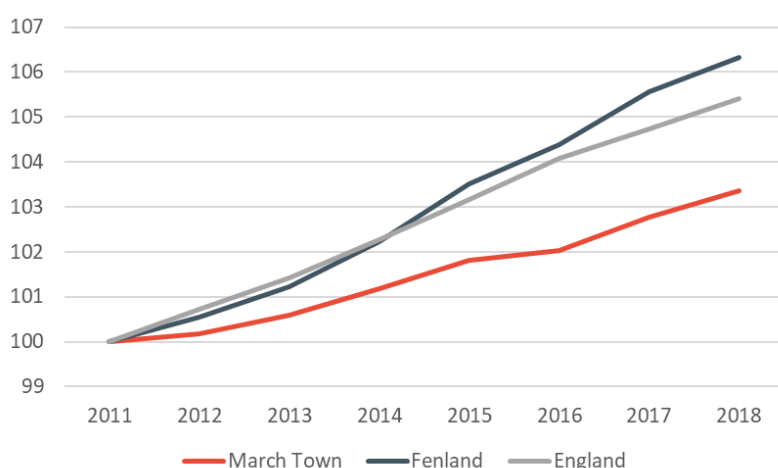


APPENDIX D - March Town Centre Profile

Demography

As of 2018, the population of March is 23,087 people. The figure below compares trends in population across March, Fenland and England between 2011 and 2018. March's population grew slower than Fenland throughout the period. Fenland's population grew in line with the rest of England and has exhibited faster growth since 2015.

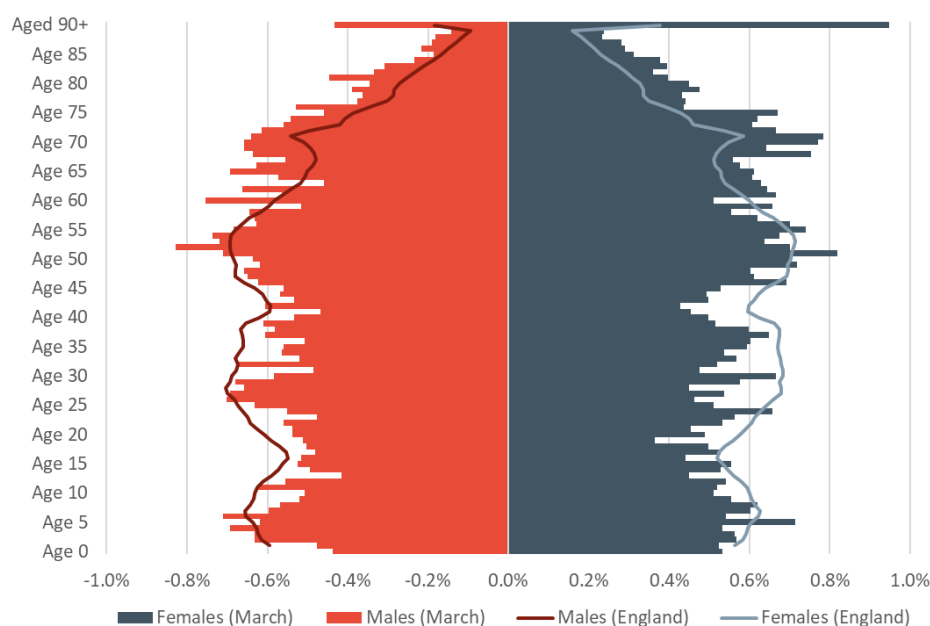
Population Growth in March, Fenland and England, 2011-2018 (Index 2011 = 100)



Source: Population Estimates, ONS, 2019

The age profile presented in the figure below shows that the population of March is predominantly older. Compared to England, March has relatively larger concentrations of residents over 60 and lower densities of younger, especially female, residents.

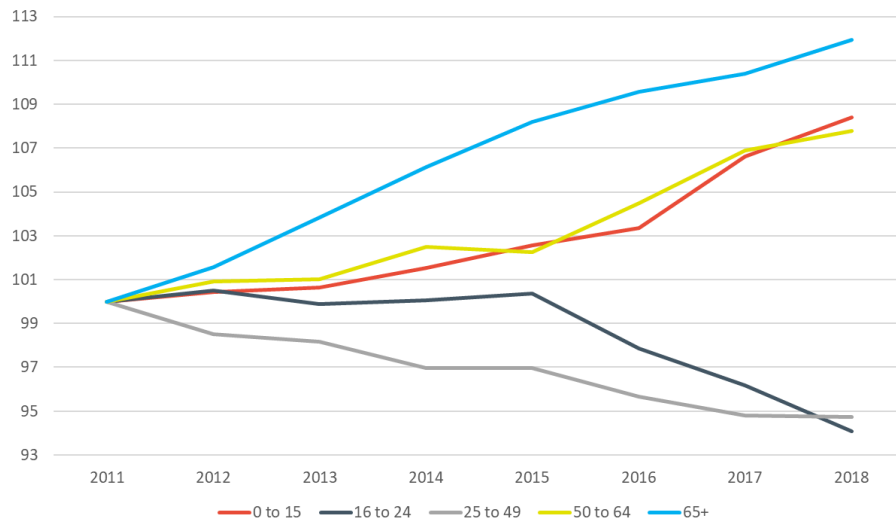
Population pyramid for March, 2018



Source: Population Estimates, ONS, 2019

The graph below reveals that March has an overall aging population. The 65+ age group is the fastest growing, whilst the population aged 25-49 has been declining. A similar decline is noticed amongst those aged 16-24, which has accelerated since 2015. The 0-15 and 50-64 age groups exhibit similar trends over the period.

Population size change by age group, 2011-2018 (Index 2011 = 100)

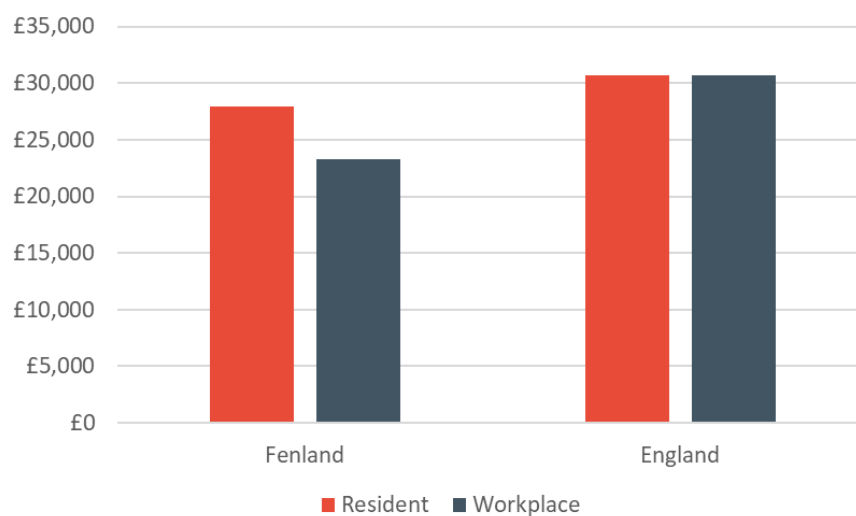


Source: Population Estimates, ONS, 2019

Incomes

The figure below shows that resident earnings are higher than workplace earnings in Fenland, whilst both are lower compared to pay levels in England. The average resident in Fenland earns about £27,976 per year, which is £2,685 lower than resident earnings across England. The annual earnings of the average worker in Fenland is £23,279, a difference of £7,388 from the rest of England.

Average annual gross pay for Fenland and England, 2019



Source: Annual Survey of Hours and Earnings, ONS, 2019

Employment

Employment in March remained at 8,000 people between 2015 and 2018.

As shown in the table below, the largest employment sectors in March are: manufacturing (11%); retail (10%); public administration & defence (10%); health (10%); education (9%); and business administration & support services (8%).

At 50%, manufacturing, along with the professional, scientific & technical sector, noted the largest employment growth since 2015, whilst business administration & support services noted the largest contraction (-40%). Substantial employment growth was also recorded for the transport & storage (25%) and arts, entertainment, recreation & other services (20%) sectors.

The location quotient is used to compare March's specialisms relative to Fenland. The proportion of employment in public administration & defence is 3 times larger compared to that of Fenland. March also exhibits a higher degree of specialisation in property (1.8), mining, quarrying & utilities (1.5), accommodation & food services (1.4) and arts, entertainment, recreation & other services (1.4). Agriculture, forestry & fishing and wholesale are relatively insignificant sectors in terms of employment sector specialisation.

Employment by broad industrial group in March, 2018

Industry	2018	% in 2018	LQ (compared to Fenland)	Change since 2015
Agriculture, forestry & fishing	300	4%	0.5	n/a
Mining, quarrying & utilities	125	2%	1.5	0%
Manufacturing	900	11%	0.7	50%
Construction	400	5%	1.1	-20%
Motor trades	175	2%	1.0	0%
Wholesale	250	3%	0.5	-17%
Retail	800	10%	1.3	-11%
Transport & storage	500	6%	0.8	25%
Accommodation & food services	450	6%	1.4	-10%
Information & communication	50	1%	0.7	-33%
Financial & insurance	50	1%	0.7	0%
Property	175	2%	1.8	-13%
Professional, scientific & technical	300	4%	0.8	50%
Business administration & support services	600	8%	0.8	-40%
Public administration & defence	800	10%	3.0	-11%
Education	700	9%	1.1	0%
Health	800	10%	1.0	14%
Arts, entertainment, recreation & other services	300	4%	1.4	20%
Total	8,000	100%	-	0%

Source: Business Register and Employment Survey, ONS, 2019

Business

In March, 700 businesses are recorded in 2019, which is an increase of 35 businesses (5% growth) compared to 2016.

As shown in the table below, most businesses are to be found in the construction sector (22%). Agriculture, forestry & fishing and professional, scientific & technical respectively account for about 9% of businesses in March, followed by business administration & support services (8%). The latter noted the highest business growth since 2016 (22%), with health (20%) and construction (15%) following. Notable contractions in business counts are noticed for retail (-22%) and wholesale (-20%).

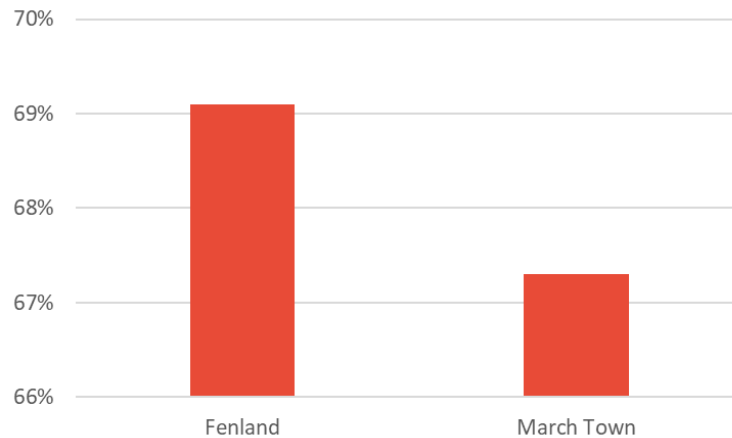
Business Data			
Industry	2019	% in 2019	Change since 2016
Agriculture, forestry & fishing	60	9%	9%
Mining, quarrying & utilities	10	1%	0%
Manufacturing	40	6%	0%
Construction	155	22%	15%
Motor trades	35	5%	0%
Wholesale	20	3%	-20%
Retail	35	5%	-22%
Transport & storage (inc postal)	45	6%	0%
Accommodation & food services	50	7%	0%
Information & communication	25	4%	0%
Financial & insurance	10	1%	0%
Property	10	1%	0%
Professional, scientific & technical	60	9%	9%
Business administration & support services	55	8%	22%
Public administration & defence	5	1%	0%
Education	10	1%	0%
Health	30	4%	20%
Arts, entertainment, recreation & other services	50	7%	0%
Total	700	100%	5%

Source: UK Business Counts, ONS, 2019

Economic Activity

According to the 2011 Census, there were 10,772 economically active people in March, which approximately represents 67% of the town's residents aged 16-74. The respective economic activity rate for Fenland is higher at about 69%.

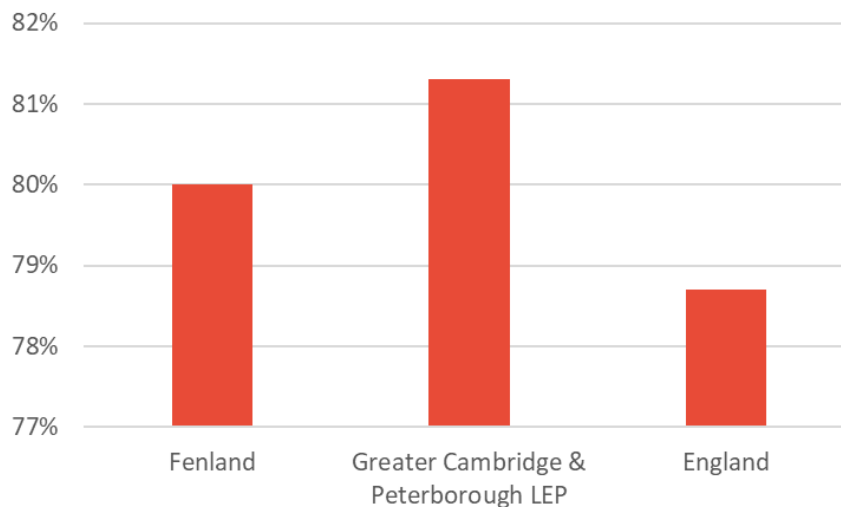
Economic activity rate (%) in March and Fenland, 2011



Source: Census 2011, ONS, 2019

According to annual population survey data, in Fenland, the rate of economically active population aged 16-64 is 80%, which is about 1% lower than the rate noted for the Greater Cambridge & Peterborough LEP. These rates are higher than the rest of England, for which the economic activity rate is 79%.

Economic activity rate (%) in Fenland and comparators, 2018



Source: Annual Population Survey, ONS, 2019

Between November 2018 and October 2019, in March an average of 247 people claimed benefits. On average, this represents approximately 2.3% of the economically active population of March over that period and it is broadly in par with the rate for Fenland (2.5%). Although, the proportion of claimants is higher in March compared to the Greater Cambridge and Peterborough LEP (1.9%), it is about 1% lower relative to the rest of England.

Claimants of benefits in March and Comparators, 2019

	Count	% of economically active residents (aged 16+)

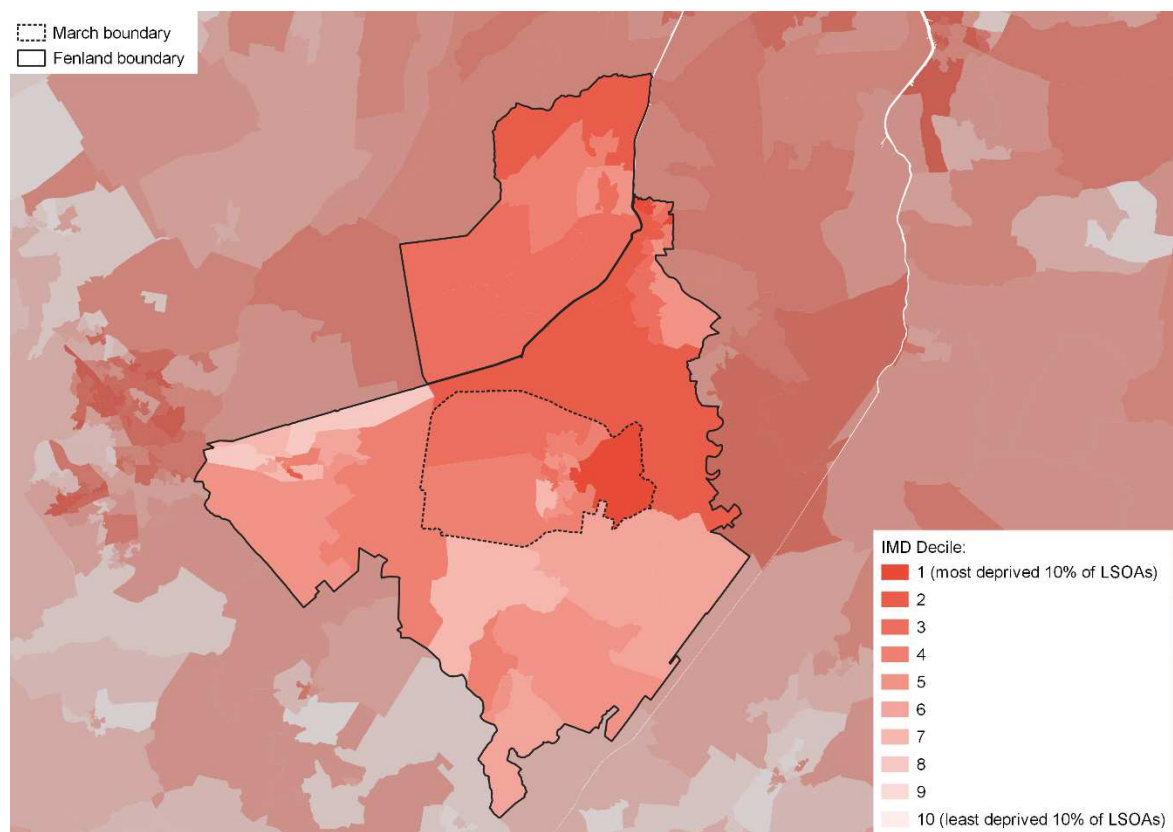
March	247	2.3%
Fenland	1,250	2.5%
Greater Cambridge & Peterborough LEP	16,390	1.9%
England	903,214	3.2%

Source: Claimant Count, ONS, 2019

Deprivation

The map below shows the Index of Multiple Deprivation (2019) for the town of March and the wider Fenland District. March appears to exhibit higher deprivation levels, relative the rest of England. However, this appears to be in line with the pattern observed across Fenland, with about 78% of lower super output areas (LSOAs) in the district being between the 10% and 50% most deprived in England.

Index of Multiple Deprivation (IMD) in March and Fenland, 2019



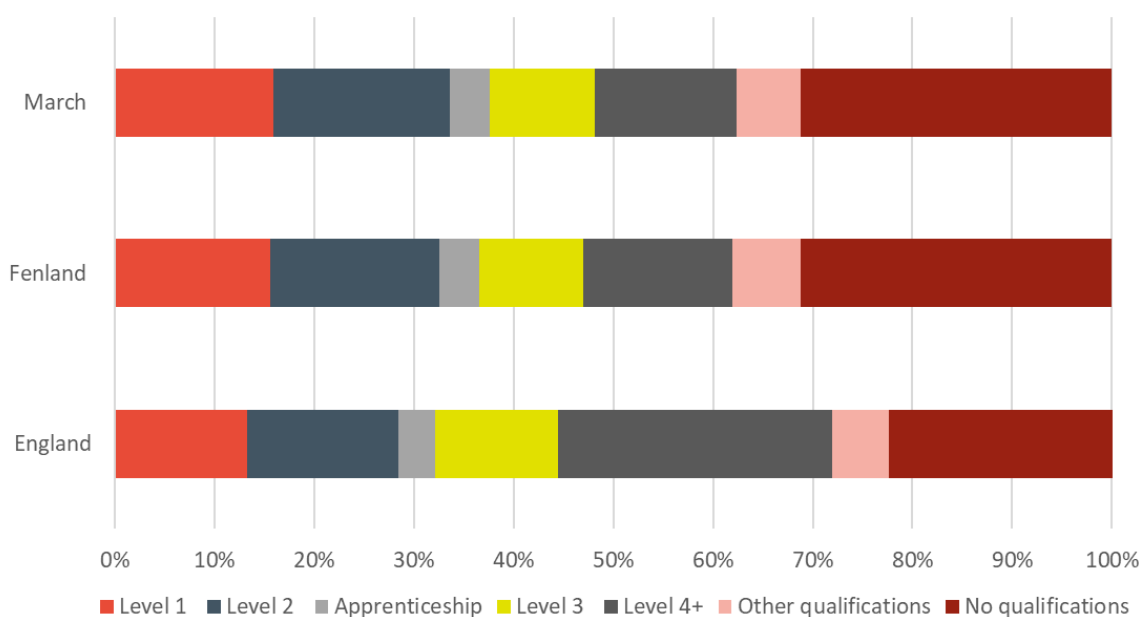
Source: Index of Multiple Deprivation (IMD) 2019, Ministry of Housing, Communities and Local Government, 2019

Specifically, in March, only one out of the twelve LSOAs performs above average in terms of overall deprivation, as it is amongst the 30% least deprived in England. Of the remaining, one LSOA is amongst the 10% most deprived, two are amongst the 30% most deprived, whilst about 66% (8 out of 12) LSOAs fall within the 40% and 50% most deprived LSOAs.

Skills

The skills profile of residents aged 16+ in March is in line with that of the wider Fenland district. The residents of March and Fenland tend to have low skill levels. Approximately 34% of residents have Level 1 or Level 2 qualifications, which is 1% higher compared to the rest of Fenland. In both cases, about 31% of residents have no qualifications, which is a significantly higher percentage compared to England (23%). Moreover, those with Level 4+ qualifications make up 14% and 15% of March's and Fenland's residents respectively, which is substantially lower relative to England (27%).

Qualifications of residents in March, Fenland and England, 2011

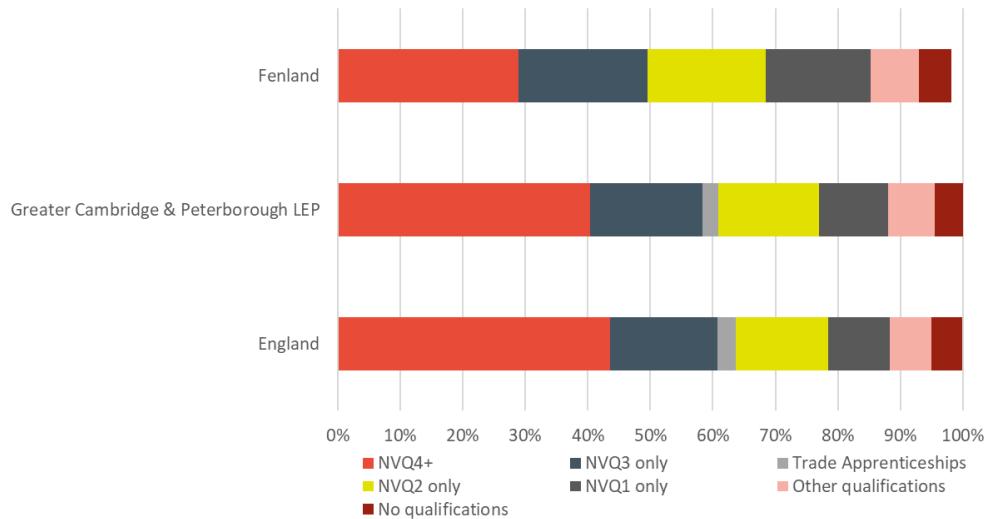


Source: Census 2011, ONS, 2019

More recent data from the annual population survey (2019) confirms some of the above trends. The proportion of economically active residents with NVQ4+ is significantly lower in Fenland (29%)

compared to Greater Cambridge and Peterborough LEP (40%) and England (44%). Fenland residents are more likely to hold NVQ3 (21%), NVQ2 (19%) and NVQ1 (17%) qualifications, relative to comparator areas. The proportion of those with no qualifications, whilst comparable across areas, tends to be slightly higher in Fenland than in the Cambridge and Peterborough LEP.

Qualifications of economically active residents in Fenland and comparators, 2018

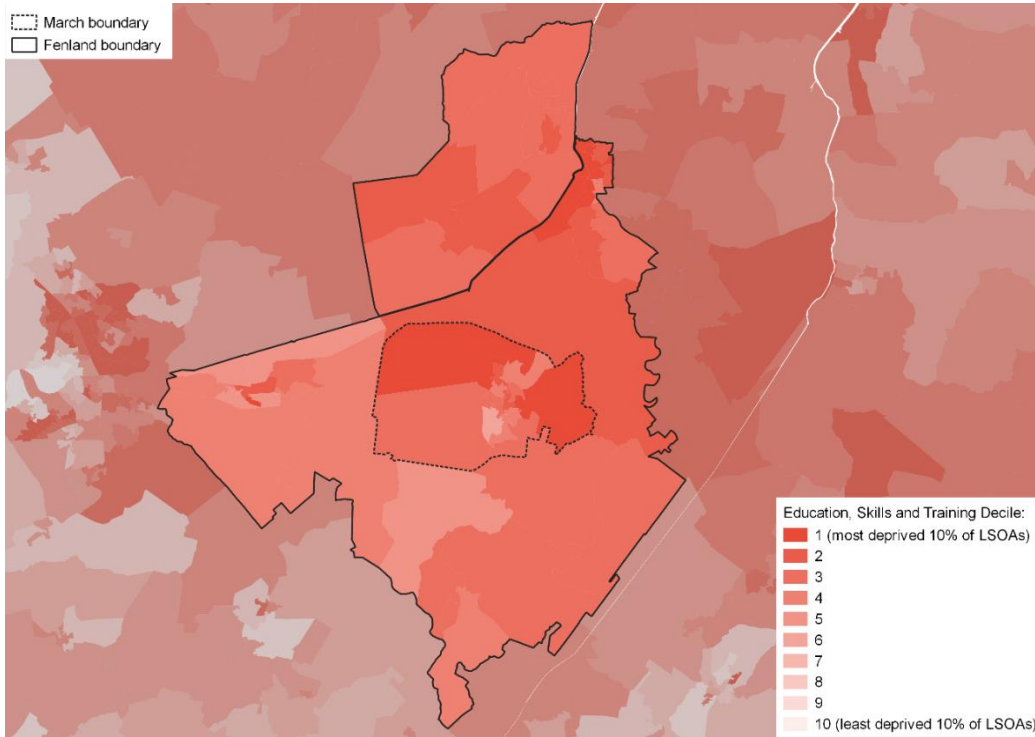


Source: Annual Population Survey, ONS, 2019

Note: No trade apprenticeship data is available for Fenland.

The map below shows maps the education, skills and training sub-component of the IMD for March and Fenland, which confirms the prevalence of low skill levels in Fenland: 71% of LSOAs in the district fall between the 10% and 30% most skilled deprived areas in England. In March seven out of the twelve LSOAs fall within that range, whilst four are amongst the 40% most skilled deprived in England. One LSOA falls in the sixth decile of the index, making its performance marginally above average.

Education, skills and training deprivation in March and Fenland, 2019

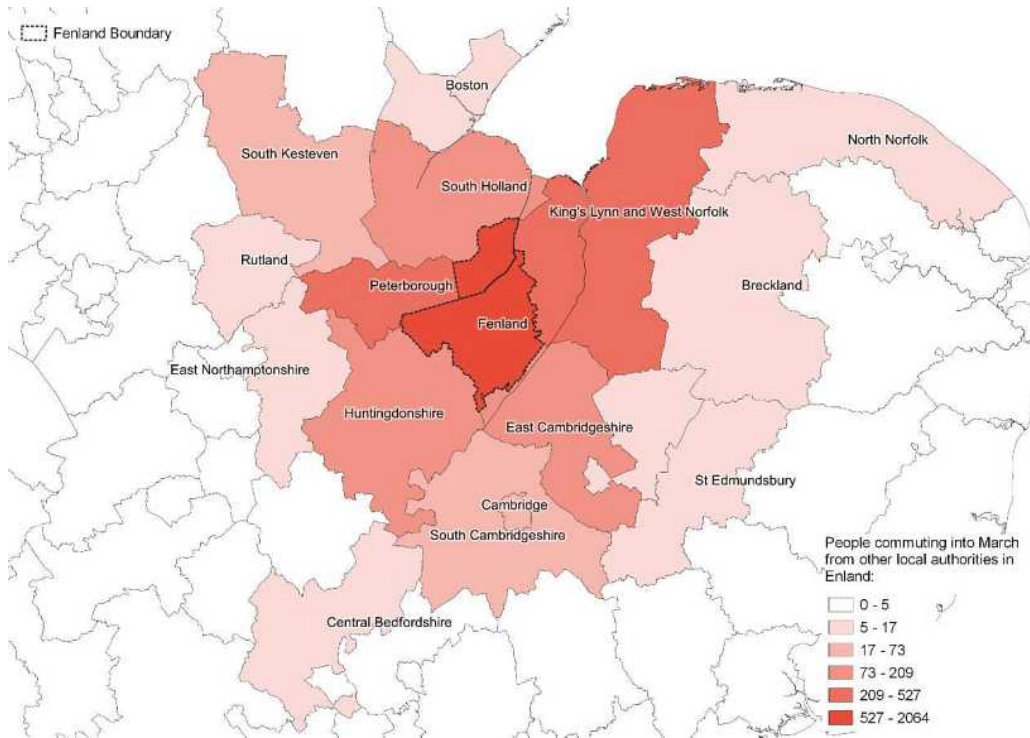


Source: Index of Multiple Deprivation 2019, Ministry of Housing, Communities and Local Government, 2019

Commuting

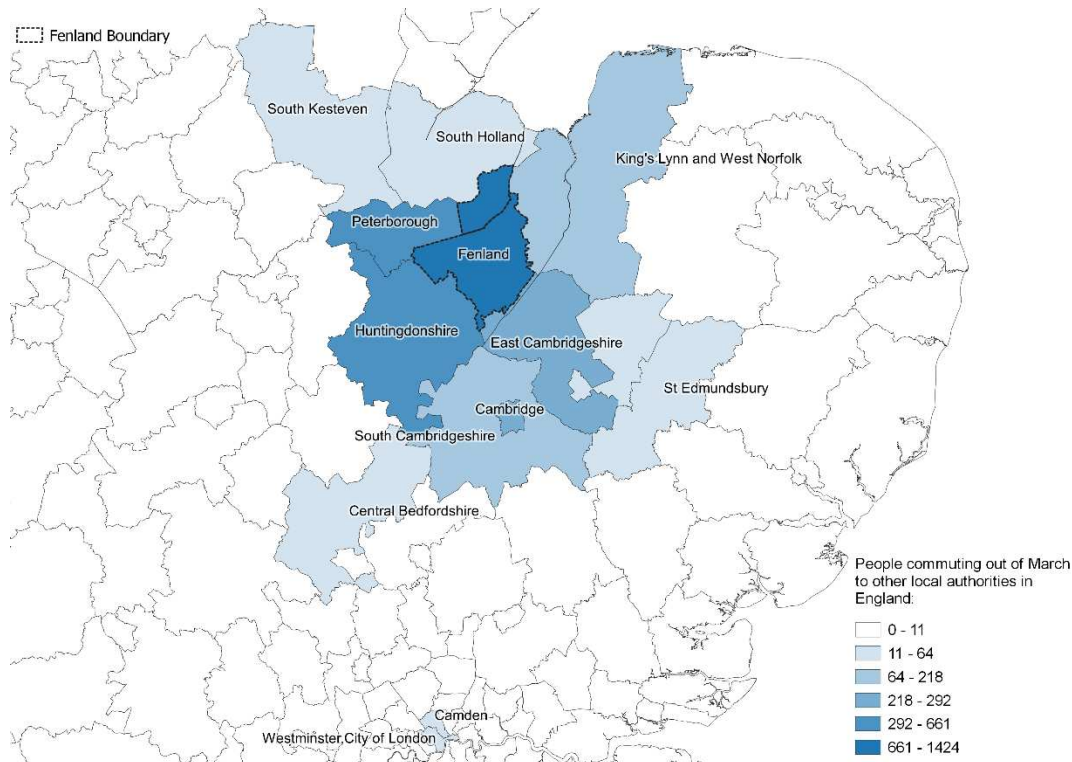
The most recent data showing commuting trends is from the 2011 Census. This shows that a total of 3,991 people commute to work in March, whilst overall 4,210 commute out of the town for work, resulting in a net population outflow of 219.

Commuter inflows to March from local authorities in England, 2011



Source: Origin Destination, Census 2011, ONS, 2019

Commuter Outflows from March to local authorities in England, 2011



Source: Origin Destination, Census 2011, ONS, 2019

The table below shows the origin and destination locations, for which more than 10 commuters are recorded. The main locations from where there is a net inflow of commuters into March include the rest of Fenland (640 people), King's Lynn and West Norfolk (229) and South Holland (132). Conversely, the largest net commuter outflows from March are to Huntingdonshire (386 people), Cambridge (223), South Cambridgeshire (153) and Peterborough (134).

Top origin destinations for March, 2011

Commuter Inflows		Commuter Outflows	
Place of residence	March (Place of Work)	March (Place of Residence)	Place of work
(Rest of) Fenland	2,064	1,424	(Rest of) Fenland
Peterborough	527	661	Peterborough
King's Lynn and West Norfolk	426	567	Huntingdonshire
East Cambridgeshire	209	292	East Cambridgeshire
South Holland	196	260	Cambridge
Huntingdonshire	181	218	South Cambridgeshire
South Kesteven	73	197	King's Lynn and West Norfolk
South Cambridgeshire	65	64	South Holland
Cambridge	37	36	South Kesteven
Breckland	17	33	Westminster, City of London
Forest Heath	13	26	Central Bedfordshire
East Northamptonshire	12	25	Forest Heath

St Edmundsbury	12	19	Camden	
Boston	11	17	St Edmundsbury	
North Norfolk	10	11	East Northamptonshire	