

ECONOMIC STRATEGY : KEY MEASURES OF SUCCESS – MONITORING DATA

Key Measure of Success	Target for 2013 Strategy review	Actual	Comment
Employment across B&NES	Increase of 1%	Decrease of 3% (loss of circa 3,000 jobs) (red indicator)	Same as Bristol but higher than the WofE average. Biggest industry losses: public sector / defence, business administration and support, manufacturing. Biggest industry gains: health, information and communications.
Employees located in Keynsham	Maintain levels	15% loss (loss of circa 1,000 jobs) (red indicator)	
Employees located in the Somer Valley	Maintain levels	Maintained (overall 11,000 jobs) (green indicator)	Jobs growth at Bath Business Park has offset job losses
Proportion of employment in SIC Industries J (information and communications) and M (Professional, Scientific and Technical)	Increase from 13% of employment to 14%	Static at 13% (10,400 jobs - 2011) (red indicator)	Losses in professional, scientific and technical, gains in information and communications
Job Seekers' Allowance Claimants	Remain static at 2% of resident population	2% of working population (May 2013) (green indicator)	
Proportion of Young People not in Education or Training	Reduction from 4.3% to 4.25%	4.45% (red indicator)	
Super output areas in top 20% of Index of Multiple Deprivation	Reduction from 4 areas to 3 areas in top 20%	5 areas still in top 20% (red indicator)	All areas in Bath
Gross weekly average earnings (workplace, Full Time)	Increase from 94% to 95% of GB average	97% of GB average (2012) (green indicator)	But B&NES figure still lowest in the West of England
Proportion of knowledge-based workers (NVQ 4+)	Maintain or increase from 35%	45% (2012) (green indicator)	
Proportion of working age population with at least NVQ 2+	Increase from 72% to 77%	79% (2012) (green indicator)	
Business births in-year	Increase by at least 8%	13% increase (2012) (green indicator)	Business closure rates have also increased
GVA per Worker (£41,000 benchmark – 2008)	Increase of at least 0.5% on benchmark	Reduction of 2.4% on 2008 benchmark (red indicator)	Based on latest available figure of £40,000 at 2010