

## Contact:

Asatu Getaweh, Organisational Delivery & Development

Research&Intelligence@telford.gov.uk

[http://www.telford.gov.uk/info/20121/facts\\_and\\_figures/429/economy\\_and\\_jobs](http://www.telford.gov.uk/info/20121/facts_and_figures/429/economy_and_jobs)

## WHAT ARE THE CURRENT 'HEADLINES' FOR THE BOROUGH?

On a monthly basis the Office for National Statistics (ONS) publish a range of labour market data via their NOMIS website ([www.nomisweb.co.uk](http://www.nomisweb.co.uk))

This profile is based largely on data published via NOMIS and summarises the key messages and trends for Telford and Wrekin around the economy and employment.

### Unemployment (pages 3-4)

- The Borough's modelled rate of unemployment for July 2016 to June 2017 was 4.4%, placing Telford and Wrekin **below the regional and national rates of 5.1% and 4.6%**.
- Rates of unemployment at local, regional and national level are lower than those reported one year previously (TWC down from 4.9% to 4.4%, Wmids down from 5.9% to 5.1% and Eng down from 5.1 to 4.6%).
- 3,800 of the Borough's working age population (16-64) were unemployed, between July 2016 and June 2017 (confidence intervals suggest a range between 3,000 and 4,600).
- **Approximately 1,500 (12.5%) young people were unemployed in the Borough at the end of June 2017. The Borough's rate of 12.5% is the same as the national rate but below the regional rate of 14.1%.**
- The estimated number of males unemployed stood at 2,400 (5.4%) for the year ending June 2017 (Wmids 5.4% and Eng 4.8%).
- **'The sample size for females is too small for reliable estimate'.**

### Claimant Count (page 5-6)

- In September 2017, there were **1,925** people in the borough aged 16+ and claiming unemployment benefits. This is 40 fewer than the month before (1,965) and represents a monthly decrease of -2.0% (Wmids 0.1% and Eng -0.1%). The Borough's rate of **1.8%** is comparable to national (1.9%) and **below** West Midlands (2.4%).
- The number of unemployment benefit claimants in the Borough has **increased by 195 (11.3%) from 1,730** in September 2016 (Wmids 2.7% and Eng 5.6%).
- There were **520 16-24 year olds claiming unemployment benefits in September 2017**, 10 fewer than the month before. The rate 2.6% is below regional (2.8%) and above national (2.2%).
- The number of 16-24 year old claimants has increased by 60 in the year since September 2016, an increase of 13.0% (Wmids -2.9% and Eng -1.3%).
- **Claimants aged 16-24 represent 27.0% of all out of work benefits claimants.** The second largest group are those aged 25-29, accounting for 14.5% of all claimants.

### Workforce Structure (pages 7-8)

- For the year ending June 2017, the **largest proportion of the borough's workforce were employed in Professional occupations (15.4%)**, followed by **Administrative & Secretarial Occupations (13.4%)**, **Associated Prof & Tech Occupation (12.9%)** and **Elementary occupations (12.5%)**.
- The **'Knowledge Economy' sector makes up 36.5%** of the workforce with an estimated 30,000 employees (Wmids 40.3% and Eng 46.0%).
- The Occupation groups which saw the largest increase in numbers of persons employed since June 2016 were **Administrative & Secretarial Occupations** (up 1,800), **Process, Plant & Machine Operatives** (up by 1,600 to 8,700) and **Caring, Leisure & Other Service Occupations** (up 1,400).
- The largest decrease was seen in **Associate Prof & Tech Occupations** (down 1,800), followed by **Elementary Occupations** (down 1,000) and **Sales & Customer Service Occupations** (down 900).

## BOROUGH 'HEADLINES' (continued)

### Earnings (page 9)

- Earnings by workplace (by employees located in the Borough) remained fairly static in 2016, falling by -£0.10p to £499.60 (median rate for full-time workers). This represents a **-0.02% fall** (Wmids +3.7% and Eng +2.4%).
- This leaves the Borough below the regional average (£510.20) and England average (£544.20).
- When **compared to five years ago** (2011-2016) earnings for full-time workers in the Borough have **increased by +11.2%** or +£50.50, a higher increase than seen regionally (+9.9%) and nationally (+8.0%).
- Median gross weekly pay rates for **Male full-time workers fell by -0.02%** between 2015 and 2016 and **remains below** national and regional comparators.
- Rates of pay for **Female full-time workers fell by -2.0%** and is below the West Midlands and England rates.
- Rates of pay for **part-time workers** employed in the Borough have increased by +9.5% and is now above the West Midlands and just £0.80p less than England.

### Business Start-Ups (page 10)

- In Telford and Wrekin, **Business births exceeded business deaths for a fifth consecutive year**; with 635 newly born enterprises in 2015. This is an increase of +1.6% compared to the previous years figure of 625. (Wmids +14.0% and Eng +10.0%).
- **Business deaths fell by -1.1% between 2014 and 2015**, from 470 to 465; the percentage 'gap' between births and deaths was 36.6%, compared to 33.0% in 2014 and just 43.8% in 2013.

### Business Size & Sectors (pages 11-12)

- There were **6,250 business 'units' in VAT or PAYE-based enterprises in the Borough in 2017**, a rise of 185 (3.1 per cent) from 6,065 in 2016. Professional, Scientific & Technical, Retail, Construction and Business Administration & Support Services industries represent **40 per cent** of all registered 'units'.
- The number of **local units employing more than 250 people remained the same at 35, between 2016 and 2017**.

### Productivity (GVA) (page 13)

- The most recent Gross Value Added figures for the Borough (up to and including 2015) showed that **the Borough's GVA grew by 1.9% between 2014 (£3.56bn) and 2015 (£3.63bn)**. In comparison the West Midlands average rose by +2.2% and the overall GVA for England rose by +3.0% in the same period.

### House Prices & Housing Rents (pages 14-15)

- The **mean (average) selling price** of a house in the Borough in July 2017 was **£156,411**, below the regional (£189,077) and national (£243,220) averages. This was an annual increase of 3.9% (WMids +6.9% and Eng +5.4%)
- **Volumes of residential property sales in May 2017 were comparable to same month a year previously** (up +1 from 191 to 192).
- Total volumes of residential property sales for year ending May 2017 fell by -11% from the year before (down -346 from 3,082 to 2,736).

## UNEMPLOYMENT

### Unemployment - Modelled Rate<sup>1 2</sup>

Unemployment Rate (modelled) <sup>1</sup> Aged 16-64	Jul 2012 to Jun 2013	Jul 2013 to Jun 2014	Jul 2014 to Jun 2015	Jul 2015 to Jun 2016	Jul 2016 to Jun 2017	Change between June 2016 and June 2017	
	n	n	n	n	n	n	n
Telford & Wrekin	7,700	5,800	4,500	4,300	3,800	-500	
	%	%	%	%	%	%	%
Telford & Wrekin	9.3	6.7	5.4	4.9	4.4	-0.5	
West Midlands	9.2	7.5	6.2	5.9	5.1	-0.8	
England	7.8	6.8	5.6	5.1	4.6	-0.5	

### Unemployment - from Annual Population Survey

The 'modelled' rate of unemployment (above) is regarded as being the most accurate measure, however it is only available as a rate within the working age population and cannot be broken down into other age groups or by gender.

In order to obtain measures of unemployment for a number of key groups, namely:

All persons aged 16-24

Males aged 16-64

Women aged 16-64

it is necessary to use data drawn from the Annual Population Survey which has not been modelled. As such, it is less accurate, owing to it being subject to wider confidence intervals.

Unemployment Rate Aged 16-24	Jul 2012 to Jun 2013	Jul 2013 to Jun 2014	Jul 2014 to Jun 2015	Jul 2015 to Jun 2016	Jul 2016 to Jun 2017	Change between June 2016 and June 2017	
	n	n	n	n	n	n	n
Telford & Wrekin	3,900	2,800	1,400	1,900	1,500	-400	
	%	%	%	%	%	%	%
Telford & Wrekin	31.8	20.9	12.7	13.4	12.5	-0.9	
West Midlands	24.7	20.5	16.1	16.1	14.1	-2.0	
England	21.0	18.6	15.6	14.2	12.5	-1.7	

Unemployment Rate Males Aged 16-64	Jul 2012 to Jun 2013	Jul 2013 to Jun 2014	Jul 2014 to Jun 2015	Jul 2015 to Jun 2016	Jul 2016 to Jun 2017	Change between June 2016 and June 2017	
	n	n	n	n	n	n	n
Telford & Wrekin	5,000	2,800	2,300	1,900	2,400	500	
	%	%	%	%	%	%	%
Telford & Wrekin	11.2	6.3	5.4	4.3	5.4	1.1	
West Midlands	9.9	8.2	7.0	6.1	5.4	-0.7	
England	8.3	7.2	5.8	5.2	4.8	-0.4	



indicates an increase from previous period



indicates a decrease from previous period



indicates no change from previous period

## Unemployment - from Annual Population Survey (continued)

Unemployment Rate Females Aged 16-64	Jul 2012 to Jun 2013	Jul 2013 to Jun 2014	Jul 2014 to Jun 2015	Jul 2015 to Jun 2016	Jul 2016 to Jun 2017	Change between June 2016 and June 2017			
	n	n	n	n	n	n	n		
Telford & Wrekin	3,700	▼	2,800	▼	2,300	▼	2,000	#	#
	%	%	%	%	%	%	%	%	%
Telford & Wrekin	10.2	▼	7.2	▼	6.1	▼	5.0	#	#
West Midlands	9.0	▼	7.1	▼	5.8	▲	6.0	▼	5.0
England	7.6	▼	6.6	▼	5.6	▼	5.2	▼	4.5

# Sample size too small for reliable estimate

▲ indicates an increase from previous period



indicates a decrease from previous period



indicates no change from previous period

### WHAT IS THIS TELLING US?

Between July 2016 and June 2017, there were an estimated 3,800 people unemployed in the Borough, 500 fewer than the previous year. This is an annual fall of -11.6% (Mids. -11.7% and Eng. -9.1%). The rate, 4.4% is lower than the regional and England rates of (5.1% and 4.6%).

The number of persons estimated to be unemployed has fallen by -50.6% since it's peak in June 2013 (7,7000); -43.7% for West Midlands and -39.5% for England.

There were an estimated 1,500 young people aged 16-24 who were unemployed, 400 less than the year before. This is an annual reduction of -21.1% (WMids -14.6%, Eng. -14.3%). The Borough and national rates of 12.5% are below the regional rate of 14.1%.

The unemployment rate for males was 5.4% for the year ending June 2017. The Borough and regional rates of 5.4% are above the national rate of 4.8%. The number of unemployed males has increased by 500 from 1,900 to 2,400, equivalent to a 26.3% increase (WMids -10.3%, Eng. -7.5%).

## CLAIMANT COUNT

The Claimant count records the number of people claiming Job seekers Allowance (JSA) and Universal Credit (UC) for the reason of being unemployed.

Numbers and rates of Unemployment benefit claimants are not an official measure of unemployment; however, it is the only indicative statistic available for areas smaller than Local Authorities. As such, it is used as a 'proxy measure' of unemployment when looking at unemployment at electoral ward level.

The following rates of Unemployment benefit claimants are shown as a proportion of the working age residents of the area, this being the official measure when looking at data below a national or regional level. It expresses the number of claimants as a percentage of the population aged 16-64, sourced from the mid-year population estimates.

At national / regional level the official measure is the workplace-based rate.

### Persons Claiming unemployment benefits (Jobseekers allowance and out of work Universal Credit)

Claimant count for persons Aged 16+	Previous Year September 2016		Previous Quarter June 2017		Previous Month August 2017		Current Month September 2017		Direction of Travel from Current Month to Previous Year	
	n		n		n		n		n	
Telford & Wrekin	-	1,730	▲	1,980	▼	1,965	▼	1,925	▲	195
	%		%		%		%		%	
Telford & Wrekin	-	1.6	▲	1.8	▶	1.8	▶	1.8	▲	0.2
West Midlands	-	2.3	▲	2.4	▶	2.4	▶	2.4	▲	0.1
England	-	1.8	▲	1.9	▶	1.9	▶	1.9	▲	0.1



indicates an increase from previous period



indicates a decrease from previous period



indicates no change from previous period

## Persons Claiming Job Seekers Allowance by Age Group and Gender

No. of Claimants

Age	Sep-16		Aug-17		Sep-17		Female Male as at Sep-17	
	-		▲		▲			
16-24	-	460	▲	530	▲	520	195	330
25-29	-	245	▲	290	▲	280	95	185
30-34	-	190	▲	235	▲	225	80	145
35-39	-	165	▼	155	▼	155	55	105
40-44	-	150	▼	145	▼	145	65	80
45-49	-	180	▲	190	▲	190	95	95
50-54	-	155	▲	175	▲	175	75	95
55-59	-	120	▲	170	▲	165	65	100
60-64	-	65	▲	75	▲	70	25	45
		<b>1,730</b>		<b>1,965</b>		<b>1,925</b>	<b>745</b>	<b>1,180</b>

Rate (proportion of resident population of age group)

Sep-16	Aug-17		Sep-17		Female Male as at Sep-17		
	-		▲		▲		
-	2.3	▲	2.7	▲	2.6	2.0	3.2
-	2.3	▲	2.7	▲	2.6	1.8	3.4
-	1.7	▲	2.1	▲	2.0	1.4	2.5
-	1.6	▼	1.5	▼	1.5	1.0	2.0
-	1.3	▲	1.3	▲	1.3	1.2	1.4
-	1.4	▲	1.5	▲	1.5	1.5	1.4
-	1.3	▲	1.4	▲	1.4	1.2	1.5
-	1.2	▲	1.6	▲	1.6	1.2	2.0
-	0.7	▲	0.8	▲	0.7	0.5	1.0
-	<b>1.6</b>	<b>▲</b>	<b>1.8</b>	<b>▲</b>	<b>1.8</b>	<b>1.4</b>	<b>2.1</b>

### WHAT IS THIS TELLING US?

The number of people claiming out of work benefits (aged 16+) fell by 2.0%, from the month before from 1,965 to 1,925 in September 2017. There has been an increase of 11.3% in the year since September 2016 (up 192 from 1,730) compared to 2.7% regionally and 5.6% Nationally. The Borough's rate of 1.8% remains below the regional and national rates of 2.4% and 1.9%.

In September 2017 there were 520 young people aged 16-24 claiming unemployment benefits, down 10 from the month before. This is a monthly reduction of -1.9%, compared to 1.5% for West Midlands and 1.2% for England.

The number of young people aged 16-24 and claiming out of work benefits has increased by 60 persons in the year since September 2016, an increase of 13.0%, compared to 2.9% in the West Midlands and 1.3% for England. The Borough's rate of 2.6% is above the national rate (2.2%) and slightly below the regional rate (2.8).

Young people aged 16-24 accounted for 27.0% (520) of all out of work claimants in the Borough

Overall, 41.6% of all out of work benefit claimants are aged under 30. 61% of all claimants are male, and 39% are female.

## WORKFORCE STRUCTURE

### Numbers In Employment\*

\* - from Annual Population Survey, summarised by major group of employment

Occupation	No. In Employment		
	Jun 2015	Jun 2016	Jun 2017
1 : Managers, Directors & Senior Officials	6,700	7,200	6,700
2 : Professional Occupations	13,500	13,300	12,700
3 : Associate Professional & Technical Occupations	10,100	12,400	10,600
4 : Administrative & Secretarial Occupations	8,100	9,200	11,000
5 : Skilled Trades Occupations	9,200	8,200	8,400
6 : Caring, Leisure & Other Service Occupations	6,400	6,400	7,800
7 : Sales & Customer Service Occupations	6,900	7,400	6,500
8 : Process, Plant & Machine Operatives	5,700	7,100	8,600
9 : Elementary Occupations	11,200	11,400	10,300
0 : Occupation Unknown	-	-	-
<b>Total in employment**</b>	<b>78,500</b>	<b>83,400</b>	<b>82,700</b>

\*\* - due to rounding, the sum of occupation types will not equal the total number in employment

### Numbers In Employment - Trend

2 Year Trend 2015 - 2017		1 Year Trend 2016 - 2017	
n	%	n	%
0	0%	-500	-7%
-800	-6%	-600	-5%
+500	+5%	-1,800	-15%
+2,900	+36%	+1,800	+20%
-800	-9%	+200	+2%
+1,400	+22%	+1,400	+22%
-400	-6%	-900	-12%
+2,900	+51%	+1,500	+21%
-900	-8%	-1,100	-10%
-	-	-	-
<b>+4,200</b>	<b>+5%</b>	<b>-700</b>	<b>-1%</b>

### WHAT IS THIS TELLING US?

The largest proportion of the Borough's workforce were employed in **Professional Occupations (15.4%)** in June 2017. This comprises: Business, Media, Public Service, Health, Science, Research, Engineering & Technology and Teaching & Education.

The Borough rate of (36.3%) for the '**Knowledge Economy**' sector (SOC2010 groups 1-3) remains below the regional and England rates of 40.3% and 46.0% respectively.

**Administrative & Secretarial occupations** (up 1,800 from 9,200 to 11,000), **Process, Plant and Machine Operatives** (up 1,500 from 7,100 to 8,600) and **Caring, Leisure & Other Service Occupations** ( up 1,400 from 6,400 to 7,800) saw the largest increase in the numbers of people employed between June 2016 and June 2017.

The biggest fall in employment occurred in **Associate Professional & Technical Occupations** (down 1,800 from 12,400 to 10,600), followed by **Elementary Occupations** (down 1,100 from 11,400 to 10,300) and **Sales & Customer Service Occupations** (down 900 from 7,400 to 6,500).

## Numbers In Employment\* by Industry

\* - from Business Register and Employment Survey (02/10/2017)

Industry / Sector	Telford & Wrekin					West Mids	England
	no.			%			
	2015	DOT	2016	2015	2016	2016	2016
1 : Agriculture, forestry & fishing	sup	n/a	sup	sup	sup	1.7%	1.3%
2 : Mining, quarrying & utilities	sup	n/a	sup	sup	sup	1.1%	1.1%
3 : Manufacturing	14,000	▼	13,000	16.8%	15.1%	11.5%	7.9%
4 : Construction	2,500	▼	2,300	3.0%	2.7%	3.9%	4.6%
5 : Motor trades	1,500	▶	1,500	1.8%	1.7%	2.2%	1.8%
6 : Wholesale	6,000	▲	7,000	7.2%	8.1%	5.2%	4.0%
7 : Retail	7,000	▲	8,000	8.4%	9.3%	9.6%	9.4%
8 : Transport & storage (inc postal)	4,000	▼	3,500	4.8%	4.1%	5.9%	4.9%
9 : Accommodation & food services	4,500	▶	4,500	5.4%	5.2%	6.6%	7.4%
10 : Information & communication	3,500	▲	4,000	4.2%	4.6%	2.6%	4.3%
11 : Financial & insurance	900	▲	1,800	1.1%	2.1%	2.3%	3.6%
12 : Property	1,300	▶	1,300	1.6%	1.5%	1.5%	1.8%
13 : Professional, scientific & technical	3,500	▲	4,000	4.2%	4.6%	6.8%	9.1%
14 : Business administration & support services	10,000	▼	9,000	12.0%	10.4%	7.9%	9.0%
15 : Public administration & defence	5,000	▶	5,000	6.0%	5.8%	3.6%	3.9%
16 : Education	7,000	▲	8,000	8.4%	9.3%	8.8%	8.7%
17 : Health	8,000	▲	9,000	9.6%	10.4%	13.9%	12.5%
18 : Arts, entertainment, recreation & other services	3,500	▶	3,500	4.2%	4.1%	4.9%	4.6%
	<b>83,300</b>	▲	<b>86,300</b>				



indicates an increase from previous period



indicates a decrease from previous period



indicates no change from previous period

### WHAT IS THIS TELLING US?

In 2016, there were an estimated 86,300 jobs in the Borough. This is an increase of 3.6% from 83,300 the previous year.

Out of the eighteen industries, seven saw an increase in the number of jobs. The following industries each saw an increase of 1,000 jobs; Wholesale, Retail, Education and Health whilst the Information & communication sector and Professional, scientific & technical sector each saw an increase of 500 jobs.

When compared to the previous year, the largest reduction in the number of jobs was seen in Manufacturing and Business Administrator & Support Services sectors (each down by 1,000 jobs).

Despite the fall in the number of jobs, Manufacturing remains the biggest employer, accounting for 15.1% of jobs in the Borough. Above the regional and national averages of (11.5% and 7.9%).

Other sectors where the Borough had a higher proportion of jobs than the regional and national comparators are: Wholesale, Business Administration and Support Services, Education and Public Administration & Defence.



## EARNINGS

### Earnings by Workplace<sup>3</sup> - Gross Weekly Pay

Category		2014	2015	2016	% +/- 2015 to 2016
Telford & Wrekin	Full Time Workers	- £ 484.50	▲ £ 499.70	▼ £ 499.60	-0.0%
	Male Full Time Workers	- £ 520.70	▲ £ 535.60	▼ £ 534.50	-0.2%
	Female Full Time Workers	- £ 447.50	▼ £ 440.60	▼ £ 431.90	-2.0%
	Part Time Workers	- £ 156.40	▲ £ 160.60	▲ £ 175.80	+9.5%
West Midlands	Full Time Workers	- £ 479.20	▲ £ 492.10	▲ £ 510.20	+3.7%
	Male Full Time Workers	- £ 518.90	▲ £ 535.80	▲ £ 558.30	+4.2%
	Female Full Time Workers	- £ 420.00	▲ £ 429.60	▲ £ 440.50	+2.5%
	Part Time Workers	- £ 158.90	▲ £ 161.60	▲ £ 173.90	+7.6%
England	Full Time Workers	- £ 523.50	▲ £ 531.60	▲ £ 544.20	+2.4%
	Male Full Time Workers	- £ 565.40	▲ £ 574.10	▲ £ 585.20	+1.9%
	Female Full Time Workers	- £ 465.30	▲ £ 472.90	▲ £ 482.60	+2.1%
	Part Time Workers	- £ 160.30	▲ £ 165.70	▲ £ 176.60	+6.6%

#### WHAT IS THIS TELLING US?

**Gross weekly rates of pay for full-time workers were fairly static** in Telford and Wrekin in 2016, falling -£0.10p from £499.70 in 2015 to **£499.60 in 2016**. This represents a **-0.02% fall**. (W-Mids +3.7%, England +2.4%). The weekly rate of pay for full-time workers in Telford and Wrekin is lower than that of the West Midlands (£510.20) and England (£544.20).

Weekly pay for **Male Full-time workers fell by -0.2%** between 2015 and 2016 (W-Mids +4.2%, England +1.9%) and is **lower than national and regional comparators**. For **Female full-time workers, weekly pay fell by -2.0%** and has **fallen below that of the West Midlands** and remains lower than England.

Rates of pay for **part-time workers** employed in the Borough have **increased by +9.5%**. It is now **above the regional average** and is just £0.80p below the national average.

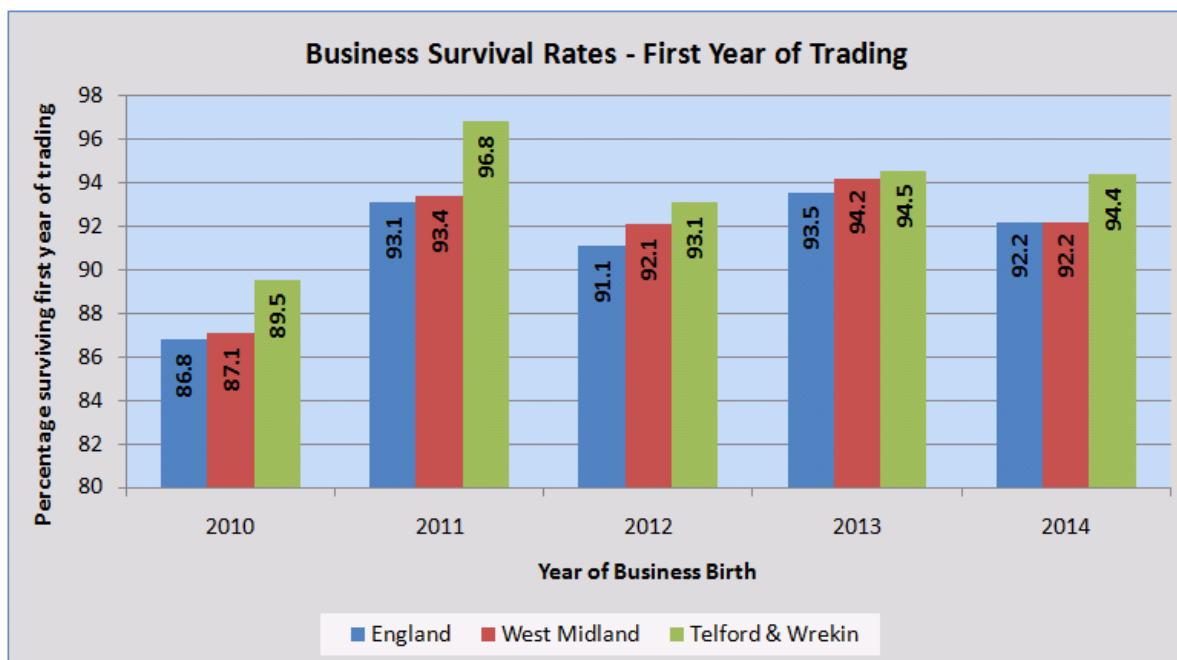
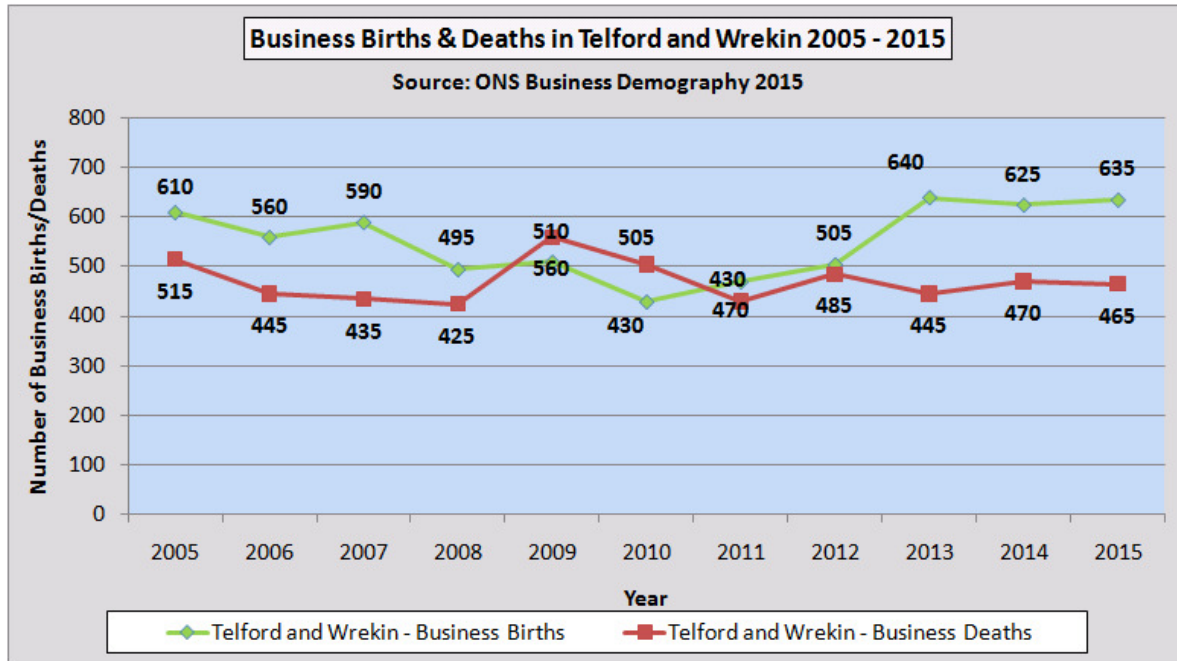
The gross weekly rates of pay for **Male full time workers is £102.60 more than that of female full time workers**. This is a gap that has widened over the past two years (2014, £73.20 gap, 2015, £95.00 gap).

For all categories, **rates of pay for England remain above Telford & Wrekin and West Midlands**.

## BUSINESS 'BIRTHS', 'DEATHS' & SURVIVAL RATES

### Business Start-Ups and Survival Rates\*

\* - from ONS Business Demography Study 2016



### WHAT IS THIS TELLING US?

**In Telford & Wrekin, Business 'births' (635) exceeded business 'deaths' (465) for a fifth year**, with 170 more births than deaths in 2015. This is equivalent to 36.6% more births than deaths, compared to 33.0% more in 2014 and 43.8% more in 2013.

The Borough has broadly followed the regional and national long-term trend of decreasing numbers of business births between the years 2005 and 2010, increasing again from 2011 onwards; but unlike regional and national comparators, **business births in Telford and Wrekin fell in 2014 and seen a lower rate of increase than the West Midlands and England. Telford and Wrekin is also yet to exceed the number of business births seen in 2005.**

**First year business survival rates for enterprises 'newly born' in 2014 was 94.4%, better than National (92.2%) and Regional (92.0%).** 590 of the 625 new Borough enterprises 'born' in 2014 survived their first year of trading which follows the historical trend of 92-96% one year survival rate as seen over the past 10 years.

## BUSINESS DEMOGRAPHY (SIZE & SECTORS)

### Number Of Local Units In VAT and/or PAYE based Enterprises In 2017\*

\*- from ONS Business Demography, sorted in descending rate order for Telford and Wrekin

Standard Industrial Classification by UKSIC (2007) Broad Industry Group	Telford And Wrekin			
	2016		2017	
	n	%	n	%
Professional, scientific & technical	720	11.9	▲ 735	▼ 11.9
Retail	655	10.8	▲ 665	▼ 10.7
Construction	540	8.9	▲ 580	▲ 9.4
Business administration & support services	490	8.1	▲ 515	▲ 8.3
Manufacturing	495	8.2	▼ 490	▼ 7.9
Information & communication	405	6.7	▲ 440	▲ 7.1
Health	380	6.3	▶ 380	▼ 6.1
Accommodation & food services	380	6.3	▼ 375	▼ 6.0
Arts, entertainment, recreation & other service	370	6.1	▼ 365	▼ 5.9
Wholesale	330	5.4	▼ 315	▼ 5.1
Transport & storage	265	4.4	▲ 315	▲ 5.1
Motor trades	220	3.6	▲ 240	▲ 3.9
Agriculture, forestry & fishing	205	3.4	▶ 205	▼ 3.3
Education	180	3.0	▲ 190	▲ 3.1
Property	185	3.1	▶ 185	▼ 3.0
Financial & insurance	120	2.0	▶ 120	▼ 1.9
Public administration & defence	80	1.3	▲ 85	▲ 1.4
<b>Total</b>	<b>6,065</b>		<b>6,250</b>	

West Mids 2017	England 2017
%	%
13.6	16.5
9.8	9.3
9.9	10.6
8.9	8.9
6.3	4.7
5.3	7.7
6.1	5.7
5.7	6.0
5.8	6.3
4.6	4.0
6.2	4.1
3.4	2.7
5.1	3.8
2.6	2.5
3.2	3.5
1.9	2.4
0.7	0.7



indicates an increase from previous year



indicates a decrease from previous year



indicates no change from previous year

Number Of <u>Local Units</u> In VAT And/or PAYE Based Enterprises by Employment Size	2016		2017		Change	
		n		n	n	%
0 to 4	-	4,015	▲	4,135	+120	3%
5 to 9	-	855	▲	875	+20	2%
10 to 19	-	515	▲	550	+35	7%
20 to 49	-	390	▲	415	+25	6%
50 to 99	-	160	▲	170	+10	6%
100 to 249	-	75	▲	90	+15	20%
250 to 499	-	30	▶	30	n/a	0%
500 to 999	-	5	▶	5	n/a	0%
1000+	-	-	▶	-	n/a	n/a
<b>TOTAL</b>		<b>6,065</b>		<b>6,250</b>	<b>+185</b>	<b>3.1%</b>

Number Of VAT And/or PAYE Based <u>Enterprises</u> by Employment Size	2016		2017		Change	
		n		n	n	%
0 to 4	-	3,605	▲	3,730	+125	3%
5 to 9	-	575	▲	595	+20	3%
10 to 19	-	305	▲	315	+10	3%
20 to 49	-	180	▲	190	+10	6%
50 to 99	-	80	▲	85	+5	6%
100 to 249	-	45	▶	45	n/a	0%
Large (250+)	-	30	▲	35	+5	17%
<b>TOTAL</b>		<b>4,825</b>		<b>4,985</b>	<b>+160</b>	<b>3.3%</b>

Number Of VAT And/or PAYE Based Enterprises Turnover size (£ thousand)	2016		2017		Change	
		n		n	n	%
0 - 49	-	705	▲	760	+55	8%
50 - 99	-	1,235	▼	1,230	-5	0%
100 - 249	-	1,430	▲	1,485	+55	4%
250 - 499	-	570	▲	600	+30	5%
500 - 999	-	325	▶	325	n/a	0%
1,000 - 4,999	-	405	▲	425	+20	5%
5,000 +	-	155	▲	160	+5	3%
<b>TOTAL</b>		<b>4,825</b>		<b>4,985</b>	<b>+160</b>	<b>3.3%</b>

## WHAT IS THIS TELLING US?

Between 2016 and 2017, there **was an increase** of 185 'Local units in VAT and/or PAYE' based enterprises in Telford and Wrekin, **an increase of 3.1%**.

The largest increase was seen by those local units employing 4 or less people **(+120)**.

The number of **VAT And/or PAYE based** enterprises, (i.e. the number of businesses with a registered office in the Borough, rather than the 'local units' figure which includes businesses operating from a premises in the Borough but with a registered office elsewhere) grew by 160.

Similarly, most of the increase was seen by Enterprises employing 4 or less people (+125). There was no change in the number of Enterprises with an employment size of 100 to 249.

In terms of 'business turnover', there has been an overall increase of 160 businesses reporting turnover at each level. The £0-49K and £100-249K tiers saw the largest increase of 55 each.

The Borough saw a reduction of 5 business enterprises with a turnover size of £50-£99K compared to the previous year. There was no change to the number of enterprises with a turnover size of £500-999 thousand.

The Borough has lower proportions of the following types of business than its regional and national comparators:  
Professional, Scientific & Technical, Construction, Business Administration & Support Services, Agriculture, Forestry & Fishing and Property.

However, there are proportionately more of the following types of businesses in the local economy:  
Retail, Manufacturing, Wholesale, Motor Trades, Education and Public Administration & Defence.

## GROSS VALUE ADDED - GVA

Gross Value Added (GVA) measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom, and is used in the estimation of Gross Domestic Product (GDP), a key indicator of the state of the whole economy. In the UK, three theoretical approaches are used to estimate GDP: 'production', 'income' and 'expenditure'. Regional GVA, used in the following tables, is measured using the income approach, which involves adding up the income generated by resident individuals or corporations in the production of goods and services. It is calculated gross of deductions for consumption of fixed capital, which is the amount of fixed assets used up in the process of production in any period.

### Telford and Wrekin GVA by Industry Type (values shown in £m)

Industry / Sector	2009	2010	2011	2012	2013	2014	2015
Agriculture, forestry and fishing	- 12	▲ 16	▼ 15	▶ 15	▲ 17	▶ 17	▼ 14
Business service activities	- 234	▼ 216	▲ 248	▲ 293	▲ 341	▲ 382	▼ 358
Construction	- 123	▲ 124	▲ 137	▼ 136	▲ 158	▲ 166	▲ 177
Distribution; transport; accommodation and food	- 588	▲ 637	▲ 667	▲ 727	▼ 702	▼ 682	▲ 770
Financial and insurance activities	- 188	▼ 145	▼ 126	▼ 121	▲ 127	▼ 92	▲ 102
Information and communication	- 265	▼ 262	▲ 288	▲ 290	▼ 272	▼ 262	▲ 270
Other services and household activities	- 75	▲ 83	▲ 94	▲ 111	▼ 106	▲ 108	▲ 122
Production	- 65	▼ 64	▲ 69	▲ 95	▼ 92	▶ 92	▼ 91
Manufacturing	- 527	▲ 575	▲ 654	▲ 677	▼ 666	▲ 683	▼ 676
Public administration; education; health	- 653	▲ 676	▼ 655	▲ 689	▼ 672	▲ 693	▼ 681
Real estate activities	- 320	▼ 314	▲ 337	▲ 374	▲ 375	▲ 388	▼ 371
<b>Total</b>	- <b>3,051</b>	▲ <b>3,112</b>	▲ <b>3,291</b>	▲ <b>3,529</b>	▼ <b>3,526</b>	▲ <b>3,564</b>	▲ <b>3,633</b>
<b>Percentage Change in GVA (Annual)</b>	- -	▲ 2.0%	▲ 5.8%	▲ 7.2%	▼ -0.1%	▲ 1.1%	▲ 1.9%

### WHAT IS THIS TELLING US?

**The value of the Borough's GVA grew by 1.9% between 2014 and 2015**, rising from £3.564bn to £3.633bn (provisional figure). In addition, the previously reported GVA growth figure for 2013 to 2014 was revised from 3.5% to 1.1%.

In comparison the West Midlands GVA rose by 2.2% and the overall GVA for England rose by 3.0% in the same period. With the exception of 2013, the Borough has seen consistent annual growth in GVA since the recession in 2009, equivalent to a 19.1% rise in GVA (West Midlands +22.3%, England +22.5%).

**GVA by industry figures for 2015 show that five industry sectors saw an increase** in their GVA value between 2014 and 2015. **21.2% of the Borough's 2015 GVA came from Distribution, transport, accommodation and food, making it the biggest contributor**, followed by public administration, education and health (18.7%) and Manufacturing (18.6%).

## HOUSING AFFORDABILITY (PRICES AND RENTS)

### Average Price Paid - Residential Property Sales

The mean selling price is the average of all selling prices recorded in the period

	Jul 2013	Jul 2014	Jul 2015	Jul 2016	Jul 2017
Telford and Wrekin	- £ 137,030 ▲	£ 139,939 ▲	£ 147,120 ▲	£ 150,547 ▲	£ 156,411 ▲
West Midlands	- £ 150,343 ▲	£ 158,073 ▲	£ 166,016 ▲	£ 176,943 ▲	£ 189,077 ▲
England	- £ 184,274 ▲	£ 200,825 ▲	£ 213,518 ▲	£ 230,868 ▲	£ 243,220 ▲

### Average Price Paid - Telford and Wrekin Residential Property Sales by Property Type

	Jul 2013	Jul 2014	Jul 2015	Jul 2016	Jul 2017
Flat	- £ 71,188 ▲	£ 72,336 ▲	£ 75,855 ▲	£ 77,084 ▲	£ 79,578 ▲
Terraced	- £ 106,476 ▲	£ 108,605 ▲	£ 113,537 ▲	£ 116,366 ▲	£ 119,680 ▲
Semi-Detached	- £ 121,279 ▲	£ 124,481 ▲	£ 131,192 ▲	£ 134,258 ▲	£ 140,101 ▲
Detached	- £ 210,555 ▲	£ 214,304 ▲	£ 225,865 ▲	£ 231,064 ▲	£ 241,288 ▲

### Sales Volume - Telford and Wrekin Residential Property Sales

	May 2013	May 2014	May 2015	May 2016	May 2017
Telford and Wrekin	- 210 ▲	276 ▼	263 ▼	191 ▼	192 ▲

	Jun 2012 to May 2013	Jun 2013 to May 2014	Jun 2014 to May 2015	Jun 2015 to May 2016	Jun 2016 to May 2017
Telford and Wrekin	- 1,911 ▲	2,567 ▲	2,817 ▲	3,082 ▲	2,736 ▼

### Housing Price to Income Ratio\*

The value by which the median annual income in the area needs to be multiplied to equal the median average house selling price recorded in the area.

	2012	2013	2014	2015	2016
Telford and Wrekin	- 6.07 ▼	6.05 ▲	6.08 ▼	5.99 ▼	6.12 ▲
West Midlands	- 5.89 ▼	5.84 ▲	6.19 ▲	6.29 ▲	6.37 ▲
England	- 6.77 ▼	6.76 ▲	7.09 ▲	7.53 ▲	7.72 ▲

House price data are taken from ONS House Price Statistics for Small Areas for the year ending September (Q3).

### Private Rents

The Private Rental data has been removed from the Economic Profile.

'The data used to generate these statistics are based on a sample of rental information. The composition of this sample changes over time therefore it is not possible to produce a historical time series or to compare figures in different publications to infer trends in the rental market over time.'

Data is available upon request, and guidance on its use can be given.

## Average Weekly Housing Association Rents

The average weekly rent charged by housing associations to tenants in the area.

	2012		2013		2014		2015		2016	
Telford and Wrekin UA	-	£ 77.45	▲	£ 82.61	▲	£ 87.40	▲	£ 89.64	▲	£ 92.19
England	-	£ 83.21	▲	£ 88.41	▲	£ 92.30	▲	£ 95.89	▲	£ 97.84



indicates an increase from previous year



indicates a decrease from previous year



indicates no change from previous year

Property sales data is sourced from the Land Registry website. House price to income ratios and average weekly housing association rental data is drawn from the Shelter Housing Databank, who source the data from the Department for Communities and Local Government website.

### WHAT IS THIS TELLING US?

In July 2017, the average selling price of residential properties in Telford and Wrekin was **£156,411**. It remains lower than the regional and national averages of **£189,077** and **£243,220**.

With regards to sales volume, 192 residential properties were sold in May 2017, up 1 more than from the same month a year previously (191). From June 2016 to May 2017, there were a total of 2,736 residential property sales, a fall of 11% on the previous year. Overall, residential sales have seen a growth of 43.2% in the last five years, with 825 more sales at the end of May 2017.

The Borough's Average **weekly housing association rents were £92.19 in 2016**, compared to £97.84 for England, **an annual increase of 2.8%** compared to 2.0% for England.



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### Usage statement

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## Supplementary Guidance, Notes, etc.

### DATA PUBLICATION SCHEDULE

Data Set	Data Frequency	Latest Data Release	Next Release Due
Claimant count (Currently only Regional and national)	Monthly	18 October 2017	15 November 2017
Annual Population Survey	Quarterly	18 October 2017	24 January 2018
Business Register & Employment Survey	Annually	02 October 2017	03 October 2018
ONS UK Business: Activity, size and Location	Annually	02 October 2017	02 October 2018
Annual Survey of Hours & Earnings	Annually	08 November 2016	15 November 2017
ONS Business Demography (business births & deaths)	Annually	23 November 2016	22 November 2017
ONS Regional Gross Value Added (GVA)	Annually	09 December 2016	13 December 2017

### Explanatory Notes

1. The standard methodology for making estimates of unemployment from the ONS Labour Force Survey (LFS) produces unbiased estimates, which have a high level of sampling variability and thus may be less accurate, particularly at smaller geographic levels. Model-based estimates use data from the LFS and various 'auxiliary data' (chiefly data relating to the number of persons claiming out-of-work benefits) to arrive at more reliable estimates for smaller sample areas. Although produced quarterly, the estimates are based on 12 months' worth of data; as such, ONS consider comparison of quarters less than twelve months apart to be invalid, because the data used for each set of estimates will contain elements of the same data (up to 75% if comparing two contiguous quarters).
2. The modelled rate of unemployment is regarded as being a more accurate measure, however it is only available for total number of persons unemployed; it is not produced for male or female unemployed or by age range. As those unemployed form a small percentage of the population, the APS unemployment estimates at a local authority level are based on very small samples. For many areas these are simply unreliable, so to overcome this model-based estimates have been developed that provide better estimates of total unemployed for local authorities. The model-based estimate improves on the APS estimate by borrowing strength from the Job Seekers Allowance claimant count to produce an estimate that is more precise i.e. has a smaller confidence interval. The claimant count is not itself a measure of unemployment but is strongly correlated with unemployment, and, as it is an administrative count, is known without sampling error. The gain in precision is greatest for areas with smaller sample sizes.
3. Earnings by workplace is a measurement of what employers in T&W pay their employees, however it is also possible to report
4. The Claimant count is a measure of the number of people with live claims for benefits principally for the reason of being unemployed. From 1996 until the introduction of Universal credit in March 2013, this was the number of people claiming Job Seekers Allowance (JSA). However, since the introduction and gradual rollout of Universal credit since May 2013, some unemployment benefit claimants will be claiming Universal Credit instead.

In June 2015, the Office for National Statistics announced that it was changing the methodology of the Claimant Count, to include the number of people claiming Universal credit for the reason of being unemployed. Therefore the JSA only claimant count is no longer the official national statistic. Rates of Unemployment benefit claimants are shown as a proportion of the working age residents of the area, this being the official measure when looking at data below a national or regional level. It expresses the number of claimants as a percentage of the population aged 16-64, sourced from the mid-year population estimates. At national / regional level the official measure is the workplace-based rate.