



The Skills & Growth Snapshot 2018

Economic Summary
for Cheshire East



The Skills & Growth Company

A Cheshire East Council Company



This collection of facts and infographics has been prepared by the Skills & Growth Company to provide a snapshot of key economic data relating to businesses, employment, skills and economic infrastructure in Cheshire East.

It has been produced from raw statistics produced by the Cheshire East Council Research & Intelligence Team, primarily from 2017 data.

This publication will be updated regularly, and if you have any ideas for useful statistics or infographics then please contact us at info@skillsandgrowth.co.uk.

These are free to use, but please reference us.

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About Us



Our ambition is to help others fulfil theirs

By aligning skills and economic growth services, we aim to ensure that everyone can gain the opportunity to succeed and every business the opportunity to thrive.

Our strategic priorities are split into two strands, four skills priorities and four growth priorities. There are currently 30 team members in the company.

We deliver a 7 year £2.5m contract for Cheshire East Council and operate across Cheshire East and the wider region, from our base in Sandbach Enterprise Centre.

Our skills priorities:

- Support young people to be work ready
- Tackle long-term unemployment
- Education meets employer needs
- Provide skills for high-growth sectors.

Our growth priorities:

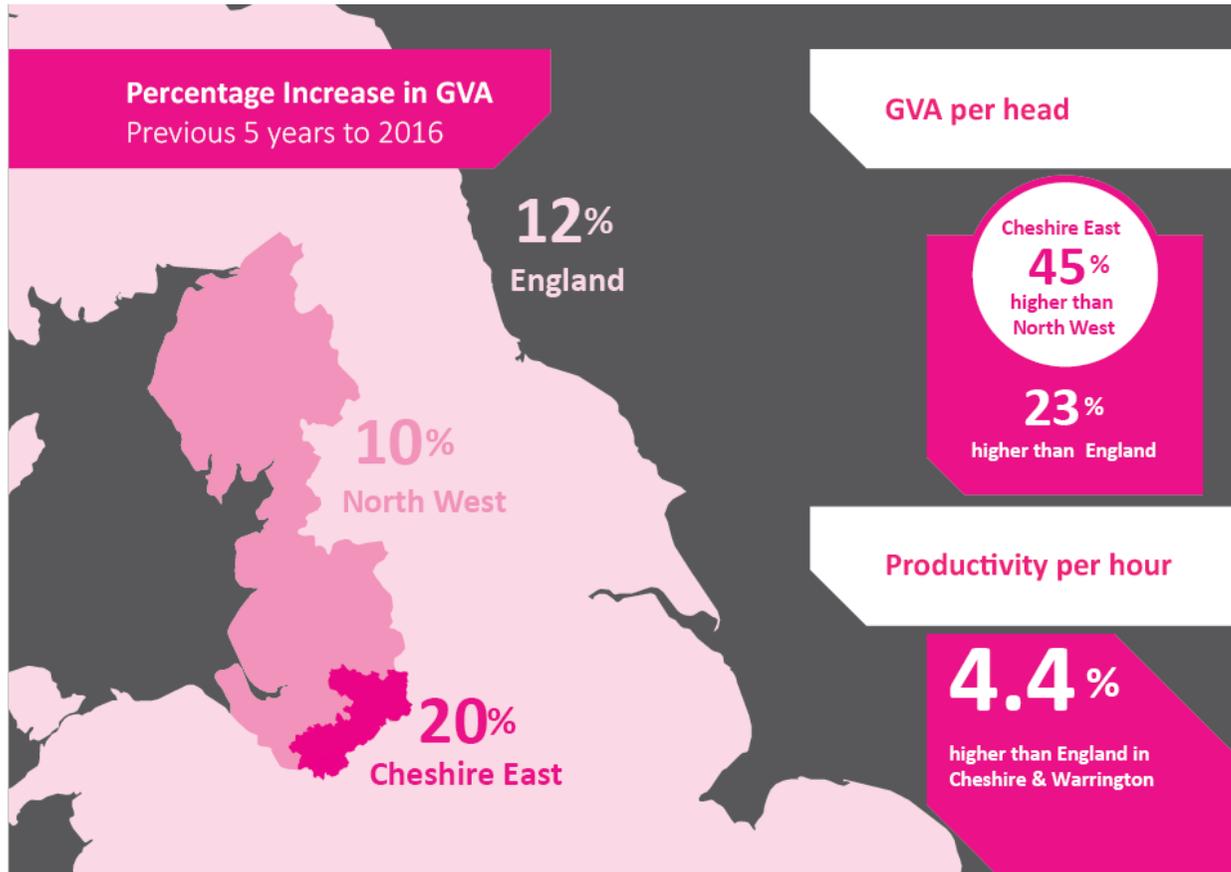
- Businesses have the support to succeed
- Lead high-growth sectors
- Secure investment in key sites
- Maximise and attract investment.



Some of our achievements over the last year

- Helping create almost 1,000 jobs
- Achieving 5th spot in 'The Top 5 Places to Live'
- Our 'Tendering Course for SMEs' a finalist in the Public Procurement Awards
- £1m European funding secured for an ambitious heat networks programme
- Launching an Enterprise Advisor Network to provide students with the skills to meet employer needs
- Finalist in the Association for Public Service Excellence Service Awards
- 3rd lowest level of young people in NEETS
- Fairerpower saves Cheshire customers £2.1m
- Cheshire East tops the vibrant economy index for the North-West
- Establishing the WEAVE network for the creative and digital sector
- Joint 6th in the country for 'scale-ups'

Gross Value Added (GVA)



Cheshire East is the 9th fastest growing economy in England, the only area from the Northern Powerhouse in the top 10. At £33,300 our GVA per head is higher than the North West (£22,900) and England (£27,100).

The value of our economy is growing at almost double the national average, and we are more productive than the national average. The latest data available is for 2016, and it shows that since 2011 we have seen a 45% increase - greater than both England and the North-West.

Businesses



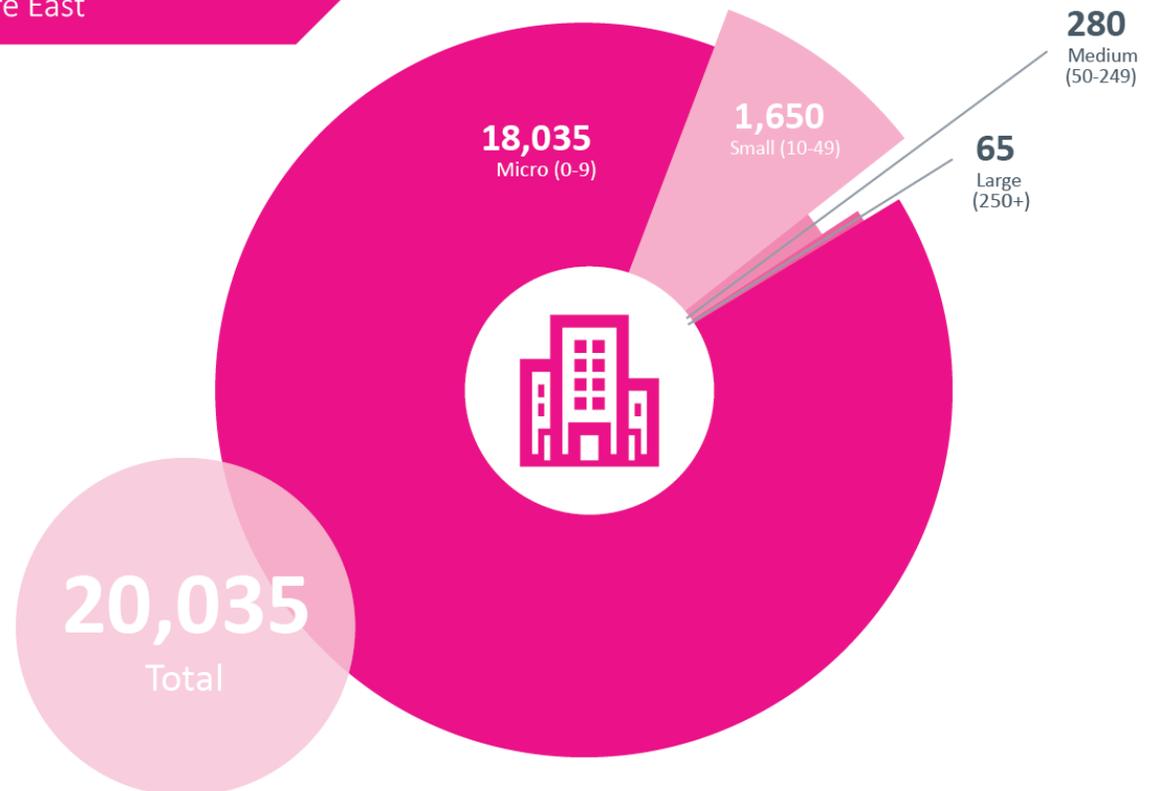
Over 20,000 businesses call Cheshire East home.

We have 65 large businesses employing over 250 people, including Bentley, one of the world's top producers of luxury cars, Sanofi Europe's largest inhalations manufacturer, Barclays global technology centre, Astra Zeneca's largest European site and McCann, the biggest advertising agency outside of London.

At the other scale, Cheshire East is dominated by micro-businesses with less than 10 employees, alongside a large number of small businesses of between 10-49 employees, and a significant number of medium sized businesses.

Cheshire East is an excellent location for all types of business, and somewhere to establish and grow your business.

Businesses by Size 2017
Cheshire East



Businesses

Business Birth Rate

Business births per 10,000 residents aged 16 and above

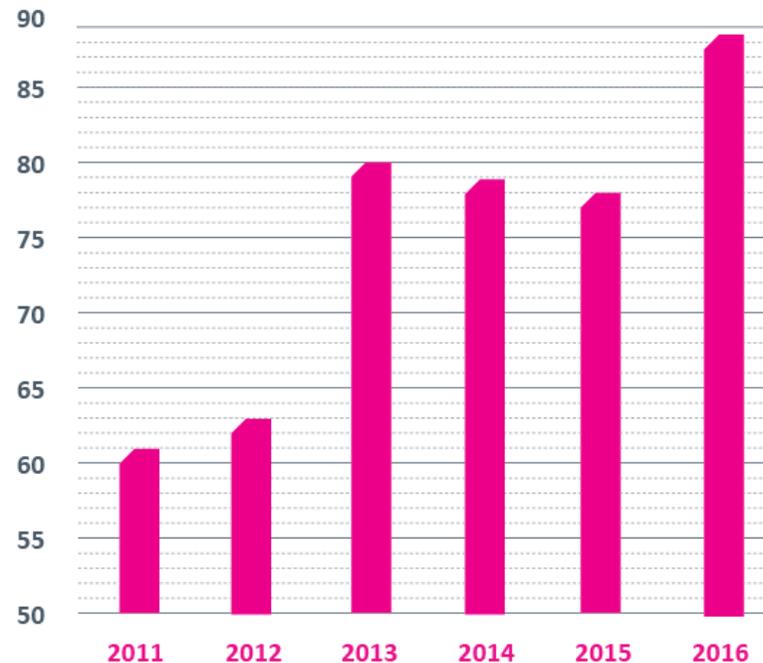
46%

increase in business births since 2011



91%

of businesses survive the first year in Cheshire East



We have seen a significant increase in business creation since 2011.

Business births have been growing annually to reach over 85 per 10,000 residents in 2016.

In 2013 there was a significant increase to around 80 per 10,000, which was consistent with national figures showing an increase in self-employment.

Between 2014-15, the birth-rate settled down. It spiked again with an 11% increase between 2015-16.

We have an excellent business survival rate showing that Cheshire East is a great place to start a business.

Employment & Sectors



195,000 people are in employment in Cheshire East a drop of 4,000 since 2016, but an increase of 15,000 since 2010. Compared to the North West, the employment rate in Cheshire East is almost 5% higher.

Employment rates continue to increase since 2012, and our 'jobs density' showing jobs per resident is 12% higher than the North West average, and 10% above the UK's.

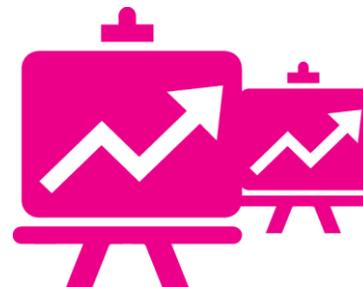
Fewer people are unemployed in Cheshire East, than average and it continues to fall. We have seen a 38% decrease in our unemployment rate between 2011 and 2017 from 10,300 to 6,200.

Almost half of employment is in high paid jobs. 47% of employment is in managerial and professional jobs, 5% higher than the North West.

We have more skilled trades and managers. The number of people employed in managerial or skilled trades is 14% higher than the North West average and increase of 3% from 2016.

More scientists and makers work in Cheshire East. 41% more people are employed in managerial/scientific jobs than the England average, 3% more than 2015, demonstrating the support for science and innovation locally linked to the Cheshire Science Corridor.

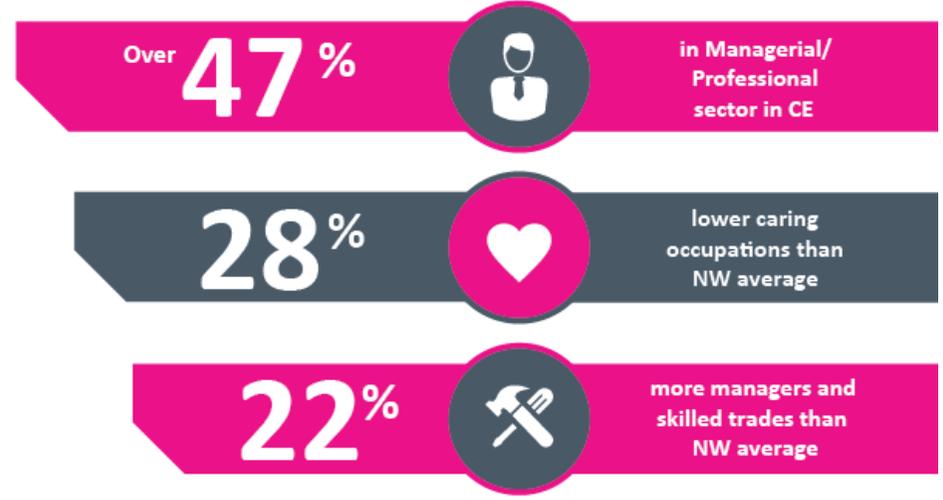
Our manufacturing sector employs 43% more than the England average, with high employment in automotive, rail, pharma-manufacture, and other advanced manufacturing.



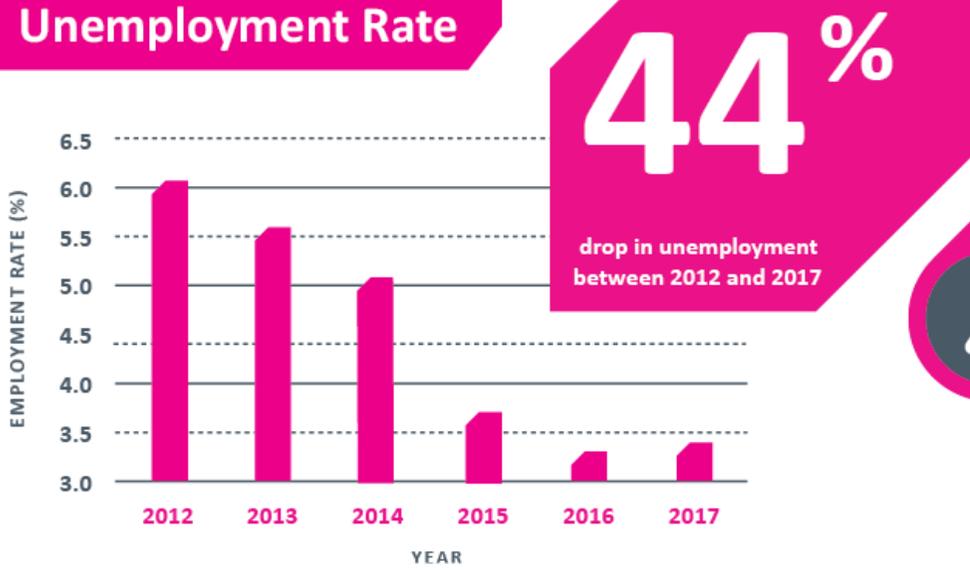
Employment Rate



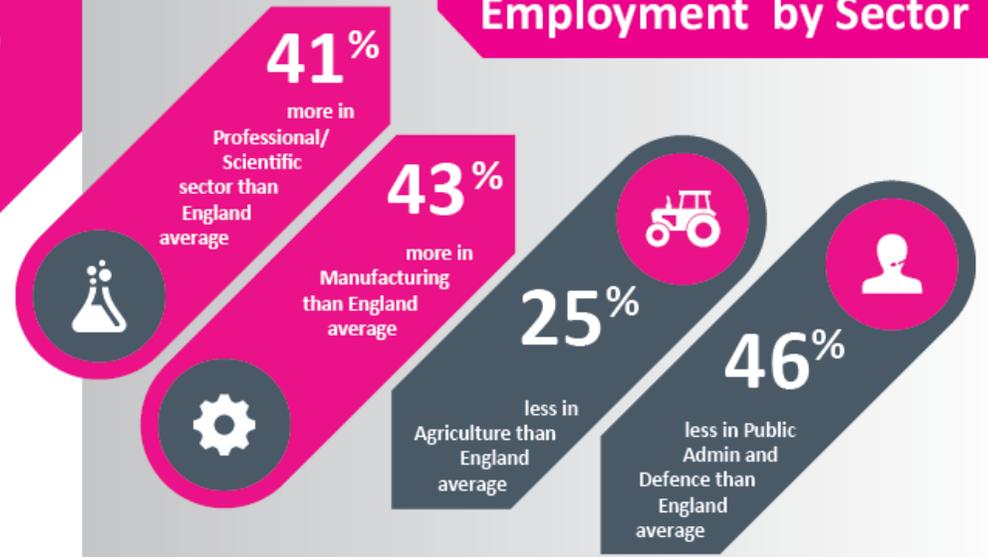
Employment by Occupation



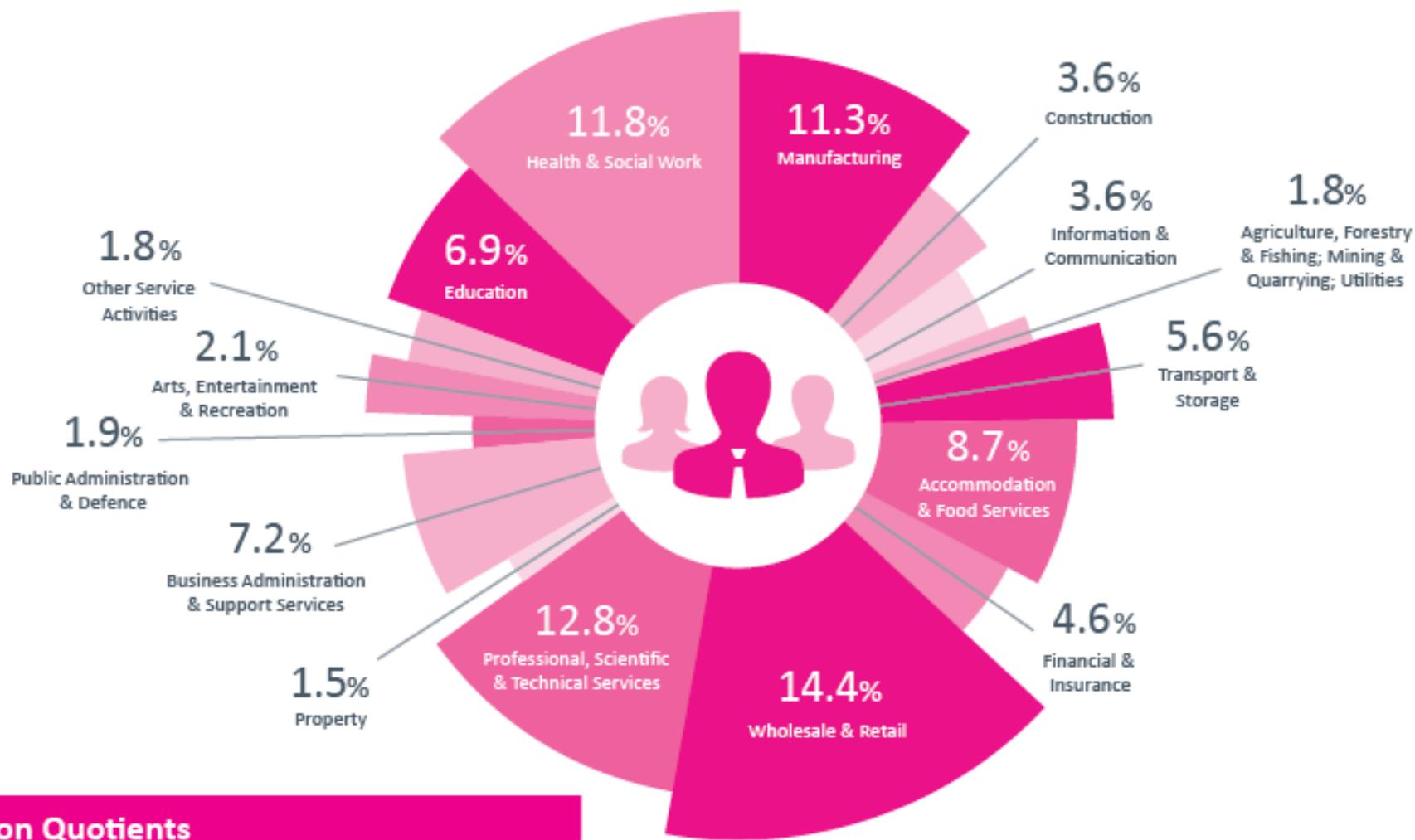
Unemployment Rate



Employment by Sector



Employment by Sector 2016



Location Quotients (1.00 - National Average)

Manufacture of Pharmaceutical Preparations	15	Research and Development in Science and Engineering	1.6	IT, Software and Computer Services	1.13
Manufacture of Motor Vehicles	5.2	Advertising and Marketing	1.67		

Employment & Sectors

Our employment breakdown by sector is not untypical of similar localities, except that **we are above the national average** in:

Manufacturing; Financial & Insurance and Professional, Scientific & Technical Services.

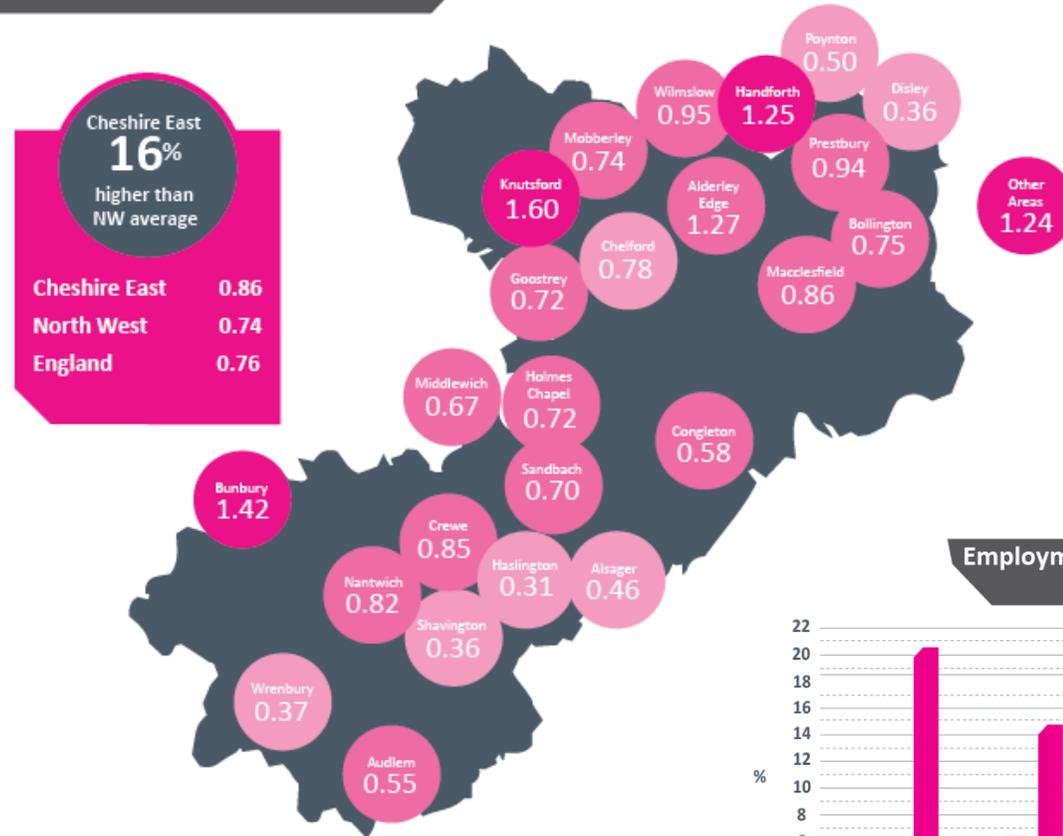
The ratio of jobs per resident (Jobs Density) is 16% above the North-West average and 13% above England.

We have a high jobs density in the arc from Knutsford, to Wilmslow, to Macclesfield.

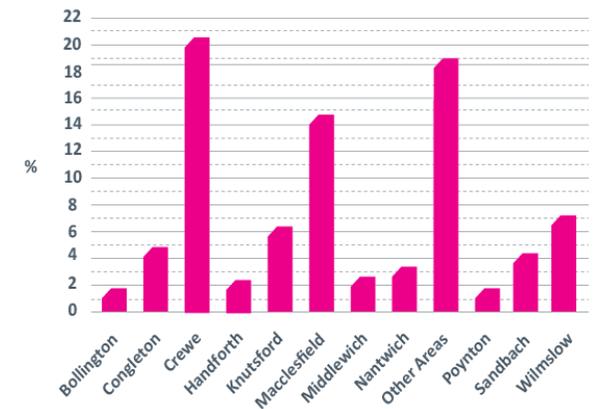
Settlements with the highest are: Knutsford (1.6), Bunbury (1.42), Alderley Edge (1.27) and Handforth (1.25). Chelford saw the greatest increase in job density at 51% and Sandbach saw a 30% increase.

Our major employment regions also include the Crewe area, our rural zones and market towns.

Jobs Density



Employment by town as a % of Cheshire East total



Skills



Almost 7,000 apprenticeships were undertaken in Cheshire East during 15/16 and their appeal is growing.

The most popular higher apprenticeships are in the professional and managerial sectors of accounting & finance, business management and science. The number of media & communications, crafts & creative arts, travel & tourism and law apprenticeships is relatively low.

The sectors for intermediate apprenticeships are more varied, with a slant towards administration, health & social care and hospitality & catering.

We have more young people engaged in apprenticeships than the England average.

Cheshire East Apprenticeships

Apprenticeship Participation (Higher)



Apprenticeship Participation (Intermediate)

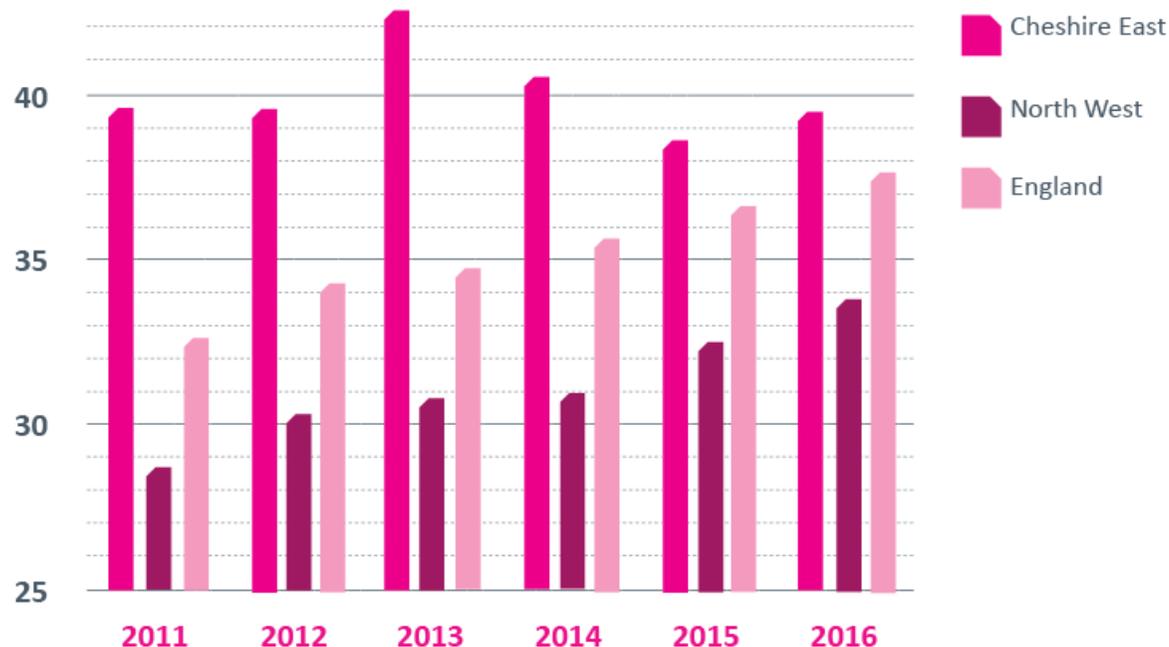


19%
more apprentice participation in Cheshire East than England average



Almost
7000
apprenticeships in Cheshire East

% of 16-64 year-olds whose highest qualifications is at or above NVQ Level 4



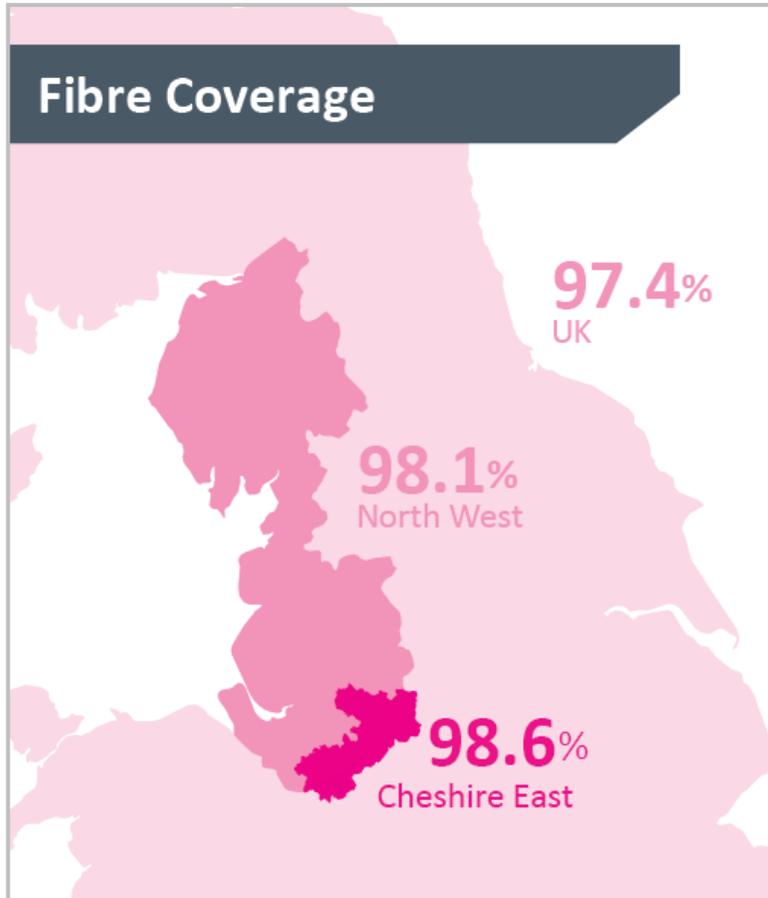
Our qualification levels are higher than the national and North-West averages

In 2011, the number of 16-64 year olds with NVQ Level 4 and above in Cheshire East was 7.1% above the England average and 10.8% above the North-West. However, in 2016, the gap between attainment in Cheshire East compared with the North-West and England had diminished.

The number of 16-17 year olds not in education, employment or training (NEET) is 0.7% lower than the North West and 0.3% lower than England.

Participation of 16-17 year olds in education is 6% higher than the North West and 4.3% higher than England.

Infrastructure



Cheshire East has better fibre coverage than the UK average.

Since 2012 the Connecting Cheshire Partnership has ensured that only 1.5% of premises are not connected to fibre, and they are working to reduce that further.

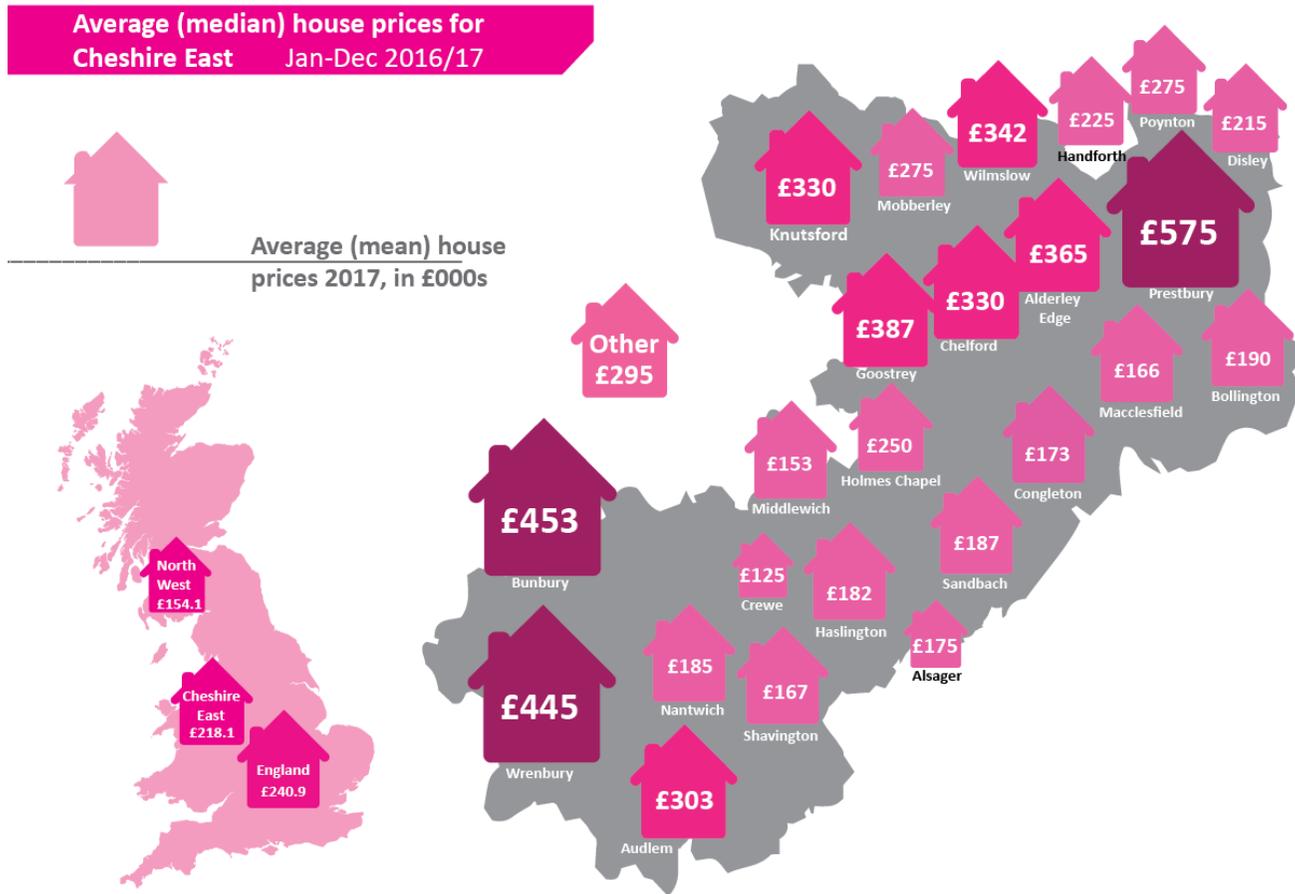
94 % can get superfast broadband (>24 Mbps), and 30% of premises are able to receive ultra-fast broadband at speeds greater than 100Mbps.



We have a more carbon intensive economy than the average.

Our carbon emissions are 30% above the North West and national averages at 7.3 tonnes of CO2 per person. However, this has reduced by 16% since 2009.

Infrastructure



Our house prices are below the national average, but with significant variations across the Borough.

The average house price in Cheshire East is £218,100 and is under the England average of £240,900. However, these figures hide local variations, especially in size of household.

The north and south-west of the borough typically has higher house prices. The south and east of the has prices substantially below the average. Only areas around Crewe are typically below the North-West averages.

The ratio of prices to earnings is 7.36, comparable to the national average of 7.72.

Cover photos:

Thanks to (top clockwise) UK Turntables, Reaseheath College, Forest Gin, Bentley, JS Bailey and Autoliv for allowing us to photograph their staff

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