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

Annex B: Profiles of Supergroups

Office for National Statistics product produced in partnership with the University of Southampton

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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.

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 table 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.
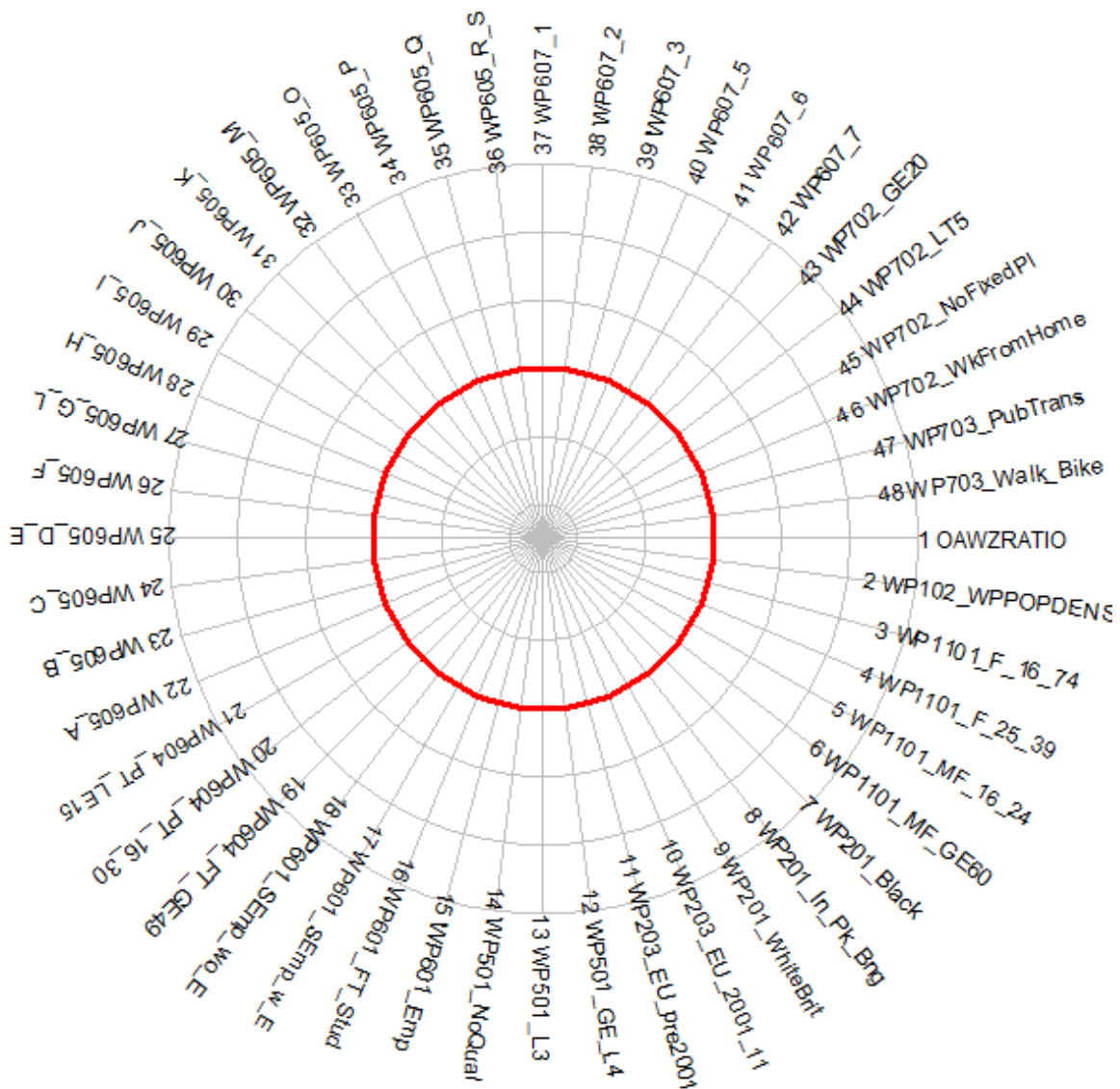
**Key to variable numbers, codes and descriptions**

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	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	Standard Industrial Classification (SIC): B Mining and quarrying
24	WP605_C	Standard Industrial Classification (SIC): C Manufacturing
25	WP605_D_E	Standard Industrial Classification (SIC): D Electricity, gas, steam and air conditioning supply / Standard Industrial Classification (SIC): E Water supply; sewerage, waste management and remediation activities
26	WP605_F	Standard Industrial Classification (SIC): F Construction
27	WP605_G_L	Standard Industrial Classification (SIC): G Wholesale and retail trade; repair of motor vehicles and motor cycles / Standard Industrial Classification (SIC): L Real estate activities
28	WP605_H	Standard Industrial Classification (SIC): H Transport and storage
29	WP605_I	Standard Industrial Classification (SIC): I Accommodation and food service activities
30	WP605_J	Standard Industrial Classification (SIC): J Information and communication
31	WP605_K	Standard Industrial Classification (SIC): K Financial and insurance activities
32	WP605_M	Standard Industrial Classification (SIC): M Professional, scientific and technical activities
33	WP605_O	Standard Industrial Classification (SIC): O Public administration and defence; compulsory social security
34	WP605_P	Standard Industrial Classification (SIC): P Education
35	WP605_Q	Standard Industrial Classification (SIC): Q Human health and social work activities
36	WP605_R_S	Standard Industrial Classification (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	Distance travelled to work: 20 kilometres and over
44	WP702_LT5	Distance travelled to work: Less than 5 kilometres
45	WP702_NoFixedPl	No fixed place (of work)

Var no.	Variable code	Variable description
46	WP702_WkFromHome	Work mainly at or from home
47	WP703_PubTrans	Method of travel to work: Underground, metro, light rail or tram, Train, Bus, minibus or coach
48	WP703_Walk_Bike	Method of travel to work: Bicycle, On foot

Supergroup A: Retail (6,301 Workplace Zones)

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

Constituent groups: Low density wholesale and retail; Market squares; Multicultural urban high streets; Traditional high streets; Shop until you drop; Eat, drink and be merry
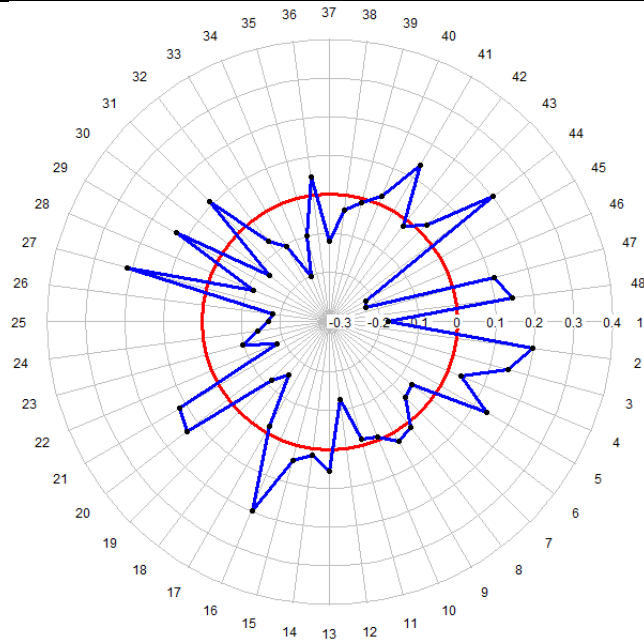
Example(s): Castle Lane, Belfast; Meadowhall Shopping Centre, Sheffield; Market Place, Richmond, North Yorkshire; Fort Kinnaird, Edinburgh


Image: BT1 4FB, WZ: N19000419

The retail supergroup is characterised by high 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 B: City and Business Parks (5,684 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
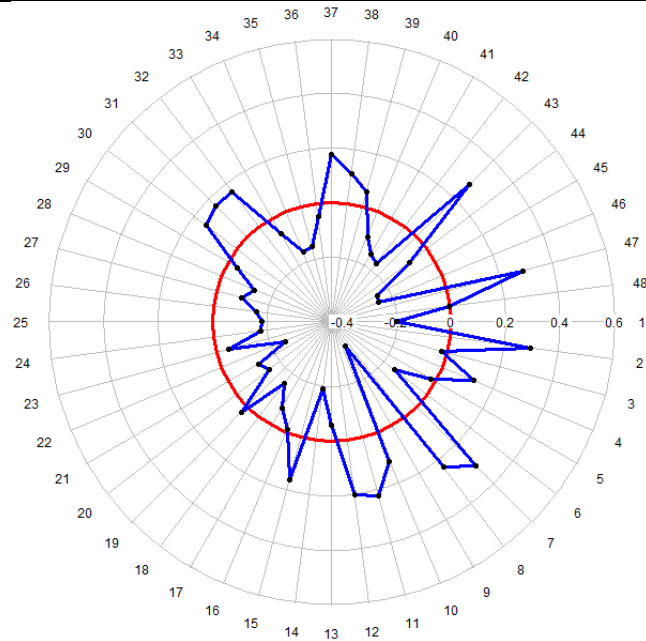
Example(s): Gracechurch Street, City of London; Queen Square, Bristol; The Diamond Synchrotron, Harwell Science and Innovation Campus


Image: EC3V 0DR, WZ: E33031575

This supergroup is characterised by high workplace population density and a low OA:WZ ratio (splits), higher than average percentage of young females, high Black, Asian and European ethnicities, high percentages of Level 4 qualifications and employees, high on ICT, finance, professional, scientific and technical activities, 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 C: Metro suburbs (9,532 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: Teachers and carers in metro suburbs; Independent professional metro services; Metro Surburban distribution industries; Self-employed tradespeople in multicultural metro suburbs; Professional home-workers in outer suburbs
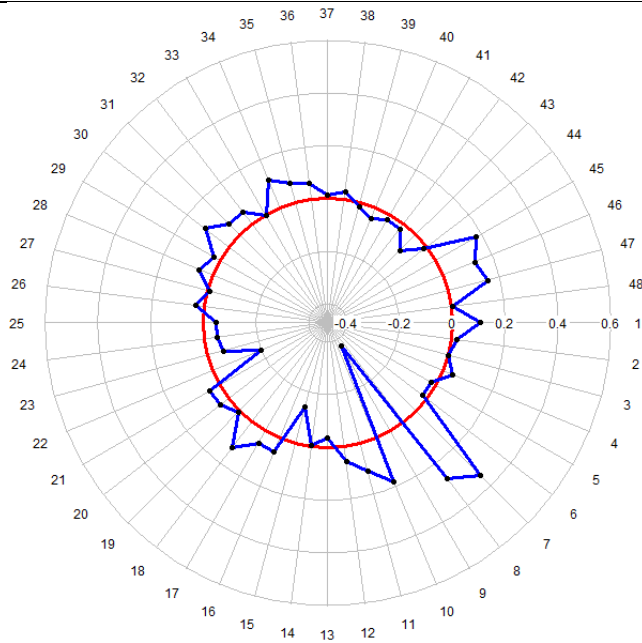
Example(s): Royal Mail Smethwick Sorting Office, West Midlands; Mottingham Road, London Borough of Greenwich; Mayfield Gardens, Edinburgh


Image: B67 7AB, WZ: E33020925

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 D: Suburban services (11,793 Workplace Zones)

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

Constituent groups: Non-metropolitan suburban areas; Primarily residential suburbs
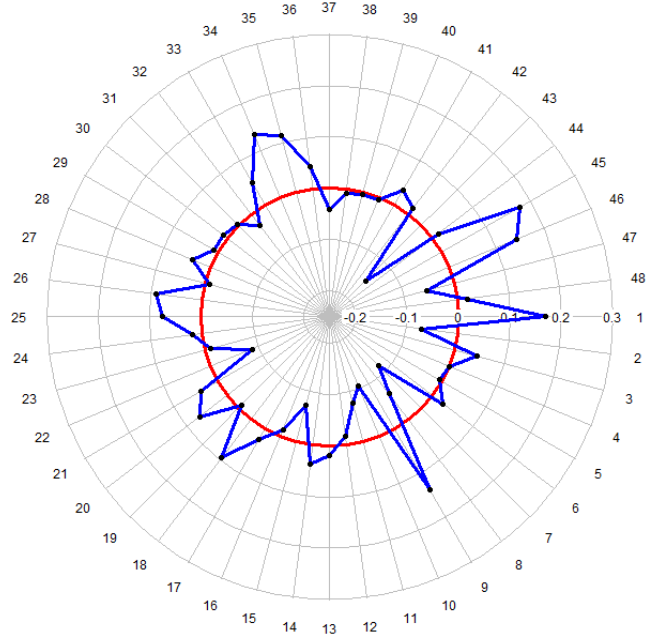
Example(s): South Eastern Road, Strood, Kent; Cregagh Road, Belfast; Gelli, Rhondda Valley, South Wales


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 OA:WZ ratio (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 E: Manufacturing and distribution (8,045 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
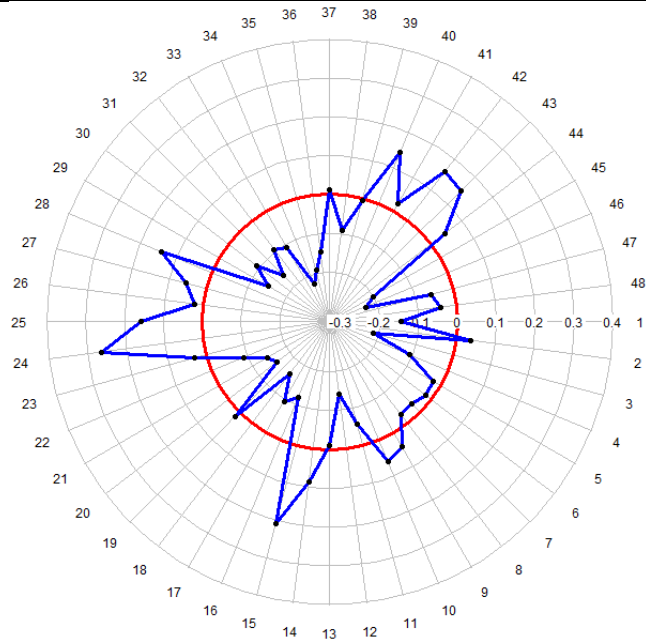
Example(s): Thames-side industrial units at Belvedere; Ore terminal, Redcar, Teeside; St Mellons Business Park, Fortran Road, St Mellons, Cardiff

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 F: Rural (12,715 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: Town fringe countryside; Accessible countryside; Rural with mining or quarrying; Traditional countryside
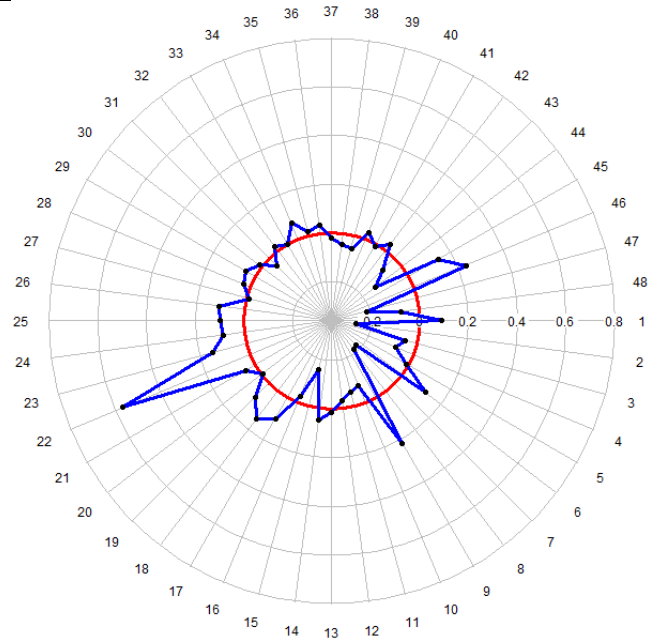
Example(s): Talybont-on-Usk, Brecon Beacons National Park; Beaulieu village, New Forest, Hampshire; Bower Quarry, Caithness


cc-by-sa/2.0 - by Jaggery

Image: LD3 7YP, WZ: W35002646

The Rural supergroup is characterised by 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 agriculture, forestry and fishing, and, to a lesser extent, other sectors such as mining and quarrying, manufacturing, energy/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 G: Servants of Society (6,639 Workplace Zones)

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

Constituent groups: Public administration and security; Healthcare and public administration; Large scale education
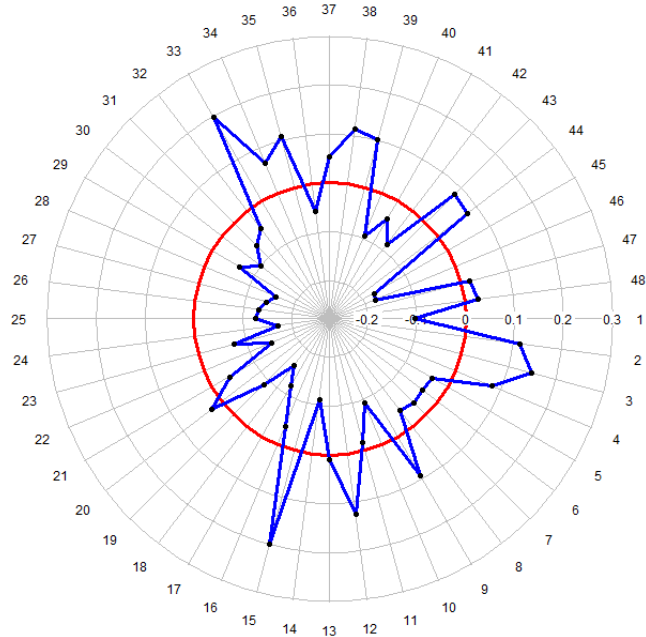
Example(s): Leeds General Infirmary; Cardiff City Hall; Lancaster University

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The servants of society supergoup 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 higher than average 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.