

SOUTH GLOUCESTERSHIRE ECONOMIC PROFILE

INTRODUCING SOUTH GLOUCESTERSHIRE

South Gloucestershire is located in the West of England. The area has relatively high levels of economic prosperity, with one of the highest levels of employment in the country. Local residents consider their quality of life to be good, placing high value on the local environment and countryside. South Gloucestershire has well-established manufacturing industries such as aerospace and advanced engineering. High technology companies such as microelectronics and silicon design are now based in the area, and the Bristol and Bath Science Park (BBSP) has been developed to create over 6,000 skilled R&D jobs.

The area has a diverse economy ranging from rural and home grown small and medium Enterprises to world leading companies in key high growth sectors vital to the national economic growth. These include aerospace, advanced engineering, defence, micro-electronics and silicon chip design. South Gloucestershire hosts the Bristol and Bath Science Park, a world class environment for businesses in science and advanced technology, which incorporates the new National Composite Centre, the national leader on research and design. The district is also a centre of excellence for green and environmental technologies, animation and IT solutions.

South Gloucestershire is home to the University of the West of England, which plays a key part in supporting high standards of education and training for these cutting edge industries. The Mall at Cribbs Causeway, another major employer, provides extensive retail and commercial services. Both of these attract investment and help create a vibrant economic environment that benefits both businesses and communities.

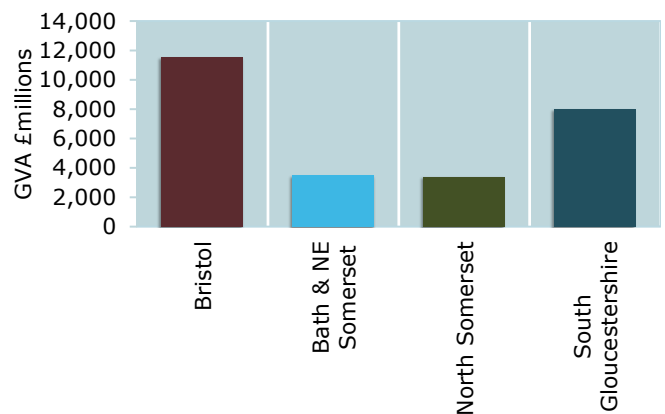
Working with partners across the West of England and the Local Enterprise Partnership (LEP), South Gloucestershire Council continues to be part of successful partnerships delivering infrastructure and economic development. The council supports the LEP ambitions to deliver new jobs into the area by 2030, attract substantial private sector investment over the next 5 years, and create a well-motivated workforce with the skills to meet business need and to build the foundations for a long term, sustainable economy.

ECONOMIC PERFORMANCE

SOUTH GLOUCESTERSHIRE HAD A £8.0 BILLION ECONOMY IN 2011

The University of Plymouth's RED model of the regional economy estimated that the total economic output (GVA) of South Gloucestershire was valued at £8.0 billion in 2011. This constituted 30.2 per cent of the West of England's GVA of £26.5 billion in 2011.

FIGURE 1: TOTAL ECONOMIC OUTPUT IN 2011 (£ MILLIONS)

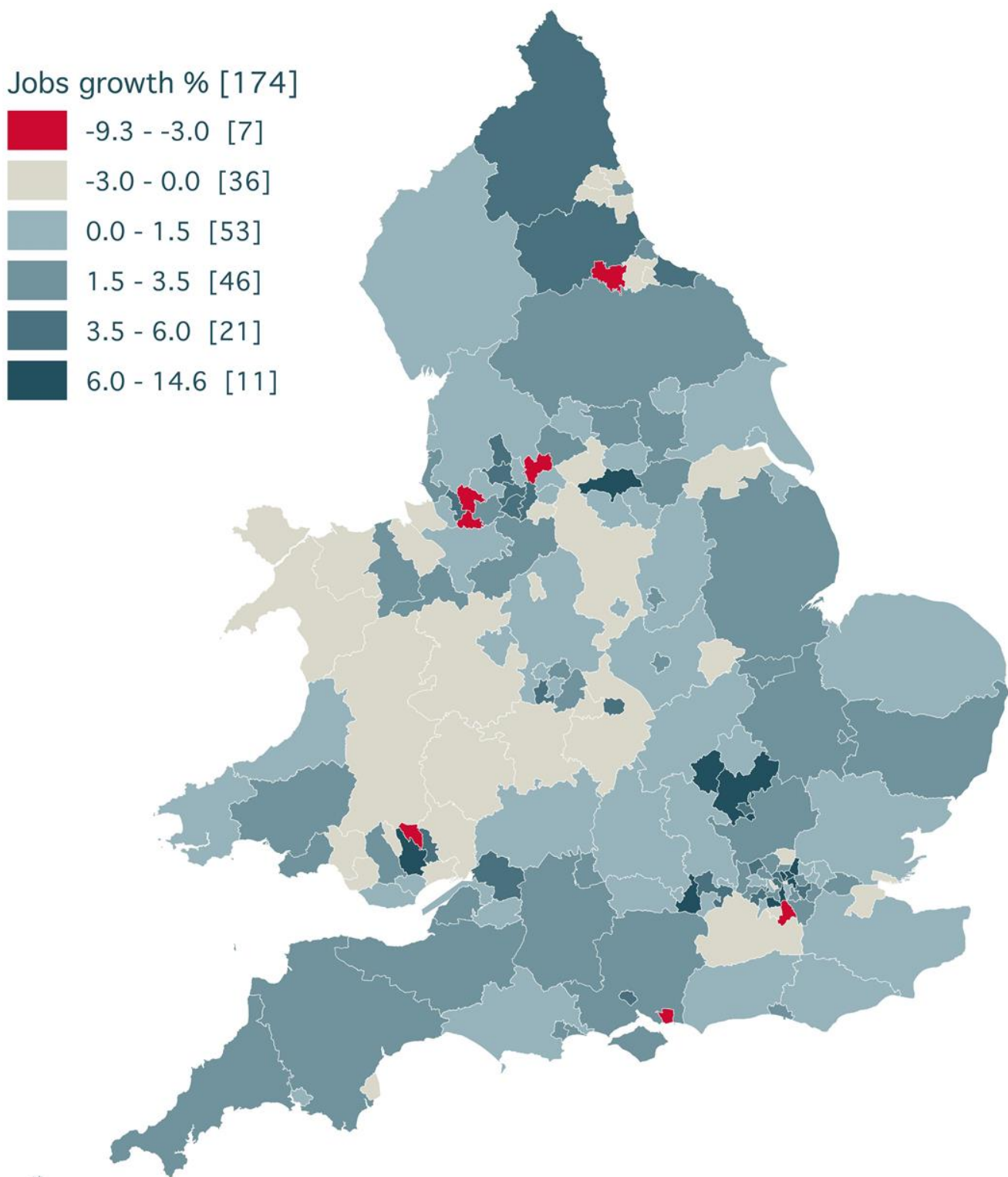


Source: RED Model, University of Plymouth.

152,000 JOBS IN SOUTH GLOUCESTERSHIRE IN 2013

The economy of South Gloucestershire supported 152,000 jobs in 2013. The early 2000s witnessed a significant increase in jobs in the district (**Figure 3**). In 2013 it was estimated that there were 138,800 employees working in South Gloucestershire (employees can hold more than one job, and this measure excludes self-employment and government sponsored trainee jobs). As shown on the map in **Figure 2**, in the national strong employee growth (4.0 per cent) between 2012 and 2013 compared to other local authority areas across England and Wales.

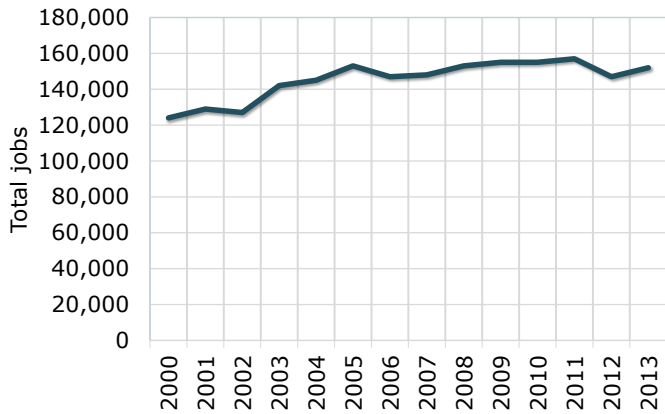
FIGURE 2: RATE OF GROWTH IN TOTAL EMPLOYEES¹ BETWEEN 2012 AND 2013 IN UPPER TIER AUTHORITY AREAS IN ENGLAND [RANKING AMONGST ALL LOCAL AUTHORITY DISTRICTS IN PARENTHESES]



Source: Business Register and Employment Survey, Office for National Statistics. Contains National Statistics data © Crown copyright and database right 2015. Contains Ordnance Survey data © Crown copyright and database right 2015.

¹ This refers to employee jobs, which are total jobs excluding the self-employed.

FIGURE 3: TOTAL JOBS 2000 TO 2013 IN SOUTH GLOUCESTERSHIRE



Source: Jobs Density, Office for National Statistics.

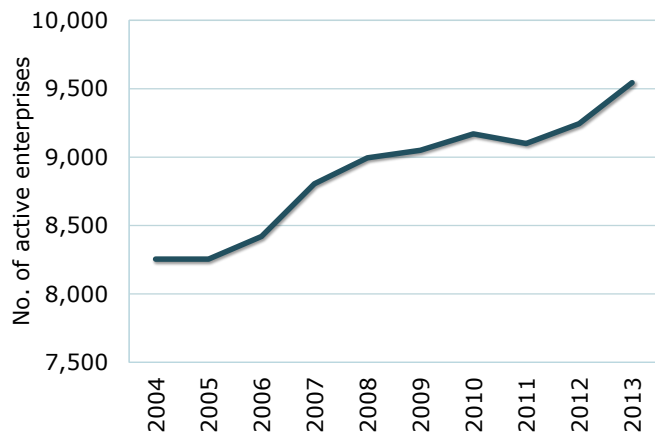
BUSINESS

THERE WERE 9,545 ACTIVE ENTERPRISES IN SOUTH GLOUCESTERSHIRE IN 2013

There were 9,545 enterprises which were classified as active in South Gloucestershire, and paid one or all of National Insurance Contributions, or Corporation Tax, or managed a payroll and was registered for PAYE.

As **Figure 4** charts below, the business population has demonstrated a strong growth trend since 2004. Total active enterprises grew by 15.6 per cent between 2004 and 2013, slightly lower than the average for the West of England (16.5 per cent), but above the England average (13.6 per cent).

FIGURE 4: TOTAL ACTIVE ENTERPRISES IN SOUTH GLOUCESTERSHIRE 2004 TO 2013

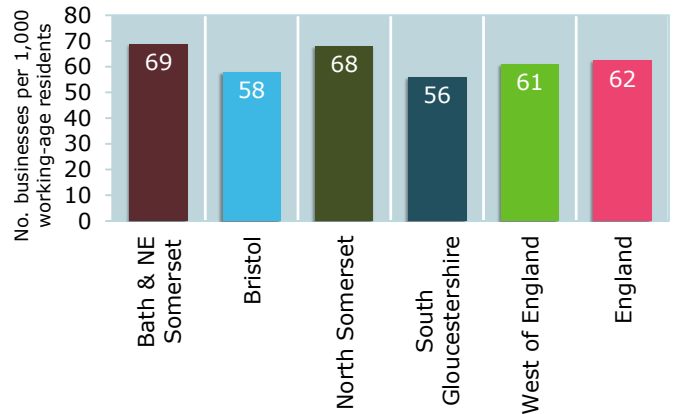


Source: Business Demography 2014, Office for National Statistics.

56 BUSINESSES FOR EVERY 1,000 WORKING-AGE RESIDENTS

In 2013, South Gloucestershire had 56 active businesses for every 1,000 working-age residents. This was a lower rate of business density than found in the West of England (61) and England (62).

FIGURE 5: ACTIVE ENTERPRISES PER 1,000 WORKING-AGE RESIDENTS IN WEST OF ENGLAND LOCAL AUTHORITY AREAS



Source: Business Demography 2014 and Mid-year Population Estimates, Office for National Statistics.

As **Figure 6** shows, the majority share (88.8 per cent) of businesses in South Gloucestershire were micro-businesses employing under 10 employees. The structure of businesses by employee sizeband showed a slightly higher share of microbusinesses (employing under 10 employees) and slightly lower share of medium-sized businesses (employing 50-249 employees) compared to the national average.

FIGURE 6: SHARE OF ENTERPRISES BY EMPLOYMENT SIZEBAND IN 2014

Area	micro	small	medium	large
	0-9	10-49	50-249	250+
Bath & NE Somerset	88.4	9.8	1.3	0.5
Bristol	86.8	10.9	1.9	0.4
North Somerset	88.9	9.6	1.2	0.3
South Gloucestershire	88.8	9.4	1.4	0.5
West of England	88.0	10.1	1.5	0.4
England	88.4	9.5	1.7	0.4

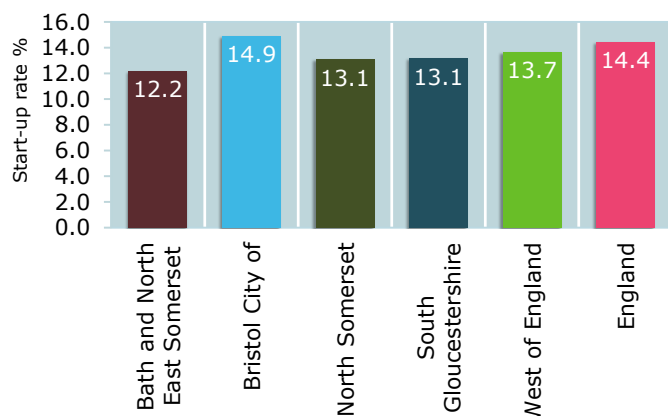
Source: Business Counts, Office for National Statistics.

1,255 NEW BUSINESS STARTS IN 2013

In 2013, 1,255 new businesses registered for VAT or PAYE in South Gloucestershire. This was the highest number of start-ups since data collection began in 2004.

The rate of business start-ups in 2013 was 13.1 per 100 active enterprises (**Figure 7**). While this was lower than the England average of 14.4, and below the West of England average of 13.7, it was the highest start up rate recorded in South Gloucestershire since records began in 2004.

FIGURE 7: START-UP RATE IN 2013 IN WEST OF ENGLAND LOCAL AUTHORITY AREAS



Source: Business Demography 2014, Office for National Statistics.

BUSINESS SURVIVAL RATES HAVE CONSISTENTLY BEEN ABOVE THE NATIONAL AVERAGE SINCE 2008

Business survival rates in South Gloucestershire have been above the national average for all businesses born since 2008, as demonstrated in **Figure 8**. In 2013, the one-year survival rate of businesses born in 2012 was 92.7 per cent for South Gloucestershire, compared to 91.1 per cent for England as a whole. In the same year, the 5-year survival rate was 44.3 per cent in South Gloucestershire and 41.2 per cent nationally.

FIGURE 8 SURVIVAL RATES OF BUSINESSES IN SOUTH GLOUCESTERSHIRE AND ENGLAND

Age of business	Year of birth				
	2008	2009	2010	2011	2012
SOUTH GLOUCESTERSHIRE					
1 Year	95.1	93.6	90.2	93.2	92.7
2 Year	77.3	77.5	77.5	79.1	-
3 Year	62.1	63.0	61.8	-	-
4 Year	52.2	53.8	-	-	-
5 Year	44.3	-	-	-	-
ENGLAND					
1 Year	92.1	90.9	86.8	93.1	91.1
2 Year	73.9	73.9	72.5	75.5	-
3 Year	57.9	59.7	57.1	-	-
4 Year	48.8	48.9	-	-	-
5 Year	41.2	-	-	-	-

Source: Business Demography 2014, Office for National Statistics.

FOREIGN-OWNED FIRMS EMPLOYED 9,200 IN 2010

In 2010, 65 businesses in South Gloucestershire were known to be foreign-owned. These represented 0.8 per cent of all businesses in the area – below the England average of 1.3 per cent. Foreign-owned businesses employed 20,200 people or 16.2 per cent of all employment in the area, above the national average of 14.3 per cent.

KEY FACTS: BUSINESS

- 9,545 active enterprises in 2013
- Total growth of active business population between 2004 and 2013: 15.6 per cent (England = 13.6 per cent)
- 56 businesses per 1,000 working age residents (England = 62)
- 88.8 per cent of businesses have under 10 employees (England = 88.4 per cent)
- Rate of self-employment of 9.7 per cent (England = 14.2 per cent)
- 1,255 new start-ups (registered for VAT/PAYE) in 2013
- Start-up rate in 2013: 13.1 per cent (England = 14.4 per cent)
- One-year business survival rate in 2013: 92.7 per cent (England = 91.1 per cent)
- Two-year business survival rate in 2013: 79.1 per cent (England = 75.5 per cent)
- Share of businesses that are foreign-owned in 2010: 0.8 per cent (England = 1.3 per cent)
- Share of total employment in foreign-owned companies in 2010: 16.2 per cent (England = 14.3 per cent)

INNOVATION AND KNOWLEDGE

RATES OF PATENTING PER CAPITA ARE HIGH

Patent data is available for NUTS3 areas from the OECD. The most relevant measure is for the NUTS3 area of: Bath and North East Somerset, North Somerset and South Gloucestershire, which had a rate of patenting of an average of 208 patents per one-million residents over the five years from 2007 to 2011, higher than the England average of 93 and the West of England average of 127.

EMPLOYMENT IN THE KNOWLEDGE ECONOMY IS HIGH IN SOUTH GLOUCESTERSHIRE

In 2013, 27,990 workers in South Gloucestershire were employed in Knowledge Economy industries

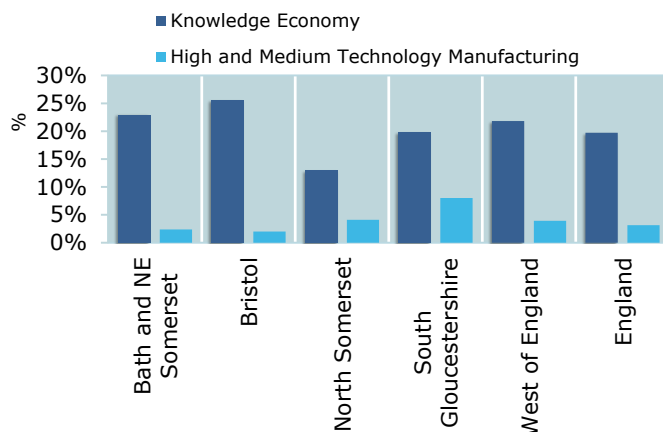
(using the Work Foundation definition²). This was equivalent to 19.8 per cent of all employment – just above the England average (19.7 per cent) and slightly below the West of England average (21.8 per cent) – as demonstrated in **Figure 9**.

Employment totalled 11,350 in High and Medium Technology Manufacturing, equivalent to 8.0 per cent of all employment in the area. This is significantly above the national average of 3.1 per cent, and the West of England average of 3.9 per cent.

Between 2009 and 2013, the number of Knowledge Economy employees in South Gloucestershire decreased by 1,700, or -5.7 per cent, while growth across England averaged 6.0 per cent.

By contrast, employment in High and Medium Technology Manufacturing rose sharply, by 2,000 employees, or 21.5 per cent – well ahead of the England average increase of 3.6 per cent.

FIGURE 9: SHARE OF TOTAL EMPLOYMENT IN KNOWLEDGE ECONOMY AND HIGH- AND MEDIUM-TECHNOLOGY MANUFACTURING

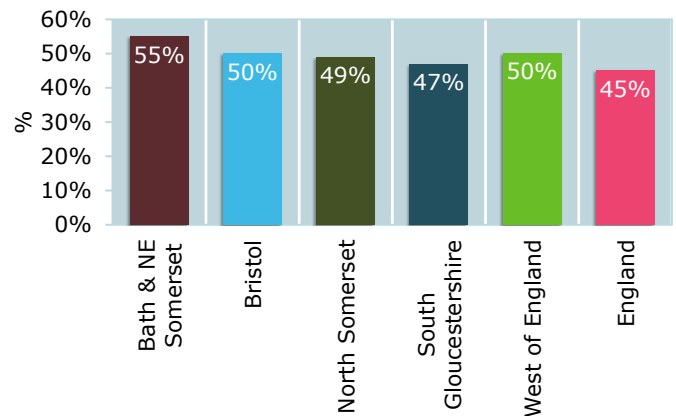


Source: Business Register and Employment Survey, Office for National Statistics

BUSINESSES IN SOUTH GLOUCESTERSHIRE ARE MORE LIKELY TO COMPETE ON DESIGN, QUALITY AND INNOVATION

In South Gloucestershire, 47 per cent of businesses were defined as having a high or very high Product Market Strategies – above the national average of 45 per cent, and below the West of England average of 50 per cent.

FIGURE 11: SHARE OF ESTABLISHMENTS WITH A HIGH OR VERY HIGH PRODUCT-MARKET STRATEGY IN 2013



Source: UK Employer Skills Survey, UK Commission for Employment and Skills.

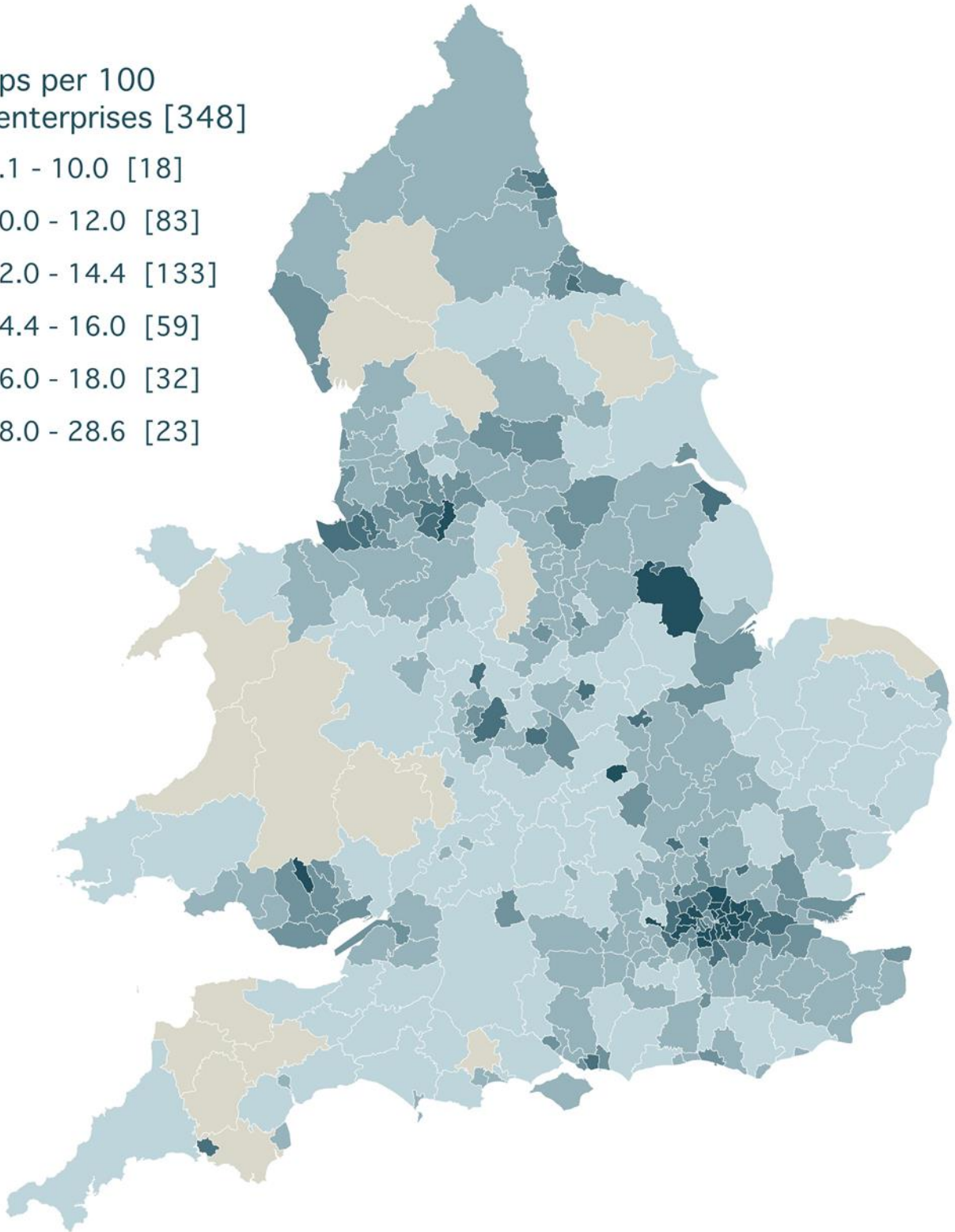
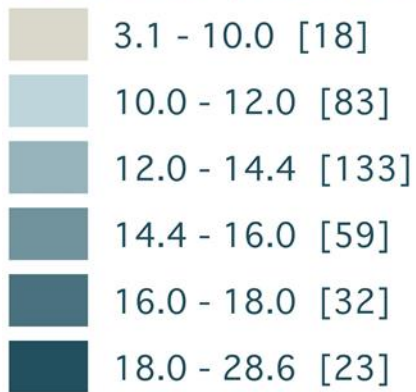
SCIENCE AND TECHNOLOGY PROFESSIONALS FORM A HIGH SHARE OF THE WORKFORCE

At the time of the 2011 Census, there were 13,510 South Gloucestershire residents working as science and technology professionals and associate professionals. They accounted for 9.5 per cent of all residents in work – higher than both the England average of 5.8 per cent and the West of England average of 7.2 per cent.

² See http://www.theworkfoundation.com/assets/docs/publications/213_know_work_survey170309.pdf

FIGURE 10: BUSINESS START-UP RATES IN 2013 IN DISTRICT AND UNITARY AUTHORITY AREAS IN ENGLAND AND WALES [RANKING AMONGST ALL LOCAL AUTHORITY DISTRICTS IN PARENTHESES]

Start-ups per 100
active enterprises [348]



Source: Business Demography, Office for National Statistics.

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THE WEST OF ENGLAND LEP HAS DEFINED TEN PRIORITY SECTORS

The West of England LEP defined ten priority sectors in the economy, several of which are major employers in South Gloucestershire – such as Tourism (26,500); Retail (20,200); and Health and Life Sciences (14,700). Others such as Advanced Engineering and Aerospace (14,500), Professional and Legal Services (10,300) and High Tech Industries (7,000) are both significant in employment terms, offer high growth potential and are knowledge-based or high value added industries. **Figure 12** details total employment in these priority sectors in 2009 and 2013.

FIGURE 12: PRIORITY SECTOR EMPLOYMENT IN SOUTH GLOUCESTERSHIRE IN 2009 AND 2013

Priority Sector	2009	2013	change 2009-2013
Advanced Engineering and Aerospace	11,900	14,500	2,600
Construction	9,000	7,900	-1,000
Creative Industries	2,100	2,300	300
Professional and Legal Services	12,900	10,300	-2,600
High Tech Industries	7,400	7,000	-400
Low Carbon	700	1,100	400
Retail	22,500	20,200	-2,300
Tourism	25,200	25,600	400
Distribution	2,500	2,500	0
Health and life sciences	14,500	14,700	200

Source: Business Register and Employment Survey, Office for National Statistics.

Figure 13 lists detailed industrial classifications in South Gloucestershire which have a higher share of total employment compared to nationally. Manufacture of other transport equipment (employing 8,000, 13.2 times more important for employment than national) is a very significant specialism, with high employment. Information service activities (employing 1,200, 3.5 times more important) and Insurance, reinsurance and pension funding, except compulsory social security (employing 1,500, 3.1 times more important) also stand out as having high levels of total employment and being more important in terms of employment share than nationally.

KEY FACTS: INNOVATION AND KNOWLEDGE

- Average inventor patents per one-million residents per year between 2007 and 2011: 208 (England = 93)
- Share of employment in knowledge-based industries: 19.8 per cent (England = 19.7 per cent)
- Share of employment in high-and-medium-technology manufacturing: 8.0 per cent (England = 3.1 per cent)
- Share of workers that are science and technology professionals/associate professionals: 9.5 per cent (England = 5.8 per cent)
- Share of businesses that have high/very high product market strategies: 47 per cent (England = 45 per cent)

FIGURE 13: INDUSTRY CONCENTRATIONS IN SOUTH GLOUCESTERSHIRE BY 2-DIGIT STANDARD INDUSTRIAL CLASSIFICATIONS, WITH EMPLOYMENT QUOTIENTS CALCULATED AS DIFFERENCE BETWEEN LOCAL EMPLOYMENT SHARE VERSUS NATIONAL (ENGLAND) EMPLOYMENT SHARE (SOUTH GLOUCESTERSHIRE, 2013)

Industry	Number employed	Employment Share (%)	EQ
30 : Manufacture of other transport equipment	8,000	5.77%	13.2
63 : Information service activities	1,200	0.86%	3.5
65 : Insurance, reinsurance and pension funding, except compulsory social security	1,500	1.11%	3.1
26 : Manufacture of computer, electronic and optical products	1,400	0.98%	2.1
77 : Rental and leasing activities	1,400	1.03%	2.0
17 : Manufacture of paper and paper products	500	0.33%	1.9
84 : Public administration and defence; compulsory social security	12,200	8.77%	1.9
71 : Architectural and engineering activities; technical testing and analysis	4,000	2.88%	1.9
41 : Construction of buildings	2,900	2.11%	1.7
72 : Scientific research and development	1,000	0.71%	1.7
66 : Activities auxiliary to financial services and insurance activities	3,500	2.55%	1.7
81 : Services to buildings and landscape activities	5,400	3.86%	1.7
38 : Waste collection, treatment and disposal activities; materials recovery	1,000	0.71%	1.6
80 : Security and investigation activities	1,700	1.20%	1.6
25 : Manufacture of fabricated metal products, except machinery and equipment	2,300	1.64%	1.5
53 : Postal and courier activities	1,800	1.32%	1.5

Source: Business Register and Employment Survey, Office for National Statistics.

POPULATION TRENDS

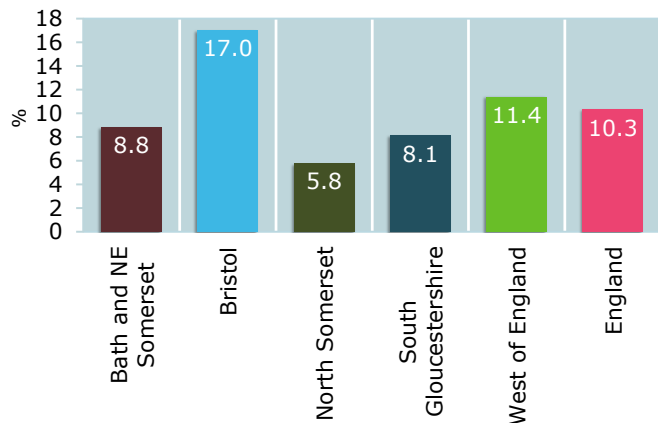
THE POPULATION OF SOUTH GLOUCESTERSHIRE WAS 271,600 IN 2014

South Gloucestershire had a population of 271,600 in 2014, of whom 171,800 are of working age. Almost one-third (63.3 per cent) of South Gloucestershire's population are of working age, compared with 63.7 per cent across England and 64.5 per cent for the West of England.

POPULATION GROWTH HAS BEEN ABOVE THE NATIONAL AVERAGE

Between 2000 and 2014, the South Gloucestershire's population grew by 10.9 per cent (+26,800 people), above the England average (9.4 per cent), and just below West of England average (11.4 per cent), as detailed in **Figure 14**.

FIGURE 14: RATE OF TOTAL POPULATION GROWTH BETWEEN 2000 AND 2014



Source: Mid-year Population Estimates, Office for National Statistics.

KEY FACTS: POPULATION AND ECONOMIC PARTICIPATION

- 271,600 resident population in 2014
- Working age residents: 63.3 per cent of total population (UK = 63.7 per cent)
- Population growth between 2000 and 2013: 10.9 per cent (England = 9.4 per cent)
- Economic activity rate 2014: 79.5 per cent (England = 84.5 per cent)
- Employment rate 2014: 81.3 per cent (England = 72.5 per cent)
- Unemployment rate 2014: 3.8 per cent (England = 6.4 per cent)

ECONOMIC PARTICIPATION AND UNEMPLOYMENT

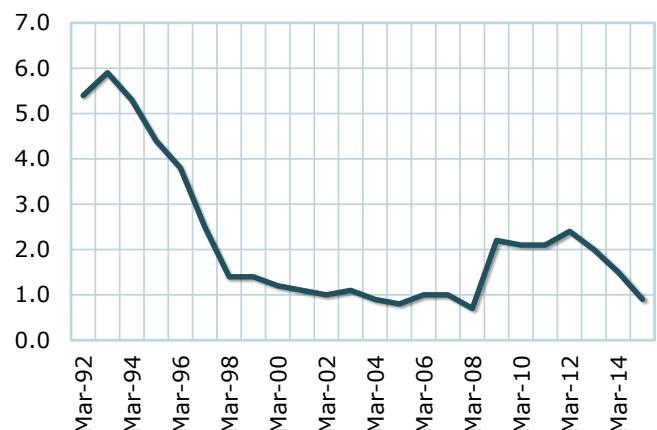
SOUTH GLOUCESTERSHIRE HAS HIGH RATES OF ECONOMIC PARTICIPATION AND A LOW RATE OF UNEMPLOYMENT

Economic activity in South Gloucestershire, measured by the 84.5 per cent share of working-age people either in work or actively seeking work, is higher than the national average of 76.5 per cent. The employment rate, at 81.3 per cent is significantly above the national average (72.5 per cent). The unemployment rate, at 3.8 per cent, is below the national rate (6.4 per cent).

In March 2015, South Gloucestershire had a low claimant count rate of 0.9 per cent – half the national claimant count rate of 1.9 per cent. **Figure 15** shows the claimant count rate since 1992. This clearly shows a rise in the rate at the onset of the credit crunch and recession in 2008 and 2009 – to 2.2 per cent in March 2009 and then to peak at 2.4 per cent in March 2012. Since 2014 the rate has decreased markedly.

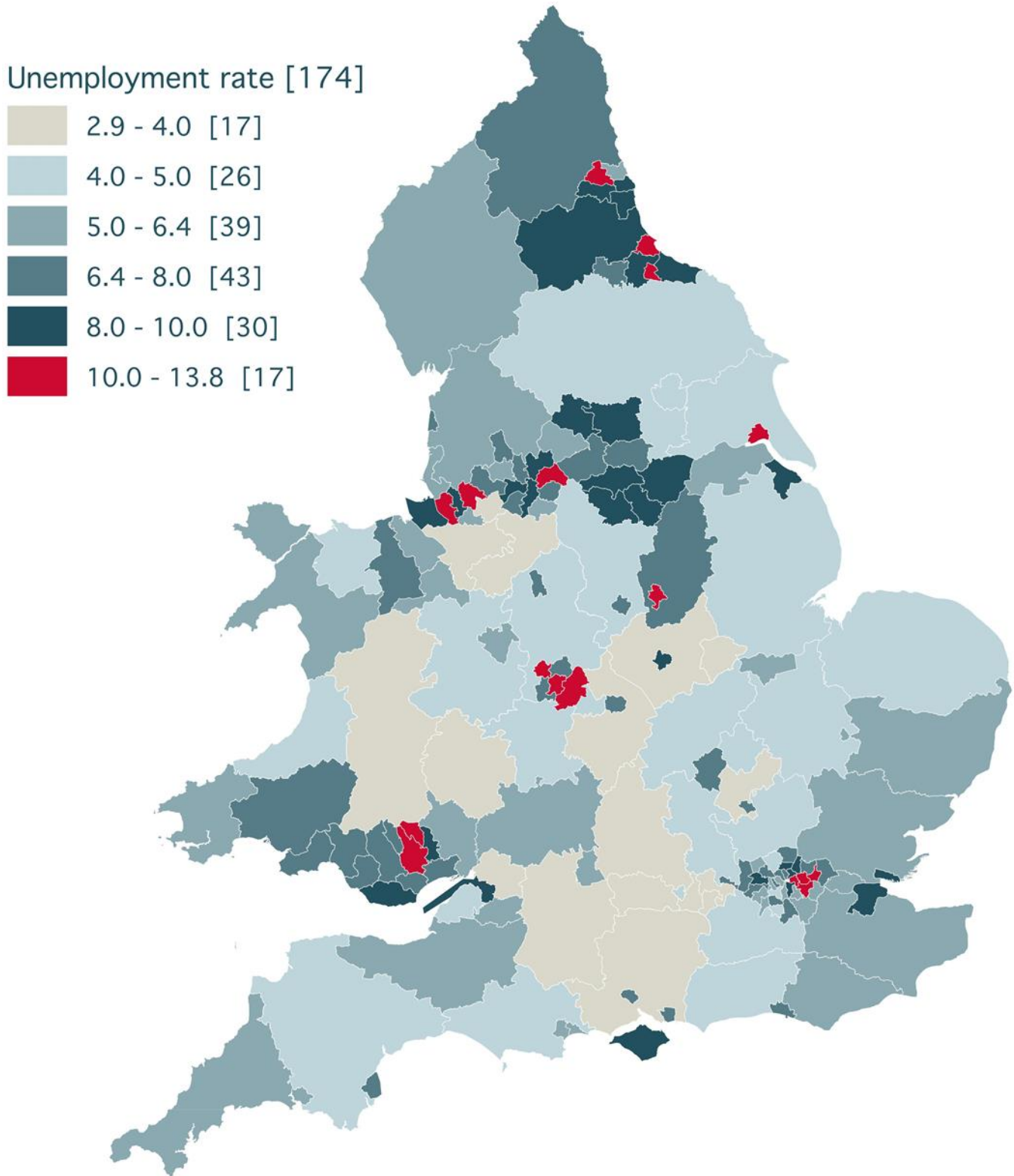
In August 2014, 5.9 per cent of working age people were claiming out-of-work benefits, significantly below than the national average of 9.6 per cent.

FIGURE 15: CLAIMANT COUNT RATE IN SOUTH GLOUCESTERSHIRE MARCH 1992 TO MARCH 2014



Source: Claimant Count, Office for National Statistics.

FIGURE 16: RATE OF UNEMPLOYMENT IN UPPER TIER AUTHORITY AREAS IN ENGLAND AND WALES IN 2014
[RANKING AMONGST ALL LOCAL AUTHORITY DISTRICTS IN PARENTHESES]



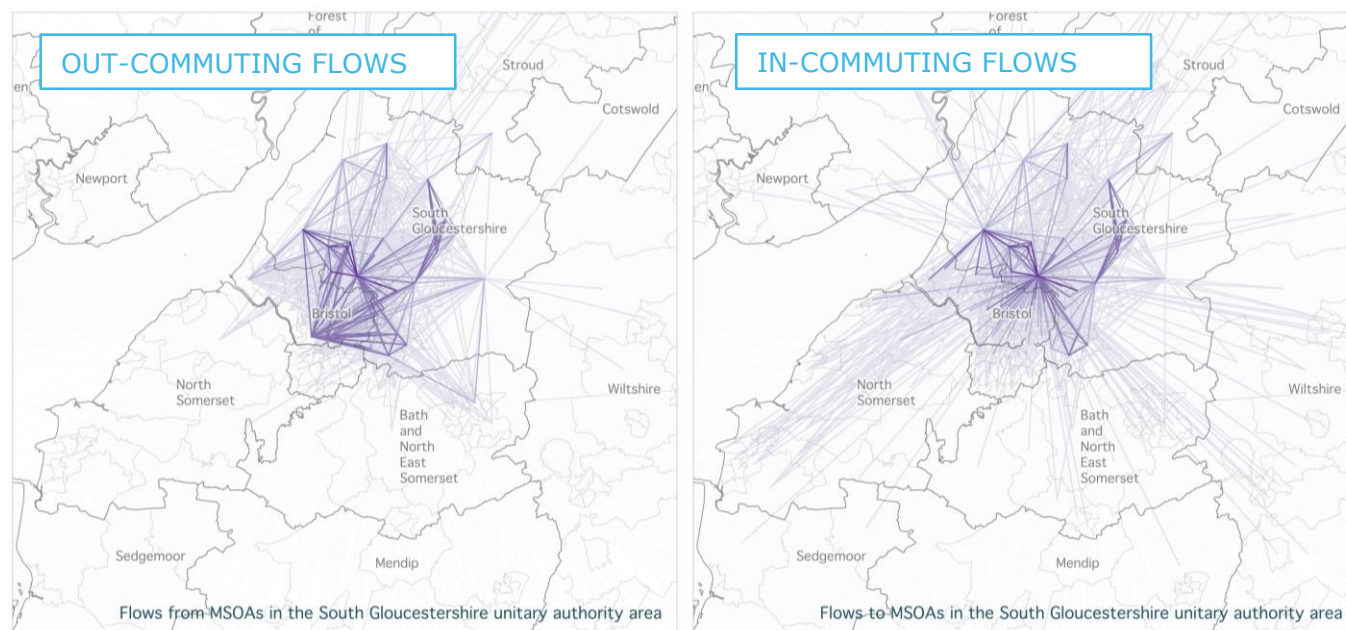
Source: Annual population survey (Jan 2014-Dec 2014), Office for National Statistics.
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COMMUTING

At the time of the 2011 Census, 137,270 South Gloucestershire residents were in work. Of these, 72,478 worked (and lived) within the district (52.8 per cent of residents). South Gloucestershire had a net in-commuting level of -5,830 (the difference between in-commuters and out-commuters). 53,650 working residents commuted to work outside of the district, and 59,480 workers commuted in from other districts.

As is mapped in **Figure 16** below, there is significant commuting within the district itself. The highest number of out-commuters worked in Bristol (36,640) and Bath and North East Somerset (4,980); and the highest number of in-commuters lived in Bristol (28,900) and North Somerset (5,710). **Figure 17** details the top 5 places of work for out-commuters and areas of residence for in-commuters.

FIGURE 16: COMMUTING FLOWS IN SOUTH GLOUCESTERSHIRE: NUMBER OF COMMUTERS TRAVELLING TO AND FROM MIDDLE LAYER SUPER OUTPUT AREAS BY ALL MODES



Number of commuters
 1 - 20 — 20 - 100 — 100 - 200 — 200 - 500 — 500 - 1300
 □ District □ MSOA

Lines represent flow volume from centre of MSOA of origin to centre of MSOA of destination. Darker lines represent greater flow volume. Flows starting and ending within the same MSOA are not shown. Source: 2011 Census Origin Destination table WU03EW - Location of usual residence and place of work by method of travel. Contains National Statistics data © Crown copyright and database right 2015. Contains Ordnance Survey data © Crown copyright and database right 2015.

FIGURE 17: SOUTH GLOUCESTERSHIRE'S TOP 5 OUT-COMMUTER PLACES OF WORK AND PLACES OF RESIDENCE FOR IN-COMMUTERS

Top 5 places of work for out-commuters		Top 5 places of residence for in-commuters	
Bristol	34,640	Bristol	28,900
Bath & NE Somerset	4,980	N Somerset	5,710
N Somerset	2,770	Bath & NE Somerset	3,930
Stroud	1,570	Wiltshire	3,160
Wiltshire	1,560	Stroud	3,130

Source: 2011 Census, Office for National Statistics.

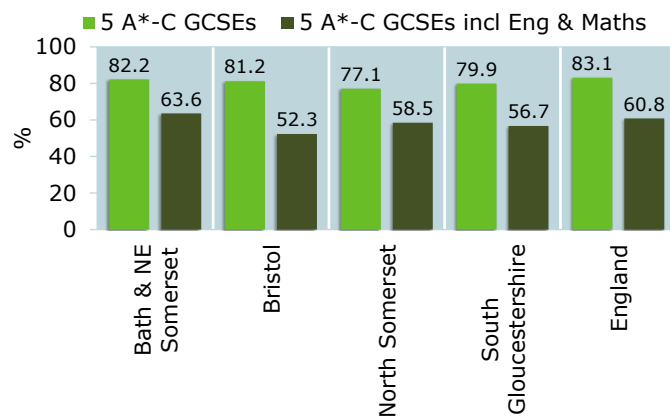
QUALIFICATIONS

YOUNG PEOPLE'S QUALIFICATION ATTAINMENT IN SOUTH GLOUCESTERSHIRE IS SIMILAR TO THE NATIONAL AVERAGE

In 2012/13, the percentage of pupils at the end of key stage 4 achieving at least 5 A*-C GCSEs was slightly below the England average (83.1 per cent) in South Gloucestershire, at 79.9 per cent, as detailed in **Figure 18**.

In the same year, the percentage of pupils at the end of key stage 4 achieving at least 5 A*-C GCSEs including English and Maths was 56.7 per cent in South Gloucestershire, below the national average of 60.8 per cent.

FIGURE 18 GCSE ATTAINMENT RATES, 2012/13



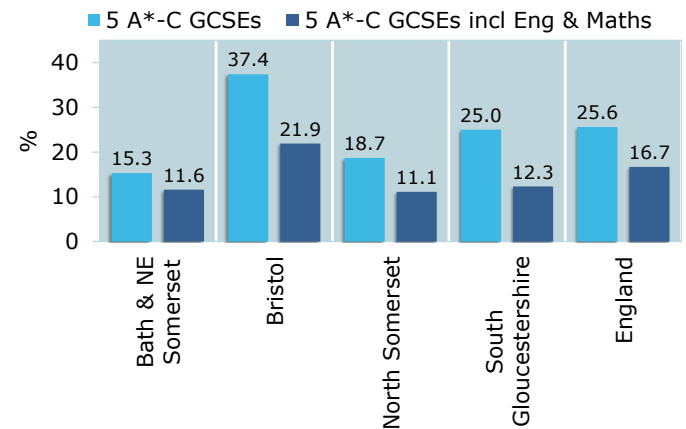
Source: Department for Education.

Rates of GCSE improvement in South Gloucestershire are lower than the national average, as illustrated in **Figure 19**. Between 2005/06 and 2012/13, the percentage of pupils achieving 5 A*-C GCSEs increased from 57.5 per cent to 83.1 per cent across England – an increase of 25.6 percentage points. The rate of increase was similar to the England average in South Gloucestershire, at 25.0 per cent.

Attainment of a Level 2 qualification improves by age 19 as detailed in **Figure 20**. In 2013, 85.0 per cent of 19 year olds in South Gloucestershire had achieved a Level 2 qualification (5 A*-C GCSEs or equivalent). This was the same as the England average (84.9 per cent).

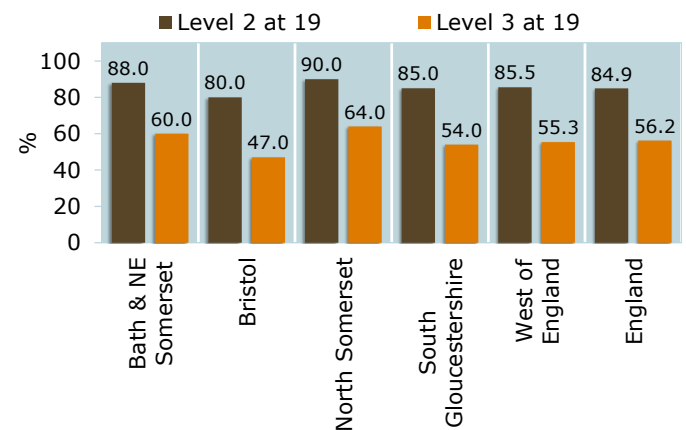
Attainment of a Level 3 qualification by age 19 is slightly below average. **Figure 20** further shows that in 2013, 54.0 per cent of 19 year olds had achieved a Level 3 qualification (A level and equivalent) - compared to the England average of 56.2 per cent.

FIGURE 19: PERCENTAGE POINT INCREASE IN THE PERCENTAGE OF PUPILS ACHIEVING 5 A*-C GCSEs, 2005/06 TO 2012/13



Source: Department for Education.

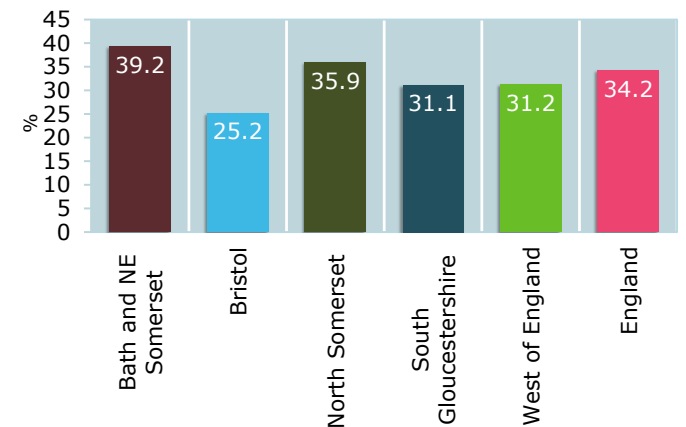
FIGURE 20: ACHIEVEMENT OF LEVEL 2 AND LEVEL 3 QUALIFICATIONS BY 19 YEAR OLDS, 2013



Source: Department for Education.

Of the young people reaching the age of 18 in South Gloucestershire between 2005 and 2009, 31.1 per cent entered higher education (HE). This was lower than the England average of 34.2 per cent and similar to the West of England average of 31.2 per cent. For HE participation, South Gloucestershire ranked 202nd out of 326 local authority districts.

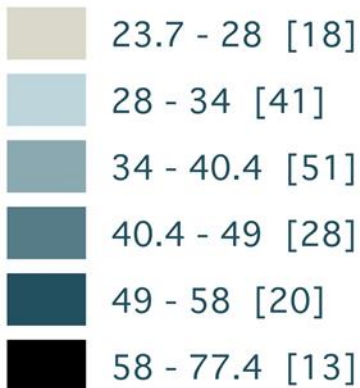
FIGURE 21: PARTICIPATION IN HIGHER EDUCATION FOR 18 YEAR OLDS, 2005-2009



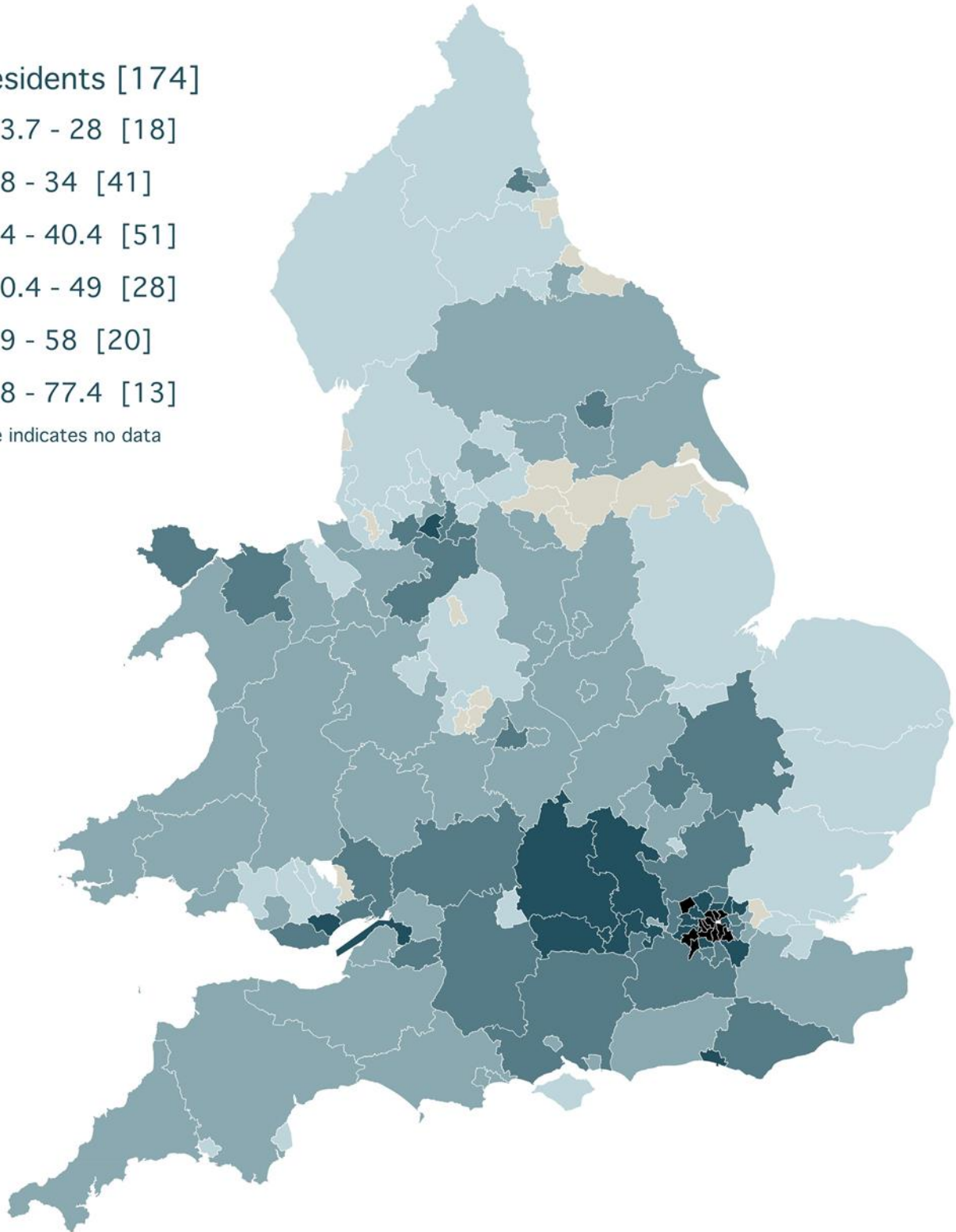
Source: Higher Education Funding Council for England.

FIGURE 22: SHARE OF WORKING AGE RESIDENTS QUALIFIED TO LEVEL 4 (DEGREE EQUIVALENT) OR ABOVE IN 2014 BY UNITARY AUTHORITY AREA IN ENGLAND AND WALES [RANKING AMONGST ALL LOCAL AUTHORITY DISTRICTS IN PARENTHESES]

% of residents [174]



Whitespace indicates no data



Source: Annual Population Survey (Jan 2014-Dec 2014), Office for National Statistics. Contains National Statistics data © Crown copyright and database right 2015. Contains Ordnance Survey data © Crown copyright and database right 2015.

As **Figure 23** shows, in South Gloucestershire, 36.7 per cent of working-age residents were qualified to NVQ4+ (degree level or above), slightly above the national average of 35.7 per cent and below the West of England average of 41.2 per cent. There were higher shares of the working age population with a qualification at NVQ2 or higher (5 GCSEs at grades A*-C or equivalent). There was a low share (4.8 per cent) of working age residents with no qualifications – at almost half the national rate of 8.6 per cent.

FIGURE 23: SHARE OF WORKING-AGE RESIDENTS BY HIGHEST LEVEL OF QUALIFICATION HELD IN 2014

Area	NVQ4+	NVQ2+	No quals
Bath & NE Somerset	43.9	83.8	4.3
Bristol	45.6	74.7	7.0
North Somerset	34.0	80.9	4.5
South Gloucestershire	36.7	77.7	4.8
West of England	41.2	78.0	5.6
ENGLAND	35.7	73.2	8.6

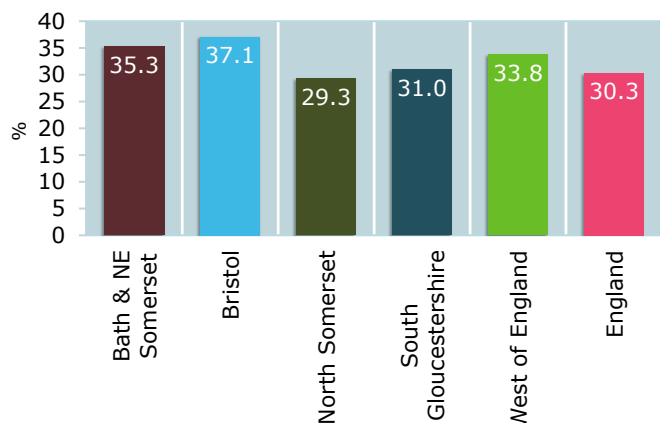
Source: Annual Population Survey Jan 2014 to Dec 2014, Office for National Statistics.

SKILL LEVELS OF JOBS

SOUTH GLOUCESTERSHIRE HAS AN AVERAGE PERCENTAGE OF RESIDENTS WORKING IN THE MOST HIGHLY SKILLED OCCUPATIONS

In 2014, just under one-third of employed residents in South Gloucestershire (31.0 per cent) worked in Level 4 occupations³ – the most highly skilled jobs, including managers and senior officials and professionals. This was similar to the average for England (30.3 per cent) – as indicated in **Figure 24**.

FIGURE 24: SHARE OF EMPLOYED RESIDENTS WORKING IN LEVEL 4 OCCUPATIONS IN 2014



Source: Annual Population Survey Jan 2014 to Dec 2014, Office for National Statistics.

KEY FACTS: QUALIFICATIONS, SKILLS AND EARNINGS

- Share of working age population qualified to degree-level or above (NVQ4+) in 2014: 36.7 per cent (England = 35.7 per cent)
- Share of working age population qualified to at least 5 GCSEs at grades A*-C or equivalent (NVQ2+) in 2014: 77.7 per cent (England = 73.2 per cent)
- Share of pupils gaining at least 5 GCSEs grades A*C in 2012/2013: 79.9 per cent (England = 83.1 per cent)
- Share of pupils gaining at least 5 GCSEs grades A*C including English and Maths in 2012/2013: 56.7 per cent (England = 60.8 per cent)
- Share of 19-year-olds achieving a Level 3 attainment in 2012/13: 54.0 per cent (England = 56.2 per cent)
- Share of 18-year-olds participating in higher education 2005 to 2009: 31.1 per cent (England = 34.2 per cent)
- Share of workplace jobs in level 4 (the most highly skilled) occupations: 31.0 per cent (England = 30.3 per cent)
- Average annual salary for residents in full-time employment: £28,859 (England = £27,500)
- Average annual salary (workplace-based) for workers in full-time employment: £28,498 (England = £27,487)
- Growth in earnings (workplace-based) for full-time workers between 2002 and 2014: 23.2 per cent (England = 32.7 per cent)

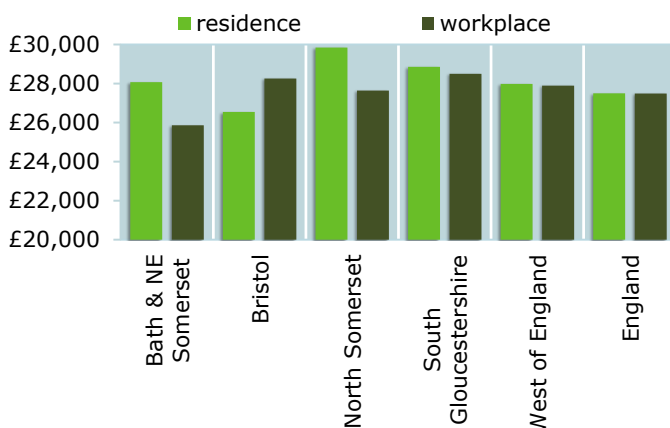
³ Level 4 occupations: managers & senior officials and professionals; Level 3 occupations: associate professional & technical occupations and skilled trades; Level 2 occupations:

administrative & secretarial, caring, leisure & other services, sales and customer service, and process, plant & machine operatives; Level 1 occupations: elementary occupations

EARNINGS

In 2014, the average earnings of South Gloucestershire residents working full-time totalled £28,859 (i.e. residence-based earnings) – above the England average of 27,500. People working full-time in South Gloucestershire earned £28,498 on average (i.e. workplace-based earnings), below the England average (£27,487). Workplace-based earnings in South Gloucestershire grew below the national rate between 2002 and 2014 – a rise of 23.2 per cent, compared with 32.7 per cent across England – rising more slowly than residence-based earnings, which grew by 40.2 per cent in South Gloucestershire over the same period.

FIGURE 25: RESIDENCE AND WORKPLACE-BASED FULL-TIME AVERAGE EARNINGS, 2014



Source: Annual Survey of Hours and Earnings, Office for National Statistics.

HOUSING

HOUSE PRICES ARE JUST BELOW THE NATIONAL AVERAGE, AND HAVE GROWN SIGNIFICANTLY OVER THE PAST 15 YEARS

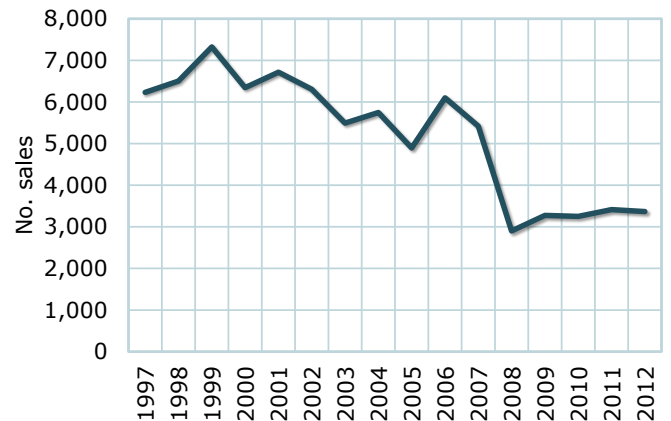
In 2012, the average (median) house price across England was £183,500. House prices were just above the national average in South Gloucestershire, at £185,000. Between 1997 and 2012, average house price growth was 208 per cent in South Gloucestershire – compared to growth of 206 per cent nationally.

Average house prices in South Gloucestershire peaked in 2007 and fell for the next two years. By 2010, prices in South Gloucestershire had returned to 2007 levels.

Housing sales across the area are also well below their long-term average, as indicated in **Figure 26**. Sales have fallen in South Gloucestershire, averaging 3,242 per year between 2008 and 2012 – 47 per cent below 1997-2007 annual average sales.

Lower quartile house prices have grown faster than the national average. Over the past 15 years, lower quartile house price growth was 212 per cent in South Gloucestershire – above the national average growth rate of 184 per cent.

FIGURE 26: TOTAL NUMBER OF HOUSING SALES IN SOUTH GLOUCESTERSHIRE BETWEEN 1997 AND 2012



Source: Department for Communities and Local Government.

HOUSING AFFORDABILITY HAS DECLINED RAPIDLY OVER THE PAST 15 YEARS

In 2013, average house prices in South Gloucestershire were 7.0 times average earnings – a significant increase from 3.3 in 1997. However, house price to earnings ratios in 2013 remained below their pre-recession 2007 peak of 7.2.

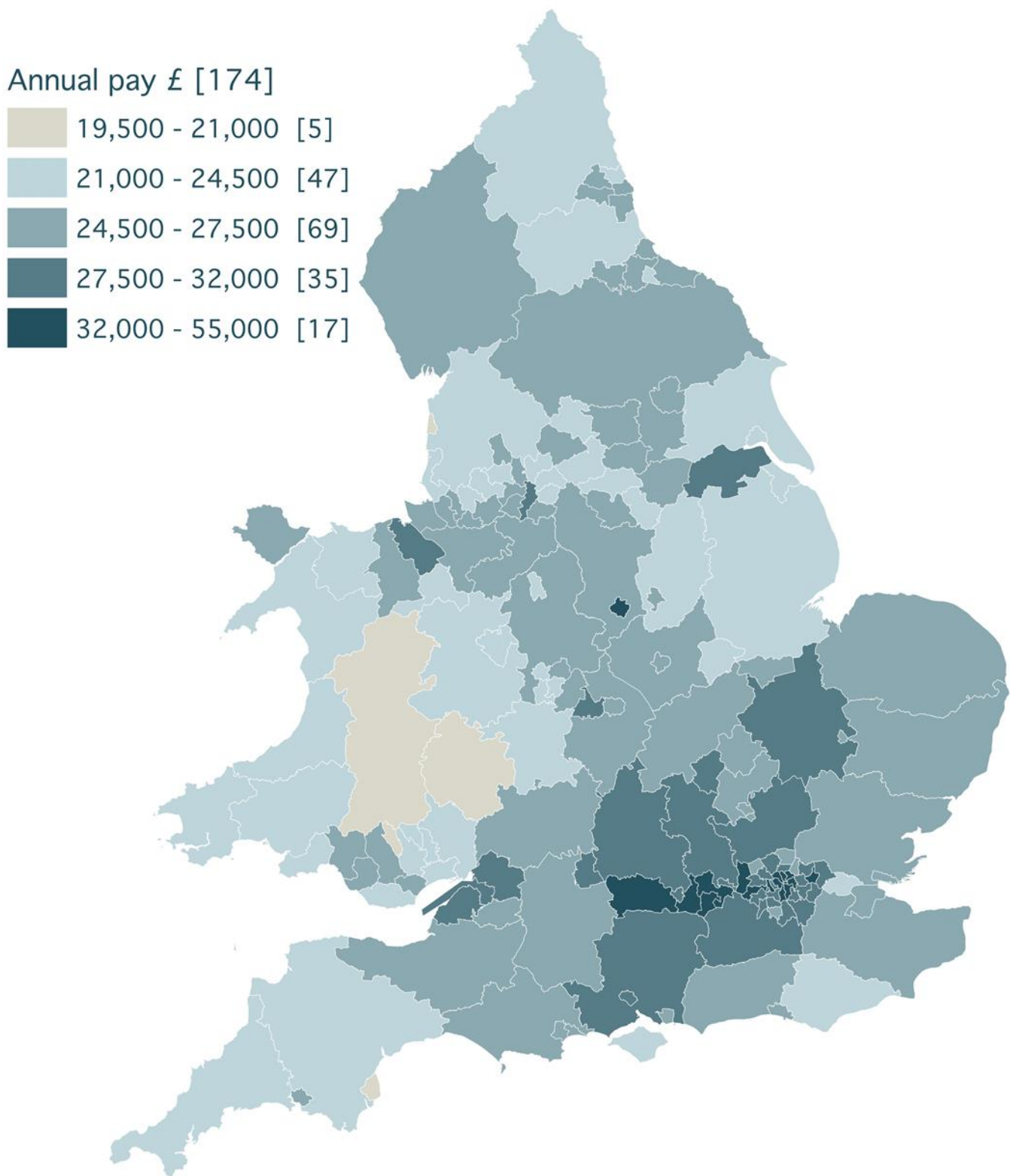
THERE HAS BEEN STRONG GROWTH IN THE DWELLING STOCK

In 2014, there were 112,830 dwellings in South Gloucestershire. Between 2004 and 2014, the number of homes in the area grew by 8,820, or 8.5 per cent, above the England rate of growth of 7.8 per cent.

KEY FACTS: HOUSING

- 112,830 dwellings in 2014
- Growth in dwelling stock between 2004 and 2014: 8.5 per cent (England = 7.8 per cent)
- Average house prices in 2012: £185,000 (England = 183,500)
- Growth in house prices between 1997 and 2012: +208 per cent (England = +206 per cent)
- Average house price as a multiple of median income in 2012: 7.0 (England = 6.7)

FIGURE 27: AVERAGE ANNUAL WORKPLACE EARNINGS FOR FULL-TIME EMPLOYEES IN 2014 BY UPPER TIER AUTHORITY AREA IN ENGLAND AND WALES [RANKING AMONGST ALL LOCAL AUTHORITY DISTRICTS IN PARENTHESES]



Source: annual survey of hours and earnings - workplace analysis 2014, Office for National Statistics.

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PROPERTY AND INFRASTRUCTURE

There were 541,000 square metres of retail floor space eligible for business rates in South Gloucestershire in 2012; 471,000 square metres of office floor space; and 1,456,000 square metres of industrial floor space. Rateable floor space increased by 15.1 per cent for retail uses, and decreased by 8.7 per cent and 5.8 per cent for Offices and Industrial uses respectively, between 2002 and 2012.

Rateable values were £214 per square metre for retail in 2012 (below the England average of £150); £152 for offices (below the England average of £155); and £43 for industrial (above the England average of £37).

SOUTH GLOUCESTERSHIRE BROADBAND SPEEDS TEND TO BE SLOWER THAN AVERAGE

South Gloucestershire ranked 44 out of 200 local areas for Average sync speeds in 2013, as detailed in **Figure 28**. 8.5 per cent of households did not receive broadband speeds at 2 Mbit/s or higher – ranking 60 out of 200 in performance. Superfast broadband availability was high – at 81.8 per cent of households, ranking 92 out of 200.

FIGURE 28: BROADBAND SPEEDS IN 2013

Local Authority	Average sync speed (Mbit/s)		Percentage not receiving 2Mbit/s		Superfast broadband availability		Take-up (including superfast broadband)	
	Value	Rank out of 200 areas (1= highest, best performing)	Value	Rank out of 200 areas (1= highest, best performing)	Value	Rank out of 200 areas (1= highest, best performing)	Value	Rank out of 200 areas (1= highest, best performing)
Bath and NE Somerset	16.1	118	9.5%	81	69.2%	128	79.9%	17
City of Bristol	24.5	4	3.4%	2	93.6%	38	78.7%	22
North Somerset	13.2	148	9.0%	71	64.0%	142	80.6%	11
South Gloucestershire	20.6	44	8.5%	60	81.8%	92	81.1%	8

Source: OFCOM.