

Annual Economic Profile – Blaby District

Introduction

Twenty-twenty has been a difficult year for business. The impact of the Corona Virus pandemic has presented many questions for employers and employees. The Corona Virus for many has challenged the way they do business and forced them to look at alternative means of delivering goods and services.

In twenty twenty-one the force of the pandemic continues to bite, and it is still uncertain how some industries will be affected, what is certain is that there will be a prolonged resetting of the local and national economies.

Purpose

Annual Economic Profiles have been produced since 2013. Their purpose is to bring data together data from a variety of sources that:

- Help provide a snapshot of the local economy.
- Show how the local economy is performing.
- Demonstrate what businesses support the economy and local employment and where this is changing.
- Show where there are economic strengths and weaknesses.
- Help understand where there has been growth and how the economy has changed.

Note: It is important to understand that data used although from national sources, due to time-lags can predate the onset of the Corona Virus pandemic. As the pandemic has impacted some industries more than others, this has affected the value of data. Where possible data relating to solved businesses, job postings has been used to supplement the profiles.

Population

The population of the Leicester and Leicestershire area is nearly 1.1 million. Of these 354,200 are based within Leicester (33.4%) and the rest (706,200 (66.6%)) in one of Leicestershire’s 7 district areas.

In Blaby district there are 101,500 residents. This is 9.6% of the population of Leicester and Leicestershire and 14.4% of Leicestershire.

| Age | LLEP Area | % | Leicester | % | Leicestershire | % | Blaby | % | England | % |
|--------------|-----------|-------|-----------|-------|----------------|-------|---------|-------|------------|-------|
| Total | 1,060,400 | 100.0 | 354,200 | 100.0 | 706,200 | 100.0 | 101,500 | 100.0 | 56,287,000 | 100.0 |
| Aged 0 - 15 | 202,800 | 19.1 | 76,100 | 21.5 | 126,800 | 17.9 | 19,400 | 19.1 | 10,816,700 | 19.2 |
| Aged 18 - 24 | 112,800 | 10.6 | 51,700 | 14.6 | 61,100 | 8.7 | 6,800 | 6.7 | 4,746,600 | 8.4 |
| Aged 16 - 64 | 669,600 | 63.1 | 235,100 | 66.4 | 434,500 | 61.5 | 61,500 | 60.6 | 35,116,600 | 62.4 |
| Aged 65+ | 188,000 | 17.7 | 43,100 | 12.2 | 144,900 | 20.5 | 20,600 | 20.3 | 10,353,700 | 18.4 |

Table 1 – Population
Source: ONS Population Estimates

Sixty-point six percent (61.500) of Blaby’s population are of working age (16-64 years old). The figure for England is 62.4%, Leicestershire 61.5%. and the whole of the Leicestershire and Leicestershire 63.1%.

The population profiles of Leicester and Leicestershire are very different. Leicester on average has a younger population and Leicestershire on older one. In terms of Blaby district 20.3% of the population are 65 and over, this is higher than the average (18.4%).

Blaby has a lower share of the population that are 18-24 (6.7% versus 8.4%).

Blaby’s share of the population that are 0-15 years old is in line with the average (19.1% versus 19.2%).

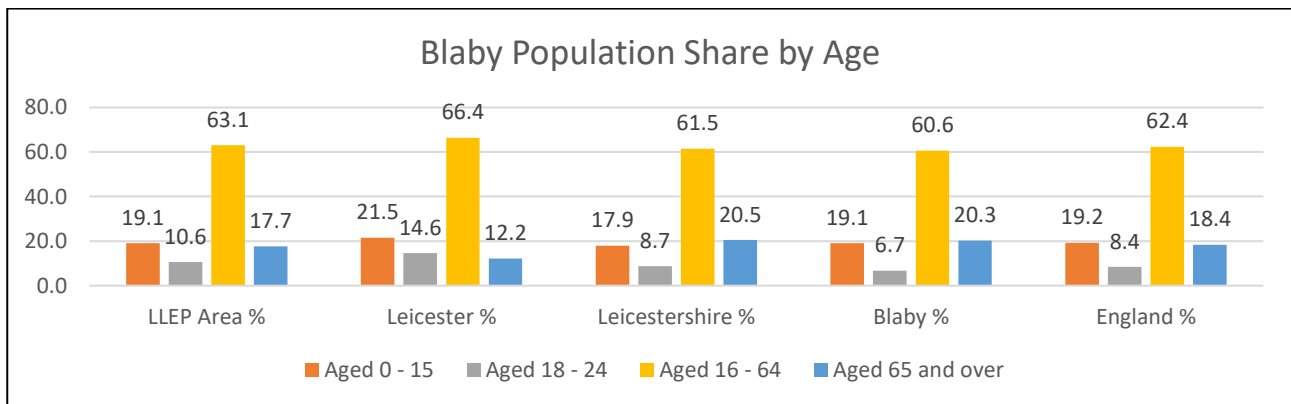


Figure 1 – Population by Age
Source: ONS Population Estimates

The figure below demonstrates the share of males and females that are of working age.

Of the areas identified Blaby has a lower share of male and female residents that are of working age.

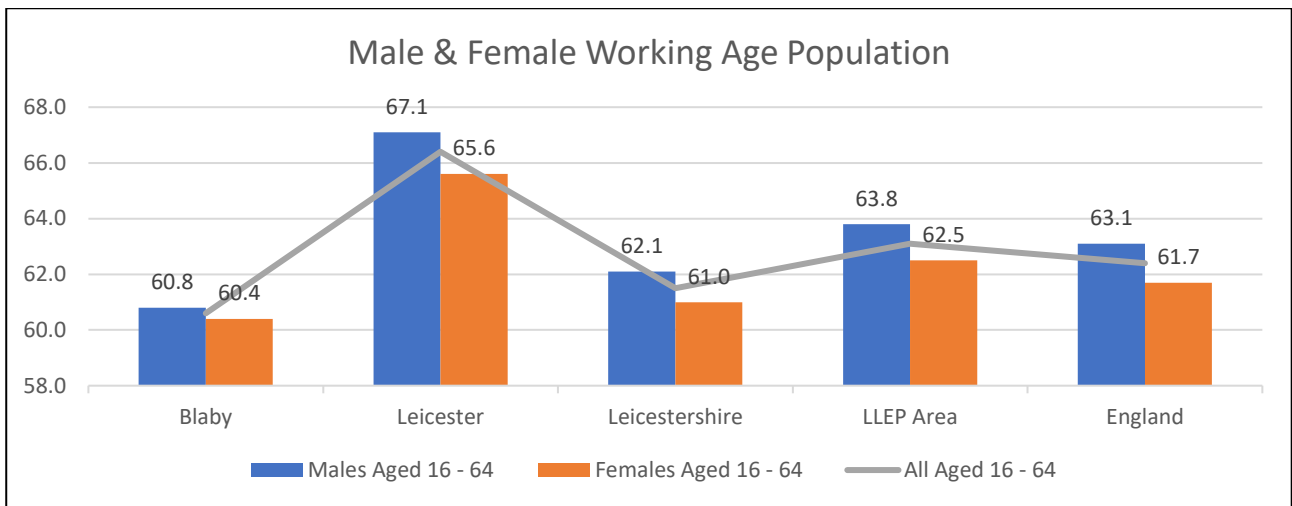


Figure 2 – Working Age Population by Sex
Source: ONS Population Estimates

Economic Activity/ Inactivity

The table and figures below provide an understanding of economic activity and inactivity at a local Enterprise Partnership, local and district authority area level. These are compared with regional and national figures and are available for all, male and females of working age.

| | Economic activity rate - aged 16-64 | Economic activity rate males - aged 16-64 | Economic activity rate females - aged 16-64 | % who are economically inactive - aged 16-64 | % of males who are economically inactive - aged 16-64 | % of females who are economically inactive - aged 16-64 |
|---------------------|-------------------------------------|---|---|--|---|---|
| Blaby | 80.8 | 81.1 | 80.5 | 19.2 | 18.9 | 19.5 |
| Charnwood | 83.0 | 84.7 | 81.0 | 17.0 | 15.3 | 19.0 |
| Harborough | 85.4 | 85.0 | 85.8 | 14.6 | 15.0 | 14.2 |
| Hinckley & Bosworth | 82.5 | 85.1 | 80.0 | 17.5 | 14.9 | 20.0 |
| Melton | 78.4 | 82.9 | 73.9 | 21.6 | 17.1 | 26.1 |
| NW Leicestershire | 77.1 | 86.8 | 68.4 | 22.9 | 13.2 | 31.6 |
| Oadby & Wigston | 86.7 | 96.7 | 75.7 | 13.3 | ! | 24.3 |
| Leicester | 77.5 | 84.5 | 71.1 | 22.5 | 15.5 | 28.9 |
| Leicestershire | 82.0 | 85.4 | 78.5 | 18.0 | 14.6 | 21.5 |
| LLEP Area | 80.4 | 85.1 | 75.7 | 19.6 | 14.9 | 24.3 |
| East Midlands | 79.7 | 83.9 | 75.5 | 20.3 | 16.1 | 24.5 |
| England | 79.4 | 83.5 | 75.4 | 20.6 | 16.5 | 24.6 |

Table 2 – Economic Activity and Inactivity
Source: ONS Annual Population Survey

Latest figures demonstrate that the economic activity rate for the Leicester and Leicestershire area is currently 80.4%. This is above the average of 79.4%. In Blaby the figure is 80.8%.

Male and female economic activity rates in Blaby are similar (81.1% and 80.5%). The male activity rates in Blaby district is below average (83.5%). However, the female activity rate at 80.5% is 4.8 percentage points above the average (75.4%).

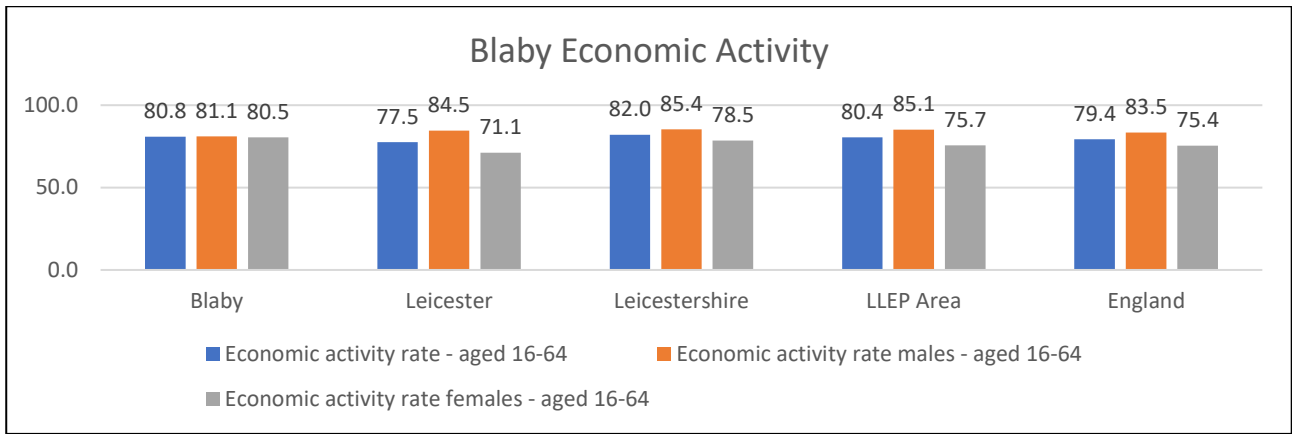


Figure 3 – Economic Activity
Source: ONS Annual Population Survey

The figure below demonstrates those who are economically inactive. As might be expected the female inactivity rate in Blaby is lower than average and male inactivity rate higher.

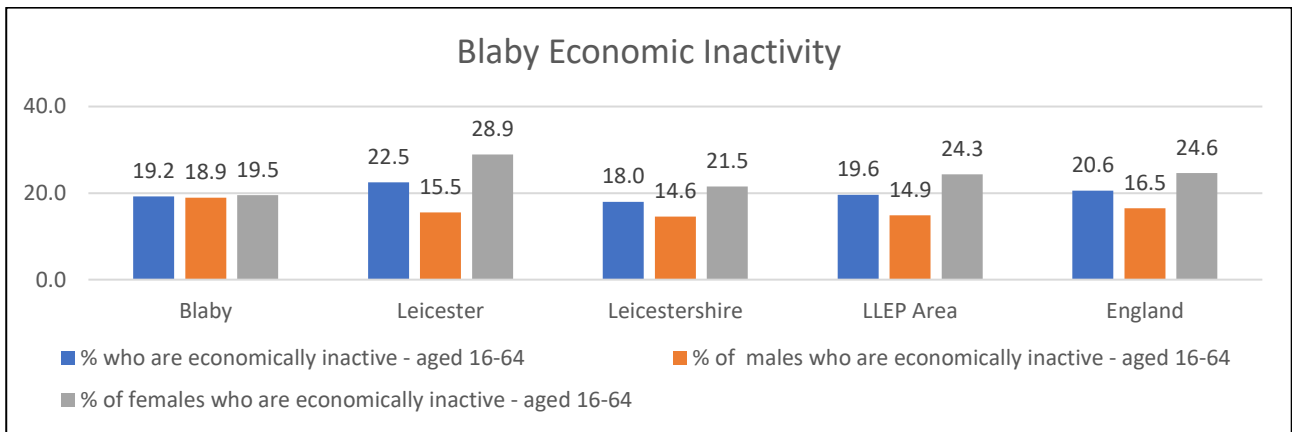


Figure 4 – Economic Inactivity
Source: ONS Annual Population Survey

Employment

The table below demonstrates employment numbers and growth in employment over the periods 2011 to 2019 and 2018 to 2019.

In Blaby district in 2019 there was employment of 63,000. In 2011 there was employment of 49,000. This is employment growth of 14,000 or 28.6%. In England over the same period there was growth of 12.8%, in Leicester 10.1% and in Leicestershire 15.7%. Employment growth in Blaby district was the highest of the areas identified. Harborough, North West Leicestershire, and Blaby experienced no growth over the period 2018 to 2019.

| | 2011 | 2016 | 2018 | 2019 | Growth 2011 -19 | % Growth 2011 -19 | Growth 2018 -19 | % Growth 2018 -19 |
|---------------------|------------|------------|------------|------------|-----------------|-------------------|-----------------|-------------------|
| Blaby | 49,000 | 56,000 | 63,000 | 63,000 | 14,000 | 28.6 | 0 | 0.0 |
| Charnwood | 61,000 | 69,000 | 68,000 | 69,000 | 8,000 | 13.1 | 1,000 | 1.5 |
| Harborough | 38,000 | 42,000 | 43,000 | 43,000 | 5,000 | 13.2 | 0 | 0.0 |
| Hinckley & Bosworth | 40,000 | 43,000 | 44,000 | 45,000 | 5,000 | 12.5 | 1,000 | 2.3 |
| Melton | 21,000 | 22,000 | 23,000 | 23,000 | 2,000 | 9.5 | 0 | 0.0 |
| NW Leicestershire | 50,000 | 58,000 | 63,000 | 63,000 | 13,000 | 26.0 | 0 | 0.0 |
| Oadby & Wigston | 19,000 | 19,000 | 19,000 | 20,000 | 1,000 | 5.3 | 1,000 | 5.3 |
| Leicester | 158,000 | 179,000 | 166,000 | 174,000 | 16,000 | 10.1 | 8,000 | 4.8 |
| Leicestershire | 280,000 | 310,000 | 323,000 | 324,000 | 44,000 | 15.7 | 1,000 | 0.3 |
| LLEP Area | 438,000 | 489,000 | 490,000 | 498,000 | 60,000 | 13.7 | 8,000 | 1.6 |
| East Midlands | 1,982,000 | 2,133,000 | 2,150,000 | 2,168,000 | 186,000 | 9.4 | 18,000 | 0.8 |
| England | 24,063,000 | 26,330,000 | 26,809,000 | 27,154,000 | 3,091,000 | 12.8 | 345,000 | 1.3 |

Table 3 – Employment Numbers

Source: ONS Business Register and Employment Survey

The figure below is a graphical representation of employment growth in the Blaby district over this period.

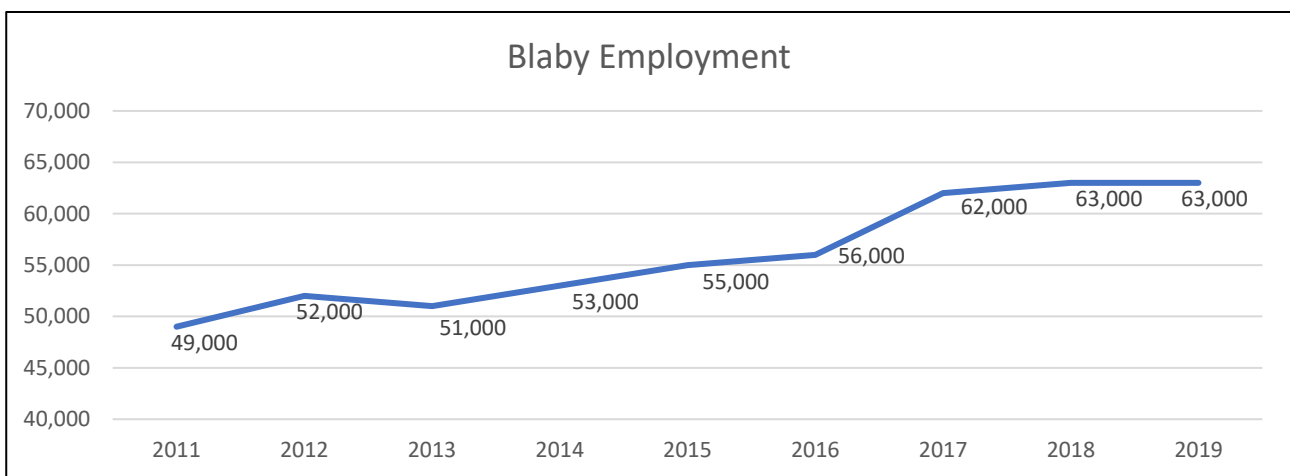


Figure 5 – Employment Growth

Source: ONS Business Register and Employment Survey

The table and figure below breakdown information further. It does this by looking at Blaby districts industry structure for 2011 and 2019, it demonstrates where there has been growth in employment and it also compares industry share of employment with the average.

In 2011 the share of employment was largest in the Retail, Professional, Scientific and Technical, Public Administration and Defence, Manufacturing, and Health sectors. Combined these made up 49% of all employment. In 2019 these same sectors made up 55.5%. In England the share in 2019 was 42.5%.

The only sectors that saw negative growth over this period were Agriculture, Forestry and Fishing and Transport and Storage.

Professional, Scientific and Technical grew from 5,000 to 13,000 (growth of 160%). In 2019 over a fifth (20.6%) of all employment was in this broad sector area.

When compared with the share of employment nationally the share of employment on average is notably smaller in Accommodation and Food Services, Information and Communication, Business Administration and Defence, Education and Health.

| | Blaby 2011 | Blaby 2011 % | Blaby 2019 | Blaby 2019 % | England 2019 % | Growth 2011 - 2019 | Growth 2011 - 2019 % |
|--|------------|--------------|------------|--------------|----------------|--------------------|----------------------|
| Agriculture, forestry & fishing | 350 | 0.7 | 225 | 0.4 | 1.3 | -125 | -35.7 |
| Mining, quarrying & utilities | 2,000 | 4.1 | 3,500 | 5.6 | 1.1 | 1,500 | 75.0 |
| Manufacturing | 4,000 | 8.2 | 4,500 | 7.1 | 7.8 | 500 | 12.5 |
| Construction | 3,500 | 7.1 | 4,000 | 6.3 | 5.0 | 500 | 14.3 |
| Motor trades | 800 | 1.6 | 900 | 1.4 | 1.9 | 100 | 12.5 |
| Wholesale | 2,250 | 4.6 | 2,250 | 3.6 | 3.9 | 0 | 0.0 |
| Retail | 6,000 | 12.2 | 7,000 | 11.1 | 9.2 | 1,000 | 16.7 |
| Transport & storage | 3,500 | 7.1 | 2,500 | 4.0 | 5.0 | -1,000 | -28.6 |
| Accommodation & food services | 3,000 | 6.1 | 3,000 | 4.8 | 7.5 | 0 | 0.0 |
| Information & communication | 900 | 1.8 | 1,000 | 1.6 | 4.4 | 100 | 11.1 |
| Financial & insurance | 2,500 | 5.1 | 2,500 | 4.0 | 3.5 | 0 | 0.0 |
| Property | 500 | 1.0 | 600 | 1.0 | 2.0 | 100 | 20.0 |
| Professional, scientific & technical | 5,000 | 10.2 | 13,000 | 20.6 | 9.2 | 8,000 | 160.0 |
| Business administration & support services | 3,000 | 6.1 | 3,500 | 5.6 | 8.9 | 500 | 16.7 |
| Public administration & defence | 5,000 | 10.2 | 7,000 | 11.1 | 3.9 | 2,000 | 40.0 |
| Education | 2,000 | 4.1 | 2,500 | 4.0 | 8.4 | 500 | 25.0 |
| Health | 4,000 | 8.2 | 3,500 | 5.6 | 12.4 | -500 | -12.5 |
| Arts, entertainment, recreation & other services | 1,500 | 3.1 | 2,000 | 3.2 | 4.6 | 500 | 33.3 |

Table 4 – Employment Numbers by Industry Area
Source: ONS Business Register and Employment Survey

The figure below demonstrates employment share by industry and compares this with the England average. This demonstrates that Professional, Scientific and Technical is key to the Blaby district economy.

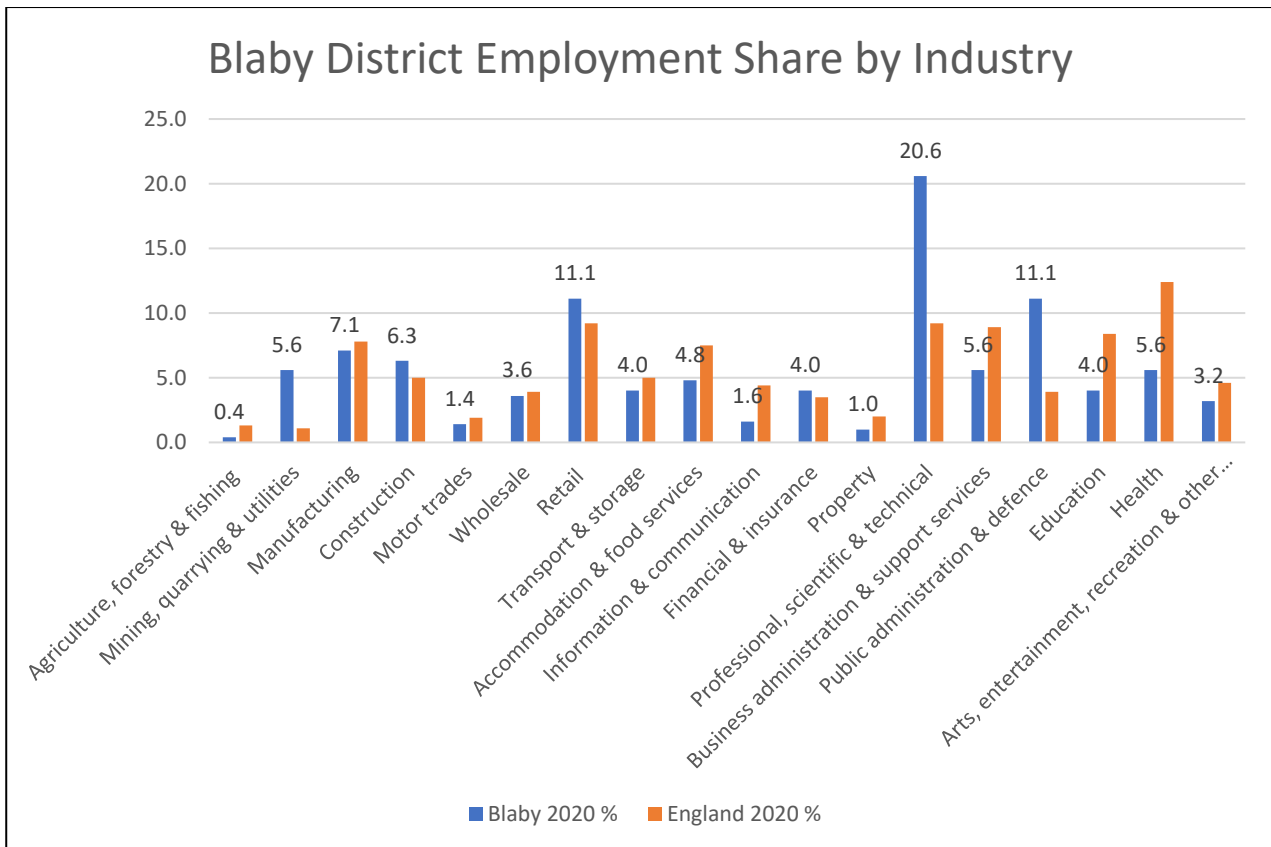


Figure 6 – Employment Numbers by Industry Area
Source: ONS Business Register and Employment Survey

Sector Analysis – Location Quotients

What differentiates the local industrial structure from others?

To understand what makes the local areas industry structure different to others, location quotients for each sector area have been sought.

A location quotient is a ratio that is used to determine the concentration of a particular sector in an area in comparison to a larger benchmark area. Location quotients are traditionally used to compare a sector's share of employment.

For example, Sector A in the local area in 2019 employed 500 people or 2.1% of the local workforce. However, for the same period at a national level the same sector accounted 0.9% of all employment. Using the two percentage figures a location quotient can be sought. This is done by dividing the local percentage by the national one.

$$2.1/0.9 = 2.2 \text{ (Sector A location quotient)}$$

In general, a location quotient above 1.5 indicates that there is a degree of specialisation or concentration in a particular sector.

Note: It must be noted that a high location quotient does not always translate to a high employment share.

It must also be noted that an areas industry structure and its component parts will offer a range of opportunities and threats. The employment size of a sector may present a range of positives and negatives but cannot be viewed alone and areas must be considered such as a sectors value, productivity, ethics, it's age, image, attractiveness and how it will add value to those businesses and individuals that want to access it.

The figure below demonstrates those sectors in Blaby district that have a location quotient of 1.5 or above.

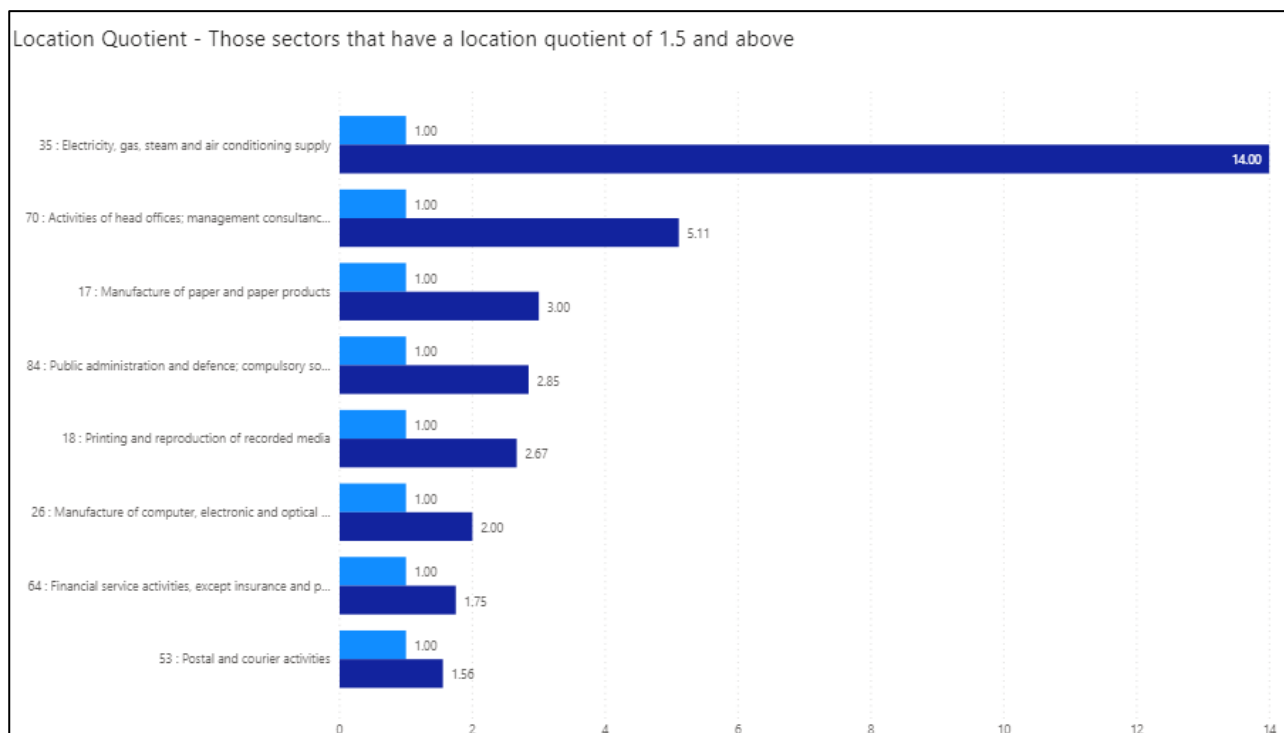


Figure 7 – Location Quotient

Source: ONS Business Register and Employment Survey

The table below demonstrates these same sectors and how their share of employment compares to national figures.

| Blaby Industry 2 Digit | Blaby Employment LQ | Blaby Employment | Blaby Employment Share | England Employment Share |
|---|---------------------|------------------|------------------------|--------------------------|
| 35 : Electricity, gas, steam and air conditioning supply | 14.0 | 3500 | 5.6 | 0.4 |
| 70 : Activities of head offices; management consultancy activities | 5.1 | 9000 | 14.3 | 2.8 |
| 17 : Manufacture of paper and paper products | 3.0 | 350 | 0.6 | 0.2 |
| 84 : Public administration and defence; compulsory social security | 2.8 | 7000 | 11.1 | 3.9 |
| 18 : Printing and reproduction of recorded media | 2.7 | 500 | 0.8 | 0.3 |
| 26 : Manufacture of computer, electronic and optical products | 2.0 | 350 | 0.6 | 0.3 |
| 64 : Financial service activities, except insurance and pension funding | 1.7 | 1750 | 2.8 | 1.6 |
| 53 : Postal and courier activities | 1.6 | 900 | 1.4 | 0.9 |
| Total | NA | 23350 | 37.2 | 10.4 |

Table 5 – location Quotient Employment Numbers

Source: ONS Business Register and Employment Survey

The industrial structure of an area will impact upon the types of jobs that are needed to support it and the opportunities that it offers to the local workforce. It also has an impact on who is retained/ attracted to come and work within an area.

Jobs

It has been demonstrated that Blaby districts share of employment in Professional, Scientific and Technical, Retail, Public Administration and Defence and Mining, Quarrying and Utilities outperform the average. These broad industry areas are very different and require a range of occupations and skills levels.

The table below provides an understanding of the broad occupation areas that support the Blaby district.

The table shows that Blaby district has a lower share of managers, directors and senior officials and professional occupations but higher shares of skilled trades occupations, caring, leisure and other service and elementary occupations. The share of associate professional and technical occupations is in line with the average.

| | Managers, directors and senior officials | Professional occupations | Associate prof & tech occupations | Administrative and secretarial occupations | Skilled trades occupations | Caring, leisure and other service occupations | Sales and customer service occupations | Process, plant and machine operatives | Elementary occupations |
|-----------|--|--------------------------|-----------------------------------|--|----------------------------|---|--|---------------------------------------|------------------------|
| Blaby | 4,800 | 8,200 | 7,400 | 5,200 | 7,200 | 7,400 | 2,800 | 2,100 | 6,300 |
| Blaby % | 9.4 | 16.1 | 14.4 | 10.1 | 13.9 | 14.4 | 5.4 | 4.1 | 12.3 |
| England % | 11.7 | 21.5 | 14.7 | 9.6 | 9.9 | 8.9 | 7 | 6.2 | 10.2 |

Table 6 – Broad Occupation Share of Employment

Source: ONS Annual Population Survey

The figure below is a pictorial representation of some of the information above.

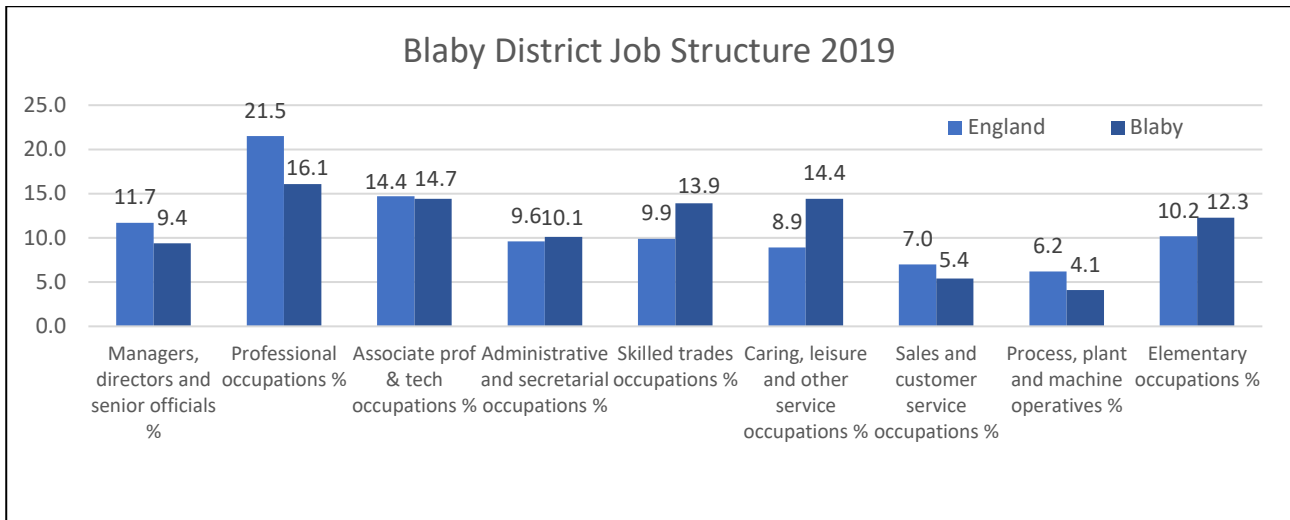


Figure 8 – Broad Occupation Share of Employment
Source: ONS Annual Population Survey

Earnings

The industrial structure of an area will have an impact on the types of jobs that are available and the remuneration that is being offered within it.

The following information demonstrates mean resident based and workplace earnings in the Blaby district. These are compared to the average for all, male and female resident based and workplace earners. Data is taken from 2014 onwards.

Resident Earnings

In 2020 the median resident earnings for Blaby district were £675.70. The England average was £589.80. The difference between the two is £85.90. Between 2014 and 2020 Blaby district median resident earnings grew by £142.70. In England there was growth of £66.20.

Male resident earnings were £692.20. In England they were 627.30. This is a difference of £64.90.

Female resident earnings were £654.70. In England they were £544.30. This is a difference of £110.40.

When comparing local female resident earnings against England average male resident earnings the difference in 2020 was £27.40 (above average).

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | Growth 2014-2020 |
|------------------|-------|-------|-------|-------|-------|-------|-------|------------------|
| Blaby | 533 | 569.8 | 572.1 | 547.5 | 572.6 | 598.5 | 675.7 | 142.7 |
| England | 523.6 | 531.9 | 544.7 | 555.8 | 574.8 | 592.1 | 589.8 | 66.2 |
| Difference | 9.4 | 37.9 | 27.4 | -8.3 | -2.2 | 6.4 | 85.9 | 76.5 |
| Blaby (Male) | 612.8 | 689.7 | 657.0 | 616.2 | 647.9 | 660.3 | 692.2 | 79.4 |
| England (Male) | 565.5 | 574.4 | 585.2 | 598.4 | 613.9 | 635.5 | 627.3 | 61.8 |
| Difference | 47.3 | 115.3 | 71.8 | 17.8 | 34 | 24.8 | 64.9 | 17.6 |
| Blaby (Female) | 435.5 | 426.8 | 466.6 | 484.8 | 495.9 | 516.8 | 654.7 | 219.2 |
| England (Female) | 465.5 | 472.9 | 483.4 | 496.2 | 511.2 | 530.9 | 544.3 | 78.8 |
| Difference | -30 | -46.1 | -16.8 | -11.4 | -15.3 | -14.1 | 110.4 | 140.4 |

Table 7 – Median Resident Earnings
Source: ONS Annual Survey of Hours and Earnings

A representation of resident earnings compared to the England average is presented below:

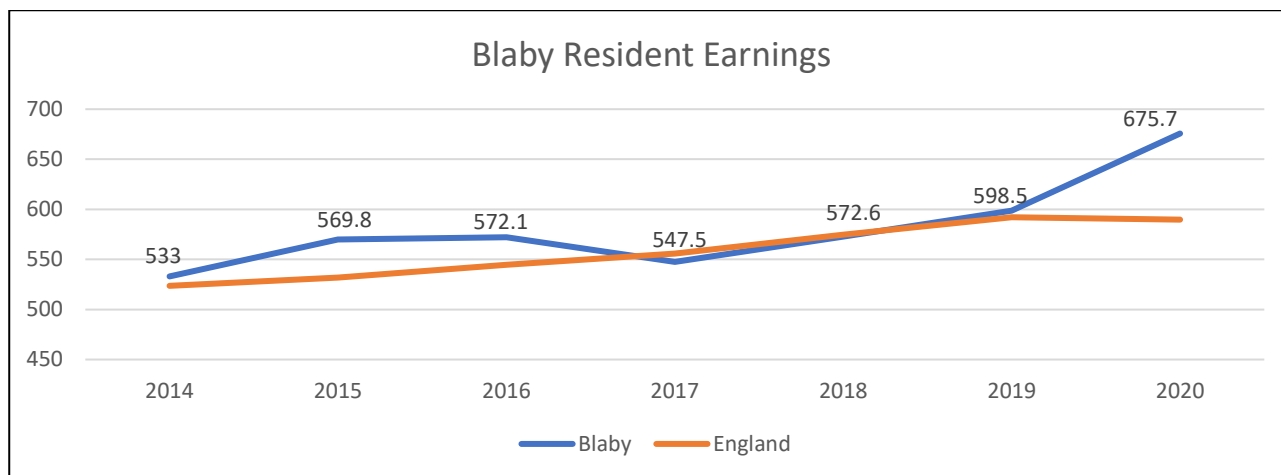


Figure 9 – Median Resident Earnings
Source: ONS Annual Survey of Hours and Earnings

Workplace Earnings

In 2020 the median workplace earnings for Blaby district were £579.10. The England average was £589.90. The difference between the two is £10.80 (below average). Between 2014 and 2020 Blaby district median workplace earnings grew by £92. In England there was growth of £66.40.

Male resident earnings in Blaby district were £603.90. In England they were 628. This is a difference of £24.10 (below average).

Female resident earnings were £558.30. In England they were £544. This is a difference of £14.30 (above average).

When comparing local female workplace earnings against England average male workplace earnings, the difference was £69.70 (below average).

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | Growth 2014-2020 |
|---------------------------------|-------|-------|-------|-------|-------|-------|-------|------------------|
| Blaby | 487.1 | 492.5 | 479.1 | 504.1 | 524.2 | 529.9 | 579.1 | 92.0 |
| England | 523.5 | 531.6 | 544.2 | 555.8 | 574.8 | 592.2 | 589.9 | 66.4 |
| Difference | -36.4 | -39.1 | -65.1 | -51.7 | -50.6 | -62.3 | -10.8 | 25.6 |
| Blaby (Male) | 534.4 | 547.1 | 539.1 | 561.9 | 593.9 | 583.0 | 603.9 | 69.5 |
| England (Male) | 565.4 | 574.1 | 585.0 | 598.5 | 614.0 | 636.2 | 628.0 | 62.6 |
| Difference Between Male & All | -31.0 | -27 | -45.9 | -36.6 | -20.1 | -53.2 | -24.1 | 6.9 |
| Blaby (Female) | 424.3 | 426.9 | 406.8 | 430.5 | 441.6 | 451.8 | 558.3 | 134.0 |
| England (Female) | 465.3 | 472.9 | 482.7 | 496.0 | 511.1 | 530.0 | 544.0 | 78.7 |
| Difference Between Female & All | -41.0 | -46 | -75.9 | -65.5 | -69.5 | -78.2 | 14.3 | 55.3 |

Table 8 – Median Workplace Earnings
Source: ONS Annual Survey of Hours and Earnings

A representation of workplace earnings compared to the England average is presented below:

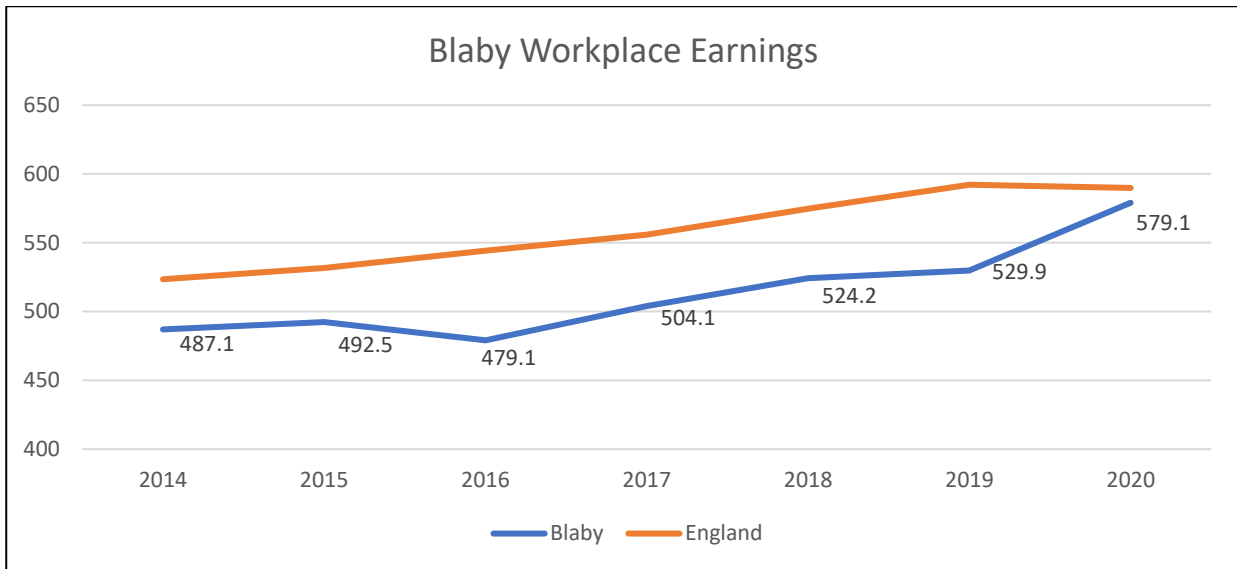


Figure 10 – Median Workplace Earnings
Source: ONS Annual Survey of Hours and Earnings

Job Postings

To understand why wages are lower than average in the area it is useful to understand what jobs are being advertised locally.

The table below demonstrates the number of unique job postings for the years 2019 and 2020. This uses standard occupational codes (at a 2-digit level) and compares the share of unique job postings for each year.

The latest occupation shares of unique postings are compared with the national average for each.

Before continuing it must be highlighted that figures for 2020 have been impacted by the Corona Virus pandemic. There were however more unique job postings in 2020 than 2019 (6,009 versus 5,154). This is a rise of 855 unique postings.

Of the 25 standard occupational codes there was growth in all but 3 of the occupation areas, Process, Plant and Machine Operatives, Transport and Mobile Machine Drivers and Operatives and Elementary Trades and Related Occupations.

Those occupation areas that saw the largest number of unique job postings were Business and Public Service Associate Professionals, Administrative Occupations, Caring Personal Service Occupations, Transport and Mobile Machine Drivers and Operatives and Elementary Administration and Service Occupations.

Those occupation areas that saw the largest growth in unique job postings were Corporate Managers and Directors, Health Professionals, Caring Personal Service Occupations, Business, Media and Public Service Professionals and Business and Public Service Associate Professionals.

When comparing the share of unique job postings locally with England, the share of postings in the Blaby district is a lot lower for Science, Research, Engineering and Technology Professionals, Health Professionals, Business, Media and Public Service Professionals and Business and Public Service Associate Professionals. The share of unique postings is higher in Blaby in Administrative Occupations, Caring Personal Service Occupations, Transport and Mobile Machine Drivers and Operatives and Elementary Administration and Service Occupations. Transport and Mobile Machine Drivers and Operatives have a significantly larger share of unique postings.

| SOC | Blaby Occupations | Unique Postings from Jan 2019 - Dec 2019 | Unique Postings from Jan 2020 - Dec 2020 | Share of Unique Job Postings 2019 | Share of Unique Job Postings 2020 | England Share of Unique Job Postings 2020 | Growth in Unique Postings | % Growth in Unique Postings |
|-----|---|--|--|-----------------------------------|-----------------------------------|---|---------------------------|-----------------------------|
| 11 | Corporate Managers and Directors | 167 | 312 | 3.2 | 5.2 | 5.4 | 145 | 86.8 |
| 12 | Other Managers and Proprietors | 46 | 59 | 0.9 | 1.0 | 1.8 | 13 | 28.3 |
| 21 | Science, Research, Engineering and Technology Professionals | 297 | 325 | 5.8 | 5.4 | 10.0 | 28 | 9.4 |
| 22 | Health Professionals | 170 | 323 | 3.3 | 5.4 | 8.6 | 153 | 90.0 |
| 23 | Teaching and Educational Professionals | 130 | 160 | 2.5 | 2.7 | 4.8 | 30 | 23.1 |
| 24 | Business, Media and Public Service Professionals | 218 | 335 | 4.2 | 5.6 | 7.9 | 117 | 53.7 |
| 31 | Science, Engineering and Technology Associate Professionals | 207 | 278 | 4.0 | 4.6 | 3.8 | 71 | 34.3 |
| 32 | Health and Social Care Associate Professionals | 61 | 141 | 1.2 | 2.3 | 1.5 | 80 | 131.1 |
| 33 | Protective Service Occupations | 2 | 8 | 0.0 | 0.1 | 0.1 | 6 | 300.0 |
| 34 | Culture, Media and Sports Occupations | 63 | 83 | 1.2 | 1.4 | 1.3 | 20 | 31.7 |
| 35 | Business and Public Service Associate Professionals | 491 | 633 | 9.5 | 10.5 | 15.3 | 142 | 28.9 |
| 41 | Administrative Occupations | 507 | 595 | 9.8 | 9.9 | 7.8 | 88 | 17.4 |
| 42 | Secretarial and Related Occupations | 71 | 94 | 1.4 | 1.6 | 1.5 | 23 | 32.4 |
| 51 | Skilled Agricultural and Related Trades | 7 | 10 | 0.1 | 0.2 | 0.1 | 3 | 42.9 |
| 52 | Skilled Metal, Electrical and Electronic Trades | 224 | 264 | 4.3 | 4.4 | 4.4 | 40 | 17.9 |
| 53 | Skilled Construction and Building Trades | 39 | 58 | 0.8 | 1.0 | 1.6 | 19 | 48.7 |
| 54 | Textiles, Printing and Other Skilled Trades | 55 | 61 | 1.1 | 1.0 | 1.5 | 6 | 10.9 |
| 61 | Caring Personal Service Occupations | 479 | 605 | 9.3 | 10.1 | 8.0 | 126 | 26.3 |
| 62 | Leisure, Travel and Related Personal Service Occupations | 19 | 30 | 0.4 | 0.5 | 0.7 | 11 | 57.9 |
| 71 | Sales Occupations | 98 | 118 | 1.9 | 2.0 | 1.8 | 20 | 20.4 |
| 72 | Customer Service Occupations | 135 | 136 | 2.6 | 2.3 | 1.3 | 1 | 0.7 |
| 81 | Process, Plant and Machine Operatives | 205 | 99 | 4.0 | 1.6 | 1.2 | (106) | (51.7) |
| 82 | Transport and Mobile Machine Drivers and Operatives | 781 | 680 | 15.2 | 11.3 | 3.2 | (101) | (12.9) |
| 91 | Elementary Trades and Related Occupations | 211 | 70 | 4.1 | 1.2 | 0.8 | (141) | (66.8) |
| 92 | Elementary Administration and Service Occupations | 471 | 532 | 9.1 | 8.9 | 5.6 | 61 | 13.0 |
| | Total Across All Occupations | 5,154 | 6,009 | 100.0 | 100.0 | 100.0 | 855 | 16.6 |

Table 9: Unique Job Postings

Source: EMSI

Note: EMSI job posting data is drawn from a range of sources and provides timely data on how the trend in the number of live job adverts is changing in the Leicester and Leicestershire area by occupation and geography. However, a number of these may not be removed from online job vacancy boards immediately once a position is filled, so the data may not fully reflect companies who have halted active recruitment.

The data is compiled from multiple job vacancy boards and adverts may still be considered "live" if the posting is still live on any board, even when it has already been removed from an alternative source.

The scope of online job adverts does not fully capture the region's economic activity because of differing advertising methods, for example, casual work may be advertised by word-of-mouth.

The figure below demonstrates the local share of unique job postings in 2020.

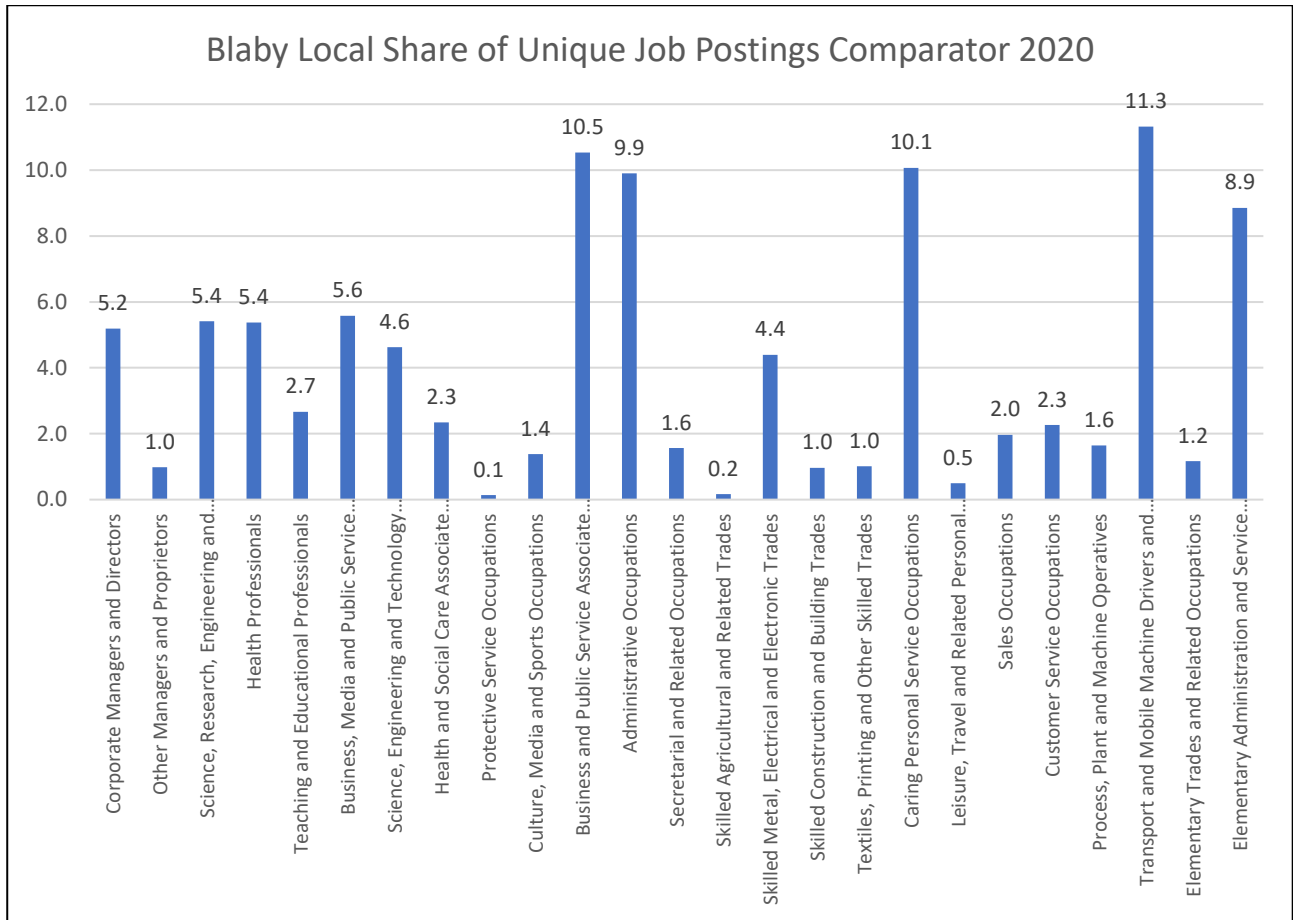


Figure 11: Unique Job Postings
Source: EMSI

The figure below demonstrates the numbers of unique job postings over the period of 2020. The impact of the Corona Virus pandemic is clear. However, the number of unique job postings from July has been greater than the figures delivered before the pandemic.

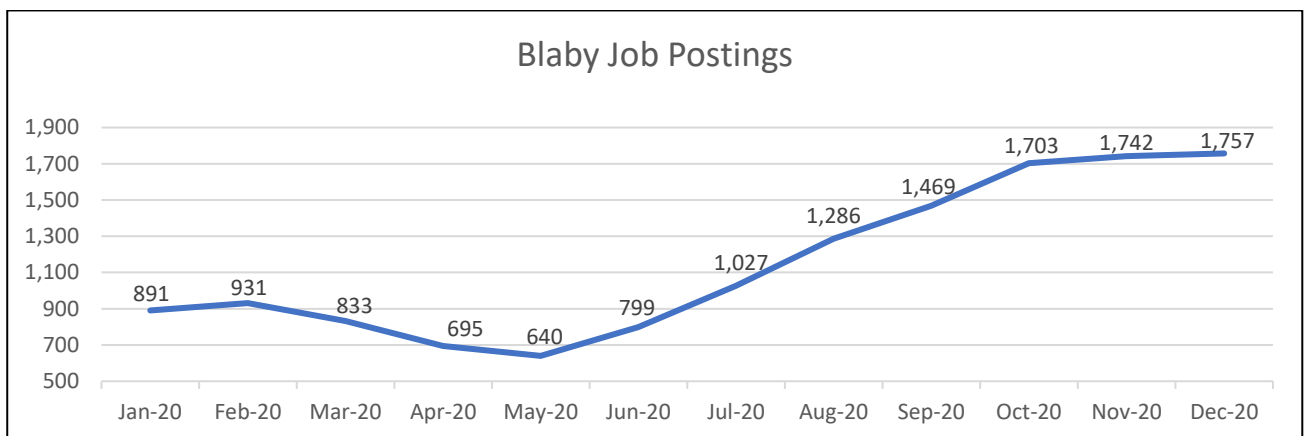


Figure 12: Unique Job Postings
Source: EMSI

Enterprises

In 2020 there were 43,365 enterprises in the Leicester and Leicestershire area. Over 13,000 of these were based in Leicester and more than 30,000 in Leicestershire.

Over the period 2011 to 2020 the number of enterprises in the Leicester and Leicestershire areas grew by 11,750. This is growth of 37.2%. In England there was growth of 34.3%. In Leicester over the same period there was growth of 64.6% and Leicestershire 27.8%.

In Blaby district in 2011 there were 3,335 enterprises. In 2020 there were 4,180. This is growth of 845 enterprises or 25.3%. This is below average (34.3%).

| | 2011 | 2016 | 2019 | 2020 | Growth 2011 - 20 | Growth 2011 - 20 % |
|---------------------|-----------|-----------|-----------|-----------|------------------|--------------------|
| Blaby | 3,335 | 4,170 | 4,085 | 4,180 | 845 | 25.3 |
| Charnwood | 5,020 | 6,185 | 6,700 | 6,710 | 1,690 | 33.7 |
| Harborough | 4,310 | 5,130 | 5,340 | 5,540 | 1,230 | 28.5 |
| Hinckley & Bosworth | 3,825 | 4,500 | 4,635 | 4,865 | 1,040 | 27.2 |
| Leicester | 8,030 | 10,960 | 12,775 | 13,215 | 5,185 | 64.6 |
| Leicestershire | 23,590 | 28,510 | 29,575 | 30,150 | 6,560 | 27.8 |
| LLEP Area | 31,615 | 39,470 | 42,345 | 43,365 | 11,750 | 37.2 |
| Melton | 2,155 | 2,500 | 2,560 | 2,530 | 375 | 17.4 |
| NW Leicestershire | 3,470 | 4,110 | 4,290 | 4,330 | 860 | 24.8 |
| Oadby & Wigston | 1,470 | 1,915 | 1,965 | 2,000 | 530 | 36.1 |
| East Midlands | 140,945 | 172,700 | 180,455 | 184,015 | 43,070 | 30.6 |
| England | 1,780,825 | 2,213,650 | 2,360,780 | 2,390,970 | 610,145 | 34.3 |

Table 10: Enterprises

Source: ONS UK Business Counts

The figure below demonstrates the numbers and growth in enterprises in the Blaby district area over the period.

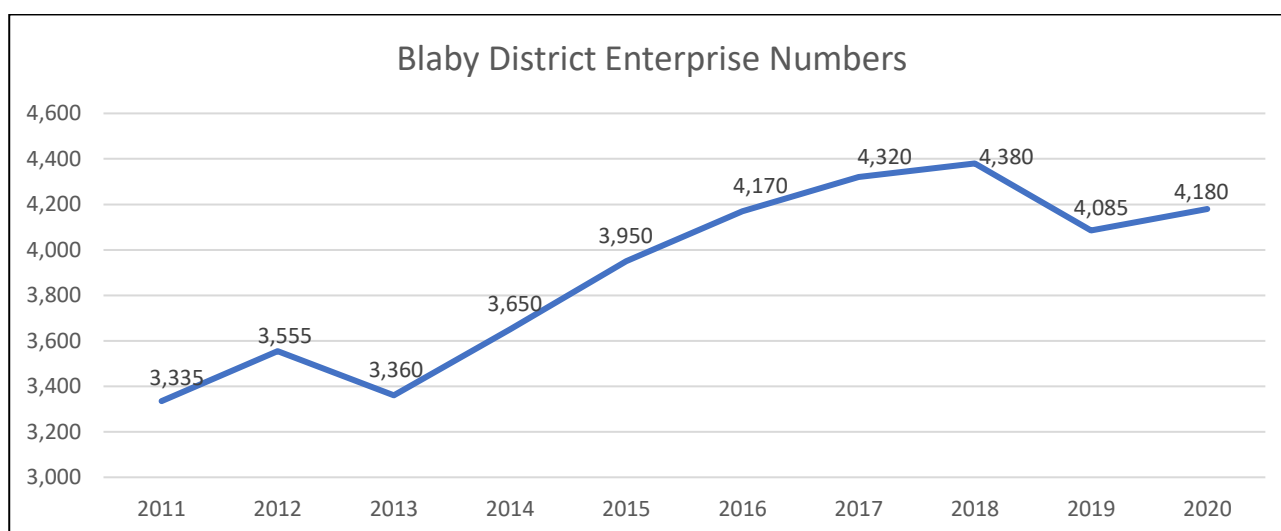


Figure 13: Enterprises

Source: ONS UK Business Counts

In terms of numbers growth over the period 2011 to 2020 has been greatest in Construction, Transport and Storage and in Professional, Scientific and Technical and Business Administration and Support Services.

Construction and Professional, Scientific and Technical are the two broad industry areas that contain the largest share of businesses.

When compared to 2020 data for England the Blaby district area on average has larger shares of Manufacturing, Construction, Transport and Storage and Financial and Insurance enterprises than England. Notably England has larger shares Information and Communication and Professional, Scientific and Technical enterprises.

| | 2011 | 2019 | 2020 | Growth 2011 - 20 | Growth 2011 - 20 % | Blaby District % Share 2020 | England % Share 2020 |
|--|-------|-------|-------|------------------|--------------------|-----------------------------|----------------------|
| Agriculture, forestry & fishing | 120 | 115 | 115 | -5 | -4.2 | 2.8 | 4.2 |
| Mining, quarrying & utilities | 15 | 25 | 30 | 15 | 100.0 | 0.7 | 0.5 |
| Manufacturing | 260 | 265 | 275 | 15 | 5.8 | 6.6 | 4.9 |
| Construction | 560 | 700 | 695 | 135 | 24.1 | 16.6 | 12.8 |
| Motor trades | 100 | 130 | 130 | 30 | 30.0 | 3.1 | 2.8 |
| Wholesale | 175 | 165 | 160 | -15 | -8.6 | 3.8 | 3.8 |
| Retail | 230 | 245 | 255 | 25 | 10.9 | 6.1 | 7.6 |
| Transport & storage (inc postal) | 130 | 215 | 255 | 125 | 96.2 | 6.1 | 4.6 |
| Accommodation & food services | 110 | 135 | 150 | 40 | 36.4 | 3.6 | 5.6 |
| Information & communication | 170 | 230 | 235 | 65 | 38.2 | 5.6 | 8.7 |
| Financial & insurance | 415 | 365 | 330 | -85 | -20.5 | 7.9 | 2.3 |
| Property | 140 | 150 | 155 | 15 | 10.7 | 3.7 | 3.8 |
| Professional, scientific & technical | 400 | 550 | 570 | 170 | 42.5 | 13.6 | 17.5 |
| Business administration & support services | 180 | 360 | 380 | 200 | 111.1 | 9.1 | 8.8 |
| Public administration & defence | 15 | 20 | 20 | 5 | 33.3 | 0.5 | 0.3 |
| Education | 40 | 70 | 70 | 30 | 75.0 | 1.7 | 1.7 |
| Health | 100 | 125 | 135 | 35 | 35.0 | 3.2 | 3.7 |
| Arts, entertainment, recreation & other services | 170 | 220 | 225 | 55 | 32.4 | 5.4 | 6.3 |
| Column Total | 3,335 | 4,085 | 4,180 | 845 | 25.3 | 100.0 | 100.0 |

Table 11: Industry Enterprises
Source: ONS UK Business Counts

As employment numbers and enterprises have a time lag, data has been presented below for those industry areas that have seen business failures over the period 2020.

It is uncertain how closures have been affected by the introduction of legislation/ support schemes designed to assist businesses during the Corona Virus pandemic. It is thought that the introduction of things like the Furlough Scheme have acted as a break on the number of businesses failing.

The table below also demonstrates the difference between closures locally and those for England.

Industry areas have been ordered to demonstrate which industries have had the greatest number of dissolved businesses. Only industry areas that have had 5 or more business failures are included.

| Activity (prim. UK SIC 2007) | Solved Businesses | Blaby District % Share | England % Share |
|---|-------------------|------------------------|-----------------|
| Activities of head offices; management consultancy activities | 61 | 8.5 | 6.5 |
| Computer programming, consultancy and related activities | 50 | 7.0 | 7.0 |
| Specialised construction activities | 43 | 6.0 | 4.7 |
| Retail trade, except of motor vehicles and motorcycles | 42 | 5.9 | 7.0 |
| Land transport and transport via pipelines | 39 | 5.5 | 2.8 |
| Office administrative, office support and other business support activities | 39 | 5.5 | 7.8 |
| Other personal service activities | 34 | 4.8 | 5.7 |
| Food and beverage service activities | 33 | 4.6 | 5.5 |
| Real estate activities | 30 | 4.2 | 4.0 |
| Employment activities | 29 | 4.1 | 1.9 |
| Wholesale trade, except of motor vehicles and motorcycles | 26 | 3.6 | 3.3 |
| Construction of buildings | 25 | 3.5 | 3.4 |
| Wholesale and retail trade and repair of motor vehicles and motorcycles | 19 | 2.7 | 1.6 |
| Human health activities | 18 | 2.5 | 2.6 |
| Architectural and engineering activities; technical testing and analysis | 16 | 2.2 | 1.8 |
| Education | 13 | 1.8 | 1.7 |
| Other manufacturing | 10 | 1.4 | 0.5 |
| Other professional, scientific and technical activities | 10 | 1.4 | 2.7 |
| Information service activities | 9 | 1.3 | 1.1 |
| Financial service activities, except insurance and pension funding | 8 | 1.1 | 2.0 |
| Services to buildings and landscape activities | 8 | 1.1 | 1.0 |
| Sports activities and amusement and recreation activities | 8 | 1.1 | 1.1 |
| Manufacture of wearing apparel | 7 | 1.0 | 0.3 |
| Civil engineering | 7 | 1.0 | 0.7 |
| Legal and accounting activities | 7 | 1.0 | 1.3 |
| Manufacture of fabricated metal products, except machinery and equipment | 6 | 0.8 | 0.3 |
| Warehousing and support activities for transportation | 6 | 0.8 | 1.3 |
| Activities auxiliary to financial services and insurance activities | 6 | 0.8 | 0.7 |
| Manufacture of textiles | 5 | 0.7 | 0.2 |
| Manufacture of furniture | 5 | 0.7 | 0.2 |
| Repair and installation of machinery and equipment | 5 | 0.7 | 0.6 |
| Rental and leasing activities | 5 | 0.7 | 0.4 |
| n.a. | 18 | 2.5 | 5.9 |
| All | 715 | 100.0 | 100.0 |

Table 12 – Business Failures

Source: BVD Fame

Gross Value Added (GVA)

To understand how the local employment and industry structure impacts upon the areas productivity it may be useful to look at local industry Gross Value Added (GVA).

GVA is a productivity measure of the value of goods and services produced in an area, industry or sector of an economy less the cost of all inputs and raw materials directly attributable to that production.

Productivity measures are often used to indicate how well a country can use its human and physical resources to generate economic growth. Strong economic growth will generally mean an improvement in living standards. However, productivity alone does not tell us everything about the economic wellbeing of different areas. The potential of any given place depends on the mix of industries, the infrastructure and the size of settlements it contains. **Based on these circumstances, even an area with low productivity might be performing as well as it can.**

GVA in the Leicester and Leicestershire area is £23.6bn. In Blaby district it is £3.4bn. The broad industry area with the largest share of GVA mining, quarrying and utilities. This is worth over £700m despite having only 3,645 employees. Professional, Scientific and Technical is worth over £350m but in 2018 had 11,640 employees.

| Industry (Broad Industry Area) | 2018 Employees | 2018 GVA |
|---|----------------|---------------|
| 1 : Agriculture, forestry & fishing (A) | 95 | 6,514,754 |
| 2 : Mining, quarrying & utilities (B,D and E) | 3,645 | 716,387,532 |
| 3 : Manufacturing (C) | 4,605 | 307,146,491 |
| 4 : Construction (F) | 3,125 | 300,623,103 |
| 5 : Motor trades (Part G) | 1,125 | 63,852,896 |
| 6 : Wholesale (Part G) | 2,125 | 102,548,123 |
| 7 : Retail (Part G) | 6,500 | 222,830,986 |
| 8 : Transport & storage (inc postal) (H) | 2,300 | 103,044,253 |
| 9 : Accommodation & food services (I) | 3,100 | 55,954,646 |
| 10 : Information & communication (J) | 1,220 | 49,599,665 |
| 11 : Financial & insurance (K) | 3,150 | 277,172,701 |
| 12 : Property (L) | 475 | 60,048,031 |
| 13 : Professional, scientific & technical (M) | 11,640 | 355,642,862 |
| 14 : Business administration & support services (N) | 3,615 | 95,363,428 |
| 15 : Public administration & defence (O) | 7,000 | 380,000,000 |
| 16 : Education (P) | 2,125 | 85,728,171 |
| 17 : Health (Q) | 3,750 | 118,942,343 |
| 18 : Arts, entertainment, recreation & other services (R,S,T and U) | 1,670 | 58,280,639 |
| Column Total | 61,265 | 3,359,680,625 |

Table 13 – ONS Gross Value Added by Industry Area

Source: ONS Regional Gross Value Added (balanced) by Industry: all NUTS Level Regions, ONS Business Register and Employment Survey

Note: Gross Value-Added figures have been derived from data supplied by the Office for National Statistics that considers the Leicester, Leicestershire, Rutland and Northamptonshire area as a whole. The data supplied has been broken down by the number of employees contained within that area and within each of the industry areas. Data has then been applied by each local geography. As a result, the data supplied should be treated with caution.

Education and Skills

Level 2

The data below is taken from the ONS Annual Population Survey and relates to the periods 2011 to 2018 and 2019.

The table and figure below demonstrate the numbers and growth of the working age population with a Level 2 or above. Data is demonstrated for local, district authority and local enterprise partnership areas. These can be compared with regional and national figures.

| Area | Jan 2011- Dec 2011 | Jan 2018- Dec 2018 | Jan 2019- Dec 2019 | Growth 2011 - 19 | % Growth 2011 - 19 | Growth 2018 - 19 | % Growth 2018 - 19 |
|---------------------|-----------------------|-----------------------|-----------------------|---------------------|-----------------------|---------------------|-----------------------|
| Blaby | 42,100 | 45,000 | 48,500 | 6,400 | 15.2 | 3,500 | 7.8 |
| Charnwood | 77,700 | 94,000 | 94,800 | 17,100 | 22.0 | 800 | 0.9 |
| Harborough | 39,100 | 43,800 | 43,100 | 4,000 | 10.2 | -700 | -1.6 |
| Hinckley & Bosworth | 44,200 | 49,200 | 57,100 | 12,900 | 29.2 | 7,900 | 16.1 |
| Melton | 24,100 | 22,300 | 22,400 | -1,700 | -7.1 | 100 | 0.4 |
| NW Leicestershire | 41,400 | 47,700 | 51,800 | 10,400 | 25.1 | 4,100 | 8.6 |
| Oadby & Wigston | 24,200 | 25,700 | 25,000 | 800 | 3.3 | -700 | -2.7 |
| Leicester | 133,100 | 139,500 | 151,400 | 18,300 | 13.7 | 11,900 | 8.5 |
| Leicestershire | 292,900 | 327,500 | 342,700 | 49,800 | 17.0 | 15,200 | 4.6 |
| LLEP Area | 426,000 | 467,000 | 494,100 | 68,100 | 16.0 | 27,100 | 5.8 |
| East Midlands | 1,944,500 | 2,110,900 | 2,184,900 | 240,400 | 12.4 | 74,000 | 3.5 |
| England | 23,373,100 | 25,974,700 | 26,292,100 | 2,919,000 | 12.5 | 317,400 | 1.2 |

Table 14 – Educational Attainment Level 2 and Above
Source: ONS Annual Population Survey

In the Leicestershire and Leicestershire area in 2019, 494,100 had a Level 2 or above. This is 75.1% of the working age population. In England the figure was 75.7%. The figure for Leicester was 64.3% and Leicestershire 81.2%. Attainment in the Leicester and Leicestershire area is in line with the average. In Leicester however it is 11.4 percentage points lower than average.

In Blaby district in 2019 there were 48,500 that had a Level 2 or above. This is 81.5% of the working age population.

The figure below presents timeseries data for the period 2011 to 2019 for the Blaby, local enterprise partnership and national areas.

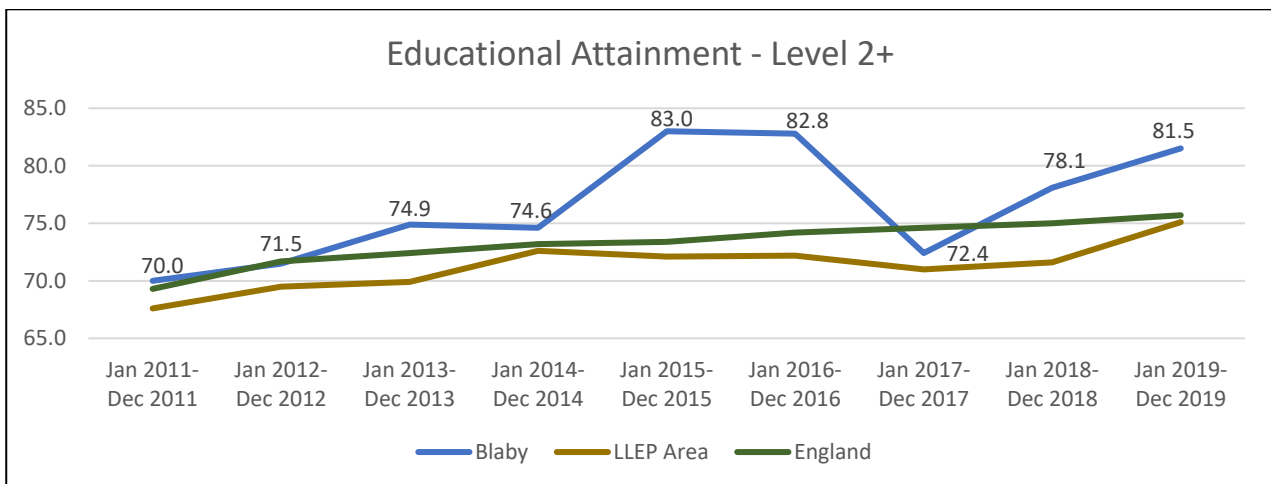


Figure 14 – Educational Attainment Level 2 and Above
Source: ONS Annual Population Survey

Level 4

The data below is taken from the ONS Annual Population Survey and relates to the periods 2011 to 2018 and 2019.

The table and figure below demonstrate the numbers and growth of the working age population with a Level 4 or above. Data is demonstrated for local, district authority and local enterprise partnership areas. These can be compared with regional and national figures.

| Area | Jan 2011- Dec 2011 | Jan 2018- Dec 2018 | Jan 2019- Dec 2019 | Growth 2011 - 19 | % Growth 2011 - 19 | Growth 2018 - 19 | % Growth 2018 - 19 |
|---------------------|-----------------------|-----------------------|-----------------------|---------------------|-----------------------|---------------------|-----------------------|
| Blaby | 14,200 | 20,500 | 22,800 | 8,600 | 60.6 | 2,300 | 11.2 |
| Charnwood | 35,300 | 45,400 | 55,500 | 20,200 | 57.2 | 10,100 | 22.2 |
| Harborough | 20,000 | 21,500 | 21,900 | 1,900 | 9.5 | 400 | 1.9 |
| Hinckley & Bosworth | 15,600 | 22,300 | 28,300 | 12,700 | 81.4 | 6,000 | 26.9 |
| Melton | 10,700 | 11,500 | 8,100 | -2,600 | -24.3 | -3,400 | -29.6 |
| NW Leicestershire | 16,400 | 20,300 | 20,900 | 4,500 | 27.4 | 600 | 3.0 |
| Oadby & Wigston | 10,400 | 17,600 | 14,800 | 4,400 | 42.3 | -2,800 | -15.9 |
| Leicester | 60,300 | 66,400 | 78,300 | 18,000 | 29.9 | 11,900 | 17.9 |
| Leicestershire | 122,500 | 159,000 | 172,300 | 49,800 | 40.7 | 13,300 | 8.4 |
| LLEP Area | 182,800 | 225,400 | 250,600 | 67,800 | 37.1 | 25,200 | 11.2 |
| East Midlands | 806,600 | 974,400 | 1,001,500 | 194,900 | 24.2 | 27,100 | 2.8 |
| England | 10,972,000 | 13,513,600 | 13,906,500 | 2,934,500 | 26.7 | 392,900 | 2.9 |

Table 15 – Educational Attainment Level 4 and Above
Source: ONS Annual Population Survey

In the Leicester and Leicestershire area in 2019, 250,600 had Level 4 or above. This is 38.1% of the working age population. In England the figure was 40%. The figure for Leicester was 33.2% and Leicestershire 40.8%.

Attainment in the Leicester and Leicestershire area is below average. In Leicester it is 6.8 percentage points lower than average.

In Blaby district in 2019 there were 22,800 that had a Level 4 or above. This is 38.3% of the working age population, again this is lower than average.

The figure below presents timeseries data for the period 2011 to 2019 for the Blaby, local enterprise partnership and national areas.

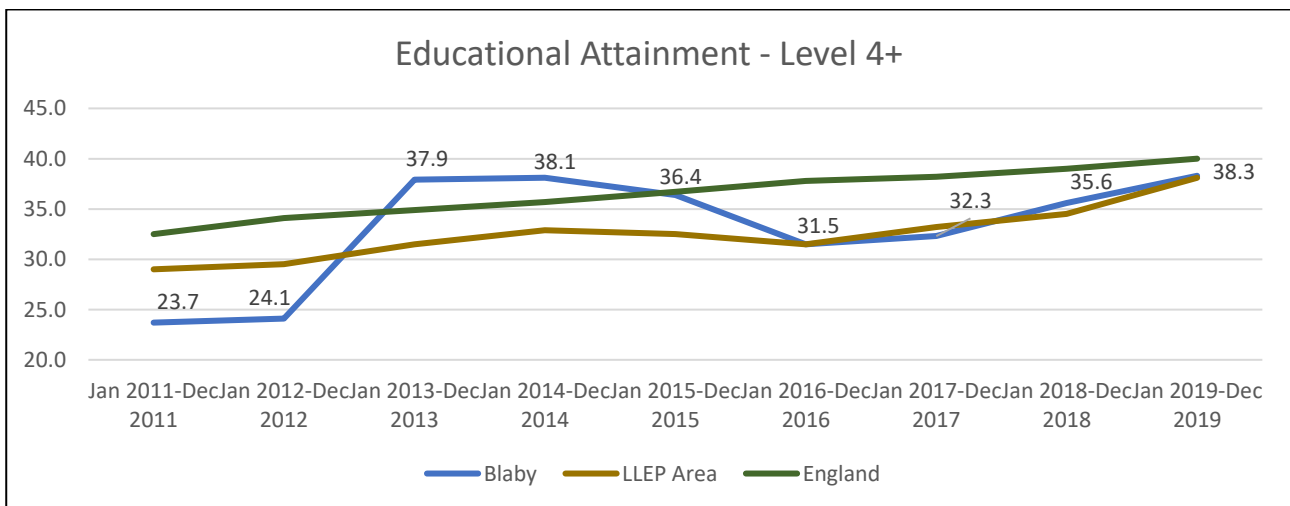


Figure 15 – Educational Attainment Level 4 and Above
Source: ONS Annual Population Survey

Apprenticeship Starts

The table and figure below provide an understanding of apprenticeship take-up (starts) in the Blaby District area by broad subject area, ethnicity, sex and age group in the academic year 2019/2020.

In the academic year 2019/2020 there were 690 apprenticeship starts. Of these nearly 47% of all apprenticeship starts were either in Business, Administration and Law or Health, Public Service and Care.

Areas where there is no representation are Arts, Media and Publishing, Science and Mathematics and Social Sciences.

Eighty six percent of apprenticeships are taken up by white students. On average there are more males than females undertaking apprenticeships. At 55% male representation is 10 percentage points higher.

| | Data | % |
|--|------|------|
| Agriculture, Horticulture and Animal Care | 10 | 1.4 |
| Arts, Media and Publishing | 0 | 0.0 |
| Business, Administration and Law | 210 | 30.0 |
| Construction, Planning and the Built Environment | 100 | 14.3 |
| Education and Training | 20 | 2.9 |
| Engineering and Manufacturing Technologies | 100 | 14.3 |
| Health, Public Services and Care | 130 | 18.6 |
| Information and Communication Technology | 40 | 5.7 |
| Leisure, Travel and Tourism | 10 | 1.4 |
| Retail and Commercial Enterprise | 80 | 11.4 |
| Science and Mathematics | 0 | 0.0 |
| Social Sciences | 0 | 0.0 |
| | | |
| Asian/ Asian British | 50 | 7.2 |
| Black/ African Caribbean | 10 | 1.4 |
| Mixed/ Multiple Ethnic Group | 20 | 2.9 |
| Not App/ Known | 20 | 2.9 |
| Other Ethnic Group | 0 | 0.0 |
| White | 590 | 85.5 |
| | | |
| Male | 380 | 55.1 |
| Female | 310 | 44.9 |
| | | |
| Under 19 | 210 | 30.4 |
| 19-24 | 190 | 27.5 |
| 25+ | 290 | 42.0 |

Table 16 – Apprenticeship Starts
Source: Department of Education

Apprenticeship Starts 2019/20 %

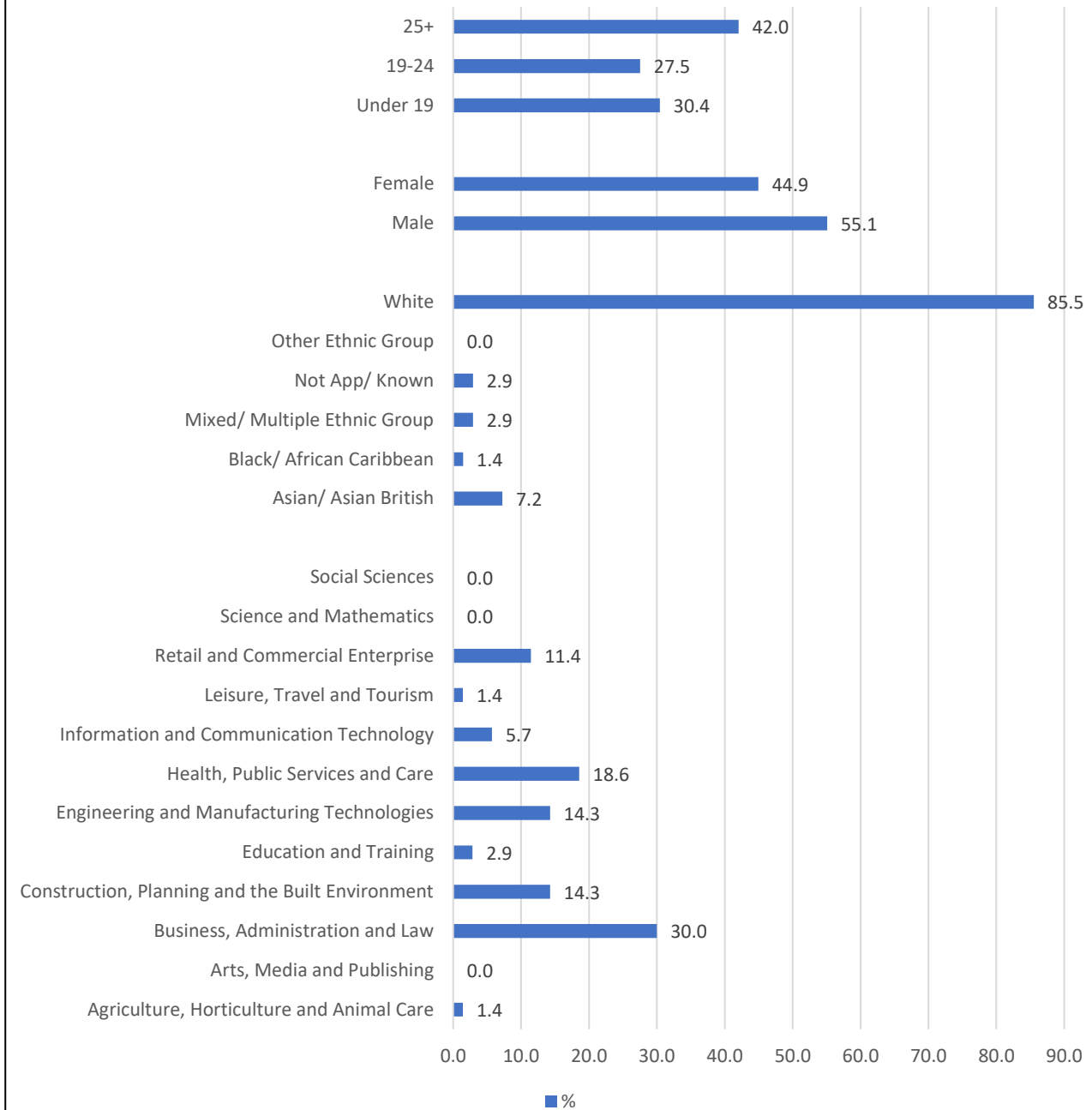


Figure 16 – Apprenticeship Starts
Source: Department of Education