

Swindon and Wiltshire Local Economic Assessment

March 2022

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Executive Summary



This Local Economic Assessment (LEA) report provides an evidence base for Swindon and Wiltshire economic positioning and will be used to inform future needs and policy decisions that will impact residents and businesses in the LEP area.

To ensure a comprehensive overview of the most significant economic, social and environmental indicators, this report considers evidence across the following thematic areas:

- + **Output and productivity:** considering the absolute and relative position of the LEP area in terms of its net contribution to the UK economy (in GVA terms) while also examining the output contribution (goods and services made) per worker to allow for an estimation of productivity in Swindon and Wiltshire.
- + **Business and sectors:** examining Swindon and Wiltshire's business competitiveness and the importance of six key priority sectors.
- + **People and labour market:** exploring demographic composition and labour market and skills supply to support inclusive economic growth.
- + **Socio- economic issues:** in order for the people of Swindon and Wiltshire to reach their economic potential it is important to consider what barriers may be inhibiting life chances. This section of the report examines inequalities in the labour market, deprivation indicators, social mobility and poverty.
- + **Infrastructure and environment:** considering the provision of enabling infrastructure to support the demands of a modern economy through an examination of digital connectivity and the provision of housing and commercial property. The report also considers sustainable growth through consideration of emissions, waste, and energy production.
- + **Future trends:** with recent macroeconomic shocks, including the UK decision to leave the EU and the COVID-19 pandemic, the future is incredibly uncertain. The report considers future trends and disruptors to consider where opportunities and challenges exist that Swindon and Wiltshire needs to respond to in order to support economic resilience and growth.

The LEA benchmarks Swindon and Wiltshire against the South West and England in addition to a number of neighbouring LEP areas. Localised analysis of the two local authorities within the LEP area is provided alongside three Growth Zones and one non-growth Zone which covers the rural area.

This section of the report considers economic output and productivity measures to consider the scale and contribution of Swindon and Wiltshire economy to UK plc. Key conclusions include:

- + **The Swindon and Wiltshire economy contributes £21bn annually** to the UK economy, equating to 15% of the South West of England's and 1% of England's total output. Historically, Swindon and Wiltshire's GVA growth rates have surpassed the regional and national averages, but this has slowed since 2015, and the LEP area is now on par with growth seen at a national level. In comparison to comparator LEP areas Swindon and Wiltshire has experienced the lowest rate of growth, indicating barriers to growth.
- + **The largest contributors to GVA output are manufacturing, real estate and retail and wholesale** which collectively account for a third of total economic output in Swindon and Wiltshire. Manufacturing output is over-represented in the LEP area, indicative of a sector strength. The impact of the recent closure of Honda is not reflected in current data sets which may change this position looking ahead.
- + Economic output produced by high value sectors such as information and communication, and financial and insurance, is under-represented in Swindon and Wiltshire. Other high value sectors such as professional and technical are growing, contributing an above average proportion of GVA and a high compound growth rate relative to England. **Nurturing growth in high value sectors will support productivity and prosperity.**
- + **Swindon and Wiltshire's Growth Zones are the key drivers of the economy.** The Swindon M4 Growth Zone is a significant powerhouse, accounting for 61% of total output in the LEP area. Spatial concentrations of high economic output include Swindon and Trowbridge. Targeting interventions to support productivity growth in the Growth Zones will further enhance these engines of growth.
- + **Swindon and Wiltshire has experienced an estimated loss of £1.7bn in GVA in 2020 due to the pandemic.** Losses have been experienced across all sectors, but the Accommodation and Food sector has been heavily exposed, accounting for an estimated 22% of losses.

Output and Productivity Executive Summary (2)

- + Swindon and Wiltshire LEP area has a minor productivity gap with the national average (-£1.7k output per job filled) but this masks substantial differences locally. Wiltshire has a significant productivity gap at -£12.3k whilst Swindon has above average productivity at +£19.9k. **Supporting productivity growth will drive growth in wages and living standards.**
- + Whilst Swindon and Wiltshire has a relatively high GVA per hour filled, it has experienced **low relative growth** since 2014 compared to benchmark areas.
- + Sectors such as financial services, manufacturing and construction are highly productive in Swindon and Wiltshire, as measured by GVA per job. These sectors align with two of the identified priority sectors for the LEP (manufacturing and financial services) and **a policy focus on these sectors will support continued productivity gains.** This includes a focus on firm productivity challenges such as skills and innovation.



Business and Sectors Executive Summary (1)

This section of the report considers Swindon and Wiltshire's business environment including sectors, enterprise, trade and investment. Key conclusions include:

- + **There are currently 29,000 businesses in Swindon and Wiltshire.** The sector composition of the Swindon and Wiltshire business base is comparable to England, with the exception of the agricultural sector which is overrepresented at 7% compared to 4% nationally. There is a large concentration of businesses in broad sectors such as professional, scientific and technical (17% of total business base), construction (13%) and ICT (9%).
- + In line with the national average, **Swindon and Wiltshire has a business base consisting primarily of SMEs** (employing under 250 people), accounting for 98% of the business base. Swindon is home to larger employers, with those employers employing over 250 people accounting for 0.4% (130 businesses) the same as at the national level.
- + **Growth in the overall business count has been relatively static**, experiencing a 1% increase since 2016 (just 160 additional enterprises), compared to 9% nationally. This reflects the exposure of the economy to the effects of the pandemic, with a loss of over 400 businesses between 2020 and 2021. However, data indicates longer term issues, with sluggish growth across the entire five year period, with the majority of losses experienced between 2017 and 2018.
- + There has been substantial growth in the business base in broad sectors such as **transport and storage (+51%), construction (+14%), property (+13%) and financial and insurance (+10%)** which exceeds the level of growth experienced nationally. Conversely, a number of sectors experienced a decrease in the business base in contrast to a position of growth witnessed nationally. These sectors include information and communication, education, wholesale, retail, arts and education. Significant contraction has occurred in the health sector (-10%) in line with the national trend.

Business and Sectors Executive Summary (2)

- + In 2020, there were -55 net business births in Swindon and Wiltshire. The position differs by local authority, with Swindon experiencing a positive net birth rate of +55 whilst Wiltshire has experienced a negative rate of -110. The high death rate in Wiltshire is particularly notable. However, the LEA area does have an above average 5 year survival rate at 44% compared to 39% nationally, suggesting a supportive business environment for growth.
- + The number of business incorporations in Swindon and Wiltshire rose significantly during the pandemic. This could be indicative of a growing entrepreneurial culture, however it can also be attributed to a reduced number permanent employment opportunities during lockdown periods stimulating business start ups. Note that this measure considers Companies House incorporations and is more time sensitive than net birth dates outlined above.
- + Swindon and Wiltshire has experienced significant success in securing Foreign Direct Investment over the past three year, from 8 FDI project wins in 2018/19 creating 70 jobs to 15 FDI project wins in 2021/22 creating 203 jobs. A continued focus on providing an attractive environment for investors will support further growth in this area.
- + Swindon and Wiltshire is a net importer of goods and services. In 2019, the LEP area imported £5.6m in goods and services, compared to exporting £5.0m. The LEP area does have a strong trading relationship with non EU countries which could provide greater protection from Brexit, although it is noted that Wiltshire is more dependent on the EU for trade, particularly imported goods and services, and exported goods.
- + Employment in Swindon and Wiltshire stood at 326,500 and has decreased by 3% since 2016, which contrasts with the 1% growth experienced nationally.
- + Large employment sectors in the LEP area include retail and wholesale (16% of total employment), health (11%), manufacturing (9%) and professional, scientific and technical (9%). Within Swindon, the financial and insurance sector is an important employer, in part supported by the presence of Nationwide, whilst the primary and utility sector is important employer in Wiltshire. The presence of priority sectors is notable within Growth Zones, particularly the Swindon-M4, whilst Salisbury-A303 is notable for life sciences.

Business and Sectors Executive Summary (3)

- + Analysis of the priority sectors reveals that these sectors are of absolute and relative importance to the economy in both employment and business terms in Swindon and Wiltshire.

	Employment 2020	5-year change (2015-2020)	LQ ¹ 2020	Share of zone's employment
Professional Business Services	44,000	-1%	1.0	13%
Creative Industries	18,000	4%	0.9	5%
Low Carbon	15,000	0%	1.5	5%
Life Sciences	10,000	7%	4.5	3%
Advanced Manufacturing and Engineering	34,000	1%	1.4	10%
ICT/Cyber Security	9,000	2%	1.1	3%

	Businesses 2020	5-year change (2016-2021)	LQ ¹ 2021	Share of zone's businesses
Professional Business Services	6,630	-5%	1.0	23%
Creative Industries	3,040	-6%	0.9	10%
Low Carbon	1,070	-8%	1.1	4%
Life Sciences	85	18%	1.0	0%
Advanced Manufacturing and Engineering	2,085	-4%	1.1	7%
ICT/Cyber Security	1,760	-11%	1.2	6%

- + According to latest data (2011 Census) Swindon and Wiltshire is a net exporter of labour (-16,500) with key employment destinations outside the sub region including Bath, Test Valley and West Berkshire. However, it is notable that Wiltshire is a net importer of labour (+3,400) whilst Swindon is a net exporter (-3,400).
- + The LEP area has a relatively high job density of 0.9 compared to 0.85 in England, indicating a strong jobs market. Origin areas of commuters include Mendip, North Dorset, East Dorset and New Forest. There has been a rapid rise in homeworking (71% since 2019) which may have contributed to a reduction in the historic export of labour. Wiltshire has an above average of employees working mainly from home at 21% compared to 18% in England (and 18% in the LEP area). In contrast, only 13% of employees mainly work from home in Swindon, which may reflect the representation of retail, health and manufacturing sectors which have some of the lowest proportion of staff mainly working from home.

¹LQ refers to Location Quotient, a measure of how specialized/concentrated activity is in an area. It is based on the relative share of employment in an industry within an area compared to the share nationally. An LQ greater than 1 indicates relative specialization/concentration.

People and Labour Market Executive Summary (1)

This section of the report considers Swindon and Wiltshire's business environment including sectors, enterprise, trade and investment. Key conclusions include:

- + **Approximately 727,000 people live in Swindon and Wiltshire**, of which 31% live in Swindon and 69% in Wiltshire. The population has grown by 7% (50,000) since 2010, in line with the national average. The largest contributor to population growth is net internal migration which has taken place across all age groups, with the exception of 15-19, suggesting young people are leaving the area to access higher level education opportunities.
- + **Net births and international migration have declined in importance over time as contributors to population growth** in Swindon and Wiltshire. Historically, Swindon and Wiltshire experienced relatively high levels of international migration, although this has fallen significantly since 2016. There are currently 68,000 non-UK born residents in the LEP area, accounting for 9% of the total population. Of this figure, 59% are from outside the EU, with the remainder from the EU. Swindon has a higher share of non-EU born residents at 11% compared to 3% in Wiltshire.
- + **The age profile of the LEP area is on par with the national average**, although Wiltshire has a lower working age population with 59% aged 16-64 years compared to 63% in Swindon and 62% nationally. The population is ageing, with the proportion of residents aged 65+ accounting for 20% in 2020 compared to 17% in 2010. Since 2010, the number of residents aged 65+ have increased by 31% (34,700) which is notably higher than the growth experienced across the South West (24%) and nationally (22%).
- + **Swindon and Wiltshire has a high economic activity rate** at 83% compared to 79% nationally. Wiltshire is a key contributor, with an activity rate of 85% compared to 78% in Swindon. Just 4.3% of the economically population are currently unemployed, broadly in line with the national rate (4.9%). Swindon and Wiltshire has a relatively low economic inactivity rate (17%), many of whom are students, long term sick or retired. Of those classed economically inactive, 20% would like a job.

People and Labour Market Executive Summary (2)

- + As of September 2021, there were 13,200 people unemployed in Swindon and Wiltshire, of which 64% reside in Swindon and 36% in Wiltshire. Since 2016, the total number of people unemployed has reduced by 13% (compared to a 1% reduction in England). **However, more recent trends indicate an increase in unemployment**, with the number of people unemployed rising significantly since 2019 (31%) illustrative of the impact on the pandemic. The number of benefit claimants peaked at 21,400 in May 2020, compared to 8,200 in December 2019. This has since fallen to 13,800 in December 2021. The majority of claimants are from Swindon (58%). The rate of increase in the number of claimants has tracked above the South West and England average over the time period, indicating a heightened exposure to the effect of the pandemic on the labour market within the LEP area.
- + Swindon and Wiltshire **has a high employment rate** at 79.5% compared to 74.9% nationally. The rate in Wiltshire is notably high at 81.8% compared to 74.9% in Swindon.
- + 76% of residents are in full time employment, slightly below the national average of 77%.
- + Overall, 24% of employment in Swindon and Wiltshire is within the public sector, broadly in line with the national average (23%).
- + Self employment levels stand at 15%, broadly in line with the national average (14%).
- + People living in Swindon and Wiltshire earn more than people who work in the LEP area, indicating that residents may be leaving to access higher value opportunities outside the area. This picture differs within the area, with workplace earnings higher than resident earnings in Swindon, whilst the reverse is true in Wiltshire. There has been strong growth in resident and workplace earnings, indicating demand for labour is high.
- + Swindon and Wiltshire have a **high proportion of residents working in high level occupations** (49%) which is above the South West (47%) and just below the England average (50%). Growth in high level occupations has been slow in comparison to benchmark areas, which is a concern in terms of future labour market competitiveness as the demand for high level skills increases.



People and Labour Market Executive Summary (3)

- + The proportion of residents **educated to NVQ L4+ in Swindon and Wiltshire is below average**, at 38% compared to 40% in the South West and 43% in England. There has been positive movement with a 3 percentage point increase since 2015, but this rate of growth is below national levels (6 percentage points).
- + **Skill shortage vacancies are experienced by 7% of employers** in Swindon and Wiltshire (compared to 6%) nationally). Occupations with the highest levels of vacancy in the LEP area include professional occupations (35% of advertised vacancies compared to 19% nationally) and skilled trades (22% compared to 19% nationally). Hard to fill vacancies can constrain growth and productivity in an area, and 28% of employers in Swindon and Wiltshire report that these vacancies have led to difficulties introducing new technologies (compared to 22% nationally).
- + A high proportion of employers report they have **at least one employee who is underutilised** (31%), indicating a skills mismatch which needs to be addressed.
- + As lockdown restrictions have eased, **job postings in the LEP area have increased rapidly**. As of January 2022, there were 6,893 jobs being advertised in Swindon and Wiltshire, with a high number reported in education, hospitality, finance and insurance, health and manufacturing.
- + **A high proportion of Key Stage 4 pupils in Swindon and Wiltshire progress into sustained education** (92%) in line with the national average but considerably higher than the South West average of 82%. **Progression into apprenticeships is under-represented** at 3% compared to 5% at KS2, and this trend continues with only 6% of 16-18 following this route compared to 12% nationally. However, **further education leavers are less likely to continue into sustained education** at 33% compared to 40% nationally, suggesting a more limited local higher education offer is deterring participation.
- + In 2020/21 Swindon and Wiltshire had 5,100 apprenticeship starts and 2,000 apprenticeship achievements. Sectors with the highest number of starts include engineering and manufacturing technologies, administration and low, and retail, commercial and enterprise, indicating **a good level of alignment with important sectors**.
- + Graduates from Swindon and Wiltshire are less likely to be unemployed upon graduation than comparators but **are not being fully utilised**, with the proportion of graduates progressing into part-time employment significantly higher than the national average (24% compared to 12%).

This section of the report considers socio-economic issues prevalent in Swindon and Wiltshire, considering deprivation, social mobility and poverty. Key conclusions include:

- + **Swindon and Wiltshire has a relatively strong labour market** but variations exist, including below average female employment which is stark when considering the differences that exist between female employment in Swindon (70%) compared to Wiltshire (78%). Disabled people are also less likely to be employed in Swindon (52%) than Wiltshire (66%). The unemployment rate for ethnic minorities in Wiltshire is very high, at 12.5% compared to 9% in England.
- + **There are 32,300 children living in poverty** in Swindon and Wiltshire. This is particularly high in Swindon at 26% compared to 20% in Wiltshire.
- + **Deprivation is concentrated** in Swindon town centre, Trowbridge, and rural areas such as Devizes and Calne. There are relatively high levels of housing and services deprivation (22% of LSOAs are in the 20% most deprived nationally on this indicator; and education and skills (15% of LSOAs are in the 20% most deprived nationally).
- + **Social mobility is a barrier to life chances** in Swindon and Wiltshire, this is particularly acute in Wiltshire which ranks 267 on the Social Mobility Index (where 324 is the least socially mobile local authority). Key issues include poor social mobility associated with early years in Wiltshire (ranked 282 out of 324) and the proportion of young people eligible for free school meals at age 15 entering higher education by age 19 (ranked 254 and 251 in Swindon and Wiltshire respectively).

Infrastructure and Environment Executive Summary (1)

This section of the report considers infrastructure and the environment in Swindon and Wiltshire, considering residential and commercial property, digital connectivity and carbon emissions. Key conclusions include:

- + There is currently 4,724,000 sqm of industrial floorspace in Swindon and Wiltshire and this has grown by 7% since 2010/11 (compared to 2% nationally). In tandem, significant employment growth has been experienced in sectors occupying industrial space such as transport and storage (51% growth since 2016) and manufacturing (3% growth since 2016).
- + There is a **high demand for industrial space and only 2% is vacant**. Industrial rental values have increased but the area is relatively affordable at £5.80 per sq ft compared to £6.70 nationally.
- + There is currently 1,161,000 sqm of retail floorspace in Swindon and Wiltshire, an increase of 3% since 2010/11. Around 3% of retail floorspace is vacant and has decreased from 8% in 2013. More recently, in line with national trends, **retail vacancies have started to rise since 2020**. Average retail rental values stand at £21 psf (compared to £22 psf in the UK).
- + There is currently 919,000 sqm of office floorspace in Swindon and Wiltshire and **the stock of office space has contracted over time** with a loss of 22,000 sqm (3%). This trend has been reflected nationally. Around 4% of office floorspace in the LEP area is currently vacant, and the vacancy rate has fallen over time. **Rental values are rising**, with the average price of office space standing at £23 psf compared to £14 psf nationally.
- + **House prices in the LEP area have generally kept pace with the national average**: the current median house price in Swindon is £270,000, compared to £280,000 nationally and £300,000 in Wiltshire. Housing affordability is on par with the national average at 8.9 however Wiltshire is relatively less affordable with a ratio of 9.9 compared to 7.8 in Swindon.
- + **Swindon has relatively good digital infrastructure** with 89% of properties with indoor 4G (compared to 78% nationally) and high broadband download speeds. However **Wiltshire has cold spots of digital connectivity**: only 74% of households can access indoor 4G. Some 2,100 properties in Swindon and Wiltshire are below the digital Universal Service Obligation of a download speed of at least 10MB and upload of at least 1MB, pointing to issues of digital exclusion.

Infrastructure and Environment Executive Summary (2)

- + Swindon and Wiltshire are progressing their ambitions to net zero by 2050.
- + In 2020, the **LEP area generated a total of 891,000 MWh of green energy**, the majority of which (82%) was from photovoltaics. While, when examining energy production *capacity installed*, Swindon and Wiltshire has 774 MW of green energy capacity, the majority of which comes from photovoltaics (90%).
- + Recycling rates in Swindon and Wiltshire are broadly in line with the national average at 42% but local differences include a lower rate in Swindon (39% compared to 43% in Wiltshire).
- + Over the last decade **carbon emissions in Swindon and Wiltshire has fallen by 38% since 2009 in line with national trends** and currently stand at 4.9 CO₂ per capita. The majority of Swindon and Wiltshire's CO₂ emissions are from transport (47%), domestic (28%) and industry (17%). Continued efforts to decarbonise will support further reductions.
- + Noise pollution in Swindon and Wiltshire is largely experienced around motorways and arterial roads. This can impact on health and quality of life.

Future Trends Executive Summary (1)

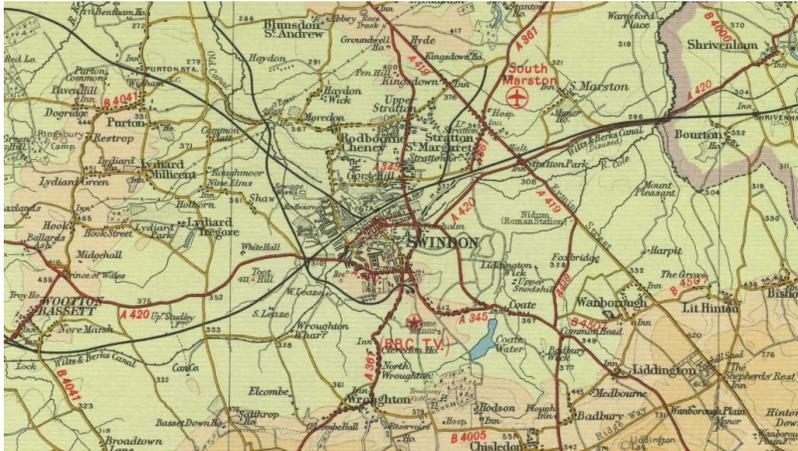
This section of the report considers future trends including population, employment and GVA projections. Key conclusions include:

- + **By 2043 it is estimated that there will be over 800,000 people living in Swindon and Wiltshire**, a forecast increase of 67,000 people (+9%). This level of growth is on par with the England average. Locally, Swindon is anticipated to absorb much of this growth, with an anticipated increase of 11% compared to 8% in Wiltshire.
- + The majority of the forecast growth is anticipated in the **65+ age group** which is estimated to grow by 49% between 2020 and 2043. In contrast, the **working age population is expected to remain static** which contrasts with the national growth anticipated of 3% in this cohort. Accordingly, the share of working age residents is expected to decrease from 61% of the total population in 2020 to 56% in 2043, whilst those aged 65+ will increase their share from 20% to 27%. This trend will contribute to a tightening labour supply. The demand for aged care services is expected to grow.
- + By 2027 it is estimated that there will be 383,000 people employed in Swindon and Wiltshire. Sectors anticipated to expand as a result of future jobs growth in Swindon and Wiltshire include health and social work; professional services; support services; and accommodation and food. Sectors anticipated to contract include agriculture; food, drink and tobacco; rest of manufacturing; and public administration and defence. However, replacement demand in these sectors will continue to drive demand for skills to replace people leaving the workforce. **It is estimated that there is a need for 13,000 additional roles to address replacement and expansion demand in Swindon and Wiltshire between 2017 and 2027.**
- + In the shorter term, the Employer Skills Survey identifies that 18% of Swindon and Wiltshire employers expect there to be a need for **additional skills due to EU exit**. Furthermore, 40% of employers identify a need for **new skills to implement new technologies, products and new working processes**. Many of these new skills require high level occupations to implement, with 38% of employers identifying the need for managers, professionals and associate professionals to meet replacement and expansion demand.

Future Trends Executive Summary (2)

- + OBR estimates indicate a potential loss of £1.7bn in GVA in 2020 due to the pandemic. Recovery scenarios consider how Swindon and Wiltshire may bounce back as restrictions on the economy ease. An optimistic scenario considers that the Swindon and Wiltshire economy will return to and surpass its growth trajectory in 2023.
- + The **Low Carbon economy is expected to grow in importance in Swindon and Wiltshire**. The sector currently employs 15,000 people and is expected to grow in line with global trends that predict that 14 million new jobs will be created by 2030. It is expected that one in five of all jobs will be impacted by climate change and decarbonisation. As Swindon and Wiltshire continues on its net zero journey it can be expected that further jobs will be created in the sector alongside further reductions in carbon emissions.
- + **An estimated 277,000 jobs in the LEP area are exposed to automation risks**. Of this, 173,000 jobs are considered at 'high risk'. Wiltshire is most exposed with 110,000 roles at high risk, compared to 63,000 in Swindon. The probability of automation affects all sectors, but the sectors most exposed in Swindon and Wiltshire include retail and wholesale (57% probability of automation) and accommodation and food services (62%).
- + **EU exit is expected to continue to create labour market challenges** as international migration rates decline. An increased focus on trade markets outside the EU is already underway, with a positive trade balance experienced to non-EU countries in 2019.
- + **Meeting housing demand will support the provision of labour to fuel economic growth**. Based on current Local Plans, the requirements for additional housing include 42,000 in Wiltshire to 2026, and 22,000 in Swindon to 2026. Local plans for both Swindon and Wiltshire are in preparation and will set out housing requirements beyond 2026.

Swindon's Executive Summary



Swindon is the largest settlement in the LEP area, and is politically represented by Swindon Borough Council. Economically Swindon is a key driver of economic output, employment and business activity in the LEP area. Crucially, Swindon needs to manage this growth and ensure the opportunities shaping its future are sustainable and inclusive of all residents.

As a highly urbanised area, some of the socio-economic difficulties facing Swindon, as highlighted throughout this report, are around deprivation, social mobility and access to services and quality housing. There is also a strong list of business needs with a particular focus on ensuring business in Swindon can access the talent they need at present and in the future.



Swindon's Key Statistics Summary



Productivity and Output

Output (2019)	£9,575bn
Share of LEP area	45%
2015-2019 growth	7%
GVA per filled job (2019)	£77,500
2009-2019 growth	6%



Business and Sectors

Top 3 2-digit sectors by business count (and LQ*)	Specialised construction (1.2) Computer programming & consultancy (1.6) Head offices (1.0)
Top 3 priority sectors by business count (and LQ)	Professional business services (1.7) Creative industry (2.0) Low carbon (2.2)

Business deaths (2020)	960
Net business births (2020)	55
5 year survival rate	43.4%
Total exports (2019)	£3,119mn
Of which to EU	30%
Total imports (2019)	£2,929mn
Of which from EU	42%

Top 3 2-digit sectors by employment (and LQ)	Retail excl. motors (0.9) Financial services (4.4) Education (0.8)
Top 3 priority sectors by employment (and LQ)	Professional business services (1.0) Advanced manufacturing & engineering (1.3) Low carbon (1.2)

* LQ refers to Location Quotient, a measure of how specialized/concentrated activity is in an area. It is based on the relative share of employment in an industry within an area compared to the share nationally. An LQ greater than 1 indicates relative specialization/concentration.





People and Labour Market

Population (2020)	222,900
2010-2020 growth	8%
% of population born in EU (2020)	5%
Economic activity rate (Oct-Sept 2021)	78.2%
Unemployment rate (Oct-Sept 2021)	4.3%
% of employed in full-time employment (2020/21)	79%
Number of payrolled employees (Jan 2022)	113,733
Change since March 2020	-1.4%
Median monthly pay of payrolled employees (Jan 2022)	£2,070
Change since March 2020	9.4%
% employed in high-skilled occupations (2020/21)	47%
Change in proportion since 2015/16	4%
Residents educated to Level 4+	33%
Skills shortage vacancies (2019)	8%

Skills under-utilisation (2019)	29%
Apprenticeship starts (2020/21)	1,110
Of which higher apprenticeship	26%



Socio-Economic Issues

Female employment rate (oct-sept 2021)	69.7%
EA core or work-limiting disabled employment rate	52.0%
Child poverty rates (2019/20)	26%
Gross disposable income per head (2019)	£20,520
Social mobility rank (out of 324 local authorities, 2016)	141



Infrastructure and Environment

Average housing affordability ratio (2021)	8
Indoor 4G connectivity (2021)	89%
Recycling rate (2020/21)	39%



Swindon's Key Statistics Summary



Infrastructure and Environment

CO2 per capita (ktCO2, 2019)	4.6
Change since 2009	-33%



Future Trends

Projected change in total population (2020-2043)	11%
Projected change in 65+ population (2020-2043)	58%
Probability of jobs automation	48%





Wiltshire represents the majority of the LEP land area and is a large source of some of the area's most talented workforce. The main asset of Wiltshire is its position as an attractive place to live with suitable access to key employment opportunities nearby, for example in Swindon.

Some of the most significant challenges facing Wiltshire are reminiscent of other rural areas across the country, these include an ageing population alongside challenges around accessing services and housing.

Within Wiltshire there is still a reasonable degree of economic activity, with employment in specialised sectors such as low carbon, ICT/Cyber security and life sciences.

Wiltshire's Key Statistics Summary



Productivity and Output

Output	£11,571bn
Share of LEP area	55%
2015-2019 growth	13%
GVA per filled job (2019)	£45,300
2009-2019 growth	6%



Business and Sectors

Top 3 2-digit sectors by business count (and LQ*) (2021)	Crop & animal production (2.4) Specialised construction (1.0) Head offices (1.2)
Top 3 priority sectors by business count (and LQ) (2021)	Professional business services (2.0) Creative industry (1.8) Low carbon (2.2)

Business deaths (2020)	2,115
Net business births (2020)	-110
5 year survival rate	44.3%
Total exports (2019)	£1,852mn
Of which to EU	46%
Total imports (2019)	£2,715 mn
Of which from EU	57%

Top 3 2-digit sectors by employment (and LQ) (2020)	Retail excl motors (1.0) Education (0.9) Food services (1.0)
Top 3 priority sectors by employment (and LQ) (2020)	Professional business services (0.8) Advanced manufacturing & engineering (1.3) Low carbon (1.5)

* LQ refers to Location Quotient, a measure of how specialized/concentrated activity is in an area. It is based on the relative share of employment in an industry within an area compared to the share nationally. An LQ greater than 1 indicates relative specialization/concentration.





People and Labour Market

Population (2020)	504,100
2010-2020 growth	7%
% of population born in EU (2020)	3%
Economic activity rate (2021)	84.7%
Unemployment rate (2021)	3.2%
% of employed in full-time employment (2020/21)	74%
Number of payrolled employees (Jan 2022)	227,280
Change since March 2020	0.7%
Median monthly pay of payrolled employees (Jan 2022)	£2,070
Change since March 2020	10.3%
% employed in high-skilled occupations (2021)	50%
Change in proportion since 2015/16	4%
Residents educated to Level 4+	40%
Skills shortage vacancies (2019)	7%

Skills underutilisation (2019)	32%
Apprenticeship starts (2020/21)	4,010
Of which higher apprenticeship	15%



Socio-Economic Issues

Female employment rate (oct-sept 2021)	78.7%
EA core or work-limiting disabled employment rate	66.3%
Child poverty rates (2019/20)	20%
Gross disposable income per head (2019)	£23,180
Social mobility rank (out of 324 local authorities, 2016)	267



Infrastructure and Environment

Average housing affordability ratio (2021)	10
Indoor 4G connectivity (2021)	74%
Recycling rate (2020/21)	43%



Infrastructure and Environment

CO2 per capita (ktCO2, 2019)	5.2
Change since 2009	-29%



Future Trends

Projected change in total population (2020-2043)	8%
Projected change in 65+ population (2020-2043)	46%
Probability of jobs automation	42%



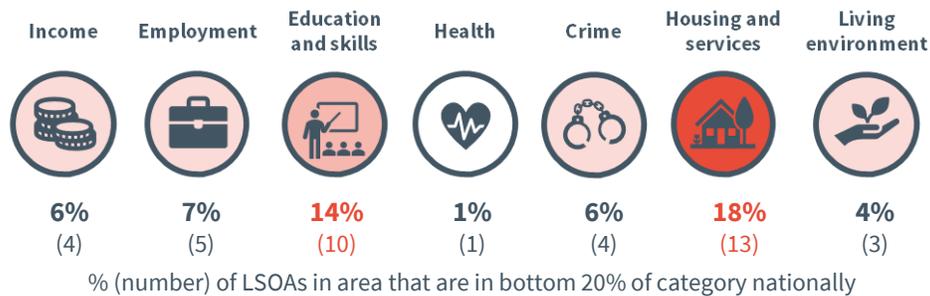
Growth Zone A350 Executive Summary

The A350 Growth Zone is home to over 126,000 people, equivalent to 17% of the LEP area's total population...

The A350 Growth Zone generates over £3bn in GVA and accounts for 17% of employment in the LEP area. Its employment share is therefore in line with its share of the LEP area's population. Similarly, the area is home to 17% of businesses in the LEP area, although it is the only Growth Zone that has experienced a minor decrease (-0.5%) in business counts since 2016.

Over half of employment is held within four sectors, with nearly one in three jobs in either Retail and Wholesale (16%) or Manufacturing (15%).

Socio-economically, the A350 Growth Zone is fairly affluent, with only 6% of LSOAs in the area ranked within the 20% most deprived in England (based on the IMD). One challenge for this area is housing, where 18% of LSOAs in this Growth Zone are within the top 20% most deprived in England within the domain of housing and services.

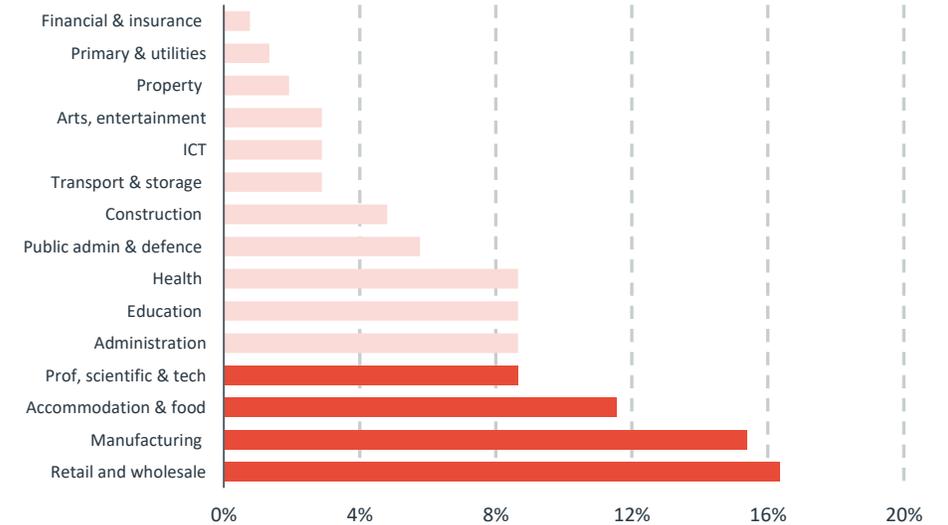


Source: BRES, ONS ; IMD, GVA Small Area Data, ONS

Note: Due to overlapping growth zone boundaries the data for the growth zones can not be aggregated without double counting.

¹ LQ refers to Location Quotient, a measure of how specialized/concentrated activity is in an area. It is based on the relative share of employment in an industry within an area compared to the share nationally. An LQ greater than 1 indicates relative specialization/concentration.

Sector Employment, 2020



Priority Sector Employment Overview

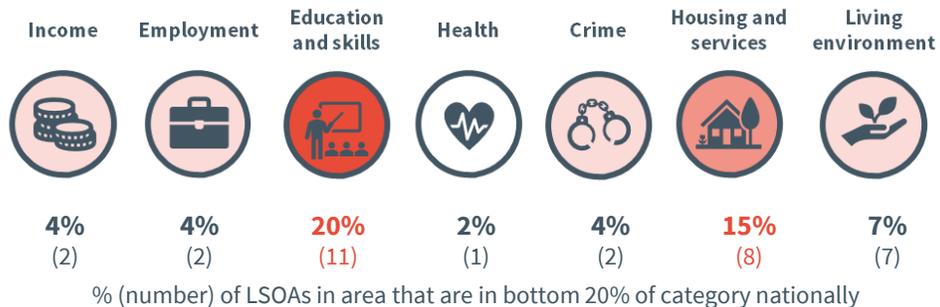
	Employment t 2020	5-year change (2015-2020)	LQ ¹ 2020	Share of zone's employment
Professional Business Services	6,000	-33%	0.0	12%
Creative Industries	2,000	14%	1.7	4%
Low Carbon	1,500	20%	0.7	3%
Life Sciences	225	50%	2.2	0%
Advanced Manufacturing and Engineering	5,000	11%	0.8	10%
ICT/Cyber Security	1,000	11%	0.4	2%

Growth Zone **Salisbury A303** Executive Summary

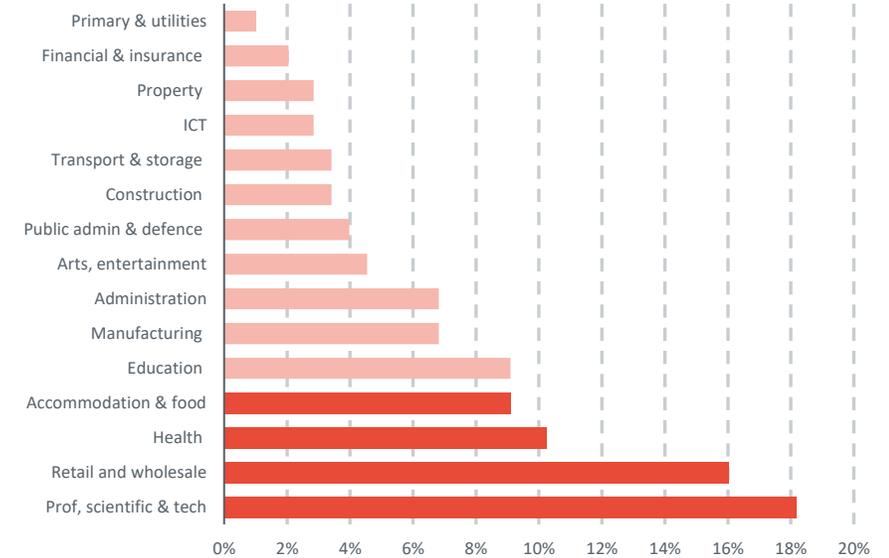
The Salisbury A303 Growth Zone is the smallest of the Growth Zones in terms of population, with just over 105,000 residents...

Economically the growth zone contributes just shy of £3bn in GVA. 13% of Swindon and Wiltshire employment is located in the Salisbury A303 Growth Zone, a slightly lower proportion than its share in population (14%). The accommodation and food sectors are the fourth largest sectors in terms of employment (4,000 jobs) emphasising the scale of the visitor economy and importance of Salisbury as a key attraction for tourists and visitors.

Similarly to other areas of Swindon and Wiltshire, the Growth Zone is not particularly deprived, with only 6% of the Growth Zone within the 20% most deprived areas in England. However, there are some specific challenges around education and skills, with 20% of LSOAs in this Growth Zone within the top 20% most educationally deprived areas in England.



Sector Employment, 2020



Priority Sector Employment Overview

	Employment 2020	5-year change (2015-2020)	LQ 2020	Share of zone's employment
Professional Business Services	6,000	0%	0.3	14%
Creative Industries	2,000	14%	0.2	5%
Low Carbon	5,000	0%	1.3	11%
Life Sciences	10,000	25%	11.2	23%
Advanced Manufacturing and Engineering	7,000	17%	0.8	16%
ICT/Cyber Security	700	17%	0.2	2%

Source: BRES, ONS ; IMD, GVA Small Area Data, ONS

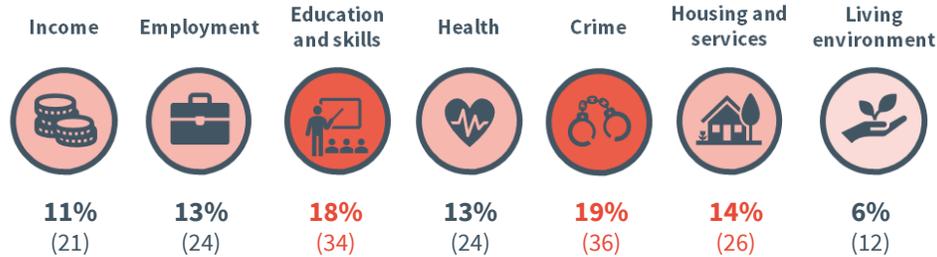
Note: Due to overlapping growth zone boundaries the data for the growth zones can not be aggregated without double counting.

Growth Zones Swindon M4 Executive Summary

The Swindon M4 Growth Zone is the largest of the growth zones in the LEP area in population terms, with 320,000 residents, 44% of Swindon and Wiltshire’s total population and 50% of all employment...

The Swindon M4 growth zone is a driver of the Swindon and Wiltshire economy, contributing £13bn in 2019 and accounting for over half of the LEP area’s output, as well as 42% of its businesses base. The Swindon M4 area is dominated by five sectors in particular that account for over half of its total employment. These include Retail and Wholesale (17%), Administration (11%), Health (10%), Manufacturing (8%) and Professional, Scientific and Technical (8%).

The urban nature of this growth zone factors into more challenging aspects of its make-up. The Swindon M4 growth zone is the most deprived growth zone in the LEP area, with 11% LSOAs within categorised in the top 20% most deprived areas in England. The main deprivation challenges are education and crime.

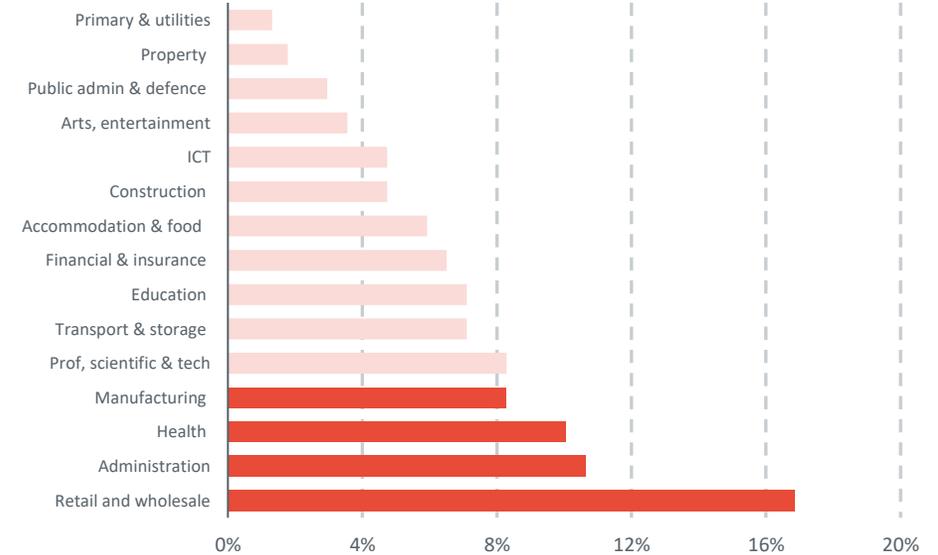


% (number) of LSOAs in area that are in bottom 20% of category nationally

Source: BRES, ONS; IMD, GVA Small Area Data, ONS

Note: Due to overlapping growth zone boundaries the data for the growth zones can not be aggregated without double counting.

Sectoral Employment, 2020



Priority Sector Employment Overview

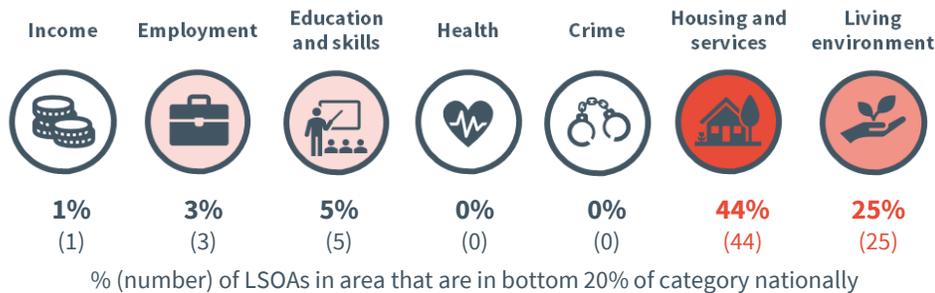
	Employment 2020	5-year Employment change (2015-2020)	LQ 2020	Share of GZ Employment
Professional business services	26,000	0%	0.4	15%
Creative Industries	10,000	11%	4.9	6%
Low Carbon	8,000	14%	3.5	5%
Life Sciences	8,000	78%	12.4	5%
Advanced Manufacturing and Engineering	17,000	0%	2.9	10%
ICT/Cyber Security	5,000	0%	2.4	3%

Rest of Swindon and Wiltshire Executive Summary

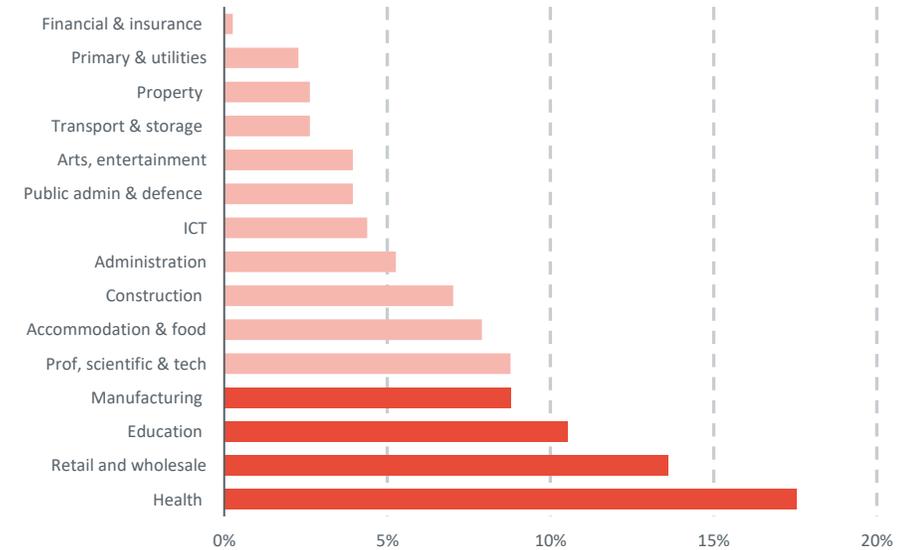
Nearly a quarter (24%) of Swindon and Wiltshire’s population live outside of the three Growth Zones...

These residents live in what is predominantly the rural areas of Wiltshire. Despite accounting for a quarter of the LEP area’s population, the non-growth zone area of Swindon and Wiltshire accounts for 17% of employment. 25% of adults in this area are retired, this is slightly higher than the rate for the LEP area (24%) suggesting a combination of high outflow commuting and more retirees may explain for the lower share of employment. The non-growth zone area is estimated to be valued at over £3.6bn, the equivalent of 16% of the LEP area’s total economy.

The non-growth zone (defined on page 15) area of Swindon and Wiltshire has experienced stable population growth over the past five years with a growth rate of 3%. This is likely an expression of the area as an attractive location to live, with a very low level of deprivation. None of the rural area of the Swindon and Wiltshire LEP falls within the top 20% most deprived areas of England. However, when looking at specific sub-domains of deprivation, housing is a real challenge.



Sectoral Employment, 2020



Priority Sector Employment Overview

	Employment 2020	5-year Employment change (2015-2020)	LQ 2020	Share of Area Employment
Professional business services	7,000	17%	0.0	12%
Creative Industries	3,500	40%	1.1	6%
Low Carbon	1,500	-14%	1.0	3%
Life Sciences	250	100%	3.1	0%
Advanced Manufacturing and Engineering	4,500	0%	0.8	8%
ICT/Cyber Security	2,000	100%	0.5	4%

Source: BRES,ONS ; IMD, GVA Small Area Data, ONS; Annual Population Survey, ONS

Note: Due to overlapping growth zone boundaries the data for the growth zones can not be aggregated without double counting.