

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:

- 77.8% of the working age population are in employment, higher than the national rate of 70.1%
- The official unemployment rate is 5.1%, considerably lower than the national rate of 7.8%
- In March 2012, 213 new businesses started up in the district
- The number of live applications on the council's housing register is rising and stood at 10,073 in March
- In the last quarter of 2010/11 the council (via a contract with South Gloucestershire Advice Consortium) helped residents to manage £2,476,862 of debt

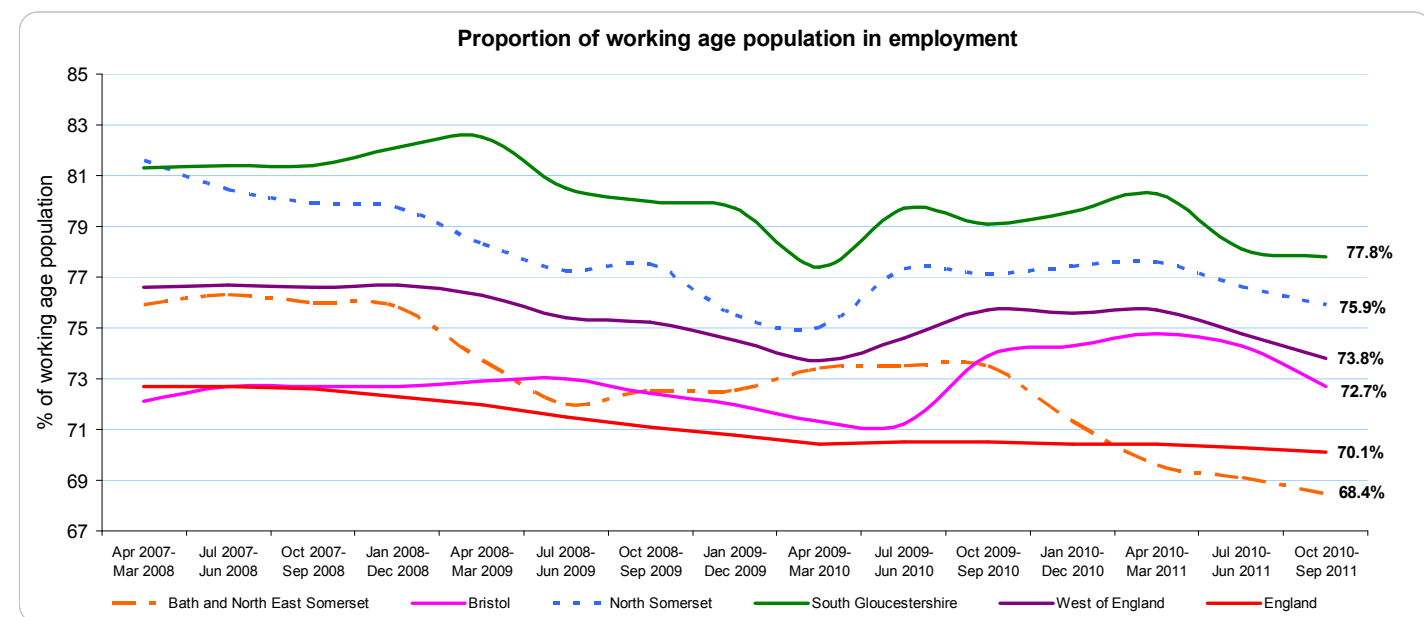
Headline labour market indicators

	October 2010 to September 2011				March 2012		2009		2011
	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	136,200	77.8	7,400	5.1	4,051	2.4	155,000	0.91	509.8
Bath and North East Somerset	82,500	68.4	5,000	5.7	2,545	2.2	96,000	0.82	479.5
Bristol	230,800	72.7	19,900	7.9	13,178	4.2	267,000	0.87	483.8
North Somerset	102,900	75.9	6,300	5.7	3,461	2.7	89,000	0.69	549.4
West of England	552,300	73.8	41,100	6.9	23,235	3.2	606,000	0.84	NA
South West	2,502,100	73.5	160,200	6.1	96,978	2.9	2,717,000	0.82	473.4
England	24,351,900	70.1	2,070,900	7.8	1,370,504	4.0	26,246,000	0.82	507.6

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

Employment levels

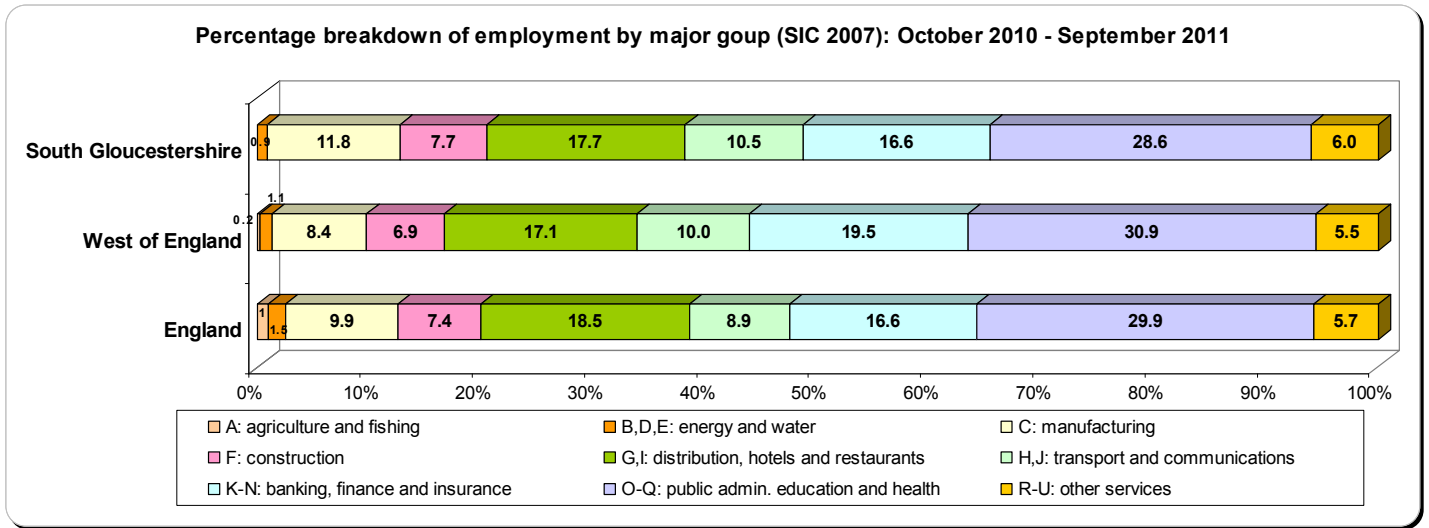
From October 2010 to September 2011 (the latest available data), 77.8% of South Gloucestershire's working age population (16-64) were in employment. This is a reduction on the rate reported in the last reporting period (78.1%) and is in line with a continuing declining trend since 2010/11 across all the geographical areas shown below. The local employment rate however, remains above the sub-regional and national rates.



Source: NOMIS (ONS, Annual Population Survey)

Employment by sector

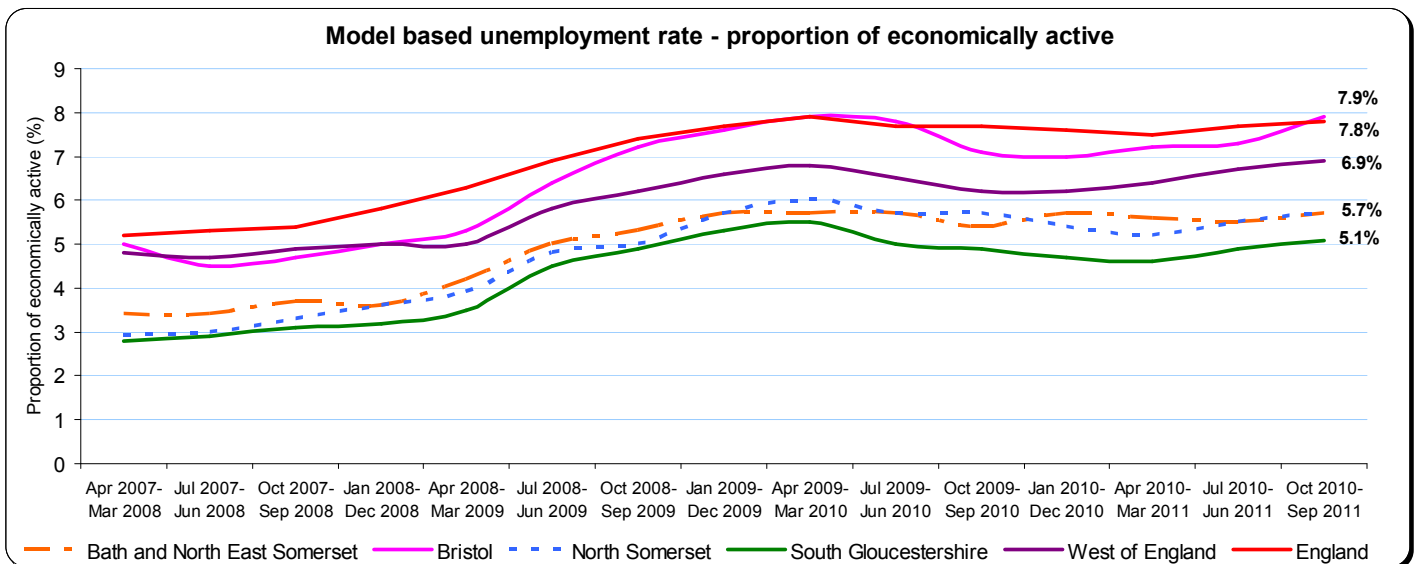
Approximately 29% of jobs in South Gloucestershire are within public administration, education and health sectors (SIC 2007 codes O-Q), which is on a par with the national and regional averages. The distribution and hospitality industry (at 17.7%) and the banking, finance and insurance sectors (at 16.6%) 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 October 2010 to September 2011, the official unemployment rate in South Gloucestershire was 5.1% (of the economically active population). This was the lowest rate of all the West of England authorities and is considerably lower than the rate for England (7.8%). The graph shows that the unemployment rate in South Gloucestershire has consistently remained below the national and sub-regional averages. It also shows that the unemployment rate for Bristol has now risen above the national average to (7.9%).



Source: ONS Annual Population Survey, Workplace analysis

Known job losses and job gains in South Gloucestershire – March 2012

Job gains	Job losses
<p>Willowbrook Shopping Centre (Bradley Stoke) Harvester, Boots, Santander and Ocean Estate Agents 100 jobs; MoD (Filton) 3400 new jobs incl. relocations 2009/11; Europa (Thornbury) 200 jobs; Eurogiciel/Etiq (Almondsbury) 40 jobs; BAE Systems (Filton) 250 jobs over 4 years; Waitrose (Chipping Sodbury) 160 jobs est.; Tesco (Yate) 170 new jobs from store expansion 2011; Co-operative Legal Services (Almondsbury) 30 jobs; Commcam (Aztec West) 4 jobs (to expand later on in the year); Burger King (Aust services) 5 jobs; LV (Aztec West) 10 jobs; Company X (Aztec West) 8 jobs; FRP Advisory (Stoke Gifford) unknown number of jobs; Company X (Emmerson's Green) potential 800+ jobs -2013-2015; Hitachi Rail (Stoke Gifford) potential 300+ jobs -2013-2015; Company X Yate potential 40 jobs – Late 2011 / Early 2012; ASDA (Abbey Wood retail redevelopment) 400 jobs; MS Therapy Centre (Bradley Stoke) unknown number of jobs; Scottish Power (Sevenside) 100 jobs 2013-2015; UWE Stadium (Abbey Wood) unknown number of jobs, M&S Food Store (Yate) unknown number of jobs, Argos (Bradley Stoke) unknown number of jobs</p> <p>Yankee Candle (Thornbury / Sevenside) Poundland (Yate) Brightside (Aust) Wetherspoon (Yate) 17 jobs Harveys Furniture Depot (Sevenside)</p>	<p>GE Capital (Aztec West) 20 redundancies; RBS (Aztec West) 300 job losses ; Astra Zeneca (Sevenside) 80 job losses; AXA (Stoke Gifford) international job losses - local numbers unconfirmed; RSK (Latteridge) staff transferred to Bristol office; City of Bristol College (South Glos/Bristol) 95 job losses; South Gloucestershire Council 317 FTE job losses; Hewlett Packard (Stoke Gifford) 1,500 job losses nationwide, local numbers unconfirmed; Hayes Independent Hospital (Pilning) Possible 24 redundancies; Nationwide Media Group (Filton) 12 jobs; Balfour Beatty (Aztec West) 30-40 jobs relocating to Newcastle; Stokes Greengrocers (72 job losses across Bristol area. Branch in Staple Hill closed.); Bristol Cars (Patchway) closure - 27 job losses; Tulip (Westerleigh) potentially 60 job losses (was 140); Friend Provident (Stoke Gifford) 79 jobs Aug 2011; South Gloucestershire Council 370 jobs; ACS Info (Yate) – closed 30 jobs; Yate Bathrooms – unknown number of job losses; Hazlehurst Care Home (Filton) 10 redundancies; TJ Hughes (Abbey Wood) closure – 60 job losses; Somerfield (Staple Hill) – 15 job losses; Southern Cross Care Home (Wickwar) - unknown number of jobs., BAe Systems (Filton) 74 job losses, Everything Everywhere (Orange) 246 job losses March 2012, RBS (Aztec West) 400 job losses, DHL – Morrisons Distribution (Yate) 325 April 2012</p> <p>Peacocks (Yate & Bradley Stoke) circa 30 job losses Company X (Yate) 15 job losses Company Y (Stoke Gifford) 24 job losses Company Z (Aztec West) 50 job losses</p>

Please note that the table above contains information that is gathered from press articles and data provided informally by companies and partners. It is not a comprehensive or accurate reflection of the job losses and gains in South Gloucestershire. It is only intended as an illustration of the current employer landscape. Newly discovered gains and losses are detailed at the bottom of the table.

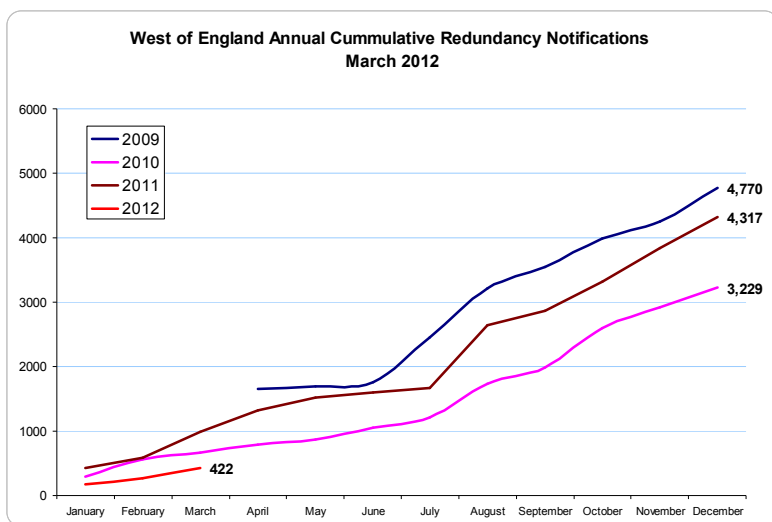
** We are looking at alternate ways of illustrating this information in future briefings

Accumulative West of England notified redundancies

In March, the West of England Employability Group / Job Centre Plus were notified of 149 new redundancies across the West of England area. This brings the total number of redundancies this calendar year to 422 - a lower number than was recorded in the corresponding period for the previous two years.

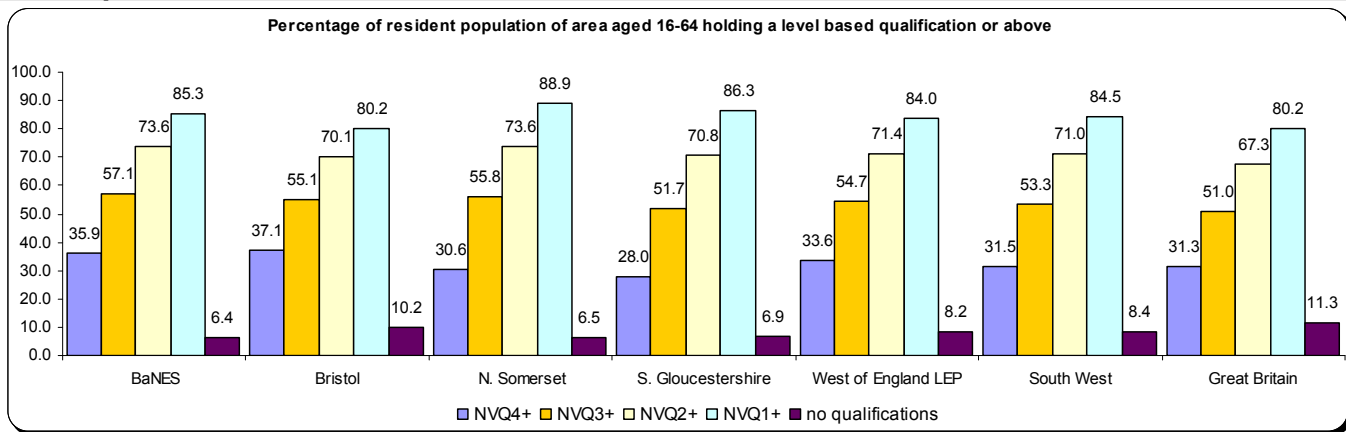
Notified Redundancies by Sector

Sectors that have been hardest hit by redundancies in the West of England sub-region continue to be wholesale, retail trades and motor trades, manufacturing and financial and insurance activities. This has been a consistent trend spanning over 2 years.



Source: West of England Employability Group / Job Centre Plus

Adult qualifications



Source: NOMIS ONS Annual population survey (December 2010)

The proportion of residents in South Gloucestershire who have attained the equivalent of an NVQ Level 4 or above qualification remains low compared both to the rest of the West of England and the national picture. NVQ Level 3 or above skills are also lower in South Gloucestershire than the rest of the West of England, although slightly higher than across Great Britain.

NEETS – young people not in education, employment or training

From March 2012, the official classification and reporting of young people not in education, employment or training (NEET) has changed.

Previously, when young people reached the age of 19 they ceased to be included in local NEET statistics. Now, reporting is based on academic age and includes 19 year olds. Furthermore, young people post 16 are to be classified according to their area of residency, rather than the old practice, whereby they were counted by the area in which they are being educated/trained. The move to calculating by academic age and residency is designed to synchronise national and local reporting arrangements.

Figures shown up to and including February 2012 measure 16-18 year olds only and are not comparable with the March figure. In March 2012 there were 587 young people (5.5% of 16 – 19 year olds) classed as NEET.

Partnership working in the West of England continues to improve education and training opportunities by identifying gaps, enabling new provision and providing positive engagement activities for young people who are NEET or who are likely to become so.



Source: South Gloucestershire Council, Children and Young People Department via the local authority Client Caseload Information System-CCIS

Small business start ups

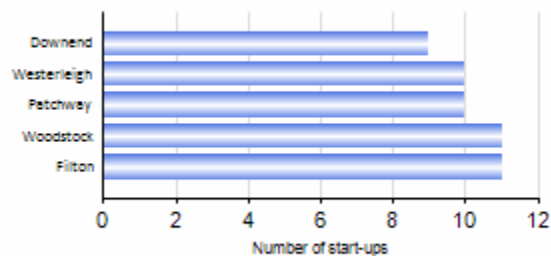
In South Gloucestershire 213 new businesses started up in March 2012, 21 more than the previous month. According to the data from a BankSearch survey, the number of businesses starting up during the first three months of this year compared with the corresponding period of last year was unchanged.

In March 2012 the average number of start-ups per English district was 143. The median level of starts was 105 and the minimum and maximum number of starts across the districts was 6 and 847 respectively.

Small business start-ups	Limited Companies	Sole Traders	Other Start-ups	Commercial Enterprises	Not For Profit	Total
March 2012	96	87	14	197	16	213
compared with						
February 2012	↑	↑	↗	↑	↓	↑
March 2011	↑	↓	↑	↓	↓	↓
YTD	↑	↓	↓	↘	↓	↘

71% of all new commercial enterprises were based in urban areas. Filton was the ward with the most start-ups; Parkwall saw the least.

Top 5 Wards - March 2012



Source: BankSearch

The type of areas that start-ups were established include; prosperous suburbs (30%), multicultural areas (0%), blue collar (9%) and older worker (6%) areas.

Top 3 industries	March 2012	Monthly comparison	Yearly comparison	YTD comparison
Real estate, professional services & support activities	52	↘	↓	↓
Wholesale & retail trade	34	↑	↑	↓
Construction	31	↑	↑	↓

Excluding Not for Profit

Source: BankSearch, 2012

Housing

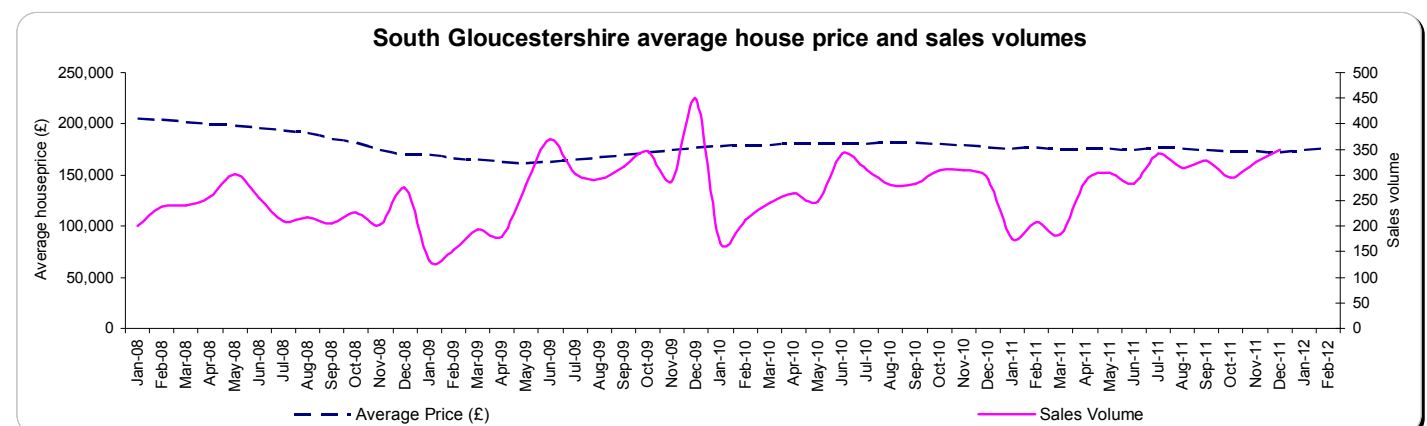
House Price Index – February 2012

	House Price Index	Average house price (£)	Annual change
South Gloucestershire	267.7	£175,372	-0.6%
England and Wales	259.2	£161,588	-0.6%

Source: Land Registry: April 2012

Average house price and sales volumes

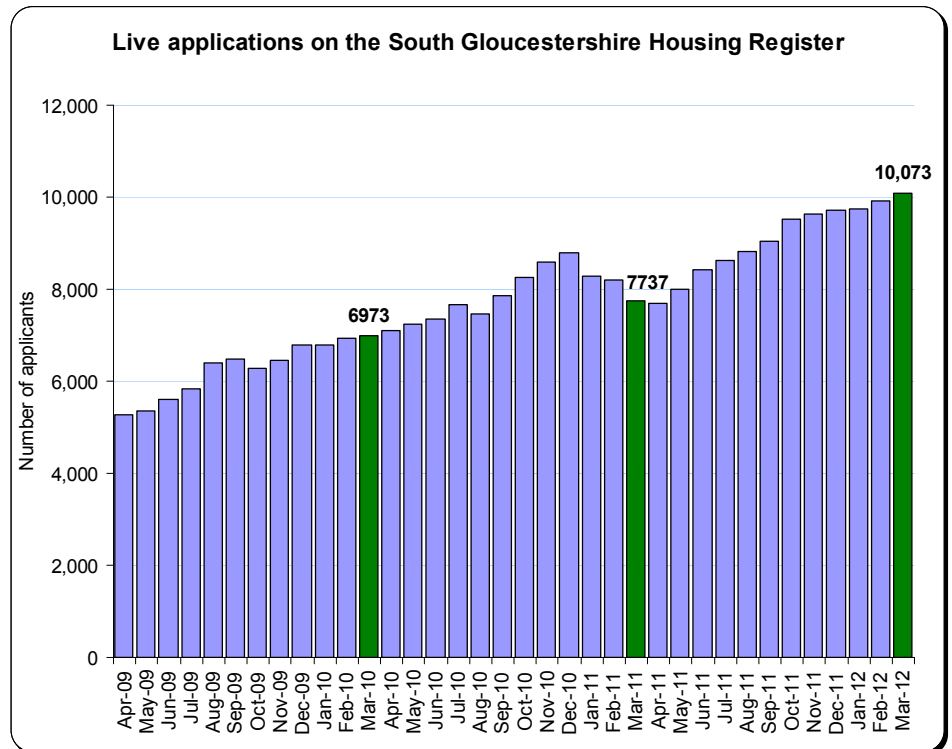
The average house price in South Gloucestershire has remained fairly static over the past year. There has been a slight increase in sales volumes since October 2011 – rising from 294 to 350 in December 2011 (the latest available data).



Source: Land Registry: April 2012

Live applications on the South Gloucestershire housing register

The number of live applications on the South Gloucestershire housing register has increased steadily since April 2011. In April 2012 there were 10,073 live applications, which is 2,336 (+30.2%) more than at the same time last year. This is a reflection of the wider economic situation and its impact on the housing market.



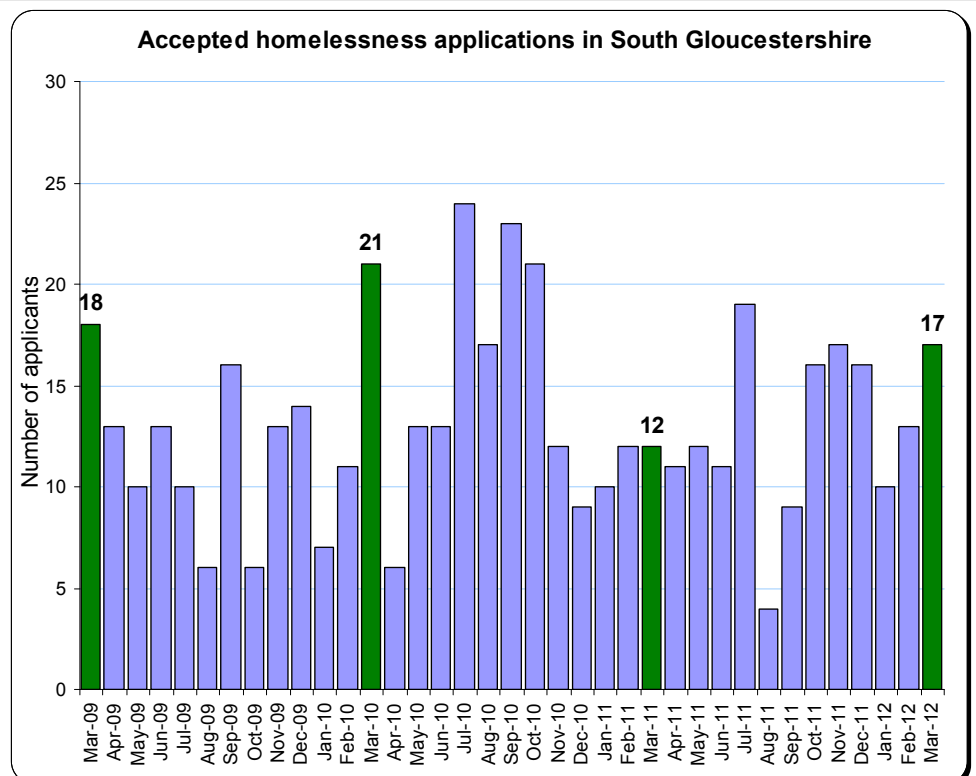
Source: South Gloucestershire Council, Community Care & Housing

Housing benefit and council tax benefit claims in South Gloucestershire

The processing of new housing benefit and/or council tax benefit claims is currently taking 24 days and the caseload is increasing.

Accepted homelessness applications in South Gloucestershire

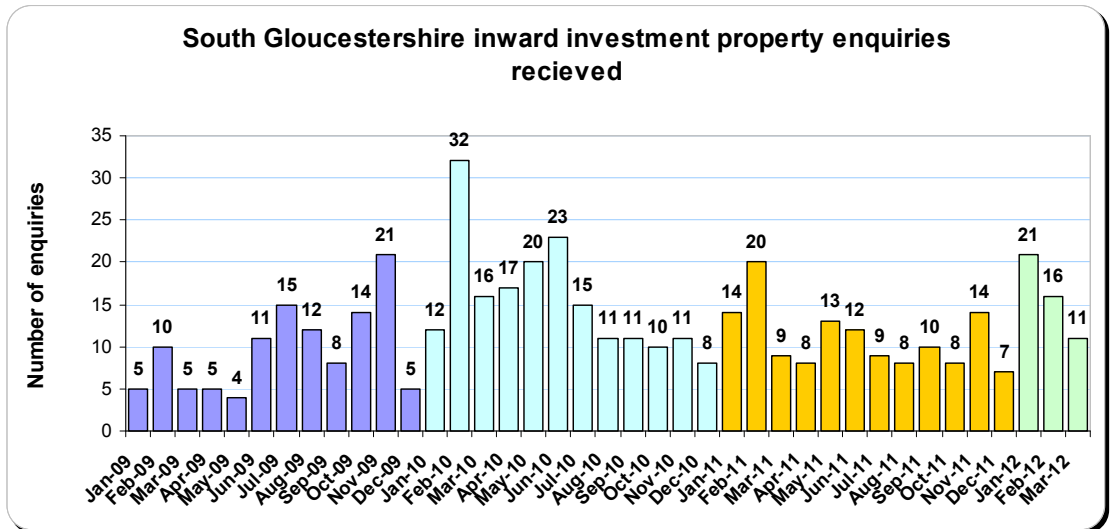
The number of households approaching the council with housing problems continues to be high. 2010 saw a concurrent increase in homeless duties accepted, with the main increase from households being asked to leave properties in the private rented sector. The number of homeless duties accepted in 2011 has reduced slightly, but we continue to monitor this closely and prevent homelessness wherever possible.



Source: South Gloucestershire Council, Community Care & Housing

Inward investment

In March 2012, the council's economic development team was handling 87 live enquires from businesses about available suitable business property in the district. In the period January to March 2012 there were 48 new enquiries compared to 43 during the same period in 2011, an increase of 11.6%.



Source: South Gloucestershire Council, Economic Development Team

Debt advice

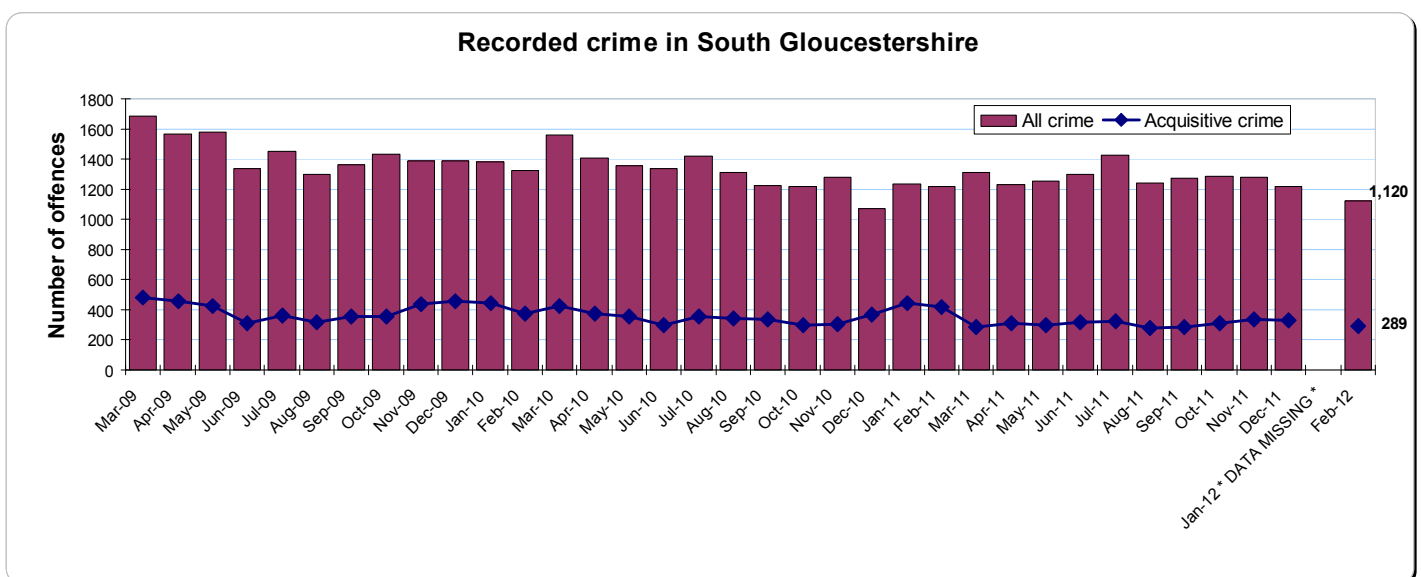
Debt management is now measured via a council contract with South Gloucestershire Advice Consortium. The measure relates to South Gloucestershire clients advised and is a snapshot of the overall need. A total of 1,030 residents were advised on welfare benefit and debt issues during the last quarter of 2011/12.

During the period £2,476,862 of debt was managed. This is recorded as the total debt that the client owed at the start of the case, which was 'under control' at the end of the process.

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. Acquisitive crime has not increased as a result of the current economic situation and due to a combination of dealing with local offenders and crime prevention initiatives there were nearly 400 fewer serious acquisitive crimes during the last 12 months than there were in the 12 months previous. Levels of serious acquisitive crime are significantly low compared to historical figures, and are projected to keep falling.



Note: Acquisitive crime includes burglary, robbery and vehicle crime (Source Avon and Somerset Police)

Key headlines from news and local press (Jan – March 2012)

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

WORK STARTS ON BUILDING BRITISH AIRWAYS' FIRST SUPERJUMBO

EP 11.04.12

Work on building the first of British Airways' new fleet of superjumbos started this week in a boost to the airline's plans to fly more long-haul passengers.

The first of the airline's 12 Airbus A380s, which is the largest civil aircraft ever made and is capable of seating up to 853 passengers on two decks, is expected to be delivered next year.

US CANDLE GIANT IS IN THE PINK WITH MOVE TO HISTORIC HOUSE

EP 04/04/12, WDP 05/04/12

American firm, Yankee Candle, has moved into the historic Park House, in Thornbury, South Gloucestershire which was once owned by the Grace family. As reported last week, the firm has recently moved into a massive warehouse in Avonmouth. Its South West HQ will be based in Thornbury.

POUNDLAND TO MOVE INTO CENTRE

Evening Post 04/04/12

Discount company Poundland is moving into the former Peacocks store in Yate Shopping Centre.

JOBS SAVED AT GAME STORES

Evening Post 03/04/12

Jobs at five computer game shops in the Bristol area have been saved. The administration of struggling retailer Game Group said yesterday that they had sold part of the business to investment firm OpCapita, which recently bought electrical goods retailer Comet for £2.

PLANS DROPPED FOR NEW NUCLEAR POWER STATION

EP 30/03/12, WDP 05/04/12

Campaigners are celebrating the news that plans to build a new nuclear power station at Oldbury-on-Severn, near Bristol have been dropped. The future of the land is now in doubt.

AIRBUS SILENT ON AIRFIELD SALE CLAIMS

WDP, Evening Post 28/03/12

Plane manufacturer Airbus is refusing to comment on claims it turned down the chance to buy the doomed Filton Airfield. The historic airfield is due to close by the end of the year.

NEW CENTRE FOR AERODYNAMICS TO BE BASED IN CITY

Evening Post 22/03/12

Bristol's aerospace industry has been handed a £60m boost after a plea from bosses in the region. Ministers announced that a new "world class" UK centre would be established in an attempt to make the UK a leader in research and development.

CRIBBS CAUSEWAY MALL EXTENSION APPROVED

BBC News 22/03/12

Expansion plans for a shopping centre near Bristol have been granted planning approval. A two-storey extension and new entrance will be built at The Mall shopping centre at Cribbs Causeway.

SUPERSTORE PLANS GIVEN GO-AHEAD

Evening Post 22/03/12

Plans to build a major new Asda supermarket at Abbey Wood retail park in Filton have been given planning permission by South Gloucestershire Council. DTZ acted on behalf of the landlord on this transaction.

NEW VILLAGE PLAN FOR FRENCHAY

Evening Post 22/03/12

A primary school, shops and 500 houses are part of plans unveiled for the site of Frenchay Hospital. The hospital is due to close and much of the land will be sold on to developers.

DEAL AGREED FOR FORMER AUST SERVICES SITE

Western Daily Press 22/03/12

One of the best known and most distinctive service stations in the South West has passed into private hands. The former Aust motorway services area near the original Severn Bridge has been sold to its current occupier, the Brightside Group for an undisclosed sum.

COMPUTER CHAIN GOES INTO ADMINISTRATION

WDP, Evening Post 22/03/12

Dozens of workers at computer games chain Game's seven shops in the Bristol area face an uncertain future after the retailer announced it would go into administration. Game employs around 6,000 staff across the country.

ACCOUNTANTS ADD BRANCH TO UK NETWORK

Evening Post 21/03/12

Accountancy firm UHY Hacker Young, which has offices in 19 UK locations, has opened an office in Aztec Business Park, Bristol.

FUTURE BURNS BRIGHTLY AS CANDLE MAKER MOVES IN

Evening Post, WDP 21/03/12

American firm Yankee Candle has leased a 170,000 sq ft warehouse in Avonmouth.

F&C AND MAYFAIR BUY IN BRISTOL

Estates Gazette 20/03/12

Deeley Freed Estates has sold three buildings at Bristol Business Park for £12.5m. F&C REIT Asset Management has bought buildings 410 and 420 for £7m and Mayfair Capital Investment Management has bought building 440 for £5.5m. DTZ acted for Deeley Freed [Estates](#).

TALKS ON ABBEY WOOD PRIVATISATION

Evening Post 20/03/12

The Ministry of Defence has revealed it is talking to various companies about the possible privatisation of its massive Abbey Wood centre. Around 10,000 people work at the base in Filton.

WORK BEGINS ON AIRBUS' NEW RESEARCH PARK

Evening Post 15/03/12

Work on a multi-million pound science and research park which aims to put Bristol at the centre of the UK's aviation industry has officially got under way. Airbus has said it will invest more than £70m in the project which will also see the historic headquarters of the Bristol Aeroplane Company refurbished.

ACCOUNTANCY BRANCH

Evening Post 14/03/12

Accountancy firm UHY Hacker Young has opened a branch in Aztec Business Park, Bristol in a bid to strengthen its operations in the South West.

CITY'S FORTUNES TO SOAR AS FIGHTER JETS TAKE OFF

Evening Post 14/03/12

Bristol could benefit with the creation of hundreds of jobs under a new programme of jet-fighter building. Thousands of jobs are to be created in the UK aerospace industry making the components for the 3,000-strong fleet of F-35 jets.

JOBS AT RISK AS GAME STRUGGLES

Evening Post 13/03/12

A computer games chain with seven shops in the Bristol area is in danger of collapsing, putting dozens of jobs at risk, it has emerged. Game is putting itself up for sale and has also lined up a potential administrator should its attempts to find a buyer or new funds fail.

PIRATES REVEAL STADIUM OF THE FUTURE

WDP, Evening Post 09/03/12

Bristol Rovers have revealed their vision for the future, a new £40m stadium which they hope will put Bristol on the footballing map. The club is submitting its plans to South Gloucestershire Council today in the hope councillors will grant planning consent in June.

TWIN CONTRACTS SAVE 50 JOBS

Western Daily Press 08/03/12

Integral has acquired two Ministry of Defence contracts from MJN Colston in a move that has saved nearly 50 jobs. MJN Colston, which had offices in Bristol and Exeter appointed administrators following a strategic review last month.

GIANT SEGRO SELLS OFF CITY TRADING ESTATE

Evening Post 07/03/12 WDP 08/03/12

A firm which owns and manages a number of trading estates across Bristol has sold one of its biggest properties. Segro has sold five of its estates including one at Emersons Green.

OLDEST NUCLEAR STATION CLOSURES

WDP, Evening Post 29/02/12

The world's oldest operating nuclear power station based at Oldbury, South Gloucestershire, will be closed down today, bringing its 44 years of atomic generation to an end.

PUB CHAIN TO TAKE OVER EMPTY SHOPS

Evening Post 28/02/12

Work has started on a new pub and restaurant in Yate Shopping Centre which will occupy what used to be four retail units. Pub operator JD Wetherspoon was granted permission to convert the units next to the Post Office in South Parade. DTZ acted for the landlord in respect of the transaction, which was a deliberate asset management exercise.

NEW OWNER OF PEACOCKS HOPES TO SAVE MORE STORES

Western Daily Press 24/02/12

The new owner of collapsed retail chain Peacocks has raised hopes it will be able to save another 75 stores from permanent closure. Edinburgh Woollen Mill (EWM) bought 388 Peacocks stores out of administration and is now in talks with landlords in an attempt to reopen some of the unprofitable stores that were not part of the deal.

CLUB MAY MOVE OUT OF CITY TO FILTON AIRFIELD

Evening Post 22/02/12, WDP 23/02/12

Gloucestershire County Cricket Club is considering a move out of Bristol to a brand new 20,000 seat stadium at Filton Airfield. The airstrip, which is due to close at the end of the year, is regarded by planning experts as an ideal location for a new home for the club, which might be forced to quit the city after its expansion plans were rejected.

NEW SCIENCE PARK ALREADY A BIG SUCCESS

Western Daily Press 16/02/12

Bristol's new Science Park has already proved a huge success just a few months after it was officially opened. The £300m development will eventually create hundreds of jobs and bring millions of investment into the city.

EMPTY FOR TWO YEARS, OLD MFI WAREHOUSE IS FINALLY BOUGHT

Evening Post 15/02/12

The former MFI warehouse in Avonmouth which has been standing empty for two and a half years has been sold to Formal Investments and the deal will see the 66,000 sq ft distribution depot taken over by the Harveys Furniture chain.

DAIRY FIRM IN DOUBT AS ADMINISTRATORS CALLED IN

Evening Post 15/02/12

The future of dairy business, Farmright Group in Thornbury, has been thrown into doubt after the administrators were called in.

LAND BOUGHT UP IN AIRFIELD HOMES PLAN

WDP 14/02/12, Evening Post 15/02/12

Part of the former Filton Airfield near Bristol, which has outline planning consent for 273 new homes, has been bought by Barratt David Wilson. In a deal brokered by land agent CJH Land, the 11.62-acre site was purchased for an undisclosed eight-figure sum from Bovis. It is part of the larger Charlton Hayes development which has planning consent for 2,200 homes.

WORK COULD START ON £29M BYPASS NEXT YEAR

Evening Post 10/02/12

Plans are expected to be put forward this year for a bypass in Stoke Gifford to ease traffic congestion on the northern fringe of Bristol.

NEW RAIL DEPOT WINS APPROVAL

Evening Post 03/02/12

A controversial rail depot at Stoke Gifford has been given approval, opening the door to electrification of the main line between Bristol and London.

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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