

# Stoke-on-Trent & Staffordshire Enterprise Partnership

Issue 49 - December 2018

## Business Helpline



## Jobs Created



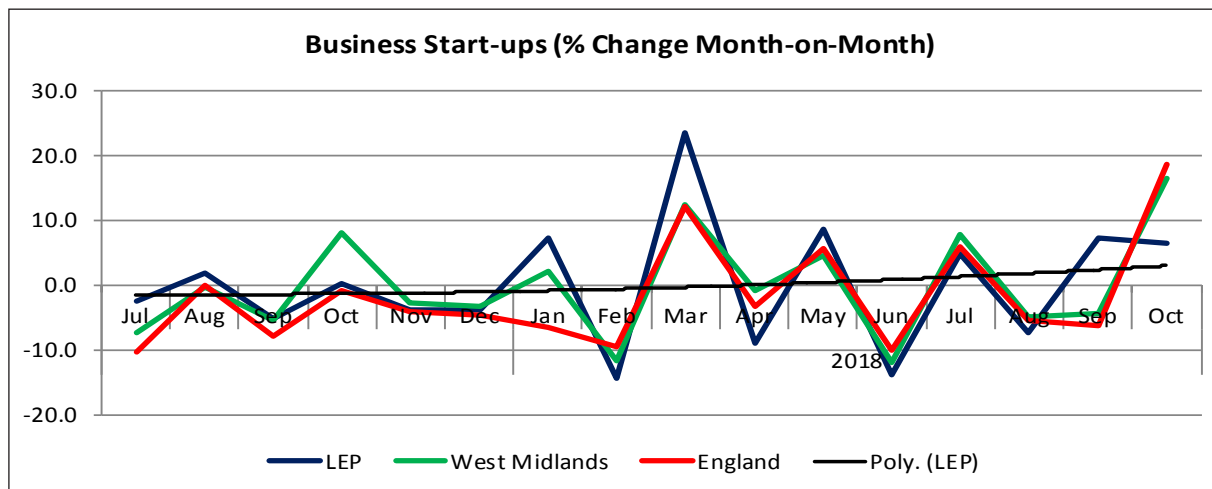
## New Businesses



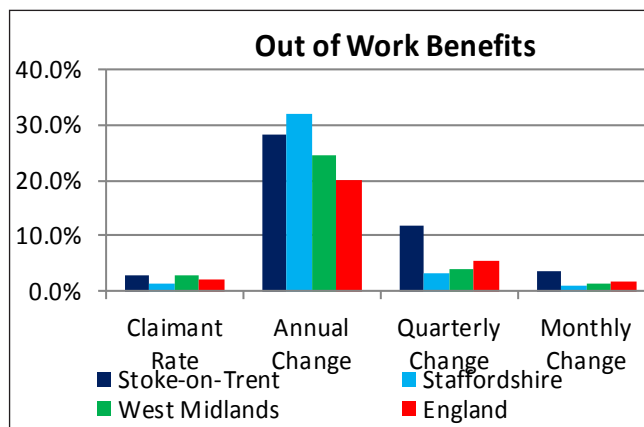
## Overview

- Across the Stoke-on-Trent and Staffordshire LEP, 527 new businesses started-up in October 2018, a 6.3% increase on September 2018 (496).
- In the year-to-date – when compared to the corresponding period of time from last year – start-up growth across the Stoke-on-Trent and Staffordshire LEP is largely unchanged (-0.5%). This rate of start-up growth ranks the Stoke-on-Trent and Staffordshire LEP the 2nd best performer for Local Enterprise Partnerships.
- Stoke-on-Trent and Staffordshire LEP has 170 job claimants for every 10,000 people of working age – 50 less than the Claimant Rate for the whole of England (230 job claimants for every 10,000 people).

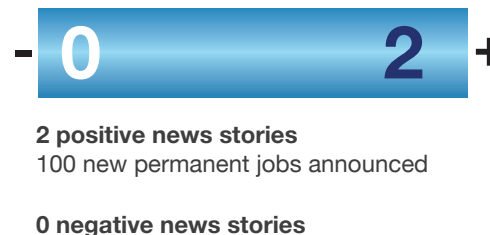
### Business Start-ups (% Change Month-on-Month)



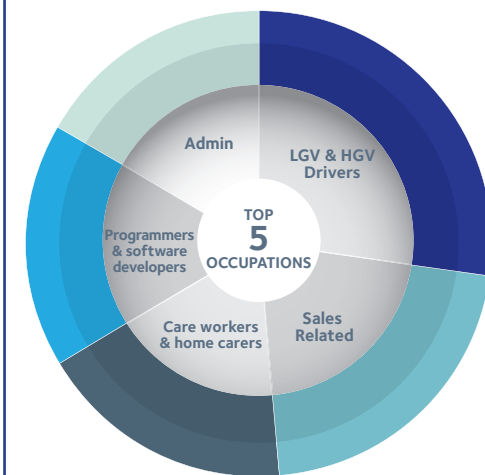
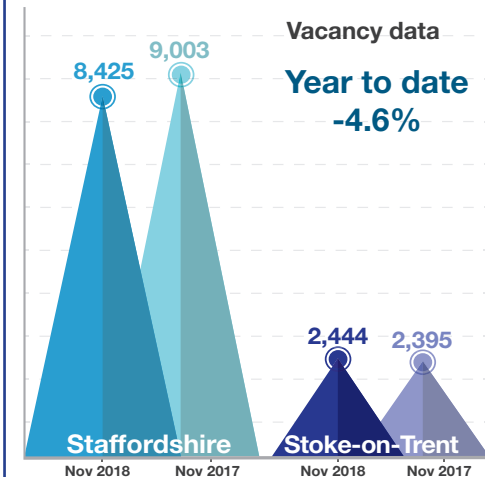
### Out of Work Benefits



### Media Monitoring



## Employment and Skills



### Top 3 Required Skills

- |                    |                       |
|--------------------|-----------------------|
| Specialised Skills | Baseline Skills       |
| Customer Service   | Communication Skills  |
| Teamwork           | Organisational Skills |
| Sales              | 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.

**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.