

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:

- 78.9% of the working age population are in employment, higher than the national rate of 72.2%
- The official unemployment rate is 5.1%, considerably lower than the national rate of 6.8%
- In September 2014, 129 new small businesses started up in the district
- The number of live applications on the council’s housing register stands at 5,394
- During the second quarter of 2014/15, the council (via a contract with South Gloucestershire Advice Consortium) helped residents to manage £2,294,325 of debt

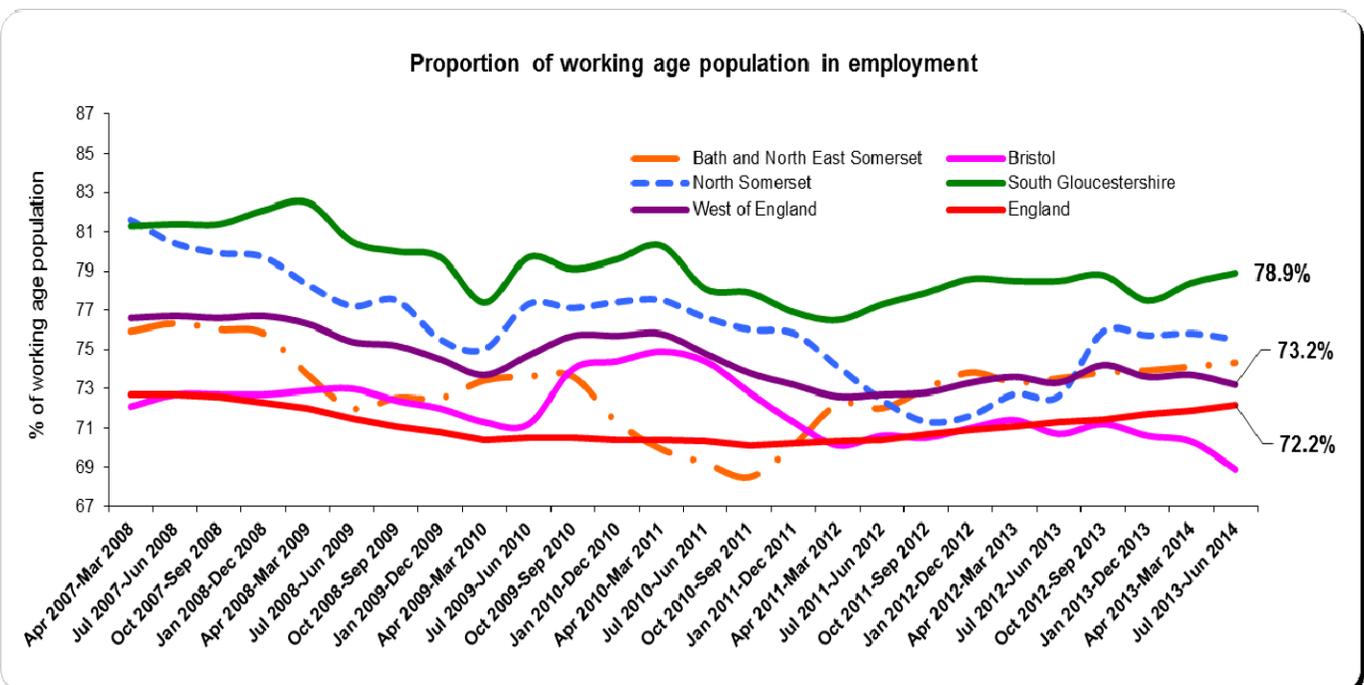
Headline labour market indicators

	Jul 2013-Jun 2014				September 2014		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	139,800	78.9	7,500	5.1	1,868	1.1	147,000	0.87	£513.3
Bath and North East Somerset	90,900	74.3	4,800	5.0	1,074	0.9	100,000	0.87	£542.4
Bristol	231,700	68.9	20,100	8.0	6,799	2.3	270,000	0.92	£494.1
North Somerset	103,700	75.5	5,700	5.2	1,538	1.3	87,000	0.71	£549.3
West of England	566,100	73.2	39,900	6.6	11,279	1.6	605,000	0.86	NA
England	25,377,300	72.2	2,019,900	6.8	734,155	2.1	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 June 2014, 78.9%* 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.



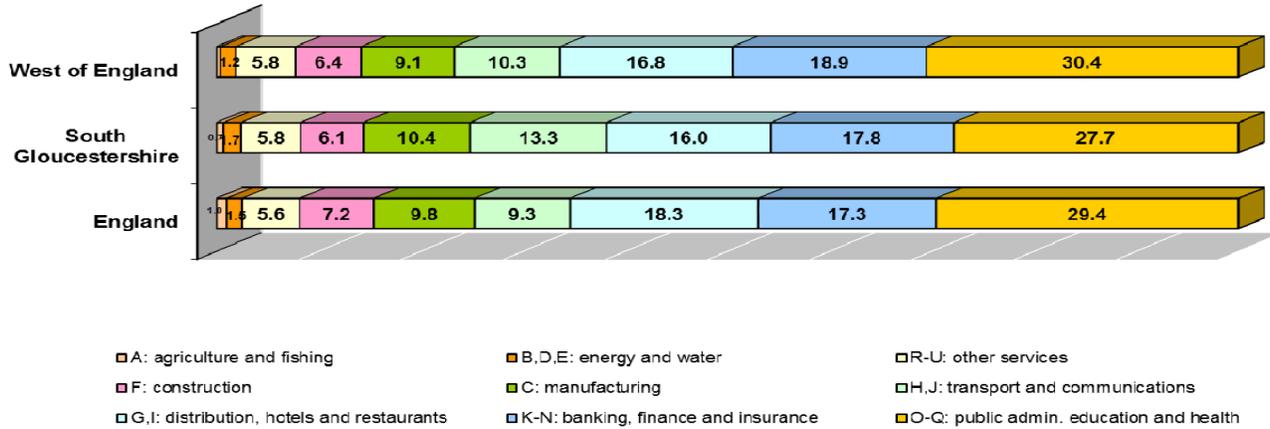
Source: NOMIS (ONS, Annual Population Survey)

* 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 banking, finance and insurance sector (at 18%) and the distribution and hospitality industry (at 16%) were the second and third highest employment groups respectively during this reporting period.

Percentage breakdown of employment by major group (SIC 2007):
Jul 2013 - Jun 2014

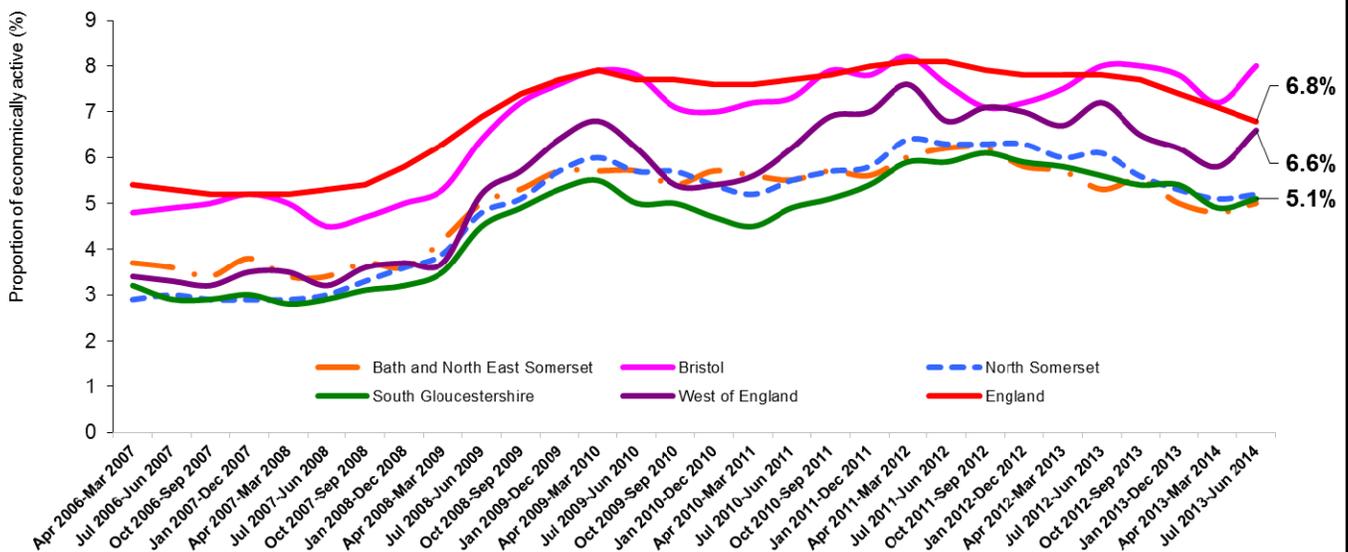


Source: ONS Annual Population Survey – workplace analysis (NOMIS)

ONS: Model based unemployment rate - the official unemployment rate

From July 2013 to June 2014, the official unemployment rate in South Gloucestershire was 5.1%* of the economically active population. This rate is lower than the West of England average (6.6%) and is considerably lower than the rate for England (6.8%). The graph shows that the unemployment rate in South Gloucestershire has consistently remained below the national average over the last seven years.

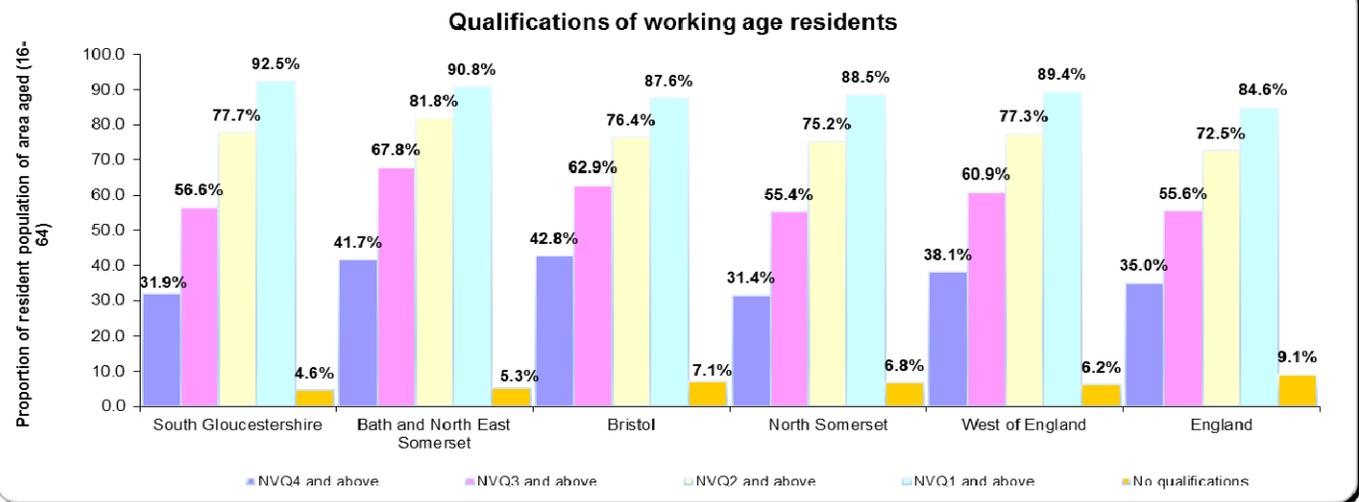
Model based unemployment rate - proportion of economically active



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

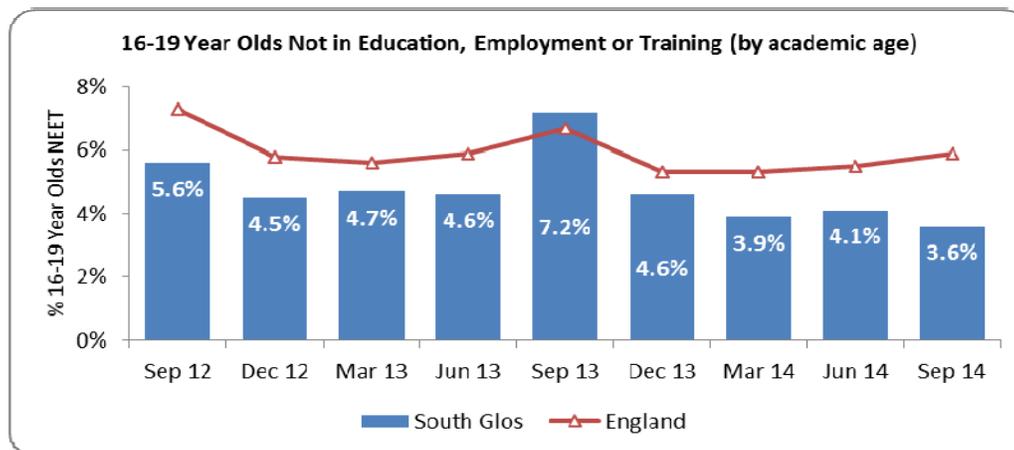


Source: NOMIS ONS Annual Population Survey (January 2013 to December 2013)

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 September 2014 (the most recently available data), the proportion of 16 to 19 year olds Not in Education, Employment or Training (NEET) stood at 3.6%, this is a decrease of 0.5% percentage points since June 2014. When compared to the same period last year, the figure shows a relatively large fall of 3.6 percentage points in the number of 16 to 19 year olds who are NEET (7.2% September 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 decreased slightly since the previous quarter to 1.2%. However, when compared to the same reporting period last year, the proportion of 16-19 year olds in employment (including apprenticeship) has increased by 0.8 percentage points. The local rate of 16-19 year olds in employment (including apprenticeship) is below regional and England averages of (2.6% and 1.9% respectively).

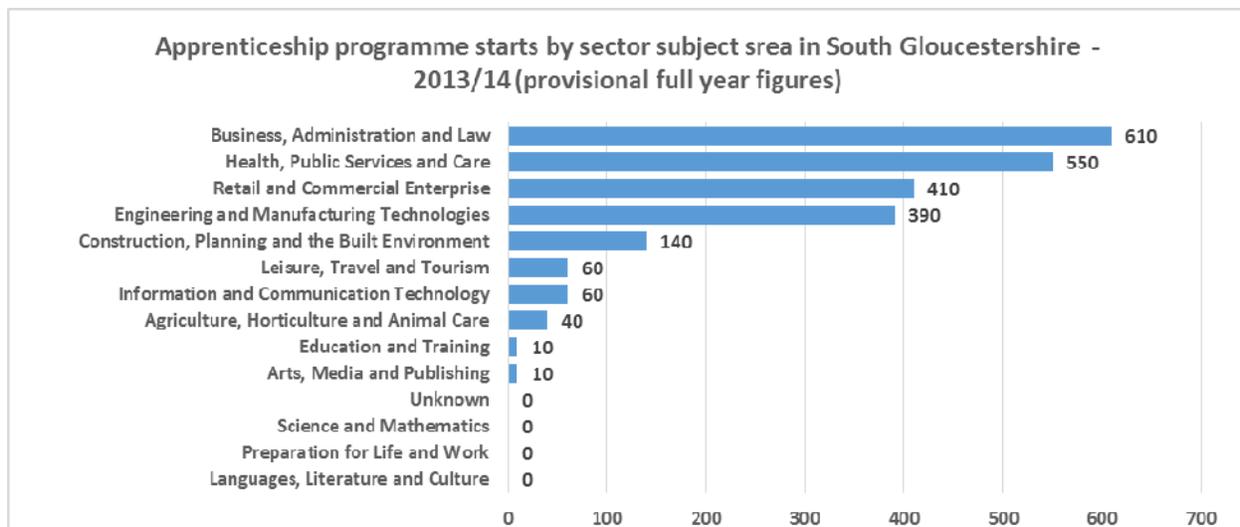
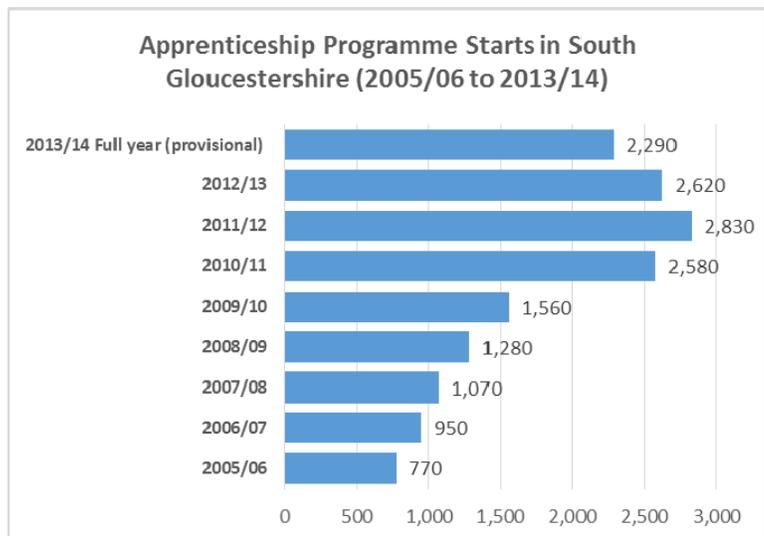
Please note as of April 2014, the Department for Education have made changes to reporting employment data so the figures above are not comparable to previous versions of this commentary.

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

Apprenticeships

Provisional figures for the full academic year show that 2,290 apprenticeships started in South Gloucestershire 2013/14. Please see graph to the right.

The graph below shows that business administration and law was the sector with the highest number of starts over the year (610). This was closely followed by the health, public services and care sector with 550 starts.



The table shows that the highest number of starts was at intermediate level - in year estimates (the most recently available data for this analysis) show there were 1,160 starts at intermediate level over the first three quarters.

Apprenticeship programme starts in South Gloucestershire by level and age - 2013/14 August to April (provisional in year estimates)		
Intermediate Apprenticeship	Level	
	Under 19	470
	19-24	370
	25+	330
	All Ages	1,160
Advanced Apprenticeship	Level	
	Under 19	220
	19-24	220
	25+	110
	All Ages	550
Higher Apprenticeship	Level	
	Under 19	10
	19-24	10
	25+	-
	All Ages	20
All Apprenticeships	Level	
	Under 19	690
	19-24	590
	25+	440
	All Ages	1,730

Guide to the different levels – Intermediate: equivalent to 5 GCSE passes; **Advanced:** equivalent to 2 A level passes; and, **Higher:** lead to NVQ level 4 and above or foundation degree

Source – data provided by the - [Skills Funding Agency](#) and [Department for Business, Innovation & Skills](#)
Part of: [FE data library](#) and [Further education and skills: official statistics](#) via –
<https://www.gov.uk/government/statistical-data-sets/fe-data-library-apprenticeships--2>

Housing

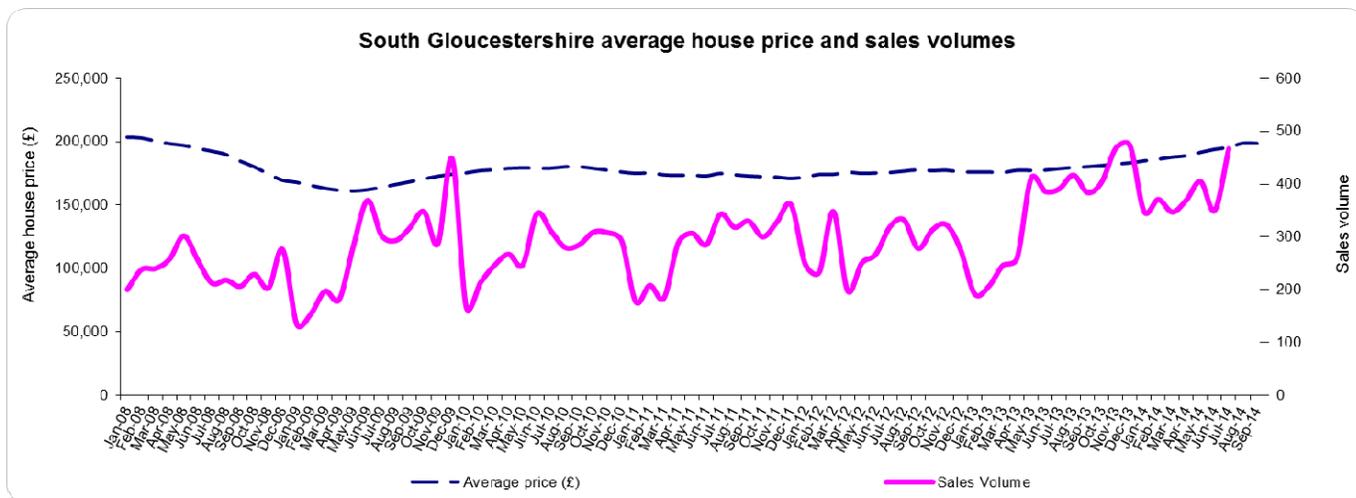
House Price Index – September 2014

	House Price Index	Average house price (£)	Annual change
South Gloucestershire	305.59	£198,620	10.1%
England and Wales	285.2	£177,299	7.2%

Source: Land Registry: October 2014

Average house price and sales volumes

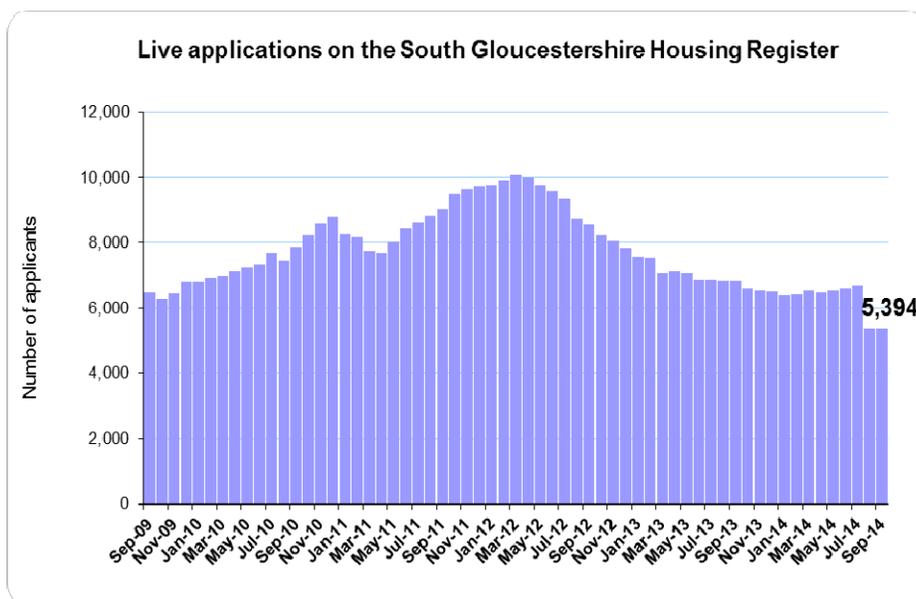
In 2014 the average house price in South Gloucestershire has remained broadly consistent with a slight increase over the summer months. The sales volume in July (the most recently available data) was 467.



Source: Land Registry: October 2014

Live applications on the South Gloucestershire housing register

In September 2014, there were 5,394 live applications on the South Gloucestershire housing register. The reduction in live applications is due to the introduction of a set of qualification criteria. If applicants do not meet any of these criteria, they cannot register an application. The number of new applications received per month remains high.



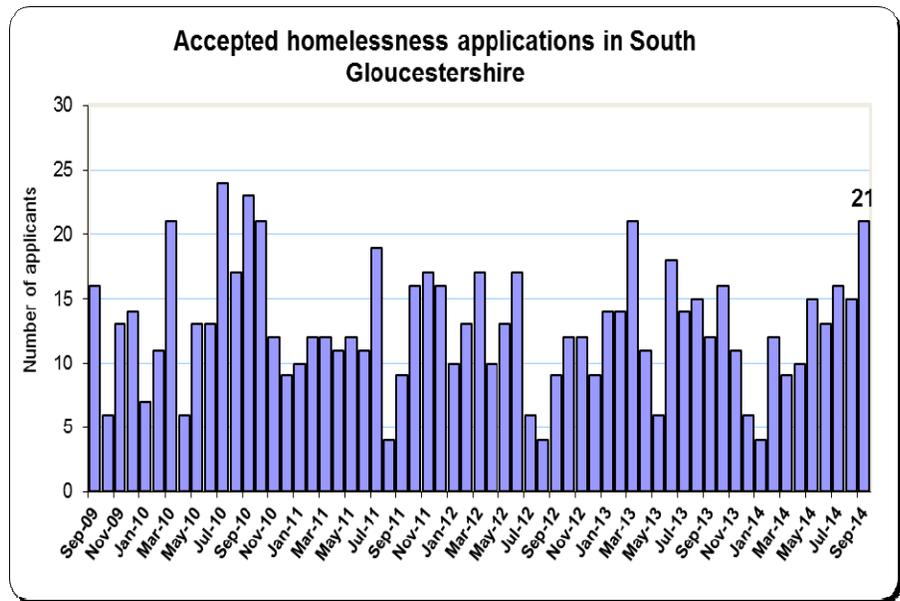
Source: South Gloucestershire Council, Home Choice, Children, Adults & Health

Housing benefit and council tax benefit claims in South Gloucestershire

It is currently taking 24 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 in housing need is steady. However, the proportion of approaches that are in urgent housing need has increased. This has led to an increase in the number of 'duties to accommodate' the council has accepted during the last three months when compared to the same period in 2013. 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

Debt advice

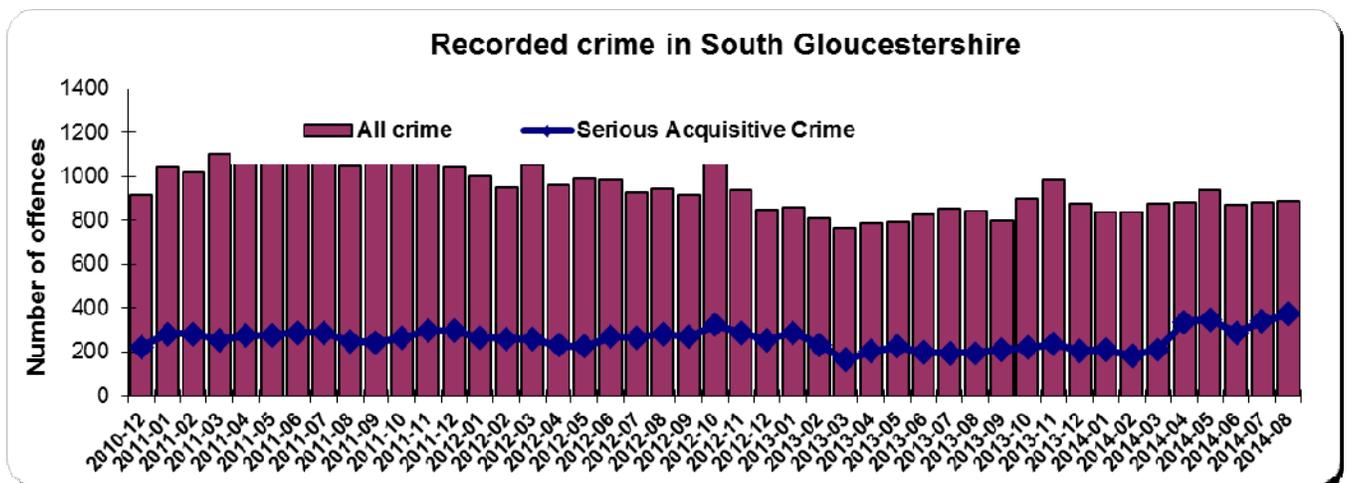
Debt management is measured by South Gloucestershire Advice Consortium. It relates to the number of South Gloucestershire clients advised and is a snapshot of the overall need. The consortium report that for the period 1 July to 30 September 2014, a total of 801 clients were advised on their debt and welfare benefit issues. During that quarter, £2,294,325 of debt was managed by clients with the support of the consortium members.

Over the year (from 1 October 2013 to 30 September 2014) a total of £9,920,063 of debt was managed, which, when compared with the previous year's figure (£8,893,455 over the same period in 2012/13), is an increase of 11.5%.

Source: South Gloucestershire Council, Safer and Stronger Division

Crime

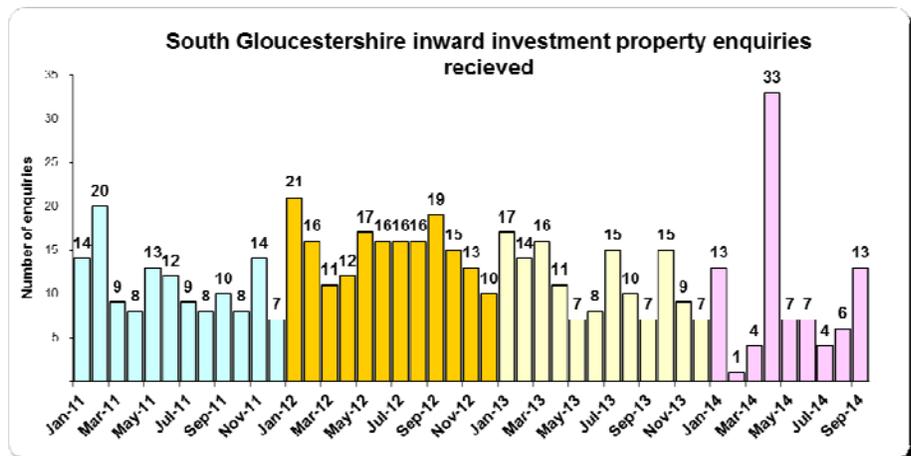
Crime has been falling in South Gloucestershire for several years and current crime rates are lower than both the national and regional averages. There has however been a small rise in serious acquisitive crime in the past few months, so offending levels are being analysed to understand the underlying trends. Due to a combination of dealing with local offenders and crime prevention initiatives we will continue to build on past successes.



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

Inward investment

In October 2014, the economic development team had a caseload of 40 live enquiries from businesses relating to South Gloucestershire. There are 155 live enquiries in the West of England that include South Gloucestershire in their search. Due to a system error, enquiries were not recorded in February and most of March. In quarter two 2013/14, we recorded 23 new enquiries compared to 47 in the previous quarter and 32 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

Small business start ups

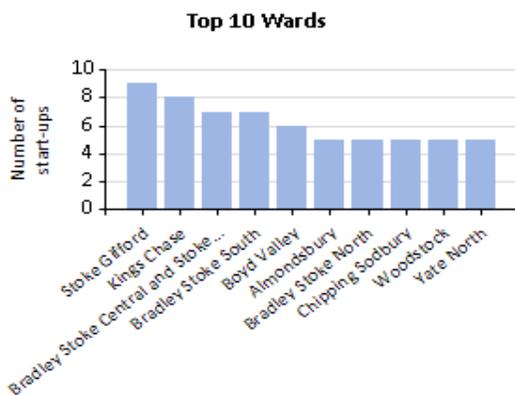
In South Gloucestershire 129 new small businesses started up in September 2014.

According to the data from a BankSearch survey, there were 13.1% fewer business start-ups in South Gloucestershire during the first nine months of this year compared with the corresponding period last year. This reduction is broadly in line with regional and national trends (-9.4% and -7.9% respectively).

South Gloucestershire accounted for 4.4% of all start-ups across the South West. In September 2014, across all the English districts, the average number of starts was 71. In South Gloucestershire the majority of start-ups were limited companies.

Small business start-ups	Limited companies	Sole traders	Other start-ups	Commercial enterprises: sub-total	Not For Profit	Total
September	65	45	5	115	14	129

With nine starts, Stoke Gifford saw most business start-ups in September. This was followed closely by Kings Chase with eight starts. Yate Central (with zero starts) saw the fewest start-ups in September.



The top three industries (illustrated below) accounted for 67.4% of all the start-ups.

Top 3 Industries	September 2014
Real estate, professional services & support activities	42
Recreational, personal & community service	27
Construction	18

Source: BankSearch, 2014

Key headlines from news and local press

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.

ECO FIRM MOVES TO SCIENCE PARK

Bristol Post 01/10/14

A growing green energy business has moved to a new base in Bristol as the city prepares to become European Capital next year. Your Power has marked its fifth anniversary with a move from Keynsham to the Bristol and Bath Science Park in Emersons Green

JOB GROWTH AT RECRUITMENT COMPANY

Insider Media 30/09/14

The Headford Group has expanded its base at Bristol's Apex Court in a move that could potentially result in the business doubling its workforce over the next year. The recruitment business has taken over another floor in the Almondsbury Business Park building, a year after it relocated to the site

CONCORDE MUSEUM A STEP CLOSER

Bristol Post 26/09/14

A planning application has been submitted to house the iconic Concorde aircraft in a covered visitor centre on Filton Airfield. The team behind the project say the required funding is falling into place and work on the museum and education centre could begin next year, with a view to it opening to the public in spring 2017

SW CITIES NAMED AMONG BEST UK RETAIL DESTINATIONS

Insider Media 25/09/14

A number of cities in the South West have been named among the best retail destinations in the UK. Bristol, Bath, Gloucester and Cheltenham were all mentioned as part of the Javelin Group's annual "Venuescore" study, which ranks the UK's top 3,000 retail venues to inform brands, local authorities and shopping centre owners about the full potential of their property assets.

AZTEC WEST BUILDINGS SOLD FOR BIG PROFIT

Bristol Post 24/09/14

Two neighbouring Grade A office buildings have been sold in Aztec West for £6.54m after being bought for just £2.35m in April. That's more than £800,000 profit for each of the five months for which Equity Growth Partners owned Cascade One and Two. The sale to Hawkeye Properties Ltd reflects the improving market in Bristol.

BRISTOL PARKWAY EXTENSION LAUNCHED

South West Insider 09/09/2014

A new £13m multi-storey car park at Bristol Parkway has been officially opened, in a move that will significantly increase capacity at the station. The new development will provide an additional 710 parking spaces at Bristol Parkway, taking the total number to 1,810

COMMS COMPANY LAUNCHES BRISTOL BRANCH

South West Insider 08/09/2014

National communications company Remarkable Group has launched an office in Bristol. Remarkable, which has offices in London, Winchester and Manchester, opened the premises on Aztec Business Park to support the growing demand for its services in the South West.

BRISTOL METROBUS PLAN APPROVED

BBC News 28/08/14

The third and final element of a "rapid transit" bus route through the North Fringe of Bristol to Hengrove has been approved by councillors. Routes it will join – Ashton Vale to Temple Meads and the South Bristol link – have already been approved.

UWE UNVEILS CENTREPIECE BUILDING IN EXPANSION

Bristol Post 21/08/14

The University of the West of England is planning to continue its major expansion with the creation of a new building for the business and law faculty, aimed at doubling student numbers. Plans for the facility, which will be the most prominent buildings of the expansion, have been submitted to South Gloucestershire Council.

FAMILY-RUN FLOORING SHOP EXPANDS

Bristol Post 13/08/14

A family run flooring shop has expanded with a new branch inside a Bristol department store. Classic Carpets was established at Emersons Green Retail Park in 2009, now the firm has opened a concession within Gardiner Haskins Homecentre in Straight Street.

7,000 JOBS COULD BE CREATED IN FIVE YEARS

Bristol Post 06/08/14 WDP 07/08/14

The construction industry could create nearly 7,000 new jobs across the South West as it grows over the next five years. Figures from the Construction Skills Network suggest the sector could grow 3.5% a year from 2015 -2019, faster than the 2.9% UK average.

HOSPICE PLANS FOR GIANT FURNITURE STORE

Bristol Post 05/08/14

One of the biggest charities in Bristol has revealed it is looking to open its own charity superstore in the city. St Peter's Hospice currently operates 47 shops in Bristol and beyond and has announced it is looking to expand its portfolio over the coming months. As part of the expansion plans, the charity has announced it is looking to open a key store which could be up to 10,000 sq ft, roughly the same size as a small supermarket.

THE MALL OWNERS ENTER REGENERATION TALKS**Insider Media 25/07/14**

The joint owners of The Mall at Cribbs Causeway are mobilising plans for a major investment in the shopping centre which could create thousands of jobs. M&G Real Estate, Intu Properties and JT Baylis will meet with stakeholders to discuss plans for the site, which could include new retail and leisure facilities, restaurants, community spaces and homes.

FOREIGN INVESTMENT CREATING HUNDREDS OF JOBS**Bristol Post 23/07/14**

Investment from foreign companies is creating hundreds of jobs in Bristol. Overseas firms made 27 direct investments in the West of England area, creating 648 jobs, according to new figures released by UK Trade and Investment. The total is up 450% from the 161 jobs created two years earlier in 2011/12.

SME'S CHANCE TO APPLY FOR SHARE OF £5M IN FRESH ROUND OF LEP FUNDING**Bristol Post 23/07/14**

Small and medium sized businesses in Bristol can apply for a share of £5m for projects that will create jobs but they need to be quick as the cash has to be spent by April next year. The money is available from the West of England Local Enterprise Partnership's Growth Fund.

DOMINVS ACQUIRES BRISTOL COMMERCIAL UNITS**Insider Media 18/07/14**

A London-based asset management company has completed its second property deal in Bristol in eight months, after acquiring two commercial units on the Parkway North Business Park. Two units totalling 20,367 sq ft were purchased by Dominvs Group, taking the value of their business commercial portfolio to more than £100m. Dominvs also owns Bristol's Aztec West, a commercial development comprising two office blocks located off the M5.

PLANS FOR NEW £50M BUSINESS HUB**Western Daily Press 17/07/14**

The Faculty of Business and Law at the University of the West of England in Bristol is launching an ambitious plan to build a £50m new campus. The new building will house Bristol Business School and Bristol Law School. The building is included within the University Masterplan and is centrally located within the Frenchay Campus site.

SPATE OF SOUTH WEST INDUSTRIAL PROJECTS FOR ST MODWEN**Insider Media 16/07/14**

St Modwen has lodged plans to build two speculative units totalling more than 80,000 sq ft on a South Gloucestershire business park, which could provide a major employment boost in the area. The £22m project comes as the regeneration specialist secured permission to build a new "flagship depot" for DPD (UK) at the £210m Skypark scheme near Exeter Airport.

NEW OFFICE OPENED AT AEROSPACE HUB**Bristol Post 09/07/14**

Engineering firm Altran UK has opened a second office in Bristol. The new office is at the BAE Systems Advanced Technology Centre in Filton and is part of the Filton Enterprise Area.

£840,000 GRANT COULD HELP TO GET THE SURFING LAKE LAUNCHED**Bristol Post 08/07/14**

A £6.4m scheme to create a man-made surfing lake in South Gloucestershire has been given a major boost with a grant of £840,000 from the West of England Local Enterprise Partnership.

ENTERPRISE ZONE TO BRING 500 JOBS AND £50M ECONOMY BOOST**Bristol Post 07/07/14**

Up to 500 jobs will be created and more than £50m will be generated for Bristol's economy by the formation of a new enterprise zone for hi-tech firms at the University of the West of England. The £16.5m zone at UWE's Frenchay campus will help the development of fledgling companies specialising in robotics, biosciences, biomedicine and other high tech areas.

BRISTOL PROJECTS AWARDED £86M**Bristol Post 07/07/14**

The Bristol area has today been awarded £86.2m to invest in robotics, new composite materials, local rail services and a world-first next generation broadband network. The money announced by the Government is being called the "growth deal" and is all for projects that should start next year

ST PETER'S HOSPICE LAUNCHES SECOND CLEARANCE STORE**Bristol Post 25/06/14**

Bristol's largest charity retailer, St Peter's Hospice, has opened its second clearance store in the city on Regent Street, Kingswood.

BRISTOL WILL GET ITS OWN SURFING LAKE**Bristol Post 20/06/14**

Approval was given for the world's first public artificial surfing lake. Nick Hounsfeld and Tobin Coles have fought for three years to win approval for the £6.4m project, which will straddle Washingpool Farm and Over Court Farm in South Gloucestershire. The project now only needs to be rubber stamped by the Communities Secretary. Mr Hounsfeld now hopes that Wave Bristol could be up and running by next year.

CHINESE TECH GIANT INVESTS IN R&D IN BRISTOL**Western Daily Press 12/06/14**

One of China's biggest companies is to invest some £125m building a research and development centre in Bristol. Huawei, which has its UK headquarters in Reading, is a global information and communications technology company.

£5M SCHOOL ON NEW DEVELOPMENT GETS GO-AHEAD**Bristol Post 15/05/14**

One of three new schools proposed for the Emersons Green East development has been given the go-ahead. A £5.4m primary is set to open by September 2015. The new school will eventually be joined by a second primary school and a secondary school on the estate which, when finished, will be made up of 2,550 homes.

JOBLESS TOTAL FALLS TO 4.9%**Bristol Post 15/05/14**

The number of people claiming benefits and looking for work has fallen again in the Bristol area. In the city itself the number fell 1.1 percentage points to 2.9%, it was down 0.5 points to 1.4% in South Gloucestershire and down 0.8 to 1.7% in North Somerset. The unemployment figure, a wider measure, for the South West fell to 4.9% for the first three months of 2014, down 1.2% on the same point last year.

TRANSFERS BEGIN TO £430M NEW HOSPITAL**Bristol Post 12/05/14**

After more than a decade of planning and four years of construction, the first patients are finally being wheeled into the new £430m Southmead Hospital this week. A series of overhead covers have been installed to link the old Southmead building to the new state-of-the-art Brunel Building.

BRISTOL IS THIRD MOST POPULAR FOR NEW HOMES**Bristol Post 09/05/14**

Bristol is a hot spot for new homes with the third highest number of registrations for any city outside London last year. Figures released by the National House Building Council show 1,570 new homes were registered to Bristol, behind only Birmingham and Manchester. In total across the UK, 31,739 new homes were registered, a rise of 7% on 2012.

UWE OPENS OFFICE IN BRISTOL'S SISTER CITY GUANGZHOU**Bristol Business News 25/04/14**

Links between Bristol and its Chinese sister city Guangzhou have become stronger with the opening of an office dedicated to representing UWE Bristol in southern China. The office will initially have two representatives who will promote the university as a source of higher education and partnerships.

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.

**For further information contact:
The Corporate Research and Consultation Team:
01454 863990 / 01454 863862, email
research@southglos.gov.uk**