



## Economic profile, part 2 – Datchet at work

Alison Crampin, 11 April 2017

The evidence presented here is intended as a starting point for further investigation.

The Locality Worksheet 5 recommends that Neighbourhood Plans consider the following:

**Local employment and industries.** Major local industries and trends (growing and declining sectors), how much employment is local and how much involves commuting, how good transport links are to employment areas, whether local skills match employment opportunities, rate of business start-ups, availability of incubator units, business parks and industrial estates, employment land supply.

**Surveys.** Useful economic surveys might cover local businesses, vacancy rates and floorspace availability, available sites, land values.

### In this document

Economic activity in Datchet .....	p2
Hours worked by residents .....	p3
Type of work available (key industries in East Berks) .....	p3
Professions and occupations undertaken by Datchet residents .....	p4
Employment opportunities in East Berks .....	p8
How Datchet residents travel to work.....	p9
Commuting by public transport .....	p9
Environmental impact of a highly-mobile labour market .....	p10
Sources.....	p10

## Economic activity

Datchet has 3572 residents of working age (ie between 16 and 74), more than three-quarters (2729) of whom are economically active. Of the economically active (2729), more than 60% are in full-time employment, 15% in part-time employment, 16% are self-employed (447 people).<sup>3</sup>

Group	Datchet	% of all usual residents 16-74	RBWM	% of all usual residents 16-74
All usual residents age 16-74	3572	100	104247	100
Economically active	2729	76.4*	77650	75
Part time employee	415	11.6	12727	12.2
Full-time employee	1664	46.6	46337	44.5
Self-employed with employees part time	12	0.34	464	0.45
Self-employed with employees, full time	86	2.4	2280	2.2
Self-employed without employees part time	111	3.1	3685	3.5
Self-employed without employees full time	238	6.7	6474	6.2
Unemployed	129	3.6	3292	3.2
Economically active full-time student	74	2	2391	2.3
Economically inactive total	843	23.6	26597	25.6

\*NB this figure is different from that given in RBWM Ward data which indicates 70.7% of Datchet population are in employment. That figure is reached by taking the number of economically active residents then subtracting unemployed residents and economically active full-time students. The equivalent figure for RBWM is 69%.

## How many hours per week do Datchet residents work?

In Datchet, there are 2583 usual residents age 16-74 in employment. Of these, nearly 60% work between 31 and 48 hours per week. Another 18% work 49 hours or more per week.<sup>3</sup>

This is consistent with overall statistics for East Berkshire which indicate that almost three quarters of the workforce are in full-time employment. This is largely related to the particular concentration of full-time employment in Slough.<sup>1</sup>

Just over 22% (of usual residents age 16-74 in employment) work part time: nearly 8% work 15 hours or fewer per week; about 15% work 16-30 hours per week.<sup>3</sup>

## What type of work do they do?

There is a concentration of high-value employment in East Berkshire. The Gross Value Added (GVA) per worker is substantially greater in East Berkshire than the South East average.<sup>1</sup>

Key industries in the East Berkshire area include<sup>1</sup>:

- **Banking, finance and insurance** and particularly the higher-value activities within this sector, including IT and software, business management and consultancy. (Berkshire's economy is underpinned by a strong and well-established business services and finance sector: £2 out of every £5 of Berkshire's GVA is created by this sector. However, the reliance on this sector for wealth generation may leave the area particularly vulnerable to recessionary impacts which points to the need for a diverse economic base.)
- **Telecommunications:** employs more than 5,000 people across East Berkshire. Employment is particularly focused around the Slough Trading Estate
- **Manufacturing:** based predominantly in Slough where there is strong representation of higher-value manufacturing (such as pharmaceuticals/medical instruments) as well as more traditional manufacturing (such as confectionery).
- **Tourism:** particularly important to the RBWM economy with key concentrations of employment in Windsor and Eton.
- **Public sector:** employment in East Berkshire is less dependent on the public sector than nationally, with 18% of employment in the public sector compared to 27% nationally.
- **Wholesalers:** Wholesale employment is strongly represented along the M25/M40 distribution corridor from Slough through South Bucks up to Wycombe.
- **Airport support services:** Slough's proximity to Heathrow has attracted a number of companies specialising in transport, administration and support services for the airport.

RBWM is home to a highly-skilled population. The proportion of residents with no qualifications is well below the regional average, and a high proportion of residents are qualified to the highest levels. RBWM residents are typically employed in more highly-skilled occupations than is average across the region.<sup>1</sup>

The following table gives an overview of the types of professions and occupations undertaken by Datchet residents in employment.<sup>3</sup> This information is relevant to new businesses setting up in the village because it highlights the skills available locally.

Type of employment	Number in Datchet
1. Managers, Directors and Senior Officials	421
2. Professional Occupations	566
3. Associate Professional and Technical Occupations	448
4. Administrative and Secretarial Occupations	310
5. Skilled Trades Occupations	204
6. Caring, Leisure and Other Service Occupations	174
7. Sales and Customer Service Occupations	155
8. Process, Plant and Machine Operatives	123
9. Elementary Occupations	182

The following table provides a more detailed breakdown of each of these employment groups.<sup>3</sup>

Type of employment	Number in Datchet
<b>1. Managers, Directors and Senior Officials</b>	<b>421</b>
<b>Corporate Managers and Directors</b>	311
• 111. Chief Executives and Senior Officials	13
• 112. Production Managers and Directors	61
• 113. Functional Managers and Directors	130
• 115. Financial Institution Managers and Directors	7
• 116. Managers and Directors in Transport and Logistics	33
• 117. Senior Officers in Protective Services	16
• 118. Health and Social Services Managers and Directors	8
• 119. Managers and Directors in Retail and Wholesale	43
<b>Other Managers and Proprietors</b>	110
• 121. Managers and Proprietors in Agriculture Related Services	2
• 122. Managers and Proprietors in Hospitality and Leisure Services	38
• 124. Managers and Proprietors in Health and Care Services	4
• 125. Managers and Proprietors in Other Services	66
<b>2. Professional Occupations</b>	<b>566</b>
<b>Science, Research, Engineering and Technology Professionals</b>	173
• 211. Natural and Social Science Professionals	17
• 212. Engineering Professionals	34

• 213. Information Technology and Telecommunications Professionals	116
• 214. Conservation and Environment Professionals	2
• 215. Research and Development Managers	4
<b>Health Professionals</b>	<b>87</b>
• 221. Health Professionals	42
• 222. Therapy Professionals	11
• 223. Nursing and Midwifery Professionals	34
<b>Teaching and Educational Professionals</b>	<b>113</b>
• 231. Teaching and Educational Professionals	113
<b>Business, Media and Public Service Professionals</b>	<b>193</b>
• 241. Legal Professionals	23
• 242. Business, Research and Administrative Professionals	101
• 243. Architects, Town Planners and Surveyors	20
• 244. Welfare Professionals	14
• 245. Librarians and Related Professionals	4
• 246. Quality and Regulatory Professionals	8
• 247. Media Professionals	23
<b>3. Associate Professional and Technical Occupations</b>	<b>448</b>
<b>Science, Engineering and Technology Associate Professionals</b>	39
• 311. Science, Engineering and Production Technicians	14
• 312. Draughtspersons and Related Architectural Technicians	3
• 313. Information Technology Technicians	22
<b>Health and Social Care Associate Professionals</b>	14
• 321. Health Associate Professionals	9
• 323. Welfare and Housing Associate Professionals	5
<b>Protective Service Occupations</b>	51
• 331. Protective Service Occupations	51
<b>Culture, Media and Sports Occupations</b>	88
• 341. Artistic, Literary and Media Occupations	49
• 342. Design Occupations	16
• 344. Sports and Fitness Occupations	23
<b>Business and Public Service Associate Professionals</b>	256
• 351. Transport Associate Professionals	5
• 352. Legal Associate Professionals	4
• 353. Business, Finance and Related Associate Professionals	65
• 354. Sales, Marketing and Related Associate Professionals	131
• 355. Conservation and Environmental Associate Professionals	0
• 356. Public Services and Other Associate Professionals	51

<b>4. Administrative and Secretarial Occupations</b>	<b>310</b>
<b>Administrative Occupations</b>	214
• 411. Administrative Occupations; Government and Related Organisations	25
• 412. Administrative Occupations; Finance	75
• 413. Administrative Occupations; Records	43
• 415. Other Administrative Occupations	57
• 416. Administrative Occupations; Office Managers and Supervisors	14
<b>Secretarial and Related Occupations</b>	96
• 421. Secretarial and Related Occupations	96
<b>5. Skilled Trades Occupations</b>	<b>204</b>
<b>Skilled Agricultural and Related Trades</b>	24
• 511. Agricultural and Related Trades	24
<b>Skilled Metal, Electrical and Electronic Trades</b>	72
• 521. Metal Forming, Welding and Related Trades	1
• 522. Metal Machining, Fitting and Instrument Making Trades	16
• 523. Vehicle Trades	17
• 524. Electrical and Electronic Trades	37
• 525. Skilled Metal, Electrical and Electronic Trades Supervisors	1
<b>Skilled Construction and Building Trades</b>	61
• 531. Construction and Building Trades	49
• 532. Building Finishing Trades	11
• 533. Construction and Building Trades Supervisors	1
<b>Textiles, Printing and Other Skilled Trades</b>	47
• 541. Textiles and Garments Trades	2
• 542. Printing Trades	6
• 543. Food Preparation and Hospitality Trades	35
• 544. Other Skilled Trades	4
<b>6. Caring, Leisure and Other Service Occupations</b>	<b>174</b>
<b>Caring Personal Service Occupations</b>	103
• 612. Childcare and Related Personal Services	60
• 613. Animal Care and Control Services	7
• 614. Caring Personal Services	36
<b>Leisure, Travel and Related Personal Service Occupations</b>	71
• 621. Leisure and Travel Services	39
• 622. Hairdressers and Related Services	19
• 623. Housekeeping and Related Services	12
• 624. Cleaning and Housekeeping Managers and Supervisors	1

<b>7. Sales and Customer Service Occupations</b>	<b>155</b>
<b>Sales Occupations</b>	115
• 711. Sales Assistants and Retail Cashiers	99
• 712. Sales Related Occupations	9
• 713. Sales Supervisors	7
<b>Customer Service Occupations</b>	40
• 721. Customer Service Occupations	26
• 722. Customer Service Managers and Supervisors	14
<b>8. Process, Plant and Machine Operatives</b>	<b>123</b>
<b>Process, Plant and Machine Operatives</b>	30
• 811. Process Operatives	7
• 812. Plant and Machine Operatives	6
• 813. Assemblers and Routine Operatives	6
• 814. Construction Operatives	11
<b>Transport and Mobile Machine Drivers and Operatives</b>	93
• 821. Road Transport Drivers	57
• 822. Mobile Machine Drivers and Operatives	7
• 823. Other Drivers and Transport Operatives	29
<b>9. Elementary Occupations</b>	<b>182</b>
<b>Elementary Trades and Related Occupations</b>	18
• 911. Elementary Agricultural Occupations	1
• 912. Elementary Construction Occupations	8
• 913. Elementary Process Plant Occupations	9
<b>Elementary Administration and Service Occupations</b>	164
• 921. Elementary Administration Occupations	17
• 923. Elementary Cleaning Occupations	30
• 924. Elementary Security Occupations	45
• 925. Elementary Sales Occupations	6
• 926. Elementary Storage Occupations	21
• 927. Other Elementary Services Occupations	45

## Qualifications

	Datchet	%	RBWM	%
All Usual Residents Aged 16 and Over	3928	100	115900	100
No Qualifications	565	14	18134	16
Level 1 Qualifications	444	11	13448	12
Level 2 Qualifications	571	15	16685	14
Apprenticeship	86	2	3476	3
Level 3 Qualifications	426	11	12933	11
Level 4 Qualifications and Above	1604	41	44500	38
Other Qualifications	232	6	6724	6



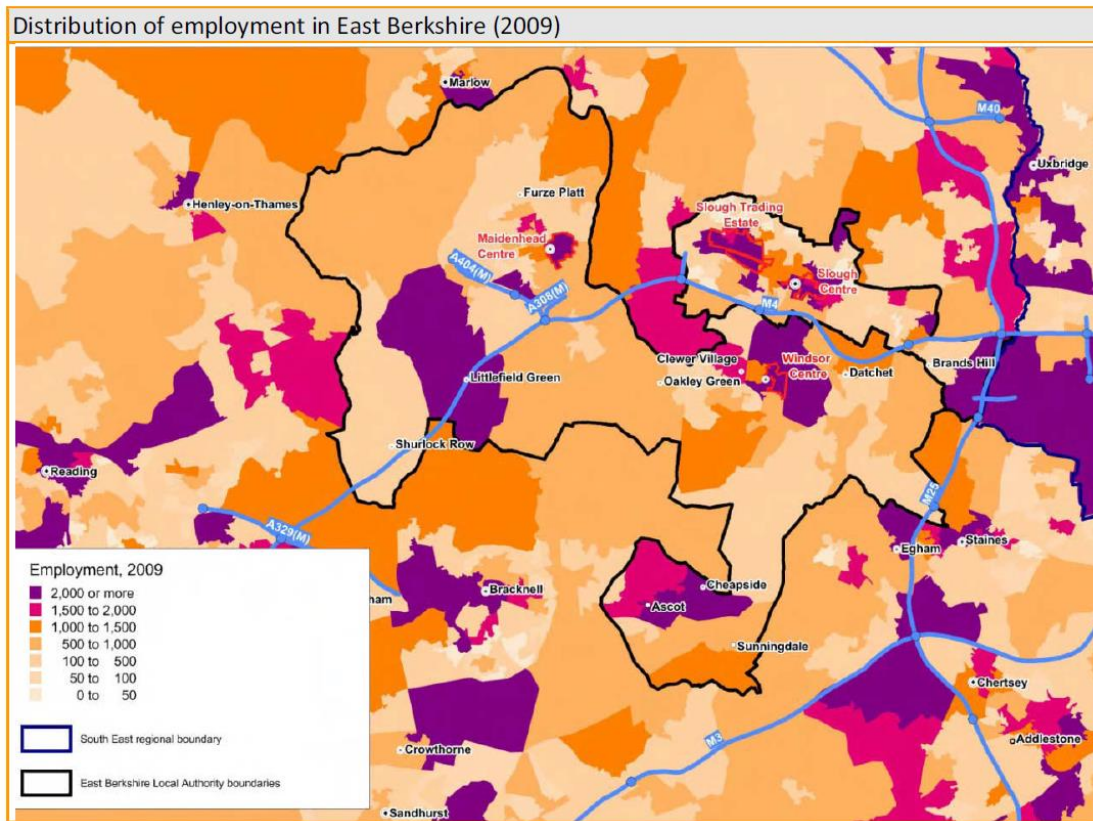
## Employment opportunities in and around Datchet

There are more than 120 businesses operating from commercial premises in Datchet. Shops are concentrated mainly around the Greens and the High Street, although there are also some shops on Horton Road. There are three business centres: Portland Business Centre, Riding Court and Ditton Park. In addition, a number of large employers are based close to Datchet, including London Heathrow Airport and its associated companies; Slough Trading Estate (SEGRO); and businesses along the A4 corridor, sometimes referred to as Silicon Alley because of the concentration of technology companies.

Overview of employment in East Berkshire:

- The volume of employment in East Berkshire is split equally between Slough and the Royal Borough of Windsor and Maidenhead (RBWM) with both supporting around 75,000 jobs.<sup>1</sup>
- RBWM has a particularly strong concentration of employment in small businesses. Businesses with fewer than 10 employees account for 26% of jobs in Windsor and Maidenhead compared to 14% in Slough and 21% nationally. Slough is weighted more heavily towards larger employers, focused around the Slough Trading Estate; 35% of jobs are in companies employing more than 200 people.<sup>1</sup>
- Within Berkshire, the largest concentration of employment space is found in Slough, followed by Reading and West Berkshire. These three authorities also represent the largest industrial locations in floorspace terms, while Reading and Windsor & Maidenhead record the highest amount of office space.<sup>2</sup>
- Levels of economic activity and employment in the area fell during the global financial crisis but on average these rates remained higher than those seen in similar areas and across the region. Despite this strong overall performance, challenges exist in certain areas of the labour market in RBWM, for example, finding ways to improve the take-up of local leisure and hospitality jobs by local residents.<sup>1</sup>

The following table from 2009 shows the distribution of employment in East Berkshire (2009).<sup>2</sup>





## How do Datchet residents get to work?

The local labour market is highly mobile. Datchet's proximity to major motorways (M4, M25, M40, M3) and important rail links means that large commercial centres of the South East, such as London, Slough and Reading are within commuting distance for Datchet residents with access to public or private transport. The commuting flows data in the 2011 census underlines the significant effect that London, Reading and Slough/Heathrow have on travel-to-work patterns in RBWM.<sup>2</sup> This connectivity means that Datchet businesses can also draw their workforce from a wide pool.

The number of Datchet residents aged 16-74 in employment in 2011 was 2583. Of these, 68% travelled to work in a car or van while 13% used the train. Nearly 90% of the 2032 households in the village had one or more cars or vans. In 2011, there were 3033 cars and vans in the village. Around 11%, 225 households did not have a car or van.<sup>3</sup>

The following table shows the type of transport used to travel to and from work.<sup>3</sup>

Type of transport used	Number in Datchet
Underground, Metro, Light Rail, Tram	21
Train	326
Bus, Minibus or Coach	50
Taxi	12
Motorcycle, Scooter or Moped	23
Driving a car or van	1670
Passenger in a car or van	93
Bicycle	65
On Foot	108
Other Method of Travel to Work	13
Work mainly at or from home	202

### COMMUTING BY PUBLIC TRANSPORT - OPTIONS

About 16% of Datchet's working residents used public transport or taxis to get to work.<sup>3</sup>

Currently there is a railway service linking Datchet with Windsor & Eton Riverside and stations to London Waterloo. At the time of writing there were two services an hour but the new franchisee, due to take over in August 2017, is proposing four services an hour. (While this new service may ease commuting, it is also expected to increase traffic congestion at the two level crossings in the village with a resultant impact on local businesses.)

The number of commuter rail services to the east and west available from Slough Railway Station will be increased by the opening of the new Elizabeth Line (Crossrail) in December 2019. This runs between Reading and London, via Maidenhead and Slough. Public transport services between Datchet and Slough, however, are poor.

The closest town centres are Windsor, Slough, Staines and Maidenhead. Of these centres, only Windsor and Staines are directly linked to Datchet by commuter rail services. There are no direct trains between Datchet and Slough/Maidenhead. There is an infrequent bus service to Slough, from where trains run to Maidenhead. There are also small commercial centres nearby in Eton, Colnbrook, Wraysbury, Old Windsor, and Egham. Of these, only Wraysbury is on the train line from Datchet.

**ENVIRONMENTAL IMPACT OF A HIGHLY-MOBILE LABOUR MARKET**

The lack of labour market containment and the scale of the commuter flows across the region have significant environmental implications. While the size of the available labour market is one of the area's core strengths, if future economic growth is to be sustainable, focus will need to be placed on improving levels of labour market containment. In practice, this will mean working with employers to highlight the benefit of employing local people, and working with residents to ensure that they have the right skills set to enter local employment.<sup>1</sup>

**Sources:**

1. East Berkshire Local Economic Assessment 2011  
[http://www.rbwm.gov.uk/public/east\\_berkshire\\_lea\\_report.pdf](http://www.rbwm.gov.uk/public/east_berkshire_lea_report.pdf)
2. Berkshire Functional Economic Market Area Assessment 2016  
[http://www.reading.gov.uk/media/5059/Berkshire-Functional-Economic-Market-Area-Study/pdf/Berkshire\\_FEMA\\_Study\\_Report\\_Feb16.pdf](http://www.reading.gov.uk/media/5059/Berkshire-Functional-Economic-Market-Area-Study/pdf/Berkshire_FEMA_Study_Report_Feb16.pdf)
3. ONS DATA, 2011 CENSUS