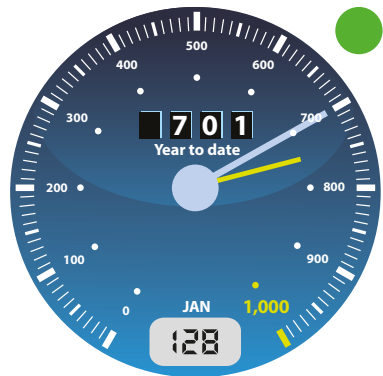


Business Helpline



Jobs Created



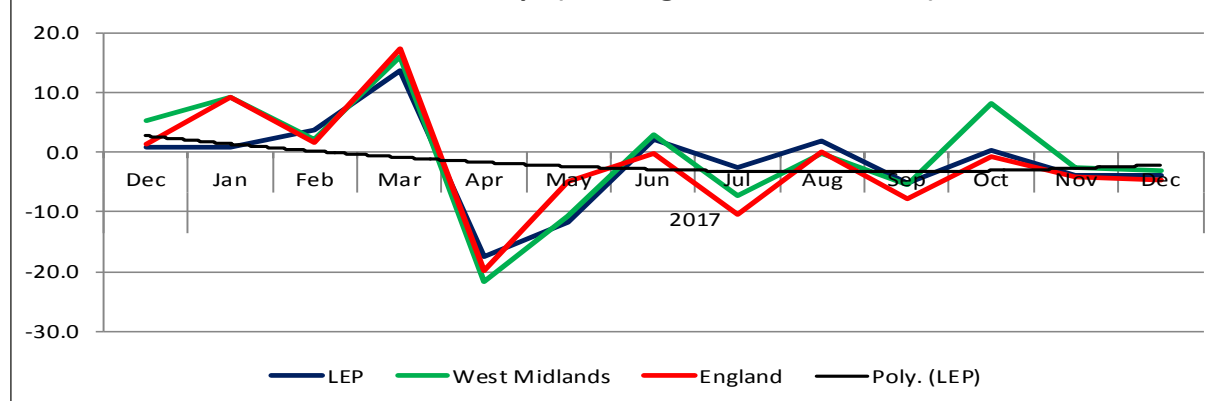
New Businesses



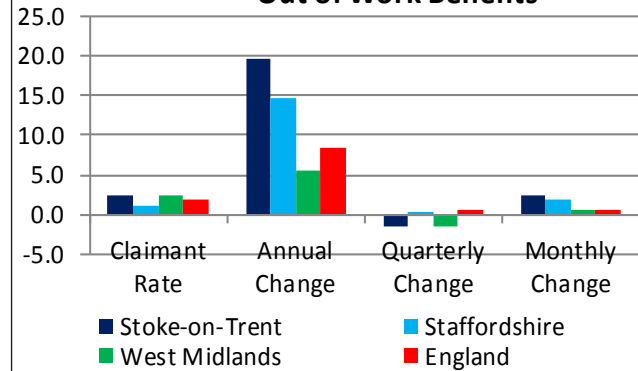
Overview

- 358 new businesses started-up in December 2017, 111 fewer than the previous month and 22 fewer than this time last year. Conversely, this ranks the LEP 20 out of 39, 1 place higher than in November.
- JSA claimant numbers in Stoke-on-Trent and Staffordshire continue to fluctuate, but the latest figures show that the number in receipt of this benefit remains below 9,000 at 8,960. This equates to 129 job claimants for every 10,000 people of working age and compares favourably with a claimant rate of 190/10,000 for the whole of England.
- The UK economy rounded off 2017 in decent shape. The economy expanded by 0.5% between Q3 and Q4, the fastest pace since Q4 2016. Finance and business services helped drive service sector growth. Manufacturing's renaissance is visible with a second straight 1.3%q/q rise. In fact, 2017 saw manufacturing outpace the service sector for the first time in seven years.

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



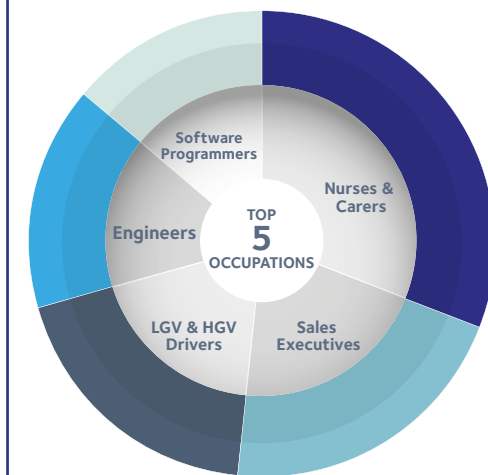
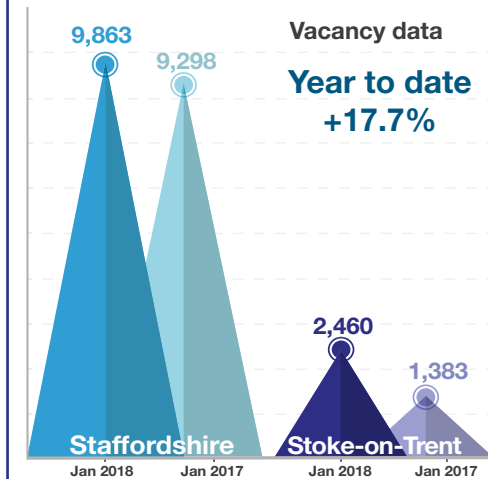
Out of Work Benefits



Media Monitoring



Employment and Skills



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.