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Yorkshire & Humber
Office for Data Analytics



University of Sheffield



Economic
and Social
Research Council

Kirklees Indicators Report

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Summary

- ❖ **Employees in Kirklees 029D:** Kirklees 029D has seen an increase in employees by 3.52% between 2020 and 2023, with roughly 20% of employees in ‘Wholesale and retail trade; repair of motor vehicles and motorcycles’.
- ❖ **Industry in Huddersfield Leeds Road & Fartown (Kirklees 029):** The area has 730 registered businesses, with the number of businesses having increased 11.45% between 2018 and 2024.
- ❖ **Real Estate Sector:** The real estate industry in Kirklees has experienced significant growth over the past eight years, with the number of businesses increasing by over 43%—from approximately 350 to more than 500 in 2024. In the last three years alone, the sector saw a 14% increase. As shown in the dashboard, the vast majority of these remain micro-businesses. They are distributed relatively evenly across most neighborhoods in Kirklees, with a notable concentration around Huddersfield.
- ❖ **Energy in Ravensthorpe:** Most of the energy indicators in Ravensthorpe experience a decreasing trend in total consumption (kWh) compared with 5 years previously, and decrease in energy consumption often exceeds the decrease in numbers of meters. This suggests that homes/buildings with meters may be becoming more energy efficient and/or that people are generally trying to conserve their energy use.
- ❖ **Population in Ashbrow:** There has been a 5% increase in the number of people living in this neighbourhood.
- ❖ **Education:** Since 2019, there has been a moderate increase in the number of pupils achieving grades 9 to 4 in GSCE in English and Maths, even though since COVID years this trend has been slightly decreasing.
- ❖ **Productivity:** The productivity in Kirklees, measured in pounds per hour worked, has increased since 2010 by 27%.

Introduction

This brief demonstrates how the Yorkshire Vitality Suite (YVS) can be used to identify trends and statistics for certain indices, industries, and local areas across Yorkshire. Specifically, it will focus on Kirklees, and identify the trends in numerous indicators over the last few years, covering topics including population, industry and employment, and energy usage.

The Vitality Suite can be accessed at the following link:

<https://yorkshireportal.org/vitality-suite>

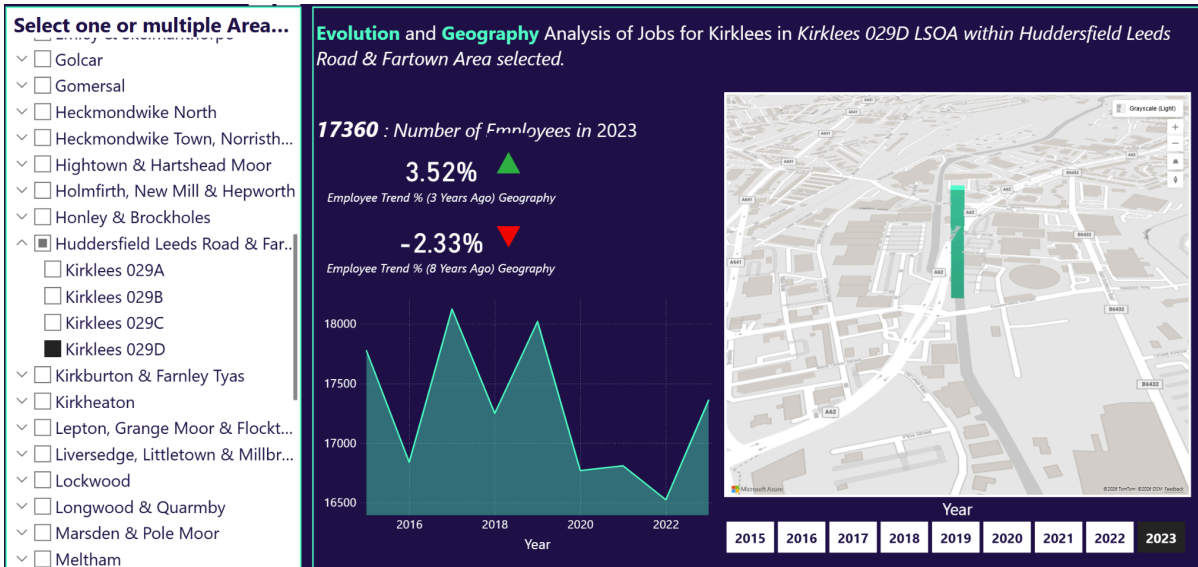
The dashboards of the YVS referred to in this report can be found below:

- [The Yorkshire Vitality Observatory.](#)
 - [The Yorkshire Vitality Industry.](#)
 - [The Yorkshire Vitality Jobs.](#)
 - [The Yorkshire Vitality Neighbourhoods.](#)
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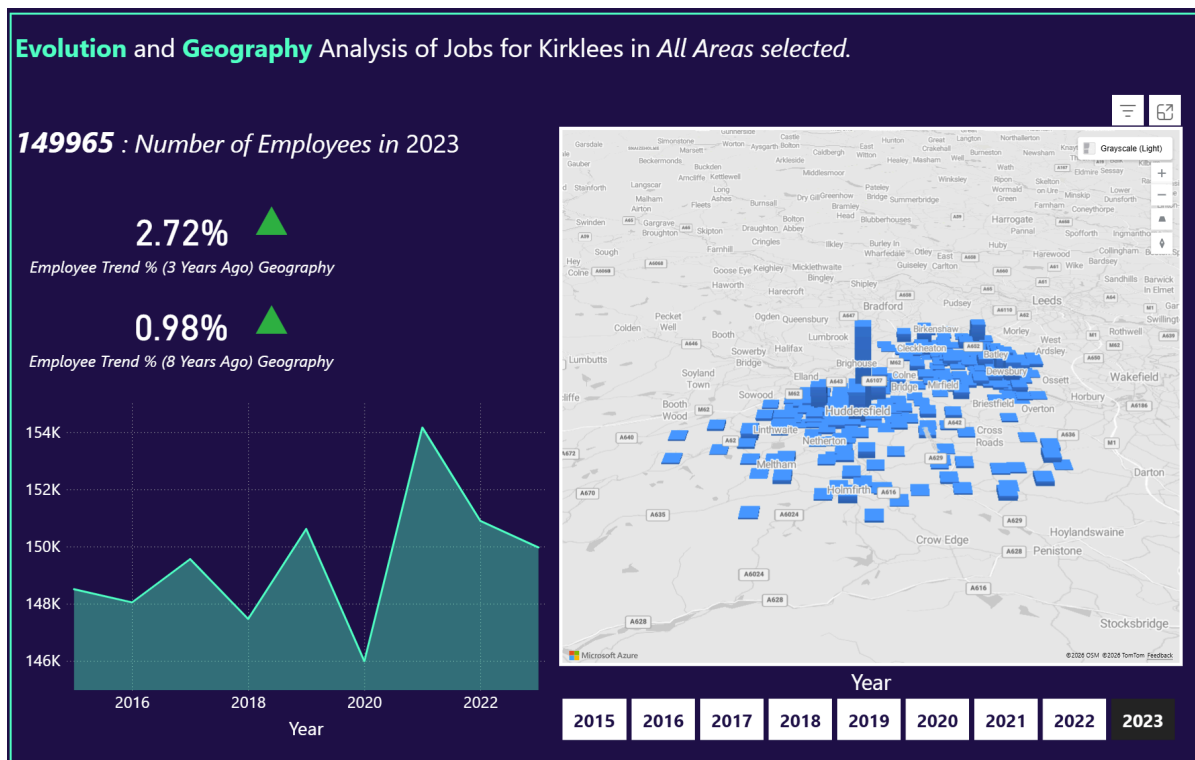
1. Employee Evolution And Associated Industry Patterns For Kirklees 029D

'Kirklees 029D' is a Lower layer Super Output Area (LSOA) covering parts of central and north-east Huddersfield, that contains a lot of the area's industry and activity.

The [Jobs dashboard](#) ('Jobs By Neighbourhood' section) can be used to find employee numbers for this specific LSOA over the last few years:

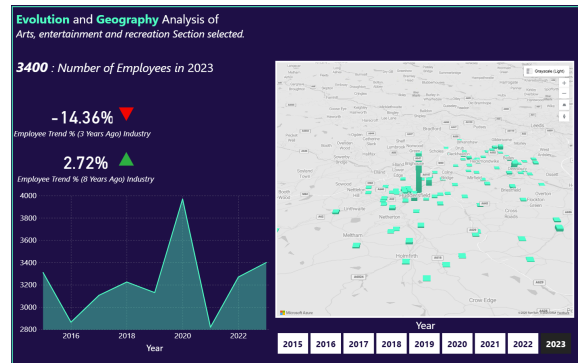
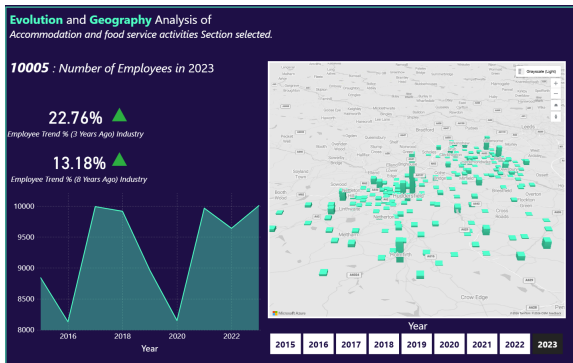


Naturally, we can identify that there was a dip in 2020, however in 2023 the area saw an increase again towards levels seen before the pandemic.



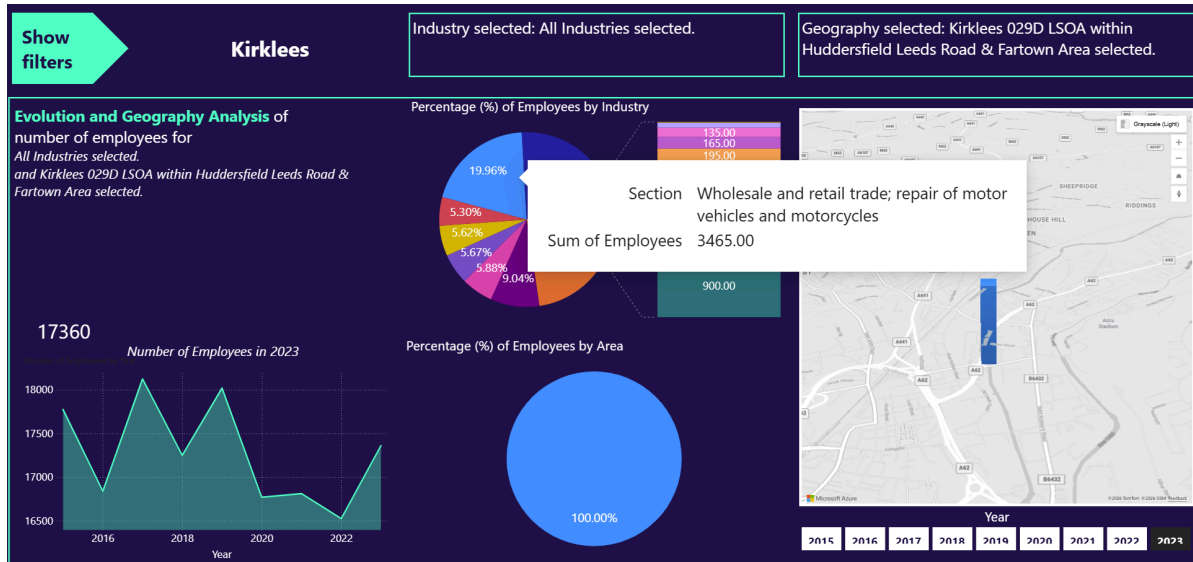
The area stands out in Kirklees as the one with the most employees, demonstrating that it is a real hub for industry and employment in the region.

Using the 'Jobs By Industry' tab, it can be seen that Kirklees 029D is the stand-out region across multiple sectors, such as 'Accommodation and Food Service Activities' and 'Arts, Entertainment and Recreation':



Specific trends for these industries can also be identified, including that 'Arts, Entertainment and Recreation' saw a large spike in employees in 2020, whereas 'Accommodation and Food Service Activities' naturally saw a decline, before recovering to pre-pandemic levels from 2021.

With 'Jobs Advanced Tool', by selecting Kirklees 029D, we can see that the top industry for this area in 2023 was 'Wholesale and retail trade; repair of motor vehicles and motorcycles':



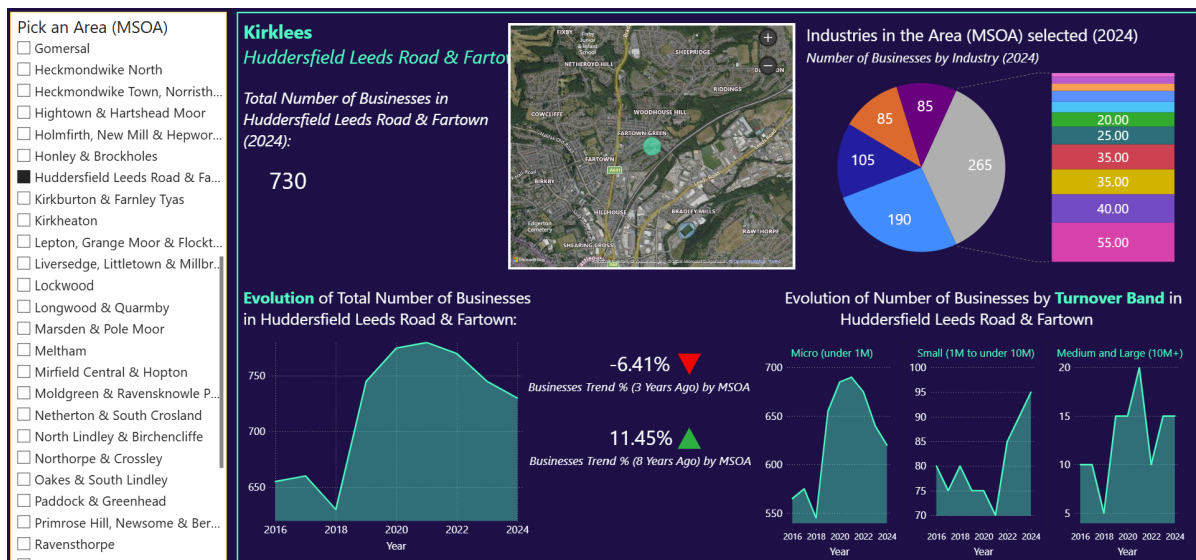
The dashboards clearly demonstrate that the region of Kirklees 029D is a thriving area for industry in Huddersfield, and Kirklees as a whole, across a number of sectors, and so far shows promising trends of employee growth to pre-pandemic levels.

2. Business Count for Kirklees 029

Kirklees 029, 'Huddersfield Leeds Road & Fartown', is a Middle layer Super Output Area (MSOA), containing 4 LSOAs including 029D, described above. The MSOA broadly covers the north-east region of Huddersfield.

The [Yorkshire Vitality Industry dashboard](#) of the YVS can be used to identify trends in businesses and industries across regions (MSOAs) and industry sectors.

Under 'Businesses By Area', the following trends can be identified for Kirklees 029:



As seen, the number of businesses total in this area has seen an increase of 11.45% since 2018, though a decline in more recent years. The number of 'Small' businesses registered has shown a clear increase since 2021.

The top industries in the area are:

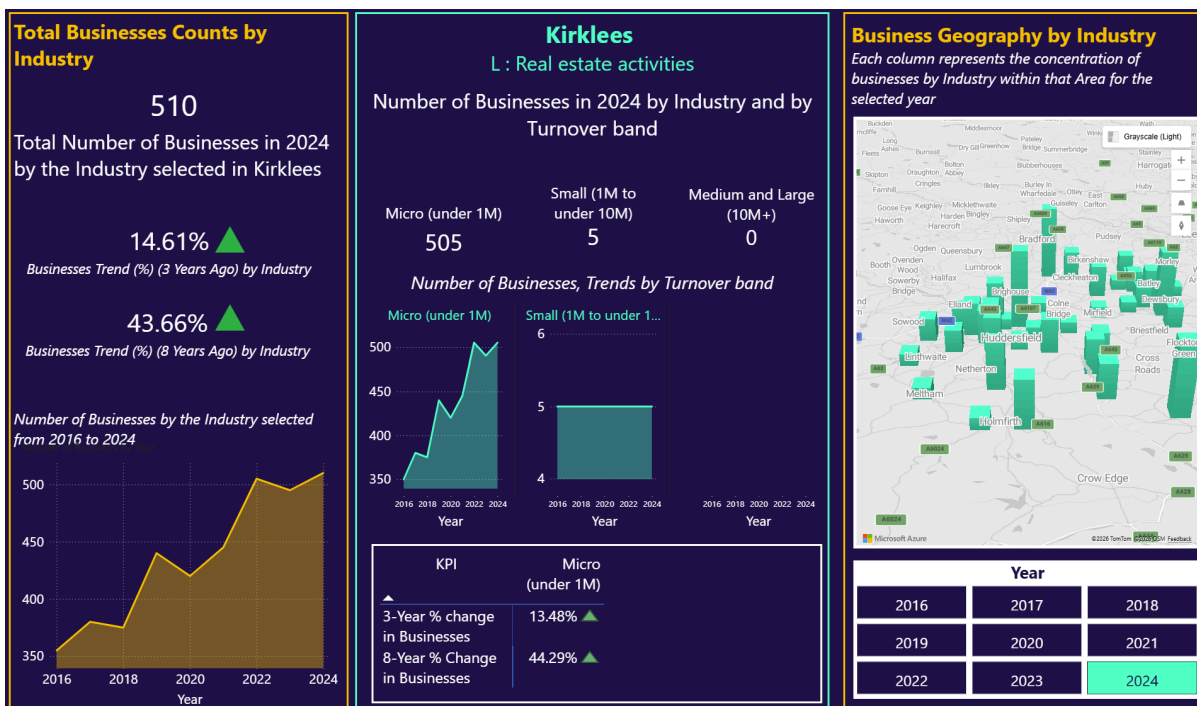
- **G:** Wholesale and retail trade; repair of motor vehicles and motorcycles
- **M:** Professional, scientific and technical activities
- **I:** Accommodation and food service activities

Despite some declines in the number of 'micro'-sized businesses over the last couple of years, there has still been a distinct rise in the number of businesses in Kirklees 029 since 2018 and before, and the area shows very promising growth for the number of 'Small' businesses.

3. Sector Analysis: Real Estate Activities

The ‘Businesses By Industry’ tab of the [Yorkshire Vitality Industry dashboard](#) shows trends for specific sectors across a local authority, in this case the whole of Kirklees.

By selecting sector L, for ‘Real Estate Activities’, the following dashboard is produced to show trends for that sector:

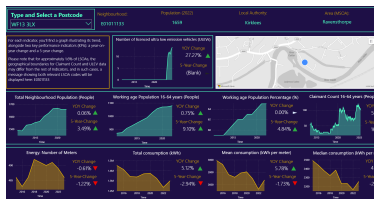


Demonstrated by the dashboard, this industry is showing significant growth in Kirklees, especially for the ‘Micro’ size category of businesses (which this sector is primarily made up of in this region), which has seen a 44.29% increase in the number of businesses registered in this sector over the last 8 years. Businesses in this sector are also visibly found across the whole region.

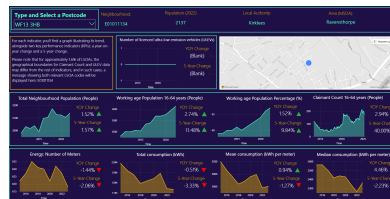
4. Energy Indicators for Ravensthorpe

Ravensthorpe, which is part of Dewsbury, is another MSOA, and consists of 5 LSOAs. Indicators of energy consumption can be accessed through the [Yorkshire Vitality Neighbourhoods dashboard](#) at the LSOA level, by entering a postcode for the area. The LSOAs of Ravensthorpe are shown below:

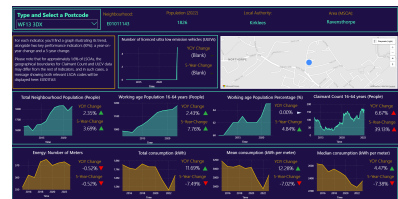
023A, WF13 3LX:



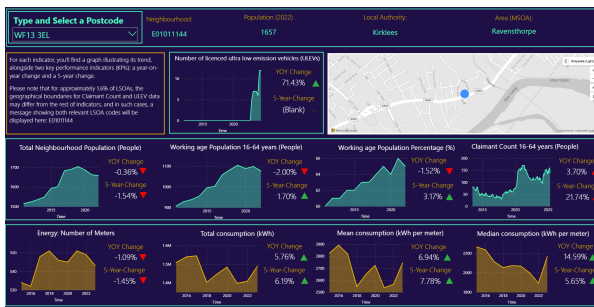
023B, WF13 3HB:



023C, WF13 3DX:



023D, WF13 3EL:



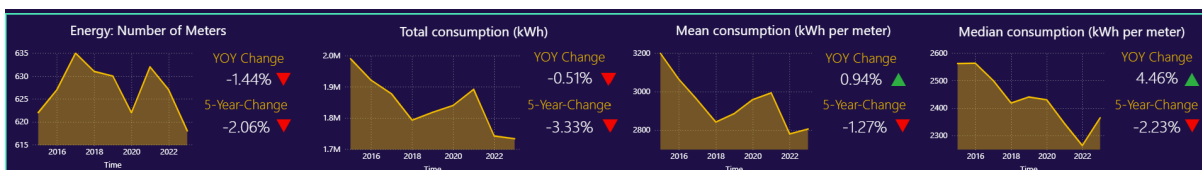
023E, WF12 9ED:



There are differences in energy consumption patterns between the LSOAs of Ravensthorpe, however most show a decreasing trend in total consumption (kWh) compared with 5 years previously, and decrease in energy consumption often exceeds the decrease in numbers of meters. This suggests that homes/buildings with meters may be becoming more energy efficient, and that people are generally trying to conserve their energy use.

Most areas have also seen the registration of ULEVs in the last few years, another positive step towards communities becoming aware of their impact on the environment.

Inspecting Kirklees 023B, the LSOA in Ravensthorpe with the largest population:



Total energy consumption (kWh) in this area has generally decreased over the last 5 years, however there were increases in median consumption per meter between 2022 and 2023.

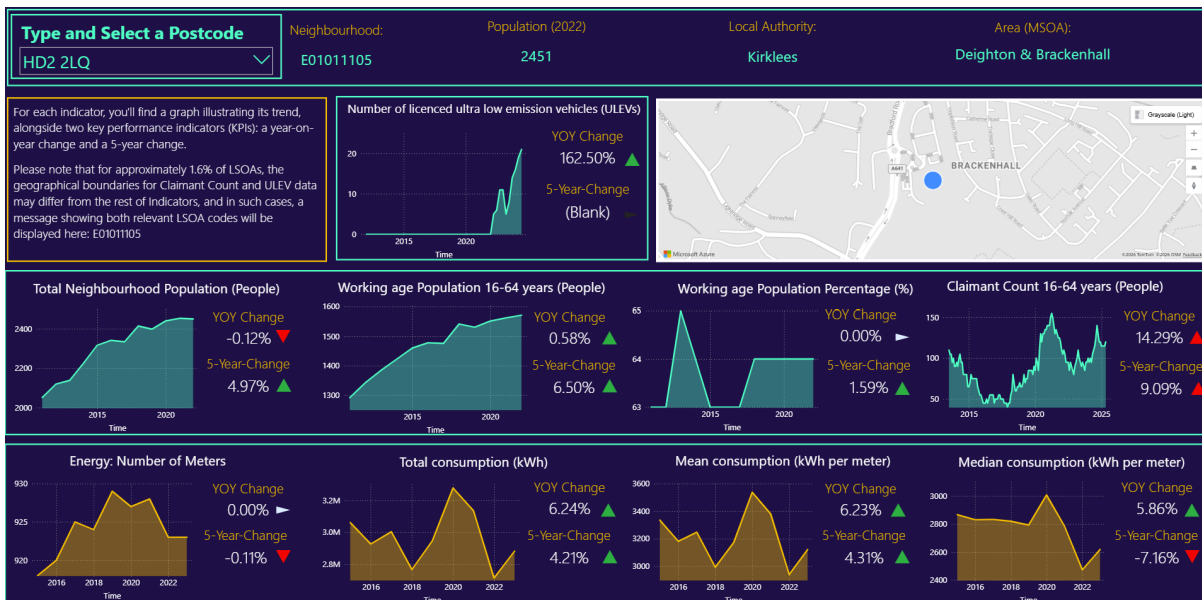
By inspecting the changing use of energy in the region, the dashboards have helped demonstrate that overall, there has been declining energy consumption in Ravensthorpe over the last decade, having positive implications for Kirklees’ targets of energy efficient buildings and a clean, green environment for its population. Year-on-year changes may indicate shifting populations and households, and the changing nature of energy prices and consumption habits, and this is something that could be investigated further, to ensure homes and people remain efficient.

5. Population Statistics for Ashbrow

Ashbrow is an electoral ward that is part of Kirklees, sitting between Huddersfield and Brighouse.

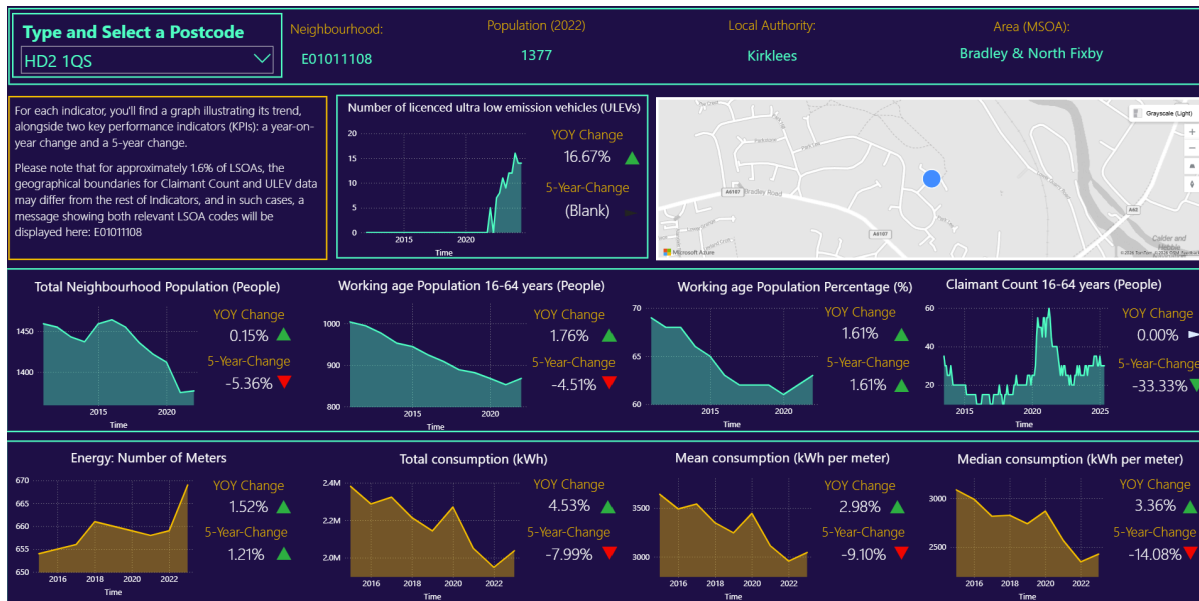
The [Yorkshire Vitality Neighbourhoods](#) part of YVS can again be used to find population statistics at the Local Authority and LSOA level, so this report highlights population figures for a selection of LSOAs within Ashbrow.

An example of Brackenhall (Kirklees 025D) in the centre of the Ashbrow ward:



As seen from the dashboard, there has been roughly a 5% increase in the population of the Brackenhall area over the last 5 years, with a 6.5% increase in the working-age population.

Conversely, looking at the north of Bradley (Kirklees 022D):

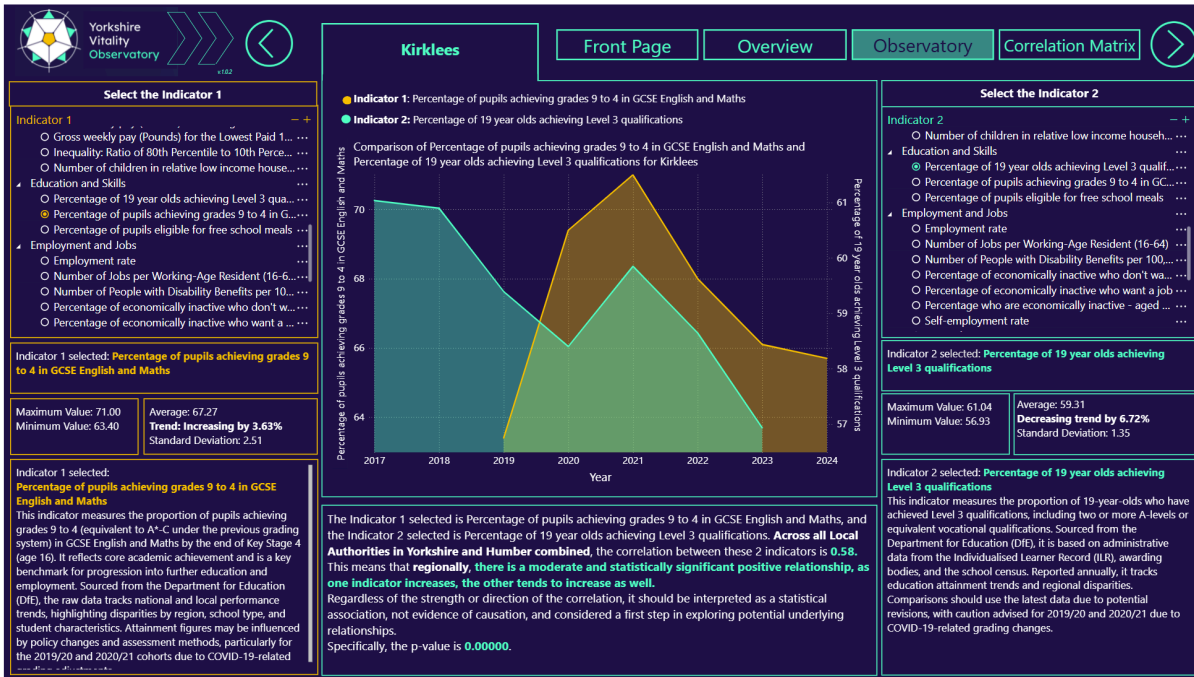


This area has seen the opposite, with slight but steady declines in population and working-age populations over the last 5 years.

The YVS can show clear population changes in specific areas of Ashbrow, and has demonstrated here that trends are not the same in each part of the ward. Demonstrating population statistics over time at the ward level is more challenging due to changing boundaries and overlapping LSOAs, however we recognise that other tools such as Kirklees' own observatory might be more suited to showing detailed population insights for a specific ward.

6. Education

The Observatory of the YVS can be used to examine many indicators for entire Local Authorities, such as Kirklees. An indicator category, 'Education and Skills', contains indicators describing education levels achieved in the region:



As demonstrated in the dashboard, this is perhaps a more challenging area for Kirklee, where percentages of young people achieving Level 2 & 3 qualifications have decreased since 2021.

By inspecting the 'Correlation Matrix', potential relationships between these Skill indicators and other indicators can be identified:

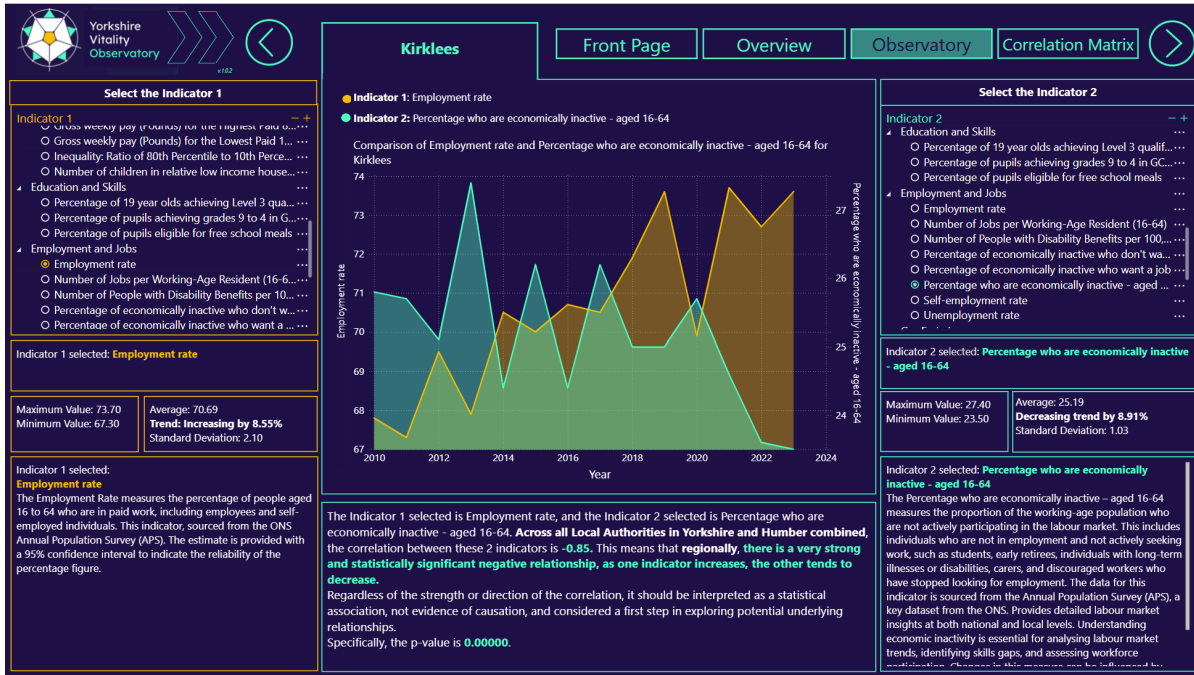
Matrix of Correlations	Employment rate	Gross Value Added in Millions of Pounds	Labour Productivity (Pounds per hour worked)	Mean life satisfaction (0-10, 10 is good)	Number of children in relative low income households per 10,000 inhabitants	Theft offences per 1,000 people	Violent incidents per 1,000 people
Percentage of 19 year olds achieving Level 3 qualifications	0.60	0.42	0.51	0.19	-0.55	-0.60	-0.47
Percentage of pupils achieving grades 9 to 4 in GCSE English and Maths	0.56	0.07	0.56	0.07	-0.40	-0.40	-0.41

There are weak-moderate positive correlations between the achievement of Level 2 & 3 qualifications and indicators such as employment rate and GVA, and negative correlations for indicators such as children living in low income households, and crime rates in the area. 1 and -1 would indicate very strong positive and negative correlations respectively.

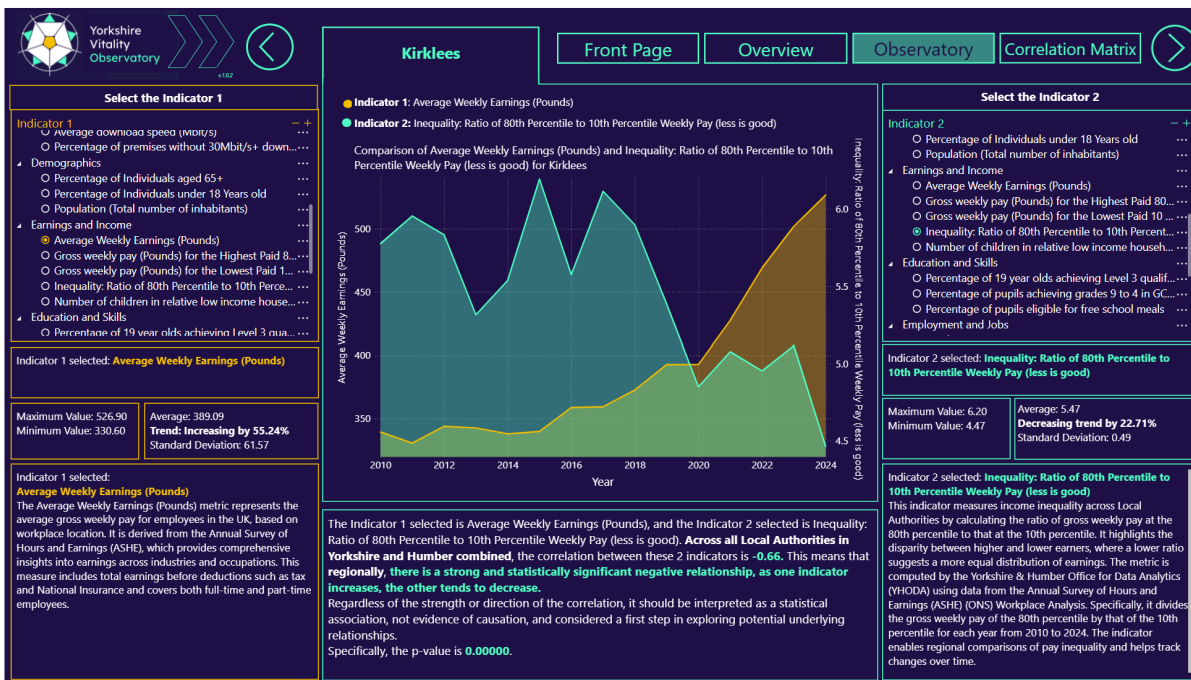
It should be emphasised that *strong correlations don't necessarily mean causation*, i.e. that one indicator has an effect on another, but the dashboard has identified potential areas of development for Kirklee to focus attention towards.

7. Productivity Insights

A number of indicators describing Productivity can also be identified for Kirklees as a whole, by using the [Observatory](#):



The employment rate has seen a general increasing trend since 2010, notably recovering strongly since 2020. Correspondingly, rates of economic inactivity are generally decreasing.



There has also been a significant increase in Average Weekly Earnings since 2010 (though this has not been adjusted for inflation), and a general decreasing trend in Pay Inequality.

These findings show a number of positive areas for Kirklees in terms of productivity, further suggesting that it is a strong region for businesses and industry.

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