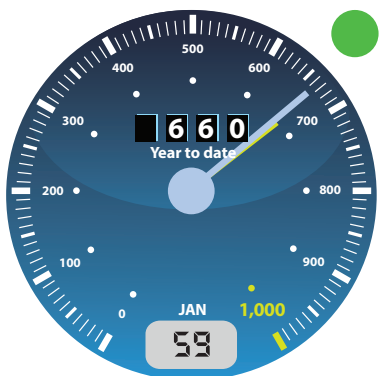


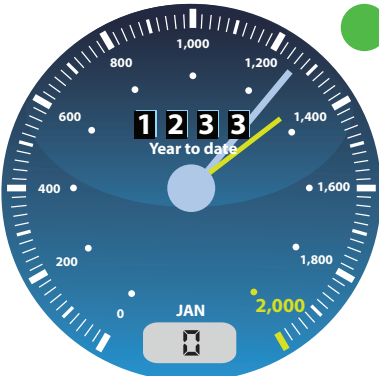
# Stoke-on-Trent & Staffordshire Enterprise Partnership

Issue 50 - February 2019

## Business Helpline



## Jobs Created

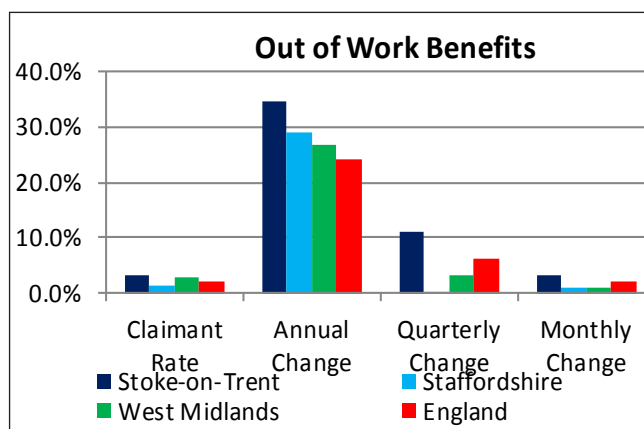
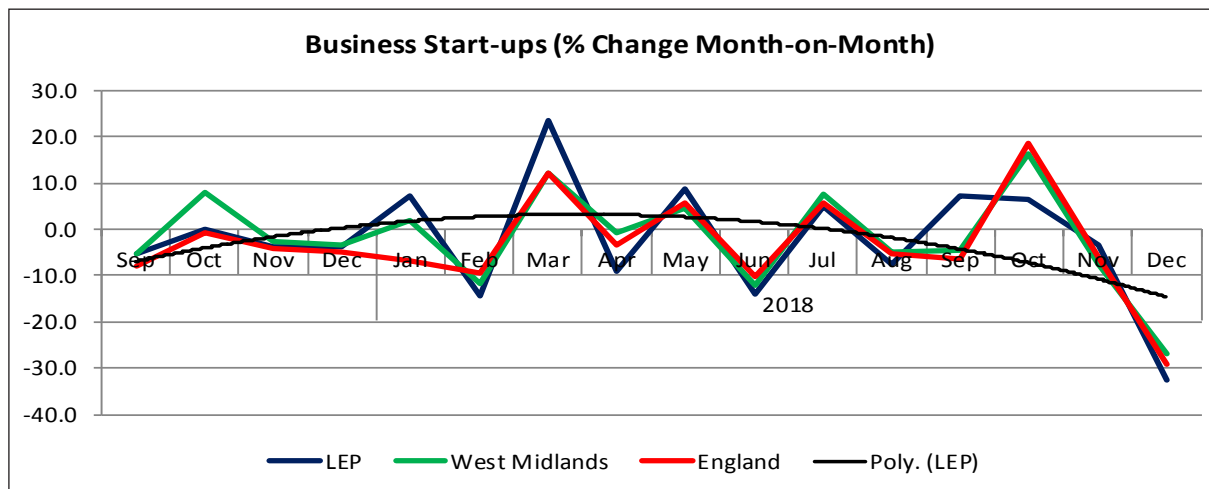


## New Businesses



## Overview

- So far this year, growth in the number of start-ups across England has fallen. Compared to the corresponding period in 2017, the strongest growth has come from the West Midlands (-3.3%), the South West (-6.7%), and Yorkshire and The Humber (-7.2%). In contrast, the East Midlands (-9.6%), the East of England (-10.8%) and the North West (-12.4%) have shown the weakest growth.
- Claimant numbers in the Stoke-on-Trent and Staffordshire LEP have risen so far this year, standing at 12,025 (December 2018). This equates to 173 job claimants for every 10,000 people of working age in Stoke-on-Trent and Staffordshire LEP and compares with a Claimant Rate of 239 for the whole of England.
- The expected effect of more job losses, combined with redundancy payments, plus opportunities for entrepreneurial activity, have enhanced the number of business starts in an area.



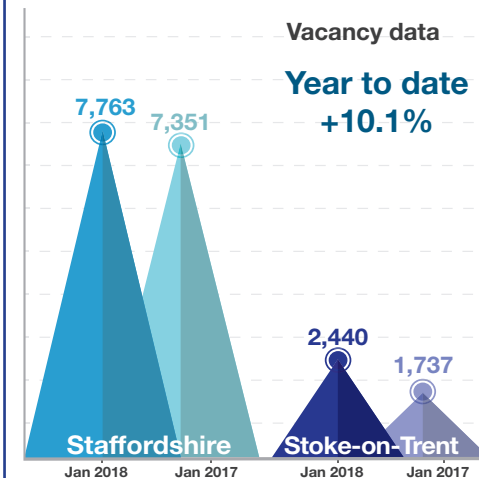
## Media Monitoring



**5 positive news stories**  
509 new permanent jobs announced

**0 negative news stories**

## Employment and Skills



## Top 3 Required Skills

- |                    |                       |
|--------------------|-----------------------|
| Specialised Skills | Baseline Skills       |
| Customer Service   | Communication Skills  |
| Sales              | Organisational Skills |
| Teamwork           | Microsoft Excel       |

## 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.