

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

Annex B: Profiles of Groups

Samantha Cockings, David Martin, Andrew Harfoot
Geography and Environment, University of Southampton

August 2015

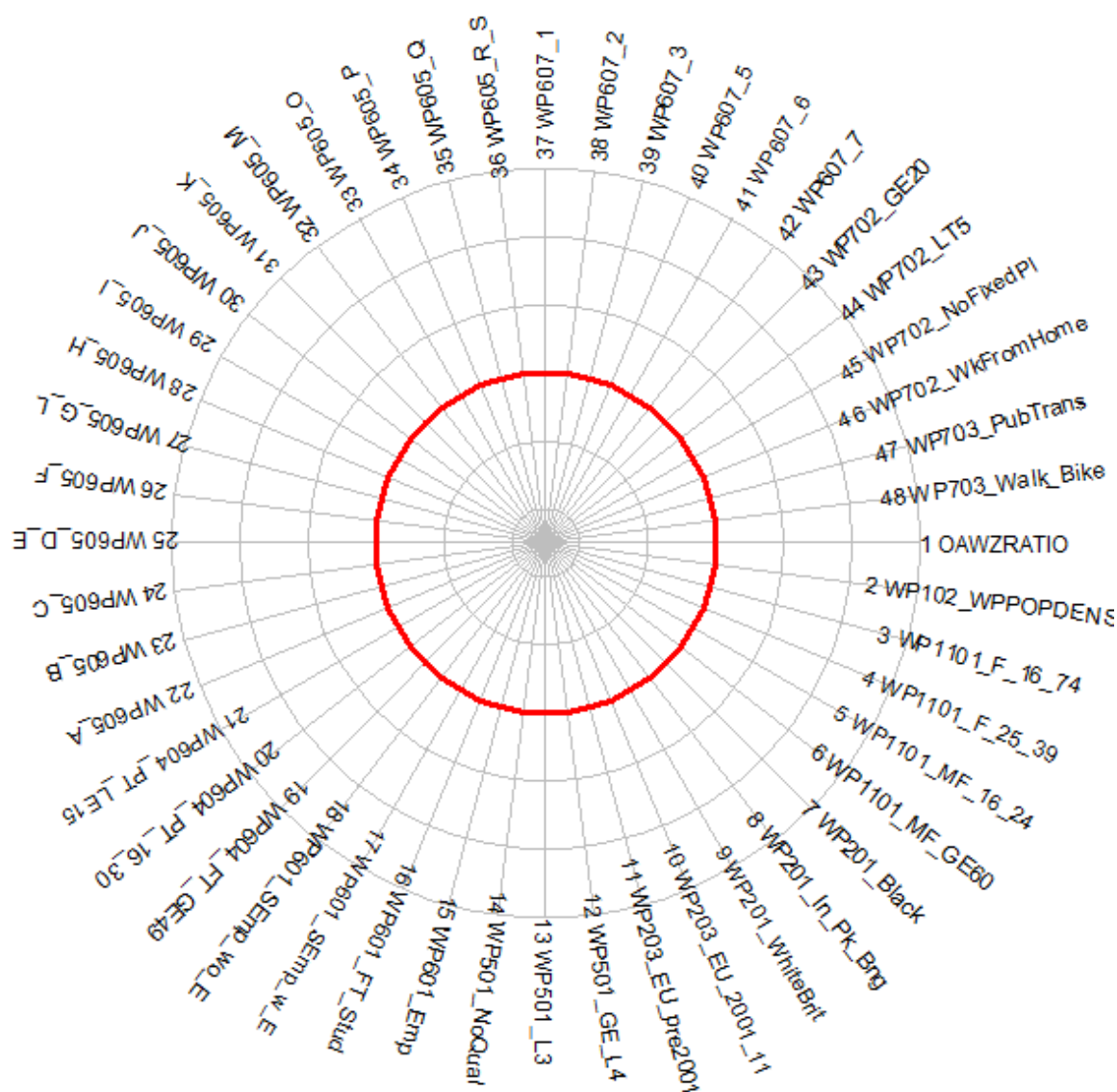
Key to radial plots for Supergroup and Group profiles

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

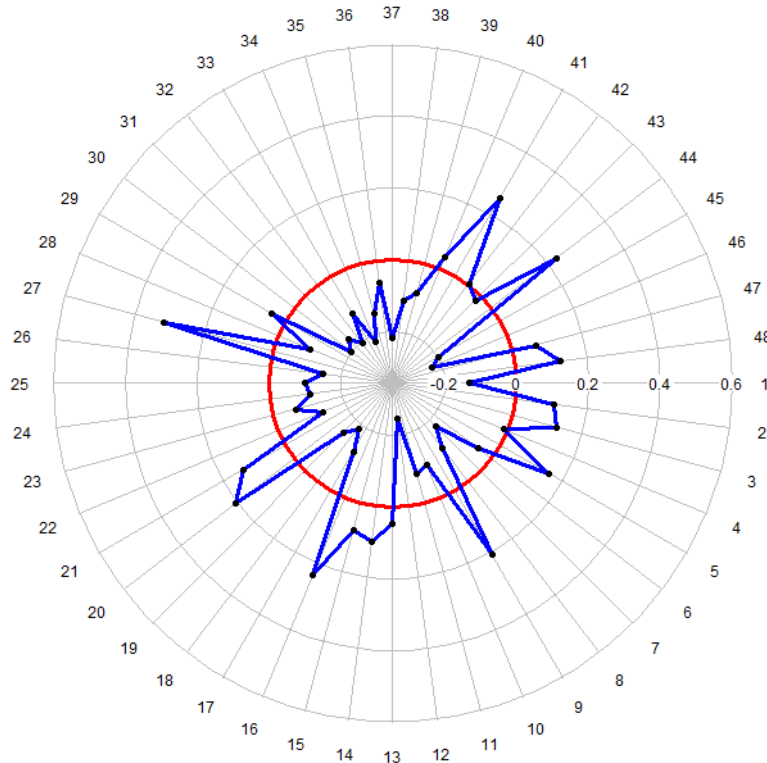
Var no.	Variable code	Variable description
1	OAWZRATIO	Ratio of Output Areas to Workplace Zones
2	WP102_WPPOPDENS	Workplace population density (number of persons per hectare)
3	WP1101_F_16_74	All categories: Age 16 to 74, Females
4	WP1101_F_25_39	All categories: Age 25 to 39, Females
5	WP1101_MF_16_24	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

Retail Supergroup

Group 1a: Low density retail and wholesale (989 Workplace Zones)

Low density retail and wholesale in mostly White areas, often on urban fringe or close to transport nodes



Example(s): The Peel Centre, Stockport; Metro Centre, Gateshead



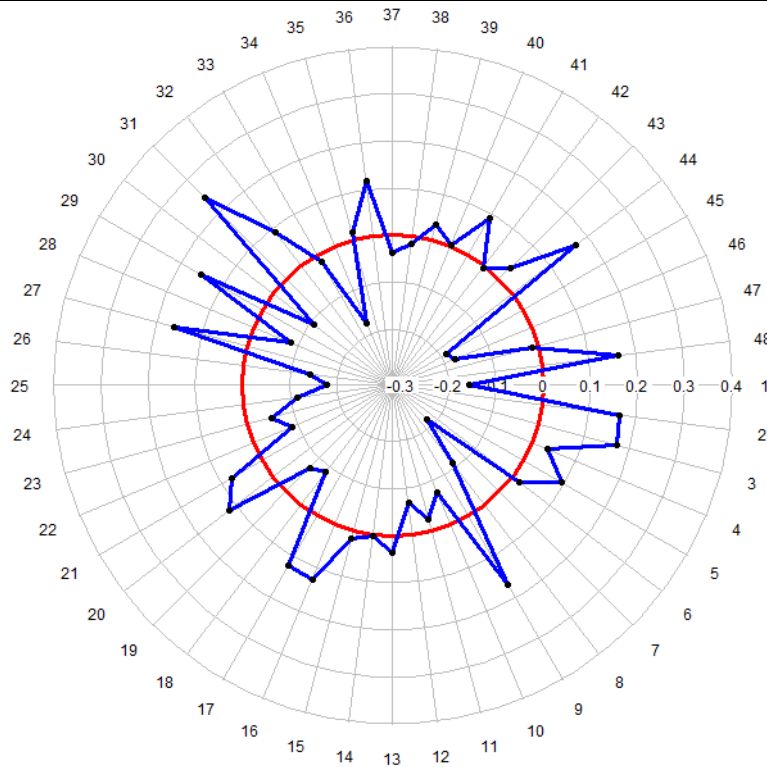
Image: SK1 2HH, WZ: E33002669

A workforce characterised by above-average levels of White British ethnicity, employees and students, with particularly high levels of part-time working and employment in wholesale and retail trades, semi-routine occupations and short travel to work distances. This group is widely dispersed nationally but is found primarily on urban fringes.

Retail Supergroup

Group 1b: Market squares (1298 Workplace Zones)

Traditional retail areas with professional services and self-employed, often in market towns and higher status areas



Example(s): Market Place, Richmond, North Yorkshire; Tenterden, Kent; Bakewell, Derbyshire



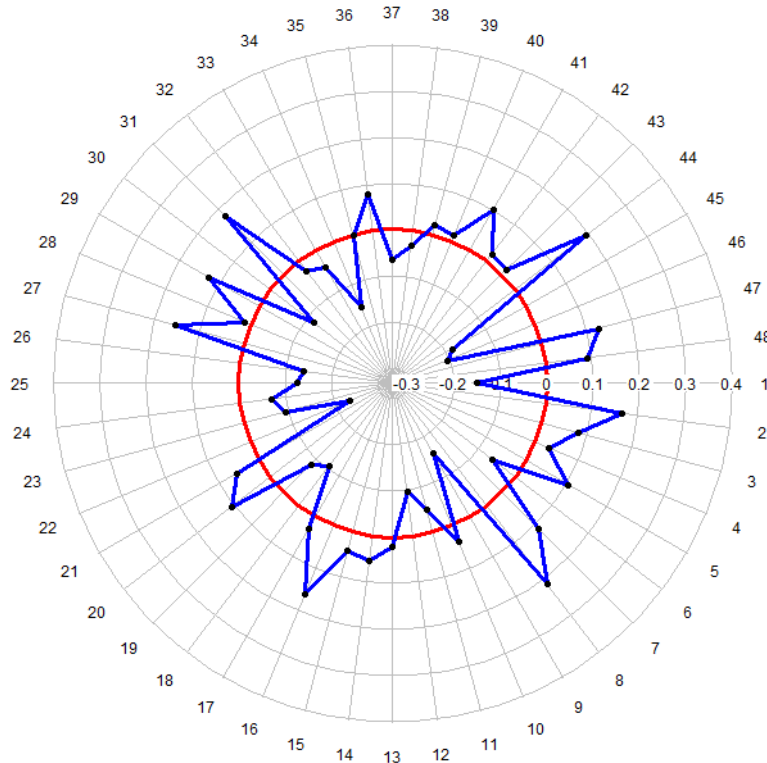
Image: DL10 4QL, WZ: E33010244

This group has a mainly White British workforce with high levels of female participation, self-employment, both with and without employees, students, part-time working. The presence of retail and wholesale is equalled by accommodation and food services and exceeded by financial and insurance activities. Travel to work distances are short and percentages travelling on foot or by bicycle are high. There are very low levels of working from home or at no fixed location. The group is very widely dispersed and found primarily in smaller towns.

Retail Supergroup

Group 1c: Multicultural urban high streets (1058 Workplace Zones)

Urban high streets with mixed ethnicity and businesses



Example(s): Bellegrove Road, London Borough of Bexley; Portwood High Street, Southampton;



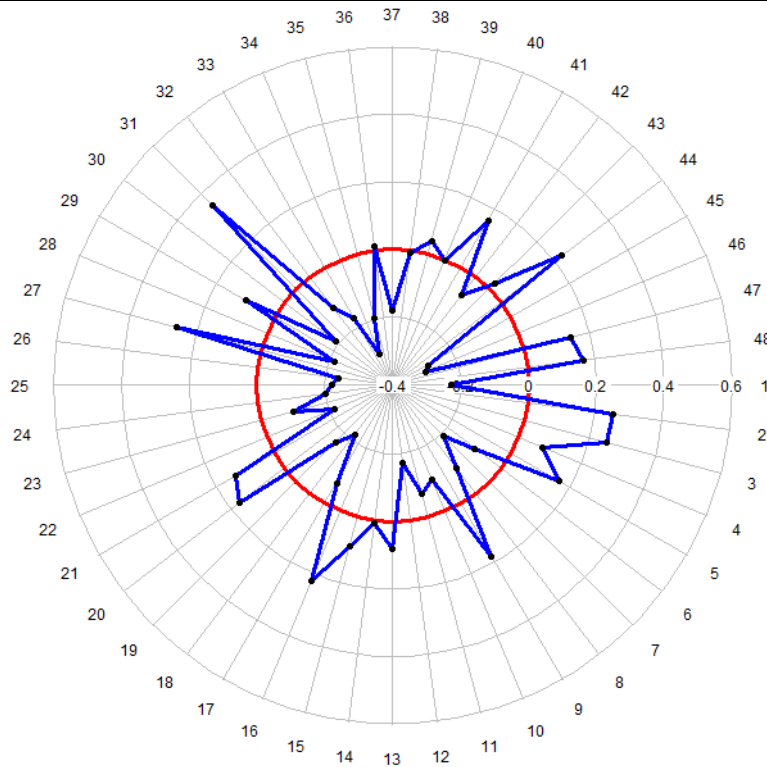
Image: DA16 3PY, WZ: E33029121

This group has high levels of female participation in a generally younger workforce with high percentages of Black and Asian ethnicities, students and part-time working. Accommodation and food services, financial and insurance activities occur with retail and wholesale as the dominant industries. Distances travelled are low and there is high use of public transport as well as travelling on foot or bicycle. These retail centres are generally found in larger cities and in outer centres of the major conurbations.

Retail Supergroup

Group 1d: Traditional high streets (965 Workplace Zones)

Traditional high streets with some larger stores, mostly employees



Example(s): Portland Street, Swansea; South Street, Dorchester; George Street, Tamworth



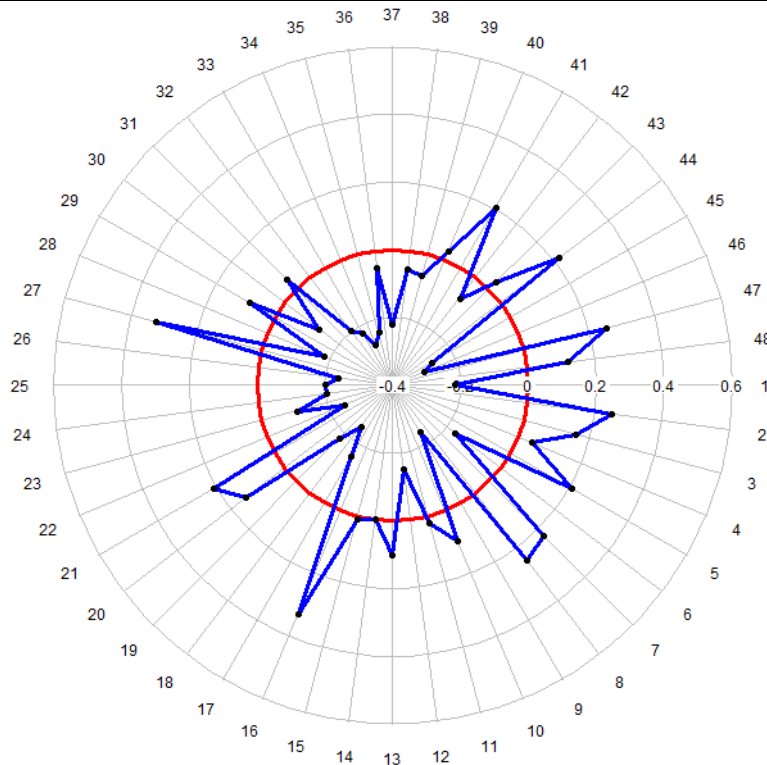
Image: SA1 3DH, WZ: W35000307

Very high female participation in workforce, which is generally young and White. High percentages of students, part-time working and with accommodation and food services, financial and insurance activities occurring alongside retail and wholesale. Widely dispersed nationally.

Retail Supergroup

Group 1e: Shop until you drop (782 Workplace Zones)

Major retail centres of national and regional significance



Example(s): Meadowhall Shopping Centre, Sheffield; West Quay Shopping Centre, Southampton; Bluewater Shopping Centre, Greenhithe



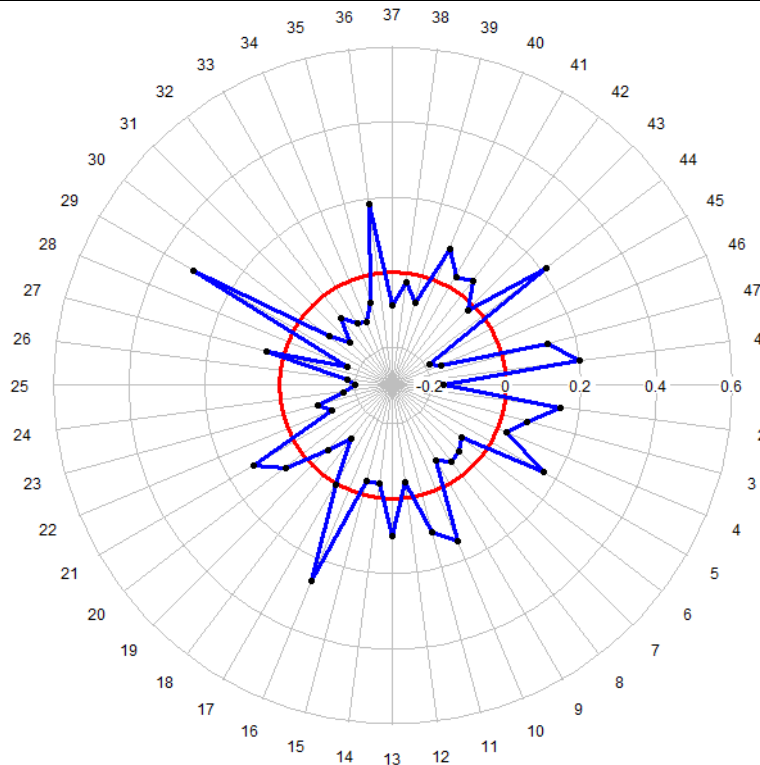
Image: S9 1EP, WZ: E33009173

High female participation in the workforce, which is young and with above average levels of Black and Asian ethnicities. Very high representation of students and part-time working. Retail and wholesale exceeds all other activities. Travel to work distances are short and percentages travelling on foot or by bicycle are high. This group includes major national and regional retail centres, including large purpose-built out of town and in-town developments.

Retail Supergroup

Group 1f: Eat, drink, shop and be merry (694 Workplace Zones)

Shopping, food and entertainment



Example(s): Gunwharf Quays, Portsmouth;
Basingstoke Leisure Park; Blackpool Pleasure
Beach



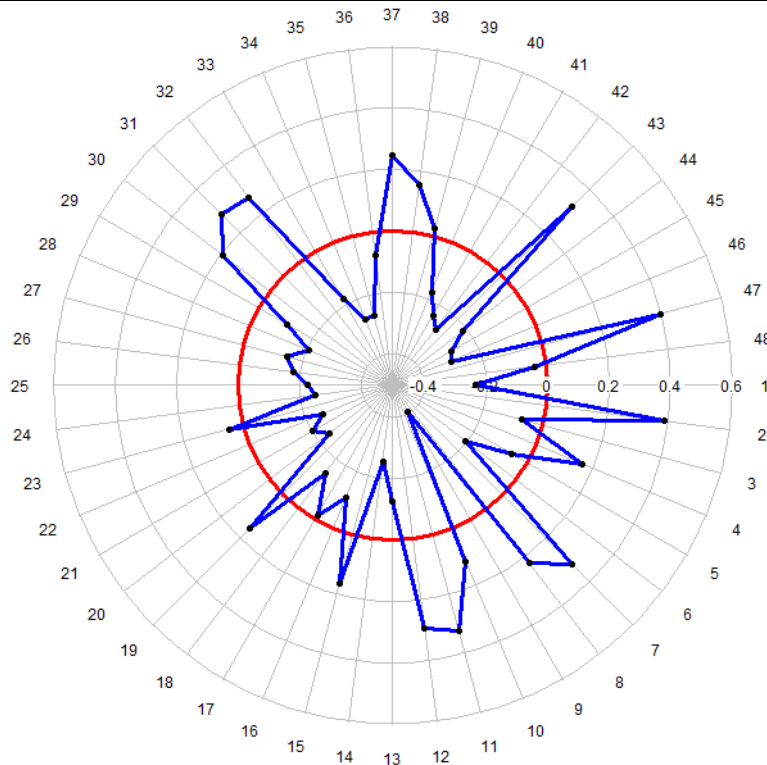
Image: PO1 3TA, WZ: E33040928

Accommodation and food services, arts entertainment and recreation industries exceed retail and wholesale as a proportion of the workforce. European workers are present to an above-average level and there are many students and high levels of part-time working. Travel to work distances are short and percentages travelling on foot or by bicycle are high. There are very low levels of working from home or at no fixed location. The smallest group in terms of WZ numbers, but widespread geographically and covering a wide range of locations including coastal locations and other tourist destinations.

Top jobs Supergroup

Group 2a: Global business (1181 Workplace Zones)

High status city commuters, mostly in London



Example(s): Gracechurch Street, City of London;
Cabot Square, Canary Wharf, London; The
Forbury, Reading



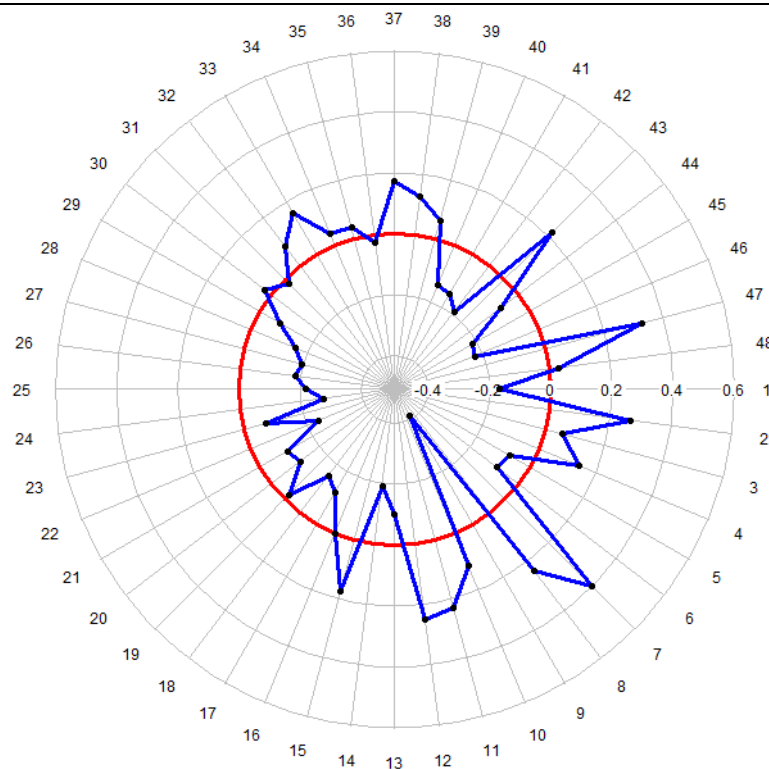
Image: EC3V ODR, WZ: E33031575

This group is characterised by concentration in ICT, finance and insurance, professional, scientific and technical activities. The workforce has above average levels of Black, Asian and European ethnicities and high percentages of Level 4 qualifications. It is dominated by the highest status managerial, administrative and professional occupations, with very high percentages travelling more than 20km to work by public transport. It occurs almost exclusively in London, where it is widespread in the City of London and Docklands, with only a very few WZs in the centres of other metropolitan cities.

Top jobs Supergroup

Group 2b: Administrative centres (950 Workplace Zones)

High status public administration



Example(s): Department for Transport, Horseferry Road, Westminster; Whitehall, London;



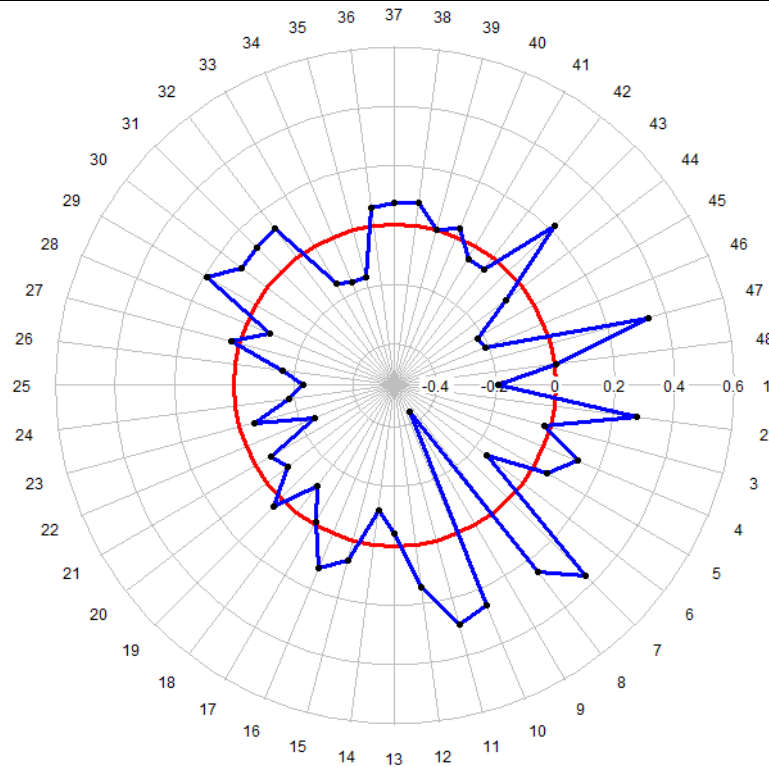
Image: SW1P 4DR, WZ: E33036784

While the demographic, occupational status and travel to work characteristics of this group are very similar to the high status city commuters, these areas are marked by a very different industrial structure, with public administration and defence being the largest activity. This group is found only in the centres of large cities, but is less concentrated in London than the high status city commuters.

Top jobs Supergroup

Group 2c: Big city life (1255 Workplace Zones)

Big city services, with accommodation and food



Example(s): Faulkner Street, Manchester Chinatown; Gas Street Basin, Birmingham



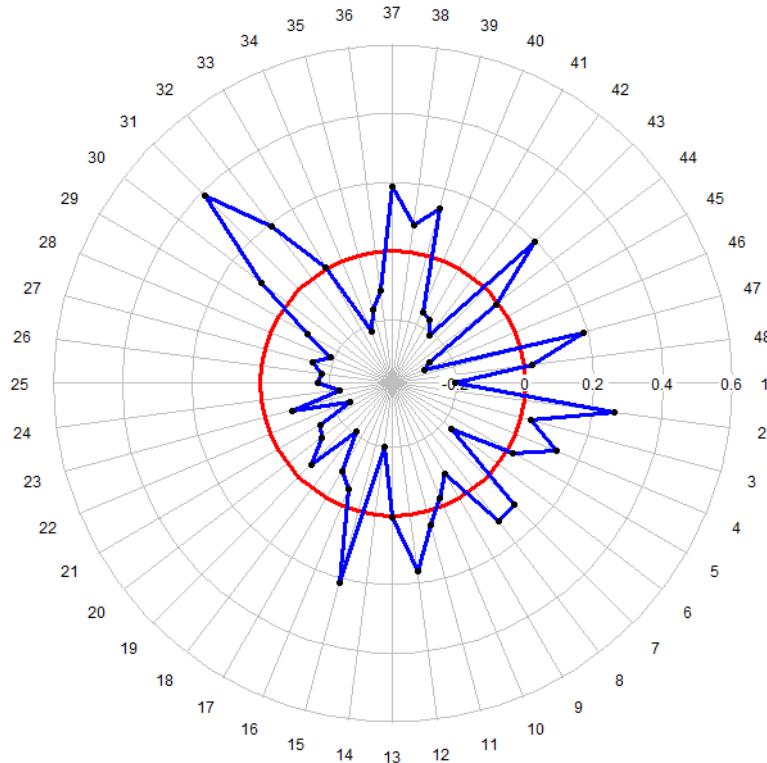
Image: M1 4FH, WZ: E330044576

The workforce has a high proportion of non-British workers, with above-average levels of female participation. Activity is spread across a range of industries with accommodation and food services in the largest proportion but also ICT, financial and insurance activities and other professional services. Many travel more than 20km to work by public transport. This group is found exclusively close to the centres of the largest metropolitan areas and includes much of London's entertainment districts.

Top jobs Supergroup

Group 2d: Regional business centres (867 Workplace Zones)

Business quarters in major regional cities



Example(s): Queen Square, Bristol; Stuttgarter Strasse, Cardiff; Snow Hill, Birmingham



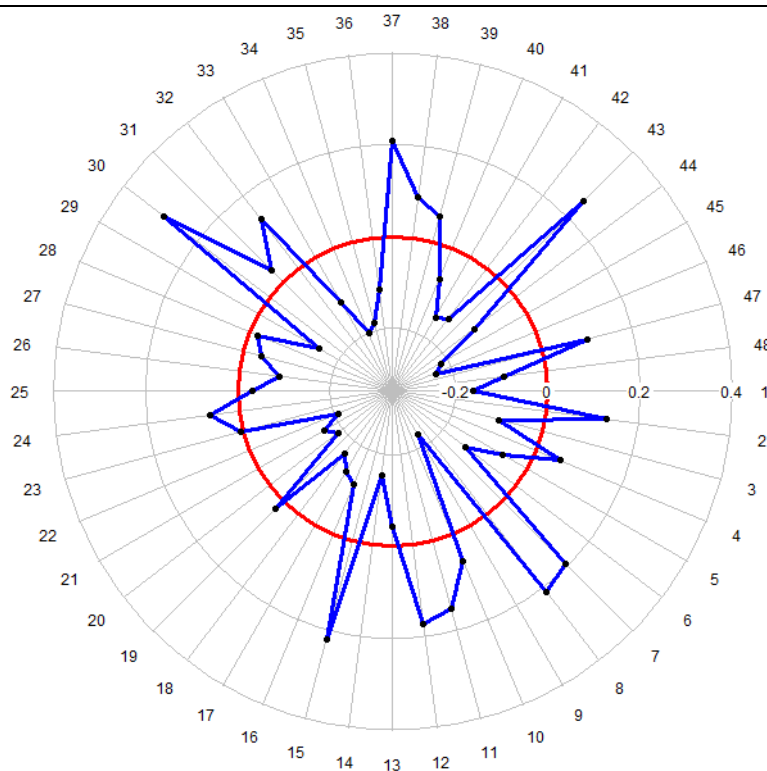
Image: BS1 4NP, WZ: E33047152

This group is dominated by financial and insurance activities, together with other professional services and high status occupations dominate. The workforce includes many females and is moderately multicultural. There is a high percentage with Level 4 qualifications and most workers are employees. Travel to work distances are high, as is public transport use. This group is remarkably absent from Central London and is rather found in the business quarters of many regional cities.

Top jobs Supergroup

Group 2e: Science and business parks (930 Workplace Zones)

Science and business parks with high status workers



Example(s): The Diamond Synchrotron, Harwell Science and Innovation Campus; Thames Valley Business Park, Reading; Chilworth Science Park, Southampton



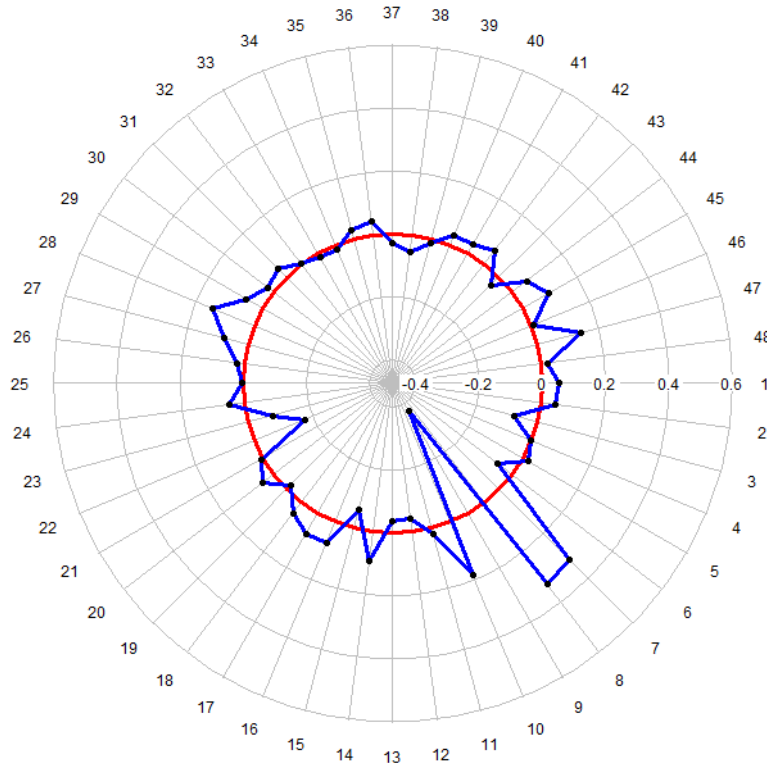
Image: OX11 0QX, WZ: E33036784

This group comprises a number of individual sites with a highly qualified multiethnic workforce concentrated particularly in ICT and professional, scientific and technical activities. The geographical distribution is wide, although it is clustered in and around urban Britain and generally close to major transportation corridors. Percentages travelling more than 20km are very high and public transport use is above average.

Metro suburbs Supergroup

Group 3a: Metro suburban distribution (2045 Workplace Zones)

Ethnically mixed workforce in transportation and storage



Example(s): Royal Mail Smethwick Sorting Office, West Midlands; Spinney Hills, Leicester



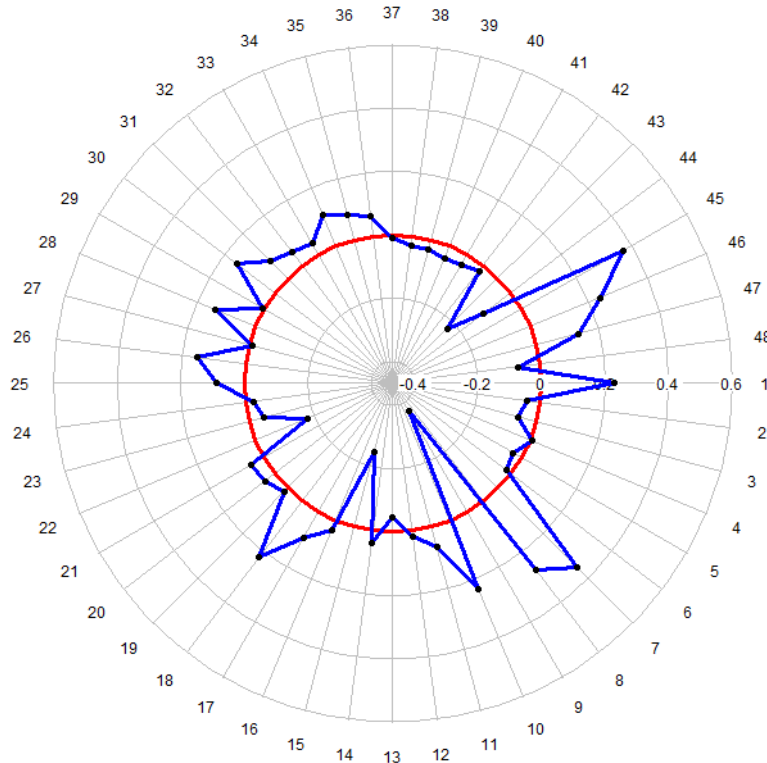
Image: B67 7AB, WZ: E33020925

Above average Black and Asian ethnicities and post-2001 EU accession countries in a workforce which is average in very many dimensions but in which transport and storage is the most prominent industry, wholesale and retail, accommodation and food services are also above average. Scattered across outer suburban areas of major metropolitan centres.

Metro suburbs Supergroup

Group 3b: Cosmopolitan metro suburban mix (2112 Workplace Zones)

Ethnically mixed self-employed with no fixed place of work in construction, transport and storage



Example(s): Mottingham Road, London Borough of Greenwich; Streetly Road, Short Heath, Birmingham



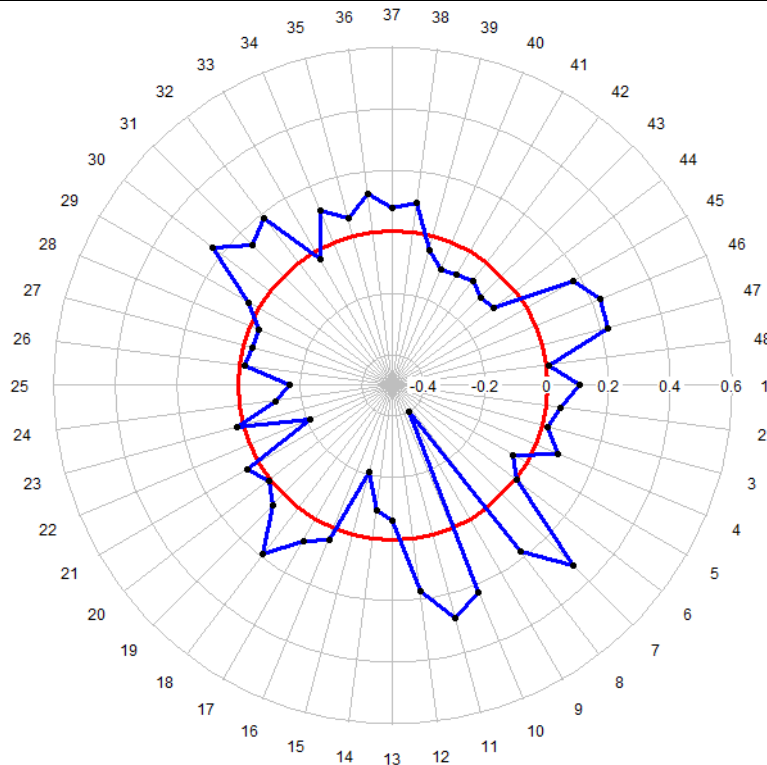
Image: SE9 4QZ, WZ: E33033719

Above average Black and Asian ethnicities and post-2001 EU accession countries in a workforce in which construction, transport and storage, ICT are all above average as is self-employment without employees. Strongly marked by working from home or at no fixed place. Occurring in quite dense bands around the outer edges of multicultural urban areas and forming distinctive concentric rings around cities such as London, Birmingham and Leicester.

Metro suburbs Supergroup

Group 3c: Independent professional metro services (2140 Workplace Zones)

Higher status cosmopolitan professional services and self-employment



Example(s): Western Road, Hove; Linden Road/Cranbrook Road, Redland, Bristol



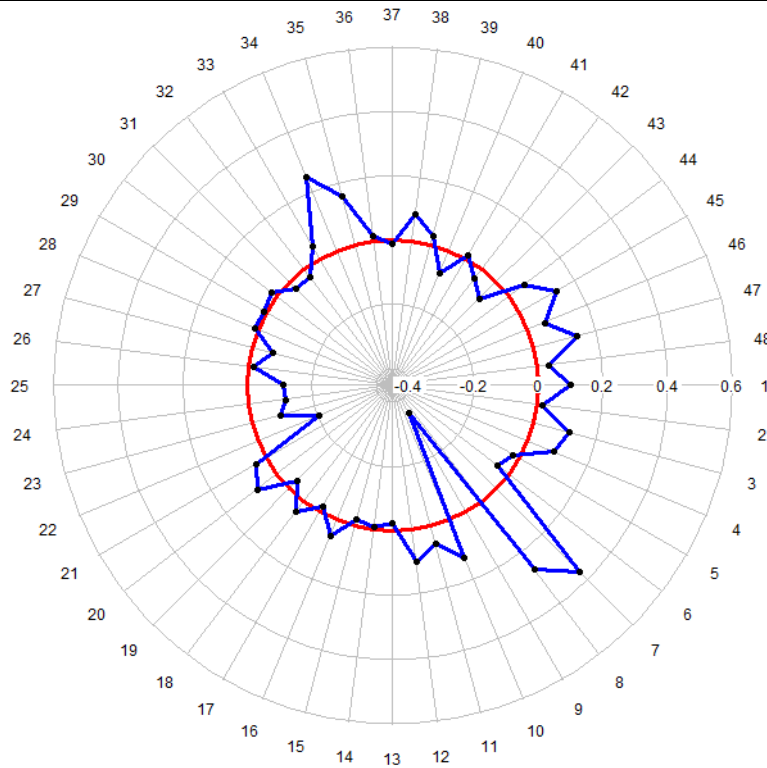
Image: BN3 1AF, WZ: E33040785

A multicultural workforce in which Black, Asian and European groups are all above average, as is self-employment. ICT, financial and insurance activities and professional services are all above the average, as are higher status occupations. Working from home or no fixed place and travel by public transport are all high. A very concentrated geographical distribution limited to especially inner suburban areas of London and a few major cities but entirely absent elsewhere.

Metro suburbs Supergroup

Group 3d: Suburban metro infrastructure (2089 Workplace Zones)

Ethnically mixed workforce in care and education



Example(s): Gloucester Primary School, Peckham North; The Belvedere Academy, Liverpool



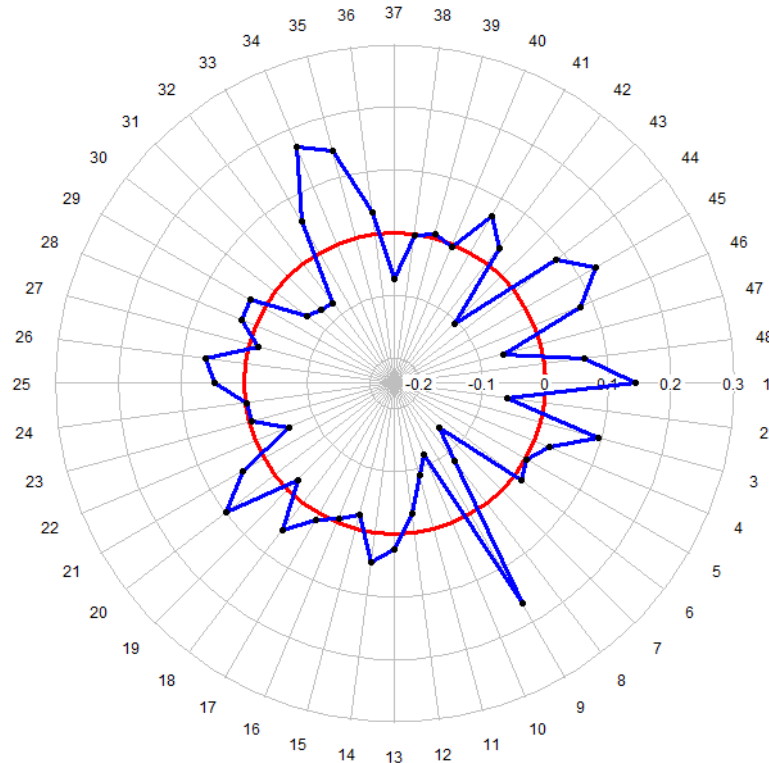
Image: SE15 6FL, WZ: E33035996

A multicultural workforce with above average levels of employment in education, health and social work activities and with lower managerial, administrative and technical occupations slightly above average. Widely dispersed in the suburban areas of major multicultural cities but entirely absent elsewhere.

Group 4a: Non-metropolitan suburban areas (5580 Workplace Zones)

Group 4a: Non-metropolitan suburban areas (5580 Workplace Zones)

White, female workforce with low qualifications, working locally



Example(s): Gelli, Rhondda Valley, South Wales;
Mile Cross, Norwich; Station Road, Woolston,
Southampton



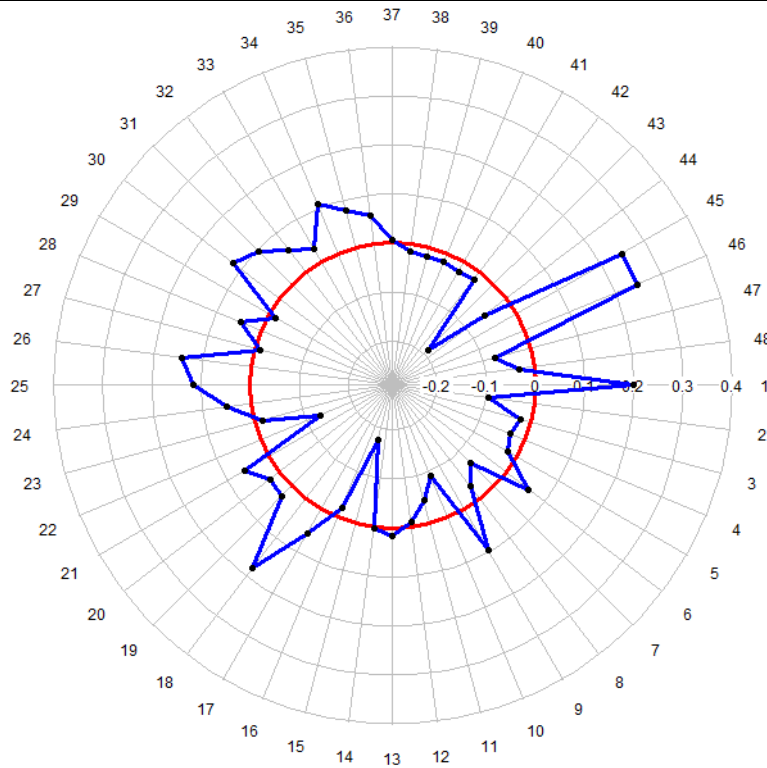
Image: CF41 7NA, WZ: W35002048

Mostly White suburban areas with employment across a range of industries but with local services such as education, health and public administration all above average. Above average female participation in the workforce, mainly lowest status occupations, low long-distance commuting and high percentages travelling under 5km, working from home or no fixed place. Widespread suburban distribution, but mostly away from the larger metropolitan centres.

Suburban services Supergroup

Group 4b: Primarily residential suburbs (4466 Workplace Zones)

Older, white, self-employed, work from home or at no fixed place



Example(s): South Eastern Road, Strood, Kent;
Itchen, Southampton



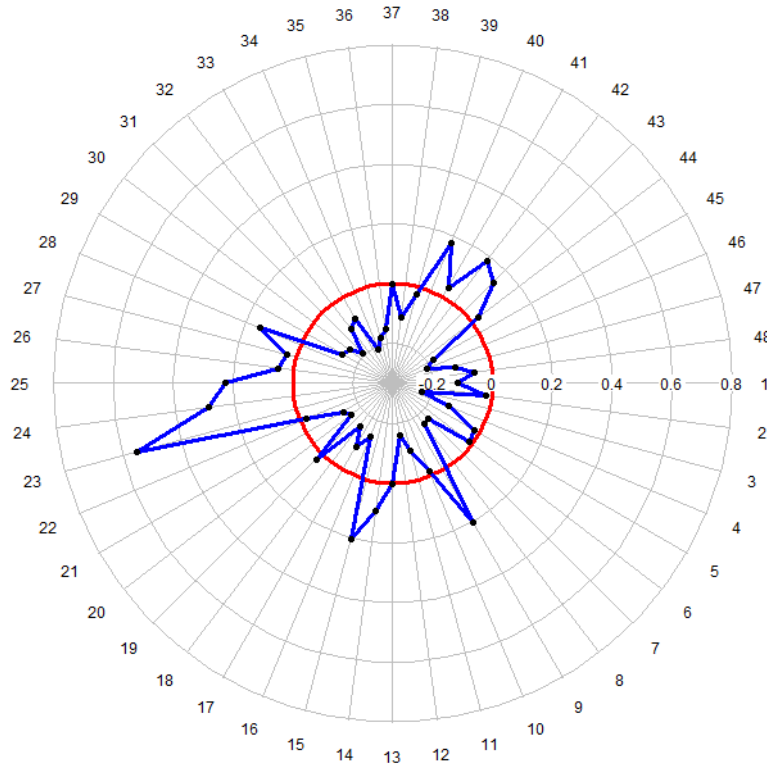
Image: ME2 4BN, WZ: E33039834

Mostly white suburban areas with above average levels of self-employment without employees, ranging across many industries with energy, utilities, construction, ICT and education all above average. Very little commuting over 20km but very high levels of working from home or no fixed place. Widely dispersed geographical distribution, but mostly on the edges of larger urban areas.

Manufacturing and distribution Supergroup

Group 5a: Mining and quarrying facilities (1358 Workplace Zones)

Industrial activities connected with mining and quarrying



Example(s): Ore terminal, Redcar, Teeside;
Hatfield Main Colliery, Stainforth, South Yorkshire



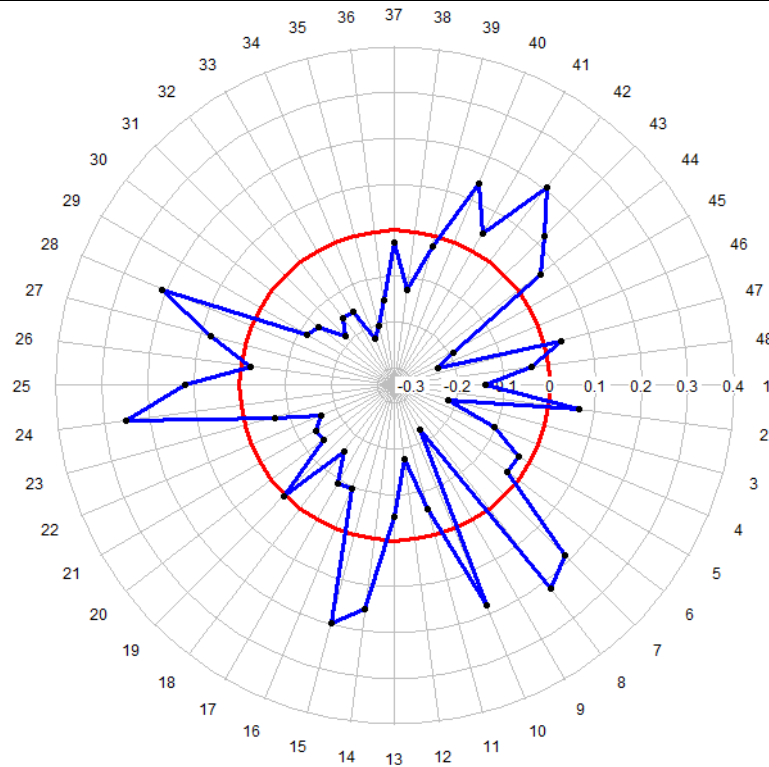
Image: TS10 5QW, WZ: E33000334

A workforce with low female participation, high percentage of White British and employees, greatly above average in mining and quarrying, manufacturing and energy and utilities, transport and storage. Lower supervisory, technical and routine occupations are all above average. Working from home or no fixed place are well below average. Widely dispersed geographically but mainly away from urban centres, some concentration around ports.

Manufacturing and distribution Supergroup

Group 5b: Industrial units; (2042 Workplace Zones)

Non-white workforce in manufacturing and transport



Example(s): Thames-side industrial units at Belvedere; Hams Hall Distribution Park, Coleshill, Birmingham



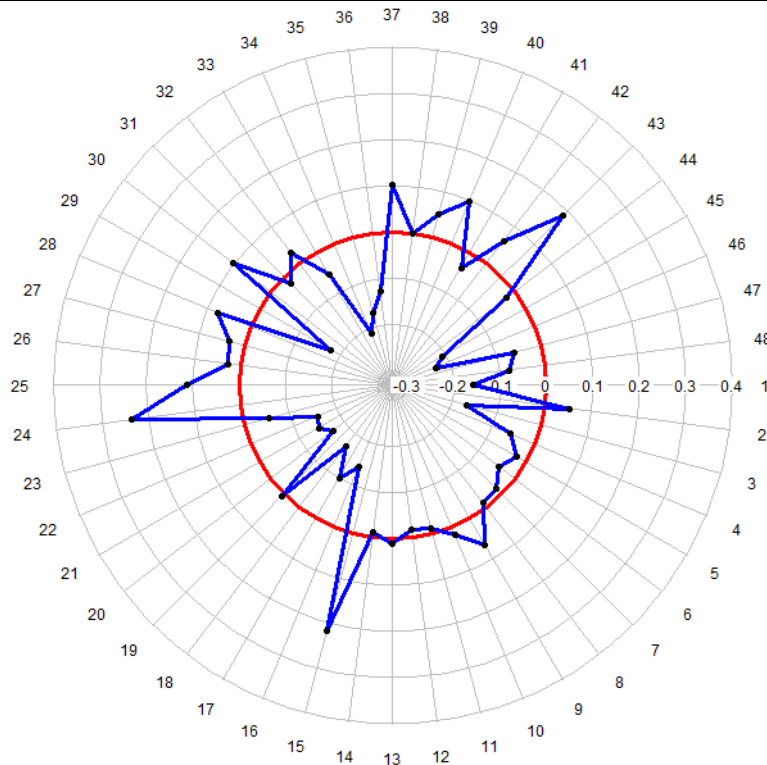
Image: DA17 6JY, WZ: E33029095

A multiethnic workforce with low female participation, with high proportions of no qualifications, employees. Industrial structure dominated by manufacturing and transport and storage and lower status, especially routine occupations. Found in industrial areas on the outer edges of larger cities

Manufacturing and distribution Supergroup

Group 5c: Business parks (1615 Workplace Zones)

Manufacturing, transport and IT with higher status mix



Example(s): Chandlers Ford Industrial Estate;
Darcy Business Park, Llandarcy, Neath



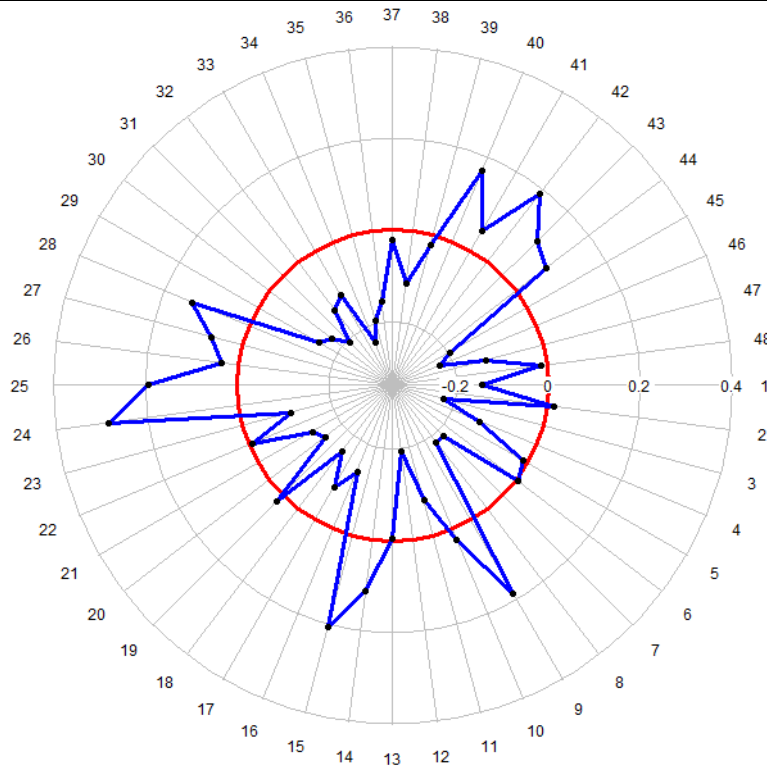
Image: SO53 4BW, WZ: E33037916

Workforce comprising mostly employees with below average females and part-time working, dominated by manufacturing and energy industries but ICT also above average. Covering broad spectrum of occupational statuses from higher managerial to routine. Greatly above average travelling more than 20km to work but low working from home or no fixed place. Widely dispersed nationally.

Manufacturing and distribution Supergroup

Group 5d: Manufacturing, energy and utilities (2402 Workplace Zones)

Manufacturing, energy and utilities



Example(s): Jaguar/Land Rover factory, Halewood, Merseyside; Uskmouth Power Station, Newport; Tata Chemicals, Northwich, Cheshire



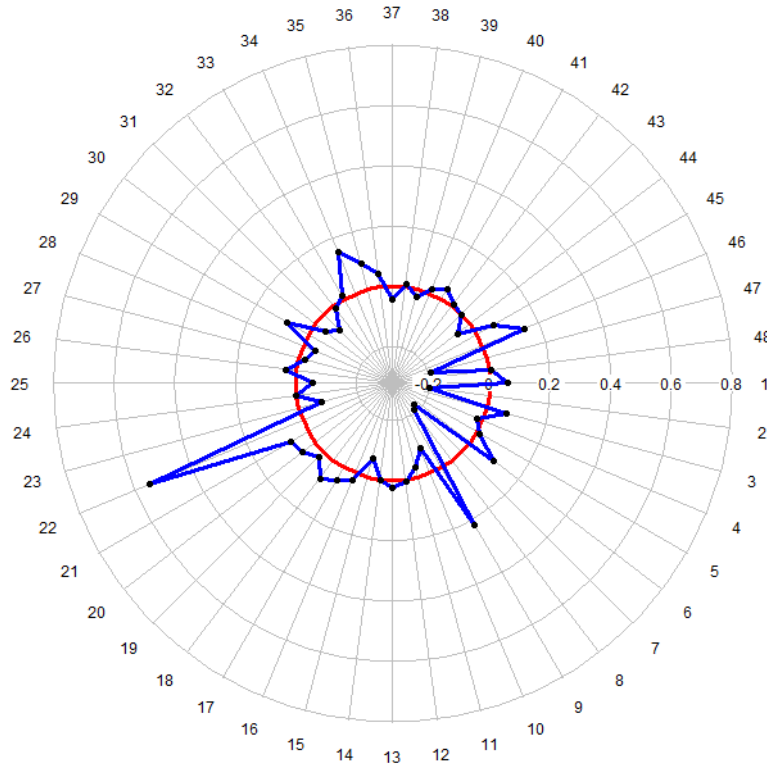
Image: L24 9PZ, WZ: E33002975

Below average female participation, above average post-2001 EU workforce, employees. Industrial structure dominated by manufacturing and energy with transport and storage. Above average lower status occupations with both high over 20km and under 5km travel to work. Extremely widely dispersed and often away from major urban areas.

Rural Supergroup

Group 6a: Rural with core services (2334 Workplace Zones)

Includes services such as health, education and food, with more female employees



Example(s): Northern outskirts of Ludlow, Shropshire



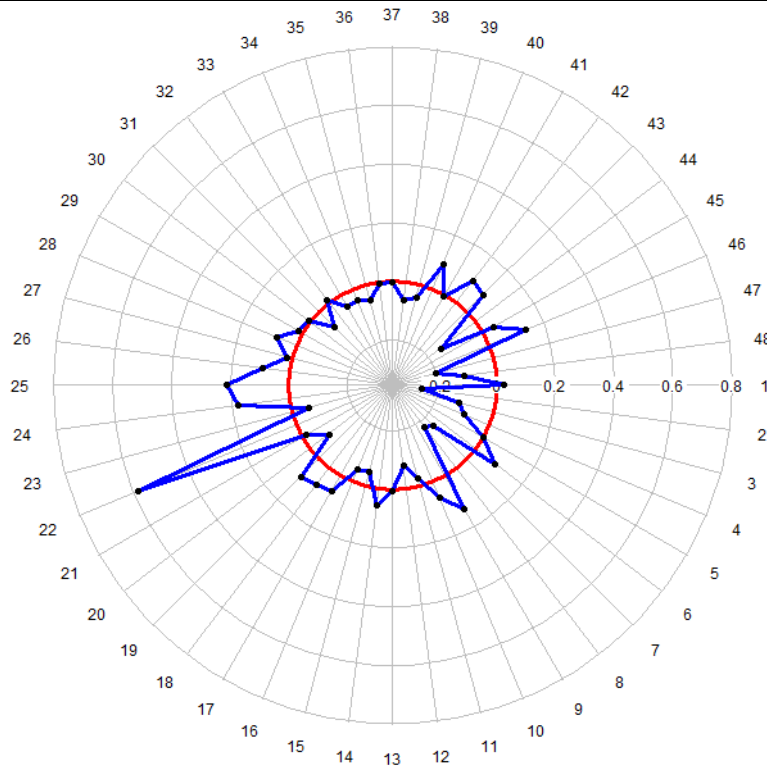
Image: SY8 1GJ, WZ: E33021947

Low female participation in a workforce which is older, mostly White and dominated by agriculture, forestry and fishing activities but where education and health are also above average, as is working from home. These are very widespread but tend to be found in rural service centres rather than in the most remote areas.

Rural Supergroup

Group 6b: Rural with non-local workers (1961 Workplace Zones)

Includes some EU workers and those travelling longer distances



Example(s): Benington, Lincolnshire



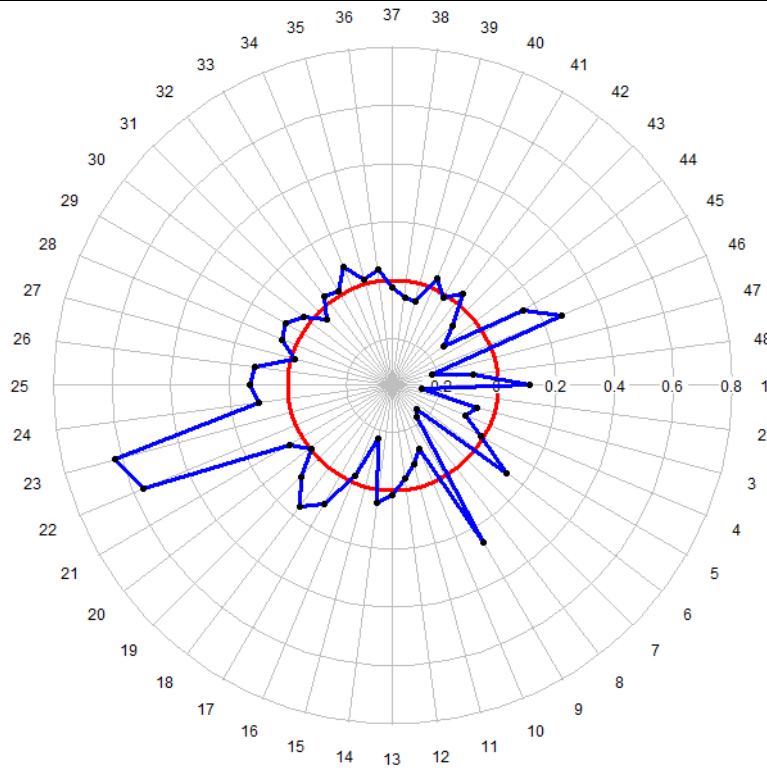
Image: PE22 0DW, WZ: E33016605

Low female participation in a workforce which is older, mostly White and dominated by agriculture, forestry and fishing activities but with manufacturing and energy and utilities industries also present. Above average working from home. Widespread but not usually in the most remote rural areas.

Rural Supergroup

Group 6c: Rural with mining or quarrying (3165 Workplace Zones)

Includes some mining and quarrying and other industrial activity



Example(s): Aggregate industries, Calne, Wiltshire



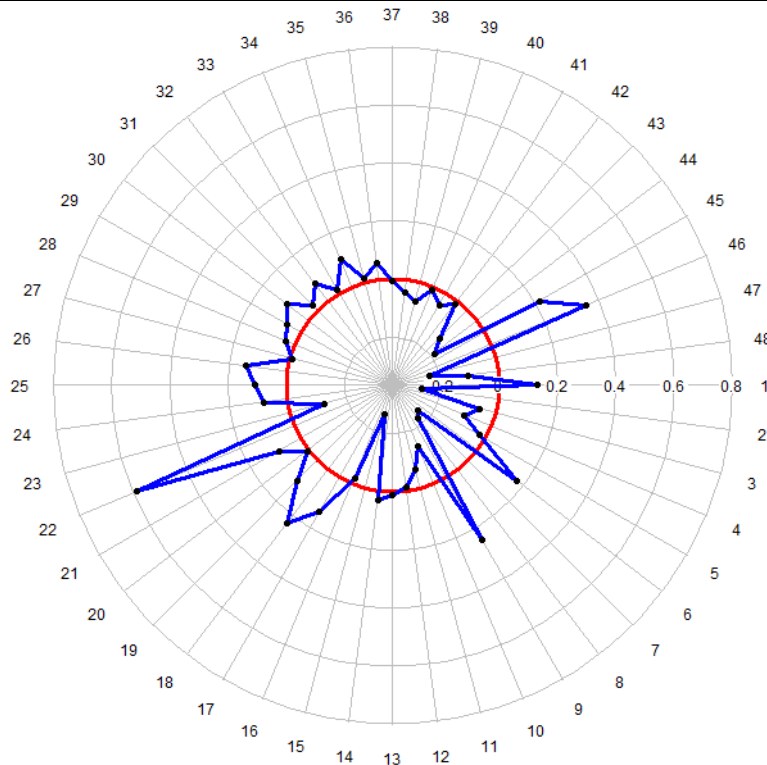
Image: SN11 8TJ, WZ: E33050610

Low female participation in a workforce which is older, mostly White and dominated by agriculture, forestry and fishing activities but in combination with mining and quarrying activities as well as energy and construction. Above average working from home or no fixed place. Widespread and low density, often in remote areas.

Rural Supergroup

Group 6d: Traditional countryside (3398 Workplace Zones)

Mainly white older workforce, self-employed in agriculture, forestry and fishing, with some construction



Example(s): Talybont-on-Usk, Brecon Beacons National Park; Burton-in-Lonsdale, North Yorkshire



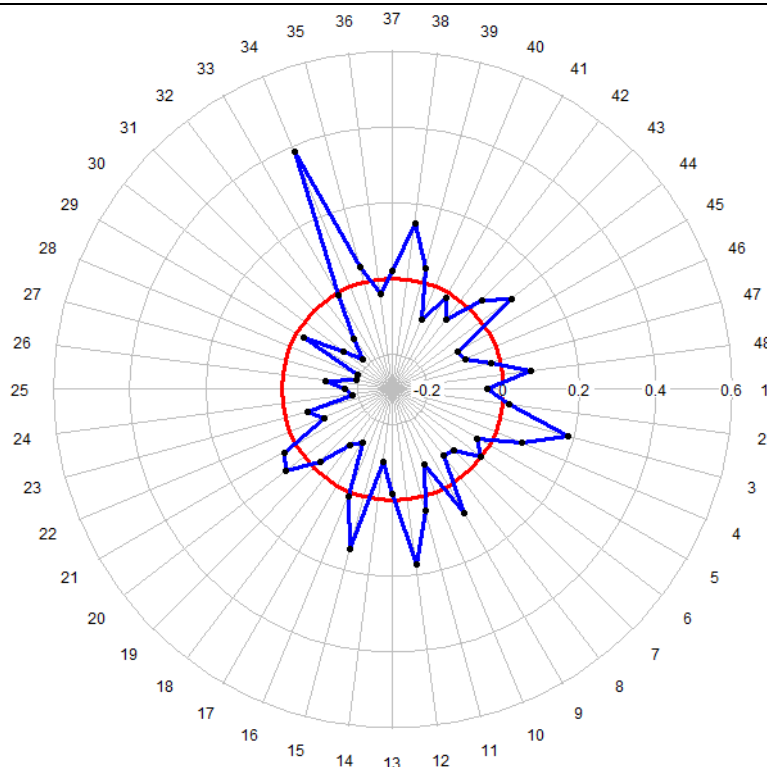
Image: LD3 7YP, WZ: W35002646

In many ways the most extreme rural profile, with above average White, elderly workforce, self-employment and working from home. Industrial structure dominated by agriculture, forestry and fishing, with some energy and construction. Geographically extensive and widely dispersed, covering many of the most remote rural areas.

Servants of society Supergroup

Group 7a: Large scale education (1663 Workplace Zones)

Educational campuses



Example(s): Lancaster University; University of Leicester



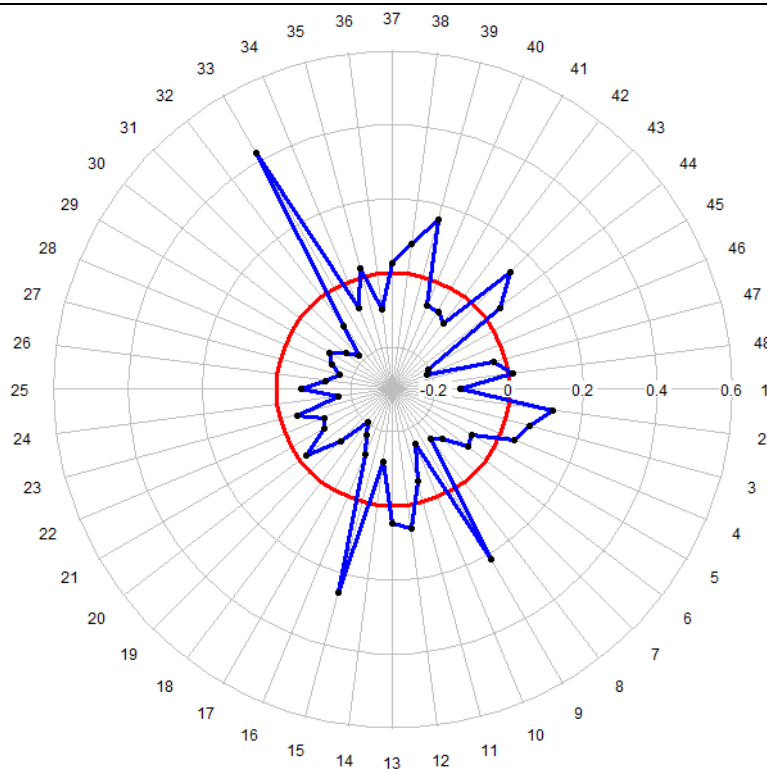
Image: LA1 4YW, WZ: E33004170

This group has a distinct profile with high female participation in a highly qualified workforce which is massively dominated by education. Lower managerial, administrative and professional occupations are pre-eminent. The geographical distribution is very widespread, reflecting not only the presence of universities but also of large schools and colleges within communities.

Servants of society Supergroup

Group 7b: Public administration (1386 Workplace Zones)

Public administration and civil defence



Example(s): HM Prison Maidstone; DSTL, Portsmouth Hill, Hampshire; ONS Newport

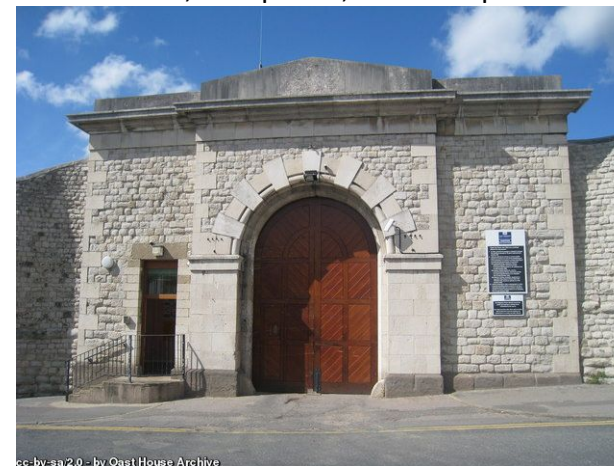


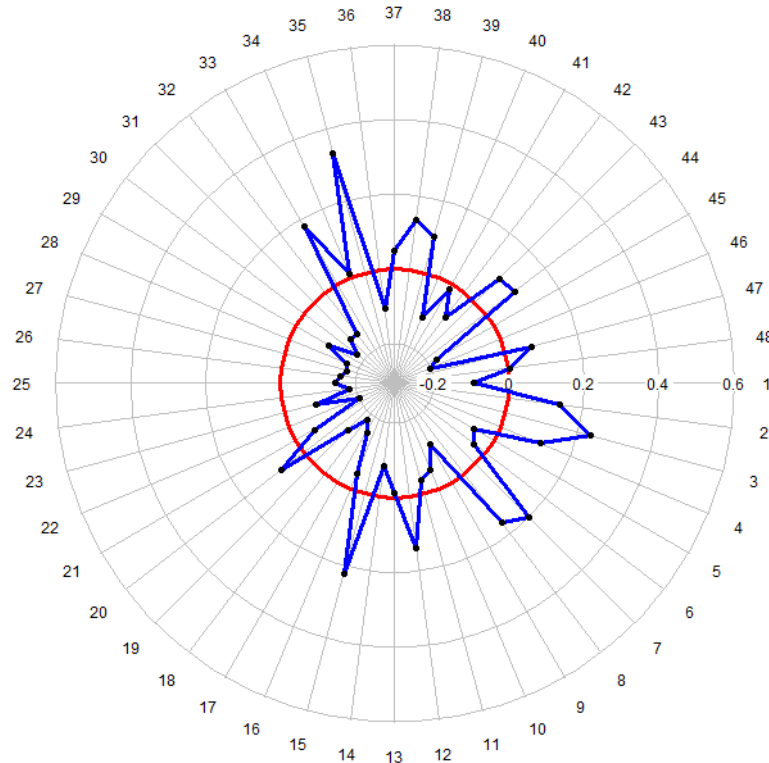
Image: ME14 1UZ, WZ: E33043050

This group comprises a very White British workforce with high levels of female participation and most workers being employees. The industrial structure is dominated by public administration and defence, compulsory social security with intermediate occupations most in evidence. Commutes of both under 5km and over 20km are above average but, unsurprisingly, there is very little working from home. This group covers a range of large public sector employers among which prisons and various types of government offices are evident. It is widely dispersed nationally.

Servants of society Supergroup

Group 7c: Major hospitals (1313 Workplace Zones)

Multicultural healthcare centres



Example(s): Royal Manchester Children's Hospital; Leicester Royal Infirmary



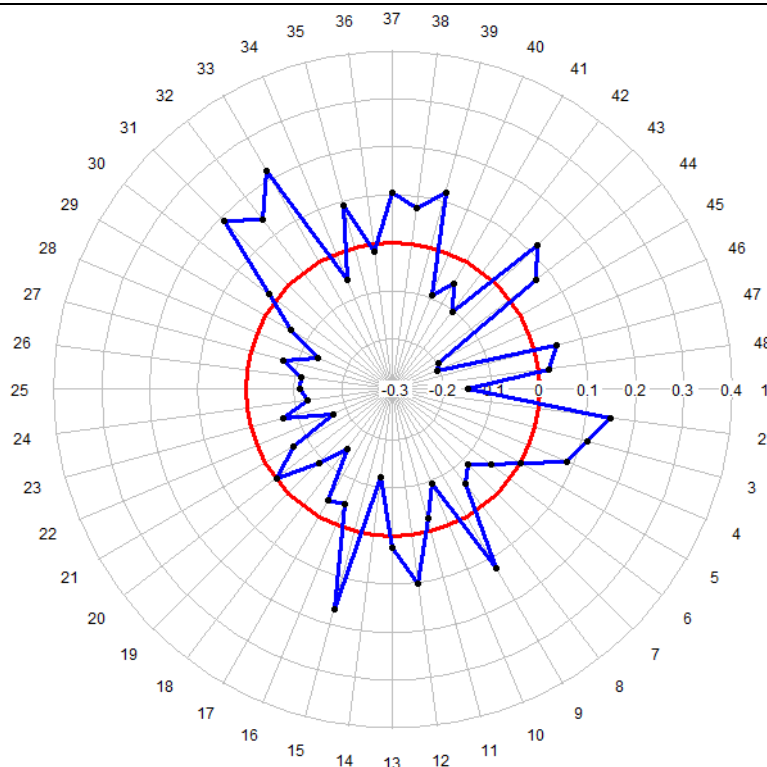
Image: M13 9WL, WZ: E33004335

The proportion of females in this workforce is far above average, as are Black and Asian ethnicities. High percentages of Level 4 qualifications and employees as a proportion of the workforce, with above average part-time working. The industrial structure is dominated by human health and social work, with a secondary peak in public administration. A range of higher to intermediate status occupations are above average, with both long and short commuting but very low working from home. This group is concentrated on major hospitals and is widely spread geographically.

Servants of society Supergroup

Group 7d: Highly qualified workforces and professional services (1540 Workplace Zones)

Professional services and administration



Example(s): Southampton Civic Centre;



Image: SO14 7LY, WZ: E33037501

This group is characterised by a mixture of financial and insurance activities, professional services and public administration. The workforce has above-average female participation, is highly qualified and dominated by employees. A range of higher to intermediate status occupations are above average, with both long and short commuting but very low working from home. The geographical spread is nationwide, but concentrated in large service centres.