Swindon and Wiltshire

Economic Bulletin

Issue 1 September 2015

Using our unique physical location in Southern England to create wealth,

jobs and new business opportunities

Skills and talent	*Transport infrastructure*	*Digital connectivity*	*Place shaping*	*Business development*

Introduction

The economic bulletin has been produced by the Swindon and Wiltshire Local Enterprise Partnership to give a snap shot of economic performance across the Swindon and Wiltshire area drawing on national statistics. In addition, the Swindon and Wiltshire Economic Assessment was published in March 2014[1] and includes economic projections.

This bulletin covers four topics and includes a variety of indicators within each one:

1. Business and enterprise
2. Labour market
3. Skills and occupation profile
4. Economic infrastructure

The Swindon and Wiltshire Economic Assessment 2014 identified 4 local enterprise partnership benchmark areas whose economies were identified as similar to Swindon and Wiltshire; where data are available comparisons have been made across this group. These are Buckinghamshire Thames Valley (Bucks TV); Heart of the South West (HOTSW); Northamptonshire (North); and Oxfordshire (Oxfords) LEPs. The Swindon and Wiltshire Strategic Plan (2014) included the aspiration for Swindon and Wiltshire to be comparable with Oxfordshire in terms of economic activity. Progress towards achieving this aspiration will be monitored through this publication series.

As the first edition, this bulletin includes a range of data which is published on an annual basis and most of these are due to be re-published by the Office for National Statistics and NOMIS between October and December 2015. The next bulletin will therefore be able to update this first one quite comprehensively, editions 3 and 4 will reflect data that are updated monthly or quarterly which tend to be labour market and house price related.

Summary

The economic performance of Swindon and Wiltshire is generally robust and has performed particularly well on some indicators and less well on others:

- The number of businesses grew by 7% between 2011 and 2014, the second greatest growth experienced across the benchmark group;
- Business survival rates over 5 years are the highest amongst the benchmark group and are appreciably higher than the national average;
- Business density per 1000 population, which is a reflection of enterprise, is higher than the national average although Swindon and Wiltshire is at the bottom when compared with the rest of the benchmark group;
- GVA per hour worked stands at £33.80 in Swindon (only surpassed by Buckinghamshire Thames Valley in the benchmark group) and £30.20 in Wiltshire (UK - £30.10).
- There has been overall growth in employment between 2011 and 2013 but this has been through the growth in part-time rather than full time employment.

[1] http://www.swlep.biz/resources/documents

- Unemployment fell to 4.3% between April 2015 and March 2015 and the Job Seekers Allowance Claimant Count fell to 0.8% by June 2015.
- There were 17,300 more people qualified to NVQ4+ living in the area in 2014 than in 2011; the greatest percentage increase across the benchmark group.
- Professional occupations is the largest occupation category in the area followed by associate professional and technical occupations, the latter experienced the greatest growth between April 2011 and March 2015.
- The median pay of residents increased slightly in Swindon between 2011 and 2014 but fell in Wiltshire.
- The increase in house prices has outstripped any increase in average earnings; the average house in Swindon costs 5.2 times the average salary, this rises to 7.4 times in Wiltshire.
- In 2013, turnover and related spend in the Swindon and Wiltshire visitor economy was worth £1.45bn. The number of day trips in the area remained steady at 18.1 million however the amount spent on these trips increased by £92m to £641m by 2013 and overnight visitor spend also increased by £70m over the same period. The largest overseas markets for the area are Germany, The Netherlands, USA and France.

Business News[2]

April

A trade delegation from the US city of Mentor visited Swindon to explore the potential of establishing further links following the merger of Steris, a major healthcare business in Mentor with Synergy Health, based in Swindon. Steris' headquarters as a consequence are now based in the UK.

The £5m South West Tourism Growth Fund was announced by Government to grow tourism, deliver economic growth and boost export earnings in the South West of England. Visit Wiltshire will sit on the Programme Board with regional and national partners to design the delivery of this fund across the region by March 2016.

May

Dymag announced plans to create 200 jobs as part of a new £7m project. The company is based in Chippenham and produces ultra-light carbon composite wheels which help to reduce fuel consumption and emissions. The jobs are scheduled to come on stream during 2016.

First Milk announced up to 70 job losses at its Westbury Dairies plant as part of a turnaround plan.

June

The acquisition of the Isys Group by Capita was announced. The company has its headquarters in Swindon employing 48 people. The company has developed ID verification software which supports due diligence checks on potential employees looking to work in regulated sectors.

The Vision for the Corsham Mansion House was revealed and will transform it into a centre for digital innovation and business incubation drawing on £4m of Growth Deal funding.

July

Honda announced its investment of £200m in the production of the new Honda Civic at its plant in Swindon, safeguarding 3,000 jobs.

Vodafone UK announced a major network investment across Swindon which will result in stronger indoor and outdoor coverage and mobile internet services across its 3G and 4G networks covering 98% of the town's population.

Swindon announced as one of the most affordable commuter towns in England by Lloyd's Bank making it attractive for commuters into London.

Transport infrastructure improvements have commenced on the A429 at Malmesbury. These improvements will help Dyson's investment in its Technology Campus which will lead to 3,000 new engineering jobs being created.

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[2] Sources http://www.enterprisewiltshire.co.uk/news; http://www.wiltshirebusinessonline.co.uk/;

The new Herman Miller furniture manufacturing facility in Melksham opened. The development covers 170,000 sq ft and combines its manufacturing and logistics hub based in Bath with its research and development centre based in Chippenham into one building on the Bowerhill Industrial Estate.

August

Construction commenced at the Hawke Ridge Business Park at Westbury which is a 35 acre site. The development will lead to £50m being invested in the local economy. The development has the scope to tailor units to occupiers' requirements.

Multisets Limited, a Swindon based printing company went into administration placing 40 jobs at risk.

September

The relocation of Public Health England from Porton to Harlow in Essex was announced by the Chancellor of the Exchequer. It is anticipated that some activities of the organisation will remain on site in Wiltshire. These job losses will be offset by plans by DSTL to relocate 650 jobs to the Porton site.

Fujitsu acquired Applied Card Technology (ACT) based in Chippenham. ACT provides smart ticketing to transport authorities and operators.

The Wiltshire Apprenticeship campaign was launched by Wiltshire Council. This will increase the number of new apprenticeship starts from 5,000 each year to 6,750 by 2019/20.

Visit Wiltshire launched a new national marketing campaign under its 'Made of England' banner. It aims to attract 3,000 additional staying visitors and generate in excess of £700,000 in additional visitor spending through the campaign.

A bid to develop a network of Enterprise Zones across nine sites in Swindon and Wiltshire was submitted to Government by the Swindon and Wiltshire Local Enterprise Partnership. The proposed sites are in Swindon, Corsham, Porton and Salisbury.

The RAF and Navy announced that they will not be training recruits at the Defence College for Technical Training at Lyneham. The Army's Royal Electrical and Mechanical Engineers will however be trained on-site.

£1m investment in improvements to Trowbridge railway station was announced.

Advanced Plasma Power (APP) secured £11m grant from the Department of Transport to build a factory in Swindon creating 10 jobs in the first instance. The company will develop pioneering technology to power heavy goods vehicles using household and business waste which has the potential to cut carbon emissions by up to 96 per cent.

A new Aldi store in Swindon opened creating 35 new jobs.

The Hilton Hotel at Swindon, located near Junction 16 of the M4 has been put up for sale placing 80 jobs potentially at risk.

Section 1: Business and Enterprise

This section gives and overview of the size and composition of the business base across the benchmark group, the level of enterprise i.e. business births, deaths and 5-year survival rates and gross value added (GVA).

1.1 Business count by size

Between 2011 and 2014, the number of business units across Swindon and Wiltshire increased by 7% to 31,400 (Table 1), this level of growth was surpassed only by Northamptonshire in the benchmark group. This has largely been accounted for by the growth in small and micro businesses. In contrast, the number of large businesses in Swindon and Wiltshire shrank over the period by 7.7% in contrast to both Buckinghamshire Thames Valley and Oxfordshire which saw significant growth in this size band.

Table 1: % Change in business count 2011-2014

Business size by employment[3]	Bucks TV	HOTSW	North	Oxfords	SWLEP
Micro	4.9	1.8	8.9	0.0	6.9
Small	7.4	7.7	8.6	4.4	9.4
Medium-sized	-1.6	6.2	2.8	6.4	1.3
Large	16.7	-6.3	0.0	8.0	-7.7
All business sizes	5.0	2.6	8.7	0.8	7.0

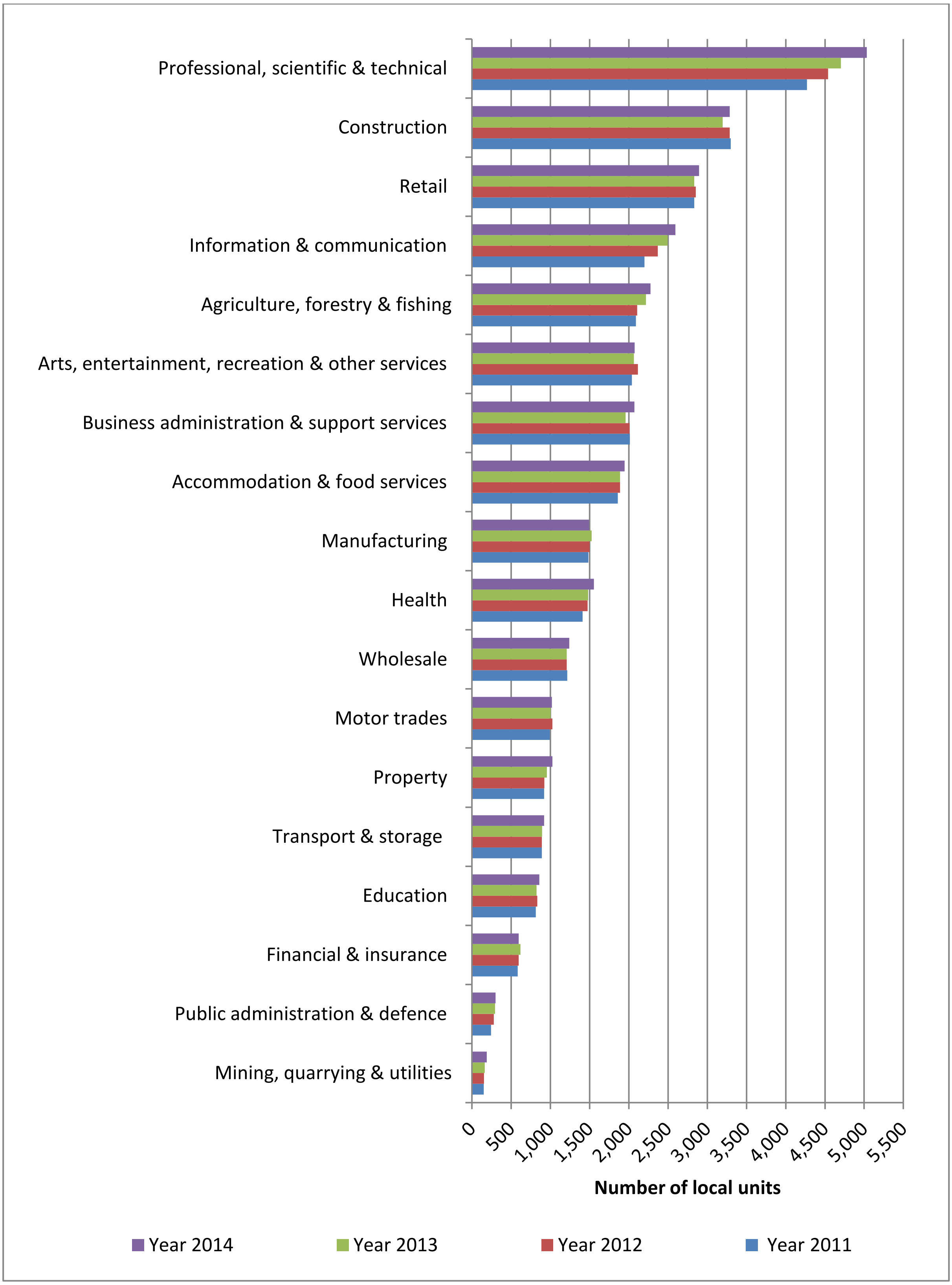
Source: Business count of local units, NOMIS, 09/09/2015

1.2 Business count by sector

The sectors with the most business units across Swindon and Wiltshire were in the professional, scientific and technical and construction sectors accounting for 26.5% of all units in the area (Figure 1), the former having grown steadily over the period. They are followed by a further 6 sectors: retail; information and communication; agriculture, forestry and fishing; arts, entertainment and recreation; business administration; and accommodation and food services which accounted for a further 44% of the all business units in the area. The ranking of business units by broad industrial group in Swindon and Wiltshire largely mirrors that in Oxfordshire with the exception of agriculture, forestry and fishing which is more prevalent in Swindon and Wiltshire and education which is ranks more highly in Oxfordshire probably accounted for by its University presence.

[3] Micro – 0-9 employees, Small – 10-49 employees, Medium – 50-249 employees, Large – 250+ employees

Figure 1: Number of local business units in Swindon and Wiltshire by broad industrial group 2011-2014

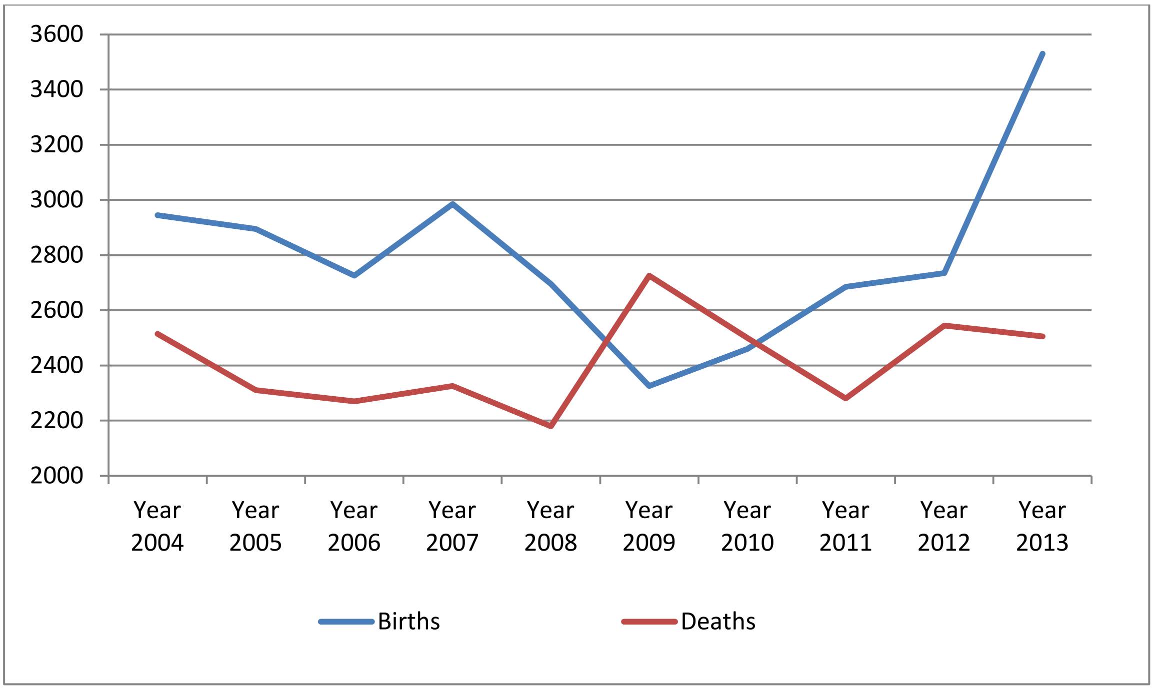


Source: Business Count – local units, NOMIS, 09/09/2015

1.3 Business Births and Deaths

The rate of business births and deaths in Swindon and Wiltshire varies annually but broadly mirrors the national trend. Business births are an important indicator of enterprise and in 2013, there was a significant jump in the number of business births, by 29% on the previous year and this was complemented by a small drop in business deaths which was also experienced nationally and locally (Figure 2).

Figure 2: Number of business births and deaths in Swindon and Wiltshire 2004-2013



Source: Business Demography 2013, ONS, Nov 2014, 16/09/15

If business births per 1,000 population are taken this jump in business births in 2013 is also clearly evident. The rate for business births in Swindon and Wiltshire rose from 3.9 in 2011 to 5.1 in 2013 although this did not quite reach the average for England and Wales (Table 2) and there is room for improvement locally. All of the LEPs in the benchmark group experienced a marked increase in business births in both absolute and relative terms in 2013 but especially Buckinghamshire Thames Valley.

Table 2: Business births per 1,000 head of population 2011 and 2013

LEP	Births		Births per 1000 population	
	2011	2013	2011	2013
Buckinghamshire Thames Valley	2,940	3,570	5.8	6.9
Heart of the South West	5,405	7,120	3.2	4.2
Northamptonshire	2,895	4,195	4.2	5.9
Oxfordshire	2,790	3,515	4.3	5.3
Swindon and Wiltshire	2,685	3,530	3.9	5.1
England and Wales	240,685	320,090	4.3	5.6

Source: Business Demography 2013, ONS and Mid Year Population Estimates 2011, 2013, NOMIS

Swindon and Wiltshire continues to perform well amongst the benchmark group in terms of business survival rates and all of the LEPs have out-performed the average for England and Wales. Table 3 shows the five year business survival rate by LEP i.e. the proportion of businesses established in 2008 which were still operating in 2013 (latest data available).

Table 3: Five year business survival rate 2008-2013

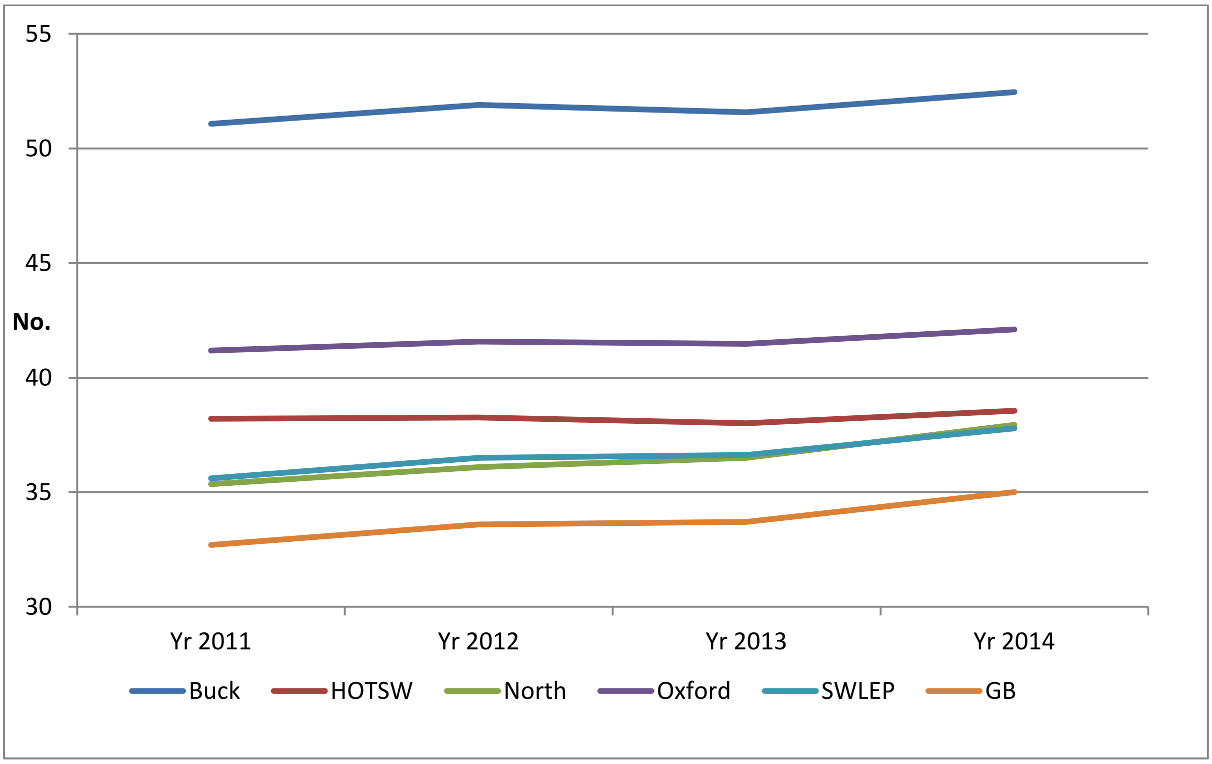
LEP	5 year business % survival rate
Buckinghamshire Thames Valley	46.0
Heart of the South West	43.2
Northamptonshire	46.0
Oxfordshire	46.2
Swindon and Wiltshire	46.9
England and Wales	41.3

Source: Business Demography 2013, Tables 1.2 and 5.1a, ONS Nov 2014, 16/09/15

1.4 Business density

The number of enterprises per 1,000 population gives an indication of entrepreneurialism in an area (Figure 3). Swindon and Wiltshire's position has improved slightly since 2011 but it still has the lowest business density amongst the benchmark group with Northamptonshire at 38 enterprises per 1,000 residents in 2014. This figure is still better than the average for Great Britain and England and Wales (35 and 36 respectively in 2014), however there are distinct differences between Swindon and Wiltshire and Buckinghamshire Thames Valley and Oxfordshire.

Figure 3: Business density per 1,000 population 2011-2014



Sources: Business Count and Mid Year Population Estimates, NOMIS, 16/09/15

1.5 Gross Value Added (GVA)

The latest information on GVA was published in March 2015 and includes data up to 2013. The total GVA for Swindon and Wiltshire was £16.1bn which had increased by 6.1% since 2008. This was the lowest level of increase across the benchmark group and significantly less than the increase experienced across Oxfordshire (22.9%) and Buckinghamshire Thames Valley (16.4%) over the same period. Taking this data per head of population, GVA in Swindon and Wiltshire increased by £400 over the period, compared to over £4,000 in Oxfordshire and nearly £3,000 in Buckinghamshire (Figure 4). This low level of growth in GVA per head led to Swindon and Wiltshire slipping below the UK average in 2013 (Figure 5). It is important to note that GVA per resident includes those who are not economically active and generating value such as children or the elderly, for locations which are popular for retirement or those with a young families, this brings down the overall GVA generated per head of population.

Figure 4: GVA per head £, 2008-2013

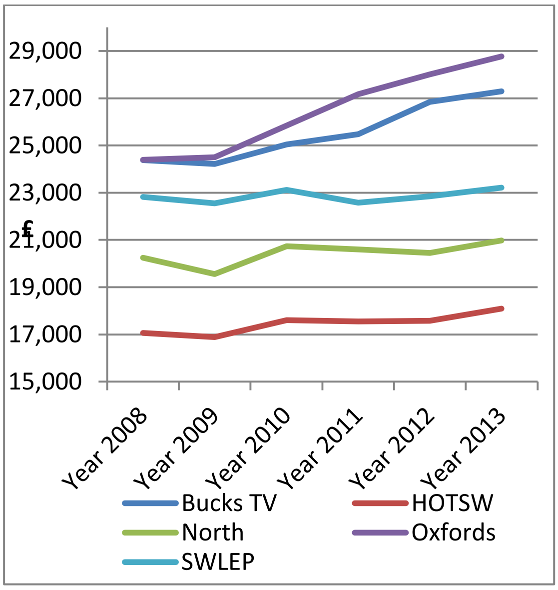
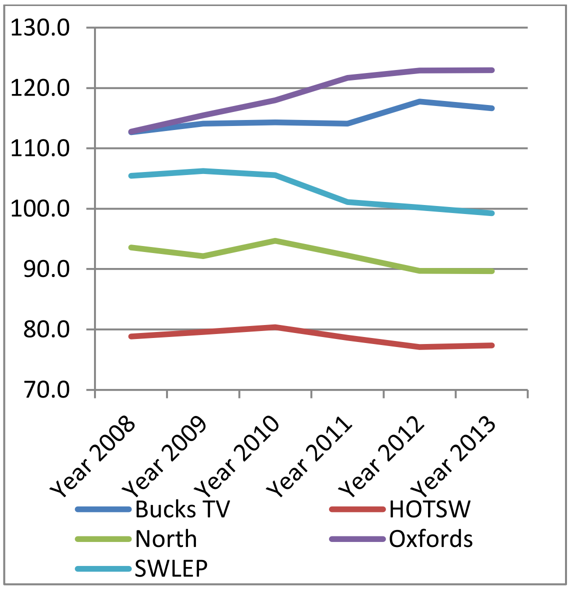


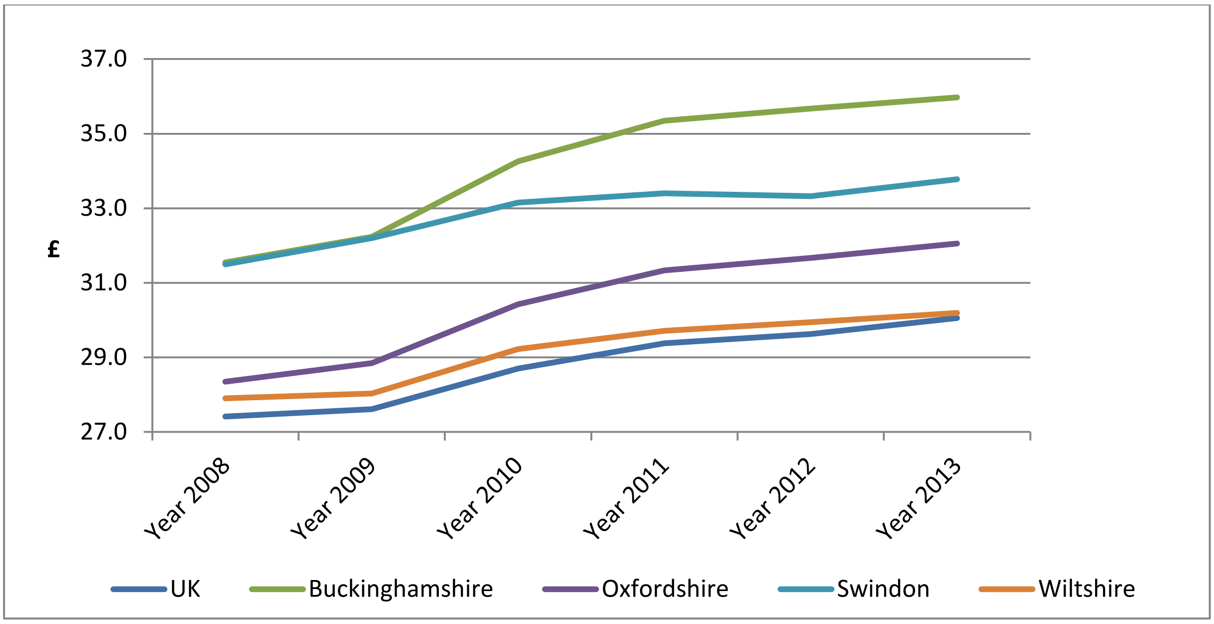
Figure 5: GVA per head of population indices 2008-2013 (UK=100)



Sources: GVA for Local Enterprise Partnerships, Tables A3, A4 ONS, 19/02/15

GVA per hour worked is not calculated on a LEP basis by the ONS but it is available by local authority and is a more useful indicator of GVA than per head of population (Figure 6). The graph clearly shows the uplift in GVA per hour since 2008 across all areas although Buckinghamshire is of particular note from 2009 when it broke away from Swindon reaching £36 per hour in 2013 compared to £33.80 in Swindon. GVA across the local authorities in The Heart of the South West and Northamptonshire were below those for Wiltshire and the UK (£30.20 and £30.10 respectively not shown on the graph).

Figure 6: GVA per hour £ by local authority, 2008-2013



Source: Sub-regional labour productivity SRPD03, August 2015, ONS, 16/09/15

Section 2: Labour Market

This section looks at employment characteristics across the benchmark group and also differentiates between the number of employees and employment where the latter includes directors and business owners in the data. Employment data by sector is published annually and 2014 data will be released in the autumn of 2015. A review of unemployment and claimant count data and skills and occupation information are also included.

2.1 Employment and Employees

In terms of employment[4] growth between 2011 and 2013, performance has not been very strong across the group however Swindon and Wiltshire has outperformed most of the benchmark group with growth of 0.8% with the exception of Buckinghamshire Thames Valley LEP (Table 4).

Table 4: Employment in 2011 and 2013 by LEP rounded to the nearest 100

Employment	2011	2013	% Change 2011-13
Buckinghamshire Thames Valley	216,800	221,100	2.0
Heart of the South West	692,600	691,700	-0.1
Northamptonshire	330,300	322,200	-2.4
Oxfordshire	334,700	336,900	0.7
Swindon and Wiltshire	296,600	299,100	0.8

Source: BRES 2011 and 2013, NOMIS, 03/09/15

The total number of employees[5] across Swindon and Wiltshire has increased more robustly by 1.7% between 2011 and 2013 which was only surpassed by Buckinghamshire Thames Valley LEP (Table 5).

Table 5: Number of Employees in 2011 and 2013 by LEP Family rounded to the nearest 100

LEP	2011	2013	% Change 2011-13
Buckinghamshire Thames Valley	206,300	211,700	2.6
Northamptonshire	653,500	662,800	1.4
Heart of the South West	320,300	313,600	-2.1
Oxfordshire	321,300	324,600	1.0
Swindon and Wiltshire	284,800	289,700	1.7

Source: BRES 2011 and 2013, NOMIS, 03/09/15

4 Employment includes employees plus the number of working owners. BRES therefore includes self-employed workers as long as they are registered for VAT or Pay-As-You-Earn (PAYE) schemes. Self employed people not registered for these, along with HM Forces and Government Supported trainees are excluded. Working owners are typically sole traders, sole proprietors or partners who receive drawings or a share of the profits.

5 Employees**:** An employee is anyone aged 16 years or over that an organisation directly pays from its payroll(s), in return for carrying out a full-time or part-time job or being on a training scheme. It excludes voluntary workers, self-employed, working owners who are not paid via PAYE

Full Time and Part Time Employees

In order to understand whether there has been any structural change in the nature of employment, employee data has been split into those working full time and those working part time.

Swindon and Wiltshire experienced a negligible increase in the total number of people working full time between 2011 and 2013, equating to just an additional 300 full time employees. Taking this data as a proportion of total employees, the proportion of people working full time actually fell by 1% over the period (Table 5). In contrast, the total number of people working full time in Oxfordshire increased by 3.4% and the proportion of people working full time as a proportion of all employees increased by 1.5% over the same period, the greatest level of growth across the LEP benchmark group.

Table 5: Full time employees 2011-2013

LEP area	% Change in total number of employees	full time as a % of total employees		% Difference
	2011-2013	2011	2013	2011-2013
Buckinghamshire Thames Valley	2.3	66.6	66.4	-0.2
Northamptonshire	1.6	61.6	61.7	0.1
Heart of the South West	-4.3	71.1	69.5	-1.6
Oxfordshire	3.4	65.0	66.5	1.5
Swindon and Wiltshire	0.2	65.6	64.6	-1.0

Source: BRES 2011 and 2013, NOMIS, 03/09/15

Swindon and Wiltshire has seen a significant increase in the overall number of people employed part-time, rising by 4.6% between 2011 and 2013, equivalent to an increase in 4,500 employees (Table 6). The Swindon and Wiltshire area was not alone in this trend with both Buckinghamshire Thames Valley and Heart of the South West also seeing a rise in the number of part time employees. This is of most concern for Swindon and Wiltshire and The Heart of the South West as it would appear that part time employment is being created at the expense of full time employment which raises the risk of declining household income and in-work poverty.

Table 6: Part-time employees 2011-2013

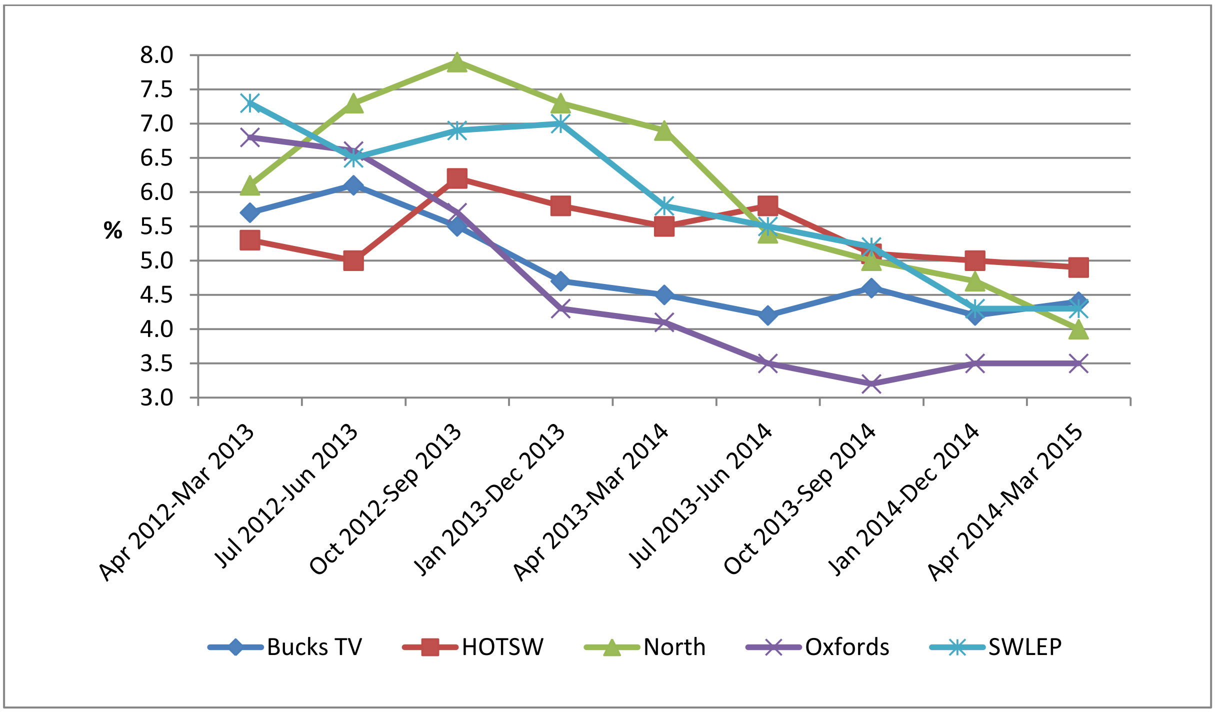
LEP area	% Change in the total full time employees 2011-13	Part time as a % of total employees 2011	Part time as a % of total employees 2013	% change 2011-2013
Buckinghamshire Thames Valley	3.4	33.4	33.6	0.2
Northamptonshire	1.1	38.4	38.3	-0.1
Heart of the South West	3.2	28.9	30.5	1.6
Oxfordshire	-3.3	35.0	33.5	-1.5
Swindon and Wiltshire	4.6	34.4	35.4	1.0

Source: BRES 2011 and 2013, NOMIS, 03/09/15

2.2 Unemployment and Job Seekers Allowance Clamant Count

Unemployment amongst the working age population aged 16-64 has shown an overall decline over the last two years[6] (Figure 7). For the year April 2014 to March 2015, the average rate of unemployment had fallen to 4.3% (15,000 people) across Swindon and Wiltshire compared to 7.3% (24,800) for the same period 2012-2013 and the area sits mid league when compared to the benchmark group. The most dramatic fall has been in Northamptonshire where unemployment peaked at 7.9% between Oct 2012 and Sept 2013 falling to 4.0% for Apr 2014 to March 2015. Unemployment rates are the lowest in Oxfordshire at 3.5% for the year April 2014-Mar 2015; to equal Oxfordshire's performance, Swindon and Wiltshire would need to move a further 2,700 people into employment. It is important to note that the size of the working age population has changed over this period which makes the fall in unemployment in Swindon and Wiltshire even more impressive in the light of in-migration i.e. the working age population increased by 21,700 over this period whilst unemployment fell by 9,800.

Figure 7: % Unemployment rate amongst residents aged 16-64



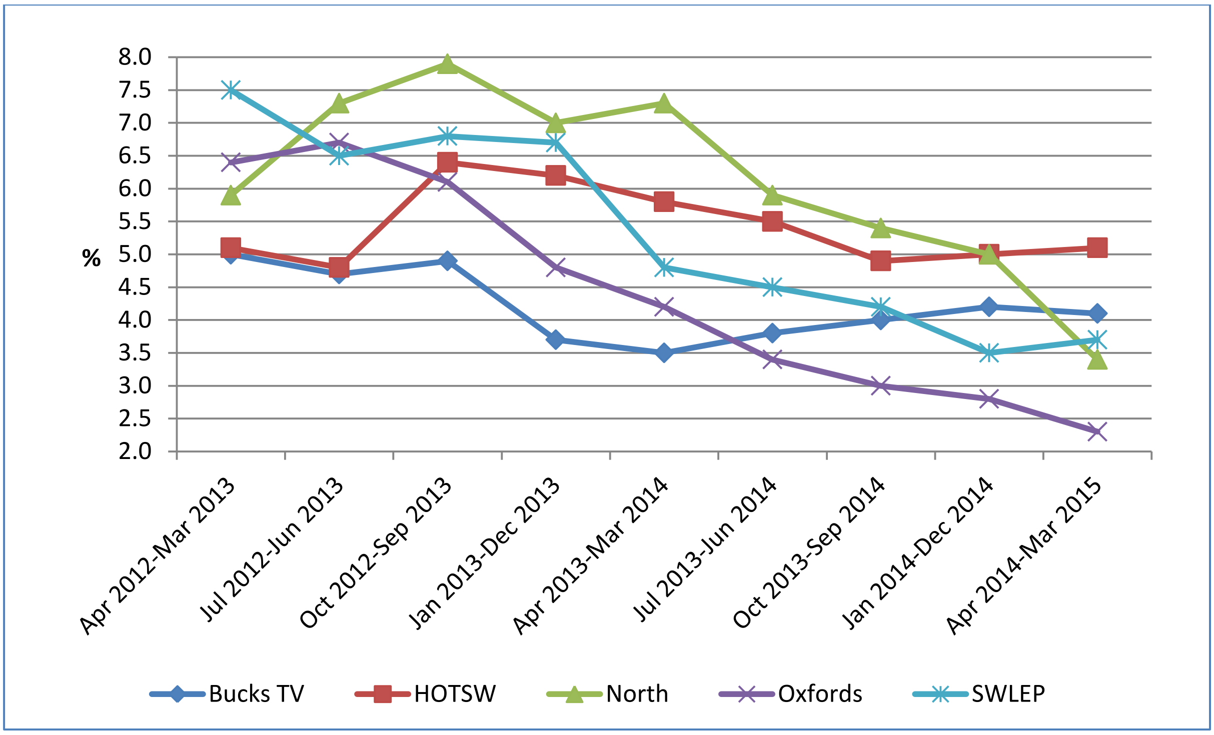
Source: Annual Population Survey, NOMIS, 08/09/2015

Male unemployment across Swindon and Wiltshire has followed the general pattern of decline over the period and sits mid table across the benchmark group at 3.7%. There is a great variation amongst the group from Oxfordshire with only 2.3% male unemployment compared to 5.1% across The Heart of the South West (Figure 8). Female unemployment rates in Swindon and Wiltshire are higher than those for men and peaked between January

[6] The Annual Population Survey publishes data quarterly basis. The latest available is the year Apr 2014-2015.

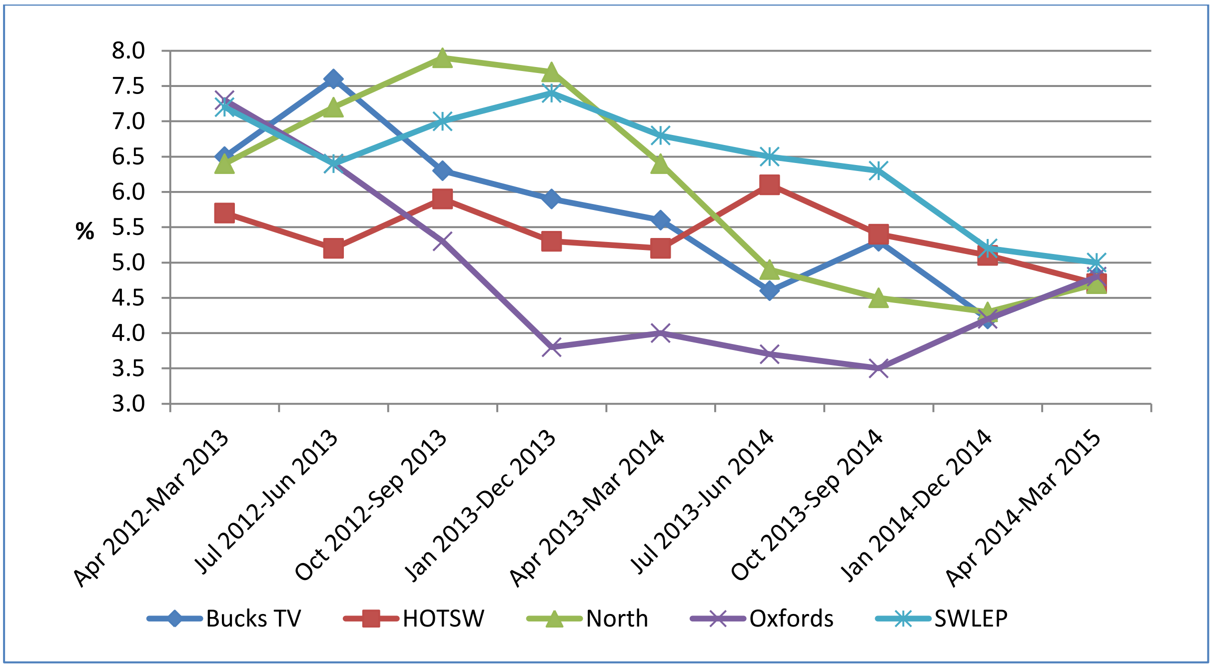
2013 and September 2014. Female unemployment rates across the benchmark family have all fallen over the period and converged at around 4.7%-5.0% for April 2014-March 2015 (Figure 9).

Figure 8: Male unemployment rate (16-64)



Source: Annual Population Survey, NOMIS, 08/09/2015

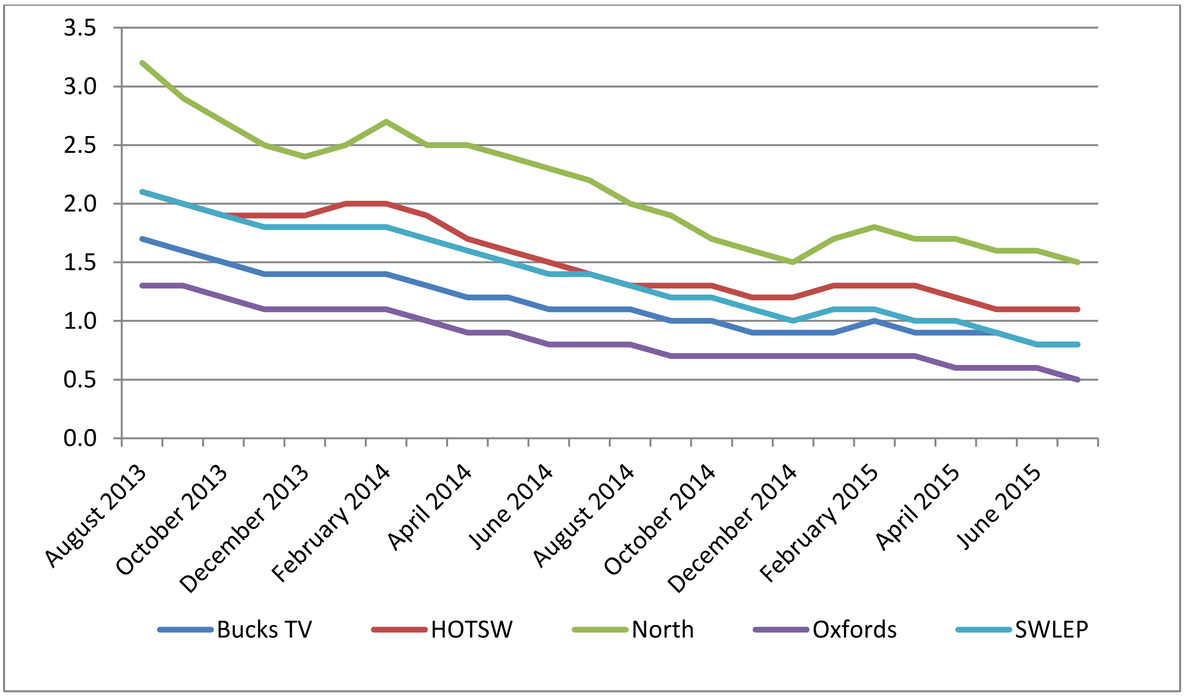
Figure 9: Female unemployment rate (16-64)



Source: Annual Population Survey, NOMIS, 08/09/2015

The number of people claiming Job Seekers Allowance (JSA) is always much lower than the number of people who are unemployed as not everyone is eligible to claim benefits. The eligibility criteria for those seeking JSA and other benefits is gradually being tightened through welfare reform and if the economy remains stable over time the number claiming benefits in general could continue to fall. The claimant count across Swindon and Wiltshire is low at just 0.8% (3,600 claimants) along with Buckinghamshire Thames Valley. Oxfordshire has the lowest rate at just 0.5% in June 2015 (Figure 10).

Figure 10: % Job seekers allowance claimant count, August 2013-July 2015

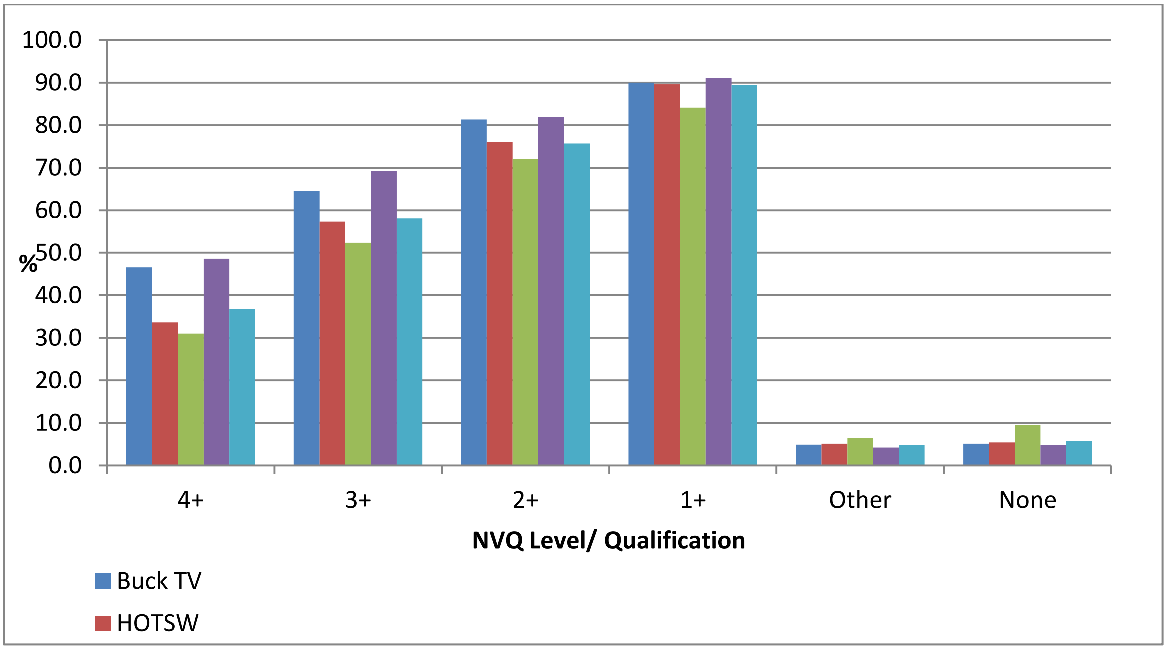


Source: JSA Claimant Count, NOMIS, 10/09/15

Section 3: Skills and Occupation Profile

The Swindon and Wiltshire Local Economic Assessment 2013 projected an increasing demand for higher skilled employees and as a result there is an aspiration to increase the number of people in the Swindon and Wiltshire qualified to NVQ4 or above. In 2014, 37% of the population were qualified to this level or above which is mid table when compared to the benchmark group (Figure 11) but above the national average of 36%. Oxfordshire and Buckinghamshire Thames Valley have the highest proportion of their population qualified to this level (48% and 47% respectively) so there is still some way for Swindon and Wiltshire to go to be on par with them.

Figure 11: % of residents by qualification by LEP, Jan-Dec 2014



Source: Annual Population Survey, NOMIS, 08/09/2015

Between 2011 and 2014, the number of people with higher qualifications (NVQ4 or above) in Swindon and Wiltshire had increased by an additional 17,300 people bringing the total to 157,000 so movement is in the right direction. This was the largest percentage growth across the benchmark group (12.4%) closely followed by Heart of the South West (12.2%) and Oxfordshire (11.7%). In addition the number of residents with no qualifications had fallen by 2,400 to 24,400 by 2014 (Table 7).

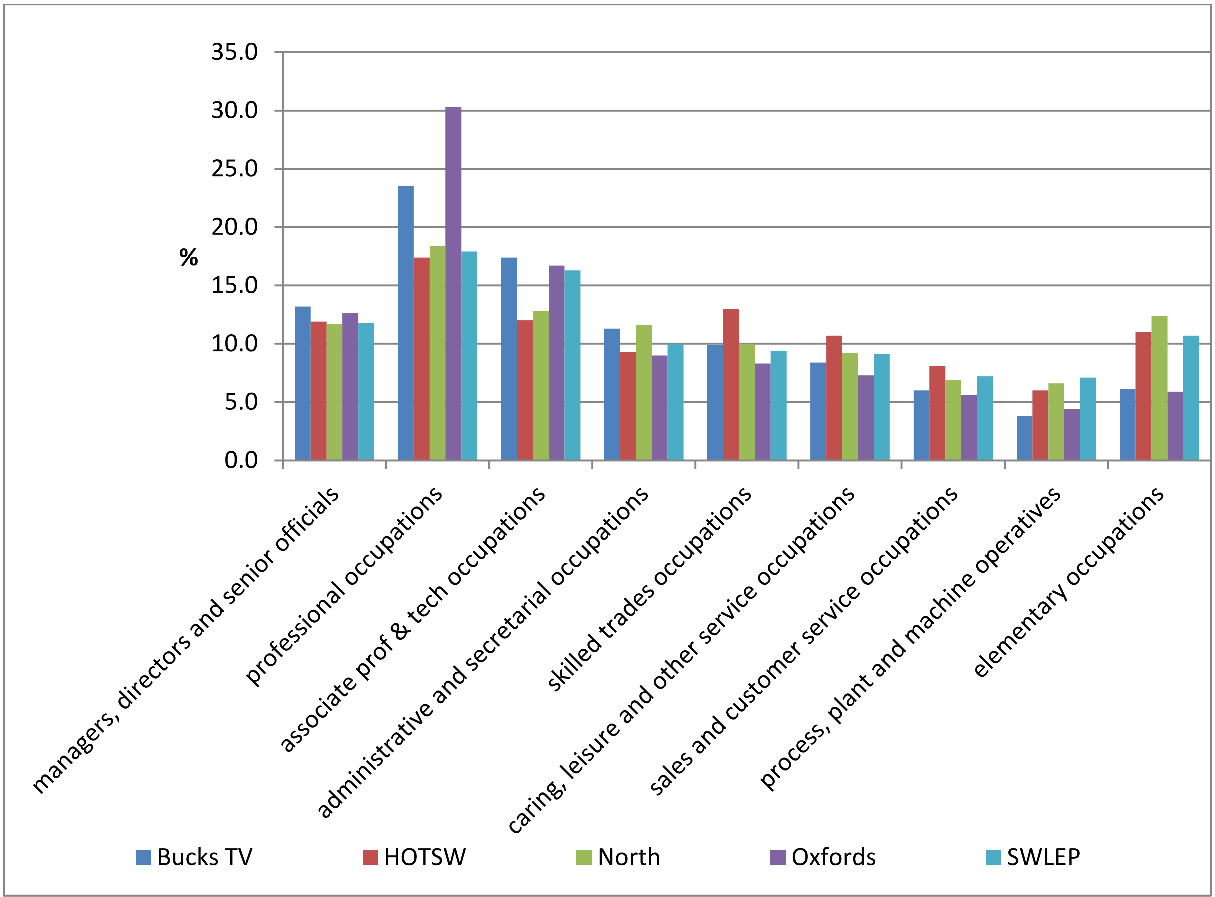
Table 7: Number of residents by qualification in Swindon and Wiltshire 2014

NVQ aged 16-64	Jan-Dec 2011	Jan-Dec 2014	Change 2011-2014
4+	139,700	157,000	17,300
3+	233,400	247,800	14,400
2+	312,000	323,100	11,100
1+	371,800	381,700	9,900
Other	24,600	20,600	-4,000
None	26,800	24,400	-2,400

Source: Annual Population Survey, NOMIS, 08/09/2015

In terms of occupation profile the most striking differences between Swindon and Wiltshire and the benchmark family are with Oxfordshire and Buckinghamshire Thames Valley and the proportion of residents in professional occupations (18%, 30% and 24% respectively, Figure 12). This difference is offset by higher proportions of the Swindon and Wiltshire population being engaged in elementary occupations, process and plant and machine operatives and caring and leisure related occupations. The proximity of Oxfordshire and Buckinghamshire Thames Valley to London and the M4 corridor may be held to account for some of this difference.

Figure 12: % residents by occupation (SOC 2010)[7] April 2014-March 2015



Source: Annual Population Survey, NOMIS, 08/09/2015

There are a number of occupations which have increased significantly in size across Swindon and Wiltshire between 2011/12 and 2014/15, the most notable being associate professional and technical occupations which offer technical support to managers, directors and senior officials and are generally qualified to a higher-level vocational qualification (Table 8). In contrast, the number of people in professional occupations has fallen by 5,200 over the same period. This covers occupations which draw on extensive theoretical knowledge in the science, research and engineering, humanities and related fields requiring a degree or post graduate qualification and experience. Despite these losses, professional occupations still remain the most significant single occupation category for Swindon and Wiltshire.

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[7] SOC 2010 - Standard Occupation Codes 2010

Table 8: Number of working age residents by occupation classification (SOC 2010)

Standard Occupation Codes (SOC 2010)	Apr 2011-Mar 2012	Apr 2014-Mar 2015	Change
Managers, directors and senior officials	35,500	41,100	5,600
Professional occupations	67,600	62,400	-5,200
Associate professional & technical occupations	47,900	57,000	9,100
Administrative and secretarial occupations	34,500	34,900	400
Skilled trades occupations	29,800	32,700	2,900
Caring, leisure and other service occupations	28,100	31,800	3,700
Sales and customer service occupations	25,800	25,100	-700
Process, plant and machine operatives	19,800	24,800	5,000
Elementary occupations	32,800	37,200	4,400

Source: Annual Population Survey, NOMIS, 08/09/2015

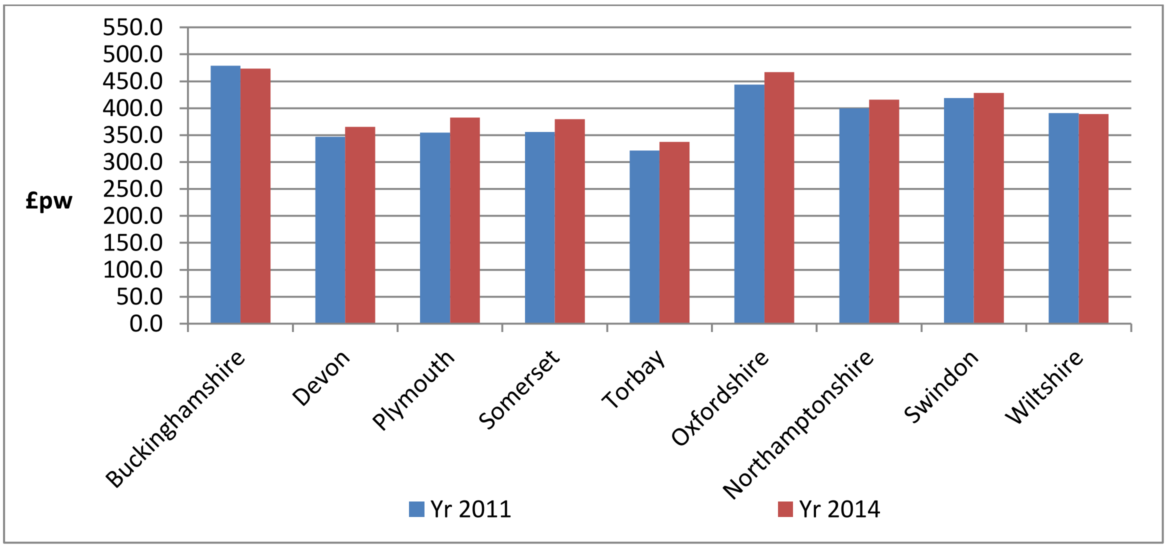
Section 4: Economic infrastructure

This section presents data on earnings by residence and workplace and also house prices in order to understand the level of affordability in the area. Data are not produced by local enterprise partnership so it is presented by the local authorities which comprise the LEP benchmark group[8]. Data for tourism-related activity are also presented in this section.

4.1 Earnings

Given the proximity of some LEPs to London, it is not surprising that there is significant variation in pay across the benchmark group with lowest pay found across the Heart of the South West LEP area. Median pay for residents has increased across the majority of areas between 2011 and 2014 with the exception of Wiltshire and Buckinghamshire which have fallen slightly (Figure 13).

Figure 13: Median gross weekly pay of residents, 2011-2014



Source: Annual survey of hours and earnings, 2011 and 2014, NOMIS 16/09/15

Average earnings data are also available by workplace and tend to be lower because resident earnings reflect the influence of out-commuting to higher paid jobs especially when than area is close to a city or major conurbation for example London. This is reflected across the benchmark group with the exception of Plymouth where workplace pay is higher than resident pay. The difference across Swindon is modest at only 1.6% and can be accounted for by the influence of the location of major corporate businesses within the Borough keeping workplace pay higher (Figure 14). In comparison, the difference in Wiltshire is 3.9% and can be accounted for by residents commuting to higher paid jobs in locations such as Bristol, Swindon and London.

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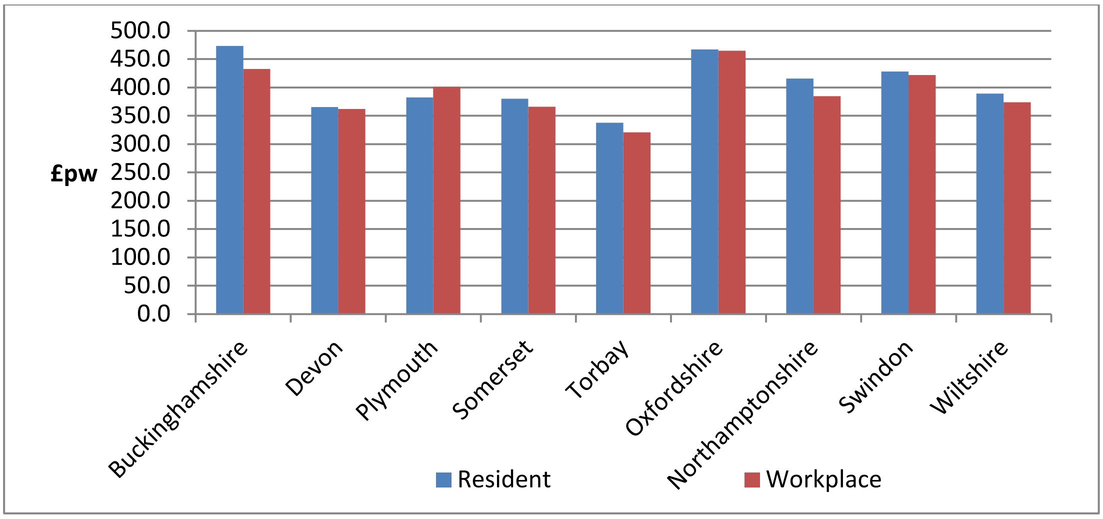
[8] Heart of the South West comprises the following local authority areas: Devon, Plymouth, Torbay and Somerset.

Figure 14: Median gross weekly pay by residents and workplace 2014

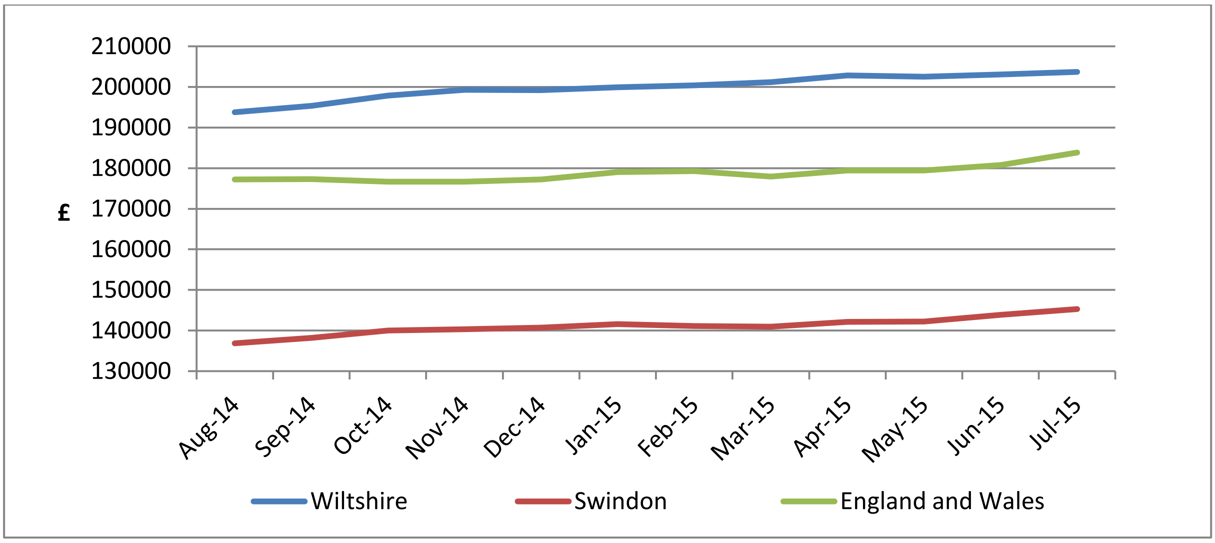


Source: Annual survey of hours and earnings, 2011 and 2014, NOMIS 16/09/15

4.2 Average house prices

Average house prices are published by the Land Registry on a local authority basis, these have not been averaged across the Swindon and Wiltshire area as to do so would not give an accurate picture of house price costs in either Swindon or Wiltshire (Figure 15). Given its rural character, there is a much broader range and number of house types in Wiltshire than would be found in a smaller urban area such as Swindon and as such the average house price is appreciably higher in Wiltshire. Average prices in Swindon are below the average for England and Wales which makes it a relatively affordable place to live compared to Wiltshire. Swindon has recently been identified as one of the most affordable commuter towns in England by Lloyds Bank making it attractive for commuters into London however affordability for residents employed locally will still remain an issue.

Figure 15: Average house prices August 2014-July 2015



Source: Land Registry, Average House Price, 16/09/15

House prices have risen across both Swindon and Wiltshire over the last 12 months and at a faster rate than across England and Wales. By July 2015, the average price of a house in Swindon had risen by 6.2% to £145,300 and by 5.1% in Wiltshire to £203,742, in comparison, the average for England and Wales had risen by only 3.7% to £183,861. In terms of sales volume, there was an average of 1048 sales per month across Swindon and Wiltshire (Jun 2014-May 2015).

By taking the average median salary of residents in an area it is possible to calculate the ratio of earnings to house prices (Table 9). Given house prices in Swindon are below the average for England and Wales it is of little surprise that this ratio is lower than in Wiltshire and for England and Wales. That said, average house prices are still five times higher than median salary in Swindon, this jumps to over seven times in Wiltshire.

Table 9: House price affordability 2014

Local Authority	Average House Price	Median Annual Salary	Ratio
Swindon	£140,716	£27,057	5.2
Wiltshire	£199,176	£26,903	7.4
England and Wales	£177,220	£27,341	6.5

Source: Annual Survey of Hours and Earnings, 2014 and Land Registry, Dec 2014, 16/09/15

4.2 The Swindon and Wiltshire visitor economy

The latest data available on the visitor economy relates to 2013 however 2014 data should be published for the January edition of this bulletin (Table 10). Data are based on a combination national datasets and model estimates. According to the 2013 study, employment in tourism-related activity increased significantly between 2011 and 2013 to 28,000 (21,000 full time equivalents) and accounted for 9% of total employment across Swindon and Wiltshire. Catering accounted for 37% of employment in the sector, followed accommodation (20%), retailing (17%) and accommodation (16%)[9].

By 2013, business turnover in the sector was worth £1.45bn i.e. the result of visitor spend on supplies and services by businesses which benefit from business spending supplemented by earnings spent by those employed directly or indirectly by the sector[10]. The number of day trips in the area has remained steady at 18.1m but the amount spend as a result of these day trips is estimated to have risen significantly from £549m to £641m between 2011 and 2013. The number of overnight stays in the area has fallen over the same period but this has not impacted on the amount of spend which actually increased by £70m over the period to £339m. The amount of spend by people staying in Wiltshire and Swindon as a proportion of regional spend has increased over the period to £54m by 2013 and the area is increasing its market share within the South West (6.28%).

Visitors from the South West was the largest source of domestic visitors (28%) followed by the South East (26%) and London (9%). In terms of overseas visitors the largest market is

[9] Direct FTE employment by businesses in receipt of direct visitor expenditure.

[10] This is split between £971m which resulted by visitor spend and £484m through employee spend. There are 13,300 FTE directly employed, 4,200 indirectly and 3,500 induced.

Germany followed by the Netherlands, USA and France. Half of the trips in the area were holidays with a further 28% visiting friends and relatives whilst business trips accounted for 19%.

Table 10: Overview of the Swindon and Wiltshire Visitor Economy 2011-2013

Indicator	2011	2012	2013	Change 2011-2013
Total staying visitor trips	1.6m	1.7m	1.7m	100,000
Total staying visitor nights	5.9m	5.5m	5.5m	-400,000
Total staying visitor spend	£269m	£321m	£339m	£70m
Total days visits	18.1m	18.1m	18.1m	-
Total day visitor spend	£549m	£638m	£641m	£92m
Total visitor related spend	£859m	£1,005m	£1,028m	£169m
Total tourism supported business turnover	£1.13m	£1.42m	£1.46m	£330,000
Total employment	21,000	27,600	28,000	7,000
% of total employment	7%	9%	9%	2%

Source: The Economic Impact of Wiltshire's Visitor Economy 2013[11]

[11] Covers Swindon and Wiltshire

Appendix 1: SOC 2010 classifications[12]

1 Managers, Directors and Senior Officials: This major group covers occupations whose tasks consist of planning, directing and coordinating resources to achieve the efficient functioning of organisations and businesses. Working proprietors in small businesses are included, although allocated to separate minor groups within the major group. Most occupations in this major group will require a significant amount of knowledge and experience of the production processes, administrative procedures or service requirements associated with the efficient functioning of organisations and businesses.

2 Professional Occupations: This major group covers occupations whose main tasks require a high level of knowledge and experience in the natural sciences, engineering, life sciences, social sciences, humanities and related fields. The main tasks consist of the practical application of an extensive body of theoretical knowledge, increasing the stock of knowledge by means of research and communicating such knowledge by teaching methods and other means. Most occupations in this major group will require a degree or equivalent qualification, with some occupations requiring postgraduate qualifications and/or a formal period of experience-related training.

3 Associate Professional and Technical Occupations: This major group covers occupations whose main tasks require experience and knowledge of principles and practices necessary to assume operational responsibility and to give technical support to Professionals and to Managers, Directors and Senior Officials. The main tasks involve the operation and maintenance of complex equipment; legal, business, financial and design services; the provision of information technology services; providing skilled support to health and social care professionals; serving in protective service occupations; and managing areas of the natural environment. Culture, media and sports occupations are also included in this major group. Most occupations in this major group will have an associated high-level vocational qualification, often involving a substantial period of full-time training or further study. Some additional task-related training is usually provided through a formal period of induction.

4 Administrative and Secretarial: Occupations within this major group undertake general administrative, clerical and secretarial work, and perform a variety of specialist client-orientated administrative duties. The main tasks involve retrieving, updating, classifying and distributing documents, correspondence and other records held electronically and in storage files; typing, word-processing and otherwise preparing documents; operating other office and business machinery; receiving and directing telephone calls to an organisation; and routing information through organisations. Most job holders in this major group will require a good standard of general education. Certain occupations will require further additional vocational training or professional occupations to a well-defined standard.

5 Skilled Trades Occupations: This major group covers occupations whose tasks involve the performance of complex physical duties that normally require a degree of initiative, manual dexterity and other practical skills. The main tasks of these occupations require experience with, and understanding of, the work situation, the materials worked with and the

[12] http://www.neighbourhood.statistics.gov.uk/HTMLDocs/dev3/ONS_SOC_hierarchy_view.html

requirements of the structures, machinery and other items produced. Most occupations in this major group have a level of skill commensurate with a substantial period of training, often provided by means of a work-based training programme.

6 Caring Leisure and Other Services Occupations: This major group covers occupations whose tasks involve the provision of a service to customers, whether in a public protective or personal care capacity. The main tasks associated with these occupations involve the care of the sick, the elderly and infirm; the care and supervision of children; the care of animals; and the provision of travel, personal care and hygiene services. Most occupations in this major group require a good standard of general education and vocational training. To ensure high levels of integrity, some occupations require professional qualifications or registration with professional bodies or relevant background checks.

7 Sales and Customer Service: This major group covers occupations whose tasks require the knowledge and experience necessary to sell goods and services, accept payment in respect of sales, replenish stocks of goods in stores, provide information to potential clients and additional services to customers after the point of sale. The main tasks involve knowledge of sales techniques, a degree of knowledge regarding the product or service being sold, familiarity with cash and credit handling procedures and a certain amount of record keeping associated with those tasks. Most occupations in this major group require a general education and skills in interpersonal communication. Some occupations will require a degree of specific knowledge regarding the product or service being sold, but are included in this major group because the primary task involves selling.

8 Process, Plant and Machine Operative Occupations: This major group covers occupations whose main tasks require the knowledge and experience necessary to operate and monitor industrial plant and equipment; to assemble products from component parts according to strict rules and procedures and to subject assembled parts to routine tests; and to drive and assist in the operation of various transport vehicles and other mobile machinery. Most occupations in this major group do not specify that a particular standard of education should have been achieved but will usually have a period of formal experience-related training. Some occupations require licences issued by statutory or professional bodies.

9 Elementary Occupations: This major group covers occupations which require the knowledge and experience necessary to perform mostly routine tasks, often involving the use of simple hand-held tools and, in some cases, requiring a degree of physical effort. Most occupations in this major group do not require formal educational qualifications but will usually have an associated short period of formal experience-related training.

This report has been produced drawing on a range of nationally available statistics published by the Office for National Statistics and NOMIS which can be accessed at the following web addresses:

http://www.ons.gov.uk

http://www.nomisweb.co.uk

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