



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

ECONOMIC PROFILES FOR SWINDON, WILTSHIRE AND GLOUCESTERSHIRE

BUSINESS INTELLIGENCE NETWORK GROUP

14 JUNE 2023



Contents

1. Economic Overview
2. Jobs and Skills Demand



Swindon & Wiltshire

LOCAL ENTERPRISE PARTNERSHIP

Economic Overview



Swindon & Wiltshire

LOCAL ENTERPRISE PARTNERSHIP



Swindon

226,911

Population (2021)

Population grew by 8,331 over the last 5 years and is projected to grow by 6,377 over the next 5 years.

113,130

Total Regional Employment

Jobs decreased by 3,010 over the last 5 years but are projected to grow by 1,138 over the next 5 years.

£28.5k

Avg. Wages Per Job (2021)

Regional average wages per job are £1.9k below the national average wages of £30.4k per job.

Wiltshire

512,729

Population (2021)

Population grew by 20,489 over the last 5 years and is projected to grow by 11,720 over the next 5 years.

205,342

Total Regional Employment

Jobs decreased by 2,551 over the last 5 years but are projected to grow by 3,185 over the next 5 years.

£25.8k

Avg. Wages Per Job (2021)

Regional average wages per job are £4.6k below the national average wages of £30.4k per job.

650,194

Population (2021)

Population grew by 27,100 over the last 5 years and is projected to grow by 24,720 over the next 5 years.

294,169

Total Regional Employment

Jobs grew by 12,287 over the last 5 years and are projected to grow by 9,236 over the next 5 years.

£26.3k

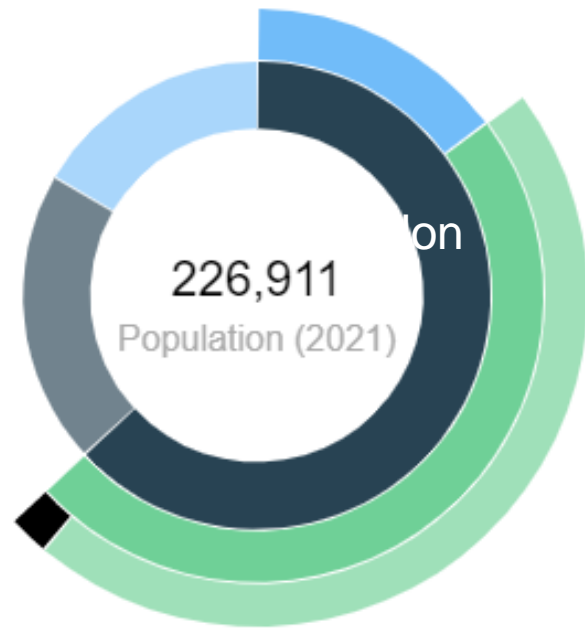
Avg. Wages Per Job (2021)

Regional average wages per job are £4.0k below the national average wages of £30.4k per job.

Gloucestershire

Swindon

2021 Labour Force Breakdown

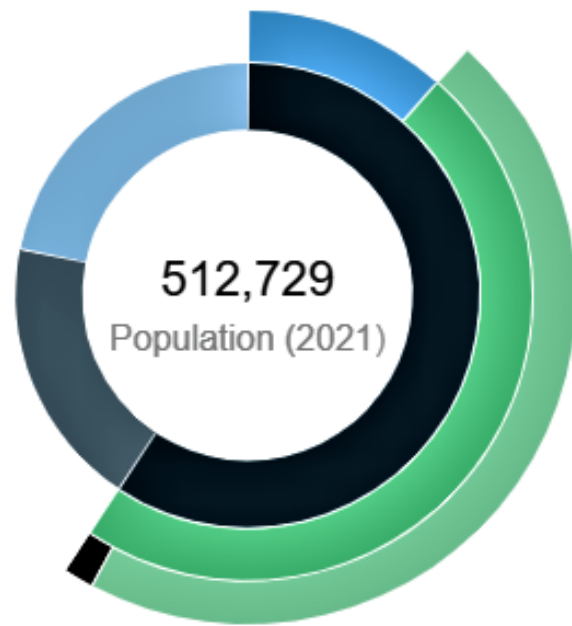


	Population
● Total Working Age Population (16-64)	143,089
● Not in Labour Force (16+)	33,305
● Labour Force	109,784
● Employed	105,162
● Unemployed	4,622
● Under 16	46,071
● Over 64	37,751



Wiltshire

2021 Labour Force Breakdown

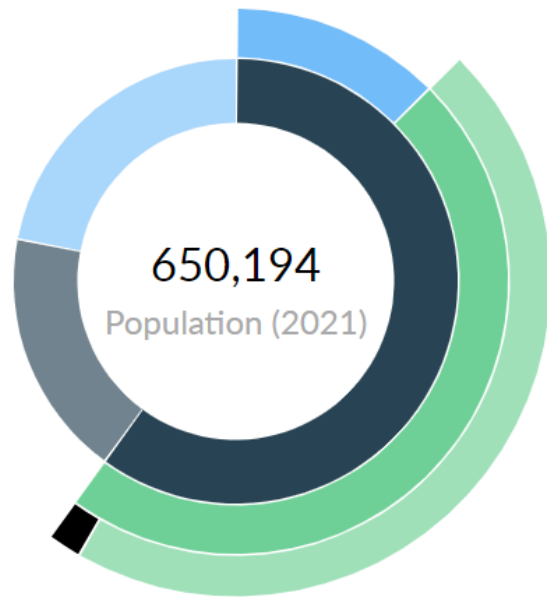


	Population
● Total Working Age Population (16-64)	303,904
● Not in Labour Force (16+)	59,116
● Labour Force	244,788
● Employed	237,066
● Unemployed	7,723
● Under 16	96,641
● Over 64	112,184



Gloucestershire

2021 Labour Force Breakdown



	Population
● Total Working Age Population (16-64)	389,799
● Not in Labour Force (16+)	81,103
● Labour Force	308,696
● Employed	297,362
● Unemployed	11,334
● Under 16	117,191
● Over 64	143,204



Swindon

Educational Attainment

Concerning educational attainment, 24.9% of Swindon residents possess a Degree or Equivalent and Above - SCQF L9 (8.7% below the national average), and 7.9% hold a Higher Education Below Degree Level - SCQF L7-8 (0.1% below the national average).



	% of Population	Population
No Qualifications (NVQ)	6.2%	8,937
Other Qualifications (NVQ)	8.1%	11,567
NVQ 1 - SCQF L4	12.8%	18,319
NVQ 2 - SCQF L5	18.5%	26,483
Trade Apprenticeships	3.9%	5,581
NVQ 3 - SCQF L6	17.6%	25,250
Higher Education Below Degree Level - SCQF L7-8	7.9%	11,253
Degree or Equivalent and Above - SCQF L9	24.9%	35,700



Educational Attainment

Concerning educational attainment, 32.6% of Wiltshire residents possess a Degree or Equivalent and Above - SCQF L9 (1.0% below the national average), and 8.7% hold a Higher Education Below Degree Level - SCQF L7-8 (0.7% above the national average).



	% of Population	Population
No Qualifications (NVQ)	4.9%	14,933
Other Qualifications (NVQ)	4.6%	14,026
NVQ 1 - SCQF L4	10.9%	33,052
NVQ 2 - SCQF L5	17.1%	52,102
Trade Apprenticeships	3.3%	10,065
NVQ 3 - SCQF L6	17.8%	54,045
Higher Education Below Degree Level - SCQF L7-8	8.7%	26,522
Degree or Equivalent and Above - SCQF L9	32.6%	99,159



Gloucestershire

Educational Attainment

Concerning educational attainment, 34.1% of Gloucestershire residents possess a Degree or Equivalent and Above - SCQF L9 (0.5% above the national average), and 8.8% hold a Higher Education Below Degree Level - SCQF L7-8 (0.8% above the national average).



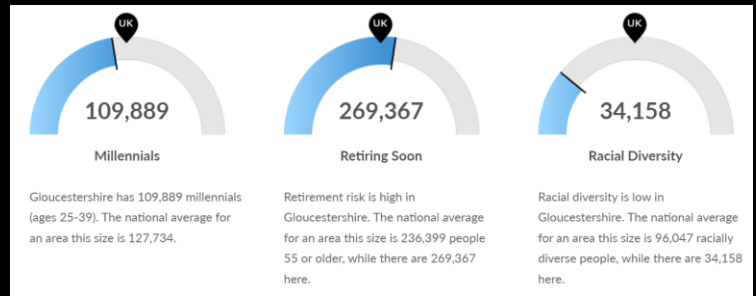
	% of Population	Population
No Qualifications (NVQ)	5.2%	20,231
Other Qualifications (NVQ)	4.7%	18,364
NVQ 1 - SCQF L4	10.6%	41,301
NVQ 2 - SCQF L5	15.6%	60,737
Trade Apprenticeships	2.7%	10,717
NVQ 3 - SCQF L6	18.3%	71,169
Higher Education Below Degree Level - SCQF L7-8	8.8%	34,225
Degree or Equivalent and Above - SCQF L9	34.1%	133,055



Swindon



Gloucestershire



Wiltshire



Jobs and Skills Demand



Swindon & Wiltshire

LOCAL ENTERPRISE PARTNERSHIP

Swindon

Wiltshire

Job Postings Overview

48,591

Unique Postings
122,088 Total Postings

3,439

Employers Competing
3,439 Total Employers

34 Days

Median Posting Duration
Regional Average: 34 Days

3 : 1

Posting Intensity

Regional Average: 3 : 1

Job Postings Overview

63,615

Unique Postings
168,686 Total Postings

4,748

Employers Competing
4,748 Total Employers

34 Days

Median Posting Duration
Regional Average: 34 Days

3 : 1

Posting Intensity

Regional Average: 3 : 1

Gloucestershire

Job Postings Overview

107,596

Unique Postings
267,946 Total Postings

6,014

Employers Competing
6,014 Total Employers

34 Days

Median Posting Duration
Regional Average: 34 Days




2 : 1

Posting Intensity

Regional Average: 2 : 1



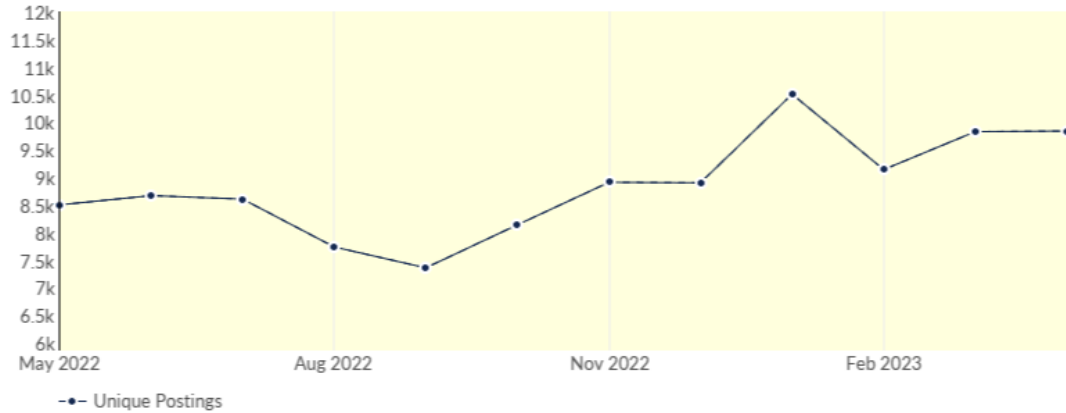
Salary

Area	Median Salary taken from Job Postings	Change April 2022 to April 2023
Swindon	£31,900	4.5% 
Wiltshire	£28,200	9.3% 
Gloucestershire	£28,200	8.8% 



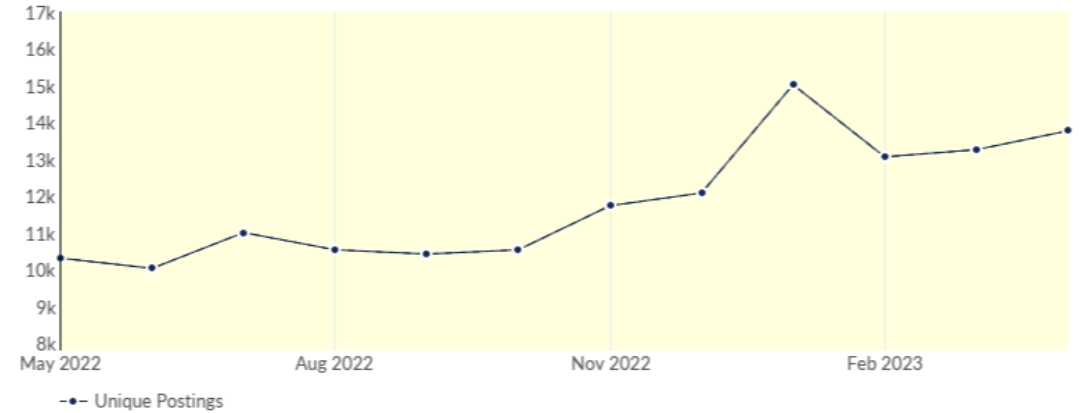
Swindon

Unique Postings Trend



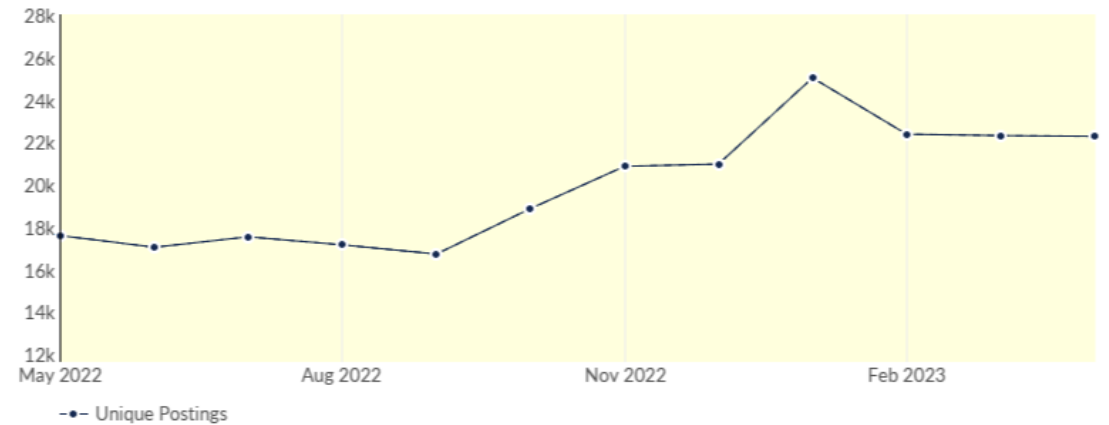
Wiltshire

Unique Postings Trend



Gloucestershire

Unique Postings Trend



Swindon

Top Companies Posting

Company	Total/Unique (Apr 2022 - Apr 2023)	Posting Intensity	Median Postin Duratio
NHS	19,588 / 2,681	7 : 1	36 day
Hays	2,278 / 1,027	2 : 1	36 day
National Trust	2,213 / 631	4 : 1	25 day
Swindon Borough Council	966 / 558	2 : 1	33 day
Dyson	740 / 427	2 : 1	49 day
Reed	815 / 426	2 : 1	35 day
Thermo Fisher Scientific	1,037 / 418	2 : 1	26 day
Rise Technical Recruitment Ltd	972 / 358	3 : 1	37 day
Michael Page	569 / 332	2 : 1	30 day
Academics	1,083 / 320	3 : 1	39 day



Wiltshire

Top Companies Posting

Company	Total/Unique (Apr 2022 - Apr 2023)	Posting Intensity	Median Postin Duratio
NHS	21,155 / 3,538	6 : 1	34 day
Wiltshire Council	3,904 / 1,723	2 : 1	32 day
Hays	1,841 / 963	2 : 1	33 day
The Orders Of St John Care Trust	1,965 / 640	3 : 1	35 day
Wiltshire Health And Care	1,339 / 547	2 : 1	37 day
Rise Technical Recruitment Ltd	1,598 / 536	3 : 1	37 day
Dyson	1,189 / 531	2 : 1	30 day
Newcross Healthcare Solutions	777 / 404	2 : 1	34 day
Maid2Clean	701 / 391	2 : 1	21 day
Barchester Plc	5,229 / 355	15 : 1	32 day



Gloucestershire

Top Companies Posting

Company	Total/Unique (Apr 2022 - Apr 2023)	Posting Intensity	Median Postin Duratio
NHS	30,927 / 4,503	7 : 1	35 day
Hays	4,473 / 1,978	2 : 1	33 day
Omega Resource Group	3,123 / 1,743	2 : 1	39 day
Rise Technical Recruitment Ltd	2,750 / 892	3 : 1	37 day
Newcross Healthcare Solutions	1,959 / 889	2 : 1	34 day
Gloucestershire County Council	1,925 / 785	2 : 1	32 day
Reed	1,465 / 743	2 : 1	36 day
Adecco	1,644 / 721	2 : 1	34 day
ManpowerGroup	1,901 / 558	3 : 1	33 day
Ultra Group Company Limited	1,774 / 553	3 : 1	60 day

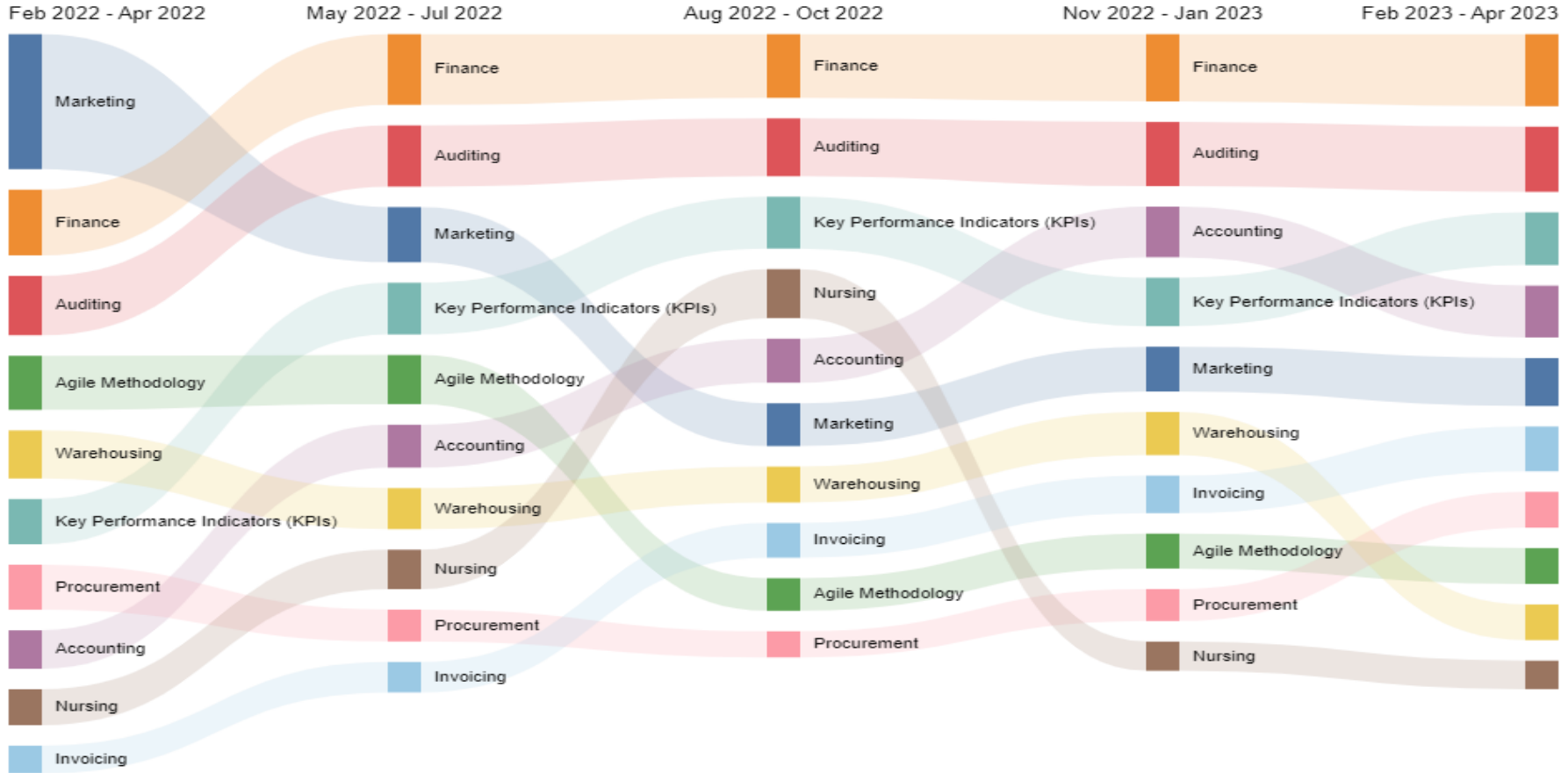


Swindon & Wiltshire

LOCAL ENTERPRISE PARTNERSHIP

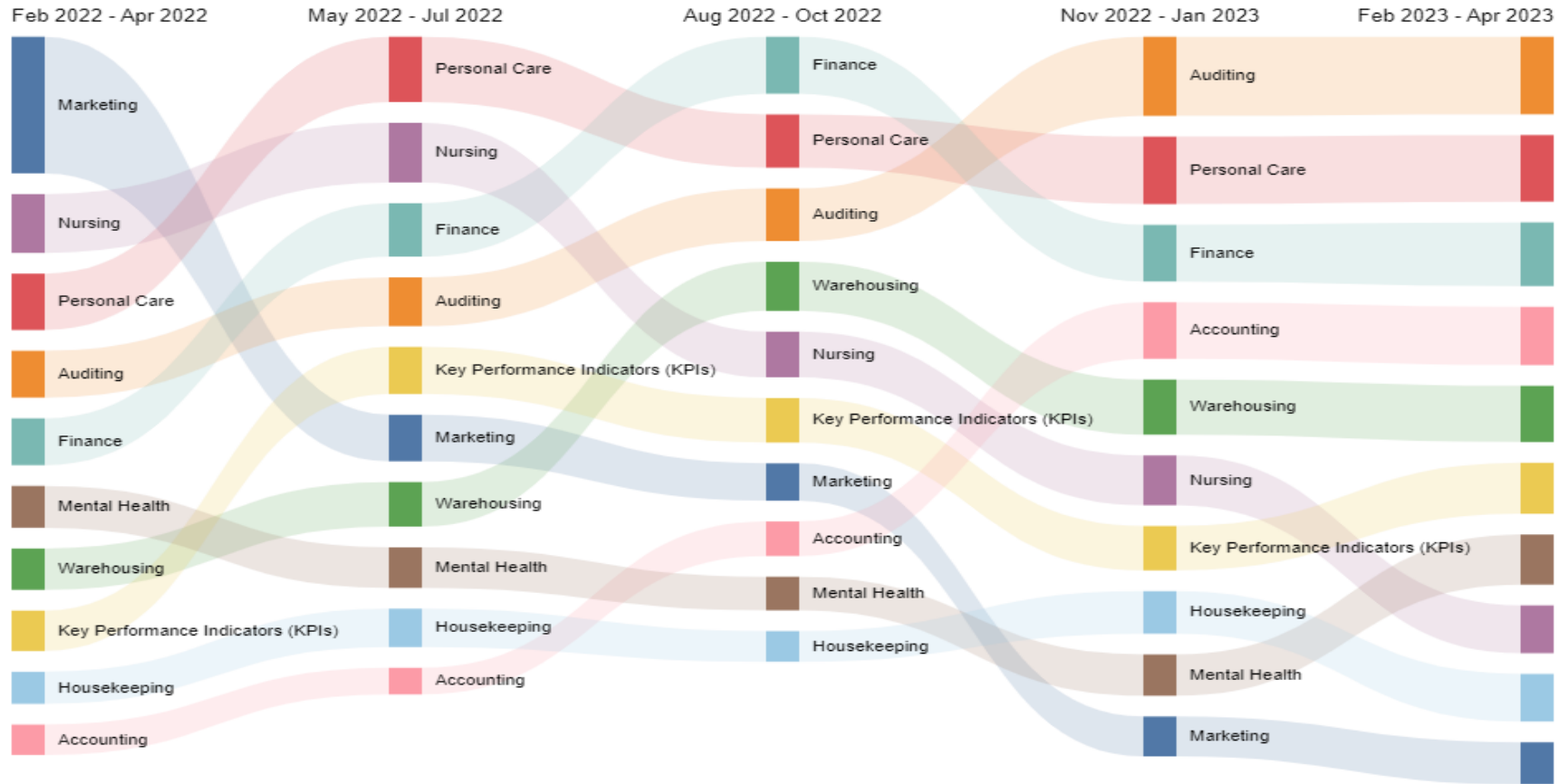
Top 10 Skills in Swindon by Quarter

Skills help us understand not only what an area excels in, but how it is growing.



Top 10 Skills in Wiltshire by Quarter

Skills help us understand not only what an area excels in, but how it is growing.

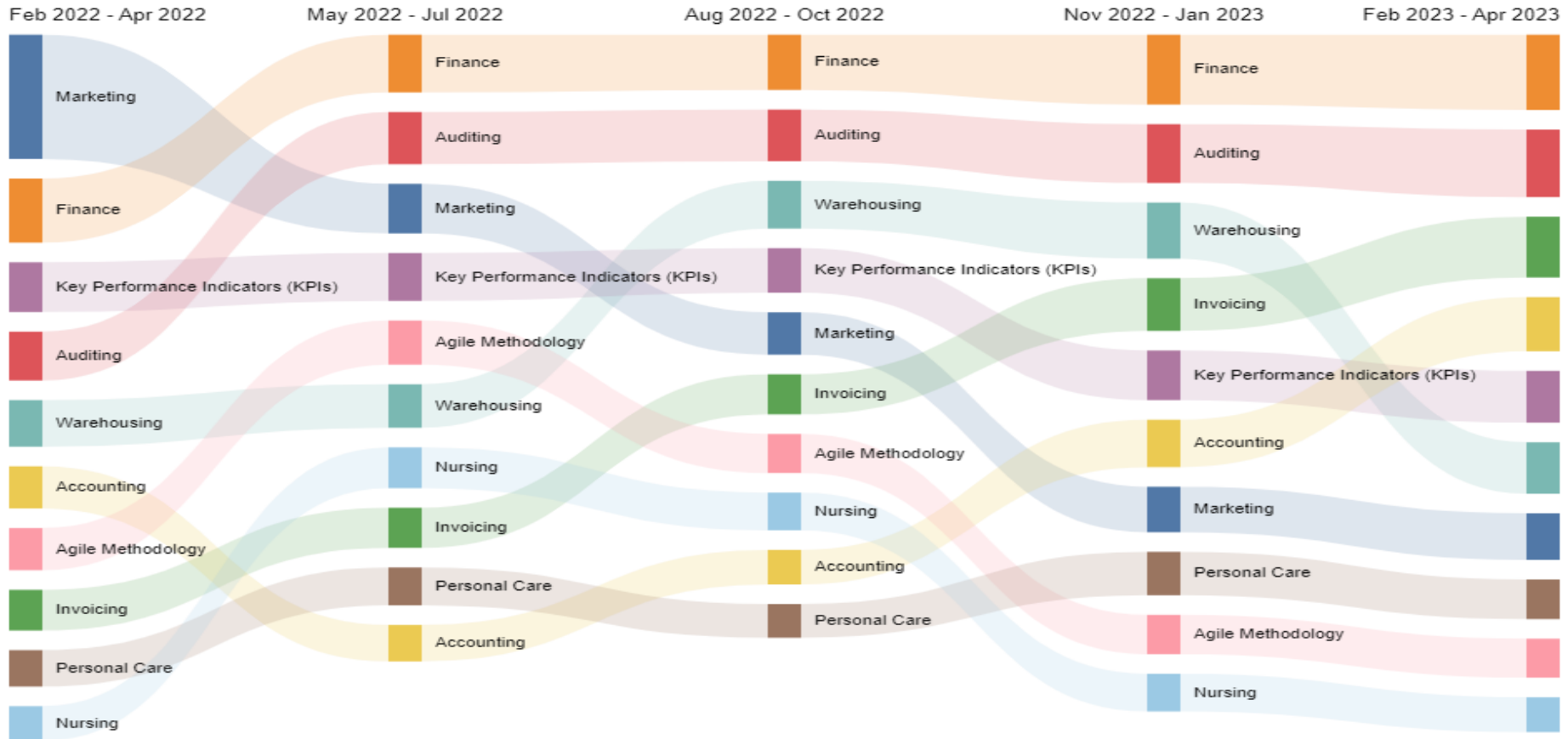


Swindon & Wiltshire

LOCAL ENTERPRISE PARTNERSHIP

Top 10 Skills in Gloucestershire by Quarter

Skills help us understand not only what an area excels in, but how it is growing.



Swindon & Wiltshire

LOCAL ENTERPRISE PARTNERSHIP

Thank you

Paddy Bradley

paddy.bradley@swlep.co.uk



Swindon & Wiltshire

LOCAL ENTERPRISE PARTNERSHIP