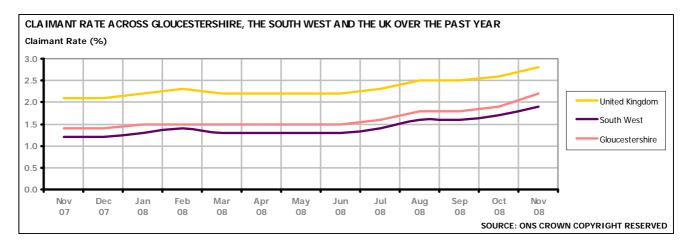


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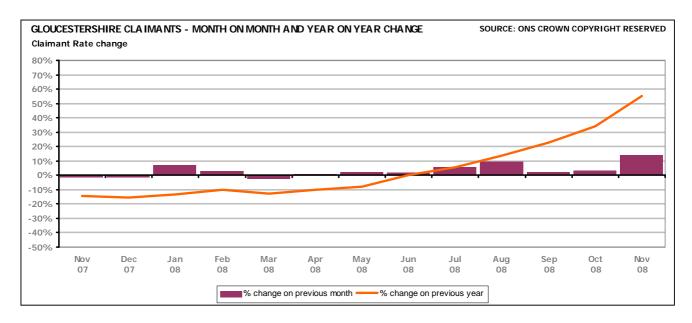
The Research Team (Economics)
Chief Executive's Support Unit
Gloucestershire County Council
December 2008

SUMMARY

The claimant rate in Gloucestershire was 2.2% in November 2008. This was an increase of 0.3% on the October 2008 figure. This is the eighth consecutive monthly increase. Both the UK and the South West rates increased by 0.2% between October 2008 and November 2008. Gloucestershire's rate remains slightly above the South West average of 1.9%, but over half a per cent lower than the UK average of 2.8%.



The claimant count in Gloucestershire in November 2008 rose by 942 people. The amount of people claiming in November 2008 was therefore 15% higher than the number in October 2008. The increase was 14% across the South West, and 9% for the UK.



The claimant count in Gloucestershire has been increasing for eight consecutive months, and stood 55% higher in November 2008 than at the same point the previous year.

Gloucestershire. South West and UK claimants: November 2008

Area	Claimant Count in November 2008	% Change on October 2008	Average % increase over the last six months	Consecutive months increasing
Cheltenham	1,843	11.9	4.9	8
Cotswolds	608	19.4	9.2	5
Forest	1,147	15.0	6.7	6
Gloucester	2,071	10.2	4.1	2
Stroud	1,072	18.1	7.8	2
Tewkesbury	840	20.2	5.9	1
Gloucestershire	7,581	14.2	5.7	8
South West	59,490	14.0	6.4	7
UK	1,056,145	8.8	4.0	7

- In **Cheltenham Borough** the claimant count has increased each month since April 2008. Cheltenham has the highest number of consecutive monthly claimant count increases of all the districts of Gloucestershire. Cheltenham also has the second highest claimant rate in Gloucestershire at 2.6%
- In **Cotswold District** the claimant count in November 2008 was the highest for two years and has been increasing since July 2008. In addition, the claimant count in November 2008 was over 71% higher than it was in November 2007. Despite this increase, the Cotswolds have the lowest claimant rate in Gloucestershire at 1.2%
- In the Forest of Dean District the claimant count in November 2008 was the highest since April 2007 and has been increasing since May 2008. Pillowell ward continued to be above the district average for claimants for the second consecutive month. The Forest of Dean has the third highest claimant rate in Gloucestershire at 2.4%
- In **Gloucester City** the claimant count increased by 192 people between October 2008 and November 2008. The largest increases were found in Moreland, Barton and Tredworth, and Barnwood wards.
- In **Stroud District** the claimant count increased by 42 people between October 2008 and November 2008. This was the second consecutive monthly increase in claimant count.
- **Tewkesbury Borough** had the overall highest percentage increase in claimants of any district between October 2008 and November 2008. The increase in claimants reversed the trend between September 2008 and October 2008, where claimants fell. Despite the increase, Tewkesbury still has the second lowest claimant rate in Gloucestershire at 1.8%

The 16-18 NEET population has decreased from 4.6% at the end of October 2008 to 3.9% at the end of November 2008.

Some 35% of the joiners had managed to return to EET (education, employment and training) at the time of the analysis showing the effectiveness of early intervention.

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Part 1: UK, South West and Gloucestershire Indicators

Claimant Rate¹

Figure 1

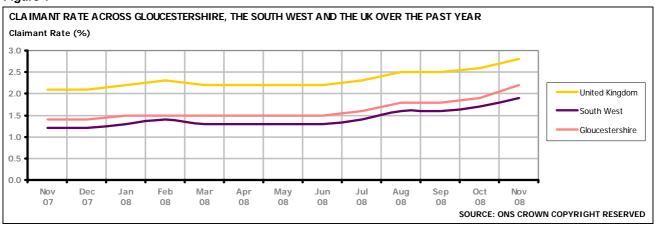


Figure 1 shows the claimant rate for Gloucestershire at 2.2% in November 2008. The rate has remained slightly higher than the South West average over the past year, but persistently lower by approximately 0.5% against the UK average during the same period. November 2008 represented a 0.3% increase on October 2008.

Claimant Count²

Table 1: Analysis of UK, South West and Gloucestershire Claimant Counts

Area	Claimant Count in November 2008	% change on October ³ 2008	Average % increase over the last six months ⁴	Consecutive months increasing
UK	1,056,145	8.8	4.0	7
South West	59,490	14.0	6.4	7
Gloucestershire	7,581	14.2	5.7	8

Table 1 shows that in November 2008, the number of claimants in Gloucestershire was 14.2% higher than the number in October 2008. This is comparable with the South West increase, but nearly twice that of the UK increase.

The average growth in claimants in Gloucestershire for the six months to October 2008 was 5.7%. Although 1.7% higher than that of the UK average, Gloucestershire has been overtaken by the average for the South West region, where growth in claimants over this period was 0.7% higher.

¹ The Claimant Rate is the amount of claimants as a percentage of the working age population for the claimant group.

² JSA Claimant Count records the number of people claiming Job Seeker's Allowance (JSA) and National Insurance credits at Job Centre Plus Offices. This is not an official measure of unemployment, but is the only indicative statistical measure available for areas smaller than Local Authorities.

³ The difference between total claimants in November 2008 and October 2008 expressed as a percentage increase or decrease.

⁴ The average monthly rate at which the Claimant Count has been growing for the six months to November 2008

Inflation

Figure 2



Figure 2 shows the national level of inflation since November 2007. The Consumer Prices Index (CPI), which the Government use for their target measure, was 4.1 per cent in November 2008, down from 4.5 per cent in October 2008. The Retail Prices Index (RPI) was 3.0 per cent in November 2008, down from 4.2 per cent in September 2008. The Retail Prices Index excluding mortgage interest payments (RPIX) was 3.9 per cent in November 2008, down from 5.7 per cent in October 2008.

Part 2: Gloucestershire and Local Authority District analysis

Claimant Rate and Claimant Count

Figure 3

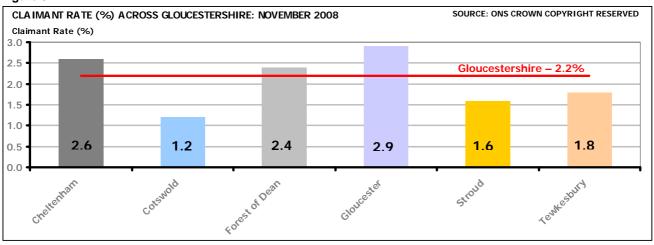


Figure 3 shows the claimant rate for November 2008 in Gloucestershire. Every district in Gloucestershire had in increase in the claimant rate between October 2008 and November 2008.

Figure 4

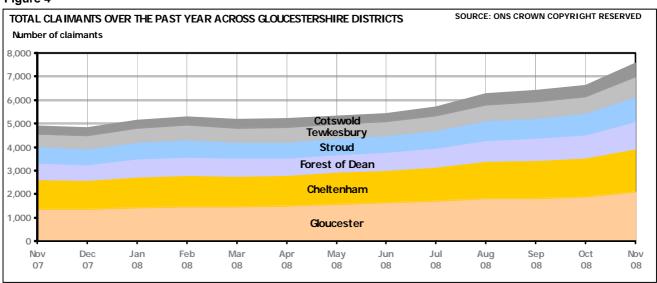


Figure 4 shows the overall claimant count for Gloucestershire over the past year. It demonstrates the gap that is widening across all the districts as the UK economy moves towards recession. The widest gaps are not surprisingly reflected in the urban areas of Cheltenham and Gloucester.

Table 2: Analysis of Gloucestershire and District Claimant Counts

Area	Claimant Count in November 2008	% Change on October 2008	Average % increase over the last six months	Consecutive months increasing
Cheltenham	1,843	11.9	4.9	8
Cotswolds	608	19.4	9.2	5
Forest	1,147	15.0	6.7	6
Gloucester	2,071	10.2	4.1	2
Stroud	1,072	18.1	7.8	2
Tewkesbury	840	20.2	5.9	1
Gloucestershire	7,581	14.2	5.7	8
South West	59,490	14.0	6.4	7
UK	1,056,145	8.8	4.0	7

Table 2 shows the change in the claimant count in November 2008 compared to October 2008. The November 2008 increase was experienced across all six districts.

Part 3: Gloucestershire Local Authority District and Ward analysis

Cheltenham Borough

Claimant Rate and Claimant Count

Figure 5

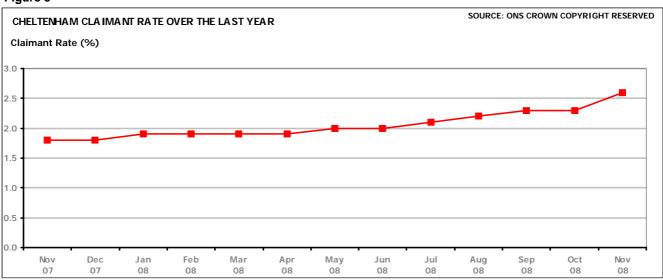


Figure 5 shows the claimant rate in Cheltenham was at its highest rate for over a year at 2.6%. The rate has been climbing for eight consecutive months.

Figure 6

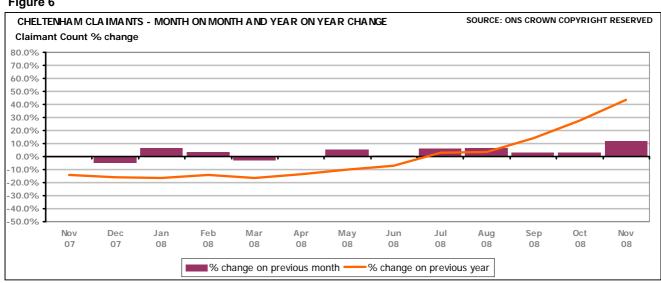


Figure 8 shows the claimant count increasing each month since April 2008. In addition, claimant counts have increased every month on the same month the previous year since July 2008.

Cheltenham Borough - Wards

Figure 7

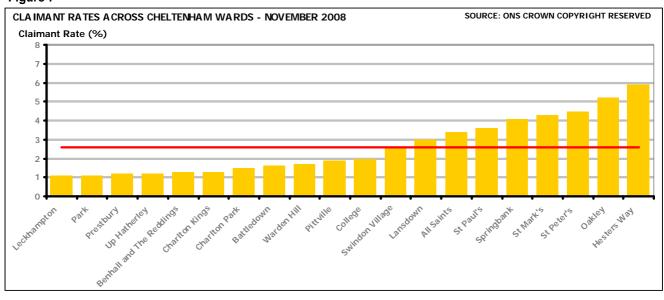


Figure 7 shows the claimant rates for Cheltenham Borough wards. The red line represents the average claimant rate across the Borough, with eight wards above the average.

Table 3: Analysis of Claimant Count at Cheltenham Ward level - November 2008

District	Ward	Rate	Rank ⁵
Cheltenham	Leckhampton	1.1	27
Cheltenham	Park	1.1	27
Cheltenham	Prestbury	1.2	41
Cheltenham	Up Hatherley	1.2	41
Cheltenham	Benhall and The Reddings	1.3	49
t Cheltenham	Charlton Kings	1.3	49
Cheltenham	Charlton Park	1.5	68
Cheltenham	Battledown	1.6	73
Cheltenham	Warden Hill	1.7	81
Cheltenham	Pittville	1.9	87
Cheltenham	College	2	91
Cheltenham	Swindon Village	2.6	110
Cheltenham	Lansdown	3	118
Cheltenham	All Saints	3.4	123
Cheltenham	St Paul's	3.6	126
Cheltenham	Springbank	4.1	129
Cheltenham	St Mark's	4.3	133
Cheltenham	St Peter's	4.5	134
Cheltenham	Oakley	5.2	137
Cheltenham	Hesters Way	5.9	141

bottom 10% of county first quartile of county second quartile of county third quartile of county fourth quartile of county highest 10% of county

Table 3 shows overall claimant counts for Cheltenham Borough wards and their position relative to all wards in Gloucestershire.

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⁵ 1="best" and 142 = "worst".

Figure 8

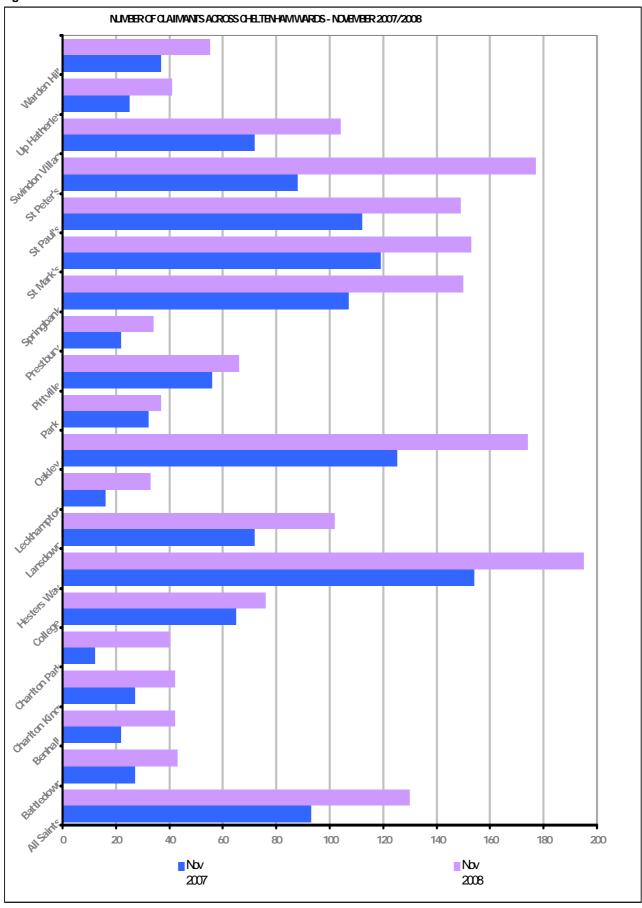


Figure 8 compares the number of claimants in each of the Cheltenham wards at two points in time – November 2007, and November 2008. This highlights the areas that have been most affected by the increase in claimants between the two dates.

Part 3: Gloucestershire Local Authority District and Ward analysis

Cotswold District

Claimant Rate and Claimant Count

Figure 10

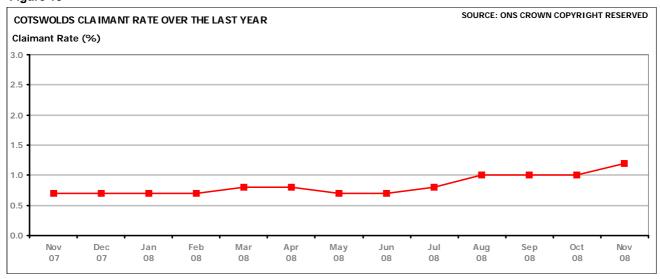


Figure 10 shows the claimant rate in the Cotswolds was at its highest rate for over a year at 1.2%. The rate has been increasing since June 2008.

Figure 11

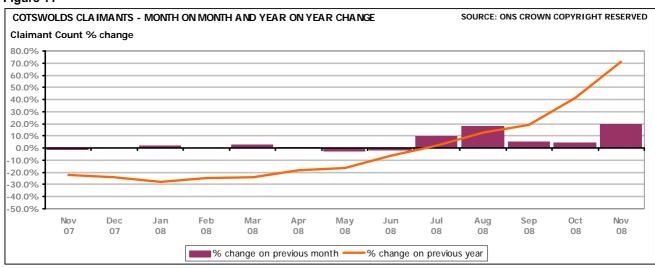


Figure 11 shows the claimant count increasing since July 2008. In addition, claimant counts are higher compared to the same month the previous year since July 2008. For example, in November 2008, the claimant count was over 70% higher than it was in October 2007.

Cotswold District - Wards

Figure 12

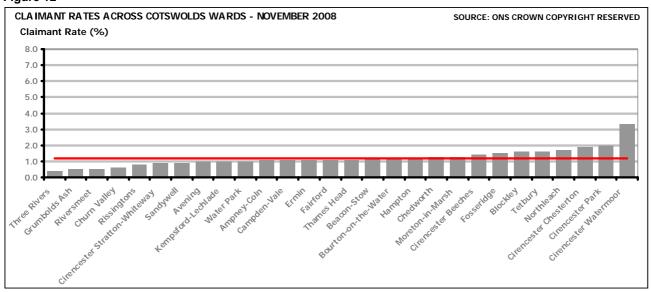
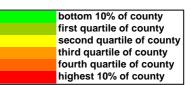


Figure 12 shows the claimant rate for the wards in Cotswold District. The red line represents the average claimant rate across the District. Ten wards are above the Cotswold District average.

Table 4 shows the overall counts for Cotswold District wards and their position relative to all wards in Gloucestershire.

Table 4: Analysis of Claimant Count at Cotswolds Ward level - November 2008

District	Ward	Rate	Rank ⁶
Cotswolds	Three Rivers	0.4	1
Cotswolds	Grumbolds Ash	0.5	2
Cotswolds	Riversmeet	0.5	2
Cotswolds	Churn Valley	0.6	4
Cotswolds	Rissingtons	0.8	11
Cotswolds	Cirencester Stratton-Whiteway	0.9	15
Cotswolds	Sandywell	0.9	15
Cotswolds	Avening	1.0	20
Cotswolds	Kempsford-Lechlade	1.0	20
Cotswolds	Water Park	1.0	20
Cotswolds	Ampney-Coln	1.1	27
Cotswolds	Campden-Vale	1.1	27
Cotswolds	Ermin	1.1	27
Cotswolds	Fairford	1.1	27
Cotswolds	Thames Head	1.1	27
Cotswolds	Beacon-Stow	1.2	41
Cotswolds	Bourton-on-the-Water	1.2	41
Cotswolds	Hampton	1.2	41
Cotswolds	Chedworth	1.3	49
Cotswolds	Moreton-in-Marsh	1.3	49
Cotswolds	Cirencester Beeches	1.4	62
Cotswolds	Fosseridge	1.5	68
Cotswolds	Blockley	1.6	73
Cotswolds	Tetbury	1.6	73
Cotswolds	Northleach	1.7	81
Cotswolds	Cirencester Chesterton	1.9	87
Cotswolds	Cirencester Park	2.0	91
Cotswolds	Cirencester Watermoor	3.3	122



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^{6 1=&#}x27;best' and 142 = 'worst""

Figure 13

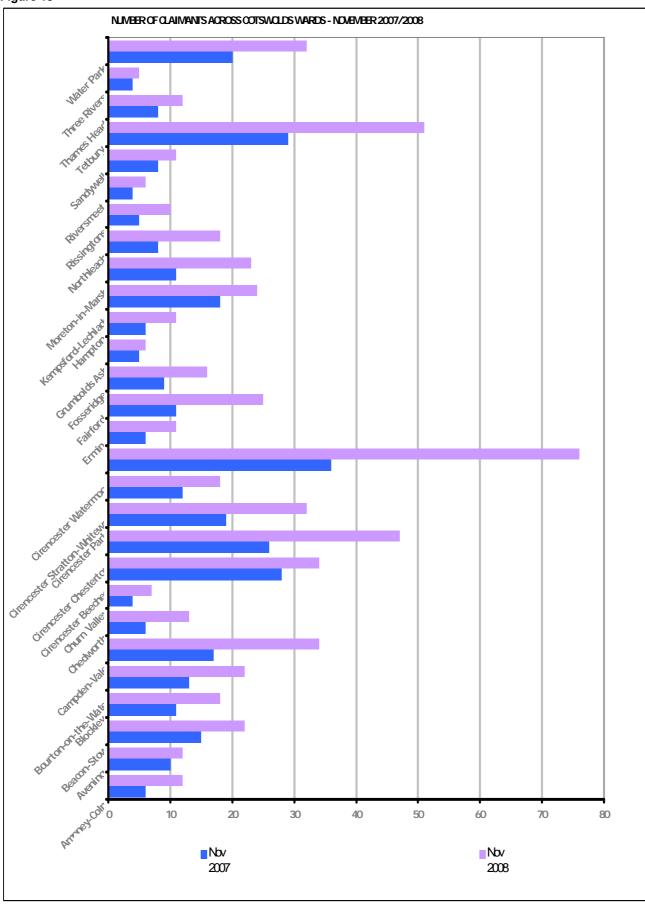


Figure 13 compares the number of claimants in each of the Cotswolds wards at two points in time – November 2007, and November 2008. This highlights the areas that have been most affected by the increase in claimants between the two dates.

Part 3: Gloucestershire Local Authority District and Ward analysis

Forest of Dean District

Claimant Rate and Claimant Count

Figure 14

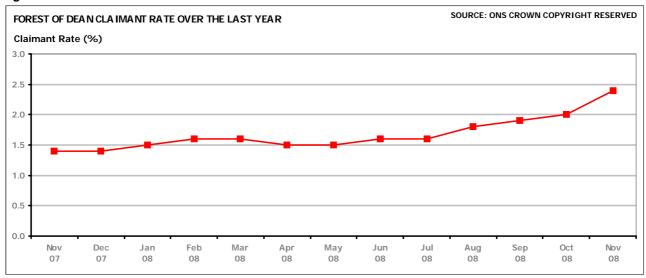


Figure 14 shows the claimant rate in the Forest of Dean was at the highest point for over a year at 2.4%.

Figure 15

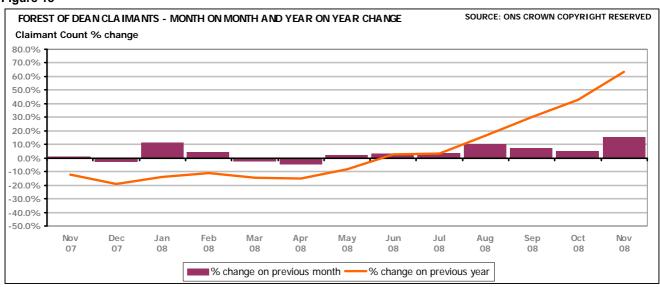


Figure 15 shows that monthly claimant counts have been increasing since May 2008, and the claimant count compared to the same month the previous year has been higher since June 2008. The number of claimants in November 2008 exceeded that of November 2007 by over 60%

Forest of Dean District - Wards

Figure 16

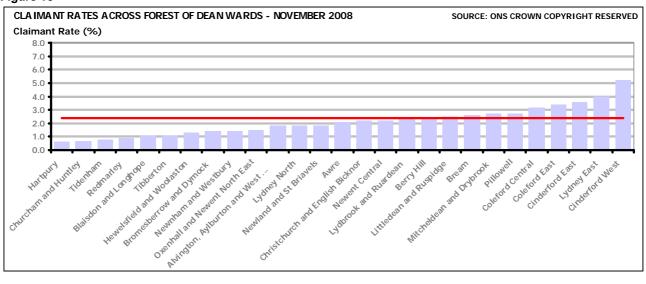


Figure 16 shows the claimant rate for Forest of Dean District wards. The red line represents the average claimant rate across the District, and ten wards are above this average

Table 5: Analysis of Claimant Count at Forest of Dean Ward level - November 2008

District	Ward	Rate	Rank ⁷
Forest	Hartpury	0.6	4
Forest	Churcham and Huntley	0.7	8
Forest	Tidenham	0.8	11
Forest	Redmarley	0.9	15
Forest	Blaisdon and Longhope	1.1	27
Forest	Tibberton	1.1	27
Forest	Hewelsfield and Woolaston	1.3	49
Forest	Bromesberrow and Dymock	1.4	62
Forest	Newnham and Westbury	1.4	62
Forest	Oxenhall and Newent North East	1.5	68
Forest	Alvington, Aylburton and West Lydney	1.8	83
Forest	Lydney North	1.8	83
Forest	Newland and St Briavels	1.8	83
Forest	Awre	2.1	96
Forest	Christchurch and English Bicknor	2.2	99
Forest	Newent Central	2.2	99
Forest	Lydbrook and Ruardean	2.3	101
Forest	Berry Hill	2.4	104
Forest	Littledean and Ruspidge	2.5	108
Forest	Bream	2.6	110
Forest	Mitcheldean and Drybrook	2.7	113
Forest	Pillowell	2.7	113
Forest	Coleford Central	3.2	120
Forest	Coleford East	3.4	123
Forest	Cinderford East	3.6	126
Forest	Lydney East	4.0	128
Forest	Cinderford West	5.2	137

bottom 10% of county first quartile of county second quartile of county third quartile of county fourth quartile of county highest 10% of county

Table 5 shows overall claimant counts for Forest of Dean District wards and their position relative to all wards in Gloucestershire.

⁷ 1 = 'best" and 142 = 'worst'.

Figure 17

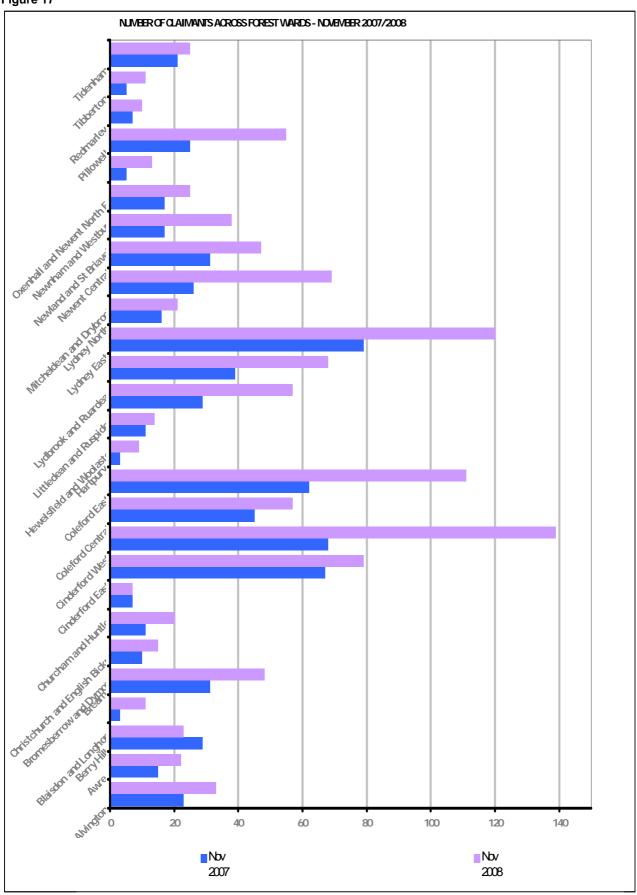


Figure 17 compares the number of claimants in each of the Forest of Dean wards at two points in time – November 2007, and November 2008. This highlights the areas that have been most affected by the increase in claimants between the two dates.

Part 3: Gloucestershire Local Authority District and Ward analysis Gloucester City

Claimant Rate and Claimant Count

Figure 18

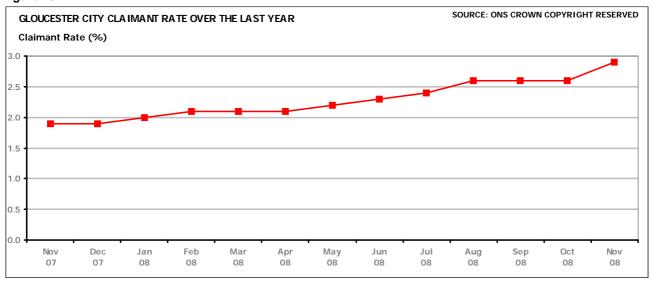
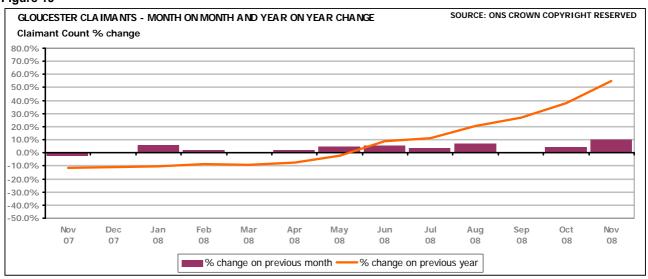


Figure 18 shows the claimant rate for Gloucester City was at the highest point for over a year at 2.9%.

Figure 19



Gloucester City's claimant count was 2,071 people in November 2008. Figure 18 shows the claimant count increasing since April 2008, before falling during September 2008, and then rising again in October 2008 and November 2008.

Gloucester City - Wards

Figure 20

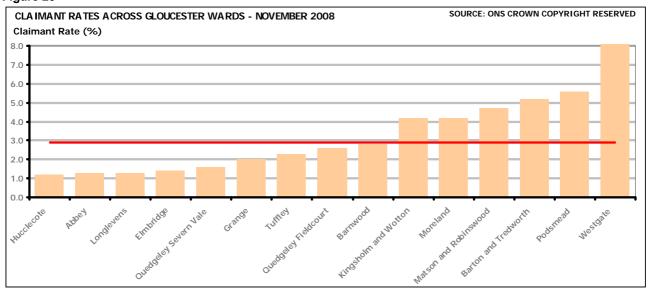


Figure 20 shows the claimant rate for Gloucester City wards. The red line represents the average claimant rate across the City and six of the wards are above the City average.

Table 6: Analysis of Claimant Count at Gloucester City Ward level - November 2008

District	Ward	Rate	Rank ⁸
Gloucester	Hucclecote	1.2	41
Gloucester	Abbey	1.3	49
Gloucester	Longlevens	1.3	49
Gloucester	Elmbridge	1.4	62
Gloucester	Quedgeley Severn Vale	1.6	73
Gloucester	Grange	2.0	91
Gloucester	Tuffley	2.3	101
Gloucester	Quedgeley Fieldcourt	2.6	110
Gloucester	Barnwood	2.8	117
Gloucester	Kingsholm and Wotton	4.2	131
Gloucester	Moreland	4.2	131
Gloucester	Matson and Robinswood	4.7	136
Gloucester	Barton and Tredworth	5.2	137
Gloucester	Podsmead	5.6	140
Gloucester	Westgate	8.6	142

bottom 10% of county
first quartile of county
second quartile of county
third quartile of county
fourth quartile of county
highest 10% of county

Table 6 shows overall claimant counts for Gloucester City wards and their position relative to all wards in Gloucestershire.

15

⁸ 1= 'best' and 142 - 'worst'

Figure 21

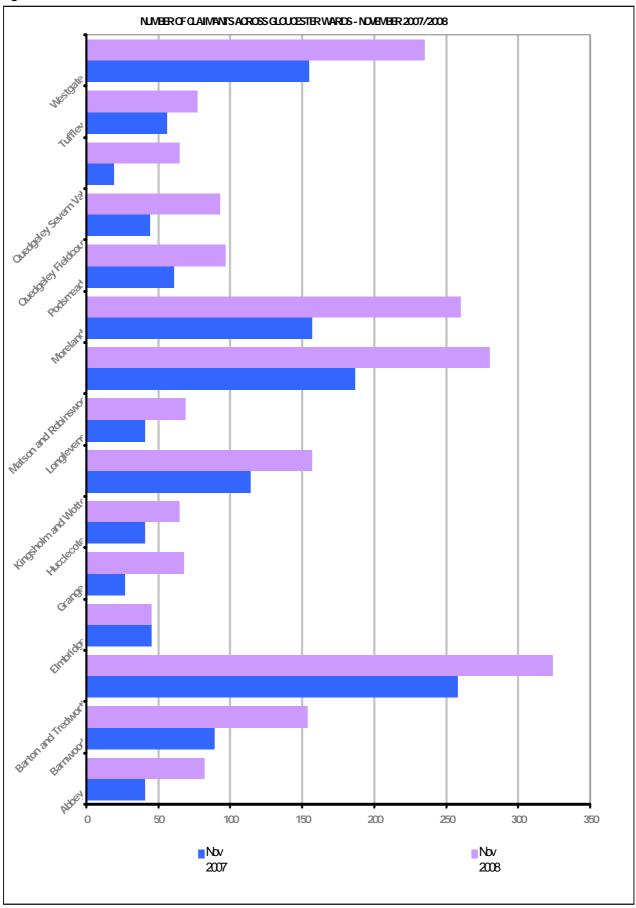


Figure 21 compares the number of claimants in each of the Gloucester wards at two points in time – November 2007, and November 2008. This highlights the areas that have been most affected by the increase in claimants between the two dates.

Part 3: Gloucestershire Local Authority District and Ward analysis Stroud District

Claimant Rate and Claimant Count

Figure 22

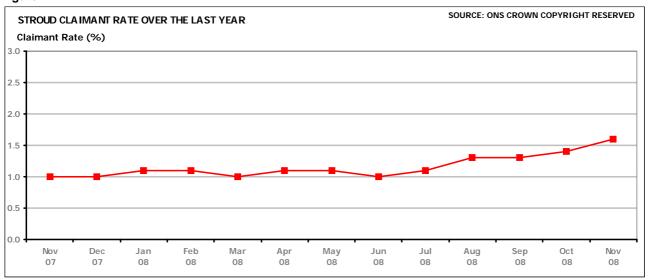


Figure 22 shows the claimant rate for Stroud district was at 1.6% the highest it has been for over two years.

Figure 23

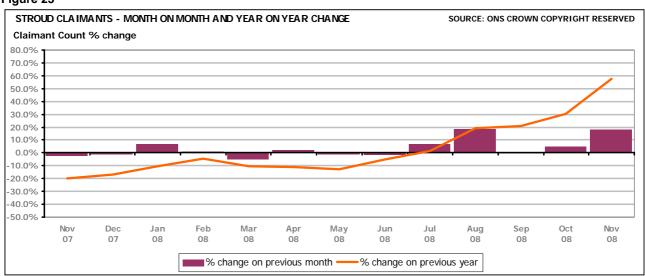


Figure 23 shows that when compared to the same month one year previous, claimant counts have been up since July 2008, the November 2008 claimant count was 60% higher than it was during November 2007.

Stroud District - Wards

Figure 24

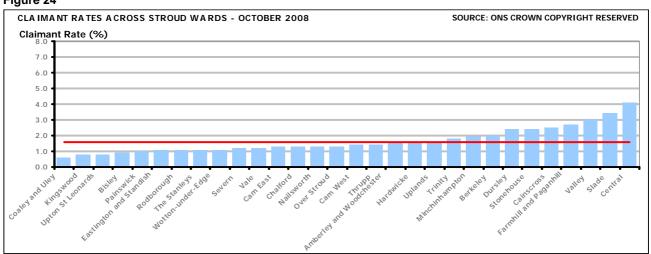


Figure 24 shows the claimant rates in Stroud District wards. The red line represents the average claimant rate across the District and ten of the wards are above the District average.

Table 7: Analysis of Claimant Count at Stroud District Ward level - November 2008

District	Ward	Rate	Rank ⁹
Stroud	Coaley and Uley	0.6	4
Stroud	Kingswood	0.8	11
Stroud	Upton St Leonards	0.8	11
Stroud	Bisley	0.9	15
Stroud	Painswick	1.0	20
Stroud	Eastington and Standish	1.1	27
Stroud	Rodborough	1.1	27
Stroud	The Stanleys	1.1	27
Stroud	Wotton-under-Edge	1.1	27
Stroud	Severn	1.2	41
Stroud	Vale	1.2	41
Stroud	Cam East	1.3	49
Stroud	Chalford	1.3	49
Stroud	Nailsworth	1.3	49
Stroud	Over Stroud	1.3	49
Stroud	Cam West	1.4	62
Stroud	Thrupp	1.4	62
Stroud	Amberley and Woodchester	1.5	68
Stroud	Hardwicke	1.6	73
Stroud	Uplands	1.6	73
Stroud	Trinity	1.8	83
Stroud	Minchinhampton	1.9	87
Stroud	Berkeley	2.0	91
Stroud	Dursley	2.4	104
Stroud	Stonehouse	2.4	104
Stroud	Cainscross	2.5	108
Stroud	Farmhill and Paganhill	2.7	113
Stroud	Valley	3.0	118
Stroud	Slade	3.4	123
Stroud	Central	4.1	129

bottom 10% of county first quartile of county second quartile of county third quartile of county fourth quartile of county highest 10% of county

Table 7 shows overall claimant counts for Stroud District wards and their position relative to all wards in Gloucestershire.

Figure 25

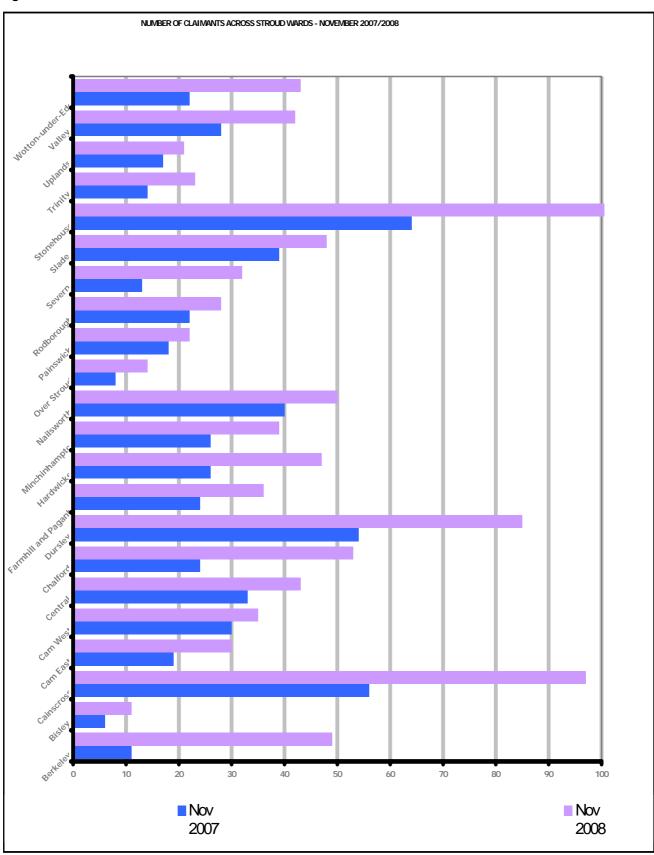


Figure 25 compares the number of claimants in each of the Stroud wards at two points in time – November 2007, and November 2008. This highlights the areas that have been most affected by the increase in claimants between the two dates.

Part 3: Gloucestershire Local Authority District and Ward analysis **Tewkesbury Borough**

Claimant Rate and Claimant Count

Figure 26

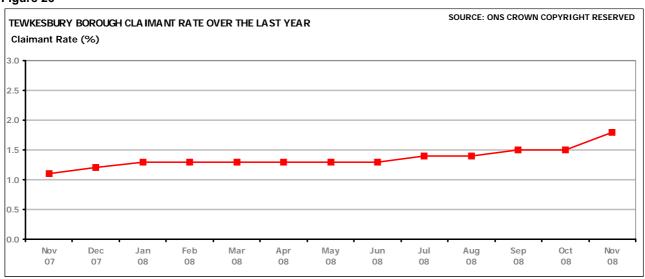


Figure 26 shows the claimant rate for Tewkesbury Borough was at the highest point for the year at 1.8%.

Figure 27

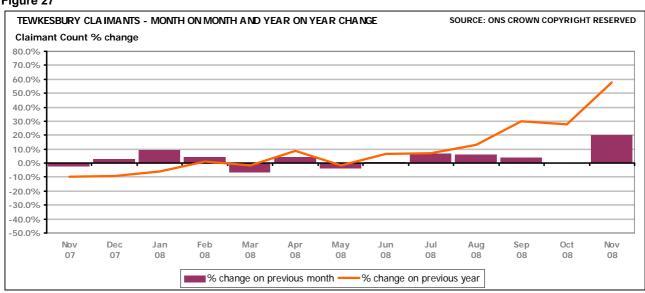


Figure 27 shows that claimant counts have been up every month compared to the same month the previous year since June 2008. The count in November 2008 was 60% higher than it was in October 2008.

Tewkesbury Borough - Wards

Figure 28

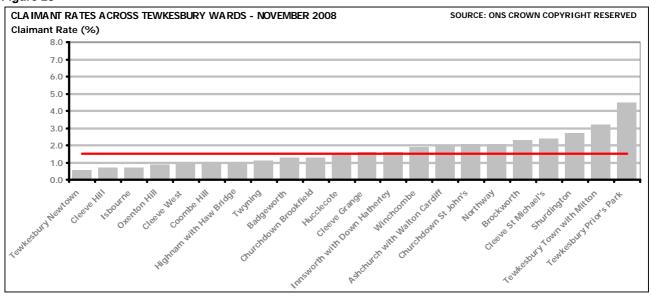


Figure 28 shows the claimant rate for Tewkesbury Borough wards. The red line represents the average claimant rate across the Borough and seven of the wards are above the Borough average.

bottom 10% of county first quartile of county second quartile of county third quartile of county fourth quartile of county highest 10% of county

Table 8: Analysis of Claimant Count at Tewkesbury Borough Ward level - November 2008

District	Ward	Rate	Rank
Tewkesbury	Tewkesbury Newtown	0.6	4
Tewkesbury	Cleeve Hill	0.7	8
Tewkesbury	Isbourne	0.7	8
Tewkesbury	Oxenton Hill	0.9	15
Tewkesbury	Cleeve West	1.0	20
Tewkesbury	Coombe Hill	1.0	20
Tewkesbury	Highnam with Haw Bridge	1.0	20
Tewkesbury	Twyning	1.1	27
Tewkesbury	Badgeworth	1.3	49
Tewkesbury	Churchdown Brookfield	1.3	49
Tewkesbury	Hucclecote	1.5	68
Tewkesbury	Cleeve Grange	1.6	73
Tewkesbury	Innsworth with Down Hatherley	1.6	73
Tewkesbury	Winchcombe	1.9	87
Tewkesbury	Ashchurch with Walton Cardiff	2.0	91
Tewkesbury	Churchdown St John's	2.1	96
Tewkesbury	Northway	2.1	96
Tewkesbury	Brockworth	2.3	101
Tewkesbury	Cleeve St Michael's	2.4	104
Tewkesbury	Shurdington	2.7	113
Tewkesbury	Tewkesbury Town with Mitton	3.2	120
Tewkesbury	Tewkesbury Prior's Park	4.5	134

Table 8 shows overall claimant counts for Tewkesbury Borough wards and their position relative to all wards in Gloucestershire.

Figure 29

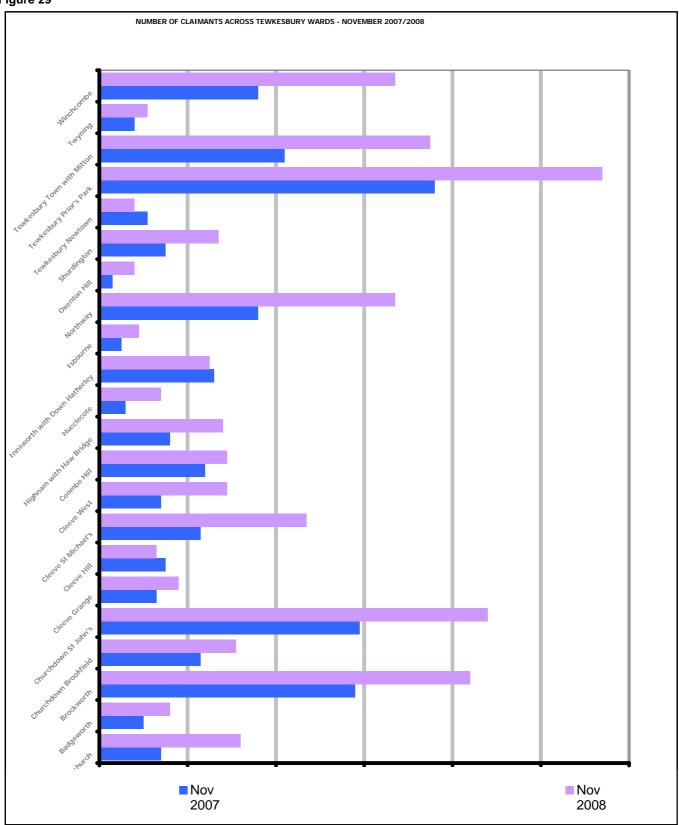


Figure 29 compares the number of claimants in each of the Tewkesbury wards at two points in time – November 2007, and November 2008. This highlights the areas that have been most affected by the increase in claimants between the two dates.

Part 4: Young People not in education, employment or training (NEET) in Gloucestershire

Connexions Gloucestershire is required to report performance with the 16-18 age range against nationally defined criteria for counting the NEET group. The NEET group includes young people actively seeking education, employment or training as well as those young people who are either not yet ready or who are unable to access these opportunities because of their personal circumstances. The figures quoted below include young people in both of these categories.

Summary

As at the end of November 2008 there were 693 young people aged 16-18 not in education, employment or training in Gloucestershire. This figure translates into an adjusted (*) 16-18 NEET population of 3.9%. This has decreased from 4.6% at the end of October 2008 and this very positive performance, given the current economic climate, is the result of a period of enhanced tracking and support for young people from staff within Connexions.

Total NEET Group by District Area 30th November 2008

	Cheltenham	Cotswold	Forest	Gloucester	Stroud	Tewkesbury	Total
NEET Group	154	53	100	193	119	74	693(*)
% NEET of total 16-18 cohort	5.7%	2.0%	3.4%	3.4%	3.6%	3.4%	3.9%(*)

Analysis of NEET joiners during November 2008 – key findings

Research into young people who joined the NEET group during November 2008 reveals the following information:

- 62% of joiners were male whereas previous research has shown a parity between the sexes
- 35% of joiners live in the Gloucester area
- 46% of joiners were in the 17 year old cohort range
- 18% of joiners already hold a level 2 qualification an indicator demonstrating the effect of the economic recession
- 35% of the joiners had managed to return to EET (education, employment or training) at the time of the analysis showing the effectiveness of early intervention

We are now working closely with partner agencies to ensure these findings inform future actions to support young people.

If you would like to receive any further information on Gloucestershire's NEET strategy then please contact Andrew.Webster@prospects.co.uk or telephone 01452 426900

(*) Adjustment includes a proportion of young people aged 16-18 whose outcomes are not-known to Connexions Gloucestershire