

### Business Helpline



### Jobs Created

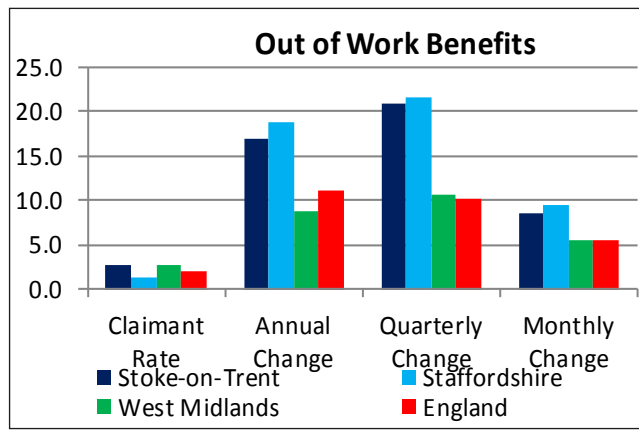
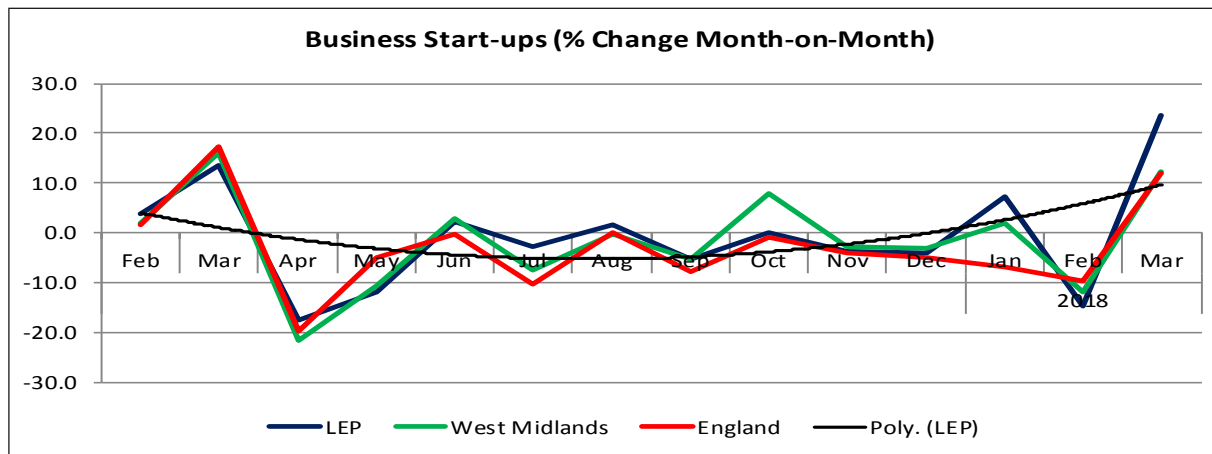


### New Businesses



### Overview

- 560 new businesses started up in March 2018 which is 107 more than the previous month.
- The LEP area saw a rise again in claimants for out of work benefits however it continues to have a claimant rate below that of both the West Midlands and England as a whole.
- Nationally the economy grew by just 0.1% in the first quarter of 2018 compared to the previous quarter. There were more positive economic developments throughout the month that have been rather overshadowed by the GDP data. Inflation continues to fall, and is now at a similar level to earnings growth, the employment rate is currently at its highest level since comparable records began and unemployment levels fell again.



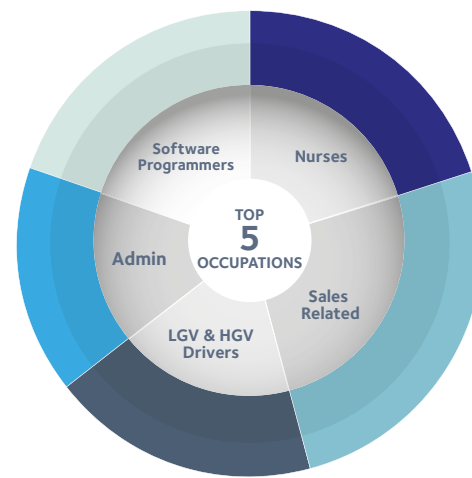
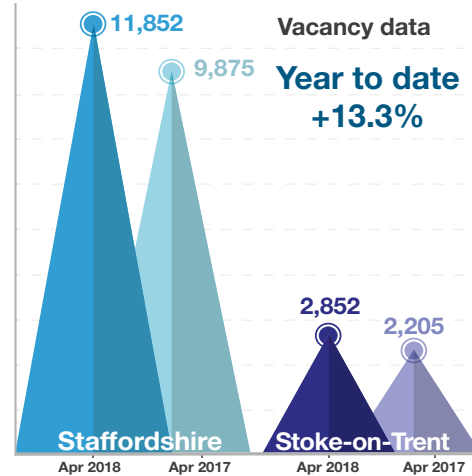
### Media Monitoring

**- 3** **5** **+**

**5 positive news stories**  
potentially creating/safeguarding 107 jobs

**3 negative news stories**  
with a potential loss of 218 jobs

### Employment and Skills



- ### Top 3 Required Skills
- |                          |                       |
|--------------------------|-----------------------|
| Specialised Skills       | Baseline Skills       |
| Customer Service         | Communication Skills  |
| Sales                    | Organisational Skills |
| Teamwork & Collaboration | Detail Orientated     |

## 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.