

Dursley Neighbourhood Development Plan

Economy topic – Highlights of Evidence – 8 Oct 2014

BACKGROUND

Successful local businesses are important to Dursley because they draw people into the town, helping to pay for local facilities and contributing to a good looking environment that we all enjoy.

Employment for local people is important because it generates wealth that can be spent locally drives the rest of the economy.

However the loss of major employers and house-building on employment land provides a challenge.

The natural attractions of Dursley as a place to live, a compact town surrounded by wooded hills, can be limitations for businesses – narrow roads, steep hills, pedestrian crossings, mini roundabouts & traffic lights, and poor connections to major roads – making it less attractive for customers and prospective employers from outside the town.

The Neighbourhood Development Plan therefore needs to address these challenges and exploit the opportunities.

EMPLOYMENT DATA

Dursley total population in 2011 was 6,697 (2011), up 15% since 2001 (5,814).

Dursley's working age population is (i.e. aged 16-64) 4,100

3,302 (2011) of Dursley working age population are employed, i.e. 75%

Job-seekers claimants @ 100 2.5% is consistently worse than Stroud (1.5%) and better than the national average (3%).

The numbers in each Occupational Group (2011 census) are similar to those for Stroud, SW Region & the national average:

Occupations	Dursley #	Dursley %	Stroud %	SWest %	Eng %
Professional	591	18%	19%	17%	17%
Skilled Trades	462	14%	14%	13%	11%
Elementary	370	11%	9%	11%	11%
Associate Professional and Technical	358	11%	12%	12%	13%
Administrative and Secretarial	339	10%	10%	11%	11%
Caring, Leisure and Other Service	336	10%	9%	10%	9%
Process, Plant and Machine Operatives	314	10%	7%	7%	7%
Managers, Directors and Senior Officials	300	9%	12%	11%	11%
Sales and Customer Service	232	7%	6%	8%	8%

Dursley NDP - Economy topic –Evidence highlights

Dursley’s history is reflected in higher than average representation of engineering-related occupations, e.g. “Engineering Professionals”, “Assemblers and Routine Operatives”, “Plant and Machine Operatives” & “Elementary Process Plant Occupations” – totalling 313 (11%), compared to average for England 6.3%.

Occupations that are relatively under-represented in Dursley include:

Occupation	Dursley #	Dursley %	Eng %	Dursley eqiv (*)	Diff
Sales Assistants and Retail Cashiers	167	5.1%	5.8%	192	25
Other Elementary Services Occupations	75	2.3%	2.9%	96	21
Nursing and Midwifery Professionals	52	1.6%	2.1%	68	16
Administrative Occupations	51	1.5%	2.4%	81	30
Protective Service Occupations	34	1.0%	1.5%	49	15
Health Professionals	22	0.7%	1.4%	46	24
Artistic, Literary and Media Occupations	17	0.5%	1.2%	39	22
	418			607	54

(*) i.e. the number that might be expected to live in Dursley, based on the national average

This under-representation might reflect a lack of local employment opportunities in those areas in 2011 – although the opening of Sainsbury’s and the Vale Hospital should address some of these.

Employment premises

According to the Valuation Office business rating list in April 2014 Dursley had approx. 52,000 sqm of business premises – excluding nursing homes, farms & public facilities (which aren’t liable for rates) & pubs (which are rated on turnover rather than space):

Sector	Floor area (Sqm)	%	% ex Mfg	Locations
Manufacturing	18,742	35%	N/A	Was Lister Petter & Lister Shearing (19000sqm), but both have now moved away.
Business	13,536	26%	40%	Littlecombe (2700 sqm), Drake House (1900 sqm), Priory (1,500 sqm), Uley Road (1500 sqm) Evesham Hse (600 sqm) + many smaller
Retail	8,097	16%	25%	Parsonage Street (4,300 sqm), Silver St (1,600 sqm), Long Street (1,200 sqm), Kingshill Rd (500 sqm), Uley Rd (200 sqm)
Leisure	4,357+	9%	14%	Long Street (1600+ sqm), Parsonage St (700+ sqm), Kingshill Rd (500 sqm)
Food & Groceries	4,160	8%	12%	LIDL & Sainsbury (4000 sqm)
Health	1,202++	2%	3%	Hospital, Doctor, Dentists
Transport	1,016++	2%	3%	Motor Repairs, Showrooms & Filing Stn (1000 sqm) Also Car Parks & Bus Stn

Dursley NDP - Economy topic –Evidence highlights

Sector	Floor area (Sqm)	%	% ex Mfg	Locations
Financial services	520	1%	1.5%	Banks
Education & Training	374	1%	<1%	Schools & Library
Sports	231+	<1%	<1%	Swimming Pool
Nursing & Care Homes	No data available			Drake Lane, Henlow Drive etc

NOTE That the Valuation Office Agency has its own classification system for business premises, which doesn't correspond with the ONS census system, so the above has been summarised based on VOA descriptions.

The remaining business space vacated by Lister Petter and Lister Shearing, which will be lost to housing, was about 1/3rd of employment space in Dursley