



# County Economic Summary

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# Worcestershire Monthly Economic Summary

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## Contents

|   |    |
|---|----|
| 1. Unemployment Statistics .....                      | 4  |
| 2. National Economic News.....                        | 5  |
| 3. Local Economic News.....                           | 9  |
| 4. Unemployment Summary – June 2011 .....             | 14 |
| 5. Economic Indicators .....                          | 21 |
| 6. Discussion.....                                    | 25 |
| 7.1. Economic Context.....                            | 25 |
| 7.2. Unemployment .....                               | 26 |
| 7.2.1. Youth Unemployment.....                        | 26 |
| 7.2.2. Long Term Unemployment.....                    | 27 |
| 7.2.3. Unemployment by Occupation.....                | 27 |
| 7.3. Job Vacancies .....                              | 28 |
| 7.4. Employment.....                                  | 30 |
| 7.4.1. Employment by Local Authority .....            | 30 |
| 7.4.2. Employment by Industry .....                   | 30 |
| 7.4.3. Employment by Occupation .....                 | 31 |
| 7.4.4. Employment Status – Full time / Part time..... | 31 |
| 7.4.5. Employed / Self employed.....                  | 31 |
| 7.4.6. Earnings .....                                 | 32 |
| 8. Qualifications and Skills .....                    | 32 |
| 9. Business Confidence.....                           | 33 |
| 10. Debt.....   | 33 |
| 11. Housing Market .....                              | 34 |
| 11.1. House Prices .....                              | 34 |
| 11.2. Loans for House Purchase.....                   | 35 |
| 11.3. Arrears and Repossessions .....                 | 35 |
| 11.4. House Building .....                            | 35 |
| 12. Appendix .....                                    | 36 |

## Figures

|  |    |
|--|----|
| Figure 1: Unadjusted Claimant Count Unemployment Male and Female Split - Local Authority Districts .....   | 14 |
| Figure 2: Unadjusted Unemployment Rate: Male and Female Split - Worcestershire, West Midlands and United Kingdom.....  | 15 |
| Figure 3: Monthly Changes in Unemployment in Worcestershire .....  | 18 |
| Figure 4: Adjusted and Unadjusted Employment Totals – Worcestershire .....   | 18 |
| Figure 5: Duration of Unemployment.....  | 19 |
| Figure 6: GDP Growth Quarter on Previous Quarter .....   | 25 |
| Figure 7: Percentage of claimants aged 18-24 claiming for over 12 months as a proportion of all claimants aged 18-24 in Worcestershire, January 2008 to present..... | 27 |
| Figure 8: Number of claimants per vacancy .....  | 29 |
| Figure 9: Average Personal Debt, UK .....  | 33 |

## Tables

|  |    |
|--|----|
| Table 1: Unadjusted Claimant Count Unemployment by Local Authority District .....                                      | 14 |
| Table 2: Unadjusted Claimant Count Unemployment by County, Region and Nation.....                                      | 15 |
| Table 3: Claimant Count Unemployment by Urban Centre .....   | 16 |
| Table 4: Claimant Count Unemployment by Travel-To-Work-Area (ONS).....   | 16 |
| Table 5: Unadjusted Claimant Count Unemployment by Local Authority District (ONS).....                                 | 17 |
| Table 6: Unadjusted Claimant Count Unemployment by County, Region and Nation (ONS)...                                  | 17 |
| Table 7: Notified Vacancies by Job Centre, Worcestershire .....  | 19 |
| Table 8: Destination of claimants leaving the unemployment count in Worcestershire .....                               | 20 |
| Table 9: Worcestershire wards with the ten highest 18-24 claimant rates (%), June 2011 .....                           | 26 |
| Table 10: Vacancies notified by industry, June 2011 .....  | 28 |
| Table 11: Number of claimants and vacancies by occupation in Worcestershire, June 2011 ..                              | 29 |
| Table 12: Employment aged 16-64 by Local Authority Area in Worcestershire, January 2010 – December 2010.....           | 30 |
| Table 13: Employment by Industry of those aged 16-64, January 2010 –December 2010 .....                                | 30 |
| Table 14: Employment by Occupation aged 16-64, January 2010 –December 2010 .....                                       | 31 |
| Table 15: Percentage of population in employment aged 16-64 - full-time / part time, January 2010 –December 2010 ..... | 31 |
| Table 16: Percentage of those in employment aged 16-64 - Employed / Self Employed, January 2010 –December 2010 .....   | 31 |
| Table 17: Median Gross Annual Earnings - Residence and Workplace Based .....   | 32 |
| Table 18: Qualifications of the working age population - January 2010- December 2010 .....                             | 32 |
| Table 19: Mean house prices by Local Authority and Property Type, Q1 2010 and Q1 2011 ..                               | 34 |
| Table 20: UK Figures .....   | 36 |
| Table 21: Worcestershire Figures.....  | 37 |
| Table 22: Claimant Count Unemployment by Ward * in Worcestershire – Bromsgrove.....                                    | 38 |
| Table 23: Claimant Count Unemployment by Ward * in Worcestershire - Malvern Hills .....                                | 39 |
| Table 24: Claimant Count Unemployment by Ward * in Worcestershire –Redditch.....                                       | 40 |
| Table 25: Claimant Count Unemployment by Ward * in Worcestershire - Worcester City .....                               | 41 |
| Table 26: Claimant Count Unemployment by Ward * in Worcestershire – Wychavon .....                                     | 42 |
| Table 27: Claimant Count Unemployment by Ward * in Worcestershire – Wyre Forest .....                                  | 43 |

## 1. Unemployment Statistics

This page presents the Claimant Count data from June 2011, based on 2001 Census wards. The rates are expressed as a percentage of the economically active population.

- The unadjusted unemployment total for Worcestershire was 10,467 in June 2011. This represents a decrease of 183 claimants from the previous month.
- The Worcestershire unemployment rate is 3.8%. This represents no change compared to the previous month<sup>1</sup>.
- The county rate (3.8%) still compares favourably with the unemployment rates for the West Midlands region (6.4%) and England and Wales (5.2%).
- Across the county, the Districts with the highest and lowest unemployment rates are Worcester (4.9%) and Malvern Hills and Wychavon (both 2.9%)<sup>1</sup>.
- The male unemployment rate in Worcestershire is 4.6%, compared to the female rate of 2.8%. Whilst the female unemployment rate remained the same the male unemployment rate decreased by 0.1 percentage point in comparison to last month.
- In terms of urban centres, Redditch and Worcester had the highest unemployment rates at 4.9%. The lowest unemployment rate was in Bewdley (2.3%).
- The number of vacancies in Worcestershire was 3,237 in June 2011. This is 20.4% higher than in May 2011 and 16.6% lower than the same month in 2010.

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<sup>1</sup> Please note these rates are not comparable with ONS-produced figures.

## 2. National Economic News

### **UK UNEMPLOYMENT TOTAL FALLS SHARPLY**

UK unemployment fell 88,000 in the three months to April this year to 2.43 million, the biggest drop since the summer of 2000, latest data shows. The unemployment rate was 7.7%, according to the Office for National Statistics (ONS), down from 7.9% in the previous quarter. However, the number of people claiming Jobseeker's Allowance in May rose by 19,600 to 1.49 million. The rise was the biggest since July 2009, and larger than expected.

[www.bbc.co.uk](http://www.bbc.co.uk) 15 June 2011

### **UK RETAIL SALES FALL 1.4% IN MAY**

UK retail sales fell 1.4% in May, official figures have shown, reversing the rise seen in April when sales were boosted by the royal wedding. In April, sales had risen 1.1% on the previous month, reflecting a "spike" due to one-off factors, the Office for National Statistics (ONS) said. However, May's sales figures were worse than analysts had expected. As well as the royal wedding, the warm weather, the timing of Easter and a run of bank holidays had helped to lift sales in April. However, the ONS said that May's figures showed consumers were now cutting back because of the tough economic climate, worries about rising fuel prices and job uncertainty.

[www.bbc.co.uk](http://www.bbc.co.uk) 16 June 2011

### **WEST MIDLANDS ECONOMY ON THE UP AS JOBS, TOURISM AND MANUFACTURING IMPROVE**

The West Midlands is taking people off the dole queue faster than anywhere else in the country as signs of a resurgence in the UK's manufacturing heartland ripple across the region. Booming exports and firms creating jobs for young people were credited with bringing about the biggest drop in worklessness the region has seen in nearly 15 years. Adding to the sense of upturn, new tourism figures show Birmingham had a record number of visitors last year, bucking a downward trend in visitors to the UK as a whole. On the jobs front, success at Jaguar Land Rover has been passed down the region's supply chain, and also the services and professional sectors are feeling buoyant on the back of the upturn across the wider manufacturing sector.

[www.birminghampost.net](http://www.birminghampost.net) 16 June 2011

### **GAZUMPING 'PUSHING UP RENT COSTS FOR TENANTS'**

Gazumping is pushing up rents in England and Wales as the average cost to tenants reached £696 in May, according to a survey. Rising tenant demand has led to some offering above the asking price to rent a home, LSL Property Services said. The average cost of renting a home has risen for four consecutive months, its analysis suggested.

[www.bbc.co.uk](http://www.bbc.co.uk) 17 June 2011

### **TRW SET TO REVIVE APPRENTICESHIP SCHEME TO COPE WITH SKILLS SHORTAGE**

TRW Automotive is looking at re-launching an engineering apprenticeship programme to help cope with an ever-increasing demand for skilled automotive engineers. The prospect was announced as the firm revealed it has 40 engineering vacancies at its Solihull site, a global design centre for electric power steering and braking systems. Although the company said it was making "good progress" filling the vacancies it has pointed to an acute shortage of people going into engineering in the UK.

[www.birminghampost.net](http://www.birminghampost.net) 17 June 2011

### **WEST MIDLANDS TOWNS AND CITIES AMONG WORST FOR HOUSING GROWTH**

The value of homes in the most economically prosperous locations of the UK surged ahead of properties in the country's poorest areas. The average house price in the ten most prosperous areas rose by 219 per cent over the period to £214,162, while the average price in the ten least prosperous regions - which include Coventry, Stoke-on-Trent and Sandwell and Dudley - rose by 195 per cent to £165,430. Suren Thiru, housing economist at Halifax, said: "Unsurprisingly, house price growth over the past decade has been stronger in the areas that have seen the biggest increases in economic activity.

[www.birminghampost.net](http://www.birminghampost.net) 20 June 2011

### **RISE IN NUMBER OF APPRENTICESHIPS**

The government has delivered an extra 103,000 apprenticeships over the last year, twice as many as expected, the Department for Business, Innovation and Skills has said. Sectors such as advanced manufacturing and IT took on more apprentices. Business Secretary Vince Cable said the government was determined to "break down barriers between academic and vocational learning".

[www.bbc.co.uk](http://www.bbc.co.uk) 23 June 2011

### **MOBEN OWNER HOMEFORM TO ENTER ADMINISTRATION**

Home fittings company Homeform, the owner of brands such as Moben, Kitchens Direct and Dolphin, is to go into administration. Homeform said it was "close to securing a deal that will safeguard the future" of bedrooms business Sharps and Kitchens Direct. It is also now seeking to sell its Moben kitchens and Dolphin bathrooms brands. It employs more than 1,300 people in its showrooms and an additional 1,500 fitters and designers.

[www.bbc.co.uk](http://www.bbc.co.uk) 23 June 2011

### **HABITAT STORES OUTSIDE LONDON TO CLOSE**

All UK Habitat stores except three in central London are set to enter administration as part of a deal to sell the indebted furniture chain. It means up to 900 jobs are at risk across the country. Home Retail Group, owners of Argos and Homebase, is reportedly in talks to buy the Habitat brand for £20-30bn from private equity group Hilco.

[www.bbc.co.uk](http://www.bbc.co.uk) 24 June 2011

### **THORNTONS SET TO CLOSE UP TO 180 SHOPS**

The chocolate maker, Thorntons, said a minimum of 120 shops would shut, with the possibility of an extra 60 closures. The outlets are among the 364 stores owned directly by the company. It is hoped to replace them with franchised stores in many locations – they currently have 227 run by franchisees.

[www.bbc.co.uk](http://www.bbc.co.uk) 28 June 2011

### **BANK LENDING TO COMPANIES FALLS AGAIN IN MAY**

Lending to UK companies fell again in May, but new mortgage lending and consumer credit picked up slightly. Lending to private non-financial companies, which make up the backbone of the UK economy, contracted by £4.9bn in May, with the biggest declines seen to the manufacturing and construction sectors. It is suggested that SMEs are refraining from borrowing because they fear asking for additional cash will spark a request that they pay more for funds. Meanwhile, mortgage activity and consumer credit showed a slight pick-up. GDP growth in the first quarter expanded at a nominal rate of 4.6%, although the rate largely reflects the effects of rapidly rising prices rather than growth in output.

[www.ft.com](http://www.ft.com) 29 June 2011

### **LLOYDS BANKING GROUP TO SHED 15,000 MORE JOBS**

Lloyds has said it will cut another 15,000 jobs, 14% of its workforce. They have already announced 27,500 job losses since their merger with HBOS in 2009. However, the bank said it would not close any UK branches, implying cuts are likely to fall on middle management and back office functions. The cost-cutting programme will cost £2.3bn in total, but it is expected to free up about £2bn for investments over 2011-14.

[www.bbc.co.uk](http://www.bbc.co.uk) 30 June 2011

### **BANKS TO MENTOR SMALL BUSINESSES**

The UK's five biggest banks have launched a mentoring scheme for small and mediums-sized enterprises (SMEs). Barclays, HSBC, Lloyds, Royal Bank of Scotland and Santander are recruiting current and retired employees to act as volunteers to offer firms support on issues such as finance, marketing and HR. The first three months of 2011 showed the top five UK banks loaned £16.8bn to SMEs. Under the Project Merlin deal they have agreed to lend £76bn in 2011.

[www.bbc.co.uk](http://www.bbc.co.uk) 4 July 2011

### **FINANCIAL SECTOR SEES FASTEST JOB GROWTH SINCE 2007**

The number of people employed in the UK's financial sector rose by 11,000 in the second quarter, the fastest rate since September 2007. However, the growth is slowing and is expected to slow further in the next three months. Banking and securities trading were the only sub-sectors to see volumes fall.

[www.bbc.co.uk](http://www.bbc.co.uk) 4 July 2011

### **MORE THAN 400 TJ HUGHES JOBS AT RISK IN WEST MIDLANDS**

More than 400 retail staff in the West Midlands are facing a race against time to save their jobs after 100-year-old department store chain TJ Hughes collapsed into administration. They employ more than 4,000 people at their 57 stores across the UK. The chain has a string of stores across the West Midlands, including Perry Barr, Lichfield, Walsall, Wolverhampton, Kidderminster, Redditch, Coventry and Nuneaton.

[www.birminghampost.net](http://www.birminghampost.net) 4 July 2011

### **BOMBARDIER ANNOUNCES 1,400 JOB LOSSES IN DERBY**

Train maker Bombardier, which recently missed out on the £1.4bn Thameslink contract, has said it plans to cut more than 1,400 jobs at its Derby plant. Last month, they lost out to German group Siemens as the preferred bidder to build 1,200 carriages for the route between Bedford and Brighton. Unions and opposition politicians have called for the government to review its decision but Transport Secretary Philip Hammond said this was not possible.

[www.bbc.co.uk](http://www.bbc.co.uk) 5 July 2011

### **SKILLS GAP 'STILL HOLDING BACK FIRMS' CLAIMS IoD REPORT**

More than half of company directors maintain skills gaps are holding back the growth of their firms despite a decade of intense government activity and effort according to a report from the Institute of Directors and education and skills researchers CFE. The West Midlands remained one of the worst in the country for poor skills levels, which compromises their ability to compete. Mr Rider, regional chairman of the Institute of Directors, said "We simply do not have enough engineers, scientists and skilled people generally. It starts in the schools and the failure to inspire people into manufacturing, design, technology and innovation. We must get better."

[www.birminghampost.net](http://www.birminghampost.net) 6 July 2011

### **ECONOMY FAILED TO RECOVER IN SECOND QUARTER**

The economy has barely grown during the second quarter of this year, according to the National Institute of Economic and Social Research. It is likely to have grown about 0.1% in the three months to the end of June, after no growth during the six months to the end of March. However, it was noted that the period contained several one-off features that made assessment a difficult task.  
[www.ft.com](http://www.ft.com) 7 July 2011

### **UK INTEREST RATES REMAIN ON HOLD AT 0.5%**

The Bank of England's Monetary Policy Committee has kept UK interest rates on hold at a record low of 0.5%. This decision is despite the annual rate of inflation remaining at 4.5% in May. They are split over which is the greater problem, the weak economy or inflation.  
[www.bbc.co.uk](http://www.bbc.co.uk) 7 July 2011

### **BRITISH GAS INCREASES GAS AND ELECTRICITY BILLS**

Gas bills will rise by an average of 18% and electricity bills by an average of 16% from 18 August. The change will affect 9 million households with the average dual fuel customer paying an extra £190 a year. They blamed the rising wholesale cost of gas, which has gone up by 30% since last winter.  
[www.bbc.co.uk](http://www.bbc.co.uk) 8 July 2011

### **AMAZON BRINGING 900 JOBS TO RUGELEY**

Nine hundred jobs will be created when online retailer Amazon open a new centre in Staffordshire. They will start processing orders from across the UK and throughout the world from September. They are to sign a 15-year lease for the Flair building, which has been empty since it was built more than 2 years ago.  
[www.expressandstar.com](http://www.expressandstar.com) 11 July 2011

### **UK ECONOMY RECOVERING TOO SLOWLY, BCC SAYS**

The UK economy is recovering too slowly and more support needs to be provided for private sector firms, the British Chamber of Commerce has said. The group's survey for April to June was more positive than the previous three months, but suggested that the UK economy was fragile. Another survey suggested confidence among UK manufacturing firms had fallen to its lowest level in two years.  
[www.bbc.co.uk](http://www.bbc.co.uk) 11 July 2011

### **IMMIGRATION ADVISORY SERVICE GOES INTO ADMINISTRATION**

The IAS, which employs 300 people, has closed its 14 branches. The free service is one of the leading charities giving legal advice and representation to immigrants and asylum seekers in England and Scotland. From April 2009 until March 2010, they handled over 24,000 cases, 14,462 which were publicly funded.  
[www.bbc.co.uk](http://www.bbc.co.uk) 11 July 2011

### 3. Local Economic News

#### **CARPET FIRM VICTORIA REPORTS SALES AND PROFITS RISE**

Carpet manufacturer Victoria Carpets has revealed a 12% rise in sales after seeing the UK market bounce back from the toughest environment for years. Kidderminster-based Victoria saw sales rise to £70.5m in the 12 months to 2<sup>nd</sup> April.

[www.birminghampost.net](http://www.birminghampost.net) 15 June 2011

#### **NEW STORE CREATES FIVE JOBS**

Discount retailer Cash Generator has opened a new store in the Shambles, Worcester, creating five local jobs.

[www.worcesternews.co.uk](http://www.worcesternews.co.uk) 16 June 2011

#### **SCHOOL REAPS BENEFITS OF APPRENTICE SCHEME**

Giving its full support to the 100 in 100 Worcester News apprentices campaign is Pershore High School, which has taken on one of its former pupils as a business apprentice. Jess Fletcher, aged 18, from Drakes Broughton, is coming to the end of her business administration apprenticeship and will be taken on as a permanent employee in July. The school is now advertising for a business and finance apprentice, who will start at the beginning of the new academic year in September. Andrew Nock-ton, head of the school's training school, said: "The benefits of taking on an apprentice are numerous."

[www.worcesternews.co.uk](http://www.worcesternews.co.uk) 16 June 2011

#### **THREE COUNTIES SHOW WORTH £70M TO LOCAL ECONOMY**

Organisers have said a Worcestershire agricultural show is worth £70m to the local economy. The Three Counties Show in Malvern is expecting 100,000 visitors over three days. Chief executive Nick Vincent said the show was an important part of the local economy. "As part of our redevelopment plans we had to have an economic assessment done and broadly we are worth about £70m in economic impact and 440 jobs," he said.

[www.bbc.co.uk](http://www.bbc.co.uk) 17 June 2011

#### **MONEY FOR NEW HOMES COULD BRING £360K**

Droitwich could be in line for a £360,000 windfall after Wychavon District Council's decision to hand part of a Government home-building grant to town councils across the district. Wychavon council chiefs unveiled plans to allocate 30 per cent of any money received from newly built homes to town and parish councils across the district ... The 'New Homes Bonus' - which matches the council tax raised from new homes for the first six years - will see additional government funds paid straight to local councils, without any conditions. Town council chiefs have welcomed the news and said the introduction could help fund longstanding projects in the town such as the regeneration of the High Street.

[www.droitwichstandard.co.uk](http://www.droitwichstandard.co.uk) 17 June 2011

#### **BOSCH TO SPONSOR STUDENTS**

ONE of Worcester's largest employers has announced it is to sponsor four new student scholarships at the University of Worcester. Worcester Bosch Group is donating £10,000 a year over the next three years to create scholarships for students at the university. "As an employer we have a duty to support people in education and as a growing business we need people with graduate skills to help our business to develop," he said. "These Worcester Bosch scholarships and work placements will really help our students and will make a most positive contribution to business growth and future economic development," he added.

[www.worcesterstandard.co.uk](http://www.worcesterstandard.co.uk) 17 June 2011

### **DOZENS MAY LOSE JOBS IF CUTS GO AHEAD**

Dozens of people may lose their jobs if cuts to Worcestershire's careers service go ahead. The plans could see 23 full-time equivalent (FTE) posts culled at the county's Connexions service – but the number of people out of work could be higher because many work part-time. Staff fear the move will make young people reliant on careers advice from the internet rather than trained advisers at a time when youth unemployment is high.

[www.eveshamjournal.co.uk](http://www.eveshamjournal.co.uk) 19 June 2011

### **KIDDERMINSTER-BASED FIRM PLAYS PART IN MEDICAL RESEARCH**

Protective covers from Kidderminster-based Beakbane will help scientists in their quest to push back the frontiers of medical knowledge. The Diamond Light Source, the UK's national synchrotron facility at Harwell Science and Innovation Campus in Oxfordshire, accelerates electrons to near light speed to generate brilliant beams of light ranging in wavelength from infra-red to X-rays. The Beakbane covers enclose the positioning mechanism under the tables that support the experimental samples. "We are delighted that Diamond came to us to find a solution to their problem and that we are playing a small part in research that could improve the lives of millions of people."

[www.kidderminstershuttle.co.uk](http://www.kidderminstershuttle.co.uk) 21 June 2011

### **WHERE HOMES AND JOBS WILL GO IN NEXT 20 YEARS**

Plans to build 1,100 new homes in Malvern over the next 20 years have been revealed this morning. 700 of them are earmarked for Newland, with 250 at the QinetiQ site and 174 spread in smaller 'urban development sites' across the town. The figures are set out in the South Worcestershire Development Plan preferred options document, which the area's three councils – Malvern Hills, Wychavon and Worcester City – have been working on for the last year. It also sets out plans for 14.5 hectares of additional employment land in Malvern – 10 hectares at Newland and a 4.5 hectare extension at Blackmore Park. Plans have been laid out for 20,000 new homes and 309 hectares of employment land up to 2030.

[www.malverngazette.co.uk](http://www.malverngazette.co.uk) 22 June 2011

### **WE HAVE TOPPED THE 50 MARK IN APPRENTICESHIPS CAMPAIGN**

The Worcester News 100 in 100 apprentice's campaign has attracted another three companies. That means a total of 24 companies have signed up, offering 60 posts to young people. Our campaign has already seen top names such as Bosch, Browns Restaurant and Oaklands International offer positions.

[www.worcesternews.co.uk](http://www.worcesternews.co.uk) 22 June 2011

### **GKN INVESTS £5M IN ELECTRIC MOTORS MOVE**

Manufacturing giant GKN has invested £5 million in a joint venture as it makes its first foray into the electric **motors** market. The Redditch-based firm – one of the few Midland companies in the FTSE100 – has launched EVO eDrive Systems alongside electric machine-maker Evo Electric and plans to manufacture and sell motors and drive systems for use in hybrid and all-electric vehicles. It will be the first time GKN has been involved with making electric motors, although the firm has a decade of experience elsewhere in the electric drive market making axles and transmissions. The company has acquired 25.1 per cent of Surrey-based Evo Electric as part of the deal, which allows it access to an electric motors market which consultancy McKinsey & Co predicts will be worth more than £18 billion by 2020.

[www.birminghampost.net](http://www.birminghampost.net) 23 June 2011

### **COLLEGE FORGES NEW LINKS WITH FIRMS IN COUNTY**

The Worcester News 100 in 100 apprentices campaign is attracting businesses from across the county. With central government continuing to place the recruitment of new apprentices high on its agenda, North East Worcestershire College is forging partnerships with local companies to create new opportunities. One such partnership is with Redditch-based company Oakland International, where four of its employees have been signed up to apprenticeships with the college's dedicated training arm Unique Skills People. This provides training for team leading and management.

[www.worcestersnews.co.uk](http://www.worcestersnews.co.uk) 24 June 2011

### **PUTTING FIRMS IN THE DRIVING SEAT**

More than 100 key people from Worcestershire's automotive industry heard about opportunities worldwide at the latest finditinworcestershire event held at Worcester Warriors Rugby Club's Sixways stadium. The delegates were told about fully-funded research opportunities to EU countries, a £3 million grant scheme and the latest ideas for diversification and growth in the automotive sector. The event gave businesses an opportunity to network and make new contacts. It was the latest in the series of monthly meetings arranged by finditinworcestershire – the new county's online portal and networking programme.

[www.worcesternews.co.uk](http://www.worcesternews.co.uk) 29 June 2011

### **CITY CHOCOLATE SHOP TO AVOID CLOSURE**

The Thorntons chocolate shop in Worcester is set to remain open, despite the chain closing nearly half of its shops in the UK. At a council meeting on Tuesday night, Coun Marc Bayliss, said he had been informed the shop would be staying open.

[www.worcesterstandard.co.uk](http://www.worcesterstandard.co.uk) 30 June 2011

### **CHAMBER OF COMMERCE BACKS 100 APPRENTICE CAMPAIGN**

Herefordshire and Worcestershire Chamber of Commerce is supporting this newspaper's '100 apprenticeships in 100 days and encouraging members to get on board. They are also recruiting an apprentice for their corporate department. The chamber are working with the Worcestershire Group Training Association to find the right candidate.

[www.worcesternews.co.uk](http://www.worcesternews.co.uk) 30 June 2011

### **DROITWICH CANALS RE-OPEN AFTER A MULTI MILLION POUND RESTORATION**

Two canals in Worcestershire have re-opened after a multi-million pound project to restore them. The Droitwich Barge and Junction canals complete a 21-mile cruising ring, linking the River Severn and the Worcester & Birmingham Canal. Jason Leach from British Waterways said the restored canals would bring a major long-term boost to the local economy. He said the project is a culmination of more than 35 years of community-led campaigning. Since the 1970s more than 2,500 days of voluntary work, moving an estimated 300,000 tonnes of mud from route of the canals and its locks has taken place.

[www.bbc.co.uk](http://www.bbc.co.uk) 30 June 2011

### **THOUSANDS ATTEND WATER FESTIVAL TO MARK CANAL OPENING**

Thousands of people enjoyed a weekend of celebrations to mark the completion of the town's multi-million pound canal restoration project. The Droitwich Water Festival took place from Friday, July 1, when the £12 million work to reconnect the Mid Worcestershire Ring was unveiled, until Sunday, July 3. People enjoyed music, stalls and displays recognising the historical occasion. Janet Yates, Droitwich Spa Area Partnership Manager said: "The event was fantastic. We had a lot of boats and around 15,000 visitors across the weekend. Town shops had a massive increase in trade and one of the pubs even ran out of beer."

[www.droitwichadvertiser.co.uk](http://www.droitwichadvertiser.co.uk) 4 July 2011

### **BUSINESS PARK VIEW TO GET IN THE ZONE**

A bid to turn a Worcestershire business park into an enterprise zone that could create more than 4,000 jobs could still get government backing. The plan for South Kidderminster Business Park by the Worcestershire LEP reached the second round yesterday and will now compete against 28 other bids to be given one of the final 10 spots.

[www.worcesternews.co.uk](http://www.worcesternews.co.uk) 5 July 2011

### **NEW HOTEL 'WILL CREATE JOBS AND ATTRACT VISITORS'**

The opening of a Travelodge hotel will create 20 jobs in Malvern and attract new businesses and visitors. It will be opening by the end of 2012. All jobs at the hotel will be filled by local people who have been unemployed long-term thanks to Travelodge's partnership with Job Centre Plus.

[www.worcesternews.co.uk](http://www.worcesternews.co.uk) 5 July 2011

### **THE OLYMPIC TORCH GOES ON SHOW IN WORCESTER**

The Olympic torch has been in Worcester as part of a nationwide tour to promote next year's torch relay. The 70-day relay will include an overnight stay in Worcester for the 80cm tall perforated gold torch. Local people will have the chance to bid to become official torchbearers.

[www.bbc.co.uk](http://www.bbc.co.uk) 5 July 2011

### **STAFF IN TEARS AS STORE CLOSURE IS ANNOUNCED**

The Somerfield store in Malvern is set to close next month. It will close on August 9 but a spokesman for the Co-operative Group, which owns the chain, said every effort will be made to redeploy as many staff as possible. The store's 12 full-time and 17 part-time employees were informed of the closure on Monday morning.

[www.worcesternews.co.uk](http://www.worcesternews.co.uk) 6 July 2011

### **REDDITCH COACH FIRM HARDINGS ENTERS ADMINISTRATION**

Redditch-based Hardings, has closed after falling into administration – with 58 workers facing the scrapheap. Schools and holidaymakers were caught up in the collapse. Just seven workers are left on site helping administrators as the firm is wound up after over 70 years. The drivers are owed hundreds of pounds.

[www.birminghampost.net](http://www.birminghampost.net) 6 July 2011

### **EMPLOYMENT SCHEME COULD HELP HUNDREDS INTO JOBS**

The employment charity Shaw Trust will be delivering services in Evesham as part of the Government's new Work Programme, in an effort to reduce unemployment by 8.8% across the region. They aim to assist upwards of 500 people on a one-to-one basis to help meet specific needs during their journey back to the workplace.

[www.eveshamjournal.co.uk](http://www.eveshamjournal.co.uk) 7 July 2011

### **FIRM HELPS YOUNGSTERS BUILD A BETTER FUTURE**

Speller Metcalfe has signed up for the Worcester News 100 in 100 apprentices campaign and is offering places to students from Worcester Technology College. Two students have already been hired. More than 40 businesses have signed up so far.

[www.worcesternews.co.uk](http://www.worcesternews.co.uk) 7 July 2011

### **PLANS FOR HOTELS, SHOPS AND HOMES COULD TRANSFORM TOWN**

The face of Malvern's town centre is set to change after plans for a major new development including a 60-room hotel were revealed this week. Allied Investment Partners want to develop a mix of retail, restaurants, hotel and residential units on land off Edith Walk and have signed an agreement with Travelodge. In a separate development, home and garden superstore chain Wilkinson will be opening up in the property now occupied by Co-op.

[www.malvern gazette.co.uk](http://www.malvern gazette.co.uk) 8 July 2011

### **COUNCIL PLANS CHRISTMAS STAFF HOLIDAY CHANGES**

Members of Wyre Forest District Council are being asked to approve proposals to save about £2,000 by changing staff holiday arrangement over the Christmas break. The proposal is to ask employees to take two days of their holiday entitlement at Christmas. Key services would not be affected. The proposals come as part on ongoing savings reviews and the grant reductions. The decision will be made at full council on Wednesday 27 July in Stourport.

[www.kidderminstershuttle.co.uk](http://www.kidderminstershuttle.co.uk) 11 July 2011

### **SAINSBURY'S TO EXTEND ITS STORE, CREATING UP TO 80 NEW JOBS**

Sainsbury's in Redditch has announced plans to extend its store, creating up to 80 new jobs. Under the proposals, Sainsbury's existing petrol station would relocate to a vacant site. Part of the site is being brought forward for a new hotel and restaurant by another operator. Members of the public will be able to see proposals and discuss them with the team in-store on Friday, July 15. Feedback can be submitted by post or online, before a planning application is submitted to Redditch Council.

[www.redditchadvertiser.co.uk](http://www.redditchadvertiser.co.uk) 11 July 2011

### **INNOVATIVE SCHEME IN REDDITCH SECURES MILLIONS IN GOVERNMENT CASH**

Redditch is to benefit from almost £3m of Government money for a transport scheme aimed at promoting alternative travel options, improving health and boosting the local economy. The money is part of a funding bid by Worcestershire County Council. The award is £2.8m and will be used over a 4 year period when the project kicks in this winter. These include travel training for teens, young adults and vulnerable adults; enhancements to the local broadband internet and the promotion of tele-working; events to promote sustainable travel and improvements in walking and cycling routes to improve signage and safety.

[www.redditchadvertiser.co.uk](http://www.redditchadvertiser.co.uk) 12 July 2011

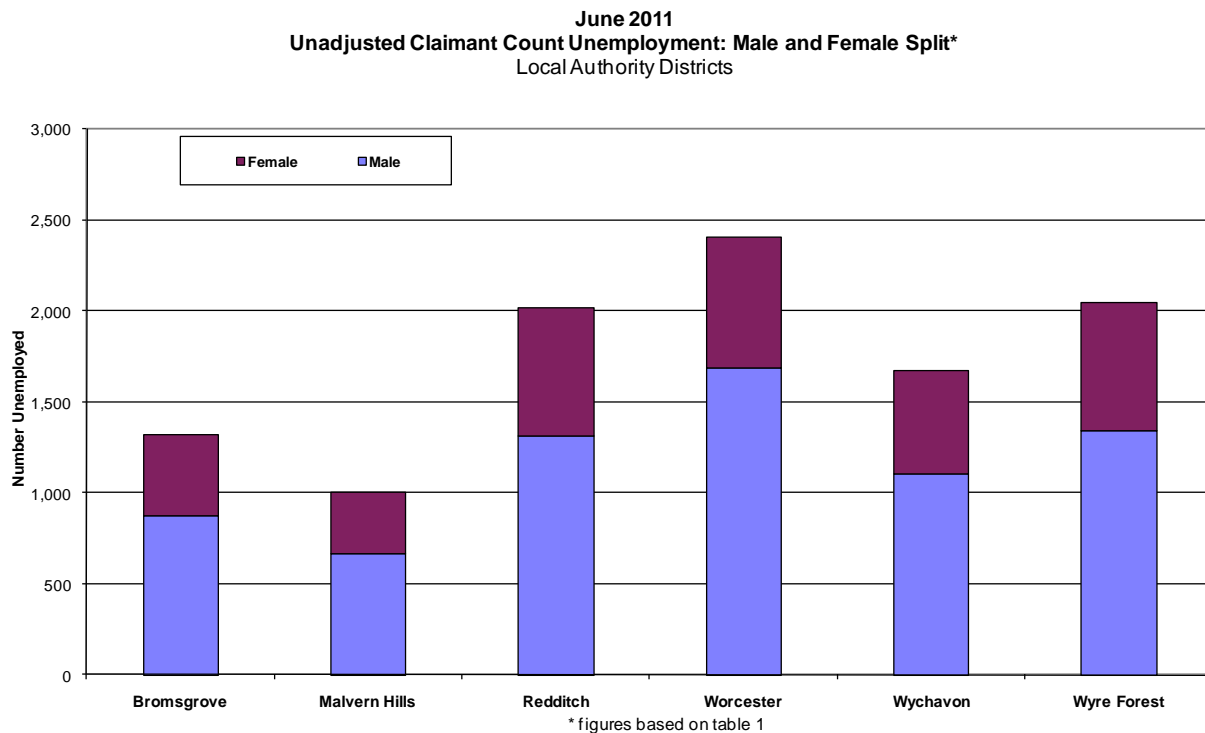
#### 4. Unemployment Summary – June 2011

**Table 1: Unadjusted Claimant Count Unemployment by Local Authority District**

|                       | Male         | Female       | Total         | Rate*       | Change on last month | Change on 12 months ago |
|-----------------------|--------------|--------------|---------------|-------------|----------------------|-------------------------|
| Bromsgrove            | 874          | 449          | 1,323         | 3.0%        | 0                    | -18                     |
| Malvern Hills         | 666          | 338          | 1,004         | 2.9%        | -33                  | 17                      |
| Redditch              | 1,311        | 705          | 2,016         | 4.7%        | -56                  | -160                    |
| Worcester             | 1,689        | 715          | 2,404         | 4.9%        | 46                   | 126                     |
| Wychavon              | 1,103        | 572          | 1,675         | 2.9%        | -74                  | -64                     |
| Wyre Forest           | 1,341        | 704          | 2,045         | 4.1%        | -66                  | -195                    |
| <b>WORCESTERSHIRE</b> | <b>6,984</b> | <b>3,483</b> | <b>10,467</b> | <b>3.8%</b> | <b>-183</b>          | <b>-294</b>             |

\* The unemployment rates for Districts listed in the above table are calculated using Census 2001 estimates of the economically active population. These rates are not comparable with ONS-produced County, Regional and National rates which use the mid-2009 resident population aged 16-64.

**Figure 1: Unadjusted Claimant Count Unemployment Male and Female Split - Local Authority Districts**



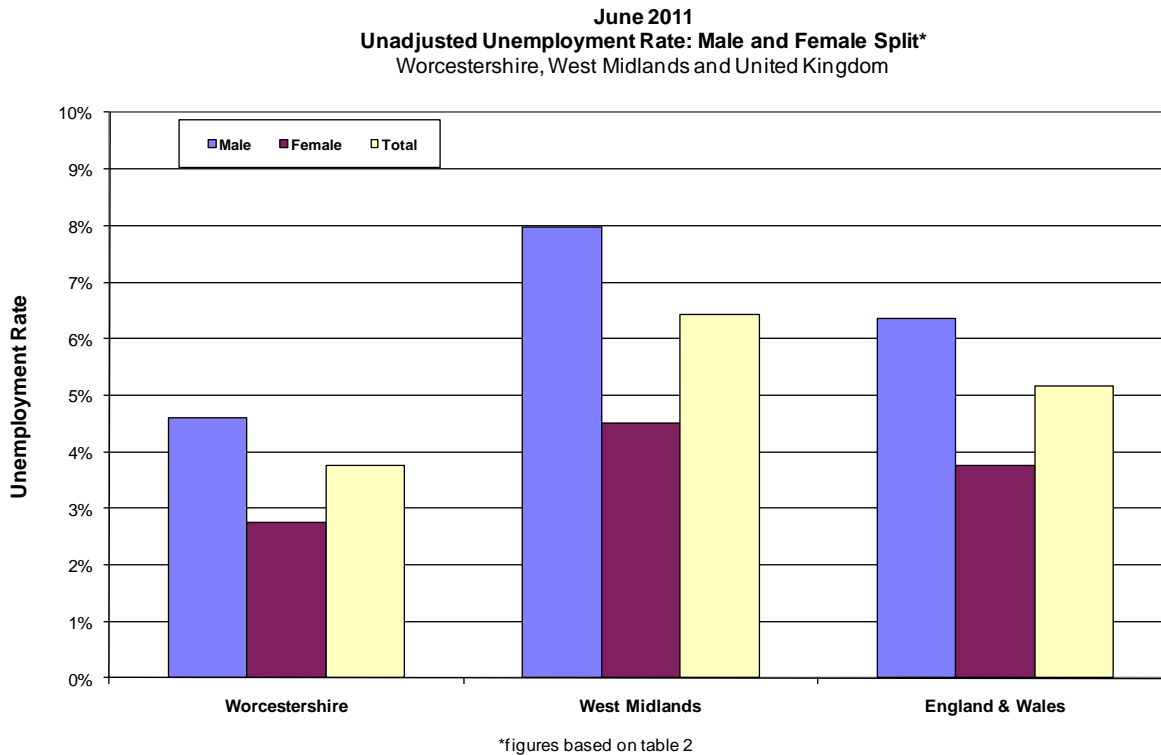
Source: Claimant Count downloaded from NOMIS

**Table 2: Unadjusted Claimant Count Unemployment by County, Region and Nation.**

|                      | Male    | Female  | Total     | Change on last month | Change on 12 months ago |
|----------------------|---------|---------|-----------|----------------------|-------------------------|
| Worcestershire       | 6,984   | 3,483   | 10,467    | -183                 | -294                    |
| rate*                | 4.6%    | 2.8%    | 3.8%      | 0.0%                 | -0.1%                   |
| West Midlands region | 109,583 | 50,463  | 160,046   | -1,662               | 1,942                   |
| rate*                | 8.0%    | 4.5%    | 6.4%      | -0.1%                | 0.1%                    |
| England & Wales      | 867,824 | 425,992 | 1,293,816 | -12,346              | 38,508                  |
| rate*                | 6.4%    | 3.7%    | 5.2%      | 0.0%                 | 0.2%                    |

\* The unemployment rates for Districts listed in the above table are calculated using 2001 Census estimates of the economically active population. These rates are not comparable with ONS-produced County, Regional and National rates which use the mid-2009 resident population aged 16-64.

**Figure 2: Unadjusted Unemployment Rate: Male and Female Split - Worcestershire, West Midlands and United Kingdom**



Source: Claimant Count downloaded from NOMIS

**Table 3: Claimant Count Unemployment by Urban Centre**

|                      | Male  | Female | Total | Rate * | Change on last month | Change on 12 months ago |
|----------------------|-------|--------|-------|--------|----------------------|-------------------------|
| Bewdley              | 37    | 24     | 61    | 2.3%   | -13                  | -24                     |
| Bromsgrove           | 608   | 307    | 915   | 3.6%   | 10                   | 22                      |
| Droitwich            | 288   | 161    | 449   | 3.8%   | -8                   | 3                       |
| Evesham              | 313   | 140    | 453   | 3.8%   | -27                  | -24                     |
| Kidderminster        | 875   | 463    | 1,338 | 4.7%   | -43                  | -168                    |
| Malvern              | 443   | 208    | 651   | 3.8%   | -21                  | 47                      |
| Pershore             | 92    | 44     | 136   | 3.7%   | -9                   | -14                     |
| Redditch             | 1,261 | 680    | 1,941 | 4.9%   | -50                  | -163                    |
| Stourport-on-Severn  | 267   | 134    | 401   | 4.0%   | -18                  | 4                       |
| Worcester            | 1,689 | 715    | 2,404 | 4.9%   | 46                   | 126                     |
| Wythall              | 93    | 47     | 140   | 2.4%   | -5                   | -27                     |
| Urban total          | 5,966 | 2,923  | 8,889 | 4.3%   | -138                 | -218                    |
| As % of County total | 85.4% | 83.9%  | 84.9% |        |                      |                         |

\* Unemployment rates are expressed as a percentage of 2001 Census estimates economically active population

**Table 4: Claimant Count Unemployment by Travel-To-Work-Area (ONS)**

| TTWA                 | Male   | Female | Total  | Rate* | Change on last month | Change on 12 months ago |
|----------------------|--------|--------|--------|-------|----------------------|-------------------------|
| Cheltenham & Evesham | 2,396  | 1,152  | 3,548  | 2.3   | -49                  | -352                    |
| Birmingham           | 43,276 | 19,327 | 62,603 | 6.0   | -241                 | 800                     |
| Dudley & Sandwell    | 11,995 | 5,667  | 17,662 | 5.9   | -186                 | 737                     |
| Kidderminster        | 1,395  | 733    | 2,128  | 3.1   | -77                  | -213                    |
| Worcester & Malvern  | 3,350  | 1,546  | 4,896  | 3.0   | -21                  | 160                     |

\*Rates for 2001 TTWAs from 2008 onwards are calculated using the mid-2007 resident population aged 16-64.

**Table 5: Unadjusted Claimant Count Unemployment by Local Authority District (ONS)**

|                       | Male         | Female       | Total         | Rate *     | Change on last month | Change on 12 months ago |
|-----------------------|--------------|--------------|---------------|------------|----------------------|-------------------------|
| Bromsgrove            | 1,136        | 550          | 1,686         | 2.9        | -6                   | -55                     |
| Malvern Hills         | 663          | 337          | 1,000         | 2.2        | -34                  | 15                      |
| Redditch              | 1,311        | 705          | 2,016         | 3.9        | -56                  | -160                    |
| Worcester             | 1,689        | 715          | 2,404         | 3.8        | 46                   | 126                     |
| Wychavon              | 1,103        | 572          | 1,675         | 2.3        | -74                  | -64                     |
| Wyre Forest           | 1,341        | 704          | 2,045         | 3.3        | -66                  | -195                    |
| <b>WORCESTERSHIRE</b> | <b>7,243</b> | <b>3,583</b> | <b>10,826</b> | <b>3.1</b> | <b>-190</b>          | <b>-333</b>             |

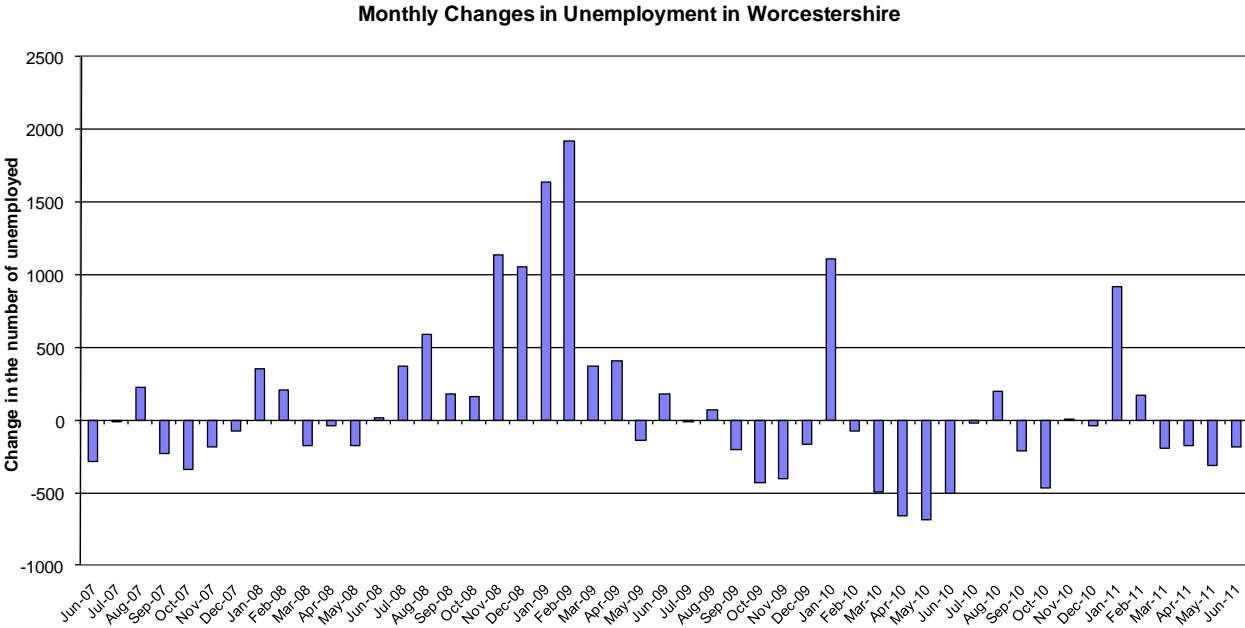
\* The unemployment rates for Districts listed in the above table express the number of claimants resident in an area as a percentage of the mid-2009 resident population aged 16-64 in that area. Figures are derived from the mid-2009 resident population aged 16-64.

**Table 6: Unadjusted Claimant Count Unemployment by County, Region and Nation (ONS)**

|                      | Male      | Female  | Total     | Change on last month | Change on 12 months ago |
|----------------------|-----------|---------|-----------|----------------------|-------------------------|
| Worcestershire       | 7,243     | 3,583   | 10,826    | -190                 | -333                    |
| rate*                | 4.1       | 2.0     | 3.1       | 0.0                  | -0.1                    |
| West Midlands region | 109,583   | 50,463  | 160,046   | -1,662               | 1,942                   |
| rate*                | 6.3       | 2.9     | 4.6       | -0.1                 | 0.0                     |
| United Kingdom       | 1,007,544 | 485,533 | 1,493,077 | -11,836              | 48,981                  |
| rate*                | 5.0       | 2.4     | 3.7       | 0.0                  | 0.1                     |

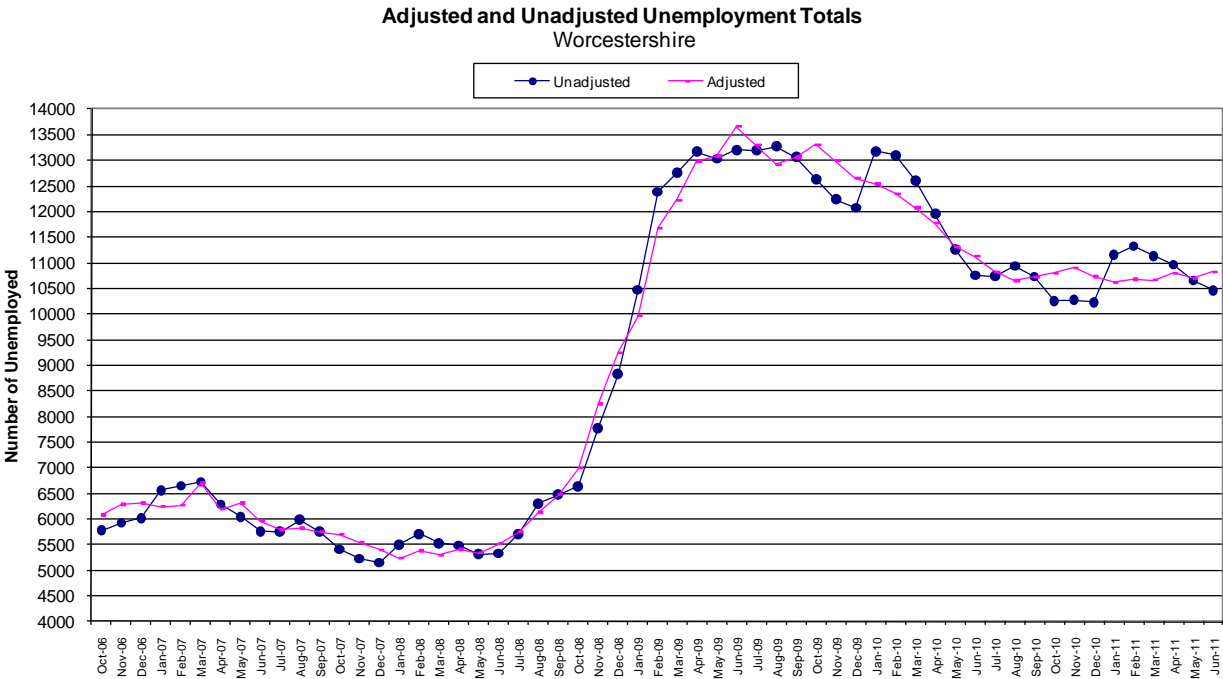
\* The unemployment rates listed in the above table express the number of claimants resident in an area as a percentage of the mid-2009 resident population aged 16-64 in that area. Figures are derived from the mid-2009 resident population aged 16-64.

**Figure 3: Monthly Changes in Unemployment in Worcestershire**



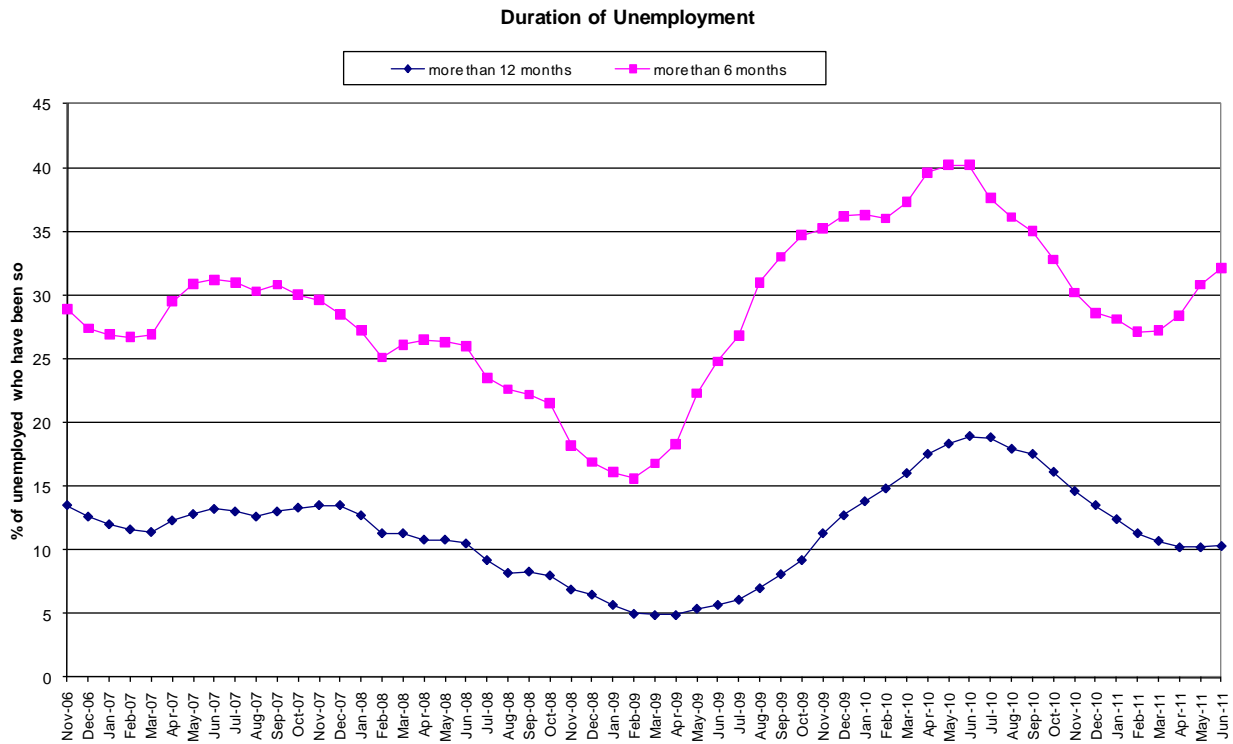
Source: Claimant Count downloaded from NOMIS

**Figure 4: Adjusted and Unadjusted Employment Totals – Worcestershire**



Source: Claimant Count downloaded from NOMIS

Figure 5: Duration of Unemployment



Source: Claimant Count downloaded from NOMIS

Table 7: Notified Vacancies by Job Centre, Worcestershire

|                        | May 2010     | June 2010    | July 2010    | August 2010  | September 2010 | October 2010 | November 2010 | December 2010 | January 2011 | February 2011 | March 2011   | April 2011   | May 2011     | June 2011    |
|------------------------|--------------|--------------|--------------|--------------|----------------|--------------|---------------|---------------|--------------|---------------|--------------|--------------|--------------|--------------|
| Bromsgrove             | 351          | 365          | 359          | 382          |                | 313          | 390           | 278           | 251          | 263           | 302          | 409          | 192          | 317          |
| Evesham                | 535          | 404          | 465          | 377          |                | 708          | 316           | 349           | 267          | 347           | 358          | 404          | 310          | 407          |
| Kidderminster          | 675          | 536          | 448          | 607          |                | 710          | 434           | 435           | 340          | 406           | 368          | 776          | 394          | 477          |
| Malvern                | 307          | 224          | 304          | 229          |                | 422          | 403           | 246           | 133          | 205           | 186          | 307          | 193          | 227          |
| Redditch               | 782          | 876          | 750          | 881          |                | 995          | 707           | 616           | 555          | 526           | 669          | 950          | 567          | 615          |
| Worcester              | 1,248        | 1,478        | 1,145        | 1,508        |                | 2,657        | 1,500         | 2,025         | 615          | 958           | 1,171        | 1,790        | 1,032        | 1,194        |
| <b>WORCESTERSHIRE*</b> | <b>3,898</b> | <b>3,883</b> | <b>3,471</b> | <b>3,984</b> | <b>0</b>       | <b>5,805</b> | <b>3,750</b>  | <b>3,949</b>  | <b>2,161</b> | <b>2,705</b>  | <b>3,054</b> | <b>4,636</b> | <b>2,688</b> | <b>3,237</b> |

Source: NOMIS Copyright reserved

\* Aggregate of unfilled vacancies advertised at Job Centres within Worcestershire  
It is estimated that one third of all vacancies are advertised through Job Centres

WARNING: The numbers of notified vacancies since April 2003 appear to have been affected by a drive by Jobcentre Plus to increase notifications from many employers in chosen sectors.

\*Due to unforeseen circumstances at source there will unfortunately be no update regarding vacancies data for September 2010.

**Table 8: Destination of claimants leaving the unemployment count in Worcestershire**

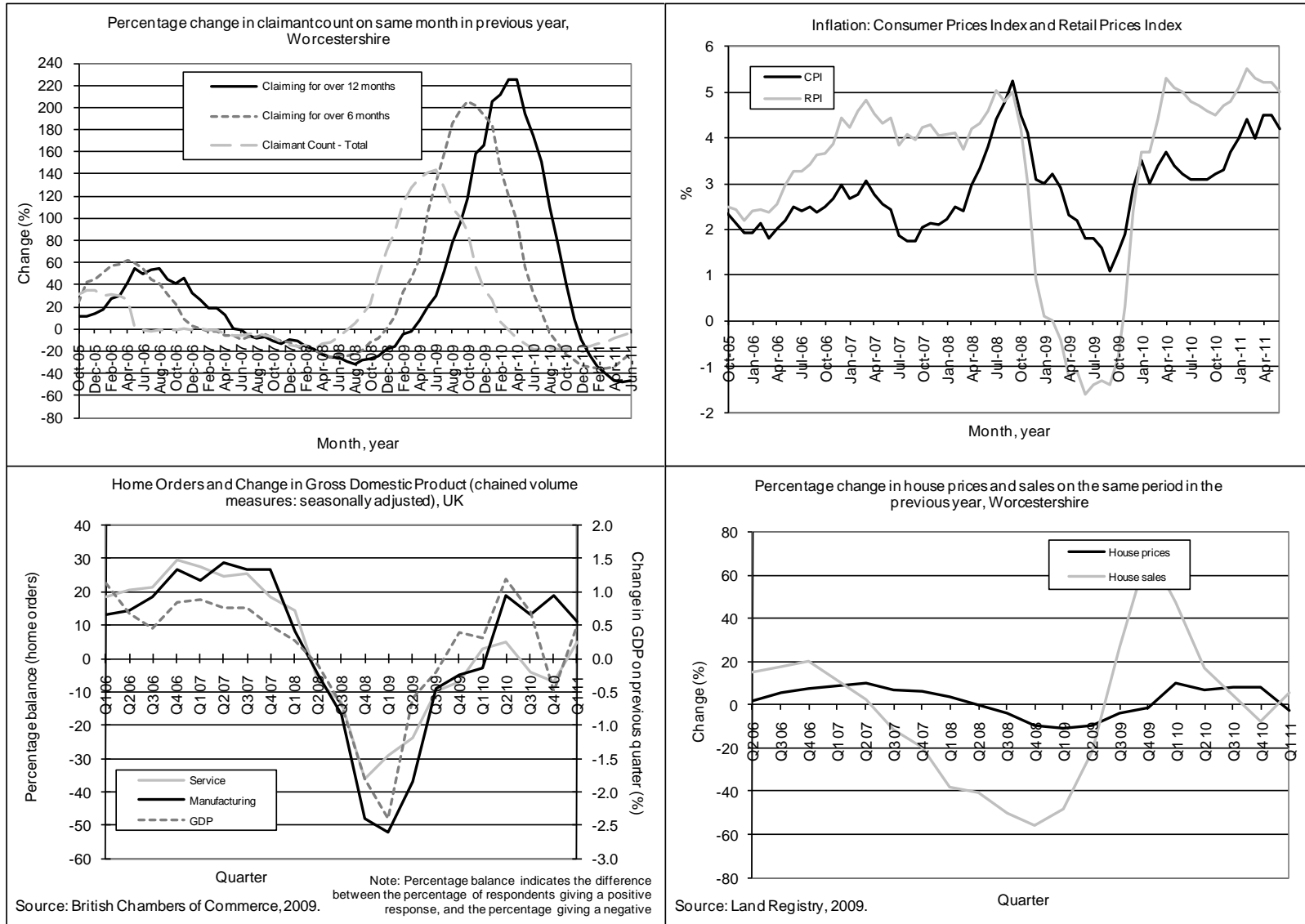
**June 2011**

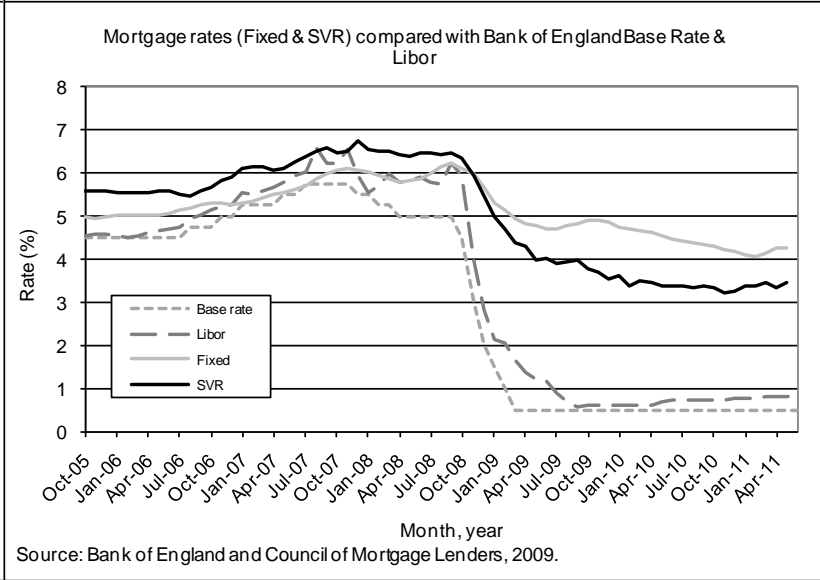
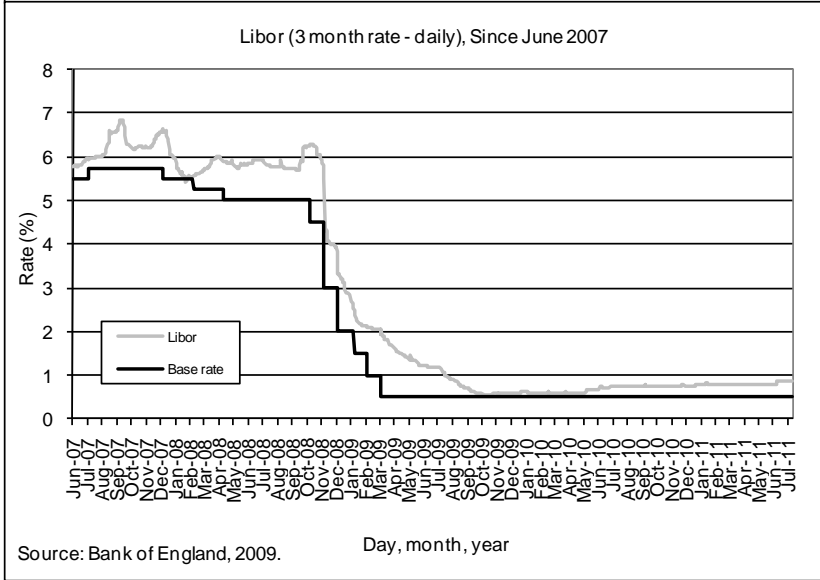
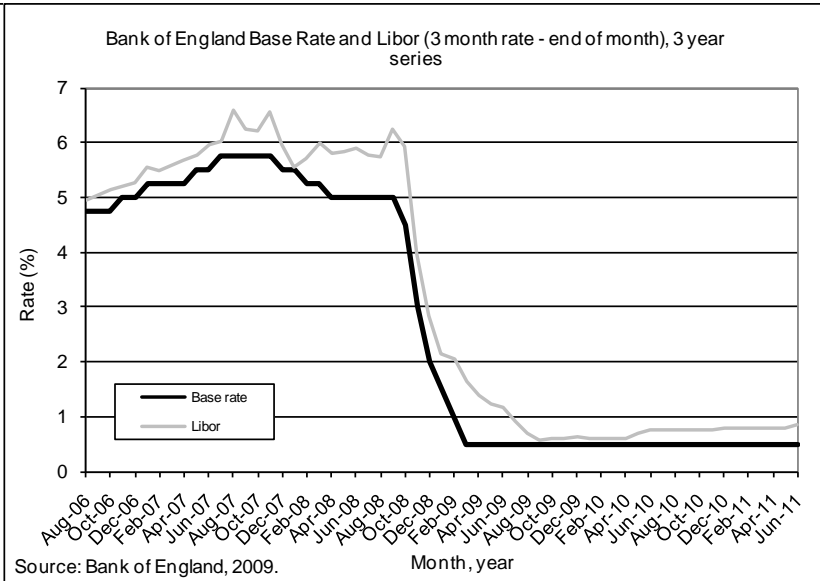
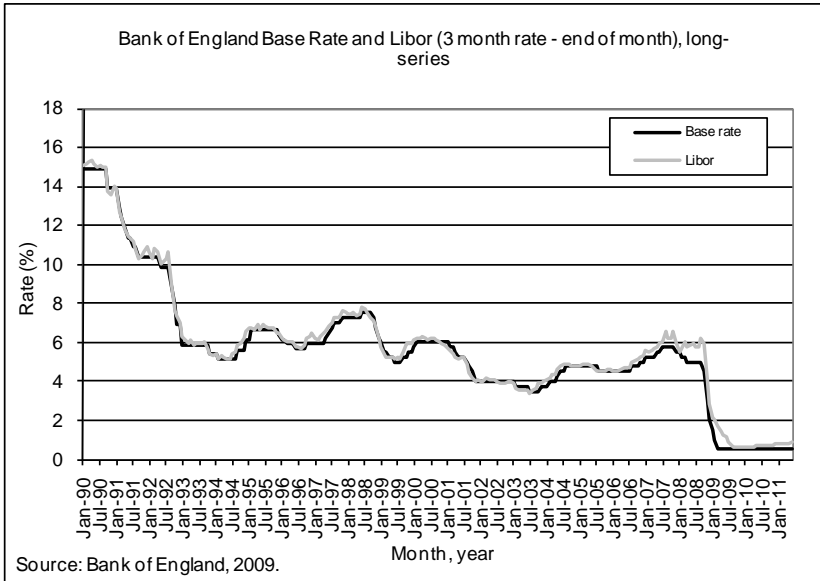
| <b>Destination</b>                  | <b>Number of people</b> |
|-------------------------------------|-------------------------|
| Found work                          | 835                     |
| Increases work to 16+ hours/week    | 10                      |
| Gone abroad                         | 105                     |
| Claimed Income Support              | 20                      |
| Claimed Sickness Benefit            | -                       |
| Claimed Incapacity Benefit          | 15                      |
| Claimed another benefit             | 20                      |
| Gone to full-time education         | 20                      |
| Gone onto approved training         | *                       |
| Transfer to Govt-supported training | 170                     |
| Retirement age reached              | *                       |
| Automatic credits payable           | *                       |
| Claims back-to-work bonus           | *                       |
| Gone to prison                      | 20                      |
| Attending court                     | *                       |
| New claim review                    | 20                      |
| Defective claim                     | 15                      |
| Ceased claiming                     | 90                      |
| Deceased                            | *                       |
| Not known                           | 210                     |
| Failed to sign                      | 780                     |
| <b>Total</b>                        | <b>2,335</b>            |

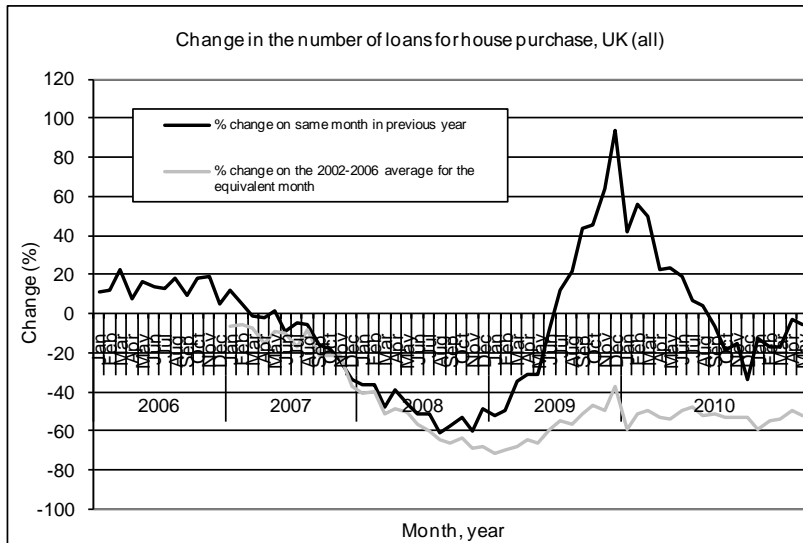
Source: NOMIS

\* Data unavailable due to disclosure  
 - These figures are missing.

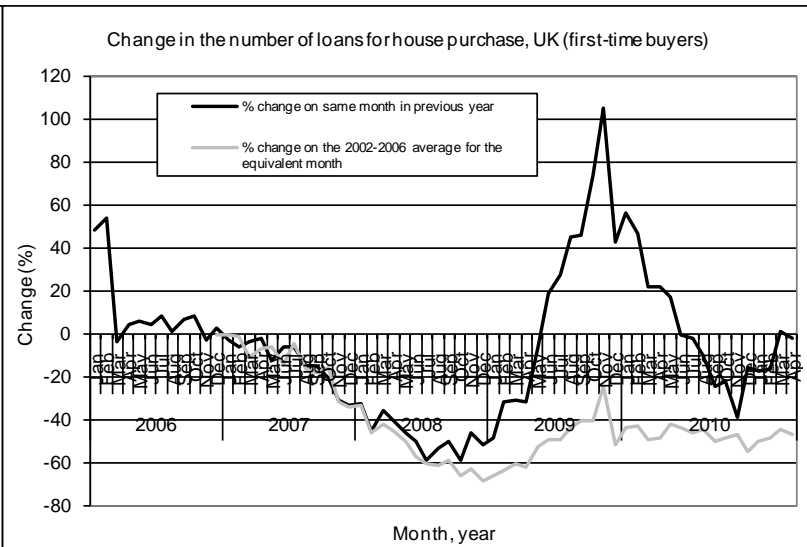
## 5. Economic Indicators



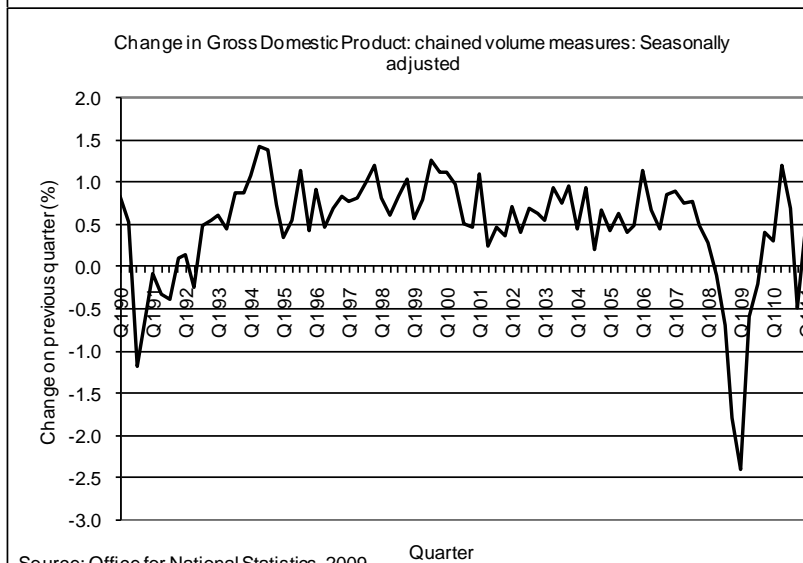




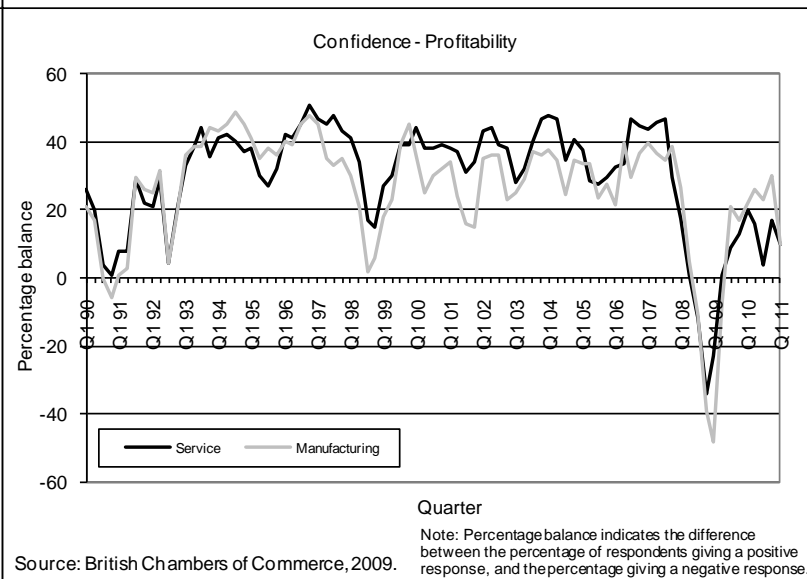
Source: Council of Mortgage Lenders, 2009.



Source: Council of Mortgage Lenders, 2009.

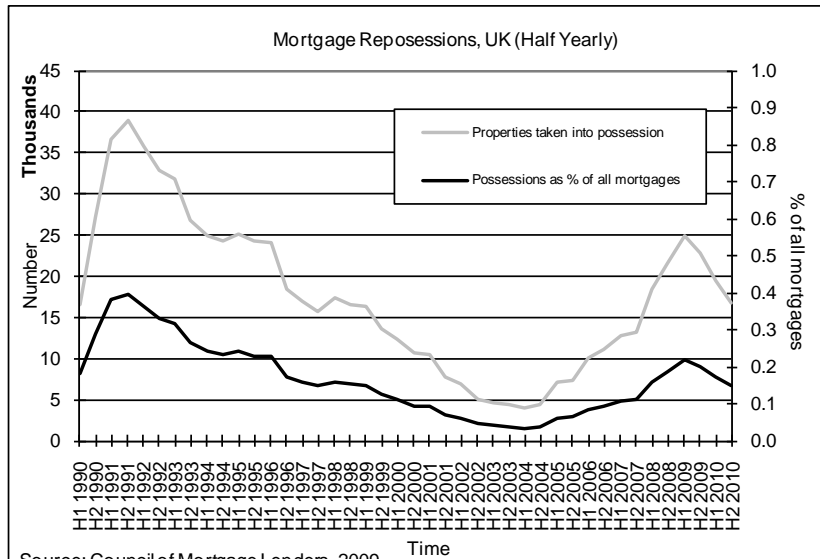


Source: Office for National Statistics, 2009.

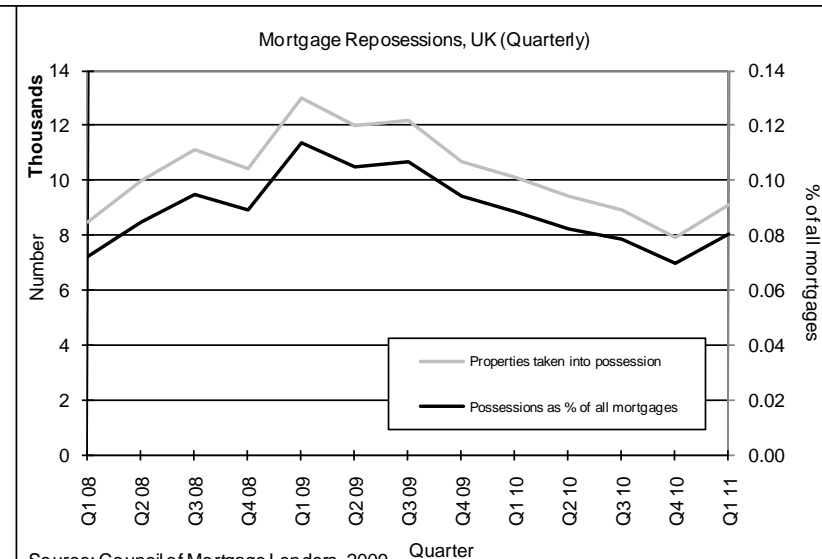


Source: British Chambers of Commerce, 2009.

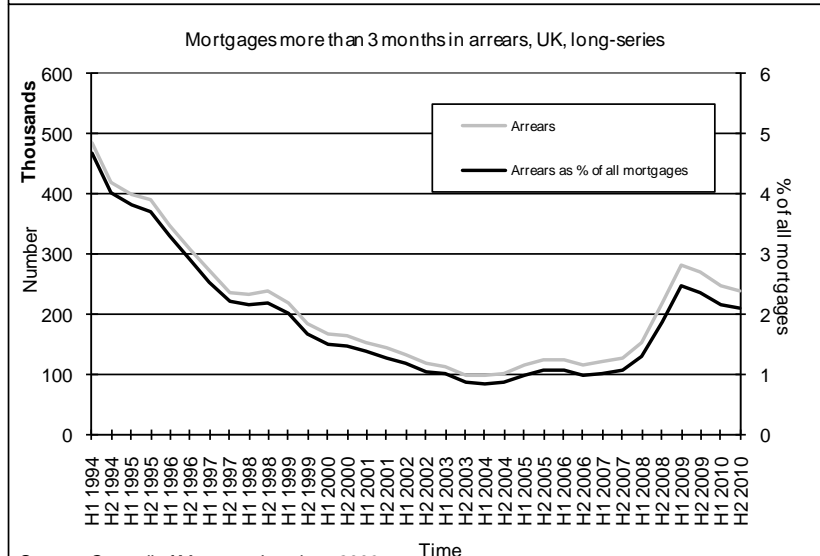
Quarter  
 Note: Percentage balance indicates the difference between the percentage of respondents giving a positive response, and the percentage giving a negative response.



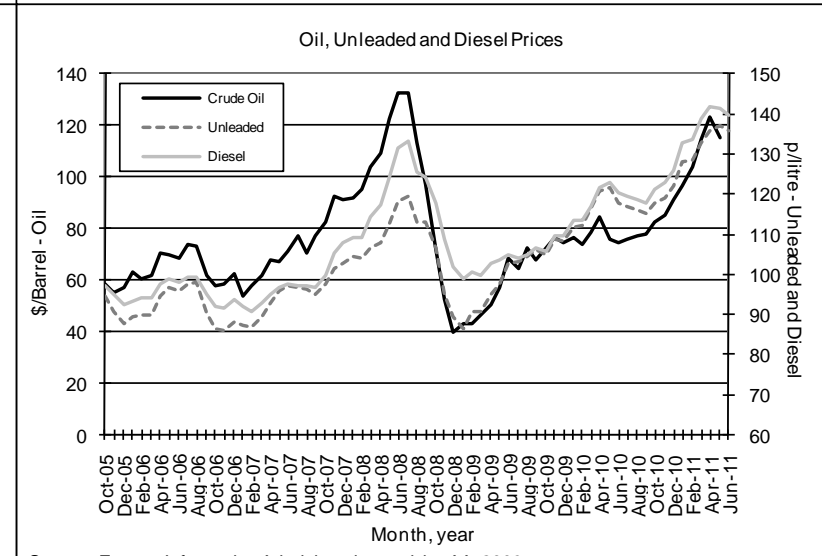
Source: Council of Mortgage Lenders, 2009.



Source: Council of Mortgage Lenders, 2009.



Source: Council of Mortgage Lenders, 2009.



Source: Energy Information Administration and the AA, 2009.

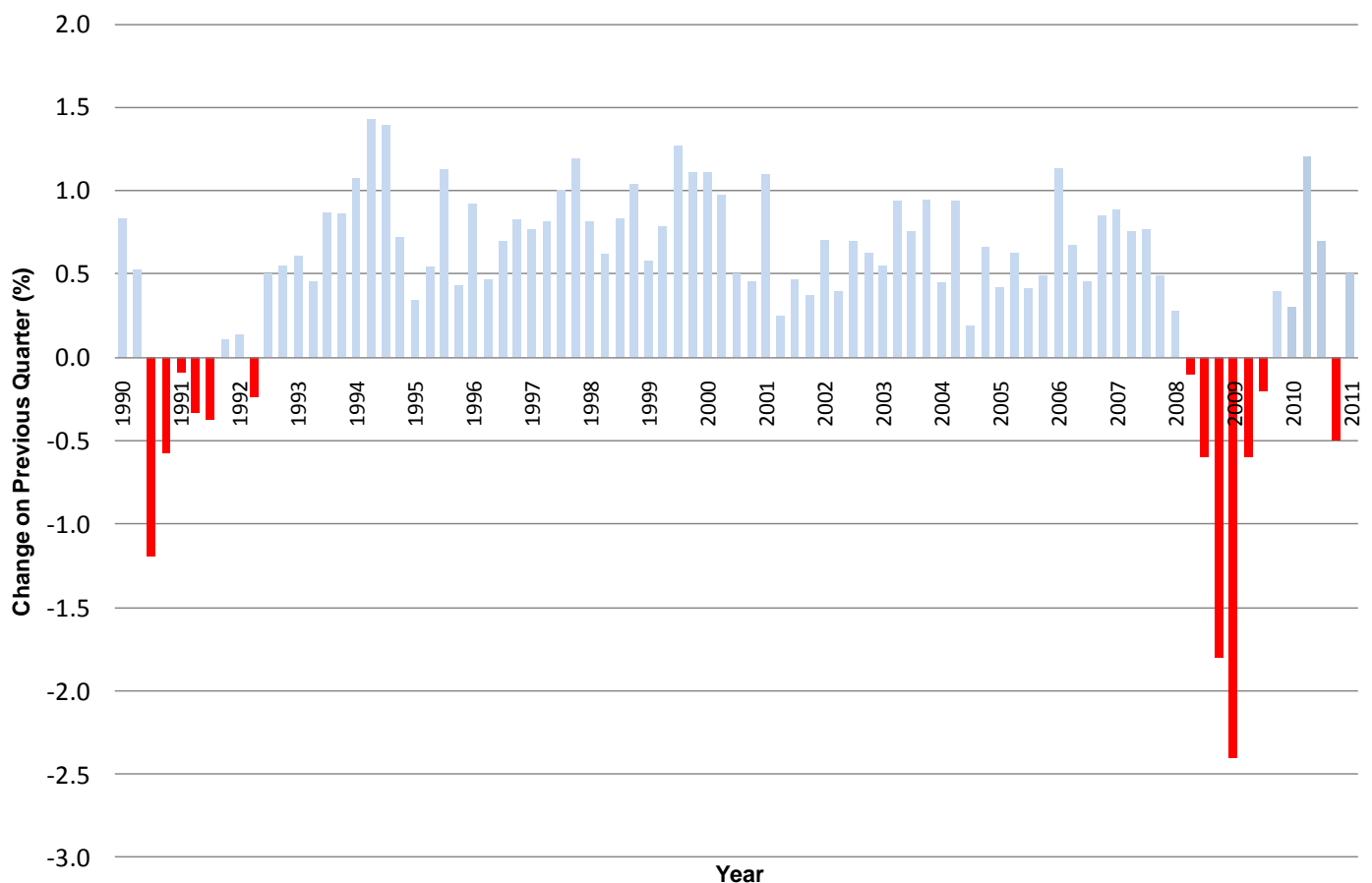
## 6. Discussion

### 7.1. Economic Context

The annual rate of decline for retail sales in the UK slowed in June, with like for like sales falling by 0.6% compared to a year ago. It is suggested by the British Retail Consortium that this is due to shops beginning their summer sales early with high sales of smaller home goods. This does however coincide with the closure of several high street brands such as Habitat and Jane Norman. Other companies such as Thorntons and HMV have also announced shop closures.<sup>2</sup>

In the first quarter of 2011 Gross Domestic Product (GDP) increased by 0.5%, compared to a decrease of 0.5% in the last quarter of 2010, reducing the risk of a double dip recession. The increase is due to the manufacturing and service sectors performing well, despite the construction sector output falling sharply<sup>3</sup>.

**Figure 6: GDP Growth Quarter on Previous Quarter**



Source: Office for National Statistics 2010

On the 7<sup>th</sup> June 2011, the Bank of England maintained interest rates at their record low of 0.5% for what has now been 28 months. They also voted to maintain measures to stimulate the economy; with a total of £200bn injected into the economy since March 2009 as part of a programme of quantitative easing<sup>4</sup>.

In June the CPI annual inflation rate fell unexpectedly to 4.2%, compared to 4.5% in May, due to a fall in the price of games, toys and clothing. The RPI annual inflation rate also fell, decreasing to 5.0% compared with 5.2% May<sup>5</sup>.

<sup>2</sup> BBC, 12<sup>th</sup> July 2011: <http://www.bbc.co.uk/news/business-14117767>

<sup>3</sup> Office for National Statistics April 2011: <http://www.statistics.gov.uk/cci/nugget.asp?id=192>

<sup>4</sup> Bank of England, 7<sup>th</sup> June 2011: <http://www.bankofengland.co.uk/publications/news/2011/067.htm>

## 7.2. Unemployment

In England and Wales the numbers claiming Jobseekers Allowance decreased by 12,346 in June 2011, making the total 1,293,816 claimants. The unemployment rate remained the same at 5.2%. In the UK the number of people claiming jobless benefits has decreased by 11,836 to 1,493,077 compared with May 2011.

The claimant count unemployment rate in Worcestershire in June 2011 remained below the national figure, at 3.8%, the claimant count decreased by 183 to 10,467. It should be noted that it peaked at 23,000 in February 1993 during the last recession.

Since its low point in May 2008, the number of Jobseekers Allowance claimants has more than doubled across the county, however, recently it has started to stabilise. The greatest decrease in absolute terms (between June 2010 and June 2011) took place in Wyre Forest with a fall of 195 claimants<sup>6</sup>.

### 7.2.1. Youth Unemployment

Young people continue to be amongst those who are most affected by the recession.

**Table 9: Worcestershire wards with the ten highest 18-24 claimant rates (%), June 2011**

| Area                     | District      | Number of claimants aged 18-24 years, claiming for up to 52 weeks (June 2011) | Population aged 18-24 (mid 2009) | % June 2011 | % May 2011 | % June 2010 |
|--------------------------|---------------|---|----------------------------------|-------------|------------|-------------|
| Oldington and Foley Park | Wyre Forest   | 85  | 526                              | 16.2        | 14.3       | 16.2        |
| Sidemoor                 | Bromsgrove    | 45  | 327                              | 13.8        | 12.2       | 9.2         |
| Areley Kings             | Wyre Forest   | 55  | 404                              | 13.6        | 12.4       | 9.9         |
| Catshill                 | Bromsgrove    | 45  | 350                              | 12.9        | 10.0       | 7.1         |
| Charford                 | Bromsgrove    | 65  | 508                              | 12.8        | 11.8       | 9.8         |
| Lodge Park               | Redditch      | 55  | 442                              | 12.4        | 11.3       | 12.4        |
| Abbey                    | Redditch      | 55  | 455                              | 12.1        | 13.2       | 9.9         |
| Rainbow Hill             | Worcester     | 65  | 564                              | 11.5        | 11.5       | 11.5        |
| Warndon                  | Worcester     | 70  | 612                              | 11.4        | 11.4       | 8.2         |
| Pickersleigh             | Malvern Hills | 55  | 483                              | 11.4        | 12.4       | 10.4        |
|                          |               |   |                                  |             |            |             |
| <b>Worcestershire</b>    |               | <b>2,915</b>  | <b>41,160</b>                    | <b>7.1</b>  | <b>7.3</b> | <b>6.6</b>  |
| <b>West Midlands</b>     |               | <b>43,685</b>   | <b>520,829</b>                   | <b>8.4</b>  | <b>8.5</b> | <b>7.6</b>  |
| <b>England</b>           |               | <b>320,610</b>  | <b>4,929,530</b>                 | <b>6.5</b>  | <b>6.6</b> | <b>6.0</b>  |

\* Figure is based on small values and should be treated with caution.  
Source: Office for National Statistics, 2010. Claimant count, downloaded from NOMIS.

In Worcestershire, analysis of claimant count data by Ward shows that in June 2011 there were 2,915 people aged 18-24 had been claiming for up to one year. This represents 7.1% of the 18-24 population, a decrease of 0.2 percentage points since May 2011, and remains higher than the England average. Nevertheless, there is considerable variation across the county - the ten wards with the highest rates are shown in Table 9.

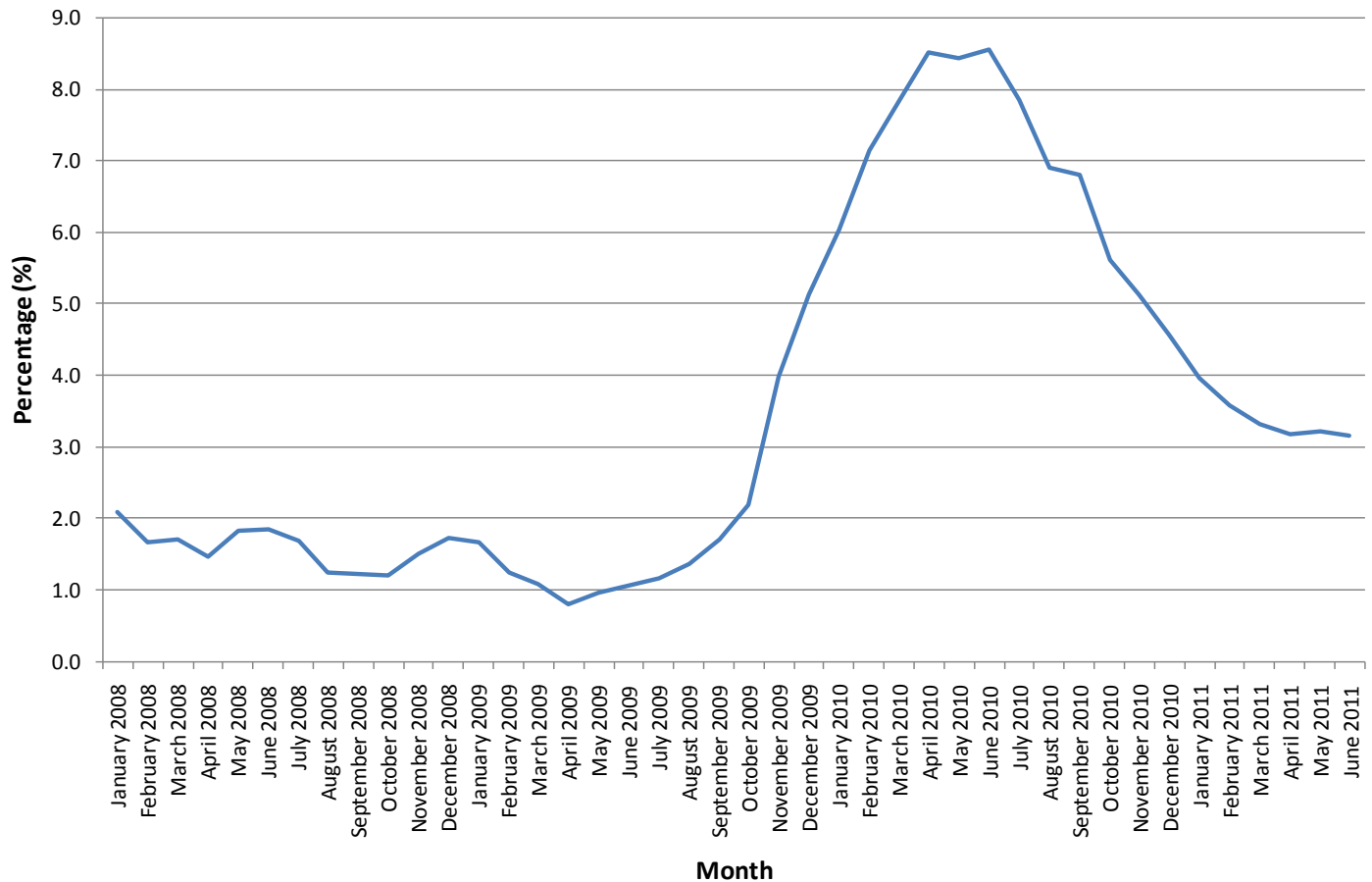
The ward with the highest claimant count unemployment rate is Oldington & Foley Park (16.2%), the rate has increased by 1.9 percentage points since last month, the rate is the same when it is compared to June 2010.

<sup>5</sup> BBC, 12<sup>th</sup> July 2011: <http://www.bbc.co.uk/news/business-14119532>

<sup>6</sup> NOMIS, 2009: <https://www.nomisweb.co.uk>

The chart below illustrates that the percentage of claimants aged 18-24 claiming for over 12 months started to increase more rapidly, from around 2% of all claimants aged 18-24 in October 2009 to 8.6% in June 2010, from which point it started to fall again. The current figure in June 2011 stands at 3.2%.

**Figure 7: Percentage of claimants aged 18-24 claiming for over 12 months as a proportion of all claimants aged 18-24 in Worcestershire, January 2008 to present**



Source: Office for National Statistics, 2010. Claimant count, downloaded from NOMIS.

### 7.2.2. Long Term Unemployment

The proportion of claimants in the county who have been in receipt of benefit for more than six months has increased by 1.3 percentage points to 32.1% between May and June 2011. The proportion in receipt of benefit for more than 12 months has increased by 0.1 percentage point between May and June 2011 to 10.3%.

### 7.2.3. Unemployment by Occupation

The claimant count is not broken down by industry, but using data by occupation does give us an indirect indication of the industries involved. In terms of overall numbers the greatest increase in claimants since June 2010 has been in Sales and Customer Service occupations (395). The largest decreases have been in Skilled Trades occupations (290) and Process, Plant and Machine operatives (285). In percentage terms, the largest decreases were for Skilled Trades Occupations and Managers and Senior Officials with decreases of 19.9% and 19.8% respectively<sup>7</sup>.

<sup>7</sup> NOMIS, 2010: <https://www.nomisweb.co.uk>

### 7.3. Job Vacancies

The number of vacancies available through Jobcentre Plus changes noticeably month on month, and there are seasonal effects related to Christmas and summer employment.

Since February 2009 the number of notified vacancies<sup>8</sup> has fluctuated between approximately 2,200 and 4,300, except in October 2010 when it reached 6,300 representing pre-Christmas vacancies. In June 2011 the number of notified vacancies was 3,366, which is around 20% lower than in May 2011. There were 3,093 live unfilled vacancies<sup>9</sup> in June 2011.

**Table 10: Vacancies notified by industry, June 2011**

| Industry   | Worcestershire |      | West Midlands |      | England |      |
|--|----------------|------|---------------|------|---------|------|
|  | number         | %    | number        | %    | number  | %    |
| A : Agriculture, hunting and forestry  | 9              | 0.3  | 93            | 0.3  | 1,084   | 0.4  |
| B : Fishing  | 0              | 0.0  | 1             | 0.0  | 6       | 0.0  |
| C : Mining and quarrying   | 2              | 0.1  | 7             | 0.0  | 86      | 0.0  |
| D : Manufacturing  | 115            | 3.4  | 1,089         | 3.1  | 9,295   | 3.5  |
| E : Electricity, gas and water supply  | 134            | 4.0  | 417           | 1.2  | 3,467   | 1.3  |
| F : Construction   | 123            | 3.7  | 1,471         | 4.2  | 8,678   | 3.3  |
| G : Wholesale and retail trade; repair of motor vehicles, motorcycles and personal and household goods | 301            | 8.9  | 2,802         | 8.1  | 23,020  | 8.7  |
| H : Hotels and restaurants   | 128            | 3.8  | 1,210         | 3.5  | 12,923  | 4.9  |
| I : Transport, storage and communication   | 61             | 1.8  | 690           | 2.0  | 6,569   | 2.5  |
| J : Financial intermediation   | 27             | 0.8  | 1,168         | 3.4  | 8,905   | 3.4  |
| K : Real estate, renting and business activities   | 1,838          | 54.6 | 21,187        | 60.9 | 150,913 | 57.1 |
| L : Public administration and defence; compulsory social security                                      | 140            | 4.2  | 677           | 1.9  | 4,094   | 1.6  |
| M : Education  | 35             | 1.0  | 519           | 1.5  | 5,522   | 2.1  |
| N : Health and social work   | 323            | 9.6  | 2,371         | 6.8  | 17,200  | 6.5  |
| O : Other community, social and personal service activities  | 83             | 2.5  | 858           | 2.5  | 11,563  | 4.4  |
| P : Private households with employed persons   | 47             | 1.4  | 213           | 0.6  | 666     | 0.3  |
| Q : Extra-territorial organisation and bodies  | 0              | 0.0  | 6             | 0.0  | 113     | 0.0  |

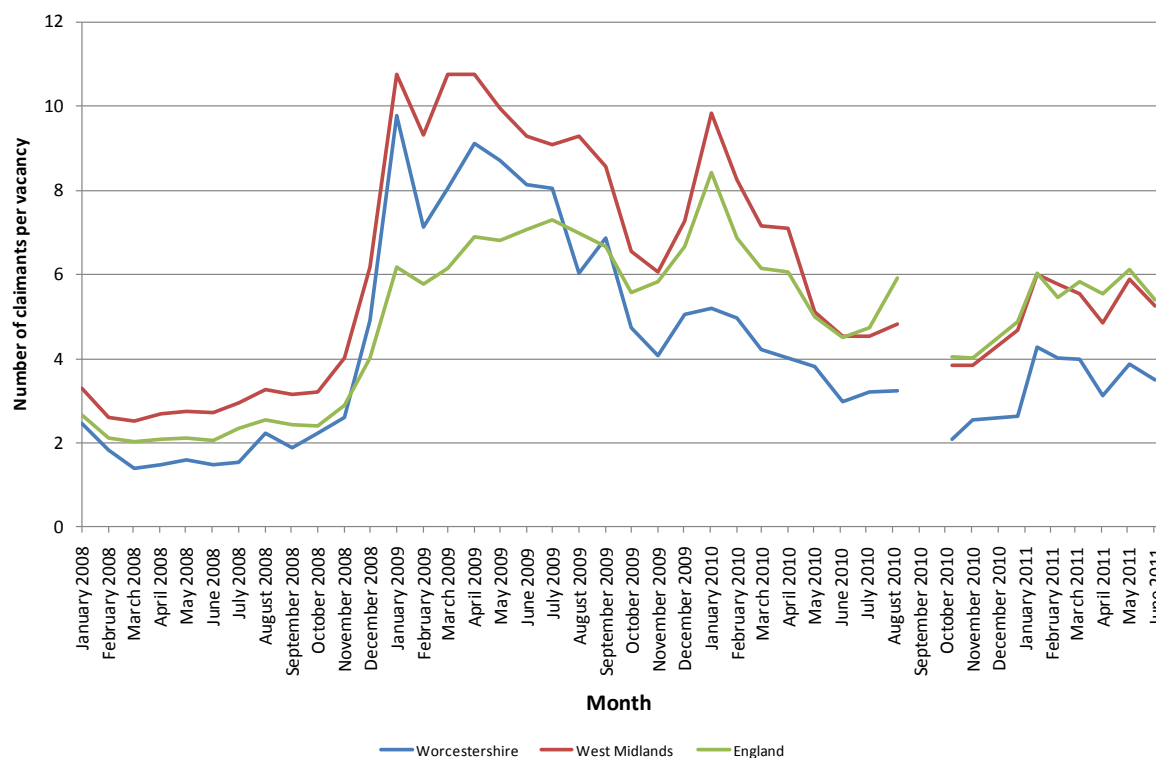
Source: Office for National Statistics, 2010 downloaded from NOMIS

In June 2011 54.6% of notified vacancies in Worcestershire were in the Real estate, renting and business activities sector; a similar trend can also be seen throughout the West Midlands (60.9%) and England (57.1%).

<sup>8</sup> Notified vacancies: Monthly data on the inflow of newly notified vacancies to Job Centre Plus

<sup>9</sup> Live unfilled vacancies: A monthly snapshot of the number of unfilled vacancies held by Jobcentre Plus, for which a Jobseeker can actively apply.

**Figure 8: Number of claimants per vacancy**



Please note this chart was not updated in September due to unforeseen circumstances at source, not all data to update the chart has been released  
Source: Claimant Count and Jobcentre Plus Vacancies, downloaded from NOMIS 2010

From November 2008 there was a sharp rise in the number of JSA claimants, whilst the number of live unfilled vacancies saw a fall. Therefore the average number of claimants per vacancy more than tripled, reaching a peak in April 2009 of 9.1 claimants for every vacancy in Worcestershire and 10.8 in the West Midlands. The latest data for June 2011 shows that the number of claimants per vacancy in Worcestershire has decreased by 0.4 percentage points to 3.5 in comparison to last month; it also remains lower than the West Midlands region (5.2) and England (5.4). They also remain above pre-recession levels.

**Table 11: Number of claimants and vacancies by occupation in Worcestershire, June 2011**

| Occupation   | Vacancies    |              | Claimants     | Claimants per vacancy |
|--|--------------|--------------|---------------|-----------------------|
|  | number       | %            |               |                       |
| 1 : Managers and Senior Officials                    | 139          | 4.1          | 525           | 3.8                   |
| 2 : Professional Occupations                         | 81           | 2.4          | 325           | 4.0                   |
| 3 : Associate Professional and Technical Occupations | 573          | 17.0         | 635           | 1.1                   |
| 4 : Administrative and Secretarial Occupations       | 198          | 5.9          | 1,060         | 5.4                   |
| 5 : Skilled Trades Occupations                       | 359          | 10.7         | 1,150         | 3.2                   |
| 6 : Personal Service Occupations                     | 385          | 11.4         | 655           | 1.7                   |
| 7 : Sales and Customer Service occupations           | 333          | 9.9          | 2,045         | 6.1                   |
| 8 : Process, Plant and Machine Operatives            | 517          | 15.4         | 1,145         | 2.2                   |
| 9 : Elementary Occupations                           | 781          | 23.2         | 3,150         | 4.0                   |
| <b>Total</b>   | <b>3,366</b> | <b>100.0</b> | <b>10,685</b> | <b>3.2</b>            |

Source: Jobcentre Plus, downloaded from NOMIS 2010

When the number of vacancies is broken down by occupation it highlights that in June 2011 there is greatest competition for jobs in Sales and Customer Service Occupations (6.1 claimants per vacancy). The vacancies for those occupations make up 9.9% of all vacancies indicating that there is competition for a small proportion of jobs. In contrast, 17.0% of vacancies are Associate Professional and Technical Occupations, but

competition is lower at 1.1 claimants per vacancy. As a consequence, some jobs in these occupations remain unfilled for several weeks.

## 7.4. Employment

### 7.4.1. Employment by Local Authority

**Table 12: Employment aged 16-64 by Local Authority Area in Worcestershire, January 2010 –December 2010**

| Authority             | Number employed   | Employment rate <sup>1</sup> | 95% Confidence Interval of rate (percentage points) <sup>2</sup> | Lower confidence limit (rate minus confidence interval) | Upper confidence limit (rate plus confidence interval) |
|-----------------------|-------------------|------------------------------|--|---|--|
| Bromsgrove            | 43,000            | 75.3                         | 6.6  | 68.7  | 81.9   |
| Malvern Hills         | 32,000            | 71.8                         | 7.5  | 64.3  | 79.3   |
| Redditch              | 38,700            | 72.3                         | 7.0  | 65.3  | 79.3   |
| Worcester             | 47,100            | 74.2                         | 6.9  | 67.3  | 81.1   |
| Wychavon              | 57,000            | 78.7                         | 5.4  | 73.3  | 84.1   |
| Wyre Forest           | 44,000            | 72.0                         | 7.0  | 65.0  | 79.0   |
| <b>Worcestershire</b> | <b>261,900</b>    | <b>74.3</b>                  | <b>2.7</b>   | <b>71.6</b>   | <b>77.0</b>  |
| <b>West Midlands</b>  | <b>2,322,100</b>  | <b>67.5</b>                  | <b>0.7</b>   | <b>66.8</b>   | <b>68.2</b>  |
| <b>England</b>        | <b>23,638,100</b> | <b>70.4</b>                  | <b>0.2</b>   | <b>70.2</b>   | <b>70.6</b>  |

<sup>1</sup> Rate is calculated as a proportion of all people aged 16-64.

<sup>2</sup> The confidence interval is the range of values, above or below the employment rate, within which we can be 95% sure that the true value for the whole population lies.

Source: NOMIS, 2010. Annual Population Survey.

The employment rate in Worcestershire is greater than both the West Midlands region and England as a whole. Within Worcestershire the district with the highest employment rate is Wychavon, with Malvern Hills having the lowest rate. All districts are higher than the West Midlands and the national rate.

### 7.4.2. Employment by Industry

The industries highlighted in italics are the four sectors which employ the largest proportions of working age residents in Worcestershire, as well as the West Midlands and England. The proportion employed in public admin, education and health is around the same as in the West Midlands Region and England, while the proportion employed in manufacturing in the county is notably larger than for England.

**Table 13: Employment by Industry of those aged 16-64, January 2010 –December 2010**

| Industry                                    | Worcestershire |      | West Midlands |      | England   |      |
|---|----------------|------|---------------|------|-----------|------|
|   | Number         | %    | Number        | %    | Number    | %    |
| <i>Public admin. education and health</i>   | 79,500         | 30.3 | 719,000       | 31.0 | 7,157,700 | 30.3 |
| <i>Distribution, hotels and restaurants</i> | 51,200         | 19.5 | 424,400       | 18.3 | 4,362,200 | 18.5 |
| <i>Manufacturing</i>                        | 38,900         | 14.9 | 307,600       | 13.2 | 2,379,300 | 10.1 |
| <i>Banking, finance and insurance</i>       | 38,400         | 14.6 | 318,000       | 13.7 | 3,890,700 | 16.5 |
| Construction                                | 16,100         | 6.1  | 173,100       | 7.5  | 1,777,800 | 7.5  |
| Transport and communications                | 14,700         | 5.6  | 179,200       | 7.7  | 2,079,100 | 8.8  |
| Other services                              | 11,700         | 4.4  | 115,900       | 5.0  | 1,297,700 | 5.5  |
| Agriculture and fishing                     | 4,300          | 1.7  | 30,600        | 1.3  | 212,700   | 0.9  |
| Energy and water                            | *              | *    | 36,100        | 1.6  | 341,400   | 1.4  |

Worcestershire data from the Annual Population Survey have confidence intervals of between approximately +/-0.9-3.3 percentage points. West Midlands CI's +/- 0.2-0.9 percentage points. England CI's +/- 0.1-0.3 percentage points. Care should be taken when drawing comparisons between areas as differences may not be statistically significant.

\* Estimate and confidence interval unreliable since the group sample size is small (3-9).

Source: Office for National Statistics, 2010. Annual Population Survey, downloaded from NOMIS

### 7.4.3. Employment by Occupation

Within Worcestershire 17.0% of residents are employed managers and senior officials, this is the occupation that is held by the majority of residents within the West Midlands and England.

**Table 14: Employment by Occupation aged 16-64, January 2010 –December 2010**

| Occupation                                 | Worcestershire |      | West Midlands |      | England   |      |
|--|----------------|------|---------------|------|-----------|------|
|  | Number         | %    | Number        | %    | Number    | %    |
| Managers and senior officials              | 45,700         | 17.0 | 367,600       | 15.4 | 3,917,600 | 16.1 |
| Professional occupations                   | 37,800         | 14.1 | 291,300       | 12.2 | 3,437,900 | 14.1 |
| Associate prof & tech occupations          | 37,900         | 14.1 | 306,300       | 12.9 | 3,589,200 | 14.8 |
| Skilled trades occupations                 | 33,900         | 12.6 | 267,300       | 11.2 | 2,446,600 | 10.1 |
| Administrative and secretarial occupations | 27,500         | 10.3 | 250,400       | 10.5 | 2,626,800 | 10.8 |
| Elementary occupations                     | 23,900         | 8.9  | 287,300       | 12.1 | 2,690,400 | 11.1 |
| Personal service occupations               | 23,500         | 8.8  | 237,100       | 9.9  | 2,152,500 | 8.8  |
| Sales and customer service occupations     | 19,300         | 7.2  | 177,300       | 7.4  | 1,775,700 | 7.3  |
| Process, plant and machine operatives      | 16,500         | 6.1  | 183,600       | 7.7  | 1,580,200 | 6.5  |

Worcestershire data from the Annual Population Survey have confidence intervals of between approximately +/-1.7-2.7 percentage points. West Midlands CI's +/- 0.5-0.7 percentage points. England CI's +/- 0.1-0.2 percentage points. Care should be taken when drawing comparisons between areas as differences may not be statistically significant.

Source: Office for National Statistics, 2010. Annual Population Survey, downloaded from NOMIS

### 7.4.4. Employment Status – Full time / Part time

Approximately three quarters of the working age population who are employed across Worcestershire, West Midlands and England as a whole are employed in full time jobs.

**Table 15: Percentage of population in employment aged 16-64 - full-time / part time, January 2010 –December 2010**

|           | Worcestershire |      | West Midlands |      | England    |      |
|-----------|----------------|------|---------------|------|------------|------|
|           | Number         | %    | Number        | %    | Number     | %    |
| Full Time | 185,200        | 70.7 | 1,707,900     | 73.6 | 17,528,200 | 74.2 |
| Part Time | 76,300         | 29.1 | 611,100       | 26.3 | 6,068,900  | 25.7 |

Worcestershire data from the Annual Population Survey have confidence intervals of approximately +/- 3.3 percentage points. West Midlands CI's +/- 0.8 percentage points. England CI's +/-0.3 percentage points. Care should be taken when drawing comparisons between areas as differences may not be statistically significant.

Source: Office for National Statistics, 2010. Annual Population Survey, downloaded from NOMIS

### 7.4.5. Employed / Self employed

**Table 16: Percentage of those in employment aged 16-64 - Employed / Self Employed, January 2010 –December 2010**

|               | Worcestershire |      | West Midlands |      | England    |      |
|---------------|----------------|------|---------------|------|------------|------|
|               | Number         | %    | Number        | %    | Number     | %    |
| Employed      | 222,700        | 85.0 | 2,026,400     | 87.3 | 20,377,100 | 86.2 |
| Self Employed | 36,400         | 13.9 | 280,100       | 12.1 | 3,111,300  | 13.1 |

Worcestershire data from the Annual Population Survey have confidence intervals of approximately +/-2.5-2.6 percentage points. West Midlands CI's +/-0.6 percentage points. England CI's +/-0.2 percentage points. Care should be taken when drawing comparisons between areas as differences may not be statistically significant.

Source: Office for National Statistics, 2010. Annual Population Survey, downloaded from NOMIS

Of those in employment aged 16-64 in Worcestershire, 85.0% are employed. 13.9% are self employed, higher than the national average and the West Midlands.

### 7.4.6. Earnings

**Table 17: Median Gross Annual Earnings - Residence and Workplace Based**

| Area           | Median gross annual earnings - residence based |         |          | Median gross annual earnings - workplace based |         |          |
|----------------|--|---------|----------|--|---------|----------|
|                | 2009   | 2010    | % change | 2009   | 2010    | % change |
| Worcestershire | £25,123  | £24,788 | -1.3     | £23,178  | £22,856 | -1.4     |
| West Midlands  | £23,942  | £23,902 | -0.2     | £23,958  | £23,838 | -0.5     |
| England        | £26,145  | £26,268 | 0.5      | £26,133  | £26,250 | 0.4      |

Source: Annual Survey of Hours and Earnings, 2010

The median earnings of people living in Worcestershire have decreased by 1.3% compared to 2009. They remain above the West Midlands average, however are still lower than those living in England. The average earnings of those employed within Worcestershire are less than the West Midlands and England, and they have decreased by 1.4% compared to 2009. People who live in Worcestershire earn on average 8.5% more than those who work in Worcestershire.

## 8. Qualifications and Skills

Qualifications of working age residents in Worcestershire are broadly in line with the figures nationally.

**Table 18: Qualifications of the working age population - January 2010- December 2010**

| Qualification                         | Worcestershire |      | West Midlands |      | England    |      |
|---------------------------------------|----------------|------|---------------|------|------------|------|
|                                       | Number         | %    | Number        | %    | Number     | %    |
| % with NVQ4+                          | 103,800        | 29.4 | 893,700       | 26.0 | 10,440,600 | 31.1 |
| % with NVQ3 only                      | 51,900         | 14.7 | 541,500       | 15.8 | 5,294,100  | 15.8 |
| % with NVQ2 only                      | 58,400         | 16.6 | 585,900       | 17.1 | 5,478,200  | 16.3 |
| % with NVQ1 only                      | 53,900         | 15.3 | 503,400       | 14.6 | 4,448,900  | 13.3 |
| % with Trade Apprenticeships          | 16,200         | 4.6  | 125,500       | 3.7  | 1,263,000  | 3.8  |
| % with degree or equivalent and above | 65,400         | 18.9 | 595,300       | 17.6 | 7,609,200  | 22.9 |
| % with higher education below degree  | 38,400         | 11.1 | 298,400       | 8.8  | 2,831,400  | 8.5  |
| % with GCE A level or equivalent      | 77,600         | 22.4 | 738,100       | 21.8 | 7,327,200  | 22.1 |
| % with GCSE grades A-C or equivalent  | 82,700         | 23.9 | 824,000       | 24.4 | 7,511,100  | 22.6 |
| % with other qualifications           | 24,100         | 6.9  | 267,000       | 7.8  | 2,897,400  | 8.6  |
| % with no qualifications              | 44,000         | 12.5 | 519,200       | 15.1 | 3,722,800  | 11.1 |

Worcestershire data from the Annual Population Survey have confidence intervals of between approximately +/-1.3-2.8 percentage points. West Midlands CI's +/- 0.3-0.7 percentage points England CI's +/- 0.1-0.2 percentage points. Care should be taken when drawing comparisons between areas as differences may not be statistically significant.

Source: Office for National Statistics, 2009. Annual Population Survey, downloaded from NOMIS.

The National Employer Skills Survey for West Midlands 2009 (NESS) found that the proportion of employers recruiting those aged 16-24 was lower in 2009 (22%) than in 2007 (25%). In 2009 3% of employers had hard-to-fill vacancies and 2% had skills-shortage vacancies (SSVs), both reducing by half in comparison to 2007 figures. As a percentage of all vacancies 15% were SSVs.

In the West Midlands 20% of establishments are experiencing skills gaps, despite falls in 2003-2007, with more organisations potentially becoming skills aware and looking for ways to improve during the recession. The proportion of the workforce receiving training has reduced to 53% in 2009 from 64% in 2007; however there has been an increase of 3 percentage points in the proportion of establishments offering training to 68%.

Of the 9% of employers offering Apprenticeships only 5% have any staff undertaking one. Around 12 % of employers had been involved with Train to Gain, slightly above the England average of 11%<sup>10</sup>.

## 9. Business Confidence

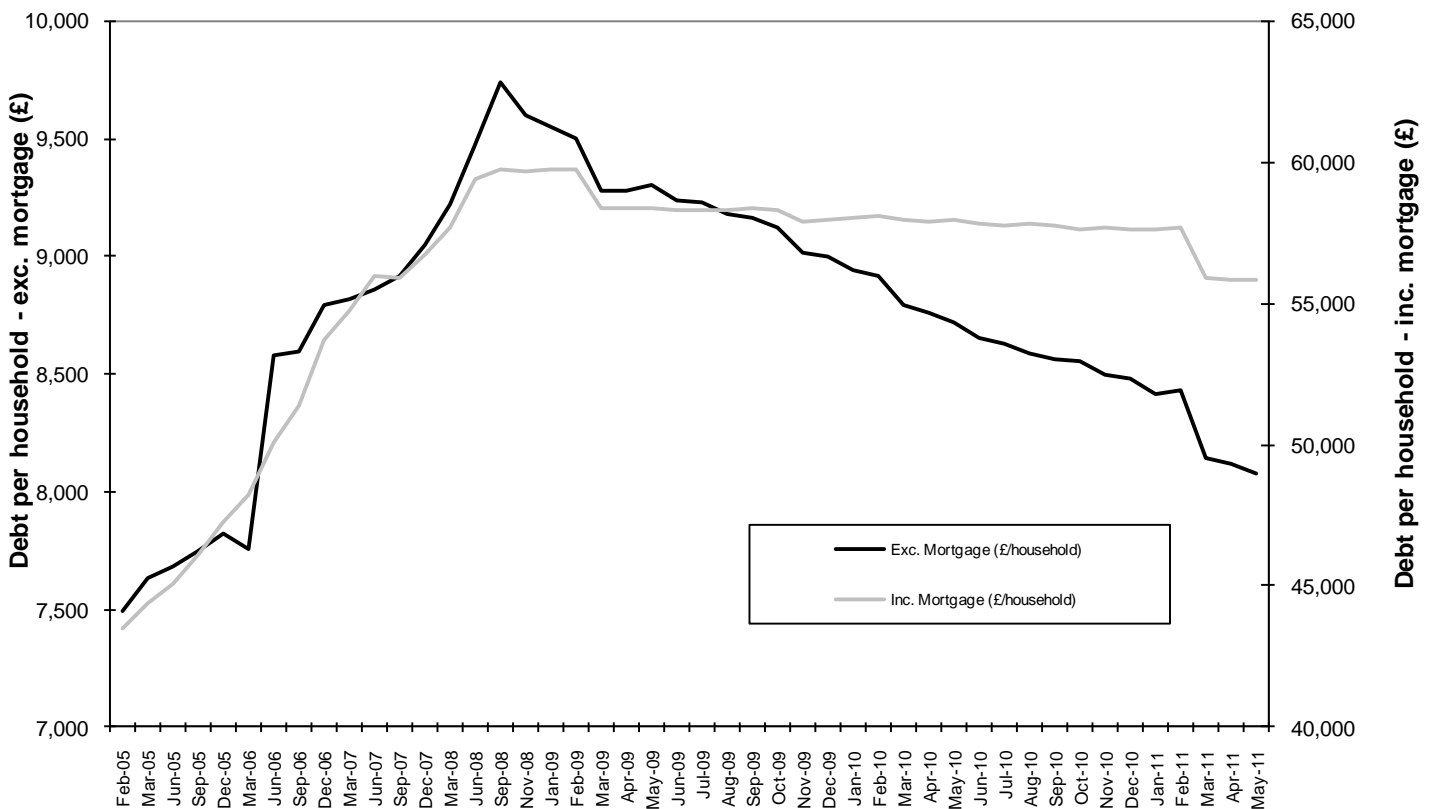
The Q1 2011 British Chamber of Commerce Economic Survey suggested that the UK recovery is fragile following the increase of VAT at the start of the year and the implementation of the Governments tough spending cuts. The severe weather conditions in December may have also had a negative impact on some balances.

Manufacturers' profitability confidence fell 20 points to 10%, the worst level since Q2 2009. Manufacturers' turnover confidence also fell 20 points to 28%, again the worst level since Q2 2009. The service sector turnover confidence rose 5 points to 31%, the best since Q1 2010; however profitability confidence decreased 7 points to 10%.

The BCC indicates that the Government should ensure that policies are implemented that enhance private sector growth, creating jobs and steering recovery<sup>11</sup>.

## 10. Debt

Figure 9: Average Personal Debt, UK



Source: CreditAction, 2010

<sup>10</sup> National Employer Skills Survey 2009: <http://readingroom.lsc.gov.uk/lsc/WestMidlands/wmr-NESS2009KeyFindingsReportFinal-mar10.pdf>

<sup>11</sup> British Chamber Of Commerce, April 2011: <http://www.britishchambers.org.uk/zones/policy/reports/quarterly-economic-survey.html>

In May 2011 total personal debt in the UK was £1,452 billion; with individuals owing nearly as much as the country produces in a year. If Worcestershire were in line with the national average, this would be equivalent to around £8,076 debt per household excluding mortgages and £55,862 if mortgages are included. If the latter is added to the March 2010 budget report figure for public sector net debt expected in 2015-2016 then average debt per household rises to £106,477<sup>12</sup>.

In Q1 2011 UK banks and building societies wrote off £1.89bn of loans of which £866m was credit card debt. This amounts to a total write off of £20.71m per day.

## 11. Housing Market

### 11.1. House Prices

Halifax have suggested that there has been a 1.2% increase in house prices in June compared to the previous month, however they also indicated that prices are 3.5% lower than a year ago<sup>13</sup>. The Nationwide however, have reported no change in house prices in June 2011, with a 1.1% decrease compared to last year<sup>14</sup>.

However, according to the Land Registry House Price Index, there was a 0.9% decrease in the average house price between May 2010 and May 2011 in Worcestershire, compared with a decrease of 3.0% for the West Midlands region and a 2.2% fall in England and Wales<sup>15</sup>.

In Q1 2011, the mean house price in the county was £199,601, 2.9% lower than the £205,581 seen in Q1 2010. Between Q1 2010 and Q1 2011, prices fell in each district except Worcester, which saw an increase of 0.2%. The greatest decrease was in Bromsgrove (-5.4%) and the least in Wychavon (-2.5%). In terms of property type, the only increase in average price was for flats/maisonettes (9.7%) with the value of semi detached properties seeing the greatest decrease (-5.8%).

**Table 19: Mean house prices by Local Authority and Property Type, Q1 2010 and Q1 2011**

| Authority             | Detached          | Semi Detached | Terraced    | Flat/Maisonette | Total Averages  |                 |                   |
|-----------------------|-------------------|---------------|-------------|-----------------|-----------------|-----------------|-------------------|
|                       | Q1 10/11 % change |               |             |                 | Q1 2010         | Q1 2011         | Q1 10/11 % change |
| Bromsgrove            | 3.5               | -5.5          | -1.9        | <u>-5.7</u>     | £234,355        | £221,722        | -5.4              |
| Malvern Hills         | 2.6               | -15.6         | 3.3         | <u>-4.4</u>     | £233,291        | £225,837        | -3.2              |
| Redditch              | -6.1              | -6.6          | -1.6        | 16.5            | £164,881        | £160,148        | -2.9              |
| Worcester City        | 6.9               | -2.5          | -5.7        | 23.6            | £166,239        | £166,562        | 0.2               |
| Wychavon              | 1.4               | -10.6         | 1.3         | 19.3            | £247,675        | £241,509        | -2.5              |
| Wyre Forest           | -14.4             | -1.4          | -0.5        | <u>-1.1</u>     | £178,186        | £169,620        | -4.8              |
| <b>Worcestershire</b> | <b>-0.7</b>       | <b>-5.8</b>   | <b>-0.4</b> | <b>9.7</b>      | <b>£205,581</b> | <b>£199,601</b> | <b>-2.9</b>       |

Note: figures in italics and underlined are based on fewer than 20 sales and should be treated with caution.

Source: Land Registry, 2010.

The number of property sales in Q1 2011 was 5.7% higher than in Q1 2010. This increase in activity was greatest in Worcester, which saw a 25.4% increase in sales; however Bromsgrove, Malvern Hills, Redditch and Wyre Forest all saw a fall. Detached properties (-2.0%) saw a slight decrease in number of sales in Q1 2011 compared to Q1 2010, however semi detached saw an increase of 14.9%.

<sup>12</sup> CreditAction, April 2011; <http://www.creditaction.org.uk/helpful-resources/debt-statistics.html>

<sup>13</sup> Halifax, June 2011: <http://www.lloydsbankinggroup.com/media/pdfs/2011/HousePriceIndexJune2011.pdf>

<sup>14</sup> Nationwide, May 2011: <http://www.nationwide.co.uk/hpi/>

<sup>15</sup> Land Registry, May 2011: <http://www.landregistry.gov.uk/>

## 11.2. Loans for House Purchase

The latest lending survey from the Council of Mortgage Lenders (CML) shows that numbers of loans made to home buyers from April to May 2011 has risen by just 1.7% to £41,500, however this has decreased by 5.3% when compared with May 2010. There was a 26.2% decrease in the number of loans for house purchase in Q1 2011 compared to Q4 2010; this is 15.6% lower than in the same quarter in 2010<sup>16</sup>.

The number of loans for first-time buyers in May 2011 was 0.6% higher than in April 2011; however has fallen 2.5% when compared with May 2010. When comparing Q1 2011 with Q4 2010, the number of loans fell by 23.0%<sup>17</sup>.

## 11.3. Arrears and Repossessions

The Council of Mortgage Lenders has suggested that the number of house repossessions will rise again from 40,000 this year to 45,000 in 2012. The CML describes the UK as going through "a weak and patchy recovery"; however this latest forecast is considerably lower than the actual number of repossessions recorded in the early 1990's, which peaked at 75,500 in 1991<sup>18</sup>.

There were 9,100 repossessions in Q1 2011 compared with 7,900 in Q4 2010. This is the first quarter to show an increase since its peak of around 12,000 in Q3 2009<sup>19</sup>. The number of mortgages more than 3 months in arrears at the end of the first quarter of 2011 (236,600) showed a considerable decrease on that for the same quarter in 2010 (258,000), however it only fell by 1.3% when compared to the fourth quarter of 2010. When these figures are considered as percentages of all loans, the decrease is from 2.27% (Q1 2009) to 2.09% (Q1 2011)<sup>20</sup>.

## 11.4. House Building

The most recent house-building figures from Communities and Local Government show that there were 1,980 house starts in the West Midlands in the first quarter of 2011, mostly by Private Enterprise (1,680), 11.2% lower than Q1 2010.

Housing completions in the first quarter of 2011 however, were 12.5% higher than they were in the same period last year<sup>21</sup>. However, figures from the National Housing-Building Council indicate in the three months from March 2011 to May 2011, they received 32,562 new home registrations in the UK, compared to the same period last year (32,352). Throughout the West Midlands region from March 2011 to May 2011 the number of new homes registered were 34.7% lower compared to the same time last year<sup>22</sup>:

<sup>16</sup>In January 2011 the CML introduced a new system for the collection and processing of lenders' product sales data. This has resulted in minor revisions to reported data from April 2005 onwards.

<sup>17</sup> CML, February 2011 Tables ML4, ML2: <http://www.cml.org.uk/cml/statistics>

<sup>18</sup> BBC, 1<sup>st</sup> June 2011: <http://www.bbc.co.uk/news/business-13620099>

<sup>19</sup> CML, June 2011 Table AP4: <http://www.cml.org.uk/cml/statistics>

<sup>20</sup> CML, June 2011 Table AP1: <http://www.cml.org.uk/cml/statistics>

<sup>21</sup> CLG, March 2011 Table 217 : <http://www.communities.gov.uk/housing/housingresearch/housingstatistics/housingstatisticsby/housebuilding/livetable>

<sup>22</sup> NHBC, 2011: <http://www.nhbc.co.uk/NewsandComment/UKnewhouse-buildingstatistics/Year2011/Name.44226.en.html>

## 12. Appendix

Table 20: UK Figures

| <b>UK</b>  |                   |                   |                  |
|--|-------------------|-------------------|------------------|
|  | <b>Q4 2010</b>    |                   | <b>Q1 2011</b>   |
| <b>GDP</b>   | -0.5%             |                   | 0.5%             |
|  | <b>May 2011</b>   |                   | <b>June 2011</b> |
| <b>CPI</b>   | 4.5%              |                   | 4.2%             |
| <b>RPI</b>   | 5.2%              |                   | 5.0%             |
|  | <b>June 2011</b>  |                   | <b>July 2011</b> |
| <b>Interest Rate</b>   | 0.5%              |                   | 0.5%             |
| Source: Bank of England: ( <a href="http://www.bankofengland.co.uk/">http://www.bankofengland.co.uk/</a> )   |                   |                   |                  |
| <b>Business Confidence</b>   |                   |                   |                  |
|  | <b>Q4 2010</b>    |                   | <b>Q1 2011</b>   |
| <b>Manufacturers profitability</b>   | 30%               |                   | 10%              |
| <b>Manufacturers turnover</b>  | 48%               |                   | 28%              |
| <b>Service profitability</b>   | 17%               |                   | 10%              |
| <b>Service turnover</b>  | 26%               |                   | 31%              |
| Source: British Chamber of Commerce: ( <a href="http://www.britishchambers.org.uk/zones/policy/reports/quarterly-economic-survey.html">http://www.britishchambers.org.uk/zones/policy/reports/quarterly-economic-survey.html</a> ) |                   |                   |                  |
| <b>Personal Debt</b>   |                   |                   |                  |
|  | <b>April 2011</b> |                   | <b>May 2011</b>  |
| <b>Debt per household (ex mortgages)</b>   | £8,121            |                   | £8,076           |
| <b>Debt per household (inc mortgages)</b>  | £55,854           |                   | £55,862          |
| <b>Declared insolvent or bankrupt per day</b>  | 331               |                   | 331              |
| Source: CreditAction2009. <a href="http://www.creditaction.org.uk/august-2009.html">http://www.creditaction.org.uk/august-2009.html</a>  |                   |                   |                  |
| <b>House Prices – England &amp; Wales</b>  |                   |                   |                  |
|  | <b>May 2010</b>   | <b>April 2011</b> | <b>May 2011</b>  |
| <b>Index</b>   | 265.4             | 260.5             | 259.5            |
| <b>Av House Price</b>  | £165,499          | £162,443          | £161,823         |
| <b>Detached</b>  | £257,994          | £255,626          | £255,911         |
| <b>Semi-detached</b>   | £157,114          | £153,363          | £152,701         |
| <b>Terraced</b>  | £126,837          | £123,826          | £123,063         |
| <b>Maisonette/Flat</b>   | £154,506          | £152,123          | £151,024         |
| Source: Land Registry( <a href="http://www.landregistry.gov.uk/">http://www.landregistry.gov.uk/</a> )   |                   |                   |                  |
| <b>Repossessions and Arrears</b>   |                   |                   |                  |
|  | <b>Q1 2010</b>    | <b>Q4 2010</b>    | <b>Q1 2011</b>   |
| <b>No of repossessions</b>   | 10,100            | 7,900             | 9,100            |
| <b>% of all loans</b>  | 0.09              | 0.07              | 0.08             |
| <b>&gt;3 months in arrears</b>   | 258,000           | 239,600           | 236,600          |
| <b>% of all loans</b>  | 2.27              | 2.11              | 2.09             |
| Source: Council of Mortgage Lenders ( <a href="http://www.cml.org.uk/cml/statistics">http://www.cml.org.uk/cml/statistics</a> )  |                   |                   |                  |

Table 21: Worcestershire Figures

| <b>Worcestershire</b>  |                      |                       |                      |
|--|----------------------|-----------------------|----------------------|
| <b>Claimant Count</b>  |                      |                       |                      |
|  | <b>June 2010</b>     | <b>May 2011</b>       | <b>June 2011</b>     |
| <b>Total working age claimants</b>   | 10,761               | 10,650                | 10,467               |
| <b>Rate</b>  | 3.9                  | 3.8                   | 3.8                  |
| <b>Claimants 18-24 up to 52 weeks</b>  | 2,725                | 3,000                 | 2,915                |
| <b>Rate</b>  | 6.6                  | 7.3                   | 7.1                  |
| Source: Office for National Statistics, 2009. Claimant count, downloaded from NOMIS.                   |                      |                       |                      |
| <b>Job Vacancies</b>   |                      |                       |                      |
|  | <b>June 2010</b>     | <b>May 2011</b>       | <b>June 2011</b>     |
| <b>Number of Vacancies</b>   | 3,883                | 2,688                 | 3,237                |
| Source: Office for National Statistics, 2009. Job centre plus vacancies, downloaded from NOMIS.        |                      |                       |                      |
| <b>Economic Activity – aged 16-64</b>  |                      |                       |                      |
|  | <b>Jan 09-Dec 09</b> | <b>Oct 09-Sept 10</b> | <b>Jan 10-Dec 10</b> |
| <b>Economic activity rate</b>  | 80.1                 | 79.7                  | 78.8                 |
| <b>Employment rate</b>   | 75.6                 | 75.6                  | 74.3                 |
| <b>% employees</b>   | 63.6                 | 64.1                  | 63.2                 |
| <b>% self employed</b>   | 11.6                 | 10.9                  | 10.3                 |
| <b>% economically inactive</b>   | 19.9                 | 20.3                  | 21.2                 |
| <b>% Ec inactive want a job</b>  | 75.3                 | 79.1                  | 79.3                 |
| <b>% Ec inactive don't want job</b>  | 24.7                 | 20.9                  | 20.7                 |
| Source: Office for National Statistics, 2010. Annual Population survey, downloaded from NOMIS.         |                      |                       |                      |
| <b>Skills – Aged 16-64 %</b>   |                      |                       |                      |
| <b>January 2010 – December 2010</b>  |                      |                       |                      |
|  | <b>Number</b>        | <b>Percent</b>        |                      |
| <b>NVQ4+</b>   | 103,800              | 29.4                  |                      |
| <b>NVQ3 only</b>   | 51,900               | 14.7                  |                      |
| <b>NVQ2 only</b>   | 58,400               | 16.6                  |                      |
| <b>NVQ1 only</b>   | 53,900               | 15.3                  |                      |
| <b>Trade Apprenticeships</b>   | 16,200               | 4.6                   |                      |
| <b>degree or equivalent and above</b>  | 65,400               | 18.9                  |                      |
| <b>higher education below degree</b>   | 38,400               | 11.1                  |                      |
| <b>GCE A level or equivalent</b>   | 77,600               | 22.4                  |                      |
| <b>GCSE grades A-C or equivalent</b>   | 82,700               | 23.9                  |                      |
| <b>other qualifications</b>  | 38,700               | 11.2                  |                      |
| <b>no qualifications</b>   | 44,000               | 12.7                  |                      |
| Source: Office for National Statistics, 2009. Annual Population Survey, downloaded from NOMIS.         |                      |                       |                      |
| <b>House Prices</b>  |                      |                       |                      |
|  | <b>May 2010</b>      | <b>April 2011</b>     | <b>May 2011</b>      |
| <b>Index</b>   | 246.7                | 246.3                 | 244.5                |
| <b>Average House Price</b>   | £165,933             | £165,688              | £164,484             |
| <b>Detached</b>  | £264,347             | £263,958              | £262,038             |
| <b>Semi-detached</b>   | £144,683             | £144,470              | £143,419             |
| <b>Terraced</b>  | £118,137             | £117,963              | £117,105             |
| <b>Maisonette/Flat</b>   | £91,780              | £91,644               | £90,978              |
| Source: Land Registry( <a href="http://www.landregistry.gov.uk/">http://www.landregistry.gov.uk/</a> ) |                      |                       |                      |

**Table 22: Claimant Count Unemployment by Ward \* in Worcestershire – Bromsgrove**

June 2011

| <b>Bromsgrove District</b>      | Male | Female | Total | Rate** |
|---------------------------------|------|--------|-------|--------|
| ALVECHURCH                      | 35   | 21     | 56    | 1.8%   |
| BEACON                          | 13   | 14     | 27    | 2.5%   |
| CATSHILL                        | 66   | 32     | 98    | 4.2%   |
| CHARFORD                        | 151  | 55     | 206   | 8.2%   |
| DRAKES CROSS &<br>WALKERS HEATH | 53   | 21     | 74    | 2.8%   |
| FURLONGS                        | 23   | 13     | 36    | 1.8%   |
| HAGLEY                          | 22   | 12     | 34    | 1.7%   |
| HILLSIDE                        | 24   | 15     | 39    | 1.7%   |
| HOLLYWOOD &<br>MAJORS GREEN     | 28   | 17     | 45    | 2.1%   |
| LINTHURST                       | 7    | 13     | 20    | 1.7%   |
| MARLBROOK                       | 36   | 16     | 52    | 2.4%   |
| NORTON                          | 36   | 24     | 60    | 2.4%   |
| ST JOHNS                        | 55   | 17     | 72    | 3.7%   |
| SIDEMOOR                        | 76   | 35     | 111   | 4.5%   |
| SLIDESLOW                       | 37   | 27     | 64    | 3.3%   |
| STOKE HEATH                     | 15   | 6      | 21    | 1.4%   |
| STOKE PRIOR                     | 23   | 14     | 37    | 3.5%   |
| TARDEBIGGE                      | 16   | 10     | 26    | 1.8%   |
| UFFDOWN                         | 25   | 9      | 34    | 3.1%   |
| WASELEY                         | 51   | 25     | 76    | 3.4%   |
| WHITFORD                        | 56   | 34     | 90    | 3.2%   |
| WOODVALE                        | 14   | 10     | 24    | 2.2%   |
| WYTHALL SOUTH                   | 12   | 9      | 21    | 1.9%   |
| District Total                  | 874  | 449    | 1323  | 3.0%   |
| County Total                    | 6984 | 3483   | 10467 | 3.8%   |

\* 2001 Census Wards are used

\*\* Rates are expressed as a percentages of the 2001 Census economically active population. They are not comparable with the rates published by ONS for Counties and Regions

# Figure is suppressed as the value is small. To prevent disclosure the total figure has also been suppressed.

**Table 23: Claimant Count Unemployment by Ward \* in Worcestershire - Malvern Hills**

*June 2011*

| <b>Malvern Hills District</b> | Male | Female | Total | Rate** |
|-------------------------------|------|--------|-------|--------|
| ALFRICK & LEIGH               | 26   | 11     | 37    | 2.2%   |
| BALDWIN                       | 12   | 10     | 22    | 2.4%   |
| BROADHEATH                    | 22   | 11     | 33    | 2.0%   |
| CHASE                         | 63   | 39     | 102   | 3.9%   |
| DYSON PERRINS                 | 44   | 16     | 60    | 3.6%   |
| HALLOW                        | 14   | 9      | 23    | 2.6%   |
| KEMPSEY                       | 24   | 11     | 35    | 1.8%   |
| LINDRIDGE                     | 9    | 5      | 14    | 1.3%   |
| LINK                          | 68   | 41     | 109   | 4.0%   |
| LONGDON                       | 8    | 5      | 13    | 1.3%   |
| MARTLEY                       | 15   | 11     | 26    | 3.1%   |
| MORTON                        | 11   | 4      | 15    | 1.6%   |
| PICKERSLEIGH                  | 141  | 59     | 200   | 7.4%   |
| POWICK                        | 26   | 6      | 32    | 1.7%   |
| PRIORY                        | 48   | 16     | 64    | 4.0%   |
| RIPPLE                        | 7    | 8      | 15    | 1.8%   |
| TEME VALLEY                   | 11   | 4      | 15    | 1.6%   |
| TENBURY                       | 20   | 12     | 32    | 1.8%   |
| UPTON & HANLEY                | 38   | 19     | 57    | 2.9%   |
| WELLS                         | 13   | 9      | 22    | 1.3%   |
| WEST M                        | 40   | 22     | 62    | 2.8%   |
| WOODBURY                      | 6    | 10     | 16    | 1.6%   |
| District Total                | 666  | 338    | 1004  | 2.9%   |
| County Total                  | 6984 | 3483   | 10467 | 3.8%   |

\* 2001 Census Wards are used

\*\* Rates are expressed as a percentages of the 2001 Census economically active population. They are not comparable with the rates published by ONS for Counties and Regions

# Figure is suppressed as the value is small. To prevent disclosure the total figure has also been suppressed.

**Table 24: Claimant Count Unemployment by Ward \* in Worcestershire –Redditch**

*June 2011*

| <b>Redditch Borough</b>       | Male | Female | Total | Rate** |
|-------------------------------|------|--------|-------|--------|
| ABBEY                         | 119  | 60     | 179   | 6.6%   |
| ASTWOOD BANK &<br>FECKENHAM   | 50   | 25     | 75    | 2.6%   |
| BATCHLEY &<br>BROCKHILL       | 161  | 83     | 244   | 7.9%   |
| CENTRAL                       | 144  | 67     | 211   | 7.6%   |
| CHURCH HILL                   | 135  | 70     | 205   | 4.4%   |
| CRABBS CROSS                  | 51   | 38     | 89    | 2.7%   |
| GREENLANDS                    | 181  | 90     | 271   | 6.4%   |
| HEADLESS CROSS &<br>OAKENSHAW | 98   | 58     | 156   | 3.4%   |
| LODGE PARK                    | 113  | 51     | 164   | 6.2%   |
| MATCHBOROUGH                  | 80   | 55     | 135   | 3.9%   |
| WEST                          | 36   | 27     | 63    | 2.1%   |
| WINYATES                      | 143  | 81     | 224   | 4.4%   |
| District Total                | 1311 | 705    | 2016  | 4.7%   |
| County Total                  | 6984 | 3483   | 10467 | 3.8%   |

\* 2001 Census Wards are used

\*\* Rates are expressed as a percentages of the 2001 Census economically active population. They are not comparable with the rates published by ONS for Counties and Regions

**Table 25: Claimant Count Unemployment by Ward \* in Worcestershire - Worcester City**

*June 2011*

| <b>Worcester City</b>   | Male | Female | Total | Rate** |
|-------------------------|------|--------|-------|--------|
| ARBORETUM               | 108  | 54     | 162   | 5.1%   |
| BATTENHALL              | 57   | 29     | 86    | 3.2%   |
| BEDWARDINE              | 71   | 30     | 101   | 2.5%   |
| CATHEDRAL               | 304  | 86     | 390   | 9.5%   |
| CLAINES                 | 74   | 40     | 114   | 2.9%   |
| GORSE HILL              | 162  | 69     | 231   | 9.0%   |
| NUNNERY                 | 158  | 60     | 218   | 5.4%   |
| RAINBOW HILL            | 163  | 60     | 223   | 8.0%   |
| ST CLEMENT              | 66   | 18     | 84    | 3.1%   |
| ST JOHN                 | 161  | 76     | 237   | 6.1%   |
| ST PETERS PARISH        | 43   | 21     | 64    | 1.9%   |
| ST STEPHEN              | 55   | 24     | 79    | 3.0%   |
| WARNDON                 | 173  | 97     | 270   | 10.4%  |
| WARNDON PARISH<br>NORTH | 59   | 26     | 85    | 2.5%   |
| WARNDON PARISH<br>SOUTH | 35   | 25     | 60    | 1.9%   |
| District Total          | 1689 | 715    | 2404  | 4.9%   |
| County Total            | 6984 | 3483   | 10467 | 3.8%   |

\* 2001 Census Wards are used

\*\* Rates are expressed as a percentages of the 2001 Census economically active population. They are not comparable with the rates published by ONS for Counties and Regions

**Table 26: Claimant Count Unemployment by Ward \* in Worcestershire – Wychavon**

June 2011

| Wychavon District             | Male | Female | Total | Rate** |
|-------------------------------|------|--------|-------|--------|
| BADSEY                        | 19   | 13     | 32    | 2.3%   |
| BENGEWORTH                    | 84   | 32     | 116   | 4.6%   |
| BOWBROOK                      | 8    | 8      | 16    | 1.3%   |
| BREDON                        | 9    | 8      | 17    | 1.4%   |
| BRETFORTON &<br>OFFENHAM      | 17   | 11     | 28    | 2.1%   |
| BROADWAY &<br>WICKHAMFORD     | 36   | 14     | 50    | 2.4%   |
| DODDERHILL                    | 13   | 12     | 25    | 2.3%   |
| DRAKES<br>BROUGHTON           | 13   | 9      | 22    | 1.7%   |
| DROITWICH CENTRAL             | 43   | 27     | 70    | 5.1%   |
| DROITWICH EAST                | 62   | 34     | 96    | 3.7%   |
| DROITWICH SOUTH<br>EAST       | 20   | 18     | 38    | 1.3%   |
| DROITWICH SOUTH<br>WEST       | 63   | 27     | 90    | 3.8%   |
| DROITWICH WEST                | 100  | 55     | 155   | 6.0%   |
| ECKINGTON                     | 17   | 5      | 22    | 1.7%   |
| ELMLEY CASTLE &<br>SOMERVILLE | 20   | 8      | 28    | 2.3%   |
| EVESHAM NORTH                 | 84   | 34     | 118   | 4.7%   |
| EVESHAM SOUTH                 | 60   | 25     | 85    | 3.2%   |
| FLADBURY                      | 14   | 4      | 18    | 1.4%   |
| GREAT HAMPTON                 | 25   | 12     | 37    | 3.1%   |
| HARTLEBURY                    | 16   | 10     | 26    | 1.9%   |
| HARVINGTON &<br>NORTON        | 27   | 25     | 52    | 3.8%   |
| HONEYBOURNE &<br>PEBworth     | 25   | 9      | 34    | 2.8%   |
| INKBERROW                     | 25   | 9      | 34    | 1.2%   |
| LITTLE HAMPTON                | 60   | 37     | 97    | 3.3%   |
| LOVETT & NORTH<br>CLAINES     | 37   | 30     | 67    | 2.6%   |
| NORTON &<br>WHITTINGTON       | 20   | 5      | 25    | 1.5%   |
| OMBERSLEY                     | 17   | 8      | 25    | 2.2%   |
| PERSHORE                      | 92   | 44     | 136   | 3.7%   |
| PINVIN                        | 26   | 10     | 36    | 2.6%   |
| SOUTH BREDON HILL             | 9    | 9      | 18    | 1.6%   |
| THE LITTLETONS                | 29   | 14     | 43    | 2.7%   |
| UPTON SNODSBURY               | 13   | 6      | 19    | 1.5%   |
| District Total                | 1103 | 572    | 1675  | 2.9%   |
| County Total                  | 6984 | 3483   | 10467 | 3.8%   |

\* 2001 Census Wards are used

\*\* Rates are expressed as a percentages of the 2001 Census economically active population. They are not comparable with the rates published by ONS for Counties and Regions

**Table 27: Claimant Count Unemployment by Ward \* in Worcestershire – Wyre Forest**

*June 2011*

| <b>Wyre Forest District</b> | Male | Female | Total | Rate** |
|-----------------------------|------|--------|-------|--------|
| AGGBOROUGH & SPENNELLS      | 69   | 39     | 108   | 2.7%   |
| ARELEY KINGS                | 93   | 45     | 138   | 4.8%   |
| BEWDLEY & ARLEY             | 46   | 30     | 76    | 2.3%   |
| BLAKEDOWN & CHADDESLEY      | 33   | 12     | 45    | 2.2%   |
| BROADWATERS                 | 179  | 98     | 277   | 6.9%   |
| COOKLEY                     | 27   | 24     | 51    | 4.5%   |
| FRANCHE                     | 74   | 37     | 111   | 2.9%   |
| GREENHILL                   | 120  | 67     | 187   | 4.8%   |
| HABBERLEY & BLAKEBROOK      | 83   | 35     | 118   | 3.8%   |
| LICKHILL                    | 73   | 40     | 113   | 3.1%   |
| MITTON                      | 101  | 49     | 150   | 4.2%   |
| OFFMORE & COMBERTON         | 90   | 48     | 138   | 4.1%   |
| OLDINGTON & FOLEY PARK      | 152  | 91     | 243   | 11.0%  |
| ROCK                        | 17   | 10     | 27    | 2.2%   |
| SUTTON PARK                 | 108  | 48     | 156   | 4.1%   |
| WOLVERLEY                   | 20   | 7      | 27    | 2.6%   |
| WRIBBENHALL                 | 56   | 24     | 80    | 3.5%   |
| District Total              | 1341 | 704    | 2045  | 4.1%   |
| County Total                | 6984 | 3483   | 10467 | 3.8%   |

\* 2001 Census Wards are used

\*\* Rates are expressed as a percentages of the 2001 Census economically active population. They are not comparable with the rates published by ONS for Counties and Regions