

**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:**

- 78.8% of the working age population are in employment, higher than the national rate of 71.4%
- The official unemployment rate is 5.4%, considerably lower than the national rate of 7.7%
- In December 2013, 97 new small businesses started up in the district
- The number of live applications on the council's housing register stands at 6,390
- During the third quarter of 2013/14 the council (via a contract with South Gloucestershire Advice Consortium) helped residents to manage £2,611,397 of debt

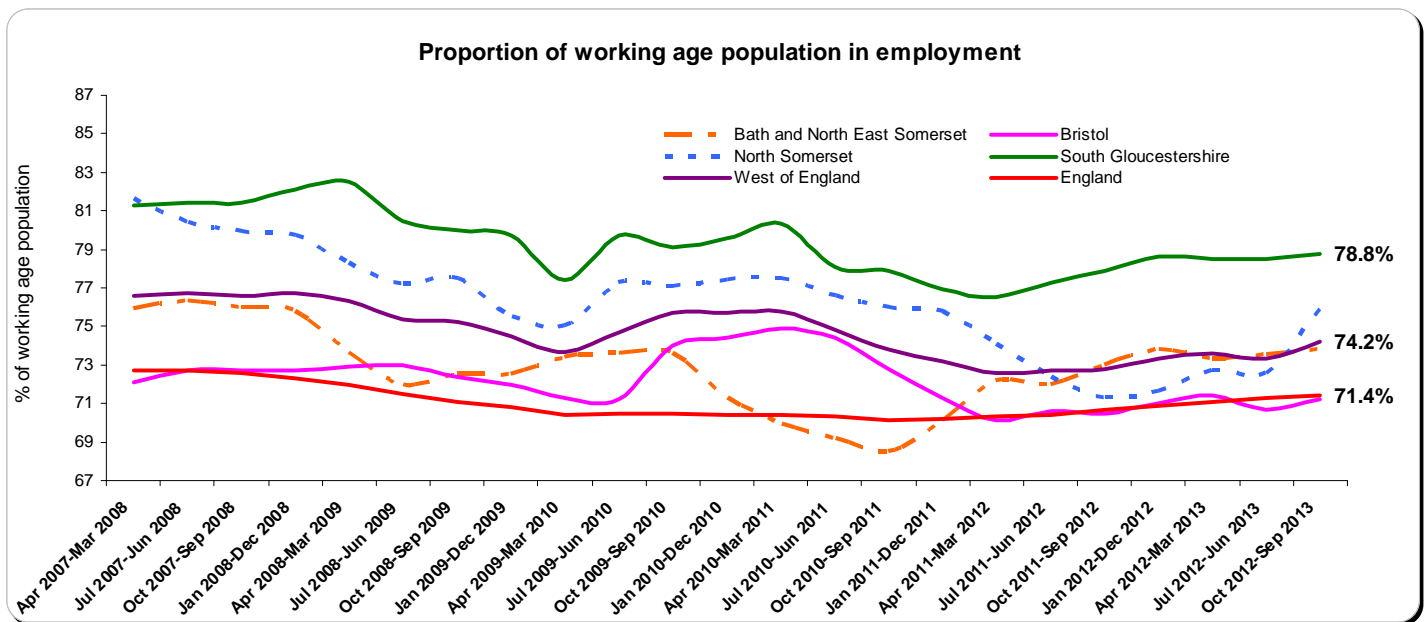
**Headline labour market indicators**

	October 2012 to September 2013				December 2013		2011		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	138,500	78.8	7,900	5.4	2,446	1.4	158,000	0.93	£513.3
Bath and North East Somerset	90,000	73.8	5,200	5.5	1,774	1.5	98,000	0.86	£542.4
Bristol	234,200	71.2	20,300	8.0	8,951	3.0	270,000	0.92	£494.1
North Somerset	103,700	75.9	6,200	5.6	2,326	1.9	92,000	0.74	£549.3
West of England	566,400	74.2	39,700	6.5	15,497	2.2	617,000	0.88	NA
England	24,996,500	71.4	2,091,800	7.7	971,596	2.8	26,859,000	0.78	£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 September 2013, 78.8%\* 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.

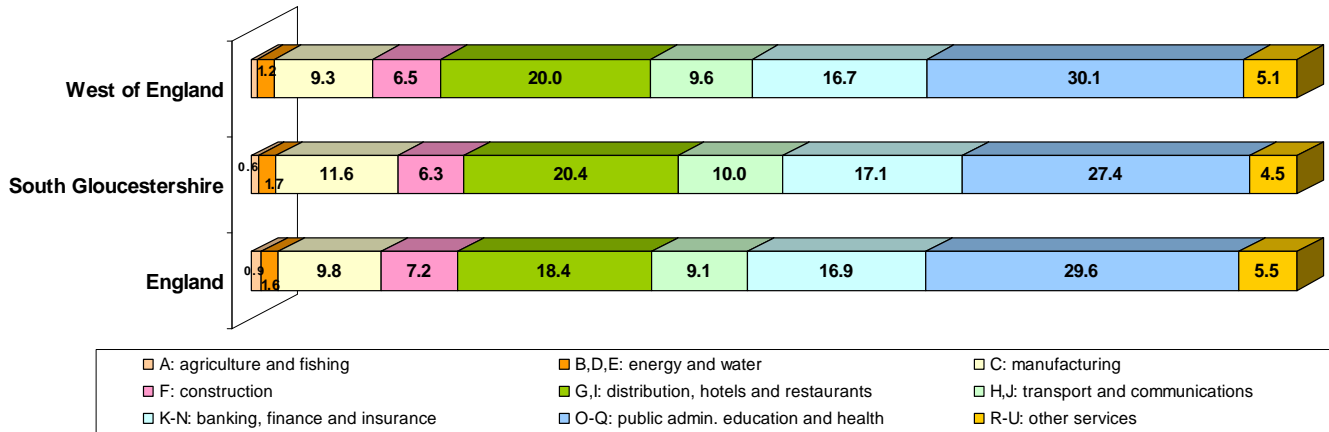


\* It should be noted that due to the sample size, there are confidence intervals associated with this data set at local authority level. For example, for South Gloucestershire this quarter, the confidence interval is 2.7%, meaning the actual employment rate could be up to 2.7% higher or lower than the 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 17%) were the second and third highest employment groups respectively during this reporting period.

Percentage breakdown of employment by major group (SIC 2007): Oct 2012-Sep 2013

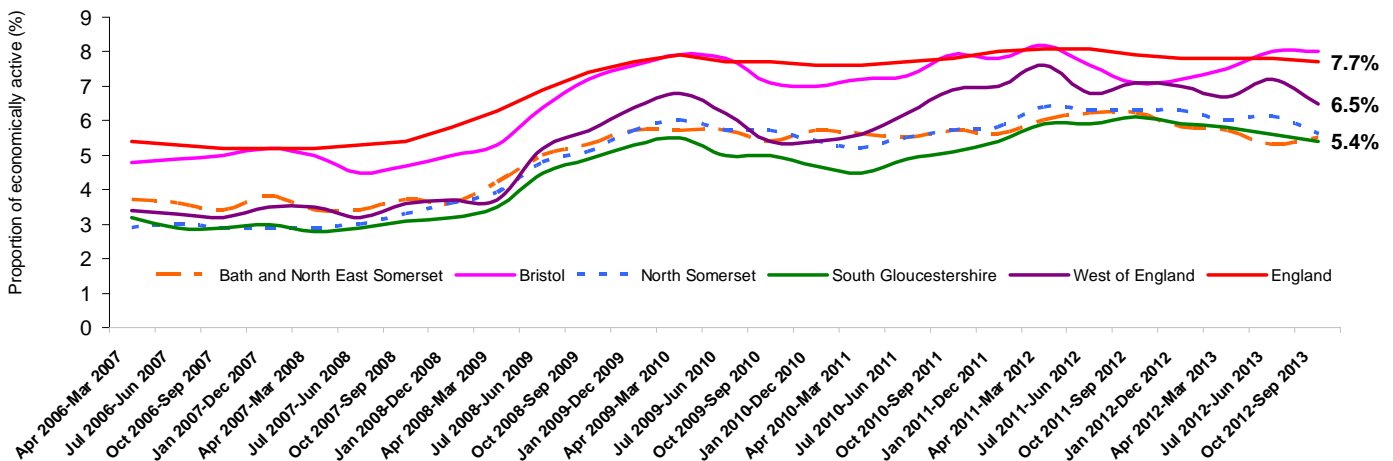


Source: ONS Annual Population Survey – workplace analysis (NOMIS)

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

From October 2012 to September 2013, the official unemployment rate in South Gloucestershire was 5.4%\* of the economically active population. This is the lowest rate of the West of England authorities and is considerably lower than the rate for England (7.7%). The graph shows that the unemployment rate in South Gloucestershire has consistently remained below the national average over the last seven years.

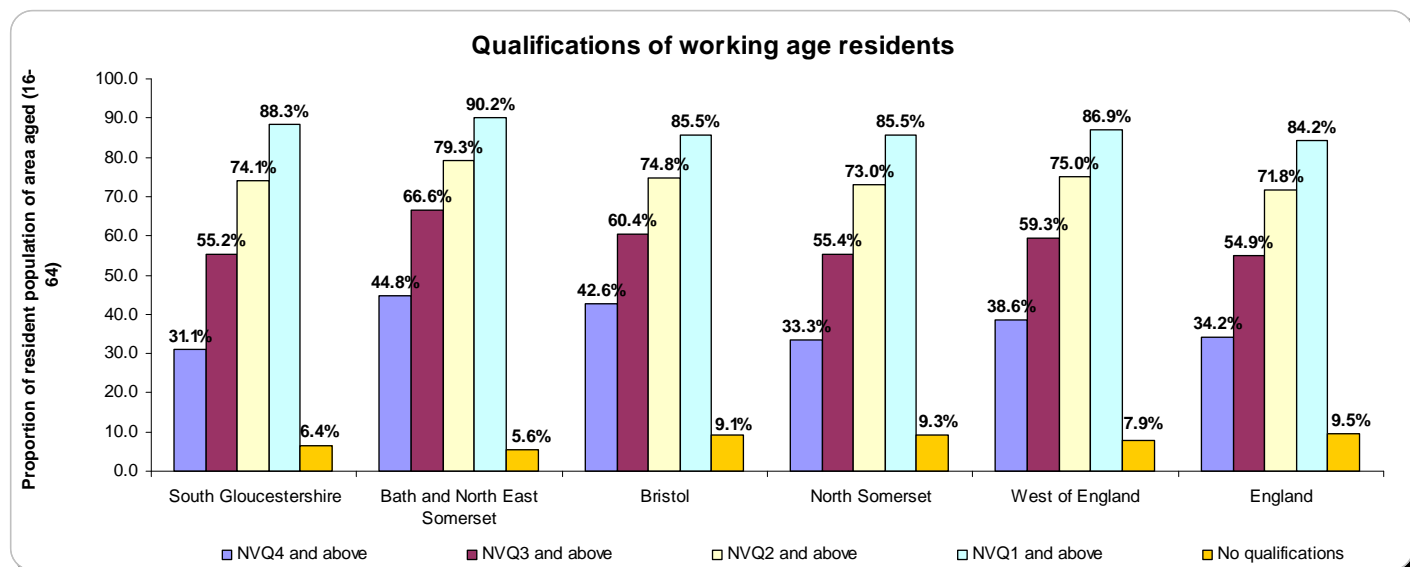
Model based unemployment rate - proportion of economically active



\* 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.

Source: ONS Annual Population Survey, Workplace analysis

## Adult qualifications



Source: NOMIS ONS Annual Population Survey (January 2012 to December 2012)

The proportion of working age residents in South Gloucestershire who attained the equivalent of an NVQ Level 4 or above qualification increased from 29.3% in 2011, to 31.1%\* in 2012. This figure is lower than the rest of the West of England authorities (averaging at 38.6%) and the national figure (34.2%). The proportion of residents with no qualifications decreased from 7.4% in 2011 to 6.4%\* in 2012, this is the second 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 1.7%.

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

In December 2013 the proportion of 16 to 19 year olds who were classed as NEET stood at 4.6%. Between September and December 2013, the proportion of young people who were NEET decreased by 0.2 percentage points but the figure remains almost static when compared to last year (4.5% in December 2012). The largest proportion of NEETs within the 16 to 19 year old population are 19 year olds who are much more difficult to track once they leave education, employment or training.

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 with training (including apprenticeship), at 2.7%, is 0.2 percentage points above the figure for September.

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

## Apprenticeships

### Participation

In South Gloucestershire, in quarter four (May to July 2013 / the most recently available data), 4,825 apprenticeships were taking place, split into the following levels:

- 2,740 (56.8%) at intermediate level (equivalent to five GCSE passes)
- 2,029 (42.1%) at advanced level (equivalent to two A level passes)
- 56 (1.2%) at higher level (leading to NVQ level 4 and above or foundation degree)

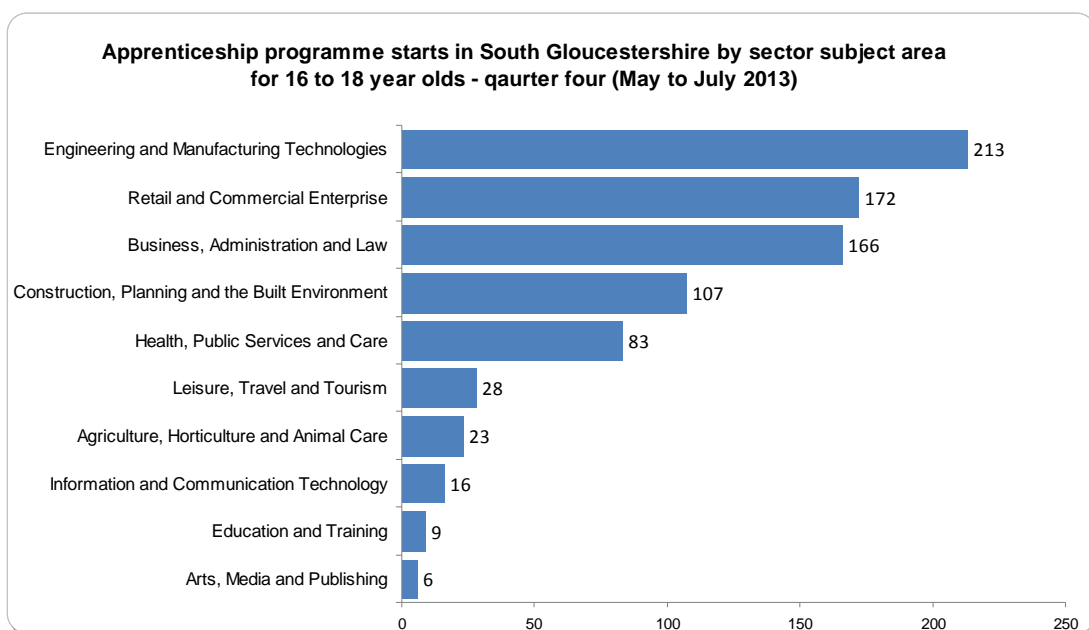
The percentage breakdowns are similar to both the regional and national figures.

### Starts

In quarter four (May to July 2013 / the most recently available data), 2,611 new apprenticeships started which were split into the following levels:

- 1,521 (58.3%) at intermediate level (equivalent to five GCSE passes)
- 1,057 (40.5%) at advanced level (equivalent to two A level passes)
- 33 (1.3%) at higher level (leading to NVQ level 4 and above or foundation degree)

In quarter four (May to July 2013) 823 apprenticeships were started by 16 to 18 year olds. The top three sectors were in engineering and manufacturing technologies; retail and commercial enterprise; and, business, administration and law.



### Vacancies

	Vacancies
<b>Business, Administration and Law</b>	<b>163</b>
<b>Retail and Commercial Enterprise</b>	<b>94</b>
<b>Health, Public Services and Care</b>	<b>54</b>
<b>Engineering and Manufacturing Technologies</b>	<b>301</b>
<b>Construction, Planning and the Built Environment</b>	<b>25</b>
<b>Information and Communication Technology</b>	<b>12</b>
<b>Leisure, Travel and Tourism</b>	<b>23</b>
<b>Agriculture, Horticulture and Animal Care</b>	<b>11</b>
<b>Arts, Media and Publishing</b>	<b>1</b>
<b>Education and Training</b>	<b>4</b>
<b>Unknown</b>	<b>12</b>
<b>Total</b>	<b>700</b>

There were 700 vacancies in quarter four (May to July 2013 / the most recently available data).

The highest were in the engineering and manufacturing technologies (301), business, administration and law (163), and retail and commercial enterprise (94).

### Providers by age group

In quarter four (May to July 2013), data showed that the top providers of apprenticeships were:

- for the 16-18 age group and the 19-24 age group - providing 169 and 132 positions respectively: the City of Bristol College
- for the 25 plus age group: the City of Bristol College (providing 87 positions) and JHP Group (providing 72 positions)

## Small business start ups

In South Gloucestershire 97 new small businesses started up in December 2013.

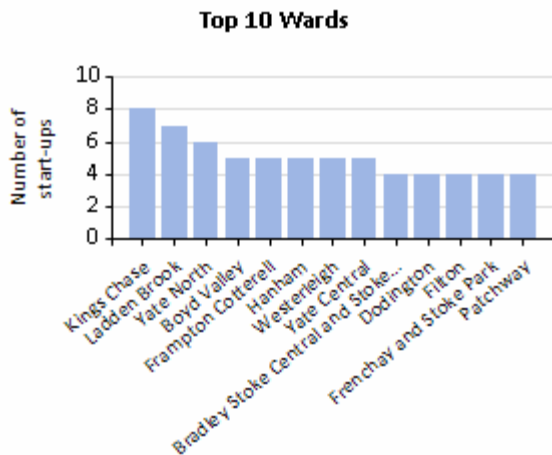
According to the data from a BankSearch survey, there was 10.5% fewer businesses start-ups in South Gloucestershire during the last month of this year compared with the corresponding period of last year. South Gloucestershire accounted for 4.2% of all start-ups across the South West.

In December 2013, across all the English districts the average number of starts was 59.

Small business start-ups	Limited Companies	Sole Traders	Other Start-ups	Commercial Enterprises	Not For Profit	Total
December 2013	60	26	4	90	7	97

With eight starts, Kings Chase saw most business start-ups in December. This was followed closely by Ladden Brook with seven starts. Bitton, Severn, Staple Hill and Thornbury North had zero start ups.

The top three industries (illustrated below) accounted for 64.9% of the starts.



Top 3 industries	August 2013
Real estate, professional services & support activities	33
Recreational, personal & community service	16
Wholesale & retail trade	14

Source: BankSearch, 2014

## Housing

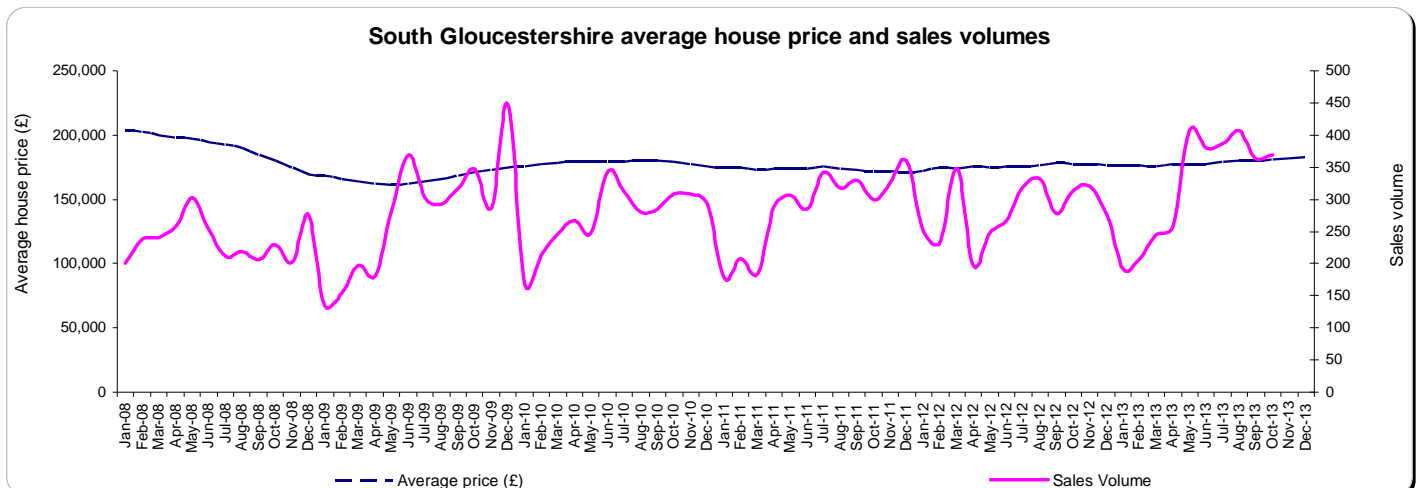
### House Price Index – January 2014

	House Price Index	Average house price (£)	Annual change
South Gloucestershire	280.29	£182,356	3.4%
England and Wales	268.92	£167,353	4.4%

Source: Land Registry: October 2014

### Average house price and sales volumes

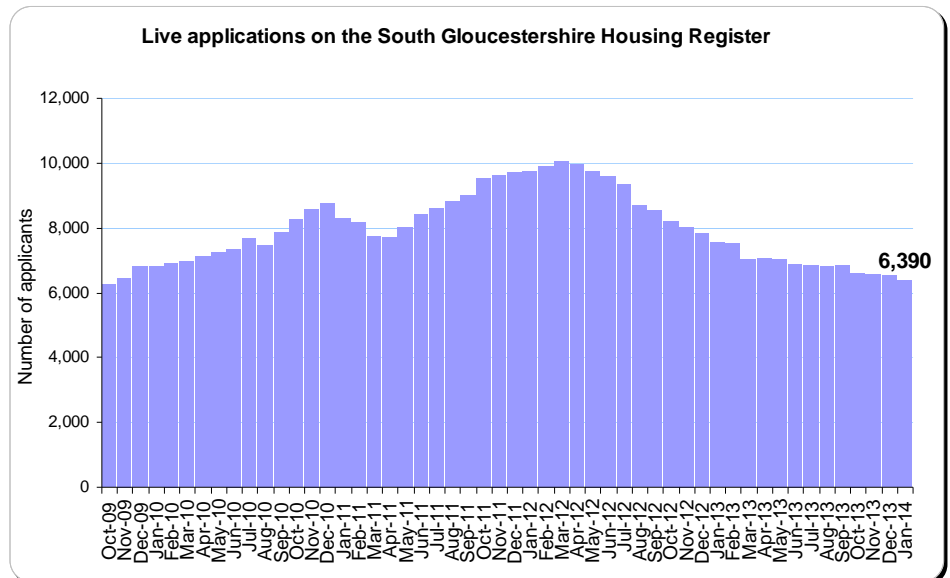
The average house price in South Gloucestershire has remained broadly consistent over the year to December 2013 (the most recently available data). Sales volumes were as follows: August (406), September (363) and October (369).



Source: Land Registry: October 2013

## Live applications on the South Gloucestershire housing register

In January 2014, there were 6,390 live applications on the South Gloucestershire housing register. The graph shows that since April 2012, there has been a continuous 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.



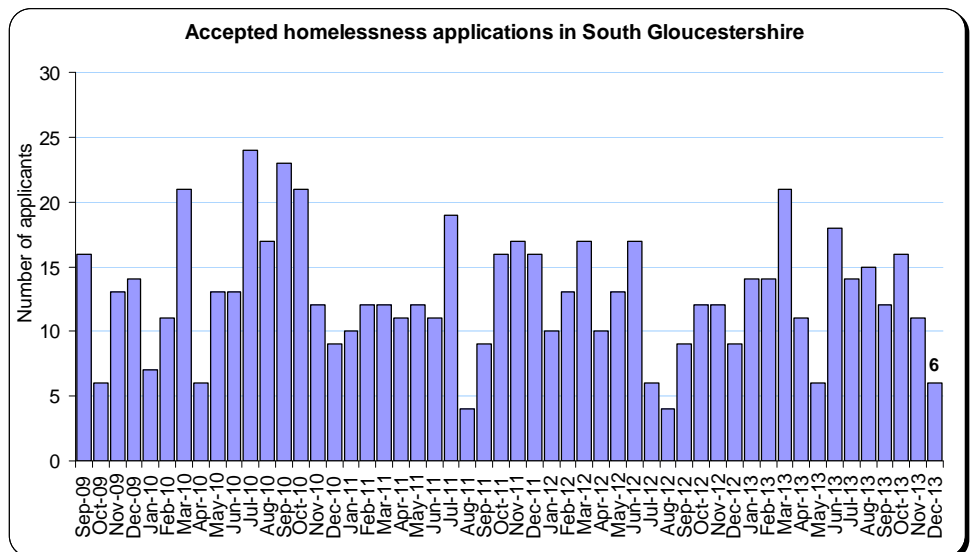
Source: South Gloucestershire Council, Home Choice, Children, Adults & Health

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

It is currently taking 31 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. As a result, the council accepted the same number of homeless duties during the last three months when compared with the same period in 2012. 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.

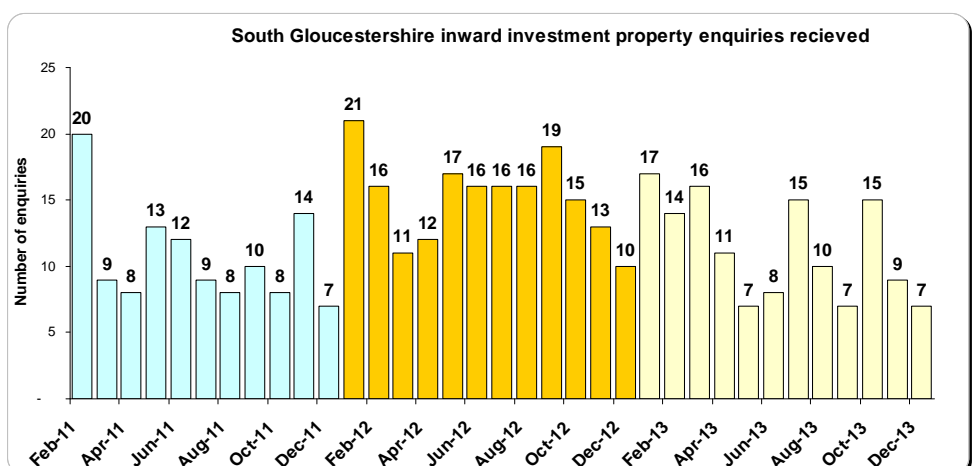


Source: South Gloucestershire Council, Home Choice, Children, Adults & Health

## Inward investment

In January 2014, the economic development team had a caseload of 44 live enquiries from businesses relating to South Gloucestershire. There are 145 live enquiries in the West of England that include South Gloucestershire in their search.

In quarter three 2013/14 there were 31 new enquiries compared to 32 in the previous quarter and 38 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](http://www.bristolandbath.co.uk) for more information



## Debt advice

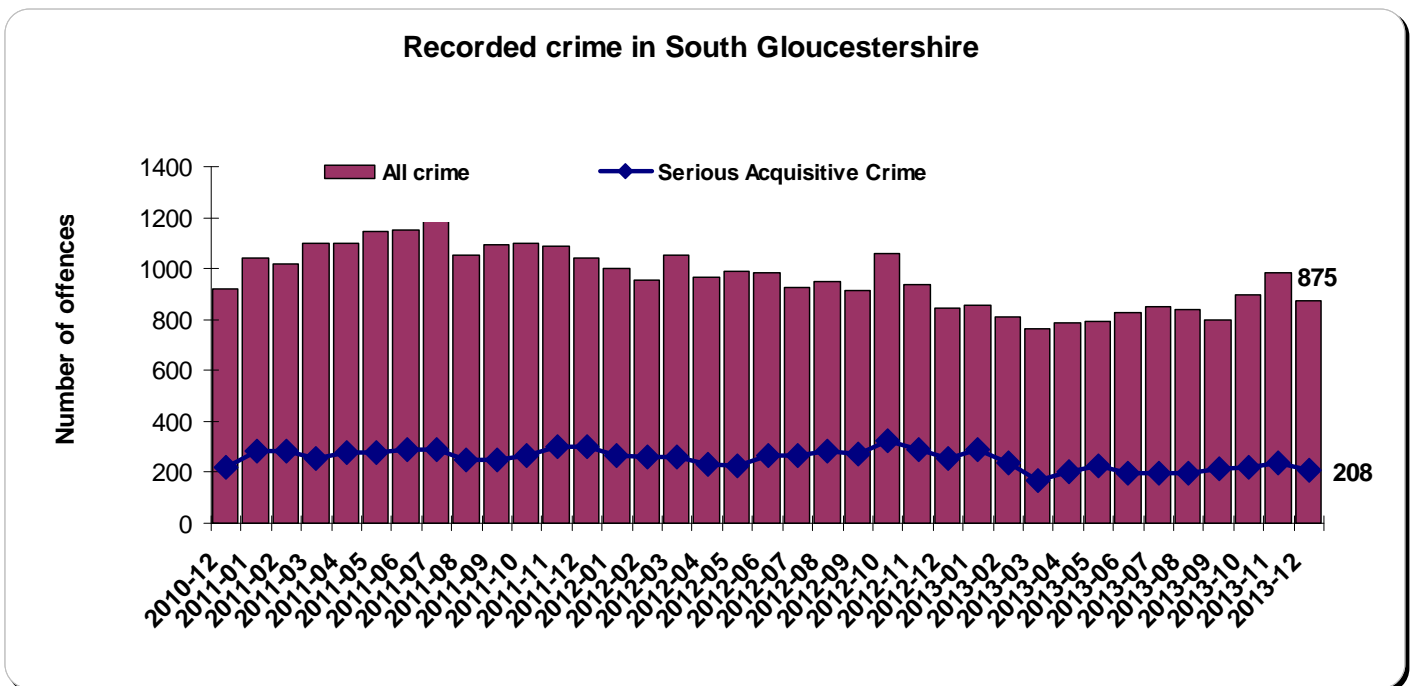
Debt management is measured by South Gloucestershire Advice Consortium. The measure relates to the number of South Gloucestershire clients advised and is a snapshot of the overall need. During 1 October – 31 December 2013, £2,611,397 of debt was managed by clients with the support of the consortium members. A total of 950 residents were advised on welfare benefit and debt issues which is a considerable increase on the previous quarter (677 clients).

The consortium reports that over the winter months, some clients have been reporting that their money management skills are being tested to the limit as they are having to make difficult decisions about whether to heat their homes or buy food.

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](http://DATA.POLICE.UK)

Please note: the data source for this indicator has recently changed and should therefore not be compared to data previously presented in this briefing

## Key headlines from news and local press (November - January 2013)

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.

**HIGH-TECH HQ PUTS FIRM OUT IN FRONT**

Bristol Post 29/1/14

Bristol motor vehicle repair firm WBC Automotive Ltd has invested £1.7 million in new high-tech and eco-friendly premises and body shop. The new investment will see the company move into bespoke 20,000 sq ft premises in Caxton Business Park, Crown Way, Warmley.

**HENBURY LOOP MUST BE BUILT BEFORE HOMES**

Bristol Post 27/1/14

Rail campaigners are urging that the long awaited Henbury Loop should be re-opened before thousands of new homes are built in South Gloucestershire. The Henbury Loop is a stretch of existing track between Filton Abbey Wood and Avonmouth, which is currently closed to passenger trains.

**MITIE'S CARE OFFERING BOOSTED BY ACQUISITION**

Bristol Post 22/1/14

South Gloucestershire-based outsourcing firm Mitie has bought home care service company Complete Care Holdings for an undisclosed sum.

**FINNAMORE BOUGHT OUT BY COMPETITOR FIRM**

Bristol Post 15/01/14

A South Gloucestershire-based healthcare firm has been acquired by a competitor. Fynamore Ltd, the largest specialist

health and social care consultancy in the UK, has been bought by GE Healthcare.

**PLANS SUBMITTED FOR SURFING LAKE NEAR BRISTOL**

Insider Media 15/01/14

A proposed surfing lake and gardens development near Bristol has moved a step closer after developers submitted plans to South Gloucestershire Council. The Wave: Bristol would be located in the village of Easter Compton.

**AIRBUS SECURES A330 ORDER**

Insider Media 19/12/13

Manufacturer Airbus has secured an order for 25 A330-300s, the largest A330 order received by the company in a single purchase agreement. The deal with AirAsia X, the long-haul affiliate of the AirAsia Group, increased the carrier's total firm order for the type to 25.

**COMPANY CHOSEN TO BUILD SCHEME**

Bristol Post 18/12/13

Construction company Seddon, based in Aztec West, Bristol, has been appointed by Rooftop Housing Group to build a 49-home, £5.9m housing scheme for older residents.

**UNIVERSITY WINS PERMISSION FOR 400 BEDROOMS**

Bristol Post 18/12/13

UWE Bristol has received planning permission to build almost 400 student bedrooms in a development of town houses at Frenchay Campus. The new accommodation will eventually provide approximately 1,200 new student bed spaces in three phases of around 400 each.

**SEVERNSIDE AIRPORT PLANS APPEAR TO BE DOOMED**

Bristol Post 17/12/13

A scheme which would have seen a giant £5bn airport built alongside the Bristol Channel appears to be dead in the water. A major report by the Airports Commission looking into the future of airports in the UK, was published this morning and the scheme for a new Severnside Airport serving the Bristol area and the South Wales failed to make the shortlist.

**9,000 NEW JOBS ON OLD AIRFIELD SITE**

Bristol Post, WDP 13/12/13

A blueprint for the future of Filton Airfield shows it could provide up to 9,000 jobs and consultant's estimate that the combined "spend" from residents, workers and investment in buildings could reach £400m a year. These numbers have emerged in a planning document for the redevelopment of the 365-acre airfield which is the key component of the Cribbs Patchway New Neighbourhood, drawn up by London-based investment and development company Bridgehouse Capital.

**BUSINESS WEST OPENS SECOND LAUNCH POINT FOR NEW FIRMS**

Bristol Post 11/12/13

Business West has opened its second Launch Point office for start-up and micro firms. Located in empty Government offices in Bradley Stoke, Launch Point Apex Court provides start-up space with easy-in, easy-out monthly terms.

**CITY PARTNERSHIP REGIONAL PLAN**

Bristol Post 11/12/13

The Bristol China Partnership is changing its name to reflect its fast-expanding regional remit. It will now operate as the West of England China Bureau, extending the South West's business cultural and educational connections with the world's second largest economy.

**JUDICIAL REVIEW WILL KICK OFF NEXT MARCH**

Bristol Post 05/12/13

The judicial review into a supermarket development which holds the key to Bristol Rovers' move to a new stadium will take place in March.

**FINANCIAL PLANNING FIRM MOVING TO NEW HOME**

Bristol Post 04/12/13

A financial planning firm is moving to new offices to make room for the business to grow. Piercefield Asset Management is moving from Westbury-on-Trym to Aztec West Business Park.

**490 HOMES AND SCHOOL SET FOR FRENCHAY SITE**

Bristol Post 04/12/13

For decades it has been at the heart of health provision in North Bristol but now up to 490 homes and a school look set to be built on the Frenchay Hospital site. South Gloucestershire planners have recommended that outline plans for the future of the hospital site should be approved when it is discussed at a council meeting next week.

**NO PLACE LIKE BRISTOL SAYS SUPERMARKET GIANT**

Bristol Post 03/12/13

Supermarket giant Asda is making a massive investment in Bristol this week. It opened a new store in Filton yesterday and will open a £55m chilled distribution centre in Avonmouth tomorrow. The distribution centre replaces an old depot at Portbury Dock.

**LIDL SUPERMARKET PLANS TO DOUBLE UK STORES**

BBC News 02/12/13

Lidl, the German discount supermarket chain, is planning to double the number of stores it has in the UK. Lidl wants to expand from 600 stores to as many as 1,500 and plan to open at least 30 new stores a year.

**TRANSPORT GIANT TAKES NEW BASE**

Bristol Post 27/11/13

Transport company Gregory Distribution has moved its Bristol warehouse space to the Patchway Trading Estate in north Bristol.

**WORK UNDER WAY ON £3.1M SURGERY**

Bristol Post 27/11/13

Bristol-based firm Kitto Construction has started groundworks on a new £3.1m doctor's surgery in Downend, South Gloucestershire.

**VISION OF 95,000 NEW JOBS FOR CITY BY 2030**

Bristol Post 27/11/13

The Local Enterprise Partnership, the organisation tasked with creating economic growth in Bristol and the West of England, has sketched out its plans to create thousands of jobs by investing in five key industries. They plan to ask for



£75m to £90m of Government funding each year to spend on targeting projects to boost the economy.

**BRISTOL FIRMS FACING £506M TAX BILL**

Bristol Post 27/11/13, WDP 28/11/13

Businesses across the Greater Bristol area face a combined £506m tax bill unless the Government changes course on business-rate increases. Last year companies in Bristol, South Gloucestershire and Bath and North East Somerset paid combined business rates of £490.3m, in figures supplied by CVS Commercial Valuers. That will rise tied to the recent inflation figure of 3.2% RPI, adding £15.6m to the bill.

**PERMANENT CONCORDE HOME AT FILTON AIRFIELD 'READY IN THREE YEARS'**

BBC News 25/11/13

A permanent home for Concorde at Filton Airfield could be up and running within three years, a group behind the project has said. The Bristol Aero Collection Trust is in the process of raising £13m to build an aviation museum on the site which will house the aircraft.

**SOUTH GLOUCESTERSHIRE NEW HOMES PROPOSAL APPROVED BY INSPECTOR**

BBC News 18/11/13, Bristol Post 20/11/13

More than 28,000 new homes may be built in South Gloucestershire after the council's plan was approved by a government planning inspector. The plan also looks to create three new enterprise areas focused on Filton, Severnside and Emersons Green.

**AIRBUS LANDS £30BN DEALS**

Bristol Post, WDP 18/11/13

Airbus has landed deals worth more than £30bn which will help to protect hundreds of jobs at Filton. Emirates, the Dubai airline, wants 50 more Airbus A380 superjumbos and Middle East airline Etihad could spend up to £16.7bn on nearly 120 planes, including 50 A350s.

**WARNING AGAINST DEVELOPERS CONCRETING THE COUNTRYSIDE**

Western Daily Press 15/11/13

The Government has been warned by MPs not to rush into a new system which could give developers "carte blanche" to concrete over valuable habitats for wildlife. The so-called "biodiversity offsetting" proposals will allow developers to compensate for the destruction of habitats by creating or enhancing other natural areas.

**AFTER FIVE TOUGH YEARS, IS BRISTOL BACK IN BUSINESS?**

Bristol Post 14/11/13

Bristol's economy is finally putting the last five hard years behind it and ordinary people should be starting to feel the benefit. New figures showed the number of people claiming jobseekers allowance in Greater Bristol fell again last month. Meanwhile inflation has fallen and wages are slowing increasing.

**SPANISH TURBINE FIRM WINDS UP IN BRISTOL**

Bristol Post 13/11/13, WDP 14/11/13

Norvento, a Spanish wind turbine manufacturer has chosen Avonmouth/Severnside as its HQ as it endeavours to get a foothold in the UK market.

**AREAS AROUND BRISTOL PROVE MORE POPULAR THAN THE CITY**

Bristol Post 13/11/13

Bristol may win multiple accolades as a place to live but it seems the lure of the areas around the city is stronger than the pull to live in it. Statistics show that more people move out of the city into neighbouring authority areas than move in from those places.

**BRISTOL SURFING LAKE: SECOND PUBLIC EXHIBITION**

The Post 07/11/13

The company behind a proposed surfing lake has announced its second public exhibition of the plans. The Wave: Bristol is a unique in-land surfing lake that brings surfing, nature and education together. The proposed development would straddle Washingpool Farm and Over Court Farm in South Gloucestershire. The public are able to see the detailed plans at Easter Compton Village Hall on November 13 between 4pm and 8pm.

**For up to date news and information for business please visit: [www.insouthglos.co.uk](http://www.insouthglos.co.uk)**

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