



# Wiltshire Strategic Economic Partnership

## Quarterly Economic Review January 2008

Prepared by  
The Economic Intelligence Unit  
Wiltshire County Council

**Wiltshire  
Strategic Economic  
Partnership**

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# QUARTERLY ECONOMIC REVIEW

## JANUARY 2008

Welcome to the fourth edition of the Wiltshire Quarterly Economic Review (QER) for January 2008, produced by the Economic Research & Intelligence Unit, Wiltshire County Council. It forms part of a series of reviews that are intended to provide information on the Wiltshire economy. We hope you find this publication useful and would appreciate any feedback that you may have.

The QER will contain quarterly economic indicators in every issue (i.e. employment rates, economic activity rates, unemployment rates, property prices), subject to availability. The indicators that are released on an annual basis will be included as and when they are made available. It is intended to include, whenever possible and if appropriate, information for the following geographies: national; regional; county; and districts, as well as comparative information from the previous four quarters. The primary aim of this document is to make sure that the latest economic data is made available to WSEP (Wiltshire Strategic Economic Partnership) partners, as soon as possible. Detailed analysis is usually reserved for the annual Economic Assessment.

Items in the January 2008 issue include:

### Quarterly Indicators

- National Economic Update
- Employment
- Economic Activity
- Unemployment
- Job Vacancies
- Property Market
- Job Losses & Gains

### Annual Indicators

- Average Earnings
- Pre 16 Qualifications
- Qualifications
- Gross Value Added
- Gross Disposable Household Income
- VAT Registrations
- Employment Profile-Sectors
- Employment Changes
- Business Enterprises

For releases of datasets not included in this issue please refer to previous Quarterly Economic Reviews and the Economic Assessment 2005-06.

All previous Economic Assessments and Quarterly Economic Reviews are available in the library section of the Wiltshire & Swindon Intelligence Network:

<http://www.intelligenenetwork.org.uk/>

Some of the items summarise larger datasets. Should you require more detailed information please contact the Economic Research & Intelligence Unit at Wiltshire County Council, Environmental Services, County Hall, Bythesea Road, Trowbridge, Wiltshire BA14 8JN:

Telephone 01225 757527 or E-mail [susannaread@wiltshire.gov.uk](mailto:susannaread@wiltshire.gov.uk)

## NATIONAL ECONOMIC UPDATE<sup>1</sup>

- GDP rose by 0.7 per cent in the third quarter of 2007, down from 0.8 per cent in the second quarter. The level of GDP is now 3.3% higher than in the same quarter a year earlier.
- The trend in the employment rate was increasing whilst unemployment and inactivity rates were falling. The employment rate was 74.7%, for the three months to November 2007, up 0.3 from the previous quarter and 0.1 over the year.
- The Government's target measure of inflation (Consumer Price Index Inflation) remained at 2.1 per cent for December 2007, unchanged since the previous month. The largest downward effect came from housing and household services, where gas and electricity bills had increased less than last year, due to the tariff increases which were phased in. The largest upward contributor was from food and non-alcoholic beverages. At 2.1% the UK inflation rate was below the provisional figure for the European Union (3.1%).
- Between October and December 2007, the retail sales volume rose by 0.4%, compared with the previous three months. The total sales volume in the three months to December 2007, was 3.6% higher than in the same period a year earlier. The non-seasonally adjusted value of retail sales for the three months to December was 2.3% higher than in the same period a year earlier.
- Manufacturing output decreased by 0.2% in the three months to November 2007, compared to the previous three months. The most significant decreases were seen in the basic metals & metal production and electrical & optical equipment industries.
- Services output rose by 0.7% in the three months to October 2007, compared with the previous three months. The most significant increase was seen in retail, whilst hotels & restaurants and motor trades output decreased.

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<sup>1</sup> Royal Bank of Scotland, Office for National Statistics, BBC.

## LABOUR MARKET

This section provides an overview of headline key labour market indicators. The indicators normally used are: employment rate; unemployment rate (Claimant Count & ILO Unemployment); economic activity/inactivity rate; and Jobcentre Plus vacancies.

### Employment

The employment rate is defined as the proportion of an economy's working age population that is in employment. It provides an indication of the level of engagement the area's residents are having with the labour market and the ability of an economy to create jobs. Table 1 shows the employment rate in Wiltshire during the period April 2006 to March 2007 to be 80.4%, lower than in the same period ending a year earlier (i.e. April 2005 to March 2006). However, whilst the employment rate in the County had fallen since the last reported quarter (and over the year) it remained above both the regional and national averages (77.7% and 74.2% respectively). West Wiltshire was the district with the highest employment rate (84.1%), followed by Kennet (79.9%), Salisbury (79.5%) and North Wiltshire (78.1%). North Wiltshire experienced the largest fall (4.8 percentage points) in employment rate when compared to the same period ending a year earlier. Kennet also experienced a decrease in employment rate (4.4 percentage points), whilst Salisbury experienced no change since the same period ending a year earlier. West Wiltshire was the only district to experience an increase in the employment rate over the same period.

**Table 1: Employment Rate (%) of working age population**

Area	Apr 2005- Mar 2006	Jul 2005- Jun 2006	Oct 2005- Sep 2006	Jan 2006- Dec 2006	Apr 2006- Mar 2007
Great Britain	74.3	74.2	74.1	74.3	74.2
South West	77.6	77.7	77.5	77.9	77.7
Wiltshire	82.4	82.4	81.6	81.4	80.4
Swindon	78.7	79.0	80.0	79.8	81.8
Kennet	84.3	81.4	80.5	78.7	79.9
North Wiltshire	82.9	83.6	81.8	80.6	78.1
Salisbury	79.5	79.1	77.5	79.6	79.5
West Wiltshire	83.4	84.8	85.8	85.5	84.1

*Source: Annual Population Survey~, 2008*

~The APS is a new survey which supersedes the existing two datasets: the local area Labour Force Survey and the quarterly Labour Force Survey.

### Economic Activity

The economic activity rate is a good indicator of the health of the labour market in an area. Persons are economically active if they are either employed or unemployed in a particular period. Economically active people can thus be defined as those who supply or want to supply their labour to produce goods and services for the economy. The rates are calculated by expressing the number of persons in the labour force (the labour force is the sum of employed and unemployed persons) as a percentage of the working age population. The economic activity rate in Wiltshire for the period April 2006 to March 2007 was 83.4%, above both the regional (80.9%) and national (78.5%) averages. West Wiltshire had the

highest level of economic activity (86.0%), followed by Kennet (83.0%), Salisbury (82.6%) and North Wiltshire (82.0%). Both Salisbury and West Wiltshire experienced an increase in rates for the period ending March 2007, compared to the period ending March 2006, whilst both Kennet and North Wiltshire experienced a decline in activity rates. (Table 2)

**Table 2: Economic activity rate (%) of working age population**

Area	Apr 2005- Mar 2006	Jul 2005- Jun 2006	Oct 2005- Sep 2006	Jan 2006- Dec 2006	Apr 2006- Mar 2007
<b>Great Britain</b>	78.3	78.4	78.4	78.6	78.5
<b>South West</b>	80.4	80.7	80.7	81.0	80.9
<b>Wiltshire</b>	84.3	84.7	84.5	84.1	83.4
<b>Swindon</b>	83.2	83.7	84.1	83.8	85.2
<b>Kennet</b>	85.7	83.6	83.5	82.2	83.0
<b>North Wiltshire</b>	85.3	86.3	86.0	84.2	82.0
<b>Salisbury</b>	80.4	80.4	79.8	81.9	82.6
<b>West Wiltshire</b>	85.8	87.6	87.8	87.4	86.0

Source: Annual Population Survey~, NOMIS 2008

~The APS is a new survey which supersedes the existing two datasets: the local area Labour Force Survey and the quarterly Labour Force Survey.

Table 3 shows the proportion of economically inactive people who want or do not want a job. In Wiltshire, 23.1% (approximately 10,100 people) of inactive people wanted a job, a smaller proportion than both the regional (26.7%) and national (25.4%) averages. Salisbury had the largest number of inactive people wanting a job, approximately 3,200 people (27.0%). West Wiltshire also had a large number of inactive people who would like to work, (around 2,800 people (27.1%)), whilst North Wiltshire and Kennet had fewer inactive people looking for a job (2,400 people (16.5%) and 1,800 people (23.9%) respectively).

**Table 3: % of economically inactive who want/do not want a job, April 2006 to March 2007**

	Great Britain	South West	Wiltshire	Swindon	Kennet	North Wiltshire	Salisbury	West Wiltshire
<b>Want a job</b>	25.4	26.7	23.1	23.7	23.9	16.5	27.0	27.1
<b>Do not want a job</b>	74.6	73.3	76.9	76.3	76.1	83.5	73.0	72.9

Source: Annual Population Survey~, NOMIS 2008

~The APS is a new survey which supersedes the existing two datasets: the local area Labour Force Survey and the quarterly Labour Force Survey

## Unemployment

The Claimant Count is based on the number of people claiming Jobseekers Allowance (JSA) and is taken from monthly records. People claiming JSA must declare they are out of work, available for, capable of, and actively seeking employment during the week in which the claim is made. Claimant Count rates express the number of JSA claimants as a percentage of working age people in an area. Table 4 shows the Claimant Count for Wiltshire in December 2007 to be 0.8%, lower than both the regional (1.2%) and national averages (2.1%). The Claimant rate in the County had fallen slightly since December 2006, in line with the regional and national trend. West Wiltshire (1.1%) was the district which had the highest Claimant rate followed by North Wiltshire (0.8%), Kennet (0.7%) and Salisbury (0.7%). Claim rates in all of the Wiltshire districts had fallen since the same period ending a year earlier.

**Table 4: Claimant Count, working age population**

Area	December 2006		September 2007		October 2007		November 2007		December 2007	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
<b>Great Britain</b>	897,758	2.5	804,078	2.2	778,057	2.1	763,346	2.1	767,688	2.1
<b>South West</b>	47,991	1.6	39,094	1.3	38,043	1.2	37,600	1.2	37,909	1.2
<b>Wiltshire</b>	2,588	1.0	2,462	0.9	2,352	0.9	2,299	0.9	2,266	0.8
<b>Swindon</b>	2,321	2.0	1,935	1.6	1,754	1.5	1,696	1.4	1,653	1.4
<b>Kennet</b>	386	0.8	347	0.7	338	0.7	325	0.7	328	0.7
<b>North Wilts</b>	794	1.0	745	0.9	701	0.9	704	0.9	657	0.8
<b>Salisbury</b>	555	0.8	489	0.7	458	0.7	453	0.7	462	0.7
<b>West Wilts</b>	853	1.2	881	1.2	855	1.2	817	1.1	819	1.1

*Source: Claimant Count, NOMIS, 2008*

The figures in Table 5 are based on the International Labour Organisation's (ILO) definition of unemployment which includes all those who are looking for work, whether or not they are on unemployment benefits. The contrast between the claimant count rate and the unemployment rate suggests that there is a difference in unemployment numbers, representing a few thousand working age people who could possibly be regarded as part of the 'hidden unemployed'. The 'hidden unemployed' do not claim or may not be entitled to Jobseekers Allowance (JSA) and are therefore excluded from official unemployment statistics that are based on the Claimant Count.

The table below contains a series of moving averages between April 2005 and March 2007. During the period April 2006 to March 2007 the unemployment rate in Wiltshire was 3.6% (around 8,000 people) and remained below both the regional and national averages (4.0% and 5.4% respectively). Between the period ending March 2006 and the period ending March 2007, the unemployment rate in the County had increased. This was in line with the national trend, however, the increase in unemployment rates in Wiltshire was greater than the increase experienced both regionally and nationally (1.4 percentage points increase in Wiltshire, compared to 0.3 percentage point increase nationally and 0.5 percentage point increase regionally). North Wiltshire continued to have the highest level of unemployment of all of the Wiltshire districts (4.7%), and remained above the County average. Salisbury (3.8%) and Kennet (3.7%) also had unemployment rates marginally above the average for Wiltshire. West Wiltshire had a much lower Claimant rate at 2.2%, representing around 1,400 people.

**Table 5: Unemployment (%) working age population**

Area	Apr 2005- Mar 2006		Jul 2005- Jun 2006		Oct 2005- Sep 2006		Jan 2006- Dec 2006		Apr 2006- Mar 2007	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
<b>Great Britain</b>	1,425,500	5.1	1,489,400	5.4	1,528,800	5.5	1,529,500	5.5	1,520,700	5.4
<b>South West</b>	83,400	3.5	91,500	3.8	95,400	4.0	92,700	3.8	96,400	4.0
<b>Wiltshire</b>	4,900	2.2	6,000	2.7	7,700	3.4	7,300	3.3	8,000	3.6
<b>Swindon</b>	5,200	5.4	5,400	5.6	4,700	4.8	4,600	4.7	4,000	4.0
<b>Kennet</b>	#	#	1,000	2.6	1,300	3.6	1,500	4.2	1,400	3.7
<b>North Wiltshire</b>	1,900	2.9	2,200	3.1	3,300	4.8	2,900	4.3	3,100	4.7
<b>Salisbury</b>	#	#	900	1.6	1,600	2.9	1,600	2.9	2,100	3.8
<b>West Wiltshire</b>	1,700	2.8	2,000	3.2	1,500	2.4	1,400	2.1	1,400	2.2

*Source: Annual Population Survey, NOMIS, 2008*

# Data for Kennet and Salisbury districts have been excluded since the estimates are unreliable.

### Job Vacancies

Jobcentre Plus Notified Vacancy Statistics have traditionally served as a proxy for economic activity over time and provide micro level information, for example snapshot information on vacancy levels in a particular location and for specific occupations. However, it should be noted that Jobcentre Plus only handles a certain proportion of vacancies in the economy. Measures of Jobcentre Plus market share will always be inexact but recent estimates from surveys suggest that it is between 1/3 and 1/2.

Table 6 contains the job vacancies notified to jobcentres in December 2007. In December 2007, there were 2,440 vacancies notified to job centres in Wiltshire. The largest requirement was for elementary occupations (657 jobs), Administrative & Secretarial occupations (297 jobs) and Sales & Customer service occupations (291 jobs). Skilled Trade occupations (286 jobs), Process, Plant & Machine operatives (255 jobs), Personal Service occupations (242 jobs) and Associate Professional & Technical occupations (233 jobs) also had significant levels of labour demand. Elementary occupations were the largest requirement in three of the districts, whilst the largest demand in Salisbury was for Personal Service occupations.

**Table 6: Labour Demand – No. Vacancies Notified by Occupation, December 2007**

Occupation	Wiltshire	Swindon	Kennet	North Wilts	Salisbury	West Wilts
<b>Managers and Senior Officials</b>	123	90	8	43	34	38
<b>Professional Occupations</b>	56	55	15	18	11	12
<b>Associate Professional &amp; Technical Occupations</b>	233	133	32	68	77	56
<b>Administrative &amp; Secretarial Occupations</b>	297	132	66	98	61	72
<b>Skilled Trade Occupation</b>	286	236	36	64	85	101
<b>Personal Service Occupations</b>	242	110	18	23	161	40
<b>Sales and Customer Service Occupations</b>	291	280	21	85	83	102
<b>Process, Plant and Machine Operatives</b>	255	200	52	48	21	134
<b>Elementary Occupations</b>	657	506	124	183	158	192
<b>Total</b>	<b>2,440</b>	<b>1,742</b>	<b>372</b>	<b>630</b>	<b>691</b>	<b>747</b>

*Source: Jobcentre Plus Vacancies, NOMIS 2008*

*Changes to Jobcentre Plus vacancy handling procedures may result in a drop of around 5% for inflows of newly notified vacancies.*

In December 2007 there were 3,971 vacancies in the County remaining unfilled. The largest numbers of vacancies unfilled were in Elementary occupations (2,440 jobs), Sales and Customer Service occupations (583 jobs) and for Process, Plant and Machine operatives (532 jobs). There were also significant levels of unfilled demand in Personal Service roles (451 jobs), Skilled trade occupations (396 jobs) and Administrative & Secretarial occupations (358 jobs). In each of the districts the largest share of unfilled vacancies was for Elementary occupations.

**Table 7: No. Vacancies Unfilled by Occupation, December 2007**

Occupation	Wiltshire	Swindon	Kennet	North Wilts	Salisbury	West Wilts
<b>Managers and Senior Officials</b>	145	118	13	55	38	39
<b>Professional Occupations</b>	66	55	17	25	15	9
<b>Associate Professional &amp; Technical Occupations</b>	302	161	37	88	106	71
<b>Administrative &amp; Secretarial Occupations</b>	358	165	57	109	107	85
<b>Skilled Trade Occupation</b>	396	288	61	118	105	112
<b>Personal Service Occupations</b>	451	159	34	78	289	50
<b>Sales and Customer Service Occupations</b>	583	372	20	164	231	168
<b>Process, Plant and Machine Operatives</b>	532	647	75	108	56	293
<b>Elementary Occupations</b>	1,138	1,103	142	282	353	361
<b>Total</b>	<b>3,971</b>	<b>3,068</b>	<b>456</b>	<b>1,027</b>	<b>1,300</b>	<b>1,188</b>

*Source: Jobcentre Plus Vacancies, NOMIS 2008*

*Changes to Jobcentre Plus vacancy handling procedures may lead to a reduction in the recorded stocks of unfilled vacancies but in due course these are expected to reflect more accurately job opportunities available via Jobcentre Plus*

### Earnings

Earnings statistics provide an indicator of labour costs relating to both the supply and demand of labour. The earnings of residents in an area provides information about the characteristics of the labour supply, whilst the workplace based earnings data gives us information about the nature of labour demand arising from employers in an area. The Annual Survey of Hours and Earnings (ASHE) is based on a sample of employees jobs from HM Revenue & Customs PAYE records and data on hours and earnings is obtained from employers.

The 2007 ASHE survey operated with a 20% reduction in sample size, although the impact of this has been minimised by the largest reductions being carried out in industries where earnings are least variable. In addition to this, the ONS have also introduced a small number of methodological changes; these include the introduction of an automatic occupation coding tool and changes in the way that businesses who supply the ONS with data electronically are weighted.

Table 8 shows that average weekly workplace earnings in Wiltshire (£514) for 2007 were above the regional (£506) average, but remained below the national (£552) average. North Wiltshire (£576) continued to be the district with the highest weekly earnings, above both the County, regional and national averages. Kennet (£465) had the lowest average weekly workplace earnings of all the Wiltshire districts.

**Table 8: Average Earnings (Full Time) (£), 2007**

Area	Workplace		Residence	
	Weekly Earnings (£)	Earnings PA (£)	Weekly Earnings (£)	Earnings PA (£)
Great Britain	552.1	30,159	553.0	30,211
South West	506.2	27,046	513.6	27,589
Swindon	588.5	32,258	538.8	28,147
Wiltshire	513.8	26,880	563.4	30,953
Kennet	465.4	#	540.4	28,567
North Wiltshire	575.6	29,927	650.2	#
Salisbury	500.9	26,679	527.4	28,225
West Wiltshire	481.3	24,266	533.8	28,837

*Source: Annual Survey of Hours and Earnings, NOMIS 2008*

# Data for Kennet and North Wiltshire districts have been excluded since the estimates are unreliable

The ASHE also represents a shift in focus from average levels of pay to the median level, as the former tends to get inflated by a relatively small number of people earning very high salaries. The Office for National Statistics (ONS) has now adopted median earnings as its preferred measure because it is less influenced by extreme values. They believe it to be a more representative and less volatile measure than the mean. Table 9 displays gross median full time earnings by workplace and residence, for 2007. Median weekly workplace earnings in Wiltshire (£435) were higher than earnings in the South West (£428) but remained below the Great Britain (£459) average. North Wiltshire was the district with the highest median weekly earnings by workplace (£486) and residence (£516), whilst Kennet had the lowest level of earnings by both workplace (£362) and residence (£440).

Average and Median weekly earnings of residents in Wiltshire were higher than workplace earnings. This shows that people living in Wiltshire are able to earn more by commuting out of the County for higher level occupations.

**Table 9: Median Earnings (Full Time) (£), 2007**

Area	Workplace		Residence	
	Weekly Earnings (£)	Earnings PA (£)	Weekly Earnings (£)	Earnings PA (£)
Great Britain	458.6	24,091	459.0	24,124
South West	427.8	22,585	433.4	22,966
Swindon	493.2	25,948	484.0	25,559
Wiltshire	435.1	22,764	474.3	24,759
Kennet	361.8	19,408	440.1	22,916
North Wiltshire	486.2	24,750	515.7	27,835
Salisbury	427.7	22,890	451.9	23,614
West Wiltshire	396.0	20,873	485.6	25,376

*Source: Annual Survey of Hours and Earnings, NOMIS 2008*

## EDUCATION

### Key Stage 2

Table 10 shows the percentage of 11 year old pupils who attained Key Stage 2 Level 4 or above in literacy and numeracy in 2007. 81% of pupils in Wiltshire attained Level 4 plus in literacy, on a par with the regional average (81%) and marginally above the national average (80%). The results for numeracy in Wiltshire were slightly below both the regional and national averages (76% in Wiltshire compared to 77% for both England and the South West).

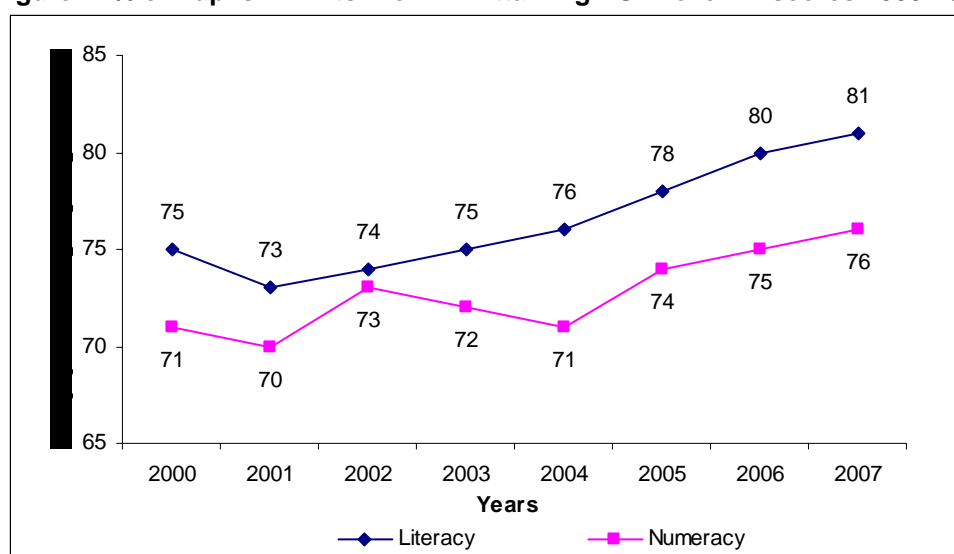
**Table 10: % of 11 year olds Achieving Level 4 (KS2), Literacy & Numeracy, 2007**

Area	Literacy	Numeracy
Swindon	81	78
Wiltshire	81	76
South West	81	77
England	80	77

Source: Department for Children, Schools and Families, 2008

The data in Figure 1 shows that between 2001 and 2007 the literacy levels in Wiltshire have consistently improved. Numeracy levels have not shown such consistent progress; however, since 2005 numeracy levels have shown significant improvement.

**Figure 1: % of Pupils in Wiltshire LEA Attaining KS2 Level 4+ scores 2000-2007**



Source: Department for Children, Schools and Families, 2008

### GCSE

The data below shows the percentage of pupils achieving GCSE or equivalent grades in Wiltshire compared to the regional and national averages. In 2007, 59.6% of pupils achieved five or more GCSE's or equivalent graded A\*-C, above the regional average (58.7%) but marginally below the national average (60.3%). The proportion of pupils in Wiltshire (97.5%) achieving at least one GCSE or equivalent graded A\*-G was marginally lower than the regional (97.6%) average but above the national (97.3%) average. The County had a significantly larger proportion of pupils who achieved at least five GCSE or equivalent grades A\*-G including English and Mathematics compared to the national average (90.7% compared to 86.1%) (Table 11).

**Table 11: % of Pupils Achieving GCSE or Equivalent Grades A\*-G, 2007**

Area	% of Pupils Achieving 5+ GCSE or Equivalent at Grades A*-C	% of Pupils Achieving at least 1+ GCSE or Equivalent at Grades A*-G	% of Pupils Achieving 5+ GCSE or Equivalent at Grades A*-G Including English & Mathematics
Swindon	54.3	97.4	86
Wiltshire	59.6	97.5	90.7
South West	58.7	97.6	89.1
England	60.3	97.3	86.1

Source: Department for Children, Schools and Families, 2008

### Qualifications (Working Age Population)

The Annual Population Survey (APS) data below show the proportion of working age people qualified to NVQ Level 3+ and 4+. For the period January to December 2006, the data show that 28.7% of people in the County were qualified to NVQ Level 4+, above both the regional (27.3%) and national (27.4%) averages. 48.1% of people were qualified to NVQ Level 3+, again above both the regional (47.2%) and national (45.3%) average.

North Wiltshire (31.6%) and West Wiltshire (33.6%) had significantly higher proportions of their working age populations qualified to NVQ Level 4+ compared to the County, regional and national averages. At 25.8%, the proportion of people qualified to NVQ level 4+ in Salisbury, was below the County, regional and national averages. However, at 20.0%, the proportion of the population qualified to NVQ Level 4+ in Kennet was significantly lower. North Wiltshire (48.7%) and Salisbury (48.3%) district had roughly the same proportion of people qualified to NVQ Level 3+ as the Wiltshire average. West Wiltshire (54.1%) had a higher proportion of people qualified to NVQ Level 3+ compared to the County, whilst Kennet (37.0%) had a significantly smaller proportion of its population qualified to this level.

**Table 12: % of working age people with NVQ Level 3 and 4, Jan-Dec 2006**

Area	% of working age people with NVQ Level 4+	% of working age people with NVQ Level 3+
Great Britain	27.4	45.3
South West	27.3	47.2
Swindon	22.5	41.6
Wiltshire	28.7	48.1
Kennet	20.0	37.0
North Wiltshire	31.6	48.7
Salisbury	25.8	48.3
West Wiltshire	33.6	54.1

Source: Annual Population Survey, NOMIS, 2008

## GROSS VALUE ADDED

Gross Value Added (GVA) is the method favoured by the government for measuring economic output. Its estimates, in pounds, the value of goods and services produced in the local area in one year (total GVA) and how this is related to the local population (GVA per head). The 'income approach' is used by the ONS to create GVA estimates which involves measuring the income generated in the form of wages and profits. The GVA data for 2005 show that Wiltshire (£15,778) continues to have GVA per head below both the regional (£16,688) and national (£18,267) averages and is ranked 6<sup>th</sup> out of the 12 NUTS 3<sup>2</sup> areas in the South West (Table 13).

In terms of GVA growth over the period 1995 to 2005, Wiltshire (4.9%) ranked 10<sup>th</sup> out of the 12 NUTS 3 areas with a growth rate below both the regional (5.9%) and national (5.6%) average.

**Table 13: Gross Value Added by NUTS 1, 2 & 3, Current Basic Prices, 1995/2005**

Area	GVA 1995 (£million)	GVA 2005 (£million)	Growth of GVA (% per annum) 1995-2005	GVA per head 1995 (£)	GVA per head 2005 (£)	Growth of GVA per person (% per annum 1995-2005)
England	534, 559	921, 842	5.6%	11, 048	18, 267	5.16%
South West	47, 879	84, 889	5.9%	10, 013	16, 688	5.24%
Bristol, City of	5, 447	9, 506	5.7%	13, 919	23, 434	5.35%
N& NE Somerset, South Gloucestershire	6, 236	12, 521	7.2%	10, 809	19, 984	6.34%
Gloucestershire	5, 808	11, 320	6.9%	10, 616	19, 665	6.36%
Swindon	2, 787	5, 046	6.1%	16, 209	27, 354	5.37%
Wiltshire CC	4, 349	7, 050	4.9%	10, 497	15, 778	4.16%
Bournemouth and Poole	2, 755	5, 173	6.5%	9, 293	17, 378	6.46%
Dorset CC	3, 149	5, 237	5.2%	8, 356	13, 059	4.57%
Somerset	4, 422	7, 649	5.6%	9, 242	14, 826	4.84%
Cornwall and Isles of Scilly	3, 239	6, 003	6.4%	6, 744	11, 510	5.49%
Plymouth	2, 440	3, 674	4.2%	9, 748	14, 937	4.36%
Torbay	1, 122	1, 494	2.9%	8, 981	11, 247	2.28%
Devon CC	6, 127	10, 215	5.2%	9, 102	13, 944	4.36%

*Source: Adapted from National Statistics Headline GVA 1995 to 2005, 2008*

*(1) Estimates of workplace based GVA allocate income to the area in which commuters work.*

*(2) Components may not sum to totals as a result of rounding*

*(3) GVA growth rate calculated by Economic Intelligence Unit, WCC.*

<sup>2</sup> *Nomenclature of Units for Territorial Statistics, an EU categorisation*

## GROSS DISPOSABLE HOUSEHOLD INCOME

GVA does not necessarily paint an accurate picture of *economic living standards* in that area. In order to measure economic living standards it is probably advisable to use alternative measures such as Gross Household Disposable Income (GDHI). GDHI represents the amount of money that households have available for consumption or savings after taking into account current taxes on income and wealth, pension contributions, mortgage interest payments and other outgoings such as non-life insurance premiums.

In 2005, GDHI per in head in Wiltshire was estimated to be £14,486, higher than both the regional (£13,258) and national (£13,494) averages. Wiltshire had a favourable position in terms of GDHI and occupied the top position when ranking against all the other NUTS 3 areas in the South West.

Table 14 shows that over the period 1995 to 2005, GDHI in Wiltshire grew by some 5.3%, above both the regional (5.0%) and national (4.9%) rates. In terms of growth over the period, Wiltshire ranked 4<sup>th</sup> compared to all the NUTS 3 areas in the South West.

**Table 14: Gross Disposable Household Income, NUTS 1,2 and 3 areas, 1995/2005**

Area	GDHI 1995 (£million)	GDHI 2005 (£million)	Growth of GDHI (%) per annum) 1995-2005	GDHI per head 1995 (£)	GDHI per head 2005 (£)	Growth of GDHI per person (%) per annum 1995-2005)
England	419, 929	680, 536	4.9%	8, 679	13, 494	4.51%
South West	41, 145	67, 186	5.0%	8, 604	13, 258	4.42%
Bristol, City of	3, 209	4, 965	4.5%	8, 201	12, 467	4.28%
N& NE Somerset, South Gloucestershire	5, 260	8, 632	5.1%	9, 117	13, 992	4.38%
Gloucestershire	4, 971	7, 855	4.7%	9, 086	13, 656	4.16%
Swindon	1, 505	2, 547	5.4%	8, 754	13, 842	4.69%
Wiltshire CC	3, 850	6, 470	5.3%	9, 294	14, 486	4.54%
Bournemouth and Poole	2, 508	4, 090	5.0%	8, 459	13, 603	4.87%
Dorset CC	3, 274	5, 631	5.6%	8, 690	14, 038	4.91%
Somerset	4, 163	6, 800	5.0%	8, 699	13, 188	4.25%
Cornwall and Isles of Scilly	3, 716	6, 272	5.4%	7, 737	12, 074	4.55%
Plymouth	1, 832	2, 854	4.5%	7, 321	11, 595	4.71%
Torbay	964	1, 569	5.0%	7, 717	11, 818	4.35%
Devon CC	5, 893	9, 501	4.9%	8, 755	12, 998	4.03%

*Source: Office for National Statistics*

## PROPERTY

This section examines residential and commercial property prices. It also contains an overview of office, industrial and employment land availability in Wiltshire.

### Commercial Property Review

#### Wiltshire

##### Office

During the period November 2006 – November 2007, the overall availability of office floorspace within Wiltshire increased by 4.7% from a total of 848,132 sq ft to 888,222 sq ft; with the number of available units falling from 182 to 151. At District level, a decline in the availability of office floorspace was seen in Kennet (36%) and West Wiltshire (1%), while an increase in availability of floorspace was seen in North Wiltshire (6%) and Salisbury (18%).

The significant decline in office floorspace availability seen in Kennet between November 2006 and November 2007 is due to the take up of a number of properties, 6 properties of between 0-2,000 sq ft and 5 properties of between 2,000-5,000 sq ft. Only 2 new properties (of 2,395 sq ft and 4,750 sq ft) were available in Kennet in November 2007, when compared to those available in November 2006.

The significant increase in office floorspace availability seen in Salisbury is largely due to two large properties becoming available in Amesbury, including a property of 66,000 sq ft at Solstice Park. Turnover in the market in Salisbury remained dynamic, with at least 52,000 sq ft coming off the market and 140,000 sq ft coming onto the market in that period.

Overall, in November 2006 there were 102 properties on the market with a floorspace of up to 2,000 sq ft, compared to only 82 such properties in November 2007, and overall, the total number of available office units within Wiltshire fell from 182 in November 2006 to 151 in November 2007, even though there was a 5% increase in floorspace. This is due to larger units coming onto the market and is reflected by the average size of unit increasing from 4,660 sq ft to 5,882 sq ft.

**Table 15: Office Availability in Wiltshire, November 06-07**

Area	November 2006 Sq Ft	November 2007 Sq Ft
North Wiltshire	346,683 sq ft (62)	365,938 sq ft (55)
Kennet	48,244 sq ft (23)	30,647 sq ft (14)
West Wiltshire	223,353 sq ft (48)	221,247 sq ft (40)
Salisbury	229,853 sq ft (49)	270,392 sq ft (42)
Wiltshire	848,134 sq ft (182 units)	888,224 sq ft (151 units)

*Figures in parentheses represent the number of sites*

*Source: Evlutive, Wiltshire County Council, 2008*

##### Industrial

Between November 2006 and November 2007, the number of industrial units available across Wiltshire fell quite sharply from 224 to 158, with total available industrial floorspace falling from 1,432,727 sq ft to 915,172 sq ft; which is a 36% decrease. At District level, the availability of industrial floorspace fell across the county, but most markedly in Kennet (67%) and North Wiltshire (44%). Floorspace available in Salisbury fell by 27% and in West Wiltshire by 5%.

In Kennet the decline seen in the availability of industrial premises can principally be attributed to the take up of 9 units (totalling 13,000 sq ft) at Glenmore Business Centre in Devizes, 6 units (totalling 15,000 sq ft) at George Lane in Marlborough and nearly 28,000 sq ft at the Garden Trading Estate in Devizes. Only 2 new properties were available in Kennet in November 2007, when compared to properties available in November 2006.

In North Wiltshire there was been a significant amount of movement in the industrial market, with 360,000 sq ft taken up and 113,000 sq ft coming onto the market. The overall decline is largely due to the take up of 5 units at Langley Park in Chippenham, totalling 215,000 sq ft. The units varied in size from 20,000 sq ft to 100,000 sq ft. A further 7 units were taken up over the year at Fiveways Industrial Park in Corsham and 6 units at various locations at Bumpers Farm in Chippenham. Overall, while 38 units were taken up only 16 have become available.

In Salisbury nearly 50,000 sq ft was taken up at the Station Works in Tisbury and 5 units at the Beacon Centre, Solstice Park were taken up totalling 12,000 sq ft, while 2 have come onto the market. West Wiltshire showed significant activity with take up of 169,000 sq ft, and 157,000 sq ft coming on to the market.

**Table 16: Industrial Availability in Wiltshire,**

Area	November 2006 Sq Ft	November 2007 Sq Ft
North Wiltshire	679,987 sq ft (72)	381,914 sq ft (54)
Kennet	163,663 sq ft (44)	53,735 sq ft (19)
West Wiltshire	224,545 sq ft (45)	212,354 sq ft (36)
Salisbury	364,532 sq ft (63)	267,168 sq ft (49)
Wiltshire	1,432,727 sq ft (224 units)	915,172 sq ft (158 units)

*Figures in parentheses represent the number of sites*

*Source: Evolutive, Wiltshire County Council, 2008*

### **Employment Land**

In the period November 2006 to November 2007, employment land availability across Wiltshire fell slightly by 7.6% from 143.5 acres to 132.6 acres, with the total number of sites declining from 15 in November 2006 to 13 in November 2007. At District level, change was quite mixed with employment land availability remaining static within Kennet District and employment land availability declining within West Wiltshire (7.9%), North Wiltshire (8.8%) and Salisbury (7.6%).

In West Wiltshire two sites exited the market, one at Edington Station Yard in Westbury (0.08 acres) and one at Northacre Industrial Park in Westbury (1.6 acres). Meanwhile, one site became available to the market at Paxcroft Mead in Hilperton, Trowbridge (0.38 acres).

One 8.5 acre site at Harnham Business Park in Salisbury exited the market, as did 1.05 acres of a 1.5 acre site at Langley Park in Chippenham.

**Table 17: Employment Land Availability in Wiltshire,**

Area	November 2006 Acres	November 2007 Acres
North Wiltshire	11.67 (3 sites)	10.87 (3 sites)
Kennet	2.5 (1 site)	2.5 (1 site)
West Wiltshire	17.58 (6 sites)	16.19 (5 sites)
Salisbury	111.5 (5 sites)	103 (5 sites)
Wiltshire	165.73 (18 sites)	145.86 (15 sites)

*Figures in parentheses represent the number of sites*

*Source: Evolutive, Wiltshire County Council, 2008*

### **Average Commercial Rents**

During the period November 2006 to November 2007, average commercial rents for office premises in Trowbridge rose by 10.4% from £9.03 per sq ft to £9.97 per sq ft. This was due to a number of properties with rents of less than £8 per sq ft being taken up and an increase in the number of properties on the market with rents in excess of £9 per sq ft; in November 2007 over 60% of the properties available had a rental price of over £9 per sq ft including one at Pentagon House with a rent of £15.51 per sq ft.

In each of the other Districts over the same period, average commercial rents for office premises decreased. In Salisbury they decreased by 7.8% from £9.55 per sq ft to £8.80 per sq ft, in Chippenham they decreased from £10.68 to £10.09 (5.5%) and in Devizes they decreased from £6.95 to £6.22 (10.4%).

The decrease in average commercial rents in each of these three districts can be attributed to take up of the units with higher rents, while properties with a more average distribution of rents came onto the market. In Chippenham, 9 units were taken up at Bumpers Farm, totalling 26,419 sq ft, while only 3 came onto the market, totalling 2,976 sq ft. In Devizes the decrease in average rent is due to the take up of units at Couch Lane (at £12.04 per sq ft), Market Street (at £8.46 per sq ft) and the High Street (at £8.14) per sq ft, while no new properties are on the market in November 2007, when compared to properties available in November 2006.

With respect to average commercial rents for industrial premises across the period November 2006 to November 2007, Devizes and Salisbury witnessed declines and Trowbridge and Chippenham saw rents increase. Average commercial industrial rents fell by 4.5% in Devizes (from £5.66 per sq ft to £5.40 per sq ft) and by 15.8% in Salisbury (from £6.79 per sq ft to £5.72 per sq ft). Average commercial industrial rents rose by 6.7% in Chippenham (from £6.04 per sq ft to £6.44 per sq ft) and by 26.8% in Trowbridge (from £3.89 per sq ft to £4.94 per sq ft). Overall, across the county the average remained static at £5.63 per sq ft.

The notable increase in average commercial rents for industrial premises experienced in Trowbridge across the November 2006 to November 2007 period can be attributed to the take up of several units at less than £3.50 per sq ft, including 24,000 sq ft at Manor Park Industrial Estate and 19,000 sq ft at Canal Road, and the entry to the market of several properties at over £5.75 per sq ft, including units at Semington Turnpike and the Sandown Centre. The increase in average commercial rents for industrial premises in Chippenham are due to the take up of 5 units at Langley Park at rents of around £3.75 per sq ft and little new property coming on to the market.

The declines seen in average commercial industrial rents in Devizes is due largely to the take up of nine units at about average rent at Glenmore Business Centre and little new

property coming onto the market. In Salisbury, the decline in average industrial rent is due to units at Glenmore Business Park and Warminster Road being taken up with rents of over £9 per sq ft.

**Table 18: Average Commercial Rents, (£ per sq. ft per annum),**

Area	Sept/Oct/Nov 2006		Sept/Oct/Nov 2007	
	Office	Industrial	Office	Industrial
Chippenham	£10.68 (18)	£6.04 (31)	£10.09 (13)	£6.44 (21)
Devizes	£6.95 (10)	£5.66 (22)	£6.22 (5)	£5.40 (10)
Salisbury	£9.55 (17)	£6.79 (25)	£8.80 (25)	5.72 (24)
Trowbridge	£9.03 (14)	£3.89 (9)	£9.97 (8)	£4.94 (8)

*Figures in parentheses represent the number of sites*

*Source: Evolutive, Wiltshire County Council, 2008*

## Residential Property

The Land Registry deals with the sale of all properties in England and Wales. It holds the most comprehensive information published on residential property transactions and prices. During the third quarter of 2007 the average house price in Wiltshire was £256,550, above the average for the South West (£240,359) and England & Wales (£230,474). Kennet District (£293,551) recorded the highest house price of all the Wiltshire districts, followed by Salisbury (£281,424), North Wiltshire (£252,118) and West Wiltshire (£216,438).

Overall house prices in Wiltshire had increased since the last reported quarter in line with the national trend. Average house prices in Wiltshire were 8.2% higher than in the previously recorded quarter. At 11.7%, Salisbury district experienced the largest increase in house prices of all the Wiltshire districts. North Wiltshire and West Wiltshire also saw high levels of growth in average house prices (8.6% and 8.4% respectively), whilst growth in Kennet (2.9%) was less noticeable. The growth in house prices between quarter two and quarter three was significantly higher compared to previous quarters. There is a definite pattern to numbers of house sales and invariably the highest numbers of sales are completed in the second and third quarter.

Between July and September 2007 the average house price in England & Wales was 9.0% higher than in the same period ending a year earlier. The South West performed better, with average house prices being 11.0% higher than in the same period ending a year earlier. House prices in Wiltshire were only 7.1% higher in the period July to September 2007 compared to the period July to September 2006. However, average house prices in Salisbury grew at a much faster rate and were 12.7% higher than in the same period ending a year earlier.

**Table 19: Average house price (£)**

Area	July-Sept 2006	Oct-Dec 2006	Jan-Mar 2007	Apr-Jun 2007	July-Sept 2007
England & Wales	211,521	207,572	210,395	216,285	230,474
South West	216,579	216,999	217,718	225,810	240,359
Wiltshire	239,479	229,353	230,786	237,058	256,550
Swindon	167,903	170,839	168,397	174,224	174,742
Kennet	293,400	267,018	272,375	285,425	293,551
North Wiltshire	233,777	227,178	227,031	232,211	252,118
Salisbury	258,560	251,184	252,670	260,880	291,424
West Wiltshire	203,086	196,555	194,733	199,625	216,438

*Source: Residential Property Price Data, Land Registry 2008*

### VAT REGISTRATIONS/DE-REGISTRATIONS

The data below shows the VAT registrations and de-registrations for Wiltshire and its districts compared to the regional and national averages. It is important to note that registrations or de-registrations may not equate to the actual start up or closure of a business but provide a useful indicator of the health of the economy and levels of business entrepreneurship.

In 2006, there were approximately 34.5 new registrations per 10,000 population in Wiltshire, above both the regional (30.7) and national (30.2) average. North Wiltshire (37.2) had the highest registration rate per 10,000 population. West Wiltshire (32.9) had the lowest

registration rate of all the Wiltshire districts but remained above the regional and national average. Deregistration rates in the County (25.9) were slightly higher than the regional (23.6) and national (23.7) averages. However, this is not surprising since higher registration rates will also result in higher de-registration rates as some new businesses may have a relatively short lifespan.

Between 2005 and 2006 business stocks in Great Britain increased by around 2.1%. Business stocks in Wiltshire increased by 2.3% over this same period, a larger proportion than regionally (2.0%). The largest increase in stocks was seen in North Wiltshire and West Wiltshire (2.6% in each). Increases in business stocks in Kennet and Salisbury were slightly lower, at 1.8% in each case.

**Table 20: VAT Registrations/De-registrations, 2006**

Area	Registrations per 10,000 population	De-registrations per 10,000 population	Stocks at end of year	% change in stock 2005-2006
Great Britain	30.2	23.7	1892.4	2.1
South West	30.7	23.6	183.4	2.0
Swindon	26.3	18.2	4.8	3.2
Wiltshire	34.5	25.9	17.6	2.3
Kennet	33.2	25.6	3.4	1.8
North Wiltshire	37.2	26.1	5.5	2.6
Salisbury	34.3	27.3	4.5	1.8
West Wiltshire	32.9	24.4	4.2	2.6

*Source: VAT Registrations, NOMIS 2008.*

## INDUSTRY SECTORS

**The data contained in this section derives from the Annual Business Inquiry (ABI). The ABI is a business survey (not a census) therefore it is subject to sampling and non-sampling errors.**

Data for the ABI 2006 is subject to three main discontinuities, summarised below;

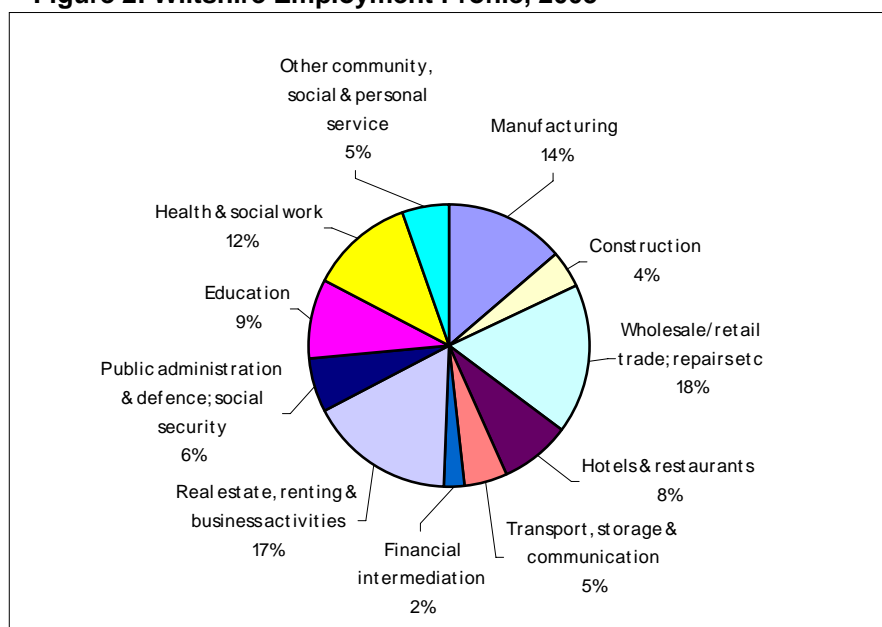
- Change in reference date from December to September for employment figures, resulting in lower overall employment estimates when comparing 2005 and 2006 ABI estimates
- The first phase in the move to the Business Register Employment Survey (BRES) which will replace both the ABI/1 and the Business Register Survey (BRS) in 2009.
- Improvements to the methodology regarding minimum domains, increasing the robustness of more detailed information at lower level geographies.

It has not been possible to measure the impact of these changes; however, nationally the scale of the overall discontinuity between 2005 and 2006 is estimated to be 150,000 to 350,000 in a downward direction.

## Employment Profile (Workplace)

Figure 2 shows the employment profile of Wiltshire. The largest share of employment was in the Wholesale/Retail Trade and Real Estate, Renting & Business Activities sectors (18% and 17% respectively). Manufacturing (14%), Health & Social Work (12%), Education (9%) and Hotels & Restaurants (8%) also had a significant presence in the County.

**Figure 2: Wiltshire Employment Profile, 2005**



*Source: Annual Business Inquiry, Nomis, 2008*

*Figures are aggregates from which agriculture class 0100 (1992 SIC) have been excluded.*

*Some figures have been suppressed by the Statistics of trade 1947*

*Some figures are too small to feature in this chart*

## Employment Changes

Table 22 shows that in Great Britain total employment decreased by 0.7% between 2005 and 2006. This represents around 176,000 jobs. This however may not be an accurate reflection of the true employment change over the period, due to changes in the ABI methodology (See note above). Employment in Wiltshire increased by around 900 jobs (0.5%) over the period. However, employment change in the districts was more varied, with Salisbury and West Wiltshire experiencing a decrease in employment levels (-2.3% and -2.2% respectively) whilst North Wiltshire (6.1%) experienced a large increase in employment. Employment in Kennet also increased by around 0.6%, or 100 jobs. It is, however, important to exercise some caution when interpreting these figures due to the changes in the ABI methodology as discussed above; it should also be noted that these data continue to be based on sample surveys.

**Table 22: Employment in Wiltshire and Swindon, 2005-2006**

Area	2005	2006	% change 2005-2006
Great Britain	26,496,600	26,320,600	-0.7
South West	2,211,700	2,211,100	0.0
Swindon	110,800	109,200	-1.4
Wiltshire	174,800	175,700	0.5
Kennet	26,600	26,700	0.6
North Wiltshire	47,700	50,700	6.1
Salisbury	51,800	50,600	-2.3
West Wiltshire	51,000	49,900	-2.2

*Source: Annual Business Inquiry, NOMIS 2008*

*\*Figures are aggregates from which agriculture class 0100 (1992 SIC) has been excluded  
Figures have been rounded to nearest 100 – there might be slight discrepancies as a result of rounding*

Change in employment by sector between 2005 and 2006 are shown in Table 23. The largest decrease in employment in Wiltshire was seen in the Hotels & Restaurants sector (-2,100 jobs). There were also net losses in the Health & Social work (-1,100 jobs), Education (-900 jobs), Wholesale Retail Trade; Repairs (-700 jobs), and Public Administration & Defence (-200 jobs) sectors. The largest increase in employment in the County was seen in the Construction sector (2,200 jobs). The Transport, Storage & Communication (1,300 jobs) and Financial Intermediation (600 jobs) sectors also experienced an increase in employment. However, it is important to note that whilst there has been some job losses and gains in each sector, some of the more volatile figures may be attributable to the recent changes in the ABI methodology.

**Table 23: Change in Employment 2005-2006**

	Great Britain Change in Number of Employees	Wiltshire Change in Number of Employees
Agriculture, hunting and forestry*	-4,700	Decrease less than 100
Fishing	-200	Decrease less than 100
Mining & quarrying	1,200	Increase less than 100
Manufacturing	-84,800	1,000
Electricity, gas & water	4,200	Increase less than 100
Construction	44,400	2,200
Wholesale/retail trade; repairs etc	-197,800	-700
Hotels & restaurants	5,400	-2,100
Transport, storage & communication	-34,800	1,300
Financial intermediation	-14,300	600
Real estate, renting & business activities	122,000	200
Public administration & defence; social security	22,800	-200
Education	-77,600	-900
Health & social work	12,600	-1,100
Other community, social & personal service	25,200	500

Source: Annual Business Inquiry, Nomis, 2008

#Data has been suppressed due to the restrictions imposed by the Statistics of Trade act 1947.

\*Figures are aggregates from which agriculture class 0100 (SIC 1992) has been excluded.

Figures have been rounded to nearest 100 – there might be slight discrepancies as a result of rounding

### Business Enterprises

In 2006, the ABI data showed that there were around 20,120 business units in Wiltshire. Large firms (employing more than 300 people) in the County accounted for around 0.2% of all firms in the area. Micro firms (employing between 1 and 10 people) accounted for 86.3% of firms in Wiltshire, showing that the County has a larger presence of smaller firms than the regional and national average. Similarly, each of the districts in Wiltshire had a larger proportion of micro firms compared to the national average.

**Table 24: Firms by Size (% of All Firms), 2006**

	Great Britain	South West	Swindon	Wiltshire	Kennet	North Wiltshire	Salisbury	West Wiltshire
<b>Large (300+ employees)</b>	0.4	0.3	0.8	0.2	0.2	0.2	0.3	0.3
<b>Medium (50-299 employees)</b>	3.2	2.8	4.5	2.2	1.6	2.2	2.1	2.8
<b>Small (1-49 employees)</b>	96.5	96.9	94.7	97.5	98.2	97.6	97.6	96.9
<b>Micro (1-10 employees)</b>	84.2	84.7	80.9	86.3	88.3	86.8	85.5	85.2

Source: Annual Business Inquiry, Nomis, 2008

\*Figures are aggregates from which agriculture class 0100 (SIC 1992) has been excluded.

Table 25 shows firms by size and the proportion of the total employment that they account for. Large firms in Wiltshire accounted for 19.5% of employment in the County, lower than both the regional (21.8%) and national (25.1%) averages. However, Micro firms (26.2%) accounted for a much larger share of employment in the area, above both the regional (23.3%) and national (20.8%) averages.

**Table 25: Firms by Size (% of Total Employment), 2006**

	Great Britain	South West	Swindon	Wiltshire	Kennet	North Wiltshire	Salisbury	West Wiltshire
<b>Large (300+ employees)</b>	25.1	21.8	37.5	19.5	11.8	16.2	24.0	22.4
<b>Medium (50-299 employees)</b>	29.7	28.6	29.5	26.7	26.8	28.3	23.4	28.3
<b>Small (1-49 employees)</b>	45.2	49.6	33.0	53.8	61.4	55.6	52.6	49.3
<b>Micro (1-10 employees)</b>	20.8	23.3	13.5	26.2	32.4	27.1	25.2	23.1

*Source: Annual Business Inquiry, Nomis, 2008*

*\*Figures are aggregates from which agriculture class 0100 (SIC 1992) has been excluded.*

## JOB LOSSES AND GAINS

**Table 26: Job Losses**

Company	Location	Activity	Date Reported	No. of Jobs Losses	Comment
Early Learning Centre	Swindon	Children's retail	17/12/07	100	ELC acquired by Mothercare, which has decided to restructure, loss of up to 100 jobs

*Source: Extracted from the local press. This is not an exhaustive list of all job gains in Wiltshire & Swindon reported in the last few months.*

**Table 27: Job Gains**

Company	Location	Activity	Date Reported	No. of Jobs Gained	Comment
Tesco	Amesbury	Retail	25/01/08	300	New store planned for Amesbury subject to planning permission
Trowbridge Motor Park	Trowbridge	Car sales	20/12/07	8	New motor park to open and local dealerships to relocate to it.

*Source: Extracted from the local press. This is not an exhaustive list of all job gains in Wiltshire & Swindon reported in the last few months.*

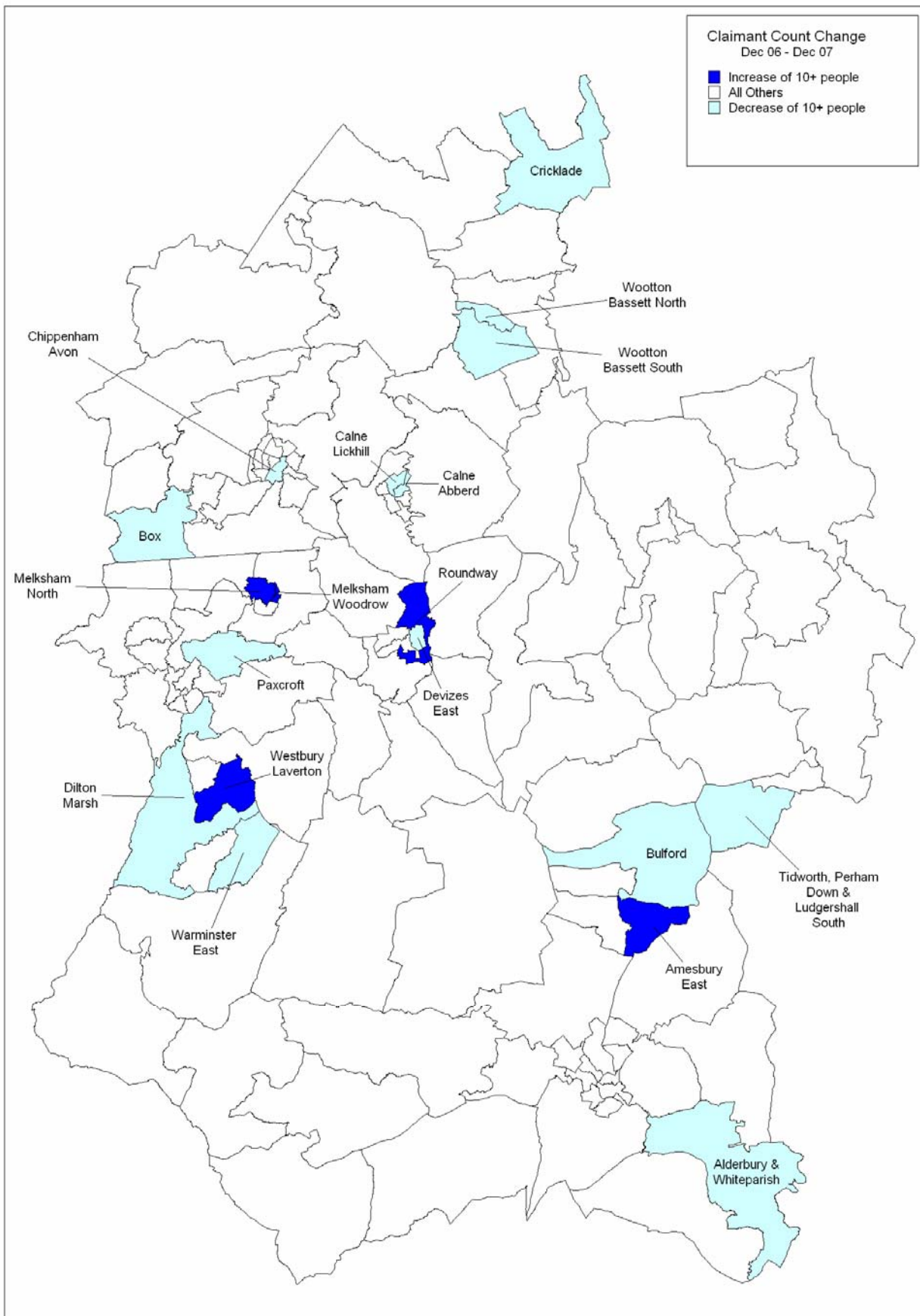
## SUMMARY – KEY ECONOMIC INDICATORS

	Population Growth % 2001-2006	GVA Per Head (£) 2005	GVA Growth (%) per annum 1995-2005	Economic Activity Rate (%) April 06- March 07	Employment Rate (%) April 06 – March 07	Claimant Count Rate (%) Dec 2007	Change in Employment (%) 2005-2006	Average Price (£) of Residential Property July to Sept 07
<b>Great Britain *</b>	2.48	18,267	5.6	78.5	74.2	2.1	-0.7	230,474
<b>South West</b>	3.66	16,688	5.9	80.9	77.7	1.2	0.0	240,359
<b>Wiltshire</b>	3.32	15,778	4.9	83.4	80.4	0.8	0.5	256,550
<b>Swindon</b>	-	27,354	6.1	85.2	81.8	1.4	-1.4	174,742
<b>Kennet</b>	2.51	-	-	83.0	79.9	0.7	0.6	293,551
<b>North Wiltshire</b>	4.17	-	-	82.0	78.1	0.8	6.1	252,118
<b>Salisbury</b>	1.23	-	-	82.6	79.5	0.7	-2.3	291,424
<b>West Wiltshire</b>	4.95	-	-	86.0	84.1	1.1	-2.2	216,438

Source: NOMIS, ONS, Land Registry, 2008

\* England (Not Great Britain) is the national geographical area for residential property and GVA statistics.

## APPENDIX 1: ANNUAL UNEMPLOYMENT CHANGE



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## APPENDIX 2: EMPLOYMENT BY INDUSTRY SECTOR

### Employment by Industry Sector, Kennet

Sector	Employment (No.) 2005	Employment (No.) 2006	Employment Share (%) 2006	Change in Employment (No.) 2005-2006
Agriculture, hunting & forestry	900	900	3.3	Decrease less than 100
Manufacturing	2,800	3,200	11.9	400
Construction	1,000	1,400	5.3	400
Wholesale & retail trade	3,900	3,800	14.1	-100
Hotels & restaurants	2,400	2,000	7.6	-300
Transport, storage & communication	700	600	2.3	-100
Financial intermediation	300	300	1.2	100
Real estate, renting & business activities	3,400	3,500	13.2	100
Public administration & defence; social security	3,300	3,100	11.5	-200
Education	3,000	2,900	11.0	-100
Health & social work	3,100	3,200	12.0	100
Other community, social & personal service activities	1,800	1,800	6.6	Decrease less than 100

*Source: Annual Business Inquiry, Nomis, 2008*

*Fishing, mining & quarrying, electricity, gas & water supply data has been suppressed due to the restrictions imposed by the Statistics of Trade act 1947*

*Change in employment calculated from original figures prior to rounding*

### Employment by Industry Sector, North Wiltshire

Sector	Employment (No.) 2005	Employment (No.) 2006	Employment Share (%) 2006	Change in Employment (No.) 2005-2006
Agriculture, hunting & forestry	900	800	1.7	-100
Manufacturing	8,500	8,800	17.3	200
Construction	1,700	2,600	5.1	900
Wholesale & retail trade	8,300	8,100	15.9	-200
Hotels & restaurants	3,900	3,700	7.2	-200
Transport, storage & communication	2,000	2,800	5.6	800
Financial intermediation	800	500	1.1	-200
Real estate, renting & business activities	7,800	8,300	16.4	600
Public administration & defence; social security	2,900	3,300	6.5	300
Education	4,700	5,200	10.2	500
Health & social work	3,800	4,100	8.0	200
Other community, social & personal service activities	2,400	2,400	4.7	Increase less than 100

*Source: Annual Business Inquiry, Nomis, 2008*

*Fishing, mining & quarrying, electricity, gas & water supply data has been suppressed due to the restrictions imposed by the Statistics of Trade act 1947*

*Change in employment calculated from original figures prior to rounding*

### Employment by Industry Sector, Salisbury

Sector	Employment (No.) 2005	Employment (No.) 2006	Employment Share (%) 2006	Change in Employment (No.) 2005-2006
Agriculture, hunting & forestry	900	800	1.6	Decrease less than 100
Manufacturing	3,700	4,100	8.1	400
Construction	1,100	1,700	3.4	600
Wholesale & retail trade	9,100	9,000	17.7	-200
Hotels & restaurants	4,200	3,600	7.1	-700
Transport, storage & communication	1,600	2,200	4.3	500
Financial intermediation	1,800	2,500	5.0	700
Real estate, renting & business activities	10,500	9,000	17.8	-1,500
Public administration & defence; social security	3,300	3,100	6.2	-200
Education	4,500	3,800	7.4	-700
Health & social work	8,100	7,700	15.2	-400
Other community, social & personal service activities	2,700	3,000	5.9	300

Source: Annual Business Inquiry, Nomis, 2008

Fishing, mining & quarrying, electricity, gas & water supply data has been suppressed due to the restrictions imposed by the Statistics of Trade act 1947

Change in employment calculated from original figures prior to rounding

### Employment by Industry Sector, West Wiltshire

Sector	Employment (No.) 2005	Employment (No.) 2006	Employment Share (%) 2006	Change in Employment (No.) 2005-2006
Agriculture, hunting & forestry	500	500	1.0	Decrease less than 100
Manufacturing	7,700	7,800	15.6	100
Construction	1,500	1,800	3.6	300
Wholesale & retail trade	9,500	9,300	18.5	-200
Hotels & restaurants	6,000	5,100	10.2	-900
Transport, storage & communication	2,900	3,000	5.9	Increase less than 100
Financial intermediation	500	600	1.2	100
Real estate, renting & business activities	7,200	8,200	16.5	1,100
Public administration & defence; social security	1,600	1,500	3.0	-100
Education	4,800	4,200	8.4	-600
Health & social work	6,300	5,400	10.8	-1,000
Other community, social & personal service activities	2,200	2,400	4.9	200

Source: Annual Business Inquiry, Nomis, 2008

Fishing, mining & quarrying, electricity, gas & water supply data has been suppressed due to the restrictions imposed by the Statistics of Trade act 1947

Change in employment calculated from original figures prior to rounding