A Classification of Workplace Zones for the UK (COWZ-UK)

Annex C: Profiles of Groups

Correction Notice

Please note that this is a corrected version of the document previously published in May 2018 which displayed incorrect radial plots. The radial plots have now been corrected. None of the descriptive text for the Groups has changed.

Key to radial plots for Supergroup and Group profiles

Each data point on a radial plot displays the value for each one of the 48 standardised and transformed 2011 Census statistics used. Data points with positive values represent variables that have a higher value than the standardised UK-mean or the standardised parent supergroup mean.

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

How to read a radial plot

A darker (blue) line is shown on each radial plot, indicating the position of the cluster centre along each variable axis relative to the UK mean value for that variable, which is indicated by the lighter (red) circle. If the darker (blue) line lies outside the lighter (red) circle for a variable, then that cluster centre has a higher than average value for that variable and the other way around.
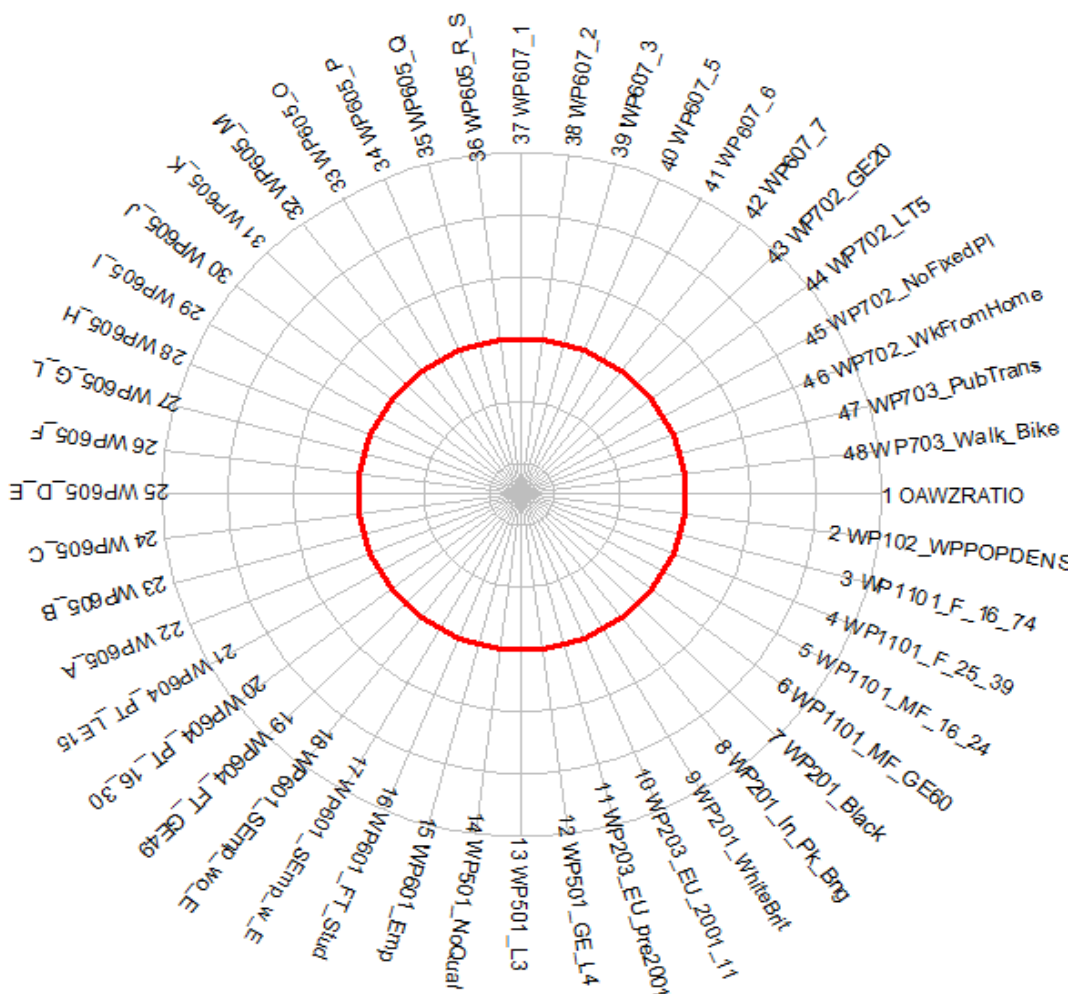
Key to variable numbers, codes and descriptions

| 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	Workplace population aged 16 to 74 years, Females
4	WP1101_F_25_39	Workplace population aged 25 to 39 years, Females
5	WP1101_MF_16_24	Workplace population aged 16 to 24 years
6	WP1101_MF_GE60	Workplace population aged 60 to 74 years
7	WP201_Black	Ethnic Group: Black: African, Caribbean, Other Black
8	WP201_In_Pk_Bng	Ethnic Group: Indian, Pakistani, Bangladeshi
9	WP201_WhiteBrit	Ethnic Group: English, Welsh, Scottish, Northern Irish, British
10	WP203_EU_2001_11	Country of Birth: EU Accession countries April 2001 to March 2011
11	WP203_EU_pre2001	Country of Birth: EU Member countries in March 2001
12	WP501_GE_L4	Highest level of Qualification: Level 4 qualifications and above
13	WP501_L3	Highest level of Qualification: Level 3 qualifications
14	WP501_NoQual	Highest level of Qualification: 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	Standard Industrial Classification (SIC): A Agriculture, forestry and fishing

23	WP605_B	SIC: B Mining and quarrying
24	WP605_C	SIC: C Manufacturing
25	WP605_D_E	SIC: D Electricity, gas, steam and air conditioning supply / SIC: E Water supply; sewerage, waste management and remediation activities
26	WP605_F	SIC: F Construction
27	WP605_G_L	SIC: G Wholesale and retail trade; repair of motor vehicles and motorcycles / SIC: L Real estate activities
28	WP605_H	SIC: H Transport and storage
29	WP605_I	SIC: I Accommodation and food service activities
30	WP605_J	SIC: J Information and communication
31	WP605_K	SIC: K Financial and insurance activities
32	WP605_M	SIC: M Professional, scientific and technical activities
33	WP605_O	SIC: O Public administration and defence; compulsory social security
34	WP605_P	SIC: P Education
35	WP605_Q	SIC: Q Human health and social work activities
36	WP605_R_S	SIC: R,S Arts, entertainment and recreation; other service activities
37	WP607_1	National Statistics Socio-Economic Classification (NS-SEC): 1. Higher managerial, administrative and professional occupations
38	WP607_2	NS-SEC: 2. Lower managerial, administrative and professional occupations
39	WP607_3	NS-SEC: 3. Intermediate occupations
40	WP607_5	NS-SEC: 5. Lower supervisory and technical occupations
41	WP607_6	NS-SEC: 6. Semi-routine occupations
42	WP607_7	NS-SEC: 7. Routine occupations
43	WP702_GE20	20 kilometres and over

44	WP702_LT5	Less than 5 kilometres
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 A: Retail

Group A1: Low density wholesale and retail (1,070 Workplace Zones)

Low density wholesale and retail in mostly White areas, often on urban fringe or close to transport nodes
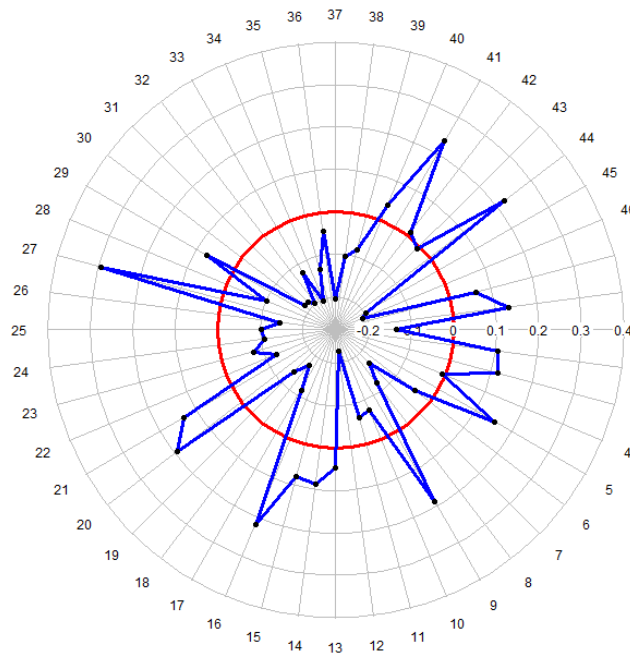
Examples: Fort Kinnaird, Edinburgh; Wyvern Retail Park, Derby

Image: EH15 3RH, WZ: S34000250

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.

Supergroup A: Retail

Group A2: Market squares (1,336 Workplace Zones)

Traditional retail areas with professional services and self-employed, often in market towns and higher status areas
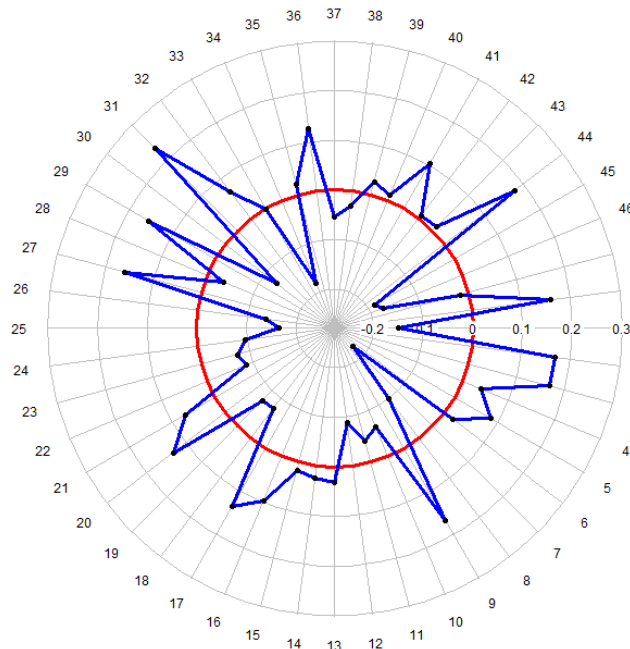
Examples: Market Place, Richmond, North Yorkshire; Tenterden, Kent; Bakewell, Derbyshire

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 wholesale and retail 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.

Supergroup A: Retail

Group A3: Multicultural urban high streets (986 Workplace Zones)

Urban high streets with mixed ethnicity and businesses
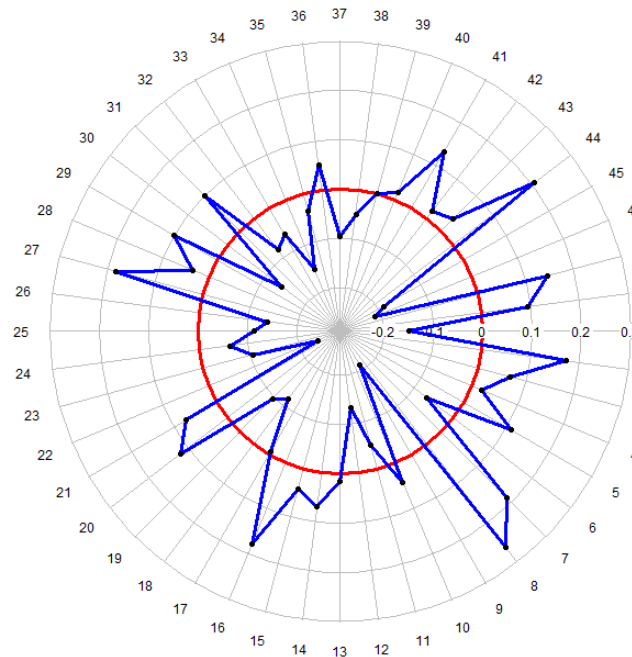
Examples: Bellegrove Road, London Borough of Bexley; Stratford Road, Shirley, Solihull


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.

Supergroup A: Retail

Group A4: Traditional high streets (1,092 Workplace Zones)

Traditional high streets with some larger stores, mostly employees
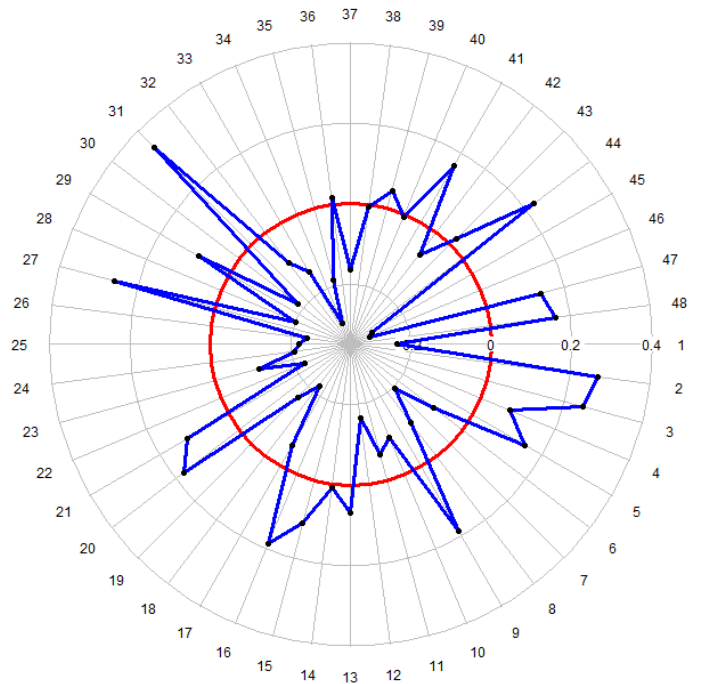
Examples: Castle Lane, Belfast; South Street, Dorchester; Portland Street, Swansea

Image: BT1 4FB, WZ: N19000419

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 wholesale and retail. Widely dispersed nationally, mostly in non-metropolitan areas.

Supergroup A: Retail

Group A5: Shop until you drop (778 Workplace Zones)

Major retail centres of national and regional significance
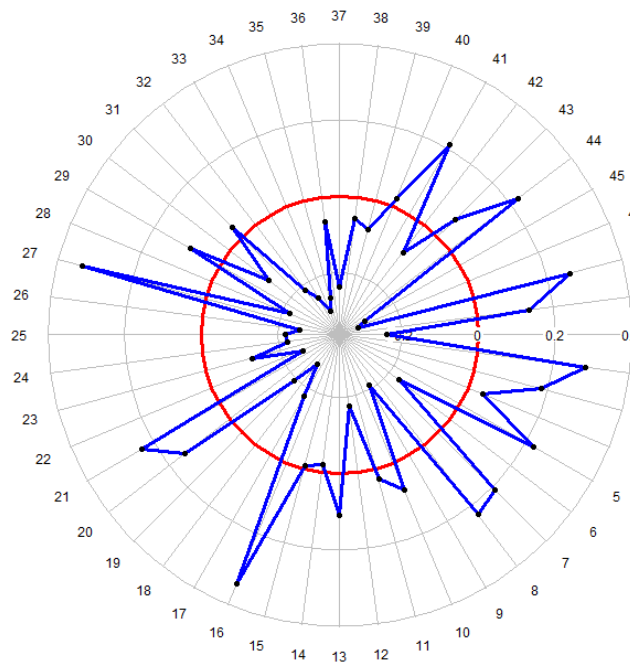
Examples: Meadowhall Shopping Centre, Sheffield; West Quay Shopping Centre, Southampton; Bluewater Shopping Centre, Greenhithe
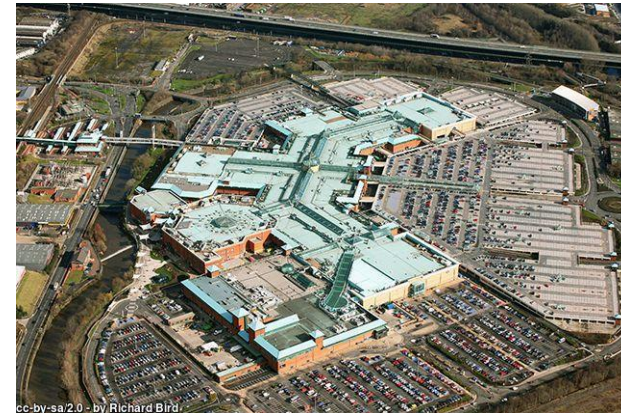

Image: S9 1EP, WZ: E33009173

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.

Supergroup A: Retail

Group A6: Eat, drink and be merry (1,039 Workplace Zones)

Areas dominated by food and entertainment
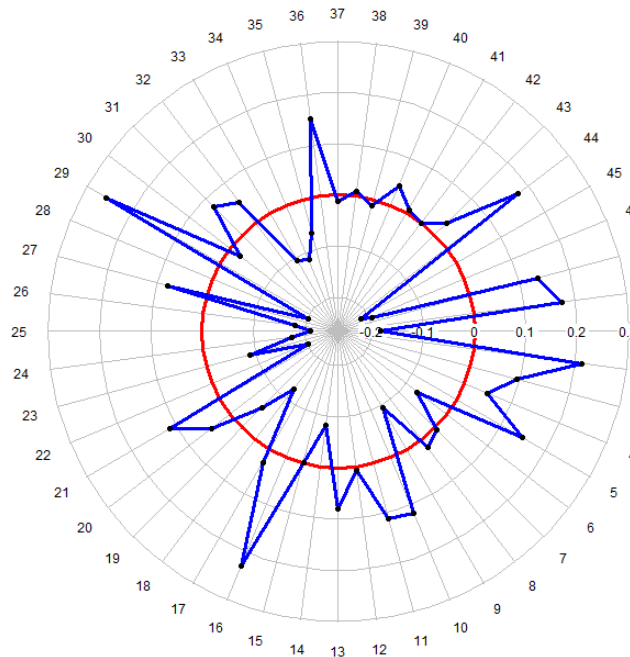
Examples: Gunwharf Quays, Portsmouth; Blackpool Pleasure Beach, Blackpool; Old Harbour, Torquay


Image: PO1 3TA, WZ: E33040928

Areas characterised by very high numbers working in accommodation and food services, arts, entertainment, and recreation industries in addition to wholesale and retail. 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. Widespread geographically and covering a wide range of locations including coastal locations and other tourist destinations.

Supergroup B: City and business parks

Group B1: Global business (1,258 Workplace Zones)

High status city commuters, mostly in London
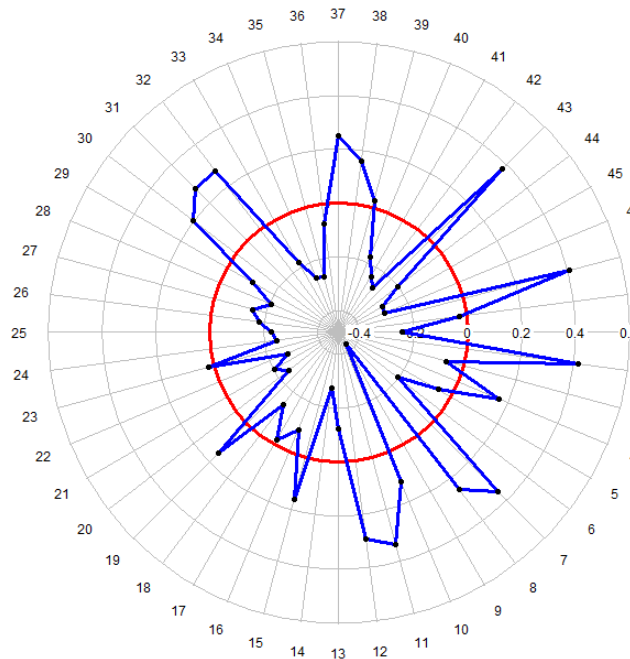
Examples: Gracechurch Street, City of London; Cabot Square, Canary Wharf, London
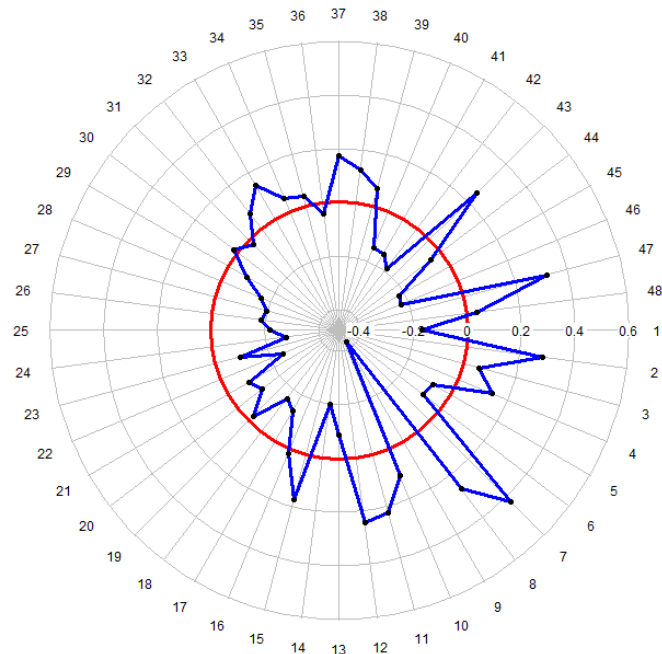

Image: EC3V 0DR, WZ: E33031575

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.

Supergroup B: City and business parks

Group B2: Administrative centres (1,023 Workplace Zones)

| High status management and administration, especially public sector	
	Examples: 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.

Supergroup B: City and business parks

Group B3: Big city life (1,324 Workplace Zones)

Big city services, with accommodation and food
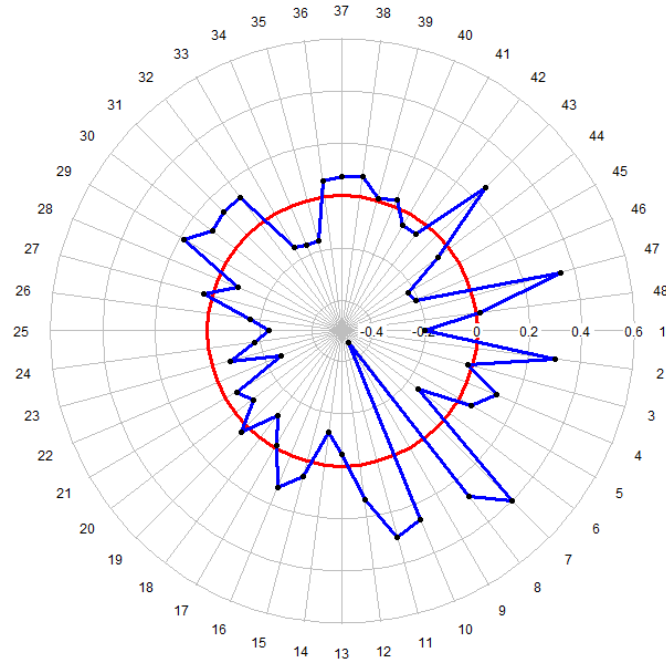
Examples: Faulkner Street, Manchester Chinatown; Gas Street Basin, Birmingham


Image: M1 4FH, WZ: E33004456

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 a concentration in accommodation and food services 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.

Supergroup B: City and business parks

Group B4: Regional business centres (1,032 Workplace Zones)

Business quarters in major regional cities
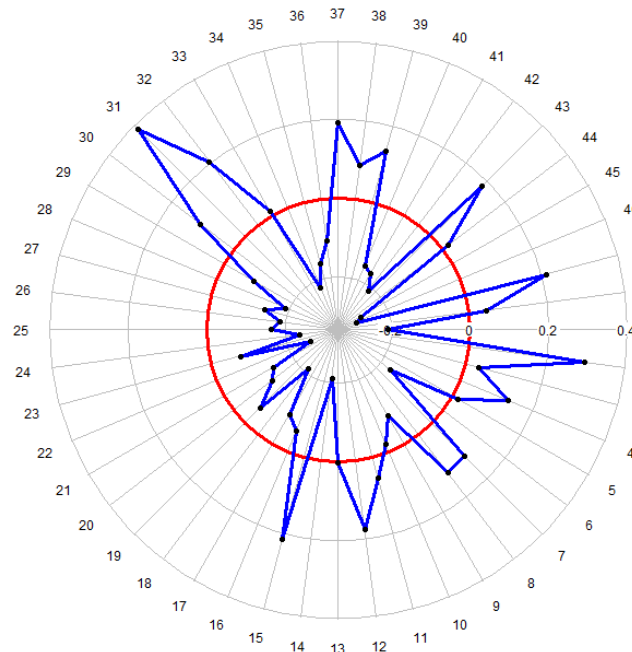
Examples: Queen Square, Bristol; Stuttgarter Strasse, Cardiff; St Andrew Square, Edinburgh

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.

Supergroup B: City and business parks

Group B5: Science and business parks (1,047 Workplace Zones)

Science and business parks with high status workers
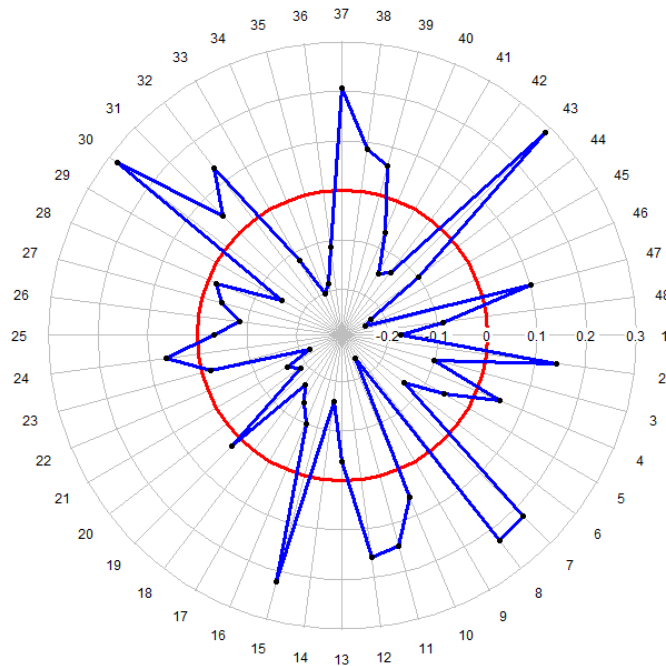
Examples: Thames Valley Business Park, Reading; The Diamond Synchrotron, Harwell Science and Innovation Campus; Chilworth Science Park, Southampton


Image: RG6 1PT, WZ: E33040391

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 centres and generally close to major transportation corridors. Percentages travelling more than 20km are very high and public transport use is above average.

Supergroup C: Metro suburbs

Group C1: Teachers and carers in metro suburbs (1,971 Workplace Zones)

Ethnically mixed workforce primarily in care and education
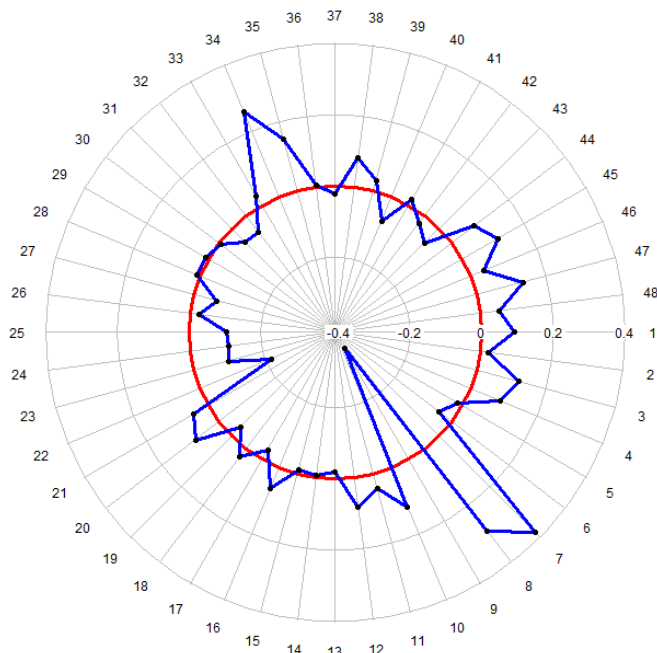
Examples: Angel Oak Academy, Peckham North; The Belvedere Academy, Liverpool


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 multicultural urban and suburban areas but entirely absent elsewhere.

Supergroup C: Metro suburbs

Group C2: Independent professional metro services (1,985 Workplace Zones)

Higher status cosmopolitan professional services and self-employment
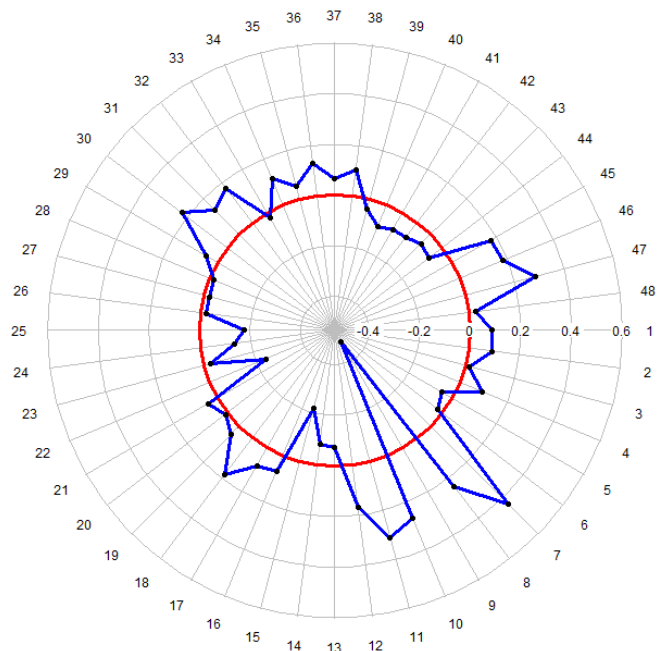
Examples: Western Road, Hove; Elm Row, Hillside, Edinburgh

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 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.

Supergroup C: Metro suburbs

Group C3: Metro suburban distribution industries (1,939 Workplace Zones)

Ethnically mixed workforce in transportation and storage
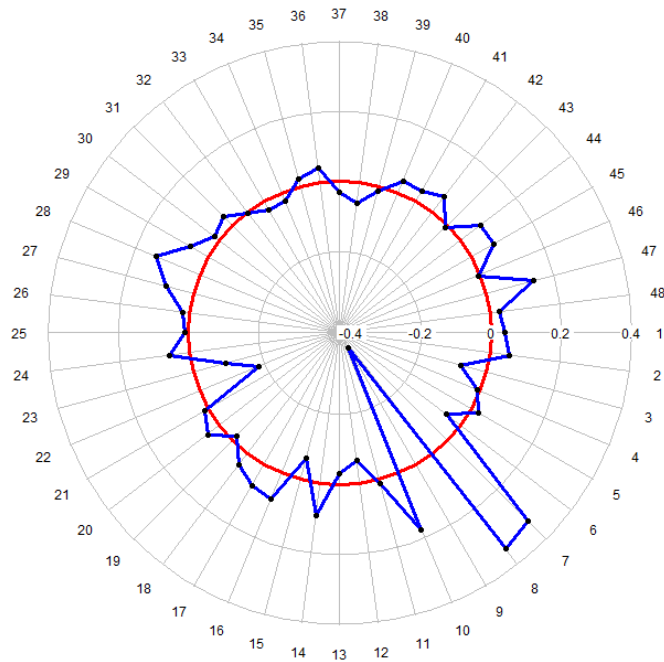
Examples: Royal Mail Smethwick Sorting Office, West Midlands; Spinney Hills, Leicester

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.

Supergroup C: Metro suburbs

Group C4: Self-employed tradespeople in multicultural metro suburbs (1,764 Workplace Zones)

Ethnically mixed self-employed with no fixed place of work in construction, transport, and storage
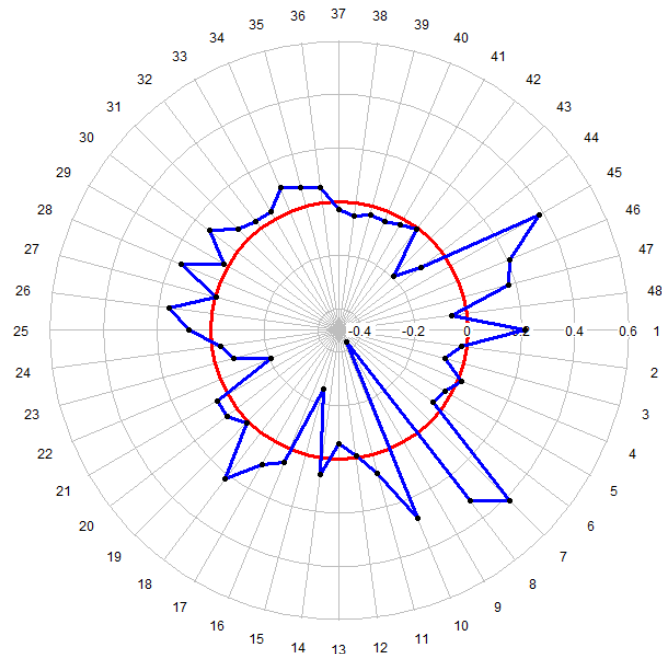
Examples: Mottingham Road, London Borough of Greenwich; Streetly Road, Short Heath, Birmingham


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.

Supergroup C: Metro suburbs

Group C5: Professional home-workers in outer suburbs (1,873 Workplace Zones)

Ethnically mixed self-employed professional services, home workers in outer suburbs
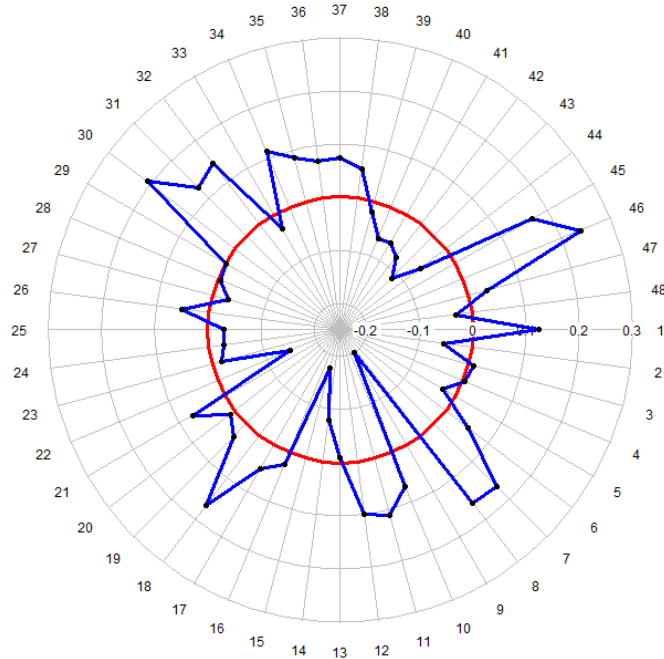
Examples: Mayfield Gardens, Edinburgh; Pine Gardens, Surbiton


Image: EH9 2AX, WZ: S34003653

A multicultural workforce in which Black, Asian and European groups are all above average, as is self-employment. ICT, financial and insurance activities, professional services, and education are all above average, as are higher status occupations. Working from home or no fixed place are high. A very distinctive geographical distribution present in outer suburban areas of north, west and south London and many major towns and cities but entirely absent elsewhere.

Supergroup D: Suburban services

Group D1: Non-metropolitan suburban areas (6,458 Workplace Zones)

White, female workforce with low qualifications, working locally
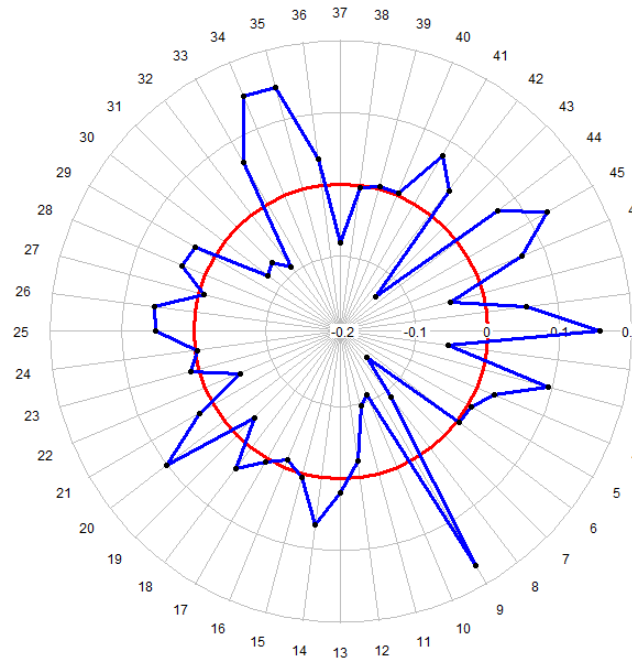
Examples: Cregagh Road, Belfast; Gelli, Rhondda Valley, South Wales


Image: BT6 9EY, WZ: N19000721

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.

Supergroup D: Suburban services

Group D2: Primarily residential suburbs (5,335 Workplace Zones)

Older, white, self-employed, working from home or at no fixed place
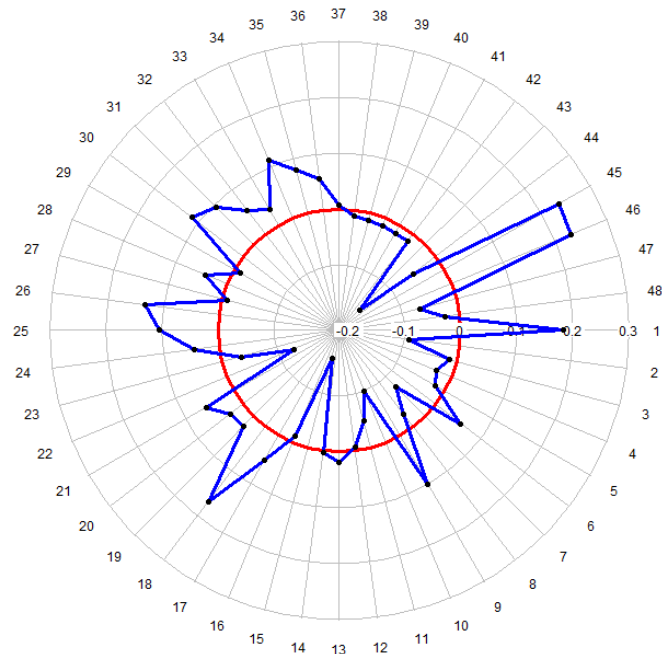
Examples: South Eastern Road, Strood, Kent; Linkstor Road, Woolton Hill, Liverpool


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.

Supergroup E: Manufacturing and distribution

Group E1: Mining and quarrying facilities (1,552 Workplace Zones)

Industrial activities connected with mining and quarrying
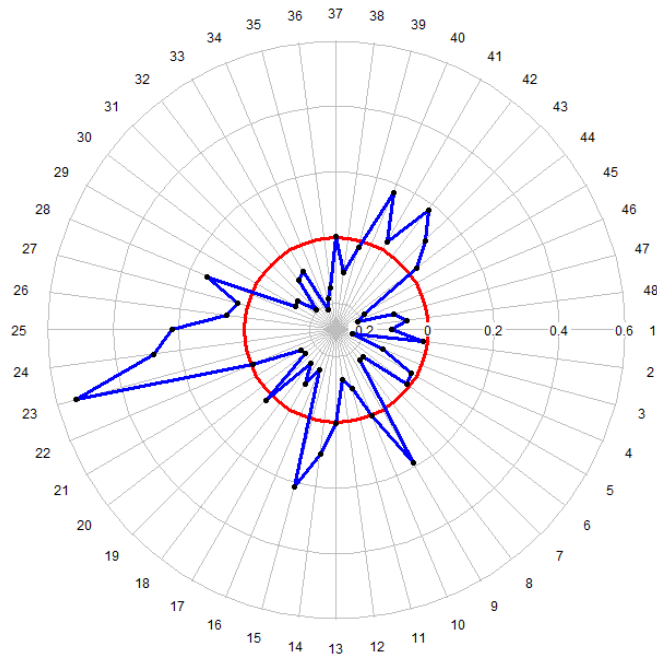
Examples: Ore terminal, Redcar, Teeside; Hatfield Main Colliery, Stainforth, South Yorkshire

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.

Supergroup E: Manufacturing and distribution

Group E2: Industrial units (2,119 Workplace Zones)

Non-white workforce in manufacturing and transport
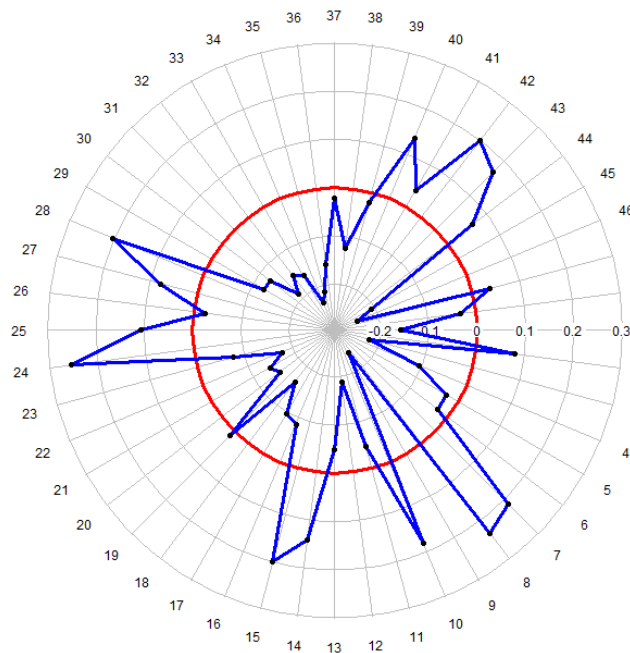
Examples: Thames-side industrial units at Belvedere, London; Hams Hall Distribution Park, Coleshill, Birmingham


cc-by-sa 2.0 - by David Martin

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.

Supergroup E: Manufacturing and distribution

Group E3: Business parks (1,851 Workplace Zones)

Manufacturing, transport, and IT with higher status mix
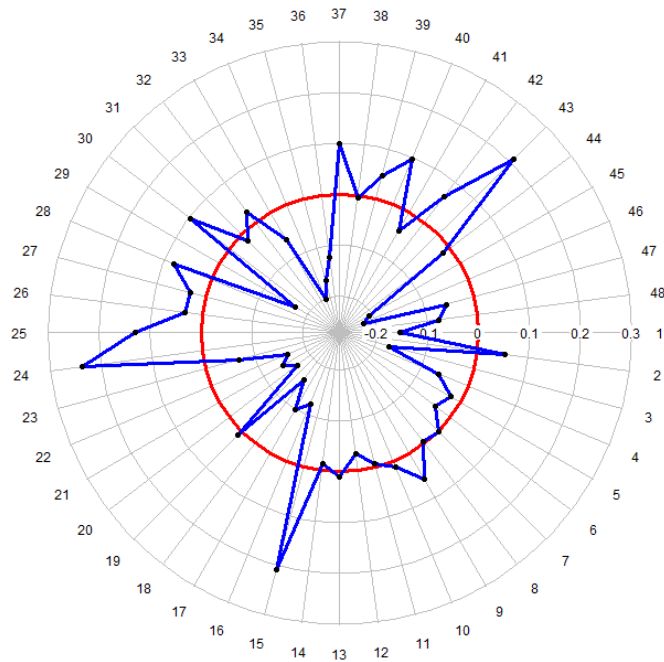
Examples: St Mellons Business Park, Fortran Road, St Mellons, Cardiff; Chandlers Ford Industrial Estate, Hampshire


Image: CF3 0WJ, WZ: W35000710

Workforce comprising mostly employees with below average rates of 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.

Supergroup E: Manufacturing and distribution

Group E4: Manufacturing, energy and utilities (2,523 Workplace Zones)
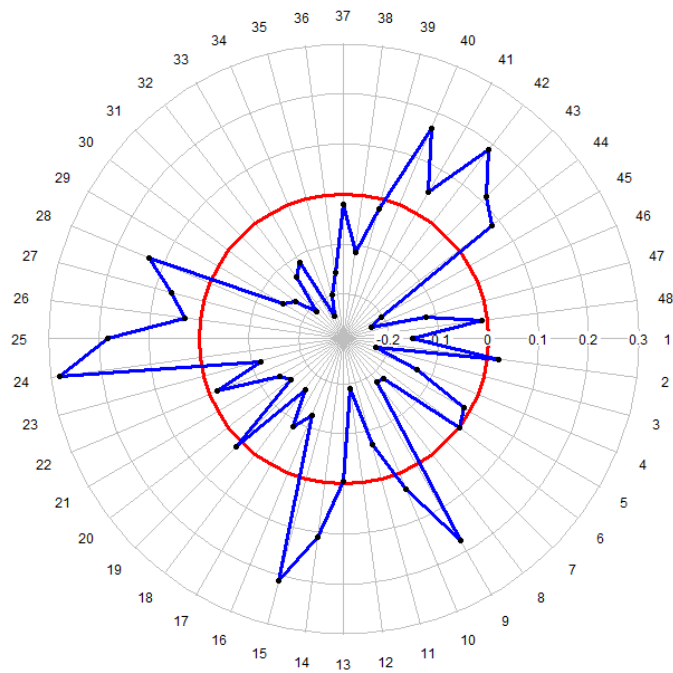
| Manufacturing, energy and utilities	
	Examples: Motor vehicle factory, Halewood, Merseyside; Uskmouth Power Station, Newport; Chemical works, Lostock Gralam, Northwich, Cheshire Image: L24 9PZ, WZ: E33002975

Below average female participation rate, above average rates of post-2001 EU workforce and 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.

Supergroup F: Rural

Group F1: Town fringe countryside (2,503 Workplace Zones)

Mainly white, agricultural workforce, on the edges of smaller towns
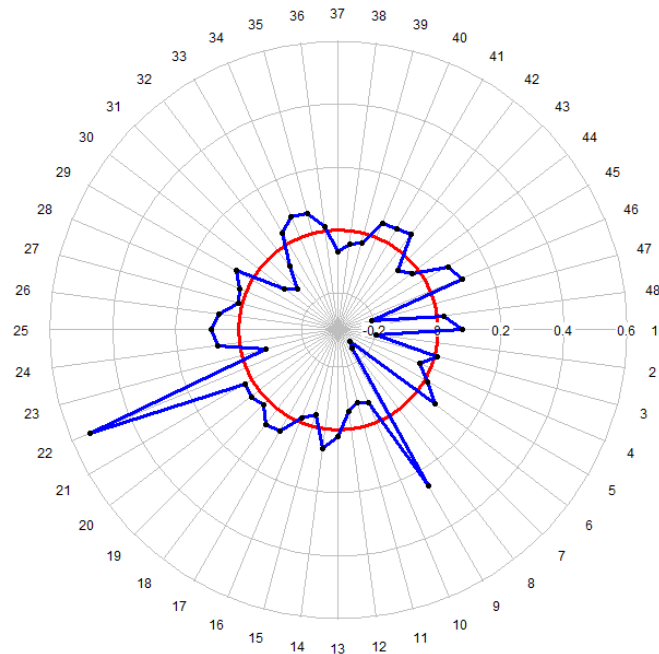
Examples: Agricultural services, Yellowham Hill, Dorchester; Aspall, near Debenham, Suffolk

Image: DT2 8FA, WZ: E33046446

Very high levels of white ethnicity and employment in agriculture, forestry, and fishing. Very low presence of non-white ethnic groups. Some public service employment but distinctively low on professional services. Some bias towards lower status occupational groups. Widely distributed, mainly on the edges of smaller towns.

Supergroup F: Rural

Group F2: Accessible countryside (2,442 Workplace Zones)

Higher status countryside accessible from major metropolitan areas
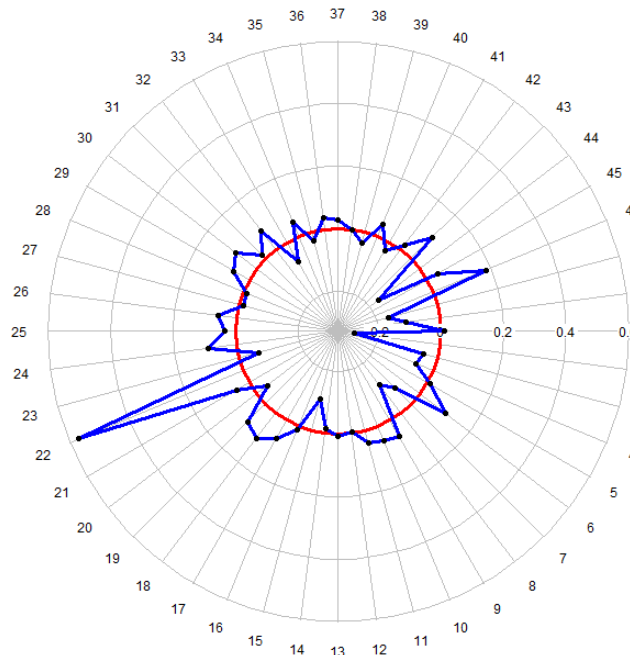
Examples: Beaulieu village, New Forest, Hampshire; Ide Hill, Kent

Image: SO42 7YA, WZ: E33042423

Very high employment in agriculture, forestry and fishing, ethnic mix closer to national average than all other rural groups. More higher status employment than other rural groups. High levels of working from home. Found mostly towards the south and east of the UK in areas accessible from major metropolitan centres.

Supergroup F: Rural

Group F3: Rural with mining or quarrying (4,321 Workplace Zones)

Includes some mining and quarrying and other industrial activity
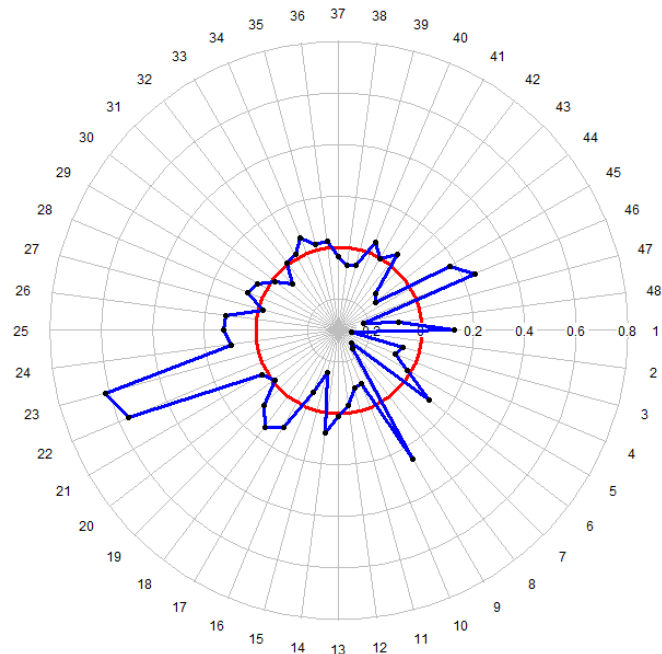
Examples: Bower Quarry, Caithness; Aggregate industries, Calne, Wiltshire


Image: KW12 6UY, WZ: S34001689

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.

Supergroup F: Rural

Group F4: Traditional countryside (3,449 Workplace Zones)

Mainly white older workforce, self-employed in agriculture, forestry and fishing, with some construction
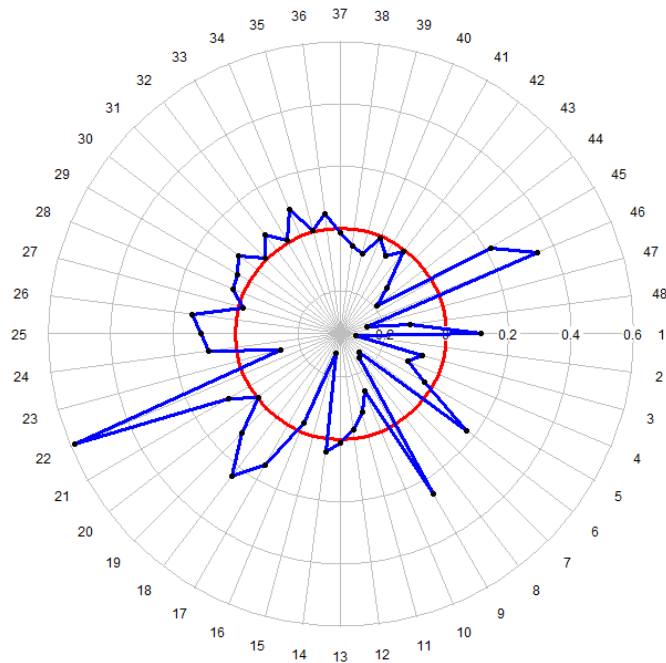
Examples: Talybont-on-Usk, Brecon Beacons National Park; Burton-in- Lonsdale, North Yorkshire


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.

Supergroup G: Servants of society

Group G1: Public administration and security (2,859 Workplace Zones)

Public administration and security with mainly white workforces
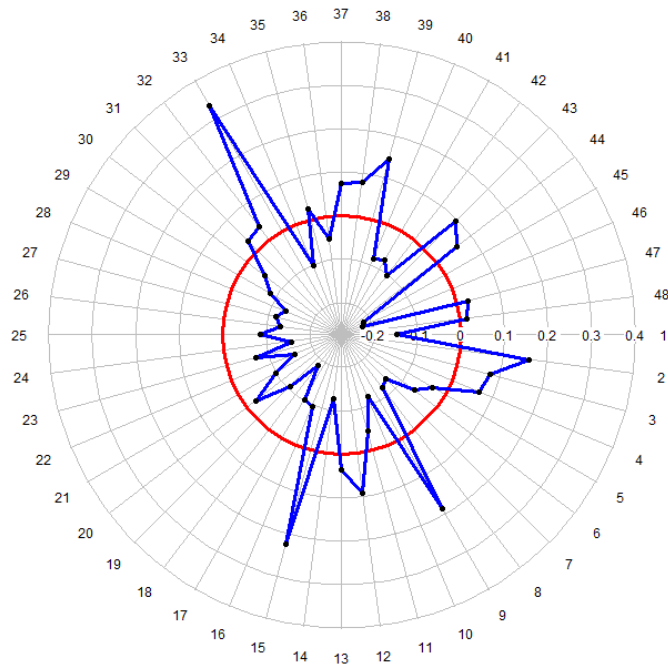
Examples: Civic Centre, Newcastle-upon-Tyne; Cardiff City Hall; His Majesty's Prison Durham


Image: NE1 7RS, WZ: E33000108

Very white, concentrated in public administration, defence and compulsory social security. Intermediate occupations. Widespread, predominantly in urban areas. Includes many city halls, council offices and prisons.

Supergroup G: Servants of society

Group G2: Healthcare and public administration (1,746 Workplace Zones)

Major hospitals and public administration with diverse workforces
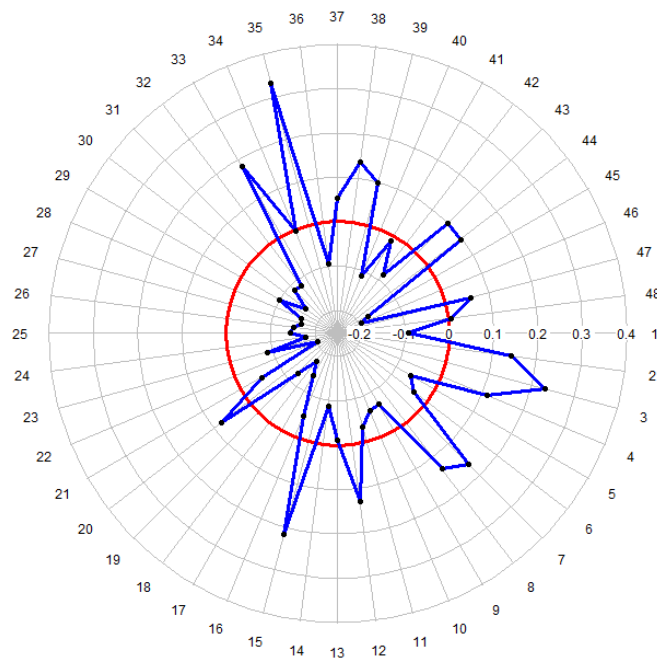
Examples: Leeds General Infirmary; Treliske Hospital, Truro

Image: LS1 3EX, WZ: E33010366

Major hospitals, especially in towns and cities. Often also including public administration such as city halls and other public services. Multi-ethnic and highly qualified workforces. High females. Above average part-time working.

Supergroup G: Servants of society

Group G3: Large scale education (2,034 Workplace Zones)

Large schools, colleges, and universities, nationally widespread
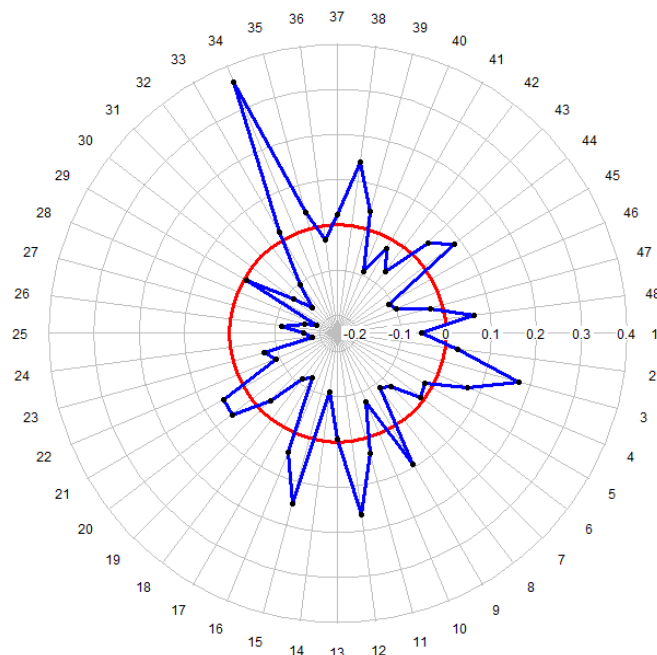
Examples: Lancaster University; University of Leicester

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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.