

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:

- 78.1% of the working age population are in employment, higher than the national rate of 70.3%
- The official unemployment rate is 4.9%, considerably lower than the national rate of 7.7%
- In December 2011, 122 new business started up in the district
- The number of live applications on the Council's housing register continues to rise, standing at 9,742 in January
- In the last quarter of 2010/11 the Council (via a contract with South Gloucestershire Advice Consortium) helped residents to manage £851,000 of debt

Headline labour market indicators

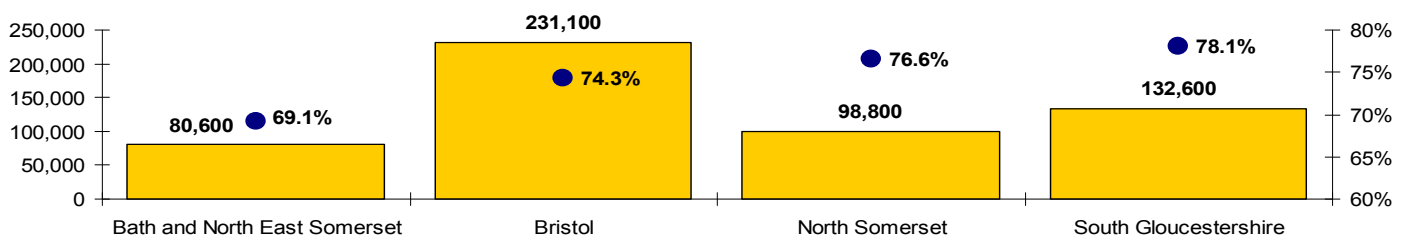
	July 2010 to June 2011				December 2011			2009		2011
	Employment		Unemployment		Claimant count			Labour Demand		Earnings
	Total residents aged 16-64 in employment	Rate aged 16-64 (%)	Total Number Unemployed (aged 16-64)	Rate aged 16-64 (%)	Number of claimants	Claimant Rate (%)	JSA claimants per unfilled jobcentre vacancy	Jobs	Job density 16-64 (ratio)	Average gross weekly pay - residents
South Gloucestershire	132,600	78.1	6,500	4.7	3,548	2.1	1.9	155,000	0.91	509.8
Bath and North East Somerset	80,600	69.1	4,100	4.8	2,293	1.9	3	96,000	0.82	479.5
Bristol	231,100	74.3	18,400	7.4	12,340	3.9	4.6	267,000	0.87	483.8
North Somerset	98,800	76.6	7,300	6.9	3,155	2.4	4.5	89,000	0.69	549.4
West of England	543,100	74.8	36,400	6.3	21,336	2.9	3.5	606,000	0.84	NA
South West	2,403,400	73.5	157,200	6.1	89,343	2.7	4	2,717,000	0.82	473.4
England	23,657,300	70.3	2,013,000	7.8	1,293,890	3.8	5.4	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

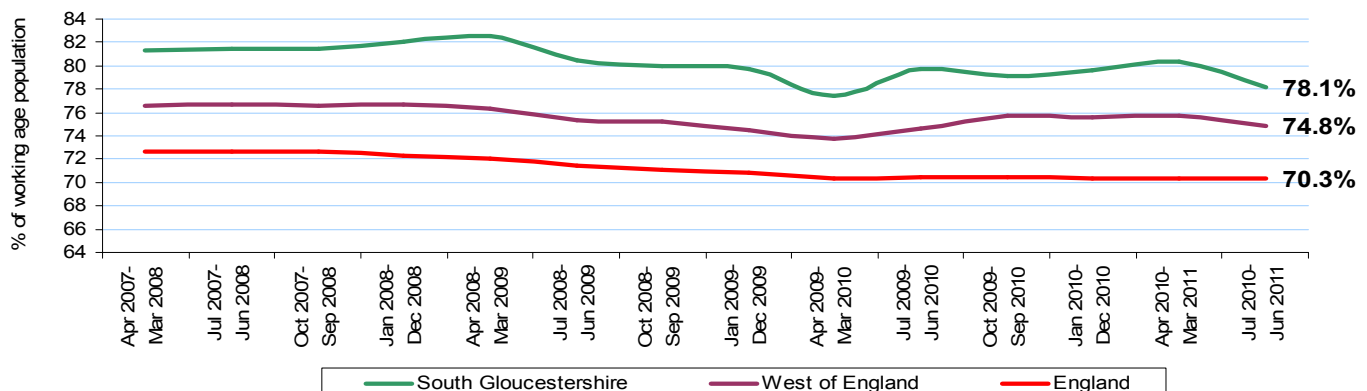
In the year to June 2011, 78.1% of South Gloucestershire's working age population (those aged 16-64) were in employment. This is a reduction on the rate reported in the last reporting period (80.3%). The local employment rate remains above the sub-regional and national averages.

Numbers and percentage of economically active people (aged 16-64) in employment in the West of England Area, July 2010 - June 2011



Source: NOMIS (ONS, Annual Population Survey)

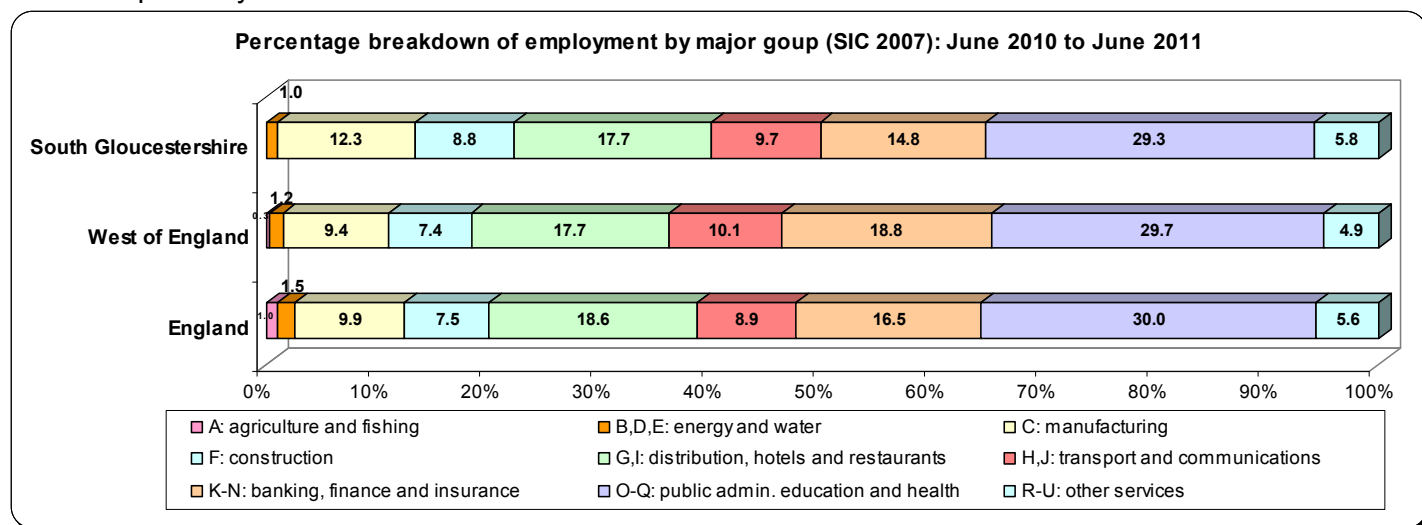
Proportion of economically active working age population in employment - trend



Source: NOMIS (ONS, Annual Population Survey)

Employment by sector

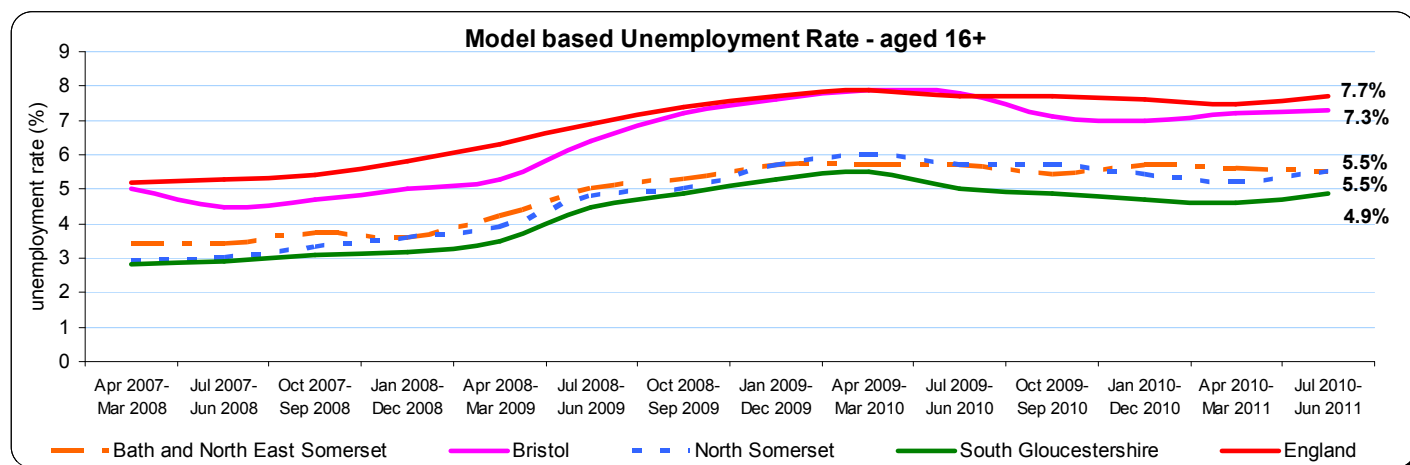
Approximately 30% of jobs in South Gloucestershire are within public administration, education and health sectors (SIC 2007 codes O-Q), which is on a par with the national and regional averages. The construction industry and the banking, finance and insurance sectors account for approximately 18% and 15% of jobs in the district respectively.



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

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

In the year to June 2011, the official unemployment rate in South Gloucestershire was 4.9% (of the economically active population). This is the lowest rate of all the West of England authorities and is significantly lower than the rate for England (7.7%). The graph shows that the unemployment rate in South Gloucestershire has consistently remained below the national and sub-regional averages.



Source: ONS Annual Population Survey, Workplace analysis

Jobcentre unfilled vacancies – December 2011

	South Gloucestershire	West of England	South West	Great Britain
Unfilled jobcentre vacancies (numbers)	1,874	6,028	22,599	269,089
Unfilled jobcentre vacancies per 10,000 population aged 16-64	109	82	68	69
JSA claimants per unfilled jobcentre vacancy	1.9	3.5	4	5.6

Source: Jobcentre Plus vacancies - summary analysis

The rate of claimants per Job Centre Plus vacancy remains considerably lower in South Gloucestershire than it does across the West of England and Nationally.

Job gains and job losses

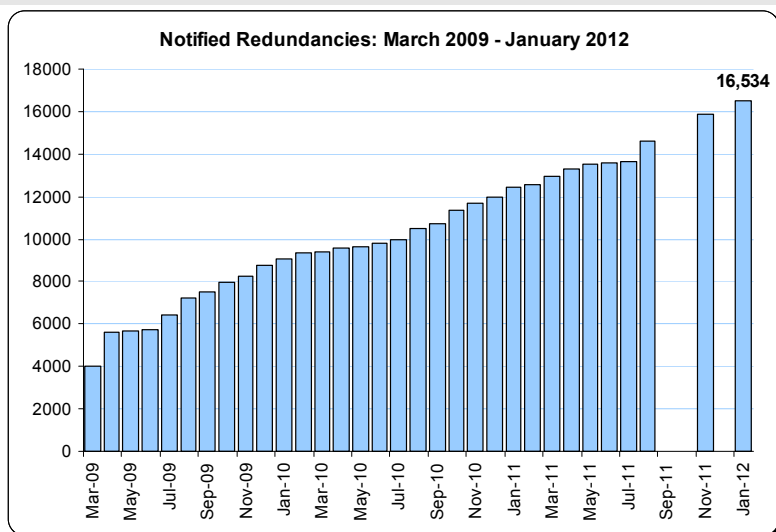
Job gains	Job losses
<ul style="list-style-type: none"> HSS hire opens supercentre at Aztec West – unknown number of jobs New Sainsbury's store in Kingswood Centre - unknown number of jobs Personnel specialist (HR Dept) moves into Henfield Business Park – unknown number of jobs More than 200 new jobs will be created by expansion of insurance firm LV and the Cooperative Legal Services team, both based at Aztec West Housebuilder Barratt will create at least 80 new jobs in the West this year Five major transport schemes for Greater Bristol could help bring 60,000 new jobs to the area <p><i>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 (Emmersons 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.</i></p>	<ul style="list-style-type: none"> 1,400 jobs to go in fashion chain sell of Bonmarche Clothing change Peacocks is due to go into administration – unknown number of jobs DVLA closures plan puts 1,200 jobs at risk Lingerie firm La Senza is looking to go into administration - unknown number of jobs Toy firm Hawkins Bazaar has gone into administration – unknown number jobs <p><i>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; Hazelhurst 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.</i></p>

Accumulative West of England notified redundancies

Since March 2009, approximately 16,500 employees have been made redundant in the West of England area. The latest data shows that between November 2011 and January 2012, around 4,100 employees across the sub-region lost their jobs.

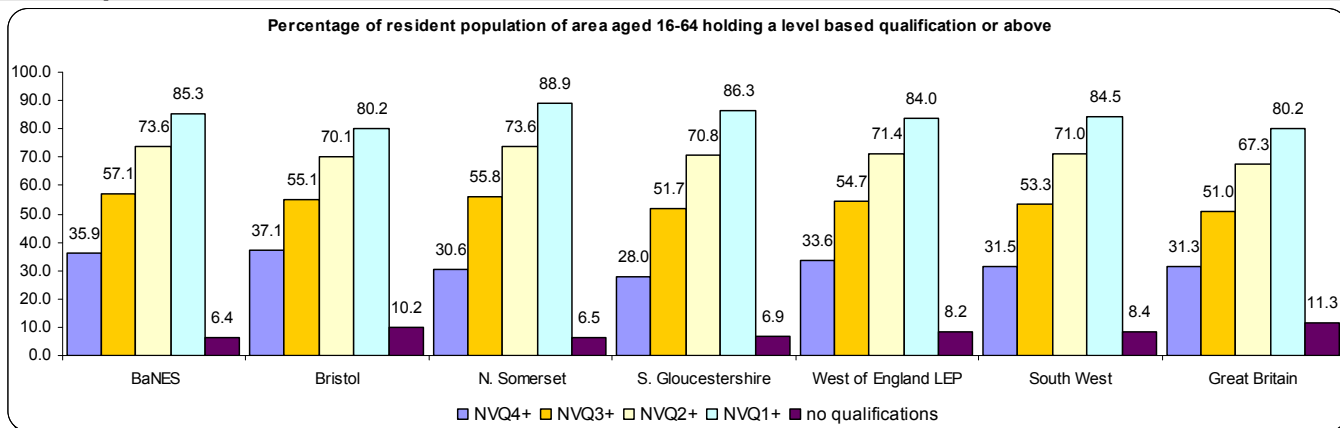
Since the start of the economic recession the highest number of job losses across the sub-region have been experienced in the following occupations:

- Wholesale and retail trade; repair of motor vehicles
- Financial and insurance activities
- Manufacturing



Source: West of England Partnership

Adult qualifications

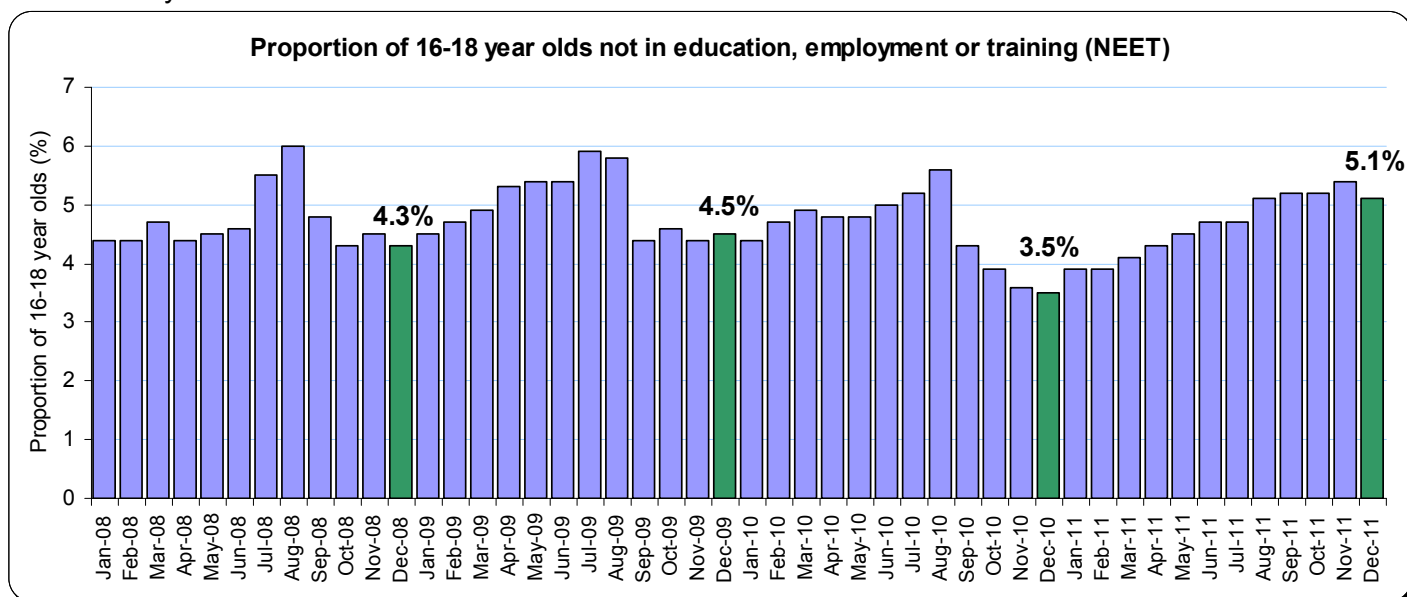


Source: NOMIS ONS Annual population survey (December 2010)

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 – 16-18 year olds not in education, employment or training

Local authorities have a key leadership role to champion the interests of all young people in their area. The City of Bristol College is working with South Gloucestershire Council and neighbouring authorities to shape education and training by identifying gaps, enabling new provision and developing the market. The City of Bristol College was awarded the contract tendered by the Skills Funding Agency to deliver the 2011 European Social Fund NEET reduction programme. The £1.9m investment will be delivered within the West of England between 2011 and 2014 and will provide 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

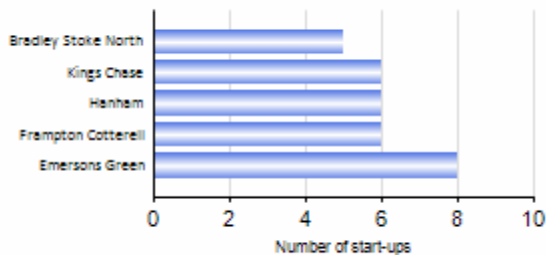
Small business start ups

In South Gloucestershire 122 new businesses started up in December 2011, 64 fewer than the previous month. According to data from a BankSearch survey, 2.5% more businesses started up in South Gloucestershire during 2011 compared with the previous year. In December 2011 the average number of start-ups per English district was 88. The median level of starts was 63 and the minimum and maximum number of starts across the districts was 3 and 515 respectively.

Small business start-ups	Limited Companies	Sole Traders	Other Start-ups	Commercial Enterprises	Not For Profit	Total
December 2011	56	42	6	104	18	122
compared with						
November 2011	↓	↓	↓	↓	↓	↓
December 2010	↑	↓	↓	↓	↑	→
YTD	↑	↓	↓	↑	↓	↑

63% of all new commercial enterprises were based in urban areas. Emersons Green was the ward with the most start-ups; Yate Central saw the least.

Top 5 Wards - December 2011



Source: BankSearch

The type of areas that start-ups were established include; prosperous suburbs (24%), multicultural areas (0%), blue collar (5%) and older worker (2%) areas.

Top 3 industries	December 2011	Monthly comparison	Yearly comparison	YTD comparison
Real estate, professional services & support activities	40	↓	↑	↑
Recreational, personal & community service	14	↓	↑	↑
Construction	13	→	↑	↓

Excluding Not for Profit

Source: BankSearch, 2012

Housing

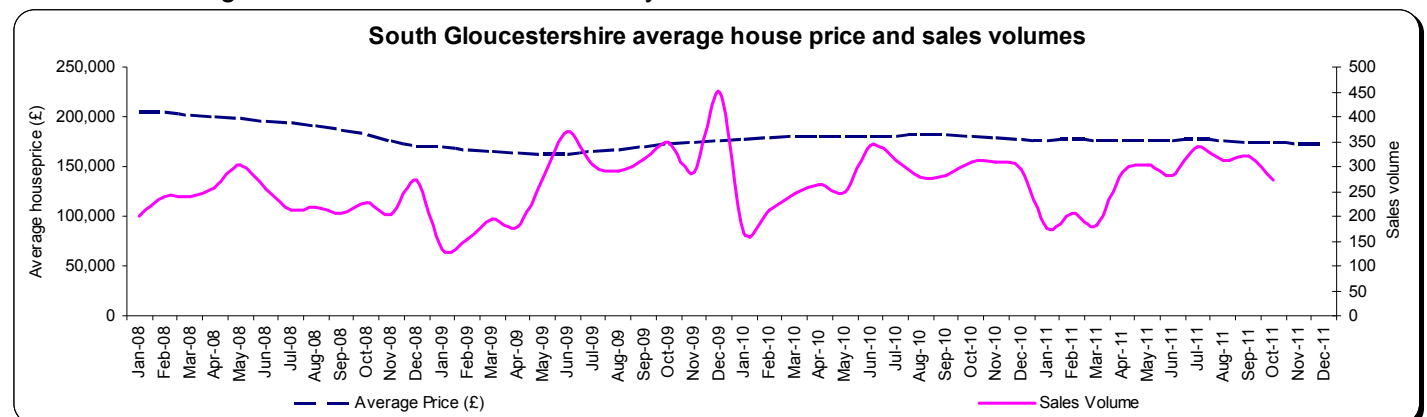
House Price Index – December 2011

	House Price Index	Average house price (£)	Annual change
South Gloucestershire	264.3	£173,194	-2.2%
England and Wales	257.2	£160,384	-1.3%

Source: Land Registry: January 2012

Average house price and sales volumes

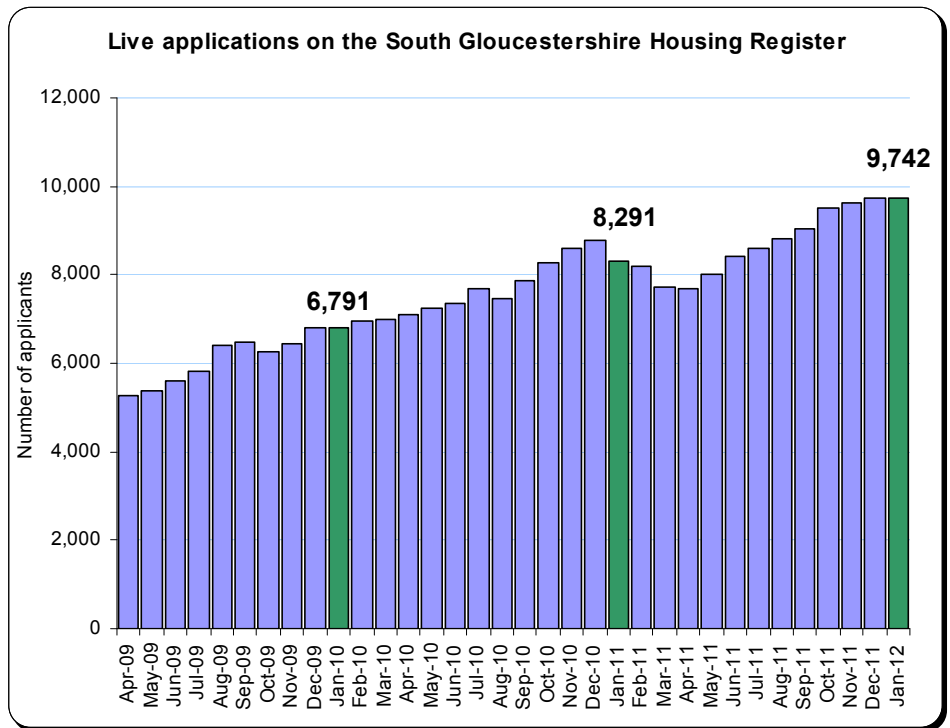
The average house price in South Gloucestershire has remained fairly static over the past year whilst there has been a falling trend in sales volume since July 2011.



Source: Land Registry: January 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 January 2012 there were 9,742 live applications, which is 1,451 more than at the same time last year. This is a reflection of the wider economic situation and its impact on the housing market.



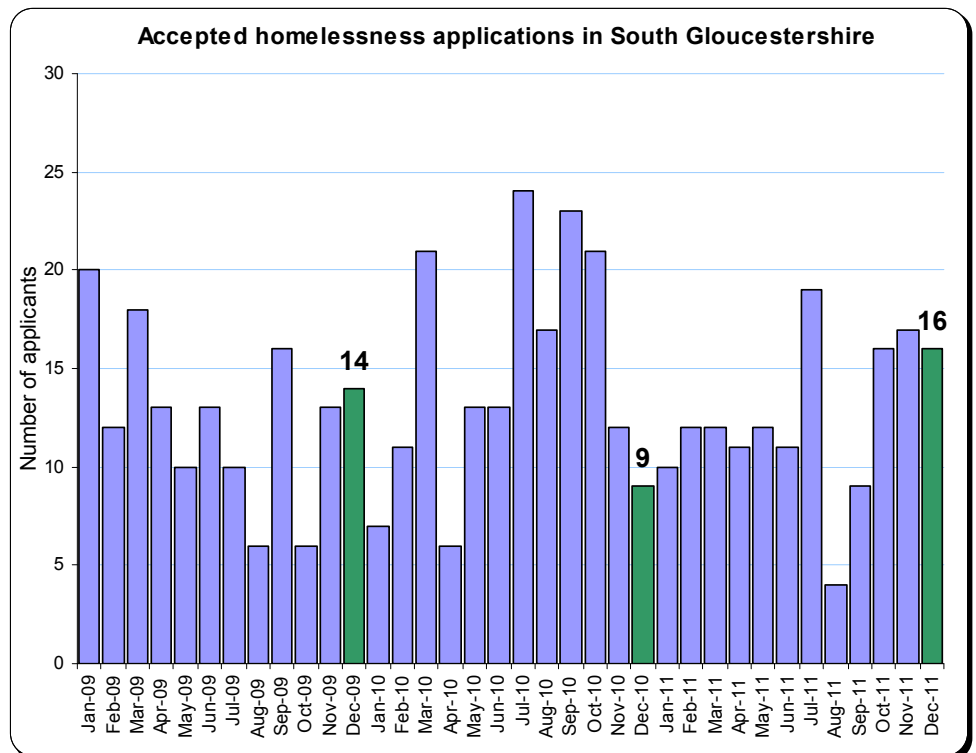
Source: South Gloucestershire Council, Community Care & Housing

Housing benefit claims in South Gloucestershire

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

Accepted homelessness applications in South Gloucestershire

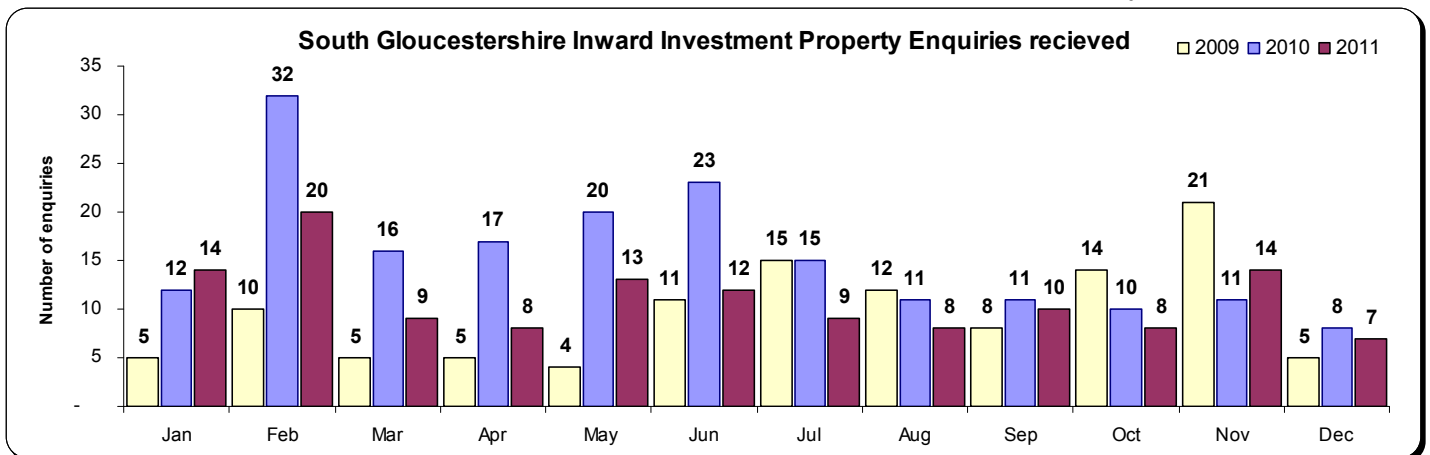
The number of households approaching the council with housing problems continues to be high. 2010 saw a concurrent increase in homeless duties accepted, with the main increase from households being asked to leave properties in the private rented sector. The number of homeless duties accepted in 2011 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 December 2011, the Council's Economic Development Team received 7 enquires from businesses about available suitable business property in the district. This is a 50% reduction on the number of enquires received in November, but is comparable to the number received at the same time last year.



Source: South Gloucestershire Council, Economic Development?

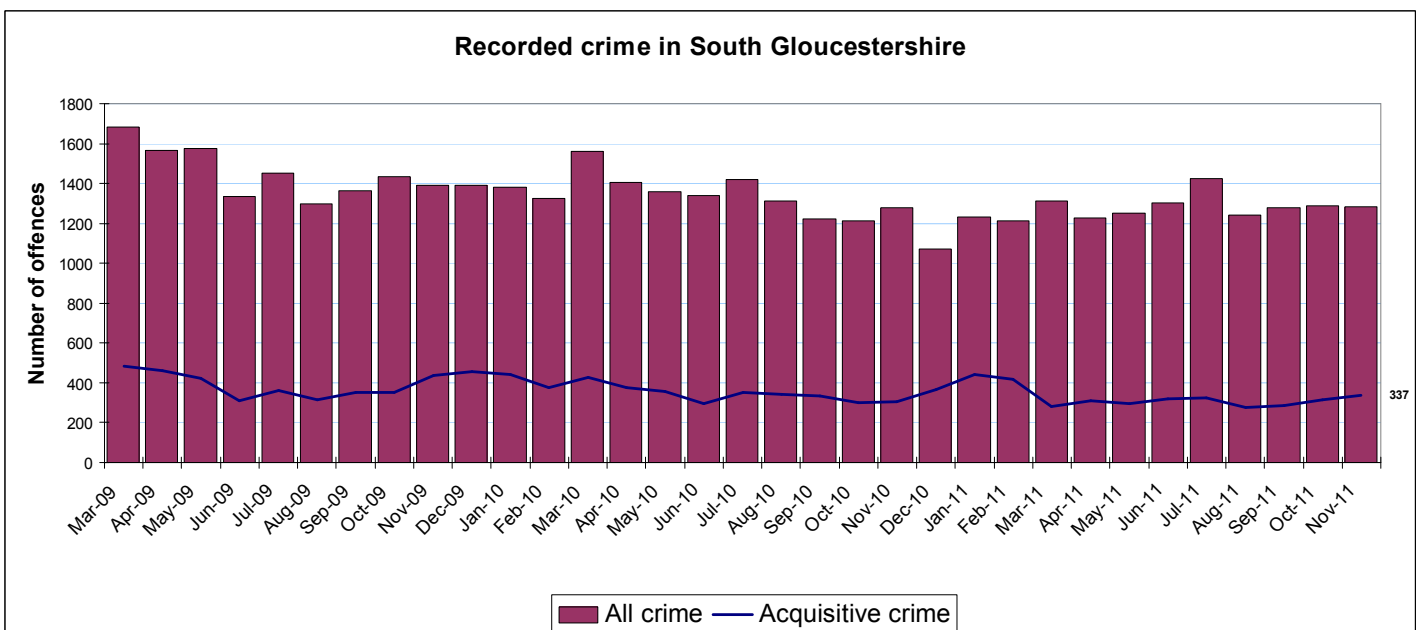
Debt advice

Debt management is now measured via a council contract with South Gloucestershire Advice Consortium. The measure relates to South Gloucestershire clients advised under the new contract and is a snapshot of the overall need. For the third quarter (2010/11) £851,000 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 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 over 600 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)

Recent key headlines from news and local press (January 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.

HSS HIRE OPENS SUPERCENTRE AT AZTEC WEST BUSINESS PARK

HSS Hire, the supplier of tool and equipment hire services, has taken almost 32,000 sq ft of industrial space at Aztec West Business Park in Bristol. DTZ were the letting agents, and project managers for the refurbishment works.

OLDBURY-ON-SEVERN WIND FARM APPEAL IS REJECTED

A planning appeal by Bristol-based Wind Prospect Developments for a four-turbine wind farm at Stoneyard Lane, Oldbury-on-Severn has been rejected.

1,400 JOBS TO GO IN FASHION CHAIN SELL-OFF

Bonmarche, the fashion chain which was part of collapsed retailer Peacocks Group, was sold yesterday in a deal that will lead to 1,400 job losses and 160 store closures. Private equity firm Sun European Partners which bought the entire chain apart from three stores, has said it will continue to run 230 stores but will close about 160.

WORK ON CONTROVERSIAL RAIL DEPOT WILL NOT BE NOISY

Work is expected to start on a controversial rail depot near Parkway Station later this summer if planning permission is granted. Hitachi Rail Europe wants to build the depot on a 44-acre triangular piece of land at Stoke Gifford as part of £1bn plans to electrify the line between Bristol and London.

UNANIMOUS APPROVAL FOR NEW STORE DESPITE BARRAGE OF OBJECTIONS

A new Sainsbury's will be built at the Kingswood Centre, Kingswood despite hundreds of objections from residents.

CONCORDE HANGER AT RISK

Campaigners who have been fighting to keep Filton airfield open asked English Heritage to list the Brabazon Hanger where Concorde was built so that it could be regarded as architecturally important and would be protected from being demolished. The listing request was refused.

BIGGER BASE WILL HELP PERSONNEL SPECIALIST EXPAND ITS SERVICES

Fast growing personnel specialist the HR Dept has moved into new offices at Henfield Business Park in Westerleigh.

ANOTHER BIG ORDER WINGS ITS WAY TO AIRBUS

Plane manufacturer Airbus has landed yet another multi-billion pound deal thanks to technology developed and designed in Bristol. Mexican budget airline Volaris has signed a deal for 44 eco-efficient Airbus A320 aircraft worth an estimated £7bn.

CLOTHING CHAIN ON BRINK OF COLLAPSE

Hundreds of jobs in the Bristol area could be on the line after owners of the clothing chain Peacocks announced it is due to go into administration. There are 11 Peacocks shops in the Bristol area.

SAINSBURY'S CONTROVERSIAL STORE PLAN SET TO GET COUNCIL'S NOD OF APPROVAL

Controversial plans to convert a former shoe factory and college in Kingswood into a Sainsbury's supermarket are expected to be recommended for approval, despite a petition signed by 1,300 opponents.

PUT TRANSPORT BACK ON TRACK

A campaign to revolutionise Bristol's local rail service that could see trains from Temple Meads serving all local stations every half hour is being launched today. The ambition of Bristol Metro 2013 is to run more frequent trains to stations like Clifton Down, Bedminster and Severn Beach.

WORK BEGINS ON RAILWAY LINE BETWEEN SHARPNESS AND OLDBURY

Work has started on a new heritage steam railway line in Gloucestershire. The Beaver line, which stands for Berkeley Vale Railway, will link tourist attractions and businesses between Sharpness and Oldbury Power Station.

MORE THAN 200 NEW JOBS ARE COMING TO BRISTOL

More than 200 new jobs will be created by expansion plans at two separate Bristol companies. Insurance firm LV and the Cooperative Legal Services team both announced their recruitment plans. Both companies have offices in Aztec West.

GRACE'S FIELD COULD BE SOLD

A cricket ground steeped in sporting history could be turned into flats and shops. Members of the WG Grace Memorial Ground in Downend which own the ground, are considering whether to agree to sell the historic site to developers.

JOBS EARMARKED FOR CITY ARE NOW GOING OVERSEAS

Hundreds of aviation jobs which were earmarked for Bristol have been lost to overseas competition, it emerged yesterday. Engineering firm GKN, which operates part of the Airbus factory at Filton, was hoping to win a multi-million pound contract bringing jobs to the South West.

TOOL HIRE FIRM BUYS COMPANY

Bristol-based tool hire company Brandon Hire is buying another business in the area, Phoenix Surveying Equipment based in Yate.

RISING FEES ARE TAKING THEIR TOLL

The row surrounding the cost of crossing the Severn Bridge has blown up once again as the fees have now reached £6 for cars and £18.10 for lorries.

TOY AND LINGERIE STORES SET TO CLOSE

Two major stores in the West face a bleak future after the firms that own them became the latest victims of the recession. Lingerie firm La Senza announced last week that it is looking to go into administration. On the same day toy firm Hawkins Bazaar also went into administration.

DEVELOPER PROMISES TO CREATE NEW JOBS

Housebuilder Barratt has said it will create at least 80 new jobs in the West this year. It said it will launch ten developments in the region.

GIPSY SITE WOULD HELP TACKLE SHORTFALL IN SUITABLE PITCHES

Planning officers say a proposed gipsy site north of Yate would help meet a shortfall in pitches, despite a large number of objections to the scheme. Shannon Parks want to create the site in open countryside off Tanhouse Lane.

60,000 JOBS IN TRANSPORT PLANS

Five major transport schemes for Greater Bristol could help bring 60,000 new jobs to the area, it has been claimed. The Department for Transport gave the go-ahead for the £102m Hengrove to north fringe route last week, having already approved the £50m Ashton Vale to Temple Meads route and the £45m South Bristol Link.

RAILWAY LINE COULD BE REVIVED TO CATER FOR NEW HOMES IN BRISTOL

Hopes of reopening two railway stations have been given a boost with the inclusion of Henbury and the old Filton Halt in a planning blueprint for South Gloucestershire. With thousands of homes set to be built on and around Filton airfield, bringing passenger services back onto the Hallen loop could be a major help in improving public transport.

FILTON AIRFIELD HOUSING PLANS APPROVED

Proposals to build up to 2,500 houses on Filton Airfield in Bristol have been given the green light.

TRANSPORT SCHEMES IN BRISTOL, BATH & WESTON GET £73M

Three transport schemes in the West of England are to receive £73m in funding, the government has announced. The first scheme will see buses linking north Bristol areas such as Cribbs Causeway with the city centre and Hengrove in the south. In Weston, improvements will be made to Junction 21 of the M5 while Bath's park-and-ride sites will be expanded.

MORE AREAS GET SET FOR SUPER-FAST BROADBAND

An extra 67,000 homes and businesses in the Bristol area are about to get access to super-fast broadband. Bedminster, Bishopsworth, Eastville and Henbury along with Kingswood are the latest areas in the area to be included in a £2.5bn roll-out of fibre broadband.

DVLA CLOSURES PLAN PUTS 1,200 JOBS AT RISK

Commercial News Media 24/01/12

BBC News 24/01/12

Western Daily Press 24/01/12

Evening Post 23/01/12

Evening Post 20/01/12

Evening Post, WDP 20/01/12

Evening Post 18/01/12

Evening Post 18/01/12

Evening Post 18/01/12

EP 17/01/12

Evening Post 17/01/12

BBC News 14/01/12

Evening Post 13/01/12

Evening Post 12/01/12

Evening Post, WDP 11/01/12

Evening Post 04/01/12

Evening Post 04/01/12

Western Daily Press, Evening Post 04/01/12

Western Daily Press 04/01/12

Evening Post 21/12/11

Evening Post 19/12/11

Evening Post 16/12/11

BBC News 15/12/11

BBC News 14/12/11

Evening Post 14/12/11

BBC News 13/12/11, WDP 14/12/11

The government is proposing the closure of all 39 Driver and Vehicle Licensing Agency (DVLA) regional offices, including ones in Bristol and Exeter, putting more than 1,200 jobs at risk. The closures, due by the end of 2013, could save about £28m a year it says.

CONTRACTS SIGNED FOR NEW BRISTOL ROVERS STADIUM

BBC News, Evening Post 13/12/11

Bristol Rovers has reached a deal with University of the West of England and Sainsbury's so it can build a new stadium on university ground. The football club can now sell its current home, the Memorial Stadium, to Sainsbury's in order to finance the new stadium at the Frenchay campus.

GARAGE SITE SOLD AT AUCTION FOR MORE THAN FIVE TIMES THE GUIDE

Gazette 13/12/11

PRICE

A disused garage site in Chipping Sodbury has been sold at auction for more than five times the guide price. Smarts Green Garages, on Smarts Green, came with a guide price of £19,000 but eventually sold to a private developer for £110,000. The garage site was sold with potential for several development opportunities such as apartments, a pair of semi-detached houses or one large property. Any building will require planning permission.

140 HOMES PLANNED ON GREEN BELT

Evening Post 09/12/11

Plans are being developed to build up to 140 new homes on green belt land in Almondsbury. County to County Property Group said the project, given the name Lower Almondsbury Green, would be a mixed use scheme on land next to Almondsbury Primary School.

PLANNERS BACK FILTON AIRFIELD'S CLOSURE

BBC News, Evening Post 05/12/11, 06/12/11, 08/12/11

An independent report has concluded that Filton Airfield, earmarked for closure at the end of 2012, has no commercial future as an airport. The airfield has been earmarked as a site for thousands of homes in a new planning blueprint – leading to claims it will be a “dumping ground” for extra houses demanded by planners. Persimmon Homes has unveiled plans for a massive new housing estate alongside Filton Airfield.

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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