

A Classification of Workplace Zones for England and Wales (COWZ-EW)

Annex A: Profiles of Supergroups

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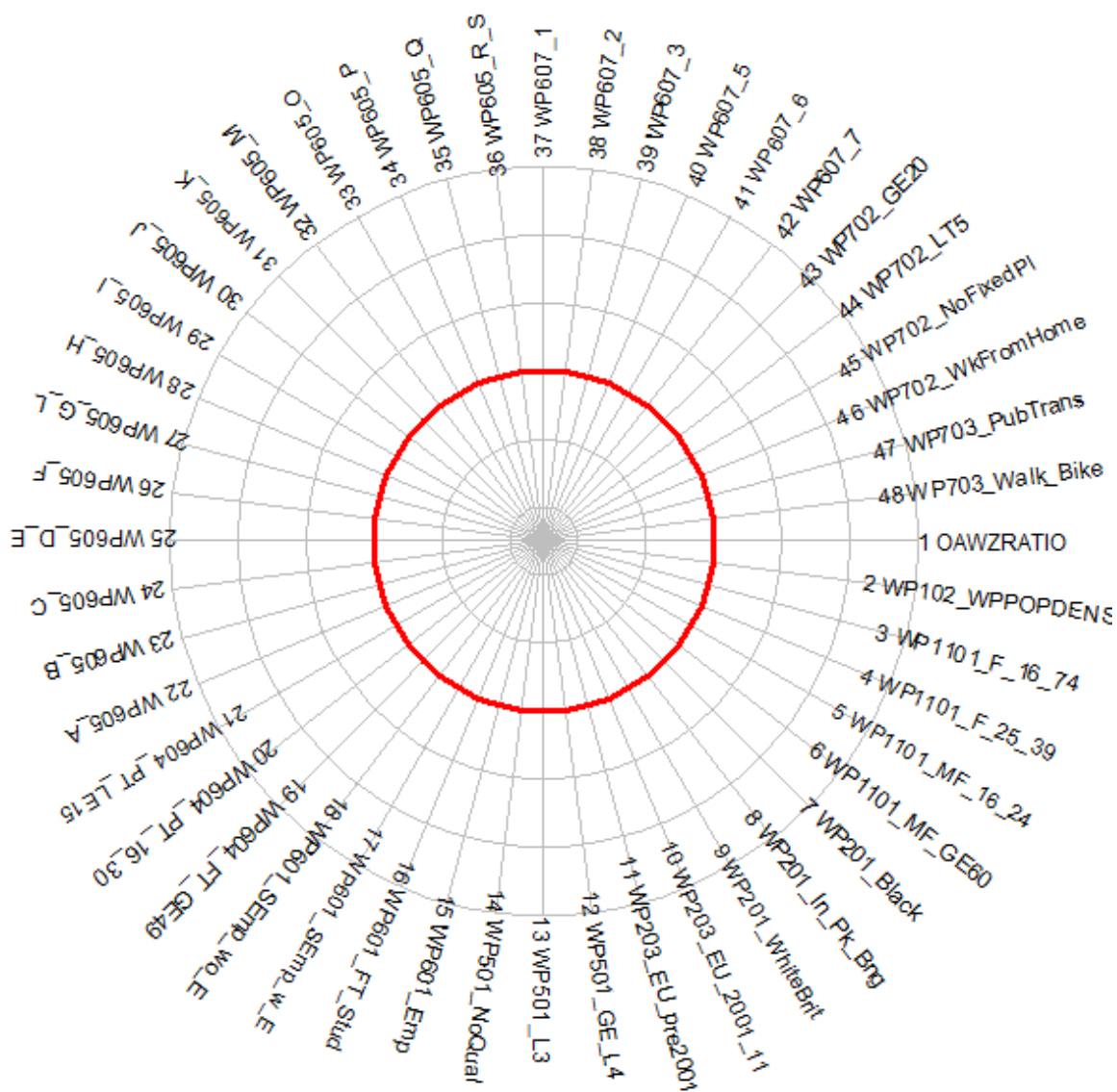
Key to radial plots for Supergroup and Group profiles

A radial plot provides a pictorial summary of the extent to which the cluster displays characteristics which are typical of the rest of the population or whether it is higher or lower than average in terms of specific variables.

The figure below provides a key which shows the position of each variable on the radial plots which follow in the Supergroup/Group profiles. The table on the following page lists the variables in more detail, showing their number, code and description.

How to read a radial plot

A blue line is shown on each radial plot, indicating the position of the cluster centre along each variable axis relative to the global mean value for that variable, which is indicated by the red circle. If the blue line lies outside the red circle for a variable then that cluster centre has a higher than average value for that variable and vice versa.



Key to variable numbers, codes and descriptions

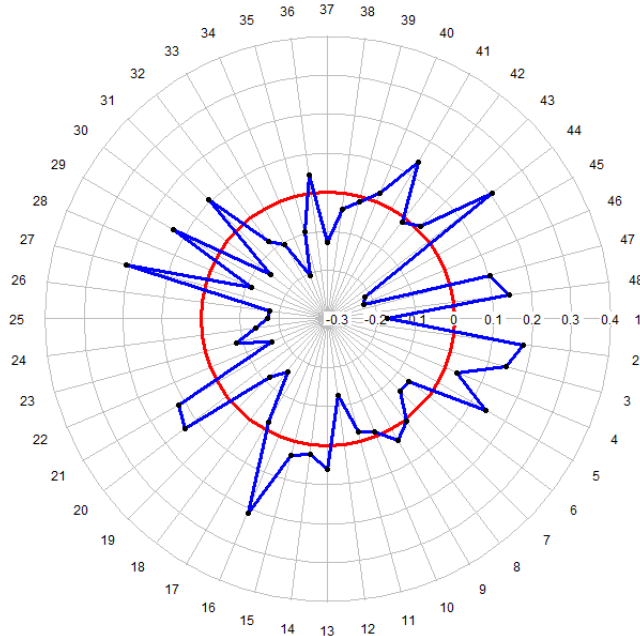
Var no.	Variable code	Variable description
1	OAWZRATIO	Ratio of Output Areas to Workplace Zones
2	WP102_WPPOPDENS	Workplace population density (number of persons per hectare)
3	WP1101_F_16_74	All categories: Age 16 to 74, Females
4	WP1101_F_25_39	All categories: Age 25 to 39, Females
5	WP1101_MF_16_24	All categories: Age 16 to 24, All categories: Sex
6	WP1101_MF_GE60	All categories: Age 60 to 74 , All categories: Sex
7	WP201_Black	Black: African/Caribbean/Other Black
8	WP201_In_Pk_Bng	Asian/Asian British: Indian, Pakistani, Bangladeshi
9	WP201_WhiteBrit	White: English/Welsh/Scottish/Northern Irish/British
10	WP203_EU_2001_11	Europe: Other Europe: EU countries: Accession countries April 2001 to March 2011: Total
11	WP203_EU_pre2001	Europe: Other Europe: EU countries: Member countries in March 2001: Total
12	WP501_GE_L4	Level 4 qualifications and above
13	WP501_L3	Level 3 qualifications
14	WP501_NoQual	No qualifications
15	WP601_Emp	Employee: Full or Part-time
16	WP601_FT_Stud	Full-time student
17	WP601_SEmp_w_E	Self-employed with employees: Full or Part-time
18	WP601_SEmp_wo_E	Self-employed without employees: Full or Part-time
19	WP604_FT_GE49	Full-time: 49 or more hours worked
20	WP604_PT_16_30	Part-time: 16 to 30 hours worked
21	WP604_PT_LE15	Part-time: 15 hours or less worked
22	WP605_A	A Agriculture, forestry and fishing
23	WP605_B	B Mining and quarrying
24	WP605_C	C Manufacturing
25	WP605_D_E	D Electricity, gas, steam and air conditioning supply / E Water supply; sewerage, waste management and remediation activities
26	WP605_F	F Construction
27	WP605_G_L	G Wholesale and retail trade; repair of motor vehicles and motor cycles / L Real estate activities
28	WP605_H	H Transport and storage
29	WP605_I	I Accommodation and food service activities
30	WP605_J	J Information and communication
31	WP605_K	K Financial and insurance activities
32	WP605_M	M Professional, scientific and technical activities
33	WP605_O	O Public administration and defence; compulsory social security
34	WP605_P	P Education
35	WP605_Q	Q Human health and social work activities
36	WP605_R_S	R,S Arts, entertainment and recreation; other service activities
37	WP607_1	1. Higher managerial, administrative and professional occupations
38	WP607_2	2. Lower managerial, administrative and professional occupations
39	WP607_3	3. Intermediate occupations
40	WP607_5	5. Lower supervisory and technical occupations
41	WP607_6	6. Semi-routine occupations
42	WP607_7	7. Routine occupations

43	WP702_GE20	20km and over
44	WP702_LT5	Less than 5km
45	WP702_NoFixedPl	No fixed place
46	WP702_WkFromHome	Work mainly at or from home
47	WP703_PubTrans	Underground, metro, light rail or tram, Train, Bus, minibus or coach
48	WP703_Walk_Bike	Bicycle, On foot

Supergroup 1: Retail (5786 Workplace Zones)

Retail and wholesale areas ranging from traditional market squares to purpose-built shopping centres of national significance

Constituent groups: Low density retail and wholesale; Market squares; Multicultural urban high streets; Traditional high streets; Shop until you drop; Eat, drink, shop and be merry



Example(s): Market Place, Richmond, North Yorkshire; Meadowhall Shopping Centre, Sheffield; Portland Street, Swansea



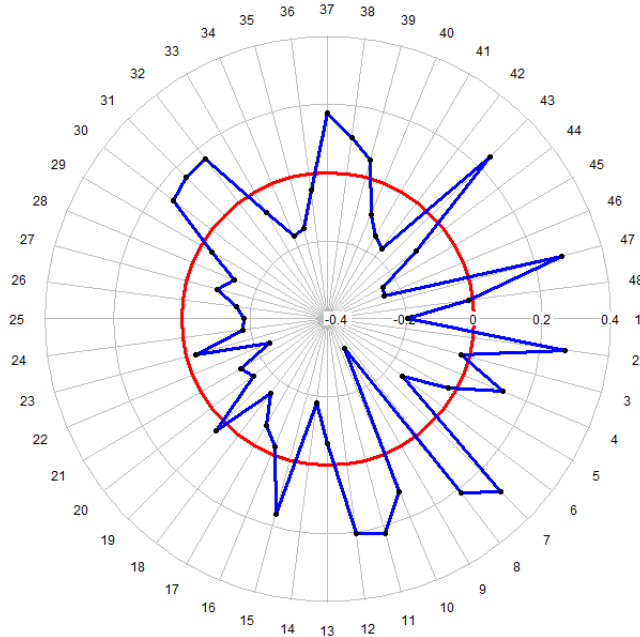
Image: SA1 3DH, WZ: W35000307

The retail supergroup is characterised by high workplace population density, higher than average female, young and student workers, working part-time, in semi-routine occupations in the retail, motor repair, real estate, food and accommodation services, and finance and insurance sectors. They tend to travel very short distances to work by public transport, bike or on foot.

Supergroup 2: Top jobs (5183 Workplace Zones)

High status employment in business, industry and public service. Primarily the highest status city centres but also top science and business parks

Constituent groups: Global business; Administrative centres ; Big city life; Regional business centres; Science and business parks



Example(s): Gracechurch Street, City of London; Queen Square, Bristol; The Diamond Synchotron, Harwell Science and Innovation Campus



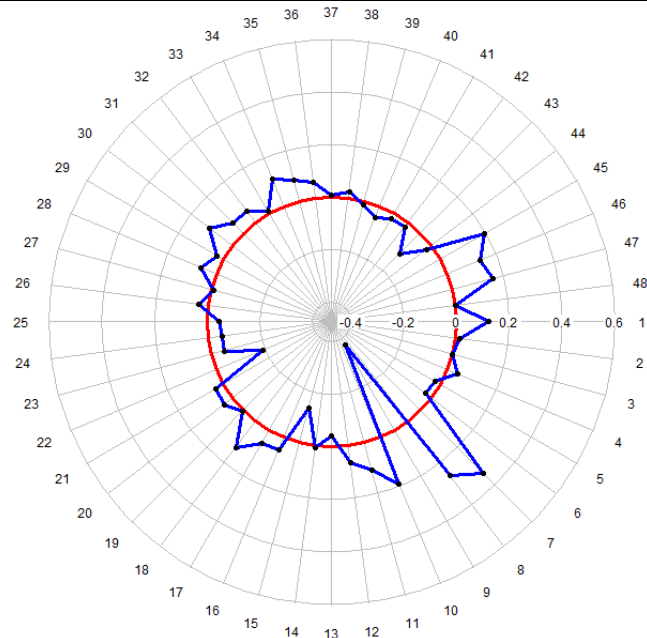
Image: EC3V ODR, WZ: E33031575

This supergroup is characterised by high density and a low OA:WZ ratio (splits), higher than average percentage of young females, high Black, Asian + European ethnicities, high percentages of Level 4 qualifications, high employees, high on ICT, Finance, Prof/Sci/Tech, high on Higher managerial and Lower managerial, low on routine occupations, high on travelling more than 20km to work, low on working from home/no fixed place, low on part time working. This group is mainly found in large numbers in the major metropolitan centres. There are small numbers of isolated WZs in this group in other locations e.g. Science Parks etc.

Supergroup 3: Metro suburbs (8386 Workplace Zones)

Multicultural workforce engaged in range of service activities and self-employment, found exclusively in the suburban areas of major towns and cities.

Constituent groups: Metro Suburban distribution; Cosmopolitan metro suburban mix; Independent professional metro services; Suburban metro infrastructure



Example(s): Royal Mail Smethwick Sorting Office, West Midlands; Mottingham Road, London Borough of Greenwich; Gloucester Primary School, Peckham North



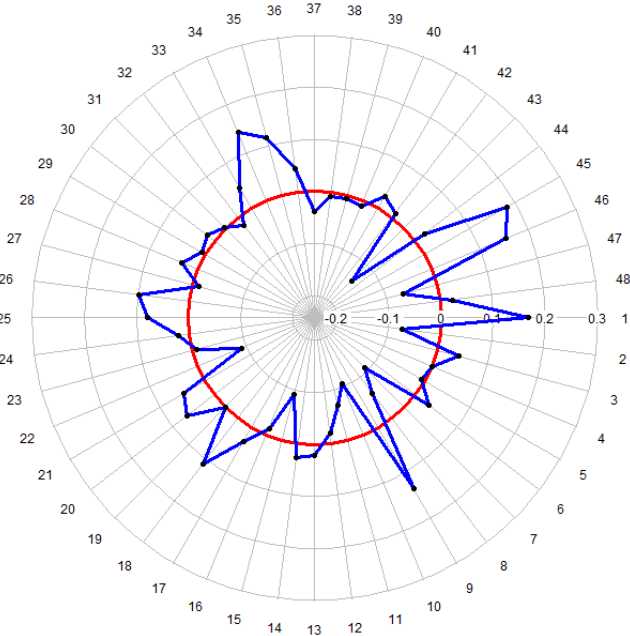
Image: SE9 4QZ, WZ: E33033719

This supergroup is characterised by a higher than average percentage of non-white workers, self-employed workers and workers working from home or with no fixed place of work, together with a higher than average percentage of people using public transport to get to work. Geographically, this supergroup is mostly in large metropolitan areas, particularly those with a significant ethnic population and public transport system. It is particularly obvious in large cities such as London, Manchester and Birmingham and other cities with multicultural populations. In the very large cities where the top jobs supergroup is present, the metro suburbs supergroup is generally found in a ring outside of these top jobs, but is located inside supergroup four (suburban services). In areas which do not have a core of top jobs, the metro suburbs are often found just outside the retail centre of the city, but still inside the suburban services.

Supergroup 4: Suburban services (10046 Workplace Zones)

Mix of local activities occurring primarily in suburban and residential areas.

Constituent groups: Non-metropolitan suburban areas; Primarily residential suburbs



Example(s): Gelli, Rhondda Valley, South Wales;
South Eastern Road, Strood, Kent



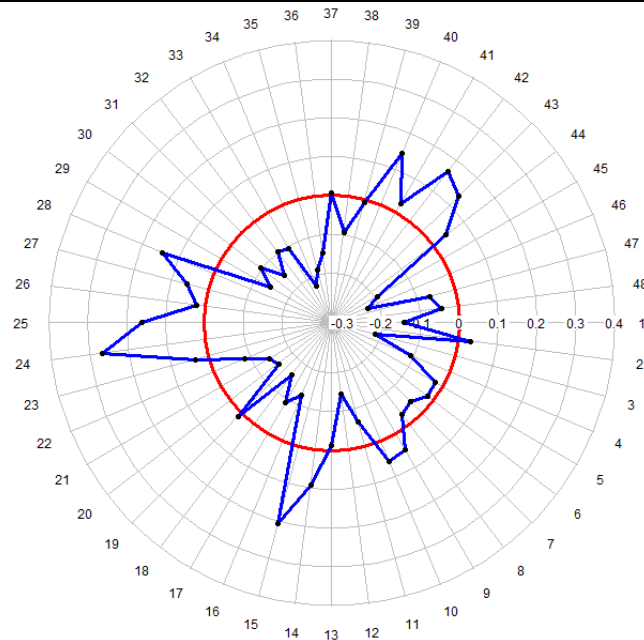
Image: ME2 4BN, WZ: E33039834

This supergroup is characterised by slightly higher than average white ethnicity, high percentages working from home/no fixed place of work, slightly higher than average Education, Health/social work, Construction and utilities and a low proportion of people travelling more than 20km. It is fairly low density, being characterised by a higher than average proportion of OA of mergers. It is the largest supergroup by number of WZs and is mostly found outside of the metro suburbs and across lower-density urban areas such as the South Wales valleys.

Supergroup 5: Manufacturing and distribution (7417 Workplace Zones)

Generally low density, male workforce engaged in manufacturing, transport and distribution industries across a range of urban and extra-urban sites, widely spread across the country

Constituent groups: Mining and quarrying facilities; Industrial units; ; Business parks; Manufacturing, energy and utilities



Example(s): Ore terminal, Redcar, Teeside; Thames-side industrial units at Belvedere; Jaguar/Land Rover factory, Halewood, Merseyside;



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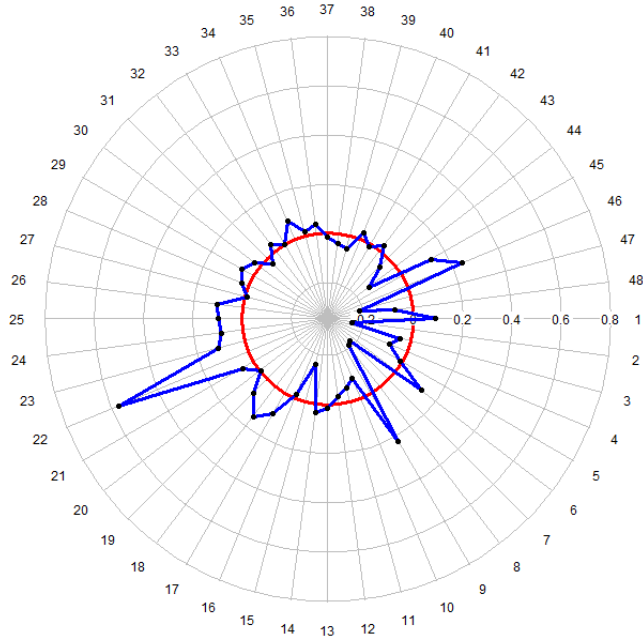
Image: DA17 6JY, WZ: E33029095

The manufacturing, transport and distribution supergroup is characterised by a slightly lower than average OA:WZ ratio, low percentage of female workers, low percentage high qualifications, high percentage low qualifications, high employees, low part-time, high manufacturing, Energy/utilities, transport and storage, lower status working, low on working from home and no fixed place of work, slightly high on >20km.

Supergroup 6: Rural (10858 Workplace Zones)

Primarily rural areas with a significant proportion of employment in agriculture, forestry and fishing as well as mining, quarrying and rural services

Constituent groups: Rural with core services; Rural with non-local workers ; Rural with mining or quarrying; Traditional countryside



Example(s): Northern outskirts of Ludlow, Shropshire; Benington, Lincolnshire; Talybont-on-Usk, Brecon Beacons National Park



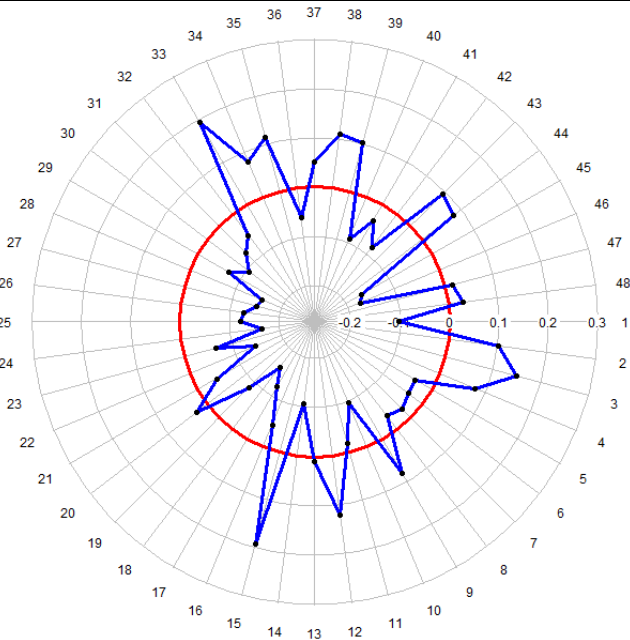
Image: PE22 ODW, WZ: E33016605

The Rural supergroup is characterised by a higher than average percentages of older, white, workers who are self-employed (both with and without employees), who work from home or have no fixed place of work. Workplace population density is low. Workers are primarily engaged in Agric/forest/fish, and, to a lesser extent, other sectors such as Mining/quarrying, Manufac, Utilities, Construction and Education. This supergroup is the largest in terms of number of WZs and is found in rural and outer suburban areas throughout England and Wales.

Supergroup 7: Servants of Society (5902 Workplace Zones)

Primarily public sector employment in education, health and public administration. A well-qualified workforce in major service centres

Constituent groups: Large scale education; Public administration; Major hospitals; Highly qualified workforces and professional services



Example(s): Lancaster University; Royal Manchester Children's Hospital; Southampton Civic Centre



Image: M13 9WL, WZ: E33004335

The Servants of Society cluster is characterised by higher than average density, females and young females. It is just below average on non-White and European groups and just above for White. Level 4 qualifications are high, as are employees, while self-employment of any type is low. Both extremes of working hours are low, with part time 16-30 just on the average. The only industrial sectors above average are public administration and defence, education and health. Higher managerial jobs are a little above average, but lower managerial and intermediate status more so. Both extremes of travel distance are above average but working from home and without a fixed place of work are well below. In summary, these tend to be higher status, well-qualified employees in large public service organizations with good female representation in the workforce. They include hospitals, schools and colleges, prisons and government offices and are widely spread nationally, although somewhat clustered in the major service centres.