

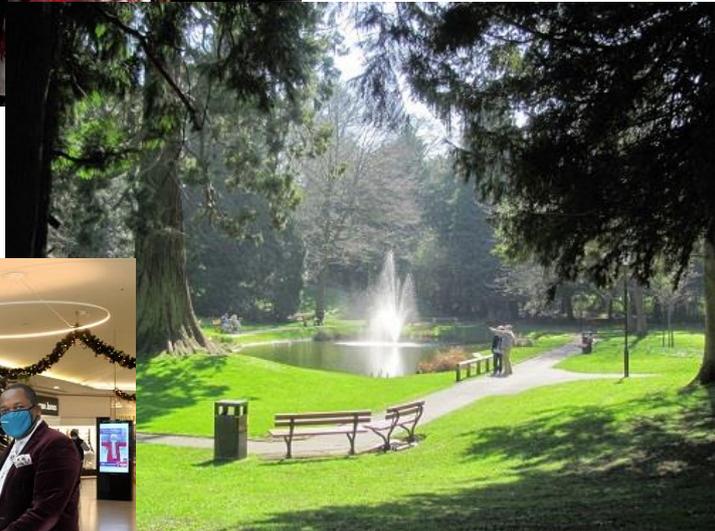


Economic Profile of Dacorum



← Mike Penning MP opening flexi-desk at Maylands Business Centre

Tring Memorial Park →



← Financial support for Marlowes Shopping Centre

Gadebridge Park Bridge →



← Filming activity in Dacorum



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About Dacorum

Background

Set in rural west Hertfordshire the Borough of Dacorum covers an area of 210 square kilometres with a population of 155,500 (ONS estimate, 2020). Created in 1974 following a nationwide review of local government, Dacorum borders Bedfordshire and Buckinghamshire, and extends from the outskirts of Watford along the valleys of the Gade and Bulbourne rivers northwards to the picturesque Chiltern Hills and beyond into Aylesbury Vale.

It is an area of great diversity where rich heritage and long history meets modern day living. The three main towns are Hemel Hempstead, a new town, Berkhamsted and Tring. Approximately 41% of the Borough's population live in a parished area, which includes Berkhamsted, Tring, King's Langley, Markyate, Bovington, the Gaddesden, Flamstead, Chipperfield, Aldbury and other villages. Five square kilometres of the Borough is designated as an area of outstanding natural beauty (AONB).

By road the M1, M10 and M25 motorways give Dacorum access to all major motorways linked to London and the rest of the UK. The A41 runs east to west through the Borough and the A5 runs north. Taking Hemel Hempstead (Dacorum) as a centre point, 80% of UK consumers can be reached within a four hour drive time, placing it among the top 25% most accessible local authorities in the country.

Situated along the west coast mainline, local train services from London Euston (half an hour) link Watford with Dacorum and northwards with Milton Keynes, Birmingham, Manchester, Liverpool and Scotland. Dacorum is convenient for four major airports, including Heathrow, Gatwick and Stanstead but more locally London Luton Airport, just half an hour away.

The Borough supports a diverse population with 21% 0-15 year olds and 17% over 65 years of age (Herts Insight, 2019). 62% of residents are working age (16-64). The proportion of residents who belong to ethnic minorities is 14% (2011 census), which is below the 20% for England as a whole. 9.1% of Dacorum residents were born outside the UK (ONS, 2018). To the outside world of Dacorum can be seen as an area of considerable wealth and prosperity but there are pockets of deprivation and income levels vary enormously.



- ◆ Dacorum ranks 220 out of 317 local authority areas for deprivation (income). Although several wards in Dacorum are among the most affluent in England, there are large discrepancies between wards across Dacorum, especially in Hemel Hempstead.
- ◆ Of the approximately 60,000 households in Dacorum around 10,400 are owned by the Council and rented to tenants.
- ◆ Dacorum has a very high level of car ownership compared to the rest of the country.
- ◆ Crime levels in Dacorum are low with 57.9 crimes per 1,000 population compared with 62.4 per 1000 in Hertfordshire, and 75.2 per 1000 across England and Wales.
- ◆ The wards of Hemel Hempstead Town, Highfield, Grove Hill, Adeyfield, Bennets End, and Tring Central, are all severely deprived concerning educational attainment, training, and skills in the resident population.



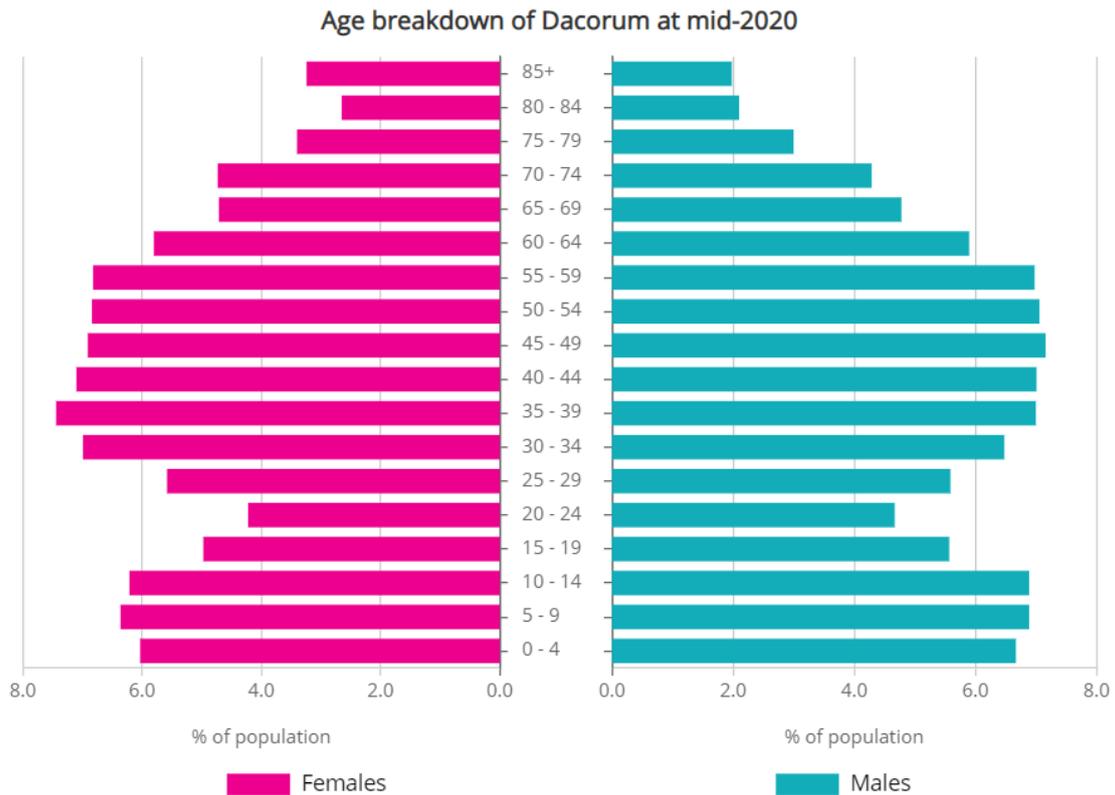
1. KEY FACTS AND ECONOMIC INDICATORS

- Dacorum accounts for the greatest proportion of Hertfordshire's GVA, more than any other district (13.7%). Dacorum GVA grew 34.4% from 2010 to 2018, is set to outperform the county and region, with an average growth rate of 4.3% each year.
- The total number of economically active individuals (16 and over) in employment in Dacorum is 80,100, and those in self-employment account for 14,700.
- The occupational structure of Dacorum is broadly similar to that of Hertfordshire. Managers, professional occupations, technical professions and senior officials occupy 54% of employment positions, with administrative and skilled trades at 17.6%. Leisure/care/other services, sales, and customer service hold 13%. Employment in manufacturing has declined by 22% from 2015 to 2019, whereas jobs in administration and support services have grown 540% in the same period.
- In July 2021, the claimant count in Dacorum was 4.3% of those aged 16 and over. This is just 0.1% higher than the county average, yet 1.2% lower than the England average. These figures are from the final month of COVID-19 restrictions, with significant disruption to the economy, household income, and employment. It is highly likely that these figures will change considerably in the remainder of 2021.
- For a pre-COVID benchmark, in February 2020 the claimant count in Dacorum was 1.9% of those aged 16 and over. This is the same as the county average, yet 1.1% lower than the England average.
- Business in Dacorum accounted for 14% of the Hertfordshire total, in 2001. The number of registered businesses has risen by 28% from 2011 to 2020, from 6,325 to 8,090. Professional, scientific, and technical activities have the highest share of total business in Dacorum.
- In keeping with the wider national economy, most businesses in Dacorum are Micro (0-9 employees) enterprises, comprising 91.53% (7405) of registered businesses in 2020. 6.74% (545) were small (10-49 employees), 1.3% (105) medium (50-249), and 0.43% (35) were large (250+ employees).



Population

Dacorum is the most populous district in Hertfordshire, with an estimated 155,457 residents in mid-2020. This represents 13% of the county. By mid-2043, the projected population will be 165,437 residents. This growth is characterised by an ageing population, with those aged 65+ representing 23.3%, up from 17.6%, with children and working-age adult proportions of population decreasing



Dacorum – ONS Population Estimates			
	Males	Females	Total
All	76,266	79,191	155,457

Ethnicity

The table below shows that 4.6% of the population in Dacorum belonged to a minority ethnic group. Indians were by far the largest of the minority groups, representing almost 46% of all minority ethnic numbers.

Percentage of resident population in ethnic groups	Dacorum %	UK %
White	90.8	87
Mixed	2.1	2
Asian or Asian British	4.7	6
Black or Black British	2.1	3
Chinese or Other	0.3	2
Source: 2011 Census, ONS		



House Prices

In Hertfordshire Dacorum has the fourth highest average house price, with the average house price at £441,317. This is an 8% rise on last year's figure of £409,298. The average UK house price is £265,668, 13.2% higher than the previous year. Dacorum is significantly higher than the national average.

Over the past year, average house prices in Dacorum's large towns were as follows:

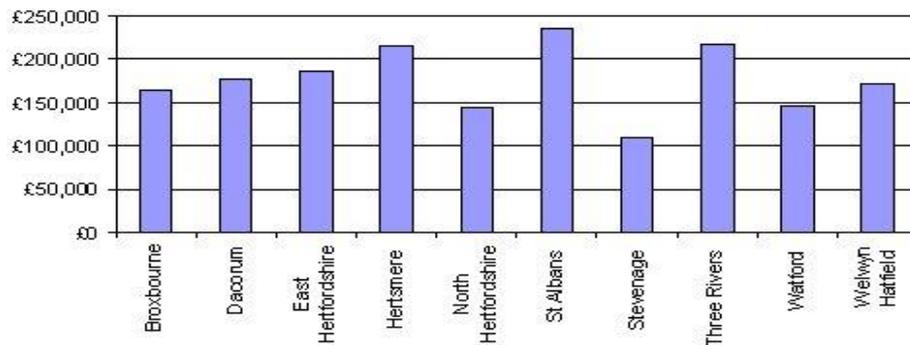
Hemel Hempstead: £413,109. This is 11% higher than the previous year, and 12% higher than the 2017 peak.

Tring: £511,625. This is 9% higher than the previous year, and 5% higher than the 2016 peak.

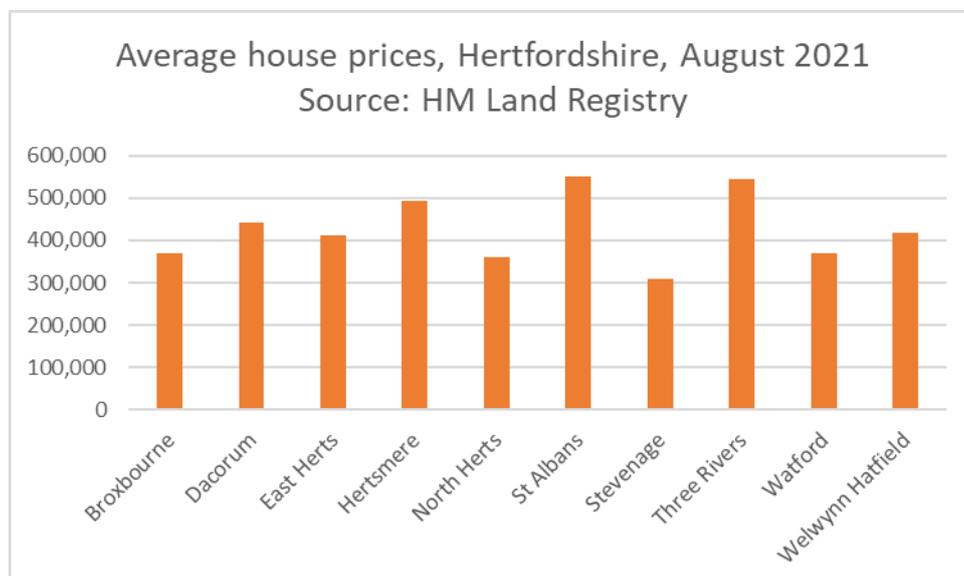
Berkhamsted: £699,834. This is 2% higher than the previous year, and 6% higher than the 2018 peak.

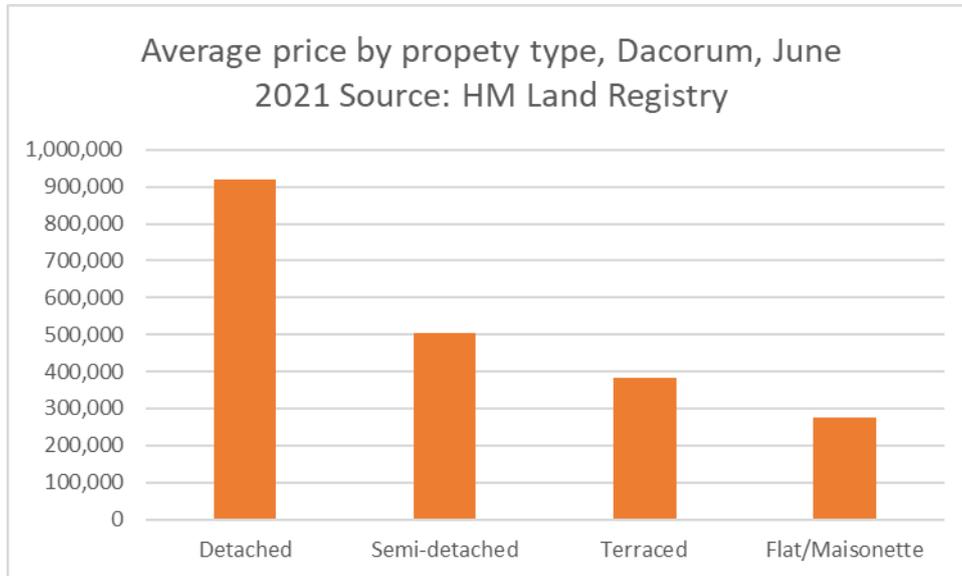
The two graphs below display the change in county-wide average house prices from 2002 to 2021. The third shows 2021 prices by property type.

Average house prices in Hertfordshire, first quarter 2002
Source: HM Land Registry, May 2002



Average house prices, Hertfordshire, August 2021
Source: HM Land Registry





Economic Activity

Those who are economically active are considered to be those who contribute to the socio-economic activity in Hertfordshire. It is not defined by employment status, instead the financial and social activities of the individual. The working-age population stood at 740,000 in Hertfordshire in 2019. 83% of the working age population in the county were economically active in 2020. In Dacorum, 81.6% of the working age population was economically active.

Dacorum Resident occupations	Number of Residents	% of total population
Total Population	155,457	100
Employed	96,161	61.9
Unemployed	4,200	2.7
Self-employed	12,100	7.8
Economically active full-time students	2,924	1.9
Retired	26,682	17.2
Economically inactive students	3,789	2.4

Source: ONS mid-year population estimates/NOMIS

Changes in Employment

These figures are from the Dacorum Economic Dashboard and mark change between 2015 and 2019. Employment in Administrative and Support Services has grown 540%. This is in contrast to the 22% decline in the manufacturing sector. This is Dacorum's most rapid recent rate of decline in employment.



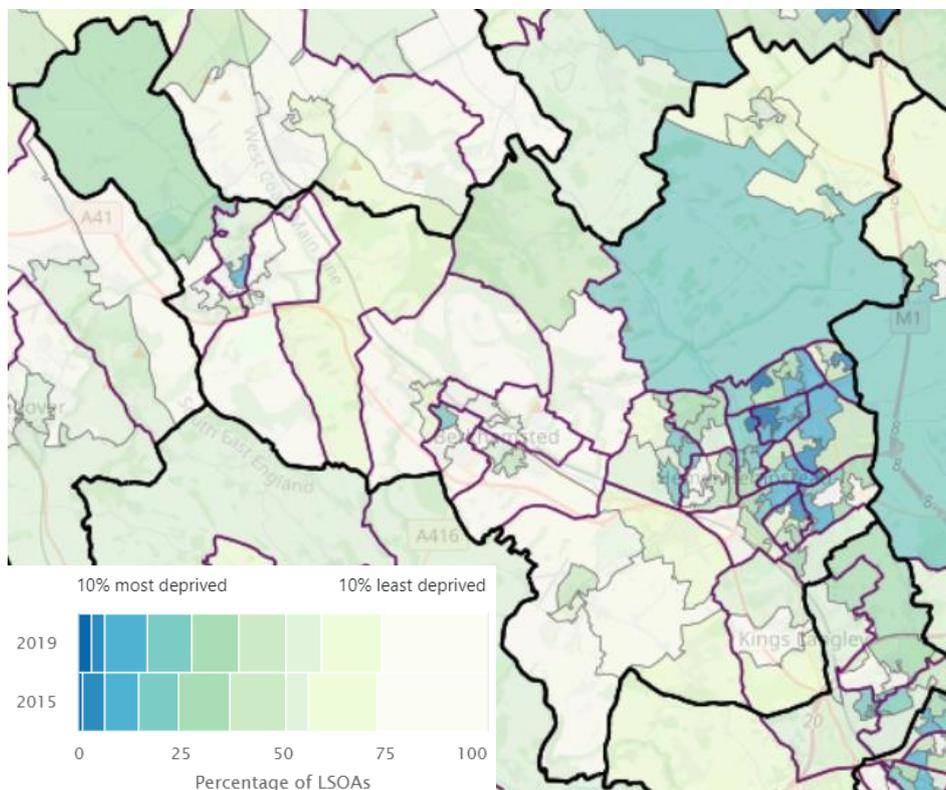
Other notable changes include a 39% growth in Finance and Insurance employment, 25% growth in Transportation and storage employment, and a 33% growth in professional, scientific, and technical occupations. There has been a 7% decline in retail employment, which in 2019 employed approximately 13,000 people in Dacorum. Due to the high number of employees in this sector, it is an important one for employment in the borough. Job losses in retail have worsened throughout the pandemic in Dacorum, with large high street brands such as Debenhams and Topshop closing.

Indices of Deprivation

Dacorum ranks 240 out of 317 Local Authorities (lower tier, districts) in England for deprivation as a borough. However, this hides significant variations within Dacorum wards.

The neighbourhoods in the second lowest IMD decile in England are inside the wards of Grove Hill and Cupid Green. Neighbourhoods with the best scores on the IMD are located in the wards of Berkhamsted West, Berkhamsted East, and Tring East.

The below map shows the indices of deprivation for the different neighbourhoods, or Lower-Layer Super Output Areas (LSOAs), in Dacorum.





Deprivation Rankings for Dacorum

District Ranks of the Average Rank of the Deprivation Domains (/317)

	Index of Multiple Deprivation	Income	Employment	Education, Skills and Training	Health Deprivation and Disability
Broxbourne	153	148	180	63	256
Dacorum	240	220	230	212	262
East Hertfordshire	307	289	301	294	312
Hertsmere	224	209	217	233	250
North Hertfordshire	269	239	244	261	258
St Albans	306	291	292	316	310
Stevenage	117	100	108	60	153
Three Rivers	291	266	279	273	300
Watford	195	196	225	249	200
Welwyn Hatfield	215	210	237	200	204

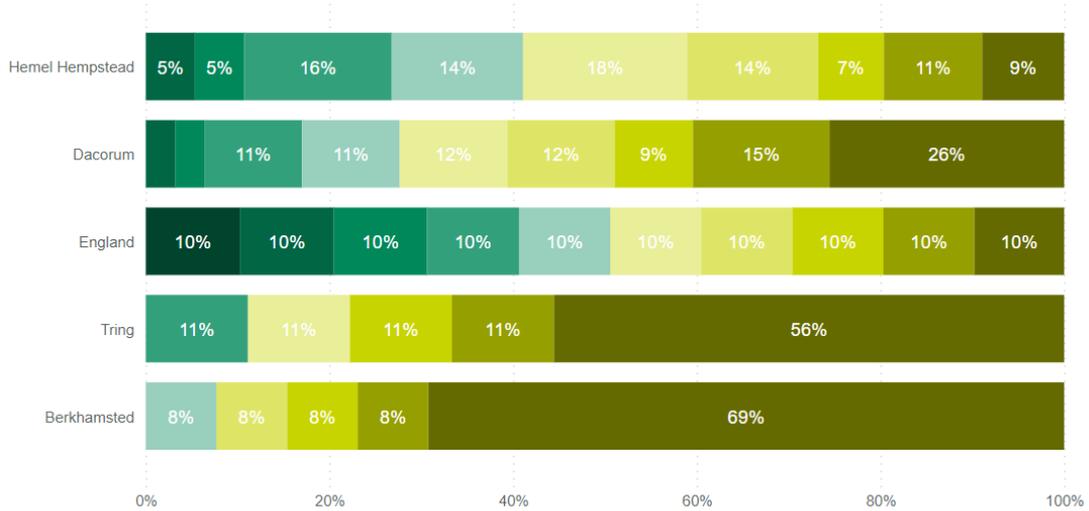
	Crime	Barriers to Housing and Services	Living Environment	Income Deprivation Affecting Children Index (IDACI)	Income Deprivation Affecting Older People (IDAOPI)
Broxbourne	113	21	212	125	141
Dacorum	137	120	291	211	233
East Hertfordshire	221	201	281	290	271
Hertsmere	123	48	245	233	181
North Hertfordshire	208	158	257	239	236
St Albans	195	138	275	295	292
Stevenage	91	68	268	73	98
Three Rivers	223	131	294	266	253
Watford	94	55	109	209	128
Welwyn Hatfield	161	57	256	169	207

Herts Insight (MHCLG 2019)



Index of Multiple Deprivation (IMD)

Decile ● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 10



Decile 1 = most deprived 10% of LSOAs in England; Decile 10 = least deprived 10% of LSOAs in England

Dacorum Data Dashboard, MHCLG English Indices of Deprivation 2019.

Unemployment

Claimant count (unemployment) has risen considerably across the country as a result of the economic from COVID-19 restrictions. There has been significant economic disruption, particularly for high-street retail, ushered in by stay-at-home orders, growth of e-commerce/online shopping, and changing working patterns. Unemployment in Dacorum is currently at 4.3% which is just above the average in Hertfordshire at 4.2%.

Claimant Count Unemployment by LAD		
	March '20	July '21
Broxbourne	1,435	3,365
Dacorum	1,855	4,170
East Hertfordshire	1,135	3,070
Hertsmere	1,335	3,030
North Hertfordshire	1,425	2,910
St Albans	1,470	2,885
Stevenage	1,435	3,070
Three Rivers	1,000	2,005
Watford	1,705	3,490
Welwyn Hatfield	1,585	3,290
Hertfordshire	14,370	31,280



Youth Unemployment

Youth unemployment refers to those between the ages of 18 and 24. Those aged under 18 who are not in full-time education, employment or training are not entitled to income-based benefits. In July 2021, the youth claimant count (unemployment) in Hertfordshire stood at 605, representing 6.1% of all 18-24 year olds in Dacorum. This age group has the highest proportion of unemployed people.

Across the UK, the unemployment rate (the proportion of the economically active population who are unemployed) for 16-24 year olds was 12.9% in May-July 2021. This is down from 13.5% in the first quarter and down from 13.8% a year before. The inactivity rate for young people is 40.1%, down from 41.8% in the previous quarter. 80% of the young people who are economically inactive are in full-time education.

Job Density

Jobs density over time in Hertfordshire and its Districts

	Jobs density (2015)	Jobs density (2016)	Jobs density (2017)	Jobs density (2018)	Jobs density (2019)
Hertfordshire	0.91	0.93	0.98	0.99	1.00
Watford	1.44	1.57	1.68	1.56	1.16
Broxbourne	0.75	0.71	0.71	0.68	0.67
Dacorum	0.79	0.82	0.84	0.83	1.16
Hertsmere	0.94	0.97	0.97	0.98	1.03
North Hertfordshire	0.73	0.75	0.73	0.78	0.80
Three Rivers	0.89	0.85	0.90	0.91	0.94
Welwyn Hatfield	1.01	1.10	1.24	1.25	1.29
St Albans	0.98	0.94	0.96	1.02	0.97
East Hertfordshire	0.80	0.81	0.93	1.02	0.90
Stevenage	0.87	0.88	0.91	0.93	0.96
England	0.84	0.85	0.87	0.87	0.87



Job density is number of jobs in an area for the working age population (16-64) and measures supply/demand for labour. A density above 1.0 indicates a surplus. It includes employed, self-employed, HM forces, and gov-supported trainees.

Pre-pandemic in 2019, Dacorum’s job density was 1.16, above the Hertfordshire average of 1.0, and joint third amongst the districts, with Watford. However, this measure does not consider workers commuting in and out of the district, and Dacorum’s location in the London commuter belt is not accurately reflected here.

Earnings

Within Dacorum, resident median annual pay was £29,099. There is a significant gap between men (£35,388) and women (£20,957). For workplaces located in Dacorum, median annual pay is £15,118. Again, there is a significant gap between men (£27,544) and women (£9,901). Of Hertfordshire districts, Dacorum has the largest gap between resident income and workplace income. Many Dacorum residents work in high-skilled London-based roles, which can partly explain the difference.

Median Pay

Median Annual Pay in 2020 for Residents and Workers

	All Residents	All Workers	Male Residents	Male Workers	Female Residents	Females Workers
Hertfordshire	£31,165	£25,943	£37,923	£34,099	£23,799	£18,740
Watford	£29,639	£26,319	£35,080	£28,812	£25,248	£22,708
Broxbourne	£29,733	£24,457	£39,354	£31,988	N/A	N/A
Dacorum	£29,099	£15,118	£35,388	£27,544	£20,957	£9,901
Hertsmere	£30,852	£27,980	£34,858	N/A	£24,583	£20,688
North Herts	£33,311	£27,916	£39,072	£35,099	£24,009	£17,907
Three Rivers	£30,516	£27,706	£36,007	£30,549	£22,736	£24,740
Welwyn Hatfield	£28,504	£32,123	£34,235	£37,152	£24,534	£25,990
St Albans	N/A	£26,148	N/A	£35,304	£27,878	£19,538
East Herts	£32,240	£26,977	£41,119	£34,760	£24,689	N/A
Stevenage	£26,017	£31,314	£34,886	£40,503	£21,028	£23,084
England	£26,055	£26,062	£31,813	£31,826	£20,512	£20,51

Herts Insight, 2020



The above table includes full-and-part-time employees. The median annual pay for full-time employed residents in Dacorum was £35,134, and for workers in Dacorum £30,666. There is an approximate £12,000 gender pay gap for both the resident and workplace groups.

Business Count change (March 2020-March 2021) – Impact of COVID

Dacorum Business Count – change from 2020 to 2021				
Legal Status	2020	2021	Change from 2020	% change
Total	8,105	8,140	35	0.4%
Private sector total	8,085	8,115	30	0.4%
Company (including building society)	6,560	6,600	40	0.6%
Sole proprietor	1,020	1,030	10	1.0%
Partnership	315	300	-15	-4.8%
Non-profit body or mutual association	185	190	5	2.7%

Hertfordshire Business Count – change from 2020 to 2021				
Legal Status	2020	2021	Change from 2020	% change
Total	63,930	62,870	-1,060	-1.7%
Private sector total	63,735	62,680	-1,055	-1.7%
Company (including building society)	52,830	52,025	-805	-1.5%
Sole proprietor	7,005	6,890	-115	-1.6%
Partnership	2,380	2,250	-130	-5.5%
Non-profit body or mutual association	1,520	1,515	-5	-0.3%

The tables above, from NOMIS, display the Dacorum and Hertfordshire business counts from March 2020 to March 2021. It captures a significant proportion of the impact of Covid-19 on the size/composition of the business base. This annualised snapshot is from March and published in early October.

- Overall, Hertfordshire’s private sector business base shrank over this period - a fall of 1,060 (-1.7%) businesses.
- Reductions in Hertfordshire’s business base occurred across all segments of the business population: corporate, self-employed and not-for-profit/third sector.



- Dacorum appears to have been less hard hit, experiencing a **rise of 35 businesses** (0.4%) in its business population – although, in common with the county and national picture- **self-employment continues to diminish**; a trend which has been maintained for several years.
- Not-for-profits in the borough showed a modest increase, but remained stable across Hertfordshire, since the outbreak of the pandemic.
- There was also an increase in the number of “corporates” but they may also include a number of Single employee/director based businesses.
-

Number of businesses registered for VAT/PAYE by district, 2020		
District	Number of businesses	% of Hertfordshire
Broxbourne	4,295	6.7
Dacorum	8,105	12.7
East Hertfordshire	8,720	13.6
Hertsmere	7,610	11.9
North Hertfordshire	6,500	10.2
St Albans	9,325	14.6
Stevenage	3,225	5
Three Rivers	5,410	8.5
Watford	5,405	8.5
Welwyn Hatfield	5,330	8.3
Total	63,930	100.0

Source: ONS Business Demography, 2020

The above table displays pre-COVID business bases in Hertfordshire’s ten Boroughs.

Business in Dacorum

Dacorum makes an attractive location for business with its strong communication links, wide choice of housing and amenities and close proximity to the countryside.

Wide ranges of businesses have chosen to base themselves in Dacorum. Dacorum offers a diverse range of employment opportunities ranging from light engineering, film and office products, pharmaceuticals, publishing and paper, warehousing, and distribution. Kodak Alaris is an example of major blue chip companies that have based their UK headquarters in Dacorum. Other large companies with headquarters in Dacorum include Bourne Leisure (domestic holidays), ASOS (e-commerce), BPA (oil and gas services), UTC Aerospace Systems (high-tech), and Zellis (HR).

New VAT/PAYE business registrations provide a reasonable indicator of the number of new businesses that have started in a year. However, it is important to note that many start-ups will not be included, as firms have to reach a certain level of turnover (£51,000) before they are required to register.



Environment for Business

The vast majority of businesses in Dacorum are Micro (0-9 employees) enterprises, comprising 91.53% (7405) of registered businesses in 2020. 6.74% (545) were small (10-49 employees), 1.3% (105) medium (50-249), and 0.43% (35) were large (250+ employees).

Providing ongoing support and aftercare for existing businesses based on up to date research and promoting of available services is essential to maintain a strong vibrant local economy. The Maylands Business Centre provides affordable offices and units to start-ups in Dacorum. With council officers located on site, and proximity to fellow entrepreneurs, this is a supportive environment for businesses to develop.

1(a) OFFICE AND INDUSTRY FLOOR SPACE

Floorspace for office and industry has declined in Dacorum, and Hertfordshire, since 2008.

Net Change in Office Floorspace in Hertfordshire by District

Office	SQ M	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	Total	2008-17 Average
Broxbourne	Net	- 4,500	- 617	3	- 295	- 1,958	- 1,055	- 966	- 7,140	- 3,820	- 699	- 21,047	- 2,105
Dacorum	Net	- 4,595	- 1,920	-10,468	-19,341	113	- 9,728	- 3,463	-10,806	1,403	- 3,039	- 61,844	- 6,184
East Hertfordshire	Net	- 435	- 342	- 406	- 1,655	- 12,378	- 3,187	- 5,169	- 3,442	- 3,097	- 5,351	- 35,462	- 3,546
Hertsmere	Net	6,158	1,654	2,167	- 80	- 22,541	- 6,615	- 2,250	-15,886	- 5,929	- 20,400	- 63,722	- 6,372
North Hertfordshire	Net	807	- 653	- 1,787	- 1,897	- 6,492	- 2,024	- 6,659	- 2,233	- 4,818	- 6,018	- 31,774	- 3,177
St Albans	Net	933	- 7,941	- 1,751	- 1,508	- 6,453	- 3,019	-10,369	- 3,988	-19,136	- 5,315	- 58,547	- 5,855
Stevenage	Net	13,376	- 30	- 946	6,401	- 1,238	- 564	- 8,764	- 8,862	-17,045	3,027	- 14,645	- 1,465
Three Rivers	Net	260	- 2,965	- 2,161	- 1,166	8,396	- 2,435	2,670	1,884	-12,827	5,412	- 2,932	- 293
Watford	Net	- 599	663	- 582	1,067	- 991	- 5,783	- 9,680	- 6,989	- 2,936	- 9,211	- 35,041	- 3,504
Welwyn Hatfield	Net	27,469	12,699	-38,715	- 1,763	- 45,144	- 2,196	- 4,458	- 6,170	-18,555	- 5,969	- 82,802	- 8,280
Total	Net	38,874	548	-54,646	-20,237	- 88,686	-36,606	-49,108	-63,632	-86,760	- 47,563	- 407,816	-40,782

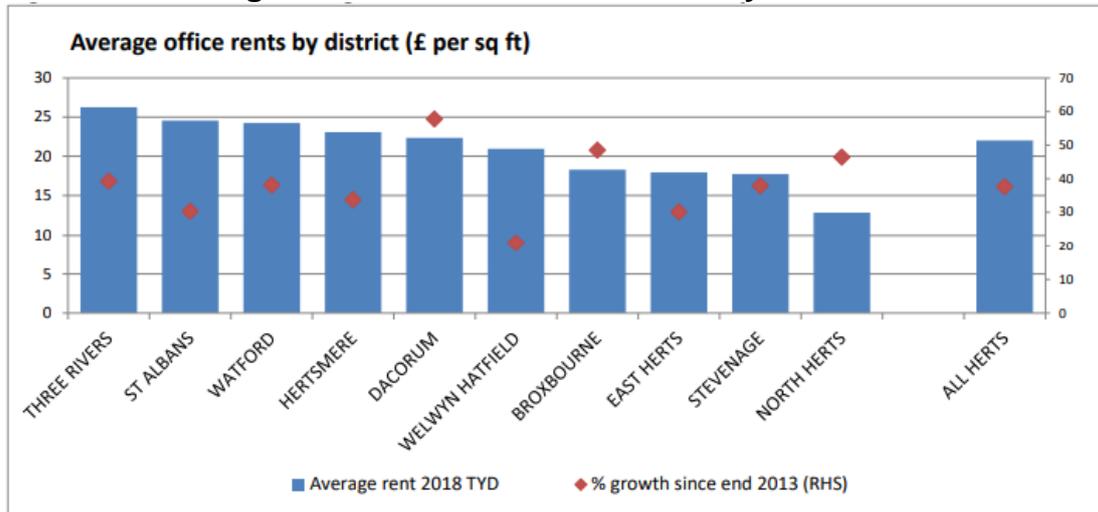
Source: Hertfordshire County Council and LSH

Between 2008 and 2017, Dacorum lost 61,844 SQ/M of office floor space. 28,121 SQ/M has been office to residential changes. Herts LEP does not believe that public bodies should attempt to reverse this change, but work to contemporary goals for businesses. Office working has been slowly declining due to remote working and novel office use strategies.

Since 2013, Dacorum's office rents have grown by 57% (highest growth in the county), and office space now costs £23 per SQ FT. There is strong demand for high quality office space in Hertfordshire, but restricted availability has contributed to large growth in rent costs.



Growth in average office rents in Hertfordshire by District



Source: LSH and CoStar

Net change in Industrial floor space in Hertfordshire by District

Industrial	SQ M	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	Total	2008-17 Average
Broxbourne	Net	32,708	1,752	- 3,386	- 806	- 10,829	- 1,782	1,010	131	- 1,143	- 6,245	11,410	1,141
Dacorum	Net	- 14,158	- 4,493	- 10,479	- 6,478	208	- 7,848	- 4,787	2,815	2,622	- 707	- 43,305	- 4,331
East Hertfordsh	Net	- 2,044	- 748	- 10,570	- 603	- 368	- 9,374	- 62,394	- 644	- 1,429	- 1,947	- 90,121	- 9,012
Hertsmere	Net	- 4,688	- 7,175	- 35	571	- 10,881	- 7,355	- 2,302	- 2,735	- 11,499	4,408	- 41,691	- 4,169
North Hertford	Net	3,679	- 2,363	- 6,554	- 358	- 1,725	- 45	- 31,666	18,869	- 2,159	- 4,094	- 26,416	- 2,642
St Albans	Net	- 13,341	4,477	- 3,218	- 437	- 2,464	- 7,290	- 1,265	- 2,749	- 7,481	- 8,277	- 42,045	- 4,205
Stevenage	Net	- 33,443	- 903	1,232	- 2,816	253	114	- 9,409	- 3,416	- 3,729	- 50	- 52,167	- 5,217
Three Rivers	Net	- 1,351	- 5,043	- 95,958	5,298	43,899	- 1,094	9,406	- 158	720	690	- 43,591	- 4,359
Watford	Net	211	1,261	- 657	- 5,373	1,458	- 20,702	- 902	- 2,513	- 4,548	7,108	- 24,657	- 2,466
Welwyn Hatfield	Net	- 764	- 12,650	785	- 846	4,669	17,457	3,514	- 21,436	3,197	- 11,839	- 17,913	- 1,791
Total	Net	- 33,191	- 25,885	- 128,840	- 11,848	24,220	- 37,919	- 98,795	- 11,836	- 25,449	- 20,953	- 370,496	- 37,050

Source: Hertfordshire County Council and LSH

Across Hertfordshire, industrial floor space has declined by 7% from 2008 to 2017, whilst industrial related employment grew by 1.5%. This is largely due to automation, more efficient ways of working, and the growth of logistics as an industry in Hertfordshire.

Gross Value Added

Gross Domestic Product was previously the key indicator of the state of the economy. Gross Value Added (GVA) is broadly the same and measures the total value of goods and services produced in the economy.

Output in Dacorum, 2018

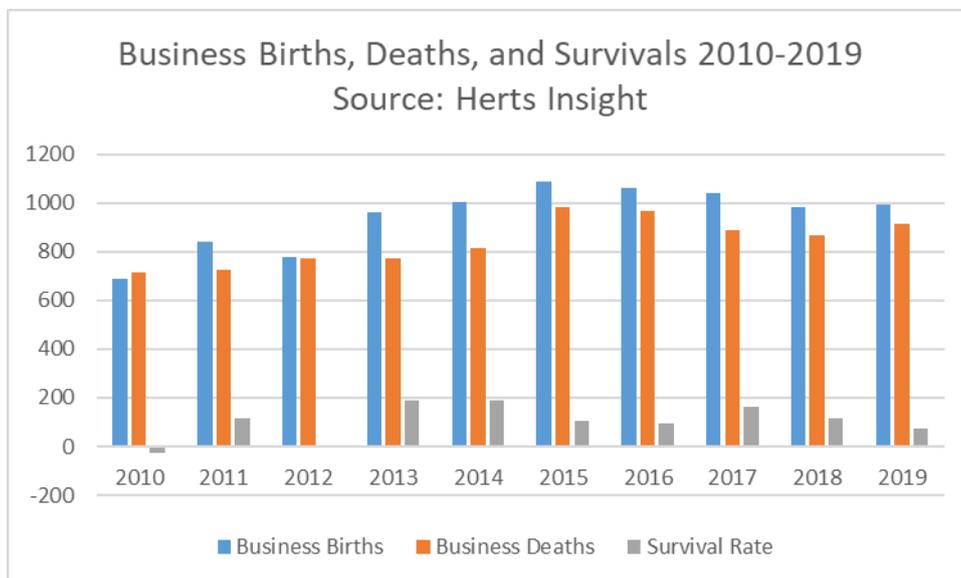
	Output (£m)	Average Annual Change % 2010-2018
Manufacturing	335	14
Non-Manufacturing	4,114	4.2
GVA	4,449	4.3



Enterprise and Investment

In 2020, there were 63,930 VAT or PAYE registered businesses in Hertfordshire. This represents a rise of 38% rise on 2011. In Dacorum, there were 8,105 businesses, representing a 28% growth on 2011. A local unit is a branch of a business operating in a specific area. In 2020, there were 9,190 businesses with local units in Dacorum, a rise of 25% from 2011.

The table below shows business births, deaths, and net difference (business survival rate). This graph does show the broad picture of entrepreneurship, with changes to business bases, but does not track businesses founded in one specific year. Business deaths often occur several years after they were founded (89% of Herts businesses survive their first year). For example, a business founded in 2011 may survive five years, and close in 2016.



The distribution of Hertfordshire's businesses across the Local Authority Districts has remained very similar to previous years, with 53% of VAT or PAYE registered companies in Hertfordshire within four districts: Dacorum, East Hertfordshire, Hertsmere, and St Albans.

Attracting new business, where appropriate, to the borough is achieved by working in partnership with the East of England Investment Agency and county wide in partnership with Herts LEP. The creation and dissemination of information about the borough and all that it has to offer is carried out both at district and county level and shared regionally by joint working.



Innovation

District	Number of projects	Project Value	Average funds per project	% of businesses
Stevenage	35	£92.6m	£731,428	0.99
Welwyn Hatfield	40	£21.1m	£527,500	0.78
North Hertfordshire	43	£9.6m	£223,255	0.64
St Albans	51	£19.4m	£380,392	0.6
Three Rivers	26	£11.7m	£450,000	0.51
Dacorum	35	£5.1m	£145,714	0.43
Hertsmere	33	£5.9m	£178,787	0.42
Broxbourne	14	£1.9m	£135,714	0.3
Watford	26	£2.5m	£96,153	0.24
East Hertfordshire	18	£1.4m	£77,777	0.21

Herts LEP, 2020

The Hertfordshire Enterprise and Innovation Strategy 2021-2025 recognises that innovation is an important part of economic development, and has tracked Innovate UK funding across the county. The table above sets out the levels of IUK funding that has been secured at district level over the past decade. Dacorum is in 6th position for value, significantly lower than St Albans, Welwyn and Hatfield, and Three Rivers, and a fraction of Stevenage. These districts benefit from high-skilled professional service businesses located there, especially Stevenage. To attract a higher share of IUK funding grants, Dacorum should support and promote innovation for new and existing businesses.

New Major Investment in Dacorum

At any one time the Dacorum area is likely to contain opportunities for major investment in land, infrastructure or premises. The development process can be lengthy from site identification through to delivery of products or services to the customers. Some of the current major investment sites are listed below:

- Tring Park School for the performing Arts - £12m redevelopment and new 450 seat theatre.
- Prologis Park Hemel Hempstead - £80m logistics centre and warehouse.
- Kylna Court DBC - £10.5m affordable housing and office development.
- Maylands Business Centre – 5 unit extension.
- Vanarama - £5m Maylands HQ for 180 people.
- Hemel Garden Community – 11,000 homes & 10,000 jobs by 2050.



Skills

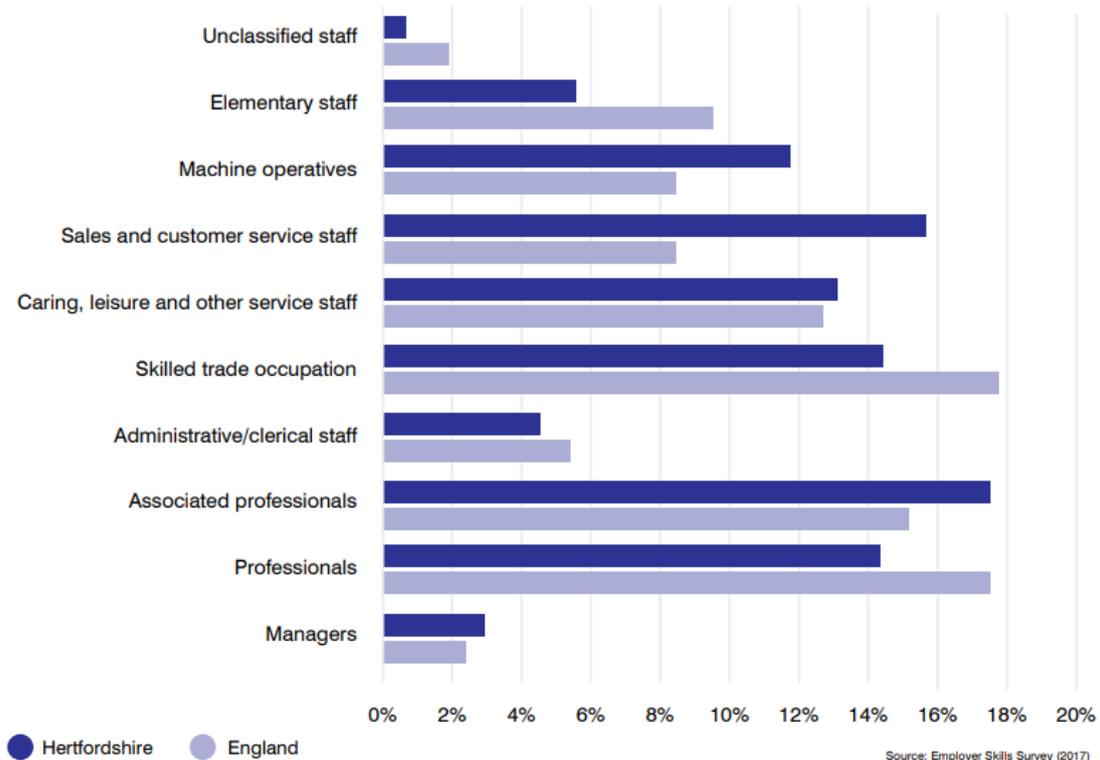
Qualifications in 2020		
Qualification	Dacorum Level	Dacorum %
NVQ4+	39,800	41.5
NVQ3+	49,200	51.4
NVQ2+	71,300	74.5
NVQ1+	82,100	85.7
Other Qualifications	8,700	9.0
No Qualifications	5,000	5.2

Skill Gaps

Skills gaps arise when existing employees within a firm do not have the necessary abilities to perform optimally in their job. In 2017, the UK-wide Employer Skills Survey identified that 9% of respondents in Hertfordshire reported a skills shortage vacancy. This is above the 6% reported UK-wide.

Working with employers to identify and seek ways to meet the skills gaps within their business will be an essential part of the work of the Economic Recovery Board in conjunction with partner organisations (Herts University, LEP, local colleges, and other training providers).

Percentage Split of Skills Shortage Vacancies by Occupation



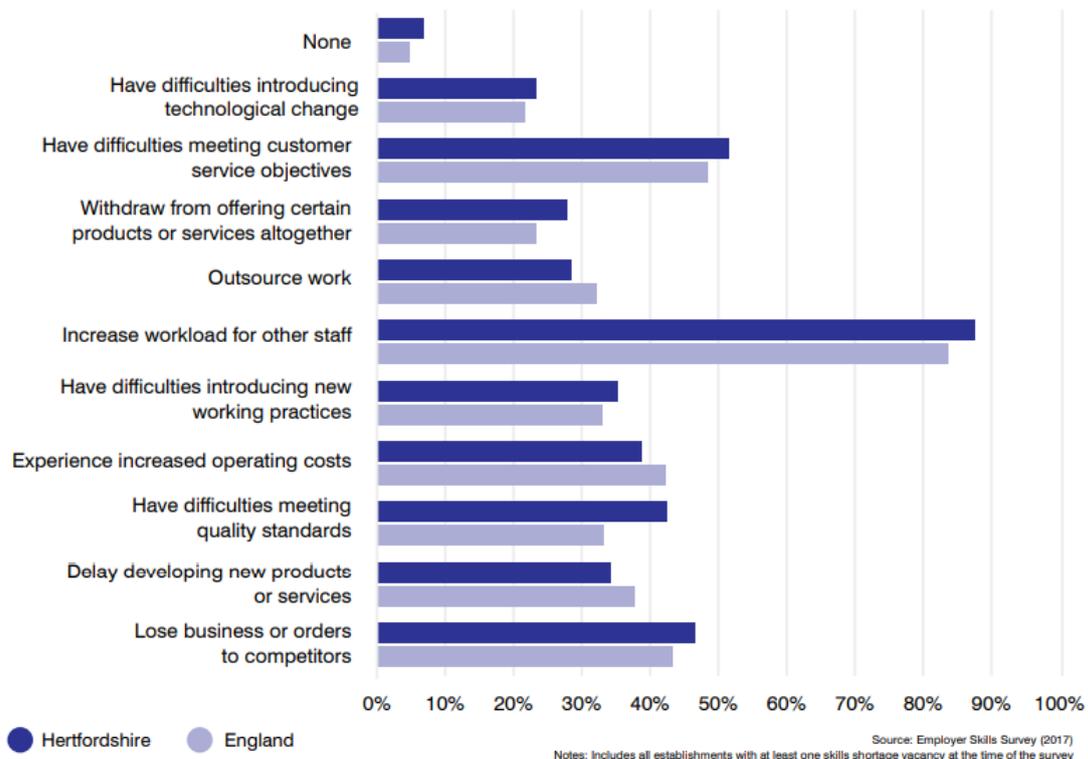


Skilled trade occupations, (associate) professionals, and sales/customer service occupations have the highest SSVs in Hertfordshire. These are high-value areas of employment which Dacorum must prioritise for support.

Herts LEP 2017 identified that:

28% of vacancies in Hertfordshire were reported as skills shortage vacancies (SSVs). 11% of establishments in Hertfordshire had a least one vacancy that was hard to fill, and 9% of Hertfordshire based employers had a SSV compared with 6% of employers in London.

Impact SSVs has on establishments (Employers with at least one SSV)



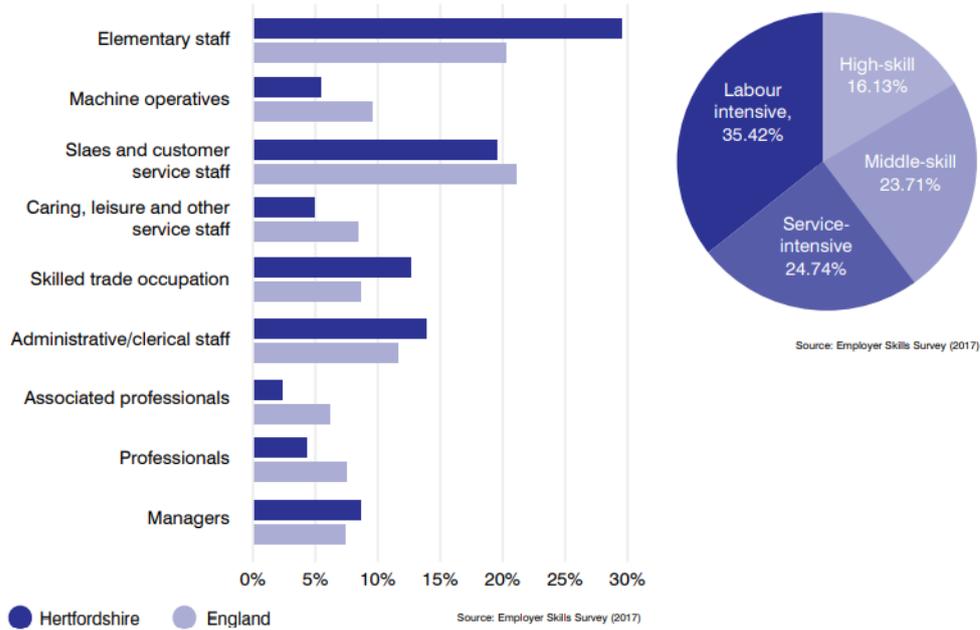
(LEP, 2017)

10% of establishments do not think SSVs impact their business in any way. 46% of Hertfordshire based businesses believe they are losing business to competitors as a result of SSVs.

A third of establishments in Hertfordshire with SSVs delay developing new products due to SSVs.



Number of staff with skills gaps by occupation



(LEP, 2017)

Education

Primary Education

% of Pupils Achieving a Good Level of Development			
	2017	2018	2019
Hertfordshire	72.2	72.8	73.0
Broxbourne	72.8	72.8	73.2
Dacorum	70.9	72.9	70.6
East Hertfordshire	74.9	75.4	76.3
Hertsmere	70.0	73.0	73.3
North Hertfordshire	73.2	74.1	75.9
St Albans	76.7	74.6	75.9
Stevenage	69.6	71.6	72.1
Three Rivers	72.1	74.7	72.8
Watford	67.2	65.8	66.6
Welwyn Hatfield	71.9	71.8	72.1

Children are defined as having reached a good level of development if they achieve at least the expected level in the early learning goals in the prime areas of learning (personal, social and emotional development; physical development; and communication and language) and the early learning goals in maths and literacy.

Dacorum was below the Hertfordshire average in 2017 and 2019, and only 0.1% above average in 2018.



Hertfordshire achieved better primary school results than England. The following table shows the percentage achievements of pupils (aged 11 years) in Hertfordshire, and English state schools, and all English schools in 2019.

	Pupils at end of KS2	Reading, Writing, Maths	Reading	Writing	Maths	SPAG (Spelling, Punctuation, and Grammar)
Hertfordshire	14,293	67%	77%	79%	80%	80%
England - state-funded schools	644,967	65%	73%	78%	79%	78%
England - all schools	649,249	65%	73%	78%	79%	78%

% of pupils meeting expected standards (DfE)

The table above displays percentage of pupils meeting the expected standard in reading, writing, maths, and SPAG. The table below displays percentage of pupils achieving at a higher standard across the same core areas. Hertfordshire performs slightly better than the England-wide level in both tables.

	Pupils at end of KS2	Reading, Writing, Maths	Reading	Writing	Maths	SPAG
Hertfordshire	14,293	13%	31%	25%	29%	37%
England - state-funded schools	644,967	11%	27%	20%	27%	36%
England - all schools	649,249	11%	27%	20%	27%	36%

% of pupils achieving at a higher standard (DfE)

Secondary Education

English schools are being encouraged by the DfE to enrol GCSE (NVQ2) pupils into the English Baccalaureate (EBacc), a course comprised of English language and literature, maths, the sciences (biology, chemistry, physics, and computer science), geography or history, and a foreign language.

The DfE wants 75% of pupils enrolled in the EBacc in 2022, and 90% by 2025. In Hertfordshire, 47.2% of pupils entered the EBacc structure in 2019/20. Of these pupils, results in the five components were above the East of England region levels. The table below compares county and regional pass rates in the academic year 2019/20. The DfE warn that these figures should



not be compared with previous years due to the impact on education and grading from COVID-19.

The table below shows percentage of pupils achieving grade 4 (a pass/C grade) in the five subject components of the EBacc. Hertfordshire pupils perform well compared to regional levels.

% of pupils achieving Grade 4+	Hertfordshire	East of England
English	85.8	81.2
Maths	81.8	75.8
Sciences	78.4	72.9
Humanities	80.1	73.4
Foreign Language	86.1	82.1

A Level Students (2017-18)				
Area	Percentage of students achieving at least 2 A levels	Percentage of students achieving 3 A*-A grades or better at A level	Percentage of students achieving grades AAB or better at A level	Percentage of students achieving grades AAB or better at A level, of which at least two are in facilitating subjects
England	78.6	12.9	21.1	16.2
East of England	77.7	11.4	19.4	14.5
Hertfordshire	81.4	14.7	23.9	18.4

The table above shows that A-Level (NVQ3) students in 2017-18 in Hertfordshire performed better than the regional and national levels, achieving higher grades.

Applicants to University

Dacorum has a relatively high level of successful applicants to university, but it is important to note that successful applications to universities are lower in the most deprived areas of Dacorum. Dacorum ranks 240th out of 317 (317 being best) local authorities for education, skills, and training.

37.2% of the East of England 18 year old population was accepted into university in 2020, compared to 29.4% in 2011.

With Dacorum not having a recognised University it has to be noted whether the costs to gain access to university are too prohibitive for residents in more deprived areas. Easily accessible and affordable transport, to the nearest Universities, could also be a factor.



Apprenticeships

Across Hertfordshire, apprenticeship starts and achievements have declined. County and district authorities must support the growth of apprentice opportunities to aid young people’s entry into the workplace. The table below shows Dacorum has experienced a reduction in starts of 24%, between 2016/17 and 2017/18, whereas achievements has grown by 12%. Data from across Hertfordshire suggests significant variation in year-on-year figures.

Local Authority District	2016-17 Starts	2016-17 Achievements	2017-18 Starts	2017-18 Achievements	Starts Variance	Achievements Variance
Broxbourne	656	308	633	202	-4%	-34%
Dacorum	948	429	721	480	-24%	12%
East Hertfordshire	761	393	771	304	1%	-23%
Hertsmere	579	355	465	319	-20%	-10%
North Hertfordshire	834	496	644	543	-23%	9%
St. Albans	515	424	482	417	-6%	-2%
Stevenage	786	528	684	488	-13%	-8%
Three Rivers	483	232	438	268	-13%	16%
Watford	594	413	508	407	-14%	-1%
Welwyn Hatfield	641	379	589	462	-8%	22%
Grand Total	6,800	3,957	5,936	3,890	-13%	-2%

By sector, apprenticeships in “Engineering and Manufacturing technologies” saw an increase of 26% in achievements in 2017/18 compared with the previous year. “Construction, Planning and the Built Environment” saw a 6% increase in apprenticeship achievements in 2017/18 compared with the previous academic year, with a large increase in the number of new starts too. Both these sectors are priority for Hertfordshire.

