# Dartmoor Economic Profile

March 2016





## Dartmoor Economic Profile Report to Devon County Council

#### March 2016

#### Introduction

#### **National Parks**

Since its designation as a National Park in 1951, Dartmoor has been celebrated as a protected area which aims to "conserve and enhance the natural beauty, wildlife, and cultural heritage"<sup>1</sup>. Covering 368 square miles, this upland area is characterised by open grass, heath and gorse moorland, interspersed with granite rock formations. The striking geomorphology and lack of intensive farming practices has led to a uniquely "wild" landscape which attracts around two million day visitors per year<sup>2</sup>. In addition to an environmental role, the National Park also functions practically as a home and place of work for local residents. National Parks are often at the "heart of the rural economy in their regions"<sup>3</sup> and therefore it is important to understand the dynamics of industry and employment within these protected spaces.

#### Figure 1: Images of Dartmoor National Park



Source: http://www.dartmoor.gov.uk/

This hybrid identity has been recognised within national government policy; the *National Parks Circular*<sup>4</sup> described these areas as "thriving, living, working landscapes notable for their natural beauty". The latest policy from DEFRA summarises an *8-Point Plan for England's National Parks* and provides a more detailed focus on their specific rural economies. The overall national strategy for driving economic growth in National Parks is threefold; driving growth in international tourism, delivering apprenticeships and promoting the best of British Food. The overall aim is to make National Parks more productive spaces (see the Government's *Rural Productivity Plan*<sup>5</sup>) by investing in skills, jobs and premium products while preserving the special qualities of the area.

<sup>&</sup>lt;sup>5</sup> DEFRA (2015) Rural Productivity Plan



<sup>&</sup>lt;sup>1</sup> Dartmoor National Park (2008) Core Strategy

<sup>&</sup>lt;sup>2</sup> Number of day visitors in 2009; Dartmoor National Park (2010) State the Park Report

<sup>&</sup>lt;sup>3</sup> DEFRA (2016) 8 Point Plan for England's National Parks

<sup>&</sup>lt;sup>4</sup> DEFRA (2010) English National Parks and the Broads: UK Gov Vision and Circular

#### Geographical context

Dartmoor National Park extends into four local authority districts: West Devon, South Hams, Mid Devon and Teignbridge. The four districts are similar in character – sparsely populated and rural in nature. Across the four districts, West Devon accounts for the largest share of the National Park territory. The population density in West Devon is 0.5 hectares per person compared to the national average of 4.1 persons per hectare<sup>6</sup>.

Like many of the UK's National Parks, Dartmoor has a mix of settlement sizes within its boundaries. According to the Core Strategy (2008), there are eight Local Centres, which include larger towns and villages, and thirty-three rural settlements. The majority of new housing development in the National Park up to 2026 will be located within these Local Centres. Ashburton is the largest settlement within the National Park with over 3,300 residents<sup>7</sup> and is located on the southern edge of the Park at the interface between moor and lowland. As demonstrated in Figure 2, most of the larger settlements tend to be in more accessible locations close to the boundary of the National Park. These towns are served by the A38, A386 and A30 just outside of the Park, while minor B roads cross through Dartmoor.

Surrounding the National Park are several other notable towns; the largest settlements close to the boundary of the National Park are the market towns of Tavistock and Okehampton in West Devon, which have just over 12,000 and 8,000 residents respectively. Despite the presence of these larger towns, the majority of the population within West Devon lives in a handful of smaller towns, villages and hamlets spread across the district<sup>8</sup>. Newton Abbot is another significant settlement, located to the east of the Park. Newton Abbot is the "Heart of Teignbridge" and has ambitions to be the business, educational and retail centre for South Devon<sup>9</sup>.

Slightly further from Dartmoor, Exeter and Plymouth are much larger settlements with populations of well over 100,000 people. Although over 10 miles from the edge of Dartmoor there are significant travel movements between Plymouth and South West Dartmoor, and between Exeter and the northern edge of the Park<sup>10</sup>. Importantly for Dartmoor, Exeter and Plymouth are well connected via road and rail; the A30 and A38 are especially important in terms of east-west connectivity, and rail links from Plymouth and Exeter to both Bristol and London are good. Exeter also has a rapidly expanding regional airport<sup>11</sup>.

<sup>&</sup>lt;sup>11</sup> Exeter City Council (2012) Core Strategy



<sup>&</sup>lt;sup>6</sup> West Devon Borough Council (2015) Local Plan

<sup>&</sup>lt;sup>7</sup> All usual residents in Ashburton (built-up area) according to 2011 Census

<sup>&</sup>lt;sup>8</sup> West Devon Borough Council (2015) Local Plan

<sup>&</sup>lt;sup>9</sup> Teignbridge District Council (2014) Local Plan

<sup>&</sup>lt;sup>10</sup> Dartmoor NPA (2008) Core Strategy



Figure 2: Context map showing population of local centres, towns and infrastructure in Dartmoor

#### Constructing a local economic profile

One challenge in constructing a detailed economic profile of Dartmoor National Park is establishing a spatial definition. Data concerning employment and demography (mostly from the 2011 Census) are collected by the Office of National Statistics (ONS) and are presented for standard statistical units, such as counties, districts and wards. Therefore the first stage of analysis was to construct a spatial definition of Dartmoor using wards. As this is by no means a "perfect fit", two spatial definitions have been applied, as outlined in Figure 3.

The first definition, "Dartmoor (wider definition)", incorporates all wards that are at least partially within the National Park boundary. The second, "Dartmoor (narrow definition)" is a definition used previously by Devon County Council as part of a baseline exercise in December 2007; twelve wards were selected that had 40% or more of their residential addresses within the National Park area.



Figure 3: Spatial definition of Dartmoor; narrow and wider definitions

Source: Produced by SQW 2016. Licence 100030994 Contains Ordnance Survey data © Crown copyright and database right 2015

#### **Resident population**

#### **Demographics**

According to the Dartmoor National Park Authority, approximately 33,400 people live within the Park boundary. Using the "narrow" spatial definition, data from the 2011 Census suggested a usual resident population of 31,000 people. The Census data show that Dartmoor National Park accounts for 4% of Devon's total population. By way of comparison, of the fifteen National Parks in the UK, Dartmoor has the fifth highest population<sup>12</sup>. By contrast, if our wider definition of Dartmoor is applied, the usual resident population is just over 77,000. The following analysis will therefore use the narrow Dartmoor definition and provide the wider definition figures where appropriate.

The age structure of residents living in Dartmoor National Park is broadly similar to the county and national figures. The data show that the 25 - 44 age range is underrepresented while the 45-65 age range is over represented. The proportion of residents aged 65 and over is also seven percentage points higher than the national average, suggesting the presence of an older population. Although this age structure is not unusual for Devon and the South West

<sup>&</sup>lt;sup>12</sup> National Parks UK (2014) <u>http://www.nationalparks.gov.uk/students/whatisanationalpark/factsandfigures</u>

more generally, the local figures for Dartmoor are slightly higher than the county and regional levels. These data are summarised in Table 1.

Area	Usual resident population	Ages 25-44 (% usual pop)	Ages 45-65 (% usual pop)	Age 65 and over
Dartmoor (narrow)	30,984	20%	33%	23%
Dartmoor (wider)	77,274	21%	32%	22%
South Hams	83,140	19%	32%	24%
North Devon	93,667	22%	28%	22%
Devon	746,399	22%	28%	23%
South West	5,288,935	25%	27%	20%
England	53,012,456	28%	25%	16%

#### Table 1: Age structure in Dartmoor National Park

Source: 2011 Census

#### **Qualifications**

Overall the proportion of Dartmoor residents with no qualifications or qualifications lower than GCSE A\*-C (level 1 and under) is less than the regional and national figures. The figures give an impression of a well-qualified local resident base; the proportion of Dartmoor residents with qualifications level 4 and above (this includes Foundation Degree, Degree, Professional Qualifications which are level 4 and above) is eight percentage points higher than England and the South West. The qualification profile of the local, regional and national data is summarised in Figure 4.



#### Figure 4: Qualifications data

Source: 2011 Census

#### Economic activity of residents

The proportion of Dartmoor's population who are economically active is similar to the county, regional and national figures. Across Dartmoor, economically active residents account for 70% of the population aged between 16 and 74; within this group a high proportion are in employment. Dartmoor's unemployment figures are also below regional and national levels; Dartmoor's unemployment rate is 4% while the national figure is 6%. This analysis is evident in Figure 5.



#### Figure 5: Breakdown of Dartmoor residents' economic activity

Source: 2011 Census

The proportion of full-time to part-time workers is another way of understanding the local economic profile of Dartmoor. The Table 2 (below) splits the employed resident population into full-time, part-time and, importantly for Dartmoor, self-employed.

Area	Residents in employment	Full time (% in employment)	Part time (% in employment)	Self-employed (% in employment)
Dartmoor (narrow)	14,491	45%	24%	31%
Dartmoor (wider)	36,689	51%	23%	26%
South Hams	38,735	49%	24%	27%
North Devon	43,382	52%	25%	23%
Devon	341,115	53%	25%	22%
South West	2,460,131	59%	24%	18%
England	24,143,464	62%	22%	16%
				Courses 2011 Cong



The high proportion of residents who are self-employed is a striking feature of Dartmoor's local economy. On the narrow definition of Dartmoor, the proportion of residents who are self-employed is 15 percentage points higher than the national figure. Whereas the proportion of part-time workers is roughly similar, the proportion of full time workers is lower. According to recent analysis of Devon's labour market<sup>13</sup>, the trend of flexible, self-employed work is present across the county as a whole.

These data can be explored further by analysing the number of homeworkers. Unfortunately this indicator is only available at local district level so West Devon, Teignbridge, South Hams and Mid Devon (partially overlapping with Dartmoor National Park) have been selected as units of analysis. Table 3 presents data for "homeworkers"<sup>14</sup> and the sub category "self-employed homeworkers".

Area	Number of homeworkers		Number of self-employed homeworkers			
	Number of residents who are home- workers	% of economically active population	Number of residents who are self-employment homeworkers	% of economically active population		
West Devon	5,419	35%	3,637	23%		
Teignbridge	8,819	22%	5,599	14%		
South Hams	8,102	19%	5,456	13%		
Mid Devon	6,981	15%	4,619	10%		
Devon	54,189	15%	34,959	9%		
South West	331,471	12%	196,114	7%		
England	2,631,930	10%	1,470,747	5%		

#### Table 3: Homeworking figures for local districts partially overlapping Dartmoor National Park.

Source: Census 2011

The homeworking data from the 2011 Census is particularly revealing about the nature the local economy in districts which partially overlap Dartmoor National Park. The proportion of homeworkers is distinctively high in West Devon and Teignbridge. In West Devon the proportion of home-workers is 25 percentage points higher than the national figures. The difference is even greater between West Devon and England when analysing the self-employed home-worker figures, as demonstrated in Table 3.

#### Average distance travelled to work by residents

Data from the 2011 Census provide information about the average distance travelled to work. Figure 6 shows that the picture is varied and a weak relationship exists between the average distance travelled to work and the distance from the boundary of the Park. However, there are some conclusions which can be drawn; residents of the wards closest to the largest settlements (including those inside the National Park) typically have the shortest average travel to work distances.

<sup>&</sup>lt;sup>13</sup> Devon County Council (2015) Labour Market 2012/2013

<sup>&</sup>lt;sup>14</sup> *Home workers* are defined as those who usually spend at least half of their work time using their home, either within their grounds or in different places and using it as a base (ONS, 2015)



#### Figure 6: Average distance travelled to work (km)

Contains 2011 Census data and Ordnance Survey data © Crown copyright and database right 2015

#### Workplace population

#### Employment of workplace population

Overall the workplace population for Dartmoor (using the narrow definition) is 12,122 people. Importantly for understanding the local economic profile for Dartmoor, this figure is lower than the resident population in employment which is 14,491. Table 4 compares the figures for the workplace population against the usual resident population for Dartmoor. The inference is net out-commuting from Dartmoor to workplaces elsewhere.

#### Table 4: Comparison of usual resident and workplace population

	Dartmoor NP (narrow definition)	Dartmoor NP (wider definition)
Usual resident population	30,984	77,274
Economically active	15,548	39,478
In employment	14,491	36,689
Workplace population	12,122	41,939
		Sources 2011 Conque

Source: 2011 Census

Unfortunately, detailed analysis of the demography and characteristics of the working population was not possible as this dataset was not available at ward level.

#### Origin-destination data - travel to work

#### Flow data

As previously highlighted, out-commuting is a feature of the local economy and is explored further in this section. The 2011 Census origin-destination data provides information on commuting flow between usual residence and place of work for people aged 16 and over in employment. Workers in quasi workplaces (e.g. homeworkers, workers with no fixed place) are excluded from the flow data, but instead are counted as remaining within geographical area of their enumeration address<sup>15</sup>. Figure 7 summarises this data for Dartmoor and shows that the Park experiences a net out-flow of just over 2,000 workers.

#### Figure 7: Breakdown of resident and worker origin destination data



Source: Origin-destination data, 2011 Census

#### Destinations of residents and workers

In addition to the volume of in or out-commuters, the 2011 Census also provides information on work destinations. Table 5 lists the top six work destinations in the South-West for Dartmoor National Park residents. It is important to note that the districts of Teignbridge and West Devon partially overlap with Dartmoor and therefore includes residents travelling to work inside and outside the Park boundary. The overall message is that commuting is reasonably local to neighbouring districts but that residents are also willing to travel to larger urban areas such as Plymouth and Exeter.

Destination of work (local districts)	Number of residents
Teignbridge	2,556
West Devon	2,014
Plymouth	1,452
South Hams	1,333
Exeter	1,204

<sup>15</sup> The enumeration address is the place at which the person is counted when completing the Census.

Destination of work (local districts)	Number of residents
Torbay	307

Source: Origin-destination data, 2011 Census

From the same dataset we can also understand where people working in Dartmoor National Park live. Again, it should be noted that Teignbridge, West Devon and South Hams all partially intersect the Park and therefore includes workers who have travelled from residences both within and outside the Park Boundary. Table 6 shows that workers within the Park boundary tend to live in the districts immediately surrounding the area.

Table 6: Top six South-West districts where Dartmoor NP workers live	Table	6: Top	six South-	-West district	s where C	Dartmoor N	P workers live
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Place of residence (local districts)	Number of workers
Teignbridge	2,751
West Devon	1,522
South Hams	1,121
Plymouth	612
Torbay	391
Exeter	208
	Source: Origin-destination data, 2011 Census

### Local Employment

#### Business Register and Employment Survey (BRES) analysis

In addition to the 2011 Census, the Business Register and Employment Survey (BRES) can provide information about the jobs employers provide. According to the three year moving average for 2014 there were about 8,400 employment jobs on Dartmoor, accounting for 3% of jobs in Devon. Table 7 illustrates how the five largest sectors in Dartmoor compare to Devon, the South West and England, more broadly. The largest sector in Dartmoor is the *accommodation and food service activities* and – as a share of total employment – this is eleven percentage points above the national average. This confirms the importance of tourism (and in that sense resonates with the international tourism strategy in *DEFRA's 8-Point Plan for England's National Parks (2016)*). The other large employment sectors are similar to the national average as these jobs are necessary to support the local population.

#### Table 7: Top five industrial categories according to the share of employment jobs

Industrial Category	Dartmoor (narrow definition)	Devon	South West	England
I : Accommodation and food service activities	18%	10%	9%	7%
G : Wholesale and retail trade	15%	19%	17%	16%
Q : Human health and social work activities	12%	15%	14%	13%
P : Education	9%	9%	9%	9%



Industrial Category	Dartmoor (narrow definition)	Devon	South West	England
F : Construction	7%	6%	5%	5%
		Source: Busines	s Register and Employ	ment Survey (2014)

In addition to broad industrial categories, the BRES can also provide more detailed evidence through the analysis of smaller categories of employment. Table 8 summarises data at the level of two digit SIC (Standard Industrial Category) codes for the larger sectors (with over 500 jobs). The location quotient, which is a measure of relative concentration compared to the

Industrial Category	Dartmoor (na	LQ compared to England	
	Number of jobs (moving average 2012/13/14)	% of all employment jobs in Dartmoor	
56 : Food and beverage service activities	1000	11%	2.0
47 : Retail trade, except of motor vehicles and motorcycles	900	10%	0.9
85 : Education	800	9%	1.0
55 : Accommodation	700	8%	5.5
46 : Wholesale trade, except of motor vehicles and motorcycles	500	5%	1.2

Table 8: Two digit	SIC code empl	wment categories	containing (	over 500 jobs
Table 6. Two ulgit	Sic code emplo	symenic categories	containing c	

Source: Business Register and Employment Survey (2014)

The analysis shows that the sectors which the highest concentration compared to the national average are: *Other mining and quarrying, accommodation, construction of buildings* and *food and beverage service activities*. The concentration of jobs in *Other mining and quarrying* is forty times higher than the national figure. Currently quarrying activity is concentrated to the north of the National Park, at Meldon and near Ashburton<sup>16</sup>. In total the area of land with permission for minerals working currently extends to 174ha.

#### Local business demography

national average, is also provided.

In addition to understanding jobs, the demography of local businesses provides valuable information about the profile of the business community and how it has changed through time. This allows conclusions to be made about the size, concentration of enterprises and ultimately the structure of the local economy. The UK Business Counts dataset provides this information. However, the data cannot be divided according to wards. Therefore the following analysis is conducted according to districts which are partially within Dartmoor National Park (West Devon, Teignbridge, South Hams and Mid Devon).

<sup>&</sup>lt;sup>16</sup> Dartmoor NPA (2008) Core Strategy

enter	% Change in enterprises	Number of enterprises	Size of enterprises (2015)		
	(2010-2015)	(2015)	% SMEs (10-249 employees)	% micro firms (0-9 employees)	
West Devon	5%	3,100	9%	91%	
Teignbridge	6%	5,370	12%	88%	
South Hams	7%	4,935	11%	89%	
Mid Devon	6%	4,390	8%	92%	
Devon	7%	36,125	11%	89%	
South West	12%	220,825	11%	89%	
England	18%	2,116,295	11%	89%	

#### Table 9: Business demography for local, regional and national level.

Source: UK Business Counts (2015)

The data show that there has been a small increase in the number of enterprises across the districts which are partially within Dartmoor National Park. This increase is in line with the 7% growth in enterprises across Devon between 2010 and 2015. The proportion of micro businesses (0-9 employees) is slightly higher than the national average.

#### Forecasts

#### Job forecasts

The Local Economy Forecasting Model (LEFM) is maintained by Cambridge Econometrics and provides modelled historic data and future projections for local economies. National and regional forecasts are used to construct the analysis. The wider definition of Dartmoor National Park is applied in this case by Cambridge Econometrics.

The model suggests that over the last ten years (2006-2016), the number of jobs in Dartmoor National Park has been relatively stable overall – although there have been year-on-year fluctuations. However, there has been employment growth if a longer historic timescale is considered. According to the modelled projections, over the next twenty years (2016-2036), the number of jobs on Dartmoor could increase by 13% (see Figure 8, below).



Figure 8: Historic and future LEFM job figures for Dartmoor National Park (on a wider definition of Dartmoor)

Source: LEFM (2016)

These historic trends are broken down by industry in Table 10 in order to provide a more detailed picture of how sectors have changed in the last ten years; and projected employment growth up until 2036.

Industry	Number of jobs (000s) in 2016	% total jobs on Dartmoor	% change between 2006 and 2016	% change 2016 to 2036
Construction	3.2	9%	-6%	51%
Retail trade	2.7	8%	-7%	16%
Residential & social	2.6	7%	27%	22%
Education	2.6	7%	12%	11%
Business support services	2.2	6%	18%	18%
Food & beverage services	2.1	6%	31%	38%
Wholesale trade	1.9	5%	0%	-10%
Accommodation	1.8	5%	37%	9%
IT services	1.7	5%	-23%	34%
Other services	1.4	4%	-28%	35%
Agriculture, forestry & fishing	1.3	4%	54%	-13%
Health	1.3	4%	-11%	12%
Motor vehicles trade	1.0	3%	2%	7%
Public Administration & Defence	0.9	3%	-33%	-5%

Table 10: Historic and projected future jobs growth, by sector (for sectors with >500 jobs in 2016), on Dartmoor (using a wide definition of Dartmoor). Green indicates positive growth, while red represents negative change over time

Industry	Number of jobs (000s) in 2016	% total jobs on Dartmoor	% change between 2006 and 2016	% change 2016 to 2036
Architectural & engineering services	0.6	2%	00%	00/
			69%	8%
Land transport	0.6	2%	-26%	-18%
Non-metallic mineral	0.6	2%		
products	0.0	2,0	-25%	-23%
Recreational services	0.6	2%	6%	19%
Warehousing & postal	0.5	1%	-33%	4%
Other manufacturing & repair	0.5	1%	24%	14%
Other professional services	0.5	1%	11%	47%
Head offices & management	0.5	1%		
consultancies	0.0	170	26%	7%
Legal & accounting	0.5	1%	30%	2%
			_	Source: LEFM (2016

The sectors which contribute the highest number of jobs to the Dartmoor economy are broadly in line with the conclusions drawn from the BRES (2014) analysis; *Construction, Retail trade, Residential & social, Food & beverage services.* These sectors have grown at a steady rate over the last ten years and are set to increase further over the next two decades. Amongst the largest sectors (industries currently with over 1,000 jobs), *Construction, Food & beverage services* and *IT services* are projected to see the highest growth. Although *Other professional services* currently accounts for 500 jobs, the modelled growth projections are bullish.

To give a clearer indication of how the employment profile is projected to change over the next 20 years, Table 11 provides a direct comparison of the top five industries (by number of jobs) in 2016 and 2036. Over this period, the number of jobs in agriculture, forestry and fishing is projected to decline from 1,300 to 1,100.

2016				2036	
Industry	Number of jobs (000s)	% total employment	Industry	Number of jobs (000s)	% total employment
Construction	3.2	9%	Construction	4.9	12%
Retail trade	2.7	8%	Residential & social	3.2	8%
Residential & social	2.6	7%	Retail trade	3.2	8%
Education	2.6	7%	Education	2.9	7%
Business support services	2.2	6%	Food & beverage services	2.8	7%
support	2.2	070	beverage		2.0

Table 11: Comparison of top five industries (by job numbers) in 2016 and 2036

Source: LEFM (2016)

The overall message is that the largest sectors (by number of jobs) will remain relatively similar over the next 20 years. While changes between 2016 and 2036 in job numbers for *Retail trade, Residential & social* and *Education* are relatively small, *Construction* is projected



to experience much larger increases in employment. *Construction* is the only industry where job numbers are expected to grow by over 50% in the next twenty years.

#### Gross Value Added (GVA) projections

GVA measures the contribution to the economy of each individual producer, industry or sector<sup>17</sup>. Overall for 2016, the modelled output for Dartmoor National Park was £1,162million. From 2006 to 2016, GVA decreased slightly (by 2%) – although there was considerable year-on-year fluctuation in the context of national recession. Figure 9Figure 9: shows how the output of the top five industries (according to GVA in 2016) has changed over the last ten years.



Figure 9: Historic (2006-2016) GVA of top five industries with highest GVA output in 2016

Source: LEFM (2016)

The historic figures show that the output of *Education, Wholesale trade* and *Retail trade* has been relatively stable and has only decreased or increased by a few percentage points. Although *Construction* has continued to have the highest GVA of all the industries in the LEFM, GVA has decreased by 20% over the last 10 years - consistent with its strongly cyclical character and in the context of a national recession (from 2008 to about 2014). Trends for IT services have been similar. However, from 2017 to 2036, figures for both *Construction* and *IT services* are projected to increase; *Construction* GVA is projected to grow by 81% and *IT services* by 66% over the next twenty years.

Over the next 20 years, GVA is projected to increase by 54% to £1,829 million. Table 12 provides a direct comparison of the top five industries (by GVA output) in 2016 and 2036.

<sup>&</sup>lt;sup>17</sup> Office of National Statistics (2015)

2016				2036	
Industry	GVA (£2011m)	% total GVA output	Industry	GVA (£2011m)	% total GVA output
Construction	121.3	10%	Construction	243.5	13%
Education	96.3	8%	IT services	169.3	9%
IT services	82.0	7%	Education	137.5	8%
Retail trade	73.1	6%	Retail trade	123.3	7%
Wholesale trade	56.3	5%	Residential & social	101.6	6%

#### Table 12: Comparison of top five industries (by GVA output) in 2016 and 2036

Source: LEFM (2016)

Overall the largest sectors (according to GVA output) and their share of Dartmoor's total GVA output is projected to remain fairly similar over the next twenty years, although the actual amount of GVA for each industry will change through time. *Construction, Education* and *IT Services* are persistently the top three industries. The most striking element is the presence *Residential & Social* in the top five for 2036; this industry is projected to experience 224% growth in GVA over the next twenty years

#### **Productivity**

The LEFM projections for jobs and GVA can be used to calculate estimates of productivity (i.e. GVA per job) across Dartmoor National Park. Productivity measures are used to indicate how well a geographical area can use its human and physical resources to generate economic growth. However, it is important to note that productivity alone does not reveal everything about the economic wellbeing of a certain area as it also depends on the mix of industries, the infrastructure and the size of settlements there<sup>18</sup>.

Figure 10 presents a broad picture of productivity across Dartmoor. Overall the picture is optimistic; despite minimal growth in GVA and productivity in the five years following the 2008 recession, between 2013 and 2016 productivity increased again. The projections point to continued growth from 2016 until 2036.

<sup>&</sup>lt;sup>18</sup> DEFRA (2013) Rural productivity and Gross Value Added (GVA)





Figure 10: Productivity (GVA £2011m per jobs 000s, 2011 constant prices)

Source: LEFM (2016)

#### Conclusions

This analysis has used a variety of sources to investigate the local economic profile of Dartmoor National Park. The main findings of the analysis are summarised below.

- There is an **older than average but highly educated population** living within Dartmoor National Park. A higher than average proportion of residents hold qualifications higher than A-Level while the proportion residents with no qualifications is lower than for England.
- While the proportion of residents who are economically active is similar to national levels, the **rate of unemployment is lower than compared to England**. Amongst the employed residents there is **high instance of self-employed working**. These figures are in line with the picture observed across Devon as a whole.
- Out-commuting is an significant feature of Dartmoor's local economy. Residents of the National Park in some instances travel over 20km to their place of work; **Plymouth and Exeter are within the top five work destinations for Dartmoor residents**. Whereas, **workers are mainly resident within districts which partially overlap with the Park**.
- The local economy of Dartmoor National Park is reliant on the tourism industry; nearly 20% of employment jobs are centred on providing accommodation as well as food and beverage services such as B&Bs, hotels, restaurants etc. Other large sources of employment are education, construction and wholesale.
- The **growth in the number of enterprises is slower** than the regional and national level in the districts which overlap Dartmoor National Park. The structure of micro businesses and micro firms is largely typical of the national picture.

- The last ten years has been affected by recession, and overall, there is little net change in job numbers. However **projections show recovered growth over the next twenty years** particularly in the construction, professional services and food and beverage sector. Employment in the five largest sectors in Dartmoor is set to stay relatively stable according to 20 year projections.
- There has been low **GVA and productivity growth five years after the 2008 recession**, but **2036 forecasts are optimistic** and reflect growth rates experienced in the last two years. Industries with the largest GVA are currently *Construction*, *Education* and *IT services*.

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