# Colchester Quarterly Economic Report



# Issue 19: September 2014



## **Background information**

This quarterly economic report for Colchester aims to give a better understanding of the Borough's economic makeup and performance in comparison to national and local trends.

The report also aims to inform policy-making through providing an objective understanding of Colchester's communities of interest and geography.

Data is included on a range of variables including:

- Regional changes
- The demographics of recession impacts
- Unemployment
- Worklessness
- Levels of 16-19 year olds Not in Education, Employment or Training (NEET)
- Housing market data
- News from the business and economy

Due to changes and restrictions on data sets, there have been some changes in the format contents of the economic report from March 2013. Most notable is the removal of GDP data, and Jobs advertised and sought through Jobcentre Plus. Employment by Occupation data is a new inclusion to the report this month, allowing an insight in to the kinds of jobs people in Colchester are employed in. All data included in this report is the most recently available at the time of writing, including data on unemployment and worklessness, which is from February 2014.

In addition, each report provides a topical focus or briefing section highlighting particular issues or economic developments.

Thanks go to Essex County Council, Connexions Integrated Youth Services and Jobcentre Plus (Essex District and Colchester offices) for providing data towards this report.

For more information or questions about this report, please contact Jevon Harper in the Research and Engagement team at Colchester Borough Council (01206) 282314 or email jevon.harper@colchester.gov.uk

## **National Gross Domestic Product (GDP)**

Gross Domestic Product (GDP) provides a measure of total economic activity in a region. GDP is often referred to as one of the main 'summary indicators' of economic activity, and references to growth / fall in the economy usually refer to the growth / fall in GDP during the latest quarter.

Official Government data shows GDP growth / decline by industrial sector (manufacturing, construction etc). This data does not show regional or local difference. UK gross domestic product (GDP) increased by 0.8% in Q1 2014 compared with Q4 2013.

In Q1 2014 the employment rate for those aged from 16 to 64 was 73.0%, up 0.3% when compared to Q4 2013. It was up 1.5% from a year earlier. For April-June 2014 there were 167,000 more people in employment aged 16 and over, compared with January to March 2014 – bringing the total number in employment to 30.60 million.

The UK national accounts are updated with new information annually, and methodological and classification changes, along with the output from the annual supply and use balancing process, are also included. The latest results are published in Blue Book 2013. Due to this publication, there have been revisions to quarterly GDP growth rates throughout the period since 1997.

Information regarding blue book revisions can be found here:

 $\frac{http://ons.gov.uk/ons/rel/naa2/quarterly-national-accounts/q1-2013/sty-economic-growth.html}{}$ 

## Index of output, employment and hours since Q1 2008, seasonally adjusted, Q1 2008=100

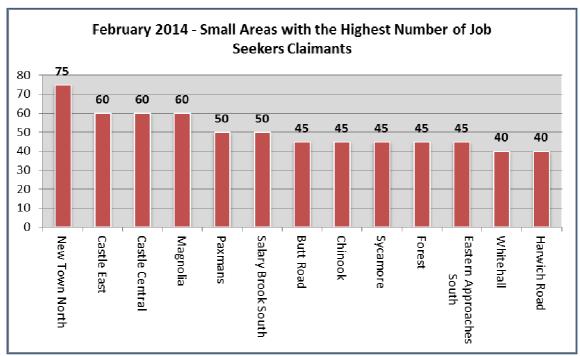


ONS data, © Crown Copyright, 2014

## **Unemployment and Worklessness Data**

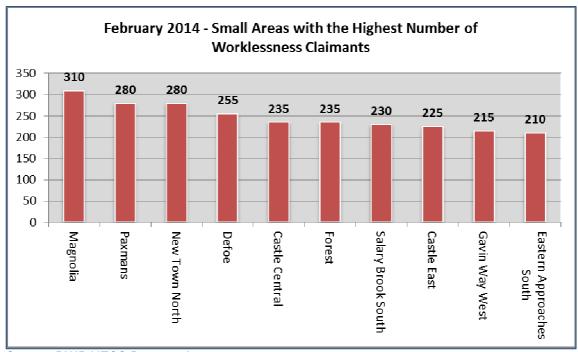
	Colchester (numbers)	Colchester (%)	East (%)	Great Britain (%)
All people				
Economically active <sup>†</sup>	103,900	79.4	80.3	77.4
In employment <sup>†</sup>	95,400	73.1	75.5	71.7
Employees <sup>†</sup>	83,500	65.1	64.2	61.4
Self employed <sup>†</sup>	11,300	7.7	11.0	9.8
Unemployed (model-based) <sup>§</sup> Source: ONS annual population survey	6,000	5.9	5.8	7.2
# Sample size too small for reliable	e estimate <u>(see defini</u> t	tions)		
† numbers are for those aged 16 a § numbers and % are for those ag	•	•	onomicall	y active

The previous report, which featured employment data for October 2012 - September 2013, showed that Colchester had a lower unemployment rate than Great Britain (5.9% in Colchester, 7.7% in Great Britain), and a slightly lower unemployment rate compared to the East overall (6.3% in the East). Data above for April 2013 – March 2014 shows that again Colchester has a lower unemployment rate than Great Britain as a whole. However, the percentage of unemployed individuals for Colchester has remained level at 5.9%, while the unemployment rate for the East has fallen to below that of Colchester, falling by 0.5% to 5.8%. The rate for Great Britain fell by 0.5% when comparing October 2012- September 2013 to April 2013- March 2014.



Source: DWP NESS Dataset, August 2014

New Town North had the highest number of Job Seekers Allowance claimants in February 2014, as was the case in previous economic reports. However the number of claimants In New Town North has decreased, from 105 in May 2013 to 75 in February 2014. Castle East, Castle Central and Magnolia had the joint second highest number of JSA claimants respectively (Castle Central and Magnolia had the joint second number of JSA claimants in May 2013 with 70 claimants each). Castle East, Castle Central and Magnolia had 60 claimants. In May 2014 there were 6 small areas in Colchester with 50 or more JSA claimants resident, a decrease from 14 small areas in May 2013.



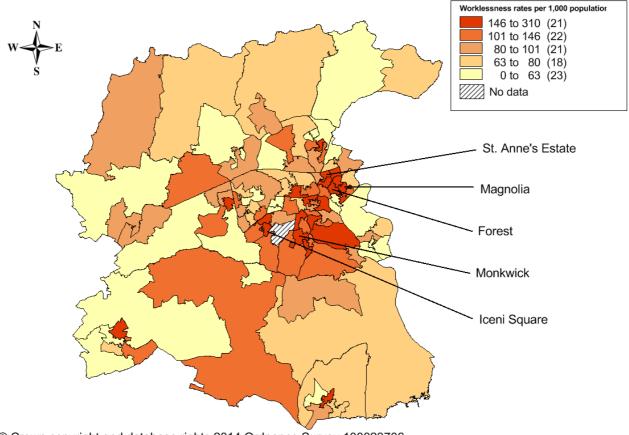
Source: DWP NESS Dataset, August 2014

In February 2014 Magnolia had the highest number of worklessness claimants (310), however the number of worklessness claimants in Magnolia has fallen by 5 since the previous report. In February 2014, there were 14 small areas in Colchester where 200 or more people were claiming worklessness benefits, a reduction of three small areas when compared to May 2013, in which 17 small areas had 200 or more worklessness claimants.

In previous reports Magnolia and New Town North have consistently remained in the top two positions in terms of total numbers of worklessness claimants (they just tend to alternate between first and second position in terms of ranking). However, in February 2014 the number of worklessness claimants in Paxmans rose by 5 to become the small area with the second highest number of worklessness claimants (280), while the number of worklessness claimants in New Town North has fallen by 35 since May 2013. Overall, the small areas ranked 1<sup>st</sup> -8<sup>th</sup> in February 2014 have featured in the top 8 consistently from November 2011, they just switched positions.

In addition a map of 'hot spot' worklessness areas has been produced for the borough, and can be found below. This shows a calculated crude worklessness rate, as a proportion of the total population of the small area, for Colchester. When calculated in this way the top 5 'hot spot' areas are; Magnolia, St. Annes Estate, Iceni Square, Forest, and Monkwick. These top 5 areas have been labelled for reference.

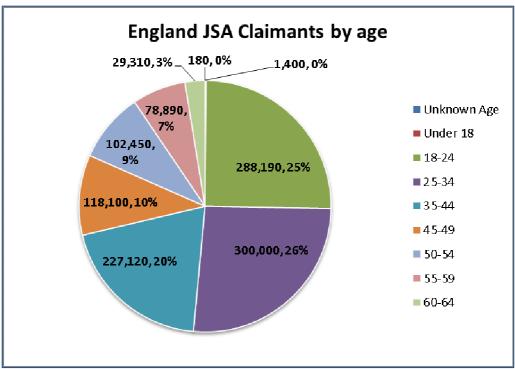
## Crude Rate per 1,000 Working Age Population, Worklessness Claimants, May 2014



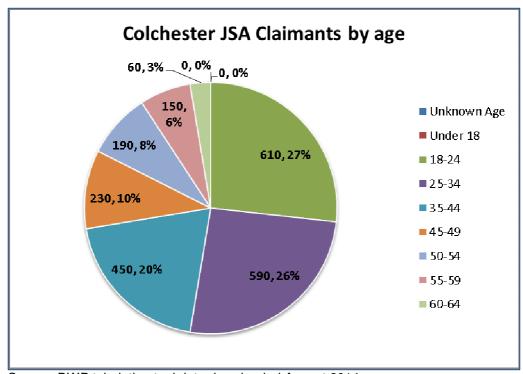
© Crown copyright and database rights 2014 Ordnance Survey 100023706. Source: DWP Benefits Working Age Client Group. LSOA rates are calculated by expressing the number of worklessness people as a percentage of the working age population from 2011 Census LSOA estimates (ONS). 16-64 year age group totals were used for both males and females — as working age split of 16-59 years for females was not available. Data for Alamein and Homefield Road small area is not available due to administrative changes with LSOA boundaries.

## Job Seekers Allowance (JSA) Claims by Age

In February 2014, the largest proportion of JSA claimants in England were the 25-34 age group, while in Colchester the 18-24 age group made up the largest proportion. In both England and Colchester the 25-34 age group made up 26% of all claimants, while in Colchester the 18-24 age group made up 27% of claimants.



Source: DWP tabulation tool data downloaded August 2014



Source: DWP tabulation tool data downloaded August 2014

In Colchester in February 2014, the age group with second largest proportion of claimants were those aged 25-34. This age group represented 26% of total claimants, equating to approximately 590 individuals. This is a change from the previous report, which featured data from May 2013, in which the 25-34 age group marginally made up the largest proportion of JSA claimants, albeit with the same percentage as the most recent data (26%). Colchester mirrors national statistics to an extent, in England the 25-34 claimant group also represented 26% of all claimants, however in England the 25-34 age group made up the largest proportion of claimants.

In both geographies the under 18s made up the smallest proportion of overall JSA claimants, but this may largely be due to eligibility. If they still live in the family home they may not be entitled to income based claims, and lack of previous work may mean they are not entitled to contribution based claims. The group with the second smallest proportion of claimants was the 60 to 64 age group, excluding those with an unknown age.

## **Employment by occupation**

Employment by occupation (Apr 2013-Mar 2014)			
	Colchester Co (level)	lchester Eas (%) (%	
Soc 2010 major group 1-3	44,300	46.7 45.6	44.5
1 Managers, directors and senior officials	7,100	7.4 11.0	10.2
2 Professional occupations	21,800	22.8 19.6	19.9
3 Associate professional & technical	15,500	16.2 14.8	14.1
Soc 2010 major group 4-5	23,400	24.6 22.2	21.4
4 Administrative & secretarial	7,300	7.7 11.2	10.7
5 Skilled trades occupations	16,100	16.8 10.8	10.5
Soc 2010 major group 6-7	13,500	14.2 16.1	17.1
6 Caring, leisure and other service occupations	9,500	10.0 9.1	9.1
7 Sales and customer service occs	#	# 6.9	7.9
Soc 2010 major group 8-9	13,800	14.5 16.1	17.0
8 Process plant & machine operatives	4,500	4.7 6.3	6.2
9 Elementary occupations	9,300	9.8 9.6	10.7

Source: ONS annual population survey

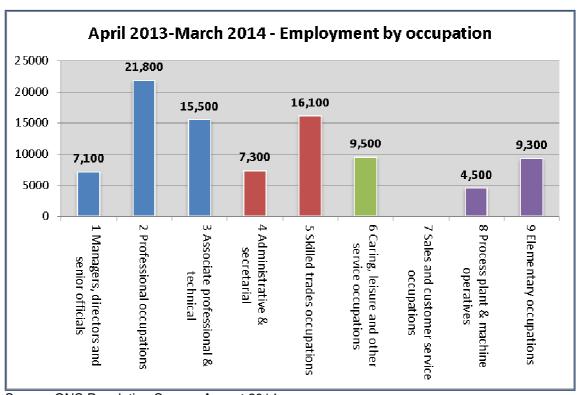
Notes: level and % are for those aged 16+

% is a proportion of all persons in employment

The table above outlines the levels of employment by occupational groups for Colchester from April 2013-March 2014. The ONS have grouped various job titles into 9 major groups of similar occupations.

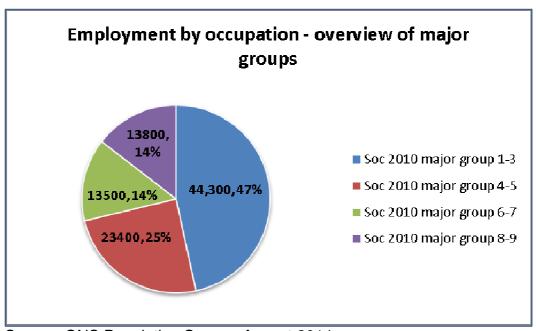
More details on SOC 2010 classifications and definitions, including the SOC2010 manual, and an in-depth index of the job titles assigned to each major group, can be found here: <a href="http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/soc2010-volume-1-structure-and-descriptions-of-unit-groups/index.html#1">http://www.ons.gov.uk/ons/guide-method/classifications/current-standard-classifications/soc2010/soc2010-volume-1-structure-and-descriptions-of-unit-groups/index.html#1</a>

<sup>#</sup> Sample size too small for reliable estimate (see definitions)



Source: ONS Population Survey, August 2014

When broken down into each of the major groups, we see those employed in Professional occupations make up the largest proportion of the workforce, with an estimated 21,800 people employed in these roles. The lowest occupational group is Process plant and machine operatives, with an estimated 4,500 people employed in these roles. Please note, a figure for those working in sales and customer service occupations is unavailable.



Source: ONS Population Survey, August 2014

When grouping these major occupational groups together with similar occupational groups, we can see that the largest group in which people were employed in Colchester was the Soc 2010 major group 1-3, with 47% employed in these roles. This group comprises of jobs such as Managers, directors and senior officials, and those employed in professional, associate professional and technical occupations. Soc 2010 major groups 6-7 and 8-9 employed the smallest proportion of people, with 14% employed in each of these sectors, however, as already stated, data for those working in Sales and Customer Service is unavailable for Colchester.

## Not in Employment, Education or Training (NEET) Data

Please note that for district level NEET figures, adjusted figures are used, whereas the ward data uses actual NEET numbers.

When looking at changes over a two month period (May 2014 –June 2014), most districts saw an increase in NEET numbers. In the previous report covering December 2013-January 2014 data, all districts had seen a decrease in NEET numbers apart from Colchester. In June 2014, the areas with the highest percentage of NEET individuals were; Tendring (7.8%), Basildon (7.0%) and Harlow (6.1%).

Between May 2014 and June 2014, there was an increase of 16 individuals classed as NEET in Colchester. In June 2014 in Colchester, 5.8% of the total 16-19 age cohort were NEET, compared to 5.2% in January 2014.

NEET Adjusted Figures by District, May 2014-June 2014

	NEET Adjusted				
District	Jun-14	May-14	Jun-14	May-14	DOT*
Braintree	5.0%	4.7%	246	231	1
Maldon	4.0%	4.1%	89	93	<b>1</b>
Chelmsford	3.5%	3.3%	197	186	1
Basildon	7.0%	6.3%	448	397	1
Brentwood	3.7%	3.7%	89	89	=
<b>Castle Point</b>	4.5%	4.6%	142	148	<b>+</b>
Rochford	3.5%	3.8%	109	118	<b>1</b>
Colchester	5.8%	5.6%	329	313	<b>↑</b>
Tendring	7.8%	7.1%	363	330	1
Epping	4.1%	4.0%	138	134	1
Harlow	6.1%	5.9%	176	172	1
Uttlesford	2.9%	2.9%	73	74	<b>1</b>
Essex	5.1%	4.9%	2397	2284	1

<sup>\*</sup> Direction of Travel

Data Source: CCIS August 2014

The table below shows the top 11 Colchester District Wards by number of NEETs, along with the percentage of the total NEET numbers in Colchester based in each ward. In the previous report, St. Andrew's, New Town and Berechurch had the highest proportion of NEET residents, with 31, 29 and 25 NEETs respectively. In June, the number of NEETs in St. Andrew's has risen to 38, while New Town saw a rise of three NEETs, and Berechurch saw an increase of six NEET residents.

NEET Actual Numbers by Ward, June 2014

Colchester NEET by ward			
Jun-14	NEET Total	NEET %	
St. Andrew's	38	11.7%	
New Town	32	9.9%	
Berechurch	31	9.6%	
St. Anne's	24	7.4%	
Shrub End	21	6.5%	
Harbour	20	6.2%	
Castle	19	5.9%	
Highwoods	17	5.2%	
Mile End	16	4.9%	
Lexden	16	4.9%	
Prettygate	13	4.0%	

Note: Data for other Colchester wards with lower numbers of NEETs was not available at time of writing.

### In Focus / Extra News



## **Housing Trends Update**

The Land Registry reports that in June 2014 house prices were up 6.4% from last year, with no change from May to June 2014. The average house in England and Wales now costs £172,011. Over the past 12 months London has had the largest increase in relation to average property value — with a 16.4% rise. Data for the East shows a 7.9% rise from June 2013. Repossessions decreased by 30% between April 2013 and April 2014 to 898 compared with 1,285.

The most recent data available in relation to house sales shows that during April 2014, completed house sales in England and Wales increased by 31% to 66,659 sales, compared with 51,022 sales in April 2013.

The Council of Mortgage Lenders (CML) reports that gross mortgage lending held steady in July and was an estimated £19.1 billion, up 7% from June's gross lending total. This figure is 15% higher than July last year (£16.7 billion) and is reported to be the highest monthly figure since August 2008 (£19.3 billion).

Additionally in April 2014, it was reported that first-time buyers took out 24,500 loans, an increase of 1% on March and of 37% compared to April 2013. These 24,500 loans are reported to be worth £3.5bn. First-time buyer lending was 3% up on March and 52% up on April last year (by value).

The most recently available Housing Trends Report (May 2014) reports that average prices for the year from April 2013 to April 2014 in Colchester experienced an increase in price of £11,682. This was the fourth highest reported increase in the Greater Haven Gateway, with the largest increase in Suffolk Coastal (£17,721).

In relation to lower quartile prices for flats and maisonettes across the sub region, Braintree showed a notable increase in prices of £14,000. Five other local authorities saw an increase in prices, including Maldon (£11,500 increase), Suffolk Coastal (£11,000), Colchester (£7,505), Mid Suffolk (£3,495) and Ipswich (£1,250). Two local authorities saw lower quartile prices for flats and maisonettes decrease, the biggest decrease being Babergh (£8,005), followed by Tendring (£4,995).

The average turnover of private housing stock in the region from January 2014 to May 2014 was 0.7%. All local authorities in the Greater Haven Gateway had the same turnover of 0.7%, apart from Babergh, Ipswich and Suffolk Coastal who had a slightly lower turnover of 0.6%. Colchester had the highest number of sales at 519 and the highest number of new build properties at 25. The low numbers of new build properties in most local authorities is notable, but particularly in Ipswich and Maldon where only 3 new build properties were sold in each local authority from January-May 2014.

Data available on the average number of weeks it took to sell a property was not available at the time of writing this report. Hometrack are in the process of reviewing the market indicator information they provide, and new indicators should be made available in time for the next Quarterly Economic Report.

#### Data sources:

https://www.gov.uk/government/news/june-2014-market-trend-data

http://www.cml.org.uk/cml/media/press/3975

http://www.cml.org.uk/cml/media/press/3938

Greater Haven Gateway - Housing Market Trends Quarterly Report – May 2014



## **Retail Sales and Spending**

The Office for National Statistics (ONS) reports that in June 2014, the quantity bought in the retail industry (volume) increased by 3.6% compared with a year ago. The amount spent (value) increased by 3.5%. Non-seasonally adjusted data shows that since June 2013 the prices of goods sold in the retail industry showed no change after a fall of 0.7% in May 2014 (this is measured by the implied price deflator).

When looking at where money was spent in June 2014, for every pound spent in the retail sector 42 pence was spent in food stores, 41 pence was spent in non-food stores, 6 pence in non-store retailing and 11 pence was spent on fuel.

The non-store retailing sector consists of retailers that sell predominantly online or through mail order. Compared with a year ago, in June 2014 the quantity bought in the non-store sector increased by 17.1%. The amount spent increased by 16.5% in the same period.

Data sources:

http://www.ons.gov.uk/ons/dcp171778 372466.pdf

## **Broadband for business parks**

Colchester Borough Council has been successful in its grant bid to the Local Growth Fund via the SE LEP for £200,000 from 2015 to support delivery of truly superfast broadband to business parks across the Borough.

With its broadband partner, County Broadband Ltd, the Council will use the funding to deliver fixed wireless broadband coverage and telephony to ensure that firms across the Borough will be able to obtain "business class" broadband at a competitive price, reducing the costs of accessing the Internet and facilitating business growth in today's digitally-driven economy.

## **Bowater Holographics moves to Colchester**

Innovative British technology company Bowater Holographics Limited is moving into premises on the Knowledge Gateway at the University of Essex's Colchester Campus this Autumn.

As world leaders in the mass reproduction of full colour, three dimensional, volume reflection holograms for product and identity security, the company will be establishing a manufacturing base at a new building at Parkside Office Village on the Knowledge Gateway. This will house Bowater Holographics Limited, Bowater Media Limited and the Bowater Foundation, putting all three under one roof for the first time.

Founded in 2012, Bowater Holographics Limited is a ground breaking technology business that has developed a method of reproducing full colour, three dimensional, volume reflection holograms in industrial quantities for the purposes of identity security, currency, tax stamps and brand security.

The company and the technology have been developed in Britain, with a view to growing the business to be the global leader in product and identity authentication, using its ground breaking holographic technologies. Led by experienced management and technical teams, the Company has attracted some of the world's most respected experts in holography as well as a first class commercial team.

Bowater Holographics Limited is also committing to building a long term and sustainable relationship with Colchester and the University by including a number of internships and scholarships through the Bowater Foundation.

Founder, James BV Bowater notes,

"With a world class technology that has global applications in everything from security to renewable energies, establishing a strong relationship with the University of Essex, is important to us, as is building up a manufacturing facility in the Colchester area."

## **Bowens International locates in the Borough**

Major photo lighting company, Bowens International, based in Clacton since the 1960s, is moving to refurbished premises on Severalls Business Park in November this year.

The company manufactures studio and location lighting as well as creative light-shaping tools and accessories for professional image makers. Designed and developed in the United Kingdom, Bowens products are used by photographers and moviemakers in 140 countries worldwide. Managing Director, Emerson Roberts, said:

"All our headquarters functions, including Sales and Marketing, Finance and Research and Development, will be moved to the new site, and there will be a large European distribution centre built into it as well. Our UK staff of 35 will henceforth work out of Colchester, whose central location and good access to rail, road and air networks will be a great help in the next phase of our growing business. Colchester as a hub for creative jobs and engineering skills will help support our expansion plans over the coming years".

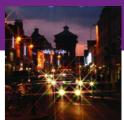
## **McDonalds**

McDonalds are opening their fourth premises in the Borough as a drivethrough restaurant near Colchester Community Stadium.

The restaurant will employ 35 full-time and 30 part-time staff. McDonald's offers all employees nationally-recognised qualifications as a benefit of working for the firm. Employees have the opportunity to gain a range of nationally-recognised qualifications, from adult certificates in maths and English to apprenticeships and a foundation degree.

#### Census 2011





# Qualifications Unpaid Care Censure Economy Health Ethnicity Population Marital Status Mational Identity Mationa

The Census 2011 for England and Wales was conducted on the 27 March 2011, and the first wave of Census data was released on 16 July 2012. At the end of January 2013, the release of Key Statistics (35 tables) and Quick Statistics (69 tables) for Output Area, ward, parish and parliamentary constituency geographies occurred. This data included information on national identity, passports held, qualifications, employment status and living arrangements. A more comprehensive list of data publications can be found on the Research and Engagement area of the website.

#### Overview Indicators for Colchester:

Indicator	Value
Usual Resident Population	173,074
Number of Households	71,634
Males	49.3%
Females	50.7%
Lives in a household	96.5%
Lives in a communal establishment	3.5%
Area (Hectares)	32,908
Population Density (Persons per Hectare)	5.3

Highest Level of Qualification Obtained:

Indicator	Value	Percentage
All categories: Highest level of qualification	141,427	-
No qualifications	27,440	19.4
Highest level of qualification: Level 1 qualifications	20,294	14.3
Highest level of qualification: Level 2 qualifications	23,629	16.7
Highest level of qualification: Apprenticeship	4,772	3.4
Highest level of qualification: Level 3 qualifications	19,572	13.8
Highest level of qualification: Level 4 qualifications and above	38,412	27.2
Highest level of qualification: Other qualifications	7,308	5.2

Level 1 qualifications: 1-4 O Levels/CSE/GCSEs (any grades), Entry Level, Foundation Diploma, NVQ level 1, Foundation GNVQ, Basic/Essential Skills

Level 2 qualifications: 5+ O Level (Passes)/CSEs (Grade 1)/GCSEs (Grades A\*-C), School Certificate, 1 A Level/ 2-3 AS Levels/VCEs, Intermediate/Higher Diploma, Welsh

Baccalaureate Intermediate Diploma, NVQ level 2, Intermediate GNVQ, City and Guilds Craft, BTEC First/General Diploma, RSA Diploma, Apprenticeship

Level 3 qualifications: 2+ A Levels/VCEs, 4+ AS Levels, Higher School Certificate, Progression/Advanced Diploma, Welsh Baccalaureate Advanced Diploma, NVQ Level 3; Advanced GNVQ, City and Guilds Advanced Craft, ONC, OND, BTEC National, RSA Advanced Diploma

Level 4+ qualifications: Degree (for example BA, BSc), Higher Degree (for example MA, PhD, PGCE), NVQ Level 4-5, HNC, HND, RSA Higher Diploma, BTEC Higher level, Foundation degree (NI), Professional qualifications (for example teaching, nursing, accountancy)

Other qualifications: Vocational/Work-related Qualifications, Foreign Qualifications (Not stated/ level unknown).

#### National Statistics Socio-economic Classification (NS-SEC) in Colchester:

Indicator	Value	Percentage
All categories: NS-SeC	128,562	
1. Higher managerial, administrative and professional occupations	13,711	10.7
1.1 Large employers and higher managerial and administrative		
occupations	3,443	2.7
1.2 Higher professional occupations	10,268	8.0
2. Lower managerial, administrative and professional occupations	29,004	22.6
3. Intermediate occupations	17,418	13.5
4. Small employers and own account workers	11,684	9.1
5. Lower supervisory and technical occupations	8,154	6.3
6. Semi-routine occupations	18,241	14.2
7. Routine occupations	11,087	8.6
8. Never worked and long-term unemployed	4,881	3.8

The National Statistics Socio-economic Classification (NS-SEC) provides an indication of socio-economic position based on occupation. It is an Office for National Statistics standard classification.

#### Of all employees in Colchester:

- > 11.3% work 15 hours or fewer a week
- > 18.9% work between 16 and 30 hours a week
- > 54.9% work between 31 and 48 hours a week
- > **15.0%** work 49 hours or more

On Census day **3.8**% of people over 16 years of age in Colchester were described as having never worked and being long-term unemployed. This is lower than the England and Wales average of **5.6**%.

To view the ONS website for the Census please visit: <a href="https://www.ons.gov.uk/census">www.ons.gov.uk/census</a>

Keep up to date with local Census developments at: <a href="http://www.colchester.gov.uk/census">http://www.colchester.gov.uk/census</a> 2011