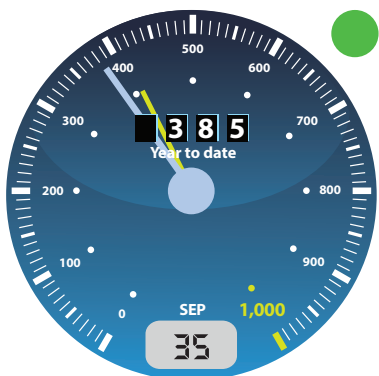


### Business Helpline



### Jobs Created



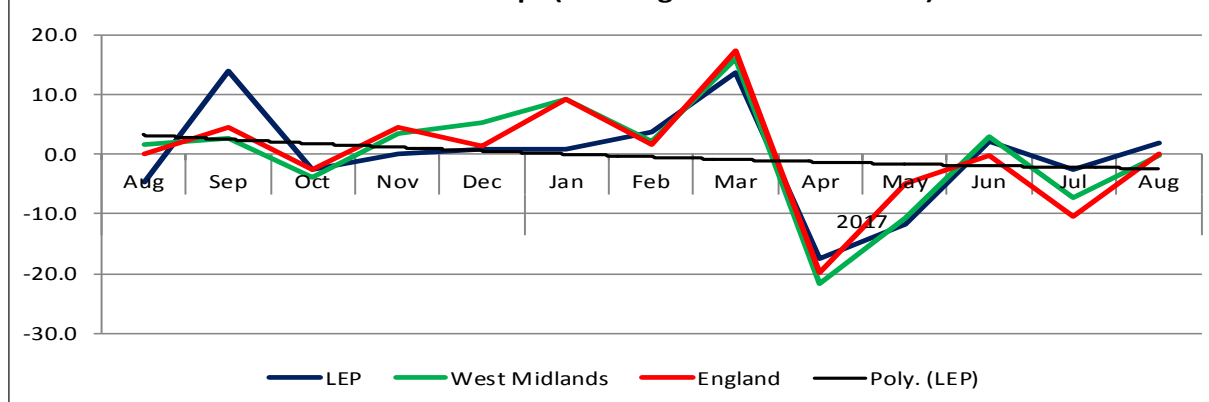
### New Businesses



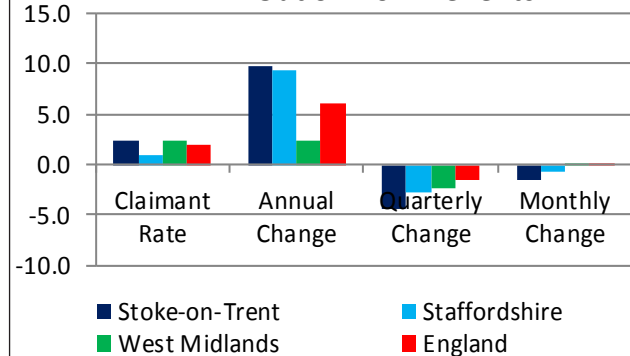
### Overview

- 505 new businesses started-up in August 2017, 9 more than the previous month and 45 more than this time last year. This ranks the LEP 23 out of 39, 13 places higher than in July.
- JSA claimant numbers in Stoke-on-Trent and Staffordshire continue to fluctuate, with the latest figures showing 9,275 people in receipt of this benefit. This equates to 134 job claimants for every 10,000 people of working age and compares favourably with a claimant rate of 193/10,000 for the whole of England.
- Britain's job creation machine continues to run at full tilt, with employment up nearly 380,000 in the year to August. At 75.3%, the proportion of people in work set another record. The unemployment rate fell to 4.3%, its lowest level since 1975. Important but often unremarked is the decline in the numbers neither working nor actively seeking work. At 21.2%, the inactivity rate has never been lower on records stretching back to 1971. People moving out of inactivity added nearly 100,000 to labour supply in the last year.

Business Start-ups (% Change Month-on-Month)



Out of Work Benefits

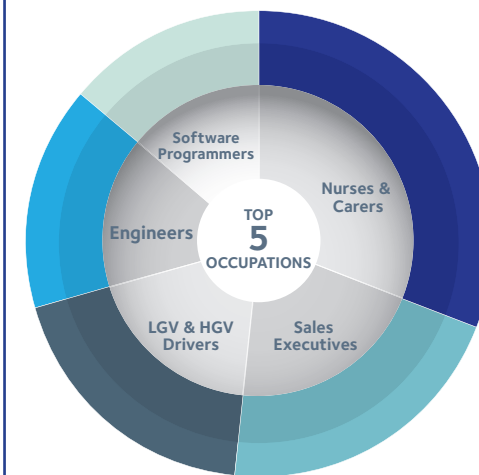
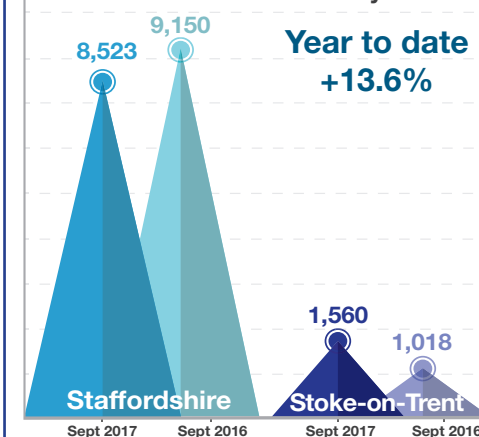


### Media Monitoring



### Employment and Skills

#### Vacancy data



#### Top 3 Required Skills

- |                     |                       |
|---------------------|-----------------------|
| Specialised Skills  | Baseline Skills       |
| Contract Management | Communication Skills  |
| Sales               | Organisational Skills |
| Customer Service    | Planning              |

## Indicator Descriptors:

The three dials (detailed below) show the cumulative financial year figures against the targets set by the LEP and the monthly count. A second shorter hand (coloured yellow) indicates where the total should be if the indicator was on-profile for the monthly target. Please note that the target for 'Jobs Created' is a quarterly target. A 'RAG Rating' has also been added to reflect the profile of the indicator.

**Business Helpline:** This indicator shows the cumulative number of contacts with businesses through the Business Helpline. Contacts include both telephone calls and emails.

**Jobs Created:** These figures are supplied by the Inward Investment Team and show the number of jobs created by their activity in attracting investment to the area.

**New Businesses:** This indicator is derived using BankSearch Data and records the number of new start-ups across the LEP area. A graph is also included to show the monthly trend and the performance of the two local authorities.

## Graphs and Barometers

**Business Start-up Change:** This indicator is derived using BankSearch Data, and shows the change in the number of new businesses starting-up across the LEP area on a month by month basis, compared to both national and regional performance.

**Claimant Count:** Job Seekers Allowance (JSA) claimant count data is used as a proxy measure of unemployment for the LEP area. This data is used as it can be reported timely on a monthly basis. The more traditional ILO definition as preferred by government is released on a quarterly basis and is used to inform the Quarterly Economic Bulletin.

**Long-term Unemployed:** This indicator shows the overall percent of working-age people (16-64) in the LEP area who have been claiming JSA for more than six months compared to both national and regional comparators. The data has also been split into three distinct age cohorts, 18-24, 25-49 and 50-64 to help to monitor particular groups.

**Apprenticeships:** This indicator compares the current and previous quarter's apprenticeship starts by age (all levels combined) across both Stoke-on-Trent and Staffordshire. A 'RAG Rating' has been included to show the quarterly direction of travel.

**Media Monitoring:** This barometer simply records the number of positive and negative news stories relating to jobs featured in the local newspapers over the past month; with an indication of how many jobs are affected.  
**Number of bids to Funding Programmes:** This indicator shows the cumulative number of funding bids to strategic UK and EU Funding Programmes.