

Ards and North Down Borough Council

Council Area Profile

September 2019

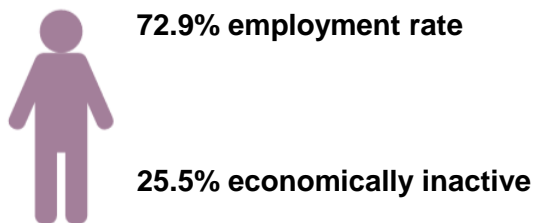
GVA

GVA in Ards and North Down in 2017 was £1.6bn. This represented 4.1% of the NI total¹.

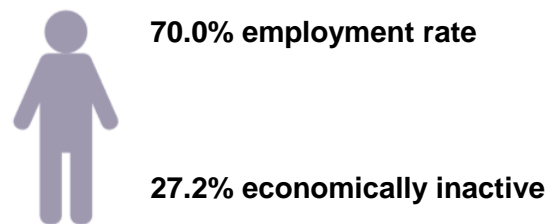
Labour Market Structure

In 2018, the employment rate for NI was 70.0% and the economic inactivity rate was 27.2%. By comparison, Ards and North Down reported an employment rate of 72.9% and an inactivity rate of 25.5%.

Ards and North Down

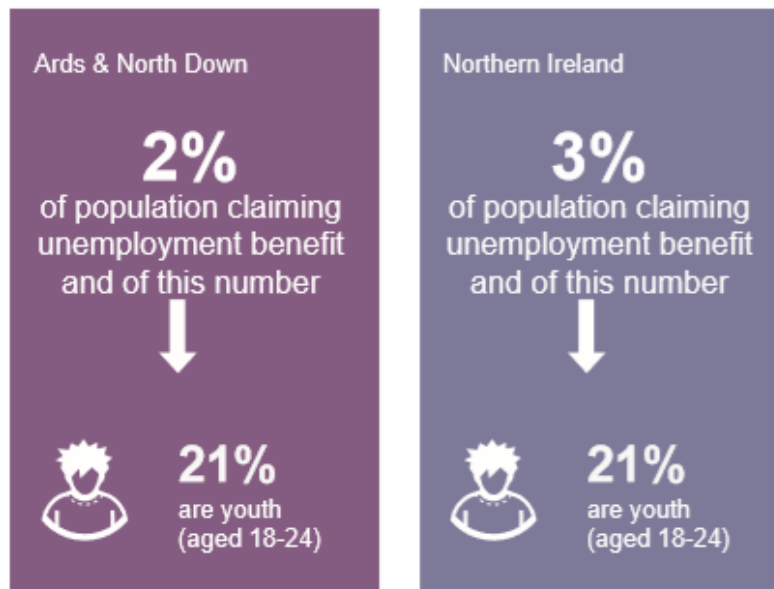


Northern Ireland



In 2017 Ards and North Down had one of the lowest self-employment rates across all LGDs at 11% which was well below the NI average of 16%.²

In 2018, 2% of the population in Ards and North Down were claiming unemployment benefit which was lower than the average for NI. Approximately one-fifth of those in receipt of claiming benefits were young people (aged 18-24).³



¹ Office for National Statistics (ONS)

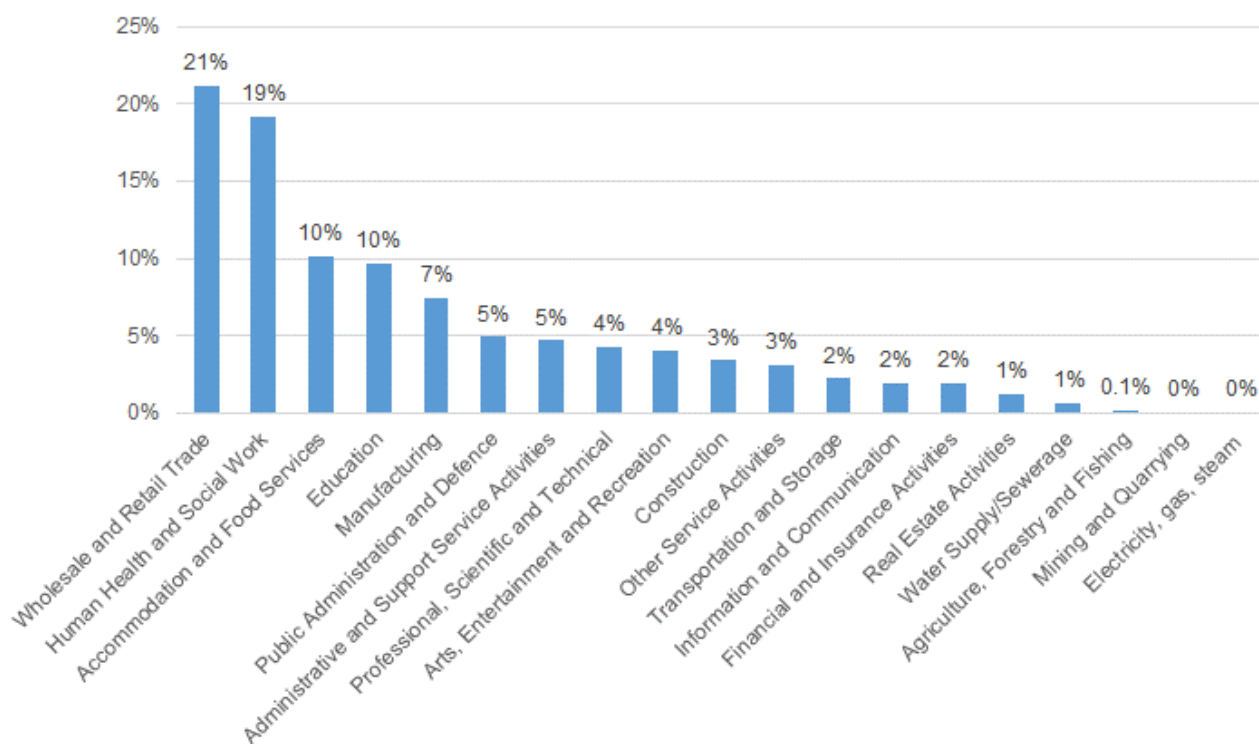
² Labour Force Survey, January-December 2018

³ Claimant Count, NISRA

Employee Jobs

In 2018, there were 39,294 jobs within Ards and North Down representing 5% of the NI total. Wholesale and Retail is Ards and North Down's largest sector (21%) followed by Human health and Social Work (19%).⁴

Figure 1: Employee Jobs by Industry, 2017



The private sector accounted for 76% of all employee jobs in Ards and North Down in 2018 compared to the NI average of 73%.⁵

Table 1: Public / Private Sector, 2018

District Council	Totals	Public Sector %	Private Sector %
Ards and North Down	39,294	24%	76%
Total	759,358	27%	73%

⁴ Industry statistics refer to 2017 data. Data for employee jobs by industry is published every 2 years.

⁵ NI Business Register and Employment Survey

Redundancies

In 2018 there were 2,498 redundancies across NI. A total of 97 redundancies were in Ards and North Down representing 4% of the NI rate.⁶

Earnings

When analysed by place of residence Ards and North Down had one of the highest annual median earnings at £23,457, above the NI annual median earnings figure of £21,923. When analysed by place of work Ards and North Down had a lower annual median earnings figure of £21,575 compared to NI.⁷



Agriculture⁸

In total there are 696 farms in Ards and North Down which represents 3% of total NI farms. Of those, the majority of farm businesses in Ards and North Down are classified as very small (64%).

Table 2: Number of farms by farm business size⁹ and by District Council in Northern Ireland, June 2018

District Council	Average SO/farm (€ '000)	Number of farms					
		V. Small	Small	Medium	Large	Total	
Ards and North Down	117.4	443	92	45	116	696	
NI Total	77.6	19,188	2,824	1,190	1,693	24,895	

⁶ Source: NISRA, Council Area Statistics

⁷ Source: Annual Survey of Hours and Earnings, NISRA

⁸ DAERA June Agricultural Census, June 2018

⁹ Note: Farm business size classification is calculated from Standard Labour Requirements (SLR). The total SLR for each farm is calculated by multiplying its crop areas and livestock numbers by the appropriate SLR coefficients and then summing the results for all enterprises on the farm. A standard labour unit is equivalent to 1,900 hours of work per year.

Cattle and Sheep farms constitute 58% of farms in Ards and North Down.

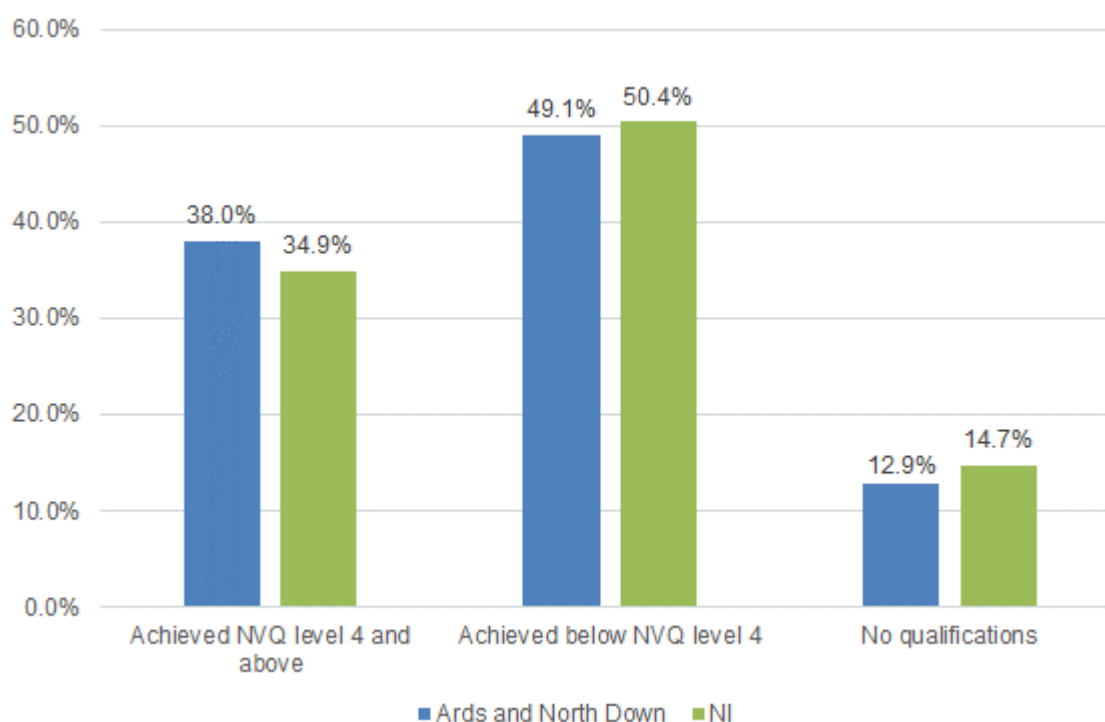
Table 3: Top 3 farm types by number of farms by District Council in Northern Ireland, June 2018

District Council	General cropping	Dairy	Cattle & Sheep		Total number of farms
			LFA ¹⁰	lowland	
Ards and North Down	52	127	54	347	696
NI Total	574	2,545	14,700	5,109	24,895

Qualifications

In 2018, Ards and North Down had a higher rate than the NI average (34.9%) and was the third highest LGD in terms of 16-64 year olds who had NVQ level 4 and above¹¹ (38%); whilst 12.9% had no qualifications compared with 14.7% in NI as a whole.¹²

Figure 2: Qualifications based on working age population (16-64), 2018



¹⁰ Less Favoured Area

¹¹ This relates to those at degree level and above which includes foundation degrees, higher degrees, teaching and nursing degrees.

¹² NISRA, [Labour Force Survey 2018](#)

Cross Border Movements

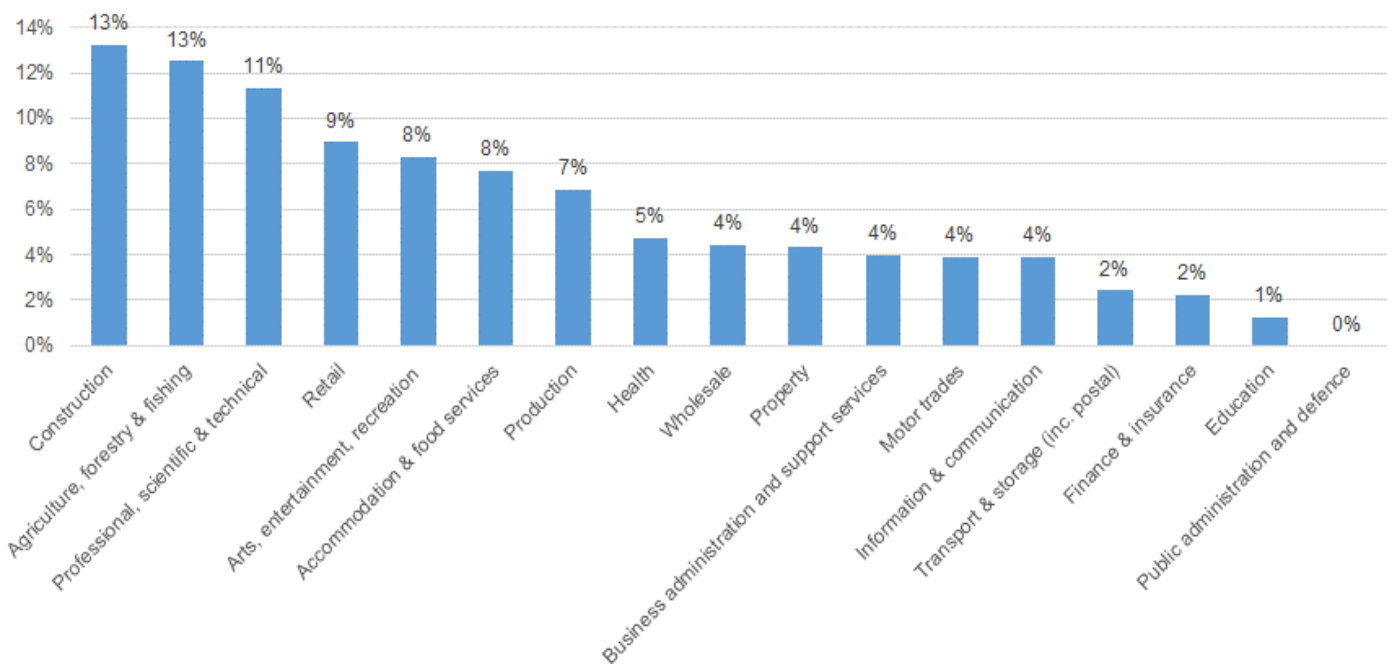
Analysis of Mobile Network Operator (MNO) information¹³ indicates that less than 1% of cross border trips by NI residents started in Ards and North Down Borough Council. Less than 1% of trips by ROI residents from ROI to NI ended in the borough.

On average residents made around 1 cross border trip per month. 23% of cross border travel was for work purposes and 77% was for social/leisure purposes

Business Profile

In 2019 there were 4,755 businesses located within Ards and North Down representing 6% of the NI population. The vast majority (89%) are classified as micro (0-9 employees). The top 3 sectors in Ards and North Down are: Construction (13%), Agriculture, Forestry & Fishing (13%) and Professional, Scientific & Technical (11%)¹⁴.

Figure 3: Number of VAT and/or PAYE Registered Businesses Operating in Ards and North Down by Broad Industry Group, 2019



Foreign Direct Investment (FDI)

According to Invest NI's Ards & North Down Council Briefing¹⁵, over the period 2014/15 to 2018/19, 16 externally owned businesses were offered support that contributed towards investment commitments of £21m and assisted 151 jobs in the area.

¹³ DfE (2018) [Cross Border Movements: The movement of people across the NI-Rol border](#)

¹⁴ Source: NISRA, Inter-Departmental Business Register

¹⁵ <https://secure.investni.com/static/library/invest-ni/documents/investni-support-council-area-ards-and-north-down-2019.pdf>

Web-links to useful data sources

[Labour Force Survey](#)

[Claimant Count](#)

[Regional analysis and trends](#)

[Quarterly Employment Survey](#)

[Business Register and Employment Survey](#)

[Annual Business Inquiry](#)

[Redundancies](#)

[Annual Survey of Hours and Earnings](#)

[Regional Gross Value Added \(Balanced\)](#)

[NI Composite Economic Index](#)

[Broad Economy Sales and Exports Statistics](#)

[Inter Departmental Business Register](#)

[Agricultural Census 2018](#)

[Local Government Tourism Statistics](#)

[Invest NI Regional Profiles](#)

- [Eastern](#)
- [North Eastern](#)
- [North Western](#)
- [Southern](#)
- [Western](#)

[Northern Ireland Life and Times Survey 2018](#)

[Northern Ireland Trade and Investment Under 'No Deal'](#)

[The movement of people across the Northern Ireland - Republic of Ireland border](#)

[An analysis of migrant workers from the NI census](#)