

Economic Trends report



APRIL 2011

Produced by the Economy & Tourism Unit, Exeter City Council

Welcome to the latest quarterly edition of the Exeter and the Heart of Devon's sub-region (EHOD) 'Economic Trends Report', produced by the Economy & Tourism Unit of Exeter City Council, covering social, economic and demographic issues in relation to the functional economic sub-region, broadly covering Exeter, East Devon, Mid Devon and Teignbridge.

Abstract

[Key Information, Page 2](#)

Headline information for the area covering population, employment/unemployment, housing prices and economic activity.

[Claimant Count, Page 3](#)

The Claimant Count (unemployment) in the EHOD sub-region has risen further from the lower levels witnessed in Q2 & Q3 of 2010 and currently stands at 2.2%, the highest rate since April 2010. Exeter's unemployment has risen again slowly since September 2010 and currently stands at 2.6%, still below the local, regional and national averages.

[House Prices, Page 4](#)

Q4 2010 Land Registry data shows that average house prices have risen markedly across most areas when compared to a year ago but prices are mostly down on last quarter. EHOD prices rose by around 3.3% on last year's figures with sales down 17.5%. The average house price in EHOD for Q4 2010 is now £232,000. East Devon still has the highest property prices but witnessed a small price decrease on Q4 2009 at -1.4% and a larger decrease of nearly 9% on last quarter.

[Annual Survey of Hours and Earnings 2010, Page 6](#)

The 2010 ASHE Survey reveals that the average annual median resident based salary for EHOD stood at £22,700, a decrease of around -0.9% on 2009. The median workplace based salary stood at £22,500, below both regional and national earnings.

[New Business Register and Employment Survey \(BRES\) 2009, Page 8](#)

In 2009, around 18,200 businesses with around 198,400* employees were identified in the EHOD sub-region, For Exeter, around 4,050 active businesses and 92,300* employee numbers were identified.

[Business Demography 2009, Page 9](#)

The 2009 Business Demography reveals that in EHOD, there were 18,195 active businesses; business births amounted to around 1,480, a birth rate of 8.1%. Meanwhile, there were 1,895 business deaths, a death rate of 10.4 per cent.

[Exeter Chamber of Commerce Survey, Page 11](#)

The March 2011 survey reveals a mixed picture with better sales and employment prospects but confidence remains constrained. Meanwhile, some reported increase in skills shortages and below capacity operations highlight some of the challenges still lying ahead for the local economy.

Definitions of the statistical measures, geographic areas and sources of information used in this report are provided on Page 13 [Click here](#) to go directly to this information; where statistical terms appear in this report they are hyperlinked to the definitions.

*Aggregates figures from which agriculture class 0100 (1992 SIC) have been excluded.

Key Information

Population						
<i>Indicator</i>	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
¹ Population*	118,800	132,700	76,000	126,900	454,400	54,809,100
¹ Population under 16	18,000 (15.1%)	21,000 (15.8%)	14,500 (19.0%)	21,600 (17.0%)	75,100 (16.5%)	10,254,600 (18.7%)
¹ Population of working age	79,400 (66.8%)	69,400 (52.3%)	43,600 (57.3%)	71,200 (56.1%)	263,600 (58.0%)	33,882,200 (61.8%)
¹ Population of retirement age	21,500 (18.1%)	42,300 (31.9%)	18,000 (23.6%)	34,200 (26.9%)	116,000 (25.5%)	10,672,200 (19.5%)
Employment						
<i>Indicator</i>	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
² No of employee jobs located in area	92,300	41,000	22,800	42,200	198,400	23,823,600
² Primary-sector* employees	2,060 (2.2%)	400 (1.0%)	200 (0.9%)	800 (1.9%)	3,900 (2.0%)	430,100 (1.8%)
² Secondary-sector* employees	12,400 (13.4%)	5,200 (12.6%)	4,500 (22.1%)	6,900 (15.4%)	29,100 (12.6%)	3,299,800 (14.9%)
² Service-sector* employees	77,300 (83.7%)	35,400 (83.2%)	18,135 (71.9%)	34,500 (80.8%)	165,300 (83.9%)	20,093,800 (83.6%)
² No of employee jobs located in area that are part-time (<30 hrs)	29,200 (31.7%)	16,400 (39.9%)	8,600 (37.7%)	16,200 (38.4%)	70,400 (35.5%)	7,647,400 (32.1%)
³ Number of VAT and/or PAYE enterprises	3,505	5,680	4,135	5,050	18,370	1,887,280
⁴ Total jobs**	91,000	55,000	30,000	51,000	226,000	27,966,000
House Prices/Earnings						
<i>Indicator</i>	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
⁵ Average house price	£208,100	£253,600	£219,300	£233,800	£231,600	£232,600
⁶ Median full-time annual earnings (residence-based)	£22,800	£22,900	£21,700	£23,300	£22,700	£26,100
⁶ House price to FT salary ratio	9.1	11.1	10.1	10.1	10.2	8.9
Claimant Count (unemployment) not seasonally adjusted						
<i>Indicator</i>	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
⁷ Claimant count rate	2.6%	1.8%	2.0%	2.1%	2.2%	3.7%
⁷ Male claimant count rate	3.5%	2.5%	2.8%	2.9%	3.0%	5.1%
⁷ Female claimant count rate	1.6%	1.2%	1.2%	1.4%	1.4%	2.3%
Economic Activity and Skills (data now based on working age 16-64)						
<i>Indicator</i>	Exeter	East Devon	Mid Devon	Teignbridge	EHOD	E&W
⁸ Economic activity rate	83.2%	76.2%	77.2%	77.2%	78.7%	76.3%
⁸ Male economic activity rate	85.8%	84.8%	87.9%	76.8%	83.5%	82.7%
⁸ Female economic activity rate	80.5%	68.4%	67.4%	77.6%	74.1%	69.9%
⁸ Educated to A-level or above	51.7%	47.1%	51.1%	57.0%	51.8%	48.8%
⁸ Educated to degree level	32.4%	24.1%	29.1%	30.6%	29.2%	29.5%

[Click here for information on data sources](#)

* - 'Primary sector' covers agriculture, fishing, energy & water (but exclude farm agriculture-SIC subclass 01000), 'Secondary sector' covers manufacturing & construction.

** - 'total jobs' includes employees of businesses, plus self-employed jobs, government supported employees & HM Forces.

Latest Data

Claimant Count (unemployment)

The claimant count rate (the percentage of working age population in receipt of job seekers allowance or "JSA") in EHOD has been growing again slowly since the low point of the recession reached in September 2010 and has now reached 2.6, the highest point since Spring last year. The EHOD rate still stands below that of Devon, South West, South East and national averages. The rate is higher in Exeter, especially creeping higher for males but still lower than a year ago. Exeter's overall rate is still below the local, regional and national rates. In total, there were around 6,050 claimants in EHOD, out of which around 2,130 came from Exeter in February 2011.

Claimant count rates, February 2011

Area	Rate (all)	Rate (M)	Rate (F)
Exeter	2.6%	3.5%	1.6%
East Devon	1.8%	2.5%	1.2%
Mid Devon	2.0%	2.8%	1.2%
T'bridge	2.1%	2.9%	1.4%
EHOD	2.2%	3.0%	1.4%
Devon	2.9%	4.0%	1.8%
SW	2.7%	3.7%	1.7%
SE	2.6%	3.5%	1.7%
E&W	3.7%	5.1%	2.3%

Crown Copyright (Source 5)

The following table highlights how Job Seekers Allowance (JSA) claimant numbers have dropped over the past 12 months. Year on year snapshot comparisons show that Teignbridge and East Devon have seen the largest decline whilst Mid Devon saw the smallest reduction. The number of JSA claimants appears to be rising in all areas since the end of 2010 and are still historically high whilst only representing around 2.2% of the EHOD resident working age population.

JSA Claimant numbers-"Year on Year Round up.

Area	Growth Month on Month (Jan11-Feb11)	JSA Claimants numbers		Growth Year on Year (Feb10-Feb11)
		Feb10	Feb11	
Exeter	+5.0%	2,221	2,130	-4.1%
East D	+2.1%	1,518	1,378	-9.2%
Mid D	+6.2%	934	921	-1.4%
T'bridge	+4.8%	1,829	1,620	-11.4%
EHOD	+4.5%	6,502	6,049	-7.0%
Devon	+3.9%	21,317	20,510	-3.8%
SW	+4.1%	98,015	88,974	-9.2%
SE	+3.4%	161,432	139,851	-13.4%
E&W	+2.3%	1,453,271	1,329,709	-8.5%

Crown Copyright (Source 5)

The chart below represents a snapshot of the top 10 usual occupational groups in EHOD that have experienced the greatest increase in JSA claimants between February 2010 and February 2011. Whilst EHOD overall JSA numbers have decreased year on year, the occupations which have seen the highest increase in claimant numbers are more likely to be sales and retail staff, agricultural workers and senior officials in both national and local government bodies.

Top 10 Occupations in EHOD, Feb10-11

Occupation	Feb10	Feb11	Annual Change in JSA Claimants
EHOD Total Claimant Count	6,502	6,049	-453
Sales & retail assistants	975	1,425	450
Occupation unknown	30	115	85
Farmers	0	85	85
Senior officials in national government	25	75	50
Assemblers & routine operatives n.e.c	50	70	20
Electricians, electrical fitters	25	35	10
Retail cashiers & check-out operators	55	65	10
Senior officials in local government	0	5	5
Hairdressing & beauty salon managers	0	5	5
Shopkeepers & wholesale/retail dealers	0	5	5

Crown Copyright (Source 5) *defined by "usual occupation"

House Price Data

The average house price in EHOD in the final fourth quarter of 2010 is now £231,600 which is above the Devon and South West averages but marginally below the national average. This highlights an increase of 222% on the average price at the end of 1998 and stands at 10.2 times median full-time earnings, a larger ratio than the averages for Devon, the South West, South East and England and Wales. Within EHOD, the highest averages prices were again seen in East Devon, with the lowest in Exeter.

Compared with the fourth quarter of 2009, prices rose in most areas, from 8.7% in Mid Devon to 5.6% in Exeter whereas East Devon saw a small drop of -1.4%. (3.0% for Devon, 5.9% for the South West and 5.8% for England and Wales).

Average house prices, Oct-Dec 2010

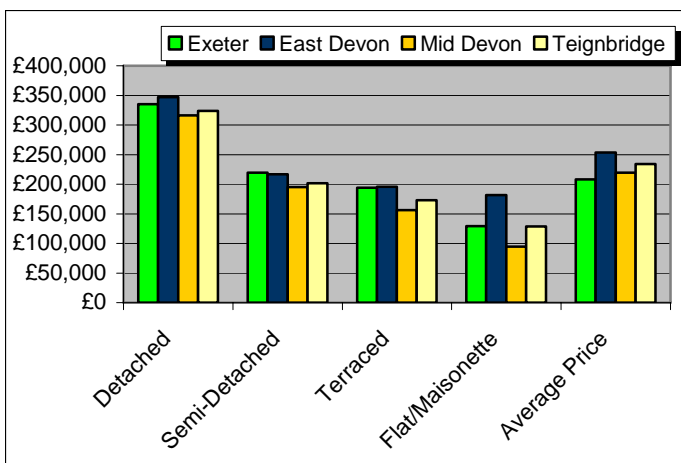
Area	Price	Index*	Ratio**
Exeter	£208,100	323	9.1
E. Devon	£253,600	283	11.1
M. Devon	£219,300	293	10.1
T'bridge	£233,800	302	10.1
EHOD	£231,600	305	10.2
Devon	£216,400	299	9.9
SW	£227,300	278	9.3
SE	£274,300	263	9.5
E&W	£232,600	275	8.9

Crown Copyright (Source 4)

*-Average price in Oct-Dec 1998= 100

**-Average house price to median annual full-time salary.

Average house prices by type in Exeter, East Devon, Mid Devon and Teignbridge, Oct-Dec 2010



Crown Copyright (Source 4)

The two tables below present average house prices by house type, and a weighted average house price that applies national house type weightings to local areas.

This analysis by type reveals that within EHOD, prices are still generally slightly higher in East Devon for terraced houses, while its detached properties also top the list. Average flat prices are lowest in mid Devon and Teignbridge whilst Mid Devon average prices for "Semis" are now in line with average prices for terraced houses in East Devon and Exeter.

House prices by type, Oct-Dec 2010

Area	Detached	Semi	Terraced	Flat
Exeter	£335k	£219k	£194k	£129k
E. Devon	£347k	£217k	£196k	£182k
M. Devon	£316k	£196k	£156k	£95k
T'bridge.	£324k	£201k	£173k	£129k
EHOD	£332k	£209k	£183k	£144k
Devon	£332k	£196k	£169k	£140k
SW	£329k	£201k	£180k	£160k
SE	£440k	£248k	£205k	£164k
E&W	£336k	£199k	£188k	£218k

Crown Copyright (Source 4)

Weighted average house prices, Oct-Dec 2010

Area	Price	Index*	Ratio**
Exeter	£224,600	320	9.9
E. Devon	£236,500	293	10.3
M. Devon	£195,900	299	9.0
T'bridge	£210,500	298	9.0
EHOD	£220,500	304	9.7
Devon	£211,400	298	9.7
SW	£219,400	280	9.0
SE	£267,900	260	9.3
E&W	£232,600	291	8.9

Crown Copyright (Source 4)

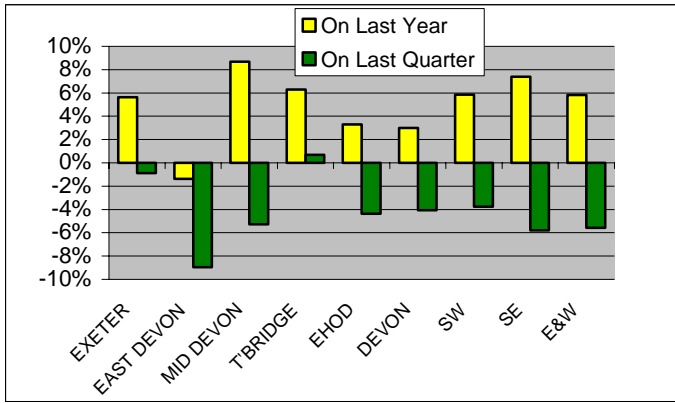
*-Average price in Oct-Dec 1998= 100

**-Average house price to median annual full-time salary.

The following chart reveals that the local housing market is fairing a little worse with average house prices in EHOD decreasing by about 4.4% between the third quarter of 2010 and the fourth quarter of 2010. However, perhaps contradicting some of the latest negative headlines, a rise of around 3.3% was recorded on the same quarter for 2010. The year on year data shows no growth in East Devon (-1.4%) whilst Mid Devon (+8.7%) saw a larger increase than local, regional and

national figures. The only positive growth in quarterly prices occurred in Teignbridge at 0.7% whilst East Devon saw the largest decrease, with prices falling by nearly 9%.

Percentage change in house prices, Oct-Dec 2010



Crown Copyright (Source)

The table below presents information regarding the number of house sales per quarter. The number of houses sold in the last quarter of last year in most areas is marginally up on the numbers sold during the second quarter of 2010 but sales are still undeniably down from the highs of 3 years ago, reflecting the current national picture. The greatest annual fall in the number of properties sold occurred in East Devon, with around 22% less transactions. Sales were also down on Q2 2010 in East Devon with a 6.2% decrease.

Trend in Number of Home Sales, Q4 2009-10

Area	No sold Q4 2009	No Sold Q2 2010	No sold Q4 2010	Annual Change Q4 2009/10
Exeter	531	432	450	-15.2%
E. Devon	759	631	592	-22.0%
M.Devon	352	230	298	-15.3%
T'bridge	634	460	538	-15.1%
EHOD	2276	1753	1878	-17.5%
Devon	5312	4185	4326	-18.6%
SW	23398	18597	19247	-17.7%
SE	49085	39092	41296	-15.9%
E&W	188400	156219	164407	-12.7%

Crown Copyright (Source 4)

House Prices – End of Year Review

The following tables present annual information on house prices covering the years 2005 to 2010 inclusive. Average prices in EHOD have increased from £205,000 in 2005 to £238,000 in 2010 (+16.1%). In 2005 average house prices in EHOD were £6,000 higher than the South West average, and £16,000 higher than the national average. However prices fell substantially in 2008-09 and average prices are yet to fully recover to the levels seen in 2007. In 2010, EHOD average prices were £8,000 above the South West average and £2,000 above the England and Wales average.

Annual average house prices – 2005 to 2010 (£,000)

Area	05	06	07	08	09	10
Exeter	182	197	208	211	195	206
E. Devon	226	241	262	265	247	267
M. Devon	196	207	224	219	207	223
T'bridge	208	216	234	227	217	226
EHOD	205	217	235	234	221	238
Devon	192	203	222	216	206	220
SW	199	211	230	224	211	230
SE	228	242	262	263	250	278
E&W	189	204	220	217	214	236

Crown Copyright (Source 4)

The next table displays information on end-of-year house prices by type in EHOD over the last five years.

This reveals that all house types have risen swiftly in price until 2007 then dropped in 2008-09 and are recovering at varied pace. Average detached house prices are £338,000 in 2010, with semi-detached, terraced houses and flats/maisonettes averaging £216,000, £182,000 and £152,000 respectively.

EHOD annual average house prices by type 2005 to 2010. (£,000).

Area	05	06	07	08	09	10
Detached	302	313	343	351	313	338
Semi	190	199	217	214	199	216
Terraced	165	173	187	184	174	182
Flat	134	148	162	154	149	152

Crown Copyright (Source 4)

The next table highlights that growth in house prices in EHOD over the last five years have roughly followed the patterns of the South West

and England and Wales averages with prices rising up to 2007/08 in most parts then a decrease throughout 2008/09. 2009/10 figures were up significantly due to the low house prices levels reached at the peak of the credit crunch.

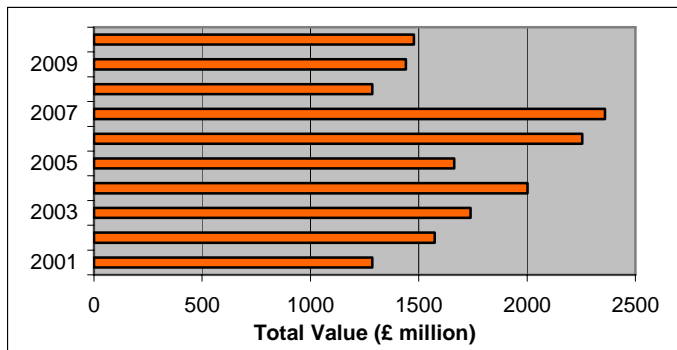
Annual change in house prices – 2005 to 2010

Area	05/06	06/07	07/08	08/09	09/10
Exeter	8.3%	5.9%	1.5%	-7.8%	5.9%
E. Devon	6.5%	8.8%	1.3%	-6.3%	7.2%
M. Devon	5.2%	8.3%	-2.3%	-5.2%	7.8%
T'bridge	4.0%	8.3%	-3.1%	-4.3%	4.2%
EHOD	5.9%	8.2%	-0.3%	-5.8%	8.0%
Devon	6.0%	9.3%	-2.7%	-4.7%	7.1%
SW	6.0%	9.1%	-2.7%	-5.6%	8.7%
SE	6.3%	8.3%	0.2%	-4.8%	11.2%
E&W	7.6%	8.1%	-1.2%	-1.5%	10.4%

Crown Copyright (Source 4)

The total value of property sold in EHOD has increased significantly up to 2007, the year witnessing the highest total value with over £2.3 billion. The ensuing sharp fall wiped out most of the gains with total value in 2008 marginally below the 2001 figure. Growth in value has since returned and reflects a 13% rise in the number of sales since 2008. However even after this rise, the total value of houses sold only rose to £1.4 billion in 2010, still below the £1.5 billion reached in 2002.

Total value of residential property sold in EHOD – 2001 to 2010



Crown Copyright (Source 4)

For a more detailed breakdown analysis of housing tables and further geographical profiling, please go to the Exeter Focus-Housing Local Profile spreadsheet to be found here: www.exeter.gov.uk/houseprices

Annual Survey of Hours and Earnings 2010

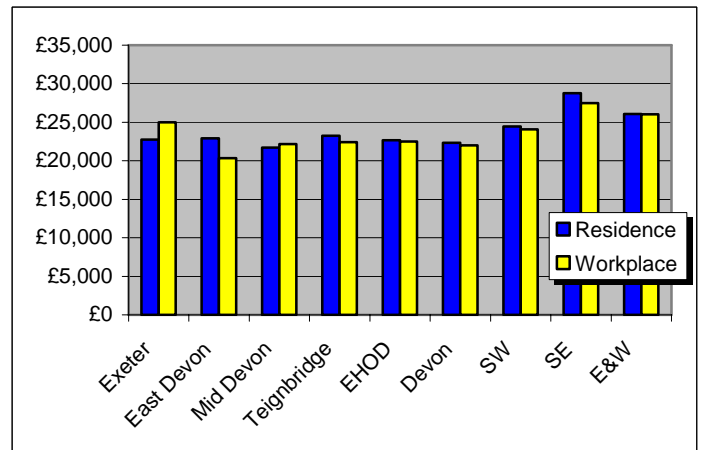
This survey provides the following measure of earnings: the median, or the middle value in a dataset. The mean average is based on dividing total earnings by the number of people in a given area; it is often being skewed upwards by a small number of high earners. The median provides a lower, but more meaningful measure of earnings, and is used in this report. 2009 results take account of a small number of methodological changes which will improve the quality of results. These include changes to the sample design itself. These results are only comparable with data from 2006 onwards.

Please note that the quality and reliability of these earning estimates are to be treated with caution while comparing the percentages of change for the period covered.

EHOD Data:

The following graph and table below provides two different annual median average full-time salary figures, one based on where people live, the other on where people work. This reveals that earnings in EHOD are typically below regional and national averages. The workplace average is higher than the residential average in Exeter (£25,000 compared with £22,800), which suggests that the highest earners with a workplace in Exeter commute in from outside the city, a fact reflected by the higher salaries witnessed in East Devon and Teignbridge in particular.

Average median full-time salaries (residence-based and workplace-based), 2010*



Crown Copyright (Source 6)

Average median full-time salaries (residence-based and workplace-based), 2010*

Area	Residence	Workplace
Exeter	£22,764	£24,996
East Devon	£22,918	£20,358
Mid Devon	£21,721	£22,172
Teignbridge	£23,262	£22,419
EHOD	£22,666	£22,486
Devon	£22,349	£22,007
SW	£24,466	£24,078
SE	£28,792	£27,500
E&W	£26,094	£26,052
CV > 10% and <= 20%		
CV > 5% and <= 10%		
Division of sum of all 4 districts		

London

Crown Copyright (Source 6) N.B. SE does not include London

The next table reveals trends in residence-based median full time earnings between 2009 and 2010.

There appears to be a significant change in residential median average earnings in Mid Devon and Teignbridge which have both seen a drop of 2.7% and 4.1% respectively.

Average median full-time salaries (residence-based), 2009 to 2010*

Area	2009	2010	Change 09/10
Exeter	£22,300	£22,800	2.2%
East Devon	£22,700	£22,900	0.9%
Mid Devon	£22,300	£21,700	-2.7%
Teignbridge	£24,300	£23,300	-4.1%
EHOD	£22,900	£22,700	-0.9%
Devon	£21,800	£22,300	2.3%
SW	£24,500	£24,500	0.0%
SE	£28,700	£28,800	0.3%
E&W	£26,000	£26,100	0.4%

Crown Copyright (Source 6) N.B. SE does not include London

The following table shows trends in workplace-based median full-time earnings for the same period.

Average median full-time salaries (workplace-based), 2009 to 2010*

Area	2009	2010	Change 09/10
Exeter	£24,300	£25,000	2.9%
East Devon	£21,100	£20,400	-3.3%
Mid Devon	£22,300	£22,200	-0.4%
Teignbridge	£21,400	£22,400	4.7%
EHOD	£22,300	£22,500	0.9%
Devon	£21,800	£22,000	0.9%
SW	£24,200	£24,100	-0.4%
SE	£27,500	£27,500	0.0%
E&W	£26,000	£26,100	0.4%

Crown Copyright (Source 6) N.B. SE does not include London

The following table presents the 25- percentile, 50- percentile (**median**) and 75-percentile full time salaries within EHOD in 2010. In the 25-percentile, salaries within EHOD were below £17,200. Salaries for all **percentile** ranges in EHOD were below regional and national values.

Full time salaries (residence-based), 2010*

Area	25- percentile	50-percentile (median)	75- percentile
Exeter	£17,100	£22,800	£31,800
East Devon	£17,300	£22,900	£33,200
Mid Devon	£17,700	£21,700	£29,300
Teignbridge	£16,900	£23,300	£33,400
EHOD	£17,200	£22,700	£31,900
Devon	£17,100	£22,300	£32,000
SW	£17,800	£24,500	£34,500
SE	£20,000	£28,800	£41,300
E&W	£18,500	£26,100	£37,000

Crown Copyright (Source 6) N.B. SE does not include London

*The quality of the earnings figures in the tables above is assessed by referring to its coefficient of variation (CV). The CV is the ratio of the standard error of an estimate to the estimate. To help the reader, data of "precise" quality is left with an unchanged font, data deemed "reasonably precise" is in *italic*, while data deemed "acceptable but to use with caution" is in **bold**.

New Business Register Employment Survey (BRES) 2009

This is the first publication of the results from the Business Register Employment Survey (BRES) which has now replaced the Annual Business Inquiry part 1 (ABI/1). Figures for 2008, issued as part of this release, are based on the same data as ABI/1 but processed using the BRES methodology. The Business Register and Employment Survey (BRES) has replaced and integrated two existing ONS business surveys, the Annual Business Inquiry (ABI) and Business Register Survey (BRS) and is a sample survey of approximately 80,000 businesses.

BRES Employment figures, 2008:

2008				
Area	Employees	FT employees	PT employees	Employment
East Devon	40,600	24,900	15,700	43,800
Exeter	86,100	57,600	28,500	90,100
Mid Devon	22,900	14,700	8,200	24,600
Teignbridge	40,600	25,100	15,600	43,800
EHOD	190,200	122,200	68,000	202,200
Devon	451,100	285,100	166,000	477,800
South West	2,265,500	1,457,100	808,400	2,446,300
South East	3,766,700	2,549,800	1,216,900	3,998,200
England & Wales	24,526,800	16,796,200	7,730,600	26,019,500

Crown Copyright (Source 2)

BRES Employment figures, 2009:

2009				
Area	Employees	FT employees	PT employees	Employment
East Devon	41,000	24,600	16,400	45,100
Exeter	92,300	63,100	29,200	96,700
Mid Devon	22,800	14,200	8,600	25,100
Teignbridge	42,200	26,000	16,200	46,600
EHOD	198,400	127,900	70,400	213,500
Devon	455,700	285,300	170,400	490,000
South West	2,269,600	1,450,300	819,200	2,479,000
South East	3,652,600	2,482,200	1,170,400	3,913,400
England & Wales	23,823,600	16,176,200	7,647,400	25,442,100

Crown Copyright (Source 2)

All figures have been rounded to the nearest 100.

There were around 92,300 employees in Exeter in September 2009. Of this, 63,100 (68.3%) were full-time and 29,200 (31.7%) were part-time. The employment level for 2009 was 96,700. There were around 4,400 **working proprietors*** established across Exeter (representing 29.1% of all EHOD working proprietors) Numbers were around 15,100 across the wider EHOD functional economic area.

With only 4.6% of its total employment workforce classified as **working proprietors***, Exeter has the lowest proportion of sole traders, proprietors, partners and directors of all South West authorities. The number of employees in the EHOD Functional Economic Area was 198,400. This has risen by 8,200 (+4.3%) compared with 2008. Full-time employees showed an increase of around 5,700 and part-time employees showed an increase of around 2,500 between 2008 and 2009.

The table below reveals that within EHOD, Exeter has the lowest proportion of full-time employees working in the private sector (74.8%) whilst its rate of public sector FT employees is more than twice the size of that of Mid Devon which conversely tops the list with around 88% of full-time employees working in the private sector, significantly above local (79.7%) and regional (81.0%) averages.

BRES Public Private Percentage Breakdown by Full-time Employees, 2009

% of Full-time Employees		
Area	Public	Private
Torbay	26.9%	73.1%
Exeter	25.2%	74.8%
Plymouth	25.0%	75.0%
Devon	20.3%	79.7%
EHOD	19.8%	80.3%
South West	19.0%	81.0%
Devon County	17.7%	82.3%
South East	16.4%	83.6%
Teignbridge	15.8%	84.2%
East Devon	14.6%	85.8%
Mid Devon	12.0%	88.0%

Crown Copyright (Source 2)

The table overleaf shows that within EHOD, East Devon has the highest proportion of part-time employees working in the private sector (79.3%) followed by Teignbridge (78.4%), both rates also standing higher than the local, regional and South East proportions.

Exeter tops the list with around 29.1% of part-time employees working in the public sector, significantly above local (24.8%) and regional (25.5%) averages.

BRES Public Private Percentage Breakdown by Part-time Employees, 2009

% of Part-time Employees		
Area	Public	Private
East Devon	20.7%	79.3%
Teignbridge	21.0%	78.4%
South East	22.3%	77.7%
Devon County	23.4%	76.6%
Mid Devon	24.4%	75.6%
Devon	24.8%	75.2%
EHOD	24.7%	75.1%
South West	25.5%	74.5%
Plymouth	26.0%	74.0%
Exeter	29.1%	70.9%
Torbay	30.3%	69.7%

Crown Copyright (Source 2)

The following table reveals that within EHOD, Mid Devon & East Devon have the highest proportion of private employees as a percentage of total employees (83.3% and 83.2% respectively), followed by Teignbridge (82.0%). Meanwhile, the rate for the EHOD Functional economic area (78.5%) is similar to that of the region (78.7%).

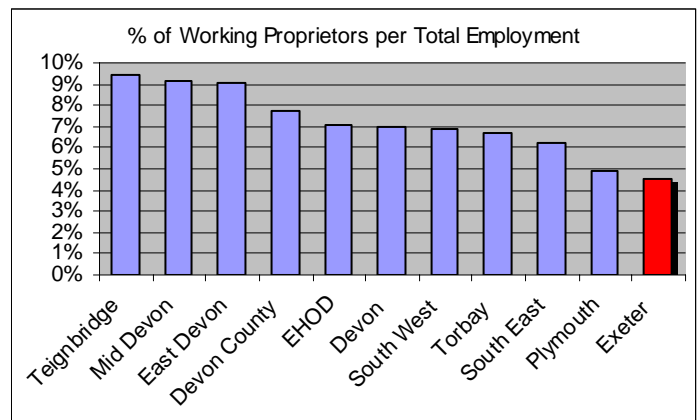
BRES Public Private Percentage Breakdown by Total Employees, 2009

% of Total Employees		
Area	Public	Private
Mid Devon	16.7%	83.3%
East Devon	17.1%	83.2%
Teignbridge	18.0%	82.0%
South East	18.3%	81.7%
Devon County	19.8%	80.2%
South West	21.3%	78.7%
EHOD	21.6%	78.5%
Devon	22.0%	78.0%
Plymouth	25.4%	74.6%
Exeter	26.4%	73.7%
Torbay	28.4%	71.6%

Crown Copyright (Source 2)

The graph below illustrates the percentage of working proprietors per total employment. Exeter has in fact the lowest rate of all of the South West Authorities (not shown here) at 4.6%. In contrast, Teignbridge (9.4%), Mid Devon (9.2%) and East Devon (9.1%) all have relatively high rates, demonstrating the specific characteristics of the surrounding districts with higher levels of self-employment. The rate for the wider EHOD functional economic area stands at 7.1%, marginally above the local (7.0%) and regional (6.9%) rates.

BRES Percentage of Working Proprietors per Total Employment, 2009



Crown Copyright (Source 2)

Business Demography 2009- Enterprise Births, Deaths and Survivals

The Business Demography data helps monitor growth and survival of enterprises; the active stock of businesses is also shown, so that birth and death rates can be calculated.

As in 2008, the new ONS Business Demography publication referenced here includes PAYE registered units. Also, the new statistics additionally include the births and deaths of employing businesses, which are not VAT-registered, providing a more comprehensive view of business start-up activity.

In 2009 there were around 370 business births in Exeter, a birth rate of 9.1 per cent. (*This compared with 365 births in 2008, a birth rate of 8.9 per cent**). In EHOD, business births amounted to around 1,480, a birth rate of 8.1%. (*This was compared with 1,680 births in 2008, a birth rate of 9.1%**).

In 2009 there were 430 business deaths in Exeter, a death rate of 10.6 per cent. (*This compares with 400 business deaths in 2008 and a death rate of 9.8 per cent**). In EHOD in 2009 there were 1,895 business deaths, a death rate of 10.4 per cent. (*This compares with 1,735 business deaths in 2008 and a death rate of 9.4 per cent**).

Count of Births-Deaths & Active* new enterprises in 2009

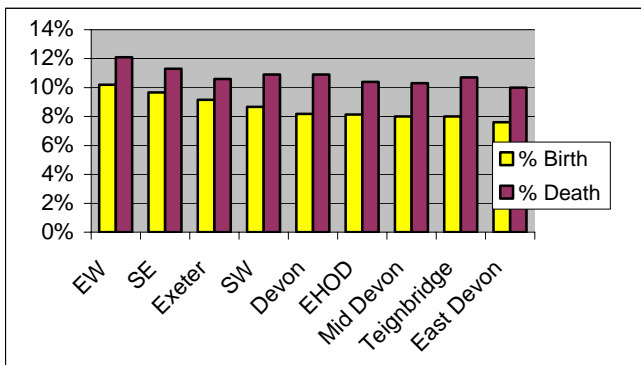
Areas	Births	Deaths	Active
	Total	Total	Total
Exeter	370	430	4,045
East Devon	420	555	5,530
Mid Devon	270	350	3,385
Teignbridge	420	560	5,235
EHOD	1,480	1,895	18,195
Devon County	2,440	3,245	31,360
Plymouth UA	605	745	5,945
Torbay UA	375	565	4,435
Devon	3,420	4,555	41,740
SW	17,945	22,530	207,060
SE	36,320	42,550	375,595
EW	217,355	258,270	2,131,275

Births: A birth is identified as a business that was present in year t, but did not exist in year t-1 or t+1. Births are identified by making comparison of annual active population files and identifying those present in the latest file, but not the two previous ones.

Deaths: A Death is defined as a business that was on the active file in year t, but was no longer present in the active file in t+1 and t+2. In order to provide an early estimate of deaths, an adjustment has been made to the 2008 and 2009 deaths to allow for reactivations. These figures are provisional and subject to revision.

Active: The starting point for demography is the concept of a population of active businesses in a reference year (t). These are defined as businesses that had either turnover or employment at any time during the reference period. Births and deaths are then identified by comparing active populations for different years.

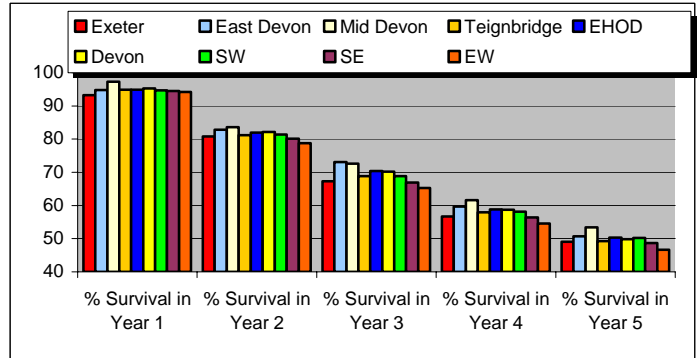
Percentage of Births and Deaths by Active enterprises, 2009



Crown Copyright (Source 2)

The graph below shows that Mid Devon's survival rate over a 5 year period is the highest at 53.4% (above local, regional and national rates). In EHOD, Exeter's rate has the lowest, standing at 49.0%.

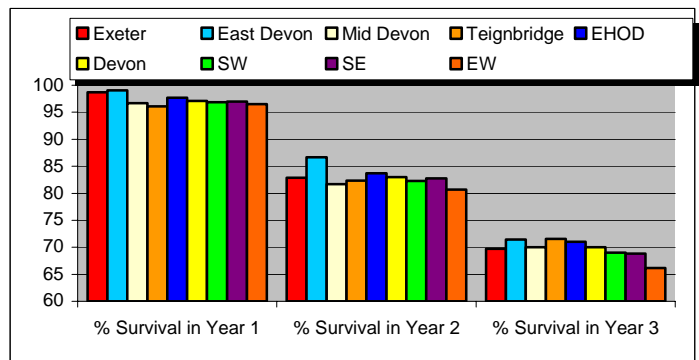
Survival of newly born enterprises by births of units in 2004 (5 years trend)



Crown Copyright (Source 2)

The overall EHOD business survival rate (71%) after 3 years since 2006 stands above the Devon (incl Plymouth and Torbay), South West and national rates (70%, 69% and 66.2% respectively).

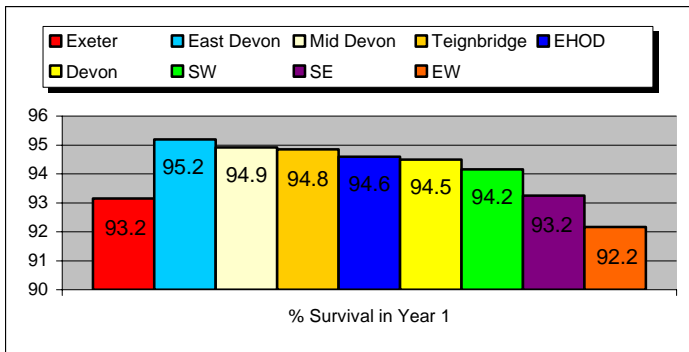
Survival of newly born enterprises by births of units in 2006 (3 year trends)



Crown Copyright (Source 2)

Since 2008, within EHOD, the 1st year survival rate is highest in East Devon, Mid Devon then Teignbridge, all at almost 95.0% and lowest in Exeter at 93.2%. The overall EHOD business survival rate stands marginally above local and regional rates but higher than the South East and national figures.

Survival of newly born enterprises by births of units in 2008 (1 year trend)



Crown Copyright (Source 2)

Exeter Chamber of Commerce Quarterly Survey Results

The March 2011 findings from the Exeter Chamber of Commerce quarterly business survey are provided in the following table.

This latest survey provides a mixed picture for the local economy since emerging from the recession; the results indicates that more than half of all respondents reported sales as growing, (57% vs 55% exactly a year ago), whilst a little over a fifth (22%) saw their sales decreasing, a little more than opinions recorded last year (19%) but less than what was reported in December when a quarter of respondents indicated that sales were down.

Nearly a quarter of respondents declared their margins were up, a little less than last quarter (29%) and also lower than last year's levels (28%). 15% stated that employment was down compared with last quarter, the highest figure in a year but 74% considered that cash flow was either constant or increasing.

Reassuringly, forecasts for the next quarter on the number of employees show that 27% of businesses envisaged staff levels to go up, a marked improvement on recent quarters but in line with what was reported last year (also 27%) whilst 10% expected it to decrease, slightly better than the last quarters' reading.

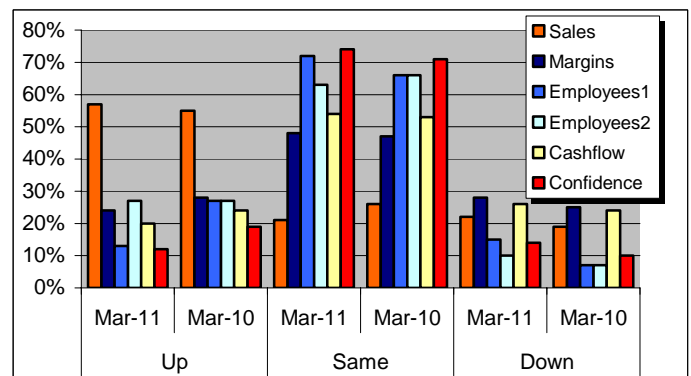
Exeter Chamber of Commerce survey– sales, margins, employees and cashflows (March 2010).

Indicator	Up	Same	Down
Sales ¹	57%	31%	22%
Margins ¹	24%	48%	28%
Employees ¹	13%	72%	15%
Employees ²	27%	63%	10%
Cashflow	20%	54%	26%

Source: Exeter Chamber of Commerce, 2010 1 – Change on last quarter, 2 – Forecast for next quarter

The chart below illustrates the patterns of feelings recorded over the last two surveys in March 2010 and 2011 giving a clearer picture of the overall business sentiment during the recession and now that the cuts and increase in VAT from 17.5% to 20% have started to bite.

Survey figures-March 10 and March11



Source: Exeter Chamber of Commerce, 2011
1 – Change on last quarter, 2 – Forecast for next quarter.

However, the survey also suggests that business confidence has dipped a little and remained fragile with no marked improvement on last with 14% of respondents concerned about the outlook (10% exactly a year ago and also 14% last quarter). Conversely, high confidence has dropped to 12% (14% in December 2010, 19% in March 2010).

Other indicators show that just over half of respondents (52%) have kept investing in their business over the last quarter but on a positive note, half are still expecting to do so in the future (up from 43% last quarter and also up from the 26% recorded a year ago).

Also of some significance is the fact that just over a third of respondents (34%) are now declaring that skills shortages are having a moderate negative impact on their businesses (the highest figure in over 2 years).

Perhaps underlining the challenges facing the wider economy and consumers spending habits, 71% of respondents still acknowledged operating below capacity, the highest figure in over a year.

The next survey is due out at the end of June 2011.

To access the results before the next economic trends report and view the data over the last year, visit:

<http://www.exeterchamber.co.uk/Survey-Results/>

News and Information

The South West Regional Development Agency has recently published its latest quarterly Economics Review in March providing a succinct yet comprehensive round up of the wider macro economic situation with a look at the latest international, national and regional economic trends; for more information, visit:
http://www.southwestrda.org.uk/working_for_the_region/south_west_economy/economic_intelligence/economics_review.aspx

The South West Observatory has also published its latest Regional Accounts with a focus on industrial and occupational structure and regional trades with a specific economic impact analysis tool; for more information, visit:
<http://economy.swo.org.uk/publications/special-economy-module-publications/>

Agents summary of business conditions- a monthly publication compiled by the Bank of England's agents providing information on the state of business conditions from companies across all sectors of the economy; for more information, visit:
<http://www.bankofengland.co.uk/publications/agentssummary/agsum11mar.pdf>

To monitor the post-recession and its impact closely, the Exeter Economy and Tourism unit publishes on a monthly basis an Exeter-focused Key Facts update. It provides data on unemployment, vacancies & employment, Citizens Advice Bureau data, Mortgage and Landlord Possession/ Company winding up & Bankruptcy petition as well as Land Registry Housing statistics. For more information on this, visit:
<http://www.exeter.gov.uk/index.aspx?articleid=9019>

Useful links

EHOD Online Property Register

For a quick and easy access and to search for our commercial property register, visit:
www.exeter.gov.uk/property

Exeter Business Credit Crunch

Provides a wealth of practical advice, online tools, websites links and more for businesses. For more information, follow this link:
www.exeter.gov.uk/businesscreditcrunch

For facts and figures from a variety of sources for Exeter, follow this link:
www.exeter.gov.uk/statistics

For a detailed report on the latest 2009 population estimates, go to:
www.exeter.gov.uk/population

EHOD Business Relocation Services

For the latest brochure on Exeter and the Heart of Devon as a better climate for business, visit:
http://www.exeter.gov.uk/media/pdf/l/r/Relocation_Brochure.pdf

Exeter Business Support

To seek assistance for small businesses to start-up, grow and succeed in Exeter, visit
www.exeterbusinesssupport.co.uk or call Business Link on 0845 600 9966 (ask for Exeter Business Support)

Sources & Notes

Sources:

Unless otherwise stated: 1 – ONS Mid-Year Population Estimates 2009; 2 – ONS Business Register & Employment Survey 2009; 3 – ONS UK Businesses: Activity, Size and Location, 2010; 4 – ONS Jobs Density Indicator 2008; 5 – Land Registry Oct-Dec 2010; 6 – ONS Annual Survey of Hours and Earnings 2010; 7 – ONS Claimant Count February 2011; 8 – ONS Annual Population Survey Oct09/Sep10 (Qualifications Jan09-Dec09 for Education data); 9 – UK Business Demography 2009-Enterprise Births, Deaths and Survivals.

All Crown Copyright. Counts typically rounded to nearest hundred (to the nearest 10 for the Annual Business Inquiry)

Added Notes on Primary-sector data from BRES:

Farm Agriculture (Class 0100) is only available at region and country level in BRES. BRES figures at regional/county will include farm-based employee jobs, areas below that level will not. The BRES estimates also include a change to the farm agriculture estimates-see the Discontinuity section for further details: <https://www.nomisweb.co.uk/articles/526.aspx> Farm agriculture figures come from the separate Agriculture Survey conducted by DEFRA who has stopped supplying the figures at local authority level to ONS hence these are missing from BRES. For DEFRA's latest employment data on labour force, visit (under "Detailed geographical results") <http://www.defra.gov.uk/evidence/statistics/foodfarm/landuselivestock/junesurvey/results.htm>

Added Notes on Employment data from BRES

Employees: An employee is anyone aged 16 years or over that an organisation directly pays from its payroll(s), in return for carrying out a full-time or part-time job or being on a training scheme. It excludes voluntary workers, self-employed, working owners who are not paid via PAYE.

Full-time employees: those working more than 30 hours per week.

Part-time employees: those working 30 hours or less per week.

Employment= employees+ working proprietors.

Working Proprietors= sole traders, sole proprietors, partners and directors. This does not apply to registered charities.

Geographical Definition:

– 'Exeter', 'East Devon', 'Mid Devon' & 'Teignbridge' relate to the district areas; 'EHOD' is Exeter and Heart of Devon, which encompasses the districts of Exeter, East Devon, Mid Devon and Teignbridge; 'Devon' is the historic county area including Plymouth and Torbay; 'SW' is the South West region, 'SE' is the South East region and 'E & W' is England and Wales.

– 'Usual occupation' means the type of work a claimant ordinarily performs by virtue of experience and/or training. Normally claimants do not think of seeking work in other than their usual occupation.

STATISTICAL MEASURES

Measures of average

Mean – The sum of all values divided by the total number of values

Median – Middle value when the data is arranged in order (e.g. in the range 2-3-5-6-6, 5 is the median)

Mode – Most frequently occurring value (e.g. in the range 2-3-5-6-6, the mode is 6 as it occurs twice)

Measures of dispersion (data ranges)

Percentile – Any of the 99 numbered points that divide an ordered set of scores into 100 parts each of which contains one-hundredth of the total. For example, if 65% of the scores were below yours, then your score would be the 65th percentile.

Decile – As percentile, but with the set of scores divided into tenths (10% groups).

Quartile – As percentile, but with the set of scores divided into fourths (25% groups).

This report is produce quarterly with the next edition due around August/Sept 2011 which is likely to include new 2010 Population estimates data.

If you have any suggestions, comments or questions, my contact details are provided below:

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