

# Demographics



# Introduction

Invest North Tyneside provides a co-ordinated and single point of contact for all enquiries relating to setting up and growing your business in North Tyneside. A skilled team of advisers are available to provide a range of impartial services including detailed research and intelligence on the region.

The enclosed statistics are supplied for guidance purposes only. If you require bespoke information to support your business case, please contact the Business and Enterprise team using the contact details on the back page.

# Economy

North Tyneside's workforce is one of its most important assets. Our people are loyal, committed, highly skilled, adaptable, friendly, hard-working and productive, adding real value to your business as it grows.

Plus, with almost one million residents located within a 30 minute drive of the borough, there is a vast pool of talented individuals to tap into, helping to drive your business forward.

## Population

	North Tyneside	Tyne and Wear	North East	Great Britain
<b>All People</b>	202,200	1,113,600	2,610,500	62,275,900
<b>Males</b>	97,700	546,100	1,278,500	30,635,700
<b>Females</b>	104,500	567,500	1,332,000	31,640,200

Source: ONS Mid-2013 Population Estimates

## Population by Age and Gender

Age	North Tyneside			Tyne and Wear			North East		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>15-24</b>	22,400	11,300	11,200	160,100	81,600	78,500	351,200	179,100	172,100
<b>25-34</b>	25,800	12,500	13,300	144,500	72,000	72,400	316,300	156,600	159,700
<b>35-44</b>	28,200	13,500	14,700	144,600	71,000	73,500	337,500	165,200	172,300
<b>45-59</b>	27,000	21,100	21,800	142,200	110,500	113,000	343,300	265,100	274,100
<b>60-64</b>	13,100	6,300	6,700	67,500	33,200	34,300	168,500	82,700	85,800

Source: ONS Mid-2013 Population Estimates

## Employment by Occupation

Soc 2010 Major Groups	North Tyneside	North Tyneside	North East	Great Britain
	No.	%	%	%
<b>1-3*</b>	39,300	40.9	37.4	44.6
<b>4-5*</b>	22,100	23.0	23.6	21.4
<b>6-7*</b>	18,100	18.9	19.2	17.0
<b>8-9*</b>	16,600	17.3	19.8	17.0

Source: ONS Annual Survey (Oct 2013 – Sept 2014)

\* Occupations classified according to the Standard Occupation Classifications 2010

1-3 includes managers, senior officials, professionals and associate professionals

4-5 includes administrative, secretarial and skilled trades

6-7 includes caring, leisure, sales and customer service

8-9 includes elementary occupations, process plant and machine operatives

## Employment and Unemployment

	North Tyneside		Tyne and Wear		North East		Great Britain
	No.	%	No.	%	No.	%	%
<b>Economically Active</b>	102,800	78.1	567,700	74.1	1,288,000	75.0	77.5
<b>In Employment</b>	96,600	73.3	516,700	67.3	1,185,000	68.3	72.4
<b>Unemployed</b>	7,400	7.1	51,000	9.0	103,000	8.8	6.5
<b>Students</b>	6,800	23.8	53,500	27.4	102,700	24.1	23.8

Source: ONS Annual Population Survey (Oct 2013 – Sept 2014)

## Total JSA Claimants

	North Tyneside	North Tyneside	North East	Great Britain
	No.	%	%	%
<b>All People</b>	3,393	2.6	3.1	2.0
<b>Males</b>	2,344	3.7	4.3	2.6
<b>Females</b>	1,049	1.6	2.0	1.4

Source: ONS Claimant Count (January 2015)

## Jobs Density

	North Tyneside		Tyne and Wear		North East		Great Britain
	Jobs	Density	Jobs	Density	Jobs	Density	Density
<b>Jobs Density</b>	79,000	0.61	543,000	0.75	1,122,000	0.67	0.78

Source: ONS Jobs Density (2012)

# Salaries

Competitive wages make North East England one of the most financially rewarding places to locate in the country. Average annual earnings are at least 10% lower than the national average, delivering a real cost benefit for businesses in the region.

Some employers are also reporting attrition rates as low as 2% offering significant cost savings on recruitment and training for your business.

## Average Annual Pay - Gross

Location	Full Time Workers (£)	Male Full Time Workers (£)	Female Full Time Workers (£)
<b>North East</b>	24,876	26,975	21,933
<b>West Midlands</b>	24,920	27,230	21,481
<b>Yorkshire &amp; The Humber</b>	24,999	27,074	21,568
<b>East Midlands</b>	25,027	27,322	21,131
<b>North West</b>	25,229	27,178	22,588
<b>South West</b>	25,571	27,995	22,025
<b>East</b>	26,830	29,344	23,000
<b>SouthEast</b>	28,629	31,395	24,646
<b>London</b>	35,069	38,424	31,381
<b>Average UK</b>	27,195	29,441	23,889

Source: ONS Annual Survey of Hours and Earnings (2014)

## Earnings by Residence

	North Tyneside (£)	North East (£)	Great Britain (£)
<b>Gross weekly pay</b>			
<b>Full-time workers</b>	461.80	477.10	520.80
<b>Male full-time workers</b>	491.70	514.70	561.50
<b>Female full-time workers</b>	438.00	421.90	463.00
<b>Hourly pay - excluding overtime</b>			
<b>Full-time workers</b>	11.97	12.05	13.15
<b>Male full-time workers</b>	12.08	12.53	13.70
<b>Female full-time workers</b>	11.68	11.25	12.34

Source: ONS Annual Survey of Hours and Earnings (2014)

# Commercial Property

North Tyneside provides significant cost savings in terms of commercial property costs. You can secure high quality office and industrial space and pay far less than in Leeds or Manchester and at a fraction of the cost of London and the South East.

## Prime Office Rents

Location	Per sq ft / per annum
<b>North Tyneside (Cobalt)</b>	£16.50
<b>North Tyneside (Quorum)</b>	£16.00
<b>London (City)</b>	£62.50
<b>London (West End)</b>	£115.00
<b>Manchester</b>	£31.00
<b>Birmingham</b>	£27.50
<b>Bristol</b>	£27.50
<b>Leeds</b>	£27.00
<b>Newcastle</b>	£22.50
<b>Reading</b>	£33.50
<b>Cardiff</b>	£22.00
<b>Edinburgh</b>	£29.50
<b>Glasgow</b>	£28.00

Source: Cushman and Wakefield Q4 2014 – Commercial Property Snapshot

## Prime Industrial Rents

Location	Per sq ft / per annum
<b>North Tyneside</b>	£4.25
<b>London (Heathrow)</b>	£13.00
<b>London (Croydon)</b>	£9.50
<b>London (Romford)</b>	£7.00
<b>Manchester</b>	£5.75
<b>Birmingham</b>	£5.75
<b>Bristol</b>	£7.75
<b>Leeds</b>	£5.25
<b>Cardiff</b>	£5.50
<b>Edinburgh</b>	£7.25
<b>Glasgow</b>	£6.25

Source: Cushman and Wakefield Q4 2014 – Industrial Snapshot

# Housing

North Tyneside offers a diverse range of housing for residents. You can choose from a home in the country without missing out on city life, or opt for an urban apartment in the knowledge that you are only a short trip away from the coast. What's more, with average house prices in the North East significantly lower than the UK average, there are homes to meet every budget.

## Average UK House Prices

	Average Price
<b>North East</b>	£155,000
<b>North West</b>	£173,000
<b>Yorks &amp; Humber</b>	£175,000
<b>East Midlands</b>	£188,000
<b>West Midlands</b>	£197,000
<b>South West</b>	£251,000
<b>East</b>	£290,000
<b>South East</b>	£338,000
<b>London</b>	£510,000
<b>Average UK</b>	£273,000

Source: Regulated Mortgage Survey, ONS House Price Index (Jan 2015)

## Council Tax 2014/2015

Band	Total Charge
<b>A</b>	£992
<b>B</b>	£1,157
<b>C</b>	£1,322
<b>D</b>	£1,488
<b>E</b>	£1,818
<b>F</b>	£2,149
<b>G</b>	£2,480
<b>H</b>	£2,976

Source: [www.northtyneside.gov.uk](http://www.northtyneside.gov.uk)

# Education

North Tyneside and the whole of the North East boast some of the best schools, colleges and universities in the country providing an excellent range of education, training and development opportunities for individuals and companies located in the borough.

## Primary and Secondary School Performance Tables - Top 10 Local Authorities

Rank	Local Authority	% of Pupils in Schools Rated Good or Outstanding by Ofsted
1	City of London	100
2	Wandsworth	96.7
3	Bournemouth	94.1
4	<b>North Tyneside</b>	93.7
5	Hackney	93.4
6	Kensington and Chelsea	93.1
7	Trafford	93.1
8	Newcastle upon Tyne	91.9
9	Kingston upon Thames	91.2
10	Westminster	90.6

Source: Watchsted.com (March 2015)

## Primary and Secondary School Performance Tables - Top Regions

Rank	Region	% of Schools Rated Good or Outstanding by Ofsted
1	<b>North East</b>	86.3
2	London	85.9
3	South West	84.6
4	North West	84.2
5	South East	79.1
6	East Midlands	79.0
7	West Midlands	78.7
8	East of England	77.8
9	Yorkshire and Humber	76.3

Source: Watchsted.com (March 2015)

## Level of Qualifications Achieved

	North Tyneside		Tyne and Wear		North East		Average Great Britain
	No.	%	No.	%	No.	%	%
<b>NVQ4 &amp; above</b>	42,000	32.5	220,700	29.4	475,100	28.1	35.2
<b>NVQ3 &amp; above</b>	68,300	53.0	392,500	52.3	875,300	51.7	55.8
<b>NVQ2 &amp; above</b>	94,300	73.1	531,300	70.9	1,190,600	70.4	72.5
<b>NVQ1 &amp; above</b>	109,600	85.0	626,700	83.6	1,147,100	83.7	84.4
<b>Other qualifications</b>	5,800	4.5	39,800	5.3	94,700	5.6	6.3
<b>No qualifications</b>	13,600	10.5	83,300	11.1	180,500	10.7	9.3

Source: ONS Annual Population Survey (Jan 2013 – Dec 2013)



## Universities

The region benefits from four universities; Durham University, Newcastle University, Northumbria University and University of Sunderland, providing world class higher education to around 80,000 students each year.

- Over 50 of the universities' departments have the UK's highest rankings for research excellence, making it one of the most popular and well regarded university regions in the UK. A diverse range of courses are available including Arts, Business and Management, Engineering, Humanities, Law, Medical Sciences and Social Sciences.
- The North East also has the third highest graduate retention rate in the UK at 59%, ensuring that students stay and enjoy an ambitious career path with some of the world's leading and most innovative companies.
- Almost 40% of postgraduate students are from overseas, ensuring optimum language skills available for potential inward investors.

## Total Number of University Students

	Durham	Newcastle	Northumbria	Sunderland
<b>Total No. Students</b>	17,190	22,410	27,565	16,020
<b>Undergraduates</b>	12,540	16,290	23,065	12,225
<b>Postgraduates</b>	4,655	6,120	4,500	3,765

Source: HESA University Stats (2013/14)

## Total Number of Students – By Method of Study

	Durham	Newcastle	Northumbria	Sunderland
<b>Undergraduate Mode</b>				
- Full-Time	12,280	16,250	19,195	10,560
- Part-Time	260	40	3,865	1,695
<b>Undergraduate Domiciles</b>				
- UK*	10,465	13,230	20,925	8,720
- Other EU*	445	610	340	610
- Non EU*	1,625	2,450	1,800	2,920
<b>Postgraduate Mode</b>				
- Full-Time	3,205	4,565	2,200	2,945
- Part-Time	1,450	1,555	2,300	820
<b>Postgraduate Domiciles</b>				
- UK*	2,320	2,820	3,190	1,270
- Other EU*	525	495	165	110
- Non EU*	1,8405	2,810	1,150	2,385

Source: HESA University Stats (2013/14)

\* Domiciles

- UK – students whose normal residence prior to commencing a course was within the UK
- Other EU – students whose normal residence prior to commencing a course was from a country within the EU
- Non-EU – students whose normal residence prior to commencing a course was from a country outside of the EU

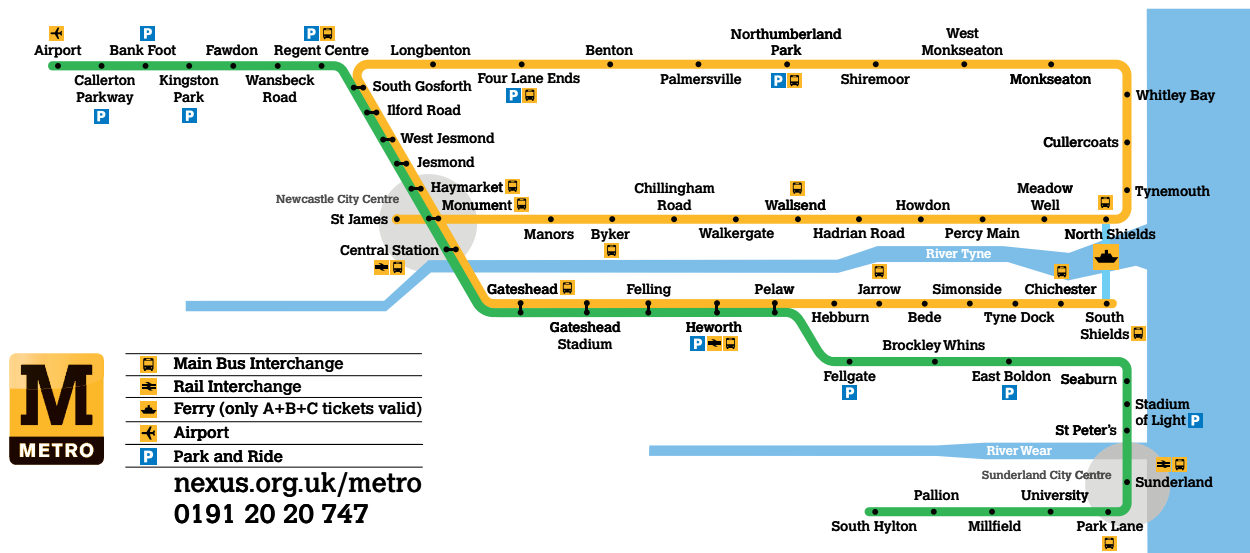
# Transport

North Tyneside benefits from enviable transport links. Outside of London, the region offers higher levels of public transport than any other metropolitan area due to its award-winning Tyne and Wear Metro, a bus network, an international airport, plus easy access to East Coast train services. Rapid regional and national road links are also available via the A1 and A19 with lower levels of congestion than other key regions in the country.

## Metro

The Tyne and Wear Metro is Tyne and Wear's light rail system with 60 stations in Newcastle, Gateshead, Sunderland, North Tyneside and South Tyneside. The Metro is used by over 135,000 commuters each day, connecting passengers to the heart of city centres, railway stations and Newcastle International Airport.

Day saver tickets vary between £2.70 and £4.60 and monthly season tickets vary between £38 and £70.30 depending on the areas you wish to travel.



## Buses

North Tyneside has an extensive bus network that is co-ordinated by Nexus. The borough is serviced by frequent bus routes throughout the day including evenings and weekends.

Quorum and Cobalt Business Parks have invested a great deal in transport, with full-time travel co-ordinators available to provide personal travel plans, ticket options and up-to-date travel information on all modes of travel to and from the parks.

## Newcastle International Airport

Newcastle International is the North East's largest airport, Named 'Best Large UK Airport' by readers of Which? in 2013 and 2014, with approximately 4.4 million customers passing through its doors. Flights from Newcastle International Airport include:

- 7 flights per day to London Heathrow and 2 flights per day to London Stansted (approx. flight time of 1 hour)
- 5 flights per day to Amsterdam Schiphol
- 5 flights per week to New York.
- A daily flight to Dubai, which provides access to a global network of routes and destinations.
- 3 flights per week to Krakow

## National Rail

The East Coast Main Line runs through Newcastle Central Station on a regular basis – to destinations including London, Edinburgh, Leeds, York and Manchester. Average journey times to major cities include:

Location	Journey Time
Aberdeen	4hrs 15mins
Birmingham	3hrs 10mins
Bristol	5hrs
Cardiff	5hrs 30mins
Carlisle	1hr 20mins
Edinburgh	1hr 25mins
Exeter	6hrs
Glasgow	2hrs 30mins
Hull	2hrs 30mins
Leeds	1hr 40mins
Liverpool	3hrs 40mins
London	3hrs
Manchester	2hrs 50mins
Nottingham	3hrs 20mins
Sheffield	2hrs
Southampton	5hrs 15mins
York	1hr

## Road

Our infrastructure also offers fantastic road links to the rest of the region, via the A1 and A19.

Average (off-peak) travel times to major cities include:

Destination	Journey Time
Leeds	2hrs
Manchester	2hrs 45mins
Edinburgh	2hrs 55mins
Glasgow	3hrs 15mins
Liverpool	3hrs 15mins
Birmingham	3hrs 55mins
Central London	5hrs



**North Tyneside Council**

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