

This briefing presents a broad overview of the economy in South Gloucestershire. It presents key economic information from a range of national and local sources including a selection of qualitative measures and a round up of local news and views. This quarterly briefing supplements the monthly Labour Market Briefing.

Some key findings for South Gloucestershire:

- 77.5% of the working age population are in employment, higher than the national rate of 71.7%
- The official unemployment rate is 5.4%, considerably lower than the national rate of 7.4%
- In April 2014, 134 new small businesses started up in the district
- The number of live applications on the council's housing register stands at 6,560
- During the fourth quarter of 2013/14 the council (via a contract with South Gloucestershire Advice Consortium) helped residents to manage £2,656,709 of debt

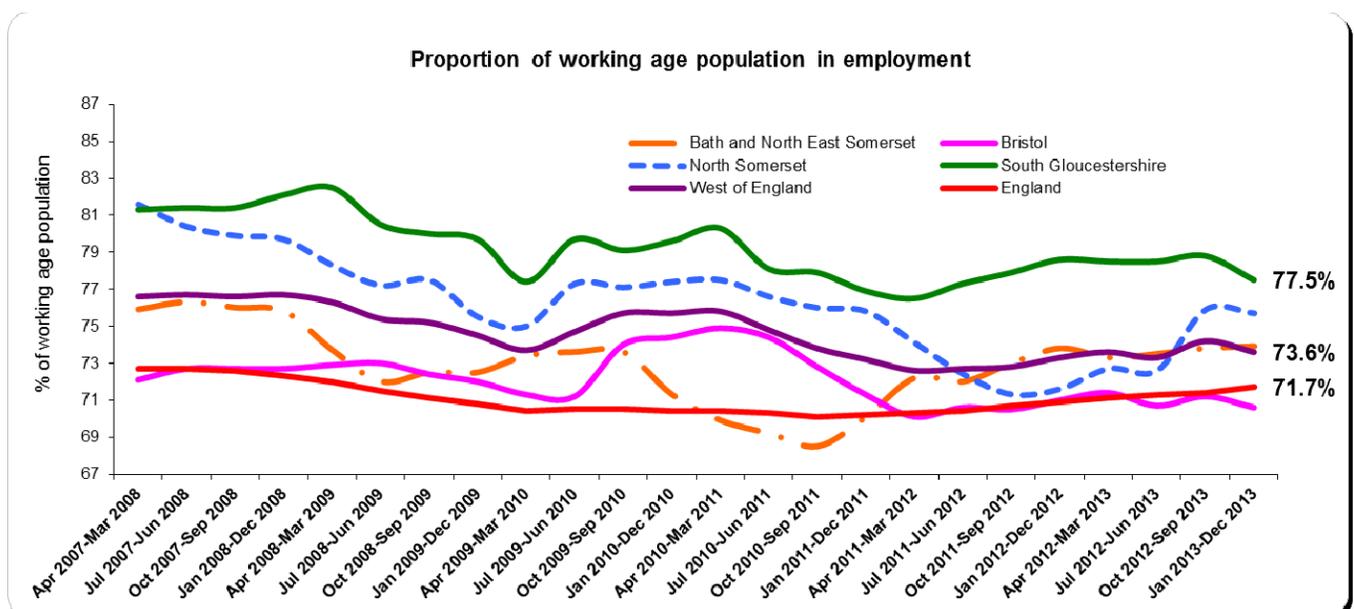
Headline labour market indicators

	Jan 2013-Dec 2013				April 2013		2012		2013
	Employment		Unemployment		Claimant count		Labour Demand		Earnings
	Total residents in employment (aged 16+)	Rate aged 16-64 (%)	Total number unemployed (aged 16+)	Unemployment Rate (%) proportion of economically active	Number of claimants	Claimant Rate (%)	Jobs	Job density - 16-64 (ratio)	Average gross weekly pay - residents
South Gloucestershire	137,500	77.5	7,900	5.4	2,391	1.4	147,000	0.87	£513.3
Bath and North East Somerset	90,300	73.9	4,800	5.0	1,564	1.4	100,000	0.87	£542.4
Bristol	233,000	70.6	19,600	7.8	8,624	2.9	270,000	0.92	£494.1
North Somerset	103,700	75.7	5,900	5.3	2,126	1.7	87,000	0.71	£549.3
West of England	564,400	73.6	37,000	6.2	14,705	2.1	605,000	0.86	NA
England	25,093,000	71.7	2,019,900	7.4	917,988	2.7	27,117,000	0.79	£520.7

Source: NOMIS (Annual Population Survey, Jobcentre Plus administrative system, Business Register and Employment Survey, Annual Survey of Hours and Earnings)

Employment levels

In the year to December 2013, 77.5%* of South Gloucestershire's working age population (those aged 16-64) were in employment. This is a similar rate to that reported last quarter. The local employment rate remains considerably above the sub-regional and national rates.

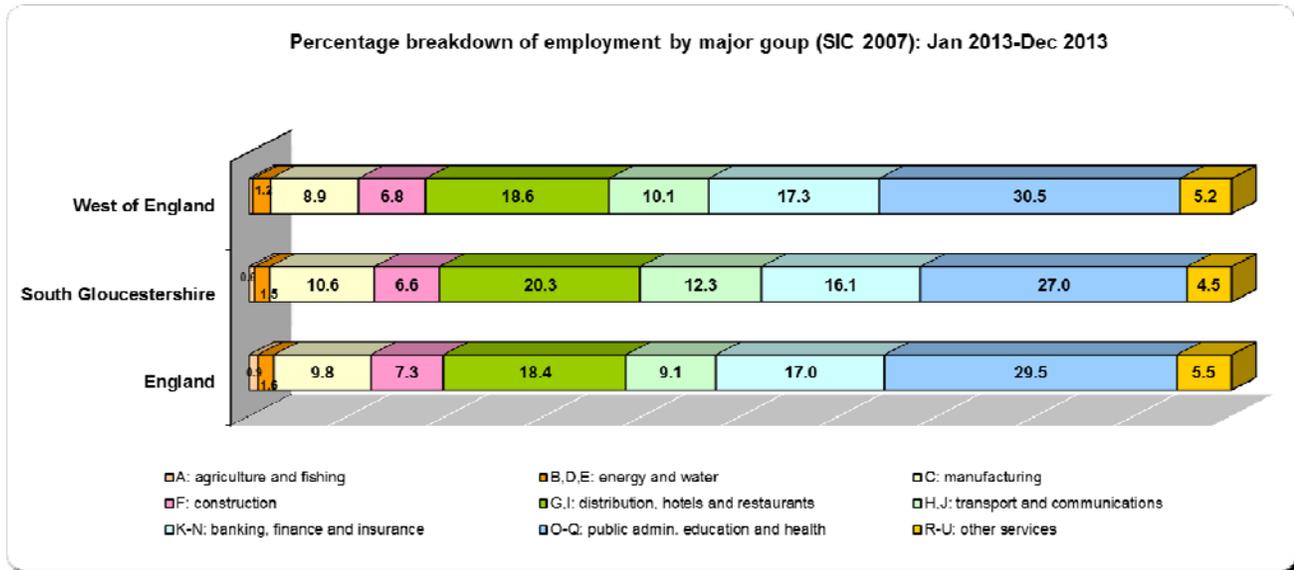


Source: NOMIS (ONS, Annual Population Survey)

* It should be noted that due to the sample size, there are confidence intervals associated with this data set at local authority level. For example, for South Gloucestershire this quarter, the confidence interval is 2.7%, meaning the actual employment rate could be up to 2.7% higher or lower than the figure published above.

Employment by sector

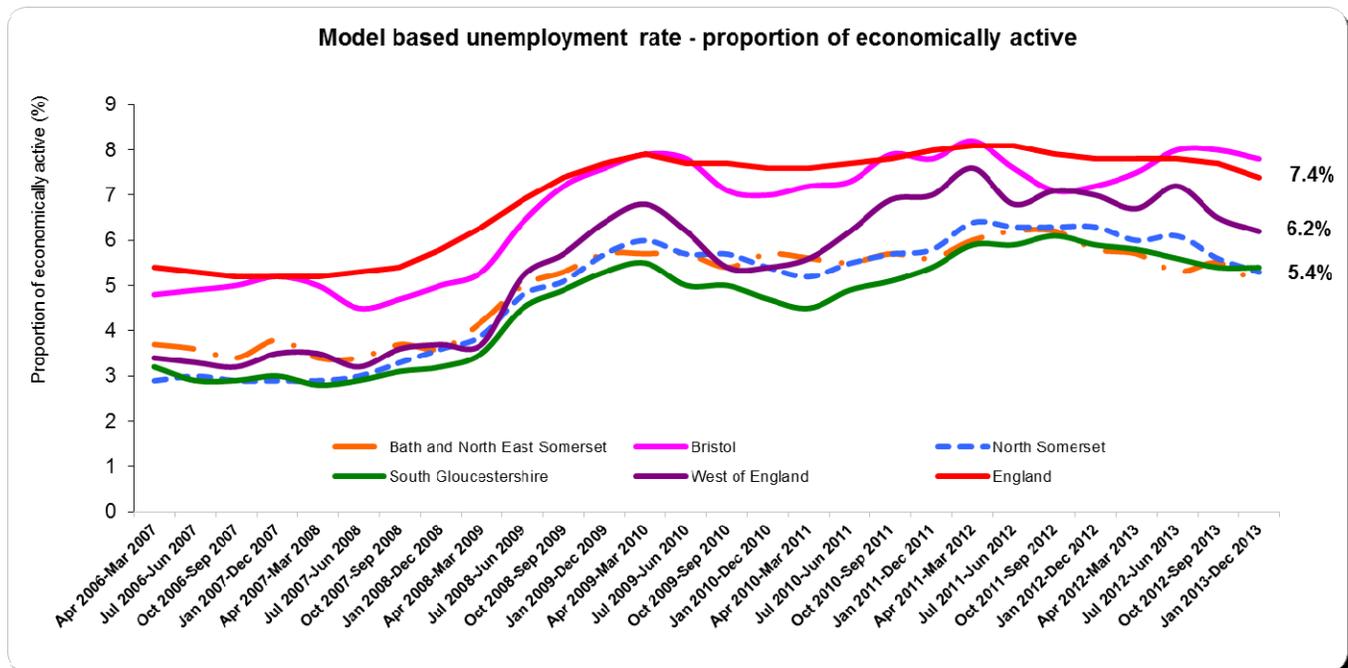
Approximately 27% of jobs in South Gloucestershire are within public administration, education and health sectors (SIC 2007 codes O-Q), which is on a par with the national and sub-regional averages. The distribution and hospitality industry (at 20%) and the banking, finance and insurance sectors (at 16%) were the second and third highest employment groups respectively during this reporting period.



Source: ONS Annual Population Survey – workplace analysis (NOMIS)

ONS: Model based unemployment rate - the *official* unemployment rate

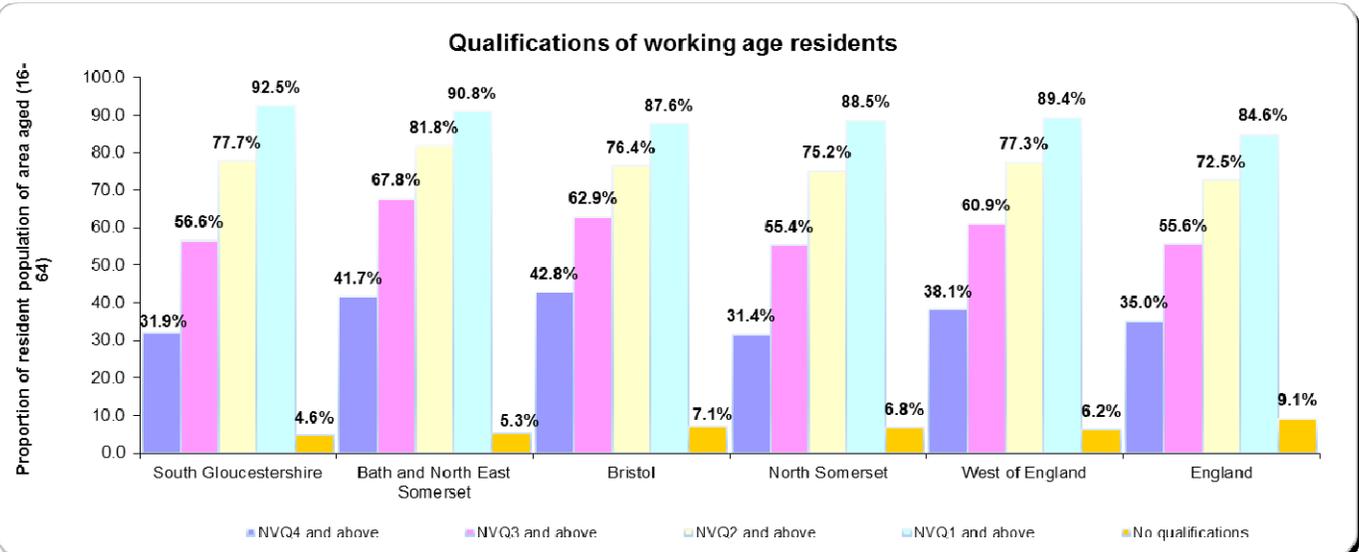
From January 2013 to December 2013, the official unemployment rate in South Gloucestershire was 5.4%* of the economically active population. This rate is lower than the West of England average (6.2%) and is considerably lower than the rate for England (7.4%). The graph shows that the unemployment rate in South Gloucestershire has consistently remained below the national average over the last seven years.



Source: ONS Annual Population Survey, Workplace analysis

* It should be noted that due to the sample size, there are confidence intervals associated with this data set at local authority level. For example, for South Gloucestershire this quarter, the confidence interval is 1.2%, meaning the actual unemployment rate could be up to 1.2% higher or lower than the figure published above.

Adult qualifications

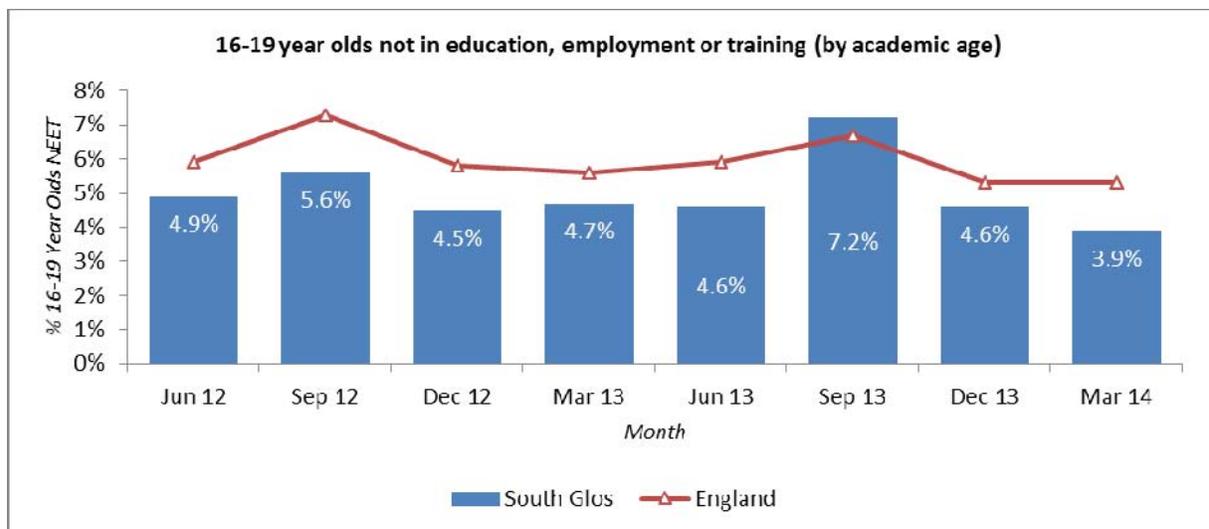


Source: NOMIS ONS Annual Population Survey (January 2013 to December 2013)

The proportion of working age residents in South Gloucestershire who attained the equivalent of an NVQ Level 4 or above qualification has remained at approximately the same level for the last two years – in 2013 it stood at 31.9%*. This figure is lower than the average rate for the West of England authorities (38.1%) and the national figure (35.0%). The proportion of residents with no qualifications decreased from 6.4% in 2012 to 4.6%* in 2013, this is the lowest rate in the sub-region.

* It should be noted that due to the sample size, there are confidence intervals associated with this data set at local authority level. For example, for South Gloucestershire this quarter, the confidence interval for those with level 4 plus qualifications is 3.1%, meaning the qualification rate could be up to 3.1% higher or lower than the figure published above. The confidence interval for those with no qualifications is 1.4%.

NEETS – young people not in education, employment or training



In March 2014 (the most recently available data), the proportion of 16 to 19 year olds not in education, employment or training (NEET) stood at 3.9%, this is an improvement of 0.7 percentage points since December 2013. When compared to the same period last year, the figure also shows a fall of 0.8 percentage points in the number of 16 to 19 year olds who are NEET (4.7% March 2013).

The council and its partners are working together to maximise opportunities for young people. A key focus is to raise skill levels and meet the skills and workforce needs of employers by providing appropriate academic qualifications, vocational training and apprenticeship opportunities for young people. For example, the council have recruited several apprentices aged 16 to 24 in a variety of roles since launching its Apprenticeship Partnership Scheme with South Gloucestershire and Stroud College last year. The proportion of 16-19 year olds in employment (including apprenticeship) has increased by just over 3% and stands at 6.9%. While this improvement is positive the proportion of 16 to 19 year olds in employment is below the regional and England averages of 13.7% and 11.0% respectively.

Source: South Gloucestershire Council, Children, Adults and Health Department

Apprenticeships

There are currently problems with the availability of the apprenticeship data. If there is any information made available between this and the next briefing, it will be posted on our website at www.southglos.gov.uk/statistics

Small business start ups

In South Gloucestershire 134 new small businesses started up in April 2014.

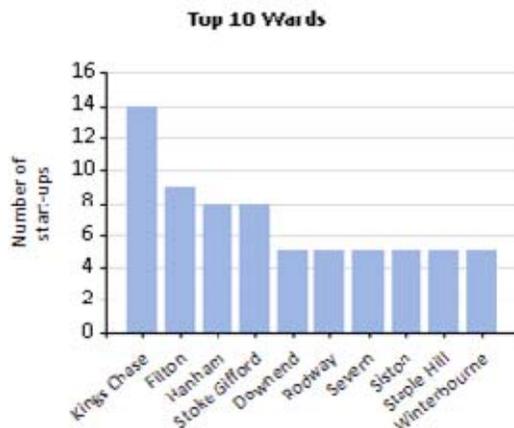
According to the data from a BankSearch survey, there were 15.1% fewer businesses start-ups in South Gloucestershire during the first four months of this year compared with the corresponding period of last year. This is in line with a regional trend (-14.8% start-ups) but a slightly greater fall in start-ups compared to the national trend (-11.9%).

South Gloucestershire accounted for 4.3% of all start-ups across the South West. In April 2014, across all the English districts the average number of starts was 78.

Small business start-ups	Limited companies	Sole traders	Other start-ups	Commercial enterprises: sub-total	Not For Profit	Total
April 2014	71	47	6	124	10	134

With 14 starts, Kings Chase saw most business start-ups in April. This was followed closely by Filton with nine starts. All with one each, Bitton, Charfield, Thornbury North, Thornbury South and Alveston and Yate Central were the wards with the lowest number of start-ups this month.

The top three industries (illustrated below) accounted for 64.2% of all the start-ups.



Top 3 industries	April 2014
Real estate, professional services & support activities	37
Construction	27
Recreational, personal & community service	22

Source: BankSearch, 2014

Housing

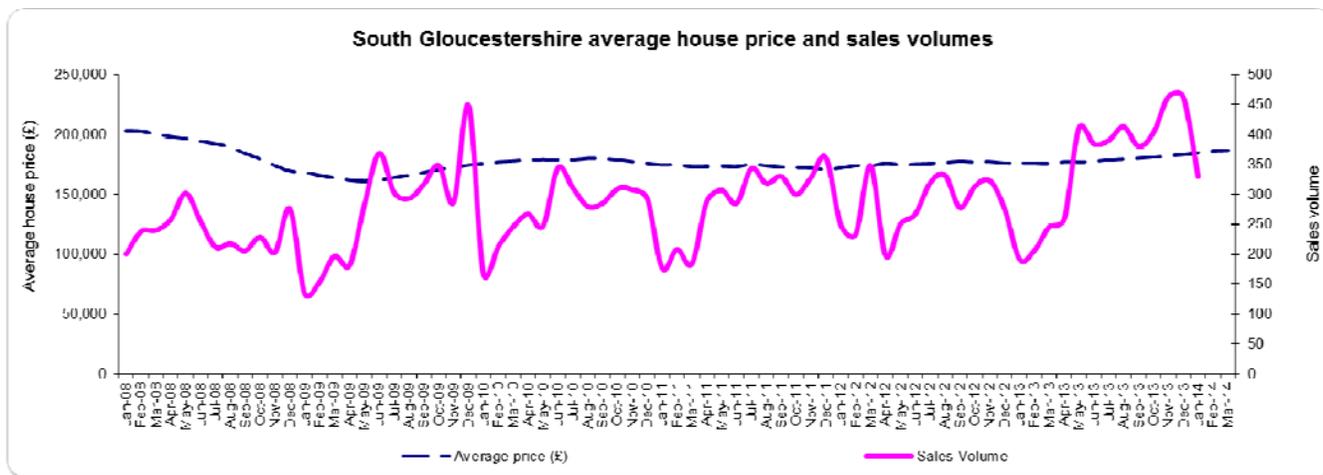
House Price Index – January 2014

	House Price Index	Average house price (£)	Annual change
South Gloucestershire	287.04	£186,780	6.3%
England and Wales	271.8	£169,124	5.6%

Source: Land Registry: May 2014

Average house price and sales volumes

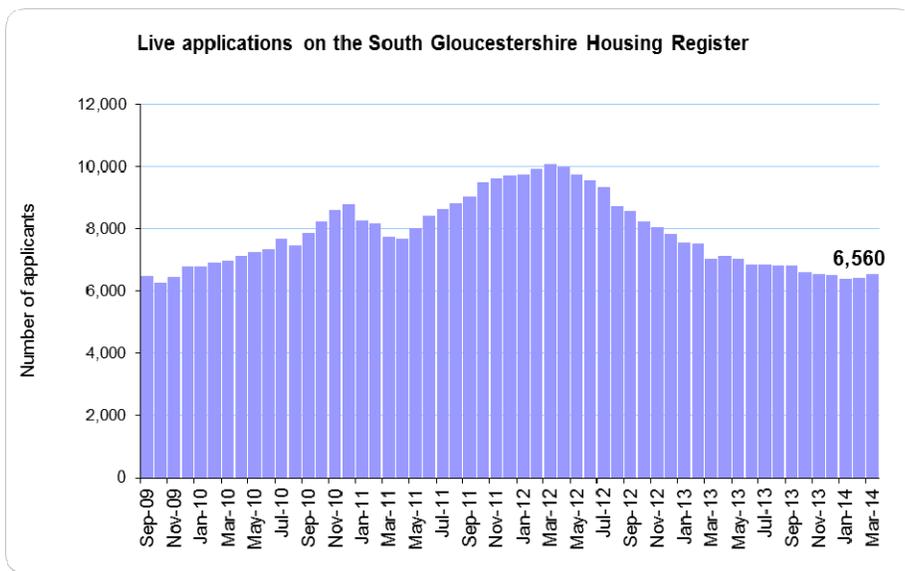
The average house price in South Gloucestershire has remained broadly consistent during the first three months of this year. The sales volume in January (the most recently available data) was 330.



Source: Land Registry: May 2014

Live applications on the South Gloucestershire housing register

In March 2014, there were 6,560 live applications on the South Gloucestershire housing register. The number of new applications received per month has remained high. The graph shows that there has been a small increase in the number of applicants on the register during March 2014. At this stage, it is not possible to establish the reasons for this, however, the HomeChoice team will continue to monitor the applications received to determine whether any trends appear.



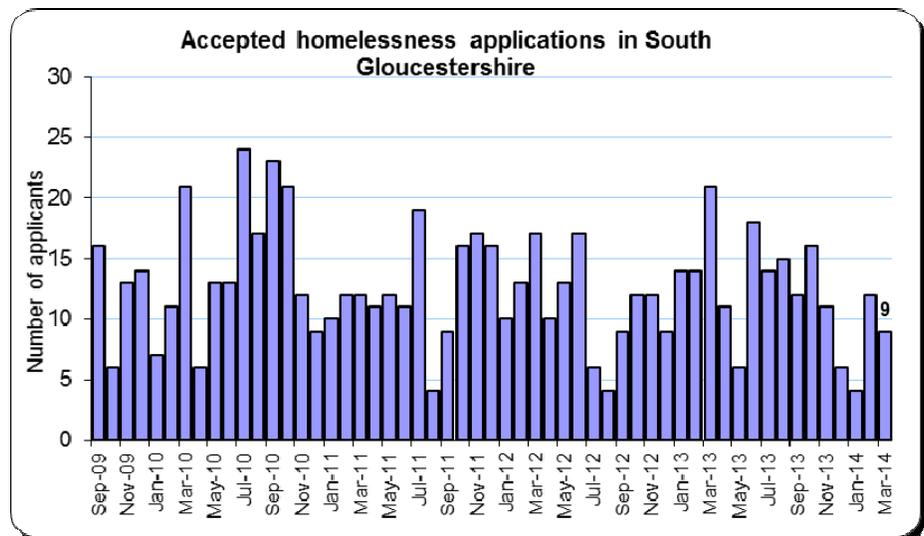
Source: South Gloucestershire Council, Home Choice, Children, Adults & Health

Housing benefit and council tax benefit claims in South Gloucestershire

It is currently taking 34 days to process new housing benefit and/or council tax reduction claims.

Accepted homelessness applications in South Gloucestershire

The number of households approaching the council with housing problems continues to be high. The HomeChoice team works closely with households approaching the service and aims to prevent homelessness wherever possible. As a result of this work, the council accepted fewer homeless duties during the last three months when compared to the same period in 2013. The main cause of homelessness remains households being asked to leave properties in the private rented sector.

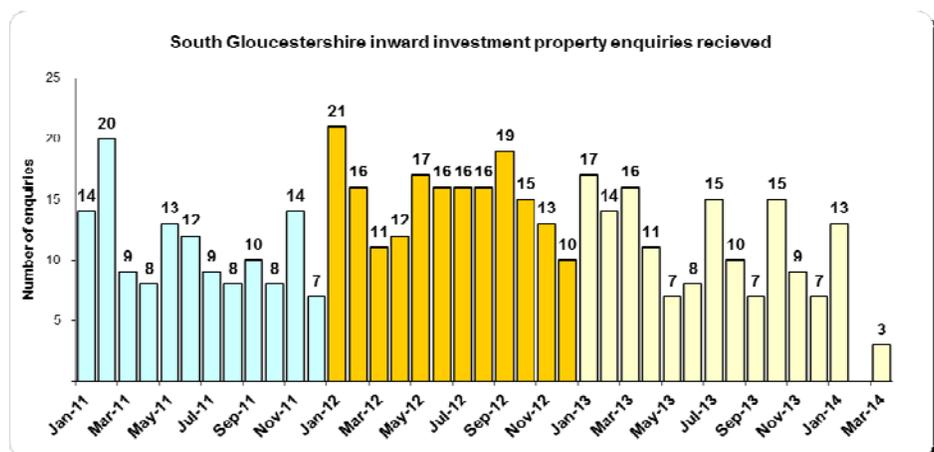


Source: South Gloucestershire Council, Home Choice, Children, Adults & Health

Inward investment

In March 2014 the economic development team had a caseload of 53 live enquiries from businesses relating to South Gloucestershire. There are 168 live enquiries in the West of England that include South Gloucestershire in their search.

As the graph shows, due to a system error, enquiries were not recorded in February and most of March. Therefore, in quarter four 2013/14, we only recorded 16 new enquiries compared to 31 in the previous quarter and 47 at the same point in the previous year.



Source: South Gloucestershire Council, Economic Development Team via: West of England - Bristol and Bath Inward Investment Service – see www.bristolandbath.co.uk for more information

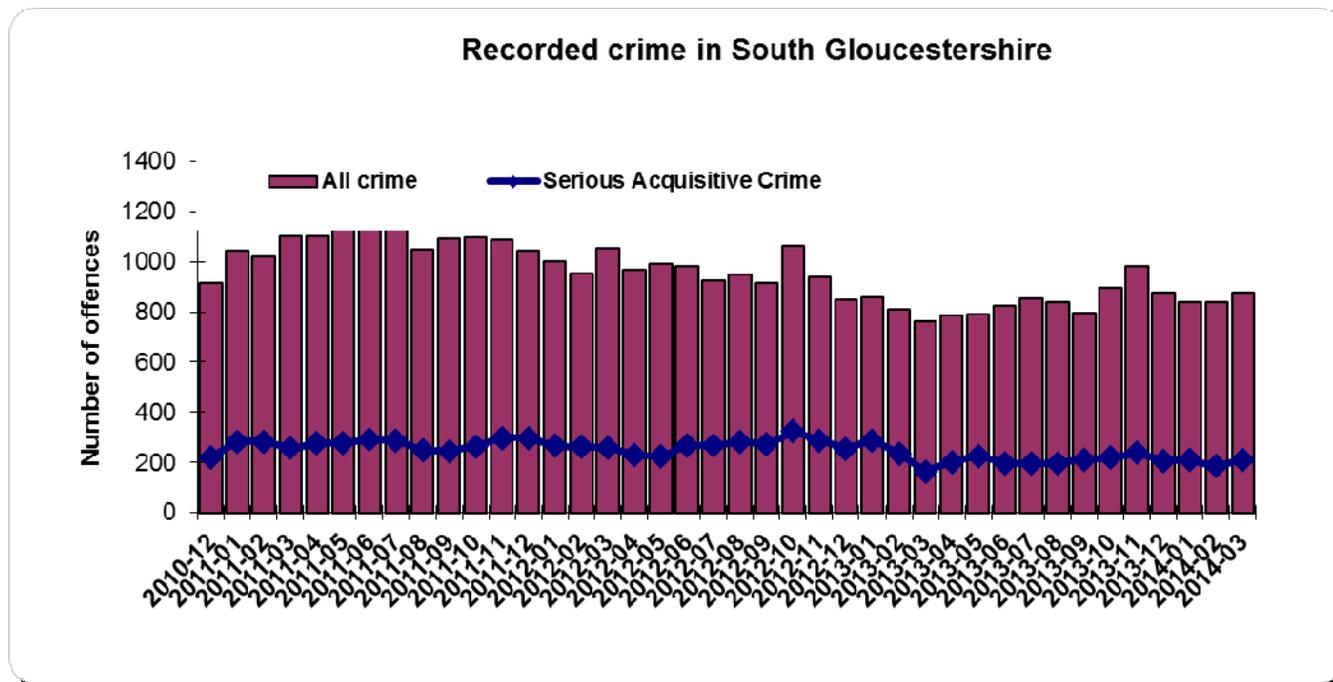
Debt advice

Debt management is measured by South Gloucestershire Advice Consortium. It relates to the number of South Gloucestershire clients advised and is a snapshot of the overall need. During 1 January – 31 March 2014, the consortium report that £2,656,709 of debt was managed by clients with the support of the consortium members. A total of 1,185 clients were advised on their debt and welfare benefit issues – which is another increase on the previous two quarters (from 950 clients in quarter three and 677 clients in quarter two).

Source: South Gloucestershire Council, Safer and Stronger Division

Crime

Crime has been falling in South Gloucestershire for the last five years and current crime rates are lower than both the national and regional averages. Due to a combination of dealing with local offenders and crime prevention initiatives, acquisitive crime has not significantly increased as a result of the current economic situation and serious acquisitive crimes have reduced considerably during the last twelve months.



Acquisitive crime includes burglary, robbery and vehicle crime. Source Avon and Somerset Police via DATA.POLICE.UK

Key headlines from news and local press (February - April 2014)

Please note: This is a summary of local press coverage. The press clippings are uncorroborated and are shown only to inform readers of local economic media coverage.

CINEMA DECISION DELAY COULD JEOPARDISE £12M SCHEME IN YATE

Gazette 16/04/14

A multi-million pound project to build a cinema in Yate hangs in the balance this week after a planning application was deferred to a later meeting. South Gloucestershire Council's development control committee could not make up its mind on the £12m scheme for a six-screen Cineworld cinema and a development of new shops and restaurants on land next to the overflow car park on Link Road. Yate Shopping Centre owners Crestbridge Corporate Trustees have warned if planning permission is not granted, the entire development may have to be shelved.

COUNCILS BEING 'HUSTLED' BY DEVELOPERS

Western Daily Press 15/04/14

Greenfield sites on the edge of towns across the West are being built on because council planners are "being hustled" into allowing development by the Government. That was the view of the Director of the National Trust who said the trust would be "making representations" to the Government over its planning reforms.

BRISTOL ROVERS SUPERMARKET PLANS: JUDGE DISMISSES COMPLAINT

BBC News 20/03/14

Bristol Rovers football club will be allowed to sell the Memorial Stadium to a supermarket chain, opening the way for a £40m new ground. Last week, a High Court judge heard evidence in a legal challenge brought by campaign group TRASHorfield but this complaint has been dismissed paving the way for the new Sainsbury's supermarket. The decision will help finance the club's new ground at Frenchay.

COUNCIL SET TO APPROVE £1M FOR CONCORDE HOME

Bristol Post 19/03/14

South Gloucestershire Council is set to approve £1.1m of funding towards a new home for Concorde 216. The Bristol Aero Collection Trust is driving plans for a museum and education centre in Filton for the historic aircraft.

ONCE POPULAR COMMUNITY PUB NOW SET TO BECOME A TESCO**Bristol Post 18/03/14**

A pub that used to be one of Kingswood's most popular is to become a Tesco store. A group of residents and councillors had launched a campaign to save The Chequers in Lodge Road but they have now been informed that its owner, Enterprise Inns, has exchanged contracts with the supermarket.

PATISSERIE VALERIE TUCKS INTO SANDWICH CHAIN PHILPOTTS**Insider Media 17/03/14**

Private equity-backed cafe chain Patisserie Valerie has acquired sandwich business Philpotts, who have branches in the South West, for an undisclosed sum.

CALL FOR BLITZ ON SECOND HOMES**Western Daily Press 12/03/14**

Growing demand for second homes is fuelling a housing crisis in the West Country by pushing prices well beyond what local people can afford. New figures by the National Housing Federation show some of the least affordable places to buy a house also have the highest number of second homes. A councillor in the worse hotspot, the Cotswolds, has called for changes to planning laws to make it more difficult to build holiday homes.

FAMILIES PRICED OUT OF THE MARKET AS HOUSING COSTS SOAR**Bristol Post 05/03/14**

The National Housing Federation says there are just not enough homes being built in Bristol and the surrounding area at the moment. As a result of the property shortage, the very British ambition of owning your own home is fast becoming little more than a pipe dream for the average working family in the city.

UWE CAMPUS WILL BE HOME TO NEW BRISTOL STEINER SCHOOL**Bristol Post 05/03/14**

The Victorian buildings in Fishponds that will be vacated by the University of the West of England this summer will continue to be a centre for learning when they become home to a free school. It has been announced that the St Matthias campus will accommodate Steiner Academy Bristol, the second Steiner school in the city.

AIRBUS FLYING HIGH AFTER RECORD RESULTS**Western Daily Press 27/02/14**

Turnover at Airbus neared the £50bn mark in 2013 as the plane-maker reported record results yesterday. Airbus which employs some 4,000 people at Filton, saw revenues in 2013 rise to 59.3 billion euro, which equates to £49bn.

BIG BANK TO DISAPPEAR FROM EIGHT HIGH STREETS**Bristol Post 19/02/14**

A major high street bank will be disappearing from eight high streets in the Greater Bristol area. Santander has decided to ditch its agency partnerships, a network of third party businesses which carry Santander branding and sell some of its products. The affected branches locally are Bradley Stoke, Clevedon, Midsomer Norton, Nailsea, Portishead, Thornbury, Staple Hill and Stockwood.

DELAYS AHEAD AS £8M ROADWORKS GET UNDER WAY**Bristol Post 06/02/14**

Commuters who travel in the northern fringe of Bristol will face long delays during an £8m programme of road and cycle improvements which starts in April. The work will be carried out in Filton, Patchway, Aztec West and Hambrook to cope with thousands of new homes which will be built in the area during the years ahead.

For up to date news and information for business please visit: www.insouthglos.co.uk

Disclaimer: This report has been prepared by South Gloucestershire Council's Corporate Research and Consultation Team, with all reasonable skill, care and diligence. We accept no responsibility of any nature to any third parties to whom this profile, or any part thereof is made known. Any such party relies on the report at their own risk.

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