

Gloucestershire's Economic Strategy

ECONOMIC EVIDENCE BASE EXECUTIVE SUMMARY



2023



Gloucestershire
COUNTY COUNCIL





Preface

The data in this document was downloaded and analysed during the summer of 2023, it was the latest data available at this time. However subsequently additional data has and will be released and previous data will be revised, this document will not capture these changes.

Where possible comparisons have been made between Gloucestershire and England and Wales, however in some instances data is not available for England and Wales so instead figures for the UK or England have been used for comparison purposes.

Gloucestershire is also benchmarked against geographic and statistical neighbours and county and unitary authorities across the country, for some measures data maybe missing for some areas meaning they are not included in the analysis.

The districts have been benchmarked against other district and unitary authorities across the country, for some measures data maybe missing for some areas meaning they are not included in the analysis.



Introduction

This is the Executive Summary of a comprehensive document containing large amounts of data and further information and analysis.

This report is available on the Inform website
[Overview](#) | [Economy](#) | [Inform Gloucestershire](#)

The Gloucestershire Economic Evidence Base was produced by the Data, Analysis and Insight team at Gloucestershire County Council and GFirst LEP during 2023.



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Executive Summary

1. Geography and infrastructure

Geography and infrastructure play a significant role in economic development. Quality places retain and attract skilled and talented people. Combining this with effective networks, access to resources and opportunities makes an area even more attractive to businesses inclined to exploit intellectual capital.

Gloucestershire is a predominantly rural county, with 87.8% of the county's area being classed as rural and 30.5% of the population living in rural areas¹. In addition, just over half of the county is designated as an Area of Natural Beauty (AONB)², this can be seen as a barrier to growth, as it places constraints on development in rural areas. However, this environmental quality makes Gloucestershire an attractive area for businesses and residents to locate and attracts large numbers of visitors.

In general, Gloucestershire is not very deprived, sitting in the least deprived 20% of authorities in England. However, there are pockets of deprivation, 7.6% of Gloucestershire residents live in areas amongst the most deprived 20% in England³. Living in areas of deprivation can have a significant impact on the life chances, with Gloucestershire residents living in the most deprived 20% of the country being almost five times as likely to be claiming unemployment benefits as those living in the least deprived 20%⁴.

The rural nature of the county means accessibility is a key issue. Almost 20% of Gloucestershire's population live in areas amongst the 20% most deprived nationally in terms of Barriers to Housing and Services⁵. The average journey time to key services using public transport, drive and active travel is also longer than the regional and national average⁶.

Access to good quality internet and mobile coverage is also important to support economic growth. Gloucestershire has lower levels of superfast broadband, full fibre services and gigabit capability than the national average. The situation in terms of mobile coverage is more positive. All of Gloucestershire's six districts exceed the national average for 4G coverage, while all districts apart from Cotswold exceed the national average for 5G coverage⁷.

Since 2016 the number of dwellings in the county has increased by 6.8% this was slightly lower than the rate of growth seen across the region (7.2%) but higher than the rate of growth seen nationally (5.2%)⁸.

Housing affordability has become a more prominent issue in recent years. In 2022 someone earning a median sum in Gloucestershire required 8.9 times their earnings to purchase a median priced property, higher than the England average (8.2) but lower than the regional average (9.4). Within Gloucestershire there is considerable variation, housing is most affordable in Gloucester, with an affordability ratio of 7.7 and it is least affordable in Cotswold where a worker would require 13.9 times their earnings to purchase a property. Given that mortgage lenders tend to favour mortgages that are no more than 4.5 times an individual's salary, Gloucestershire's income to house price ratio may make it difficult for first time buyers to get on the property market which could make it hard to attract and retain young people to the county⁹.

1 Rural/Urban Classification, 2011, DEFRA

2 Natural England

3 Indices of Deprivation, 2019, MHCLG and Mid 2020 Population Estimates, ONS

4 Claimant Count – February 2023, ONS

5 Indices of Deprivation, 2019, MHCLG

6 Journey Time Statistics 2019, DfT

7 Connected Nations, Ofcom

8 Live tables on dwelling stock, MHCLG

9 Median House Prices to Median Workplace Earnings, ONS



House prices are driven by several factors including the presence of holiday homes. In Gloucestershire around 0.4% of the total dwelling stock were second addresses used as holiday homes, this was higher than the national average (0.3%) but lower than the regional average (0.8%). Cotswold had the greatest proportion of holiday homes in the county at 1.6% which put it in the top 10% of district and unitary authorities across England and Wales.¹

2. People

Between 2011-2021 Gloucestershire's population increased by 8.1%, this was greater than the rate of growth seen across the South West (7.8%) and England and Wales (6.3%). The population growth across the county has not been even. Tewkesbury saw the highest rate of growth (15.8%) in the county and had the 8th highest rate of growth out of the 331 district and unitary authorities across England and Wales. Conversely Cheltenham saw the lowest rate of growth, with a rate of 2.7%, putting it in the bottom 25% of authorities in the country². This uneven growth will have had implications for the delivery and demand for services.

Gloucestershire's population growth is largely driven by internal migration, which is people moving into the county from other parts of the country. Since 2014 there has been an excess of 3,000 more people moving into the county each year than leaving. The only age group to have a net internal migration loss in Gloucestershire was 15-19 year olds, all other age groups saw more people moving into the county than leaving it. The greatest gains were amongst those aged 30-39³.

Gloucestershire has an older population than nationally, with those aged 65+ accounting for 21.7% of the population, higher than the national average of 18.7%⁴. Projections also suggest this trend will continue and as a result Gloucestershire's working-age population is projected to decrease from 60.7% in 2018 to 55.7% in 2043. This changing population structure has implications for Gloucestershire's economy. Gloucestershire's dependency ratio is projected to increase, by 2043 for every 100 people of working age, there will be 80 people reliant on them this compares to 65 in 2018, placing greater pressure on the working age population⁵.

A healthy population is essential for a prosperous economy. Generally, Gloucestershire's population is healthier than the national average. It has higher life expectancies⁶, lower levels of self-reported poor health, disability and unpaid carers⁷ than England and Wales. However, it is worth reflecting that increasing the retirement age may also bring new challenges to the workplace. Evidence suggests that in Gloucestershire healthy life expectancy, which is the average number of years an individual would expect to live in good health stands at 67 years for males and 66 years for females, therefore an older workforce may mean the workplace needs to adapt to better accommodate those with greater health needs.

3. Employment and skills

Gloucestershire's labour market compares well to other areas. The employment rate stood at 80.7%, up from 76.4% during the peak of the pandemic and significantly higher than the national average (75.7%). The corresponding unemployment rates have also declined and are lower than the national average. However, in line with the national and regional picture there are concerns about an increase in economic inactivity, with 17.3% of the 16-64 year old population falling into this group, up from 15.2% pre pandemic⁸. Levels of economic inactivity are still lower in the county than England and Wales, but this increase is still of concern particularly when looked at alongside the aging population as it reduces the county's labour force.

1 2021 Census, ONS

2 2011 and 2021 Census, ONS

3 Mid year Population Estimates, ONS

4 Mid 2021 Population Estimates, ONS

5 2018 based Sub-national Population Projections, ONS

6 National life tables – life expectancy in the UK: 2018-2020, ONS

7 2021 Census, ONS

8 APS, ONS



Self employment on its own is not a definitive indicator of a high degree of entrepreneurship in an area. However, alongside a high rate of business births it can suggest a strong entrepreneurial spirit in an area. Levels of self-employment in Gloucestershire are higher than the national average¹. However, in recent years self employment rates across the county have been on a downward trend².

In 2023 3.3% of Gloucestershire's 16-17 year old population were classed as Not in Education, Employment or Training (NEET) or not known, this was lower than the South West and national average. However, Gloucestershire does have a higher proportion of 16–17-year-olds with Special Educational Needs (10.7%) who are NEET/unknown than England and Wales (9.6%). This suggests more support might be needed to help those with more complex needs³.

Overall young people in Gloucestershire do well in education. Attainment 8 the key measure of attainment at the end of secondary school, is higher in Gloucestershire than the South West and England and Wales⁴. In addition, 95.4% of students who finished KS4 or Level 2 qualifications in Gloucestershire's mainstream state-funded schools progressed to a sustained education, employment or apprenticeship destination, higher than the proportion for the South West and England and Wales⁵.

Gloucestershire also has a well qualified 16-64 year old population with those holding Level 4+ qualifications accounting for 38.3% of the population, above the national average of 37.0% and the regional average of 35.9%⁶. The high skill level of the population is reflected in the occupation structure. Managerial, professional, and associate professional occupations feature highly in Gloucestershire with these three groups accounting for 46.6% of employment in the county, slightly higher than the regional and national averages of 44.7% and 46.2%⁷. There is some evidence of a skills mismatch, with around 39.5% of people employed in Level 3 jobs (associated with a period of post-compulsory education but not normally to degree level), holding a Level 4+ qualification, suggesting there are more highly qualified people than there are jobs for them. This is not unique to Gloucestershire but also reflected at a national level⁸.

Economic projections provide an indication of future economic growth and predict potential changes in employment. Looking over the medium term (2021-2031) the occupations projected to see the greatest growth are Professional occupations; Managers, directors and senior officials; and Caring, leisure and other service occupations. During the same period four occupations are projected to see a decline in employment these are: Sales and customer service occupations; Skilled trades; Process, plant and machine operatives; and Elementary occupations. This suggests there will be a greater shift to a high skilled economy in the coming years, similar trends are also projected to take over the longer period 2021-2050⁹.

Economic projections also suggest replacement demand, which is the number of openings created by people leaving the labour market on a temporary or permanent basis, will play a significant role in Gloucestershire's economy. It is estimated that Gloucestershire's economy will require 182,708 new workers between 2021 and 2031 with 92% resulting from replacement demand. A similar situation is observed when looking at the longer period 2021-2050, with Gloucestershire's economy projected to require 531,696 new workers, with 98% resulting from replacement demand. Over both time periods the impact of replacement demand is greater in Gloucestershire than the South West and UK and results in a demand in all occupations, even those that are projected to see a decline in overall numbers¹⁰. This highlights the continuing need to replace higher skill levels of experienced workers leaving the labour market.

Over the last five years, the number of jobs in Gloucestershire increased by 1.8% this was below the rate of growth seen across the South West and England and Wales. Looking more recently between

1 2021 Census, ONS

2 APS, ONS

3 Explore Education Statistics, DFE

4 PHOF, OHID

5 Explore Education Statistics, DFE

6 2021 Census, ONS

7 2021 Census, ONS.

8 2021 Census, ONS.

9 Oxford Economics

10 Oxford Economics.



2020 and 2021 the number of jobs in Gloucestershire declined, while increasing across the South West and England and Wales. It is unclear whether this is an emerging trend or a temporary blip, but it is something to consider going forward¹.

Economic projections suggest that over the medium term (2021-2031) job growth in Gloucestershire will be broadly in line with the national average but lower than the regional average. However, over the longer period (2021-2050) job growth in Gloucestershire is projected to be lower than the South West and UK².

Job density is an estimation of the overall balance between jobs and people. It is defined as the number of filled jobs in an area divided by the number of people of working age resident in that area. A job density of 1.0 would mean there is one job for every resident of working age. In 2021 Gloucestershire had a job density of 0.87 which was in line with the regional average and marginally higher than the national average. Across the county job density figures varied from 1.03 in Cotswold suggesting there are more jobs than working age residents, to 0.59 in the Forest of Dean³.

Looking forward the changing population structure may have implications for job density. By 2035 the number of jobs in the county are projected to exceed the number of working age people⁴ posing a challenge for delivering future growth. It is worth noting this does not take into account increases to the retirement age or the potential impact of automation and AI.

Gloucestershire has a diverse local economy, not overly reliant on any one large company or sector for employment. In 2021 the Wholesale and retail trade (15.0%) was the largest employer in the county, followed by Human health and social work (14.0%) and Manufacturing (10.4%). The county also had strengths in the energy sector represented by Electricity, gas, steam and air conditioning supply; Agriculture, forestry and fishing; and Accommodation and food service activities, reflecting the importance of tourism⁵.

Given the importance of Manufacturing to the county it is important to note it saw a decline in employment between 2016 and 2021⁶ and this is projected to continue up to 2050, this will see the sector go from being the third largest employer in 2021 to the 8th largest in 2050. A number of other sectors in the county are also forecast to see declining employment in both the medium term (2021-2031) and longer term (2021-2050) these include: Mining and quarrying; Electricity, gas, steam and air conditioning supply; Agriculture, forestry and fishing; Water supply, sewerage, waste management etc; Public administration and defence; and Financial and insurance activities. Conversely nine sectors are forecast to see growing employment over both the medium and long term, they include; Arts, entertainment and recreation; Accommodation and food service activities; Information and communication; Administrative and support service activities; Professional, scientific and technical activities; Construction; Human health and social work activities; Other service activities; and Real estate⁷.

Job posting data⁸ highlights recruitment issues. There has been a significant increase in job postings since March 2021 and this has affected all broad occupation groups. Job postings have consistently outnumbered claimants of unemployment benefits but this difference increased in the last year peaking in June 2023 when there were 3.4 vacancies per claimant and exceeding the national average of 1.8, suggesting recruitment might be a challenge in the county⁹.

Recruitment challenges are also highlighted by the Employer Skill Survey which found Gloucestershire has a higher proportion of employers reporting Hard to Fill Vacancies (10%) than nationally (8%), particularly in sectors such as Transport and Storage where the workforce is aging (23% compared to 8% nationally). These recruitment issues do not appear to be driven by skill shortages, with Skill Shortage

1 Job Density, ONS

2 Oxford Economics

3 Job Density, ONS

4 Oxford Economics

5 BRES, ONS

6 BRES, ONS.

7 Oxford Economics

8 Lightcast

9 Lightcast and Claimant Count, ONS



Vacancies being in line with the national average (6%), instead they seem to be driven by a shortage of available workers¹.

The demand for green jobs which are those that have a direct and positive impact on the environment, is expected to grow at a local and national level in the coming years, suggesting it should be an area of focus².

4. Business and enterprise

Supporting local businesses is about ensuring the conditions for them to thrive, innovate and become more productive which helps the economy grow.

Business floorspace in Gloucestershire is predominantly industrial, with 61.8% of total space dedicated to industrial use compared to 57.6% in England and 56.9% in the South West. This reflects the county's relative specialisation in Manufacturing. Between 2016-2022 business floorspace in Gloucestershire increased by 0.8%, this was higher than England and Wales (0.5%) but lower than the South West (1.9%). The growth in business floorspace was largely driven by growth in industrial and other floorspace. Conversely, office floorspace declined reflecting the trend seen at regional and national level, while retail floorspace saw minimal growth³.

In 2021 new businesses accounted for a lower proportion of total businesses in Gloucestershire than the South West and England and Wales. Gloucestershire also fared relatively badly compared to other parts of the county, sitting in the bottom 20% of county and unitary authorities in England and Wales in terms of business start-ups. However, business deaths accounted for a lower proportion of total enterprises in Gloucestershire than England and Wales and compared relatively well to other areas with Gloucestershire sitting in the bottom 40% of authorities across England and Wales for this measure⁴.

Gloucestershire has strong business survival rates exceeding the regional and national average for 1 year, 3 year and 5 year survival rates, suggesting its business base is strong and has the right conditions to support them. However, data for the last year shows 1 year and 3 year survival rates fell in Gloucestershire, something which was not reflected at a regional and national level⁵.

It is also worth noting that in 2021 the number of business deaths in Gloucestershire outnumbered business births by 175, for the first time since 2010. This contrasted with the situation at regional and national level where there were more births than deaths⁶. It is unclear whether this is a temporary anomaly or the start of a new trend, but if it continues it will result in a decline in Gloucestershire's overall business base⁷.

High growth businesses are much valued by local economies as they are enterprises which generate strong employment growth. In 2021 4.0% of active enterprises employing more than 10 people in Gloucestershire were classed as high growth enterprises, which was in line with the regional and national average. However, since 2016 the number of high growth businesses in Gloucestershire has fallen by 26.5%, the number of high growth businesses also fell at a regional and national level but to a lesser extent⁸. This suggests this is more of an issue in Gloucestershire than other parts of the county.

Gloucestershire's business profile is fairly similar to the regional and national average, with the majority of enterprises (88.8%) being micro (employing less than 10 people). Large enterprises (employing 250+ people) account for only 0.4% of total enterprises in the county, in line with the figures for the South West and England and Wales. Between 2020-2022 the number of micro enterprises in Gloucestershire fell by 2%, this decline was not observed at a regional or national level⁹, which suggests the conditions for them might not be as favorable in Gloucestershire as elsewhere.

1 Employers Skills Survey, 2019, DfE

2 Local Green Jobs, LGA

3 NDR Business Floorspace

4 Business Demography, ONS

5 Business Demography, ONS

6 Business Demography, ONS

7 Business Demography, ONS

8 Business Demography, ONS

9 UK Business Counts, ONS



The sector profile of businesses in Gloucestershire generally reflects the national average, with Professional, scientific and technical activities accounting for the largest proportion of enterprises followed by Construction and Wholesale and retail trade. However, Gloucestershire does have an over-representation of enterprises in Public administration and defence; Electricity, gas, steam and air conditioning supply; Agriculture, forestry and fishing; and Manufacturing when compared to the national average¹. These sectors are generally those where the county has higher than average employment.

The legal status of businesses in Gloucestershire also differs slightly from the picture seen across England and Wales. The county has a higher proportion of enterprises classed as Sole proprietors and partnerships than the national average. In addition, it stands out as having a high proportion of Non-profit body or mutual associations, exceeding the regional and national average and sitting in the top 20% of county and unitary authorities across England and Wales for this measure².

Productivity is defined as the amount of goods and services that a worker produces in that same period. The Office for National Statistics preferred measure of productivity is GVA per hour worked. In 2021, Gloucestershire's GVA per hour worked was £37.39, above the South West average (£34.48) but below the England average (£38.91). Between 2016-2021 GVA per hour worked increased by 17.8% in Gloucestershire, this was higher than the growth seen across the South West (12.8%) and England (14.2%)³.

Gross Value Added (GVA) is the measure of the value of goods and services produced in an area or sector, which can be used to measure the value of the economy through economic output. Gloucestershire's GVA increased by 18.9% between 2016-2021, this was greater than the growth seen across the South West (14.2%) and England and Wales (14.4%)⁴.

The three largest contributors to Gloucestershire's GVA were Manufacturing (14.9%), Wholesale and retail trade (13.8%) and Real estate activities (12.9%). This differs slightly from the picture seen at national level where Real estate is the largest sector (12.8%) followed by Wholesale and retail (10.6%) and Manufacturing in at third (9.7%), this demonstrates the importance of Manufacturing to the county⁵.

Between 2016-2021 the Wholesale and retail trade saw the greatest growth in GVA, with an increase of 47.3%. This was followed by Agriculture, forestry and fishing, mining and quarrying and Human health and social work activities. Four sectors, namely Accommodation and food service activities; Transportation and Storage; Activities of households; and Other service activities saw a decline in GVA, this was also reflected at a regional and national level⁶.

Economic projections suggest that over the medium term (2021-2031) Gloucestershire's GVA will increase by 16.7% this is slightly lower than the regional (18.2%) and national average (18.4%). Over the longer period (2021-2050) Gloucestershire's GVA is projected to increase by 48.1%, lower than the growth projected at a regional (52.0%) and national level (56.0%)⁷.

Looking over the 10 years 2021-2031 the three-sectors projected to see the greatest growth in GVA in Gloucestershire are Accommodation and food service activities; Administrative and support service activities; and Arts, entertainment and recreation. Mining and quarrying is the only sector projected to see a decline in GVA during this period. Looking over the longer period 2021-2050 the three sectors projected to see the greatest growth in GVA in Gloucestershire are Information and communication; Administrative and support service activities; and Accommodation and food service activities. Mining and quarrying is once again the only sector forecast to see a decline in GVA⁸.

Exports play a significant role in Gloucestershire's economy. In 2021 the total value of goods and services exported from Gloucestershire was £10.5 billion. Goods make up the majority of exports from

1 UK Business Counts, ONS

2 UK Business Counts, ONS

3 Subregional productivity, ONS

4 Regional gross value added (balanced) by industry, ONS

5 Regional gross value added (balanced) by industry, ONS

6 Regional gross value added (balanced) by industry, ONS

7 Oxford Economics

8 Oxford Economics



the county (82%), with services accounting for the remaining 18%, this reflects the role of Manufacturing in the county. Between 2016-2021, Gloucestershire saw a 50.3% increase in the value of goods exported, far higher than the increase seen across the South west (15.3%) and England and Wales (8.5%). Conversely the value of services exported from the county fell by 24.2%, this reflected a decline seen across the South West (14.2%), however nationally the value of services exported increased by 22.4%¹.

Innovate UK is the UK's national innovation agency that provides funding and support for businesses to innovate and grow. Innovate UK has received a total of 205 applications for projects from Gloucestershire businesses and organisations between 1st April 2016 and 31st March 2021. The total value of Innovate UK funding over the period was £59,672,976, supporting total project investment of £122,639,629 including match funding from recipients. These investments are targeted at unlocking future private sector innovation activity and investment².

Overall Gloucestershire has a prosperous and resilient economy. It has a diverse industrial base, not overly reliant on any one large company or sector for employment or GVA. Business survival rates are high, and the county has strengths in exporting. However, there are challenges particularly around recruitment which are likely to become a greater issue in the coming years.



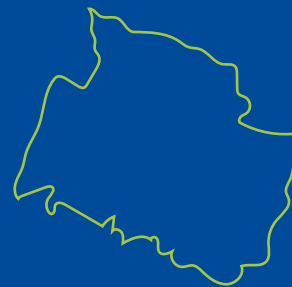
1 International trade in UK nations, regions and cities, ONS

2 Innovate UK, 13th April 2022 Extract





Cheltenham Summary



1. Geography and infrastructure

Cheltenham is a predominantly urban district, with less than 1% of its population living in areas classed as rural¹. It is the largest town in the county and as such is one of the two major employment centres.

In general Cheltenham is not a very deprived district, it sits in the second least deprived 20% of local authorities across England. However, there are pockets of deprivation within the district, and it stands out as an area with a high degree of polarity. Around 10% of residents live in areas amongst the most deprived 20% nationally, conversely over 40% of residents live in areas amongst the least deprived 20% nationally².

The district has good accessibility both in terms of physical accessibility and digital accessibility. Average journey times to 8 key services using public transport are the best in the county and sees the district sit amongst the 20% most accessible districts and unitary authorities in England³. It has high levels of superfast broadband, full fibre coverage, gigabit capability as well as 4G and 5G mobile coverage with 90% of areas having 5G coverage⁴.

Between 2016 and 2022, Cheltenham's housing stock grew by 4.7%, this was lower than the growth seen at a county, regional or national level and put it in the bottom 40% of authorities across England⁵.

Housing affordability has become a particular issue at a national, regional and local level in recent years. In 2022, someone earning a median sum in Cheltenham required 8.9 times their earnings to purchase a median priced property. This was in line with the county average (8.9), higher than the England average (8.2) but lower than the regional average (9.4). Between 2016-2022 Cheltenham has seen a lower growth in the ratio of house prices to earnings than Gloucestershire, South West, England and Wales and all other districts in the county⁶. This is interesting when looked at conjunction with data around housing stock, as it suggests this is not due to an over-supply of housing but potentially changes in demand.

Cheltenham's housing market differs slightly from other districts. Levels of home ownership are lower in Cheltenham while levels of private renting are higher⁷. Alongside this, median monthly rents in the district exceeds the county, regional and national average, particularly when looking at larger 4+ bedroomed properties⁸.

1 Rural/Urban Classification, 2011, DEFRA

2 Indices of Deprivation, 2019, MHCLG and Mid 2020 Population Estimates, ONS

3 Journey Time Statistics 2019 DfT

4 Connected Nations, Ofcom

5 Live tables on dwelling stock, MHCLG

6 Median House Prices to Median Workplace Earnings, ONS

7 2021 Census, ONS

8 Private rental market summary statistics in England, ONS

2. People

Between 2011-2021 Cheltenham's population increased by 2.7%, this was lower than the rate of growth seen across Gloucestershire (8.1%), the South West (7.8%) and England and Wales (6.3%). In addition, its population growth put it in the bottom 25% of district and unitary authorities in England and Wales¹.

Looking at the structure of the population, Cheltenham has a higher proportion of people aged 16-64 than the county and national average, but a lower proportion of people aged 0-15. When looking at those aged 65+, the district has a higher proportion of this age group than England and Wales, but a lower proportion than Gloucestershire as a whole². Reflecting the trend seen at a county and national level, Cheltenham's population is ageing and projections suggest this trend will continue. Cheltenham's working-age population is projected to decrease from 63.1% in 2018 to 58.2% in 2043, however when compared to the county and other districts, Cheltenham is projected to have a larger proportion of people of working age than all areas except Gloucester³.

This changing population structure has implications for Cheltenham's economy. Cheltenham's dependency ratio is projected to increase by 2043, for every 100 people of working age, there will be 72 people reliant on them this compares to 58 in 2018, placing greater pressure on the working age population⁴.

A healthy population is essential for a prosperous economy. Generally, Cheltenham's population is healthier than the national average. It has similar life expectancies⁵, lower levels of self-reported poor health, disability, and unpaid carers than England and Wales. In addition, along with Cotswold it has the lowest levels of unpaid carers in the county⁶



1 2011 and 2021 Census, ONS

2 Mid 2021 Population Estimates, ONS

3 2018 based Sub-national Population Projections, ONS

4 2018 based Sub-national Population Projections, ONS.

5 National life tables – life expectancy in the UK: 2018-2020, ONS

6 2021 Census, ONS



3. Employment and skills

Cheltenham's labour market compares relatively well to other areas. The employment rate is higher than the regional and national average, but lower than the county average. The corresponding unemployment rate is in line with the regional average, better than the figure for England and Wales, but worse than the Gloucestershire average. Economic inactivity rates, which are becoming an increasing concern at a regional, national and local level, are lower than those seen across the South West and England and Wales but higher than the county average¹.

Overall young people in Cheltenham do well in education. Attainment 8, the key measure of attainment at the end of secondary school, is the highest in the county, exceeding the national average and puts the district in the top 20% of authorities across England². In addition, 94.2% of students who finished KS4 or Level 2 qualifications in Cheltenham mainstream state-funded schools progressed to a sustained education, employment or apprenticeship destination, this was in line with the national average but lower than the county average³.

Cheltenham also has a well qualified 16-64 year old population with those holding Level 4+ qualifications accounting for 46.7% of the population. This is above the national average of 37.0%, the regional average of 35.9% and the county average of 38.3% and puts the district in the top 20% of authorities across England and Wales in terms of its qualification levels⁴. The high skill level of the population is reflected in the occupation structure. Managerial, professional, and associate professional occupations feature highly in Cheltenham with these three groups accounting for 51.1% of employment in the district, higher than the county regional and national averages of 46.6%, 44.7% and 46.2%⁵.

Economic projections provide an indication of future economic growth and predict potential changes in employment. Looking over the medium term (2021-2031) the occupations projected to see the greatest growth are Managers, directors and senior officials; Professional occupations; and Associate professional and technical occupations. During the same period two occupations are projected to see a decline in employment, these are: Sales and customer service occupations and Elementary occupations⁶. This suggests there will be a greater shift to a high skilled economy in the coming years, similar trends are also projected to take over the longer period 2021-2050.

Economic projections also suggest replacement demand, which is the number of openings created by people leaving the labour market on a temporary or permanent basis will play a significant role in Cheltenham's economy. It is estimated that Cheltenham's economy will require 43,628 new workers between 2021 and 2031 with 91% resulting from replacement demand. A similar situation is observed when looking at the longer period 2021-2050, with Cheltenham's economy projected to require 114,735 new workers, with 96% resulting from replacement demand. Over both time periods the impact of replacement demand is lower in Cheltenham than Gloucestershire but greater than the South West and UK and results in a demand in all occupations, even those that are projected to see a decline in overall numbers⁷. This highlights the continuing need to replace higher skill levels of experienced workers leaving the labour market.

Cheltenham has the second largest number of jobs in the county, behind Gloucester. This reflects its importance as the second largest urban centre in the county. Over the last five years, the number of jobs in Cheltenham increased by 8.8% this was significantly higher than the rate of growth seen across Gloucestershire, the South West and England and Wales, as well as all other districts in the county except Gloucester. It also compared well to other parts of the country, sitting in the top 20% of district and unitary authorities in England and Wales in terms of job growth. Looking more recently between 2020 and 2021 the number of jobs in Cheltenham declined, reflecting the trend seen at a county level

1 2021 Census, ONS.

2 PHOF, OHID

3 Explore Education Statistics, DFE

4 2021 Census, ONS

5 2021 Census, ONS.

6 Oxford Economics

7 Oxford Economics.



but contrasting with the situation seen in Gloucester, the South West and England and Wales, which saw an increase in jobs. It is unclear whether this is an emerging trend or a temporary blip, but it is something to consider going forward¹.

Economic projections suggest that over the medium term (2021-2031) job growth in Cheltenham will be slightly higher than the county and national average but lower than the regional average. Over the longer period (2021-2050) job growth in Cheltenham is projected to be the highest in the county, exceeding the county average but lower than the South West and UK².

Job density is an estimation of the overall balance between jobs and people. It is defined as the number of filled jobs in an area divided by the number of people of working age resident in that area. A job density of 1.0 would mean there is one job for every resident of working age. In 2021 Cheltenham had a job density of 0.98 which was higher than the county, regional and national average and all districts except Cotswold. Cheltenham also has one of the highest job density figures in the country, sitting in the top 20% of district and unitary authorities across England and Wales in terms of this measure³.

Looking forward the changing population structure may have implications for job density, by 2021 the number of jobs in the county were projected to exceed the number of working age people⁴ posing a challenge for delivering future growth. While this did not happen due to the fall in jobs between 2020-2021, it is likely to happen in the coming years. It is worth noting this does not take into account increases to the retirement age or the potential impact of automation and AI.

Cheltenham has a diverse local economy, not overly reliant on any one large company or sector for employment. In 2021 the Human health and social work activities sector and the Wholesale and retail trade were the two largest sectors. The district also had strengths in the tourism sector represented by Accommodation and food service activities; Education; Information and communication; and Professional scientific and technical activities⁵.

A number of sectors in the district are forecast to see declining employment in both the medium term (2021-2031) and longer term (2021-2050) these mainly include sectors relating to primary and secondary industries including: Mining and quarrying; Electricity, gas, steam and air conditioning supply; Agriculture, forestry and fishing; Water supply, sewerage, waste management; and Manufacturing, as well as Transport and storage. Conversely eight sectors are forecast to see growing employment over both the medium and long term, they include; Arts, entertainment and recreation; Accommodation and food service activities; Information and communication; Professional, scientific and technical activities; Construction; Human health and social work activities; Other service activities; and Real estate⁶.

Job posting data highlights recruitment issues. There has been a significant increase in job postings since March 2021. Job postings have consistently outnumbered claimants of unemployment benefits but this difference increased in the last year peaking in June 2023 when there were 5.0 vacancies per claimant, this was higher than the county, regional and national average and all districts in the county, suggesting recruitment may be an issue in the district⁷.

The demand for green jobs, which are those that have a direct and positive impact on the environment, is expected to grow at a local and national level in the coming years, suggesting it should be an area of focus⁸. Evidence from job postings suggests Cheltenham has seen the smallest proportion of green jobs advertised, which could mean it is lagging behind other parts of the county, or there is less demand in the district than elsewhere⁹.

1 Job Density, ONS

2 Oxford Economics

3 Job Density, ONS

4 Oxford Economics.

5 BRES, ONS

6 Oxford Economics

7 Lightcast and Claimant Count, ONS

8 Local Green Jobs, LGA

9 Lightcast



4. Business and enterprise

Supporting local businesses is about ensuring the conditions for them to thrive, innovate and become more productive which helps the economy grow.

Business floorspace in Cheltenham is more mixed than other parts of the county, with the district having a higher proportion of retail and office floorspace, than Gloucestershire, South West and England and Wales and all other districts in the county. Conversely it has a lower proportion of industrial floorspace. Between 2016-2022 business floorspace in Cheltenham decreased by -6.1%, this contrasted with the situation at county, regional and national level which all saw an increase in business floorspace. The decline in business floorspace was driven by a decline in office, industrial and retail floorspace, other floorspace was the only floorspace to increase in the district and exceeded the growth seen at a county, regional and national level¹.

In 2021 new businesses accounted for higher proportion of total businesses in Cheltenham than Gloucestershire but a lower proportion than the South West and England and Wales. However, the number of new businesses started in Cheltenham fell between 2016-2021. This suggests while start-up rates are less of an issue in the district than the county there are still concerns around business start-ups. In addition, business deaths accounted for a higher proportion of total enterprises in Cheltenham than Gloucestershire, the South West and England and Wales².

One year survival rates were also a concern in Cheltenham, with 91.8% of businesses born in 2020 surviving 1 year, lower than the county, regional and national average, as well as all other districts in the county. Cheltenham also compared badly to other parts of the country sitting in the bottom 20% of district and unitary authorities across England and Wales in terms of 1 year survival rates. Cheltenham's three and five year survival rates were higher than the national average but lower than the county average. Looking at change over time Cheltenham has followed the picture seen at county level with 1 year survival rates falling, something which was not reflected at a regional and national level. However, three year survival rates have increased in the district reflecting the trend seen at regional and national level but in opposition to the picture seen across the county³.

It is also worth noting that in 2020 and 2021 the number of business deaths in Cheltenham outnumbered business births, this contrasted with the situation at regional and national level where there were more births than deaths⁴. It is unclear whether this is a temporary anomaly or the start of a new trend, but if it continues it will result in a decline in Cheltenham's overall business base.

High growth businesses are valued by local economies as they are enterprises which generate strong employment growth. In 2021 4.2% of active enterprises employing more than 10 people in Cheltenham were classed as high growth enterprises, which was broadly in line with the county, regional and national average. However, since 2016 the number of high growth businesses in Cheltenham has fallen by 37.5%, the number of high growth businesses also fell at a county, regional and national level but to a lesser extent⁵. This suggests this is more of an issue in Cheltenham than other parts of the country.

Cheltenham's business profile differs slightly to the county, regional and national average. While the majority of enterprises (88.3%) are micro (employing less than 10 people), large enterprises (employing 250+ people) account for a slightly higher proportion (0.6%) of total enterprises, than across the county (0.4%), region (0.3%) and country (0.4%). Between 2020-2022 the number of micro enterprises in Cheltenham fell, this reflected the decline seen across the county but was not observed at a regional or national level⁶, which suggests the conditions for them might not be as favourable in Cheltenham as elsewhere.

1 NDR Business Floorspace

2 Business Demography, ONS

3 Business Demography, ONS.

4 Business Demography, ONS.

5 Business Demography, ONS.

6 UK Business Counts, ONS



The sector profile of businesses in Cheltenham generally reflects the county and national average, with the top three sectors being Professional, scientific and technical activities; Wholesale and retail trade; and Construction. However, Cheltenham does have an over-representation of enterprises in Information and communication; Financial and insurance activities; Professional, scientific and technical activities; Real estate; Education and Human health and social work activities when compared to the county, regional and national average as well as all other districts in the county¹. These sectors are generally those where the district has higher than average employment.

The legal status of companies in Cheltenham also differs slightly from the picture seen across Gloucestershire, the South West and England and Wales. The district has a higher proportion of enterprises classed as Companies than the county, regional, country and all other districts in the county. In addition, it stands out as having a high proportion of Non-profit body or mutual associations, exceeding the county, regional and national average and sitting in the top 10% of district and unitary authorities across England and Wales for this measure².

Productivity is defined as the amount of goods and services that a worker produces in that same period. The Office for National Statistics preferred measure of productivity is GVA per hour worked. In 2021, Cheltenham's GVA per hour worked was £34.17, this was broadly in line with the South West average but below the Gloucestershire and England averages. Between 2016-2021 GVA per hour worked increased by 20.0% in Cheltenham, this was higher than the growth seen across the county, South West and England³.

Gross Value Added (GVA) is the measure of the value of goods and services produced in an area or sector, which can be used to measure the value of the economy through economic output. Cheltenham's GVA was the second highest in the county behind Cotswold. Cheltenham's GVA increased by 15.9% between 2016-2021, this was lower than the growth seen across the county, but higher than the growth seen across the South West and England and Wales⁴.

The three largest contributors to Cheltenham's GVA were Human health and social work activities (16.2%); Real estate activities (14.6%) and Public administration and defence (14.1%) This differs from the picture seen at county, regional and national level where the three largest sectors are Real estate; Wholesale and retail trade; and Manufacturing⁵.

Between 2016-2021 the Agriculture, mining, electricity, gas, water and waste sector saw the greatest growth in GVA, although it is worth noting this sector make a small contribution to Cheltenham's economy. This was followed by Human, health and social work activities and Information and communication. Six sectors, namely Construction; Financial and insurance activities; Professional, scientific and technical activities; Arts, entertainment and recreation; Activities of households; and Other service activities saw a decline in GVA⁶.

Economic projections suggest that over the medium term (2021-2031) Cheltenham's GVA will increase by 15.3%, this is the second lowest growth in the county behind Gloucester and is lower than the county, regional and national average. Over the longer period (2021-2050) Cheltenham's GVA is projected to increase by 42.7%, this is the second lowest growth in the county behind Stroud and is lower than the growth projected at a county, regional and national level⁷.

Looking over the 10 years 2021-2031 the three-sectors projected to see the greatest growth in GVA in Cheltenham are Accommodation and food service activities; Administrative and support service activities; and Information and communication. Mining and quarrying is the only sector projected to see a decline in GVA during this period. Looking over the longer period 2021-2050 the three sectors projected to see the greatest growth in GVA in Cheltenham are Information and communication;

1 UK Business Counts, ONS.

2 UK Business Counts, ONS.

3 Subregional Productivity, ONS

4 Regional gross value added (balanced) by industry, ONS

5 Regional gross value added (balanced) by industry, ONS.

6 Regional gross value added (balanced) by industry, ONS.

7 Oxford Economics



Administrative and support service activities; and Accommodation and food service activities. Mining and quarrying is once again the only sector forecast to see a decline in GVA¹.

Innovate UK is the UK's national innovation agency that provides funding and support for businesses to innovate and grow. Innovate UK has received a total of 34 applications for projects from Cheltenham businesses and organisations between 1st April 2016 and 31st March 2021, this was lower than the number received by Stroud, Cotswold, Tewkesbury, but higher than those from Gloucester and the Forest of Dean².

Overall Cheltenham has a prosperous and resilient economy. It compares well to other areas in terms of employment, unemployment and economic inactivity. It has a diverse industrial base, not overly reliant on any one large company or sector for employment or GVA. However, there are concerns around the strength of its business base and challenges particularly around recruitment which are likely to become a greater issue in the coming years.



1 Oxford Economics.
2 Innovate UK





Cotswold Summary



1. Geography and infrastructure

Cotswold is a predominantly rural district, with more than 80% of its population living in areas classed as rural. This makes it the 8th most rural district out of 331 district and unitary authorities across England and Wales¹. The majority of the district also falls into the Cotswold AONB², which places constraint on development, but also makes the area attractive to residents and tourists.

In general Cotswold is not a very deprived district, it sits in the least deprived 20% of local authorities across England and none of its residents live in areas classed amongst the most deprived 20% nationally³.

The district generally has poor physical accessibility. Average journey times to 8 key services using public transport are the second worst in the county and sees the district sit amongst the 20% least accessible districts and unitary authorities in England⁴. The situation when looking at digital accessibility is mixed, the district has higher levels of full fibre availability than the county and national average and sits in the top 40% of authorities across England and Wales. Conversely levels of gigabit capability are below the county and national average. In terms of mobile connectivity, 4G and 5G coverage are the lowest in the county and the levels of 5G coverage put the district in the bottom 20% of district and unitary authorities across the country⁵.

Between 2016 and 2022, Cotswold's housing stock grew by 8.1%, this was higher than the growth seen at a county, regional or national level and all districts except Tewkesbury and put it in the top 20% of authorities across England⁶.

Housing affordability has become a particular issue at a national, regional and local level in recent years. In 2022, someone earning a median sum in Cotswold required 13.9 times their earnings to purchase a median priced property. This was higher than the county, regional and national average and put the district amongst the 20% least affordable district and unitary authorities across England and Wales⁷. In addition, median monthly rents exceed the county, regional and national average and all other districts in the county, showing housing affordability whether buying or renting is a significant issue⁸.

House prices are driven by several factors including the presence of holiday homes. In Cotswold 1.6% of dwelling stock were classed as holiday homes, this was the highest proportion in the county, putting it in the top 10% of district and unitary authorities across England and Wales⁹. In addition, Cotswold also has a significant proportion of under-occupied homes with 80.5% of households classed as under-occupied. This was higher than the county, regional and national average and put the district in the top 20% of authorities nationally in terms of levels of under-occupied housing¹⁰.

1 Rural/Urban Classification, 2011, DEFRA

2 Natural England

3 Indices of Deprivation, 2019, MHCLG and Mid 2020 Population Estimates, ONS

4 Journey Time Statistics 2019, DfT

5 Connected Nations, Ofcom

6 Live tables on dwelling stock, MHCLG

7 Median House Prices to Median Workplace Earnings, ONS

8 Private rental market summary statistics in England, ONS

9 2021 Census, ONS

10 2021 Census, ONS.

2. People

Between 2011-2021 Cotswold's population increased by 9.6%, this was higher than the rate of growth seen across Gloucestershire (8.1%), the South West (7.8%) and England and Wales (6.3%). In addition, its population growth put it in the top 20% of district and unitary authorities in England and Wales¹.

Cotswold has an older population than the other districts in the county, Gloucestershire and England and Wales. Those aged 65+ account for 26.1% of Cotswold's population, higher than the county average of 21.7% and national average of 18.7%². Projections also suggest this trend will continue, and as a result Cotswold's working-age population is projected to decrease from 58.0% in 2018 to 51.5% in 2043. This changing population structure has implications for Cotswold's economy. Cotswold's dependency ratio is projected to increase, by 2043 for every 100 people of working age, there will be 94 people reliant on them, this compares to 72 in 2018. This is the highest projected dependency ratio in the county and far exceeds the national average of 70 dependents per 100 working age residents, showing there be a greater pressure on the working age population in Cotswold than elsewhere³.

A healthy population is essential for a prosperous economy. Generally, Cotswold's population is healthier than the national average. It has the highest male life expectancy in the county⁴ and the lowest levels of self-reported poor health, disability, and unpaid carers⁵.



1 2011 and 2021 Census, ONS

2 Mid 2021 Population Estimates, ONS

3 2018 based Sub-national Population Projections, ONS

4 National life tables – life expectancy in the UK: 2018-2020, ONS

5 2021 Census, ONS



3. Employment and skills

Cotswold's labour market compares relatively well to other areas. The employment rate is higher than the county, regional and national average. The corresponding unemployment rate is lower than in the county, regional and national average and all other districts in the county except Stroud. Economic inactivity rates, which are becoming an increasing concern at a regional, national and local level are lower than those seen across Gloucestershire, the South West and England and Wales. In addition, Cotswold has the lowest proportion of 16-64 year olds who have never worked in the county and is within the lowest 10% of district and unitary authorities across England and Wales for this measure¹.

Self employment on its own is not a definitive indicator of a high degree of entrepreneurship in an area. However, alongside a high rate of business births it can suggest a strong entrepreneurial spirit in an area. Levels of self-employment in Cotswold (24.2%) are higher than the county (17.8%), regional (18.4%), and national average (16.8%) and puts the district in the top 10% across England and Wales in terms of levels of self-employment, suggesting this is a strength for the district².

Overall young people in Cotswold do well in education. Attainment 8, the key measure of attainment at the end of secondary school, is the second highest in the county, exceeding the national average and puts the district in the top 20% of authorities across England³. In addition, 96.6% of students who finished KS4 or Level 2 qualifications in Cotswold mainstream state-funded schools progressed to a sustained education, employment or apprenticeship destination, this was higher than the county and national average⁴. However, uptake of apprenticeships is lower in Cotswold than other parts of the county, Gloucestershire, South West or England and Wales⁵.

Cotswold also has a well qualified 16-64 year old population with those holding Level 4+ qualifications accounting for 42.4% of the population. This is above the national average of 37.0%, the regional average of 35.9% and the county average of 38.3% and puts the district in the top 20% of authorities across England and Wales in terms of its qualification levels⁶. The high skill level of the population is reflected in the occupation structure. Managerial, professional, and associate professional occupations feature highly in Cotswold with these three groups accounting for 51.6% of employment in the district, higher than the county, regional and national averages of 46.6%, 44.7% and 46.2%⁷ and all other districts in the county.

Economic projections provide an indication of future economic growth and predict potential changes in employment. Looking over the medium term (2021-2031) the occupations projected to see the greatest growth are Managers, directors and senior officials; Professional occupations; and Associate professional and technical occupations. During the same period two occupations are projected to see a decline in employment, these are: Sales and customer service occupations and Skilled trades. This suggests there will be a greater shift to a high skilled economy in the coming years, similar trends are also projected to take over the longer period 2021-2050⁸.

Economic projections also suggest replacement demand, which is the number of openings created by people leaving the labour market on a temporary or permanent basis will play a significant role in Cotswold's economy. It is estimated that Cotswold's economy will require 29,539 new workers between 2021 and 2031 with 95% resulting from replacement demand. A similar situation is observed when looking at the longer period 2021-2050, with Cotswold's economy projected to require 80,711 new workers, with 98% resulting from replacement demand. Over both time periods the impact of replacement demand is greater in Cotswold than Gloucestershire, the South West and UK and results in a demand in all occupations, even those that are projected to see a decline in overall numbers⁹. This highlights the continuing need to replace higher skill levels of experienced workers leaving the labour market.

1 2021 Census, ONS.

2 2021 Census, ONS.

3 PHOF, OHID

4 Explore Education Statistics, DFE

5 Explore Education Statistics, DFE.

6 2021 Census, ONS

7 2021 Census, ONS.

8 Oxford Economics

9 Oxford Economics.



Over the last five years, the number of jobs in Cotswold decreased by -1.8% this differed from the picture seen at a county, regional and national level, which saw growth in the number of jobs during the period¹.

Economic projections suggest that over the medium term (2021-2031) job growth in Cotswold will be lower than the county, regional and national average. Over the longer period (2021-2050) job growth in Cotswold is projected to exceed the county average but will be lower than growth expected across the South West and UK².

Job density is an estimation of the overall balance between jobs and people. It is defined as the number of filled jobs in an area divided by the number of people of working age resident in that area. A job density of 1.0 would mean there is one job for every resident of working age. In 2021 Cotswold had a job density of 1.03, meaning there are more jobs than working age residents. Cotswold's job density was higher than the county, regional and national average and all districts in the county. Cotswold also has one of the highest job density figures in the country, sitting in the top 20% of district and unitary authorities across England and Wales in terms of this measure³.

Looking forward the changing population structure may have implications for job density, between 2021-2050 the number of jobs in the county are projected to exceed the number of working age people⁴ posing a challenge for delivering future growth. It is worth noting this does not take into account increases to the retirement age or the potential impact of automation and AI.

Cotswold has a diverse local economy, not overly reliant on any one large company or sector. In 2021 the two largest sectors in terms of employment were the Wholesale and retail trade and Accommodation and food service activities, reflecting the importance of tourism to the district. The district also had strengths in Agriculture, forestry and fishing; Mining and quarrying; and Art's entertainment and recreation⁵.

A number of sectors in the district are forecast to see declining employment in both the medium term (2021-2031) and longer term (2021-2050) these mainly include sectors relating to primary and secondary industries including: Mining and quarrying; Electricity, gas, steam and air conditioning supply; Agriculture, forestry and fishing; Water supply, sewerage, waste management; and Manufacturing. Conversely eight sectors are forecast to see growing employment over both the medium and long term, they include; Arts, entertainment and recreation; Accommodation and food service activities; Financial and insurance activities; Information and communication; Professional, scientific and technical activities; Human health and social work activities; Other service activities; and Real estate⁶.

Job posting data highlights recruitment issues. There has been a significant increase in job postings since March 2021. Job postings have consistently outnumbered claimants of unemployment benefits but this difference increased in the last year peaking in June 2023 when there were 3.7 vacancies per claimant, this was higher than the county, regional and national average, suggesting recruitment may be an issue in the district⁷.

The demand for green jobs which are those that have a direct and positive impact on the environment, is expected to grow at a local and national level in the coming years, suggesting it should be an area of focus⁸.

1 Job Density, ONS

2 Oxford Economics

3 Job Density, ONS

4 Oxford Economics

5 BRES, ONS

6 Oxford Economics

7 Lightcast and Claimant Count, ONS

8 Local Green Jobs, LGA

4. Business and enterprise

Supporting local businesses is about ensuring the conditions for them to thrive, innovate and become more productive which helps the economy grow.

Business floorspace in Cotswold is predominantly industrial. Other floorspace accounts for a higher proportion of floorspace in Cotswold, than the other districts, Gloucestershire, South West and England and Wales. Between 2016-2022 business floorspace in Cotswold increased by 2.6%, this was greater than the growth seen at a county, regional and national level. The increase in business floorspace was driven by growth in office, industrial and retail floorspace, other floorspace saw no change¹.

In 2021, new businesses accounted for a lower proportion of total businesses in Cotswold than Gloucestershire, the South West and England and Wales. However, when new businesses are expressed as a rate per 100,000 working age population the start-up rate was the highest in the county and exceeded the county, regional and national average and saw it sit in the top 20% of authorities across the country. This shows that while overall the business base in Cotswold is less dynamic than other areas, residents are more likely to display entrepreneurship which ties in with the high levels of self employment. This is also supported by the fact the number of new businesses started in Cotswold increased between 2016-2021 and saw greater growth than all other districts in the county, Gloucestershire, South West and England and Wales².

Cotswold compares well to other areas when looking at business deaths. Cotswold had the second lowest business death rate in the county, behind Stroud and was below the county, regional and national average. It also sat in the bottom 20% of district and unitary authorities across England and Wales for this measure, suggesting this is a strength for the district³.

It is also worth noting that in 2021 the number of business births in Cotswold outnumbered business deaths, this contrasted with the situation at county level where there were more deaths than births. However, the difference was smaller than that observed at a regional and national level, this means that although the business base in Cotswold is healthier than the county, it is not performing as well as other parts of the country.

One year survival rates in Cotswold were broadly in line with the county, regional and national average. Three year survival rates were higher than the county, regional and national average, while 5 year survival rates were lower than the county average but higher than the regional and national average. This suggests overall survival rates in the district are relatively healthy when compared to other areas. However, one and three year survival rates have fallen in the district reflecting the trend seen at county level, which suggests there are areas for improvement⁴.

High growth businesses are much valued by local economies as they are enterprises which generate strong employment growth. In 2021 4.2% of active enterprises employing more than 10 people in Cotswold were classed as high growth enterprises, which was broadly in line with the county, regional and national average. Since 2016 the number of high growth businesses in Cotswold has seen no change, this contrasts with the picture at a county, regional and national level which all saw a decline in high growth businesses. This suggests this is less of an issue in Cotswold than other parts of the county⁵.

Cotswold's business profile is fairly similar to the county, regional and national average, with the majority of enterprises (89.3%) being micro (employing less than 10 people). Large enterprises (employing 250+ people) account for only 0.2% of total enterprises in the county, in line with the figures for Gloucestershire, South West and England and Wales⁶.

1 NDR Business Floorspace

2 Business Demography, ONS

3 Business Demography, ONS.

4 Business Demography, ONS.

5 Business Demography, ONS

6 UK Business Counts, ONS



The sector profile of businesses in Cotswold differs slightly from the county and national average. Professional, scientific and technical activities and Wholesale and retail trade are the largest two sectors in Cotswold, followed by Agriculture, forestry and fishing. This differs from the situation across Gloucestershire and England and Wales where the top three sectors are Professional, scientific and technical activities; Construction and Wholesale and retail, and demonstrates the importance of Agriculture, forestry and fishing to the Cotswold economy. Cotswold also has an over-representation of enterprises in Agriculture, forestry and fishing; Professional scientific and technical activities; and Arts, entertainment and recreation when compared to the county, regional and national average¹.

Productivity is defined as the amount of goods and services that a worker produces in that same period. The Office for National Statistics preferred measure of productivity is GVA per hour worked. In 2021, Cotswold's GVA per hour worked was £49.10, this was the second highest in the county, exceeding the county, regional and nation average and put the district in the top 10% of district and unitary authorities in England and Wales in terms of productivity. Between 2016-2021 GVA per hour worked increased by 22.5% in Cotswold, this was higher than the growth seen across the county, South West and England².

Gross Value Added (GVA) is the measure of the value of goods and services produced in an area or sector, which can be used to measure the value of the economy through economic output. Cotswold's GVA was the highest in the county. Cotswold's GVA increased by 20.5% between 2016-2021, this was higher than the growth seen across the county, South West and England and Wales and put the district in the top 20% of authorities nationally in terms of growth in GVA³.

Cotswold's GVA is heavily reliant on the Financial and insurance activities sector, with this sector accounting for 38.4% of the district's GVA. This was higher than the county, regional and national average and saw the district rank 4th out of 331 district and unitary authorities in England and Wales in terms of the sector's contribution to GVA. Real estate (13.8%) and Wholesale and retail trade (8.0%) were the next largest contributors to Cotswold's GVA⁴.

Between 2016-2021 the Financial and insurance activities sector saw the greatest growth in GVA. This was followed by the Agriculture, mining, electricity, gas, water and waste sector. Six sectors, namely Wholesale and retail trade; Transportation and storage; Accommodation and food service activities; Information and communication; Public administration and defence; and Other service activities saw a decline in GVA⁵.

Economic projections suggest that over the medium term (2021-2031) Cotswold's GVA will increase by 18.4%, this is the second highest growth in the county behind Tewkesbury and is higher than the county average and in line with the regional and national average. Over the longer period (2021-2050) Cotswold's GVA is projected to increase by 57.0%, this is the highest growth in the county and is higher than the growth projected at a county, regional and national level⁶.

Looking over the 10 years 2021-2031 the three-sectors projected to see the greatest growth in GVA in Cotswold are Accommodation and food service activities; Administrative and support service activities; and Arts, entertainment and recreation. Mining and quarrying is the only sector projected to see a decline in GVA during this period. Looking over the longer period 2021-2050 the three sectors projected to see the greatest growth in GVA in Cotswold are Information and communication; Administrative and support service activities; and Accommodation and food service activities. Mining and quarrying is once again the only sector forecast to see a decline in GVA⁷.

Innovate UK is the UK's national innovation agency that provides funding and support for businesses to innovate and grow. Innovate UK has received a total of 47 applications for projects from Cotswold businesses and organisations between 1st April 2016 and 31st March 2021, this was higher than all

1 UK Business Counts, ONS.

2 Subregional Productivity, ONS

3 Regional gross value added (balanced) by industry, ONS

4 Regional gross value added (balanced) by industry, ONS.

5 Regional gross value added (balanced) by industry, ONS.

6 Oxford Economics

7 Oxford Economics.



districts except Stroud. Despite having the second highest number of applications in the county, Cotswold received the 4th highest total investment behind Tewkesbury, Stroud and Cheltenham and the average value of applications was the second lowest in the county¹.

Overall Cotswold has one of the most productive economies in the county. It compares well to other areas in terms of employment, unemployment and economic inactivity. However, it's GVA is reliant on the Financial and insurance sector which does pose a potential risk if there are issues affecting this sector in the future. There are also challenges around recruitment which are likely to become a greater issue in the coming years.



¹ Innovate UK





Forest of Dean Summary



1. Geography and infrastructure

The Forest of Dean is a predominantly rural district, with 67% of its population living in areas classed as rural. This makes it the 28th most rural district out of 331 district and unitary authorities across England and Wales¹.

In general, the Forest of Dean is not a very deprived district, and it sits in the middle 20% of local authorities across England for deprivation. However, given that Gloucestershire is not very deprived, the district does not compare as well to other parts of the county, it has the second highest deprivation score, with only Gloucester being more deprived. There are also significant pockets of deprivation with Cinderford West 1 being amongst the 20% most deprived areas nationally².

The district generally has poor physical and digital accessibility. Average journey times to 8 key services using public transport are the worst in the county and sees the district sit amongst the 20% least accessible districts and unitary authorities in England³. In addition, the district has lower levels of superfast broadband and gigabit capability than Gloucestershire and England and Wales and sits in the bottom 40% of authorities for both of these measures. The situation when looking at mobile coverage is more positive, with levels of 4G and 5G in the district exceeding the national average⁴.

Housing affordability has become a particular issue at a national, regional and local level in recent years. In 2022, someone earning a median sum in the Forest of Dean required 8.5 times their earnings to purchase a median priced property. This was higher than the national average but lower than the regional and county average and all districts in the county except Gloucester, suggesting this is less of an issue in the Forest of Dean than elsewhere in the county⁵. This may be one of the reasons the Forest of Dean has one of the highest levels of home ownership in the county and country, with the district sitting in the top 20% of district and unitary authorities across England and Wales in terms of home ownership⁶.

The cost of private renting is lower in the Forest of Dean than the county, regional and national average and all other districts in the county⁷.

1 Rural/Urban Classification, 2011, DEFRA

2 Indices of Deprivation, 2019, MHCLG

3 Journey Time Statistics 2019, DfT

4 Connected Nations, Ofcom

5 Median House Prices to Median Workplace Earnings, ONS

6 2021 Census, ONS

7 Private rental market summary statistics in England, ONS

2. People

Between 2011-2021 Forest of Dean's population increased by 6.2%, this was lower than the rate of growth seen across Gloucestershire (8.1%) and the South West (7.8%) but in line with the rate of growth seen across England and Wales (6.3%)¹.

Forest of Dean has an older population than all other districts in the county except Cotswold, Gloucestershire and England and Wales. Those aged 65+ account for 25.1% of Forest of Dean's population, higher than the county average of 21.7% and national average of 18.7%². Projections also suggest this trend will continue, and as a result Forest of Dean's working-age population is projected to decrease from 59.1% in 2018 to 53.5% in 2043. This changing population structure has implications for Forest of Dean's economy. Forest of Dean's dependency ratio is projected to increase, by 2043 for every 100 people of working age, there will be 87 people reliant on them this compares to 69 in 2018³.

A healthy population is essential for a prosperous economy. Life expectancy for females in the Forest of Dean is higher than the national average and in line with the county average, while life expectancy for males is similar to both the county and national average⁴. However, the picture is not as positive when looking at other measures. The Forest of Dean had the highest proportion of residents with poor or very poor health and residents who were unpaid carers in the county, exceeding the county average and being in line with the national average. It also had a higher proportion of residents with disabilities than all other districts in the county, Gloucestershire and England and Wales⁵.



1 2011 and 2021 Census, ONS

2 Mid 2021 Population Estimates, ONS

3 2018 based Sub-national Population Projections, ONS

4 National life tables – life expectancy in the UK: 2018-2020, ONS

5 2021 Census, ONS



3. Employment and skills

The labour market in the Forest of Dean does not compare as well as other parts of the county. The employment rate is the lowest in the county at 73.0% and is lower than the county and regional average, although higher than the figure for England and Wales. The corresponding unemployment rate is lower than the regional and national average but higher than the county average. Economic inactivity rates which are becoming an increasing concern at a regional, national and local level are the highest in the county and are higher than those seen across Gloucestershire and the South West, although they are lower than the national average¹. It is worth noting that as some of the main reasons for economic inactivity are poor health and caring responsibilities, higher levels of economic inactivity in the Forest of Dean may therefore be due to the poorer levels of health observed in the district.

Overall young people in the Forest of Dean do not do as well in education, as those in other parts of the county. Attainment 8, the key measure of attainment at the end of secondary school, is the lowest in the county and is below the county, regional and national average. It is also in the bottom 40% of authorities across England². In addition, 93.7% of students who finished KS4 or Level 2 qualifications in Forest of Dean mainstream state-funded schools progressed to a sustained education, employment or apprenticeship destination, this was lower than the county and national average and the lowest in the county³.

The Forest of Dean also has a poorer qualified 16-64 year old population than most other parts of the county with the exception of Gloucester, with those holding Level 4+ qualifications accounting for 30.7% of the population. This is below the national average of 37.0%, the regional average of 35.9% and the county average of 38.3% and puts the district in the bottom 40% of authorities across England and Wales in terms of its qualification levels. Conversely the Forest of Dean has a higher proportion of 16-64 year olds with no qualifications than Gloucestershire, the South West and all other districts in the county except Gloucester⁴.

The lower skill level of the population is reflected in the occupation structure. Managerial, professional, and associate professional occupations feature less highly in the Forest of Dean than other parts of the county, with these three groups accounting for 40.6% of employment in the district, lower than the county, regional and national averages of 46.6%, 44.7% and 46.2% and all other districts in the county except Gloucester. The Forest of Dean has a higher proportion of residents employed in Skilled trades than Gloucestershire, South West, England and Wales, and all other districts in Gloucestershire. It also compares well in this measure to other parts of the country, with the district sitting in the top 20% of district and unitary authorities in England and Wales in terms of the proportion of employment in Skilled trades⁵.

Economic projections provide an indication of future economic growth and predict potential changes in employment. Looking over the medium term (2021-2031) the occupations projected to see the greatest growth are Professional occupations; Caring, leisure and other service occupations; and Managers, directors and senior officials. During the same period four occupations are projected to see a decline in employment, these are: Sales and customer service occupations; Elementary occupations; Skilled trades; and Process, plant and machine operatives. This suggests there will be a greater shift to a high skilled economy in the coming years. Similar trends are also projected to take place over the longer period 2021-2050⁶.

Economic projections also suggest replacement demand, which is the number of openings created by people leaving the labour market on a temporary or permanent basis, will play a significant role in Forest of Dean's economy. It is estimated that Forest of Dean's economy will require 16,940 new workers

1 2021 Census, ONS

2 PHOF, OHID

3 Explore Education Statistics, DFE

4 2021 Census, ONS

5 2021 Census, ONS

6 Oxford Economics



between 2021 and 2031 with 99% resulting from replacement demand. A similar situation is observed when looking at the longer period 2021-2050, with Forest of Dean's economy projected to require 48,505 new workers, with 101% resulting from replacement demand. Over both time periods the impact of replacement demand is greater in the Forest of Dean than Gloucestershire, the South West and UK and all other districts in the county and results in a demand in all occupations, even those that are projected to see a decline in overall numbers¹. This highlights the continuing need to replace higher skill levels of experienced workers leaving the labour market.

The Forest of Dean has the smallest number of jobs in the county, reflecting its smaller population. Over the last five years, the number of jobs in the Forest of Dean has decreased by -3.2%, this differed from the picture seen at a county, regional and national level, which saw growth in the number of jobs during the same period².

Economic projections suggest that over the medium term (2021-2031) and longer term (2021-2050) job growth in the Forest of Dean will be lower than the county, regional and national average³.

Job density is an estimation of the overall balance between jobs and people. It is defined as the number of filled jobs in an area divided by the number of people of working age resident in that area. A job density of 1.0 would mean there is one job for every resident of working age. In 2021 the Forest of Dean had a job density of 0.59 which was lower than the county, regional and national average and all districts in the county. The Forest of Dean also has one of the lowest job density figures in the country, sitting in the bottom 20% of district and unitary authorities across England and Wales in terms of this measure⁴.

Looking forward the changing population structure may have implications for job density. At a county and regional level and in the majority of Gloucestershire's six districts the number of jobs is projected to outnumber the number of working age residents at some point between 2021-2050. This is not the case for the Forest of Dean, with working age residents projected to outnumber jobs beyond 2050⁵. This suggests recruitment issues may be less of a challenge in the future in the Forest of Dean than other parts of the county.

The Forest of Dean has a diverse local economy, not overly reliant on any one large company or sector for employment. In 2021 Manufacturing was the largest sector followed by Wholesale and retail trade and Human health and social work activities. The district also had strengths in Agriculture, forestry and fishing; Water, supply, sewerage and waste management; and Education⁶.

Given the importance of Manufacturing to the district it is important to note that this sector is projected to see a decline in employment between 2021-2050. This will see the sector go from being the third largest employer in 2021 to the 8th largest in 2050. A number of other sectors in the district are forecast to see declining employment in both the medium term (2021-2031) and longer term (2021-2050) these mainly include sectors relating to primary and secondary industries including: Mining and quarrying; Electricity, gas, steam and air conditioning supply; Agriculture, forestry and fishing; Water supply, sewerage, waste management; as well as Transport and storage. Conversely nine sectors are forecast to see growing employment over both the medium and long term, they include Arts, entertainment and recreation; Accommodation and food service activities; Construction; Education; Information and communication; Professional, scientific and technical activities; Other service activities; and Real estate⁷.

Job posting data highlights recruitment issues at a county, regional and national level. Across all of these areas there has been a significant increase in job postings since March 2021 and job postings have consistently outnumbered claimants of unemployment benefits. However, in the Forest of Dean this appears to have been less of an issue. The number of postings has increased since March 2021, however

1 Oxford Economics.

2 Job Density, ONS

3 Oxford Economics

4 Job Density, ONS

5 Oxford Economics

6 BRES, ONS

7 Oxford Economics



there are more claimants than vacancies, with the ratio peaking at 1.0 vacancies per claimant in June 2023, considerably lower than the county average (3.4), regional average (3.0) and national average (1.8) and all other districts in the county¹. This suggests while recruitment may be an issue in most of the county, in the Forest of Dean the reverse is true with a shortage of job vacancies.

The demand for green jobs which are those that have a direct and positive impact on the environment, is expected to grow at a local and national level in the coming years, suggesting it should be an area of focus².

4. Business and enterprise

Supporting local businesses is about ensuring the conditions for them to thrive, innovate and become more productive which helps the economy grow.

The Forest of Dean has the smallest volume of business floorspace in the county, which reflects the fact it has the smallest number of jobs. Business floorspace is predominantly industrial with 80.1% of floorspace falling into this category, higher than all other districts, the county, region and England and Wales. Conversely it has a lower proportion of in retail and office floorspace. Between 2016-2022 business floorspace in Forest of Dean decreased by -0.8%, this contrasted with the situation at county, regional and national level which all saw an increase in business floorspace. The decline in business floorspace was driven by a decline in industrial and other floorspace, office and retail floorspace increased in the district despite office floorspace declining at a county, regional and national level³.

In 2021 the Forest of Dean had the smallest number of active enterprises in the county, which ties in with lower number of jobs and industrial floorspace. The district also had the lowest business start-up rate in the county, below the county, regional and national average and sitting in the bottom 20% of district and unitary authorities for this measure. In addition, business deaths accounted for a higher proportion of total enterprises in the Forest of Dean than all other districts in the county, Gloucestershire, the South West and England and Wales and puts the district in the top 20% of district and unitary authorities across England and Wales for this measure. The number of business deaths in the district increased by 92.3% between 2016-2021, this was the highest increase in the county and was far higher than the county, region and national average, suggesting business deaths may be a concern for the district⁴.

One year survival rates were higher in the Forest of Dean, than the county, regional and national average. Five year survival rates were the highest in the county and the second highest amongst all district and unitary authorities across England and Wales. Three-year survival rates were lower than the county and regional average but higher than the national average. However, three year survival rates have decreased in the district reflecting the trend seen at a county level but in opposition to the picture seen at a regional and national level⁵.

It is also worth noting that in 2020 and 2021 the number of business deaths in Forest of Dean outnumbered business births, this contrasted with the situation at regional and national level where there were more births than deaths⁶. It is unclear whether this is a temporary anomaly or the start of a new trend, but if it continues it will result in a decline in Forest of Dean's overall business base⁷.

High growth businesses are much valued by local economies as they are enterprises which generate strong employment growth. In 2021 3.2% of active enterprises employing more than 10 people in the Forest of Dean were classed as high growth enterprises, which was lower than most districts in the county, the county, regional and national average and puts the district in the bottom 40% of district and

1 Lightcast and Claimant Count, ONS

2 Local Green Jobs, LGA

3 NDR Business Floorspace

4 Business Demography, ONS

5 Business Demography, ONS.

6 Business Demography, ONS.

7 Business Demography, ONS.



unitary authorities in England and Wales. In addition, since 2016 the number of high growth businesses in the Forest of Dean has fallen by 33.3%, the number of high growth businesses also fell at a county, regional and national level but to a lesser extent¹. This suggests this is more of an issue in the Forest of Dean than other parts of the country.

Forest of Dean's business profile differs slightly to the county, regional and national average. Micro enterprises (employing less than 10 people), account for a larger proportion of total enterprises (91.1%) in the Forest of Dean than in other areas with the district sitting in the top 20% of district and unitary authorities across England and Wales in terms of its micro enterprises. Conversely no enterprises in the Forest of Dean are classed as large enterprises (employing 250+ people), this differs from the situation at county and national level where 0.4% of enterprises are large enterprises and puts it in the bottom 10% of district and unitary authorities across England and Wales in terms of the proportion of large enterprises².

The sector profile of businesses in the Forest of Dean differs slightly from the county and national average. The three largest sectors in the district in terms of the number of businesses are Construction; Agriculture, forestry and fishing; and Wholesale and retail trade. This differs from the situation at county level and England and Wales where the top three sectors are Professional, scientific and technical activities; Construction and Wholesale and retail, and demonstrates the importance of Agriculture, forestry and fishing to the Forest of Dean's economy. The Forest of Dean also has an over-representation of enterprises in Agriculture, forestry and fishing; Manufacturing; Construction; and Public administration and defence when compared to the county, regional and national average³. These sectors are generally those where the district has higher than average employment.

The legal status of companies in the Forest of Dean also differs slightly from the picture seen across Gloucestershire, the South West and England and Wales. The district has a lower proportion of enterprises classed as Companies than the county, regional, country and all other districts in the county. Conversely it has a higher proportion of Sole proprietors exceeding the county, regional and national average and sitting in the top 20% of district and unitary authorities across England and Wales for this measure⁴.

Data around the turnover of businesses also shows the Forest of Dean has a higher proportion of enterprises with low turnover (£0-99,000) than the county, region and England and Wales and puts the district in the top 20% of district and unitary authorities across England and Wales for this measure⁵. This is unsurprising given the district has a higher proportion of micro companies and sole proprietors than other parts of the country.

Productivity is defined as the amount of goods and services that a worker produces in that same period. The Office for National Statistics preferred measure of productivity is GVA per hour worked. In 2021, Forest of Dean's GVA per hour worked was £51.97, this was the highest in the county, exceeding the county, regional and national average and put the district in the top 10% of district and unitary authorities in England and Wales in terms of productivity. Between 2016-2021 GVA per hour worked increased by 53.5% in Forest of Dean, this was higher than the growth seen in all other districts in the county, Gloucestershire, South West and England⁶.

Gross Value Added (GVA) is the measure of the value of goods and services produced in an area or sector, which can be used to measure the value of the economy through economic output. Forest of Dean's GVA was the smallest in the county. However, Forest of Dean's GVA increased by 61.1% between 2016-2021, this was higher than the growth seen across the county, South West and England and Wales and meant the district had the 2nd highest growth in GVA out of 331 district and unitary authorities across England and Wales⁷.

1 Business Demography, ONS.

2 UK Business Counts, ONS

3 UK Business Counts, ONS.

4 UK Business Counts, ONS.

5 UK Business Counts, ONS.

6 Subregional Productivity, ONS

7 Regional gross value added (balanced) by industry, ONS



Forest of Dean's GVA is heavily reliant on the Wholesale and retail trade, with this sector accounting for 47.6% of the districts GVA. This was higher than the county, regional and national average and saw the district rank 1st out of 331 district and unitary authorities in England and Wales in terms of the sectors contribution to GVA. Real estate (11.7%) and Manufacturing (11.3%) were the next largest contributors to Forest of Dean's GVA¹.

Between 2016-2021 the Wholesale and retail trade saw the greatest growth in GVA. This was followed by Construction and Education. Six sectors, namely Transportation and storage; Financial and insurance activities; Professional, scientific and technical activities; Public administration and defence; Arts, entertainment and recreation; and Other service activities saw a decline in GVA².

Economic projections suggest that over the medium term (2021-2031) Forest of Dean's GVA will increase by 15.8% this is lower than the county, regional and national average. Over the longer period (2021-2050) Forest of Dean's GVA is projected to increase by 43.3%, which is also lower than the growth projected at a county, regional and national level³.

Looking over the 10 years 2021-2031 the three-sectors projected to see the greatest growth in GVA in the Forest of Dean are Accommodation and food service activities; Administrative and support service activities; and Arts, entertainment and recreation. Mining and quarrying is the only sector projected to see a decline in GVA during this period. Looking over the longer period 2021-2050 the three sectors projected to see the greatest growth in GVA in Forest of Dean are Information and communication; Administrative and support service activities; and Accommodation and food service activities. Mining and quarrying is once again the only sector forecast to see a decline in GVA⁴.

Innovate UK is the UK's national innovation agency that provides funding and support for businesses to innovate and grow. Innovate UK has received a total of 18 applications for projects from Forest of Dean businesses and organisations between 1st April 2016 and 31st March 2021, this was lower than all districts except Gloucester. The Forest of Dean also had the lowest average value of investments of all districts in the county, suggesting this maybe an area for improvement⁵.

Overall, the Forest of Dean's economic performance is mixed. It has the most productive economy in the county. However, it does not compare well to other parts of the county in terms of employment and economic inactivity. It's working age population has lower levels of qualifications and poorer health outcomes than other parts of the county and educational attainment at the end of Key Stage 4 is also lower. It's GVA is also heavily reliant on the Wholesale and retail trade sector which does pose a potential risk if there are issues affecting this sector in the future. There are also concerns around the strength of its business base. However, recruitment challenges which are affecting much of the county are less of an issue in the Forest of Dean than elsewhere.

1 Regional gross value added (balanced) by industry, ONS.

2 Regional gross value added (balanced) by industry, ONS.

3 Oxford Economics

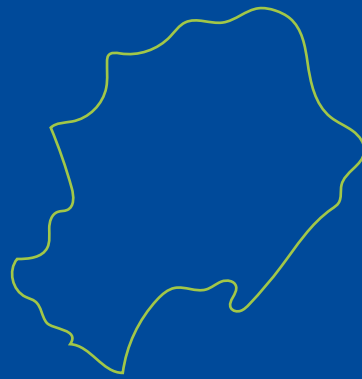
4 Oxford Economics.

5 Innovate, UK





Gloucester Summary



1. Geography and infrastructure

Gloucester is an urban district, with 0% of its population living in areas classed as rural¹. It is the only city in the county and as such is the largest employment centre.

In general, Gloucester is not a very deprived district, it sits in the middle 20% of local authorities across England for deprivation. However, given that Gloucestershire is not very deprived, the district does not compare as well to other parts of the county, and has the highest deprivation score. There are also significant pockets of deprivation with 25% of the population living in areas amongst the most deprived 20% nationally².

The district has good accessibility both in terms of physical accessibility and digital accessibility. Average journey times to 8 key services using public transport are the second best in the county and are better than the county, regional and national average³. It has high levels of superfast broadband and gigabit capability, sitting in the top 20% of authorities across the country for this measure. However, it has the lowest levels of full fibre services in the county and sits in the bottom 40% of authorities nationally. Levels of 4G and 5G coverage are high with 100% of areas predicted to have good outdoor 4G coverage from at least one operator and more than 90% of areas having 5G coverage, better than any other district in the county⁴.

Housing affordability has become a particular issue at a national, regional and local level in recent years. In 2022, someone earning a median sum in Gloucester required 7.7 times their earnings to purchase a median priced property. This was lower than the county, regional and national average and put the district in the bottom 40% of authorities nationally in terms of housing affordability. This suggests housing affordability is less of an issue in Gloucester than elsewhere. However, it is worth noting that between 2016-2022, Gloucester saw the greatest growth in the ratio between house prices and earnings in the county, and exceeded the county, regional and national average⁵. If this continues Gloucester may lose its comparative advantage in housing affordability.

1 Rural/Urban Classification, 2011, DEFRA

2 Indices of Deprivation, 2019, MHCLG and Mid 2020 Population Estimates, ONS

3 Journey Time Statistics 2019, DfT

4 Connected Nations, Ofcom

5 Median House Prices to Median Workplace Earnings, ONS

2. People

Between 2011-2021 Gloucester's population increased by 8.8%, this was higher than the rate of growth seen across Gloucestershire (8.1%), the South West (7.8%) and England and Wales (6.3%)¹.

Looking at the structure of the population, Gloucester has a higher proportion of people aged 0-15 and 16-64 than all other districts in the county, the county and national average. Conversely the district has a lower proportion of people aged 65+ than Gloucestershire and England and Wales². Reflecting the trend seen at a county and national level Gloucester's population is ageing and projections suggest this trend will continue. Gloucester's working-age population is projected to decrease from 63.2% in 2018 to 59.2% in 2043, however when compared to the county and other districts, Gloucester is projected to have a larger proportion of people of working age than all other areas³.

This changing population structure has implications for Gloucester's economy. Gloucester's dependency ratio is projected to increase, by 2043 for every 100 people of working age, there will be 69 people reliant on them this compares to 58 in 2018. While this is a substantial increase, Gloucester's dependency ratio is projected to be lower than all other districts in the county suggesting it is less of an issue than elsewhere⁴.

A healthy population is essential for a prosperous economy. Life expectancy in Gloucester is the lowest in the county for both males and females⁵. In addition, the district has a lower proportion of residents reporting good or very good health than the county and all other districts, although it is in line with the national average⁶. This suggests health issues may be more of a problem in Gloucester than other parts of the county.



1 2011 and 2021 Census, ONS

2 Mid 2021 Population Estimates, ONS

3 2018 based Sub-national Population Projections, ONS

4 2018 based Sub-national Population Projections, ONS

5 National life tables – life expectancy in the UK: 2018-2020, ONS

6 2021 Census, ONS



3. Employment and skills

The labour market in the Gloucester does not compare as well as other parts of the county. The employment rate is the second lowest in the county and is lower than the county average, although higher than the figure for the South West and England and Wales. The corresponding unemployment rate is lower than the national average but is the highest in the county and is higher than the county and regional average. Economic inactivity rates which are becoming an increasing concern at a regional, national and local level are higher than the county average, although they are lower than the regional and national average. Additionally, Gloucester has the highest proportion of 16-64 year olds who have never worked in the county and exceeds the county and regional average for this measure¹.

Self employment on its own is not a definitive indicator of a high degree of entrepreneurship in an area. However, alongside a high rate of business births it can suggest a strong entrepreneurial spirit in an area. Levels of self-employment in Gloucester (12.1%) are lower than the county (17.8%), regional (18.4%), and national average (16.8%) and puts the district in the bottom 10% across England and Wales in terms of levels of self-employment, suggesting this is a weakness for the district².

Overall young people in Gloucester do not do as well in education, as those in other parts of the county. Attainment 8, the key measure of attainment at the end of secondary school, is the second lowest in the county and is below the county and regional average³. In addition, 94.8% of students who finished KS4 or Level 2 qualifications in Gloucester mainstream state-funded schools progressed to a sustained education, employment or apprenticeship destination, this was lower than the county average but slightly higher than the national average. However, uptake of apprenticeships is higher in Gloucester than other parts of the county, Gloucestershire, South West or England and Wales⁴.

Gloucester has a poorer qualified 16-64 year old population than all other parts of the county, with those holding Level 4+ qualifications accounting for 30.0% of the population. This is below the national average of 37.0%, the regional average of 35.9% and the county average of 38.3% and puts the district in the bottom 40% of authorities across England and Wales in terms of its qualification levels. Conversely, Gloucester has a higher proportion of 16-64 year olds with no qualifications than Gloucestershire, the South West and all other districts in the county⁵.

The lower skill level of the population is reflected in the occupation structure. Managerial, professional, and associate professional occupations feature less highly in Gloucester than other parts of the county, with these three groups accounting for 38.2% of employment in the district, lower than the county regional and national averages of 46.6%, 44.7% and 46.2% and all other districts in the county. Gloucester has a higher proportion of residents employed in Process, plant and machine operative and Caring, leisure, and other service occupations than Gloucestershire, South West, England and Wales and all other districts in Gloucestershire. It also compares well in this measure to other parts of the country, with the district sitting in the top 40% of district and unitary authorities in England and Wales in terms of the proportion of employment in these occupations⁶.

Economic projections provide an indication of future economic growth and predict potential changes in employment. Looking over the medium term (2021-2031) the occupations projected to see the greatest growth are Professional occupations; Caring, leisure and other service occupations; and Managers, directors and senior officials. During the same period four occupations are projected to see a decline in employment, these are: Sales and customer service occupations; Skilled trades; Elementary occupations; and Process, Plant and machine operatives. This suggests there will be a greater shift to a high skilled economy in the coming years, similar trends are also projected to take over the longer period 2021-2050⁷.

1 2021 Census, ONS.

2 2021 Census, ONS.

3 PHOF, OHID

4 Explore Education Statistics, DFE

5 2021 Census, ONS

6 2021 Census, ONS.

7 Oxford Economics



Economic projections also suggest replacement demand, which is the number of openings created by people leaving the labour market on a temporary or permanent basis will play a significant role in Gloucester's economy. It is estimated that Gloucester's economy will require 42,940 new workers between 2021 and 2031 with 97% resulting from replacement demand. A similar situation is observed when looking at the longer period 2021-2050, with Gloucester's economy projected to require 114,784 new workers, with 99% resulting from replacement demand. Over both time periods the impact of replacement demand is greater in Gloucester than Gloucestershire, the South West and UK and results in a demand in all occupations, even those that are projected to see a decline in overall numbers¹. This highlights the continuing need to replace higher skill levels of experienced workers leaving the labour market.

Gloucester has the largest number of jobs in the county. This reflects its importance as the largest urban centre in the county. Over the last five years, the number of jobs in Gloucester increased by 11.9%, this was significantly higher than the rate of growth seen across Gloucestershire, the South West and England and Wales, as well as all other districts in the county. It also compared well to other parts of the country, sitting in the top 20% of district and unitary authorities in England and Wales in terms of job growth. Looking more recently between 2020 and 2021 the number of jobs in Gloucester increased, unlike all other parts of the county which saw a decline in the number of jobs².

Economic projections suggest that over the medium term (2021-2031) and longer term (2021-2050) job growth in Gloucester will be lower than the county, regional and national average and over the medium term it is projected to be the lowest in the county³.

Job density is an estimation of the overall balance between jobs and people. It is defined as the number of filled jobs in an area divided by the number of people of working age resident in that area. A job density of 1.0 would mean there is one job for every resident of working age. In 2021 Gloucester had a job density of 0.89 which was higher than the county, regional and national average, but lower than three other districts in the county⁴.

Looking forward the changing population structure may have implications for job density, by 2044 the number of jobs in the county were projected to exceed the number of working age people⁵, posing a challenge for delivering future growth. It is worth noting this does not take into account increases to the retirement age or the potential impact of automation and AI.

Gloucester has a diverse local economy, not overly reliant on any one large company or sector for employment. In 2021 the Human health and social work activities sector and the Wholesale and retail trade were the two largest sectors. The district also had strengths in Electricity, gas, steam and air conditioning supply and Public administration and defence⁶.

A number of sectors in the district are forecast to see declining employment in both the medium term (2021-2031) and longer term (2021-2050) these mainly include sectors relating to primary and secondary industries including: Agriculture, forestry and fishing; Water supply, sewerage, waste management; and Manufacturing, as well as Transport and storage. Conversely six sectors are forecast to see growing employment over both the medium and long term, they include Arts, entertainment and recreation; Accommodation and food service activities; Information and communication; Professional, scientific and technical activities; Human health and social work activities; and Other service activities⁷.

Job posting data highlights recruitment issues. There has been a significant increase in job postings since March 2021. Job postings have consistently outnumbered claimants of unemployment benefits but this difference increased in the last year peaking in June 2023 when there were 4.0 vacancies per claimant, this was higher than the county, regional and national average and all districts in the county except Cheltenham, suggesting recruitment may be an issue in the district⁸.

1 Oxford Economics.

2 Job Density, ONS

3 Oxford Economics

4 Job Density, ONS

5 Oxford Economics

6 BRES

7 Oxford Economics

8 Lightcast and Claimant Count, ONS

The demand for green jobs, which are those that have a direct and positive impact on the environment, is expected to grow at a local and national level in the coming years, suggesting it should be an area of focus¹.

4. Business and enterprise

Supporting local businesses is about ensuring the conditions for them to thrive, innovate and become more productive which helps the economy grow.

Gloucester has the largest volume of business floorspace in the county, which reflects the fact it is the largest urban centre. Business floorspace in Gloucester is more mixed than other parts of the county, with the district having a higher proportion of retail and office floorspace, than Gloucestershire, South West and England and Wales and all other districts in the county except Cheltenham. Conversely it has a lower proportion of industrial floorspace. Between 2016-2022 business floorspace in Gloucester decreased by -1.6%, this contrasted with the situation at county, regional and national level which all saw an increase in business floorspace. The decline in business floorspace was driven by a decline in office, industrial and retail floorspace, other floorspace was the only floorspace to increase in the district and exceeded the growth seen at a county, regional and national level².

In 2021 Gloucester had the smallest proportion of active enterprises per 10,000 working age residents in the county, this was below the county, regional and national average and sat in the bottom 20% of district and unitary authorities across England and Wales for this measure³.

The picture when looking at business births and deaths is mixed. New start ups account for a higher proportion of total enterprises in Gloucester than all other districts in the county, Gloucestershire, South West and England and Wales. However, the business death rate is the second highest in the county, exceeding the county, regional and national average and puts the district in the top 20% of district and unitary authorities across England and Wales in terms of business deaths. The district has also seen higher growth in business deaths between 2016-2021 than most other areas⁴. These factors suggest there is a lot of turnover in Gloucester's business base relative to other areas.

It is also worth noting that in 2021 the number of business births in Gloucester outnumbered business deaths, this contrasted with the situation at county level where there were more deaths than births. However, the difference was smaller than that observed at a regional and national level, this means that although the business base in Gloucester is healthier than the county, it is not performing as well as other parts of the country⁵.

One year survival rates were higher in Gloucester, than other districts in the county, Gloucestershire, South West and England and Wales and saw the district sit in the top 20% of district and unitary authorities across England and Wales for this measure. However, three year and five year survival rates were the lowest in the county. In addition, three year survival rates have decreased in the district reflecting the trend seen at a county level but in opposition to the picture seen at a regional and national level⁶.

High growth businesses are much valued by local economies as they are enterprises which generate strong employment growth. In 2021 4.6% of active enterprises employing more than 10 people in Gloucester were classed as high growth enterprises, which was higher than all districts in the county, the county, regional and national average and puts the district in the top 20% of district and unitary authorities in England and Wales. In addition, since 2016 the number of high growth businesses in Gloucester has increased, this differs from the picture seen at a county, regional and national level

1 Local Green Jobs, LGA

2 NDR Business Floorspace

3 Business Demography, ONS

4 Business Demography, ONS.

5 Business Demography, ONS.

6 Business Demography, ONS.



which saw a fall in high growth businesses. This suggests high growth businesses are doing better in Gloucester than other parts of the county and country¹.

Gloucester's business profile differs slightly to the county, regional and national average. While the majority of enterprises (86.0%) are micro (employing less than 10 people), small, medium and large enterprises account for a slightly higher proportion of total enterprises, than across the county, region and country².

The sector profile of businesses in Gloucester differs slightly from the county and national average. The three largest sectors in the district in terms of the number of businesses are Construction; Wholesale and retail trade; and Professional, scientific and technical activities. This differs from the situation at county level and England and Wales where the largest sector is Professional, scientific and technical activities followed by Construction and Wholesale and retail. Gloucester also has an over-representation of enterprises in Manufacturing; Construction; Accommodation and food service activities; and Human health and social work activities when compared to the county, regional and national average³. These sectors are generally those where the district has higher than average employment.

The legal status of companies in Gloucester also differs slightly from the picture seen across Gloucestershire, the South West and England and Wales. The district has a higher proportion of enterprises classed as Companies than the county, regional, country. In addition, it stands out as having a high proportion of Non-profit body or mutual associations, exceeding the county, regional and national average and sitting in the top 10% of district and unitary authorities across England and Wales for this measure⁴.

Data around the turnover of businesses also shows Gloucester has a higher proportion of enterprises with high turnover, in the bands £1,000,000 to £9,999,000 and £10,000,000+ than the county, region and England and Wales and puts the district in the top 20% of district and unitary authorities across England and Wales for these measures⁵. This is unsurprising given the district has a higher proportion of larger companies than other parts of the country.

Productivity is defined as the amount of goods and services that a worker produces in that same period. The Office for National Statistics preferred measure of productivity is GVA per hour worked. In 2021, Gloucester's GVA per hour worked was £30.17 this was the lowest in the county, and was below the county, regional and national average. Between 2016-2021 GVA per hour worked decreased by 0.8% in Gloucester. Gloucester was the only district in the county to see a decline in productivity and differed from the picture seen in Gloucestershire, South West and England which all saw a growth in GVA per hour worked⁶.

Gross Value Added (GVA) is the measure of the value of goods and services produced in an area or sector, which can be used to measure the value of the economy through economic output. Gloucester's GVA was the third highest in the county behind Cotswold and Cheltenham. Gloucester's GVA increased by 8.2% between 2016-2021, this was the smallest growth in the county and lower than the growth seen at a county, regional and national level⁷.

The three largest contributors to Gloucester's GVA were Human health and social work activities (15.4%); Real estate activities (10.4%) and Wholesale and retail trade (10.3%). This differs slightly from the picture seen at county, regional and national level where the three largest sectors are Real estate; Wholesale and retail trade; and Manufacturing⁸.

1 Business Demography, ONS.

2 UK Business Counts, ONS

3 UK Business Counts, ONS.

4 UK Business Counts, ONS.

5 UK Business Counts, ONS.

6 Subregional Productivity, ONS

7 Regional gross value added (balanced) by industry, ONS

8 Regional gross value added (balanced) by industry, ONS.



Between 2016-2021 the Construction sector saw the greatest growth in GVA. This was followed by Human, health and social work activities and Public administration and defence. Seven sectors, namely Transportation and storage; Accommodation and food service activities; Financial and insurance activities; Professional, scientific and technical activities; Arts, entertainment and recreation; Activities of households; and Other service activities saw a decline in GVA¹.

Economic projections suggest that over the medium term (2021-2031) Gloucester's GVA will increase by 14.6% this is the lowest growth in the county and is lower than the county, regional and national average. Over the longer period (2021-2050) Gloucester's GVA is projected to increase by 46.5%, this is lower than the growth projected at a county, regional and national level but higher than the growth projected in the Stroud, Cheltenham and the Forest of Dean².

Looking over the 10 years 2021-2031 the three-sectors projected to see the greatest growth in GVA in Gloucester are Accommodation and food service activities; Administrative and support service activities; and Information and communication. Mining and quarrying is the only sector projected to see a decline in GVA during this period. Looking over the longer period 2021-2050 the three sectors projected to see the greatest growth in GVA in Gloucester are Information and communication; Administrative and support service activities; and Accommodation and food service activities. Mining and quarrying is once again the only sector forecast to see a decline in GVA³.

Innovate UK is the UK's national innovation agency that provides funding and support for businesses to innovate and grow. Innovate UK has received a total of 12 applications for projects from Gloucester businesses and organisations between 1st April 2016 and 31st March 2021, this was the lowest number and total value of applications in the county. However, the average value of applications was higher than Cotswold and the Forest of Dean⁴.

Overall, Gloucester's economic performance is mixed. It has the least productive economy in the county and does not compare well to other parts of the county in terms of unemployment. It's working age population has lower levels of qualifications and poorer health outcomes than other parts of the county and educational attainment at the end of Key Stage 4 is also lower. However it does have a higher number of jobs than any other part of the county and a higher proportion of high growth and high turnover businesses.



1 Regional gross value added (balanced) by industry, ONS

2 Oxford Economics

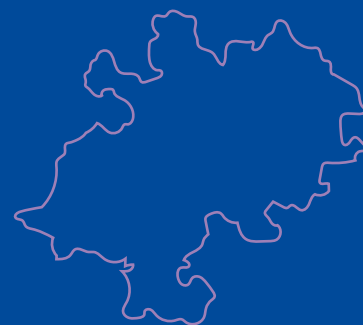
3 Oxford Economics

4 Innovate UK





Stroud Summary



1. Geography and infrastructure

Stroud district is classed as Urban with Significant Rural. This means that around 29% of its population live in rural areas, which is higher than the national average but in line with the county and regional average¹.

In general Stroud is not a very deprived district, it sits in the least deprived 20% of local authorities across England and none of its residents live in areas classed amongst the most deprived 20% nationally².

Physical accessibility is fairly average. Average journey times to 8 key services using public transport are worse than the national average, but broadly in line with the county and regional average³. The situation when looking at digital accessibility is fairly poor. Stroud has lower levels of superfast broadband, full fibre and gigabit capability than Gloucestershire and England and Wales and sits in the bottom 40% of authorities for all of these measures. The situation when looking at mobile coverage is more positive, with levels of 4G and 5G in the district exceeding the national average, although it is worth noting that only Cotswold has lower levels of 4G coverage than Stroud⁴.

Housing affordability has become a particular issue at a national, regional and local level in recent years. In 2022, someone earning a median sum in stroud required 9.6 times their earnings to purchase a median priced property. This was higher than the county, regional and national average and all districts except Cotswold. In addition, between 2016-2022, Stroud saw the second greatest growth in the ratio between house prices and earnings in the county, and exceeded the county, regional and national average⁵, suggesting housing affordability is becoming an increasing issue in the district.

2. People

Between 2011-2021 Stroud's population increased by 7.4%, this was lower than the rate of growth seen across Gloucestershire (8.1%) and the South West (7.8%) but higher than the rate of growth seen across England and Wales (6.3%)⁶.

Looking at the structure of the population, Stroud has a lower proportion of people aged 0-15 and 16-64 than the county and national average. Conversely the district has a higher proportion of people aged 65+ than Gloucestershire and England and Wales, but a lower proportion than Cotswold and the Forest of Dean⁷. Reflecting the trend seen at a county and national level Stroud's population is ageing and projections suggest this trend will continue. Stroud's working-age population is projected to decrease

1 Rural/Urban Classification, 2011, DEFRA

2 Indices of Deprivation, 2019, MHCLG and Mid 2020 Population Estimates, ONS

3 Journey Time Statistics 2019, DfT

4 Connected Nations, Ofcom

5 Median House Prices to Median Workplace Earnings, ONS

6 2011 and 2021 Census, ONS

7 Mid 2021 Population Estimates, ONS



from 59.7% in 2018 to 54.9% in 2043. This changing population structure has implications for Stroud's economy. Stroud's dependency ratio is projected to increase, by 2043 for every 100 people of working age, there will be 82 people reliant on them this compares to 67 in 2018¹.

A healthy population is essential for a prosperous economy. Generally, Stroud's population is healthier than the national average. It has similar life expectancies² and lower levels of self-reported poor health, disability, and unpaid carers than England and Wales³.

3. Employment and skills

Stroud's labour market compares relatively well to other areas. The employment rate is higher than the county, regional and national average and the district sits in the top 10% of district and unitary authorities across England and Wales for its employment rate. Although it is worth noting that Stroud has the highest levels of part-time working in the county. The corresponding unemployment rate is lower than in county, regional and national average and all other districts in the county. Economic inactivity rates which are becoming an increasing concern at a regional, national and local level are lower than those seen across Gloucestershire, the South West and England and Wales. In addition, the district sits in the bottom 10% of district and unitary authorities across England and Wales for its economic inactivity rate⁴.

Overall young people in Stroud do well in education. Attainment 8 the key measure of attainment at the end of secondary school, exceeds the county and national average and puts the district in the top 20% of authorities across England⁵. In addition, 97.2% of students who finished KS4 or Level 2 qualifications in Stroud mainstream state-funded schools progressed to a sustained education, employment or apprenticeship destination, this was higher than the county and national average and all other districts in the county⁶.

Stroud also has a well qualified 16-64 year old population with those holding Level 4+ qualifications accounting for 41.1% of the population. This is above the national average of 37.0%, the regional average of 35.9% and the county average of 38.3% and puts the district in the top 40% of authorities across England and Wales in terms of its qualification levels⁷. The high skill level of the population is reflected in the occupation structure. Managerial, professional, and associate professional occupations feature highly in Stroud with these three groups accounting for 49.7% of employment in the district, higher than the county regional and national averages of 46.6%, 44.7% and 46.2%⁸.

Economic projections provide an indication of future economic growth and predict potential changes in employment. Looking over the medium term (2021-2031) the occupations projected to see the greatest growth are Managers, directors and senior officials; Caring, leisure and other service occupations; and Professional occupations. During the same period three occupations are projected to see a decline in employment, these are: Sales and customer service occupations; Process, plant and machine operatives; and Skilled trades. This suggests there will be a greater shift to a high skilled economy in the coming years, similar trends are also projected to take over the longer period 2021-2050⁹.

1 2018 based Sub-national Population Projections, ONS

2 National life tables – life expectancy in the UK: 2018-2020, ONS

3 2021 Census, ONS

4 2021 Census, ONS.

5 PHOF, OHID

6 Explore Education Statistics, DFE

7 2021 Census, ONS

8 2021 Census, ONS.

9 Oxford Economics



Economic projections also suggest replacement demand, which is the number of openings created by people leaving the labour market on a temporary or permanent basis, will play a significant role in Stroud's economy. It is estimated that Stroud's economy will require 31,258 new workers between 2021 and 2031 with 93% resulting from replacement demand. A similar situation is observed when looking at the longer period 2021-2050, with Stroud's economy projected to require 81,717 new workers, with 100% resulting from replacement demand. Over both time periods the impact of replacement demand is greater in Stroud than Gloucestershire, the South West and UK and results in a demand in all occupations, even those that are projected to see a decline in overall numbers¹. This highlights the continuing need to replace higher skill levels of experienced workers leaving the labour market.

Over the last five years, the number of jobs in Stroud decreased by -8.2% this was the greatest decline observed in the county and differed from the picture seen at a county, regional and national level, which saw growth in the number of jobs during the period².

Economic projections suggest that over the medium term (2021-2031) job growth in Stroud will be higher than the county and national average but lower than the regional average. Over the longer period (2021-2050) job growth in Stroud is projected to be the lowest in the county and below the county, regional and national average³.

Job density is an estimation of the overall balance between jobs and people. It is defined as the number of filled jobs in an area divided by the number of people of working age resident in that area. A job density of 1.0 would mean there is one job for every resident of working age. In 2021 Stroud had a job density of 0.78, which was lower than the county, regional and national average and all districts in the county except the Forest of Dean⁴.

Looking forward the changing population structure may have implications for job density. At a county and regional level and in the majority of Gloucestershire's six districts the number of jobs is projected to outnumber the number of working age residents at some point between 2021-2050. This is not the case for Stroud, with working age residents projected to outnumber jobs beyond 2050. This suggests recruitment issues may be less of a challenge in the future in the Stroud than other parts of the county⁵.

Stroud has a diverse local economy, not overly reliant on any one large company or sector. In 2021 the largest sectors in terms of employment were the Manufacturing; Wholesale and retail trade; and Human health and social work activities. The district also had strengths in Electricity, gas, steam and air conditioning supply; Agriculture, forestry and fishing; Construction; and Water supply, sewerage, waste management and remediation activities⁶.

Given the importance of Manufacturing to the district it is important to note it saw a decline in employment between 2016 and 2021⁷ and this is projected to continue up to 2050, this will see the sector go from being the third largest employer in 2021 to the 7th largest in 2050. A number of other sectors in the district are forecast to see declining employment in both the medium term (2021-2031) and longer term (2021-2050) these mainly include sectors relating to primary and secondary industries including: Mining and quarrying; Electricity, gas, steam and air conditioning supply; Agriculture, forestry and fishing; Water supply, sewerage, waste management; as well as Transportation and storage. Conversely eight sectors are forecast to see growing employment over both the medium and long term, they include Arts, entertainment and recreation; Accommodation and food service activities; Construction; Education; Information and communication; Professional, scientific and technical activities; Human health and social work activities; and Other service activities⁸.

1 Oxford Economics

2 Job Density, ONS

3 Oxford Economics

4 Job Density, ONS

5 Oxford Economics

6 BRES, ONS

7 BRES, ONS

8 Oxford Economics



Job posting data highlights recruitment issues. There has been a significant increase in job postings since March 2021. Job postings have consistently outnumbered claimants of unemployment benefits but this difference increased in the last year peaking in June 2023 when there were 3.1 vacancies per claimant, this was higher than the regional and national average but lower than the county average¹.

The demand for green jobs which are those that have a direct and positive impact on the environment, is expected to grow at a local and national level in the coming years, suggesting it should be an area of focus². Evidence from job postings suggests Stroud has seen one of the largest proportions of green jobs advertised in the county, which could mean it is ahead of other parts of the county, or there is more demand in the district than elsewhere³.

4. Business and enterprise

Supporting local businesses is about ensuring the conditions for them to thrive, innovate and become more productive which helps the economy grow.

Business floorspace is predominantly industrial with 75.4% of floorspace falling into this category, higher than, the county, region and England and Wales. Conversely it has a lower proportion of in retail and office floorspace. Between 2016-2022 business floorspace in Stroud increased by 5.6%, this was greater than the increase in floorspace seen in all other districts in the county, Gloucestershire, South West and England and Wales. The growth in business floorspace was driven by an increase in office, industrial and other floorspace, retail floorspace decreased in the district, despite growing slightly across Gloucestershire and the South West⁴.

Stroud had the second lowest business start-up rate in the county, below the county, regional and national average and sitting in the bottom 20% of district and unitary authorities for this measure. However, business deaths accounted for a smaller proportion of total enterprises in Stroud than all other districts in the county, Gloucestershire, the South West and England and Wales and puts the district in the bottom 20% of district and unitary authorities across England and Wales for this measure⁵.

It is also worth noting that in 2021 the number of business births in Stroud outnumbered business deaths, this contrasted with the situation at county level where there were more deaths than births. However, the difference was smaller than that observed at a regional and national level, this means that although the business base in Stroud is healthier than the county, it is not performing as well as other parts of the country⁶.

One year, three year and five year survival rates were higher in Stroud, than Gloucestershire, South West and England and Wales. In addition, Stroud saw an increase in three year survival rates, reflecting the trend seen at a regional and county level but in opposition to the picture seen at county level⁷.

High growth businesses are much valued by local economies as they are enterprises which generate strong employment growth. In 2021 4.2% of active enterprises employing more than 10 people in Stroud were classed as high growth enterprises, which was higher than the county, regional and national average. However, since 2016 the number of high growth businesses in Stroud has fallen by 28.6%, the number of high growth businesses also fell at a county, regional and national level but to a lesser extent⁸. This suggests this is more of an issue in Stroud than other parts of the country.

Stroud's business profile is fairly similar to the county, regional and national average, with the majority of enterprises (89.7%) being micro (employing less than 10 people). Large enterprises (employing 250+ people) account for only 0.3% of total enterprises in the county, in line with the figures for Gloucestershire, the South West and England and Wales⁹.

1 Lightcast and Claimant Count, ONS

2 Local Green Jobs, LGA

3 Lightcast

4 NDR Business Floorspace

5 Business Demography, ONS

6 Business Demography, ONS.

7 Business Demography, ONS.

8 Business Demography, ONS.

9 UK Business Counts, ONS

The sector profile of businesses in Stroud generally reflects the county and national average, with the top three sectors being Professional, scientific and technical activities; Wholesale and retail trade; and Construction. However, Stroud does have an over-representation of enterprises in Agriculture, forestry and fishing; Electricity, gas, steam and air conditioning supply; Manufacturing; and Professional, scientific and technical activities when compared to the county, regional and national average. These sectors are generally those where the district has higher than average employment¹.

Data around the turnover of businesses also shows Stroud has a higher proportion of enterprises with low turnover, (£0-99,000) than the county, region and England and Wales and puts the district in the top 20% of district and unitary authorities across England and Wales for this measure².

Productivity is defined as the amount of goods and services that a worker produces in that same period. The Office for National Statistics preferred measure of productivity is GVA per hour worked. In 2021, Stroud's GVA per hour worked was £31.92 this was the second lowest in the county, and was below the county, regional and national average. Between 2016-2021 GVA per hour worked increased by 21.0% in Stroud, higher than the rate of growth seen at a county, regional and national level³.

Gross Value Added (GVA) is the measure of the value of goods and services produced in an area or sector, which can be used to measure the value of the economy through economic output. Stroud's GVA was the second lowest in the county above the Forest of Dean. Stroud's GVA increased by 13.4% between 2016-2021, this was lower than the growth seen at a county, regional and national level⁴.

Stroud's GVA is heavily reliant on the Manufacturing sector, with this sector accounting for 30.0% of the districts GVA. This was higher than the county, regional and national average and saw the district rank 14th out of 331 district and unitary authorities in England and Wales in terms of the sectors contribution to GVA. Real estate (14.4%) and Wholesale and retail trade (10.2%) were the next largest contributors to Stroud's GVA⁵.

Between 2016-2021 the Agriculture, mining, electricity, gas, water and waste sector saw the greatest growth in GVA. This was followed by Information and communication and Wholesale and retail trade. Six sectors, namely Construction; Accommodation and food service activities; Financial and insurance activities; Administrative and support service activities; Other service activities; and Activities of households saw a decline in GVA⁶.

Economic projections suggest that over the medium term (2021-2031) Stroud's GVA will increase by 16.4% this is in line with the county average and lower than the regional and national average. Over the longer period (2021-2050) Stroud's GVA is projected to increase by 42.6%, this is lower than the growth projected in all other districts in the county and at a county, regional and national level⁷.

Looking over the 10 years 2021-2031 the three-sectors projected to see the greatest growth in GVA in Stroud are Accommodation and food service activities; Administrative and support service activities; and Information and communication. Mining and quarrying is the only sector projected to see a decline in GVA during this period. Looking over the longer period 2021-2050 the three sectors projected to see the greatest growth in GVA in Stroud are Information and communication; Administrative and support service activities; and Accommodation and food service activities. Mining and quarrying is once again the only sector forecast to see a decline in GVA⁸.

Innovate UK is the UK's national innovation agency that provides funding and support for businesses to innovate and grow. Innovate UK has received a total of 53 applications for projects from Stroud businesses and organisations between 1st April 2016 and 31st March 2021, this was the highest number of applications in the county. However, the total and average value of applications was the second highest in the county behind Tewkesbury⁹.

1 UK Business Counts, ONS.

2 UK Business Counts, ONS.

3 Subregional Productivity, ONS

4 Regional gross value added (balanced) by industry, ONS

5 Regional gross value added (balanced) by industry, ONS.

6 Regional gross value added (balanced) by industry, ONS.

7 Oxford Economics

8 Oxford Economics.

9 Innovate UK

Overall, Stroud's economic performance is mixed. It has the second least productive economy in the county. It's GVA is also heavily reliant on the Manufacturing sector which does pose a potential risk if there are issues affecting this sector in the future. However, it does compare well to other parts of the county in terms of employment, unemployment and economic inactivity.





Tewkesbury Summary



1. Geography and infrastructure

Tewkesbury is classed as Largely Rural. This means that around 31% of its population live in rural areas, which is higher than the national average but in line with the county and regional average¹.

In general Tewkesbury is not a very deprived district, it sits in the least deprived 20% of local authorities across England. However, it does have pockets of deprivation with the area Tewkesbury South 3 being classed amongst the most deprived 20% nationally².

Physical accessibility is fairly average. Average journey times to 8 key services using public transport are worse than the national average, but broadly in line with the county and regional average³. The situation when looking at digital accessibility is mixed. Tewkesbury has lower levels of superfast broadband than Gloucestershire and England and Wales and sits in the bottom 20% of authorities for all of these measures. Levels of full fibre and gigabit capability was lower than the national average but higher than the county average. The situation when looking at mobile coverage is more positive, with levels of 4G and 5G in the district exceeding the national average⁴.

Between 2016 and 2022, Tewkesbury's housing stock grew by 11.1%, this was higher than the growth seen at a county, regional or national level and all districts in the county and put it in the top 20% of authorities across England⁵.

Housing affordability has become a particular issue at a national, regional and local level in recent years. In 2022, someone earning a median sum in Tewkesbury required 8.7 times their earnings to purchase a median priced property. This was higher than the county and national average but lower than the regional average⁶.

1 Rural/Urban Classification, 2011, DEFRA

2 Indices of Deprivation, 2019

3 Journey Time Statistics 2019, DfT

4 Connected Nations, Ofcom

5 Live tables on dwelling stock, MHCLG

6 Median House Prices to Median Workplace Earnings, ONS

2. People

Between 2011-2021 Tewkesbury's population increased by 15.8%, this was higher than the rate of growth seen across Gloucestershire (8.1%), the South West (7.8%) and England and Wales (6.3%). In addition, its population growth meant it had the 8th highest population growth out of 331 district and unitary authorities in England and Wales¹.

Looking at the structure of the population, Tewkesbury has the highest proportion of 0-15 year olds in the county, exceeding the county average and sitting in line with the figure for England and Wales. The district has a lower proportion of people aged 16-64 than Gloucestershire and England and Wales, but a higher proportion of people aged 65+². Reflecting the trend seen at a county and national level Tewkesbury's population is ageing and projections suggest this trend will continue. Tewkesbury's working-age population is projected to decrease from 59.3% in 2018 to 55.9% in 2043. This changing population structure has implications for Tewkesbury's economy. Tewkesbury's dependency ratio is projected to increase, by 2043 for every 100 people of working age, there will be 81 people reliant on them this compares to 69 in 2018³.

A healthy population is essential for a prosperous economy. Generally, Tewkesbury's population is healthier than the national average. It has the highest female life expectancy in the county⁴. In addition, the proportion of residents reporting poor health or very poor health, disabilities or being an unpaid carer is lower than the figures for England and Wales⁵.



1 2011 and 2021 Census, ONS

2 Mid 2021 Population Estimates, ONS

3 2018 based Sub-national Population Projections, ONS

4 National life tables – life expectancy in the UK: 2018-2020, ONS

5 2021 Census, ONS



3. Employment and skills

Tewkesbury's labour market compares relatively well to other areas. The employment rate is the highest in the county, exceeds the county, regional and national average and the district sits in the top 10% of district and unitary authorities across England and Wales for its employment rate. Tewkesbury also has the highest levels of full-time working in the county. The corresponding unemployment rate is lower than the county, regional and national average. Economic inactivity rates which are becoming an increasing concern at a regional, national and local level are lower than those seen across Gloucestershire, the South West and England and Wales and all other districts in the county. In addition, the district sits in the bottom 10% of district and unitary authorities across England and Wales for its economic inactivity rate¹.

Overall young people in Tewkesbury do well in education. Attainment 8, the key measure of attainment at the end of secondary school, exceeds the county and national average and puts the district in the top 20% of authorities across England². In addition, 95.2% of students who finished KS4 or Level 2 qualifications in Tewkesbury mainstream state-funded schools progressed to a sustained education, employment or apprenticeship destination, this was higher than the county and national average³.

Tewkesbury also has a well qualified 16-64 year old population with those holding Level 4+ qualifications accounting for 39.2% of the population. This is above the national average of 37.0%, the regional average of 35.9% and the county average of 38.3% and puts the district in the top 40% of authorities across England and Wales in terms of its qualification levels⁴. The high skill level of the population is reflected in the occupation structure. Managerial, professional, and associate professional occupations feature highly in Tewkesbury with these three groups accounting for 48.6% of employment in the district, higher than the county regional and national averages of 46.6%, 44.7% and 46.2%⁵.

Economic projections provide an indication of future economic growth and predict potential changes in employment. Looking over the medium term (2021-2031) the occupations projected to see the greatest growth are Professional occupations, Managers, directors and senior officials; and Caring, leisure and other service occupations. During the same period two occupations are projected to see a decline in employment, these are: Process, plant and machine operatives and Skilled trades. This suggests there will be a greater shift to a high skilled economy in the coming years, similar trends are also projected to take over the longer period 2021-2050⁶.

Economic projections also suggest replacement demand, which is the number of openings created by people leaving the labour market on a temporary or permanent basis will play a significant role in Tewkesbury's economy, but less so than in other areas. It is estimated that Tewkesbury's economy will require 36,215 new workers between 2021 and 2031 with 87% resulting from replacement demand. A similar situation is observed when looking at the longer period 2021-2050, with Tewkesbury's economy projected to require 91,244 new workers, with 96% resulting from replacement demand. Over the shorter time period (2021-2031) the impact of replacement demand is less in Tewkesbury than Gloucestershire, the South West and UK. Over the longer period (2021-2050) the impact of replacement is lower in Tewkesbury than Gloucestershire but higher than the South West and the UK. Across all time periods replacement demand in Tewkesbury results in a demand in all occupations, even those that are projected to see a decline in overall numbers⁷. This highlights the continuing need to replace higher skill levels of experienced workers leaving the labour market.

Over the last five years, the number of jobs in Tewkesbury decreased by -3.7% this differed from the picture seen at a county, regional and national level, which saw growth in the number of jobs during the period⁸.

1 2021 Census, ONS.

2 PHOF, OHID

3 Explore Education Statistics, DFE

4 2021 Census, ONS

5 2021 Census, ONS.

6 Oxford Economics

7 Oxford Economics.

8 Job Density, ONS



Economic projections suggest that over the medium term (2021-2031) job growth in Tewkesbury will be higher than the county, regional and national average and higher than all other districts in the county. Over the longer period (2021-2050) job growth in Tewkesbury is projected to be the second highest in the county, exceeding the county average but lower than the South West and UK¹.

Job density is an estimation of the overall balance between jobs and people. It is defined as the number of filled jobs in an area divided by the number of people of working age resident in that area. A job density of 1.0 would mean there is one job for every resident of working age. In 2021 Tewkesbury had a job density of 0.93 which was higher than the county, regional and national average and all districts except Cotswold and Cheltenham².

Looking forward the changing population structure may have implications for job density, by 2022 the number of jobs in the county were projected to exceed the number of working age people³ posing a challenge for delivering future growth. It is worth noting this does not take into account increases to the retirement age or the potential impact of automation and AI.

Tewkesbury has a diverse local economy, not overly reliant on any one large company or sector for employment. In 2021 the Manufacturing sector was the largest sector in the district followed by Wholesale and retail trade and the Human health and social work activities sector. The district also had strengths in Agriculture, forestry and fishing and Water supply, sewerage, waste management etc⁴.

Given the importance of Manufacturing to the district it is important to note the sector is projected to see declining employment between 2021-2050. This will see the sector go from being the third largest employer in 2021 to the 5th largest in 2050. A number of other sectors in the district are forecast to see declining employment in both the medium term (2021-2031) and longer term (2021-2050) these mainly include sectors relating to primary and secondary industries including: Mining and quarrying; Electricity, gas, steam and air conditioning supply; Agriculture, forestry and fishing; and Water supply, sewerage, waste management. Conversely eleven sectors are forecast to see growing employment over both the medium and long term, they include Arts, entertainment and recreation; Administrative and support service activities; Accommodation and food service activities; Construction; Education; Information and communication; Professional, scientific and technical activities; Human health and social work activities; Other service activities; Real estate; and Wholesale and retail trade⁵.

Job posting data highlights recruitment issues. There has been a significant increase in job postings since March 2021. Job postings have consistently outnumbered claimants of unemployment benefits but this difference increased in the last year peaking in June 2023 when there were 1.8 vacancies per claimant, this was higher than the national average but lower than the county and regional average, suggesting while recruitment is an issue in the district it might be less so than in other parts of the county⁶.

The demand for green jobs which are those that have a direct and positive impact on the environment, is expected to grow at a local and national level in the coming years, suggesting it should be an area of focus⁷. Evidence from job postings suggests Tewkesbury has seen one of the largest proportions of green jobs advertised in the county, which could mean it is ahead of other parts of the county, or there is more demand in the district than elsewhere⁸.

1 Oxford Economics

2 Job Density, ONS

3 Oxford Economics

4 BRES, ONS

5 Oxford Economics

6 Lightcast and Claimant Count, ONS

7 Local Green Jobs, LGA

8 Lightcast



4. Business and enterprise

Supporting local businesses is about ensuring the conditions for them to thrive, innovate and become more productive which helps the economy grow.

Business floorspace is predominantly industrial with 76.4% of floorspace falling into this category, higher than, the county, region and England and Wales. Conversely it has a lower proportion of in retail and office floorspace. Between 2016-2022 business floorspace in Tewkesbury increased by 5.4%, this was greater than the increase in floorspace seen in all other districts in the county except Stroud, Gloucestershire, South West and England and Wales. The growth in business floorspace was driven by an increase in retail, office and industrial floorspace, other floorspace decreased in the district, despite growing across Gloucestershire, the South West and England and Wales¹.

Tewkesbury had a lower business start-up rate than the county, regional and national average. However, business deaths accounted for a smaller proportion of total enterprises in Tewkesbury than Gloucestershire, the South West and England and Wales.

It is also worth noting that in 2021 the number of business births in Tewkesbury outnumbered business deaths and by a higher margin than all other districts in the county. This contrasted with the situation at county level where there were more deaths than births. However, the difference was smaller than that observed at a regional and national level, this means that although the business base in Tewkesbury is healthier than the county, it is not performing as well as other parts of the country².

The picture when looking at survival rates is mixed. One year survival rates are lower than the average for Gloucestershire and the South West but are higher than the national average. The district has also followed the picture seen at county level with 1 year survival rates falling, something which was not reflected at a regional and national level. However, three year survival rates are the highest in the county, exceed the average for Gloucestershire, South West and England and Wales and put the district in the top 20% of district and unitary authorities across England and Wales. The district has also seen an increase in three year survival rates, despite the county overall seeing a decline. Tewkesbury also does well in terms of five year survival rates, having the second highest rate in the county behind the Forest of Dean, exceeding the county, regional and national average and having the fourth highest five year survival rate in the country³.

High growth businesses are much valued by local economies as they are enterprises which generate strong employment growth. In 2021 3.0% of active enterprises employing more than 10 people in Tewkesbury were classed as high growth enterprises, which was lower than all other districts in the county, the Gloucestershire, regional and national average. Since 2016 the number of high growth businesses in Tewkesbury has fallen by 62.5%. The number of high growth businesses also fell at a county, regional and national level but to a lesser extent, and the district sat in the bottom 10% of authorities across England and Wales in terms of change in high growth businesses. This suggests this is more of an issue in Tewkesbury than other parts of the country⁴.

Tewkesbury's business profile differs slightly to the county, regional and national average. While the majority of enterprises (87.8%) are micro (employing less than 10 people), small, medium and large enterprises account for a slightly higher proportion of total enterprises, than across the county, region and country⁵.

1 NDR Business Floorspace

2 Business Demography, ONS

3 Business Demography, ONS

4 Business Demography, ONS

5 UK Business Counts, ONS



The sector profile of businesses in Tewkesbury generally reflects the county and national average, with the top three sectors being Professional, scientific and technical activities; Wholesale and retail trade; and Construction. However, Tewkesbury does have an over-representation of enterprises in Agriculture, forestry and fishing; Manufacturing; and Construction when compared to the county, regional and national average. These sectors are generally those where the district has higher than average employment¹.

Data around the turnover of businesses also shows Tewkesbury has a higher proportion of enterprises with high turnover, in the bands £1,000,000 to £9,999,000 and £10,000,000+ than the county, region and England and Wales and puts the district in the top 20% of district and unitary authorities across England and Wales for these measures². This is unsurprising given the district has a higher proportion of larger companies than other parts of the country.

Productivity is defined as the amount of goods and services that a worker produces in that same period. The Office for National Statistics preferred measure of productivity is GVA per hour worked. In 2021, Tewkesbury's GVA per hour worked was £38.22 this was higher than the county and regional average but below the national average. Between 2016-2021 GVA per hour worked increased by 9.8% in Tewkesbury, lower than the rate of growth seen at a county, regional and national level and in all districts except Gloucester³.

Gross Value Added (GVA) is the measure of the value of goods and services produced in an area or sector, which can be used to measure the value of the economy through economic output. Tewkesbury's GVA was the fourth highest in the county. Tewkesbury's GVA increased by 15.1% between 2016-2021, this was lower than the growth seen at a county, regional and national level⁴.

Tewkesbury's GVA is heavily reliant on the Manufacturing sector, with this sector accounting for 32.7% of the districts GVA. This was higher than the county, regional and national average and saw the district rank 11th out of 331 district and unitary authorities in England and Wales in terms of the sectors contribution to GVA. Real estate (12.3%) and Construction (8.9%) were the next largest contributors to Tewkesbury's GVA⁵.

Between 2016-2021 the Administrative and support service activities saw the greatest growth in GVA. This was followed by Education and Information and communication. Three sectors, namely Accommodation and food service activities; Financial and insurance activities; and Public administration and defence saw a decline in GVA⁶.

Economic projections suggest that over the medium term (2021-2031) Tewkesbury's GVA will increase by 18.8% this is the highest projected growth in the county and is higher than the county, regional and national average and lower than the regional and national average. Over the longer period (2021-2050) Tewkesbury's GVA is projected to increase by 51.7%, this is higher than the growth projected at a county level but lower than the growth projected at a national and regional level⁷.

Looking over the 10 years 2021-2031 the three-sectors projected to see the greatest growth in GVA in Tewkesbury are Accommodation and food service activities; Administrative and support service activities; and Information and communication. Mining and quarrying is the only sector projected to see a decline in GVA during this period. Looking over the longer period 2021-2050 the three sectors projected to see the greatest growth in GVA in Tewkesbury are Information and communication; Administrative and support service activities; and Accommodation and food service activities. Mining and quarrying is once again the only sector forecast to see a decline in GVA⁸.

1 UK Business Counts, ONS.

2 UK Business Counts, ONS.

3 Subregional Productivity, ONS

4 Regional gross value added (balanced) by industry, ONS

5 Regional gross value added (balanced) by industry, ONS.

6 Regional gross value added (balanced) by industry, ONS.

7 Oxford Economics

8 Oxford Economics.



Innovate UK is the UK's national innovation agency that provides funding and support for businesses to innovate and grow. Innovate UK has received a total of 41 applications for projects from Tewkesbury businesses and organisations between 1st April 2016 and 31st March 2021, this was the third highest number of applications in the county. However, the total and average value of applications was the highest in the county, with 60% of Gloucestershire total funding being allocated to Tewkesbury businesses¹.

In summary Tewkesbury is an area that has seen significant growth in recent years. It has a prosperous and resilient economy. It compares well to other areas in terms of employment, unemployment and economic inactivity. Its business base also appears stronger than some other parts of the county. However, it's GVA is heavily reliant on the Manufacturing sector which does pose a potential risk if there are issues affecting this sector in the future. There are also challenges around recruitment which are likely to become a greater issue in the coming years.



1 Innovate UK



☐ MON ☐ TUE ☐ WED ☐ THU ☐ FRI ☐ SAT ☐ SUN

POST COVID-19 ECONOMIC RECOVERY



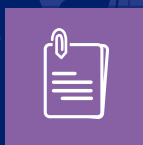
Global economic setting

The global recovery from the COVID-19 pandemic and Russia's invasion of Ukraine is slowing amid widening divergences among economic sectors and regions.

The World Health Organization (WHO) announced in May 2023 that it no longer considers COVID-19 to be a "global health emergency." Supply chains have largely recovered, and shipping costs and suppliers' delivery times are back to pre-pandemic levels. But forces that hindered growth in 2022 persist. Inflation remains high and continues to erode household purchasing power. Policy tightening by central banks in response to inflation has raised the cost of borrowing, constraining economic growth.

Global growth is projected to fall from 3.5 percent in 2022 to 3.0 percent in both 2023 and 2024. The forecast for 2023–24 remains well below the historical (2000–19) annual average of 3.8 percent. It is also below the historical average across broad income groups, in overall GDP as well as per capita GDP terms. Advanced economies continue to drive the decline in growth from 2022 to 2023, with weaker manufacturing, as well as idiosyncratic factors, offsetting stronger services activity¹.

1 World Economic Outlook Update, July 2023, IMF



Glossary

- **Active enterprise** – businesses that had either turnover or employment at any time during a period.
- **Ageing Society, Health & Nutrition (Innovate UK sector)** – Projects related to improving Nutrition, General Health and the well being of an ageing population.
- **AI & Data Economy (Innovate UK sector)** – Projects Related to the collection, commercialisation and management of Data and the use of Artificial Intelligence.
- **Attainment 8** – measures the achievement of a pupil across 8 qualifications including mathematics (double weighted) and English (double weighted), 3 further qualifications that count in the English Baccalaureate (EBacc) measure and 3 further qualifications that can be GCSE qualifications (including EBacc subjects) or any other non-GCSE qualifications on the DfE approved list. Each individual grade a pupil achieves is assigned a point score, which is then used to calculate a pupil's Attainment 8 score. Schools and Local Authorities are then measured by comparing their average Attainment 8 score per pupil.
- **Business** – used to represent an enterprise. An enterprise can be defined as the smallest combination of legal units (based on Value Added Tax (VAT) and/or Pay As You Earn (PAYE) records) that is an organisational unit producing goods or services, which benefits from a certain degree of autonomy in decision-making. An enterprise carries out one or more activities at one or more locations. An enterprise may also be a sole legal unit.
- **Business birth** – new business registrations (identified through registration of the administrative units, that is, VAT and PAYE) are referred to as business births.
- **Business death** – businesses that have ceased to trade (identified through de-registration of the administrative units) are referred to as business deaths.
- **Business survival** – a business is deemed to have survived if it was born in year t or has survived to year t , and it is active in terms of employment and/or turnover in any part of $t+1$.
- **Clean Growth & Infrastructure (Innovate UK sector)** – Projects related to sustainable Energy and Infrastructure development.
- **Dependency ratio** – relates the number of children (0-15 years old) and older persons (65 years or over) to the working-age population (16-64 years old).
- **Economic activity** – people are economically active if, they are:
 - in employment (an employee or self-employed)
 - unemployed, but looking for work and could start within two weeks
 - unemployed, but waiting to start a job that had been offered and accepted
 - It is a measure of whether or not a person was an active participant in the labour market during this period.
- **Economic inactivity** – people who are not involved in the labour market, they are neither working or actively seeking employment.

- **Geographical neighbours** – local authorities that border Gloucestershire.
- **Global (Innovate UK sector)** – Projects conducted with International Partners.
- **Green jobs** – employment in an activity that contributes to protecting or restoring the environment, including those that mitigate or adapt to climate change.
- **Gross Value Added** – the measure of the value of goods and services produced in an area, industry or sector, which can be used to measure the value of the economy through economic output.
- **Hard to fill vacancy** – a vacancy which is difficult to fill. Difficulties experienced include, but are not limited to, lack of applicants, applicants who lack the proper qualifications, competition and undesirable hours
- **High growth businesses** – measures all businesses with an average growth in employment of greater than 20%, per annum, over a three-year period. The size threshold used to identify these businesses is that they have 10 or more employees.
- **Internal migration** – residential moves between local authorities in the UK.
- **Innovation Lending (Innovate UK sector)** – Projects funded with a repayable Loan as opposed to a Grant.
- **Job density** – the number of jobs per resident of working age.
- **Location quotient** – a ratio to compare the share of local employment in an industry, to the share of employment in that industry across England and Wales.
- **Manufacturing, Materials & Mobility (Innovate UK sector)** – Project related to the manufacturing and Motor industries and the materials used by them.
- **Micro/small (Innovate UK enterprise size)** – An enterprise which is either micro or small, and can not be distinguished because of reporting issues.
- **Other floorspace** – floorspace that does not fall into the retail, office or industrial categories, e.g Education, Health, Hotels etc.
- **Productivity** – the amount of goods and services that a worker produces in a given period of time. A more productive workforce implies each worker is producing more units of goods and services, i.e., more cars per hour or more phone calls per minute.
- **Responsive (Innovate UK sector)** – Projects that come from Open competitions or proposals that are in response to urgent requests or needs.
- **Self-employment** – a person who is self-employed works for themselves independently and may or may not have employees working for them.
- **Skills shortage vacancy** – a vacancy that is hard to fill due to a lack of skills, qualifications or experience among applicants.
- **Statistical neighbours** – local authorities which may not be close to one another geographically but share similar characteristics meaning they are useful to compare to one another.
- **Strategy (Innovate UK sector)** – Projects from programs centred on Key strategies not specific to any one technology such as Women in Innovation.
- **Working age** – 16-64 years

Inform Gloucestershire

Data, Analysis and Insight Team

E informgloucestershire@gloucestershire.gov.uk
www.gloucestershire.gov.uk/inform

InformGloucestershire

Economy Environment and Infrastructure

Gloucestershire County Council
Shire Hall
Westgate Street
Gloucester GL1 2TG

E economy@gloucestershire.gov.uk
www.gloucestershire.gov.uk

