June and July
2023

Plymouth's Growth Board Economic Dashboard

ICAEW Business Confidence Monitor (BCM): South West

The latest Business Confidence Monitor (BCM) shows that business sentiment has strengthened in the South West, and is now above both the region's historical norm and the UK average. Yet confidence is likely to be frail as companies and consumers continue to be impacted by high inflation, interest rates and other challenges.

The survey results are based on 1,000 telephone interviews among ICAEW Chartered Accountants covering a range of UK sectors, regions and company sizes, ensuring a representative picture of the UK economy. The latest quarterly findings are based on the period 27 March to 23 June 2023.

- The Business Confidence Index for the South West has picked up, but sentiment is likely to be fragile.
- Domestic sales growth in the region is the weakest across the UK, but companies expect this to improve in the year ahead. Predictions for export expansion over the next 12 months remain broadly consistent with current rates.
- Companies are expanding their workforces, and salaries in the region are rising at their fastest rate since the survey began. Although companies expect the pace to moderate in the next 12 months, the projected rate for wage growth is the highest across the UK.
- Annual input price inflation has eased for the second consecutive quarter, but cost pressures remain challenging for businesses. Companies expect the rate of increase to recede considerably in the next year, which should also filter down to selling prices.
- Capital investment growth in the South West is expected to slow in the coming year, taking it closer to historical norms for the region. Businesses also plan to slow the rate of increase in their R&D budgets.

For further details, visit the link: ICAEW Business Confidence Monitor | ICAEW

Plymouth is UK's Best Place to Launch a Business

Britain's Ocean City has been revealed as the most attractive city to launch a new business in 2023, according to new research. Plymouth offers the most for new business ventures when the cost of commercial space and the amount of footfall are taken into account.

Using specific data points such as the average price of rent, cost per square foot, footfall recovery score from the Covid-19 pandemic as well as the number of closed banks and the number of empty commercial spaces, research by Asset finance brokerage Approved Business Finance revealed the cities that are most promising for new businesses in 2023. The company assessed the current market by taking the UK's top 50 most populated cities and analysed the current commercial retail listings from Rightmove. With a Business Potential Score of 380 out of 500 Plymouth came top. With the average cost of commercial space being £1,999 a month and a recovery footfall score of 165, this city should be a popular choice for prospective business owners, Approved Business Finance said. With 38 commercial spaces available, this could mean there are plenty of opportunities for sales.

Mark Kozo, marketing director at Approved Business Finance said: "It's no surprise that the slightly smaller cities are looking more promising with cheaper rent and higher footfall. With the current financial climate, many people have relocated to more inexpensive cities to start a new business which can be pricey and using asset finance can help with increasing costs in rent and stock.

"There is a significant amount of pressure on retailers and as the data reveals the cities that tend to have the higher rental prices will most likely see the biggest increase in vacant retail spaces. With the impact of the pandemic and the cost of living crisis, a significant number of businesses across the country are facing financial challenges and data like this reveals the cities that are bouncing back and the ones that aren't."

Plymouth topped the top 10 list ahead of Dundee, Sunderland, Telford, Stoke on Trent, Middlesbrough, Warrington, Hull, Edinburgh and Bournemouth. The cities considered the most challenging for new businesses were London, Gloucester, Swansea, Belfast, Southampton, Reading, Brighton, Cambridge, Manchester and Poole.

For more details, visit Plymouth is the UK's best place to launch a business - 10 new start-ups that prove it - Plymouth Live (plymouthherald.co.uk)

Job Posting Analytics

There were **17,199** total job postings between May to June 2023, of which **7,603** were unique*.

There was a Posting Intensity of **2-to-1**, meaning that for every 2 postings there is 1 unique job posting.

36%

change in unique job postings between April and June 2023.

* Unique job posting is the number of “deduplicated” advertised jobs where duplicate job postings are advertised and only one of those duplicates is counted.

Top Posted Occupations

Occupation (SOC)	Total/Unique (May 2023 - Jun 2023)	Posting Intensity	Median Postin Duratio
Nurses	1,512 / 244	6 : 1	40 day
Sales Related Occupations n.e.c.	405 / 225	2 : 1	34 day
Care Workers and Home Carers	481 / 216	2 : 1	35 day
Programmers and Software Development Professionals	279 / 197	1 : 1	41 day
Other Administrative Occupations n.e.c.	409 / 193	2 : 1	32 day
Customer Service Occupations n.e.c.	340 / 159	2 : 1	34 day
Kitchen and Catering Assistants	320 / 139	2 : 1	27 day
Teaching Assistants	256 / 135	2 : 1	32 day
Managers and Proprietors in Other Services n.e.c.	223 / 127	2 : 1	41 day
Cleaners and Domestics	276 / 122	2 : 1	32 day

Lightcast Analyst, 2023

Overview

Unemployment

5,545

UC/JSA claimants in June 2023

The **total number of UC/JSA claimants** was **5,545 in June 2023 in Plymouth** – a **rate of 3.3%** - of which **1,190** individuals **under 25**; **1,075 over 50**; **3,230 males** and **2,315 females**.

The total number of claimants **in June (5,545) is slightly up from May (5,325)**.

The claimant count rate looks to be stabilising in Plymouth at the near-full employment position.

The claimants' rate in Plymouth in June 2023 is (3.3%) which is **lower than the national average** for Great Britain (3.7%). Plymouth's claimant count rate has **remained lower than the national average since August 2021** when it was higher (Plymouth: 6.6% UK: 6.5%).

It is important to note the above UC/JSA claimant number is only representative of the unemployed population or those classified as **'searching for work'**, while claiming universal credit. The **total number of people on universal credit** in **Plymouth** was **28,034** in June 2023 - slightly up from May 2023 (27,615).

28,034

People on Universal Credit June 2023

Output & Productivity

£5.03bn real GVA in 2020 (-12.6% from 2019, UK has seen -9.8% from 2019 to 2020)

Productivity - nominal GVA per hour worked at 82.8% of UK average (2020), down from 83.5% in 2019

£988m exports (goods & services) in 2020 (19.6% of GVA, v. UK 32.5% of GVA)

Business

6,300 enterprises in 2022 (ONS Business Count)

Active Enterprises - ONS BRES, 2021 (411 per 10,000 working age population v. 697 UK-wide)

Business Growth: +26.8% since 2012 (v. +28.8% UK-wide)

Enterprise birth rate, 2021: 61.4 births per 10,000 working age residents (v. UK 86.3)

Survival rate, 2021 (after 5 years): 39.4% of businesses still active (v. UK 38.4%)

Skills & Attainment

34.2% of working-age residents NVQ4+ qualified (v. 43.0% UK)

GCSE Attainment-8 Score: 43.7 (v. UK 46.7) in 2019

A level APS per entry: 30.8 (v. UK 33.1) in 2019

27% in HE after 16-18 study (v. UK 35%) in 2019

16% in app'ship after 16-18 study (v. UK 10%) in 2019.

Labour Market

115,000 jobs in 2021 (+4.5% on 2020)

73.6% employment rate (v. UK 75.6%)

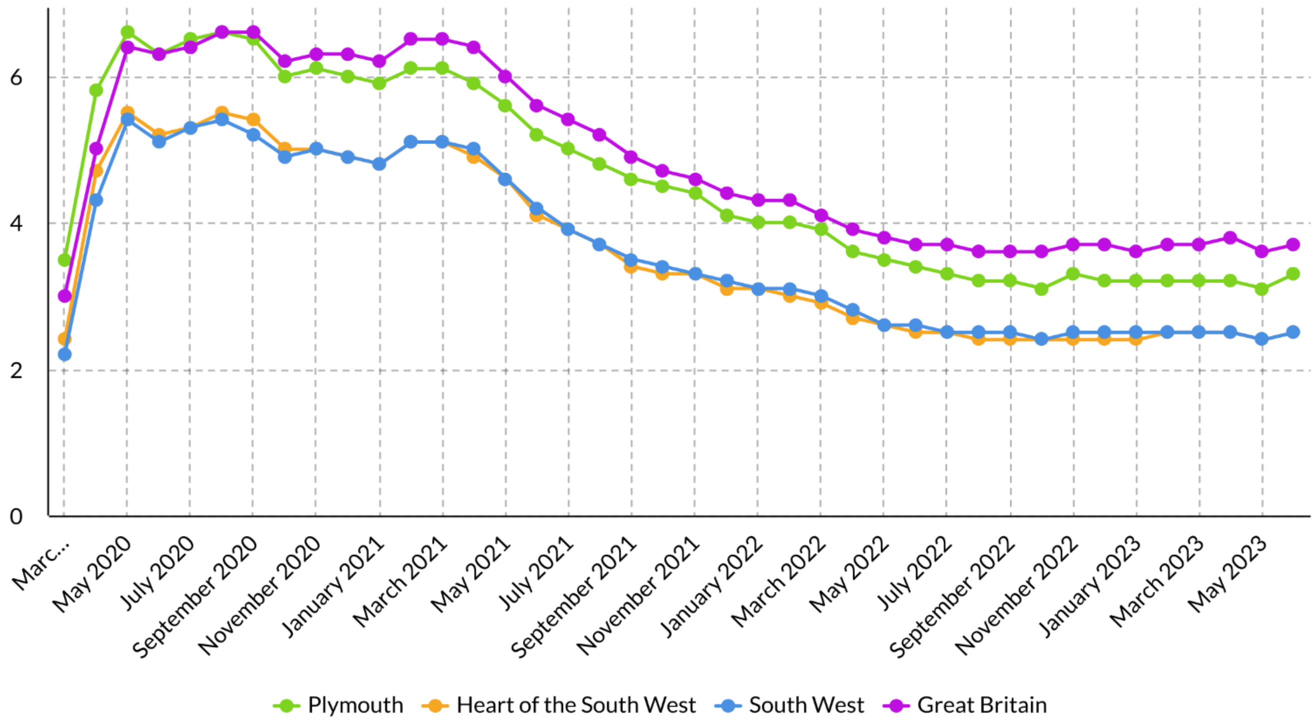
Median Gross weekly pay -workplace 2022

Full time - £593.2 (92.7% of UK average)

Part time - £251.2 (110.2% of UK average)

Highlights

Claimant Unemployment(%age of residents aged 16-64)

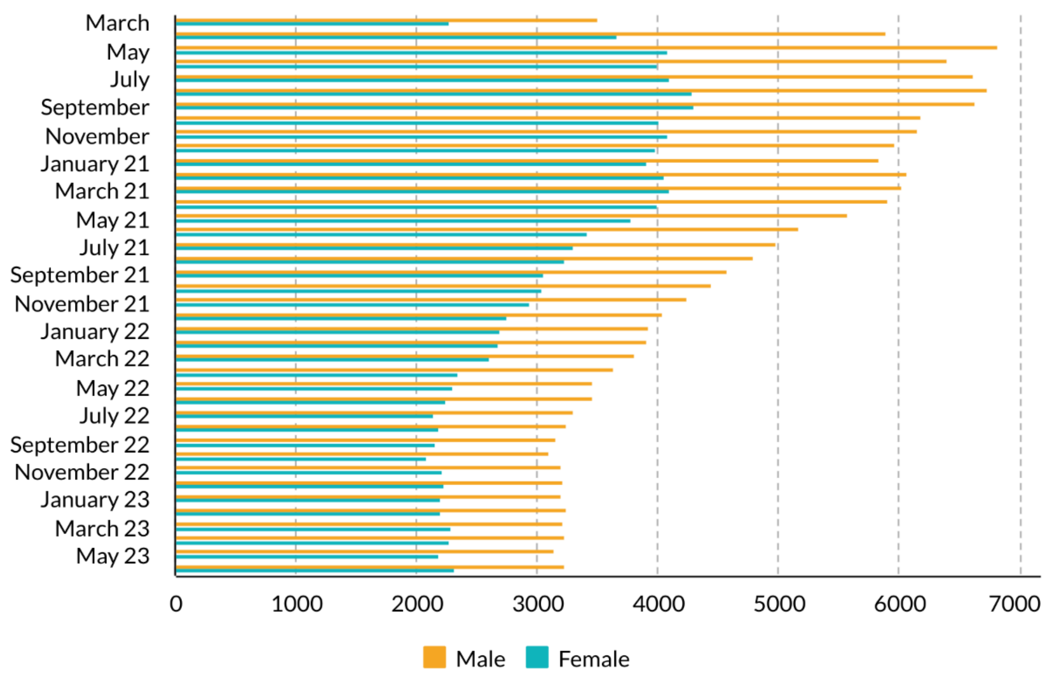


Source: Claimants Count, NOMIS, June 2023

We can see that HotSW is very closely tracking the South West, while Plymouth has been more closely tracking Great Britain but has achieved a lower rate since mid-2020.

Plymouths JSA/UC unemployment rate is now below the pre-pandemic level seen in March 2020.

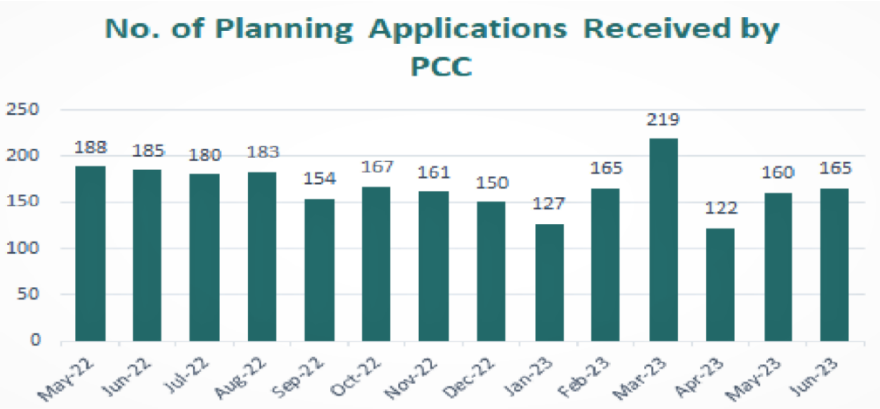
Numbers of male and female UC claimants in Plymouth



JSA/UC claimant numbers for both males and females is now below the numbers seen pre-pandemic.

Source: Claimants Count, NOMIS, June 2023

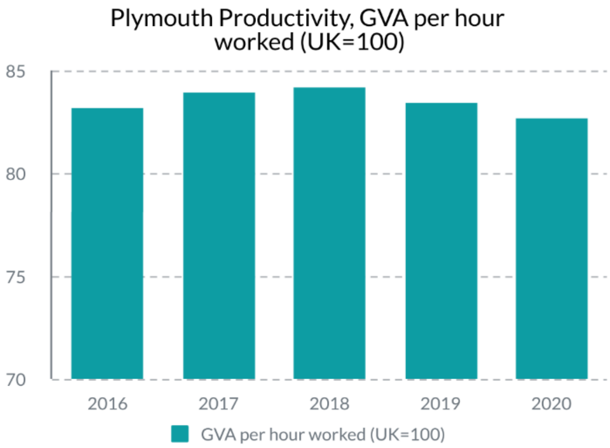
Economy



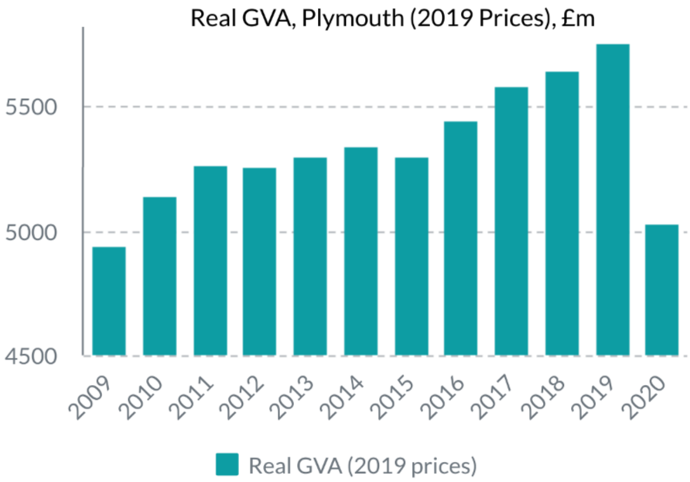
In **May 2023**, PCC received **160** planning applications, while **165** applications were received in **June 2023**.

Comparing the number of applications to those of the same month last year, **May 2023** had **28** planning applications less than those of May 2022- i.e. 15% variation between the two months.

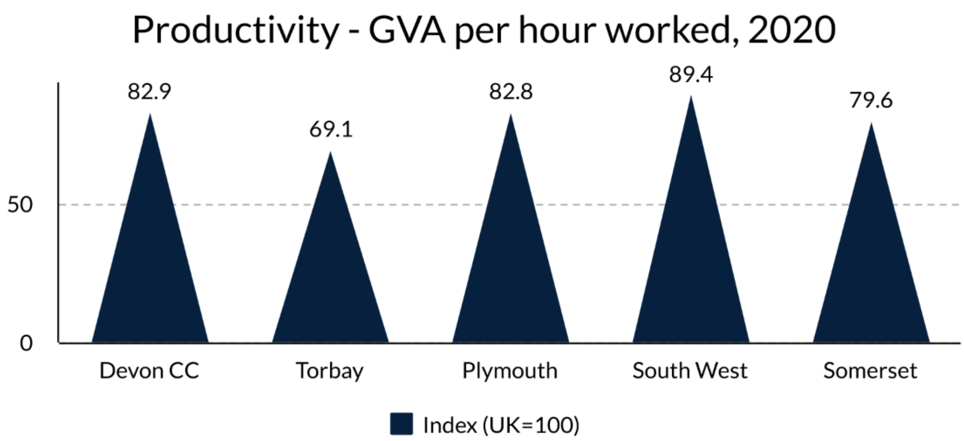
While June 2023 had 20 less planning applications than June 2023- i.e. 20% variation between the two months.



- Plymouth's productivity gap with the national average had been narrowing to 2018 but has since widened again. For 2019 to 2020, it is likely this is in part due to the Covid-19 pandemic.



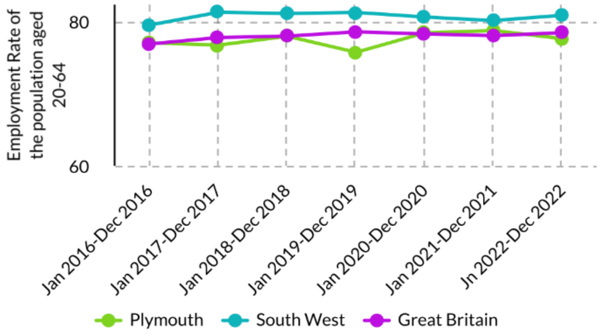
- Real GVA, however, had seen stronger growth up until 2019 but the impact of the Covid-19 pandemic is clearly visible in to 2020 with a significant **decline of over 12%.**



Sources: Regional GVA (Balanced) - ONS, 2020; Sub-regional Productivity - ONS, 2020

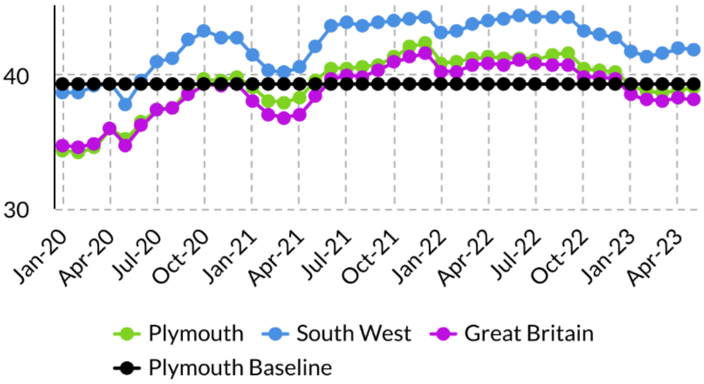
Inclusive Growth

Employment Rate (% of those aged 20-64)



The Employment rate for ages 20-64 in Plymouth for 2022 is roughly in line with the rate for Great Britain but has fallen slightly. The rate for Plymouth in 2022 is 77.7%, the South West is 80.9% and GB is 78.6%.

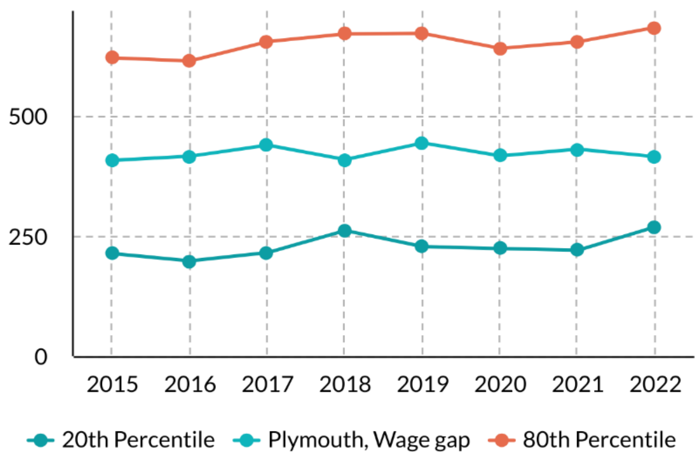
% of Universal Credit Claimant In Employment



from DWP Stat-Xplore using Alternative Claimant Count. Baseline of average 2013-2019

When reviewing the % of Universal Credit claimants' count who are in employment you should read this in conjunction with both the employment rate and claimants' count rate. These have both fluctuated considerably since March 2020. Notably, the in-work claimant rate has risen as the overall number of claimants have risen. The rate in Plymouth closely tracked the GB rate. We can see that consistently the South West has had a higher rate through-out the whole period. We can see however that all three areas have seen a rise in the % of claimants' who are in employment from pre-pandemic.

Inclusive Growth - Plymouth Gross Weekly Pay; 20th & 80th Percentile

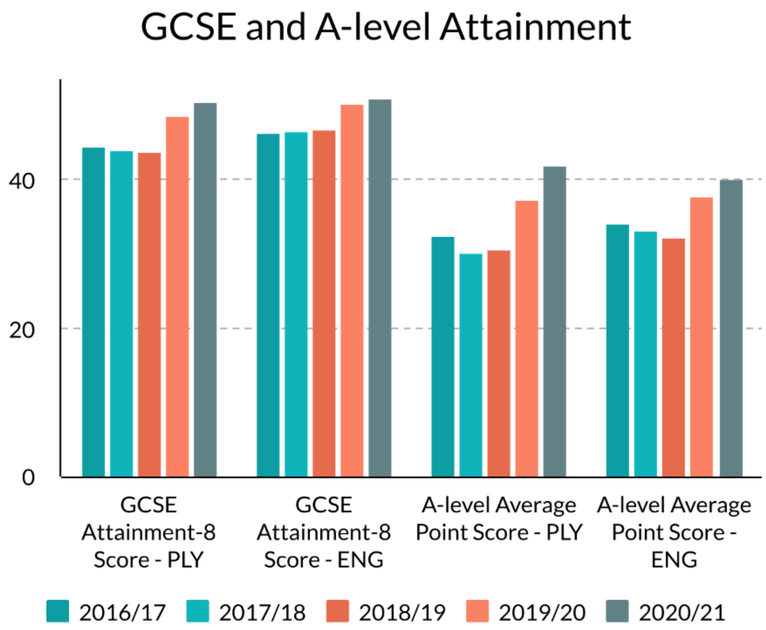


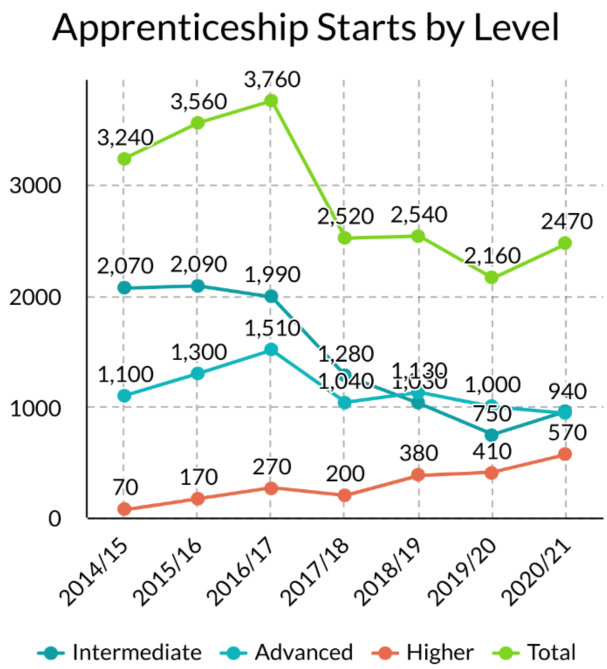
Inclusive Growth - Gross weekly pay; Wage Gap

Inequality of wages is an indicator for many underlying causes of inequality. Gross Weekly Pay for Plymouth residents is published annually in increments for each decile of workers. We are monitoring the 20th percentile and the 80th percentile. This shows the maximum wages of the lowest paid 20% of workers and the lowest wage for the highest paid 20% of workers. In 2022, the 20th percentile saw a significant increase of 22% to £286.20 and the 80th percentile saw an increase of 4.6% to £682.2. As a result, the wage gap shrunk from 2021 to 2022.

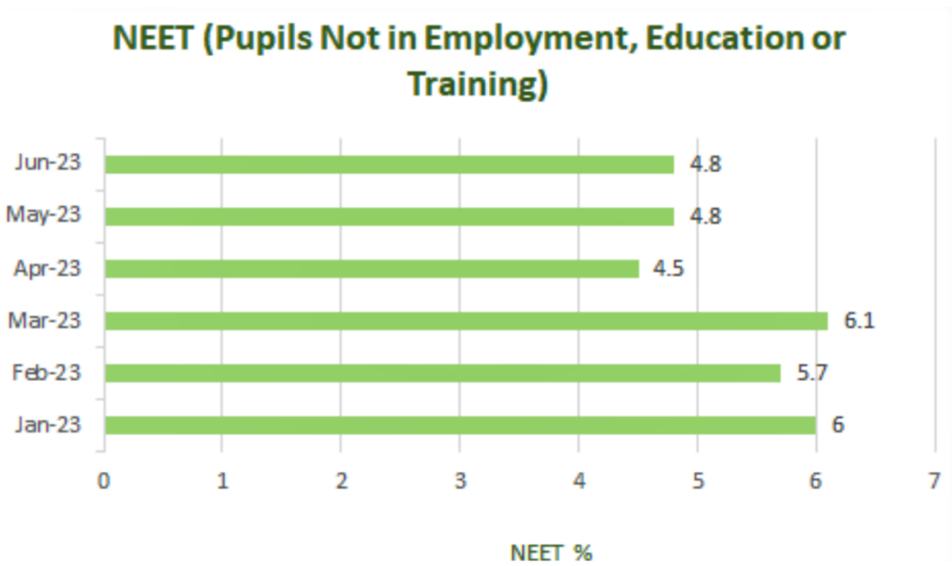
The gap between the 20th and 80th percentile is lower in Plymouth than the South West and Great Britain although that is largely due to Plymouth having a lower 80th percentile wage.

Skills





- Plymouth's GCSE and A-level attainment have increased in recent years, with both measures catching up with the average for England.
- Apprenticeship starts has seen an overall downward trend from previous years, however, 2020/21 has seen a reversal in this trend.
- There was an increase in higher level apprenticeship starts over the period.



The absolute NEET figure for **May 2023** was **270,** while it was 273 in **June 2023-** both months had a rate of **4.8%.**

Please note that only 2 year groups are now tracked/counted.

This brings measures/KPIs in line with central government and allows for comparison with national and regional benchmarks.