

EMPLOYMENT NEEDS GROUPS
SUB GROUP COMMITTEE MEETING

Members:

Jan Field, Sam Kerr-Smiley, Keith Barrett, Paul Greisen, Brian Durham, Bob Fowler, Simon Evans

Meeting Date, 6pm 18th February 2015, Arlebury Park, Alresford.

Aim: To reach a consensus on the number of jobs needed to maintain or improve Alresford's current work/live population.

Note: However, although this sub-group was tasked with identifying the number of jobs required, it became evident that the *types of jobs* Alresford is likely to host and the *type of accommodation* to support them were likely to have a greater impact, in real terms, than simply the raw numbers.

These notes, therefore, largely focus on outlining the thoughts of the sub-group on establishing the number of jobs that we should be looking to support within the town. However, the likely *nature* of those jobs is felt to be of greater significance, in terms of establishing the future employment needs of the town.

Establishing starting employment numbers

The starting point was the report Alresford Population Projection Correction agreed by Steve Opacic and Keith Barrett, December 2014¹.

Firstly the group discussed and agreed the following numbers and points using several forms of data, which were recognised by all as being useful.

These key numbers/points were agreed:

- The 2031 Population Forecast shows 4179 people aged 16-74², of which (72%) would be economically active, equating to 3009 people.
From the 2011 Census Data this number was 2722³.
- There are currently 1250 approx. hosted jobs in Alresford (i.e. based in business premises) that are held by both residents and non-residents. This number is an average from using 3 different agreed sources⁴.
- From this number of 1250, two different business surveys concluded that the number of residents working in business premises in Alresford to be approx. 550⁵.

¹ [Alresford Population Projection Correction Report](#), Winchester City Council, December 2014

² Table 3 of the [Alresford Population Projection Correction Report](#), Winchester City Council, December 2014

³ [Alresford Data Pack](#), Winchester City Council, August 2013. Table shown on page 7.

⁴ The sources used to confirm this approximate figure were: Parish-level data from [2011 Census table QS702EW \('Distance Travelled to Work'\)](#); Business survey conducted by the Alresford Chamber of Commerce, 2013; Business survey conducted by the Alresford Professional Group, 2014.

- It was also agreed that currently there are approx. 400 home workers in Alresford⁶.
- A total number of approx.950 people both living and working in Alresford was agreed.
- Using the 2722 (2011 Census Data figures) figure for economically active people, the % of people living and working in Alresford currently is 35% including home workers (which the original 38.3% did not).

Predicting changes in employment numbers

The group then discussed many variables that must be considered before an extrapolation of current figures can be done, to provide a number of jobs needed to maintain or improve this number of 35%. The group discussed how this number can be most accurately decided and extrapolated figures are based on data reported in this paper.

From the new 2031 predicted population numbers it was discussed and decided that approx. 1200 people would be living and working in Alresford by 2031, an increase of 250, including both new residents and existing ones as opportunity arises. Key data referred to, and group members own investigations concurred with this number. Using this number of 1200, would see an increase in the % of people living and working in Alresford from c.35% currently to c.40% by 2031.

Before moving on and deciding on a number or range of numbers, the group discussed what sectors future jobs would fall into, reflecting both increasing and declining sectors. Several pieces of data were used and referred to, and were discussed at length with personal experience and a working knowledge of the town. A number of Employment Group Sectors were broken down and analysed.

The evidence suggested that it was likely that future job growth within the town would come from the following sectors: Health & Social Services, Education, Retail, Hospitality, Business Services and Homeworking⁷.

The evidence also suggested that we could expect to see an overall reduction in the number of jobs provided in Commercial, including Engineering & Manufacturing⁸, although there may be local exceptions to this decline.

⁵ The two business surveys used were: Business survey conducted by the Alresford Chamber of Commerce, 2013; Business survey conducted by the Alresford Professional Group, 2014.

⁶ Sourced from Parish-level [2011 Census table QS702EW \('Distance Travelled to Work'\)](#). We have assumed that a home worker is anyone who answered question 40 of the 2011 Census (about their workplace address) by ticking the box stating that they "mainly work at or from home." This will include employees, self-employed and freelancers.

⁷ [Review of Employment Prospects, Employment Land & Development Projections](#), Winchester City Council, August 2011. See Figure 2.7 on page 14. It was also assumed that Alresford would have a specific requirement for additional education jobs, primarily resulting from the predicted expansion of the Sun Hill schools, given the projected increase in school age children during the plan period.

⁸ [Review of Employment Prospects, Employment Land & Development Projections](#), Winchester City Council, August 2011. Figure 2.7 on page 14 predicts a 30% decrease in manufacturing jobs across Winchester District by 2025, with a further decrease of 12% in the period between 2025 and 2031.

Example: Application of employment projections to new residents

		Approx. 290 new economically active residents	2031 proportions
1	External jobs	174	60%
2	Alresford hosted jobs	58	20%
3	Homeworkers	58	20%

Identifying future requirements

After further consideration, the group went back to the number of future jobs and taking everything into account decided on a number of 250. This is illustrated as follows:

	2011	2031 projected	Change
Living and working in business premises in Alresford	550	600	50
Home workers in Alresford	400	600	200
Total living and working in Alresford	950	1200	250

Table 1: Projected increase in those living and working in Alresford, 2011-2031.

It was noted that the above figure is not directly comparable with the figure of 200 jobs that was listed within the original Employment Needs Group report⁹. The original report did not include home workers within the calculation. See Appendix A.

This exercise provided clarity and a clear path of the source of the numbers used.

The group should be aware that, as with all predictions, there is a likelihood of significant variation in terms of what eventually transpires. For example, while data and trends support our findings of expansion in the homeworking sector, changes over the next 20 years could result in a lower or higher number.

Equally, is it realistic that Alresford jobs held by Alresford residents will only increase from 550 to 600 to 2031 or will we be able to employ more residents in the town over the period? All predictions therefore should be treated with caution.

Both at its meeting (18th February) and subsequently, further analyses of job sector trends confirmed the growing importance of business services, creative industries, knowledge-based and tourism-based employment opportunities to our local economic prosperity and contribution to the District as a whole.

⁹ [NATC Needs Assessment Group – Employment and the Local Economy Report](#), 2013. See page 3.

For the purpose of providing a Land Requirement Summary, this exercise also resulted in the conclusion that whilst the number of jobs is important, what sectors those jobs fall into and what sorts of premises are best suited to future requirements, are equally important.

Meeting closed 8.45pm

Appendix A

Number of Jobs Needed until 2031 Reworking of Original Report

Current Data 2011	Alresford	Percentage	Source
Population	5410	100%	2011 Census
People aged 16-74	3787	70%	2011 Census
Economically active	2727	72%	2011 Census
% living & Working in Alresford	1044	38%	2007 SQW Land Survey
2013 Forecast for 2031	Alresford	Percentage	Source
Population	6709	100%	Original HCC Forecast
People aged 16-74	4428	66%	Original HCC Forecast
Economically active	3188	72%	Original HCC Forecast
% living & Working in Alresford	1221	38%	
Additional working in Alresford 1221 minus 1044	177*		Calculation

*This was used as the basis for the original recommendation that there would be a requirement for around 200 jobs during the plan period.

Appendix B

Recalculated based on Revised Population figures

Current Data 2011	Alresford	Percentage	Source
Population	5410	100%	2011 Census
People aged 16-74	3787	66%	2011 Census
Economically active (EA)	2727	72%	2011 Census
Hosted Jobs In Alresford	1250		2011 Census, Business Surveys
Working & Living in Alresford Employed in Business Premises	550	=20% of EA	2011 Census, Business Surveys
Homeworkers	400	=14.7% of EA	2011 Census, Business Surveys
Employment Needs Sub group Estimate of those Living & working in Alresford	950	=35% of EA	2011 Census, Business Surveys
Revised Forecast for 2031	Alresford	Percentage	Source
Population	6237	100%	Rev HCC Forecast
People aged 16-74	4179	67%	Rev HCC Forecast
Economically active (EA)	3009	72%	Rev HCC Forecast
Hosted Jobs In Alresford			
Working & Living in Alresford Employed in Business Premises	600	=20% of EA	Based on existing + 10%
Homeworkers NOT requiring Business premises	600	=20% of EA	Based on existing + 50%
Employment Needs Sub group Estimate of those Living & working in Alresford	1200	=39.9% of EA	New percentage
Revised Additional jobs working & living in Alresford 1200 minus 950	250		Calculation