

## Business Helpline



## Jobs Created

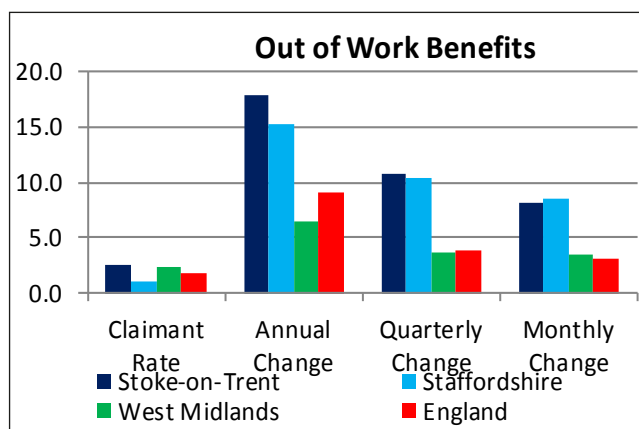
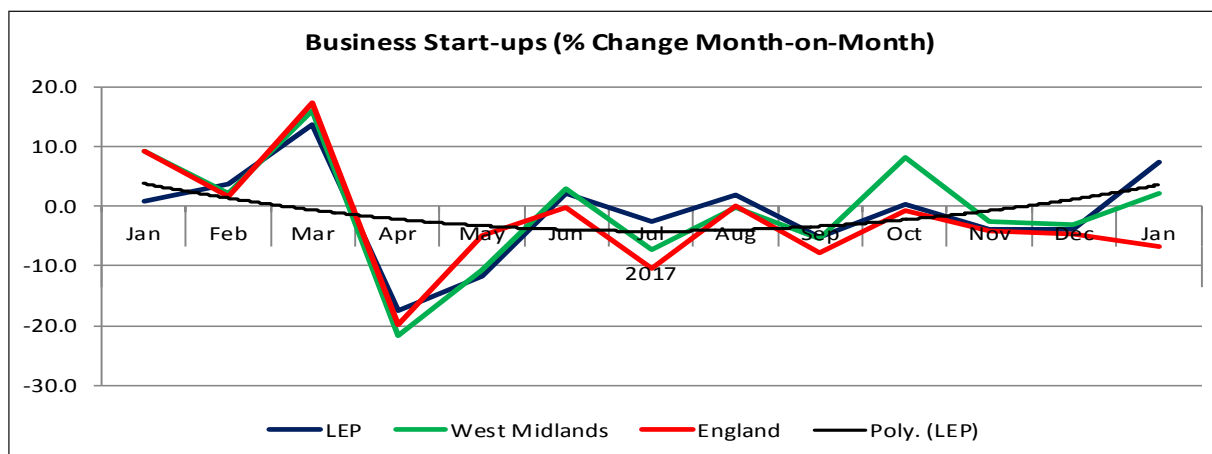


## New Businesses



## Overview

- 530 new businesses started-up in January 2018, 172 more than the previous month and 36 more than this time last year. This ranks the LEP 4 out of 39, 16 places higher than in December and the LEP's highest ranking. **The yearly target has also been achieved two months early.**
- JSA claimant numbers in Stoke-on-Trent and Staffordshire continue to fluctuate, and the latest figures show that the number in receipt of this benefit has nudged above 9,000 for the first time in 12 months at 9,063.
- Consumer credit might be threatening double digit growth, but companies are being much more cautious with their finances. Borrowing by UK businesses is only 1% higher than a year ago. That's quite a slowdown given that growth of 2-3% was typical through most of last year. Even more striking is the behaviour of different sized firms. Broadly speaking, large companies are still borrowing, but SMEs now owe no more than they did in January 2017.



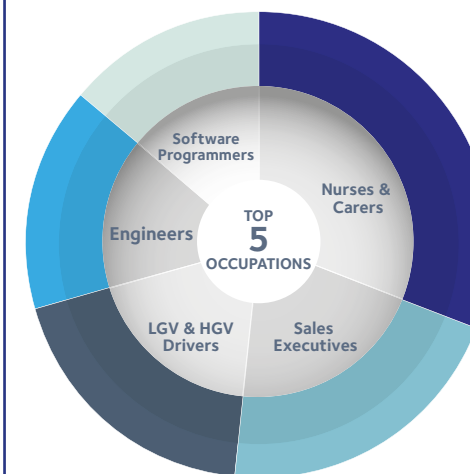
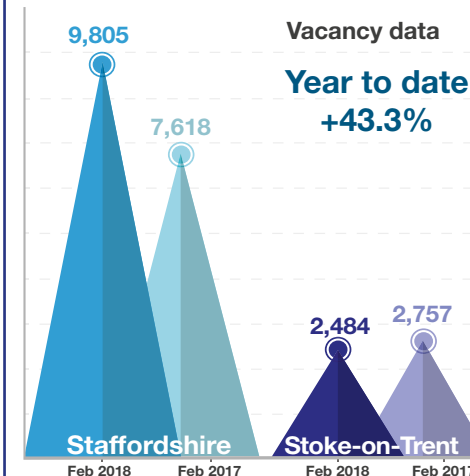
## Media Monitoring



**1 positive news story**  
potentially creating/safeguarding 6 jobs

**2 negative news stories**  
potential loss of 300 jobs

## 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.