

*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:**

- 77.9% of the working age population are in employment, higher than the national rate of 70.7%
- The official unemployment rate is 6.1%, considerably lower than the national rate of 7.9%
- In December 2012, 113 new small businesses started up in the district
- The number of live applications on the council's housing register stands at 7,827
- During the third quarter of 2012/13 the council (via a contract with South Gloucestershire Advice Consortium) helped residents to manage £3,211,758 of debt

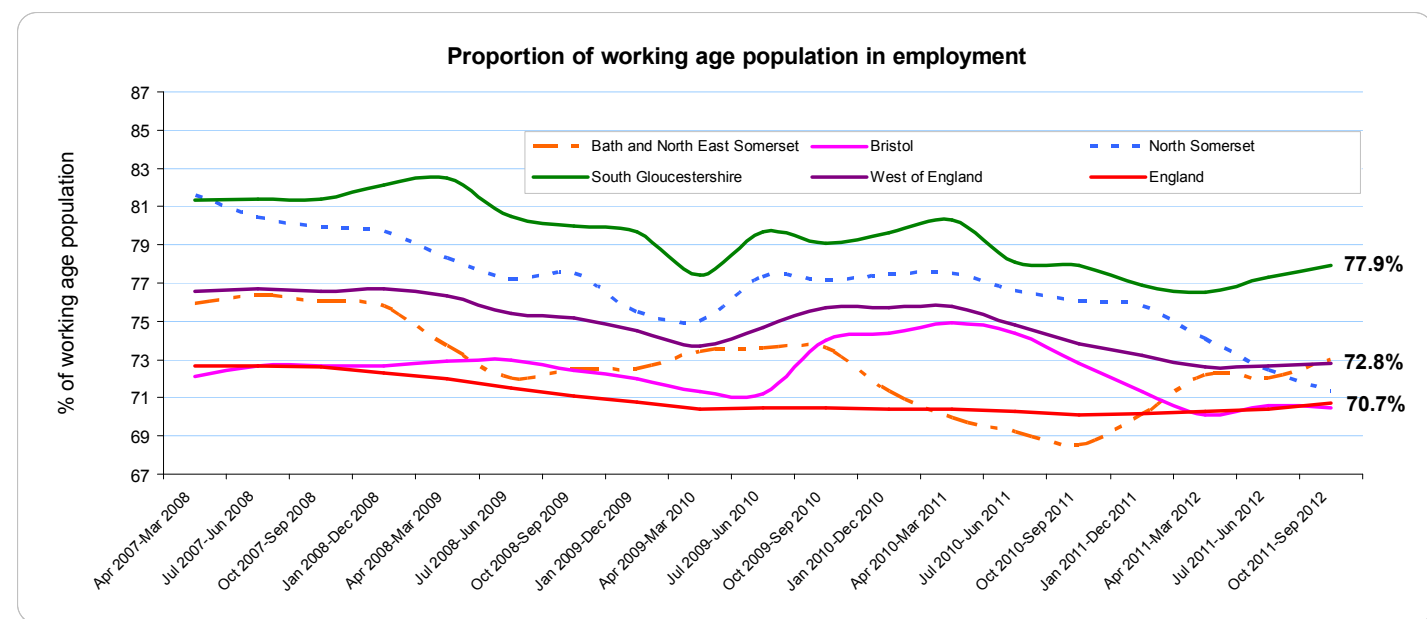
**Headline labour market indicators**

	October 2011 to September 2012				December 2012		2010		2012
	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	137,100	77.9	8,900	6.1	3,432	2.0	155,000	0.90	506
Bath and North East Somerset	88,700	73.0	5,800	6.2	2,221	1.9	97,000	0.82	508
Bristol	229,700	70.5	17,500	7.1	11,819	4.0	265,000	0.85	482.4
North Somerset	98,600	71.3	6,600	6.3	3,283	2.7	88,000	0.67	561.1
West of England	554,100	72.8	42,100	7.1	20,755	3.0	604,000	0.82	NA
England	24,605,800	70.7	2,115,000	7.9	1,248,667	3.6	26,295,000	0.78	512.7

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

**Employment levels**

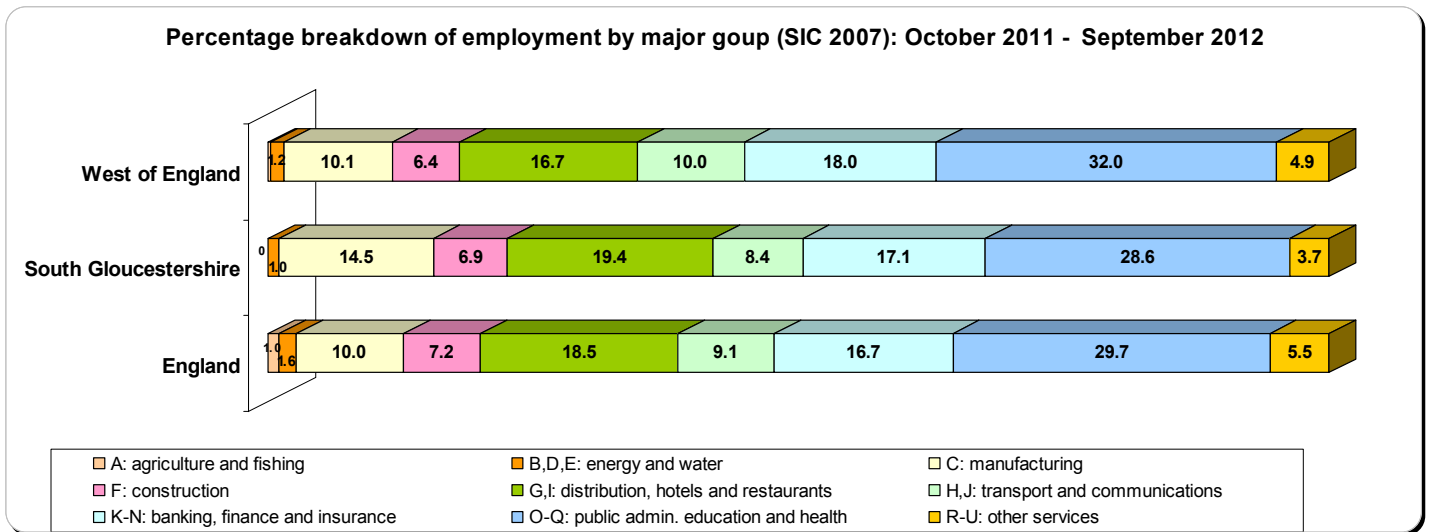
In the year to June 2012, 77.9%\* of South Gloucestershire's working age population (those aged 16-64) were in employment. This is a slight increase on the rate reported in the last quarterly report (77.3%) and the local employment rate remains above the sub-regional and national rates.



\* It should be noted that due to the sample size, there are relatively wide confidence intervals associated with this data set at local authority level. For example, for South Gloucestershire this quarter, the confidence interval is 2.8%, meaning the actual employment rate could be up to 2.8% higher or lower than the figure published above.

## Employment by sector

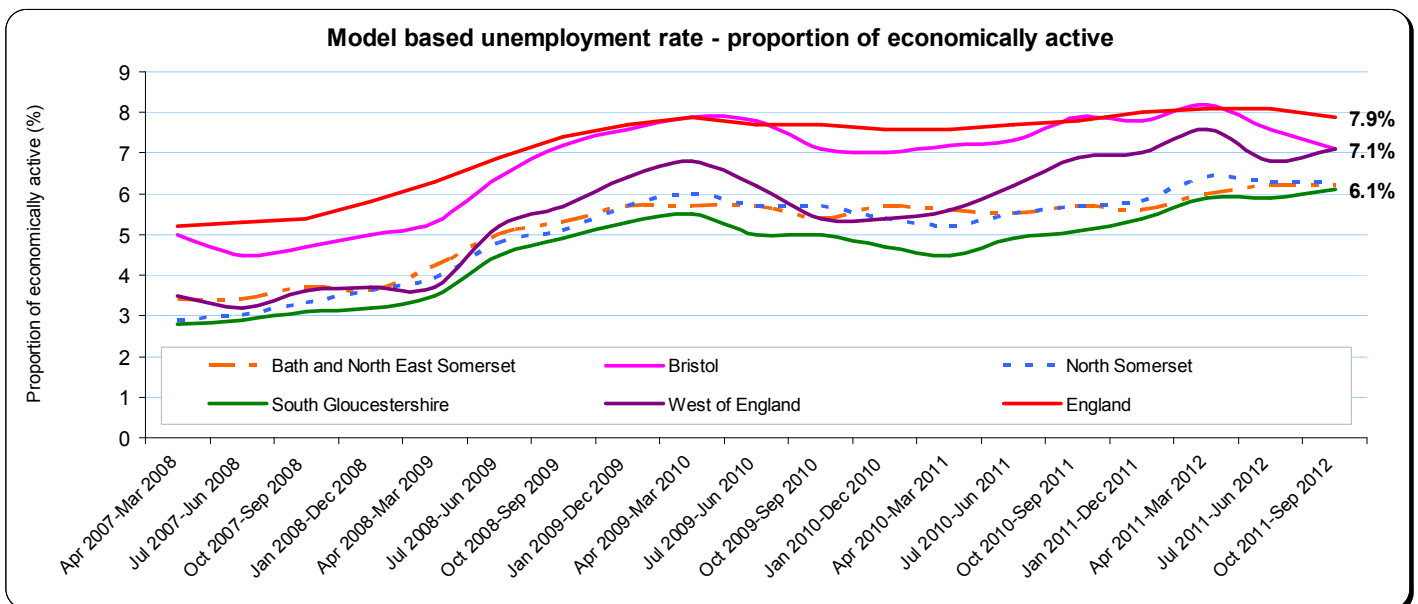
Approximately 30% of jobs in South Gloucestershire are within public administration, education and health sectors (SIC 2007 codes O-Q), which is on a par with the national and sub-regional averages. The banking, finance and insurance sectors (at 18%) and the distribution and hospitality industry (at 16.7%) 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

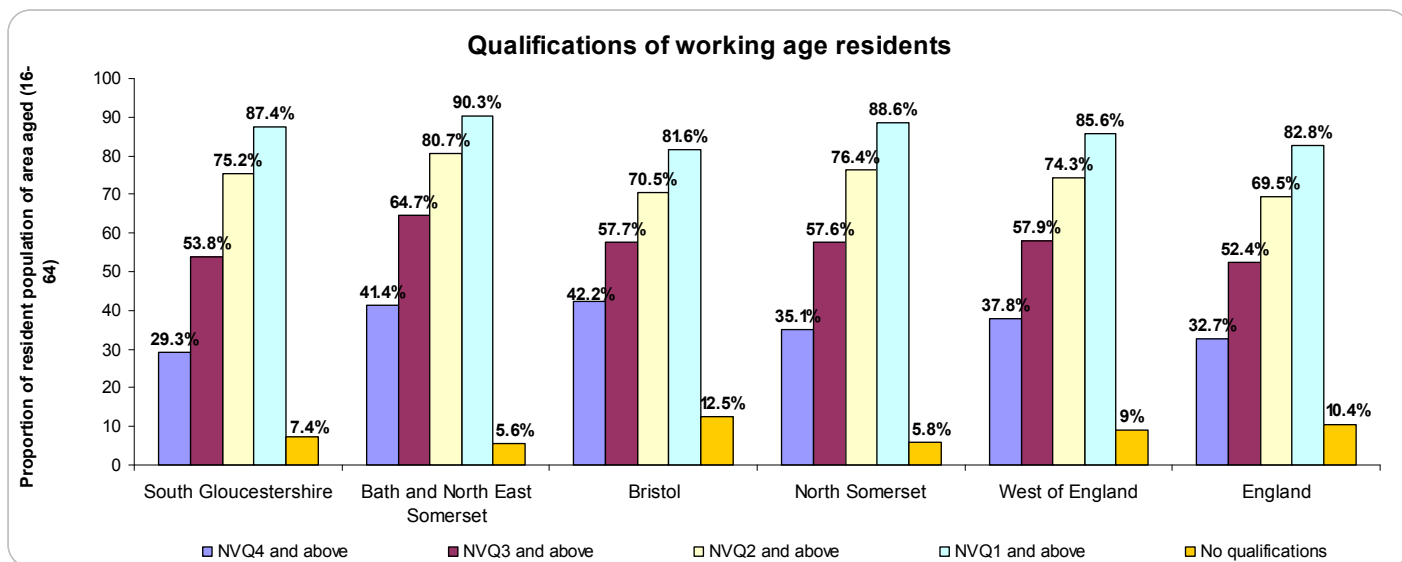
From October 2011 to September 2012, the official unemployment rate in South Gloucestershire was 6.1%\* of the economically active population. This was the lowest rate of all the West of England authorities and is considerably lower than the rate for England (7.9%). The graph shows that the unemployment rate in South Gloucestershire has consistently remained below the national and sub-regional averages.



\* It should be noted that due to the sample size, there are relatively wide 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.

Source: ONS Annual Population Survey, Workplace analysis

## Adult qualifications

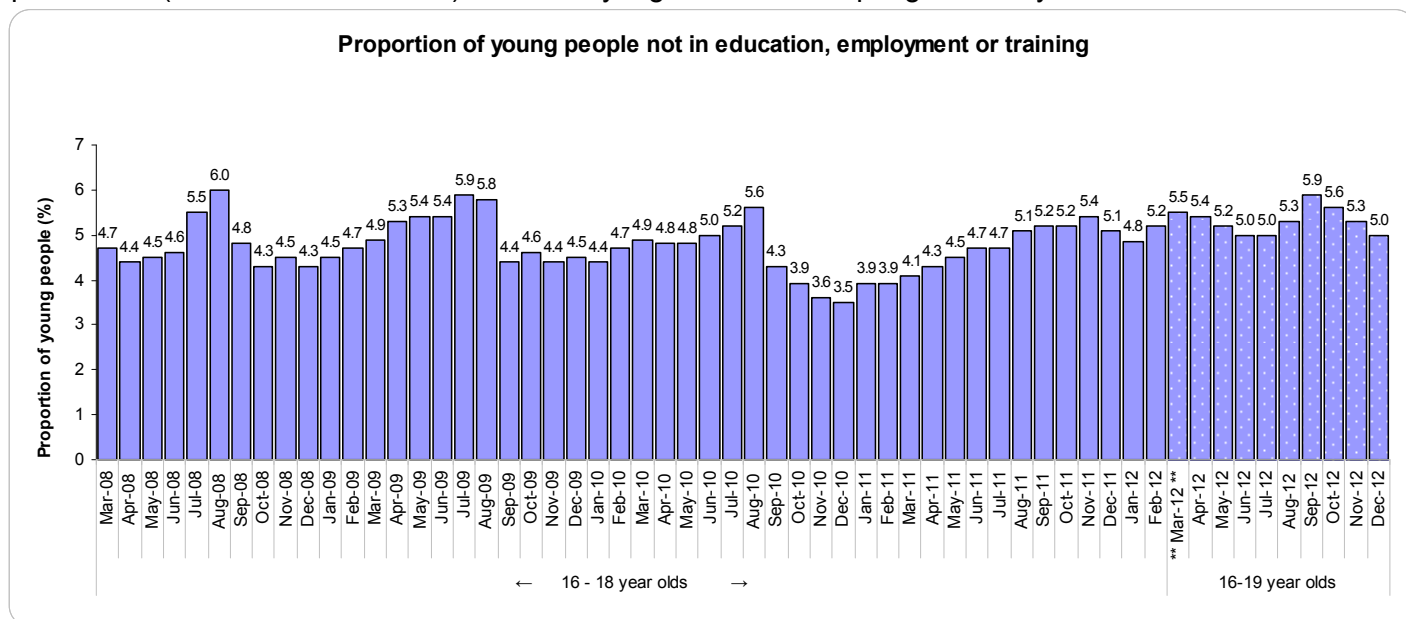


Source: NOMIS ONS Annual Population Survey (December 2011)

The proportion of residents in South Gloucestershire who attained the equivalent of an NVQ Level 4 or above qualification increased from 28% in 2010 to 29.3% in 2011. This is lower than the rest of the West of England and the national figure. 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 England.

## NEETS – young people not in education, employment or training

In December 2012, the proportion 16 to 19 year olds who were classed as NEET stood at 5% (546 young people). This shows that the proportion of 16-19 year olds NEET decreased by 0.9 percentage points in the final quarter of 2012. This decrease was driven by a number of factors including a change in how NEET figures are recorded, a small increase (by 1%) in participation in education and training, and an increase in the employment rate. There has also been success with getting 203 young people into jobs without training. The data for 16-19 year olds shows seasonal patterns that reflect the academic year: with lower rates in quarter four (October to December) followed by a gradual rise in spring and early summer.



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

\* The figures shown from March 2012 are not comparable to those preceding this which measured 16-18 year olds only.

## Small business start ups

In South Gloucestershire 113 new small businesses started up in December 2012.

According to the data from a BankSearch survey, there was 3.8% fewer business start-ups during the last month of this year compared with the corresponding of period last year.

South Gloucestershire accounted for 4.8% of all start-ups across the South West.

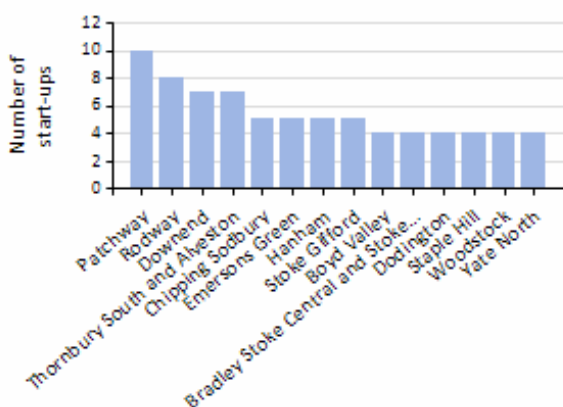
In December 2012, across all the English districts the average number of starts was 56.

Small business start-ups	Limited Companies	Sole Traders	Other Start-ups	Commercial Enterprises	Not For Profit	Total
December 2012	52	37	4	93	20	113

Patchway saw the most business start-ups, followed by Rodway. Winterbourne and Kings Chase saw the least.

The top three industries (illustrated below) accounted for 69.9% of the starts.

Top 10 Wards



Top 3 industries	October 2012
Real estate, professional services & support activities	39
Recreational, personal & community service	28
Wholesale & retail trade	12

Source: BankSearch, 2012

## Housing

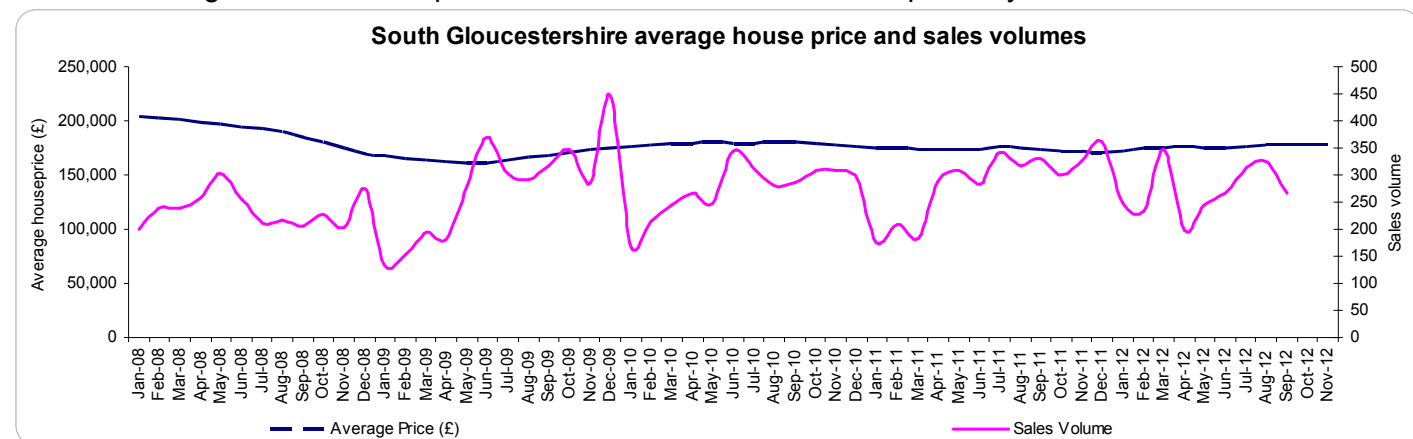
### House Price Index – November 2012

	House Price Index	Average house price (£)	Annual change
South Gloucestershire	273.1	£178,022	3.4%
England and Wales	259.5	£161,490	0.9%

Source: Land Registry: November 2012

### Average house price and sales volumes

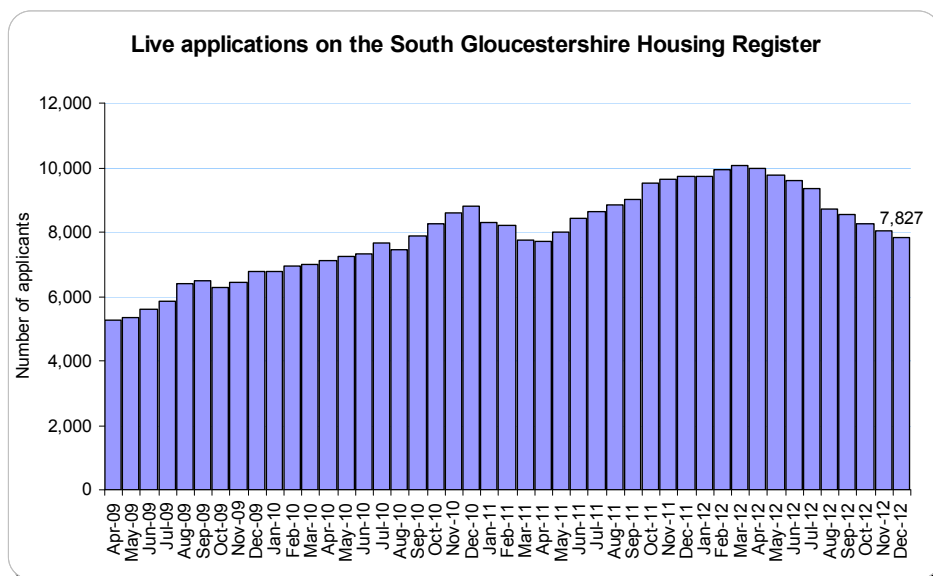
The average house price in South Gloucestershire has remained fairly static over the last quarter. Sales volumes for August 2012 and September 2012 were 324 and 267 respectively.



Source: Land Registry: November 2012

## Live applications on the South Gloucestershire housing register

In December 2012, there were 7,827 live applications on the South Gloucestershire housing register. The graph shows that since April 2012, there has been a reduction in the number of applicants on the register. Whilst the overall number has decreased, the number of new applications received per month has remained high. The reduction in the overall number can be attributed to a policy change in April 2012. At that time, the council amended the HomeChoice lettings policy, so that applications are cancelled if a household has not bid during the preceding twelve months.



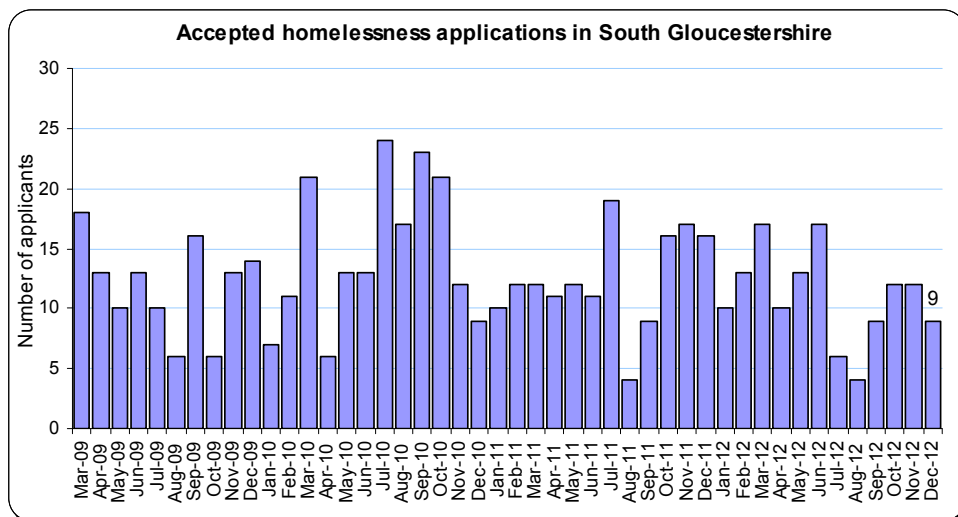
Source: South Gloucestershire Council, Home Choice, Children, Adults & Health

## Housing benefit and council tax benefit claims in South Gloucestershire

It is currently taking 29 days to process new housing benefit and/or council tax benefit claims and the caseload continues to increase slowly.

## Accepted homelessness applications in South Gloucestershire

The number of households approaching the council with housing problems continues to be high although the number of homeless duties accepted during the last three months has reduced slightly when compared with the same period in 2011. The HomeChoice team continues to work closely with households approaching the service and aims to prevent homelessness wherever possible. The main cause of homelessness remains households being asked to leave properties in the private rented sector.

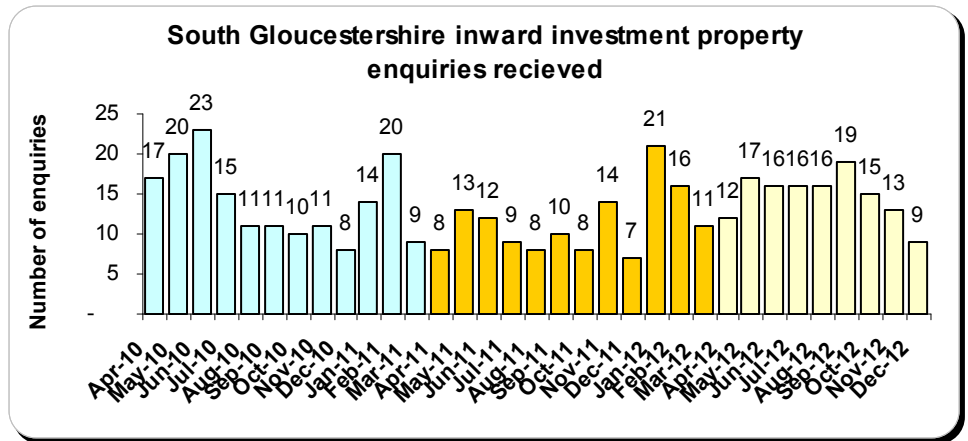


Source: South Gloucestershire Council, Home Choice, Children, Adults & Health

## Inward investment

In January 2013, the council's economic development team was handling 154 live enquiries from businesses about available business property in the district.

From October to December 2012, there were 37 new enquiries compared to 51 in the previous quarter.



Source: South Gloucestershire Council, Economic Development Team

## Debt advice

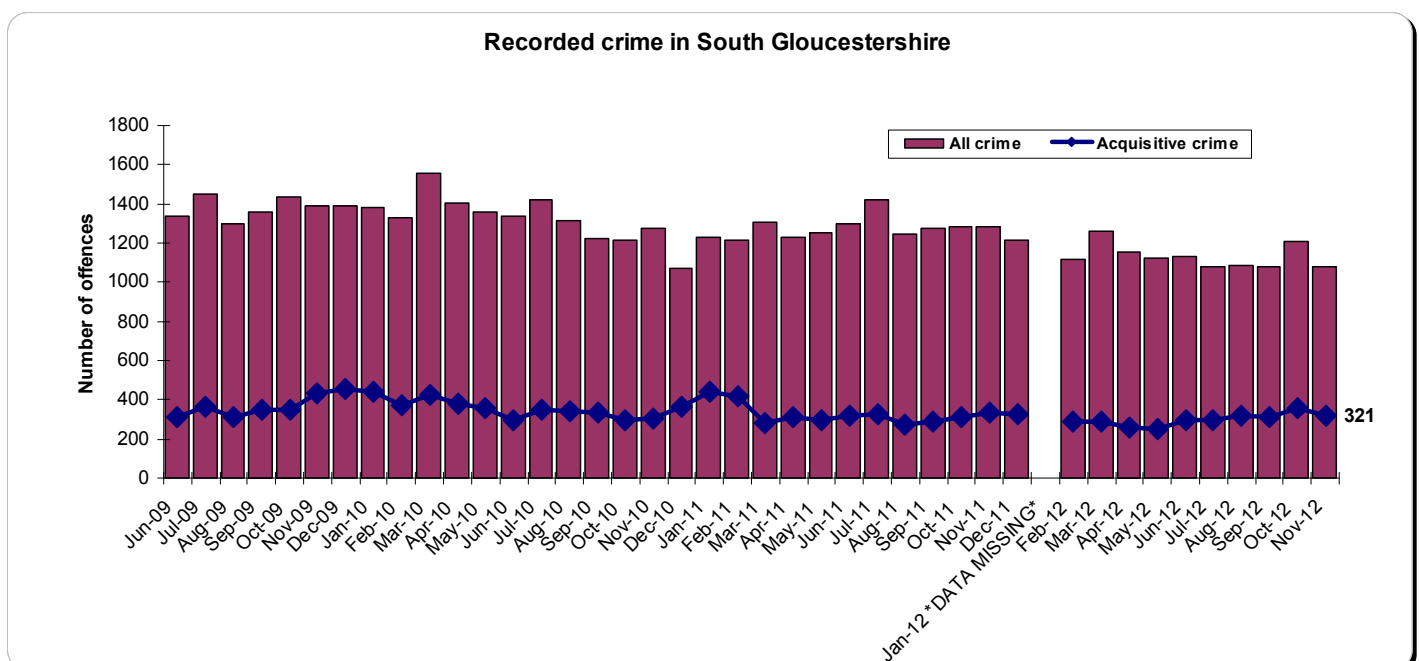
Debt management is measured by South Gloucestershire Advice Consortium. The measure relates to South Gloucestershire clients advised and is a snapshot of the overall need. A total of 909 residents were advised on welfare benefit and debt issues during 1 October 2012 and 31 December 2012.

The consortium reports that during this period leading up to Christmas 2012, £3,211,758 of debt was managed. This is the highest amount recorded under this contract to date. Demand for advice is at a record level with no sign of abating.

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 135 fewer serious acquisitive crimes during the last twelve months than there were in the twelve months previous. However, levels of acquisitive crime have been slightly higher over the last six months and this trend will be monitored on an ongoing basis.



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

## Key headlines from news and local press (September – November 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.**

<b>HOME AT LAST</b>	The Post 05/12/12
A new home for Bristol's Concorde is finally nearer to reality after BAE Systems donated a site for a new museum and £2.4m towards building it. The funding is aimed at getting the Bristol Aero Collection Trust's plans for a £13m Bristol Aerospace Centre on the northern fringe of Filton Airfield up and running.	
<b>LACK OF AFFORDABLE HOMES SEES RENTAL DEMAND CONTINUE TO RISE</b>	The Post 05/12/12
Demand for rental property in Bristol and the surrounding area has continued to rise, according to RICS. Continuing problems with securing mortgages and a lack of affordable housing is continuing to hamper the market.	
<b>AIRBUS DEAL WILL SECURE 9,000 JOBS</b>	Western Daily Press, The Post 14/12/12
Airbus has announced a new order for 100 aircraft which it said will help sustain 9,000 jobs. The contract with Air Asia will safeguard 1,500 jobs at Airbus and a further 7,500 in the supply chain.	
<b>NEW PARK AND RIDE RAIL PLATFORM IN 12 MONTHS</b>	The Post 14/12/12
A new rail station at the Portway park and ride site in Avonmouth could be up and running by this time next year. It will mean commuters will be able to park their cars and catch the train to Clifton, Redland or other stations on the Severn Beach line which runs to Bristol Temple Meads.	
<b>COMET'S FINAL PHASE</b>	Western Daily Press 18/12/12
Comet's last remaining store will trade for the final time today as the high street spending slump claims another high-profile casualty.	
<b>ENERGY COMPANY SET TO CREATE 200 BRISTOL JOBS IN 2013</b>	WDP, The Post 19/12/12
An energy company is creating 200 jobs in Bristol next year by opening an underwater engineering centre at Aztec West. GE Oil & Gas already has 550 employees at a site in Nailsea, where facilities are being improved.	
<b>AIRBUS' TURKISH DELIGHT</b>	Western Daily Press, The Post 19/12/12
Aeroplane manufacturer Airbus has announced a second multi-billion pound deal in the space of a week. The firm revealed yesterday that low-cost Turkish airline Pegasus has placed an order worth a staggering £10bn for 100 of its planes.	
<b>TEN-YEAR DEAL SIGNED AT NICHOLSON HOUSE</b>	The Post 09/01/13
In one of the biggest deals in the Bristol fringe office market, specialist health care provider Harmoni has taken 7,657 sq ft at Nicholson House in Stoke Gifford. The company has signed a ten-year sub-lease with the Audit Commission at £15 per sq ft.	
<b>ROVERS WILL BUILD STADIUM EVEN IF THEY ARE RELEGATED</b>	The Post 10/01/13
Bristol Rovers will go ahead with their new stadium even if they lose their Football League status. The club has been given a lift by council officers recommending approval for the plan to sell the Memorial Stadium to Sainsbury's supermarket. Councillors will meet next Wednesday to decide.	
<b>ONLINE FIRM JOBS LOST AND JESSOPS GO INTO ADMINISTRATION</b>	The Post 10/01/13
At least 60 people face losing their jobs at companies in the Bristol area. Around 30 people at on-line retailer Play.com have already been made redundant after the company closed its Bristol office. Another 30 people are facing a bleak future after camera chain Jessops which has three shops in Bristol and one in Weston-super-Mare, went in to administration.	
<b>THE DIGGERS MOVE IN AT FILTON</b>	The Post 15/01/13
Diggers have moved onto the historic runway at Filton, just weeks after the airfield closed to flights for the last time. The airfield was sold off to a London-based property firm by landlord BAE Systems in a multi-million pound deal on the day it closed to flights.	
<b>DEBT-HIT HMV MAY GO INTO ADMINISTRATION</b>	The Post 15/01/13, 16/01/13
Music shop HMV which has two stores in Bristol, at Cribbs Causeway and Broadmead, has called in the administrators. The 91-year old firm employed more than 4,000 people across the country.	
<b>£1BN DEAL MEANS FLYING START TO AIRBUS' 2013</b>	The Post 15/01/13
Aeroplane manufacturer Airbus has unveiled yet another major multi-million pound order. A low-cost Indonesian airline has ordered 25 of its planes in a deal estimated to be worth around £1bn.	
<b>NUCLEAR REACTOR TEST NEWS FOR OLDBURY IS WELCOMED</b>	Western Daily Press 17/01/13
One thousand permanent jobs and 6,000 temporary construction jobs could soon become a reality following the news that the Government has started formerly assessing the new technology behind the scheme to build a huge nuclear power station in South Gloucestershire.	
<b>DOZENS MORE JOBS TO GO AS BLOCKBUSTER APPOINTS ADMINISTRATORS</b>	The Post 17/01/13
The downturn on the high street has claimed another high-profile victim. Film rental chain Blockbuster is the latest firm to go into administration putting dozens of jobs in the Bristol area under threat.	
<b>TAKE UP OF OUT-OF-TOWN OFFICE SPACE LETTINGS RISING</b>	Bristol Business News 18/01/13
Bristol out-of-town take up, at 251,373 sq ft, was higher than in 2012 according to a report by property advisers CBRE. Bristol's out of town office space has seen a broader mix of demand, including some specialist sectors, such as science and technology, which has helped create a lift in figures.	

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.

**For further information contact:  
The Corporate Research and Consultation Team:  
01454 863990 / 01454 863862, email  
[consultation@southglos.gov.uk](mailto:consultation@southglos.gov.uk)**