swindonwiltshire
Local Enterprise Partnership

Swindon and Wiltshire

Economic Bulletin

Issue 2 February 2016

Using our unique physical location in Southern England to create wealth,

jobs and new business opportunities

Skills and talent	Transport infrastructure	Digital connectivity	Place shaping	Business development

Introduction

The economic bulletin has been produced by the Swindon and Wiltshire Local Enterprise Partnership to give a snap shot of economic performance across the Swindon and Wiltshire area drawing on national statistics. This bulletin comprises four sections and includes a variety of indicators where new data have been released since the last issue:

1. Business news
2. Business and enterprise
3. Labour market
4. Economic infrastructure

The Swindon and Wiltshire Economic Assessment 2016 is currently in production and through this work the on-going relevance of the benchmark areas proposed in 2013 has been reviewed. As a result, the Heart of the South West LEP has been replaced with Gloucestershire LEP as a benchmark area for this and future editions:

LEP Benchmark Group

Buckinghamshire Thames Valley LEP (Bucks TV);
Gloucestershire LEP (Gloucs);
Northamptonshire LEP (North);
Oxfordshire LEP (Oxfords); and
Swindon and Wiltshire LEP (SWLEP).

Skills and qualification data has not been updated since the last issue of the bulletin and therefore does not feature as a section in this issue. In addition, the Swindon and Wiltshire Economic Assessment will present a detailed review of educational attainment data so this has also been omitted from this edition.

Summary

- Between 2014 and 2015, the number of businesses in Swindon and Wiltshire increased by 7% to 33,200, the same rate of growth experienced over the whole period 2011-2014.
- The most significant growth in businesses was in the Business Administration and Support; Professional, Scientific; and Technical; Health; Transport and Storage; Property and Arts, Entertainment and Leisure sectors.
- Business survival rates across the LEP benchmark group all out-performed the average for England and Wales.
- Between 2013 and 2014, Swindon and Wiltshire experienced the strongest growth in total employment (5%) and in number of employees (5.4%) across the benchmark group.

- In 2014, the Health Sector was the single largest source of employees across Swindon and Wiltshire (37,000) accounting for approximately 1 in 8 of all employees.
- Between 2011 and 2014, the number of employees in Knowledge Based Industries grew by 15.3% to 65,600.
- Unemployment fell to 4.4% for the year July 2014-June 2015 (15,400) whilst the number of people claiming out of work benefits fell to just 1% (4,295 claimants).
- Between 2013 and 2015, full time employee earnings grew the fastest in Swindon across the benchmark group by residence (8.6%) and by workplace (6.3%). In contrast, growth was much lower in Wiltshire at 2.9% by residence and by workplace. Earnings in Wiltshire are the lowest in the benchmark group.
- The average house price has risen to £150,000 in Swindon and £210,000 in Wiltshire compared to the national average of £186,000. Average house prices in Wiltshire are nearly ten times the average salary compared to 6.4 times in Swindon.
- In 2014, there were 28,000 people employed in tourism related activity (21,000 full time equivalents) and business turnover in the sector was worth £1.47bn.
- The largest overseas markets for overseas visitors are Germany; France; the USA and the Netherlands.

Section 1: Business News[1]

October 2015

Honda announced the creation of 500 new jobs in Swindon by April 2016. This is the result of its £200m investment in the production of five-door Civic models for the mass market in USA.

Porton Biopharma Limited (PBL), manufacturers of a number of bio-pharmaceutical products, opened a £1.3 million extension to its pharmaceutical stores. The company was commercialised out of Public Health England in April 2015 and employs more than 200 people.

The Centre for Economics and Business Research reported that Salisbury is home to 27 of the UK's fastest-growing smaller companies.

Dyson announced the acquisition of a US battery technology developer Sakti3. Sakti3's has developed prototype solid-state battery cells that are smaller, safer, more reliable and longer lasting than current products. Dyson in Malmesbury will now work with the company to develop its prototype technology and incorporate it into new and existing technologies.

TE Connectivity, a Swindon-based electronics firm, received Government funding for a £1.9m pioneering project to help design the aircraft of the future. The firm, based at Dorcan, will assess how flexible and lightweight printed circuits can replace traditional wiring in aeroplanes, reducing fuel consumption and lowering emissions.

A total of 22 jobs were secured following the management buyouts of two Swindon-based printing companies. Vertical Trading Ltd and Corinium Continuous Ltd both subsidiaries of Multisets (UK) Ltd have been bought through a new holding company Vertical Trading (Europe) Ltd (VTE).

TNT officially opened its £15.5m super depot and regional sorting hub in Swindon. The 56,000 sq ft warehouse will create 85 managerial, warehouse and driving jobs. The building includes purpose-built sorting technology capable of processing more than 650 items per minute.

Avon Rubber in Melksham bought Argus for £35m which is e2v technologies' thermal imaging camera. The company is based in Chelmsford and designs and manufactures thermal imaging cameras for the first responder and fire markets.

Vastern Timber, the Royal Wootton Bassett-based sawmill, won a major national award for its jointed British sweet chestnut cladding at the Build It Awards held in London.

[1] Sources http://www.enterprisewiltshire.co.uk/news; http://www.wiltshirebusinessonline.co.uk/; http://swindon-business.net

November 2015

Airsprung Group reported rising sales driven by demand from new and existing customers. The group's accounts ending 31st March 2015 saw turnover rising to £48.6m from £45.9m in 2013/14, and pre-tax profits rising to £763,000 from £156,000.

Wincanton, based in Chippenham, sold its records management business, one of the largest of its kind in the UK, to Restore for £55.7m.

Annual sales at Cambria, the Swindon-based franchised motor retailer, reached £500m driven by a number of acquisitions. These included buying TH White's Land Rover franchise in Royal Wootton Bassett in May 2015 for £7.56m. Turnover rose by 16.4% to £523.8m in the year to the end of August 2015.

Herman Miller, the office furniture manufacturer, was named as the region's pre-eminent manufacturer at Made in the South West 2015.

Alliance Pharma, based in Chippenham, acquired Sinclair IS Pharma (a healthcare products business) for £132.2m. The deal covers certain assets and businesses principally focused on dermatology. Over half of Alliance Pharma's business is outside of the UK and the deal will support its ability to compete for international deals and in-licensing opportunities.

Steris, the US healthcare organisation based in Ohio, completed its acquisition of Swindon-based Synergy Health, creating a global group with revenues of nearly £1.7bn and employing 14,000 people in 60 countries. As a result, Steris, which provides infection prevention to clients in the healthcare, pharmaceutical and research industries, has created a new UK-registered company.

The VisitWiltshire website, which was relaunched in 2015, was shortlisted in the UK travel industry's leading awards for web, social media and use of technology.

Swindon logistics firm UK Shuttle announced plans to move to larger premises in the town early in 2016 and to double in size over the next three years. The firm employs 40 people and operates a fleet of 26 vehicles and achieved 20% growth in volume and turnover in the previous year.

Rota-Motus opened in Swindon as a first of a kind technology experience centre offering the chance for the public to get to grips with the latest tech innovations. Rota-Motus will help position the Swindon as a key base for innovation, making world-beating gadgets available to the public to try and buy. It also aims to inspire young inventors and help existing inventors by showcasing their products at special events.

December 2015

Chitterne-based Blackmore IT merged with Ricotech based in Somerset creating an expanded business called Blackmore Ricotech. It will continue to specialise in data destruction and secure recycling of redundant IT and waste electrical equipment.

SG Systems (UK) based in Wiltshire, specialists in retail security and anti-theft systems for national and international markets, was acquired by the PHSC group.

Nationwide has signed an exclusive five-year partnership deal with RSA Insurance to underwrite all of its home insurance products from spring 2017. RSA will replace Direct Line Group.

SciSys based in Chippenham landed two contracts worth nearly £8m. The firm, which develops high-end software for blue-chip customers in the defence, government, media and space sectors, will supply software and support services for the Ministry of Defence's Customs Compliance Management Information System (CCMIS).

Cuerden Consulting in Swindon was acquired by Edif ERA which is part of the global technical inspection and safety group. Cuerden Consulting is a specialist training consultancy working with clients such as the Ministry of Defence, Network Rail and Hitachi Rail Europe, providing them with training and competence management services to ensure their employees perform their roles competently and safely. Edif ERA works in critical industries and environments world-wide, providing engineering and consultancy services to reduce risk and optimise performance.

Edmont, a Swindon based joinery, shop fitting and construction firm, announced that it is to increase production by more than 50% following a £1m investment in a new assembly workshop and expects to add to its 100-plus workforce. The company has a turnover of over £20m and supports many local suppliers and subcontractors.

Swindon-based retailer Oak Furniture Land's expansion lifted it further up the league table of the UK's fastest-growing businesses. The privately owned firm, founded in 2004 is the only company to appear in the annual Sunday Times Virgin Fast Track 100 for a fifth time.

M+W Group, a high tech engineering businesses based in Chippenham, will help develop the UK's largest waste-to-energy plant of its kind. When completed, the £200m Energy Works scheme in Kingston upon Hull will be able to generate up to 28MW of electricity a year by treating waste which is enough to supply 40,000 homes.

Mobile software firm M-Netics, which makes software that helps retailers and logistics businesses streamline their supply chains was acquired by the UK arm of US group Peak-Ryzex. Both firms are based on Chippenham's Bumpers Farm business park. M-Netics' customers include leading logistics providers, manufacturers, retailers and field service organisations. Its software links to technology such as hand-held barcode scanners to help improve in-store and back office, supply chain, mobile worker and proof of delivery functions.

January 2016

Vectura Group based in Chippenham announced that its asthma treatment had completed a clinical trial in the US. The generic, inhaled combination therapy is known as VR315 and uses Vectura's innovative dry powder inhaler and formulation technology. In 2011 Vectura signed a licence agreement with US firm Roxane Laboratories to commercialise VR315 in the US.

Hartsfield, based in Corsham, and Malmesbury-based Proposito reached the finals of a prestigious financial services awards scheme, putting them amongst the top 11 in the South West.

RTS Group relocated its headquarters from Chippenham to a new suite of offices near Notton. The company is an international automotive learning and development agency with over 200 associates worldwide and has moved to larger offices to accommodate future growth. The head office employs a team of 40.

Alder King's property Market Monitor highlighted that 2015 was the best year for the Swindon property market since 2007. The report showed that the take-up of industrial buildings in Swindon more than doubled in 2015 while the office market was also strong.

Morrells Wood Finishes, based in Cheshire and has branches across the UK, announced its move into one of 19 units being developed at Rockhaven Park, Swindon. The company supplies advanced wood coatings to furniture manufacturers,

Be Wiser announced the creation of up to 350 jobs over the next 3 years in Swindon when it opens its 10,000 sq ft offices in Dorcan in April 2016. The firm is one of the fastest-growing in the UK insurance industry specializing in car, van, bike and home cover. It employs more than 700 people at its headquarters in Andover, Hampshire.

Good Energy, the renewable electricity supplier based in Chippenham has secured second place in the 2016 Which? energy company customer satisfaction survey for the second year running.

Section 2: Business and Enterprise

This section gives an overview of the size and composition of the business base as well as enterprise and business survival rates across Swindon and Wiltshire and the LEP benchmark group.

1.1 Business count by size

Between 2011 and 2014, the number of business units across Swindon and Wiltshire increased by 7% to 31,400. Subsequently, between 2014 and 2015 alone, the area has seen an almost equivalent increase in the number of businesses bringing the total to 33,200. This is the second highest level of growth across the benchmark group during this year. Micros and medium sized businesses experienced the greatest growth during the year (Table 1). In contrast, the number of large businesses in Swindon and Wiltshire appears to have fallen however this may be the result of data rounding given the total number of large businesses is relatively small.

Table 1: % Change in business count 2014-2015

Business size by employment[2]	Bucks TV	Gloucs	North	Oxfords	SWLEP
Micro	6.1	5.8	10.4	6.2	6.6
Small	4.3	3.1	1.8	3.5	1.7
Medium-sized	0.8	2.0	-0.5	0.5	6.9
Large	0.0	5.3	-3.7	3.7	-4.2
All business sizes	5.7	5.3	8.9	5.7	6.0

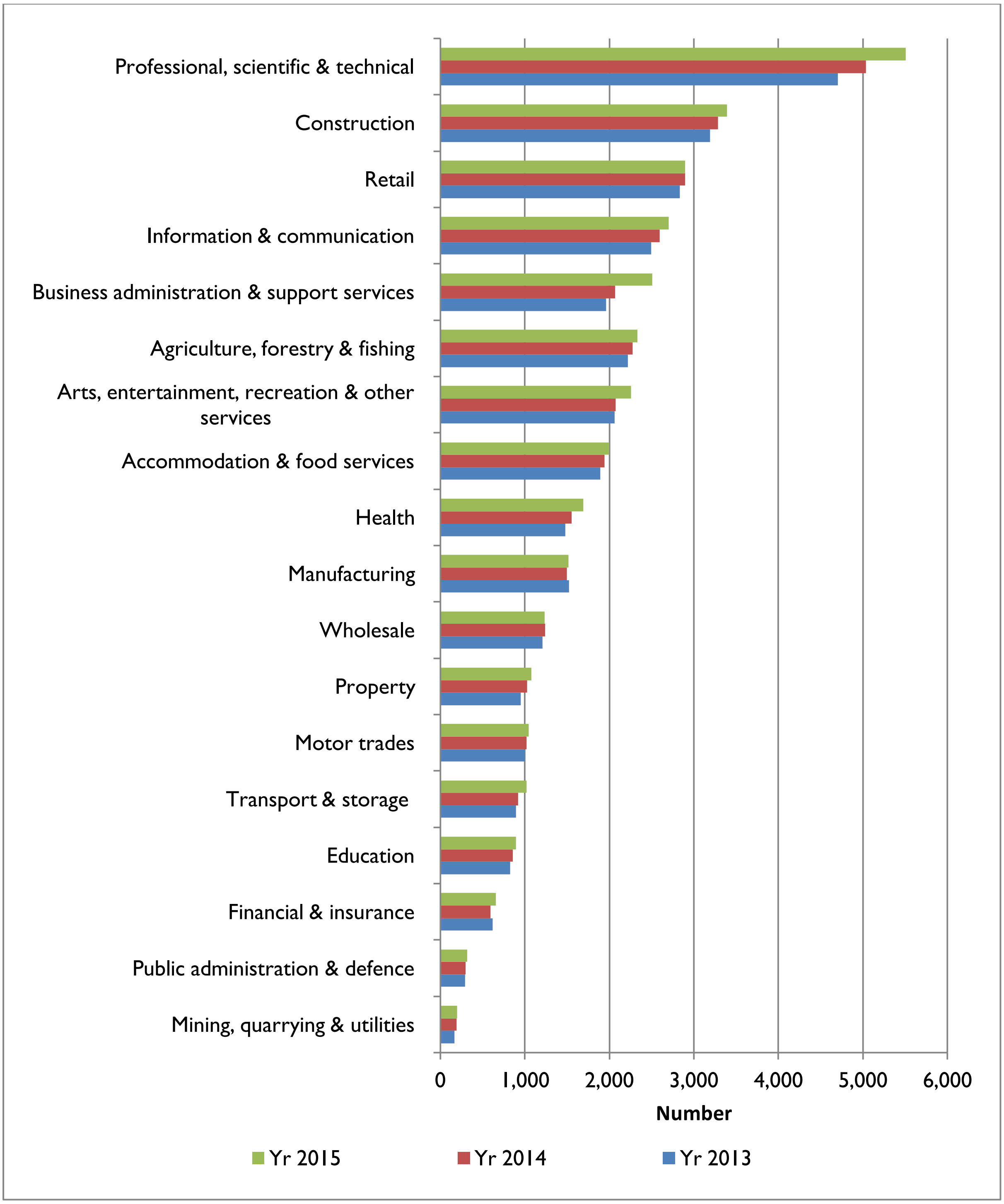
Source: Business count of local units, NOMIS, 14/01/2016

1.2 Business count by sector

Between 2013 and 2015 there was significant growth in the number of business across several sectors (Figure 1). Business administration and support (27.5%); professional, scientific and technical (17.0%); health (14.2%); transport and storage (14%); property (12.6%); and arts entertainment and leisure sectors (9.4%) were of particular note. The increase in property, arts, entertainment and leisure, and transport and storage businesses in particular are an indication that the economy has emerged from the no growth/low growth recession years. Between 2014 and 2015, the growth in the number of finance and insurance businesses has been significant at 6.5% given its more modest performance during 2013 to 2014.

[2] Micro – 0-9 employees, Small – 10-49 employees, Medium – 50-249 employees, Large – 250+ employees

Figure 1: Number of local business units in Swindon and Wiltshire by broad industrial group 2013-2015

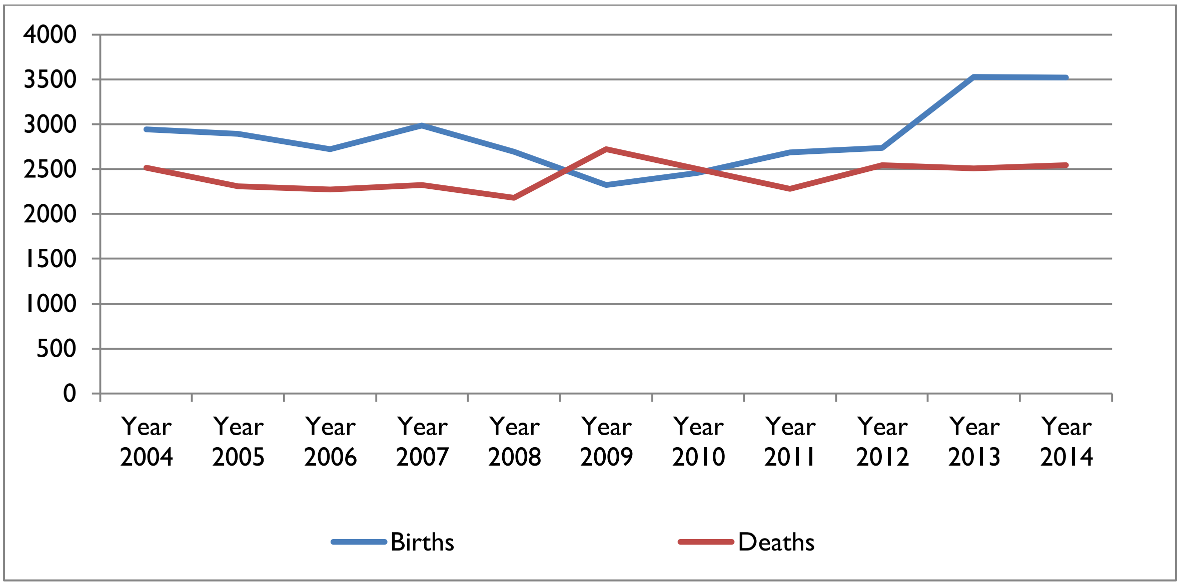


Source: Business Count – local units, NOMIS, 16/01/2016

1.3 Business Births and Deaths

The number of business births and deaths in Swindon and Wiltshire an important indicator of enterprise but they tend to vary annually. In 2013, there was a significant jump in the number of business births which has remained steady during 2014 as have business deaths (Figure 2). This may also be regarded as reflecting more stable economic conditions locally.

Figure 2: Number of business births and deaths in Swindon and Wiltshire 2004-2014



Source: Business Demography 2014, ONS, Nov 2015, 14/01/16

Business births per 1,000 head of population as a result have also remained steady across Swindon and Wiltshire (Table 2). This is not the case across the benchmark group where business births in Buckinghamshire and Northamptonshire continue to rise.

Table 2: Business births per 1,000 head of population 2011 and 2013

LEP	Births		Births per 1000 population	
	2013	2014	2011	2013
Buckinghamshire Thames Valley	3,570	3720	6.9	7.1
Gloucestershire	3200	3085	5.3	5.0
Northamptonshire	4,195	4630	5.9	6.5
Oxfordshire	3,515	3475	5.3	5.2
Swindon and Wiltshire	3,530	3520	5.1	5.0
England and Wales	320,090	324,545	5.6	5.6

Source: Business Demography 2014, ONS and Mid Year Population Estimates 2013, 2014, NOMIS

Swindon and Wiltshire continues to perform well amongst the benchmark group in terms of business survival rates and all of the LEP benchmark group have out-performed the average for England and Wales. Table 3 shows the five year business survival rate by LEP i.e. the proportion of businesses established in 2009 which were still operating in 2014 (latest data available). However, 5 year survival rates for businesses established in 2009 are lower than survival rates for those established in 2008.

Table 3: Five year business survival rate %

LEP	% survival 2008-2013	% survival 2009-2014
Buckinghamshire Thames Valley	46.0	43.6
Gloucestershire	46.7	46.1
Northamptonshire	46.0	43.8
Oxfordshire	46.2	45.1
Swindon and Wiltshire	46.9	44.5
England and Wales	41.3	41.7

Source: Business Demography 2013 and 2014, Tables 5.1a, ONS Nov 2014, 14/01/16

Section 3: Labour Market

This section looks at employment characteristics across the LEP benchmark group. The Business Register and Employment Survey (BRES) data is published annually and the latest data were released in September 2015 are included in this section.

2.1 Employment and Employees

Between 2013 and 2014 there has been strong growth in employment[3] across the group but particularly in Swindon and Wiltshire where 5% growth was experienced which is in stark contrast to growth between 2011 and 2013 where growth stood at just 0.8% (Table 4).

Table 4: Employment in 2011 and 2013 by LEP rounded to the nearest 100

LEP	2011	2013	2014	% Change 2013-14
Buckinghamshire Thames Valley	216,839	220,693	228,515	3.5
Gloucestershire	276,156	277,843	285,865	2.9
Northamptonshire	330,259	322,450	329,336	2.1
Oxfordshire	334,714	337,797	352,551	4.4
Swindon and Wiltshire	296,610	297,819	312,820	5.0

Source: BRES 2011, 2013, 2014 NOMIS, 09/02/16

Between 2013 and 2014, there has also been robust growth in the total number of employees[4] across Swindon and Wiltshire at 5.4% which was the highest level of growth across the benchmark group (Table 5).

Table 5: Number of Employees 2011-2014 rounded to the nearest 100

LEP	2011	2013	2014	% Change 2013-14
Buckinghamshire Thames Valley	206,297	211,283	219,800	4.0
Gloucestershire	262,535	267,800	275,600	2.9
Northamptonshire	320,308	313,785	321,000	2.3
Oxfordshire	321,258	325,482	341,500	4.9
Swindon and Wiltshire	284,771	288,365	303,800	5.4

Source: BRES 2011, 2013, 2014 NOMIS, 27/01/16

Full Time and Part Time Employees

Between 2011 and 2013, Swindon and Wiltshire experienced a negligible increase in the total number of people working full time. In contrast, the number of full time employees

[3]Employment includes employees plus the number of working owners. BRES includes self employed workers as long as they are registered for VAT or Pay As You Earn (PAYE). Self employed people, HM Forces and Government Supported Trainees are excluded.

[4] Employees: An employee is anyone aged 16 years or over that an organisation directly pays from its payroll(s. It excludes voluntary workers, self-employed, working owners who are not paid via PAYE.

grew by 7.2% (13,600) between 2013 and 2014 (Table 6). This level of growth was only surpassed by Oxfordshire (7.6%).

Table 6: Full time employees 2011-2014

LEP	2011	2013	2014	% Change 2013-14
Buckinghamshire Thames Valley	137,500	140,100	150,000	7.1
Gloucestershire	164,400	176,100	184,400	4.7
Northamptonshire	227,600	217,800	227,000	4.2
Oxfordshire	208,800	216,700	233,200	7.6
Swindon and Wiltshire	187,000	187,700	201,300	7.2

Source: BRES 2011, 2013 and 2014, NOMIS, 27/01/16

The growth in the number of part time employees locally has continued in contrast to the rest of the benchmark group where numbers actually declined in some cases (Table 7). Previously the rise in the number of part time employees was at the expense of full time employees but this trend appears to have been short-lived in the light of the new data on full time employment.

Table 7: Part-time employees 2011-2013

LEP	2011	2013	2014	% Change 2013-14
Buckinghamshire Thames Valley	68,800	71,200	69,800	-2.0
Gloucestershire	98,100	91,700	92,200	0.5
Northamptonshire	92,700	96,000	94,000	-2.1
Oxfordshire	112,400	108,800	108,300	-0.5
Swindon and Wiltshire	97,900	100,700	102,500	1.8

Source: BRES 2011, 2013 and 2014, NOMIS, 27/01/16

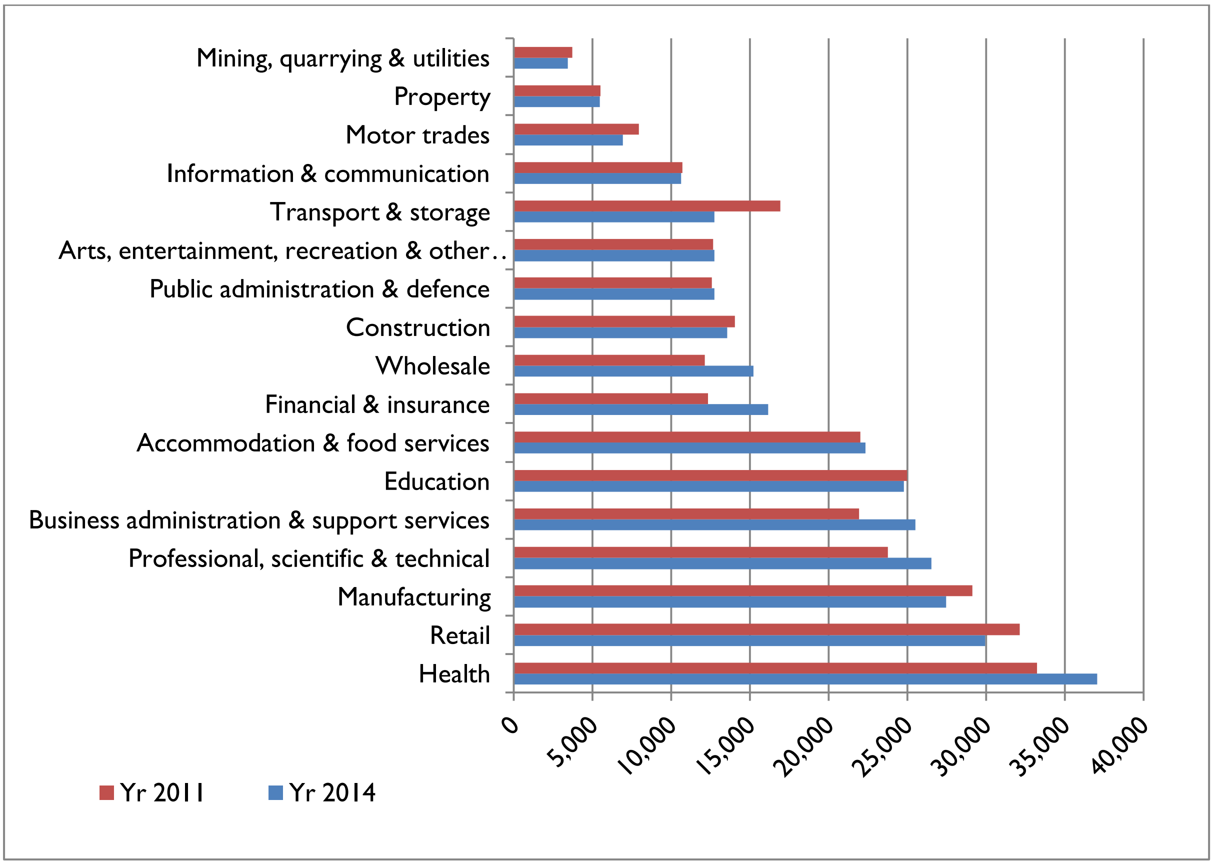
2.2 Sector composition

In 2014 there were 303,800 people employed in Swindon and Wiltshire, 63.7% of which were in the seven sectors (in order: health; retail; manufacturing; professional, scientific and technical; business administration and support services; education; and accommodation and food services). Whilst the total numbers of employees has grown over time there has been great growth in some sectors whilst others have shrunk in size. The number of employees in the financial services sector and wholesale sector in particular have grown significantly between 2011 and 2014. In contrast, the transport and storage sector experienced the largest decline in employee numbers.

The health sector is the largest single source of employees at 37,000 accounting for approximately 1 in 8 of all employees in 2014. The number of employees in manufacturing remains significant at 9% of the total with the retail sector accounting for almost 10%. In

2014, these three sectors alone accounted for 31% of employees across Swindon and Wiltshire (Figure 3).

Figure 3: Employees by sector in Swindon and Wiltshire, 2011 and 2014



Source: BRES 2011 and 2014, NOMIS, 27/01/16

The number of employees in Knowledge Based Industries (appendix 1) has been taken as a proxy to measure the level of innovation in the local economy. Between 2011 and 2014, the change in the number of people employed in Knowledge Based Industries was significant across the benchmark group with Swindon and Wiltshire experiencing the second largest growth at 15.3%. The majority of this growth occurred between 2013 and 2014 when an additional 8,700 employees were employed in these sectors.

Table 8: % Change in employees in Knowledge Based Industries 2011-2014

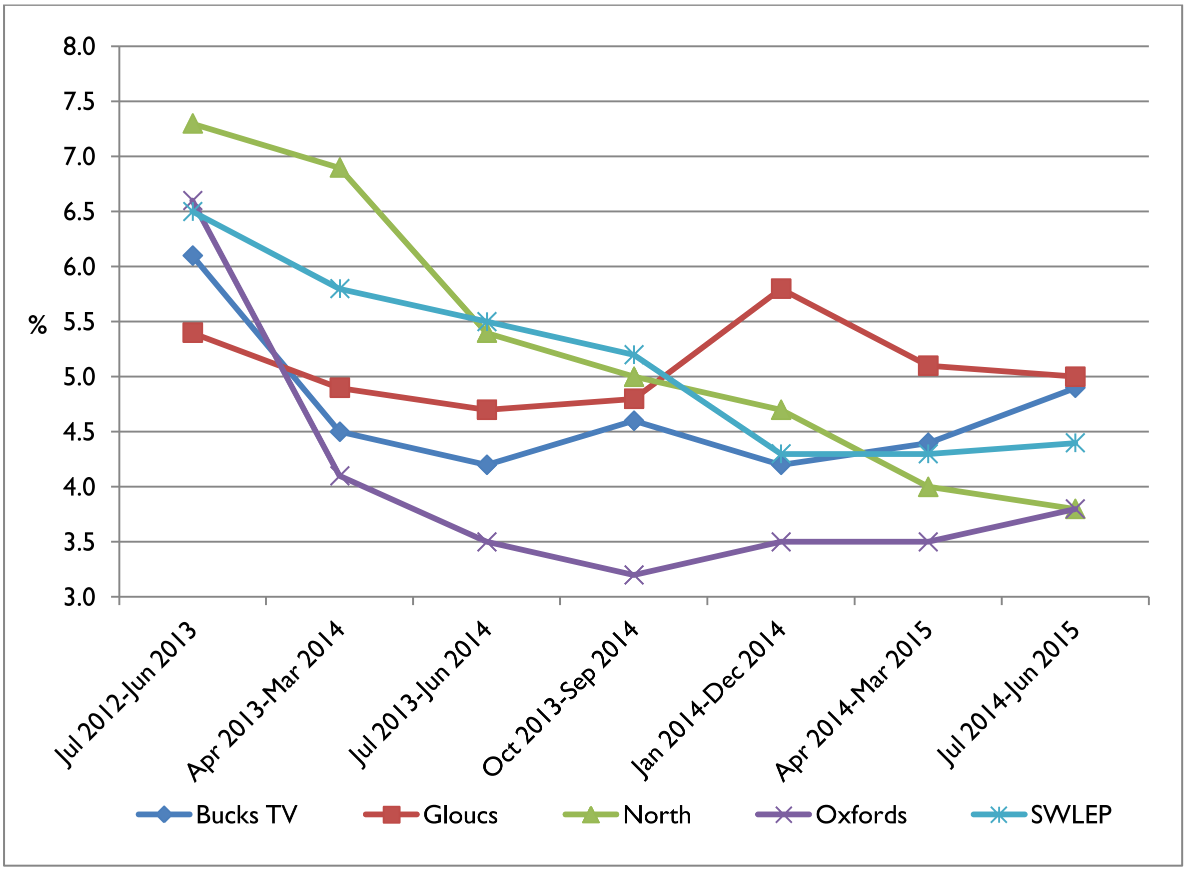
LEP	% change 2011-13	% change 2013-14	% change 2011-14
Buckinghamshire Thames Valley	-1.5	10.5	8.8
Gloucestershire	3.2	5.5	8.9
Northamptonshire	6.6	6.3	13.3
Oxfordshire	3.7	12.3	16.5
Swindon and Wiltshire	4.6	10.3	15.3

Source: BRES 2011 and 2014, NOMIS, 08/02/16

2.2 Unemployment and Clamant Count

Unemployment amongst the working age population aged 16-64 has shown an overall decline over the last two years[5] (Figure 4). For the year July 2014 to June 2015, the average rate of unemployment had fallen to 4.4% (15,400 people) across Swindon and Wiltshire compared to 6.5% (22,000) for the same period 2012-2013 and the area sits mid league when compared to the benchmark group. The most dramatic fall has been in Northamptonshire where unemployment peaked at 7.9% between Oct 2012 and Sept 2013 falling to 3.8% for Jul 2014 to Jun 2015. Northamptonshire and Oxfordshire now have the joint lowest unemployment rates across the group.

Figure 4: % Unemployment rate amongst residents aged 16-64



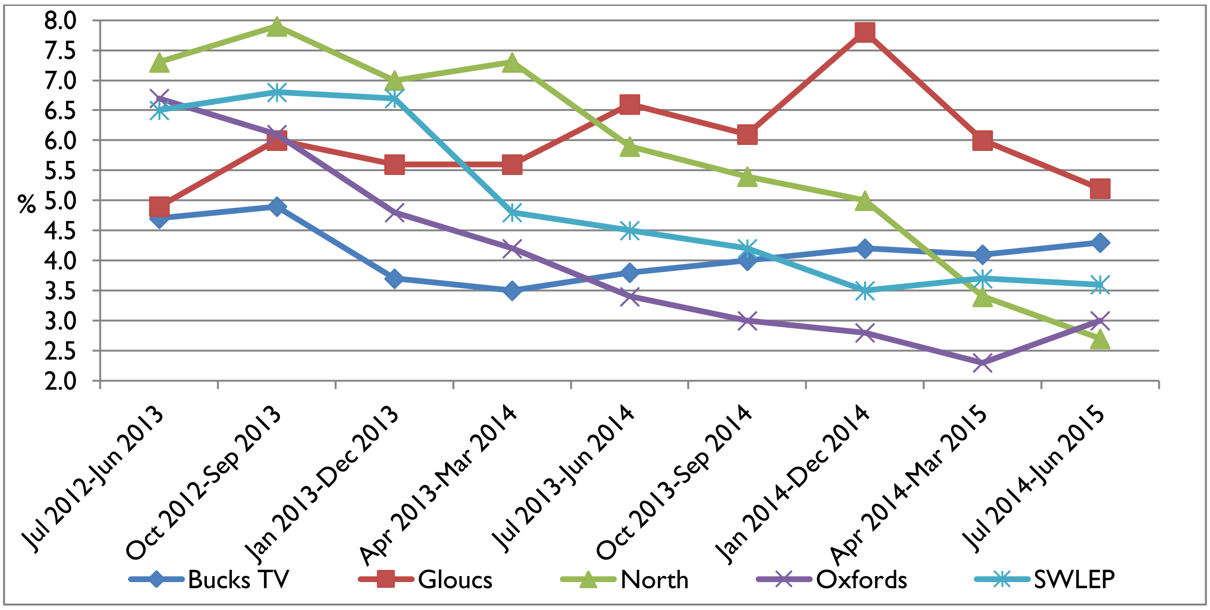
Source: Annual Population Survey, NOMIS, 19/01/16

Male unemployment across Swindon and Wiltshire has followed the general pattern of decline over the period and sits mid table across the benchmark group at 3.6%. There is a great variation amongst the group from Northamptonshire with only 2.7% male unemployment compared to 5.2% across Gloucestershire (Figure 5).

[5] The Annual Population Survey publishes data quarterly basis. The latest available is the year Jul 2014- Jul 2015.

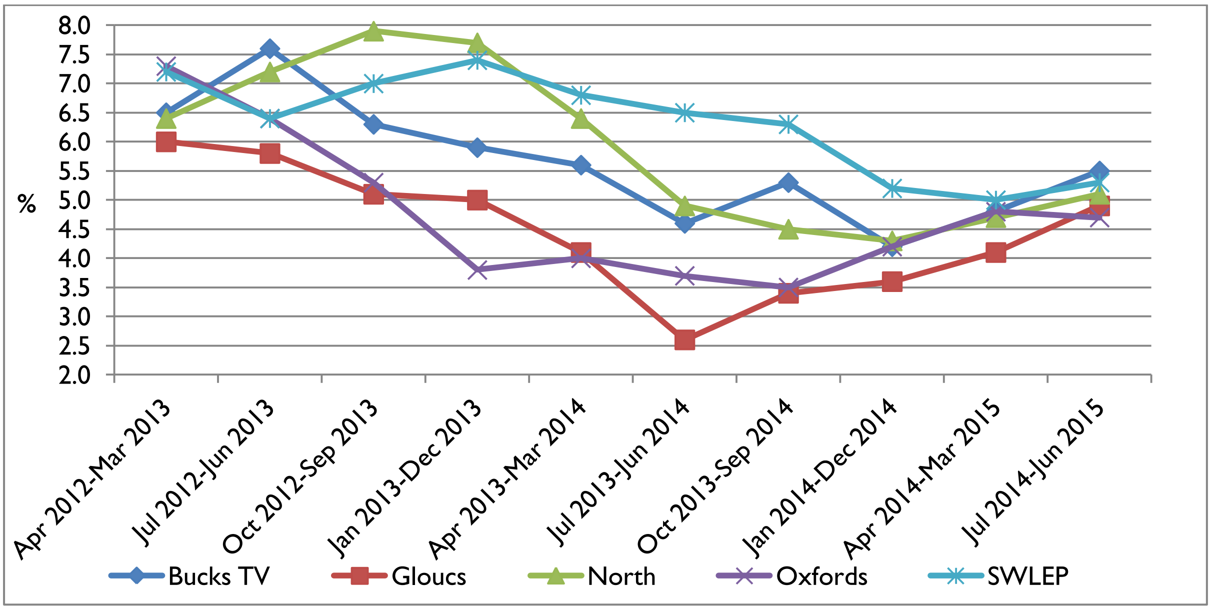
Female unemployment rates in Swindon and Wiltshire are higher than those for men at 5.3% for the period July 2014 to June 2015. In contrast to male unemployment, female unemployment across the benchmark group now varies very little in comparison and rates across the group have converged at between 4.7% and 5.5% for the year July 2014-July 2015 (Figure 6).

Figure 5: Male unemployment rate (16-64)



Source: Annual Population Survey, NOMIS, 18/01/2016

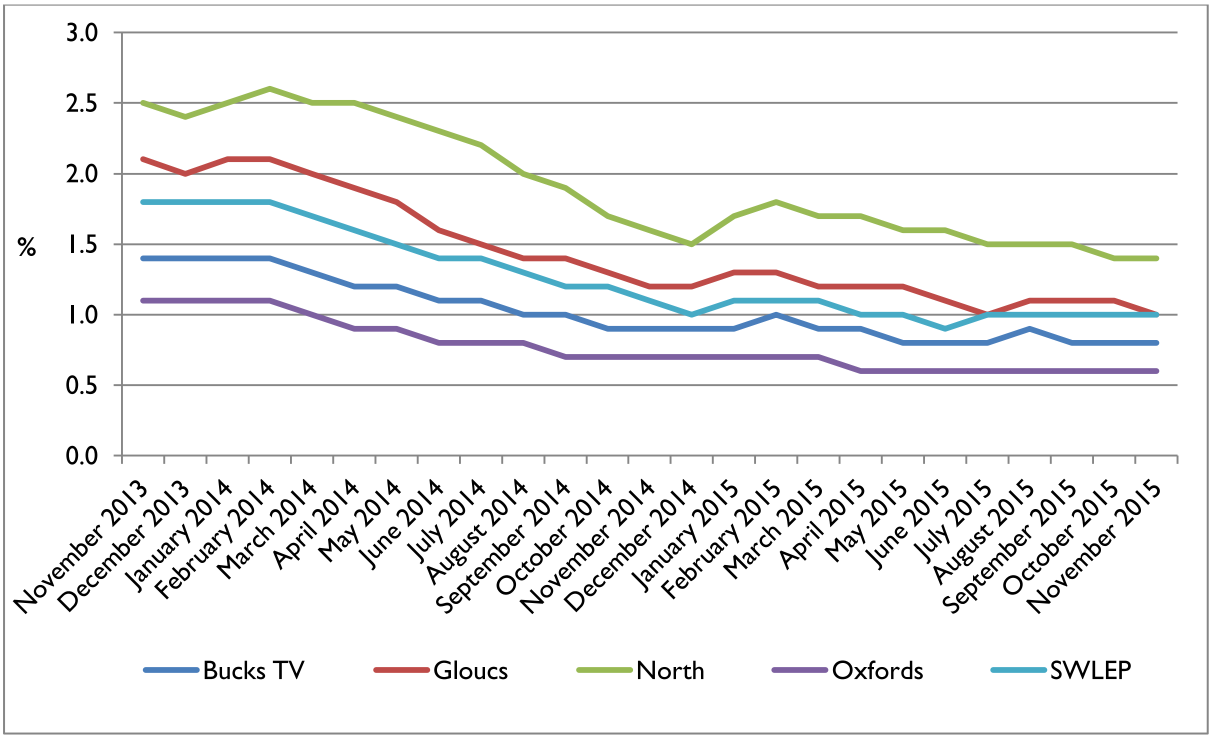
Figure 6: Female unemployment rate (16-64)



Source: Annual Population Survey, NOMIS, 18/01/2016

The number of people claiming out of work benefits[6] is always much lower than the number of people who are unemployed as not everyone is eligible to claim benefits. The claimant count across Swindon and Wiltshire is low at just 1% (4,295 claimants) with little appreciable difference across the group; the highest is Northamptonshire at 1.4% with just 0.6% in Oxfordshire (Figure 7).

Figure 7: Claimant count as a % of 16-64 year olds, November 2013-November 2015



Source: Claimant Count, NOMIS, 19/01/2016

[6] Job Seekers Allowance plus Universal Credit claimants

Section 4: Economic infrastructure

This section presents data on earnings by residence and workplace and also house prices in order to understand the level of affordability in the area. Data are not produced by local enterprise partnership so it is presented by the local authorities which comprise the LEP benchmark group[7]. Data for tourism-related activity are also presented in this section.

4.1 Earnings

The variation in earnings across the benchmark group remains and the influence of commuting to London probably accounts for the higher earnings in Buckinghamshire, Oxfordshire and Swindon. Median pay for all resident workers (full time and part time combined) increased across the group but especially in Gloucestershire (11.3%) and Oxfordshire (10.6%) between 2013 and 2015. In Swindon the median pay of all resident workers increased by 6.3% and by 5.6% in Wiltshire (Figure 8). Taking out part time data, the growth in full time resident pay was the greatest across the benchmark group in Swindon at 8.6% compared to modest growth in Wiltshire at 2.9%.

Average earnings data are also available by workplace and tend to be lower than the pay of residents however in most areas workplace pay also increased over the period (Figure 9). Workplace pay in Swindon grew by 7.1% for all workers and by 6.3% for full time workers. Median pay across Wiltshire saw a 7.4% increase for all workers but in stark contrast, only a 2.9% increase for full time employees.

Figure 8: Median gross weekly pay all workers by residence, 2011-2015

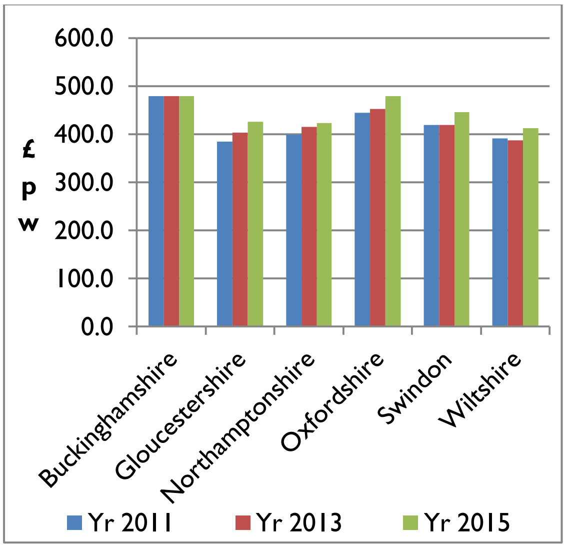
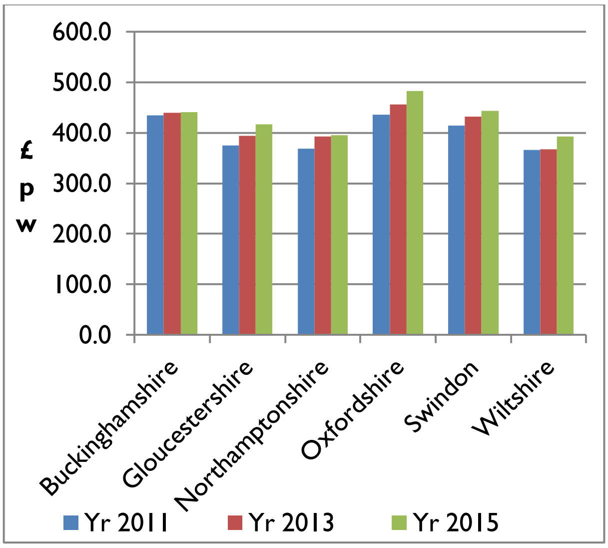


Figure 9: Median gross weekly pay all workers by workplace 2011-2015



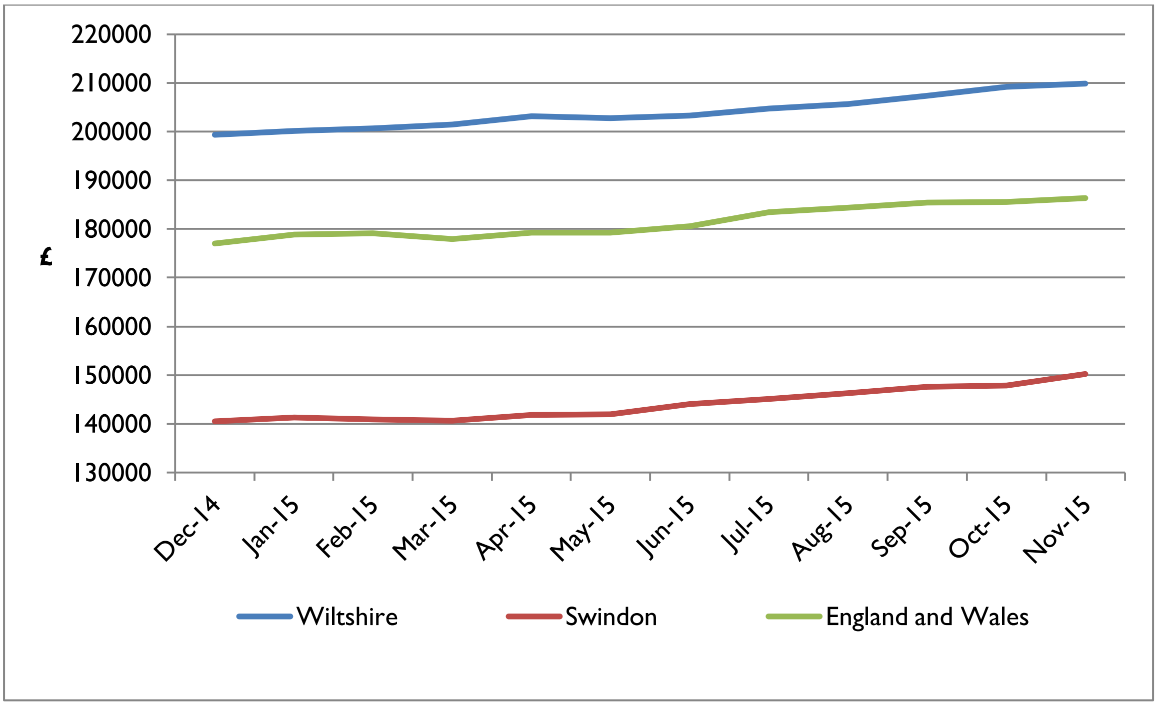
Sources: Annual survey of hours and earnings, 2011, 2013 and 2015, NOMIS 24/02/16

[7] Heart of the South West comprises the following local authority areas: Devon, Plymouth, Torbay and Somerset.

4.2 Average house prices

Average house prices are published by the Land Registry on a local authority basis (Figure 10). Over the last year house prices in Wiltshire increased by 5.2% (Dec 2014-Nov 2015) in line with the average for England and Wales (by 5.3%), although they are significantly more expensive to purchase than the national average. In contrast average prices in Swindon are below the average for England and Wales which makes it a relatively affordable place to live compared to Wiltshire especially given the higher earnings available in Swindon. That said house prices in Swindon are increasing at a faster rate at 7% over the same period.

Figure 10: Average house prices Dec 2014-Nov 2015



Source: Land Registry, Average House Price, 27/01/16

By December 2015, the average price of a house in Swindon had risen to £150,000, an increase of £5,000 since July 2015. In Wiltshire, the average house price had risen to £210,000 in November 2015 up from £205,000 in July 2015. In comparison, the average for England and Wales was £186,000 in December 2015. In terms of sales volume, there was an average of 1064 sales per month across Swindon and Wiltshire (Dec 2014-October 2015).

By taking the average median salary of residents in an area it is possible to calculate the ratio of earnings to house prices (Table 9). The ratio is the lowest in Swindon given the higher salaries and lower house prices however the ratio is edging up. Average house prices in Wiltshire are nearly 10 times the average salary and house price affordability is an on-going issue.

Table 9: House price affordability 2015

Local Authority	Average House Price	Median Annual Salary	Ratio
Swindon	150,000	23,347	6.4
Wiltshire	210,000	21,467	9.8
England and Wales	186,000	22,578	8.2

Source: Annual Survey of Hours and Earnings, 2015 and Land Registry, Nov 2015, 09/02/16

4.2 The Swindon and Wiltshire visitor economy

The latest data available on the visitor economy was published in December 2015 and relates to performance in 2014 and is based on a combination of national datasets and model estimates (Table 10). Employment in tourism-related activity remained steady at 28,000 (21,000 full time equivalents) and accounted for 8% of total employment across Swindon and Wiltshire. Catering accounted for 38% of employment in the sector, followed by attractions (20%), retailing (17%) and accommodation (16%)[8].

Table 10: Overview of the Swindon and Wiltshire Visitor Economy 2011-2013

Indicator	2011	2012	2013	2014	Change 2013-14	Change 2011-14
Total staying visitor trips	1.6m	1.7m	1.7m	1.8m	100,000	200,000
Total staying visitor nights	5.9m	5.5m	5.5m	5.9m	400,000	-
Total staying visitor spend	£269m	£321m	£339m	£355m	£16m	£86m
Total days visits	18.1m	18.1m	18.1m	18.1m	-	-
Total day visitor spend	£549m	£638m	£641m	£646m	£5m	£97m
Total visitor related spend	£859m	£1,005m	£1,028m	£1,041m	£13m	£13m
Total tourism supported business turnover	£1,130m	£1,422m	£1,455m	£1,470	£15m	£340m
Total employment	21,000	27,600	28,000	28,000	0	7,000
% of total employment	7%	9%	9%	8%	-1%	-1%

Source: The Economic Impact of Wiltshire's Visitor Economy 2015[9]

By 2014, business turnover in the sector was worth £1.47bn[10] an increase of £15m on 2013 figures. The number of day trips in the area has remained steady at 18.1m but the amount

[8] Direct FTE employment by businesses in receipt of direct visitor expenditure.
[9] Covers Swindon and Wiltshirehttps://support.office.microsoft.com/client/I-dont-see-galleries-of-page-numbers-headers-and-footers-cover-pages-or-equations-63e23203-f428-47df-814d-589dbf68442a

spend as a result of these trips is estimated to have risen slightly from £641m in 2013 to £646m in 2014. The number of overnight stays in the area had returned to 2011 levels at 5.9m and visitor spend has increased to £355m. In addition, the amount of spend by people staying in Wiltshire and Swindon as a proportion of regional spend has grown from 5.4% in 2011 to 6.2% in 2014. Although this change is modest it represents 1% of all regional spend equating to £54m in 2014.

Visitors from the South East were the largest source of domestic visitors during 2014 (30%) followed by the South West (23%), London (10%) and Wales (10%). In terms of overseas visitors the largest market continues to be Germany followed by France, USA and the Netherlands. Over half of the trips in the area were holidays (57%) with a further 22% visiting friends and relatives whilst business trips accounted for 19%. In 2014, holiday trips increased by 7% compared to 2013.

[10] This is the result of visitor spend on supplies and services by businesses supplemented by earnings spent by those employed directly or indirectly by the sector; £982m which resulted by visitor spend and £487m through supplier and income spend. There are 13,200 FTE directly employed, 4,200 indirectly and 3,500 induced.

Appendix 1: Definition of Knowledge Based Industries by Standard industrial classification (SIC) code

2 digit SIC	Description
09	Mining support service activities
19	Manufacture of coke and refined petroleum products
21	Manufacture of basic pharmaceutical products and pharmaceutical preparations
26	Manufacture of computer, electronic and optical products
51	Air transport
58	Publishing activities
59	Motion picture, video and television programme production, sound recording and music publishing activities
60	Programming and broadcasting activities
61	Telecommunications
62	Computer programming, consultancy and related activities
63	Information service activities
64	Financial service activities, except insurance and pension funding
65	Insurance, reinsurance and pension funding, except compulsory social security
66	Activities auxiliary to financial services and insurance activities
69	Legal and accounting activities
70	Activities of head offices; management consultancy activities
71	Architectural and engineering activities; technical testing and analysis
72	Scientific research and development
73	Advertising and market research
74	Other professional, scientific and technical activities
75	Veterinary activities
78	Employment activities
79	Travel agency, tour operator and other reservation service and related activities
90	Creative, arts and entertainment activities

Source: NOMIS, February 2016

This report has been produced drawing on a range of nationally available statistics published by the Office for National Statistics and NOMIS which can be accessed at the following web addresses:

http://www.ons.gov.uk

http://www.nomisweb.co.uk

If you have any queries about this bulletin please contact:

Debby Skellern, Programme Manager Policy, Swindon and Wiltshire Local Enterprise Partnership.

Email: debby.skellern@swlep.co.uk