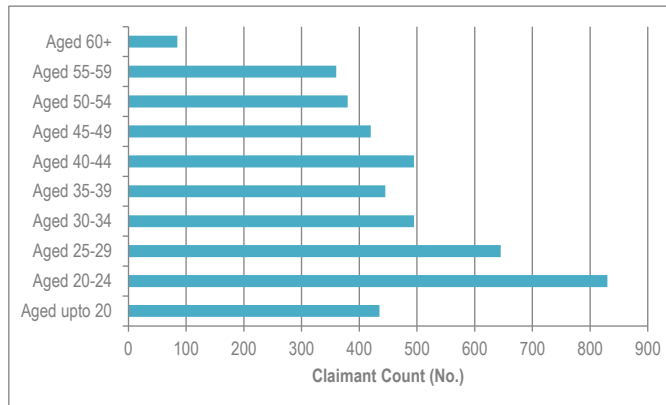
Working Population (16-64)

	Male	Female	Total
Working population	90,684	80,008	170,692
Percentage working in area	71.6	64.2	68.0
Percentage working in Scotland	63.7	62.5	63.1

Unemployed (Oct 2011)

	Male	Female	Total
Unemployed in Area	3,073	1,550	4,623
%age of working age population	2.4	1.2	1.8
%age Scotland	6.3	2.3	4.3

Age distribution of unemployed (Oct 2011)

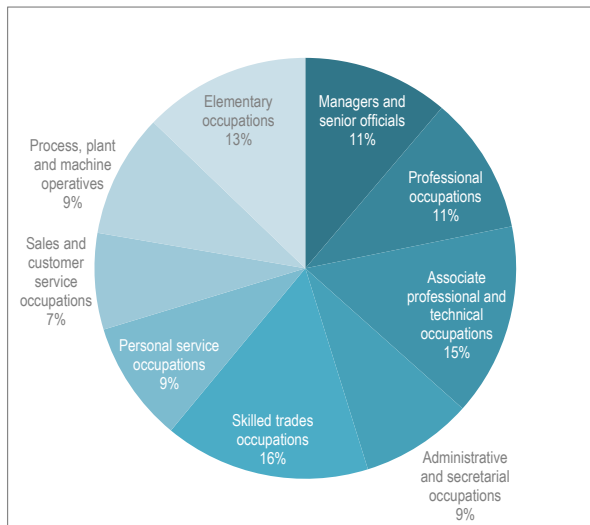


Occupations

▶ The Forres workforce more likely to be engaged in skilled work or processing than elsewhere in Scotland

Occupation of Working Population (Mar 2011)

	No.	%	% Scotland
Managers and senior officials	19,118	11.2	13.1
Professional occupations	18,093	10.6	13.3
Associate professional and technical occupations	25,262	14.8	14.7
Administrative and secretarial occupations	14,680	8.6	10.8
Skilled trades occupations	26,969	15.8	11.0
Personal service occupations	15,874	9.3	9.5
Sales and customer service occupations	12,631	7.4	8.6
Process, plant and machine operatives	16,216	9.5	6.7
Elementary occupations	21,849	12.8	11.8
Total	170,692		



Industry

▶ 197,263 people are employed within 60 mins drive of Keith.

▶ Manufacturing and extractive industries in the area are significantly more important than for Scotland as a whole

Sector of those employed in the area (2010)

	No.	%	% Scotland
Agriculture, forestry and fishing	1,507	0.8	1.6
Mining and quarrying	18,399	9.3	1.3
Manufacturing	18,129	9.2	7.5
Electricity, gas, steam and air conditioning supply	593	0.3	0.8
Water supply; sewerage, waste management and remediation activities	439	0.2	0.6
Construction	10,421	5.3	5.3
Wholesale and retail trade; repair of motor vehicles and motorcycles	24,163	12.2	15.1
Transportation and storage	6,181	3.1	4.0
Accommodation and food service activities	13,901	7.0	7.1
Information and communication	4,201	2.1	2.7
Financial and insurance activities	2,337	1.2	3.7
Real estate activities	1,717	0.9	1.0
Professional, scientific and technical activities	20,976	10.6	5.9
Administrative and support service activities	12,734	6.5	7.5
Public administration and defence; compulsory social security	8,728	4.4	6.8
Education	14,215	7.2	8.4
Human health and social work activities	31,452	15.9	16.4
Arts, entertainment and recreation	3,639	1.8	2.7
Other service activities	3,531	1.8	1.7
Activities of households as employers	0	0.0	0.0
Activities of extraterritorial organisations and bodies	0	0.0	0.0
Total	197,263		

Industry

▶ The proximity of the offshore industry is important to Keith and with 13,478 employees is the most important private sector activity

Top 25 Industries by employment (2010)

		No.
1	Hospital activities	19,457
2	Support activities for petroleum and natural gas extraction	13,478
3	Architectural and engineering activities and related technical consultancy	12,883
4	Retail sale in non-specialised stores	8,255
5	Administration of the State and the economic and social policy of the community	5,963
6	Primary education	5,622
7	Temporary employment agency activities	4,899
8	Secondary education	4,881
9	Restaurants and mobile food service activities	4,659
10	Extraction of crude petroleum	4,374
11	Other social work activities without accommodation	4,074
12	Retail sale of other goods in specialised stores	4,049
13	Hotels and similar accommodation	3,914
14	Beverage serving activities	2,911
15	Provision of services to the community as a whole	2,650
16	Construction of residential and non-residential buildings	2,342
17	Higher education	2,340
18	Cleaning activities	2,315
19	Event catering and other food service activities	2,241
20	Processing and preserving of fish, crustaceans and molluscs	2,092
21	Legal activities	2,005
22	Manufacture of bakery and farinaceous products	1,917
23	Sports activities	1,864
24	Electrical, plumbing and other construction installation activities	1,856
25	Residential nursing care activities	1,825

Skills & salaries

▶ Keith has more people with NVQ2 skills or above than Scotland as a whole and fewer people with no qualifications

▶ On average workers in Moray work longer and earn less than in Scotland as a whole

Qualifications of working age population (Dec 2010)

	No.	%	% Scotland
% with NVQ4+	74,126	29.5	35.0
% with NVQ3+	140,212	55.8	55.9
% with NVQ2+	178,657	71.1	70.2
% with NVQ1+	210,067	83.6	80.1
% with other qualifications	17,338	6.9	7.7
% with no qualifications	23,871	9.5	12.3

Academic Qualifications of working age population (Dec 2010)

	No.	%	% Scotland
% with degree or equivalent and above	33,168	13.2	21.4
% with higher education below degree level	41,209	16.4	13.8
% with GCE A level or equivalent	78,901	31.4	25.7
% with GCSE grades A-C or equivalent	50,004	19.9	17.5
% with other qualifications	23,871	9.5	9.1
% with no qualifications	24,122	9.6	12.4

Average weekly hours and average salaries (2010)

	Male	Female	Overall
Moray Hrs	39.5	36.2	38.0
Moray Salary	£28,004	£18,115	£23,857
Scotland Hrs	38.8	37.0	37.5
Scotland Salary	£27,457	£22,577	£25,538

Methodology & sources

▶ **The approach is based on a robust methodology using data from national statistics.**

Scotland is broken down into small geographic areas called data zones for the purposes of recording economic geography. These data zones can then be aggregated to produce economic statistics for any boundary. The data zones within the one hour drive time of Keith have been identified and are shown overleaf.

Sources

- Population estimates taken from General Register Office for Scotland Statistics mid year small population estimates.
- Working population percentages derived from Annual Population Survey applying Moray statistics and applying to actual population estimates.
- Unemployment data from DWP Claimant Count statistics from NOMIS
- Occupation data percentages derived from Annual Population Survey applying Moray statistics and applying to actual working age population estimates.
- Industry data taken from Business Register and Employment Survey using small geographies from NOMIS
- Qualifications data percentages derived from Annual Population Survey applying Moray statistics and applying to actual working age population estimates
- Wage data from Annual Survey of Hours and Earnings using Moray data.

Methodology & sources *cont*

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