



Economy: Data

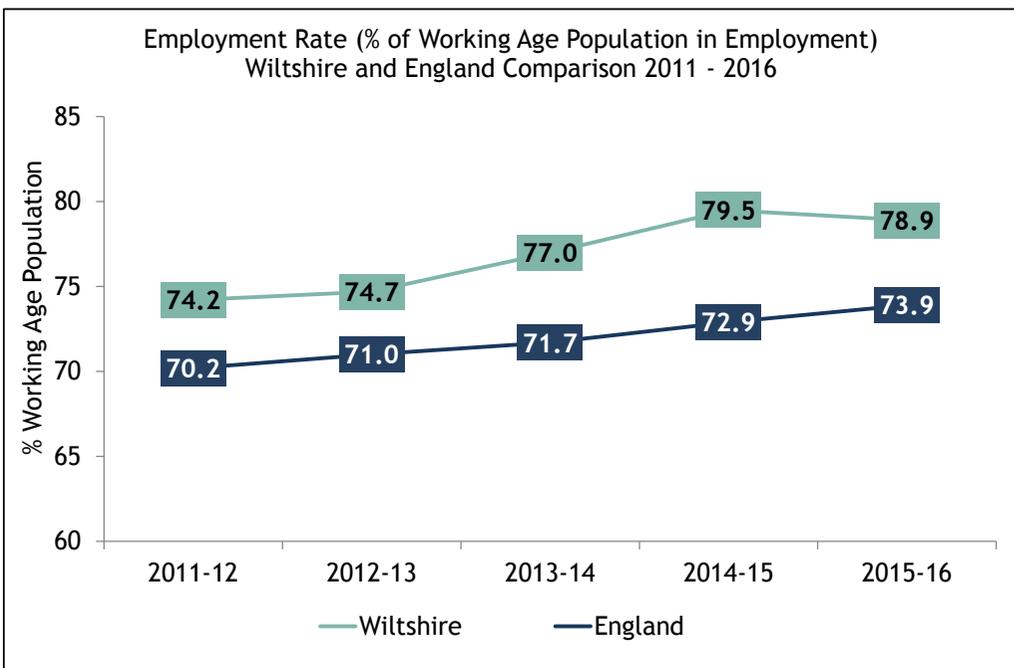
The vision for Wiltshire is a resilient, sustainable and competitive economy characterised by a greater proportion of higher value, higher skilled jobs. Working with the Swindon and Wiltshire Local Enterprise Partnership, our strategic objectives are to:

- 1 - Make sure our workforce is skilled and competitive
- 2 - Maintain a well connected, reliable and resilient transport system to support economic and planned development growth
- 3 - Deliver excellence in digital connectivity to achieve business growth
- 4 - Deliver the infrastructure required to deliver planned growth and regenerate our City and Town Centres, and improve our visitor and cultural offer
- 5 - Strengthen the competitiveness of small and medium sized businesses, and attract a greater share of foreign and domestic investment into the area

The following report provides comparative analysis of a range of key indicators relating to Wiltshire's economy and is intended as a resource to assist with the identification of local priorities at Community Area level. For each indicator, data for the most recent single year or aggregated time period is shown by Community Area and is compared against the overall Wiltshire benchmark. Where possible, Wiltshire level trend data has also been included and is shown against comparative regional and/or national benchmarks (where this information is available), in order to provide strategic context. It should be noted that as data has been drawn from multiple sources, comparator time periods may vary. The specific time periods used are detailed in the chart titles for each indicator and relevant data sources are contained in the commentary boxes accompanying each chart.

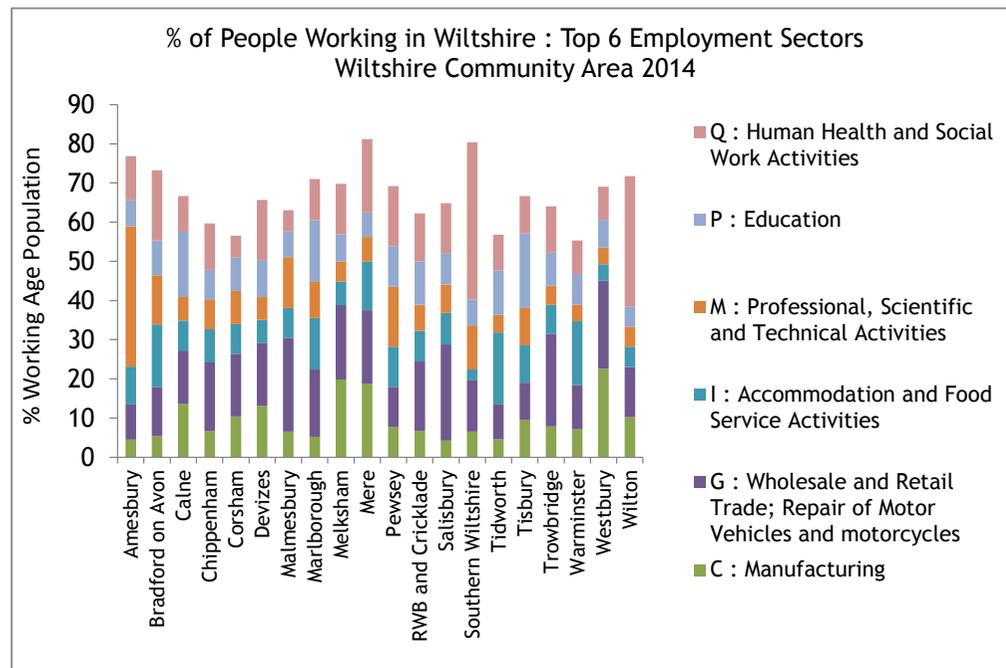
Employment Profile

Wiltshire as a county has exhibited economic resilience throughout the last decade but uncertainty continues to be a key issue for business and the population. The employment profile by Community Area has, therefore, been included in this assessment to identify any local dependencies which may be built on and also to identify where there may be potential weaknesses in a local area.



The employment rate in Wiltshire has been consistently higher than the national average.

Source: NOMIS Labour Force Profile (ONS) 2011 - 2016

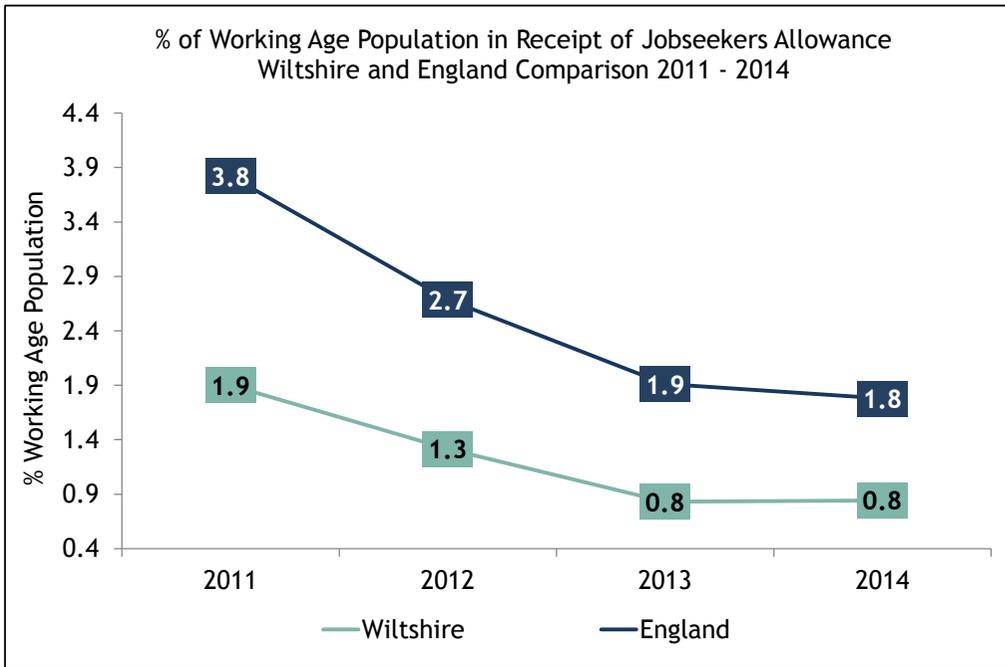


The chart above shows the percentage of the working population in each Community Area employed in the top 6 employment sectors in Wiltshire. This may not be the top sectors for individual Community Areas, e.g. in some areas the military might be high.

Source: Business Register and Employment Survey (BRES) Data, 2014, Office for National Statistics

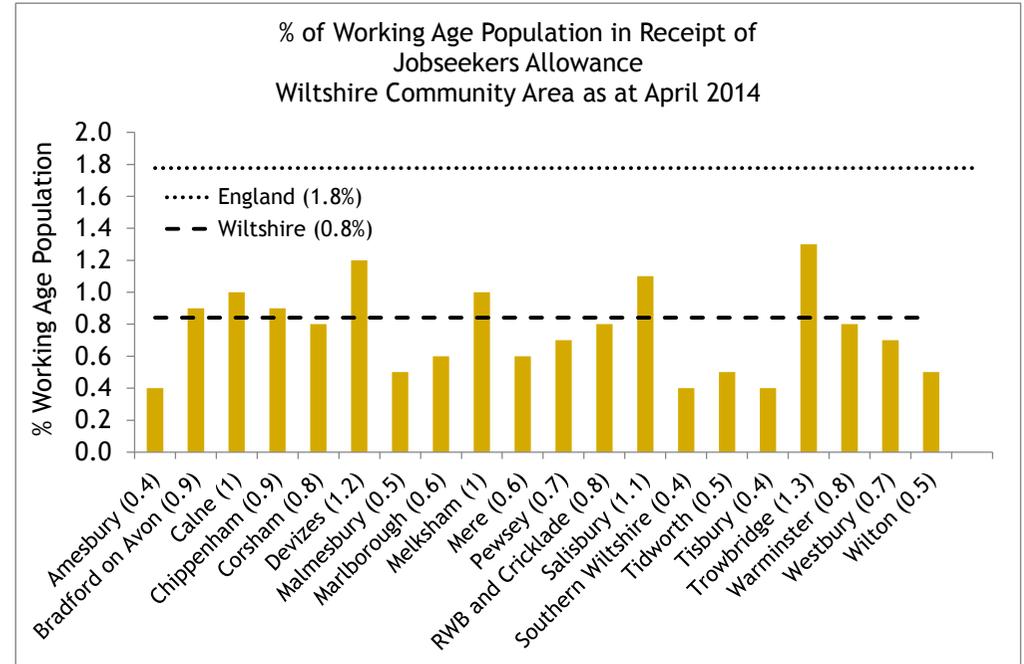
Claimant Count

A number of successful employment schemes are running to support young people to enter work and training, such as apprenticeships and work placements. The Employment and Skills Board (ESB) is monitoring youth unemployment in particular, as well as long-term unemployment for the over 50s. Although the International Labour Organisation's (ILO) definition of unemployment is the preferred measure, it cannot be used for Community Areas. As a result, Claimant Count information is included here and relates to people claiming out of work benefits and, as such, these figures are lower than total unemployment as defined by the ILO.



The claimant rate is a general barometer of economic health and overall Wiltshire's communities have performed over the four sample years fairly similarly, with the claimant rate falling to a low point at 2013 and levelling off in 2014. Wiltshire's claimant rates are exceptionally low and indicate a resilient economy which has a mix of small and medium sized enterprises (SME's) as well as larger employers.

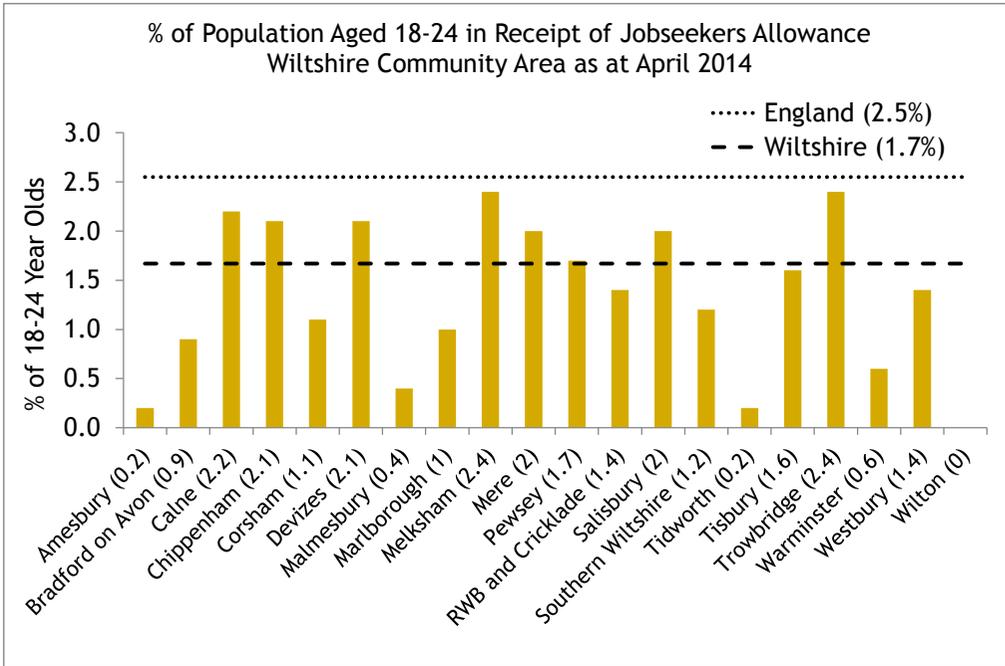
Source: Official Labour Market Statistics, NOMISWeb, Office for National Statistics 2011-2014



All of the Community Areas have shared a generally downward trajectory in line with the national trend. All of Wiltshire's Community Areas have a percentage of claimants lower than the England average.

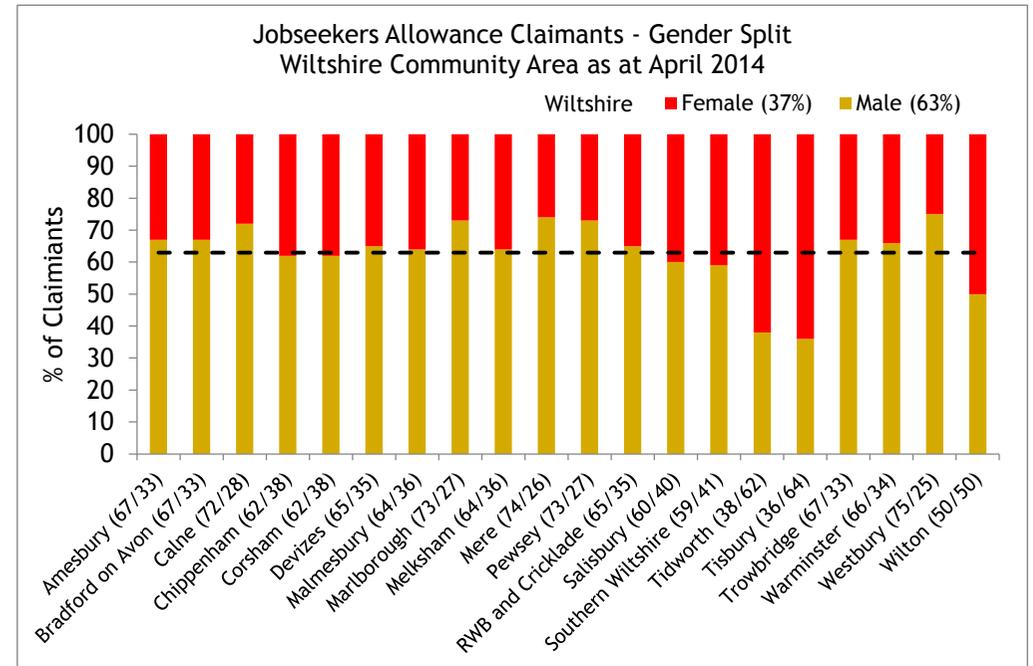
Source: Official Labour Market Statistics, NOMISWeb Office for National Statistics, 2014

Claimant Count



In Wiltshire around 580 claimants are aged 18-24. There are a number of areas with very low rates, and a number which are higher than the average although none are significantly higher.

Source: Official Labour Market Statistics, NOMISWeb, Office for National Statistics 2014

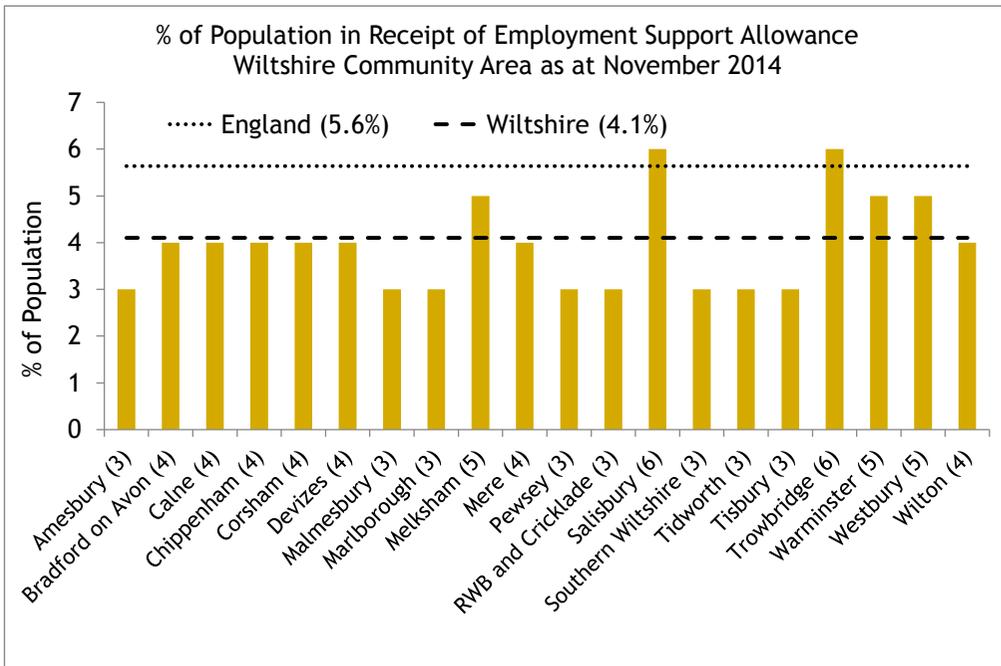


The gender split in Wiltshire for claimants is similar to that seen in England. There are 2 Community Areas, Tidworth and Tisbury which seem to have the opposite split to the rest of the county with more female claimants than male claimants. The Wiltshire and England averages are broadly similar so only the Wiltshire average is shown on the chart. The Enterprise Network runs special series of events to help people into self-employment. (<http://www.theenterprisenetwork.co.uk>)

Source: Official Labour Market Statistics, NOMISWeb, Office for National Statistics 2014

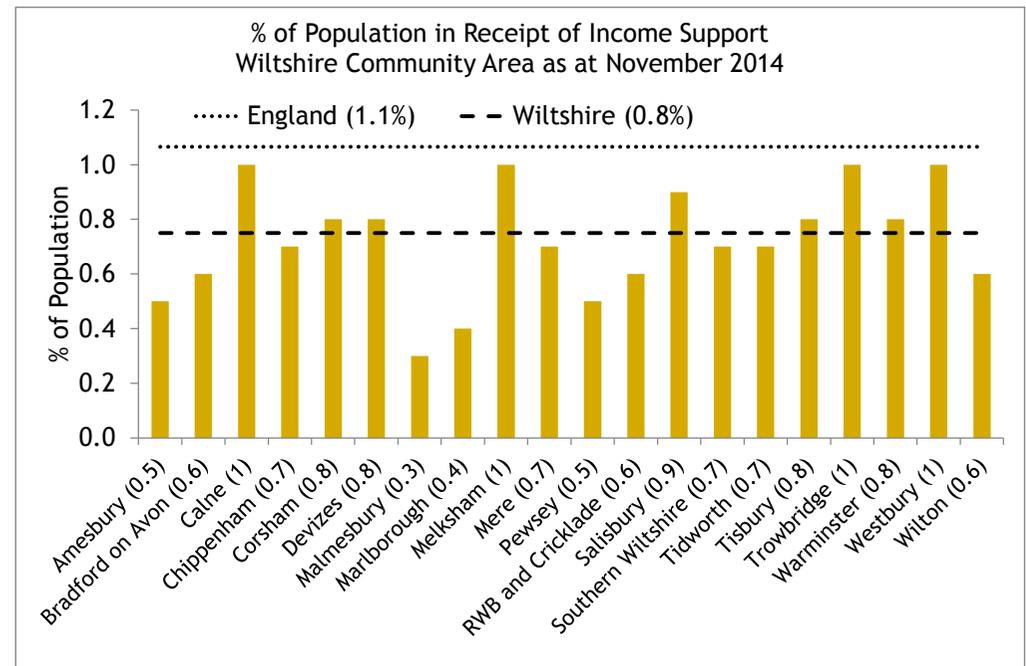
Welfare Benefits

The number of people claiming certain welfare benefits tells us about a community's strength in the face of economic challenges. Low rates indicate areas where fewer people are impacted by economic and / or social challenges, than those with high numbers. The statistics from 2012 are affected by the ongoing changes to the state pension age which means that an exact comparison with the 2010 data cannot be made.



Employment and Support Allowance is a benefit for people who are unable to work due to illness or disability. It is being replaced by Universal Credit.

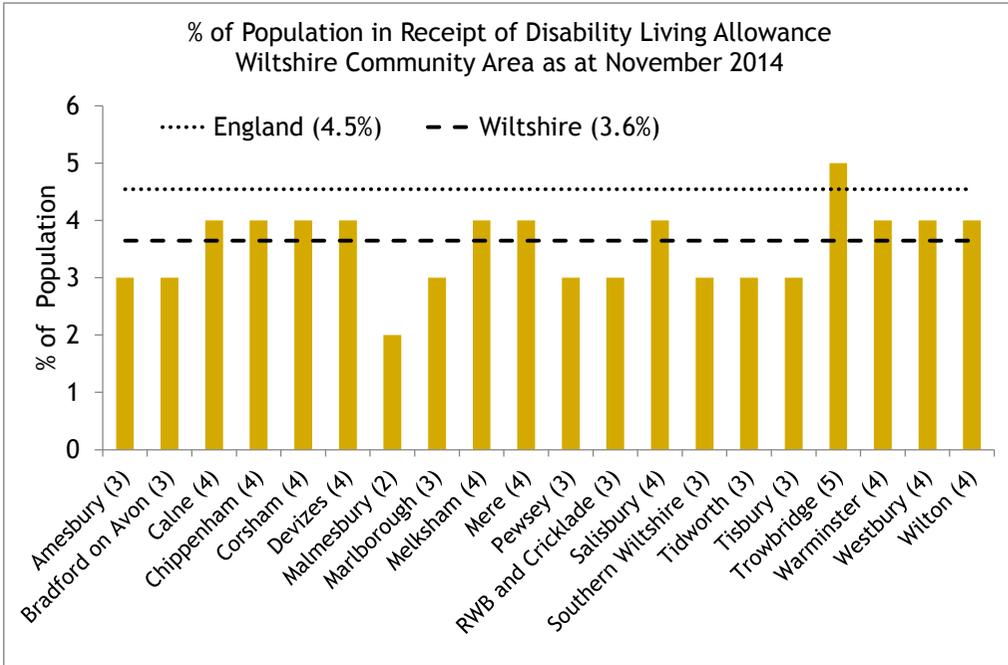
Source: Department of Work and Pensions Micro Data, 2014



Income Support helps people who do not have enough to live on. It is only available for certain groups of people who do not get Jobseeker's Allowance or Employment and Support Allowance and are not in full time employment. It is being replaced by Universal Credit.

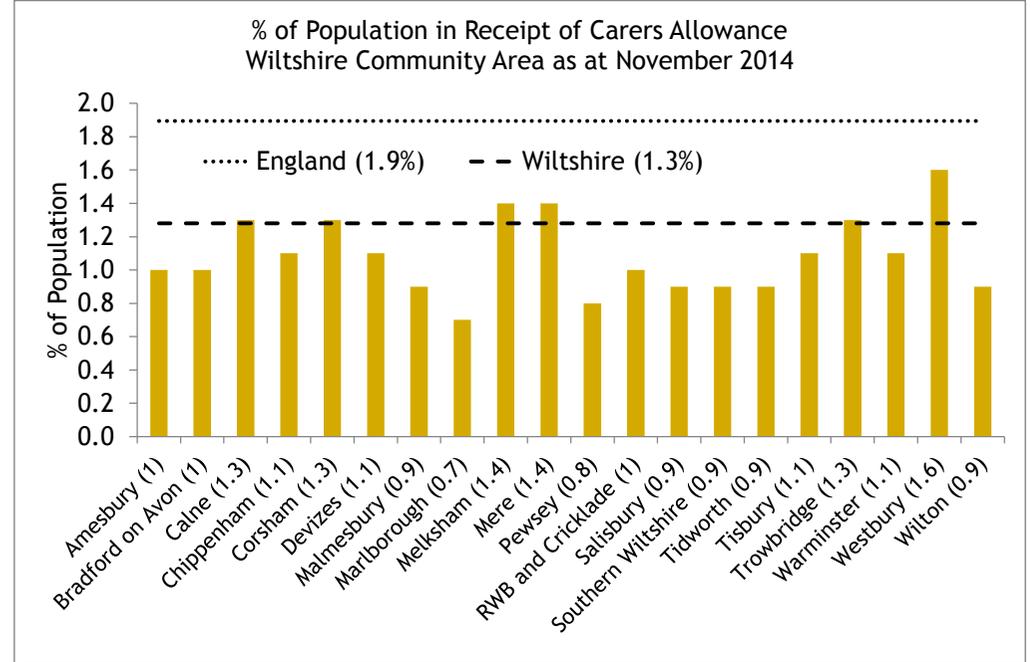
Source: Department of Work and Pensions Micro Data, 2014

Welfare Benefits



Disability Living Allowance is a tax-free benefit for disabled people who need help with mobility or care costs.

Source: Department of Work and Pensions Micro Data, 2014

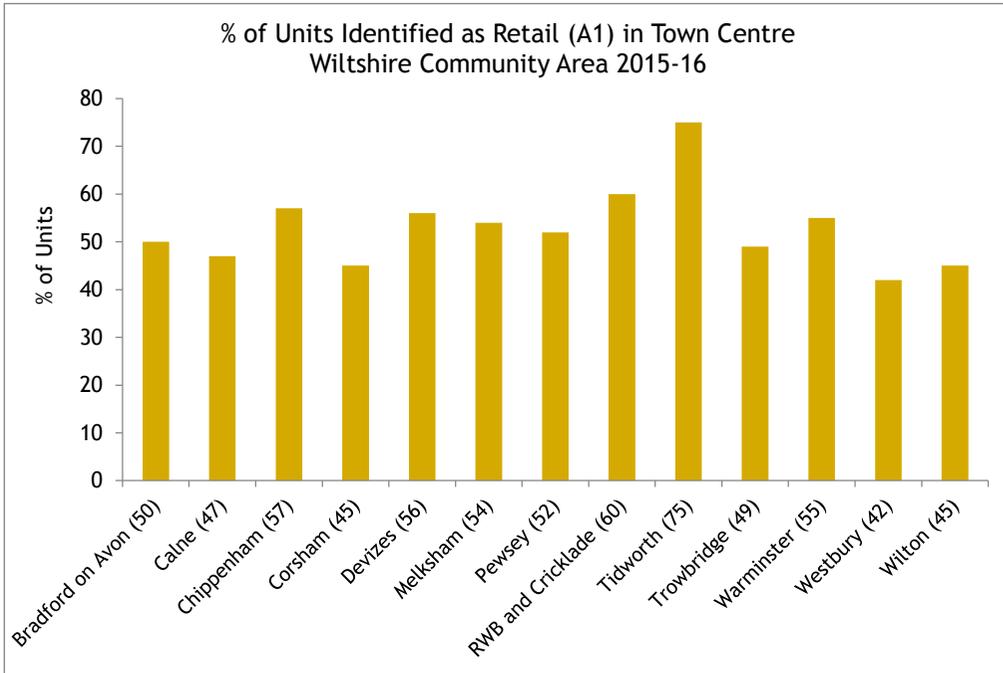


Carers Allowance assists people who care for someone in receipt of benefits for at least 35 hours a week.

Source: Department of Work and Pensions Micro Data, 2014

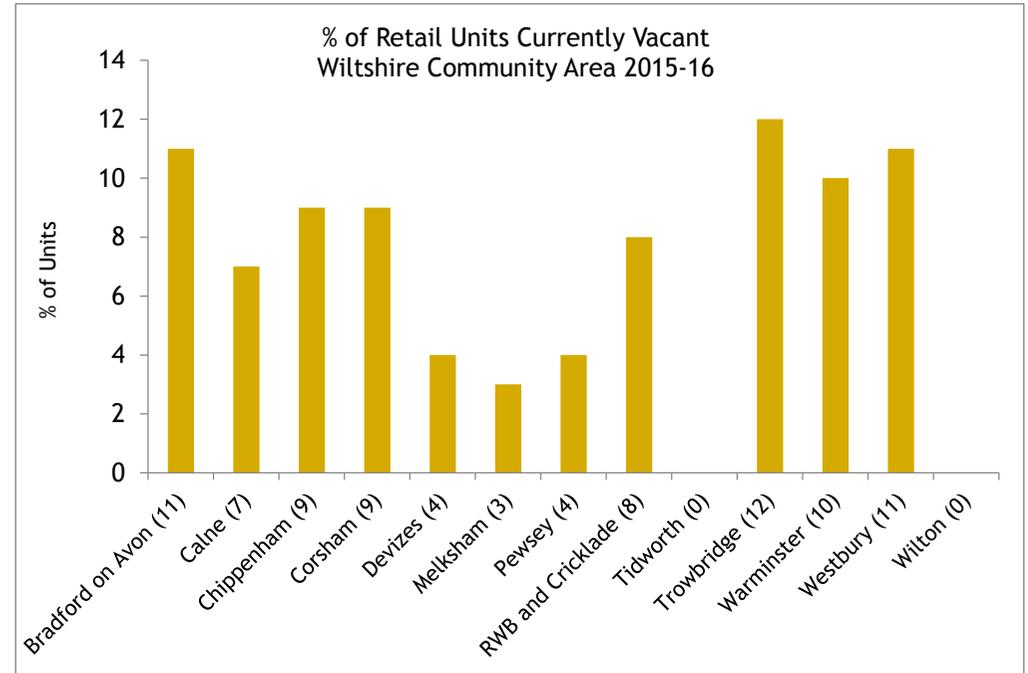
Retail Health

The nature of the retail offer in the market towns which form the hub of each community area continues to adapt to meet changing needs and market expectations. Local areas were asked, where appropriate, to complete a retail health analysis which is included here for each Community Area which undertook the relevant surveys. In the coming year Wiltshire Council Economy and Development Team will support a county wide update on retail health.



This is the proportion of shops against other town centre uses e.g. leisure, finance and professional services, restaurants and cafes, drinking establishments and hot food takeaways.

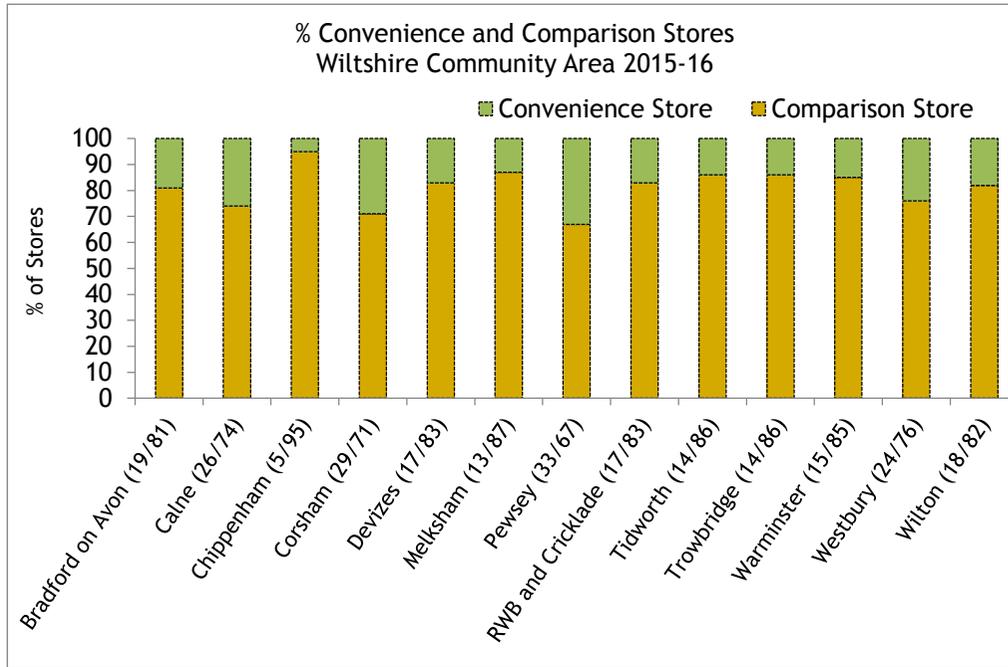
Source: Action for Market Towns (AMT-I) Data, 2015/16



Shop vacancy rates in the UK have fallen to their lowest level since 2009. The national average is 12.4% (as at April 2016). Wiltshire vacancy rates are all below this, with some centres e.g. Melksham showing very low vacancy rates. A degree of vacancy is needed to attract new retailers (this is referred to as 'churn'), so a very low rate may suggest that more retail units would be beneficial.

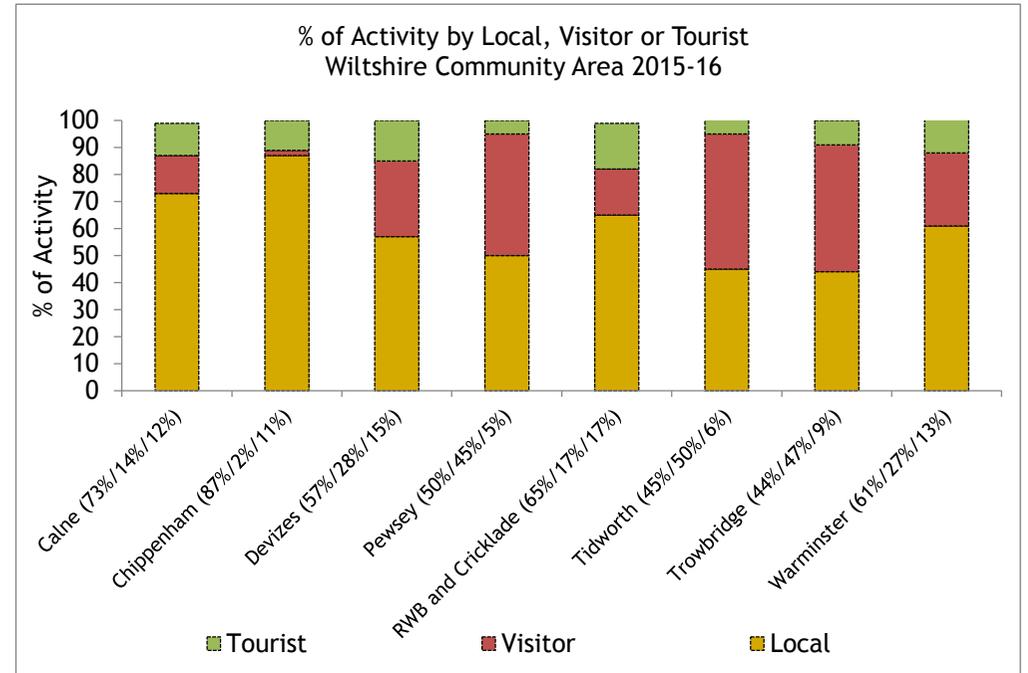
Source: Action for Market Towns (AMT-I) Data, 2015/16

Retail Health



Convenience stores stock everyday items such as groceries, snack food, confectionary, toiletries, soft drinks, magazines and newspapers. Comparison stores stock items such as televisions, appliances, and fashion. In the high street, a good proportion of comparison stores is a positive indicator as it reflects the disposable income and demand for more expensive items amongst the local population.

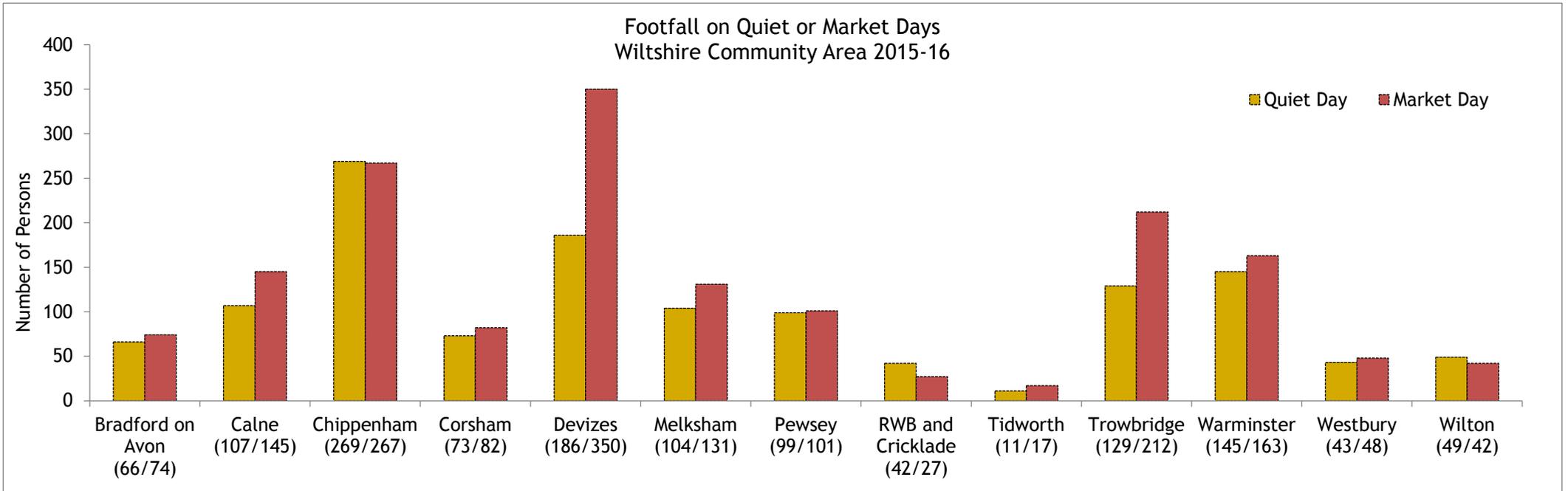
Source: Action for Market Towns (AMT-I) Data, 2015/16



The importance of tourist and visitor trade to retail areas can be substantial. Wiltshire is a popular tourist destination and attractions such as the World Heritage Site at Stonehenge and Avebury, Salisbury Cathedral, and three Areas of Outstanding Natural Beauty attract additional visitor spend to retail areas which benefits the local population.

Source: Action for Market Towns (AMT-I) Data, 2015/16

Retail Health



This chart compares footfall on 'quiet' days with market days. The differences between the settlements reflects their comparative size rather than their 'success'. The difference between the 'quiet' and market days footfall reflects the significance of the market to that settlement's economy. While Devizes and Chippenham both have nationally recognised markets (National Express, Top Ten Markets in the UK, August 2016), Devizes may be more dependent on its market to generate footfall (which benefits other retailers), than Chippenham which appears to be more consistently busy as a larger settlement.

Source: Action for Market Towns (AMT-I) Data, 2015/16